



# Willard Beach Master Plan

South Portland, Maine  
June 2023





# Acknowledgments

Thank you to the City staff, volunteers on the Willard Beach Master Plan Committee, the planning consultant team, and to all members of the public who contributed to the development of this plan.

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**The South Portland City Council**  
**officially accepted this Master Plan**  
**on \_\_\_\_\_.**





# Table of Contents

<b>INTRODUCTION</b>	<b>6</b>
How To Use This Plan	8
Study Area	8
Vision For Willard Beach	10
Master Plan Goals	11
Strategies	11
Planning Process	12
Community Engagement	12

## 1 NATURAL RESOURCES 14

1.1 Education	16
1.2 Protection	17
1.3 Restoration	21
1.4 Implementation	26

## 2 WATER QUALITY 28

2.1 Monitoring	30
2.2 Education	31
2.3 Implementation	34
2.4 Long-Term Management	35

## 3 BEACH ACCESS 38

3.1 Pedestrian and ADA Accessibility	40
3.2 Beach Access Improvements	42
3.3 Vehicular and Bicycle Circulation	50
3.4 Wayfinding and Signage	54

## 4 INFRASTRUCTURE 58

4.1 Shoreline Stabilization	60
4.2 Facilities	62
4.3 Amenities and Furnishings	66

## 5 CULTURAL HISTORY 70

5.1 Art in the Landscape	72
5.2 Cultural Programming	72
5.3 Community Resources	72

## IMPLEMENTATION 74

## Appendices

- A. Willard Beach Existing Conditions
- B. Community Engagement Results
- C. Reference List

## Acronyms

ADA	American Disabilities Act
LID	Low Impact Development
MDEP	Maine Department of Environmental Protection
SMCC	Southern Maine Community College
MBMAP	Maine Beach Mapping Program
MGS	Maine Geological Survey



# Introduction

## Introduction

Willard Beach is a valued community open space and coastal resource in South Portland, Maine. The beach faces challenges related to water quality, natural resource management, aging infrastructure, high levels of public use, accessibility, and the threat of sea level rise.

This plan outlines a vision for Willard Beach that is grounded in natural resource protection, coastal resiliency, and inclusivity as a public park. The intent of this plan is to guide the South Portland community in the successful management, continued planning, and site improvements at Willard Beach and the adjacent neighborhood.

## Contents

How To Use This Plan	8
Study Area	8
Vision For Willard Beach	10
Master Plan Goals	11
Strategies	11
Planning Process	12
Community Engagement	12

# How To Use This Plan

This plan is intended to guide the management and investment at Willard Beach and the adjacent neighborhood over the next 10 to 15 years (2035). The South Portland community members, elected officials, and City staff may reference the recommended strategies when planning for funding, programming, site improvements, and general beach management.

### Organization of this Plan:

- The plan establishes an aspirational **Vision for Willard Beach**.
- A set of **Goals** are identified for the purpose of achieving the established vision.
- In support of each goal, the plan identifies a series of recommended **Strategies**.
- The implementation of the strategies are summarized in an **Action Plan** to guide implementation of the plan.
- The **Appendices** include documentation of existing conditions, results from the community survey, and a list of helpful reference documents.

# Study Area

This plan includes the Willard beachfront and the neighborhood adjacent to the beach. The study area extends from Fort Preble to Fisherman's Point. To the north, the plan includes Spring Point Shoreway Trail on the eastern edge of the SMCC campus. The neighborhood area is bounded by Beach Street, Preble Street, Fort Road, Preble Street, and Deake Street. To the south, the plan includes Fisherman's Point. While the focus of this plan is bound to this area, several strategies relate to the larger context of the South Portland community and Casco Bay.

See image of Study Area on the next page.



Boundaries of study area outlined in orange over aerial image

## Vision For Willard Beach

Willard Beach is a highly valued natural resource and recreational destination for both residents and visitors of South Portland. The seascape at Willard is a highly scenic and treasured open space, serving as the community's primary access to the Casco Bay seashore.

The beachfront and its facilities form an accessible and inclusive public space that serves as a natural community center, providing recreational activities to all residents of South Portland, our neighbors, and guests from around the world.

The community recognizes the dynamic sand dune system as a critical support to the wildlife habitat and serves as the neighborhood's defense against storm surges and sea level rise. Beach management should serve as a model of coastal sustainability and resiliency, as well as used as a tool to educate the public about coastal ecosystems.

Continuing investment in Willard Beach aims to enhance the resiliency and health of this essential community resource through private and public partnership, while ensuring the beach remains accessible to all.



## Master Plan Goals

To ensure Willard Beach lives up to the established vision, this plan has outlined the following goals:

- 1. Protect and Restore Natural Resources**
- 2. Mitigate Poor Water Quality**
- 3. Improve Beach Access**
- 4. Ensure Infrastructure is Resilient and Enhances Beach Character**
- 5. Acknowledge and Engage the Cultural History**

## Strategies

The recommended strategies aim to fulfill the identified vision and goals for Willard Beach. They are presented in the five sections in support of each goal. Each strategy described in detail then summarized in an action plan for reference.

## Planning Process

The Willard Beach Master Plan Committee was formed in June 2019 with the goal of presenting a draft Master Plan for Willard Beach to the South Portland City Council.

In September 2021, the Committee lead a community meeting with an invitation for participants to share goals and ideas for the future of Willard Beach. Many of the ideas from this early meeting have made their way into this final plan.

A consultant team was hired to lead the official planning process in February 2022. The consultant team was led by Viewshed (formerly TJD&A Landscape Architects and Planners), with support from environmental specialists at FB Environmental and civil engineers at Sevee & Maher Engineers.

The Willard Beach Master Plan Committee met with City staff monthly to discuss the topics included in this plan, listened to public comments, and guided the work of the consultant team. The final draft plan was presented to City Council in March 2023.

## Community Engagement

There was a strong emphasis on community engagement in the development of this master plan. Opportunities for the public to contribute included in-person meetings and a robust digital engagement process. The following is a summary of the community engagement work embedded in the planning process. The results of this community engagement process are documented within Appendix B.

**Project Website.** An interactive website allowed visitors to review the existing conditions analysis, access the digital survey tools, and review the survey results.

**Digital Community Survey.** A community-wide digital survey was distributed to the public between June and August 2022. A total of 560 responses were received. Community members shared their current use patterns at the beach, identified the areas to prioritize in the plan, and offered comments that directly informed the final plan.

**On-site Engagement.** The consultant team visited Willard Beach four times during the planning process to observe use patterns and speak with visitors on the beach. The one-on-one conversations provided valuable insight for the project team. The beach visits were conducted during all four seasons in 2022: February 23; June 1; July 29; October 11.

**Committee Meetings.** All Willard Beach Master Plan Committee meetings were open to the public. The public often attended and was given opportunities to listen to consultant presentations and hear the committee discussions. Opportunities for public comment and questions were often included in the meetings.

**Public Review Comments.** Drafts of the plan were made available for public review and comment. Written comments were received and incorporated into the plan where possible.

## We asked community members to share thoughts about the future of Willard Beach...

There needs to be a vision to include and welcome people of all ages and abilities.

Greater attention to protection of the natural environment, water and soil quality, dunes/habitat for shore birds.

Willard Beach is an important neighborhood (and city) public space. It needs responsible care, combined with assurance that accessibility and services for all can remain.

We would love to see a cleaner and more natural setting.

I think it's fine to keep things simple for our small community beach. I like the idea of focusing on environmental conservation.

Keep it as a free community beach accessible to all.

A safe, healthy, quiet, clean beach for residents of South Portland and visitors to enjoy.

Water quality is very important.



Images from September 2021 public meeting at the Bathhouse / Quotes above were provided through digital community survey



# 1 Protect and Restore Natural Resources

## Natural Resources

The community has identified the protection and restoration of natural resources at Willard Beach as top priorities. It is also a goal in alignment with the 2020 One Climate Future Plan. Willard Beach contains important wildlife habitats such as dunes, mudflats, and eelgrass beds. The protection and restoration of these habitats will provide several benefits to Willard Beach, including improved shoreline stabilization, better resiliency to sea level rise and other effects of climate change, enhanced wildlife habitat, and increased stormwater filtration. Management strategies to protect natural resources will therefore align with the plan goals to support shoreline stabilization and dune health, promote wildlife and habitat protection, and mitigate poor water quality.

### Strategies

1.1 Education	16
1.1.1 Interpretive Signage	16
1.1.2 Educational Programming	16
1.1.3 SMCC Partnership	16
1.1.4 Foster Volunteerism	16
1.1.5 Public-Private Partnership	16
1.2 Protection	17
1.2.1 Minimize Dune Access Paths	17
1.2.2 Minimize Impacts of Dinghy Storage	17
1.2.3 Dune Fencing	18
1.2.4 Promote Protection of Eelgrass Beds	20
1.2.5 Coordination with Beachfront Property Owners	20
1.3 Restoration	21
1.3.1 Invasive Species Management	21
1.3.2 Native Species Planting	22
1.3.3 Dune System Documentation	23
1.3.4 Eelgrass Bed Restoration	23
1.3.5 Habitat Improvement	23
1.3.6 Major Storm Events	24
1.3.7 Beach Nourishment	25
1.4 Implementation	26
1.4.1 City Staff	26
1.4.2 Annual Planning	26

## 1.1 Education

Educational strategies will promote changing public attitudes about protecting natural resources and sharing information about the important benefits they provide, to both wildlife and the beach community.

### 1.1.1 Interpretive Signage

Improved and uniform signage or interpretive displays to educate visitors about natural resources such as the dunes (their function, importance, vegetation, etc.), wildlife, and eelgrass beds. See *Strategies 2.2.1, 3.4.2, and 5.1.*

### 1.1.2 Educational Programming

Incorporation of beach ecology into educational programming with local schools and summer day camps. Support field trips to the beach for hands-on learning. Encourage schools to adopt long-term research projects studying and taking inventory of the natural resources of Willard Beach.

### 1.1.3 SMCC Partnership

Increase partnerships between the City of South Portland and Southern Maine Community College (SMCC), including unifying efforts for beach protection, maintenance, and academic studies.

### 1.1.4 Foster Volunteerism

Establish a dedicated volunteer group to get involved in dune restoration activities and beach cleanups in order to promote ownership of the beach in the community. Partnerships could also be established with existing nonprofit or volunteer organizations.

### 1.1.5 Public-Private Partnership

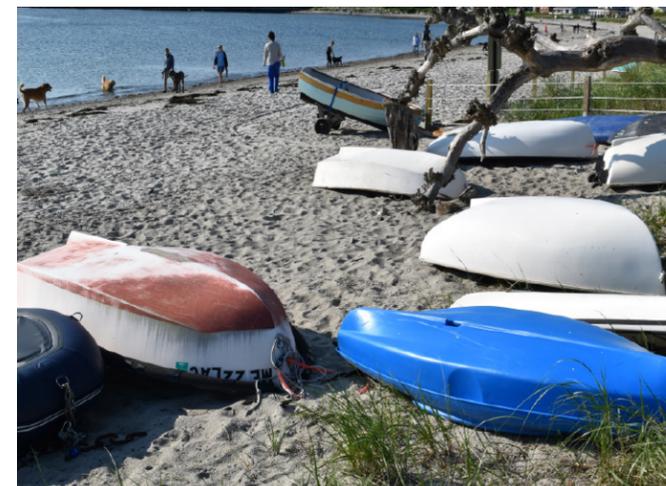
Provide information to abutting property owners on best practices for dune management including native plant species, erosion control, and the benefit of expanding dune habitat. This could be in the form of digital or physical materials, or in-person workshops. Encourage landowners to do their part to protect dune and wildlife habitat.

## 1.2 Protection

Protection strategies will work to physically prevent encroachment and disturbance to fragile natural resources from beach visitors.



*Example of narrow beach access*



*Current dinghy storage damages sand dune vegetation*

### 1.2.1 Minimize Dune Access Paths

Limit dune access points to the existing roadway intersections. Maintaining this low number of access points will prevent further dune disturbances. Ensure that wildlife access to the dunes is preserved. Current conditions show five dune access points (Willard Street, Willow Street, Myrtle Avenue, Beach Street, and a single private property access point between Beach Street and Myrtle Avenue).

- **Access Locations.** Consider the elimination of private access through the dune system, asking all residents to use one of the four public access points.
- **Access Design.** Minimize the width of the access ways through the dune. Access paths through the dune may also curve or meander to reduce the impact of storm surge and stormwater erosion on the unvegetated portion of dune.

### 1.2.2 Minimize Impacts of Dinghy Storage

The dinghies are used by private mooring holders to access larger boats in the mooring field. Seasonal dinghy storage is located on the unvegetated portions of dunes north of Beach Street. The City should work with the experts, mooring holders, and SMCC to evaluate alternative options for dinghy storage that will minimize impacts on fragile dune habitat. This plan does not make a specific recommendation, as the approach may change over time as the needs and attitudes of the mooring owners shift or as dune habitat restoration efforts evolve. Alternative suggestions to consider include:

- The storage location could be relocated to the northern end of the dune system where the dune transitions to bedrock.
- The storage could be located on the SMCC field, east of the Spring Point Shoreway Trail.
- The City could provide a dinghy roller device to be make it easier for mooring holders to move their boat across the dry sand.



*Summer day camp exploring Willard Beach*

### 1.2.3 Dune Fencing

Depending on the materials used, dune fencing can serve as a protective barrier as well as a method of sand accretion for expanding the dune habitat. Some sections of Willard Beach may be unsuitable for dune expansion due to the level of the high tide line, therefore multiple fencing methods may be used along Willard Beach to promote the needs of each section of dune.

The use of dune fencing may evolve over time as physical beach conditions and/or community needs shift. The accretion of sand means the dunes will expand seaward over time – limiting the area for recreating at high tide. A balance should be found between accessible beach area for recreating and beach area occupied by inaccessible vegetated dunes.

*Combined Methods: Rope and Post and Sand Accretion*



#### Fencing options and associated uses:

**Stake and twine (fence barrier).** This type of fencing is currently used to protect most dunes. It is easy to install and manage and effective for allowing natural dune growth but does not accrete sand. This fencing is installed seasonally in the spring, moved seaward in summer to accommodate dune growth, and removed in winter. This fencing may deter some people from the dunes and does not keep dogs off the dunes. This fencing will not protect dunes from people or animals in winter.

**Rope and post (fence barrier).** This type of fencing has been installed at the northern end of the dune system. It is more permanent and sturdier than stake and twine fencing, making it harder to move in the accommodation of dune growth. This fence type does not accrete sand. This fencing will provide an effective barrier to most people and may deter more dogs from the dunes during all seasons.

**Sand Accretion Methods.** This fencing type can be used to effectively trap sand and encourage dune growth. Depending on the location and application, this fencing may also help keep some dogs and people off the dunes. This method of fencing can take many forms: snow fencing or wooden stakes often in a zig-zag pattern which would trap windblown and storm-transported sand. Currently, staggered rows of wood laths are positioned at the seaward toe of the dune to encourage sand accretion.

Since none of the fencing interventions are truly permanent, the methods, location and approach may evolve. The recommendations for dune fencing based on community input and discussions with the Marine Geologist at the Maine Geological Survey (MGS), and with the understanding that this recommendation may change over time are as follows:



*Stake and Twine*



*Rope and Post*



*Sand accretion*

### Recommendation

#### Barrier Fencing

- Install rope and post fencing around the dunes from Willard Street to the edge of the existing rope and post fencing at the north end of the beach in front of SMCC.
- The exact location of the fencing should be determined in the field based on the high tide line. Consider the desired seaward dune growth and the amount of area desired for recreation.
- The installation of this fence is a significant undertaking. Relocation is possible, but not swift. Prior to establishing the exact fencing location, the stake and twine barrier may be used to test potential locations (as it is easier to relocate the stake and twine).
- The materials used can match the existing fencing at the north end of the beach (four ropes through posts). Use wood posts and ecologically friendly (biodegradable) rope.

#### Sand Accretion Method

- Continue to use the wood lath treatment in the dunes to strategically encourage dune growth. The location and spacing may shift and grow, depending on the needs.

### 1.2.4 Promote Protection of Eelgrass Beds

Provide community education to limit foot and swimmer traffic to eelgrass beds during low tide (using signage, art, and educational programming). Park rangers should also be educated about encouraging people to stay off eelgrass beds at low tide.

Support efforts made by the Portland Harbor Master to encourage eelgrass bed regeneration. This may include encouraging the enforcement of speed limits around fragile eelgrass beds, limiting traffic during low tide when they are more exposed, and promoting the use of inline mooring technology in the mooring field.

Additional resources to support eelgrass bed protection and regeneration may be found through the Casco Bay Estuary Partnership and the Maine Department of Environmental Protection (MDEP).

### 1.2.5 Coordination with Beachfront Property Owners

Since much of the dune system is located on private property, improving dune stabilization involves coordination with private property owners. Private beachfront properties are located within the frontal dune (D1), back dune (D2), and in the Erosion Hazard Area (EHA) based on MDEP sand dune classifications. Some private properties maintain lawns in areas where native dune vegetation would benefit the larger dune system.

Incentives should encourage private property owners to restore existing lawns to native dune vegetation. Properties located in the D1 and Erosion Hazard Areas should be restored with dune grass, and properties in the back dune to be restored with native vegetative species (herbaceous grasses, shrubs, and pitch pine). See *Strategy 1.3.2 Plant Native Species* for a native species list.

Incentive methods include:

- Partner with private landowners to include their properties in dune restoration efforts led by City staff or volunteers.
- Encourage dune protection in perpetuity through a conservation easement with an accredited organization.
- Offer financial incentives and/or tax credits to private property owners to convert existing lawn to dune and work to improve dune health.
- Designation of a City liaison to work with citizens on private beach fundraising efforts for dune restoration.

## 1.3 Restoration

Restoration strategies will work to actively enhance and expand dune habitat or otherwise improve natural resources at Willard Beach.

The City has already done an enormous amount of restoration and invasive species removal work. The restoration strategies recommended here serve to build upon the work already underway.

### 1.3.1 Invasive Species Management

Nine invasive species have been documented along Willard Beach to date. Several of these, particularly rugosa rose and Asiatic bittersweet, are widespread, while others such as Japanese knotweed, Japanese barberry, and autumn olive, are restricted to small patches in one or two locations. Invasive management should target those species that exist in lower volumes first in order to prevent further establishment. Invasive plant management techniques should strive to minimize disturbance on the surrounding native dune vegetation and structure by utilizing selective manual removal when feasible. Mechanical removal may be necessary in areas of dense infestations. Care should be taken

to ensure that all equipment and fill used in restoration activities is thoroughly clean to prevent invasive seed dispersal. If possible, time invasive removal and other dune restoration activities around infrastructure improvements. Invasive management is a long-term goal and will need annual maintenance to remove new growth at least until the local seed bank is depleted. Consult experts such as the Maine Natural Areas Program for information on species-specific management techniques. Invasive species removal should always be combined with the addition of native plants to prevent reestablishment. See *Strategy 1.3.2 Native Species Planting* for a native species list.



*Sand Dunes at Willard Beach*

### 1.3.2 Native Species Planting

Native vegetation is best suited to local climates and will provide the greatest benefits to local pollinators and wildlife. Increasing vegetative cover in the dunes will also promote shoreline stabilization, resiliency, and the mitigation of negative stormwater impacts. Native vegetation at Willard Beach should be protected and enhanced, particularly when combined with invasive species removal.

Private property owners and volunteer citizens that are involved with dune restoration work on public property are required to coordinate efforts with the City. Citizens should contact the Parks, Recreation, and Waterfront Department regarding the City's restoration plan and permitting requirements.

Native plants should be watered regularly during the first growing season and subsequently during periods of drought. The MDEP provides two windows for planting: March/April and October/November. Late spring is the ideal time to plant dune grass.

The City should continue to work with Maine Audubon to select plants and complete restoration work. The Maine Audubon provides recommendations within the [Coastal Bluff Planting Guide](#). Examples of native plant species that could be planted at Willard Beach include:

- American beachgrass (*Ammophila breviligulata*)
- Beach plum (*Prunus maritima*)
- Northern bayberry (*Myrica pennsylvanica*)
- Common milkweed (*Asclepias syriaca*)
- Evening primrose (*Oenothera biennis*)
- American searocket (*Cakile edentula*)
- Prickly saltwort (*Kali turgidum*)
- Seaside goldenrod (*Solidago sempervirens*)

These native species currently exist at Willard Beach, and therefore extra plantings would be expanding the existing natural communities



Common Milkweed (*Asclepias syriaca*)



Northern Bayberry (*Myrica pennsylvanica*)



Beach Plum (*Prunus maritima*)



Eelgrass beds



Dune loss following December 2023 storm: site for restoration



Vegetated Sand Dunes

### 1.3.3 Dune System Documentation

Tracking the dynamic dune system is a critical component of this work. Documentation allows the community to celebrate successful planning efforts, identify areas of concern, ensures decisions are backed by data, and educates the public about the restoration work. There are several ways to document the ecological conditions and restoration work.

- **Photo Documentation.** Establish photo points along Willard Beach and have City staff or volunteers take photos at each spot throughout the year to create a visual timeline of dune restoration and changes. Photo points could be established with a sign displaying a QR code that takes the user to a form to submit photos and observations from that point. Photo documentation could also be tied to social media to make the evolution of the dune system visible to the public.
- **Monitoring Programs.** Continue monitoring programs with state and academic agencies to track erosion and accretion levels at Willard Beach. Decisions relating to dune restoration efforts should be backed by the best available data. Accurate monitoring and documentation will guide future decision making.

### 1.3.4 Eelgrass Bed Restoration

Despite recent increases, eelgrass beds throughout Casco Bay (including Willard Beach) have not recovered to historic levels. The City should support work by the Casco Bay Harbor Master to continue eelgrass bed restoration efforts. Additional resources to support eelgrass bed protection and regeneration may be found at Casco Bay Estuary Partnership and MDEP.

### 1.3.5 Habitat Improvement

Willard Beach has served as a stopping point for sightings of several rare and endangered seabirds, including the common tern, least tern, and piping plover. Currently these birds are not known to nest on Willard Beach. Dune restoration work should include habitat improvement for Rare and Endangered Species / Species of Special Concern.

Nesting habitat for each of these species consists of beach areas above the high tide line either on bare ground or under low vegetation. Potential nesting habitats should be included in dune restoration efforts. If a nest is discovered, the area should be fenced off and protected from disturbance by beachgoers and their pets. Additionally, piles of seaweed at the high tide line serve as an important source of food and invertebrate habitat for several of these species and should not be removed in high volumes.

### 1.3.6 Major Storm Events

Willard Beach experiences periods of sand erosion and accretion over the course of the year. During the summer, the level of sand on the beach typically increases. During the winter, there is a greater rate of erosion as the sand washes out and is stored in Simonton Cove. While variability is expected throughout the year and over time, major storm events have the capacity to drastically reshape the character of the beach.

For example, a major storm surge event occurred during high tide on December 23, 2022. The storm surge washed away a substantial amount of the existing dune system. At the time of this plan, the City is responding to the loss of the dunes by exploring ways to rebuild the dune system, including the use of discarded Christmas Trees to capture sand and rebuild the dunes.

While the following recommendations address restoration work following major storm events, it is important to note that dune management and restoration strategies noted in previous sections will strengthen resilience during storm events.

Following major events with damaging storm surge, the City should ramp up efforts to evaluate and repair the dune system. The City should consider the following strategies around restoration and response to storm surge damage:

- Work with experts at MGS and MDEP to identify strategies for restoration following a major event.
- Develop creative strategies to speed up the regeneration process. Strategies may be experimental or borrowed from living shoreline research (such as use of discarded Christmas Trees in response to the December 2022 storm event).
- Revise annual restoration goals based on a change in existing conditions.
- Remind private property owners and volunteer citizens that dune restoration work on public property requires coordination and permitting through the City. Citizens should contact the Parks, Recreation, and Waterfront Department following a major event regarding the City's restoration plan.



*Sand Dunes before storm surge damage (June 2022)*



*Storm surge damage (December 2022)*



*Experimental use of Christmas Trees to rebuild dunes (March 2023)*

### 1.3.7 Beach Nourishment

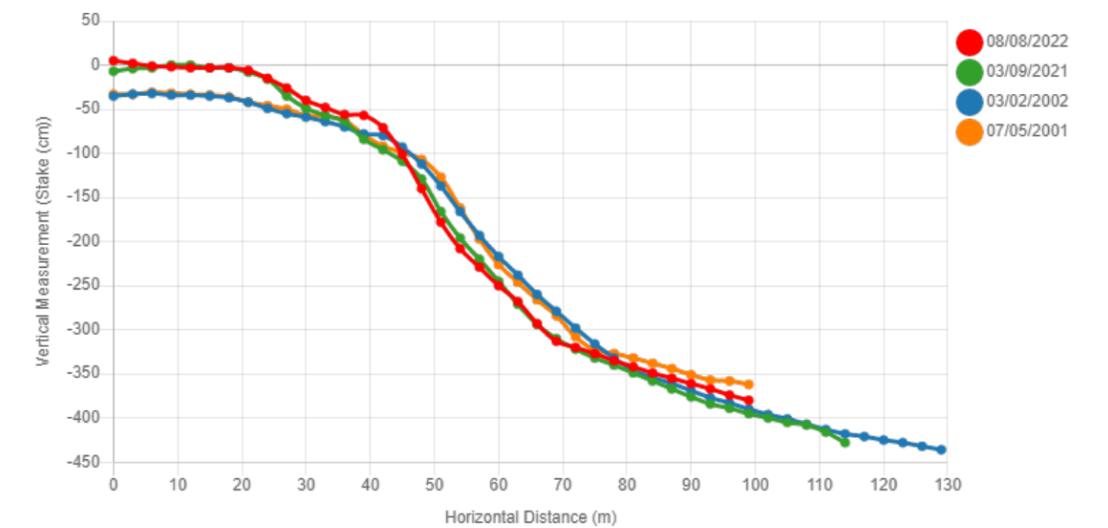
Willard Beach is a relatively small pocket beach, bound by the rocky headlands of Spring Point to the northeast and Fisherman's Point to the southwest. Willard Beach is comprised of a regulated front and back dune, and portions of the beach and dune systems are mapped within the effective and preliminary 100-year FEMA floodplains. Because it is considered a pocket beach, sand supply within the beach system is somewhat limited, with no new significant inputs of sand (like a river). Beaches like Willard undergo seasonal shifts in beach shape, from a more erosive "winter" (concave) shape during the winter months, when sand is moved from the dunes and the upper beach down into sandbars due to large storm waves, to a sand-rich "summer" (convex) shape, when sand is pushed back up onto the beach and dunes, healing dunes and thus building a wider recreational dry beach.

Data from the MGS's [Maine Beach Mapping Program](#) (MBMAP) indicates that the dunes along Willard Beach over the past 15 to 20 years, on average, has been relatively stable, meaning sand is not being lost from the beach system and is returning as part of the expected seasonal shifts in beach shape. Although the beach and dunes sustained significant erosion from coastal storms in 2007 and 2018, monitoring showed that sand removed from the beaches and dunes was re-established within a season or two.

Previous dune restoration and planting efforts undertaken by local citizens and the City have definitively aided and sped-up the natural recovery of the beach and dunes from past storm events. For example, the Patriots' Day Storm of 2007 resulted in the loss of up to almost 30 feet of dune along Willard Beach, but with good dune care and management, the beach and dunes recovered. Although the beach and dunes had significant erosion during the December 2022 storm, they are once again expected to recover, especially with the continued dune restoration efforts by the community and the proposed demonstration project that will reuse discarded pine (Christmas) trees from winter of 2023.

As such, at this point, it does not seem appropriate for the community or City to pursue large-scale and expensive beach nourishment or nearshore breakwaters as detailed in a 1982 report by the US Army Corps of Engineers. Proposals for beach nourishment can be reevaluated in the future based on measured erosion rates, sediment availability, and costs. Continued monitoring through the MGS, [Maine Beach Mapping Program](#) (MBMAP) and volunteer monitoring through the [Southern Maine Volunteer Beach Profile Monitoring Program](#) (data available via [MGS Collect](#), profiles WI03 and WI06) will be instrumental to understanding beach and dune recovery and health at Willard Beach.

*Beach profile graph at one section of Willard Beach. Data ranges from 2001-2022. Data source MGS Collect.*



## 1.4 Implementation

To ensure the natural resource protection and restoration strategies are successfully implemented, the City should ensure there is appropriate funding, staffing, and planning.

### 1.4.1 City Staff

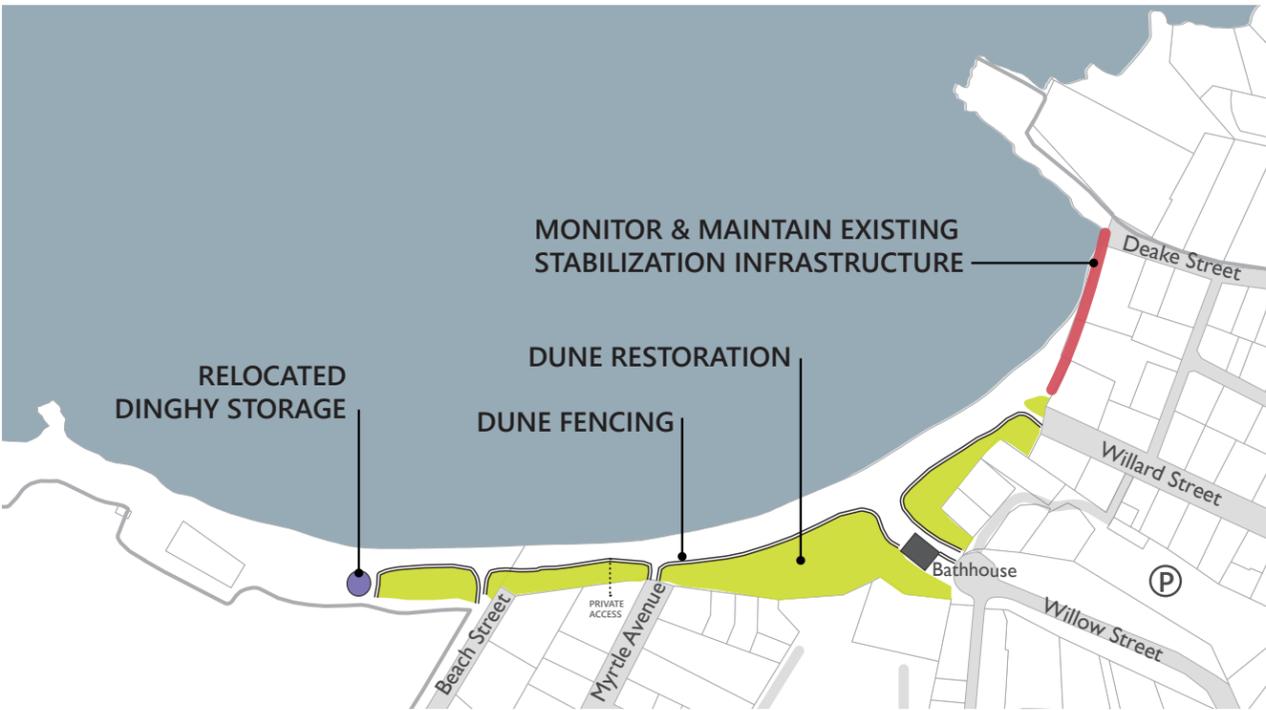
The protection and restoration of natural resources is a major undertaking. An increase in both seasonal and full time City staff may be needed to undertake and maintain dune restoration and educational efforts. It is the responsibility of the Director of Parks and Recreation and the City Manager to determine the amount of staffing required to implement this work.

City staff are encouraged to prioritize communication with the community around the site improvements and management at the beach. Communication with the community should be digital (website and list serves) and through signage or written material made available at the beach.

In addition to the implementation of strategies identified in this plan, the City should continue to enforce ordinances enacted to support dune protection and restoration efforts. The enforcement of City ordinances requires well trained and supported staff.

### 1.4.2 Annual Planning

The recommended strategies for dune protection and restoration planning should be incorporated into an annual plan based on ongoing shifts in focus areas for improvements, funding, staffing, recent storm events, and the overall condition of sand dunes. While this plan offers general strategies and guidance around dune management, the implementation of specific strategies should be determined by staff.



Shoreline treatment diagram

## Natural Resources Action Plan

#	STRATEGIES	PAGE	SUMMARY	WHO	TIME FRAME	PRIORITY	COST
<b>1</b>	<b>Protect and Restore Natural Resources</b>						
<b>1.1</b>	<b>Education</b>						
1.1.1	Interpretive Signage	16	Facilitate educational and outreach activities and partnerships to promote natural resource and sand dune protection.	Parks, Recreation, and Waterfront	Ongoing	High	\$
1.1.2	Educational Programming	16					
1.1.3	SMCC Partnership	16					
1.1.4	Foster Volunteerism	16					
1.1.5	Public-Private Partnership	16					
<b>1.2</b>	<b>Protection</b>						
1.2.1	Minimize Dune Access Paths	17	Manage natural resource and sand dune protection efforts and initiatives through annual sand dune management, coordination with private properties owners and mooring holders.	Parks, Recreation, and Waterfront	Ongoing	High	\$
1.2.2	Minimize Impacts of Dinghy Storage	17					
1.2.3	Dune Fencing	18					
1.2.4	Promote Protection of Eelgrass Beds	20					
1.2.5	Coordination with Beachfront Property Owners	20					
<b>1.3</b>	<b>Restoration</b>						
1.3.1	Invasive Species Management	21	Support dune restoration work as needed based on the evolving needs, focus areas, and necessary restoration work.	Parks, Recreation, and Waterfront	Ongoing	High	Variable
1.3.2	Native Species Planting	22					
1.3.3	Dune System Documentation	23					
1.3.4	Eelgrass Bed Restoration	23					
1.3.5	Habitat Improvement	23					
1.3.6	Major Storm Events	24					
1.3.7	Beach Nourishment	25					
<b>1.4</b>	<b>Implementation</b>						
1.4.1	City Staff	26	Ensure Parks, Recreation, and Waterfront Department (or responsible department) is appropriately staffed and funded to carry out the work described in this section on an annual basis.	Parks, Recreation, and Waterfront	Ongoing	High	Variable
1.4.2	Annual Planning	26					

COST LEGEND

N/A	No cost	\$\$	\$25k - \$100k
Variable	Based on several factors	\$\$\$	\$100k - \$500k
\$	Under \$25k	\$\$\$\$	\$500k - Multimillion



## 2 Mitigate Poor Water Quality

Photograph by  
Alex Morrow, Armadillo Collective

## Water Quality

Water quality at Willard Beach is currently classified as impaired by the MDEP, principally due to high bacteria levels. The City has partnered with Maine Healthy Beaches and other organizations to perform regular water quality monitoring and source tracking, which have not revealed an obvious source of bacteria in the watershed. More than 60% of respondents to the community survey identified the improvement of water quality as a top priority at Willard Beach. Management strategies to improve water quality at Willard Beach focus on monitoring, education, implementation, and long-term solutions.

### Strategies

2.1 Monitoring	30
2.1.1 Maine Healthy Beaches	30
2.1.2 Stormwater System	30
2.1.3 Wastewater System	30
2.2 Education	31
2.2.1 Educational Messaging	31
2.2.2 Community Outreach	32
2.2.3 Water Quality Notification	32
2.3 Implementation	34
2.3.1 Repair Stormwater and Sewer System	34
2.3.2 Lateral Wastewater Inspection Ordinance	34
2.3.3 Watershed LID Stormwater Management Strategies	34
2.3.4 Willard Beach Site Improvements	34
2.4 Long-Term Management	35
2.4.1 Stormwater Outfall Improvements	35
2.4.2 Sewer Infrastructure Relocation	36
2.4.3 Sewer and Stormwater System Overhaul	36
2.4.4 Funding for Major Infrastructure Upgrades	36

## 2.1 Monitoring

Monitoring activities should continue and be expanded as needed to identify sources of negative water quality impacts and provide alerts to protect beachgoers from any unsafe conditions. In addition to the parameters used by the Maine Healthy Beaches Program's seasonal sampling (enterococci, temperature and salinity), the State stormwater permit also requires water quality monitoring for stormwater outfalls.



Photograph by Alex Morrow, Armadillo Collective

Example of Water Quality Monitoring in the Field (FBE)

### 2.1.1 Maine Healthy Beaches

Continue summer monitoring program with Maine Healthy Beaches. This provides a source of long-term comparable data and bacteria monitoring that can be used to inform beach advisories or closures.

### 2.1.2 Stormwater System

To identify potential pollution from human sources, the State stormwater permit requires outfall monitoring for the following water quality parameters: ammonia, chlorine, bacteria, surfactants, optical enhancers, temperature, and conductivity. To discriminate between human and non-human bacteria sources and better inform management actions, continue use of eDNA microbial source tracking methods at stormwater outfalls and in the stormwater collection system.

### 2.1.3 Wastewater System

Continue inspection of the wastewater system throughout the Willard Beach watersheds. This includes techniques such as closed circuit television (videoing) of the sewer pipes or the injection of dyes to monitor the dyes movement through the pipe system. These techniques will alert the City to any leakage into the groundwater or cross-contamination between the wastewater and the stormwater systems.

## 2.2 Education

Educational activities will inform the community about their impact on water quality and provide information on solutions or behavioral changes they can implement to improve water quality throughout the watershed.



Example of watershed-wide signage



Example of Green Infrastructure / LID Strategies and Signage

### 2.2.1 Educational Messaging

Within the neighborhoods adjacent to Willard Beach, use green infrastructure and low impact development (LID) strategies in combination with visual signage and messaging to educate the public about stormwater. Ensure the following recommendations are used in combination with *Strategy 3.4.2 Signage Design*.

- **Watershed-Wide Signage.** Install signs throughout the watershed to inform the public they are within the Willard Beach watershed. Stencil catch basins to promote awareness that they drain to Willard Beach (“No Dumping - Drains to Willard Beach”). This visual cue will inform the public outside of the Willard Beach neighborhood that this water runoff goes directly into the waters at Willard Beach.
- **Dog Waste Management Messaging.** Proper management of pet waste at the beach is a critical component in the effort to improve water quality. Dog waste stations and waste receptacles should also signal to beach goers about the importance of removing pet waste from the beach and adjacent neighborhoods.

- **Water Quality Messaging.** Enhance education around water quality and monitoring at the beach. Explore other opportunities to add interpretive signage or signals around water quality, monitoring efforts, and enhance the use and accuracy of water quality notification flag (see *Strategy 2.2.3 Water Quality and Monitoring Notification*).
- **Promote transition to Organic Landcare Practices Consistent with City's Landcare Management Ordinance.** Direct residents to the [Grow Healthy South Portland](#) website for relevant information on implementing sustainable landcare practices. Consider providing [yard signs](#) to residents who implement practices consistent with the City's 100 Resilient Yards Program.
- **Green Infrastructure / LID Strategies and Signage.** Implement green infrastructure and LID strategies in combination with reducing impervious cover in the neighborhood and the access ways adjacent to Willard Beach. Identify the green infrastructure show how polluted stormwater is captured and filtered. This infrastructure may be used as a model to implement throughout the watershed.

### 2.2.2 Community Outreach

Continue and expand community-wide efforts to educate the public about nonpoint source pollution including stormwater runoff and pet waste. This may include hosting workshops with qualified professionals to educate the public about nonpoint source best management practices that they can install on their properties, such as rain gardens, rain barrels, and roof dripline trenches. Provide demonstration sites in City parks where the public can see management practices in action. Incentivize the installation of these practices.

Examples of current community outreach work to be built upon:

- **Stormwater Manual.** The City's Department of Water Resource Protection offers information to property owners about the best practices for managing stormwater on individual properties. See the [South Portland Stormwater Manual](#). This information should be actively distributed and promoted throughout the South Portland community.
- **100 Resilient Yards Project.** The South Portland Sustainability Office is leading a grant funded "100 Resilient Yards Project" with various partners, with implementation planned in 2023. This project will promote a transition to organic land care practices.

### 2.2.3 Water Quality Notification

Continue and improve upon the use of the water quality flag system to alert beachgoers of unsafe swimming conditions following significant rain events or during times of elevated bacteria concentration. City staff should be properly trained and supervised to ensure the City is providing accurate public notification during periods of potentially poor water quality. Deter visitors from recreating on or directly in front of the Willow Street outfall (WB 17), particularly after significant rain events.



Existing Water Quality Flag System at Willow Street Beach Access



Existing Water Quality Flag System

## What is Low Impact Development (LID)?

Low Impact Development (LID) is a simple approach to protecting water quality. The basic strategy is to conserve beneficial natural features of a site, its "green infrastructure," by avoiding unnecessary paving, grading, and soil compaction. LID strategies often reduce the cost of development and maintenance.

## What is Green Infrastructure?

Green infrastructure is an approach to manage stormwater runoff using a range of practices that mimics, protects or restores the natural water cycle. The infrastructure often slows runoff and cleans the water before it enters the municipal stormdrain system.

## Key LID Components

- Minimize impervious surfaces, such as paved areas, roofs, and compacted earth.
- Protect and expand native vegetation.
- Minimize site clearing.
- Avoid soil disturbance and compaction.
- Avoid direct connections between impervious area drainage and streams or storm drains.

## LID Examples



Rain Garden



Bio Filtration Swale



Permeable Pavement

## 2.3 Implementation

Implementation strategies will focus on direct actionable solutions that can be installed to improve the water quality of Willard Beach.

### 2.3.1 Repair Stormwater and Sewer System

Continue to actively inspect sewer and stormwater infrastructure to identify locations of leakage or cross-contamination. Prioritize repairs to the stormwater and sewer systems as they are detected to prevent leaks and cross-contamination. Continue the targeted sewer pipe lining and repair program.

### 2.3.2 Lateral Wastewater Inspection Ordinance

Consider an ordinance that requires inspection of the private sewer and lateral connection into the public sewer system when a house is sold. As part of this consideration, the City should develop an understanding of the financial impact on residents and the administrative demands on staff. Examples of similar ordinances are available from Lower [Makefield Township, PA](#) and in [Carmel, CA](#).

### 2.3.3 Watershed LID Stormwater Management Strategies

Encourage the installation of LID strategies throughout the watershed catchment areas to disconnect impervious cover in the watershed and filter pollutants from stormwater runoff. Where feasible, this infrastructure should be installed on both public and private land within the Willard Beach watershed. Strategies should be explored around the implementation of these practices on private property.

In addition to the LID implementation work described above, the State of Maine stormwater permit requires the City to develop and implement an LID ordinance by July 1, 2024.

### 2.3.4 Willard Beach Site Improvements

As part of the strategy to implement LID stormwater management practices across the Willard Beach watershed, investment should be made to implement these practices at beach access points to achieve two goals: (1) improve stormwater quality and erosion issues related to stormwater runoff and (2) educate the public about the value of this type of infrastructure to promote public support for implementation across the larger watershed.

Site improvements at access points may include the following:

- Remove or disconnect impervious surface from dead-end streets and convert to LID stormwater practices such as a biofiltration system.
- Identify locations to install rain gardens or biofiltration systems as part of the stormwater management system on the public roadways throughout the Willard Beach watershed. Select native plants that are drought tolerant and have lower maintenance requirements.
- Create curved beach entrances instead of the existing straight paths to slow stormwater flows, mitigate erosion, and encourage filtration of stormwater from dune vegetation.
- Include informative signage for new stormwater treatment systems to help the public understand the need for and importance of this infrastructure. See *Strategy 3.4.2 Signage Design*.

See strategies in 3.2 *Beach Access Points* for more information on how to implement the above recommendations.

## 2.4 Long-Term Management

Long-term management strategies are those that will take significant resources to plan and fund. This may not be accomplished within the lifespan of this plan. Planning and funding efforts for these actions should begin as soon as possible to determine feasibility and create an action plan to follow these measures through design, permitting, funding, and implementation phases.

### 2.4.1 Stormwater Outfall Improvements

The stormwater outfall at the end of Willow Street, outfall WB 17, is a 36" diameter reinforced concrete pipe that discharges across Willard Beach with a drainage area of approximately 116 acres.

In 2019, the City investigated the feasibility of eliminating this outfall by connecting it to Willard Beach outfall WB 18, at the end of Willard Street (see *Willard Beach Outfall Drainage Improvements Preliminary Design Report* prepared by Sebago Technics). The solution evaluated was to construct a 48" stormwater pipe parallel to the shoreline, but the wave action in this area would

risk the exposure and undermining of the pipe. Consequently, this solution was not pursued due to fiscal costs and constructability constraints. The City has reconstructed Willard Beach outfall WB 18.

Any future consideration of storm drain discharge across Willard Beach should consider ways to mitigate the flow by using in-line treatment systems, rain gardens, gravel wetlands or other landscape features and water management techniques that can absorb and filter storm drain flow instead of discharging it directly into the Bay. See additional recommendations in *Strategy 2.3.3 Watershed LID Stormwater Management Strategies*.

Stormwater outfall pipes on beach front



Photograph by Alex Morrow, Armadillo Collective

N/A	No cost	\$\$	\$25k - \$100k
Variable	Based on several factors	\$\$\$	\$100k - \$500k
\$	Under \$25k	\$\$\$\$	\$500k - Multimillion

# Water Quality Action Plan

#	STRATEGIES	PAGE	SUMMARY	WHO	TIME FRAME	PRIORITY	COST
<b>2</b>	<b>Mitigate Poor Water Quality</b>						
<b>2.1</b>	<b>Monitoring</b>						
2.1.1	Maine Healthy Beaches	30	Continue monitoring programs to identify sources and water quality.	Water Resource Protection	Ongoing	High	\$\$
2.1.2	Stormwater System	30					
2.1.3	Wastewater System	30					
<b>2.2</b>	<b>Education</b>						
2.2.1	Educational Messaging	31	Implement LID stormwater management strategies in combination with visual signage and messaging to educate the public about stormwater. See Strategy 3.4.2 Signage Design.	Economic Development Planning Division Consultant	Short Term	Medium	\$\$
2.2.2	Community Outreach	32	Continue to expand upon community-wide efforts to educate the public about nonpoint source pollution, including stormwater runoff and pet waste.	Water Resource Protection Sustainability	Ongoing	High	\$
2.2.3	Water Quality Notification	32	Continue and improve upon the use of the water quality flag system to alert beachgoers of unsafe swimming conditions. Requires accurate communication and training of lifeguards and beach rangers.	Water Resource Protection Parks, Recreation, and Waterfront	Ongoing	High	\$
<b>2.3</b>	<b>Implementation</b>						
2.3.1	Repair Stormwater and Sewer System	34	Continue to prioritize and appropriate funds the effort to repair infrastructure.	Water Resource Protection	Ongoing	High	Variable
2.3.2	Lateral Wastewater Inspection Ordinance	34	Evaluate this strategy to determine potential viability, impact, and fiscal impact.	Water Resource Protection	Short Term	Medium	\$
2.3.3	Watershed LID Stormwater Management Strategies	34	Actively promote, fund, and incentivize the implementation of LID stormwater management.	Water Resource Protection	Ongoing	Medium	Variable
2.3.4	Willard Beach Site Improvements	34	See Strategy 3.2				
<b>2.4</b>	<b>Long-Term Management</b>						
2.4.1	Stormwater Outfall Improvements	35	Remove outfall WB-17 from beachfront.	Water Resource Protection	Long Term	High	\$\$\$\$
2.4.2	Sewer Infrastructure Relocation	36	Remove sewer infrastructure from beachfront.	Water Resource Protection	Long Term	High	\$\$\$\$
2.4.3	Sewer and Stormwater System Overhaul	36	Full rehabilitation or replacement of aging pipes and other infrastructure.	Water Resource Protection	Long Term	High	\$\$\$\$
2.2.4	Funding for Major Infrastructure Upgrades	36	Evaluate potential funding sources and programs to support long term infrastructure improvements.	Water Resource Protection	Short Term	Medium	N/A

## 2.4.2 Sewer Infrastructure Relocation

Evaluate the relocation of the sewer and force main lines that currently exist under Willard Beach to the outside of the dune system.

## 2.4.3 Sewer and Stormwater System Overhaul

Complete overhaul of the stormwater and sewer system, including full rehabilitation or replacement of aging pipes and other infrastructure will be done in a piecemeal fashion. The City has completed a robust condition assessment of its sewer system. Using that data, the City is actively engaged in a sewer lining and repair program. Much of the sewer system is at or near its end of life. The current lining and repair program balances a worst case first approach which also targets locations that have exhibited stormwater contamination. It is important to note that most of the City's stormwater infrastructure is newer than the sewer system and therefore has a longer lifespan remaining. This is a lower priority as there is less need for repair and improvement. However, and as funding allows, the City will conduct a targeted conditions assessment of stormwater infrastructure to establish a prioritized repair and replacement program.

To the greatest extent possible, do not locate sewer lines over stormwater pipes to prevent cross-contamination from leaking sewer pipes. Additionally, identify areas where existing stormwater pipes are co-located beneath existing sewer pipes for further investigation.

## 2.4.4 Funding for Major Infrastructure Upgrades

The long term management and infrastructure upgrades identified within the plan to improve water quality are currently out of reach due to the substantial funding required for this type of work. The City should evaluate potential funding sources, including available state and federal funding, municipal bonds, and impact fees for development.

