



## Master Plan Survey Summary May 2011

### I. A Brief Overview

- 467 individuals responded to the survey (397 full responses and 70 partial responses).
- The following is a breakdown of respondents by age:
  - 63% ages 35-64
  - 29% ages 65 and over
  - 6 % ages 18 – 34
  - 2% of respondents under age 18
- Respondents represented 22 of the Town's 23 tax maps, with 22% residing in map 6 ('Faculty Neighborhood') and 18 (Rt. 108 South).
- 52% of respondents were female; 48% were male
- 41% of respondents are employed full time; 27% retired; 12% self-employed, 6% homemakers, 8% employed part time, 2% students; 3% other and 1% unemployed
- 42% travel less than 5 mi to work (including those who work from home)
- 60% use car or truck to travel to work and 12% use alternative means (walk, bike, bus, or train).
- Years lived in Durham: Average 16.99 years (440 responses)
  - 167 R - **1 to 10 yrs**;
  - 128 R - **11 to 20 yrs**;
  - 86 R - **20 to 40 yrs**;
  - 27 R - **41 to 50 yrs**;
  - 2 R - **51 to 70 yrs**.

### II. Community Character

*How important are the following attributes to making Durham a place where you will want to live during the next ten to twenty years?*

- Small new England town character:
  - 86 % overall positive (43% very; 43% somewhat important)
- Vibrant Town
  - 86% overall positive (52% very; 34% somewhat important)
- Sense of Community
  - 91% overall positive (59% very; 32% somewhat important)
- Attractive natural setting
  - 93% overall positive (60% very; 33% somewhat important)

- Traditional historic architectural character:
  - 71% overall positive (27% very; 44% somewhat important)
- Access to outdoor recreational activities:
  - 83% overall positive (46% very; 37% somewhat important)
- Quality of Oyster River schools:
  - 82% overall positive (55% very; 27% somewhat important)
- Local employment opportunities:
  - 61% overall positive (23% very; 38% somewhat important)
- Pedestrian and bicycle friendliness:
  - 82% overall positive (52% very; 30% somewhat important)
- Affordable, attractive housing options:
  - 71% overall positive (31% very; 40% somewhat important)
- Access to UNH:
  - 71% overall positive (35% very; 36% somewhat important)
- Access to Seacoast Region:
  - 92% overall positive (53% very; 39% somewhat important)

### **III. Economic Vitality**

#### ***To what degree would you support following policies aimed at stabilizing/reducing the property tax rate?***

- Allow commercial or mixed residential-commercial building heights greater than 4 stores in downtown:
  - 56% overall positive (33% strongly support; 23% somewhat support)
- Make more land available for commercial development:
  - 71% overall positive (42% strongly; 29% somewhat support)
- Build a parking structure in the downtown:
  - 71% overall positive (32% strongly; 38% somewhat support)
- Encourage shopping plaza developments outside of downtown:
  - 52% overall positive (28% strongly; 24% somewhat support)

#### ***To what extent do you agree with the following statements about economic development in Durham?***

- Joint UNH Projects to promote economic Development should be pursued:
  - 91% overall positive (55% strongly; 36% somewhat agree)
- Durham should extend water, sewer, and roads to stimulate economic development:
  - 62% overall positive (24% strongly; 38% somewhat agree)
- A Durham tax rate with future increases similar to past increases is acceptable:
  - 35% overall positive (7% strongly; 28% somewhat agree)
- A town hotel would have positive impact:
  - 61% overall positive (22% strongly; 39% somewhat agree)
- A performing arts center in or around downtown:
  - 72% overall positive (35% strongly; 37% somewhat agree)
- Durham should establish architectural and site design standards or guidelines for downtown projects:
  - 81% overall positive (47% strongly; 34% somewhat agree)
- Durham should continue to facilitate the re-development of existing structures:
  - 89% overall positive (51% strongly; 38% somewhat agree)
- Durham should continue to facilitate new construction in downtown:
  - 85% overall positive (46% strongly; 39% somewhat agree)

