




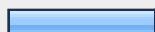
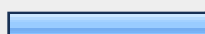
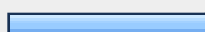
Southampton Master Plan

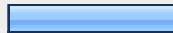
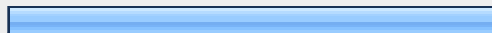
1. 1. How many years have you been a resident of Southampton?			Response Percent	Response Count
0-5			19.9%	62
6-10			11.9%	37
11-20			16.0%	50
21-30			17.9%	56
31-40			14.4%	45
41-50			10.6%	33
51+			9.3%	29
N/A			0.0%	0
			answered question	312
			skipped question	4

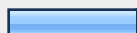

2. 2. Please indicate whether you are a			Response Percent	Response Count
Homeowner			96.1%	299
Renter			3.9%	12
			answered question	311
			skipped question	5


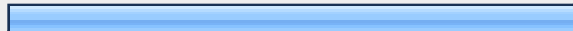
3. 3. Please indicate whether you live in			
		Response Percent	Response Count
An efficiency		0.3%	1
A one-bedroom home/apartment		2.3%	7
A two-bedroom home/apartment		13.0%	39
A home/apartment with three or more bedrooms		84.3%	253
		<i>answered question</i>	300
		<i>skipped question</i>	16


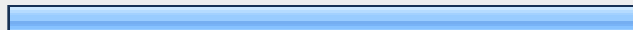
4. 4. Are you			
		Response Percent	Response Count
Male		47.9%	148
Female		52.1%	161
		<i>answered question</i>	309
		<i>skipped question</i>	7


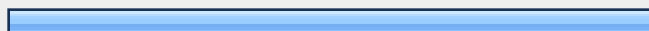
5. 5. What is your age?				
			Response Percent	Response Count
14-19			1.3%	4
20-29			4.8%	15
30-39			11.3%	35
40-49			22.3%	69
50-59			30.3%	94
60+			30.0%	93
			<i>answered question</i>	310
			<i>skipped question</i>	6

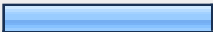



6. 6. Are you retired?				
			Response Percent	Response Count
Yes			25.3%	78
No			74.7%	230
			<i>answered question</i>	308
			<i>skipped question</i>	8


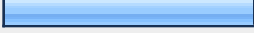
7. 7. Do you work in town?				
			Response Percent	Response Count
Yes			19.3%	56
No			80.7%	234
			<i>answered question</i>	290
			<i>skipped question</i>	26

8. 8. Do you earn money working from home?			
		Response Percent	Response Count
Yes		12.8%	40
No		87.2%	272
<i>answered question</i>			312
<i>skipped question</i>			4


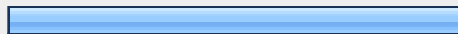
9. 9. Are you disabled?			
		Response Percent	Response Count
Yes		3.3%	10
No		96.7%	297
<i>answered question</i>			307
<i>skipped question</i>			9

10. 10. Do you have a special needs adult child living with you?			
		Response Percent	Response Count
Yes		0.6%	2
No		99.4%	306
<i>answered question</i>			308
<i>skipped question</i>			8

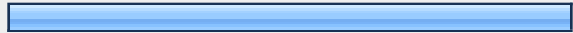
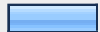
11. 11. Do you attend or have children in: (Choose all that apply)			
		Response Percent	Response Count
Southampton Public Schools		31.9%	98
Private School		3.3%	10
School of Choice		2.0%	6
Home Schooled		0.0%	0
N/A (Not Applicable)		65.8%	202
		<i>answered question</i>	307
		<i>skipped question</i>	9

12. 12. Do you participate and vote at Town Meeting?			
		Response Percent	Response Count
Yes		61.5%	185
No		38.5%	116
		If No, why not?	81
		<i>answered question</i>	301
		<i>skipped question</i>	15

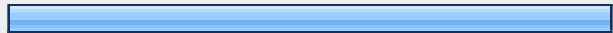

13. 13. Southampton now has nearly 6,000 residents. Once a town in Massachusetts has more than 6,000 people, it has the option of choosing a Representative Town Meeting form of government. Instead of all citizens voting at Town Meeting, the town would be divided into voting precincts that elect "Town Meeting Representatives" who vote on behalf of their precinct at Town Meeting. Should we change from a direct Town Meeting form of government to a Representative Town Meeting form of government?

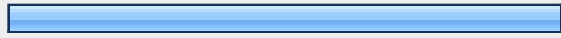

		Response Percent	Response Count
Yes		30.6%	90
No		69.4%	204
		<i>answered question</i>	294
		<i>skipped question</i>	22

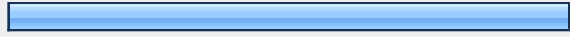
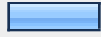
14. 14. Are you satisfied with the level of services provided by the Town for the following: (If No, please describe)
Police?