# 3 Improve Beach Access

## Beach Access

Issues related to safe pedestrian, bicycle, and vehicular access at Willard Beach were identified as a priority in the community survey and suggested by residents during onsite interviews. Accessibility improvements should aim to encourage environmentally friendly modes of transportation, make the Willard Beach neighborhood safer for all pedestrians, and encourage inclusion at the beach for people of all mobility levels. Improved vehicular circulation and signage should simplify the process of accessing the beach for motorists while also reducing the amount of driveway turnarounds on dead-end roads. Increased access for public transportation to the beach is a strategy that makes the beach more inclusive to the larger South Portland community. Strategies to improve beach access include pedestrian accessibility, vehicular circulation, neighborhood wayfinding, and signage.

### Strategies

3.1 Pedestrian and ADA Accessibility	40
3.1.1 ADA Infrastructure at Willow Street Entrance	40
3.1.2 Sidewalk and Pathway Improvements	41
3.2 Beach Access Improvements	42
3.2.1 Deake Street	42
3.2.2 Willard Street	44
3.2.3 Willow Street	46
3.2.4 Myrtle Avenue	48
3.2.5 Beach Street	49
3.3 Vehicular and Bicycle Circulation	50
3.3.1 Transportation and Parking Study	51
3.3.2 Evaluate and Redesign On-Street Parking	51
3.3.3 Evaluate SMCC Parking and Transit Opportunities	51
3.3.4 Evaluate Paid Parking for Non-Residents	51
3.3.5 Evaluate Feasibility of Willow Street Parking Lot Expansion	52
3.3.6 Evaluate New Transit Stop	52
3.3.7 Improve Bicycle Infrastructure	53
3.3.8 Update Online Wayfinding	53
3.4 Wayfinding and Signage	54
3.4.1 Signage Design	55
3.4.2 Wayfinding Plan	56



## 3.1 Pedestrian and ADA Accessibility

Pedestrian and ADA accessibility strategies primarily address pedestrian infrastructure at beach access points, with an emphasis on the entrance on Willow Street.

### 3.1.1 ADA Infrastructure at Willow Street Entrance

The main entrance to Willard Beach on Willow Street should serve as the central access point for most beach visitors. As such, this main entrance should incorporate ADA accessible infrastructure between the parking lot and the highwater line on the beachfront.

See *Strategy 3.2.3 Willow Street* for a comprehensive list of Willow Street entrance improvements. While the recommendations at Willow Street require time and investment, immediate ADA enhancements should include the following:

**ADA Accessible Beach Mat.** An ADA mat should be installed between the sidewalk and highwater line. The dry sand beach surface is not inherently accessible, but access down to the compact sand should be made as accessible as possible.

**Beach Wheelchair Resource.** There are currently two beach wheelchairs available at the bathhouse. The bathhouse should continue to maintain a beach wheelchair. Access to this amenity should be advertised and well managed to ensure it is actively used.



*ADA accessible beach mat (at Willard Street)*



*Beach wheelchair*

### 3.1.2 Sidewalk and Pathway Improvements

Pedestrian infrastructure adjacent to Willard Beach should be maintained and upgraded as needed to ensure the safe travel of pedestrians at all levels of mobility. While a detailed assessment of all pedestrian infrastructure was not included in this planning process, a general review of the sidewalks and pedestrian trails has resulted in the following recommendations:

**General Sidewalks.** The City recently completed an evaluation of all sidewalks within the Willard Beach neighborhood to evaluate if the infrastructure is safe and has proper drainage. All future upgrades to infrastructure, including curb cuts and transitions between roadways and sidewalks, should meet ADA compliance standards.

**Beach Access Points.** As upgrades are made to the beach access points, the site work should include a seamless connection to the existing sidewalks.

**Fisherman's Point.** The pathway between Deake Street and Fisherman's Point is in poor condition with areas of very poor drainage. Upgrades to the pathway should address drainage, new hardscape, and tie into the anticipated 2023 beach access improvement at the end of Deake Street.

**Spring Point Shoreway Trail.** This Spring Point Shoreway Trail dates back to 1978 and is heavily used as a connection to Willard Beach and the SMCC campus. In addition to the regular maintenance of existing infrastructure, this trail is a candidate for overall site improvements in order to enhance durability and meet contemporary design standards.

There are several minor maintenance issues that should be addressed at the time of this plan:

- Several sections of split rail fence are broken and require repair.
- A scenic overlook is boarded off with fence (likely for safety reasons). Overlook site should be evaluated for potential renovation.
- Stairs from trail should be updated based on changes in sand levels, to ensure the last step to beach is safe.
- There are no obvious drainage issues on the trail, however the asphalt pavement is aged and could be resurfaced.
- Willard Beach signage upgrades should include Spring Point Shoreway Trail (as part of recommended Wayfinding Plan and Signage Design).



*Fisherman's Point pathway existing conditions*



*Spring Point Shoreway existing conditions*

## 3.2 Beach Access Improvements

The following recommendations relate to strategies around accessibility, stormwater management, water quality, and natural resource protection (identified elsewhere in this plan). This section addresses the five public access points, with recommendations for potential site improvements.

### 3.2.1 Deake Street

Plans for improved beach access and shoreline stabilization are currently under design at the time of this plan. The reconstruction of this beach access point is expected to include new rip rap, stairs and ramp (no ADA ramp), and a circular plaza at the top of the new stairs. The funding source is FEMA emergency funds.



Deake Street beach access existing conditions



In addition to the proposed design work currently underway, recommended improvements to include:

**Sidewalk Connection.** Connect pedestrian infrastructure by tying Deake Street sidewalk into Fisherman's Point pathway.

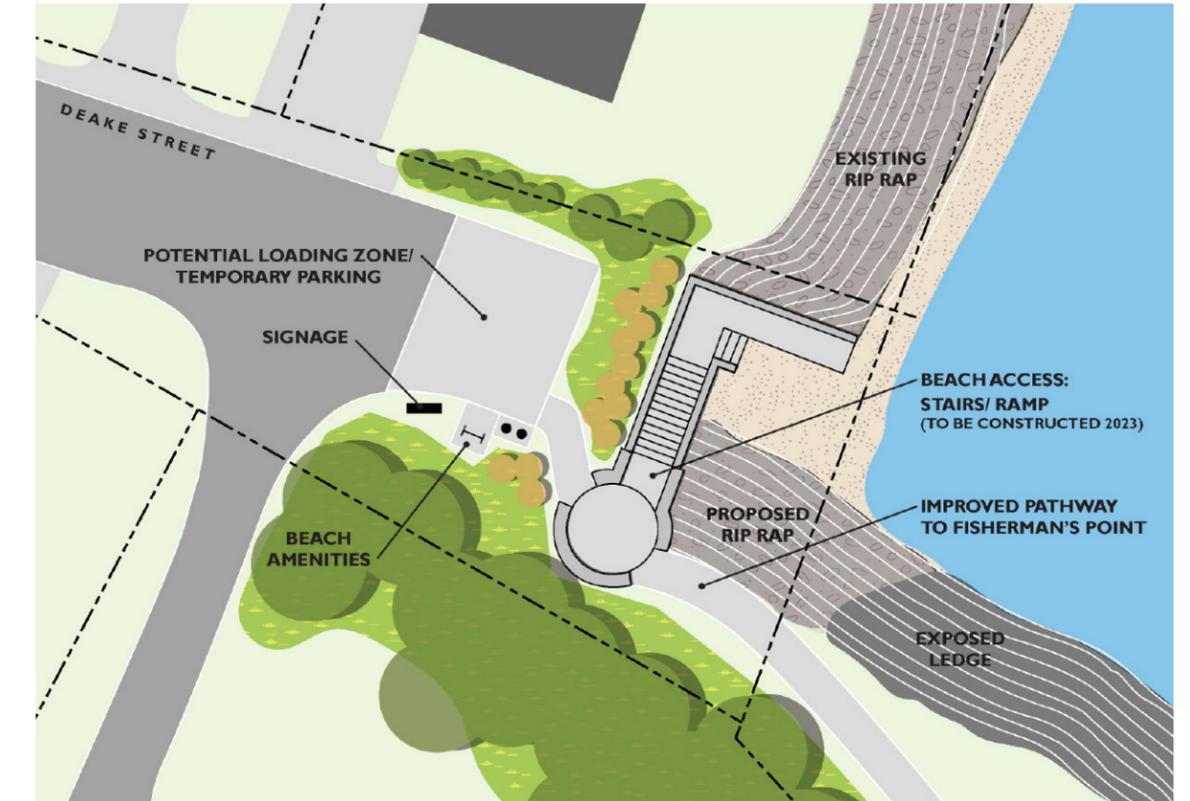
**Upgrade Pathway.** Upgrade surface and drainage of the Fisherman's Point pathway between Deake Street and the point.

**LID Stormwater Infrastructure.** Reduce roadway pavement and enhance native plantings at end of Deake Street.

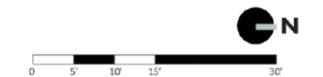
**Amenities.** Enhance with site amenities (waste disposal and bike rack).

**Signage.** Establish new signage to identify both Willard Beach and Fisherman's Point.

**Temporary Parking.** Consider the addition of a loading zone or temporary parking at the end of Deake Street.



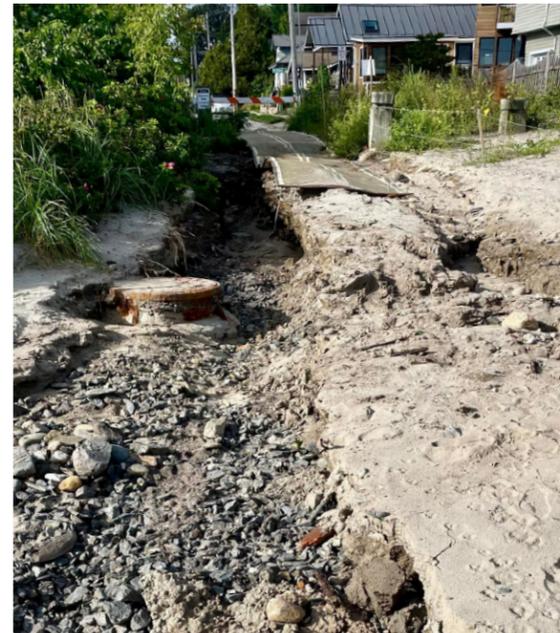
Deake Street beach access potential concept



### 3.2.2 Willard Street

Improvements should address the sand dune system and stormwater infrastructure, while also enhancing the character of the beach access point. The current configuration of this access point is vulnerable to erosion from both stormwater (landward) and storm surge (seaward). The current beach access path is wide, straight, and parallel to the center of Willard Street. Stormwater sheet flow runs down the Willard Street corridor and causes erosion on the existing pathway to the beach. There is an opportunity to expand the vegetated shoreline, enhance the street with LID stormwater infrastructure, and improve the character of this access point.

*Willard Street beach access existing conditions*



#### Recommended improvements to include:

**Sidewalk Connection.** Connect beach access path to existing sidewalk on north side of Willard Street.

**Dune Restoration.** Narrow beach access path and curve the path to limit storm surge and stormwater sheet flow on pathway.

Replace dead-end roadway with vegetated infrastructure (dune / rain garden):

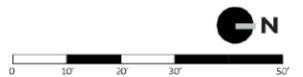
Work with landowner at 6 Willard Street to determine three point turning radius at existing driveway. Eliminate pavement nearest the shoreline.

**LID Stormwater Infrastructure.** Consider replacement of some Willard Street parking with LID stormwater infrastructure (bioswales or rain gardens). Explore potential to expand dune and/or convert landward side of dune to vegetated rain garden for stormwater collection.

**Amenities.** Enhance with site amenities (waste disposal, bike rack, signage)



*Willard Street beach access potential concept*



### 3.2.3 Willow Street

As the primary gateway to Willard Beach, the Willow Street site improvements provide ample opportunities to improve the function and aesthetics of the entry of the gateway as well as inform visitors about a variety of beach related topics (beach, dunes, sea level rise, stormwater, cultural history, etc.). Proposed improvements include ADA compliant infrastructure, highlight the potential for LID stormwater management practices, provide additional parking (if desired), and enhance the arrival experience to Willard Beach.

#### Recommended improvements to include:

**Parking Lot Expansion Evaluation.** Depending on site constraints (wetland, setback regulations, etc.), it may be feasible to expand the existing parking lot by approximately 28 parking spots. This would allow for a reduction in some street parking elsewhere in the neighborhood or simply offer additional parking. Expanded parking could be in the form of permeable pavement (an LID practice). While this additional parking is feasible, considerations around sea level rise and community character should be made as part of this decision making. See *Strategy 3.3.2 Transportation and Parking Study* and *Strategy 3.3.5 Evaluate Feasibility of Willow Street Parking Lot Expansion*.

**ADA Compliant Infrastructure.** Provide visitors with limited mobility the capacity to park and access the beach with ADA compliant infrastructure. This includes ADA compliant parking, access path, additional seating, wheelchair access and beach mat.

- The circular drop-off area should accommodate wheelchair access, ADA parking spaces should be designated in the Willow Street Parking Lot, and the pathway between the beach and parking lot should ensure safe access for wheelchairs and strollers.
- Additional benches at the beach entry and along the pathway between the beach and the parking lot would offer respite for those with more limited mobility.
- Ensure ADA access onto the deck around the bathhouse and regular use of ADA beach mat.

**LID Stormwater Infrastructure.** The lawn around the parking lot and sidewalk could be converted to rain gardens or bioswales. The center of the parking turnaround can also serve as a rain garden through the elimination of curbs and regrading. While this LID infrastructure will not make much impact on the water quality at Willard Beach, it is an ideal place to highlight this infrastructure to visitors (to encourage wider implementation throughout the watershed).

Willow Street beach access existing conditions



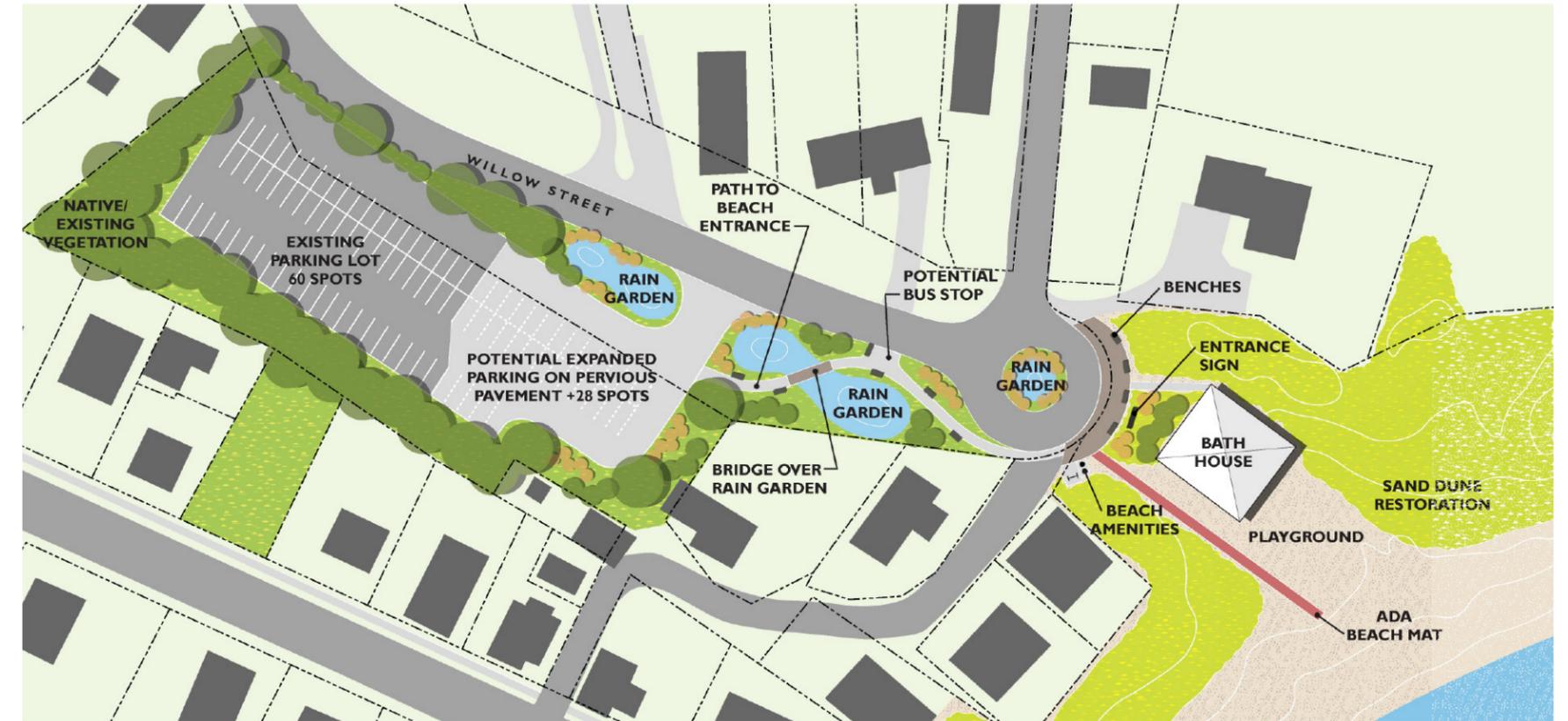
**Evaluate the use of the City-owned parcel between Willow Street and Parking Lot.** The City owns a lot with frontage on Willow Street. This lot could be used to access the Willow Street parking lot, for stormwater management, boat storage, etc.

**Transit Stop.** Tie pedestrian pathway into potential new transit stop and provide additional seating and amenities at the transit stop.

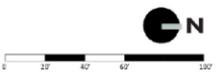
**Amenities.** Includes waste disposal, bike racks, additional seating integrated into the streetscape.

**Kayak Storage/Access.** Evaluate potential kayak storage in an area that does not impede the dune system. Consider the establishment of a “kayak club” for the public to share use of kayaks.

**Signage.** New Willard Beach entrance sign; standard beach signage; interpretive signage.



Willow Street beach access potential concept



### 3.2.4 Myrtle Avenue

There is limited opportunity to make alterations at the Myrtle Avenue access point. Minor enhancements in the dune system and site amenities will improve the character and enhance this portion of sand dune.

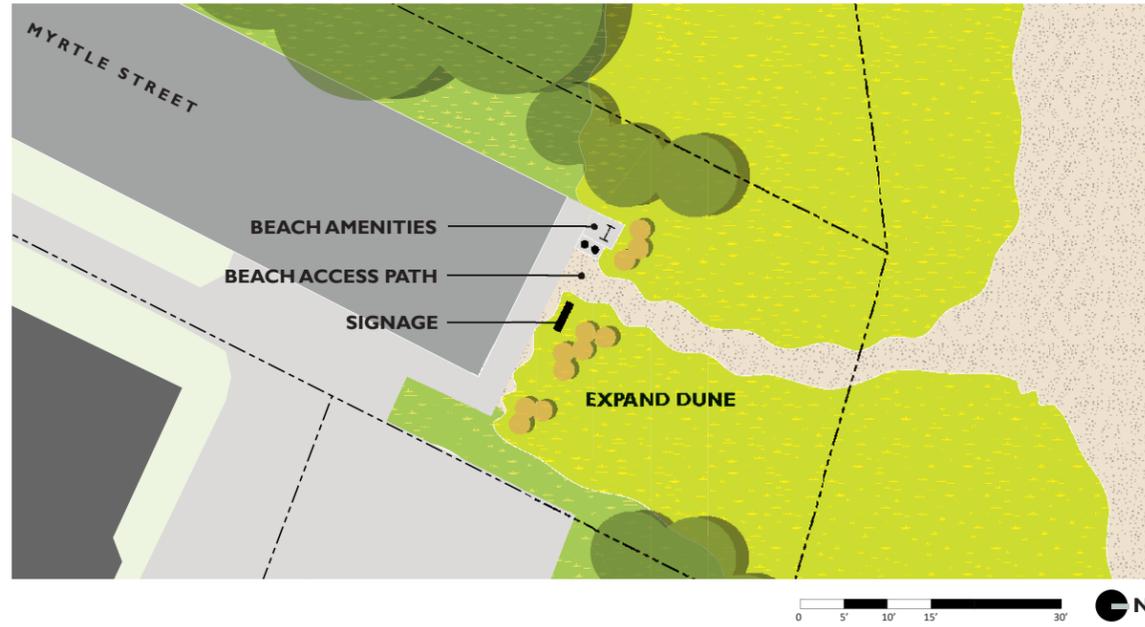
**Recommended improvements to include:**

**Dune Restoration.** Expand dune to street (relocation of guard rail and removal of lawn).

**Narrow Access Path.** Maintain curved and narrow beach access path.

**Amenities.** Enhance with site amenities (waste disposal, bike rack, signage) and relocate closer to roadway and sidewalk.

Myrtle Avenue beach access potential concept



Myrtle Avenue beach access existing conditions

### 3.2.5 Beach Street

Within the public right-of-way, improvements at the Beach Street access are limited to narrowing the beach access pathway and consolidating dinghy storage. If SMCC were amenable to reconfiguring the trail and field to the west, there would be an opportunity to expand the sand dune into the existing trail and field – offering additional coastal protection to the homes on Beach Street. This requires coordination with SMCC, which was not included in this planning process.

**Recommended improvements to include:**

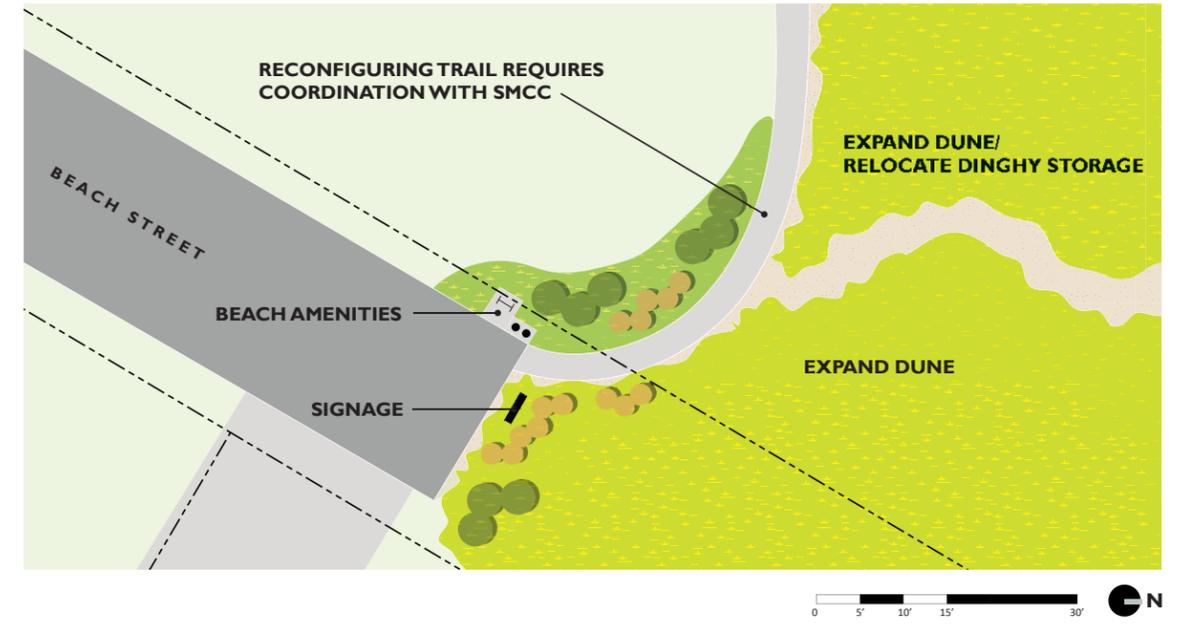
**Narrow Access Path.** Narrow beach access and add a curve to the pathway over the dune.

**Dinghy Storage.** Consolidation/relocation of dinghy storage. See *Strategy 1.2.2 Minimize Impacts of Dinghy Storage*.

**Site Amenities.** Enhance with site amenities: waste disposal and bike rack.

**Signage.** Establish new signage to identify both Willard Beach and Spring Point Shoreway Trail.

Beach Avenue beach access potential concept



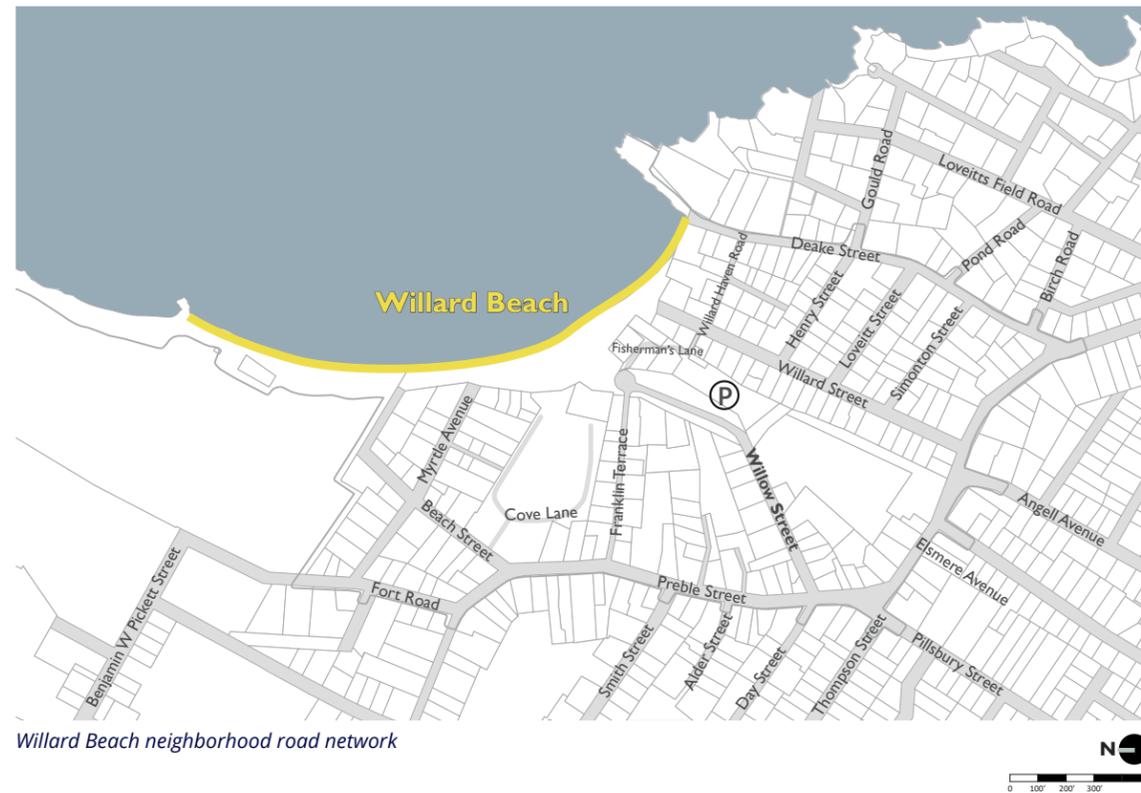
Beach Street beach access existing conditions

### 3.3 Vehicular and Bicycle Circulation

The following strategies are recommended to improve vehicular and bicycle circulation. It should be noted that the following strategies should be considered holistically. In advance of implementation of the following strategies, a more detailed study should be undertaken to understand environmental impact, community concerns, and identify how the strategies relate to one another.



Willow Street parking lot



Willard Beach neighborhood road network

#### 3.3.1 Transportation and Parking Study

Prior to the implementation of the strategies identified in 3.3.3 through 3.3.8, a parking and transportation study should be completed for the Willard Beach neighborhood. A planning or engineering professional should conduct the study in coordination with City departments (Public Works, Public Safety, Planning, etc.). This work may consider the following:

- Evaluate high-season parking conditions, traffic patterns, and identify areas of concern.
- Measure existing travel lane and parking widths.
- Develop a neighborhood parking plan that provides public access to Willard Beach while also ensuring safe travel lanes.
- Consider the use of striping to better identify parking and no-parking areas.
- Identify strategies to discourage vehicular travel and promote walking, biking, public transportation, etc.
- Evaluate recommended signage strategy to direct traffic through neighborhood.
- Evaluate public transportation expansion into neighborhood.

#### 3.3.2 Evaluate and Redesign On-Street Parking

Within the Willard Beach neighborhood, there are several issues related to vehicle parking. There are approximately 400 parking spaces in the neighborhood adjacent to Willard Beach. On street parking causes very narrow travel conditions, making vehicular travel on the side streets very difficult in the summer. Narrow travel conditions also create concerns related to emergency vehicle access. There are parking challenges related to use and access at Fisherman's Point on Deake Street. Those looking to visit Fisherman's Point for a photo shoot or quick view of Casco Bay have no spot to unload or briefly park.

#### 3.3.3 Evaluate SMCC Parking and Transit Opportunities

There are empty parking lots available in the summer months that could be used as formal beach parking. There may be opportunities to incorporate public transit into the SMCC access points. Establish a program with the college to expand access to Willard Beach through the SMCC campus.

#### 3.3.4 Evaluate Paid Parking for Non-Residents

The City may consider the establishment of a residential parking sticker program and require a fee for visitors to park. This strategy would prioritize local access over visitors. It would also serve as an income generator to fund the strategies described in this plan.

Prior to implementation of this strategy, the City should make the following considerations:

- Look to similar beach communities for program precedent (Kennebunk Beach, Goose Rocks Beach, Higgins Beach, Pine Point, etc.).
- This program may require additional staff (likely in City Clerks) to coordinate annually.
- Additional seasonal parking enforcement may be required to fully enforce.
- The purchase of residential stickers (for a nominal fee) would provide a consistent revenue stream.
- The Willow Street parking lot and beach access points could include a digital parking machine or rely on a smart phone application to limit infrastructure.
- Paid parking may be employed throughout the neighborhood or in a limited capacity based on community and municipal input.

### 3.3.5 Evaluate Feasibility of Willow Street Parking Lot Expansion

A balance should be found between providing sufficient parking for public beach access while also reducing impervious surface coverage and use of automotive transportation in an environmentally sensitive area. The potential expansion of the Willow Street parking lot is a single option to explore. It should be considered in relation to environmental factors, accessibility, neighborhood character, future modes of transit.

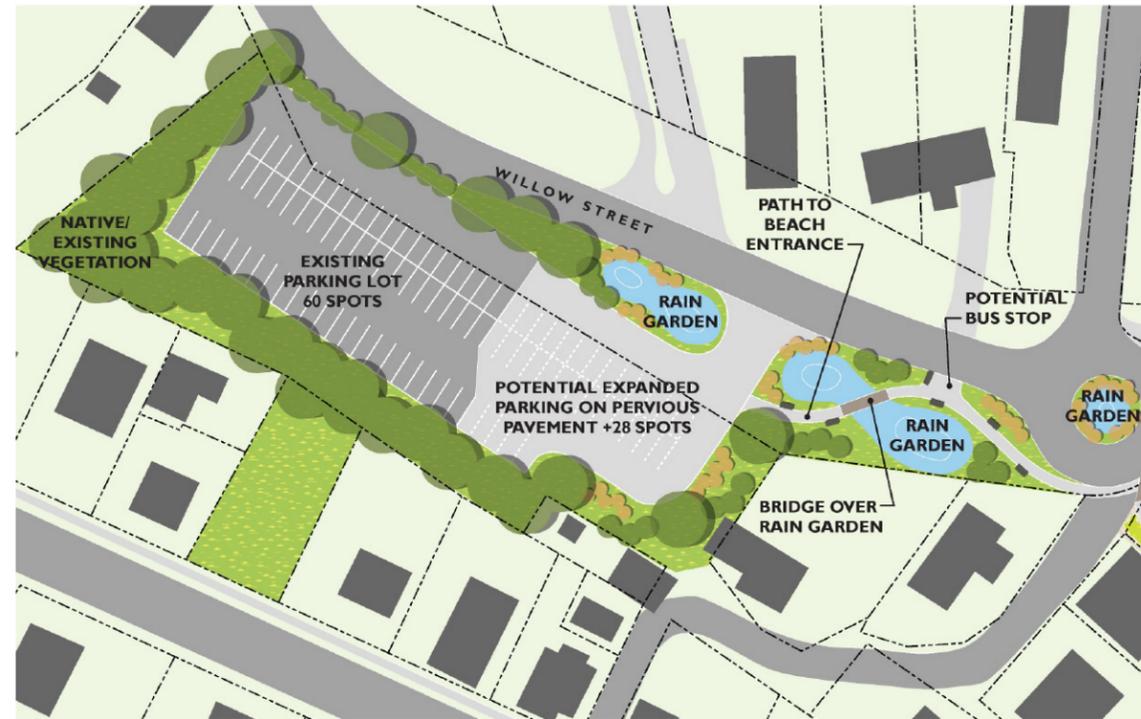
Of the 400 parking spaces in the neighborhood adjacent to Willard Beach, the Willow Street public parking holds 60 of these spaces. Depending on potential wetland restrictions, the parking lot could increase by approximately 28 spaces. The expansion of this parking lot also provides an opportunity to use permeable pavement to highlight LID stormwater practices.

Consideration of this parking lot design could be included in the overall parking strategy described above and construction should be tied into overall site improvements to the Willow Street beach access. This potential parking strategy requires additional evaluation prior to implementation.

### 3.3.6 Evaluate New Transit Stop

Access to the beach by public transportation opens the opportunity for local visitors who might not otherwise get to the beach. Increasing public transportation improves inclusivity and may reduce the number of parked cars in the neighborhood. There are currently three bus stops via Bus Route 21 on Preble Street that bring visitors to the Willard Beach neighborhood,

within about a five minute walk to the beach. The addition of a public transit bus stop at the Willow Street entrance would bring people closer to the beach and could be promoted as a public beach access stop. This may be seasonal or year-round, depending on the community's needs. This recommendation requires additional evaluation around ridership, use, and functionality prior to implementation. See potential route on next page.



Potential Willow Street parking expansion and transit stop (further study required)

### 3.3.7 Improve Bicycle Infrastructure

Expanding the opportunity for cyclists to access Willard Beach may help reduce reliance on vehicular access. Expanded access for bicycles includes safe travel lanes to the beach and a safe place to store bikes at beach access points.

All beach access points should incorporate bike racks as safe storage sites for bikes.

The major roadways nearest the beach (such as Broadway, Fort Street, Preble Street, and Breakwater Drive/Benjamin W Pickett Street)

should have robust bicycle infrastructure integrated into the streetscapes. The Cottage Road Pedestrian and Safety Improvement project, which will break ground in 2023, improves bicycle and pedestrian infrastructure on Cottage Road.

Promote expansion of bike infrastructure citywide, including through the upcoming Bike/Pedestrian Master Plan, to improve safe, convenient access to the beach for cyclists.

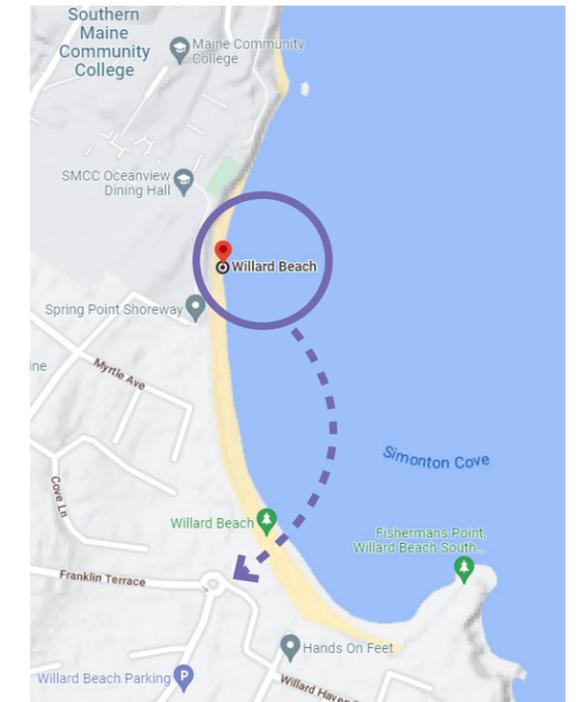


Potential new transit route and transit stop at Willard Beach

### 3.3.8 Update Online Wayfinding

Online wayfinding software currently directs visitors looking for Willard Beach to Beach Street - a dead-end street with no turnaround. This causes problems for both visitors and Beach Street residents. Contact Google Maps, Apple Maps, Waze, etc. to change the "Willard Beach" location to the Willow Street entrance or parking lot.

Current Google Map point for Willard Beach located near Beach Street / SMCC



# 3.4 Wayfinding and Signage

There is no overall wayfinding strategy to efficiently direct visitors to Willard Beach and the current signage at beach is overwhelming and causes visual clutter. The following strategies provide guidance for signage and wayfinding improvements.



Existing Signage at Willard Beach lacks hierarchy and visual consistency

## 3.4.1 Signage Design

A wayfinding and signage design professional should establish a guidance document for signage design unique to Willard Beach and the adjacent neighborhood. This may be done in coordination with the recommended Wayfinding Plan.

A new signage design and system would minimize regulatory signage at beach; incorporate opportunities for interpretive/educational signage; and establish a unified identify or brand for Willard Beach.

Opportunities and considerations to include in this design work:

**Interpretive / Educational Signage.** The addition of interpretive signage could be integrated into the landscape. Interpretive signage may address several topics and be sited at strategic points along the beach. For example, signage might include: the beach in context of Casco Bay; natural resources value; stormwater infrastructure methods; anticipated effects of sea level rise; or the cultural history of Willard Beach.

**Water Quality Signage.** Consider the inclusion of the water quality information (or at least direction to the flag) at all beach entrances.

**Regulatory Signage.** This signage should be flexible to accommodate changes in seasons and regulations. Consider the hierarchy of information to ensure some rules and regulations stand out above others. This signage should be clear, simple, legible, and accommodate changes in information over time.

**Beach Access Points.** There is an opportunity to unify all beach access points through signage style and information. However, there is also an opportunity to use the various public access points to highlight different types of information or tie into the specific location on the beach.



Beach signage design examples

N/A	No cost	\$\$	\$25k - \$100k
Variable	Based on several factors	\$\$\$	\$100k - \$500k
\$	Under \$25k	\$\$\$\$	\$500k - Multimillion

# Beach Access Action Plan

#	STRATEGIES	PAGE	SUMMARY	WHO	TIME FRAME	PRIORITY	COST
<b>3</b>	<b>Improve Beach Access</b>						
<b>3.1</b>	<b>Pedestrian and ADA Accessibility</b>						
3.1.1	ADA Infrastructure at Willow Street Entrance	40	Install ADA beach mat at Willow Street Entrance and enhance advertisement of beach wheelchair access.	Parks, Recreation, and Waterfront Public Works	Short Term	High	\$
3.1.2	Sidewalk and Pathway Improvements	41	Commission design professional to advance design for site improvements; plan for site improvement in future CIP budgets; work with SMCC to plan and fund trail improvements.	Parks, Recreation, and Waterfront Public Works	Short Term	High	\$\$\$
<b>3.2</b>	<b>Beach Access Improvements</b>						
3.2.1	Deake Street	42	Commission design professional to advance design for site improvements; plan for site improvement in future CIP budgets.	Parks, Recreation, and Waterfront Public Works Water Resources Protection Consultant	Short Term	Medium	\$\$\$\$ - \$\$\$\$\$ Dependent on scope of final design
3.2.2	Willard Street	44					
3.2.3	Willow Street	46					
3.2.4	Myrtle Avenue	48					
3.2.5	Beach Street	49					
<b>3.3</b>	<b>Vehicular and Bicycle Circulation</b>						
3.3.1	Transportation and Parking Study	51	Commission a Transportation and Parking Study to evaluate the recommended strategies and establish best way to implement improvements.	Planning Division Transportation Department Sustainability Consultant	Short Term	Medium	\$\$
3.3.2	Evaluate and Redesign On-Street Parking	51					
3.3.3	Evaluate SMCC Parking and Transit Opportunities	51					
3.3.4	Evaluate Paid Parking For Non-Residents	51					
3.3.5	Evaluate Feasibility of Willow Street Parking Lot Expansion	52					
3.3.6	Evaluate New Transit Stop	52					
3.3.7	Improve Bicycle Infrastructure	53					
3.3.8	Update Online Wayfinding	53					
<b>3.4</b>	<b>Wayfinding and Signage</b>						
3.4.1	Signage Design	55	Commission a wayfinding plan and design strategy for Willard Beach and adjacent neighborhood. This work should follow the Transportation and Parking study (Strategy 3.3.1) to incorporate recommendations.	Economic Development Planning Division Consultant	Short Term	Medium	\$\$
3.4.2	Wayfinding Plan	56					

### 3.4.2 Wayfinding Plan

A wayfinding and signage design professional should establish a comprehensive wayfinding plan for the Willard Beach neighborhood. This may be done in coordination with the recommended signage design.

Wayfinding signage would aid in guiding motorists and pedestrians to the best beach access points and unify the character of the Willard Beach neighborhood. A preliminary concept for this wayfinding system is included in this plan. Type of signage anticipated in the Wayfinding Plan:

**No Parking/ No Exit.** Discourage access and turn-around on dead-end streets by informing motorists that there is no parking / limited parking. This signage should also direct vehicles to the Willow Street entrance.

**Direction to Willard Beach.** Vehicle signage should direct visitors to the Willow Street parking lot beach entrance. For example: "Willard Beach" welcome signage may be used at the intersection of Willow Street and Preble Street, the Willow Street Parking Lot, and at the Willow Street Beach Entrance.

**Willard Beach Gateway.** Direct access to Willow Street from the intersections on Preble Street. For example: "Willard Beach next left" may be used to direct southbound Preble Street traffic to Willow Street.



Potential wayfinding signage diagram

**LEGEND**

- ◻ NO PARKING / NO EXIT
- ➔ DIRECTION TO WILLARD BEACH
- WILLARD BEACH GATEWAY

## 4 Ensure Infrastructure is Resilient and Enhances Beach Character

The strategies in this section provide guidance for the existing man-made infrastructure at the beach. Coastal infrastructure is required to withstand major storm surge events and evolve as shoreline conditions shift with rising sea levels. The facilities and amenities at the beach should continue to promote the identify and unique character of Willard Beach. All infrastructure on the beachfront should aim to have minimal impact on natural resources, be as resilient to the coastal conditions as possible, and enhance the character of the beachfront. All infrastructure work must be permissible activities under the MDEP coastal sand dune regulations.

### Strategies

4.1 Shoreline Stabilization	60
4.1.1 No Additional Shoreline Hardscape	60
4.1.2 Monitor Existing Shoreline Hardscape	60
4.1.3 Plan for Adaptive Strategies in Response to Sea Level Rise	61
4.2 Facilities	62
4.2.1 Bathhouse	62
4.2.2 Playground	64
4.2.3 Fishing Shacks	65
4.3 Amenities and Furnishings	66
4.3.1 Seating	66
4.3.2 Bike Racks	67
4.3.3 Bollards	67
4.3.4 Lighting	68
4.3.5 Waste Disposal System	68



Photograph by  
Alex Morrow, Armadillo Collective

## 4.1 Shoreline Stabilization

The strategy for coastal resiliency is to restore and protect the sand dune system as the primary means of protection against storm surge and coastal events. While private properties adjacent to the beachfront at the southern end of the beach have engineered stabilization infrastructure in place, it is not the intent to continue fortification along the coastline any further to the north.

### 4.1.1 No Additional Shoreline Hardscape

This plan does not recommend any expansion of hardened shoreline infrastructure. Hardscape shorelines, such as the riprap and stone seawall used as a stabilization technique for sections of shoreline at the southern end of Willard Beach deflect wave energy instead of absorbing it. This may push erosive forces elsewhere along the shoreline. Additionally, these methods do not provide wildlife habitat and often present an insurmountable barrier for wildlife to access shoreward habitats. The installation of structures and seawalls in the frontal dune are not allowable under current MDEP sand dune regulations.

Existing shoreline hardscape



### 4.1.2 Monitor Existing Shoreline Hardscape

The existing riprap and seawall at the southern end of Willard Beach (Deake Street to Willard Street) serve to protect the private property on the landward side of the infrastructure. This infrastructure absorbs wave action and elevates the grade of the private property over the beachfront. This infrastructure does not protect the public beachfront on the seaward side.

While it is ideal to restore dunes where possible, it is not feasible to return the sections of hardened shoreline to a dune. Sand dunes require more land than what is available at these sites and do not support the grade changes that exist on the landward side of the existing stabilization infrastructure.

The condition of the existing stabilization infrastructure should be regularly monitored and repaired as needed within the allowable MDEP coastal sand dune regulations. Since the shoreline stabilization serves to protect the private property adjacent to the beach, it is the responsibility of private property owners to maintain this existing infrastructure.

Any future repair and stabilization work should consider improvements to public beach access, resiliency against storm surge and sea level rise, and enhance beach character. The 2023 reconstruction of the seawall and stairway on Deake Street is an example of this.

### 4.1.3 Plan for Adaptive Strategies in Response to Sea Level Rise

The rise in sea level is expected to have a profound impact on Willard Beach and the community immediately adjacent to the shoreline. Over the next century, increases in high tide elevation and storm surge frequency will change the shape of the beachfront as well as increase the vulnerability of coastal infrastructure. While this plan does not make specific site recommendations to address the impacts of sea level rise at Willard Beach, it is in the best interest

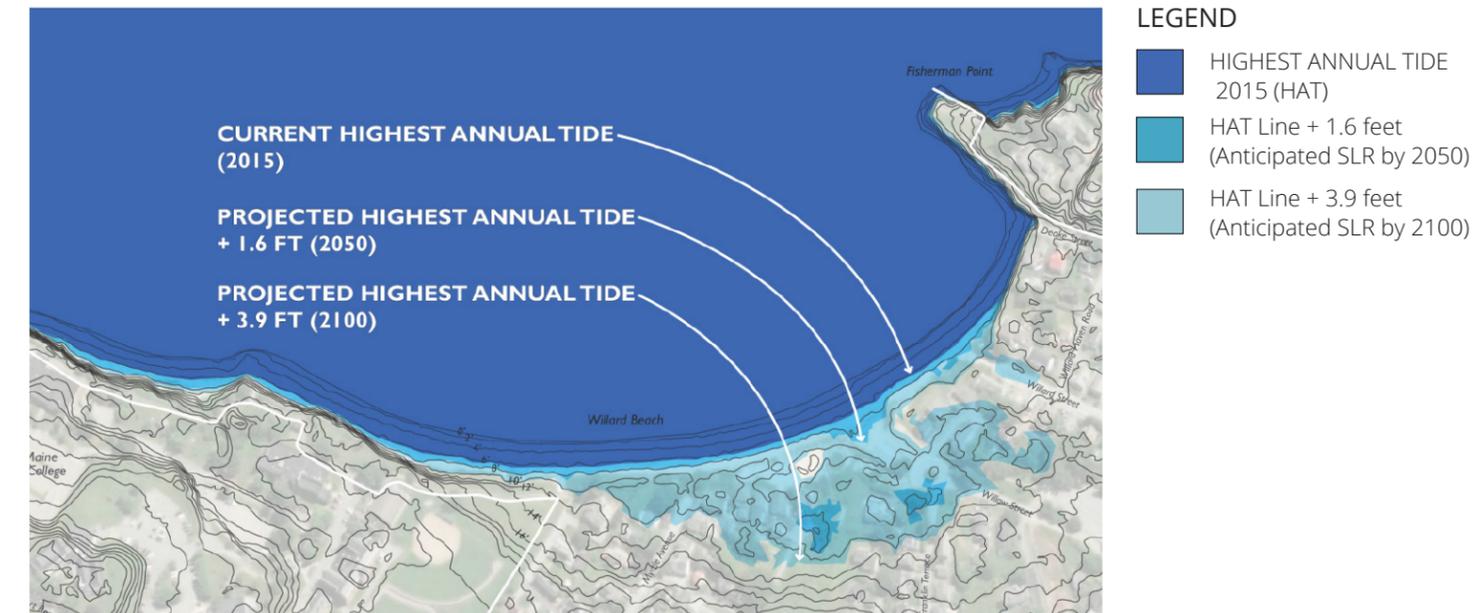
of the community to proactively plan for a shift in the landscape. Discussions around sea level rise were embedded in this planning process and should be considered with the planning and implementation of recommended site improvements and infrastructure upgrades (see *Strategies 2.4, 3.2, 4.2, 4.3*).

While the 2020 One Climate Future Plan provides guidance around local climate change mitigation, there is still work to be done to identify strategies for site adaptation in response to a changing the coastline. This work involves public partnership with private property owners. The adaptive

strategies may change on a site-by-site basis or address the whole beachfront in a single move. While the full impact of sea level rise is slow moving, the recent storm surge impacts (seen recently in December 2022) are cues to the future.

The community should keep discussions open around the best way forward for Willard Beach and the South Portland coastline. Planning work and updates to codes / land use regulations should consider the projected impacts of sea level rise.

Sea level rise projection analysis map



## 4.2 Facilities

Existing beachfront facilities will require upgrades and replacement over time as the seascape shifts with rising sea levels and the existing infrastructure declines. The following strategies provide guidance on how to address the repair and replacement of this infrastructure.

### 4.2.1 Bathhouse

The bathhouse is a well-used and essential amenity at Willard Beach. It serves as a home base for the lifeguard staff and park rangers, offers seasonal bathrooms, concessions, and serves as a natural meeting place at the beach.

There will come a time when an upgrade or replacement of the bathhouse is necessary to maintain the infrastructure or expand on its use and function. The City should hire an architectural consultant to develop a plan for bathhouse renovations and/or replacement.