- If available, I would spend more money on retail and professional services in Durham rather than out of town:
  - 91% overall positive (69% strongly; 22% somewhat agree)
- A tax rate with similar rates as the past is acceptable:
  - 35% overall positive (7% strongly disagree; 28% somewhat disagree)
- Economic development (office parks, light industry) beyond downtown should be encouraged by the Town:
  - 84% overall positive (51% strongly; 33% somewhat agree)
- Open to development along the entrance to town via Rte 4:
  - 62% overall positive (36% strongly; 26% somewhat agree)
- Open to development along the entrance to town via Rte. 155A:
  - 72% overall positive (40% strongly; 32% somewhat agree)
- Open to development along the entrance to town via Rte. 108N:
  - 70% overall positive (42% strongly; 28% somewhat agree)
- Open to development along the entrance to town at Coe’s Corner near Rte 4:
  - 64% overall positive (36% strongly; 28% somewhat agree)
- Open to development to town via Rte 108 S:
  - 56% overall positive (31% strongly; 25% somewhat agree)

***How important are the following items to improving the downtown?***

- Bike lane network:
  - 74% overall positive (41% very; 33% somewhat important)
- Better sidewalks:
  - 73% overall positive (32% very; 41% somewhat important)
- Better crosswalks:
  - 68% overall positive (35% very; 33% somewhat important)
- Better biking and walking access to the downtown from where I live:
  - 59% overall positive (33% very; 26% somewhat important)
- Better lighting:
  - 48% overall positive (16% very; 32% somewhat important)
- Two-way traffic patterns:
  - 39% overall positive (17% very; 22% somewhat important)
- Public transportation to downtown from where you live:
  - 28% overall positive (10% very; 18% somewhat important)
- Public transportation that connects the downtown with recreation opportunities:
  - 39% overall positive (12% very; 27% somewhat important)
- More events/festivals:
  - 51% overall positive (15% very; 36% somewhat important)
- Improved parking availability:
  - 61% overall positive (35% very; 36% to somewhat important)
- Buildings that combine residential and commercial uses:
  - 62% overall positive (26% very; 36% somewhat important)

***To what extent do you agree that the following housing options and policies would favorably impact Durham?***

- More flexible options for ‘in-law’ apartments:
  - 67% overall positive (26% strongly; 41% somewhat agree)

- Expand family rental housing opportunities:
  - 64% overall positive (23% strongly; 41% somewhat agree)
- More affordable housing for working individuals and families:
  - 73% overall positive (33% strongly; 40% somewhat agree)
- More affordable housing for young families:
  - 80% overall positive (36% strongly; 44% somewhat agree)
- More affordable housing options for seniors:
  - 73% overall positive (29% strongly; 44% somewhat agree)
- Policies that enable seniors on a limited or fixed income to stay in Durham:
  - 80% overall positive (46% strongly; 34% somewhat agree)
- Encourage a more diverse mix of housing options in downtown:
  - 71% overall positive (27% strongly; 44% to somewhat agree)
- Encourage housing options with shared community facilities (e.g., community room, playground, parking, kitchen, etc.):
  - 58% overall positive (23% strongly; 35% somewhat agree)
- Encourage more multi-unit housing outside of downtown:
  - 51% overall positive (20% strongly; 31% somewhat agree)
- Better buffers between commercial or mixed-use (including parking lots) and residential properties:
  - 68% overall positive (25% strongly; 43% somewhat agree)

***To what extent do you agree that Durham should encourage the following housing options?***

- Single-family homes:
  - 84% overall positive (53% strongly; 31% somewhat agree)
- Two-family homes (e.g., duplexes):
  - 66% overall positive (21% strongly; 45% somewhat agree)
- Multi-family homes (3-4 units):
  - 38% overall positive (10% strongly; 28% somewhat agree)
- Apartment buildings (5-plus units):
  - 41% overall positive (10% strongly; 31% somewhat agree)
- Townhouses (attached multi-story):
  - 67% overall positive (23% strongly; 43% somewhat agree)
- Condominiums:
  - 67% overall positive (23% strongly; 44% somewhat agree)
- Senior housing:
  - 69% overall positive (24% strongly; 45% somewhat agree)
- Conversion of owner-occupied homes to apartments:
  - 22% overall positive (4% strongly; 18% somewhat agree)
- Manufactured homes:
  - 24% overall positive (5% strongly; 19% somewhat agree)
- Manufactured/mobile home parks:
  - 7% overall positive (2 strongly; 5% somewhat agree)
- Conservation subdivisions (clustered homes with common open space):
  - 78% overall positive (37% strongly; 41% somewhat agree)