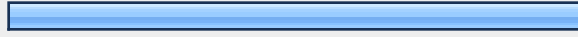

		Response Percent	Response Count
Yes		86.9%	265
No		13.1%	40
		If No, please describe:	35
		<i>answered question</i>	305
		<i>skipped question</i>	11

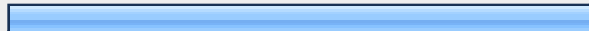

15. Fire?



		Response Percent	Response Count
Yes		92.9%	276
No		7.1%	21
		If No, please describe:	32
		<i>answered question</i>	297
		<i>skipped question</i>	19



16. Plowing?				
			Response Percent	Response Count
Yes		85.1%	258	
No		14.9%	45	
			If No, please describe:	52
			answered question	303
			skipped question	13

17. Road Maintenance?				
			Response Percent	Response Count
Yes		86.5%	256	
No		13.5%	40	
			If No, please describe:	47
			answered question	296
			skipped question	20

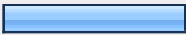
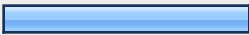
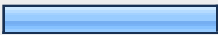


18. Water System?				
			Response Percent	Response Count
Yes		88.0%	241	
No		12.0%	33	
			If No, please describe:	46
			answered question	274
			skipped question	42

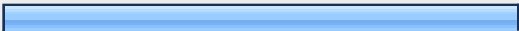

19. Transfer Station?				
			Response Percent	Response Count
Yes		89.6%	251	
No		10.4%	29	
If No, please describe:			37	
			answered question	280
			skipped question	36


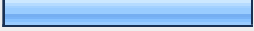
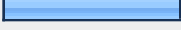

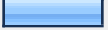


20. Senior Services?				
			Response Percent	Response Count
Yes		87.4%	201	
No		12.6%	29	
If No, please describe:			39	
			answered question	230
			skipped question	86








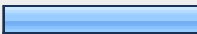

21. Other Town Services?				
			Response Percent	Response Count
Yes		82.4%	192	
No		17.6%	41	
If No, please describe:			53	
			answered question	233
			skipped question	83

22. 15. What should we use as a model for the way Southampton should grow and look in the future? (Choose all that apply)

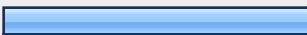
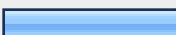
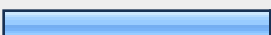

		Response Percent	Response Count
A rural residential community without a commercial center or significant commercial development (e.g. Westhampton)		27.6%	81
A rural residential community with a small commercial center (e.g. Huntington)		37.4%	110
A mostly residential "bedroom" community with dispersed small-scale commercial development along main roads (e.g. Granby)		32.7%	96
A community with a mixed-use center with a variety of housing options and commercial developments (e.g. Easthampton)		15.6%	46
A community that promotes large scale commercial development along main roads and preserves outlying open space (e.g. Hadley)		3.7%	11
		Comments	55
		<i>answered question</i>	294
		<i>skipped question</i>	22

23. 16. With regard to the historic village center of Southampton, do you:			
		Response Percent	Response Count
Like it just as it is		79.2%	229
Want to see it developed with more commercial, civic, and residential uses		20.8%	60
<i>answered question</i>			289
<i>skipped question</i>			27

24. 17. What kind of businesses would make Southampton a better place to live? (Choose all that apply)			
		Response Percent	Response Count
Restaurants (e.g. sit down, take out, deli)		33.1%	97
Places to hang out (e.g. coffee shops, ice cream)		37.9%	111
Neighborhood retail and services (e.g. grocery, hardware, cleaners)		27.0%	79
Large retail stores (e.g. supermarket, Target, Home Depot)		7.5%	22
Specialty retail stores		15.0%	44
None, Southampton has enough businesses, and my needs are met by these and by neighboring towns		46.1%	135
Other (please specify)		10.9%	32
<i>answered question</i>			293
<i>skipped question</i>			23

25. 18. Where should the town encourage new commercial development? (Choose all that apply)			
		Response Percent	Response Count
Along the whole length of College Highway (Route 10)		16.8%	49
On College Highway from the Easthampton town line to the Opa Opa curve		40.9%	119
Near the historic village center, on College Highway from East Street to Fomer Road		9.6%	28
Along College Highway from the Westfield town line to Fomer Road		19.2%	56
In new neighborhood commercial centers that serve our residential areas		6.2%	18
At the intersection of East Street and County Road		8.2%	24
At the intersection of College Highway and Fomer Road		2.1%	6
Nowhere		29.9%	87
Other (please specify)		7.2%	21
		answered question	291
		skipped question	25

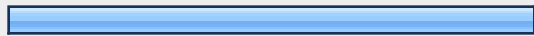

26. 19. Where should the town encourage non-retail commercial (light industrial) development? (Choose all that apply)



		Response Percent	Response Count
Near the Westfield / Southampton town line along College Highway (Route 10)		46.7%	134
Near the Easthampton town line along College Highway		26.5%	76
Non-retail commercial development should be limited. There is adequate space available in nearby towns.		41.1%	118
Other (please specify)		9.1%	26
		answered question	287
		skipped question	29


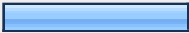
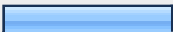