The following discussion summarizes the results of the community survey and recommends guiding principles to consider as part of the future renovation or replacement. This material may be presented to the architectural consultant as a jumping off point.

#### Should the bathhouse be upgraded?

According to the community survey, over 50% of respondents identified bathroom facilities as one of the most important facilities at the beach. At the same time, less than 20% of respondents consider improvements to the bathhouse to be one of their top three beach improvements priorities. Note that the highest rated priorities included water quality, shoreline stabilization, dune restoration, and response to storm surge/ sea level rise.

When asked about the need for improvements at the bathhouse, 40% of respondents agree that the bathhouse should be improved; approximately 28% of respondents think the bathhouse is fine as-is; and less than 5% would like the bathhouse removed.

#### If the bathhouse is upgraded, what should it include?

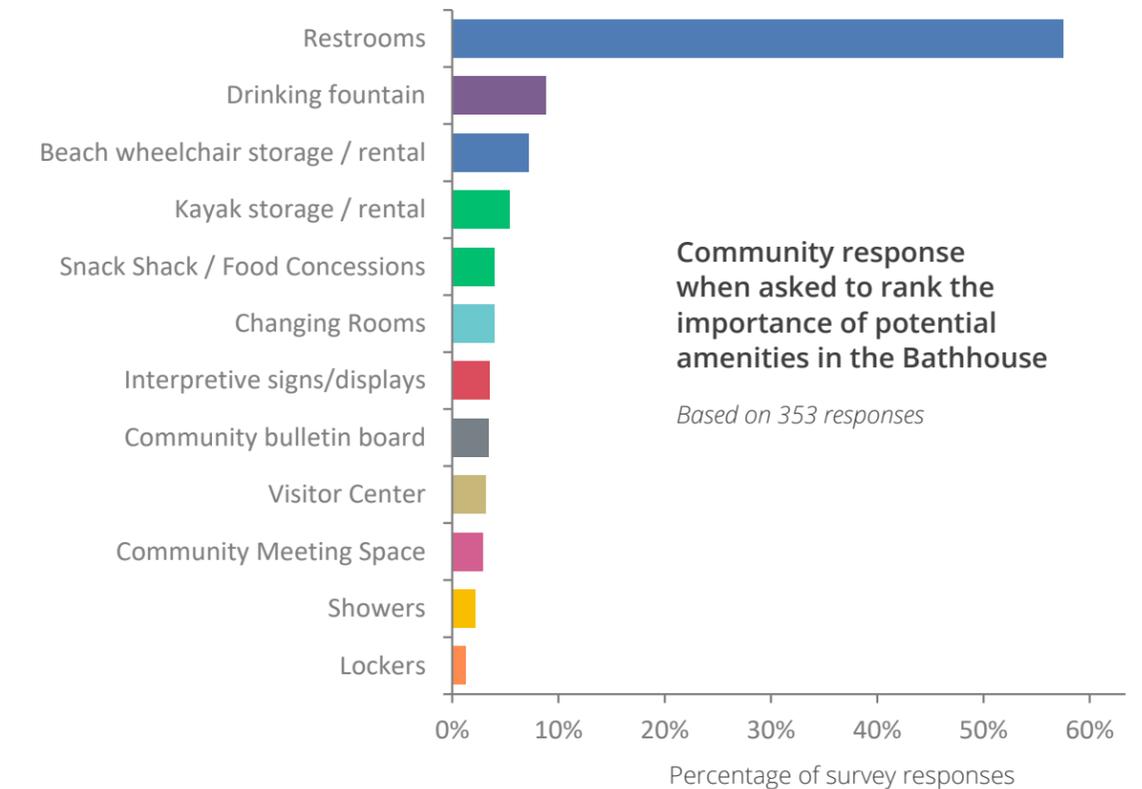
Survey respondents ranked 15 potential amenities to include in an upgrade to the bathhouse. Amenities are listed in the graphic below in the order of importance.

General Recommendations for potential upgrade/rebuild:

- **Footprint.** A new structure may be required to stay within the footprint of the existing bathhouse to comply with MDEP coastal sand dune regulations. Smart spatial configuration is a priority here for future improvements.
- **Resilient Design.** A new design should respond to the impact of sea level rise. Raising the occupied space up above flood level should ensure the bathhouse's survival in the future. The open space below the raised structure could still be used for other amenities the public mentioned such as kayak storage/rentals, lockers, and beach wheelchair storage.
- **Priority Amenities.** Maintain existing amenities including restrooms, drinking fountains, changing rooms, showers, foot washing station, food concessions, and beach wheelchair storage.

- **Additional Amenity.** Adding an enclosed, open space that can be used as a community meeting place would be a community asset and could be rented out for small events (such as birthday parties, scout troop meetings, community meetings, etc.). This space could be used year-round (with proper hearting). Rental fees may help fund building maintenance.

- **Bathrooms.** Changing the overall design approach of showers/changing rooms/restrooms to accommodate the public at large in an efficient and inclusive way.



Bathhouse



### 4.2.2 Playground

The playground is well used and provides a unique recreational opportunity for young children and their families. The playground facilities should be evaluated annually for safety and replaced as needed.

Considerations to include when selecting new playground equipment:

There are several creative themes available in play equipment. A new playground could reference the native wildlife or the shoreline character of the site. This playground should as be distinctive as the beachfront site it occupies.

The sand dune system could be enhanced around the play area. The dunes and adjacent fencing may form for a natural boundary between the play area and open beach. The dunes may also serve to protect the infrastructure.

Ensure the play equipment is inclusive of various user groups. Consider all age groups and mobility levels that should have access to the play area.

*Playground*



Work with MDEP to ensure current sand dune regulations are considered in the selection of new equipment.

The playground's beachfront site may become an issue as sea levels rise. Consider the anticipated changes in high-tide levels at the time of replacement. Over time, this recreational facility may be better relocated away from the immediate beachfront and the site regenerated with sand dunes.

### 4.2.3 Fishing Shacks

The two remaining fishing shacks at Fisherman's Point are the last remnants of the robust commercial fishing activity that once defined the Willard Beach seashore. The fishing shacks are in a vulnerable position at the edge of the rocky shoreline, and experience damage during many major storms and coastal surge events.

The City should hire a consultant to evaluate the preservation and restoration of the fishing shacks, as well as conduct a feasibility study for the restoration of the architecture, including the installation of stairs to the beach from the shacks.

*Fishing Shacks  
Images by Catherine Bickford*



## 4.3 Amenities and Furnishings

Site furnishings and amenities provide an opportunity to establish a consistent look, feel, and identity to the Willard Beach neighborhood. Site amenities should be consistent across all beach access points. Since this is a highly scenic natural resource, site amenities may include the use of natural materials and simplified design aesthetic. Amenities are also required to withstand harsh coastal conditions and may be prone to flooding events. Amenities should be well sited, properly installed, and of high quality to ensure they are resilient to changes in site conditions. All new site furnishings will align with MDEP coastal sand dune regulations. The installation of new site furnishings should coordinate with the beach access site improvements described in *Strategy 3.2 Beach Access Points*.

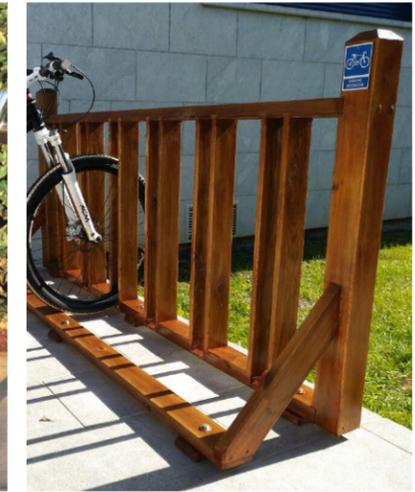
### 4.3.1 Seating

Benches are likely best suited at the Willow Street entrance. In addition to the bench examples presented in the images, seating may be in the form of large boulders, driftwood, and offer an opportunity to incorporate artwork and creativity.



### 4.3.2 Bike Racks

Bike racks should be positioned on existing hardscape at locations with suitable room to safely maneuver a bicycle.



### 4.3.3 Bollards

Bollards are designed and sited to prevent vehicular access in a pedestrian area. Bollards may serve a purpose in protecting the pedestrian areas, such as beach access points.



### 4.3.4 Lighting

Illumination should be present at the major beach access points. New lighting should include cut-off fixtures and be 'dark sky' compliant. Consultation with a lighting designer should be made when selecting and siting light fixtures.



### 4.3.5 Waste Disposal System

A comprehensive system for waste disposal should include trash, recycling, and dog waste disposal. Waste system components should share the same location and be sited close to public roadways for easy removal.



## Infrastructure Action Plan

#	STRATEGIES	PAGE	SUMMARY	WHO	TIME FRAME	PRIORITY	COST
<b>4</b>	<b>Ensure Infrastructure is Resilient and Enhances Beach Character</b>						
<b>4.1</b>	<b>Shoreline Stabilization</b>						
4.1.2	No Additional Shoreline Hardscape	60	Work with MDEP and MGS to monitor shoreline and support dune restoration work.	Parks, Recreation, and Waterfront	Ongoing	High	N/A
4.1.1	Monitor Existing Shoreline Hardscape	60	Monitor and repair existing stabilization infrastructure as needed, within the allowable MDEP coastal sand dune regulations.	Parks, Recreation, and Waterfront Private Property Owners	Ongoing	High	Variable
4.1.3	Plan for Adaptive Strategies in Response to Sea Level Rise	61	Promote discussions around sea level rise adaption; Planning work and updates to codes / land use regulations should consider the projected impacts of sea level rise.	Sustainability Planning Division Private Property Owners	Long Term	High	Variable
<b>4.2</b>	<b>Facilities</b>						
4.2.1	Bathhouse	62	Commission an architectural consultant to develop a plan for bathhouse renovations and/or replacement.	Parks, Recreation, and Waterfront Facilities Planning Division Consultant	Short Term	Medium	\$\$
4.2.2	Playground	64	Evaluate playground equipment annually for safety and upgrade as needed.	Parks, Recreation, and Waterfront	On-going	High	Variable
4.2.3	Fishing Shacks	65	Work with a consultant to evaluate the preservation and restoration of the fishing shacks and related infrastructure.	Parks, Recreation, and Waterfront	Short Term	Medium	\$\$
<b>4.3</b>	<b>Amenities and Furnishings</b>						
4.3.1	Seating	66	Work with design consultant to select site furnishings. This may be done in coordination with Strategy 3.2 (Beach Access Site Improvements).	Parks, Recreation, and Waterfront Public Works	Short Term	Medium	\$\$\$
4.3.2	Bike Racks	67					
4.3.3	Bollards	67					
4.3.4	Lighting	68					
4.3.5	Waste Disposal System	68					

*COST LEGEND*

N/A	No cost	\$\$	\$25k - \$100k
Variable	Based on several factors	\$\$\$	\$100k - \$500k
\$	Under \$25k	\$\$\$\$	\$500k - Multimillion



# 5 Acknowledge and Engage the Cultural History

## Cultural History

Willard Beach and the surrounding neighborhoods have a cultural history worthy of recognition and acknowledgment. The history of Willard Beach and South Portland's coastline is varied and noteworthy, with references to early indigenous cultures; European settlement; commercial fishing; port activity tied to the West Indies trade, including participation in the illicit slave trade; late 19th century cottage development and recreation growth; WWII fortification and shipbuilding; development as a petroleum port; population growth and environmental impacts of the 20th century. It is critical to recognize the storied past of Willard Beach and the local area as part of future development and activities at the beach. Strategies in this section suggest methods and resources for incorporating the past into the present.

### Strategies

5.1 Art in the Landscape	72
5.2 Cultural Programming	72
5.3 Community Resources	72

## 5.1 Art in the Landscape

As site improvements are made at Willard Beach (see *Strategy 3.2 Beach Access Points*), there are opportunities to infuse artistic elements into the landscape that speak to the cultural history and environmental elements of Willard Beach. There is an opportunity to engage with artists, historians, environmental and cultural activists, and local community members to consider interesting ways to communicate through visual art and educational materials into the built environment.

Visual markers and cues have the capacity to educate the public while also adding interest to the environment. An example of this in place today is the historical storm surge markings and anticipated sea level rise elevations painted on the bathhouse. The bathhouse can support additional interpretive and educational materials.

Installations may be somewhat permanent (in the form of seating elements, interpretive signage, or other built element) or temporary (in the form of environmental or seasonal art that decomposes or is removed). Art and cultural installations should be implemented through public site design improvements, be reviewed by the City, and comply with the MDEP Coastal Sand Dune regulations.

## 5.2 Cultural Programming

Willard Beach is a public space well positioned to host educational, social, and cultural events. Opportunities for cultural exchange may utilize the beachfront, bathhouse, Fisherman’s Point, and the Spring Point Shoreway Trail. Community groups and cultural organizations should be encouraged to use the site for programs and events. For example, the South Portland Historical Society may wish to host walking tours of the area. This type of activity has been organized in coordination with the Atlantic Blackbox project.

The City should support this use of the beach and ensure organizers are aware of any permitting requirements associated with special events.

## 5.3 Community Resources

There are partners within the community that may have ideas on how to infuse cultural history into programming and site elements at Willard Beach. The City should engage and support these efforts, but the programming will ultimately be driven by community and educational groups. As the community looks to implement cultural programs and site elements, the following partners may have ideas about how to contribute at Willard Beach:

- South Portland Historical Society
- Portland Landmarks
- Cushing’s Point Museum
- South Portland Schools
- SMCC

# Cultural History Action Plan

#	STRATEGIES	PAGE	SUMMARY	WHO	TIME FRAME	PRIORITY	COST
<b>5</b>	<b>Acknowledge and Engage the Cultural History</b>						
5.1	Art in the Landscape	72	Coordinate with Strategy 3.2 (Beach Access Site Improvements). Work with interested partners as ideas are brought forth.	Parks, Recreation, and Waterfront South Portland Historical Society and other comparable organizations	Ongoing	Medium	\$\$
5.2	Cultural Programming	72	Work with interested partners as ideas are brought forth.	Parks, Recreation, and Waterfront South Portland Historical Society and other comparable organizations	Ongoing	Medium	\$
5.3	Community Resources	72	See Strategies 5.1 and 5.2				

COST LEGEND

N/A	No cost	\$\$	\$25k - \$100k
Variable	Based on several factors	\$\$\$	\$100k - \$500k
\$	Under \$25k	\$\$\$\$	\$500k - Multimillion

# Implementation



## Implementation

The successful implementation of this plan is dependent upon support from the City Council as an official planning document and should be referenced in future municipal planning documents, such as the 2024 Comprehensive Plan. Successful implementation is also reliant on financial support for strategic implementation, staff capacity to implement the strategies, and continued contribution and support from volunteer citizens. The following is a guide for successful plan implementation:

### Staff Support

Successful beach management and implementation of the recommended strategies will be driven by City Departments (see the Action Plan for specific department contributions). Department staff should have the capacity to take on the implementation work. Department heads and the City Manager should ensure there is appropriate staff support to manage the implementation process.

### Financial Support

Funding for beach management and site improvements is critical to successful implementation of the strategies. Municipal budgets should acknowledge this plan and the recommended strategies when considering both short-term and long-term financial planning. The City should consider various funding sources, grant programs, and fundraising for private donation as needed.

### Volunteer Support

The interest and investment from volunteer citizens has been critical in the development of this plan and management activities at Willard Beach. Residents are encouraged to advocate for the implementation of the recommended strategies and support City staff where possible. Maintaining a coordinated effort between South Portland residents, elected officials, and staff will ensure the implementation work continues to reflect the goals of the community.

### Action Plan

The Action Plan is the guide for implementation and may be used as a quick reference for the goals and strategies recommended within the plan. The Action Plan summarizes the strategies; identifies the responsible City department; identifies the general time frame for the work; prioritizes the strategies; and where feasible, recommends a general cost range for each strategy.

The Action Plan is provided on the following pages and at the end of each strategy section.

# Natural Resources Action Plan

COST LEGEND

N/A	No cost	\$\$	\$25k - \$100k
Variable	Based on several factors	\$\$\$	\$100k - \$500k
\$	Under \$25k	\$\$\$\$	\$500k - Multimillion

#	STRATEGIES	PAGE	SUMMARY	WHO	TIME FRAME	PRIORITY	COST
<b>1</b>	<b>Protect and Restore Natural Resources</b>						
<b>1.1</b>	<b>Education</b>						
1.1.1	Interpretive Signage	16	Facilitate educational and outreach activities and partnerships to promote natural resource and sand dune protection.	Parks, Recreation, and Waterfront	Ongoing	High	\$
1.1.2	Educational Programming	16					
1.1.3	SMCC Partnership	16					
1.1.4	Foster Volunteerism	16					
1.1.5	Public-Private Partnership	16					
<b>1.2</b>	<b>Protection</b>						
1.2.1	Minimize Dune Access Paths	17	Manage natural resource and sand dune protection efforts and initiatives through annual sand dune management, coordination with private properties owners and mooring holders.	Parks, Recreation, and Waterfront	Ongoing	High	\$
1.2.2	Minimize Impacts of Dinghy Storage	17					
1.2.3	Dune Fencing	18					
1.2.4	Promote Protection of Eelgrass Beds	20					
1.2.5	Coordination with Beachfront Property Owners	20					
<b>1.3</b>	<b>Restoration</b>						
1.3.1	Invasive Species Management	21	Support dune restoration work as needed based on the evolving needs, focus areas, and necessary restoration work.	Parks, Recreation, and Waterfront	Ongoing	High	Variable
1.3.2	Native Species Planting	22					
1.3.3	Dune System Documentation	23					
1.3.4	Eelgrass Bed Restoration	23					
1.3.5	Habitat Improvement	23					
1.3.6	Major Storm Events	24					
1.3.7	Beach Nourishment	25					
<b>1.4</b>	<b>Implementation</b>						
1.4.1	City Staff	26	Ensure Parks, Recreation, and Waterfront Department (or responsible department) is appropriately staffed and funded to carry out the work described in this section on an annual basis.	Parks, Recreation, and Waterfront	Ongoing	High	Variable
1.4.2	Annual Planning	26					

# Water Quality Action Plan

COST LEGEND

N/A	No cost	\$\$	\$25k - \$100k
Variable	Based on several factors	\$\$\$	\$100k - \$500k
\$	Under \$25k	\$\$\$\$	\$500k - Multimillion

#	STRATEGIES	PAGE	SUMMARY	WHO	TIME FRAME	PRIORITY	COST
<b>2</b>	<b>Mitigate Poor Water Quality</b>						
<b>2.1</b>	<b>Monitoring</b>						
2.1.1	Maine Healthy Beaches	30	Continue monitoring programs to identify sources and water quality.	Water Resource Protection	Ongoing	High	\$\$
2.1.2	Stormwater System	30					
2.1.3	Wastewater System	30					
<b>2.2</b>	<b>Education</b>						
2.2.1	Educational Messaging	31	Implement LID stormwater management strategies in combination with visual signage and messaging to educate the public about stormwater. See Strategy 3.4.2 Signage Design.	Economic Development Planning Division Consultant	Short Term	Medium	\$\$
2.2.2	Community Outreach	32	Continue to expand upon community-wide efforts to educate the public about nonpoint source pollution, including stormwater runoff and pet waste.	Water Resource Protection Sustainability	Ongoing	High	\$
2.2.3	Water Quality Notification	32	Continue and improve upon the use of the water quality flag system to alert beachgoers of unsafe swimming conditions. Requires accurate communication and training of lifeguards and beach rangers.	Water Resource Protection Parks, Recreation, and Waterfront	Ongoing	High	\$
<b>2.3</b>	<b>Implementation</b>						
2.3.1	Repair Stormwater and Sewer System	34	Continue to prioritize and appropriate funds the effort to repair infrastructure.	Water Resource Protection	Ongoing	High	Variable
2.3.2	Lateral Wastewater Inspection Ordinance	34	Evaluate this strategy to determine potential viability, impact, and fiscal impact.	Water Resource Protection	Short Term	Medium	\$
2.3.3	Watershed LID Stormwater Management Strategies	34	Actively promote, fund, and incentivize the implementation of LID stormwater management.	Water Resource Protection	Ongoing	Medium	Variable
2.3.4	Willard Beach Site Improvements	34	See Strategy 3.2				
<b>2.4</b>	<b>Long-Term Management</b>						
2.4.1	Stormwater Outfall Improvements	35	Remove outfall WB-17 from beachfront.	Water Resource Protection	Long Term	High	\$\$\$\$
2.4.2	Sewer Infrastructure Relocation	36	Remove sewer infrastructure from beachfront.	Water Resource Protection	Long Term	High	\$\$\$\$
2.4.3	Sewer and Stormwater System Overhaul	36	Full rehabilitation or replacement of aging pipes and other infrastructure.	Water Resource Protection	Long Term	High	\$\$\$\$
2.2.4	Funding for Major Infrastructure Upgrades	36	Evaluate potential funding sources and programs to support long term infrastructure improvements.	Water Resource Protection	Short Term	Medium	N/A

# Beach Access Action Plan

COST LEGEND

N/A	No cost	\$\$	\$25k - \$100k
Variable	Based on several factors	\$\$\$	\$100k - \$500k
\$	Under \$25k	\$\$\$\$	\$500k - Multimillion

#	STRATEGIES	PAGE	SUMMARY	WHO	TIME FRAME	PRIORITY	COST
<b>3</b>	<b>Improve Beach Access</b>						
<b>3.1</b>	<b>Pedestrian and ADA Accessibility</b>						
3.1.1	ADA Infrastructure at Willow Street Entrance	40	Install ADA beach mat at Willow Street Entrance and enhance advertisement of beach wheelchair access.	Parks, Recreation, and Waterfront Public Works	Short Term	High	\$
3.1.2	Sidewalk and Pathway Improvements	41	Commission design professional to advance design for site improvements; plan for site improvement in future CIP budgets; work with SMCC to plan and fund trail improvements.	Parks, Recreation, and Waterfront Public Works	Short Term	High	\$\$\$
<b>3.2</b>	<b>Beach Access Improvements</b>						
3.2.1	Deake Street	42	Commission design professional to advance design for site improvements; plan for site improvement in future CIP budgets.	Parks, Recreation, and Waterfront Public Works Water Resources Protection Consultant	Short Term	Medium	\$\$\$\$ - \$\$\$\$\$
3.2.2	Willard Street	44					Dependent on scope of final design
3.2.3	Willow Street	46					
3.2.4	Myrtle Avenue	48					
3.2.5	Beach Street	49					
<b>3.3</b>	<b>Vehicular and Bicycle Circulation</b>						
3.3.1	Transportation and Parking Study	51	Commission a Transportation and Parking Study to evaluate the recommended strategies and establish best way to implement improvements.	Planning Division Transportation Department Sustainability Consultant	Short Term	Medium	\$\$
3.3.2	Evaluate and Redesign On-Street Parking	51					
3.3.3	Evaluate SMCC Parking and Transit Opportunities	51					
3.3.4	Evaluate Paid Parking For Non-Residents	51					
3.3.5	Evaluate Feasibility of Willow Street Parking Lot Expansion	52					
3.3.6	Evaluate New Transit Stop	52					
3.3.7	Improve Bicycle Infrastructure	53					
3.3.8	Update Online Wayfinding	53	Update Online mapping services to identify Willow Street entrance as Willard Beach.	Sustainability	Short Term	High	N/A
<b>3.4</b>	<b>Wayfinding and Signage</b>						
3.4.1	Signage Design	55	Commission a wayfinding plan and design strategy for Willard Beach and adjacent neighborhood. This work should follow the Transportation and Parking study (Strategy 3.3.1) to incorporate recommendations.	Economic Development Planning Division Consultant	Short Term	Medium	\$\$
3.4.2	Wayfinding Plan	56					

# Infrastructure Action Plan

COST LEGEND

N/A	No cost	\$\$	\$25k - \$100k
Variable	Based on several factors	\$\$\$	\$100k - \$500k
\$	Under \$25k	\$\$\$\$	\$500k - Multimillion

#	STRATEGIES	PAGE	SUMMARY	WHO	TIME FRAME	PRIORITY	COST
<b>4</b>	<b>Ensure Infrastructure is Resilient and Enhances Beach Character</b>						
<b>4.1</b>	<b>Shoreline Stabilization</b>						
4.1.2	No Additional Shoreline Hardscape	60	Work with MDEP and MGS to monitor shoreline and support dune restoration work.	Parks, Recreation, and Waterfront	Ongoing	High	N/A
4.1.1	Monitor Existing Shoreline Hardscape	60	Monitor and repair existing stabilization infrastructure as needed, within the allowable MDEP coastal sand dune regulations.	Parks, Recreation, and Waterfront Private Property Owners	Ongoing	High	Variable
4.1.3	Plan for Adaptive Strategies in Response to Sea Level Rise	61	Promote discussions around sea level rise adaption; Planning work and updates to codes / land use regulations should consider the projected impacts of sea level rise.	Sustainability Planning Division Private Property Owners	Long Term	High	Variable
<b>4.2</b>	<b>Facilities</b>						
4.2.1	Bathroom	62	Commission an architectural consultant to develop a plan for bathroom renovations and/or replacement.	Parks, Recreation, and Waterfront Facilities Planning Division Consultant	Short Term	Medium	\$\$
4.2.2	Playground	64	Evaluate playground equipment annually for safety and upgrade as needed.	Parks, Recreation, and Waterfront	On-going	High	Variable
4.2.3	Fishing Shacks	65	Work with a consultant to evaluate the preservation and restoration of the fishing shacks and related infrastructure.	Parks, Recreation, and Waterfront	Short Term	Medium	\$\$
<b>4.3</b>	<b>Amenities and Furnishings</b>						
4.3.1	Seating	66	Work with design consultant to select site furnishings. This may be done in coordination with Strategy 3.2 (Beach Access Site Improvements).	Parks, Recreation, and Waterfront Public Works	Short Term	Medium	\$\$\$
4.3.2	Bike Racks	67					
4.3.3	Bollards	67					
4.3.4	Lighting	68					
4.3.5	Waste Disposal System	68					

# Cultural History Action Plan

COST LEGEND

N/A	No cost	\$\$	\$25k - \$100k
Variable	Based on several factors	\$\$\$	\$100k - \$500k
\$	Under \$25k	\$\$\$\$	\$500k - Multimillion

#	STRATEGIES	PAGE	SUMMARY	WHO	TIME FRAME	PRIORITY	COST
<b>5</b>	<b>Acknowledge and Engage the Cultural History</b>						
5.1	Art in the Landscape	72	Coordinate with Strategy 3.2 (Beach Access Site Improvements). Work with interested partners as ideas are brought forth.	Parks, Recreation, and Waterfront South Portland Historical Society and other comparable organizations	Ongoing	Medium	\$\$
5.2	Cultural Programming	72	Work with interested partners as ideas are brought forth.	Parks, Recreation, and Waterfront South Portland Historical Society and other comparable organizations	Ongoing	Medium	\$
5.3	Community Resources	72	See Strategies 5.1 and 5.2				



2023 Willard Beach Master Plan

# Appendix A

## Willard Beach Existing Conditions

## TABLE OF CONTENTS

<b>Natural Resources.....</b>	<b>2</b>
Geology .....	2
Sand Dunes .....	2
Habitat Classification.....	4
Rare Plants.....	4
Invasive Species and Remediation .....	4
Dune Fencing .....	5
Habitat Assessment.....	6
Wildlife Habitat.....	8
<b>Water Quality .....</b>	<b>9</b>
Nonpoint Source Pollution .....	9
Sewer Infrastructure .....	10
Contamination Events.....	10
Water Quality Communication.....	10
<b>Utilities and Infrastructure.....</b>	<b>11</b>
Stormwater Drainage.....	11
Sewer Infrastructure .....	11
Lighting .....	11
Bathhouse .....	11
Spring Point Shoreway Trail (SMCC).....	12
Fisherman’s Point .....	12
<b>Access .....</b>	<b>12</b>
Use.....	12
Vehicular Circulation and Parking.....	12
Public Transportation.....	13
Pedestrian Access .....	13
ADA Compliance .....	13
<b>Coastal Resiliency .....</b>	<b>13</b>
Shoreline Stabilization.....	13
Sea level Rise .....	14
<b>Existing Condition Maps.....</b>	<b>15</b>

**The following summary and associated maps of Willard Beach Existing Conditions are provided as a reference in support of the 2023 Willard Beach Master Plan:**

## Natural Resources

### Geology

Willard Beach lies within Simonton Cove, a section of Casco Bay located on the eastern shore of the City of South Portland. Offshore, Cushing Island and Peaks Island are visible and provide some shelter to the beach from waves. Ocean swells may still enter Simonton Cove from the south. Willard Beach is formed atop of a metamorphic bedrock known as the Cape Elizabeth Formation (Maine Geological Survey, 1998). This rock is characterized by layers of gray rock (formed from silty mud) and white quartzite that formed on the ocean floor in the Ordovician Period (488.3 million years ago to 443.7 million years ago). This bedrock is visible on both the southern (Fisherman's Point) and northern (Southern Maine Community College property) ends of Willard Beach, and is found in a complex pattern along the shorelines of South Portland, Cape Elizabeth, and several Casco Bay islands. The sediments that form Willard Beach are primarily sourced from glacial deposits, sea level changes, and wave action.

### Sand Dunes

Changes in the beach area have been documented in several studies. According to a 1977 study, erosion rates at Willard Beach have ranged from a minimum of 0.65 feet per year up to 5 feet between 1950 and 1976 (Timson, 1977). An evaluation in 2019 documented erosion in the northern half of the beach and an expansion of the southern portion from 2017-2018, although average change was a loss of 0.27 feet (State of Maine's Beaches in 2019, MGS, 2019). In 2018, the average area of dry beach was 45.5 feet. Dry beach is the beach area between the mean high water line and the seaward edge of dune vegetation, bedrock, or seawall. The narrowest section of Willard Beach, at 9.9 feet of dry beach, was observed adjacent to the existing seawall in the southeastern corner. The change in dry beach area from 2017 averaged a loss of 6.2 feet.

Willard Beach has also been profiled as part of the Southern Maine Volunteer Beach Profile Monitoring Program since 2001. This provides a long-term data set with information on the beach shape at six different transects on Willard Beach. The beach profile graph shown in Figure 1, compares two summer profiles (August 2022 and July 2001) and two winter profiles (March 2021 and 2002) near the Willow Street entrance. This graph shows that cumulatively little change has been observed at this location on Willard Beach over 21 years. However, it is important to remember that a beach is a dynamic system and is likely and expected to change with fluctuations in tide, seasonally, and after strong storm events with areas of sand erosion and accretion. Beach profiles allow these net changes to be tracked across long time periods to give a better sense of the overall health of the beach.

**Appendix A: Existing Conditions**  
2023 Willard Beach Master Plan

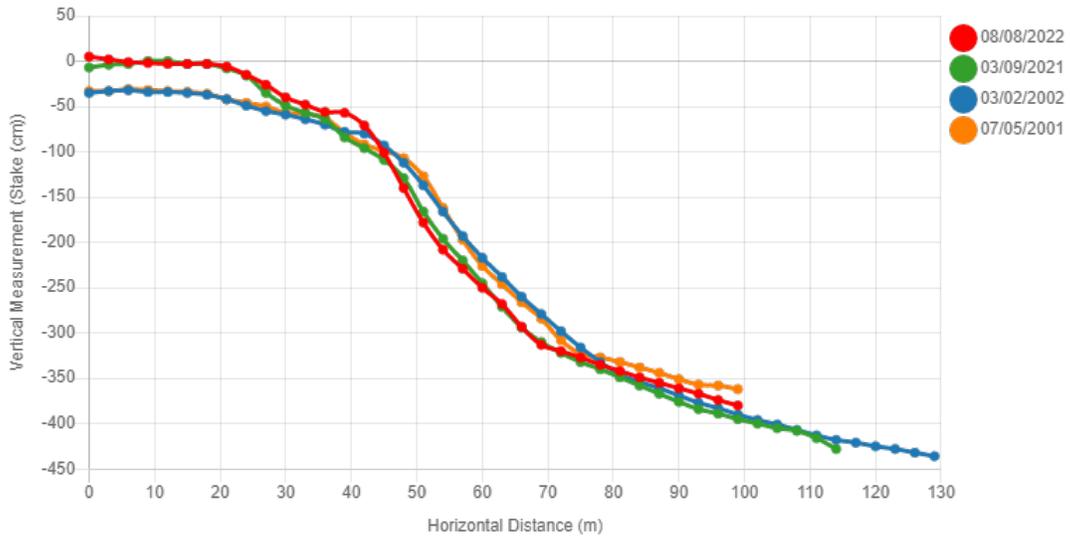


Figure 1. Beach profile graph at one section of Willard Beach. Data ranges from 2001-2022. Data source: MGS Collect.

The entirety of Willard Beach is classified as a sand dune erosion hazard area by the Maine Geological Survey (Figure 2). Willard Beach contains approximately 15,000 square feet of frontal dune and 10,700 square feet of back dune. **Dune area was found to have increased from 2007-2018 by an average of 1.3 feet, within a range of 1-3 feet for the majority of the beach** (State of Maine’s Beaches in 2019, MGS, 2019). The exception is the northern portion of Willard Beach, where dunes were recorded either as stable (no change) or slightly eroding.

## Appendix A: Existing Conditions

### 2023 Willard Beach Master Plan



Figure 2. Maine Geological Survey map of sand dune geology at Willard Beach.

At Willard Beach, the frontal dune remains largely unvegetated and used primarily for recreation.

During the drafting of this plan, a major storm event impacted the existing condition of the dune system at Willard Beach. A storm surge at high tide on December 23, 2022, caused substantial erosion and vegetation loss in the frontal dune. The existing conditions dune map presented in this plan is representative of the conditions prior to this major storm event.

### Habitat Classification

All of Willard Beach, except for small areas of the back dune, are classified as estuarine and marine wetland by the National Wetlands Inventory. The lower habitat at Willard Beach can be classified as Coastal Beach. This community type contains coarse sand, cobble and sparsely vegetated upper beaches (Maine Natural Areas Program). Willard Beach's habitat ranking within the state is S4, and

considered "apparently secure in Maine", indicating that there is a low threat to this community type due to wide range and common occurrence with some concern based on local threats. Rare plants associated with this community type include coast-blite goosefoot (*Chenopodium rubrum* var. *rubrum*). The upper habitat, particularly in the mid-section of Willard Beach, can be classified as Dune Grassland. This community type is ranked as S2 or considered "Imperiled in Maine", indicating that it is at a high level of threat due to few occurrences or severe threats.

### Rare Plants

Rare plants associated with this community type are coast-blite goosefoot and beach plum (*Prunus maritima*). Of these rare plants, only beach plum is considered endangered at the state level, and has been documented to date on Willard Beach.

### Invasive Species and Remediation

A 2018 survey of South Portland's invasive plants documented eight species of terrestrial invasive plants at Willard Beach: rugosa rose (*Rosa rugosa*), Norway maple (*Acer platanoides*), black swallow-wort (*Cynanchum louiseae*), Asiatic bittersweet (*Celastrus orbiculatus*), autumn olive (*Elaeagnus umbellata*), honeysuckle (*Lonicera* sp.), multiflora rose (*Rosa multiflora*), and Japanese knotweed (*Fallopia japonica*) (Goodrum, 2018). Invasive plants were especially concentrated around each of the street entrances to the beach.

## Appendix A: Existing Conditions

### 2023 Willard Beach Master Plan

In the fall of 2020, restoration efforts began at the Willow Street entrance with the City removing thickets of the invasive plants as well as sifting out invasive seeds from the soil before returning it as clean fill (Figure 3). Native plants, such as northern bayberry (*Myrica pennsylvanica*), beach plum, American beachgrass (*Ammophila breviligulata*), pitch pine (*Pinus rigida*), evening primrose (*Oenothera biennis*), and common milkweed (*Asclepias syriaca*) were planted in the spring of 2021 to restore the area.



Figure 3. Before (8/23/18) and after (8/24/22) invasive restoration efforts at Willard Beach.

As of August 2022, the majority of the planted vegetation appears to be healthy, and elimination of invasive plants have been successful. The percentage of vegetative cover in restored areas is approximately 30%. The unrestored section on the southwest section of the snack shack contains approximately 100% cover. Two large hawthorn trees (*Crataegus sp.*) are present. Dominant species in the understory include invasives such as rugosa rose, Asiatic bittersweet, black swallow-wort and Norway maple. Smaller patches of native species such as common milkweed, box elder (*Acer negundo*), and common juniper (*Juniperus communis*) are also present.

### Dune Fencing

Dune fencing is in place throughout Willard Beach. The majority of this fencing consists of thin wooden posts and string to maintain flow of sand, water, and wildlife between the dune and the beach while deterring beach visitors from encroaching on the dunes. Sections of Willard Beach near the Beach Street entrance has a more permanent form of dune fencing with large wooden posts and thick rope. Slatted fencing also exists along the one private entrance to Willard Beach.

## Appendix A: Existing Conditions

### 2023 Willard Beach Master Plan

#### Habitat Assessment

The following habitat assessment is based on a site visit by FBE staff conducted on August 24, 2022.

The habitat of Willard Beach from **Fisherman's Point to the Willard Street** entrance is largely open sandy beach with areas of bedrock exposure (Figure 4). A stone retaining wall divides the beach from the residence at 1 Deake Street. Vegetative cover in this area is 0-10%.



Figure 4. A section of Willard Beach between Fisherman's Point and the Willard Street entrance.

The **Willard Street** entrance is characterized by heavy vegetative cover (approximately 100%), but a large proportion of it is non-native and invasive species. Prominent species include rugosa rose, Norway maple, Asiatic bittersweet, wild radish (*Raphanus raphanistrum*), common milkweed, and white goosefoot (*Chenopodium album*). Invasive species restoration efforts took place at this entrance in 2020, but due to challenges with watering, these efforts have not been as successful as those at the Willow Street entrance (Figure 5).



Figure 5. Willard Street entrance to Willard Beach. Left before restoration on 8/23/18. Right after restoration on 8/24/22.

## Appendix A: Existing Conditions

### 2023 Willard Beach Master Plan

The area **between Willard Street and Willow Street** has a large front and back dune area (Figure 6). Vegetative cover is high in this section, approximately 80-100%. American beachgrass is the dominant species in this section, with patches of wild radish, rugosa rose, Asiatic bittersweet, Queen Anne's lace (*Daucus carota*), and American searocket (*Cakile edentula*).

The **Willow Street entrance to the Myrtle Street** entrance is also characterized by a wide area of front and back dune (Figure 7). The front dune is predominantly covered with American beachgrass, Canada wild rye (*Elymus canadensis*), and other wild rye species. Vegetative cover in the southern half of this section of Willard Beach in the front dune is 90-100%. The northern section of front dune is much less vegetated, approximately 20-30% cover. American beachgrass remains the dominant species, with rugosa rose, Canada wild rye, American searocket, Virginia creeper (*Parthenocissus quinquefolia*), prickly saltwort (*Kali turgidum*), and common cocklebur (*Xanthium strumarium*) scattered in individuals or patches. The back dune is largest in the southern portion of this section, with approximately 60% vegetative cover. The majority of the species in the back dune are invasive plants, primarily rugosa rose and Asiatic bittersweet, with some stands of native northern bayberry.



Figure 6. A section of Willard Beach between the Willow Street entrance and Willow Street entrance.



Figure 7. A section of Willard Beach between the Willow Street entrance and Myrtle Street entrance. Left depicts the southern portion of this section, right depicts the northern portion.

The Myrtle Street entrance exhibits greater than 100% cover, however the majority of the vegetation is invasive and non-native species including rugosa rose, Asiatic bittersweet, autumn olive, honeysuckle, and black swallow-wort (Figure 8). Several autumn olive trees greater than 15 feet tall exist at this entrance. A single native black cherry tree (*Prunus serotina*) is also present.

## Appendix A: Existing Conditions

### 2023 Willard Beach Master Plan

The section of Willard Beach **between Myrtle Street and Beach Street** is characterized by good vegetative cover, approximately 70-80%, but has a narrowing dune habitat. American beachgrass is still present in this section, but is less dominant. Other prominent species include rugosa rose and Asiatic bittersweet. This section shows signs of storm surge erosion along the dune line. The Beach Street entrance is approximately 90% covered. Dominant species include non-native hoary alyssum (*Berteroa incana*) and American beachgrass, with patches or individual specimens of common milkweed and chicory (*Cichorium intybus*). The northern side of the entrance also contains invasive black-swallowwort and rugosa rose. The left side of the Beach Street entrance is additionally used as boat storage for small dinghies. The Beach Street entrance marks the division between the portion of Willard Beach owned by the City of South Portland, and the portion owned by the Maine Technical College System, containing the Southern Maine Community College campus.

Dune habitat decreases **north of the Beach Street** entrance, replaced by exposed bedrock. Slopes are steep in this section of Willard Beach and some areas of erosion from stormwater and outfall pipes are evident. Invasive species continue to be abundant in this section, particularly rugosa rose, large honeysuckle bushes, Asiatic bittersweet, and multiflora rose. This section also contains spots of Japanese knotweed and Japanese barberry (*Berberis thunbergia*), invasive species that are not yet widespread throughout Willard Beach. Prominent native species in this section of Willard Beach include Virginia creeper, staghorn sumac (*Rhus typhina*), riverbank grape (*Vitis riparia*), and sea rocket.



Figure 8. Myrtle Street entrance to Willard Beach.

## Wildlife Habitat

Several important areas of wildlife habitat are classified at Willard Beach. A total of 27.53 acres of the Willard Beach shoreline and offshore area are categorized as a high value mudflat complex for tidal waterfowl and wading bird habitat (Beginning with Habitat). In addition, 23.42 acres of moderate value aquatic bed habitat are also present offshore of Willard Beach. According to citizen science resource eBird, 107 bird species have been observed at Willard Beach from 2001-August 2022. This includes one species of Special Concern in Maine, the common tern (*Sterna hirundo*) and two state endangered species, the least tern (*Sternula antillarum*) and piping plover (*Charadrius melodus*). According to the Maine State Wildlife Action Plan (2015) the roseate tern (*Sterna dougallii*), a state and federally endangered species, has potential habitat within South Portland.

Eelgrass beds have also been documented at Willard Beach. Eelgrass (*Zostera marina*) is a type of seagrass that forms large swaths in sunny, sheltered areas. Eelgrass performs many vital ecosystem

## Appendix A: Existing Conditions

### 2023 Willard Beach Master Plan

services, serving as a food source, fish nursery, flood buffer, shoreline stabilizer, carbon storer, and pollutant filter. In 1997, the Maine Department of Marine Resources (Maine DMR) recorded 13.11 acres of eelgrass at Willard Beach. This decreased to 12.32 acres in 2010. The Maine Department of Environmental Protection (ME DEP) recorded 18.79 acres of eelgrass beds in 2013, 9.08 acres of which was 70%-100% covered (the remaining area was in the 40%-70% coverage class). These beds decreased to 13.54 acres in ME DEP's 2018 survey, although acres in the 70%-100% coverage classification increased to 11.12 acres. As of 2022, the Portland Harbor Master has required that all moorings within eelgrass beds are either removed or converted to conservation moorings. Traditional moorings use chains and tackle which have been known to scrape the ocean floor and rip up adjacent eelgrass while conservation moorings use buoyant lines to anchor the boat and prevent damage to eelgrass and the ocean floor.

## Water Quality

Willard Beach is listed as an impaired waterbody on the State of Maine's Marine Waters Nonpoint Source Priority Watersheds List. This listing is due to its status as a Maine Healthy Beaches (MHB) priority water due to bacteria levels that are of concern for primary contact recreation. In 2020, six of out 24 (or 25%) of the samples taken by the MHB Program exceeded the State's acceptable level of *Enterococci* (a fecal indicator bacteria) of 104 MPN/100mL. Whereas, 83.3% of these exceedances were associated with precipitation events (MHB Beach Grant Report 2020, MHB, 2021).

Willard Beach has participated in the Maine Healthy Beaches program since 2003 and has been monitoring water quality since 1997. Various methods of source tracking have occurred over the years as well, none of which have revealed an obvious source of the high bacteria loads experienced at Willard Beach.

### Nonpoint Source Pollution

Potential sources for the high bacteria loads at Willard Beach are nonpoint source pollution via stormwater runoff, pet waste, and contamination from the sewer system. Nonpoint source pollution is the cumulative effect of small amounts of pollution being gathered over a large area, such as through stormwater runoff. In comparison to point source pollution, where the pollutant source can be identified as a single pipe leaching contaminants. Nonpoint source pollution can be challenging to track and treat due to the large areas it may encompass.

Stormwater runoff collects pollutants such as phosphorus, nitrogen, and bacteria as it travels across impervious surfaces, lawns, and other potential pollutant sources. These pollutants may be carried by the water directly or may adhere to sediment particles. Stormwater runoff is of particular



Figure 9. Willard Beach watershed map with impervious cover. Map credit: Fred Dillon.

## Appendix A: Existing Conditions

### 2023 Willard Beach Master Plan

concern in the Willard Beach watershed due to the high amount of impervious surfaces that cover approximately 42% of the watershed (Figure 9). Stormwater is collected across the 223-acre watershed in a mix of municipal and private stormwater systems that discharge untreated stormwater into the ocean at Willard Beach. Six stormwater outfalls are located on Willard Beach. Three of these are part of the Southern Maine Community College property and three are part of the City of South Portland stormwater system. The visible outfall pipe (WB17) is located near the Willow Street entrance and collects stormwater over a 116-acre watershed (more than half of the entire Willard Beach watershed). Water quality at this outfall is of particular concern due to the large catchment area.

Dog waste is another potential source of the historically high bacteria levels at Willard Beach. Pet waste throughout the watershed and on the beach may be washed into the stormwater system or directly into the ocean at Willard Beach, contributing to negative water quality trends. Waterfowl and other wildlife in the watershed may contribute as well.

### Sewer Infrastructure

Three sewer lines run under Willard Beach, with other lines intersecting the stormwater system that discharge at Willard. The City has completed repairs to the sewer system as investigation efforts have revealed leaks or contamination.

### Contamination Events

An oil spill on Cottage Road affected Willard Beach on August 24, 2021. A joint cleanup effort by the US Coast Guard, Maine Department of Environmental Protection (ME DEP), the City of South Portland, and Clean Harbors Environmental Services lasted for three days (Friends of Casco Bay, 2021). A temporary containment dam was utilized to capture oily waste. All stormwater drains, pipes, and catch basins were also cleaned between Willard Beach and Cottage Road. Two thousand pounds of seaweed, debris, and sorbent cleanup materials were removed from the site. Beach core samples were collected by ME DEP following the cleanup effort and revealed hydrocarbon levels below state guideline values. Willard Beach was reopened to the public on August 28.

In October 2021 a force main line broke in the sewer system and was discovered in front of 8 Myrtle Ave, requiring emergency repair. An area approximately 2,400 square feet of dune habitat was affected by the construction, and subsequently restored with the planting of American beachgrass, beach plum, and northern bayberry.

### Water Quality Communication

A flag system is in place at Willard Beach to alert visitors of water quality concerns. The flag is displayed adjacent to the snack shack by the Willow Street entrance, and signs explaining the system can be found at each of the beach entrances.

The City of South Portland is also required to promote education and outreach and public involvement for nonpoint source pollution issues and stormwater management through their Municipal Separate Storm Sewer System (MS4) permit. Much of this is managed by the Cumberland County Soil and Water Conservation District through the partnership of the Interlocal Stormwater Working Group (ISWG).

## Utilities and Infrastructure

### Stormwater Drainage

Stormwater collected from South Portland roadways, parking lots, lawns, and rooftops drains directly into Simonton Cove from stormwater outfall pipes located at Willard Beach. The total stormwater catchment area (watershed) with drainage to Simonton Cove is 223 acres. As noted in the discussion on water quality, the stormwater outfalls are a significant contributor to the poor water quality at Willard Beach.

There are three pipes (WB-11, WB-12, WB-15) that collect water from the SMCC campus area and outfall at the northern end of Willard Beach. Three additional pipes (WB-16, WB-17, WB-18) outfall at the southern end of Willard Beach. While all stormwater outfalls carry some pollutants from runoff, WB-17 is the largest contributor to the water quality issue. The catchment area for WB-17 is 116 acres (more than half of the total Willard Beach watershed). Stormwater from this 36" diameter outfall discharges directly onto the beach.

In 2019, the City investigated the feasibility of eliminating this outfall by connecting the WB-17 to WB-18 off Fisherman's Point (see *Willard Beach Outfall Drainage Improvements Preliminary Design Report* prepared by Sebago Technics). While this does not eliminate the contribution into Casco Bay, it would remove the contaminated stormwater from the beachfront. This option has not yet been pursued due to fiscal costs and environmental constraints.

### Sewer Infrastructure

Sewer infrastructure is sited directly below Willard Beach between the Pump Station (PS18) at Willard Street and Myrtle Avenue. The sewer infrastructure below the beach consists of both a gravity line and a force main line. Evidence of this infrastructure is apparent on the beach at two manhole locations that project out above the sand. In 2021, the force main line broke under the sand dune south of Myrtle Avenue, causing significant disruption to the vegetated sand dune. While dunes around the sewer break site have been restored, the sewer infrastructure puts the beachfront at risk to additional disturbance. In addition, the siting of this critical infrastructure under the beachfront is made vulnerable to the impacts from storm surge and sea level rise.