#### **IV. Natural, Historic, Cultural, and Recreational Resources**

***To what extent do you agree with the following statements about Durham's natural resources?***

- Protecting the sources of our drinking water is important to me
  - 96% overall positive (81% strongly; 15% somewhat agree)
- Protecting water resources for recreational use is important to me
  - 90% overall positive (58% strongly; 32% somewhat agree)
- Protecting aquatic habitats is important to me
  - 91% overall positive (63% strongly; 28% somewhat agree)
- Durham should protect its coastal streams and water bodies that lead to Great Bay
  - 96% overall positive (71% strongly; 25% somewhat agree)
- Durham should concentrate commercial development in existing developed areas to preserve outlying, high-quality natural areas
  - 73% overall positive (44% strongly; 29% somewhat agree)
- Durham should play a role in encouraging less consumption, leading to less waste
  - 77% overall positive (51% strongly; 26% somewhat agree)

***Durham should adopt agricultural policies that:***

- Support the production and sale of local agricultural products
  - 88% overall positive (66% strongly; 22% somewhat agree)
- Support homeowner gardens
  - 91% overall positive (67% strongly; 24% somewhat agree)
- Support community gardens
  - 89% overall positive (66% strongly; 23% somewhat agree)
- Allow livestock-raising by homeowners
  - 60% overall positive (21% strongly; 39% somewhat agree)
- Allow poultry-raising by homeowners owners
  - 65% overall positive (28% strongly; 37% somewhat agree)
- Protect agricultural lands for current or future food production
  - 82% overall positive (50% strongly; 32% somewhat agree)

***Durham should take action on each of the following energy initiatives over the next ten to twenty years:***

- Implement additional energy conservation measures for municipal facilities
  - 92% overall positive (65% strongly; 27% somewhat agree)
- Develop alternative energy sources for municipal facilities
  - 85% overall positive (59% strongly; 26% somewhat agree)
- Encourage energy-efficient building construction through Town codes
  - 82% overall positive (56% strongly; 26% somewhat agree)
- Establish one or more conveniently placed park-and-ride lots for carpooling
  - 76% overall positive (38% strongly; 38% somewhat agree)

**Which specific road(s) or intersection(s) in town pose the most serious threat to pedestrian safety?**

Church Hill Road & Main	10
Dairy Bar (barrier needed to train tracks)	1
Downtown Loop	9
Durham Pt. Rd & 108 (sidewalk)	15
Faculty Road	3
Madbury & Bagdad & School Zone	7
Madbury & Edgewood	9
Madbury & Emerson	1
Madbury & Garrison	1
<b>Madbury &amp; Main (at Post office)</b>	<b>55</b>
Madbury between Coes Corner and Pettee	1
Main & Pettee	2
Main St & 155A	2
Main St & Edgewood	6
Main St & Mast Road	3
<b>Main St &amp; Mill Road</b>	<b>31</b>
Main St & Rt 108 at Court House	1
<b>Main St (at Libby's &amp; hair salon)</b>	<b>18</b>
Main St (downtown)	5
<b>Main St (in general)</b>	<b>26</b>
Main St. T Hall	2
Mill Rd from woodedridge to Packers Falls	1
<b>Mill Road (Durham Mkt, Mill Plaza and C lot)</b>	<b>20</b>
Mill Road and Academic Way	1
Packers Falls & Bennett Rd	2
Packers Falls Rd	6
Pette & Madbury	14
Pette Brook Lane	4
Rt 108	9
Rt 108 & 155	2
Rt 108 and Caney	1
Rt 108 Newmarket to Durham	5
Rt 4 & 155	2
Rt 4 & Morgan Way	1
Rt 4 & Rt 108	5
Rt 4 intersect with Madbury	16
Spinney Lane	1
<b>Total</b>	<b>298</b>

**Data does not include results from 32 hard-copy surveys**

General comments about hazards included: cross walks; bike and walk paths needed; downtown foot traffic jay walking; the round-about, take it out; anywhere students are walking; downtown is dangerous for pedestrians and drivers;

**Which specific road(s) or intersection(s) in town pose the most serious threat to bicyclist safety?**

Bagdad	3
College Rd	1
downtown loop	11
<b>Durham Point Road</b>	<b>25</b>
Edgewood Road	2
Gasoline Alley	5
Irving Station intersection	2
Madbury & Edgewood	5
Madbury & Main & Coe	3
<b>Madbury &amp; Main (Post Office)</b>	<b>12</b>
Madbury & Pettee	3
Madbury Rd	4
Madbury Rd & Rt 4	4
Main St	12
Main St & Edgewood	3
Main St. & Pettee	4
Main St. before Durham House of Pizza	1
Mast Rd	3
<b>Mill Rd</b>	<b>15</b>
Mill Rd & Main	4
Mill Rd & Packers Falls	1
Mill Rd Plaza - left turn, Lot C, Durham Mkt	4
<b>Newmarket Rd (Rt 108)</b>	<b>35</b>
Packers Falls & Bennett & Wednesday Hill	7
Rt 4 & Piscataqua Rd	1
Pettee	9
Roundabout	1
Rt 108	7
Rt 108 - all of it - Rt 4 E to 108	5
Rt 108 and 155A	3
Rt 108 and Main	5
Rt 108 to Durham Pt Rd	2
Rt 4	5
Rt 4 & 108 Intersection	1
Rt 4 & 155	1
T-Hall	1
UNH - In and around	3