### Lighting

Beach lighting is in the form of overhead streetlights mounted on overhead electrical poles. Lights are located at the following beach access points: Fisherman's Point Pathway near Deake Street beach access; Willard Street; Willow Street; Myrtle Avenue. The Spring Point Shoreway Trail at SMCC is illuminated by overhead pedestrian lighting.

### Bathhouse

The Bathhouse is located at the Willow Street entrance and is the primary facility at Willard Beach. This single story wood structure serves as home base for lifeguard staff and park rangers, offers seasonal bathrooms and concessions, and serves as a natural meeting place at the beach. The Bathhouse structure is functional and does not currently have any known structural issues. Long-term regular maintenance is required to ensure the Bathhouse continues to serve visitors to Willard Beach.

## Appendix A: Existing Conditions

### 2023 Willard Beach Master Plan

#### Spring Point Shoreway Trail (SMCC)

This Spring Point Shoreway Trail dates back to 1978 and is heavily used as a connection to Willard Beach and the SMCC campus. The trail is a paved walkway with access to Willard Beach at three sets of wood stairs between the trail and beachfront and at the Beach Street trailhead. The pathway is lined with a split rail fence, benches, and pedestrian scale lighting. The City maintains the trail in coordination with SMCC.

#### Fisherman's Point

Fisherman's Point is a separate public park property located immediately adjacent to Willard Beach. The park provides access to an elevated viewpoint overlooking Casco Bay and benches provide a place for visitors to sit and take in the view. This point is accessible by a path extending from Deake Street, which is in need of maintenance and upgrades to make the path safe and accessible for pedestrians.

Fisherman's Point was once the site of commercial fishing activity, marked by a wharf and fish shacks extending from the point. There are two remaining fish shacks at Fisherman's Point, serving as visual reminders of the commercial fishing history at Simonton Cove (there were five fish shacks remaining until a major storm in February 1978). The remaining two fish shacks are sited on the northern edge of the shoreline, supported by aging piling. The position of the fish shacks makes them vulnerable to damage during storm surge events.

## Access

### Use

Willard Beach is a heavily used recreational amenity that receives frequent visitation throughout the year. Beach walking (both with and without dogs) is the most popular activity throughout the year. The beach is accessible from the Spring Point Shoreway Trail, tying the beachfront into the trail network along the South Portland coastline. Traditional summer beach-going activities (sunbathing, swimming, play) are frequent uses during the warmer months of the year. Distance swimming is popular in Simonton Cove and wildlife viewing is popular at all times of year. See the Community Survey results for additional information on beach use.

### Vehicular Circulation and Parking

The neighborhoods adjacent to Willard Beach are generally low volume residential streets. Willow Street is intended to serve as the primary vehicular access point for visitors to Willard Beach. There is a parking lot and turnaround at the beach entrance. There are four streets that terminate at Willard Beach (Beach Street; Myrtle Avenue; Willard Street; and Deake Street), where a vehicular turn-around point for is more difficult. As Willard Beach visitors search for on street parking and beach access points, driveways are used as turn-around points for vehicles. Most of the public roadways leading to the beach have sidewalk infrastructure, while the smaller cross streets perpendicular to the beach do not.

There are approximately 405 parking spaces in the neighborhood adjacent to Willard Beach. The public parking lot on Willow Street accommodates 60 spaces and on street parking provides approximately 345 spaces. All parking in the neighborhood is free of charge.

## Appendix A: Existing Conditions

### 2023 Willard Beach Master Plan

Online wayfinding software currently directs visitors to Beach Street (instead of the parking lot on Willow Street). This causes increased congestion and driveway turn-arounds on Beach Street.

### Public Transportation

There are currently three bus stops via Bus Route 21 on Preble Street that will bring visitors to the Willard Beach neighborhood, within about a five minute walk to the beach. There is no public transportation stop to bring visitors directly to the beach.

### Pedestrian Access

There are nine public access points to Willard beach.

- Five beach access points are located at the terminus of public roadways (Deake Street; Willard Street; Willow Street; Myrtle Avenue; Beach Avenue). The beach is accessed by a set of stairs from Deake Street, while four other access points are at grade.
- Three beach access points are located on the Spring Point Shoreway Trail located on the SMCC campus. The beach is accessed by wood stairways from this trail.
- There is a ramp extending down to the beach at the northern end of the beach from Fort Preble (also included in the Spring Point Shoreway Trail system).

### ADA Compliance

There is a beach mat at the Willard Street entrance (put in place to prevent erosion). This mat does offer ADA access to the wet beach sand. In addition, there are currently two beach wheelchairs available for use at the Bathhouse.

## Coastal Resiliency

### Shoreline Stabilization

The vast majority of Willard Beach shoreline is made up of a sand dune system, with natural bedrock stabilizing the shoreline at the northern and southern extremes of the beach. At the southern end of the beach, man-made stabilization has been introduced in the form of seawalls and riprap.

**Bedrock.** Naturally occurring metamorphic rock and glacial sediment. Exposed bedrock is associated with steep grade changes along the shoreline at the northern and southern ends of the beach. This type of shoreline is secure and does not require any maintenance or stabilization interventions.

**Sand Dunes.** The preservation of the sand dune system requires management and protection. Sand dunes require dense vegetation for stabilization and habitat. Sand dunes range in width, typically 20-30 feet wide, with some areas of dune extending over 70 feet in width. Dunes do not support abrupt grade change between the seaward and landward sides of the dunes. Additional information is under Natural Resources. Vegetated and natural shorelines have the advantage of absorbing wave energy and providing important habitat for wildlife.

**Hardened Shoreline.** Man-made seawalls and rip-rap systems have been installed at the southern end of Willard Beach between Deake Street and Willard Street entrances. The hardened shoreline interventions support abrupt grade changes between the beachfront and the land on the back side

## Appendix A: Existing Conditions

### 2023 Willard Beach Master Plan

of the shoreline infrastructure. All engineered stabilization interventions require long-term monitoring and maintenance.

Hardscape shorelines, such as the riprap and stone seawall are used as a stabilization technique for sections of the shoreline at the southern end of Willard Beach which deflects wave energy instead of absorbing it. This may push erosive forces elsewhere along the shoreline. Additionally, these methods do not provide wildlife habitat and often present an insurmountable barrier for wildlife to access shoreward habitats.

- **Deake Street Seawall and Stairway.** A stacked seawall supports a grade change between the beachfront and the public right-of-way on Deake Street and the pedestrian path to Fisherman's Point. The grade change between the beach front and the roadway ranges from approximately 6 to 10 feet. The wall needs reconstruction, as it is leaning forward and may fail. The stairs and ramp are out of compliance with ADA and code requirements. There are plans to reconstruct this stairway and replace the existing seawall with engineered rip-rap stabilization in 2023. This work is funded through FEMA and out of the scope of this plan.
- **Rip Rap (1 Deake Street).** Engineered rip rap separates the beach from private property at 1 Deake Street. This infrastructure supports a grade change of approximately 6 feet between the beachfront and the private lawn at the top of the slope. The rip-rap appears to be in good conditions, with no major signs of erosion at the top of the slope.
- **Seawall (14 Willard Haven Road / 6 Willard Street).** A dry-laid seawall separates the beach from private property at 14 Willard Haven Road (vacant lot) and 6 Willard Street. This infrastructure supports a grade change of approximately 3 to 4 feet between the beachfront and the private lawn at the top of the slope. The top of the wall is heavily vegetated (Japanese Knot Weed). This does not appear to be an engineered system. There is some evidence of erosion at the top of the slope and some loose stones that require replacement. This type of maintenance is expected with this type of structure.

## Sea level Rise

Future changes are expected to Willard Beach due to climate change and sea level rise. According to the predictions by the Maine Geological Survey, with an increase of 3.9 feet or higher of sea level rise, Willard Beach will be completely submerged during high tide. Minor losses to shoreline are expected with up to two feet of sea level rise. These sea level rise scenarios also predict damage to infrastructure at Willard Beach and the surrounding residential areas. The most vulnerable areas to sea level rise are located between Myrtle Street and Willard Street, with the farthest reaching effects occurring around the Willow Street entrance.

Dune systems provide a measure of natural resilience to sea level rise. They act as the first line of defense by absorbing wave energy and providing a barrier to flood waters. Plant roots hold the sand in place and are therefore critical for maintaining dune structure. Maintaining and enhancing healthy dune habitat will be essential to improving coastal resilience at Willard Beach.

## **Appendix A: Existing Conditions**

2023 Willard Beach Master Plan

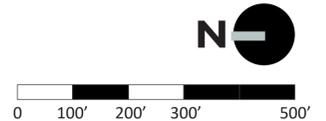
### Existing Condition Maps

1. Willard Beach Master Plan Study Area
2. Zoning
3. Building Use
4. Pedestrian Access
5. Vehicular Access
6. Stormwater Infrastructure
7. Sewer Infrastructure
8. Shoreline Typology
9. Beach Structures
10. Beach Access
11. Habitat
12. Observed Use Patterns
13. Sea Level Rise Projection

# WILLARD BEACH MASTER PLAN STUDY AREA



**LEGEND**  
— STUDY AREA



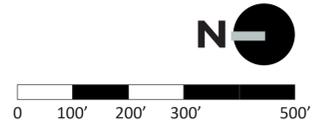


**LEGEND**

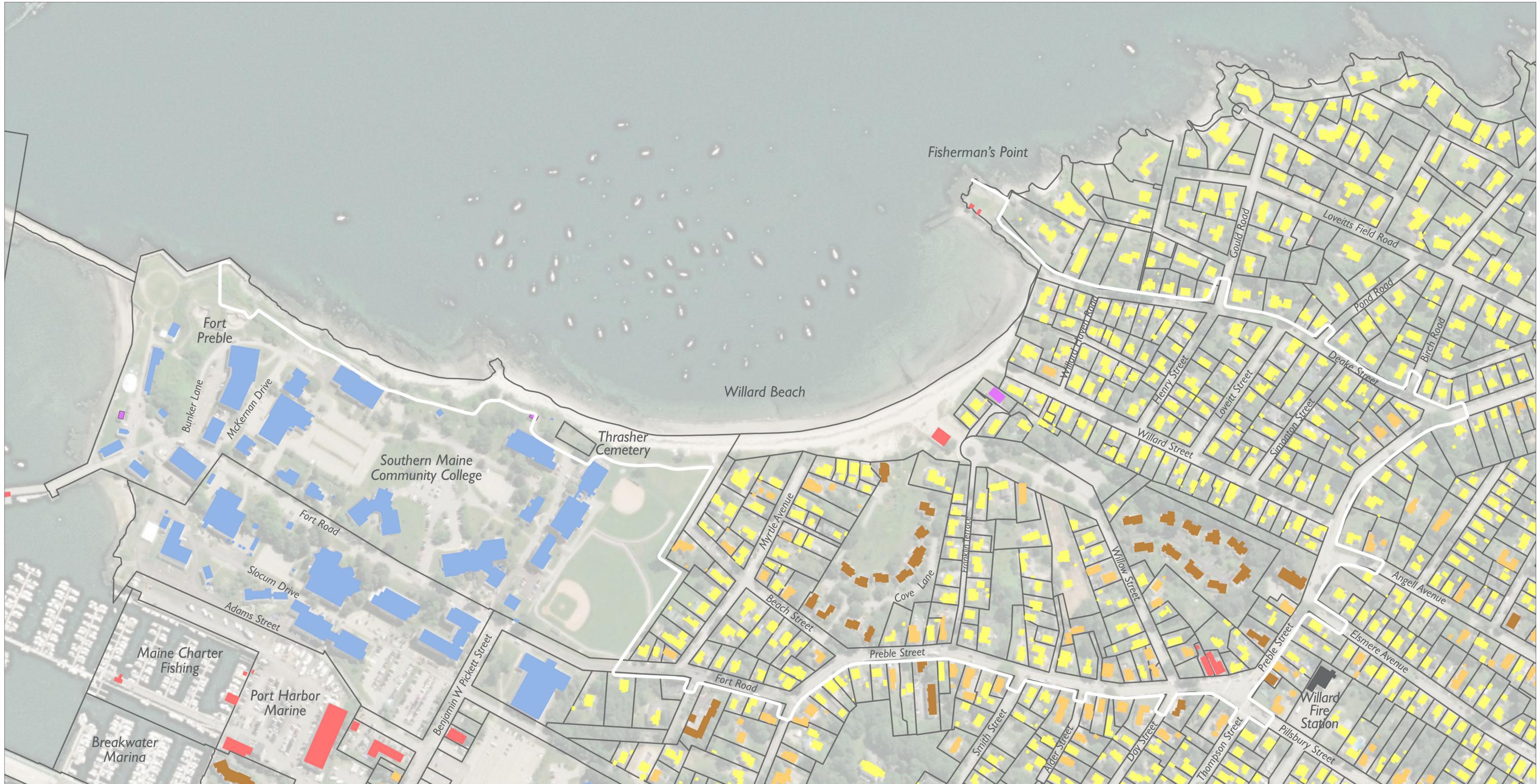
- STUDY AREA
- PARCEL
- 250' SHORELAND ZONE
- RESOURCE PROTECTION

**ZONING DISTRICTS**

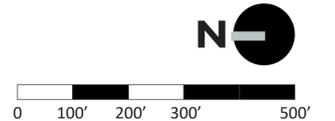
RESIDENTIAL DISTRICT AA	LIMITED BUSINESS LB
RESIDENTIAL DISTRICT A	VILLAGE COMMERCIAL-WILLARD VCW
RESIDENTIAL DISTRICT G	SPRING POINT SP



# BUILDING USE



<b>LEGEND</b>		<b>BUILDING USE TYPE</b>	
 STUDY AREA	 SINGLE FAMILY	 COMMERCIAL	
 PARCEL	 MULTI FAMILY	 INSTITUTIONAL	
	 CONDOMINIUM	 PUMP STATION	

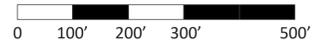


# PEDESTRIAN ACCESS



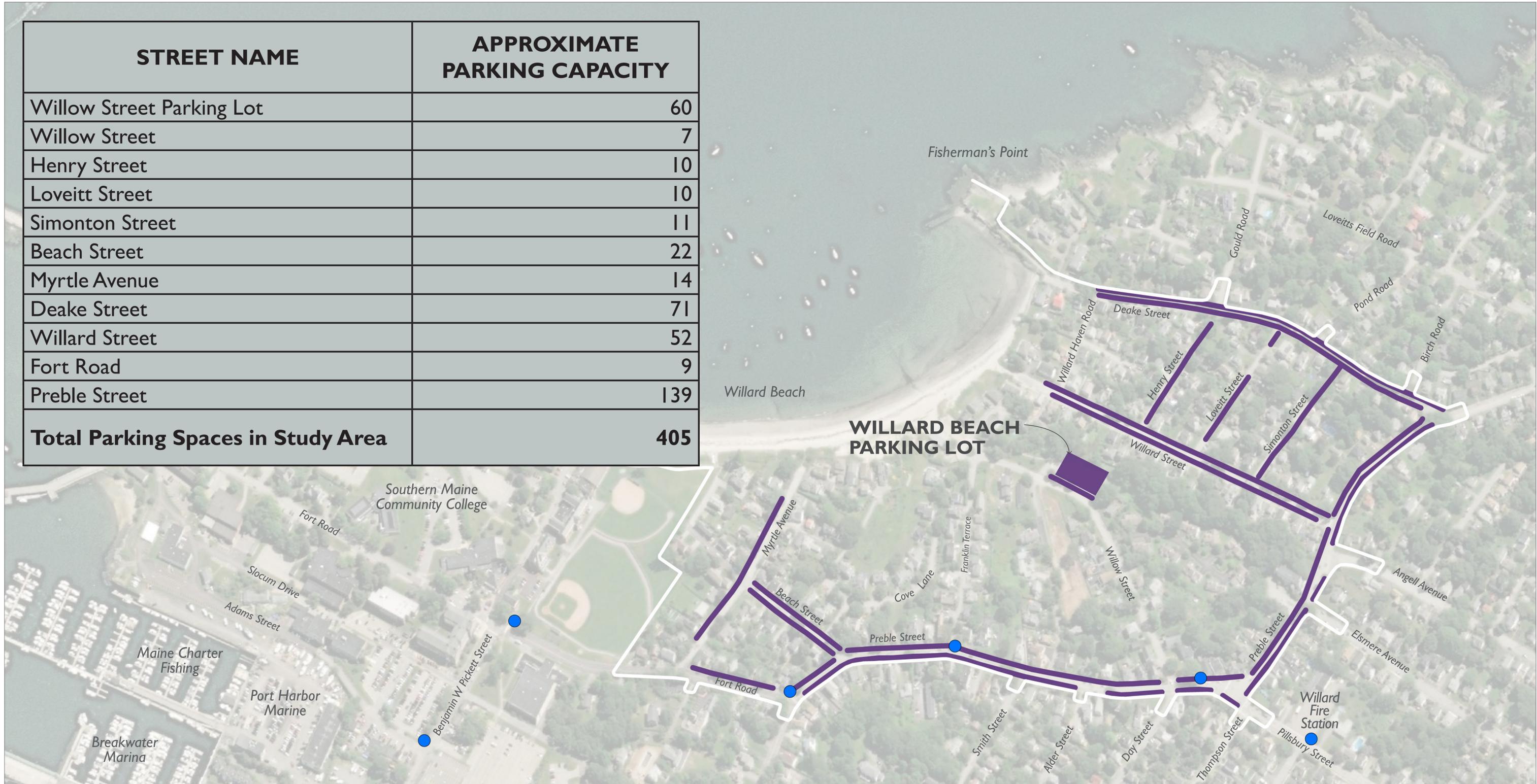
**LEGEND**

-  STUDY AREA
-  TRAIL
-  SIDEWALK
-  BEACH ACCESS

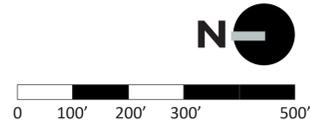
  


# VEHICULAR ACCESS

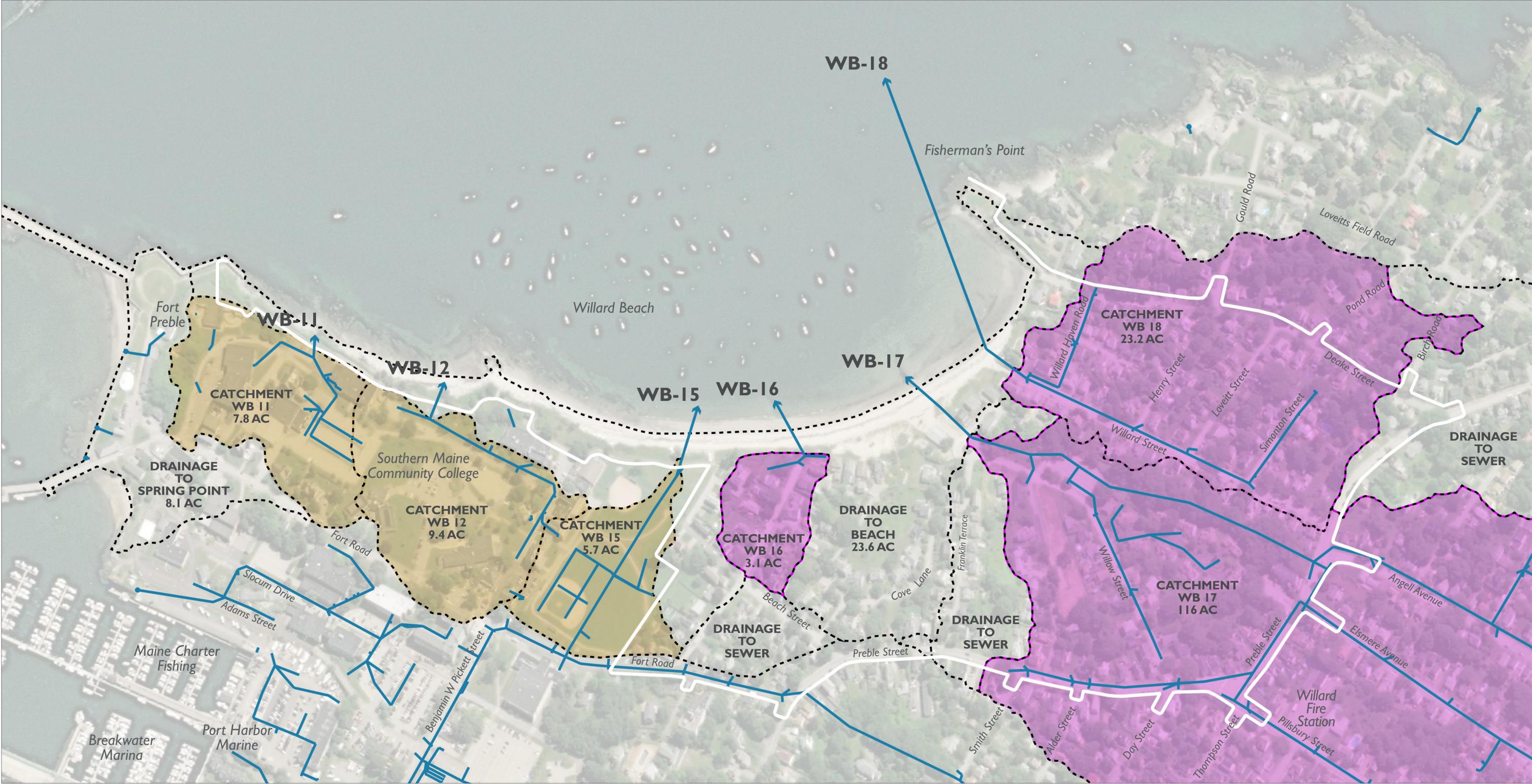
STREET NAME	APPROXIMATE PARKING CAPACITY
Willow Street Parking Lot	60
Willow Street	7
Henry Street	10
Loveitt Street	10
Simonton Street	11
Beach Street	22
Myrtle Avenue	14
Deake Street	71
Willard Street	52
Fort Road	9
Preble Street	139
<b>Total Parking Spaces in Study Area</b>	<b>405</b>



- LEGEND**
-  STUDY AREA
  -  PARKING
  -  BUS STOP

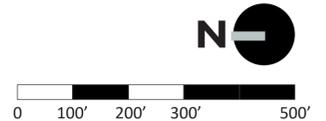


# STORMWATER INFRASTRUCTURE



**LEGEND**

 STUDY AREA	 DRAINAGE OUTFALL
 DRAINAGE PIPE	 CATCHMENT AREA (Private)
 DRAINAGE AREA	 CATCHMENT AREA (Public)



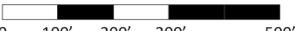
# SEWER INFRASTRUCTURE



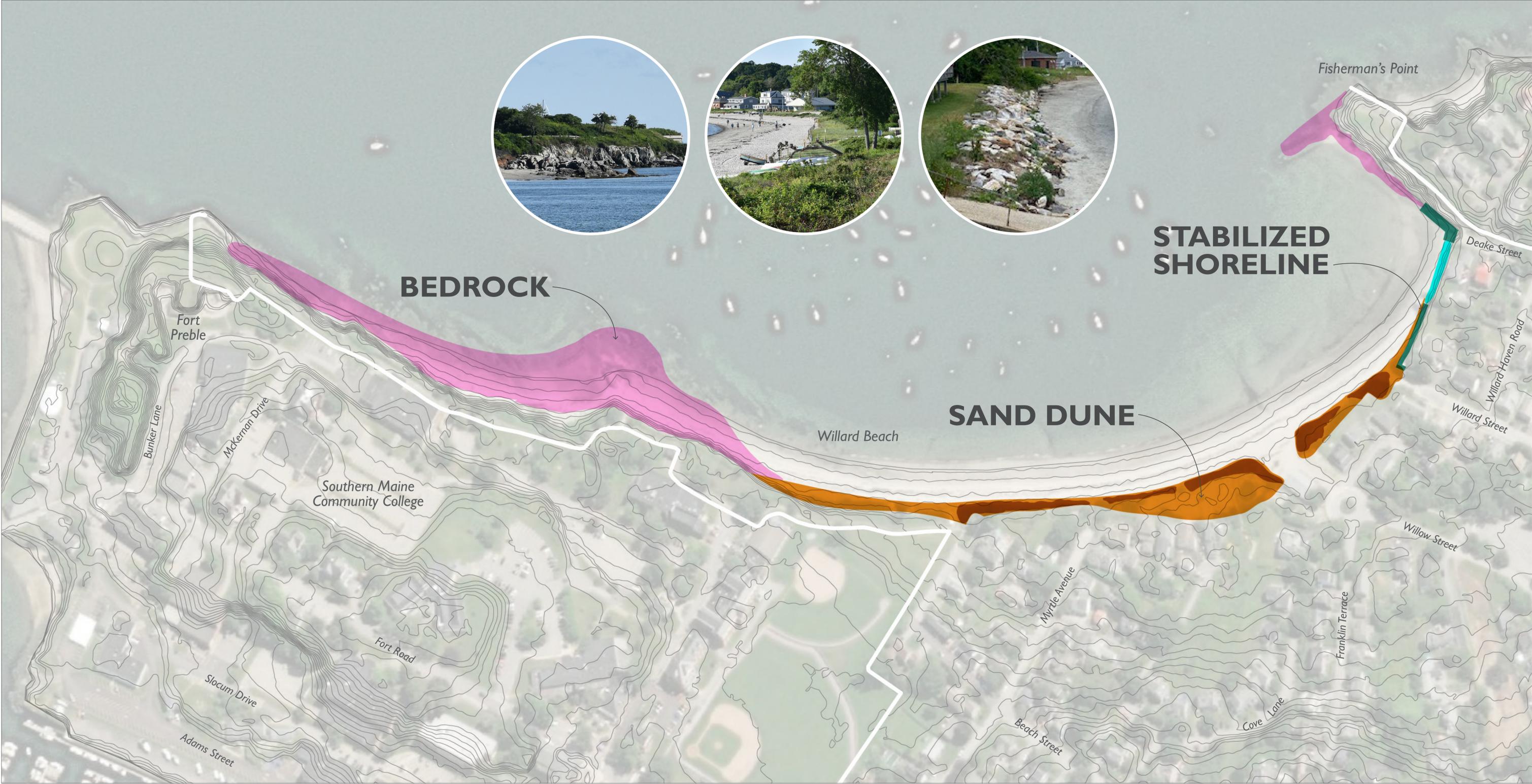
**LEGEND**

-  STUDY AREA
-  FORCE WASTEWATER PIPE
-  GRAVITY WASTEWATER PIPE
-  FORCE MAIN BREAK
-  PUMP STATION

**N** 

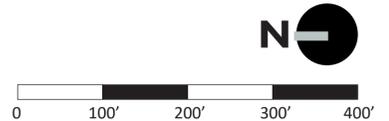
 0 100' 200' 300' 500'

# SHORELINE TYPOLOGY

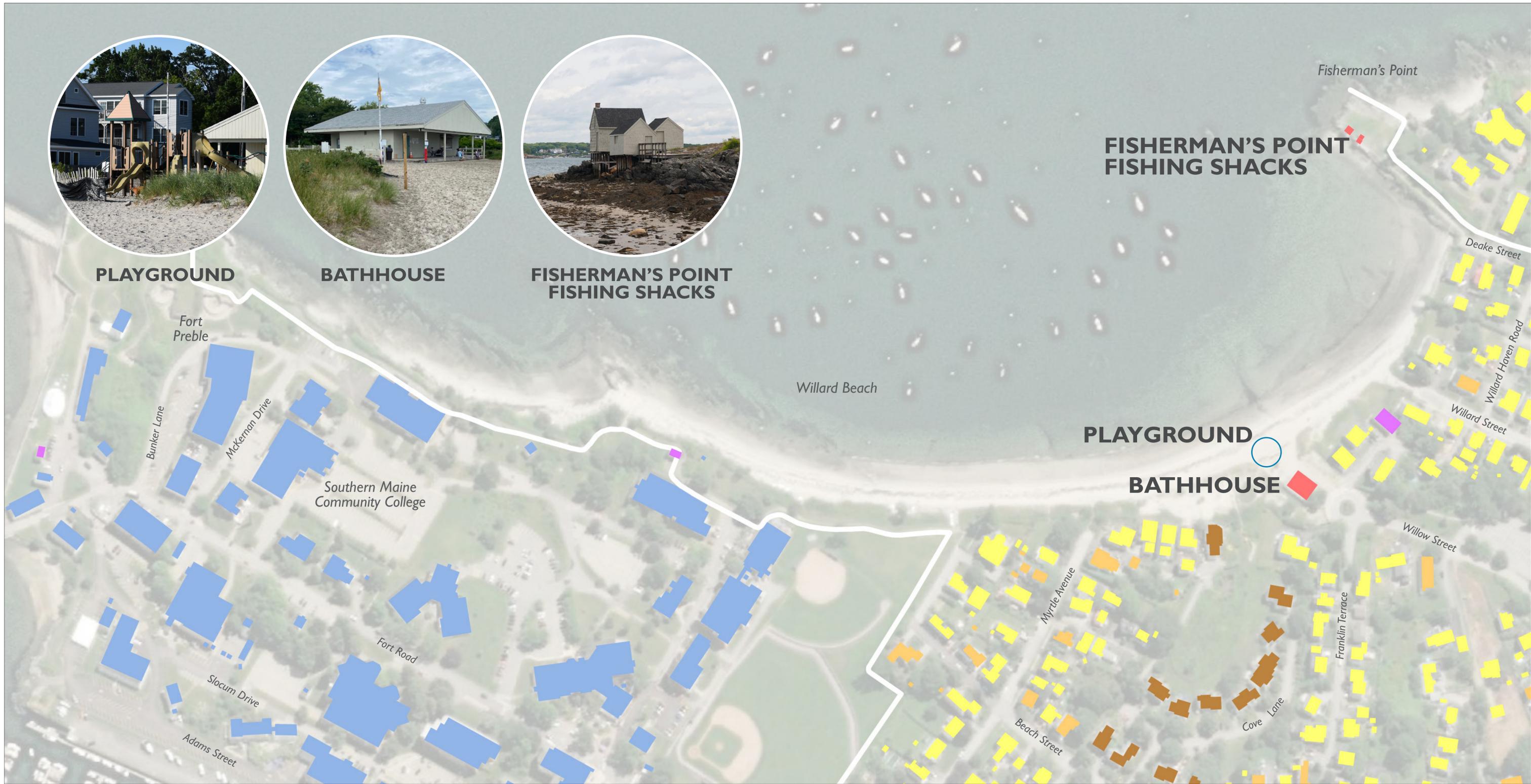


**LEGEND**

 STUDY AREA	 BEDROCK
 DUNE (VEGETATED)	 STACKED STONE WALL
 DUNE (NON VEGETATED)	 RIPRAP



# BEACH STRUCTURES



**PLAYGROUND**



**BATHHOUSE**



**FISHERMAN'S POINT FISHING SHACKS**

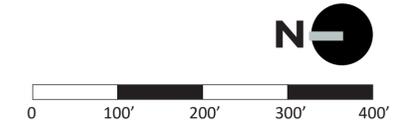
**FISHERMAN'S POINT FISHING SHACKS**

**PLAYGROUND**  
**BATHHOUSE**

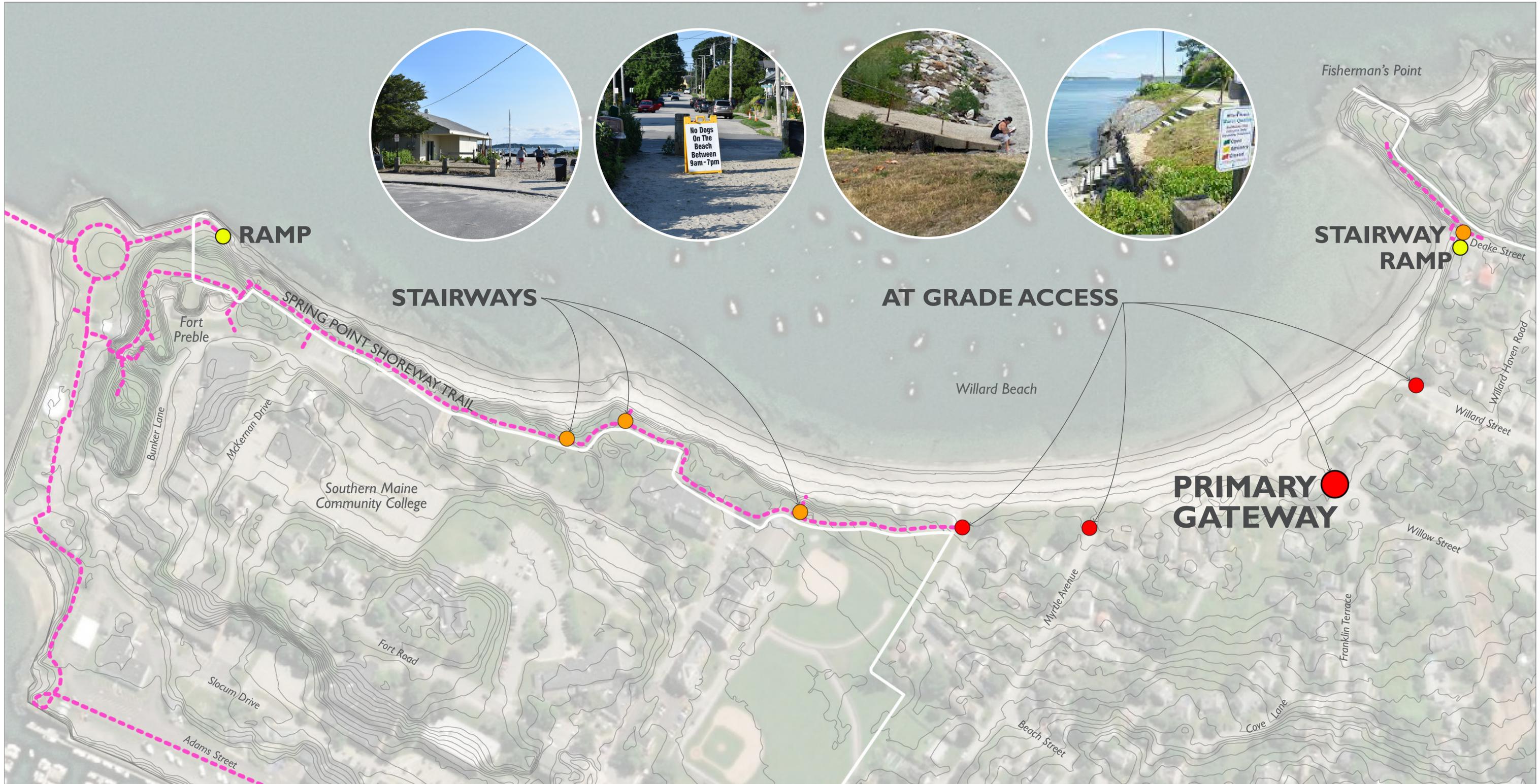
**LEGEND**  
 STUDY AREA

**BUILDING USE TYPE**

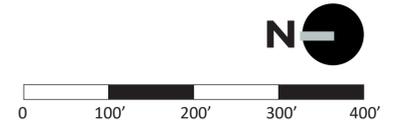
 SINGLE FAMILY	 COMMERCIAL
 MULTI FAMILY	 SMCC BUILDING
 CONDOMINIUM	 PUMP STATION



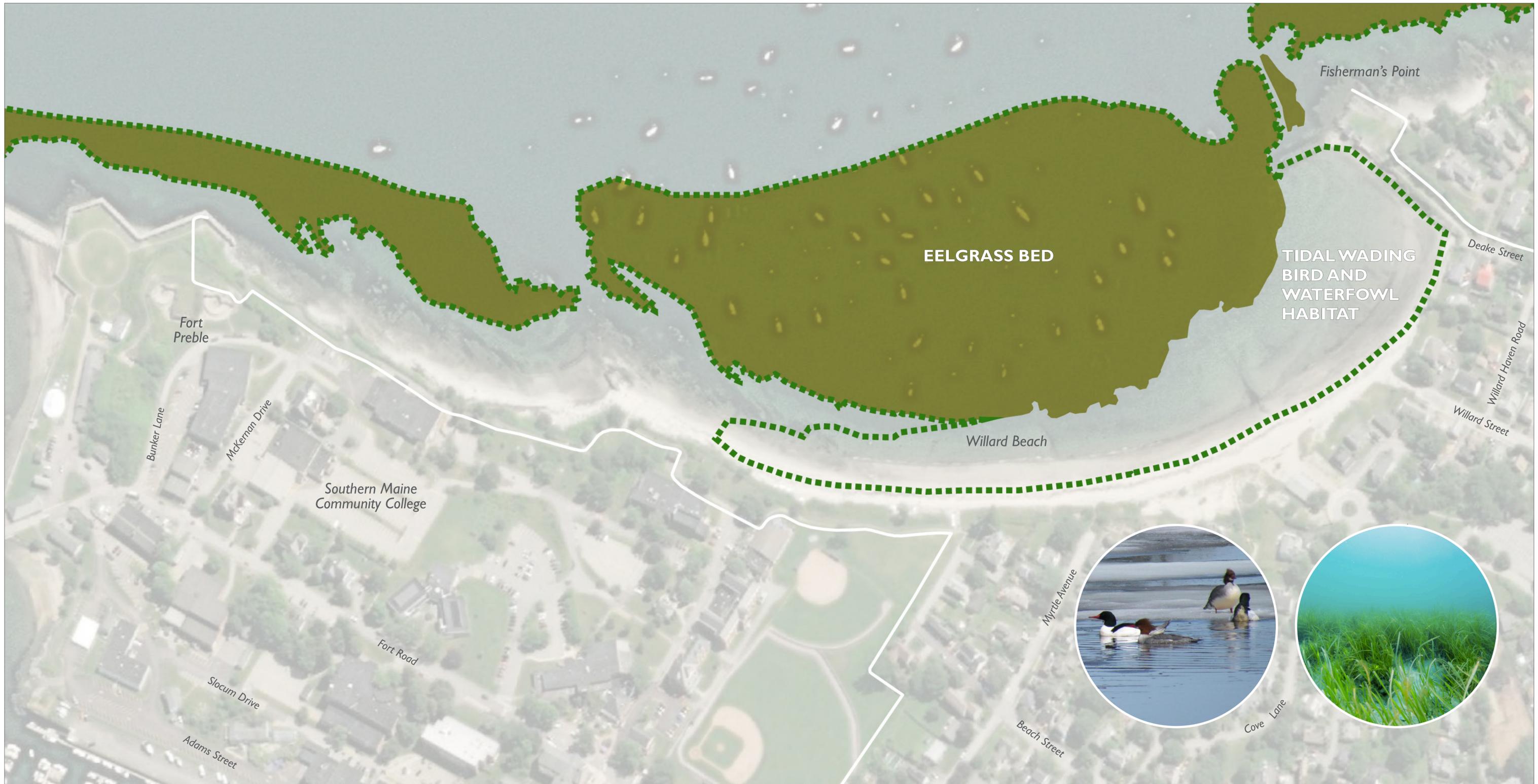
# BEACH ACCESS



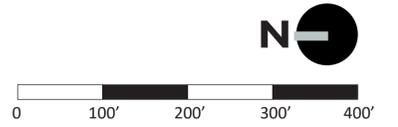
- |   |  |
|---|--|
| <b>LEGEND</b>   | <b>ACCESSTYPE</b>  |
|  STUDY AREA |  RAMP     |
|  TRAIL      |  STAIRWAY |
|   |  AT GRADE |



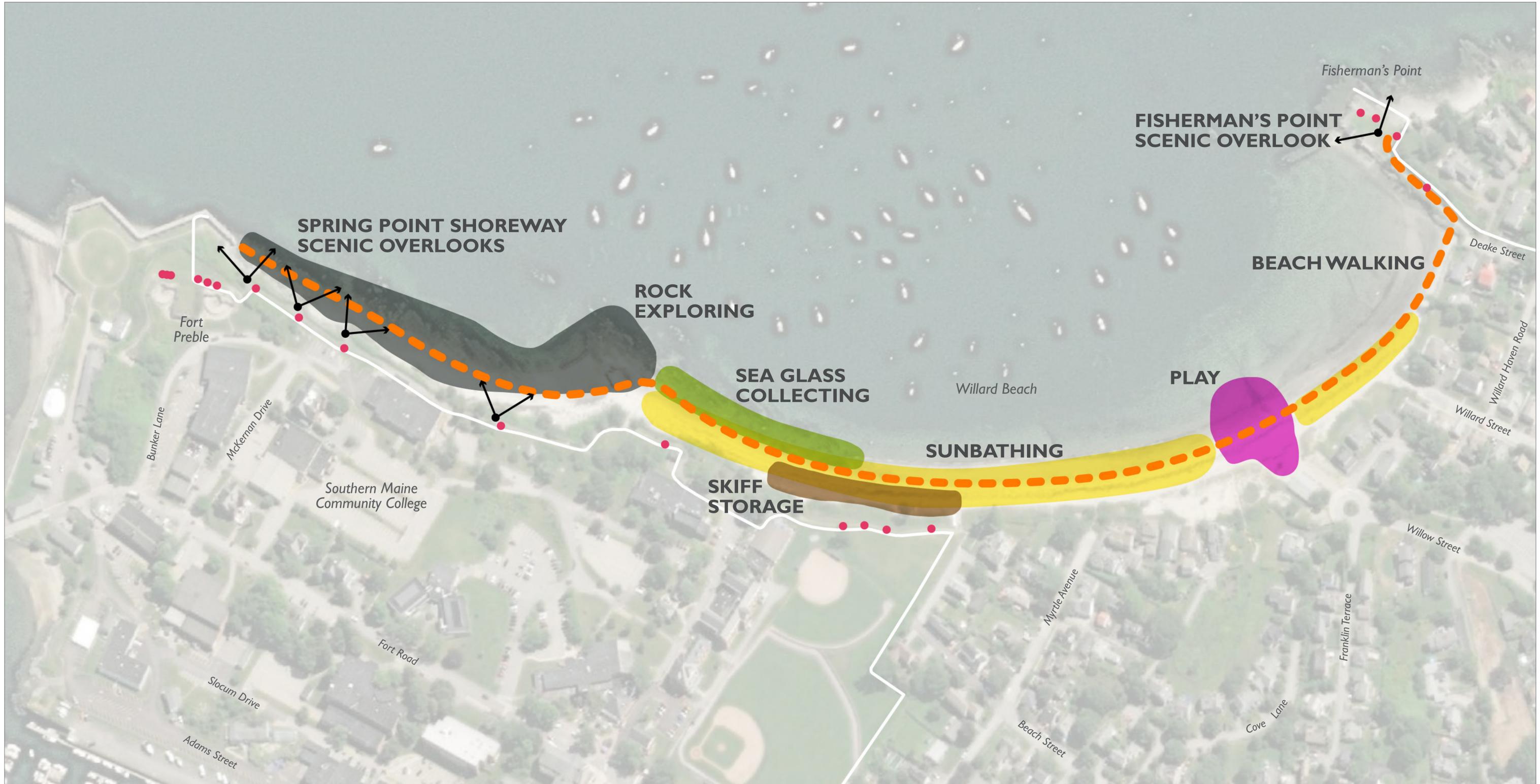
# HABITAT



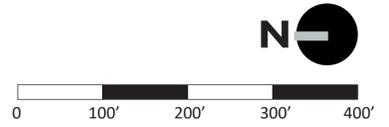
- LEGEND**
- STUDY AREA
  - TIDAL WADING BIRD AND WATERFOWL
  - EELGRASS BED



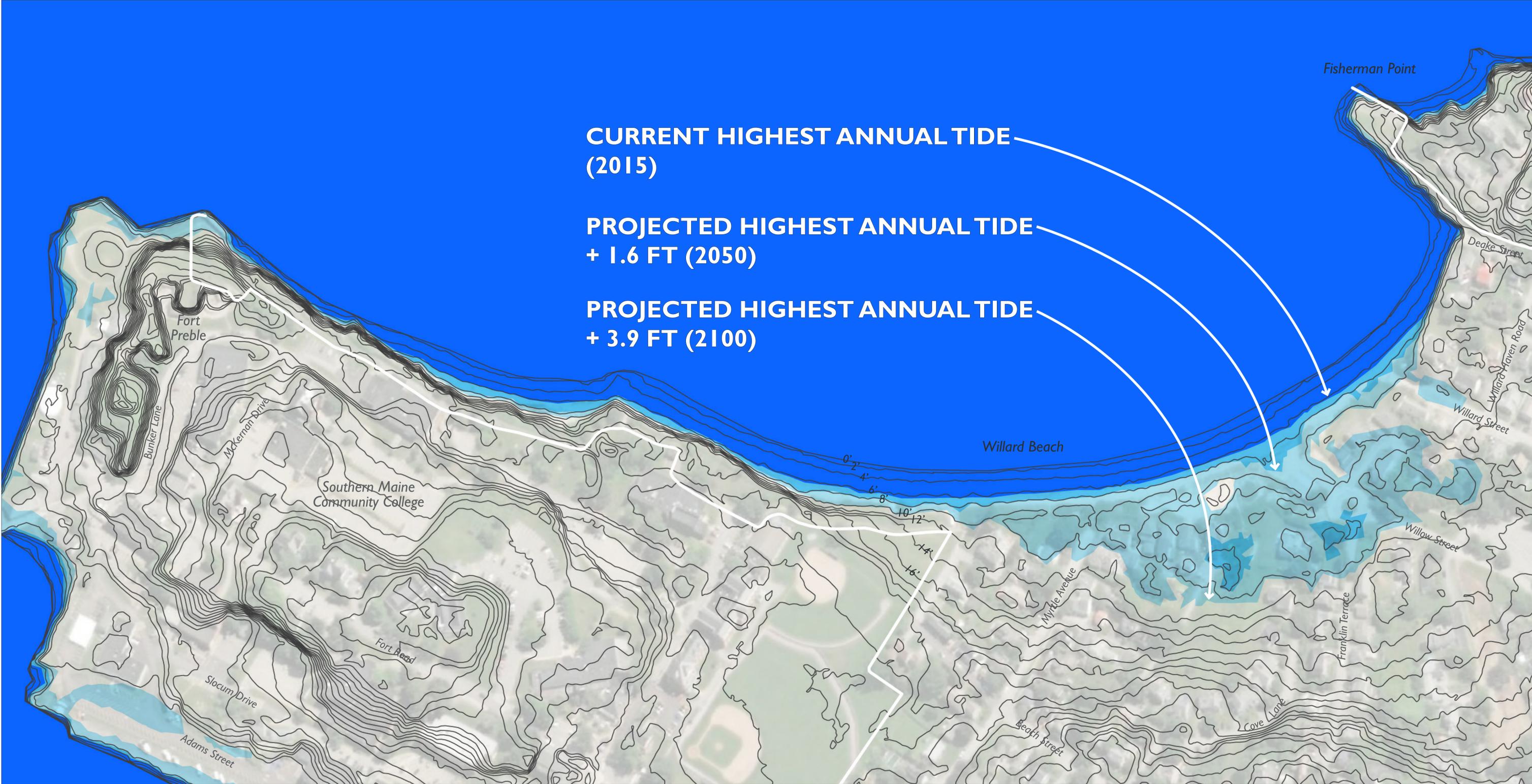
# OBSERVED USE PATTERNS



- LEGEND**
-  STUDY AREA
  -  ROCK EXPLORING
  -  SEA GLASS COLLECTING
  -  SUNBATHING
  -  SKIFF STORAGE
  -  PLAY
  -  BEACH WALKING
  -  BENCH
  -  SCENIC OVERLOOK

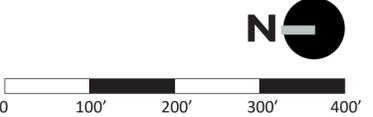


# SEA LEVEL RISE PROJECTION



**LEGEND**

	STUDY AREA		HIGHEST ANNUAL TIDE 2015 (HAT)
			HAT Line + 1.6 feet (anticipated SLR by 2050)
			HAT Line + 3.9 feet (anticipated SLR by 2100)



2023 Willard Beach Master Plan

# Appendix B

## Community Engagement Results



# WILLARD BEACH COMMUNITY SURVEY

Monday, August 08, 2022

**560**

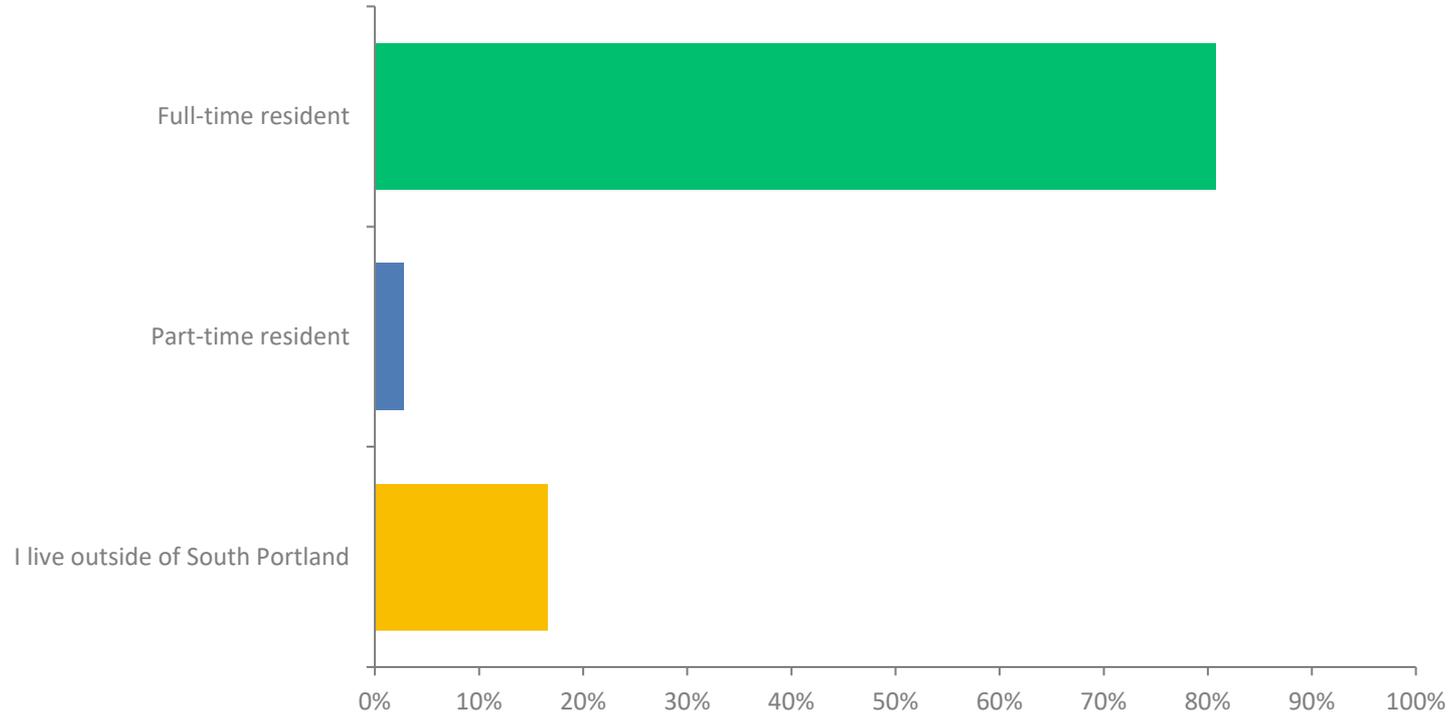
Total Responses

Date Created: Monday, June 06, 2022

Complete Responses: 560

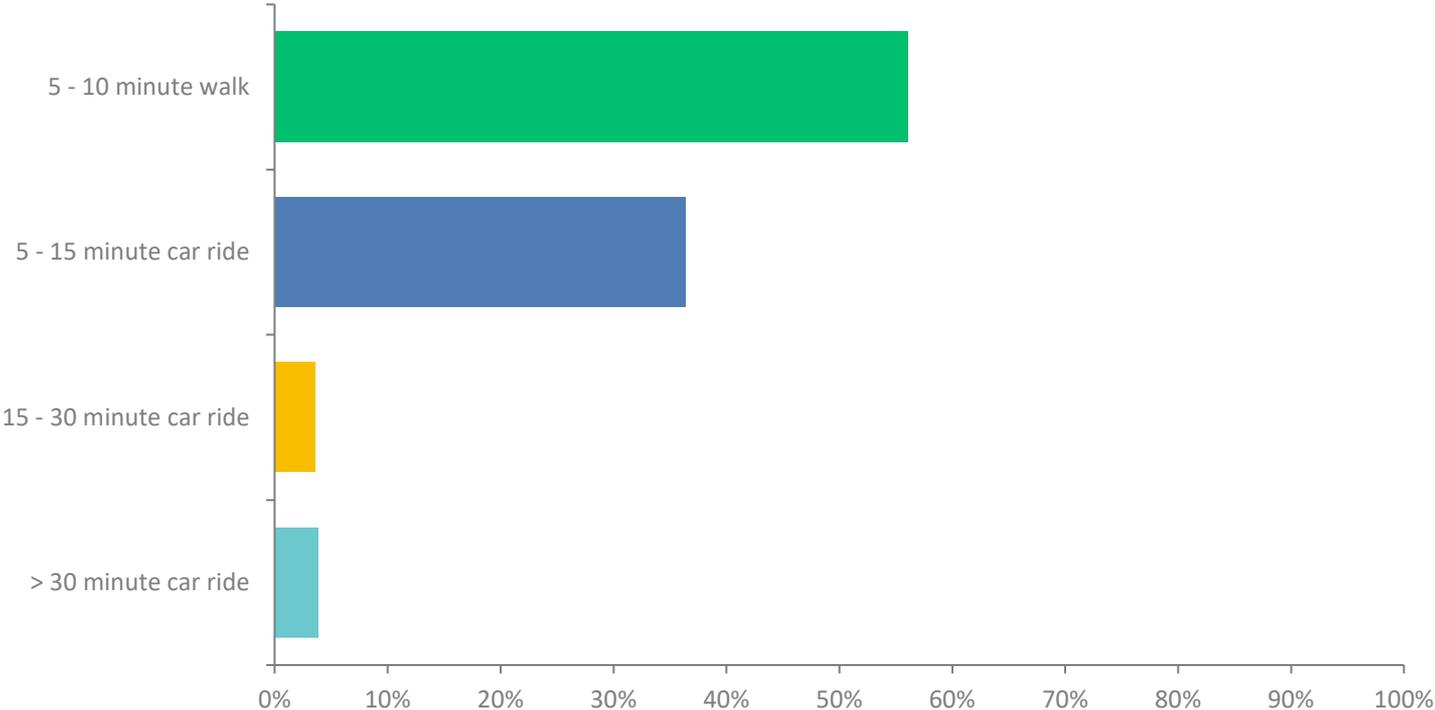
# Q1: Are you a resident of South Portland?

Answered: 441 Skipped: 5



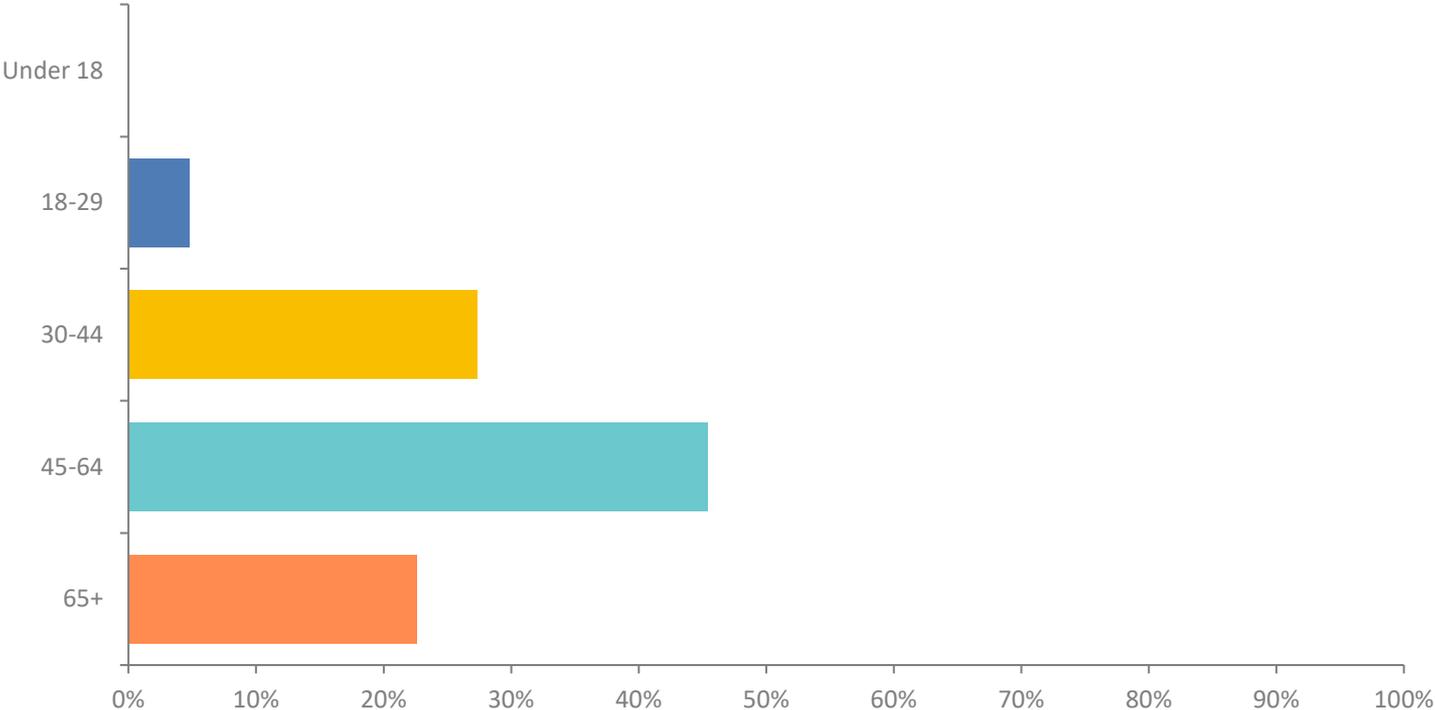
# Q2: How close are you currently residing to Willard Beach?

Answered: 442 Skipped: 4



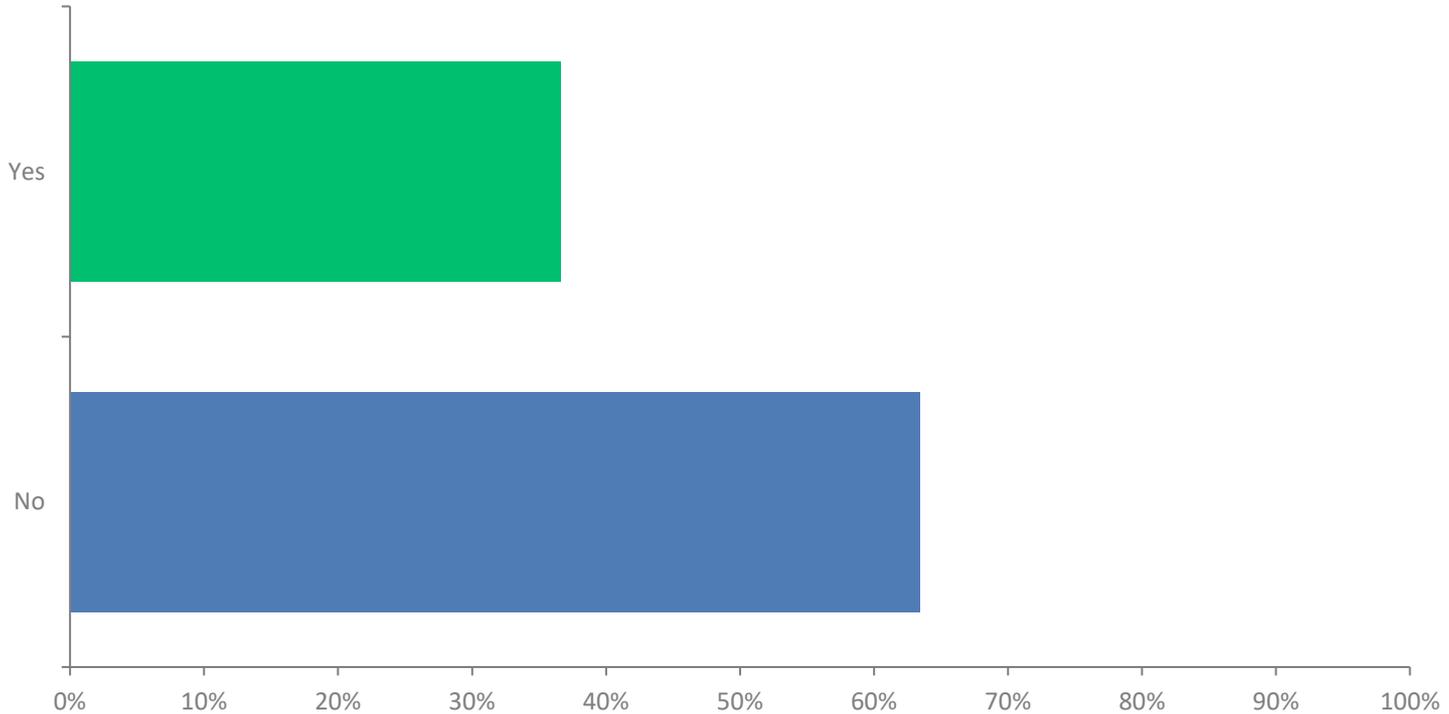
# Q3: What is your age?

Answered: 443 Skipped: 3



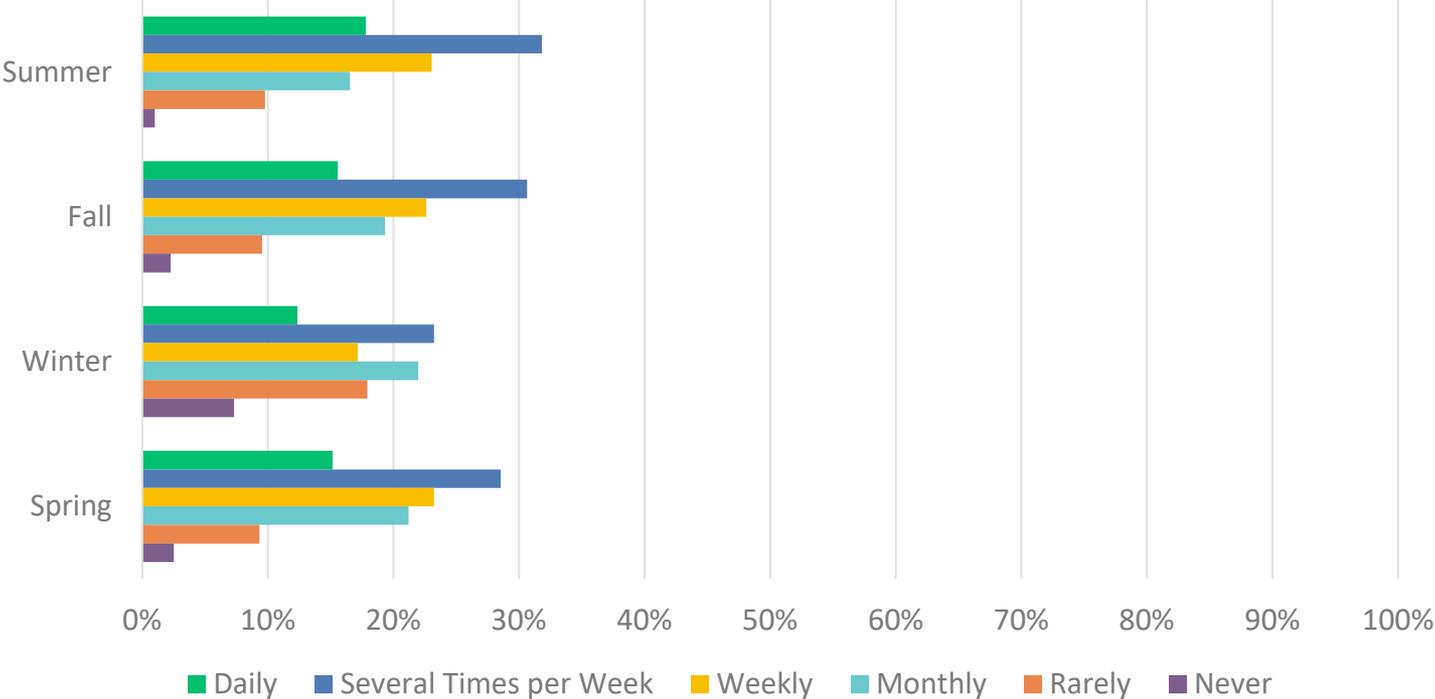
## Q4: Are there children in your household?

Answered: 443 Skipped: 3



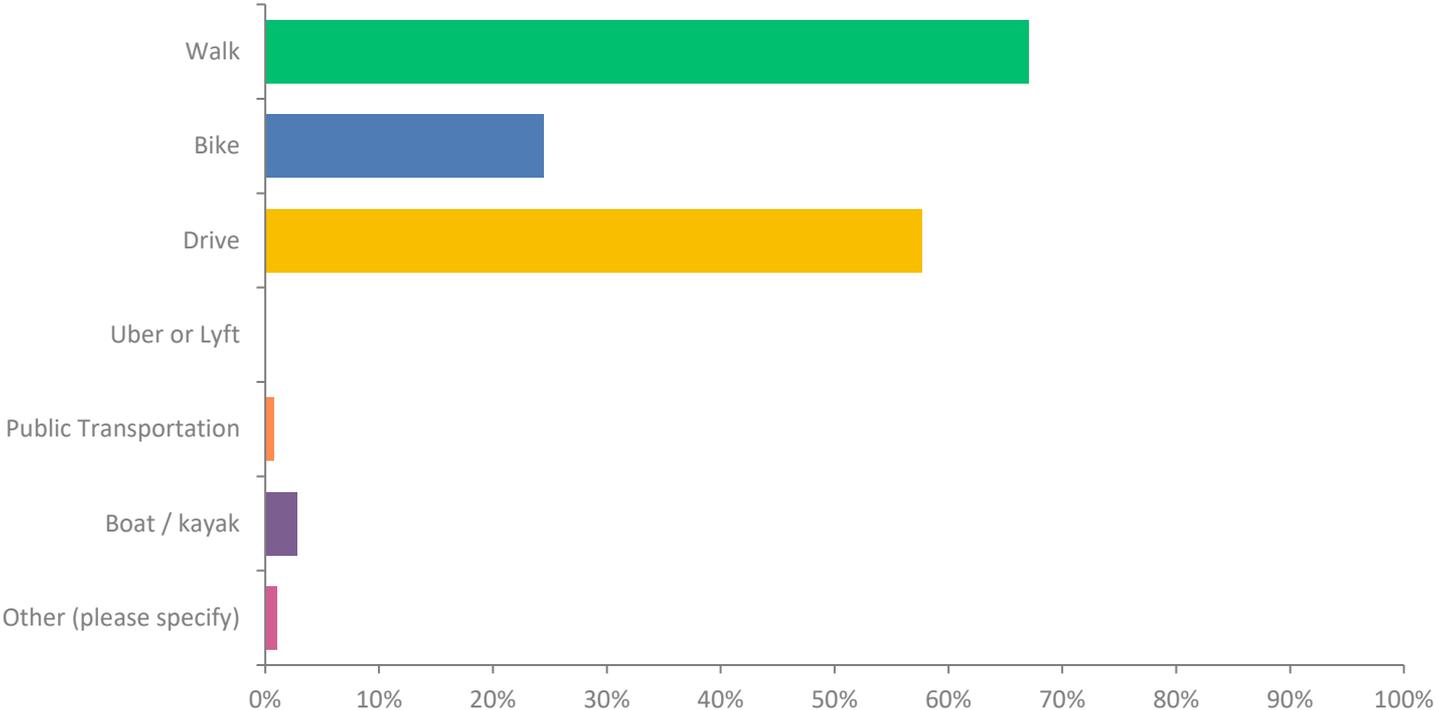
# Q5: How frequently do you visit Willard Beach throughout the year?

Answered: 399 Skipped: 47



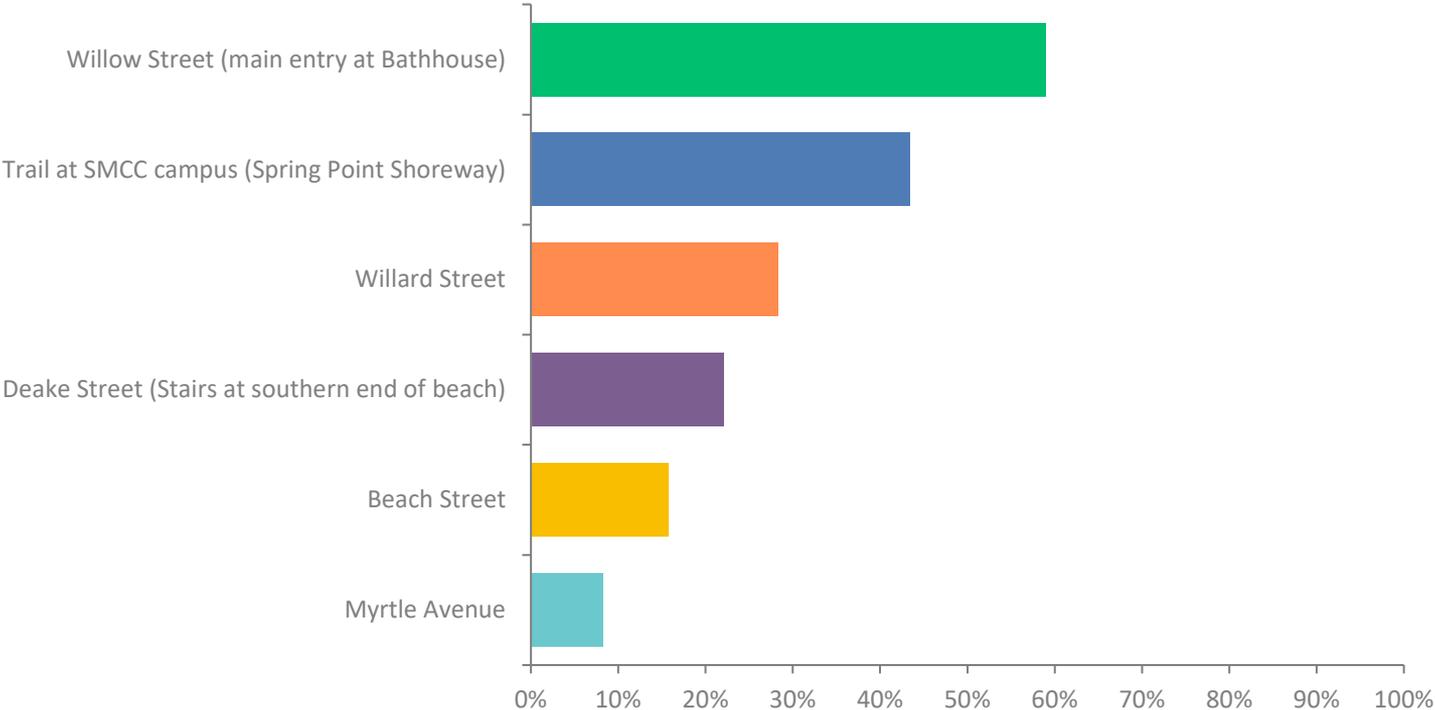
# Q6: How do you get to Willard Beach? (check all that apply)

Answered: 397 Skipped: 49



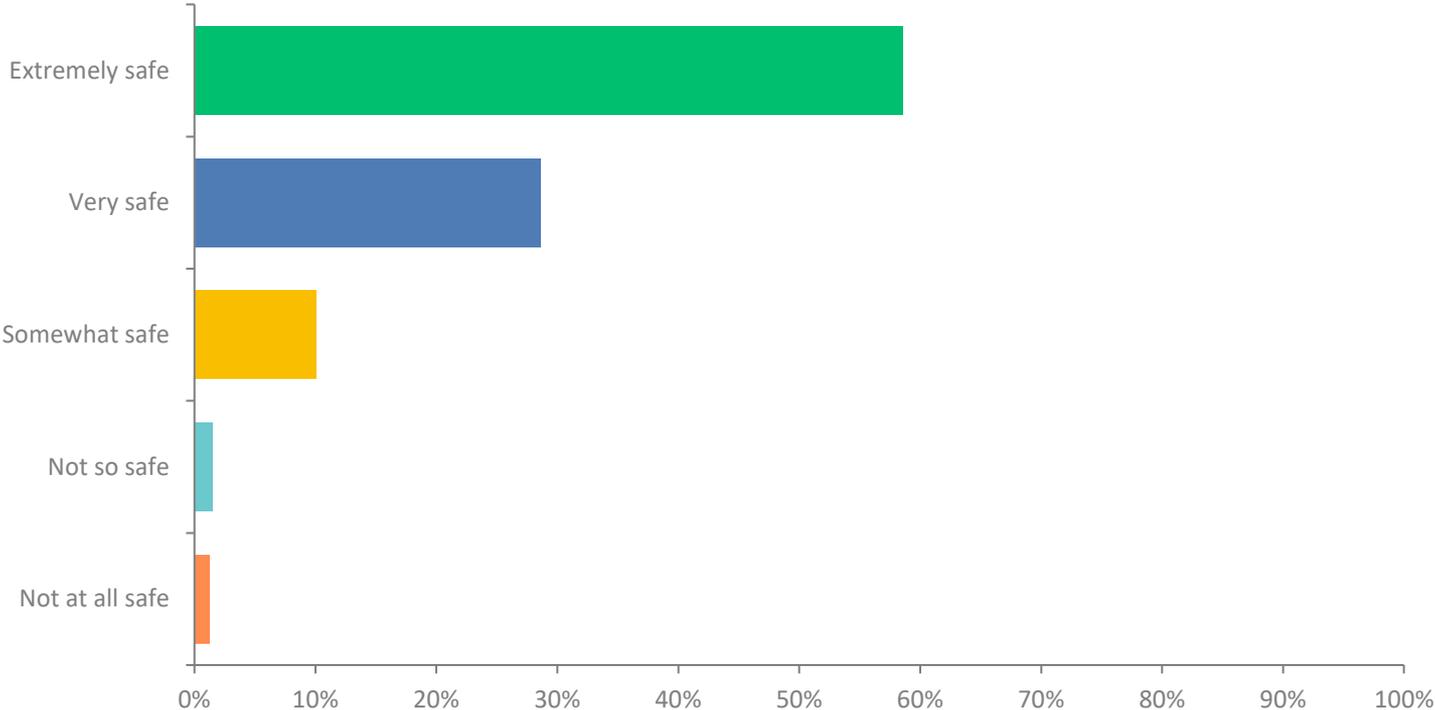
# Q7: What entrance point(s) do you use most frequently? (check all that apply)

Answered: 399 Skipped: 47



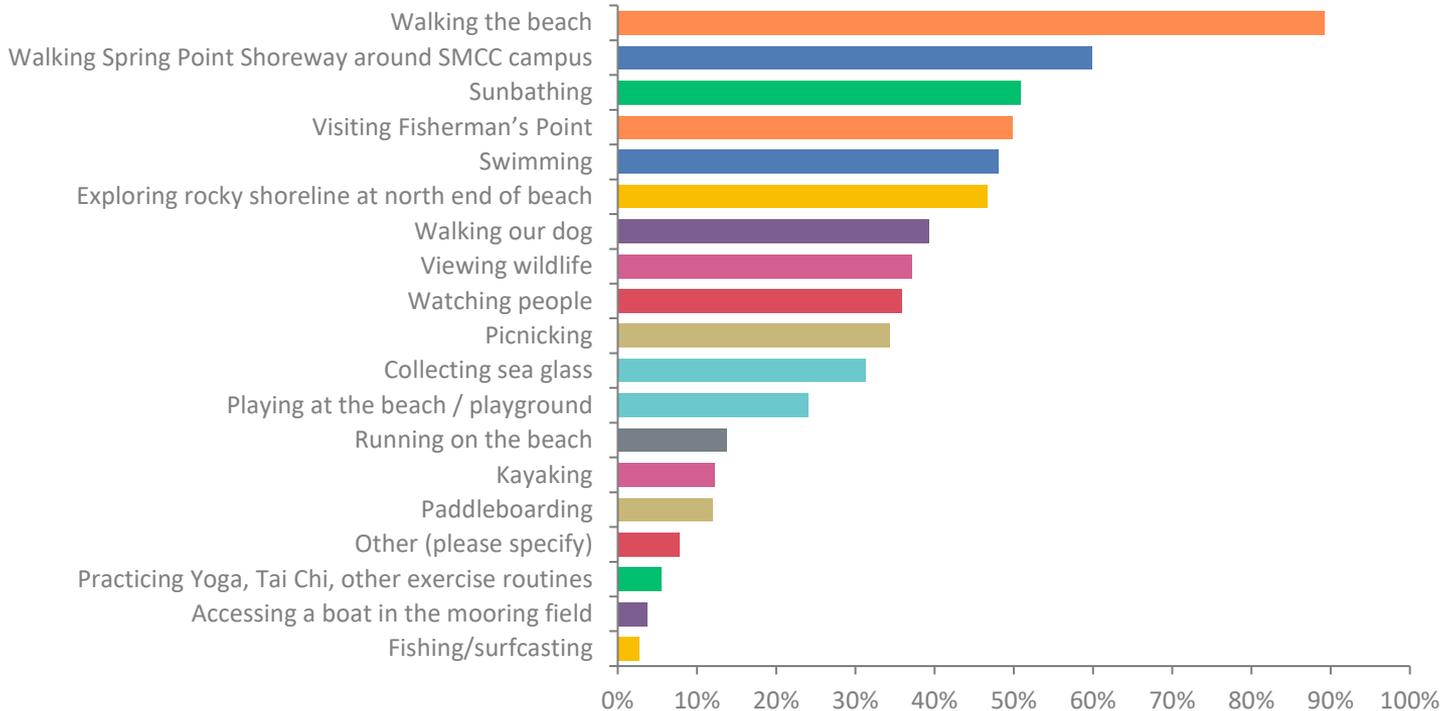
# Q8: How safe do you feel at the beach?

Answered: 398 Skipped: 48



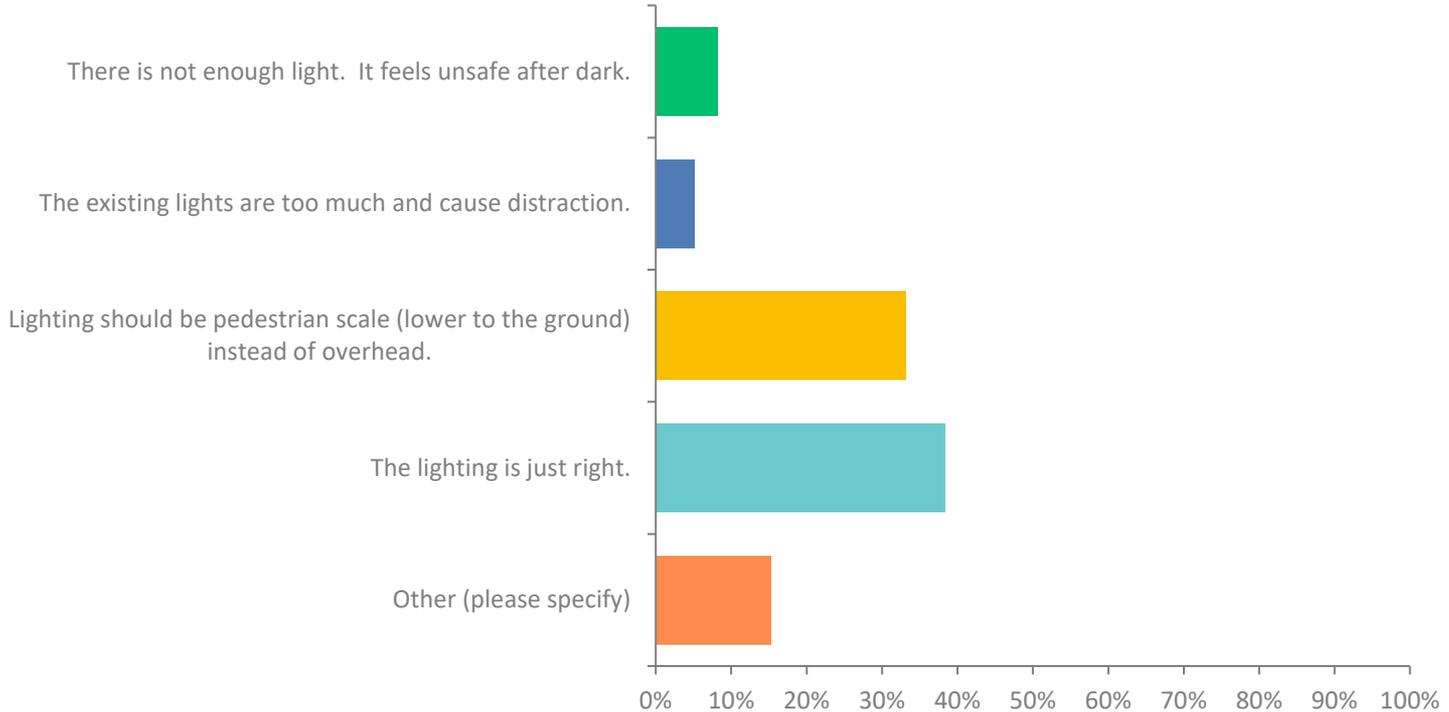
# Q9: What activities do you participate in at Willard Beach? (Select all that apply)

Answered: 399 Skipped: 47



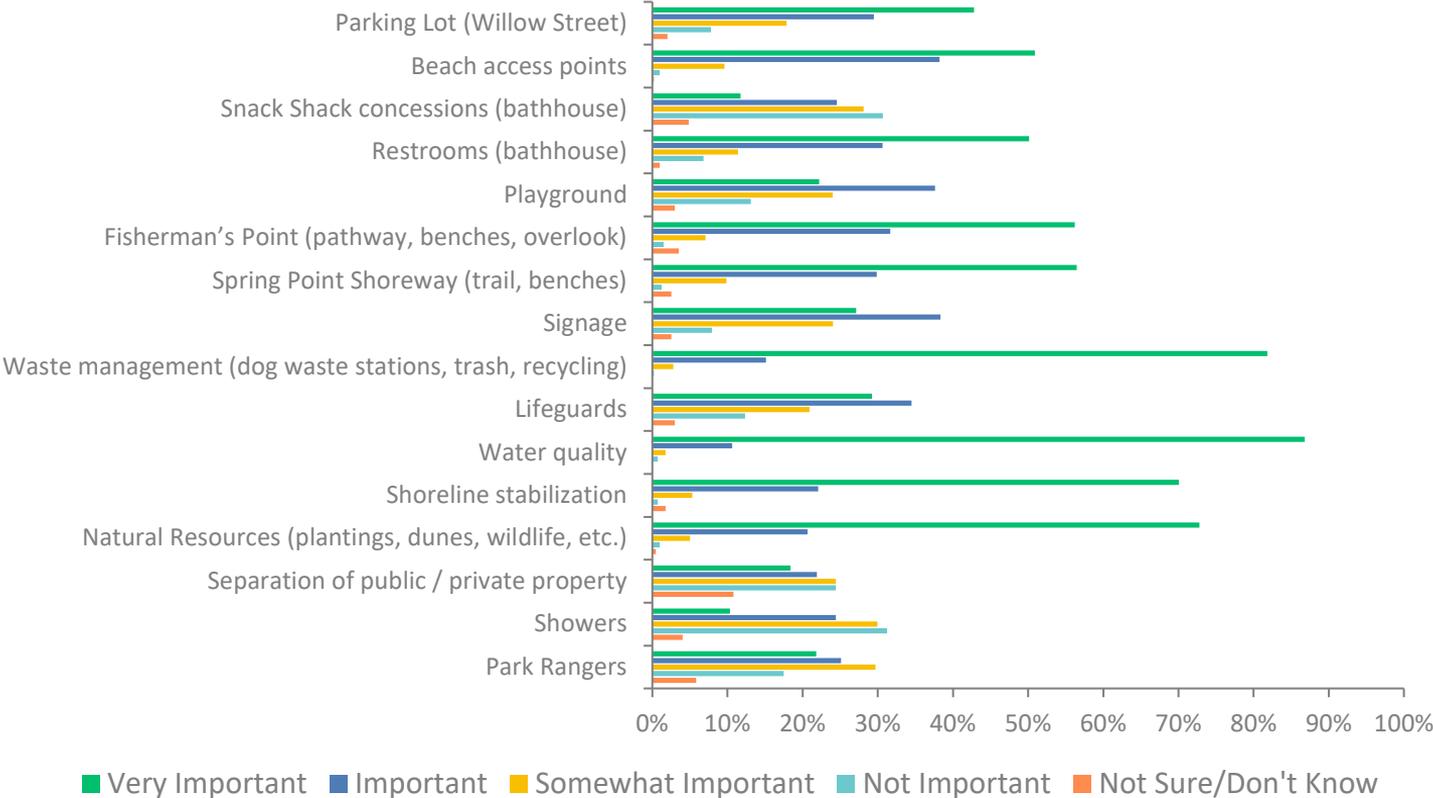
# Q10: The existing lighting at Willard Beach is limited to overhead street lights at the beach entry points. Do you have an opinion about beach lighting?

Answered: 368 Skipped: 78



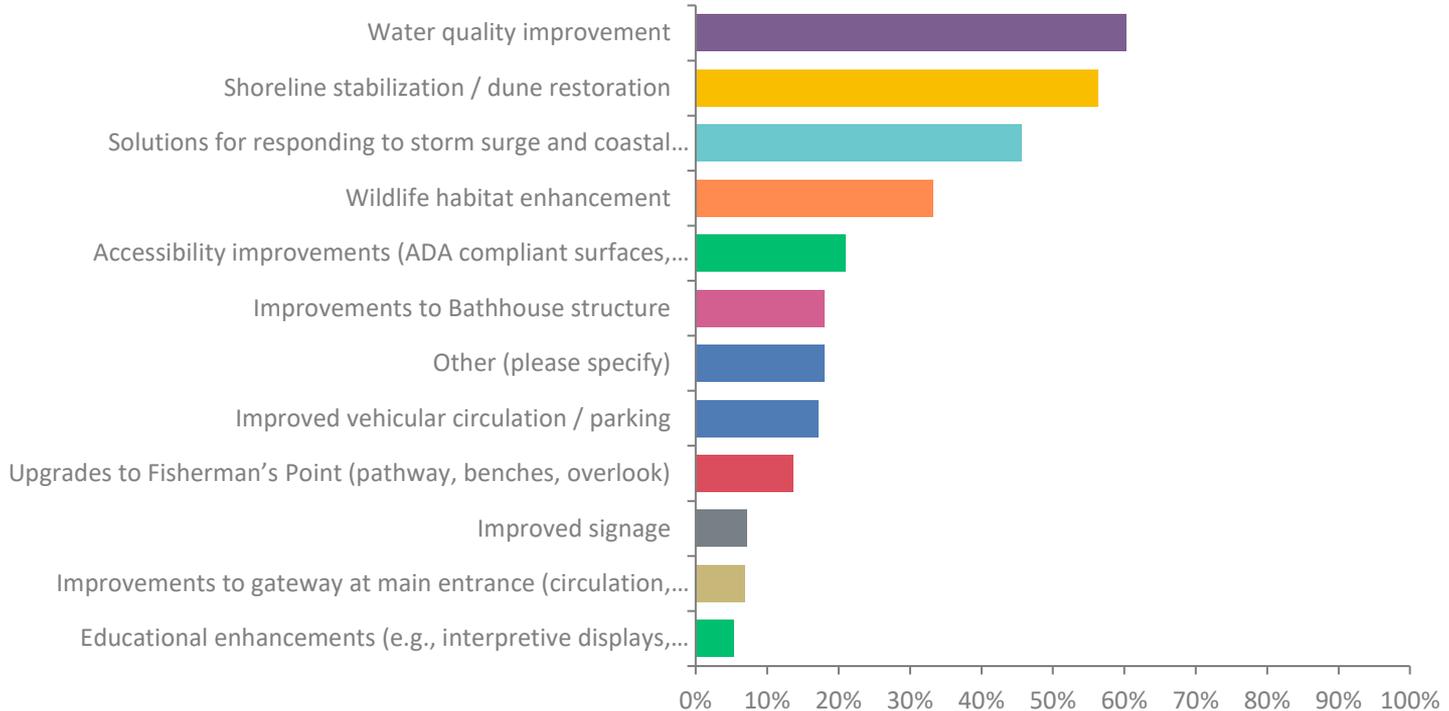
# Q11: Please rate the importance of the following at Willard Beach:

Answered: 399 Skipped: 47



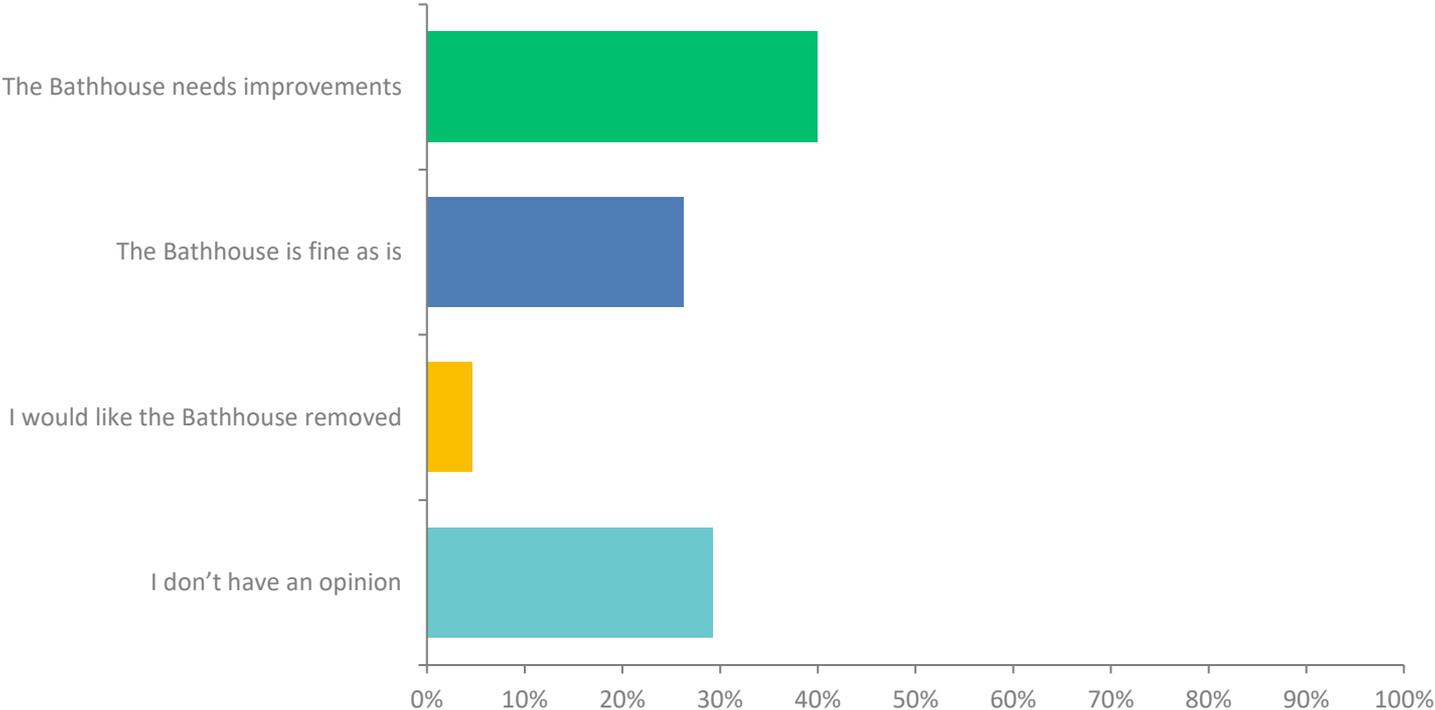
# Q14: What are your top three priorities for improvements at Willard Beach? (select up to three)

Answered: 362 Skipped: 84



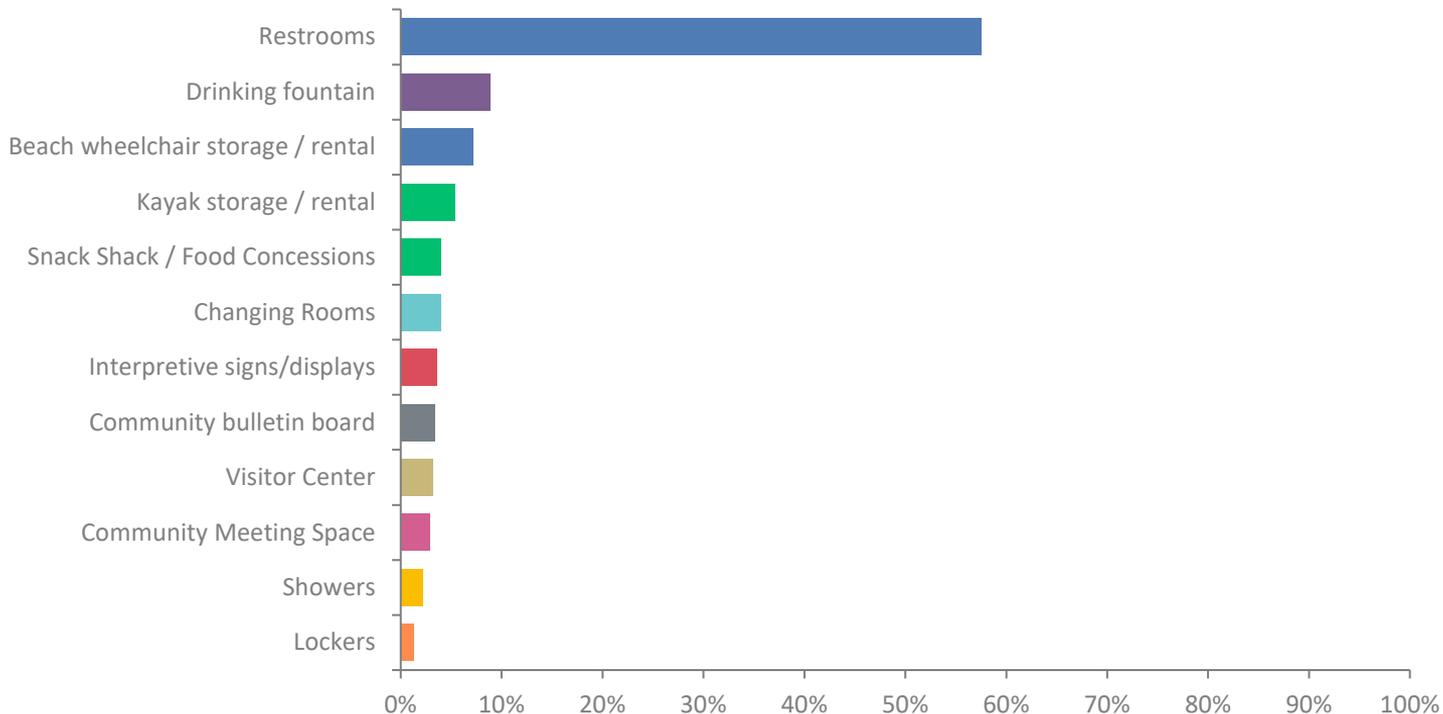
# Q15: In the future, the City may decide to renovate or replace the Bathhouse. Please share your opinion about the future of this structure.