**To what extent to you agree that Durham should take the following steps to protect and promote the Town's historic and cultural character?**

- Preserve historic structures
  - 84% overall positive (37% strongly; 47% somewhat agree)
- Expand the Historic District boundaries
  - 41% overall positive (14% strongly; 27% somewhat agree)
- Strengthen architectural design standards for the historic district
  - 59% overall positive (26% strongly; 33% somewhat agree)
- Install signage to identify historic buildings and historically significant areas
  - 73% overall positive (31% strongly; 42% somewhat agree)

**To what extent do you agree with the following statements about the Town's recreation resources?**

- A community recreational center for people of all ages would enhance Durham residents' quality of life.
  - 69% overall positive (33% strongly; 36% somewhat agree)
- Durham should promote more outdoor events for the community.
  - 67% overall positive (27% strongly; 40% somewhat agree)
- Durham should expand parking at Wagon Hill Farm
  - 55% overall positive (21% strongly; 47% somewhat agree)

**v. Community Facilities and Infrastructure**

**Please rate the following existing facilities and infrastructure:**

- Athletic/playing fields:
  - 33% overall positive (7% excellent; 26% good)
- Indoor recreation facilities:
  - 12% overall positive (2% excellent; 10% good)
- Library:
  - 18% overall positive (5% excellent; 13% good)
- Fire/rescue station:
  - 36% overall positive (10% excellent; 26% good)
- McGregor Ambulance Station:
  - 34% overall positive (12% excellent; 24% good)
- Oyster River cooperative School District facilities:
  - 59% overall positive (21% excellent; 38% good)
- Police station:
  - 52% overall positive (14% excellent; 38% good)
- Public works facility:
  - 55% overall positive (15% excellent; 40% good)
- Road maintenance & reconstruction:
  - 42% overall positive (9% excellent; 33% good)
- Town Hall:
  - 40% overall positive (10% excellent; 30% good)
- Transfer station (recycling):
  - 69% overall positive (28% excellent; 41% good)

**Name three attributes of Durham that you find to be most important or attractive.**

























Access to natural areas; library; recreation	7
Access to Seacoast	14
Access to UNH	13
bike lanes	6
college woods, Adams Point, Foss Farm	14
dynamic/walkable/quaint/size of - downtown	37
Good schools	55
Great Bay	11
green and/or open spaces; scenic	16
historic character	7
Lamprey and Oyster River	25
Land conservation	8
Location	17

Mill Pond	13
Natural areas/settings/resources	40
Parks	7
Recreation opps	12
rural character	119
safe/low crime/friendly/vibrant/engaged/sense of "community"	27
small town feel	38
UNH	119
Wagon Hill	16
Walkability on/off campus	23

***Name three attributes of Durham that you would like to change or see improved.***

better bike lanes/path	34
better mgmt of trash pick-up/litter; reduce noise – students/residential areas	40
better public pool	6
better recreation programs	12
better schools	10
better street lighting/crosswalks	8
better variety of stores, restaurants, cafes	75
better zoning ordinances	6
decrease school budget	7
high property tax/more affordable taxes	25
improved public library	27
make downtown 2 way	5
more commercial development	7
more economic development	10
more senior/elderly housing	7
more student housing	14
more/better parking	28
need a community center; better public pool	11
reduce speed limit in town	5

**Which number on the tax map approximates the area of Durham in which you live?**

Map #	Responses		%
6	45		13%
18	30		9%
2	25		7%
11	25		7%
8	22		6%
10	19		6%
16	21		6%
17	20		6%
1	17		5%
Not sure	14		4%
14	13		4%
3	12		3%
4	11		3%
7	11		3%
12	12		3%
21	11		3%
22	11		3%
23	10		3%
5	4		1%
9	4		1%
13	5		1%
19	4		1%
20	4		1%
15	1		0%