Answered: 370 Skipped: 76



# Q16: Please rank the potential amenities you like included in the Bathhouse (rank in order of most important to least important)

Answered: 353 Skipped: 93



## Willard Beach Survey Comments

### Contents

What would you like to change about Willard Beach? .....	2
Share your ideas for the future of Willard Beach .....	20
Are there new amenities or infrastructure improvements you would like to see at Willard Beach? .....	29
The existing lighting at Willard Beach is limited to overhead street lights at the beach entry points. Do you have an opinion about beach lighting? (OTHER option) .....	35

## What would you like to change about Willard Beach?

1) Limit dogs running on the beach because I find a lot of dog waste and see dogs urinate in the sand a lot. 2) I really miss the beautiful beach roses at the beach entry points. Even if they are not native species they should not have been removed and most other beaches have them. It looks terrible and barren now. 3) don't change anything else!
A separate area for dogs? I know that people feel strongly about dog access/freedom, but the vast majority of dogs are not under voice control at all. My kids are scared of dogs running up while the owner yells, "don't worry - they're friendly."
Accessibility, cleaner. Didn't like seeing pet waste left behind. Maybe more trash cans along the beach will help that.
ADA accessibility, better water quality/storm water management,
ADA accessible. I would like less hrs for dogs. Give Hinkley for dog park, maybe?
Add parking
Allow adult beverages
Allow dogs and their owners for an equal amount of time with the anti dog group that are constantly tabling and lobbying to exclude dogs.
Allow dogs offleash at 7 pm in the summer
Allow more access to walk my dogs.
Allow people to use the end of Willard St. for loading and unloading area.
animosity towards 75 year olds walking their dogs; use park rangers at night as there is limited to no rule breaking during the day.
Available restrooms.
Bathrooms and concession stands open longer.
Bathrooms year round
Being allowed to walk my dogs there during a wider time window. Dog walkers are one of (if not the, from my anecdotal evidence) the biggest users of the beach and yet are really restricted in their allowed time windows.
Better attention to dogs by their owners (picking up waste, better voice control) and to comply with dog rules (many don't).
Better bathroom access during off season
Better dog control
Better enforcement of regulations. Some people's behavior is just plain inconsiderate.
Better hours for dogs.
Better public transport, especially in summer/busy season. I'd go more often if it was easy to hop a bus from Cape E (I'd visit the nearby commercial areas of SP more too).
Better sanitation. A few more trash cans along the beach with regular pick up (daily pick up during the summer). A couple of picnic tables. Separated playground area for children that is not accessible to dogs.
Better understanding between dog owners and non-dog owners. There is a place for well-behaved dogs at the beach.
Better/more hours for dog walking
Bringing back off leash at 7 pm

Build the Council approved access at the end of Deake St. Provide/rent kayak storage on the city lot on Willard ( like storage racks east end Portland). Add additional weekend parking at SMCC. Add bathrooms at SMCC end of beach.
Bulldoze all the houses along the existing beach and extend it about 100ft inland. Extend sand dune grasses and nesting native bird habitats.
bus stop in the circle directly at the bath house, racks for dinghy storage (to keep boats off the dunes), dunes along more of the beach
Change the dog hours and leash hours back to what they used to be.
Charge for out of state people to use the beach
Clean up... hide the giant water pipe.
Cleaner water
Cleaner water going into the bay—neighborhood and local business education about runoff. Cover the exposed pipe with sand or more rocks. Partner with Portland Water and Soul and Conservation.
Cleaner, less animal waste, improved facilities and playground, shade areas
Climate change prep and planning, better directions to parking and overflow parking, better control of packs of large dogs.
Come up with a better way dog walkers can be allowed..more hours.
Concerns about the health implications of dog urine and feces in the sand for my grandson and other children.
Consistent water quality
Continue to ensure that the water quality is safe.
Deny dogs access. It is a dog-toilet and then opened to toddlers and all who play in the sand.
Discourage people who don't pay attention to their wandering dogs. Those of us who DO pay attention to our dogs are penalized . I have stopped taking their since the new and confusing rules went into effect.
Do you mean what do I like least least least at the beach? DOGS, plain and simple. That so much intervention, signage, hand holding is necessary. It ruins the fact of this natural wonder.
Dog freedom
Dog owners do not obey the rules. Dogs should be somewhere else.
Dog owners following rules
Dog owners ruin the experience. I have had my stroller peed on, Picnic lunches snatched from my child's hands, bags of dog crap everywhere, dog balls littered everywhere, being jumped up on by dogs, and my biggest pet peev (pun intended) dogs ruining the little bit of dune vegetation that does exist at willard
Dog owners who don't read signs
Dog rules. I think the on leash time should be 8am-9am prior to beach goers arrivals not at night.
Dogs are a bit much
Dogs have always been on the beach. I used to walk mine with my grandmother and her dog. People need to realize it ain't their front yard.
Dogs have made the beach unsafe-as an adult I have been attacked twice causing injury and kids I have been with have been pushed to the ground multiple times. As a resident of the neighborhood I should feel safe in my own neighborhood-I don't.
Dogs in the dunes
Dogs jumping on me. It feels unsafe

Dogs need to be leashed at all times.
dogs off leash on the beach
Dogs off leash
Dogs off leash
Dogs off leash and entitled dog owners who leave dog waste and trampled dune grass for other to pick up
Dogs on leash ALL the time to protect the dunes and people's safety
Dogs on leash at all times
Dogs on leash only and not during the summer months.
Dogs permitted at low tide before 6am and after 6pm from April to September
Dogs running loose and leaving dog waste in the beach. (I do own a dog myself, but do not bring her to the beach).
Dogs running loose, dogs running through the dune grass, dogs during the summer urinating on the beach where children play.
Dogs running rampant, dog feces left by thoughtless owners
Dogs should be allowed more than 2 hrs a day. Should have designated area for dogs. Should also be a limit to how many plastic toys kids can bring on the beach because they are more harmful to the environment than dogs.
Dogs should be on leashes.
Dogs should not be allowed
dogs under better control so that it is safer and more user-friendly for people, especially children and senior citizens, and more protective of wildlife
Dogs, dogs.
Don't make it unfriendly to users. Don't place too many unnecessary restrictions. Willard Beach is a treasure, please leave it that way.
Eliminate dogs
eliminate dogs. It is not a dog park but has been allowed to become the most popular dog park in the state. advertised as such many places. Kids and people are forced to play and relax where dogs have been urinating and pooping only hours and sometimes minutes before people arrive for their day at the beach.
Ensure the entrances are well kept and safe. The stairs near the point are dangerous. Dont change much. It's a lovely simple place
Entrance at myrtle needs to be cut back. Overgrown. Stairs don't always feel safe.
Fencing, repairs to existing structures and stairways, grading of the beach and cleanup after storms
Fighting about it,
Figure out the dog rules and finalize - enough already. Still 8-9pm is not sufficient as it will be dark by then in a few weeks
Fix shoreline steps from lower path to upper path
fix up facilities
Foot shower & more accessible bathrooms year round. Otherwise I don't think it needs to change!
Gentrification / possessiveness / selfishness of some of the more recent residents.
Get the dogs off the beach in the summertime. i like to enjoy the beach late in the day and i can't because there are too many dogs running around.

Go back to the former dog rules w off leash from 7-9pm during summer and allowing balls again. Would like people to stop littering.
Have trash cans nearby to curb litter.
Honestly, dogs. The only reason I don't go more often is because of dogs. My family opts to drive further to enjoy beaches in other towns that don't have as many unruly dogs on them.
Honestly, I really really don't like the dogs. Very few are on true voice control. As a parent with children that visit the playground we have frequently experienced dogs running up and scaring my kids or eating their snacks.
House at Myrtle avenue has appropriated public property and this should not be allowed
How the city council makes decisions about rules at beach with no thought or input. Lower the extreme enforcement of policies like warning people to get off the beach before 9 o'clock when this an extreme waste of tax dollar money.
I always go to Higgins because Willard water seems dirty.
I am a dog owner. I love dogs. The beach is not a dog park. Dogs should be on leash 100% of the time. Not many dogs are truly under voice command.
I am extremely disheartened and frustrated with the new and ever changing dog rules that were not supposed to be changed/ voted on until august. This should be a locals only vote
I am not able to use the beach very often because of the dogs. My partner has ptsd and the threat of them being off leash and approaching (often aggressively and almost always not controlled by owner) means we cannot visit.
I am upset that I have to leash my dog at night from 7-8. It's to dark to go with my dog and my children from 8-9.
I basically don't go there because of all of the off leash dogs. I love dogs and have 2 but South Portland is not a safe place to own dogs because of all of the off leash animals allegedly under "voice command" who are not actually under voice command. I don't want dogs off the beach, but they should be leashed.
I can't walk my leashed dog safely because of the unleashed, uncontrolled dogs.
I do not want people to feel nervous or scared about being on the beach because of dawn because of dogs and their owners behaviors or not behaviors are nonchalants about I do not want people to feel nervous or scared about being on the beach because of dawn because of dogs and their owners behaviors or not behaviors are nonchalants about Being under voice or leash control.
I don't have a suggestion
I don't like how some local people police the beach.
I don't like that the dogs come off the beach At 9 AM as the toddlers, babies new moms stay at home moms start to arrive to play in the sand with their full bodies after the dogs have gone to the bathroom all over the beach for two hours. At least in the evening the tide comes in to filter the sand For the next day
I don't like that there is less parking. Personally, less dog time. I've never had a dog waste issue though.
I don't use Willard Beach due to the dogs
I feel like signage is unclear. There are too many different places to read.
I find the dogs and the outflow pipes very off-putting. I would never swim at Willard and I know many people who feel the same way. This is really frustrating, as I live very close and would love it if it were cleaner.

<p>I have lived in the Willard Beach area for 21 years and I would like to see the dog situation resolved. The referendum should have solved this problem. I do not walk my dogs on the beach because they are too small, but I believe there is no reason other responsible dog owners should not have limited daily access to exercise their dogs on the beach year round. If full time ranger isn't an option, install cameras if necessary to catch owners who are not abiding by the rules and punish them accordingly.</p>
<p>I hope we can keep it how it's been. I want dogs to have access for both leash and off leash hours too. Please don't make us pay for parking or make it private :(</p>
<p>I love it! Nothing?</p>
<p>I really wish that dogs had to on a leash at all times. When my son was 4 years old he was bitten in the face by a dog who was running wild. The owner was completely indifferent. The dogs running free has changed the beach in a negative way</p>
<p>I stopped bringing my family to Willard when my kids were toddlers because of concerns about the water quality and contamination of the sand. Dog urine seems like it is everywhere. It was gross. Now my kids are older and I've just gotten used to not going. It makes me sad because I love it there. I will still walk the beach but not when it becomes a dog-run. I like dogs but it is ridiculous when they are all there. It clearly has an impact on the environment and on the serene feeling of a beach walk. I would like further restrictions - like if there are already 20 dogs on the beach, then you can't go.</p>
<p>I think dogs should get more hours on the beach.</p>
<p>I think it's fine as it is. Possibly could use more parking although I'm not sure where that would go.</p>
<p>I think more needs to be done about the behavior of off leash dogs</p>
<p>I think the animosity of the folks trying to drive the dog walkers of the beach is a shame. The 2 hour window in the morning and evening for off leash dog walkers is an easy way to share space. We are the ones that consistently use the beach on a daily basis and shouldn't be driven out. We take good care of the beach. Let our pups enjoy a ball toss. Please put in dune fencing for erosion control, to keep dogs and people out, to give some comfort to wildlife. Dune fencing solves most issues spoken of at the beach.</p>
<p>I think the car traffic is becoming heavier down Willow st. Sight lines can be poor coming around the turn to the parking lot. Parking lot is fine where it is but I would like to see some things done to try to slow down car traffic (sharrows, signage, etc)</p>
<p>I think there should be residential parking like in other towns. I think the dog situation would be better if fewer out of town people brought their dogs so make them pay for parking.</p>
<p>I thought it was nice when there used to be picnic tables at the beach.</p>
<p>I wish dogs were banned in the summer and had limited hours in the off season. I'm not sure why we give dog owners so much authority in our town. Perhaps a proof of voice control permit to offset some of the trouble their irresponsible owners cause and to force people to actually train their dogs.</p>
<p>I wish it wasn't considered a dog park or dog beach by so many people. There is a feeling of entitlement to it and it's frustrating for non dog owners who just want to enjoy the same space without worrying about getting jumped on or having to dodge poop piles when walking on the beach. Other than the sense of entitlement related to dogs I think it is great as it is!</p>
<p>I wish people would share it with each other more generously. There is no reason we shouldn't all be able to use the beach respectfully and joyfully. Oh, I think we should charge for parking in the lot. Make a little extra money to pay the bills. People who live in the neighborhood primarily walk or bike to the beach.</p>
<p>I wish the handful of people who own houses on the beach would not have such an outsized voice over its use. They knew they were buying property on a public beach when they bought there. If they</p>

don't like it, they should sell and buy a house on a private beach. Willard beach is for the whole community!!
I wish there was more parking but realize that's very difficult.
I would change compliance with leashed hours. Far too many off-leash dogs while the ranger watches and does nothing.
I would like for my dog to be able to swim and run, year-round
I would like more dog off leash hours and for the city council to stop listening to a vocal minority
I would like more hours for dogs to be allowed.
I would like more off leash hours. I don't understand why the entire day during the winter can not be off leash. Dog walkers are the only ones there! And people can still bring their dogs leashed.
I would like more off leash time during the winter
I would like people to be more relaxed there and to leave others alone and let everyone enjoy the beach for the reasons they do: playground, walking, their dogs, visiting with friends.
I would like the dog rules to be reverted back to pre-changes. More native shoreline plantings to help as prevent erosion as climate change keeps effecting the beach. Organized volunteer days to help with beach clean up initiatives.
I would like to be able to walk my dog off leash more often. The current very restricted times cause me to use this resource - the beach - far less than I want to.
I would like to change the animosity that the City Council has created and allowed to fester as it relates to Willard Beach. "Maine - The Way Life Should Be". Mainers are the nicest, most down to earth, no nonsense people. The people coming in from out of state and paying millions for beach houses on Willard feel that they are entitled to change decades long culture because they want a private beach all to themselves. I would like for the City to stand up to these people and instead foster a positive environment at Willard and be inclusive for all uses. Many people I know have stopped going to Willard because they are being harassed. I have personally witnessed this on several occasions and have seen people leaving in tears because some people don't want them there with their dogs and are trying to run them off. It's shameful.
I would like to let the beach be about ALL of South Portland residents and not just the wealthy few that live on the shorelines and seem to have a strong say in what goes on there. The residents have spoken. They want this to be a dog-friendly beach. Balls, toys, running, dogs interacting with people safely. No leashes for dogs that are under voice commands.
I would like to liberate the beach from whatever low life dog hating scum can't hang. Why the hell do I live in Maine if I cant have my dog on the damn beach!!? What the hell guy? Its bonkers and I thought we were supposed to have enough salt to not let the bastards take over. Boooooooo! and bad luck to the chump driving this crazy train. Bring back neighbors and get rid of these people who just complain a lot. Willard beach doesn't have to be a lost cause. You know I got a point. Come onnnnn.
I would like to make it less crowded all year long.
I would like to see dogs banned from the beach in the summer. I don't go to Willard for a day at the beach because it's like sitting in a big litter box.
I would like to see more cleanup of seaweed like other beaches and bring in sand to cover up the drainage pipes. Also, There are way too many dogs on the beach and there is no enforcement of the dog hours. I think the time has come for only South Portland residents to be able to bring their dog to the beach. I know Portland residents do not like that idea but South Portland residents are the ones paying property taxes to maintain the beach and there are more dogs from other communities than

there are from South Portland. I think to raise more money to fund the maintenance of Willard Beach there should be a parking fee.

I would like to see the flora and fauna better protected/nurtured. In fact, I believe this should be the number one issue for Willard Beach. Also, I love the playground-----beaches are for kids and their little shovels and sand-filled buckets. I believe that dogs should not be on Willard Beach. The shrill advocates for dogs on Willard Beach, the people who have never given an inch, who have refused to listen to environmental studies---facts. Research done by South Portland's park ranger compared South Portland to other cities of our size with a beach...almost none of these cities allow dogs on their beaches. I've been leading stray dogs home since I was 8 years-old. I love dogs. And I love the environment, the sand and the sea and the many species of bird. What a true gem Willard Beach could be.

I would like to see Willet beach move toward what some other towns are doing with their local beaches. I would like to see residence of the Willard Beach area or south Portland have free access to parking in the lot on Willow Street but I believe that people from other cities and towns should be charged to access that parking lot. I appreciate the limits on dogs that are newly instituted. The beach has become quite a spot for people from all over to come to and I would like to see a return to a more local feeling to the beach. I'm more neighborhood feeling beach. I would also like to see the items on the playground that are broken be fixed my kids really enjoy that playground but it is sad to see items on the playground broken for such a long period of time

I would love to be able to bring my dog on leash more hours.

I would remove the dog leash laws and have the park rangers at the entry points to explain proper etiquette of both people and dogs on the beach. I have never been hit by a dog's toy while sitting on the beach, I have been hit by kids playing football several times and I have had kids throw rocks and sand several times, while sitting on the beach. NEVER has a parent ever disicplined or a child every apologized. KIDS and people with KIDS ruin things for the people who cannot have kids and choose not to have children.

I'd find a better solution to the dog rules and continue to hold those who misuse the beach accountable.

I'd like the attacks on dog owners to stop- the gentrification of Willard beach will be to the detriment of all.

I'd like the focus to be on maintaining this beautiful resource for all. Limited dog hours are sufficient, but I do feel this town needs a separate dog park to help alleviate the constant bickering about dogs. Perhaps by Bug Light would be good option as it could be contained and have good access to parking.

I'd love to see Food Trucks on the cul-de-sac. I'd like responsible dog owners to have freedom for off lease hours. I think if you had the SMCC side be off leash and the playground side be leashed, everyone can be happy. A Ranger can fine those who are off leash in the leashed area.

I'm devastated that leashes are now required during the 7-8pm hour. I've lived here for 25 years and considered dog-friendly beach access one of the greatest attributes of living in this community. Removing that hour is effectively removing off-leash access altogether as early morning hours aren't an option for so many of us and the remaining 8-9 pm slot is unsafe. As a single woman, I do not feel comfortable being on the beach as the sun goes down. The amendment that requires leashing between 7-8 disregards the comfort and safety of any vulnerable person. Allowing off-leash time not only creates safety issues for women, young people, and children, it also creates additional barriers for seniors and people with disabilities. Please, please reconsider this amendment. I have spoken to countless people who have expressed the same sentiments.

I'm happy with Willard beach!
I'm sad to say that the time has come for dogs to be leashed. Contrary to the SOPO dog group, there are way too many out of control dogs.
I'm sick of the politics over the dogs- specifically a few neighbors who scream obscenities at people with dogs and once at me, after leaving a chair at the end of a street to pick up. The neighbors referenced above have made me never, ever return with my dog- even leashed. It feels policed by a select few members of the local community who have homes on the beach- when it is not their beach they own.
I'm sick over the constant changing of the rules at the beach regarding the dogs that I no longer walk my dogs there. It's a headache and annoyance. Have volunteers or staff man the beach during popular hours so there is some freedom left for dog walkers.
I'm upset about the move away from dog-friendly environment. I feel frustrated with the city officials' failure to find middle ground on this issue.
I've always wondered why non residents don't have to pay a fee to park.
I'd prefer that dogs not be allowed on the beach, but if they are, it should be for very limited times and always on leashes.
I'm not crazy about the storm water drain but I know that's been there forever and ever. The beach is a wonderful beautiful resource, and I hope it stays free.
Improve anything related to environmental impact and prevention of erosion
Improve the playground. I have young kids that like to play on it and many pieces are broken and dangerous. I love the new dog ordinance, even as a dog owner, especially the 10-3 leash time in the winter. I'd like to see something done about the parking. Cliff House beach banded parking on the streets...how come cape can do that but we cant? Charge out of towners that park to pay for some improvments!
In favor of canine off-season, off-leash accessibility and playtime that includes toys.
In the 10+ years my dog and I have been going there, I have never felt the animosity toward the dogs that I have felt this past year. I feel that non-dog beach goers should respect the beach time allocated to dogs the same way we dog owners respect their time.
Increased off leash hours
It can get pretty messed up with trash when busy - but not sure how we solve for that. Also maybe improve access for those with physical disabilities
It is perfect the way it is
It needs shade!
It needs to be kept cleaner and limit the beach to human use: dogs need a dog park! We do not want the beach to become a park!!
It's fine for me just the way it is.
It's getting more crowded as density continues to increase in this area
Just for people to respect it, keep it clean, but it is awesome just the way it is.It would be awful for people who grew up here to have to pay ,if that is a thought your having.
Keep dogs leashed. It is not a dog park. Make a dog park under the Casco Bay Bridge in the underutilized park. Dogs running freely at beach is gross.
Keep dogs on leash all the time
Keep it a safe, neighborhood beach
keep it clean and friendly
Keep it natural. Do not make it party beach.

keep sharks away
Keeping people away who cannot control their dogs
Lack of enforcement for dog rules. People think its their dog park.
Larger parking lot.
Less dogs
LESS DOGS!! Better maintenance. I pick up A LOT of trash every day.
Less hassle regarding when and where dogs can walk off leash all year round!
limited dog time with dogs onleash only and perhaps in only one area of the beach so that people who have small childrean, are not comfortable with dogs or have mobility issues do not have to deal with having dogs present
Long leads should be allowed for dogs in training Longer winter off leash hours Longer leash only hours In summer
Longer dog hours and larger sand area
Longer off leash hours in winter- is it really necessary for walkers without dogs to have all those mid day hours?
Longer restroom hours, better food.
Love it as it is
Main access points beach have unsightly waste bins smelling of dog waste. It's important to have these (we have a dog) but there must be better functioning receptacles. I think they must use a deodarizer at Ft William's. Not sure if upper walk along SMVC to Fort is considered part but wood railings need repair. At other end steps from beach to fishrrman's huts need repair.
Make it cleaner, less dog waste
Make it more dog friendly. Let dogs chase a ball!!
Make it so that dogs are allowed for longer hours in the morning
Make snack shack a community center for use by schools, community groups, summer camps. Build a dog park somewhere else and keep dogs off the beach.
Maybe a bit more maintenance?
Maybe add a kayak holding station like Scarborough racks but not sure if it would fit then people could rent a space and leave their kayak there
Maybe no dogs till later in the evening
Mindset of the public around the beach thinking they have more right to decide what happens to the beach then the rest of the community.
More accessibility for people with mobility concerns.
More bicycle parking at the various entrances (not just at Willow st)
More bike racks closer to beach entrances
More control over the dogs, such as leash only and hours of usage when dogs are not allowed at all. Latest changes seem like a good step.
More dog access
More dog friendly
More dog hours so it is less crowded. Being able to bring my dog (on leash) for a picnic in the summer.
More dog rights
More hours for off leash dog times. After dark is a no go for me.
MORE OFF LEASH DOG TIME !!! At least two hours from 7-9 at night in the summer and earlier for days when sunlight is shorter.

More off leash dog time, less restrictions.
More off leash hours
More off leash times
More ON-leash dog hours
More Park Rangers during dog hours to enforce recall law.
More parking
More parking
More parking.
more picnic tables, (none now), Updated menu options at concession stand. Make it more of a cafe than ice cream and hot dogs. Extending season for concession stand. Kayack racks. restore the boardwalk from Willow street.
More public parking
More trash can
More trash cans or emptying more often.
More trees along the shore way for shade
N/A
n/a
Need a nice Welcome sign on the snack shack. Occasional beach clearance of seaweed-especially after storms. Invasive plant removal or control from the dunes-especially Rosa regosa and bittersweet.
Need more parking
No dogs
No dogs allowed- people don't clean up after their pets.
no dogs at all during summer
No dogs at all during summer. People don't pick up their dogs poop.
No dogs ever
No dogs in the summer and dogs on leash only all other times.
No dogs on beach
No dogs on the beach
No dogs, better clean up
No off leash dogs. When dogs are off leash they overwhelm the experience of being at the beach.
No park rangers, they ruin the vibe. They're not nice
Non-resident overcrowding.
Not much
Not much I can think of! I don't have dog but am not a fan of the recent restrictions on them.
Not much- maybe improve bathhouse, perhaps a boardwalk or beach wheelchairs, swings
Not much...Earlier morning dog hours during summer months; Less controversy generated by the few; Less bright light at night.
Not really anything
Not sure
Not sure...

Not to be a nimby, but a lot of the dogs are from out of town. It would be great if SoPo developed a dog park.
nothing
nothing :)
Nothing major.
Nothing really
Nothing really
Nothing wrong with the beach... it's the people that need to change
Nothing!
Nothing.
Nothing. It's perfect the way it is.
Nothing.....it's perfect. Well....the old pipes are not so attractive!
Off leash dogs should not be permitted. Maine State Park rules re: dogs on beaches should apply.
Off leash dogs that do t respond to voice command.
Off leash dogs! Dogs should be on leash on all public places in SO.
Overcrowding

Overcrowding at all hours perhaps via more limited parking or fewer amenities (concession, playground, lifeguard). Would like to see 4 hours of off leash time in the summer return or find alternative way to share beach with dogs (eg. off leash north of myrtle st).
Parking and walking is tough with kids and stuff. And we hate when dogs are there- my kids have both been jumped by dogs
Parking can be challenging especially with kids if you don't get a spot and need to do far street parking. Ask That it has turned into a dog park at night, the city needs a designated dog park.
Parking, it's often full
Parking.
Peace and quiet
People are space better with one another. Be better stewards of the beach - pick up trash, control their dogs etc
People feeling that every hour the beach is open, it belongs to humans only as a right of citizenship. Treating Willard as a wildlife refuge vs a public park
People flouting the dog regulations (pushing the limits on time of year, time of day, off leash, etc.) and people who pretend their dogs are under voice control but clearly are not. I also do not like business enterprise use—mostly of Fisherman's Point—(yoga, weddings) that impinge on the public's use of this public space.
People from out of town bringing dogs and don't follow rules.
People not looking to control everything about it.
People sit too close
People who are trying to suggest dogs are a problem on the beach. I've lived here a decade and use the beach with my dog and as a solo beachgoer. I've not noticed and problems equivalent to what is being suggested by members of SOPO People. More or a problem is sketchy people smoking, drinking, etc. on the beach during day and evening and leaving glass on the beach. I find shards in the sand in the mornings.
People would be respectful of others and their dogs and not make a fuss about things that don't affect them.
permanent dog lease\voice control and waste station. I don't like to sit where dogs go to the bathroom. I like the SMCC area just as it is for the most part.
Please realize that Willard Beach has become a dog park at certain times and that this is not sustainable, healthy, practical or safe. South Portland needs a dog park. And it should not be at a fragile place like Willard Beach
Prefer not to have dogs at any time
Preservation of Fisherman's Shacks, rebuilding breakwater, beach erosion and marine and wildlife.
Preserve sands and grasses. Applaud efforts to find balance for people with and without dogs, and enforcement of the established balance. There are only a small percentage of dog owners that don't comply, focus on correcting their behavior with rangers.
Prohibit dogs entirely.
Protect public access. Fix stairs.
Quiet
Rake the dried seaweed
Rebuilding and preservation of dune grass
Remove the sewage discharge pipes
Remove the sewage pipelines

Remove un bird friendly beach roses and plant blueberries
Rent paddle boards and kayaks.
Require all dogs to be licensed.
Rest rooms open longer hours and longer days vs just Memorial Day to Labor Day
Restrictive dog rules
restroom availability in the off-seasons.
Return dog hours to previous hours and less restrictions, take away the rangers. They are not doing anything but wasting tax payers money.
Rich white money vacating.
Safer stairs on Deake entrance. Simplicity of signage. No dogs off lease that run up to my children. Add swim platform.
Sand recession. Mitigate sand loss.
Seaweed on beach should be cleaned up at least once a season.
Seems like parking can be problematic, but there's not much room without interrupting homeowners space.
Smokers coming up from the beach and smoking in front of our house. Public access should be limited to smcc and Willow street
Snack shake —> Restaurant - Bar
So many dogs unleashed. It should be for The residents first then the dogs. Build a dog park in so po.
some parking should be reserved for sopo residents using a beach sticker. People not from sopo should have to pay a minimal fee to park.
South Portland should look at working with some private landowners near our border with Scarborough to see about an arrangement for a woodsy dog park - maybe with some kind of fundraiser by the SoPo Dogs people plus the use of maybe a slight increase in license fees? Though the city doesn't own the land, there is land out there that could make a good dog park where dog owners could let their animals run wild.
stop letting a vocal minority take away my access to beach.
Stop the smoking & overflowing garbages. Make parking lot for SoPo residents only.
Storm drain in the middle of it
Storm drains should be buried deeper. Path to spring point near the jetty is very wet in the "spring."
Storm water run off
Strategic lighting for safety at light
That people would respect each other and let us all enjoy walking our dogs without the drama.
The acrimony over dogs. I'd love to see both the pro and anti groups find a compromise and better understand each other's concerns and desires. The current 7-9am and 8-9pm off leash with 7-8pm on leash compromise seems reasonable. I'm a dog owner and think this is more than fair to dog owners.
The animosity of the folks that don't want to share the beach. I would like to see dune fencing put back up. Other than that I feel it is a great little beach. I wouldn't change a thing.
The asshat mentality of the people that live nearby.
The beach has a few residents who act as though the beach is their private beach: erecting fencing on public land with city council approval or resident approval. The city has done nothing. This lack of action is seen as a green light. Sections of the beach that once held boats and never had fencing were cordoned off by a private resident. Fines? Taking down of the fencing at the resident's cost? Not using affordable snow fencing, but rather pandering to the wealthy few due to "aesthetics". This is a

public beach of ALL residents of South Portland. Putting up cost effective fencing is prudent use of public funds!
The beach now feels like a police state regarding dogs and I hate it. I'd like to see off leash dog hours go back to 7-9 am and pm in summer and extended further in winter. I'd like to see fewer life guards - unnecessary expense when few swim. Paddle board/Kayak racks for seasonal rental; fewer and more coordinated signage; consistent plowing of walkway from parking lot to beach in winter;
The beach shouldn't be a dog park!
The constant change in leash/dog laws.
The constant dog debate.
The constant dog politics
The constant drama about off leash dogs and changing or rules to deter people from habit off leash time
The current dog rules. There are now too many signs. It is wasteful and cluttering. Improve the lighting, especially toward SMCC. I do not feel safe walking my dog in the evening. Check the water quality through the ENTIRE year, not just the summer months. Do not allow ANY new building on the beach, including to existing homes, unless absolutely necessary. Improve training for the park rangers. A few are rather "confrontational" Encourage people to set up their tents, picnics, toys, beach chairs, farther down the beach and not right at the main entrance.
The current impression that it is a significant wildlife area. It is, as it's been for my 45 years of enjoying the beach, a good spot for some ducks to winter in the cove & a birder will confirm that if they felt threatened by dogs, boats, people or chemicals in the water they would move to another area, hence it's fair to say that the bird/duck populations we have now & have had since I started coming to Willard have remained the same unaffected by the above mentioned issues. Willard is too narrow & boxed in by development to be a nesting or breeding area for wildlife beyond the animals - foxes, racoons, etc. - that reside in adjacent neighborhoods. Fortunately SMCC has trees & wooded areas that provide home & nesting sights for most of the birds that are sited on the accompanying list: robins, catbirds, every type of sparrow, etc. These local birds are viewed at Willard because of the trees & not the ocean although they make up the bulk of the bird sightings at Willard.
The dog hours are ridiculous. Especially in the winter. It's an elitist way to keep other neighbors off the beach.
The dog hours back to the earlier hours.
the dog ordinances have become contentious and it feels like the city council is somewhat reactive rather than proactive in creating/revising ordinances. I see the perspective from both sides and understand compromise is necessary; however, the shifting rules are confusing (to outsiders especially) and at times seem arbitrary and possibly based on the complaints of a few.
The dog poop/pee on the beach makes it very unappealing for humans. My husband won't set foot on the beach knowing that dogs can freely roam on the beach and use it as their bathroom. It's such a shame. I would suggest making Willard Beach a people's beach and inviting dog owners to use another park for their canine friends (and I happen to be a dog owner!!!)
The dog situation
The dog situation is totally out of control at Willard. The conversation has been hijacked by radical dog owners, many of whom come from other towns. There needs to be a separate dog park located in another part of town. Trying to mix people and free running dogs that defecate and urinate all over the beach is an impossible situation.

The dog situation.
The dog use of the beach. It has unfortunately become a dog park that allows beach goers. In the summer the stench of dog poop is disgusting and dogs constantly urinate on the children's playground equipment. Not a great beach experience.
The dogs and their owners. I've been knocked down on multiple occasions by owners who have zero ability in training their dogs. I own 3 dogs myself, but would never bring them there particularly during off leash hours. I've had similar issues at Hinkley. I don't understand all the vitriol and the smashing of peoples opinions who do not think off leash hours should be expanded. I'm there to photograph the wildlife etc. I think many of the dog owners are self absorbed to an extreme. Their way or no way.
The fact the roses are gone. Also need more parking
The feces of dogs
The fighting about dog access....sick of it. That's it.
The hours for dogs to be dogs. Also since dog waste is an issue. What about babies/toddlers in water and playing in sand they just relieve themselves should there be an age limit or has to be completely toilet trained. Human waste is even more disgusting.
The huge drain pipe being so prominent in the middle of the beach! An eyesore and it at least gives the impression of less than healthy water. Even have friends from away refer to it as the beach with the huge "sewer pipe" in the middle of it. Bad for image
The huge houses going up around it.
The larger houses going up around the beach.
The leash laws have become insane, local people who work can only take their dogs off leash from 8-9 at night, (we work mornings). It's an absolute shame.
The massive amount of seaweed that my dog likes to eat. People using whip-its to hurl tennis balls for their dogs that lure in other dogs in a Darwinian struggle for supremacy.
The new and absolutely RIDICULOUS dog rules!!!
The new cement block isn't very pretty
The new dog amendments that were passed. Specifically the ban on toys but also the leash laws.
The new dog ordinance
The No. 1 thing I would change is the large storm drain outfall at the main entrance. That is a detriment to the quality of the beach - It interferes visually, adversely impacts water quality, provides a barrier for use of the sand areas, and more
The ongoing discussion about dogs. I am a dog owner. I think limiting dogs in the summer months is very important. I think we should keep to just a few hours of access for dogs in the summer. It can feel overwhelming there with the number of dogs off leash.
The over-regulation of it.
The playground is broken and outdated. Would love to see it replaced. It's such a gift to have a playground on the beach but it needs updating to be safe.
The pollution problem - sewage - it's not a place I swim as it's caused health issues for as long as I can remember (90's). Too many dogs you can't go for a nice walk on the beach without a few running up to you, and me not knowing if they will jump, so I don't go there when there's a lot of dogs.
The private residents are HORRIBLE, rude and entitled. There is no understanding for public use even though this is NOT a private beach. Residents should be ashamed of their behavior and attitude towards others.
The receptacles for dog waste.

the rules about dogs- this is a community beach to be shared by locals, people (families- adults children and furry companions)- the rules for on/off leash are too restrictive and do not reflect shared access
The rules that have been put in place in regards to dogs without peoples knowledge are not ok.
The smelly run off pipes and the neighbors trying to ban dogs
The snack bar
The stairs need some work. They don't need to be bomb proof, I like the vibe as is, but lately tread planks have been really obviously on their way out for weeks before breaking through and then they're getting replaced with a board of a different depth even from the other board on the same step. Meanwhile screws are backing out like an inch above the tread surface. The fishermans point stairs are... again I like the vibe, I would hate to see them replaced with sterile concrete, and I know there's a warning sign at the top, but I'm a healthy/fit/active 30 year old and those stairs have me wondering how many times I can use them without an incident. I still use them without hesitation but yeah I dunno.
The steps down to the beach at SMCC. There is a big gap between last step and sand.
The US vs.THEM attitude that has erupted this past year and the way the city counsel appears to have taken sides.
The wastewater run off. Divert it and purify it before returns to ocean
The water quality is of big concern.
The water quality to be great for swimming...I don't go much if it's too crowded as I go there for a nice moment of solitude...
The weird politics over the dogs - the rules are confusing and both sides need to chill. The rules should be easy to follow and accessible to all. Dogs playing on the beach shouldn't be this controversial.
The whining of the people who think they own the beach.
There are too many off leash dogs during off leash hours, so it gets rowdy and feels unsafe for our sog
There needs to be more control of the dogs. The beach is relatively small and not ideal for dogs. Not all people pick up after their dogs. I also think the long, wide pipe needs to altered in some way.
there's too much seaweed compared to other beaches
Too many dogs and and dog owners that don't clean up after their dogs
Too many dogs- dogs should be LEASHED at all times
Too many dogs, especially dogs off leash. I no longer go to the beach when dogs are off leash because I've been jumped on and had food taken by dogs. They make me feel unsafe. I wouldn't let my kids play in sand that has had dogs urinating and defecating.
Too many rules about dogs. Why are they not allowed in the early morning when very few people are on the beach? So many signs with rules about dogs are very unwelcoming. Why is the city council so swayed by angry old white men?
Too may non-SoPo/Cape people. More dog walking time. Better signage warning non-dog people of dog hours ("if you don't like to walk the beach with unleashed dogs (or leashed dogs), here are the hours were dogs are not allowed...or here is a list of dog-free beaches in the area").
Too much drama around the dog stuff
Trails need to be repaved and bushes cut back from the trail.

<p>Two things - Stormwater drainage into the beach. I worry a lot about water pollution for both humans and the Willard Beach ecosystem. Along similar lines, I am very concerned about the environmental impact of so many dogs on the beach. I can only imagine the amount of urine and feces deposited on the beach every day. It is gross to watch sunbathers laying and children playing where only hours before dogs were urinating. Despite the rules being clearly posted, I often see dogs running in the delicate dunes. Finally, dogs affect my access to and use of the beach. I do not go to the beach during 'dog hours' because my children or I have been jumped on or growled at so many times.</p>
<p>Unattended dogs running up to us without our consent. My daughters are frightened and can't enjoy playing freely.</p>
<p>Unleashed dogs at any time. I was bitten and injured by a dog whose owner said was an untrained puppy and yet she allowed him off leash!</p>
<p>unleashed dogs, dog waste not picked up.</p>
<p>Unleashed, incessantly barking dogs and their sometimes disrespectful, sometimes entitled owners are the key detractor of the beach. I actively avoid Willard a lot of the time because of the awkwardness of watching grown adults trying to evade the rangers with their unleashed and sometimes leashed dogs. I'm sure many of these people are otherwise nice people, but it's frustrating as someone who uses the beach for pleasure and to access a boat. When your hands are full carrying supplies for your boat or beach chairs, it's not exactly enjoyable knowing you may get rushed by an unleashed animal.</p>
<p>Upkeep of structures—steps, snack shack etc as well as preservation of dunes, wildlife etc</p>
<p>Water quality</p>
<p>Water quality</p>
<p>Water quality</p>
<p>Water quality for safer swimming, bath house improvement</p>
<p>Water quality. I know it's Casco Bay, but I often don't swim as I'm not sure how clean the water really is.</p>
<p>Way too many dogs, stoned people, and drunk teenagers</p>
<p>We should revert back to the old off leash dog time of 7-9pm. I do not feel safe walking back to the parking lot at 9pm after sundown</p>
<p>Well, unfortunately our little neighborhood Willard Beach has been discovered by many people from neighboring towns and by out of state people on vacation. I believe people from neighboring towns choose to come to Willard Beach over other beaches because Willard Beach has a free parking lot and free admission to everyone. And a free parking lot at the beach and reputation of being a free dog beach. I'm OK with sharing the beach with the dogs at certain times but the problem I see is the parking and how many people are coming to the beach is just too many. I think we might need to think about having paid parking stickers for the neighborhood people because we tend to lose our own street parking in front of our homes. The big thing is there are no signs directing people to the main access to the beach and the parking lot for the beach. So people drive around and around and around looking for parking places and trying to find the main beach entrance. Many cars drive down Beach Street where I live and they're always asking me where's the beach where's the parking? Directional signs are needed!</p>
<p>While we don't take our dogs to the beach often (they are rescues with issues), we love watching other dogs enjoy the beach. Most people follow the leashed times but some don't and are openly aggressive about it when asked to leash their dogs during the required times. I've seen more park rangers as of late and I think there needs to be more consequences for those who don't want to follow the rules and ruin it for everyone else.</p>

Willard beach needs to be protected from overuse by dog owners. Preserving the ecology and ensuring that the beach and water are free of dog waste is crucial to the long term health and use of the space. It is NOT a dog park and should not be treated like one.
Would be great to get rid of sewer pipe
Would like to maintain off leash dog time
Would like to see less dogs and more birds and wildlife...
would like to see the beach cleaned on a regular basis. Years ago a gentleman was hired to rake and turn the sand. All people need to be more responsible with their personal Trash as well as their dogs.Glad that dogs can be on the beach at designated times,just keep a better eye on them..
Would love if dog owners kept their dogs away from other people, especially families, and off the dunes
Year round bathroom access and less intense night lighting

## Share your ideas for the future of Willard Beach

I love the snack shack and the bath house
A beautiful natural cove/beach where everyone feels welcome and wants to visit
A clean beach, well monitored (especially at night)
A clean, community oriented beach that is sustainable and offers access to all.
A community asset and treasure that is accessible and pleasant for people in the South Portland vicinity and also to other visitors, and is both safe and people friendly. An area that is safe for wildlife and that is actively preserving the shoreline habitat as well as providing access to the ocean for recreational use.
A neighborhood beach that is accessible and used by everyone. We need to focus more on human use and build a fantastic dog park for the purpose of dog exercise/fun.
a people beach; dogs don't belong on beaches...they need to have an excellent dog park. Perhaps a fund me acct could be set up so people of SoPo could help build one.
A place for people and wildlife. No dogs on the beach.
A place where people can not feel at civil war when they visit.
A resource that can continue to be shared with ALL So Portland residents. I think that there should be a period of humans only during the "on leash" hours during the winter.
A safe, healthy, quiet, clean beach for residents of South Portland and visitors to enjoy.
A wonderful neighborhood beach where family's can enjoy the beach safely in all seasons. Remove the dog park from the beach
All should have the same access to the resource dog or no dog. I live here on the beach and I should be able to use the beach when I want with my dog when I want. I should have the same ability to use the beach with my dog as someone who does not. Minimize parking, minimize public infrastructure and leave the tiny beach as it is so as to not invite people from outside the area to come and destroy it for those of us that live here.
Allow dogs off leash at 7 pm during the summer
Allow off leash time at night when it's not dark
Balance to avoid detracting from the appeal of this quiet beach. Small footprint facilities that reflect the nature of it's most frequent users.
bath house should be repurposed as a neighborhood feture
Being a 40 year resident of the Willard neighborhood I would really not be happy if the City chooses to further commercialize the beach. Kayak rentals, walking tours, etc. will only further congest our small neighborhood and lead to an overpopulated beach. Willard is a small beach and the appeal of it is that it is usually not over crowded. Please retain the simple character of the beach and do not try to turn it into something it is not.
Build up the dunes, clean up the water/run off, make one access accessible.
Can anything be done to slove the storm drain system. We need to clean up the bay to insure a healthy beach.
Charge for parking to offset all the new expenses. Please no more new taxes
City council needs to understand the crazy dynamics happening at Willard Beach. Protect the beach as a community resource. Many residents and visitors of the beach feel that it's becoming a community where the wealthy have a louder voice. Let's try to undo some of the inequity let's been done

Clean and welcoming. Love to see fencing around dunes and native plants. More accessibility.
Clean it up
Clean up the seaweed at least once per season, larger trash containers, dog owners being more responsible - Beach becomes a litter box which is not hygienic
Clean water for swimming is key and I don't know it will ever be that.
Community sticker to use
Continue to allow dogs off leash
Continue to be the gem that it is. Keeping the water quality and dunes safe. Limiting dogs in a reasonable way.
Desperately need more parking
Do not increase parking, too much traffic in this small space already. Limit traffic down Willow Street by putting a sign at the top of the street when beach parking is full. Lots and lots of turning around going on all day long. Increases noise, pollution and safety.
Dog friendly and less plastics allowed.
Dog poop bags fix stairs and paint the canteen
Dog rules should go back to what they were before
Dogs on leash at all times
Dogs should be completely banned from 4/15 to 10/15 - 6 full months. I believe that's a fair compromise. My wife was recently savagely bitten by an unleashed untrained dog, so now she is afraid to walk the beach with me. We work during the dog-free hours.
Don't change it too much. It is a nice beach the way it is.
Don't make it too exclusive, don't let abbutors in expensive homes dictate its use and over regulate it.
Education, especially for people who don't live here
Environmental best practices lead to a beautifully preserved beach where all can enjoy!
Expanded dog hours
Extend the beach 100ft inland. Get rid of the houses. They're going to be swept away in the near future from rising flood waters and storm surge.
Extended hours with dogs.
Free, open to people,
Get rid of dogs
get rid of the sewer pipe and allow dogs more free off leash time!
Good maintenance of shacks on fisherman point and stairs at both ends of the beach
Greater attention to protection of the natural environment, water and soil quality, dunes/habitat for shore birds.
I believe the focus must be on keeping it clean.
I enjoy taking my dog there before work. We haven't been since April because of the restrictions and quite frankly members of parties on both sides of the debate have made me feel uncomfortable and borderline unsafe. (Speaking specifically about the man who lives on the corner and has threatened AND kicked my dog.
I feel Willard should stay the way it has always been. A few hours for off leash dog walkers on both ends of the day with the the rest of the day for the folks that want to be on the beach without dogs. What we have been doing for the past 30 years I have lived in SoPo and visited the beach it has been a welcoming spot with something for everyone. We should not change that.

I have been avoiding the beach due to the dog situation. Those off leash are not under voice control. It's nasty
I hope families are able to continue to bring dogs.
I hope it remains free and open to all (including dogs).
I hope it's a place where my dogs can be 24/7, as we've done for years
I hope the city officials will be better listeners and consequently more responsive to residents' input. Bringing in outsiders, experts, etc to dissuade residents with regard to this resource is wholly insulting. It's perfectly clear to me that residents are capable of directing the future of Willard and that elected officials should keep in mind that they serve at our pleasure.
I hope the future at Willard will be a place to enjoy and be fair and flexible to all who go there.
I imagine the beach as a beautiful natural place for Sopo residents and some visitors from out of town. It seems that Google maps sends visitors to the bottom of Beach St and that should be changed for the safety and welfare of those residents as well as those trying to find proper access. Hotels and websites should not advertise Willard as a "dog beach" because that has led to the usage issue that we have now.
I like the current dog hours, and I think maintaining off-leash dog time is great for the culture of the town. It is the only place I have met friends and lots of people of all ages would say the same.
I love this beach and it's natural resources. I hope it doesn't change too much. No real attachment to the bathhouse but it would be amazing to add value and further community.
I notice in the height of tourists season that preble street is lined with cars. Could they be directed to additional parking options
I passionately ask that Willard Beach be kept a neighborhood feeling beach. Please do not add more to the beach to make it more of a tourist magnet. The parking is already congested, making it hard for local residents to access the beach. The beach is often littered people come and don't read the signs or respect the rules. Just because other parts of Portland in South Portland are growing and attracting tourists and people from out of town does not mean that a neighborhood beach that is loved by the people who live here needs to change as well.
I really like it the way it is. Just maintain it. Perhaps make people pay to park during peak hours to pay for improvements.
I think it's fine to keep things simple for our small community beach. I like the idea of focusing on environmental conservation.
I think most importantly it should be used as community space - it's a nice thought to restore the area for wildlife, however there are hundreds of miles of Maine coastline Tony's is home to wildlife and very little public beach space in the city for recreation. I think it's most important for this small beach to prioritize residents
I think parking could always be improved - maybe a better flow to current lot. But otherwise - please please keep it accessible to locals. It is a part of the reason we live here! It should remain a public beach!
I think the beach is great as is. Just like to see the cars slow down a bit.
I want it to continue to be the gem that it is, and not a dog park for non residents.
I want to keep taking my dog off leash to Willard. It is very important for my mental health and that if my children.

<p>I want to see Willard Beach continue to be an important amenity for the Community and the area, providing opportunities for beach use, swimming and nonmotorized boat use (kayak, paddleboard, etc). The storm drain situation needs to be changed so that the water quality is clean and safe for all. The Deake Street entrance needs to be reconstructed and upgraded, hopefully providing a safe vista point for those in wheelchairs. We all need to work together to reduce reliance on fossil fuels and reduce sea level rise so that we will have a beach for many years to come.....</p>
<p>I want Willard Beach to continue to be a center of the South Portland community for the foreseeable future. I quite like the beach as a calm, local spot, and I want to continue to be able to walk the entire length. I'd like to see the dunes really well established all the way down to the Big Rock (the little head down towards SMCC from the main entrance), and I'd like to see the stairs and ramp at Fisherman's Point repaired (especially the ramp).</p>
<p>I would like to see better improvements to dogs time - these new restrictions have made Willard a lot less friendly.</p>
<p>I would like to see the bathhouse structure changed to have: Lifeguard room Bathrooms Outside shower No concession room Essentially, a smaller structure by eliminating the concession and replacing it with 2 parking spots roadside for food trucks. Food trucks could bid for a spot/permit (a revenue source for the city) which could change monthly thereby allowing several types of food/drink to be served from month to month (minus winter months). These food trucks could make a decent profit as the whole neighborhood would have access to desirable food/drink.</p>
<p>I would like to see the northern/harbor side of the neighborhood developed more densely, with water access public amenities, dog park &amp; dog swim area, etc. while the city's eastern shoreline should remain natural and NOT be developed or "enhanced."</p>
<p>I would like to see Willard return to being a local, no frills, multipurpose beach. Protecting the environment is my biggest priority for any investments. If we continue to invest in amenities and "luxury" improvements at Willard (not my preference) then we should accept its new identity as a 'destination beach' (like scarborough beach) and begin charging for entry. As note: question 5 did not allow for multiple answers. We use Willard several times per week year-round</p>
<p>I'd honestly like it to stay the same- these constant changes to the rules is exhausting. If it ain't broke, don't fix it.</p>
<p>I'd be very excited about all of these potential improvements if I felt like I was able to use this space, but because of out of control dogs, my family can not. I know this survey was not about that particular issue, but I'm not sure you can separate the two.</p>
<p>I'm concerned with water quality and the environmental aspects of the beach. It is irreplaceable.</p>
<p>If possible, plant trees that are native to Maine shorelines and which can provide shade to beach-goers.</p>
<p>Improve fishing huts, add water fountains, more food options, allow food trucks either on the cul-de-sac or along the street where there used to be parking, more beach trash picked up and more trash cans available. They fill up quickly. More playground equipment for younger kids/swings.</p>
<p>Improve path to point for wheelchairs</p>
<p>Improving access to the beach for dogs and their families</p>
<p>In a perfect world, visitors of Willard would respect the rules/laws and respect each other. An ounce of mindfulness and understanding from each visitor would go a long way. There are concepts of "leave no trace" and "walk softly" - If everyone at Willard would so these things, especially outside of the busy mid day hours (which are understandably always going to be busy) I think we could have a great beach for years to come. Please also work to keep the water clean - I was gutted that the VW garage owners dumped hundreds of gallons of who knows what into drains that terminate at Willard</p>

<p>beach. I never heard a follow up on this and am still upset about it. The community has the right to know. Thanks for sending this survey.</p>
<p>It is important to the area to continue to have dogs present and a part of the neighborhood.</p>
<p>It really needs to be there for all - not a few.</p>
<p>It should be much more welcoming to our neighbors from all parts of the city than it is to dogs. Restoration of wildlife and dunes is crucial.</p>
<p>It should remain undeveloped with only the most basic of amenities (bathrooms, water fountain, playground). Its virtue is its simple charm. No more parking, absolutely no tours or commercial enterprises. Let it be but beef up support for wildlife and protection of the premises AS IS.</p>
<p>It would be great if the snack shack served healthier options. Protecting the environment at Willard Beach is very important and I have been so happy to see increased efforts and focus about the environment (via signage and new plantings). There is no question that dogs are affecting the natural environment at Willard Beach. There are just too many of them using the relatively small space.</p>
<p>It's a beach, let's not overthink it. It should always be a public beach for the visitors and residents of south Portland</p>
<p>It's not big enough to be a destination for tons of people. Keep it simple and beautiful....not an amusement park</p>
<p>Keep Parking free</p>
<p>Keep in mind the people that utilize that beach. It doesn't need to be fancy or overly strict which is what has happened to Higgins beach and the surrounding areas. They no longer are desirable and it's for these reasons. Keep it simple.</p>
<p>Keep it a local, community beach that is safe, fun and a place for community and families to enjoy.</p>
<p>Keep it a shared beach for dogs and people</p>
<p>Keep it as a free community beach accessible to all</p>
<p>Keep it clean and sustainable</p>
<p>Keep it clean; dogs on leash; benches; expand children space</p>
<p>Keep it free and all access, as climate change impacts us I would like to make sure we do what we can to keep it safe</p>
<p>Keep it free, keep it accessible to the community. On leash dog hours that are respected</p>
<p>Keep it free, keep it neighborhood. Let s not turn it into a destination beach for The World. If it's a little rough around the edges that's good. Keep it natural.</p>
<p>Keep it more of a beach and less of a dog park.</p>
<p>Keep it natural and wild. Do not want a "popular" or "party" beach.</p>
<p>Keep it off leash dog friendly, allow dogs to fetch a ball. It's a public space and should be welcoming to all members of the community. Maintaining separate hours for off leash dogs from folks that don't want to be bothered by a dog gives everyone a chance to use this wonderful resource.</p>
<p>Keep it open for all</p>
<p>Keep it public</p>
<p>Keep it safe, clean and a friendly place for people and thier under control at all time pets</p>
<p>Keep it simple and minimal. Scarboro beach is still basic and is more of a destination. Willard is a neighborhood beach, less is more. Higgins Beach is a good example of nice modest amenities.</p>

Keep it simple! Don't over improve to the point that it becomes over crowded and degraded. It shouldn't be a tourist destination as much as a clean, safe public beach for residents of the greater Portland area to enjoy.
Keep it simple.
Keep neighborhood safe and neighborhood taxes down
Keep the beach accessible to all.
Keep the beach and water clean, prepare for the coastal erosion that will come with climate change, provide basics like clean bathrooms and drinking water. Please don't add a bunch of tourist trap amenities. Preserve the character of this small neighborhood beach.
Keep the people only times for the summer. The dogs are overwhelming at times.
Keep water clean and dunes and wildlife protected.
Keeping a kid centered area to keep the kids in a spot on the beach they can enjoy
Keeping it hyper local.
Leave it alone Dogs should be allowed onleash anytime.
Leave it as is. Improve the land scaping.
Leave it the way it is and don't charge for parking
Leave the Beach and parking free!
Lengthier off-leash dog-friendly hours with fewer regulations.
Less dogs.
let dogs play with balls.
Let it be. A local community gathering place.
Lifeguards and park rangers especially during the summer
Limited dog hours - I am constantly getting dogs running up and not sure if they are well behaved or not
Limited off leash hours make sense in the summer but could be til like 10 am and after 6pm and then after September 1 its off leash all day. No more park rangers making everyone hate rangers off all kinds. Sorry for my dog rants. I am really bummed on Willard these days and I used to love it. Like, geesh. Its already impossible to live here for the people that work at the restaurants everyone comes to eat at. Theres no more rock and roll. Weed stores are all so lame ( I can't believe such a statement could be true) and now they wanna take the beach from our dogs. Pretty soon they'll be putting lettuce on their Italians and serving them on steamed buns. Its gotta stop somewhere. Pleeaaaaase?
Locals should not have to pay for parking in the lot and on the streets but all others should Kennebunkport has a system like this
Maintain natural, community feel. I think added physical structures and services would result in overcrowding and counter common goals of preservation of the beach.
Make the beach accommodating to everyone, not just a select group who wants activities restricted so they can have their own beach with their own rules. Return Willard Beach to a welcoming, friendly place.
Make the parking lot be paid parking. Or have a gate fee
Maybe consider an area of the beach/surroundings for a dog park?
Maybe instead of concessions have a regular food trucks?
Maybe several picnic tables?
More dog friendly
More dog friendly access

More dog hours so there is less of a crowd at high tides.
More FREE parking, no dogs on the beach
More open dog rules in fall and winter
More opportunities for citizens to become educated and involved in the health of the beach, eg. dune restoration, creating bird habitat, interpretive walks, collaboration with SMCC marine sciences, etc.
More parking better bath house
More trash containers and more frequent pick ups. They get disgusting. Keep dogs on leash
More welcoming to people with dogs.
My family including two toddlers go to the beach daily and would love to trust that we can go there and feel safe without dogs running up to us without our consent.
My primary hope is that we ban dogs from the beach to protect the environment and make it a safe, multi-use public space for people.
N/A
n/a
no dogs ...it is just not big enough
No dogs in the morning Check the licensing of dogs
No dogs! Keep it cleaner than has been done in the past
No more dogs
No more rules!
Not a dog park. BTW I have a dog mn
Open later
Paid parking to fund upkeep and staffing!
Peaceful coexistence. Reasonable care for the environment, understanding that this is not a nature sanctuary but a working commercial harbor. Clean water. Less infighting amongst the locals. Less concern for how to accommodate and attracting people from outside the community. At least 4 hours of off leash dog time every day. Year round. And let my dog have her frisbee.
People and pet friendly. Proper safety lighting bathroom parking
people use the beach all year long. I would like to see access to the rest rooms all year long.
Plant stories in the Herald about shark attacks that would keep other people away.
Please allow equal space for dogs and their owners.
Please continue to keep it a place for dogs to go in the morning before 9 am.
Please improve the decision making process for future our children.
Please keep it simple—a good part of Willard Beach’s charm
Please keep the beach a free public beach including free parking. I live on Willard St and have never had a problem with people parking in front of my property. The neighborhood has changed greatly over the years but please keep the beach open, free and public.
Please keep the parking free & try not to reduce the number of spaces.
Please leash dogs at all times for the safety of people and the preservation of the dunes
Please more trash cans and less restrictive dog rules. Us dog owners have built a community, especially during Covid. These stringent rules are insane
Preserve
Preserve as is!
Preserve it. Sustainability is key

Preserve, conserve and protect NOW to address the adverse impacts of climate change, humans and dogs (particularly off-leash)
Preserving the natural space should come before human needs. Be guided by what is best environmentally rather than what is best for people.
Protected wild life.
Protection, preservation, better dog control.
Put the beach roses back and stop messing with the vegetation
Put the dogs on leashes.
Reduce the influence pompous, disrespectful residents have over a public space.
Regular beach patrol during the majority of dog hours to improve enforcement of rules.
Reinstate ability to toss a ball for our dogs. How did that go away, and why?
Remove the sewage pipelines
Remove the storm drain or at least upgrade
restore the dunes, protect the wildlife, and keep the dog poop away
Safe place for all.
Same as above
Shared space for all. Pets under good voice control, less fighting.
Speed tables/bumps installed on Myrtle, Willow and Willard
Stop using Willard Beach as a "dog park". Build a new dog park if necessary. It is too environmentally impaired and should be conserved.
Sustainable environmentally safe beach. Put the beach first, wildlife and environment then people needs. Need to prioritize and develop a measurable executable plan.
that priority be given to SoPo residents in terms of parking
The "residents" don't own the beach... lets make sure we continue to remind them of that. They moved close to a public beach, yet they all seem to hate the public. Moving forward, make sure it all stays PUBLIC!
The beach is used very little off season. Dog off leash and leashed only hours should be expanded from September to mid May.
The future of Willard beach should be the decision to find another ocean or harbor access point to relieve congestion and crowding at Willard.
The same beach just add wheelchair access.
There is far too much power being given to the people that either live on the beach or very close to it. The beach should be for ALL of us, not just the people with the most money.
There needs to be a vision to include and welcome people of all ages and abilities.
This unique urban beach is not a great candidate for either more humans, due to parking limitations, or more birds--due to 1,000 cats in the area. Additional amenities and infrastructure seem likely to lead to increased use, crowding, and eventually to a parking charge and/or entry charge, both of which discriminate against people of lesser means. Likewise, using tax dollars to protect expensive beach houses from the effects of climate change seems a bit regressive, particularly given the current housing crisis.
To be inclusive / shared for all (old, young, rich, poor, male, female, swimmers, boaters, walkers, runners) including dogs!
to have a clean beach like it used to be before dogs were allowed on the beach like in the days of chic wilder was the lifeguard

want it to maintain natural beauty. rosago roses are lovely but them back
Water quality is very important
We don't need to do anything that will attract more people and dogs. It's overcrowded as is. Let's focus on protecting and preserving what we have already.
We would love to see a cleaner and more natural setting
Whatever keeps it a locals beach. Tourists can go to Crescent, Higgins, Ferry, Ft. Williams, or Scarborough. Let's keep Willard our neighborhood beach but take care to keep it safe, family-friends, full of activity opportunities (rentals!), delicious (snack shack for the kiddos), & let's live communally w/wildlife.
Willard Beach is an important neighborhood (and city) public space. It needs responsible care, combined with assurance that accessibility and services for all can remain.
Willard is amazing for what it is, awesome place to bring kids to find hermit crabs
Would love to see more history integrated with this end of SoPo. Perhaps a self guided tour one could do with their phone of the area including Bug Light, Spring Point Lighthouse, Willard Beach, and the campus itself. It would be nice to have more events down at the beach so the question that mentioned community meeting space is a great idea. If there are no concessions at certain times of the year perhaps license food trucks like they do in the Eastern Prom for say Friday, Saturday & Sundays. "Dive In" movies on the beach would be fun for kids, or Date Night movies with food trucks.
You can take your dogs or kids there and those animals can be animals.

## Are there new amenities or infrastructure improvements you would like to see at Willard Beach?

clean, safe and inclusive improvements
No
"or" not "of"? As far as the Bathhouse - there need to be restrooms. In fact, it might be a good idea to have restrooms down by the college as well - that is the best sand area for family use. The Deake St entrance definitely needs reconstruction. There needs to be some sort of comprehensive approach to parking. Local streets are getting totally parked up with cars visiting the beach. If there are going to be no parking areas, those need to be clearly signed and enforced. I wonder if the City could work some sort of cooperative agreement with the college during the high use summer months to have parking on the campus and try to utilize that end of the beach more effectively.
.
A few more picnic tables/spots to sit.
A foot shower. I would not like to see rentals or other money making endeavors that 1) make the beach more crowded 2) make it harder to access given that it's more businesses and things to buy rather than just an open, calm, public natural space for the community to enjoy. Please do not turn Willard beach into a business!
A mirror in the bathrooms
a rack for dinghy storage by the Beach St. entrance, trash/litter receptacles at every entrance
A shower for dog paws. Another high traffic entrance. Year round water quality checking.
Accessibility!
ADA accessibility
Allow longer term lease for snack shack to enable more robust services
As above
As mentioned before about runoff pipe. Enhanced and repaired play structure for children.
benches
Benches to sit when you come off the beach
Better fencing separating the dunes from the beach to keep People and dogs off
Better play ground - maybe fenced in.
Better playground for more ages- this one is pretty big for littles
Bike locking areas: more!
Clear signage about flags and dogs
Do you mean amenities OR infrastructure improvements? Not really.
dock off of fishing shacks; make the bathhouse a large open room with windows to use as a gathering space and rent it out to generate income for beach maintenance
Does the bus go there?
Dog poop bags at every entrance to the beach. Improve the stairs at Deake Street. Come up with a plan to better use the fisherman shacks.
Dogs leashed up. It is not a dog park.
Easier shower access- include shower near SMCC entrance to the beach. Increase community use by encouraging water access.

Educational boards about wildlife and the environment you would see at willard. Might help people see the importance of helping protect the environment so we can all keep using it with respect to it and everyone.
Extend the beach 100ft inland. Get rid of the houses. They're going to be swept away in the near future from rising flood waters and storm surge.
Few more bike racks, signage. No more benches or new structures. Keep it natural.
Fewer improvements. Leave it natural.
Fix all stairs leading on and off beach and walkways
Fix the stairs and access on Deake street
Further gentrification will lead to further problems with parking, litter, crowding, conflict, etc.
Get rid of those wretched pipes.
Healthy food/drink choices at the snack shack.
Honestly I don't want to attract more people to the beach. I want parents to have a place to change diapers and take kids to the bathroom. I want people with physical limitations to easily get to the beach and be able to use a restroom. I don't think we need a snack shack or anything else. Certainly not a community meeting room or visiting center. We have plenty of visitors as it is. If there are funds to invest, invest in the habitat, in the water quality. Invest in the families who live in the neighborhood. I think the playground is worth updating. It meant a lot to me when my son was young and I think having a playground allows parents to entertain their kids at the beach and stay a bit longer with impatient "littles".
I believe we should have poop bags at the entrances
I don't support major infrastructure updates to Willard. We live in an already overly-commercialized society and I'd hate to see the town take away the benefits of what is already a free, generally accessible, non-commercial beach. I think the beach already has an overcrowding issue at times and some of the people who visit it have proven that they can't follow the rules and laws put in place to ensure all at the beach have an enjoyable experience.
I like it the way it is.
I like the idea of beach equipment rental
I live in the neighborhood and do not use the facilities however if they are there they need to be maintained and cleaned. They should be simple and accessible
I loved the raft. What are the chances that could be brought back?
I would like safer stairs and walkways to the beach. Most are very old and unsafe.
I would like to see a real management structure determine decisions and not the city council. They seem lost and disoriented in their own egos.
I would like to see fewer amenities and less infrastructure.
I'd like the bathrooms to be open year round.
If a possibility changing the snack shack into a bit more of a restaurant style location with picnic tables in the sand, relocate the playground a little further away.
Improve fishing huts, add water fountains, more food options, allow food trucks either on the cul-de-sac or along the street where there used to be parking, more beach trash picked up and more trash cans available. They fill up quickly. More playground equipment for younger kids/swings.
Improve the playground. Keep things natural and nostalgic. Please don't make this beach more of a "tourist trap" keep this a simple neighborhood beach
Improved showers
Improved steps or additional steps down to beach. Handicapped accessible

improved upkeep of the Fisherman's Point shacks
It should be kept as a natural resource with no infrastructure. Adding these things will only increase visitation to this tiny beach and further cause public access/issue for those of us that live here.
It would be nice to have the pipes removed. I believe these are for storm water runoff? They have always been a turn off to me. You can't help but wonder what is going through these pipes into the ocean. For that reason, I was never super comfortable bringing my children to this particular beach for swimming. We usually went somewhere else (Kettle Cove, Crescent Beach or Scarborough Beach) when we wanted to swim.
It would seem to me that the focus needs to be in Saving Willard Beach from searise. The only way to do this is thru Beach replenishment and or ringing the whole lenght of Willard Beach with a seawall and stairs down to the beach similar to Higgens Beach. It would need to start at Deake st and end at the ledge on the SMCC campus.
Just bicycle parking
Kayak racks for South Portland residents would be great addition <sup>o</sup>
Kayak rental
Kayak rentals would be nice.
Kayak storage on City parcel on Willard
Kayak/paddle board rentals
Kayaks! Bird/wildlife info on the shoreway walk
Keep it as close to natural as possible
Keep it from eroding
Keep it simple.
Keep the outdoor shower and foot wash. No need for fancy shower room.
Kiosk for dog rules and info
Kiosk with information about wildlife habitat and importance of the natural eco system of the beach and how it is adversely impacted by humans and dogs
Large vehicle parking
Less is more. I'd rather not see the beach become a "park."
Let's focus on the environmental needs
Longer hours at the bath house
Love the idea of kayak rentals or storage.
more active wildlife preservation and conservation to protect dunes and shoreline
More benches
More bike racks for locking
More picnic tables?
More roses...care of the dunes
More toilets and changing stalls
More trash cans
More trash cans for garbage and dog waste.
More trash cans that are emptied regularly
More trashcans?
More waste receptacles. A recycling bin would be awesome.
N/A



beaches (Crescent, Scarborough, East End, etc.) that have all these so-called amenities if people want them. We should advocate for Willard remaining Willard. The beautiful, quiet beach IS the attraction.
No. I can't even answer the list above because I do not want any of it added. We love the beach because it is natural- not filled with buildings and structures. I understand the need for life guards and restrooms but a community meeting space does not need to be on the beach nor heavy storage areas for kayaks, lockers, changing rooms etc. Most users live within 15 minute drive of the beach - go home and shower/change. I grew up at this beach. We played in the sand not on a jungle gym. We went home to shower/change. We love the beach because it is not packed with buildings and structures for amenities.
None
None
None besides the bath house
Nope
Not really
Not really. I don't want to see it built up and commercialized. Leave it as is and natural.
Only to protect dune and wildlife and deal with climate change
Open restrooms.
Outdoor & indoor showers would be great!
Paid parking
Park ranger presence
Parking but I understand the complications
Perhaps a small covered area for musical performances.
Perhaps some benches but something that blends with the landscape like granite benches. First aid station/defibrillator (AED).
Picnic tables and/or benches
Playground. Either improve it, or get rid of it.
Possibly access to bathrooms closer to SMCC.
Ramp for wheelchair/ beach chair access
Ranger to enforce restrictions on number of dogs allowed at one time
Reduce the size and height of the restroom facility
Repair of the steps leading down to the beach from both ends!
Replace stairs at fishermans point by fish shacks. Kayack racks. Make Conceession stand more of a cafe with more of a variety of health foods. longer hours including supper Picnic tables.
Rope fencing along dunes
Secure kayak storage racks for seasonal rental by SP residents.
Several handicapped parking spots directly in front of the entrance.
Shady areas with picnic tables
Short dock into the ocean
Simpler is better, like a state park but better cared for. Restrooms, showers, exterior space to wash off feet.
Sit down restaurant/bar - casual
Some form of protective fencing to keep dogs from the dune area

Some shaded areas
Steps that protect its natural beauty and water quality. I'm concerned about the dog waste (urine and poop) and the human health and environmental implications
Stop using Willard Beach as a "dog park" and return it to the people.
Storm water run off pipes located further out - but I'm sure that's cost prohibitive
Street parking
Street parking limited to residents or eliminated
Temp barriers to prevent access to dunes by dogs and people to help preserve natural beauty and climate resilience.
The Bath House renovated
The bathhouse could have a community space to be used for multiple purposes.
The bathhouse could use improvements. If it is removed I would anticipate that people will urinate or be changing on the beach. The stormwater drains being removed.
The path to fisherman huts tends to have poor drainage in the spring and when snow is melting....probably could use some improvement.
The playground is dated and getting unsafe. Time for a new one
The showers need to be upgraded. The water comes out too hard and it sprays everywhere! A foot shower would be nice too. Oh, and a dog drinking fountain!
The size of bathhouse/restrooms snack bar could be updated but keep simple
The stairs at the end of deake street need immediate attention
The steps are falling apart
The steps leading up to the point could be repaired. I wish it was more wheelchair accessible.
Too many amenities makes it too appealing.
Warm shower
Water bottle filler; recycling container options in more than one place
water quality going into the ocean is the most important to me.
Wheel chair accessible. A section with some shade
Wheelchair access.
Why does it have to change?
Wider and better walkway yo the beach. Better signage about dog hours.
WiFi so I can work from the beach!
Would be nice to have kayak racks available to store kayaks...happy to pay an annual fee
Would like the beach sand to be groomed to pick up junk in the sand, like at resorts. Turn over sand, raking the beach with the big machine.
Would like to work with the city to ensure that current access paths are maintained in a way that allows for continued access and dune stability.
Year round restroom access
Yes, dog control, like other areas of Maine. On leash at all times!!

The existing lighting at Willard Beach is limited to overhead street lights at the beach entry points. Do you have an opinion about beach lighting? (OTHER option)

1st - The beach should be appropriately dark at night for nature/wildlife, if there is lighting, it should be low and unobtrusive. The lighting now (at my beach entrance) is high, very bright in one location, and not helpful really with visibility at the beach
Am an early morning walker. No issues.
Current Lighting is intrusive; not sure what to suggest however
Don't go after sunset
don't go at dark
Don't typically go at night, so not sure
Existing lighting is overwhelming and takes away from enjoying beach. Lighting at pedestrian level preferred
Existing lights too high. Distraction
Feel unsafe with my dog at night due to new rules
Haven't been after dark
I am not there after dark.
I do not feel safe going after dark
I don't ever go at nighttime so don't have an opinion on this
I don't feel unsafe, but I would like more lights the length of the beach, especially in the winter.
I don't go after dark
I don't go after dark.
I don't go at night
I don't go at night
I don't know
I don't visit the beach at night so cannot comment on this
I don't gave an opinion
I don't go at night
I don't go at night, but please use lights that are minimal and point downward. Light pollution is a big problem for migrating birds and also for insects.
i dont go when it is dark
I feel safe at night if I'm with someone
I feel the lighting at Willard Beach is way too bright and a problem.
I go during the am off leash dog hours so lighting isn't an issue
I go in the mornings so lighting is not a notice to me
I haven't really noticed, I guess I'm not there after dark much.
I like to go to willard to stargaze or see the northern lights when they are showing. The overhead lights are a pretty harsh annoyance to the splendor of the night time sky.

I mostly go during the day but when i go at night it would be up on the SMCC path to view the water or fireworks... and would appreciate low light for walking safety not too much overhead lighting that distracts but I do understand there could be safety issues without some lighting overhead.
I prefer minimal light pollution
I think it's okay but I usually use the beach in the morning or during daylight hours
I usually don't go down after dark because of bugs.
I'd say it should be pedestrian scale but I don't want to see increases in crime so it's ok as is.
In light of new dog hours lighting should be extended down entire beach as it is dark by 8pm for much of the summer hours
Indifferent
It feels unsafe after dark but I defer to what is best for dune wildlife
It's never bothered me - I haven't thought about it
Let's preserve dark skies. I prefer minimal lighting, just the strict minimum for safety.
Light at the snack shack has been out for >1 year. Was important to discourage late night beach partying.
Lighting has reduced unwanted night time behaviors which is good, but I'd like to see a version that directs the light downward and adds as little as possible to the light pollution
Lights are bad for fauna at night.
Lights are too bright light pollution
More street lights needed on Willow St.
N/A
N/A I do not go at night. I can not comment
N/A I don't go after dark
Never go at night so do not know
never there after dark
No comment as I don't use the beach after dark.
No opinion
No opinion. Do not use at night
No opinion. I rarely visit at night unless to fish.
Not a night visitor
Not been there when lighting was needed
not sure
Not there after dark
Only come during the day. No opinion.
Please use Dark Sky protected lighting. The ability to see the stars, even to see the natural beauty of the moon, is being lost.
Plenty of light on the beach, but the one strong overhead light at Myrtle is overkill
The light pollution is terrible. Full cut-off lighting should be used.

The lighting is fine as it is right now. The only caveat to this is if dog walkers are forced to walk their off leash dogs after dark. Then the lighting could be problematic. I do not feel the beach should be illuminated as a solution rather allow off leash dogs to be there in the evening from 7-9. Thank you.
The lighting is not enough to protect female dog owners safety with the new off leash times being so late
There is too much light pollution.
Unsure
Unsure- don't frequently go at night
Usually there during the day
way to bright at entrances ,fishermans point and especially at SMCC campus ocean side lighting
We do not use Willard Beach after dark. No opinion.
We never go at night.

# Willard Beach Survey Comments

## Contents

What would you like to change about Willard Beach? .....	2
Share your ideas for the future of Willard Beach .....	20
Are there new amenities or infrastructure improvements you would like to see at Willard Beach? .....	29
The existing lighting at Willard Beach is limited to overhead street lights at the beach entry points. Do you have an opinion about beach lighting? (OTHER option) .....	35

## What would you like to change about Willard Beach?

1) Limit dogs running on the beach because I find a lot of dog waste and see dogs urinate in the sand a lot. 2) I really miss the beautiful beach roses at the beach entry points. Even if they are not native species they should not have been removed and most other beaches have them. It looks terrible and barren now. 3) don't change anything else!
A separate area for dogs? I know that people feel strongly about dog access/freedom, but the vast majority of dogs are not under voice control at all. My kids are scared of dogs running up while the owner yells, "don't worry - they're friendly."
Accessibility, cleaner. Didn't like seeing pet waste left behind. Maybe more trash cans along the beach will help that.
ADA accessibility, better water quality/storm water management,
ADA accessible. I would like less hrs for dogs. Give Hinkley for dog park, maybe?
Add parking
Allow adult beverages
Allow dogs and their owners for an equal amount of time with the anti dog group that are constantly tabling and lobbying to exclude dogs.
Allow dogs offleash at 7 pm in the summer
Allow more access to walk my dogs.
Allow people to use the end of Willard St. for loading and unloading area.
animosity towards 75 year olds walking their dogs; use park rangers at night as there is limited to no rule breaking during the day.
Available restrooms.
Bathrooms and concession stands open longer.
Bathrooms year round
Being allowed to walk my dogs there during a wider time window. Dog walkers are one of (if not the, from my anecdotal evidence) the biggest users of the beach and yet are really restricted in their allowed time windows.
Better attention to dogs by their owners (picking up waste, better voice control) and to comply with dog rules (many don't).
Better bathroom access during off season
Better dog control
Better enforcement of regulations. Some people's behavior is just plain inconsiderate.
Better hours for dogs.
Better public transport, especially in summer/busy season. I'd go more often if it was easy to hop a bus from Cape E (I'd visit the nearby commercial areas of SP more too).
Better sanitation. A few more trash cans along the beach with regular pick up (daily pick up during the summer). A couple of picnic tables. Separated playground area for children that is not accessible to dogs.
Better understanding between dog owners and non-dog owners. There is a place for well-behaved dogs at the beach.
Better/more hours for dog walking
Bringing back off leash at 7 pm

Build the Council approved access at the end of Deake St. Provide/rent kayak storage on the city lot on Willard ( like storage racks east end Portland). Add additional weekend parking at SMCC. Add bathrooms at SMCC end of beach.
Bulldoze all the houses along the existing beach and extend it about 100ft inland. Extend sand dune grasses and nesting native bird habitats.
bus stop in the circle directly at the bath house, racks for dinghy storage (to keep boats off the dunes), dunes along more of the beach
Change the dog hours and leash hours back to what they used to be.
Charge for out of state people to use the beach
Clean up... hide the giant water pipe.
Cleaner water
Cleaner water going into the bay—neighborhood and local business education about runoff. Cover the exposed pipe with sand or more rocks. Partner with Portland Water and Soul and Conservation.
Cleaner, less animal waste, improved facilities and playground, shade areas
Climate change prep and planning, better directions to parking and overflow parking, better control of packs of large dogs.
Come up with a better way dog walkers can be allowed..more hours.
Concerns about the health implications of dog urine and feces in the sand for my grandson and other children.
Consistent water quality
Continue to ensure that the water quality is safe.
Deny dogs access. It is a dog-toilet and then opened to toddlers and all who play in the sand.
Discourage people who don't pay attention to their wandering dogs. Those of us who DO pay attention to our dogs are penalized . I have stopped taking their since the new and confusing rules went into effect.
Do you mean what do I like least least least at the beach? DOGS, plain and simple. That so much intervention, signage, hand holding is necessary. It ruins the fact of this natural wonder.
Dog freedom
Dog owners do not obey the rules. Dogs should be somewhere else.
Dog owners following rules
Dog owners ruin the experience. I have had my stroller peed on, Picnic lunches snatched from my child's hands, bags of dog crap everywhere, dog balls littered everywhere, being jumped up on by dogs, and my biggest pet peev (pun intended) dogs ruining the little bit of dune vegetation that does exist at willard
Dog owners who don't read signs
Dog rules. I think the on leash time should be 8am-9am prior to beach goers arrivals not at night.
Dogs are a bit much
Dogs have always been on the beach. I used to walk mine with my grandmother and her dog. People need to realize it ain't their front yard.
Dogs have made the beach unsafe-as an adult I have been attacked twice causing injury and kids I have been with have been pushed to the ground multiple times. As a resident of the neighborhood I should feel safe in my own neighborhood-I don't.
Dogs in the dunes
Dogs jumping on me. It feels unsafe

Dogs need to be leashed at all times.
dogs off leach on the beach
Dogs off leash
Dogs off leash
Dogs off leash and entitled dog owners who leave dog waste and trampled dune grass for other to pick up
Dogs on leash ALL the time to protect the dunes and people's safety
Dogs on leash at all times
Dogs on leash only and not during the summer months.
Dogs permitted at low tide before 6am and after 6pm from April to September
Dogs running loose and leaving dog waste in the beach. (I do own a dog myself, but do not bring her to the beach).
Dogs running loose, dogs running through the dune grass, dogs during the summer urinating on the beach where children play.
Dogs running rampant, dog feces left by thoughtless owners
Dogs should be allowed more than 2 hrs a day. Should have designated area for dogs. Should also be a limit to how many plastic toys kids can bring on the beach because they are more harmful to the environment than dogs.
Dogs should be on leashes.
Dogs should not be allowed
dogs under better control so that it is safer and more user-friendly for people, especially children and senior citizens, and more protective of wildlife
Dogs, dogs.
Don't make it unfriendly to users. Don't place too many unnecessary restrictions. Willard Beach is a treasure, please leave it that way.
Eliminate dogs
eliminate dogs. It is not a dog park but has been allowed to become the most popular dog park in the state. advertised as such many places. Kids and people are forced to play and relax where dogs have been urinating and pooping only hours and sometimes minutes before people arrive for their day at the beach.
Ensure the entrances are well kept and safe. The stairs near the point are dangerous. Dont change much. It's a lovely simple place
Entrance at myrtle needs to be cut back. Overgrown. Stairs don't always feel safe.
Fencing, repairs to existing structures and stairways, grading of the beach and cleanup after storms
Fighting about it,
Figure out the dog rules and finalize - enough already. Still 8-9pm is not sufficient as it will be dark by then in a few weeks
Fix shoreline steps from lower path to upper path
fix up facilities
Foot shower & more accessible bathrooms year round. Otherwise I don't think it needs to change!
Gentrification / possessiveness / selfishness of some of the more recent residents.
Get the dogs off the beach in the summertime. i like to enjoy the beach late in the day and i can't because there are too many dogs running around.

Go back to the former dog rules w off leash from 7-9pm during summer and allowing balls again. Would like people to stop littering.
Have trash cans nearby to curb litter.
Honestly, dogs. The only reason I don't go more often is because of dogs. My family opts to drive further to enjoy beaches in other towns that don't have as many unruly dogs on them.
Honestly, I really really don't like the dogs. Very few are on true voice control. As a parent with children that visit the playground we have frequently experienced dogs running up and scaring my kids or eating their snacks.
House at Myrtle avenue has appropriated public property and this should not be allowed
How the city council makes decisions about rules at beach with no thought or input. Lower the extreme enforcement of policies like warning people to get off the beach before 9 o'clock when this an extreme waste of tax dollar money.
I always go to Higgins because Willard water seems dirty.
I am a dog owner. I love dogs. The beach is not a dog park. Dogs should be on leash 100% of the time. Not many dogs are truly under voice command.
I am extremely disheartened and frustrated with the new and ever changing dog rules that were not supposed to be changed/ voted on until august. This should be a locals only vote
I am not able to use the beach very often because of the dogs. My partner has ptsd and the threat of them being off leash and approaching (often aggressively and almost always not controlled by owner) means we cannot visit.
I am upset that I have to leash my dog at night from 7-8. It's too dark to go with my dog and my children from 8-9.
I basically don't go there because of all of the off leash dogs. I love dogs and have 2 but South Portland is not a safe place to own dogs because of all of the off leash animals allegedly under "voice command" who are not actually under voice command. I don't want dogs off the beach, but they should be leashed.
I can't walk my leashed dog safely because of the unleashed, uncontrolled dogs.
I do not want people to feel nervous or scared about being on the beach because of dawn because of dogs and their owners behaviors or not behaviors are nonchalants about I do not want people to feel nervous or scared about being on the beach because of dawn because of dogs and their owners behaviors or not behaviors are nonchalants about Being under voice or leash control.
I don't have a suggestion
I don't like how some local people police the beach.
I don't like that the dogs come off the beach At 9 AM as the toddlers, babies new moms stay at home moms start to arrive to play in the sand with their full bodies after the dogs have gone to the bathroom all over the beach for two hours. At least in the evening the tide comes in to filter the sand For the next day
I don't like that there is less parking. Personally, less dog time. I've never had a dog waste issue though.
I don't use Willard Beach due to the dogs
I feel like signage is unclear. There are too many different places to read.
I find the dogs and the outflow pipes very off-putting. I would never swim at Willard and I know many people who feel the same way. This is really frustrating, as I live very close and would love it if it were cleaner.

<p>I have lived in the Willard Beach area for 21 years and I would like to see the dog situation resolved. The referendum should have solved this problem. I do not walk my dogs on the beach because they are too small, but I believe there is no reason other responsible dog owners should not have limited daily access to exercise their dogs on the beach year round. If full time ranger isn't an option, install cameras if necessary to catch owners who are not abiding by the rules and punish them accordingly.</p>
<p>I hope we can keep it how it's been. I want dogs to have access for both leash and off leash hours too. Please don't make us pay for parking or make it private :(</p>
<p>I love it! Nothing?</p>
<p>I really wish that dogs had to on a leash at all times. When my son was 4 years old he was bitten in the face by a dog who was running wild. The owner was completely indifferent. The dogs running free has changed the beach in a negative way</p>
<p>I stopped bringing my family to Willard when my kids were toddlers because of concerns about the water quality and contamination of the sand. Dog urine seems like it is everywhere. It was gross. Now my kids are older and I've just gotten used to not going. It makes me sad because I love it there. I will still walk the beach but not when it becomes a dog-run. I like dogs but it is ridiculous when they are all there. It clearly has an impact on the environment and on the serene feeling of a beach walk. I would like further restrictions - like if there are already 20 dogs on the beach, then you can't go.</p>
<p>I think dogs should get more hours on the beach.</p>
<p>I think it's fine as it is. Possibly could use more parking although I'm not sure where that would go.</p>
<p>I think more needs to be done about the behavior of off leash dogs</p>
<p>I think the animosity of the folks trying to drive the dog walkers of the beach is a shame. The 2 hour window in the morning and evening for off leash dog walkers is an easy way to share space. We are the ones that consistently use the beach on a daily basis and shouldn't be driven out. We take good care of the beach. Let our puts enjoy a ball toss. Please put in dune fencing for erosion control, to keep dogs and people out, to give some comfort to wildlife. Dune fencing solves most issues spoken of at the beach.</p>
<p>I think the car traffic is becoming heavier down Willow st. Sight lines can be poor coming around the turn to the parking lot. Parking lot is fine where it is but I would like to see some things done to try to slow down car traffic (sharrows, signage, etc)</p>
<p>I think there should be residential parking like in other towns. I think the dog situation would be better if fewer out of town people brought their dogs so make them pay for parking.</p>
<p>I thought it was nice when there used to be picnic tables at the beach.</p>
<p>I wish dogs were banned in the summer and had limited hours in the off season. I'm not sure why we give dog owners so much authority in our town. Perhaps a proof of voice control permit to offset some of the trouble their irresponsible owners cause and to force people to actually train their dogs.</p>
<p>I wish it wasn't considered a dog park or dog beach by so many people. There is a feeling of entitlement to it and it's frustrating for non dog owners who just want to enjoy the same space without worrying about getting jumped on or having to dodge poop piles when walking on the beach. Other than the sense of entitlement related to dogs I think it is great as it is!</p>
<p>I wish people would share it with each other more generously. There is no reason we shouldn't all be able to use the beach respectfully and joyfully. Oh, I think we should charge for parking in the lot. Make a little extra money to pay the bills. People who live in the neighborhood primarily walk or bike to the beach.</p>
<p>I wish the handful of people who own houses on the beach would not have such an outsized voice over its use. They knew they were buying property on a public beach when they bought there. If they</p>

<p>don't like it, they should sell and buy a house on a private beach. Willard beach is for the whole community!!</p>
<p>I wish there was more parking but realize that's very difficult.</p>
<p>I would change compliance with leashed hours. Far too many off-leash dogs while the ranger watches and does nothing.</p>
<p>I would like for my dog to be able to swim and run, year-round</p>
<p>I would like more dog off leash hours and for the city council to stop listening to a vocal minority</p>
<p>I would like more hours for dogs to be allowed.</p>
<p>I would like more off leash hours. I don't understand why the entire day during the winter can not be off leash. Dog walkers are the only ones there! And people can still bring their dogs leashed.</p>
<p>I would like more off leash time during the winter</p>
<p>I would like people to be more relaxed there and to leave others alone and let everyone enjoy the beach for the reasons they do: playground, walking, their dogs, visiting with friends.</p>
<p>I would like the dog rules to be reverted back to pre-changes. More native shoreline plantings to help as prevent erosion as climate change keeps effecting the beach. Organized volunteer days to help with beach clean up initiatives.</p>
<p>I would like to be able to walk my dog off leash more often. The current very restricted times cause me to use this resource - the beach - far less than I want to.</p>
<p>I would like to change the animosity that the City Council has created and allowed to fester as it relates to Willard Beach. "Maine - The Way Life Should Be". Mainers are the nicest, most down to earth, no nonsense people. The people coming in from out of state and paying millions for beach houses on Willard feel that they are entitled to change decades long culture because they want a private beach all to themselves. I would like for the City to stand up to these people and instead foster a positive environment at Willard and be inclusive for all uses. Many people I know have stopped going to Willard because they are being harassed. I have personally witnessed this on several occasions and have seen people leaving in tears because some people don't want them there with their dogs and are trying to run them off. It's shameful.</p>
<p>I would like to let the beach be about ALL of South Portland residents and not just the wealthy few that live on the shorelines and seem to have a strong say in what goes on there. The residents have spoken. They want this to be a dog-friendly beach. Balls, toys, running, dogs interacting with people safely. No leashes for dogs that are under voice commands.</p>
<p>I would like to liberate the beach from whatever low life dog hating scum can't hang. Why the hell do I live in Maine if I cant have my dog on the damn beach!!? What the hell guy? Its bonkers and I thought we were supposed to have enough salt to not let the bastards take over. Boooooooo! and bad luck to the chump driving this crazy train. Bring back neighbors and get rid of these people who just complain a lot. Willard beach doesn't have to be a lost cause. You know I got a point. Come onnnnn.</p>
<p>I would like to make it less crowded all year long.</p>
<p>I would like to see dogs banned from the beach in the summer. I don't go to Willard for a day at the beach because it's like sitting in a big litter box.</p>
<p>I would like to see more cleanup of seaweed like other beaches and bring in sand to cover up the drainage pipes. Also, There are way too many dogs on the beach and there is no enforcement of the dog hours. I think the time has come for only South Portland residents to be able to bring their dog to the beach. I know Portland residents do not like that idea but South Portland residents are the ones paying property taxes to maintain the beach and there are more dogs from other communities than</p>

there are from South Portland. I think to raise more money to fund the maintenance of Willard Beach there should be a parking fee.

I would like to see the flora and fauna better protected/nurtured. In fact, I believe this should be the number one issue for Willard Beach. Also, I love the playground-----beaches are for kids and their little shovels and sand-filled buckets. I believe that dogs should not be on Willard Beach. The shrill advocates for dogs on Willard Beach, the people who have never given an inch, who have refused to listen to environmental studies---facts. Research done by South Portland's park ranger compared South Portland to other cities of our size with a beach...almost none of these cities allow dogs on their beaches. I've been leading stray dogs home since I was 8 years-old. I love dogs. And I love the environment, the sand and the sea and the many species of bird. What a true gem Willard Beach could be.

I would like to see Willet beach move toward what some other towns are doing with their local beaches. I would like to see residence of the Willard Beach area or south Portland have free access to parking in the lot on Willow Street but I believe that people from other cities and towns should be charged to access that parking lot. I appreciate the limits on dogs that are newly instituted. The beach has become quite a spot for people from all over to come to and I would like to see a return to a more local feeling to the beach. I'm more neighborhood feeling beach. I would also like to see the items on the playground that are broken be fixed my kids really enjoy that playground but it is sad to see items on the playground broken for such a long period of time

I would love to be able to bring my dog on leash more hours.

I would remove the dog leash laws and have the park rangers at the entry points to explain proper etiquette of both people and dogs on the beach. I have never been hit by a dog's toy while sitting on the beach, I have been hit by kids playing football several times and I have had kids throw rocks and sand several times, while sitting on the beach. NEVER has a parent ever disicplined or a child every apologized. KIDS and people with KIDS ruin things for the people who cannot have kids and choose not to have children.

I'd find a better solution to the dog rules and continue to hold those who misuse the beach accountable.

I'd like the attacks on dog owners to stop- the gentrification of Willard beach will be to the detriment of all.

I'd like the focus to be on maintaining this beautiful resource for all. Limited dog hours are sufficient, but I do feel this town needs a separate dog park to help alleviate the constant bickering about dogs. Perhaps by Bug Light would be good option as it could be contained and have good access to parking.

I'd love to see Food Trucks on the cul-de-sac. I'd like responsible dog owners to have freedom for off lease hours. I think if you had the SMCC side be off leash and the playground side be leashed, everyone can be happy. A Ranger can fine those who are off leash in the leashed area.

I'm devastated that leashes are now required during the 7-8pm hour. I've lived here for 25 years and considered dog-friendly beach access one of the greatest attributes of living in this community. Removing that hour is effectively removing off-leash access altogether as early morning hours aren't an option for so many of us and the remaining 8-9 pm slot is unsafe. As a single woman, I do not feel comfortable being on the beach as the sun goes down. The amendment that requires leashing between 7-8 disregards the comfort and safety of any vulnerable person. Allowing off-leash time not only creates safety issues for women, young people, and children, it also creates additional barriers for seniors and people with disabilities. Please, please reconsider this amendment. I have spoken to countless people who have expressed the same sentiments.

I'm happy with Willard beach!
I'm sad to say that the time has come for dogs to be leashed. Contrary to the SOPO dog group, there are way too many out of control dogs.
I'm sick of the politics over the dogs- specifically a few neighbors who scream obscenities at people with dogs and once at me, after leaving a chair at the end of a street to pick up. The neighbors referenced above have made me never, ever return with my dog- even leashed. It feels policed by a select few members of the local community who have homes on the beach- when it is not their beach they own.
I'm sick over the constant changing of the rules at the beach regarding the dogs that I no longer walk my dogs there. It's a headache and annoyance. Have volunteers or staff man the beach during popular hours so there is some freedom left for dog walkers.
I'm upset about the move away from dog-friendly environment. I feel frustrated with the city officials' failure to find middle ground on this issue.
I've always wondered why non residents don't have to pay a fee to park.
I'd prefer that dogs not be allowed on the beach, but if they are, it should be for very limited times and always on leashes.
I'm not crazy about the storm water drain but I know that's been there forever and ever. The beach is a wonderful beautiful resource, and I hope it stays free.
Improve anything related to environmental impact and prevention of erosion
Improve the playground. I have young kids that like to play on it and many pieces are broken and dangerous. I love the new dog ordinance, even as a dog owner, especially the 10-3 leash time in the winter. I'd like to see something done about the parking. Cliff House beach banded parking on the streets...how come cape can do that but we cant? Charge out of towners that park to pay for some improvments!
In favor of canine off-season, off-leash accessibility and playtime that includes toys.
In the 10+ years my dog and I have been going there, I have never felt the animosity toward the dogs that I have felt this past year. I feel that non-dog beach goers should respect the beach time allocated to dogs the same way we dog owners respect their time.
Increased off leash hours
It can get pretty messed up with trash when busy - but not sure how we solve for that. Also maybe improve access for those with physical disabilities
It is perfect the way it is
It needs shade!
It needs to be kept cleaner and limit the beach to human use: dogs need a dog park! We do not want the beach to become a park!!
It's fine for me just the way it is.
It's getting more crowded as density continues to increase in this area
Just for people to respect it, keep it clean, but it is awesome just the way it is.It would be awful for people who grew up here to have to pay ,if that is a thought your having.
Keep dogs leashed. It is not a dog park. Make a dog park under the Casco Bay Bridge in the underutilized park. Dogs running freely at beach is gross.
Keep dogs on leash all the time
Keep it a safe, neighborhood beach
keep it clean and friendly
Keep it natural. Do not make it party beach.

keep sharks away
Keeping people away who cannot control their dogs
Lack of enforcement for dog rules. People think its their dog park.
Larger parking lot.
Less dogs
LESS DOGS!! Better maintenance. I pick up A LOT of trash every day.
Less hassle regarding when and where dogs can walk off leash all year round!
limited dog time with dogs onleash only and perhaps in only one area of the beach so that people who have small childrean, are not comfortable with dogs or have mobility issues do not have to deal with having dogs present
Long leads should be allowed for dogs in training Longer winter off leash hours Longer leash only hours In summer
Longer dog hours and larger sand area
Longer off leash hours in winter- is it really necessary for walkers without dogs to have all those mid day hours?
Longer restroom hours, better food.
Love it as it is
Main access points beach have unsightly waste bins smelling of dog waste. It's important to have these (we have a dog) but there must be better functioning receptacles. I think they must use a deodarizer at Ft William's. Not sure if upper walk along SMVC to Fort is considered part but wood railings need repair. At other end steps from beach to fishrrman's huts need repair.
Make it cleaner, less dog waste
Make it more dog friendly. Let dogs chase a ball!!
Make it so that dogs are allowed for longer hours in the morning
Make snack shack a community center for use by schools, community groups, summer camps. Build a dog park somewhere else and keep dogs off the beach.
Maybe a bit more maintenance?
Maybe add a kayak holding station like Scarborough racks but not sure if it would fit then people could rent a space and leave their kayak there
Maybe no dogs till later in the evening
Mindset of the public around the beach thinking they have more right to decide what happens to the beach then the rest of the community.
More accessibility for people with mobility concerns.
More bicycle parking at the various entrances (not just at Willow st)
More bike racks closer to beach entrances
More control over the dogs, such as leash only and hours of usage when dogs are not allowed at all. Latest changes seem like a good step.
More dog access
More dog friendly
More dog hours so it is less crowded. Being able to bring my dog (on leash) for a picnic in the summer.
More dog rights
More hours for off leash dog times. After dark is a no go for me.
MORE OFF LEASH DOG TIME !!! At least two hours from 7-9 at night in the summer and earlier for days when sunlight is shorter.

More off leash dog time, less restrictions.
More off leash hours
More off leash times
More ON-leash dog hours
More Park Rangers during dog hours to enforce recall law.
More parking
More parking
More parking.
more picnic tables, (none now), Updated menu options at concession stand. Make it more of a cafe than ice cream and hot dogs. Extending season for concession stand. Kayack racks. restore the boardwalk from Willow street.
More public parking
More trash can
More trash cans or emptying more often.
More trees along the shore way for shade
N/A
n/a
Need a nice Welcome sign on the snack shack. Occasional beach clearance of seaweed-especially after storms. Invasive plant removal or control from the dunes-especially Rosa regosa and bittersweet.
Need more parking
No dogs
No dogs allowed- people don't clean up after their pets.
no dogs at all during summer
No dogs at all during summer. People don't pick up their dogs poop.
No dogs ever
No dogs in the summer and dogs on leash only all other times.
No dogs on beach
No dogs on the beach
No dogs, better clean up
No off leash dogs. When dogs are off leash they overwhelm the experience of being at the beach.
No park rangers, they ruin the vibe. They're not nice
Non-resident overcrowding.
Not much
Not much I can think of! I don't have dog but am not a fan of the recent restrictions on them.
Not much- maybe improve bathhouse, perhaps a boardwalk or beach wheelchairs, swings
Not much...Earlier morning dog hours during summer months; Less controversy generated by the few; Less bright light at night.
Not really anything
Not sure
Not sure...

Not to be a nimby, but a lot of the dogs are from out of town. It would be great if SoPo developed a dog park.
nothing
nothing :)
Nothing major.
Nothing really
Nothing really
Nothing wrong with the beach... it's the people that need to change
Nothing!
Nothing.
Nothing. It's perfect the way it is.
Nothing.....it's perfect. Well....the old pipes are not so attractive!
Off leash dogs should not be permitted. Maine State Park rules re: dogs on beaches should apply.
Off leash dogs that do t respond to voice command.
Off leash dogs! Dogs should be on leash on all public places in SO.
Overcrowding

Overcrowding at all hours perhaps via more limited parking or fewer amenities (concession, playground, lifeguard). Would like to see 4 hours of off leash time in the summer return or find alternative way to share beach with dogs (eg. off leash north of myrtle st).
Parking and walking is tough with kids and stuff. And we hate when dogs are there- my kids have both been jumped by dogs
Parking can be challenging especially with kids if you don't get a spot and need to do far street parking. Ask That it has turned into a dog park at night, the city needs a designated dog park.
Parking, it's often full
Parking.
Peace and quiet
People are space better with one another. Be better stewards of the beach - pick up trash, control their dogs etc
People feeling that every hour the beach is open, it belongs to humans only as a right of citizenship. Treating Willard as a wildlife refuge vs a public park
People flouting the dog regulations (pushing the limits on time of year, time of day, off leash, etc.) and people who pretend their dogs are under voice control but clearly are not. I also do not like business enterprise use—mostly of Fisherman's Point—(yoga, weddings) that impinge on the public's use of this public space.
People from out of town bringing dogs and don't follow rules.
People not looking to control everything about it.
People sit too close
People who are trying to suggest dogs are a problem on the beach. I've lived here a decade and use the beach with my dog and as a solo beachgoer. I've not noticed and problems equivalent to what is being suggested by members of SOPO People. More or a problem is sketchy people smoking, drinking, etc. on the beach during day and evening and leaving glass on the beach. I find shards in the sand in the mornings.
People would be respectful of others and their dogs and not make a fuss about things that don't affect them.
permanent dog lease\voice control and waste station. I don't like to sit where dogs go to the bathroom. I like the SMCC area just as it is for the most part.
Please realize that Willard Beach has become a dog park at certain times and that this is not sustainable, healthy, practical or safe. South Portland needs a dog park. And it should not be at a fragile place like Willard Beach
Prefer not to have dogs at any time
Preservation of Fisherman's Shacks, rebuilding breakwater, beach erosion and marine and wildlife.
Preserve sands and grasses. Applaud efforts to find balance for people with and without dogs, and enforcement of the established balance. There are only a small percentage of dog owners that don't comply, focus on correcting their behavior with rangers.
Prohibit dogs entirely.
Protect public access. Fix stairs.
Quiet
Rake the dried seaweed
Rebuilding and preservation of dune grass
Remove the sewage discharge pipes
Remove the sewage pipelines

Remove un bird friendly beach roses and plant blueberries
Rent paddle boards and kayaks.
Require all dogs to be licensed.
Rest rooms open longer hours and longer days vs just Memorial Day to Labor Day
Restrictive dog rules
restroom availability in the off-seasons.
Return dog hours to previous hours and less restrictions, take away the rangers. They are not doing anything but wasting tax payers money.
Rich white money vacating.
Safer stairs on Deake entrance. Simplicity of signage. No dogs off lease that run up to my children. Add swim platform.
Sand recession. Mitigate sand loss.
Seaweed on beach should be cleaned up at least once a season.
Seems like parking can be problematic, but there's not much room without interrupting homeowners space.
Smokers coming up from the beach and smoking in front of our house. Public access should be limited to smcc and Willow street
Snack shake —> Restaurant - Bar
So many dogs unleashed. It should be for The residents first then the dogs. Build a dog park in so po.
some parking should be reserved for sopo residents using a beach sticker. People not from sopo should have to pay a minimal fee to park.
South Portland should look at working with some private landowners near our border with Scarborough to see about an arrangement for a woodsy dog park - maybe with some kind of fundraiser by the SoPo Dogs people plus the use of maybe a slight increase in license fees? Though the city doesn't own the land, there is land out there that could make a good dog park where dog owners could let their animals run wild.
stop letting a vocal minority take away my access to beach.
Stop the smoking & overflowing garbages. Make parking lot for SoPo residents only.
Storm drain in the middle of it
Storm drains should be buried deeper. Path to spring point near the jetty is very wet in the "spring."
Storm water run off
Strategic lighting for safety at light
That people would respect each other and let us all enjoy walking our dogs without the drama.
The acrimony over dogs. I'd love to see both the pro and anti groups find a compromise and better understand each other's concerns and desires. The current 7-9am and 8-9pm off leash with 7-8pm on leash compromise seems reasonable. I'm a dog owner and think this is more than fair to dog owners.
The animosity of the folks that don't want to share the beach. I would like to see dune fencing put back up. Other than that I feel it is a great little beach. I wouldn't change a thing.
The asshat mentality of the people that live nearby.
The beach has a few residents who act as though the beach is their private beach: erecting fencing on public land with city council approval or resident approval. The city has done nothing. This lack of action is seen as a green light. Sections of the beach that once held boats and never had fencing were cordoned off by a private resident. Fines? Taking down of the fencing at the resident's cost? Not using affordable snow fencing, but rather pandering to the wealthy few due to "aesthetics". This is a

public beach of ALL residents of South Portland. Putting up cost effective fencing is prudent use of public funds!
The beach now feels like a police state regarding dogs and I hate it. I'd like to see off leash dog hours go back to 7-9 am and pm in summer and extended further in winter. I'd like to see fewer life guards - unnecessary expense when few swim. Paddle board/Kayak racks for seasonal rental; fewer and more coordinated signage; consistent plowing of walkway from parking lot to beach in winter;
The beach shouldn't be a dog park!
The constant change in leash/dog laws.
The constant dog debate.
The constant dog politics
The constant drama about off leash dogs and changing or rules to deter people from habit off leash time
The current dog rules. There are now too many signs. It is wasteful and cluttering. Improve the lighting, especially toward SMCC. I do not feel safe walking my dog in the evening. Check the water quality through the ENTIRE year, not just the summer months. Do not allow ANY new building on the beach, including to existing homes, unless absolutely necessary. Improve training for the park rangers. A few are rather "confrontational" Encourage people to set up their tents, picnics, toys, beach chairs, farther down the beach and not right at the main entrance.
The current impression that it is a significant wildlife area. It is, as it's been for my 45 years of enjoying the beach, a good spot for some ducks to winter in the cove & a birder will confirm that if they felt threatened by dogs, boats, people or chemicals in the water they would move to another area, hence it's fair to say that the bird/duck populations we have now & have had since I started coming to Willard have remained the same unaffected by the above mentioned issues. Willard is too narrow & boxed in by development to be a nesting or breeding area for wildlife beyond the animals - foxes, racoons, etc. - that reside in adjacent neighborhoods. Fortunately SMCC has trees & wooded areas that provide home & nesting sights for most of the birds that are sited on the accompanying list: robins, catbirds, every type of sparrow, etc. These local birds are viewed at Willard because of the trees & not the ocean although they make up the bulk of the bird sightings at Willard.
The dog hours are ridiculous. Especially in the winter. It's an elitist way to keep other neighbors off the beach.
The dog hours back to the earlier hours.
the dog ordinances have become contentious and it feels like the city council is somewhat reactive rather than proactive in creating/revising ordinances. I see the perspective from both sides and understand compromise is necessary; however, the shifting rules are confusing (to outsiders especially) and at times seem arbitrary and possibly based on the complaints of a few.
The dog poop/pee on the beach makes it very unappealing for humans. My husband won't set foot on the beach knowing that dogs can freely roam on the beach and use it as their bathroom. It's such a shame. I would suggest making Willard Beach a people's beach and inviting dog owners to use another park for their canine friends (and I happen to be a dog owner!!!)
The dog situation
The dog situation is totally out of control at Willard. The conversation has been hijacked by radical dog owners , many of whom come from other towns . There needs to be a separate dog park located in another part of town . Trying to mix people and free running dogs that defecate and urinate all over the beach is an impossible situation .

The dog situation.
The dog use of the beach. It has unfortunately become a dog park that allows beach goers. In the summer the stench of dog poop is disgusting and dogs constantly urinate on the children's playground equipment. Not a great beach experience.
The dogs and their owners. I've been knocked down on multiple occasions by owners who have zero ability in training their dogs. I own 3 dogs myself, but would never bring them there particularly during off leash hours. I've had similar issues at Hinkley. I don't understand all the vitriol and the smashing of peoples opinions who do not think off leash hours should be expanded. I'm there to photograph the wildlife etc. I think many of the dog owners are self absorbed to an extreme. Their way or no way.
The fact the roses are gone. Also need more parking
The feces of dogs
The fighting about dog access....sick of it. That's it.
The hours for dogs to be dogs. Also since dog waste is an issue. What about babies/toddlers in water and playing in sand they just relieve themselves should there be an age limit or has to be completely toilet trained. Human waste is even more disgusting.
The huge drain pipe being so prominent in the middle of the beach! An eyesore and it at least gives the impression of less than healthy water. Even have friends from away refer to it as the beach with the huge "sewer pipe" in the middle of it. Bad for image
The huge houses going up around it.
The larger houses going up around the beach.
The leash laws have become insane, local people who work can only take their dogs off leash from 8-9 at night, (we work mornings). It's an absolute shame.
The massive amount of seaweed that my dog likes to eat. People using whip-its to hurl tennis balls for their dogs that lure in other dogs in a Darwinian struggle for supremacy.
The new and absolutely RIDICULOUS dog rules!!!
The new cement block isn't very pretty
The new dog amendments that were passed. Specifically the ban on toys but also the leash laws.
The new dog ordinance
The No. 1 thing I would change is the large storm drain outfall at the main entrance. That is a detriment to the quality of the beach - It interferes visually, adversely impacts water quality, provides a barrier for use of the sand areas, and more
The ongoing discussion about dogs. I am a dog owner. I think limiting dogs in the summer months is very important. I think we should keep to just a few hours of access for dogs in the summer. It can feel overwhelming there with the number of dogs off leash.
The over-regulation of it.
The playground is broken and outdated. Would love to see it replaced. It's such a gift to have a playground on the beach but it needs updating to be safe.
The pollution problem - sewage - it's not a place I swim as it's caused health issues for as long as I can remember (90's). Too many dogs you can't go for a nice walk on the beach without a few running up to you, and me not knowing if they will jump, so I don't go there when there's a lot of dogs.
The private residents are HORRIBLE, rude and entitled. There is no understanding for public use even though this is NOT a private beach. Residents should be ashamed of their behavior and attitude towards others.
The receptacles for dog waste.

the rules about dogs- this is a community beach to be shared by locals, people (families- adults children and furry companions)- the rules for on/off leash are too restrictive and do not reflect shared access
The rules that have been put in place in regards to dogs without peoples knowledge are not ok.
The smelly run off pipes and the neighbors trying to ban dogs
The snack bar
The stairs need some work. They don't need to be bomb proof, I like the vibe as is, but lately tread planks have been really obviously on their way out for weeks before breaking through and then they're getting replaced with a board of a different depth even from the other board on the same step. Meanwhile screws are backing out like an inch above the tread surface. The fishermans point stairs are... again I like the vibe, I would hate to see them replaced with sterile concrete, and I know there's a warning sign at the top, but I'm a healthy/fit/active 30 year old and those stairs have me wondering how many times I can use them without an incident. I still use them without hesitation but yeah I dunno.
The steps down to the beach at SMCC. There is a big gap between last step and sand.
The US vs.THEM attitude that has erupted this past year and the way the city counsel appears to have taken sides.
The wastewater run off. Divert it and purify it before returns to ocean
The water quality is of big concern.
The water quality to be great for swimming...I don't go much if it's too crowded as I go there for a nice moment of solitude...
The weird politics over the dogs - the rules are confusing and both sides need to chill. The rules should be easy to follow and accessible to all. Dogs playing on the beach shouldn't be this controversial.
The whining of the people who think they own the beach.
There are too many off leash dogs during off leash hours, so it gets rowdy and feels unsafe for our sog
There needs to be more control of the dogs. The beach is relatively small and not ideal for dogs. Not all people pick up after their dogs. I also think the long, wide pipe needs to altered in some way.
there's too much seaweed compared to other beaches
Too many dogs and and dog owners that don't clean up after their dogs
Too many dogs- dogs should be LEASHED at all times
Too many dogs, especially dogs off leash. I no longer go to the beach when dogs are off leash because I've been jumped on and had food taken by dogs. They make me feel unsafe. I wouldn't let my kids play in sand that has had dogs urinating and defecating.
Too many rules about dogs. Why are they not allowed in the early morning when very few people are on the beach? So many signs with rules about dogs are very unwelcoming. Why is the city council so swayed by angry old white men?
Too may non-SoPo/Cape people. More dog walking time. Better signage warning non-dog people of dog hours ("if you don't like to walk the beach with unleashed dogs (or leashed dogs), here are the hours were dogs are not allowed...or here is a list of dog-free beaches in the area").
Too much drama around the dog stuff
Trails need to be repaved and bushes cut back from the trail.

<p>Two things - Stormwater drainage into the beach. I worry a lot about water pollution for both humans and the Willard Beach ecosystem. Along similar lines, I am very concerned about the environmental impact of so many dogs on the beach. I can only imagine the amount of urine and feces deposited on the beach every day. It is gross to watch sunbathers laying and children playing where only hours before dogs were urinating. Despite the rules being clearly posted, I often see dogs running in the delicate dunes. Finally, dogs affect my access to and use of the beach. I do not go to the beach during 'dog hours' because my children or I have been jumped on or growled at so many times.</p>
<p>Unattended dogs running up to us without our consent. My daughters are frightened and can't enjoy playing freely.</p>
<p>Unleashed dogs at any time. I was bitten and injured by a dog whose owner said was an untrained puppy and yet she allowed him off leash!</p>
<p>unleashed dogs, dog waste not picked up.</p>
<p>Unleashed, incessantly barking dogs and their sometimes disrespectful, sometimes entitled owners are the key detractor of the beach. I actively avoid Willard a lot of the time because of the awkwardness of watching grown adults trying to evade the rangers with their unleashed and sometimes leashed dogs. I'm sure many of these people are otherwise nice people, but it's frustrating as someone who uses the beach for pleasure and to access a boat. When your hands are full carrying supplies for your boat or beach chairs, it's not exactly enjoyable knowing you may get rushed by an unleashed animal.</p>
<p>Upkeep of structures—steps, snack shack etc as well as preservation of dunes, wildlife etc</p>
<p>Water quality</p>
<p>Water quality</p>
<p>Water quality</p>
<p>Water quality for safer swimming, bath house improvement</p>
<p>Water quality. I know it's Casco Bay, but I often don't swim as I'm not sure how clean the water really is.</p>
<p>Way too many dogs, stoned people, and drunk teenagers</p>
<p>We should revert back to the old off leash dog time of 7-9pm. I do not feel safe walking back to the parking lot at 9pm after sundown</p>
<p>Well, unfortunately our little neighborhood Willard Beach has been discovered by many people from neighboring towns and by out of state people on vacation. I believe people from neighboring towns choose to come to Willard Beach over other beaches because Willard Beach has a free parking lot and free admission to everyone. And a free parking lot at the beach and reputation of being a free dog beach. I'm OK with sharing the beach with the dogs at certain times but the problem I see is the parking and how many people are coming to the beach is just too many. I think we might need to think about having paid parking stickers for the neighborhood people because we tend to lose our own street parking in front of our homes. The big thing is there are no signs directing people to the main access to the beach and the parking lot for the beach. So people drive around and around and around looking for parking places and trying to find the main beach entrance. Many cars drive down Beach Street where I live and they're always asking me where's the beach where's the parking? Directional signs are needed!</p>
<p>While we don't take our dogs to the beach often (they are rescues with issues), we love watching other dogs enjoy the beach. Most people follow the leashed times but some don't and are openly aggressive about it when asked to leash their dogs during the required times. I've seen more park rangers as of late and I think there needs to be more consequences for those who don't want to follow the rules and ruin it for everyone else.</p>

Willard beach needs to be protected from overuse by dog owners. Preserving the ecology and ensuring that the beach and water are free of dog waste is crucial to the long term health and use of the space. It is NOT a dog park and should not be treated like one.
Would be great to get rid of sewer pipe
Would like to maintain off leash dog time
Would like to see less dogs and more birds and wildlife...
would like to see the beach cleaned on a regular basis. Years ago a gentleman was hired to rake and turn the sand. All people need to be more responsible with their personal Trash as well as their dogs.Glad that dogs can be on the beach at designated times,just keep a better eye on them..
Would love if dog owners kept their dogs away from other people, especially families, and off the dunes
Year round bathroom access and less intense night lighting

## Share your ideas for the future of Willard Beach

I love the snack shack and the bath house
A beautiful natural cove/beach where everyone feels welcome and wants to visit
A clean beach, well monitored (especially at night)
A clean, community oriented beach that is sustainable and offers access to all.
A community asset and treasure that is accessible and pleasant for people in the South Portland vicinity and also to other visitors, and is both safe and people friendly. An area that is safe for wildlife and that is actively preserving the shoreline habitat as well as providing access to the ocean for recreational use.
A neighborhood beach that is accessible and used by everyone. We need to focus more on human use and build a fantastic dog park for the purpose of dog exercise/fun.
a people beach; dogs don't belong on beaches...they need to have an excellent dog park. Perhaps a fund me acct could be set up so people of SoPo could help build one.
A place for people and wildlife. No dogs on the beach.
A place where people can not feel at civil war when they visit.
A resource that can continue to be shared with ALL So Portland residents. I think that there should be a period of humans only during the "on leash" hours during the winter.
A safe, healthy, quiet, clean beach for residents of South Portland and visitors to enjoy.
A wonderful neighborhood beach where family's can enjoy the beach safely in all seasons. Remove the dog park from the beach
All should have the same access to the resource dog or no dog. I live here on the beach and I should be able to use the beach when I want with my dog when I want. I should have the same ability to use the beach with my dog as someone who does not. Minimize parking, minimize public infrastructure and leave the tiny beach as it is so as to not invite people from outside the area to come and destroy it for those of us that live here.
Allow dogs off leash at 7 pm during the summer
Allow off leash time at night when it's not dark
Balance to avoid detracting from the appeal of this quiet beach. Small footprint facilities that reflect the nature of it's most frequent users.
bath house should be repurposed as a neighborhood feture
Being a 40 year resident of the Willard neighborhood I would really not be happy if the City chooses to further commercialize the beach. Kayak rentals, walking tours, etc. will only further congest our small neighborhood and lead to an overpopulated beach. Willard is a small beach and the appeal of it is that it is usually not over crowded. Please retain the simple character of the beach and do not try to turn it into something it is not.
Build up the dunes, clean up the water/run off, make one access accessible.
Can anything be done to slove the storm drain system. We need to clean up the bay to insure a healthy beach.
Charge for parking to offset all the new expenses. Please no more new taxes
City council needs to understand the crazy dynamics happening at Willard Beach. Protect the beach as a community resource. Many residents and visitors of the beach feel that it's becoming a community where the wealthy have a louder voice. Let's try to undo some of the inequity let's been done

Clean and welcoming. Love to see fencing around dunes and native plants. More accessibility.
Clean it up
Clean up the seaweed at least once per season, larger trash containers, dog owners being more responsible - Beach becomes a litter box which is not hygienic
Clean water for swimming is key and I don't know it will ever be that.
Community sticker to use
Continue to allow dogs off leash
Continue to be the gem that it is. Keeping the water quality and dunes safe. Limiting dogs in a reasonable way.
Desperately need more parking
Do not increase parking, too much traffic in this small space already. Limit traffic down Willow Street by putting a sign at the top of the street when beach parking is full. Lots and lots of turning around going on all day long. Increases noise, pollution and safety.
Dog friendly and less plastics allowed.
Dog poop bags fix stairs and paint the canteen
Dog rules should go back to what they were before
Dogs on leash at all times
Dogs should be completely banned from 4/15 to 10/15 - 6 full months. I believe that's a fair compromise. My wife was recently savagely bitten by an unleashed untrained dog, so now she is afraid to walk the beach with me. We work during the dog-free hours.
Don't change it too much. It is a nice beach the way it is.
Don't make it too exclusive, don't let abbutors in expensive homes dictate its use and over regulate it.
Education, especially for people who don't live here
Environmental best practices lead to a beautifully preserved beach where all can enjoy!
Expanded dog hours
Extend the beach 100ft inland. Get rid of the houses. They're going to be swept away in the near future from rising flood waters and storm surge.
Extended hours with dogs.
Free, open to people,
Get rid of dogs
get rid of the sewer pipe and allow dogs more free off leash time!
Good maintenance of shacks on fisherman point and stairs at both ends of the beach
Greater attention to protection of the natural environment, water and soil quality, dunes/habitat for shore birds.
I believe the focus must be on keeping it clean.
I enjoy taking my dog there before work. We haven't been since April because of the restrictions and quite frankly members of parties on both sides of the debate have made me feel uncomfortable and borderline unsafe. (Speaking specifically about the man who lives on the corner and has threatened AND kicked my dog.
I feel Willard should stay the way it has always been. A few hours for off leash dog walkers on both ends of the day with the the rest of the day for the folks that want to be on the beach without dogs. What we have been doing for the past 30 years I have lived in SoPo and visited the beach it has been a welcoming spot with something for everyone. We should not change that.

I have been avoiding the beach due to the dog situation. Those off leash are not under voice control. It's nasty
I hope families are able to continue to bring dogs.
I hope it remains free and open to all (including dogs).
I hope it's a place where my dogs can be 24/7, as we've done for years
I hope the city officials will be better listeners and consequently more responsive to residents' input. Bringing in outsiders, experts, etc to dissuade residents with regard to this resource is wholly insulting. It's perfectly clear to me that residents are capable of directing the future of Willard and that elected officials should keep in mind that they serve at our pleasure.
I hope the future at Willard will be a place to enjoy and be fair and flexible to all who go there.
I imagine the beach as a beautiful natural place for Sopo residents and some visitors from out of town. It seems that Google maps sends visitors to the bottom of Beach St and that should be changed for the safety and welfare of those residents as well as those trying to find proper access. Hotels and websites should not advertise Willard as a "dog beach" because that has led to the usage issue that we have now.
I like the current dog hours, and I think maintaining off-leash dog time is great for the culture of the town. It is the only place I have met friends and lots of people of all ages would say the same.
I love this beach and it's natural resources. I hope it doesn't change too much. No real attachment to the bathhouse but it would be amazing to add value and further community.
I notice in the height of tourists season that preble street is lined with cars. Could they be directed to additional parking options
I passionately ask that Willard Beach be kept a neighborhood feeling beach. Please do not add more to the beach to make it more of a tourist magnet. The parking is already congested, making it hard for local residents to access the beach. The beach is often littered people come and don't read the signs or respect the rules. Just because other parts of Portland in South Portland are growing and attracting tourists and people from out of town does not mean that a neighborhood beach that is loved by the people who live here needs to change as well.
I really like it the way it is. Just maintain it. Perhaps make people pay to park during peak hours to pay for improvements.
I think it's fine to keep things simple for our small community beach. I like the idea of focusing on environmental conservation.
I think most importantly it should be used as community space - it's a nice thought to restore the area for wildlife, however there are hundreds of miles of Maine coastline Tony's is home to wildlife and very little public beach space in the city for recreation. I think it's most important for this small beach to prioritize residents
I think parking could always be improved - maybe a better flow to current lot. But otherwise - please please keep it accessible to locals. It is a part of the reason we live here! It should remain a public beach!
I think the beach is great as is. Just like to see the cars slow down a bit.
I want it to continue to be the gem that it is, and not a dog park for non residents.
I want to keep taking my dog off leash to Willard. It is very important for my mental health and that if my children.

<p>I want to see Willard Beach continue to be an important amenity for the Community and the area, providing opportunities for beach use, swimming and nonmotorized boat use (kayak, paddleboard, etc). The storm drain situation needs to be changed so that the water quality is clean and safe for all. The Deake Street entrance needs to be reconstructed and upgraded, hopefully providing a safe vista point for those in wheelchairs. We all need to work together to reduce reliance on fossil fuels and reduce sea level rise so that we will have a beach for many years to come.....</p>
<p>I want Willard Beach to continue to be a center of the South Portland community for the foreseeable future. I quite like the beach as a calm, local spot, and I want to continue to be able to walk the entire length. I'd like to see the dunes really well established all the way down to the Big Rock (the little head down towards SMCC from the main entrance), and I'd like to see the stairs and ramp at Fisherman's Point repaired (especially the ramp).</p>
<p>I would like to see better improvements to dogs time - these new restrictions have made Willard a lot less friendly.</p>
<p>I would like to see the bathhouse structure changed to have: Lifeguard room Bathrooms Outside shower No concession room Essentially, a smaller structure by eliminating the concession and replacing it with 2 parking spots roadside for food trucks. Food trucks could bid for a spot/permit (a revenue source for the city) which could change monthly thereby allowing several types of food/drink to be served from month to month (minus winter months). These food trucks could make a decent profit as the whole neighborhood would have access to desirable food/drink.</p>
<p>I would like to see the northern/harbor side of the neighborhood developed more densely, with water access public amenities, dog park &amp; dog swim area, etc. while the city's eastern shoreline should remain natural and NOT be developed or "enhanced."</p>
<p>I would like to see Willard return to being a local, no frills, multipurpose beach. Protecting the environment is my biggest priority for any investments. If we continue to invest in amenities and "luxury" improvements at Willard (not my preference) then we should accept its new identity as a 'destination beach' (like scarborough beach) and begin charging for entry. As note: question 5 did not allow for multiple answers. We use Willard several times per week year-round</p>
<p>I'd honestly like it to stay the same- these constant changes to the rules is exhausting. If it ain't broke, don't fix it.</p>
<p>I'd be very excited about all of these potential improvements if I felt like I was able to use this space, but because of out of control dogs, my family can not. I know this survey was not about that particular issue, but I'm not sure you can separate the two.</p>
<p>I'm concerned with water quality and the environmental aspects of the beach. It is irreplaceable.</p>
<p>If possible, plant trees that are native to Maine shorelines and which can provide shade to beach-goers.</p>
<p>Improve fishing huts, add water fountains, more food options, allow food trucks either on the cul-de-sac or along the street where there used to be parking, more beach trash picked up and more trash cans available. They fill up quickly. More playground equipment for younger kids/swings.</p>
<p>Improve path to point for wheelchairs</p>
<p>Improving access to the beach for dogs and their families</p>
<p>In a perfect world, visitors of Willard would respect the rules/laws and respect each other. An ounce of mindfulness and understanding from each visitor would go a long way. There are concepts of "leave no trace" and "walk softly" - If everyone at Willard would so these things, especially outside of the busy mid day hours (which are understandably always going to be busy) I think we could have a great beach for years to come. Please also work to keep the water clean - I was gutted that the VW garage owners dumped hundreds of gallons of who knows what into drains that terminate at Willard</p>

<p>beach. I never heard a follow up on this and am still upset about it. The community has the right to know. Thanks for sending this survey.</p>
<p>It is important to the area to continue to have dogs present and a part of the neighborhood.</p>
<p>It really needs to be there for all - not a few.</p>
<p>It should be much more welcoming to our neighbors from all parts of the city than it is to dogs. Restoration of wildlife and dunes is crucial.</p>
<p>It should remain undeveloped with only the most basic of amenities (bathrooms, water fountain, playground). Its virtue is its simple charm. No more parking, absolutely no tours or commercial enterprises. Let it be but beef up support for wildlife and protection of the premises AS IS.</p>
<p>It would be great if the snack shack served healthier options. Protecting the environment at Willard Beach is very important and I have been so happy to see increased efforts and focus about the environment (via signage and new plantings). There is no question that dogs are affecting the natural environment at Willard Beach. There are just too many of them using the relatively small space.</p>
<p>It's a beach, let's not overthink it. It should always be a public beach for the visitors and residents of south Portland</p>
<p>It's not big enough to be a destination for tons of people. Keep it simple and beautiful....not an amusement park</p>
<p>Keep Parking free</p>
<p>Keep in mind the people that utilize that beach. It doesn't need to be fancy or overly strict which is what has happened to Higgins beach and the surrounding areas. They no longer are desirable and it's for these reasons. Keep it simple.</p>
<p>Keep it a local, community beach that is safe, fun and a place for community and families to enjoy.</p>
<p>Keep it a shared beach for dogs and people</p>
<p>Keep it as a free community beach accessible to all</p>
<p>Keep it clean and sustainable</p>
<p>Keep it clean; dogs on leash; benches; expand children space</p>
<p>Keep it free and all access, as climate change impacts us I would like to make sure we do what we can to keep it safe</p>
<p>Keep it free, keep it accessible to the community. On leash dog hours that are respected</p>
<p>Keep it free, keep it neighborhood. Let s not turn it into a destination beach for The World. If it's a little rough around the edges that's good. Keep it natural.</p>
<p>Keep it more of a beach and less of a dog park.</p>
<p>Keep it natural and wild. Do not want a "popular" or "party" beach.</p>
<p>Keep it off leash dog friendly, allow dogs to fetch a ball. It's a public space and should be welcoming to all members of the community. Maintaining separate hours for off leash dogs from folks that don't want to be bothered by a dog gives everyone a chance to use this wonderful resource.</p>
<p>Keep it open for all</p>
<p>Keep it public</p>
<p>Keep it safe, clean and a friendly place for people and thier under control at all time pets</p>
<p>Keep it simple and minimal. Scarboro beach is still basic and is more of a destination. Willard is a neighborhood beach, less is more. Higgins Beach is a good example of nice modest amenities.</p>

Keep it simple! Don't over improve to the point that it becomes over crowded and degraded. It shouldn't be a tourist destination as much as a clean, safe public beach for residents of the greater Portland area to enjoy.
Keep it simple.
Keep neighborhood safe and neighborhood taxes down
Keep the beach accessible to all.
Keep the beach and water clean, prepare for the coastal erosion that will come with climate change, provide basics like clean bathrooms and drinking water. Please don't add a bunch of tourist trap amenities. Preserve the character of this small neighborhood beach.
Keep the people only times for the summer. The dogs are overwhelming at times.
Keep water clean and dunes and wildlife protected.
Keeping a kid centered area to keep the kids in a spot on the beach they can enjoy
Keeping it hyper local.
Leave it alone Dogs should be allowed onleash anytime.
Leave it as is. Improve the land scaping.
Leave it the way it is and don't charge for parking
Leave the Beach and parking free!
Lengthier off-leash dog-friendly hours with fewer regulations.
Less dogs.
let dogs play with balls.
Let it be. A local community gathering place.
Lifeguards and park rangers especially during the summer
Limited dog hours - I am constantly getting dogs running up and not sure if they are well behaved or not
Limited off leash hours make sense in the summer but could be til like 10 am and after 6pm and then after September 1 its off leash all day. No more park rangers making everyone hate rangers off all kinds. Sorry for my dog rants. I am really bummed on Willard these days and I used to love it. Like, geesh. Its already impossible to live here for the people that work at the restaurants everyone comes to eat at. Theres no more rock and roll. Weed stores are all so lame ( I can't believe such a statement could be true) and now they wanna take the beach from our dogs. Pretty soon they'll be putting lettuce on their Italians and serving them on steamed buns. Its gotta stop somewhere. Pleeaaaaase?
Locals should not have to pay for parking in the lot and on the streets but all others should Kennebunkport has a system like this
Maintain natural, community feel. I think added physical structures and services would result in overcrowding and counter common goals of preservation of the beach.
Make the beach accommodating to everyone, not just a select group who wants activities restricted so they can have their own beach with their own rules. Return Willard Beach to a welcoming, friendly place.
Make the parking lot be paid parking. Or have a gate fee
Maybe consider an area of the beach/surroundings for a dog park?
Maybe instead of concessions have a regular food trucks?
Maybe several picnic tables?
More dog friendly
More dog friendly access

More dog hours so there is less of a crowd at high tides.
More FREE parking, no dogs on the beach
More open dog rules in fall and winter
More opportunities for citizens to become educated and involved in the health of the beach, eg. dune restoration, creating bird habitat, interpretive walks, collaboration with SMCC marine sciences, etc.
More parking better bath house
More trash containers and more frequent pick ups. They get disgusting. Keep dogs on leash
More welcoming to people with dogs.
My family including two toddlers go to the beach daily and would love to trust that we can go there and feel safe without dogs running up to us without our consent.
My primary hope is that we ban dogs from the beach to protect the environment and make it a safe, multi-use public space for people.
N/A
n/a
no dogs ...it is just not big enough
No dogs in the morning Check the licensing of dogs
No dogs! Keep it cleaner than has been done in the past
No more dogs
No more rules!
Not a dog park. BTW I have a dog mn
Open later
Paid parking to fund upkeep and staffing!
Peaceful coexistence. Reasonable care for the environment, understanding that this is not a nature sanctuary but a working commercial harbor. Clean water. Less infighting amongst the locals. Less concern for how to accommodate and attracting people from outside the community. At least 4 hours of off leash dog time every day. Year round. And let my dog have her frisbee.
People and pet friendly. Proper safety lighting bathroom parking
people use the beach all year long. I would like to see access to the rest rooms all year long.
Plant stories in the Herald about shark attacks that would keep other people away.
Please allow equal space for dogs and their owners.
Please continue to keep it a place for dogs to go in the morning before 9 am.
Please improve the decision making process for future our children.
Please keep it simple—a good part of Willard Beach’s charm
Please keep the beach a free public beach including free parking. I live on Willard St and have never had a problem with people parking in front of my property. The neighborhood has changed greatly over the years but please keep the beach open, free and public.
Please keep the parking free & try not to reduce the number of spaces.
Please leash dogs at all times for the safety of people and the preservation of the dunes
Please more trash cans and less restrictive dog rules. Us dog owners have built a community, especially during Covid. These stringent rules are insane
Preserve
Preserve as is!
Preserve it. Sustainability is key

Preserve, conserve and protect NOW to address the adverse impacts of climate change, humans and dogs (particularly off-leash)
Preserving the natural space should come before human needs. Be guided by what is best environmentally rather than what is best for people.
Protected wild life.
Protection, preservation, better dog control.
Put the beach roses back and stop messing with the vegetation
Put the dogs on leashes.
Reduce the influence pompous, disrespectful residents have over a public space.
Regular beach patrol during the majority of dog hours to improve enforcement of rules.
Reinstate ability to toss a ball for our dogs. How did that go away, and why?
Remove the sewage pipelines
Remove the storm drain or at least upgrade
restore the dunes, protect the wildlife, and keep the dog poop away
Safe place for all.
Same as above
Shared space for all. Pets under good voice control, less fighting.
Speed tables/bumps installed on Myrtle, Willow and Willard
Stop using Willard Beach as a "dog park". Build a new dog park if necessary. It is too environmentally impaired and should be conserved.
Sustainable environmentally safe beach. Put the beach first, wildlife and environment then people needs. Need to prioritize and develop a measurable executable plan.
that priority be given to SoPo residents in terms of parking
The "residents" don't own the beach... lets make sure we continue to remind them of that. They moved close to a public beach, yet they all seem to hate the public. Moving forward, make sure it all stays PUBLIC!
The beach is used very little off season. Dog off leash and leashed only hours should be expanded from September to mid May.
The future of Willard beach should be the decision to find another ocean or harbor access point to relieve congestion and crowding at Willard.
The same beach just add wheelchair access.
There is far too much power being given to the people that either live on the beach or very close to it. The beach should be for ALL of us, not just the people with the most money.
There needs to be a vision to include and welcome people of all ages and abilities.
This unique urban beach is not a great candidate for either more humans, due to parking limitations, or more birds--due to 1,000 cats in the area. Additional amenities and infrastructure seem likely to lead to increased use, crowding, and eventually to a parking charge and/or entry charge, both of which discriminate against people of lesser means. Likewise, using tax dollars to protect expensive beach houses from the effects of climate change seems a bit regressive, particularly given the current housing crisis.
To be inclusive / shared for all (old, young, rich, poor, male, female, swimmers, boaters, walkers, runners) including dogs!
to have a clean beach like it used to be before dogs were allowed on the beach like in the days of chic wilder was the lifeguard

want it to maintain natural beauty. rosago roses are lovely but them back
Water quality is very important
We don't need to do anything that will attract more people and dogs. It's overcrowded as is. Let's focus on protecting and preserving what we have already.
We would love to see a cleaner and more natural setting
Whatever keeps it a locals beach. Tourists can go to Crescent, Higgins, Ferry, Ft. Williams, or Scarborough. Let's keep Willard our neighborhood beach but take care to keep it safe, family-friends, full of activity opportunities (rentals!), delicious (snack shack for the kiddos), & let's live communally w/wildlife.
Willard Beach is an important neighborhood (and city) public space. It needs responsible care, combined with assurance that accessibility and services for all can remain.
Willard is amazing for what it is, awesome place to bring kids to find hermit crabs
Would love to see more history integrated with this end of SoPo. Perhaps a self guided tour one could do with their phone of the area including Bug Light, Spring Point Lighthouse, Willard Beach, and the campus itself. It would be nice to have more events down at the beach so the question that mentioned community meeting space is a great idea. If there are no concessions at certain times of the year perhaps license food trucks like they do in the Eastern Prom for say Friday, Saturday & Sundays. "Dive In" movies on the beach would be fun for kids, or Date Night movies with food trucks.
You can take your dogs or kids there and those animals can be animals.

## Are there new amenities or infrastructure improvements you would like to see at Willard Beach?

clean, safe and inclusive improvements
No
"or" not "of"? As far as the Bathhouse - there need to be restrooms. In fact, it might be a good idea to have restrooms down by the college as well - that is the best sand area for family use. The Deake St entrance definitely needs reconstruction. There needs to be some sort of comprehensive approach to parking. Local streets are getting totally parked up with cars visiting the beach. If there are going to be no parking areas, those need to be clearly signed and enforced. I wonder if the City could work some sort of cooperative agreement with the college during the high use summer months to have parking on the campus and try to utilize that end of the beach more effectively.
.
A few more picnic tables/spots to sit.
A foot shower. I would not like to see rentals or other money making endeavors that 1) make the beach more crowded 2) make it harder to access given that it's more businesses and things to buy rather than just an open, calm, public natural space for the community to enjoy. Please do not turn Willard beach into a business!
A mirror in the bathrooms
a rack for dinghy storage by the Beach St. entrance, trash/litter receptacles at every entrance
A shower for dog paws. Another high traffic entrance. Year round water quality checking.
Accessibility!
ADA accessibility
Allow longer term lease for snack shack to enable more robust services
As above
As mentioned before about runoff pipe. Enhanced and repaired play structure for children.
benches
Benches to sit when you come off the beach
Better fencing separating the dunes from the beach to keep People and dogs off
Better play ground - maybe fenced in.
Better playground for more ages- this one is pretty big for littles
Bike locking areas: more!
Clear signage about flags and dogs
Do you mean amenities OR infrastructure improvements? Not really.
dock off of fishing shacks; make the bathhouse a large open room with windows to use as a gathering space and rent it out to generate income for beach maintenance
Does the bus go there?
Dog poop bags at every entrance to the beach. Improve the stairs at Deake Street. Come up with a plan to better use the fisherman shacks.
Dogs leashed up. It is not a dog park.
Easier shower access- include shower near SMCC entrance to the beach. Increase community use by encouraging water access.

Educational boards about wildlife and the environment you would see at willard. Might help people see the importance of helping protect the environment so we can all keep using it with respect to it and everyone.
Extend the beach 100ft inland. Get rid of the houses. They're going to be swept away in the near future from rising flood waters and storm surge.
Few more bike racks, signage. No more benches or new structures. Keep it natural.
Fewer improvements. Leave it natural.
Fix all stairs leading on and off beach and walkways
Fix the stairs and access on Deake street
Further gentrification will lead to further problems with parking, litter, crowding, conflict, etc.
Get rid of those wretched pipes.
Healthy food/drink choices at the snack shack.
Honestly I don't want to attract more people to the beach. I want parents to have a place to change diapers and take kids to the bathroom. I want people with physical limitations to easily get to the beach and be able to use a restroom. I don't think we need a snack shack or anything else. Certainly not a community meeting room or visiting center. We have plenty of visitors as it is. If there are funds to invest, invest in the habitat, in the water quality. Invest in the families who live in the neighborhood. I think the playground is worth updating. It meant a lot to me when my son was young and I think having a playground allows parents to entertain their kids at the beach and stay a bit longer with impatient "littles".
I believe we should have poop bags at the entrances
I don't support major infrastructure updates to Willard. We live in an already overly-commercialized society and I'd hate to see the town take away the benefits of what is already a free, generally accessible, non-commercial beach. I think the beach already has an overcrowding issue at times and some of the people who visit it have proven that they can't follow the rules and laws put in place to ensure all at the beach have an enjoyable experience.
I like it the way it is.
I like the idea of beach equipment rental
I live in the neighborhood and do not use the facilities however if they are there they need to be maintained and cleaned. They should be simple and accessible
I loved the raft. What are the chances that could be brought back?
I would like safer stairs and walkways to the beach. Most are very old and unsafe.
I would like to see a real management structure determine decisions and not the city council. They seem lost and disoriented in their own egos.
I would like to see fewer amenities and less infrastructure.
I'd like the bathrooms to be open year round.
If a possibility changing the snack shack into a bit more of a restaurant style location with picnic tables in the sand, relocate the playground a little further away.
Improve fishing huts, add water fountains, more food options, allow food trucks either on the cul-de-sac or along the street where there used to be parking, more beach trash picked up and more trash cans available. They fill up quickly. More playground equipment for younger kids/swings.
Improve the playground. Keep things natural and nostalgic. Please don't make this beach more of a "tourist trap" keep this a simple neighborhood beach
Improved showers
Improved steps or additional steps down to beach. Handicapped accessible

improved upkeep of the Fisherman's Point shacks
It should be kept as a natural resource with no infrastructure. Adding these things will only increase visitation to this tiny beach and further cause public access/issue for those of us that live here.
It would be nice to have the pipes removed. I believe these are for storm water runoff? They have always been a turn off to me. You can't help but wonder what is going through these pipes into the ocean. For that reason, I was never super comfortable bringing my children to this particular beach for swimming. We usually went somewhere else (Kettle Cove, Crescent Beach or Scarborough Beach) when we wanted to swim.
It would seem to me that the focus needs to be in Saving Willard Beach from searise. The only way to do this is thru Beach replenishment and or ringing the whole lenght of Willard Beach with a seawall and stairs down to the beach similar to Higgens Beach. It would need to start at Deake st and end at the ledge on the SMCC campus.
Just bicycle parking
Kayak racks for South Portland residents would be great addition <sup>o</sup>
Kayak rental
Kayak rentals would be nice.
Kayak storage on City parcel on Willard
Kayak/paddle board rentals
Kayaks! Bird/wildlife info on the shoreway walk
Keep it as close to natural as possible
Keep it from eroding
Keep it simple.
Keep the outdoor shower and foot wash. No need for fancy shower room.
Kiosk for dog rules and info
Kiosk with information about wildlife habitat and importance of the natural eco system of the beach and how it is adversely impacted by humans and dogs
Large vehicle parking
Less is more. I'd rather not see the beach become a "park."
Let's focus on the environmental needs
Longer hours at the bath house
Love the idea of kayak rentals or storage.
more active wildlife preservation and conservation to protect dunes and shoreline
More benches
More bike racks for locking
More picnic tables?
More roses...care of the dunes
More toilets and changing stalls
More trash cans
More trash cans for garbage and dog waste.
More trash cans that are emptied regularly
More trashcans?
More waste receptacles. A recycling bin would be awesome.
N/A



beaches (Crescent, Scarborough, East End, etc.) that have all these so-called amenities if people want them. We should advocate for Willard remaining Willard. The beautiful, quiet beach IS the attraction.
No. I can't even answer the list above because I do not want any of it added. We love the beach because it is natural- not filled with buildings and structures. I understand the need for life guards and restrooms but a community meeting space does not need to be on the beach nor heavy storage areas for kayaks, lockers, changing rooms etc. Most users live within 15 minute drive of the beach - go home and shower/change. I grew up at this beach. We played in the sand not on a jungle gym. We went home to shower/change. We love the beach because it is not packed with buildings and structures for amenities.
None
None
None besides the bath house
Nope
Not really
Not really. I don't want to see it built up and commercialized. Leave it as is and natural.
Only to protect dune and wildlife and deal with climate change
Open restrooms.
Outdoor & indoor showers would be great!
Paid parking
Park ranger presence
Parking but I understand the complications
Perhaps a small covered area for musical performances.
Perhaps some benches but something that blends with the landscape like granite benches. First aid station/defibrillator (AED).
Picnic tables and/or benches
Playground. Either improve it, or get rid of it.
Possibly access to bathrooms closer to SMCC.
Ramp for wheelchair/ beach chair access
Ranger to enforce restrictions on number of dogs allowed at one time
Reduce the size and height of the restroom facility
Repair of the steps leading down to the beach from both ends!
Replace stairs at fishermans point by fish shacks. Kayack racks. Make Conceession stand more of a cafe with more of a variety of health foods. longer hours including supper Picnic tables.
Rope fencing along dunes
Secure kayak storage racks for seasonal rental by SP residents.
Several handicapped parking spots directly in front of the entrance.
Shady areas with picnic tables
Short dock into the ocean
Simpler is better, like a state park but better cared for. Restrooms, showers, exterior space to wash off feet.
Sit down restaurant/bar - casual
Some form of protective fencing to keep dogs from the dune area

Some shaded areas
Steps that protect its natural beauty and water quality. I'm concerned about the dog waste (urine and poop) and the human health and environmental implications
Stop using Willard Beach as a "dog park" and return it to the people.
Storm water run off pipes located further out - but I'm sure that's cost prohibitive
Street parking
Street parking limited to residents or eliminated
Temp barriers to prevent access to dunes by dogs and people to help preserve natural beauty and climate resilience.
The Bath House renovated
The bathhouse could have a community space to be used for multiple purposes.
The bathhouse could use improvements. If it is removed I would anticipate that people will urinate or be changing on the beach. The stormwater drains being removed.
The path to fisherman huts tends to have poor drainage in the spring and when snow is melting....probably could use some improvement.
The playground is dated and getting unsafe. Time for a new one
The showers need to be upgraded. The water comes out too hard and it sprays everywhere! A foot shower would be nice too. Oh, and a dog drinking fountain!
The size of bathhouse/restrooms snack bar could be updated but keep simple
The stairs at the end of deake street need immediate attention
The steps are falling apart
The steps leading up to the point could be repaired. I wish it was more wheelchair accessible.
Too many amenities makes it too appealing.
Warm shower
Water bottle filler; recycling container options in more than one place
water quality going into the ocean is the most important to me.
Wheel chair accessible. A section with some shade
Wheelchair access.
Why does it have to change?
Wider and better walkway yo the beach. Better signage about dog hours.
WiFi so I can work from the beach!
Would be nice to have kayak racks available to store kayaks...happy to pay an annual fee
Would like the beach sand to be groomed to pick up junk in the sand, like at resorts. Turn over sand, raking the beach with the big machine.
Would like to work with the city to ensure that current access paths are maintained in a way that allows for continued access and dune stability.
Year round restroom access
Yes, dog control, like other areas of Maine. On leash at all times!!

The existing lighting at Willard Beach is limited to overhead street lights at the beach entry points. Do you have an opinion about beach lighting? (OTHER option)

1st - The beach should be appropriately dark at night for nature/wildlife, if there is lighting, it should be low and unobtrusive. The lighting now (at my beach entrance) is high, very bright in one location, and not helpful really with visibility at the beach
Am an early morning walker. No issues.
Current Lighting is intrusive; not sure what to suggest however
Don't go after sunset
don't go at dark
Don't typically go at night, so not sure
Existing lighting is overwhelming and takes away from enjoying beach. Lighting at pedestrian level preferred
Existing lights too high. Distraction
Feel unsafe with my dog at night due to new rules
Haven't been after dark
I am not there after dark.
I do not feel safe going after dark
I don't ever go at nighttime so don't have an opinion on this
I don't feel unsafe, but I would like more lights the length of the beach, especially in the winter.
I don't go after dark
I don't go after dark.
I don't go at night
I don't go at night
I don't know
I don't visit the beach at night so cannot comment on this
I don't gave an opinion
I don't go at night
I don't go at night, but please use lights that are minimal and point downward. Light pollution is a big problem for migrating birds and also for insects.
i dont go when it is dark
I feel safe at night if I'm with someone
I feel the lighting at Willard Beach is way too bright and a problem.
I go during the am off leash dog hours so lighting isn't an issue
I go in the mornings so lighting is not a notice to me
I haven't really noticed, I guess I'm not there after dark much.
I like to go to willard to stargaze or see the northern lights when they are showing. The overhead lights are a pretty harsh annoyance to the splendor of the night time sky.

I mostly go during the day but when i go at night it would be up on the SMCC path to view the water or fireworks... and would appreciate low light for walking safety not too much overhead lighting that distracts but I do understand there could be safety issues without some lighting overhead.
I prefer minimal light pollution
I think it's okay but I usually use the beach in the morning or during daylight hours
I usually don't go down after dark because of bugs.
I'd say it should be pedestrian scale but I don't want to see increases in crime so it's ok as is.
In light of new dog hours lighting should be extended down entire beach as it is dark by 8pm for much of the summer hours
Indifferent
It feels unsafe after dark but I defer to what is best for dune wildlife
It's never bothered me - I haven't thought about it
Let's preserve dark skies. I prefer minimal lighting, just the strict minimum for safety.
Light at the snack shack has been out for >1 year. Was important to discourage late night beach partying.
Lighting has reduced unwanted night time behaviors which is good, but I'd like to see a version that directs the light downward and adds as little as possible to the light pollution
Lights are bad for fauna at night.
Lights are too bright light pollution
More street lights needed on Willow St.
N/A
N/A I do not go at night. I can not comment
N/A I don't go after dark
Never go at night so do not know
never there after dark
No comment as I don't use the beach after dark.
No opinion
No opinion. Do not use at night
No opinion. I rarely visit at night unless to fish.
Not a night visitor
Not been there when lighting was needed
not sure
Not there after dark
Only come during the day. No opinion.
Please use Dark Sky protected lighting. The ability to see the stars, even to see the natural beauty of the moon, is being lost.
Plenty of light on the beach, but the one strong overhead light at Myrtle is overkill
The light pollution is terrible. Full cut-off lighting should be used.

The lighting is fine as it is right now. The only caveat to this is if dog walkers are forced to walk their off leash dogs after dark. Then the lighting could be problematic. I do not feel the beach should be illuminated as a solution rather allow off leash dogs to be there in the evening from 7-9. Thank you.
The lighting is not enough to protect female dog owners safety with the new off leash times being so late
There is too much light pollution.
Unsure
Unsure- don't frequently go at night
Usually there during the day
way to bright at entrances ,fishermans point and especially at SMCC campus ocean side lighting
We do not use Willard Beach after dark. No opinion.
We never go at night.

2023 Willard Beach Master Plan

# Appendix C

## Reference List



## Appendix C: Reference List

2023 Willard Beach Master Plan

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