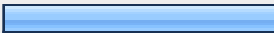
27. 20. On the scale of 1-5 below, please indicate your level of support for each of the following potential strategies for residential growth and for preserving Southampton’s rural character: Supplementary information: Southampton currently has nearly 6,000 residents and is one of the fastest growing communities in the region. The population increased by 33% between 1990 and 2008. The current residential zoning in Southampton requires approximately 1 or more acres per home in most areas. 1 = Strongly Oppose 2 = Oppose 3 = Neutral 4 = Support 5 = Strongly Support

	1	2	3	4	5	Rating Average	Response Count
Continue current policies that allow growth of single family homes on one acre lots in Southampton’s undeveloped areas	17.8% (50)	14.9% (42)	21.7% (61)	22.4% (63)	23.1% (65)	3.18	281
Adopt “cluster development” provisions requiring homes in sensitive natural resource areas to be built closer together so that the remaining land can be protected as open space	26.7% (75)	16.0% (45)	17.8% (50)	26.7% (75)	12.8% (36)	2.83	281
Concentrate residential development near the village center while preserving the outlying areas	32.1% (89)	18.4% (51)	31.0% (86)	10.1% (28)	8.3% (23)	2.44	277
Allow higher density housing types (e.g. homes on smaller lots, duplexes, town homes) in selected “smart growth” locations	44.7% (126)	13.5% (38)	16.3% (46)	18.1% (51)	7.4% (21)	2.30	282
Create larger minimum lot sizes (e.g. 2 or more acres per unit) to preserve rural character and limit residential growth	12.5% (36)	13.2% (38)	20.2% (58)	22.6% (65)	31.4% (90)	3.47	287
Zone some areas for agricultural and very low density uses only (e.g. 5 or more acres minimum lot size)	5.6% (16)	6.3% (18)	13.0% (37)	27.7% (79)	47.4% (135)	4.05	285
Purchase and protect as much open space as possible from development	8.4% (24)	7.4% (21)	14.0% (40)	17.9% (51)	52.3% (149)	3.98	285
Establish more restrictive sign guidelines (e.g. not allowing bright neon signs, implementing greater restrictions on size and lighting)	3.5% (10)	4.9% (14)	19.6% (56)	26.9% (77)	45.1% (129)	4.05	286



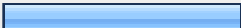



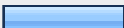
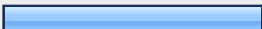

Cluster commercial development at major intersections	22.1% (61)	14.9% (41)	25.0% (69)	26.1% (72)	12.0% (33)	2.91	276
Cluster commercial development in neighborhood commercial centers	34.7% (96)	21.3% (59)	24.2% (67)	14.1% (39)	5.8% (16)	2.35	277
Establish standards for commercial developments that regulate environmental impacts, safety and design	2.1% (6)	3.5% (10)	14.1% (40)	27.8% (79)	52.5% (149)	4.25	284
Establish standards for large residential developments (e.g. 4+ unit subdivisions) to regulate environmental impacts, safety and design	10.6% (30)	4.9% (14)	10.2% (29)	23.3% (66)	50.9% (144)	3.99	283
Establish design standards for developments in the village center to create a traditional village with a walkable, mixed-use (residential and commercial) district	6.0% (17)	7.1% (20)	17.4% (49)	28.8% (81)	40.6% (114)	3.91	281
Limit development beyond the capacity of our water supply	4.5% (13)	4.2% (12)	10.1% (29)	14.3% (41)	66.8% (191)	4.35	286
	<i>answered question</i>						292
	<i>skipped question</i>						24

28. 21. Based on your income level, are there sufficient housing options for you and your family in Southampton?			
		Response Percent	Response Count
Yes		80.9%	220
No		19.1%	52
	Comments:		31
	<i>answered question</i>		272
	<i>skipped question</i>		44

29. 22. Please indicate whether you are satisfied with your present housing:			
		Response Percent	Response Count
I am satisfied with my present housing		90.1%	263
I am not satisfied with my present housing		9.9%	29
		answered question	292
		skipped question	24

30. I am not satisfied with my present housing because: (Choose all that apply)			
		Response Percent	Response Count
It is too large		16.3%	7
It is too small		27.9%	12
It is too expensive to manage		25.6%	11
I feel isolated		2.3%	1
There is no easy access to stores and services		16.3%	7
My physical condition makes it difficult to get around		0.0%	0
Of other reasons: (please describe)		41.9%	18
		answered question	43
		skipped question	273

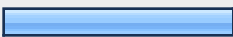
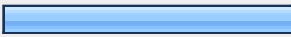
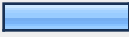
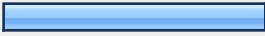



31. 23. If you or your family members were to move to another living situation within Southampton someday, what type of housing do you anticipate will meet your future needs? (Choose all that apply)

		Response Percent	Response Count
Renting a house		0.0%	0
Renting an apartment		1.7%	5
Living in an assisted living facility		11.4%	33
Owning a house		36.2%	105
Owning a manufactured home		1.7%	5
Owning a condo or cooperative unit		16.6%	48
Owning or renting a unit in a duplex or town house		4.8%	14
Owning or renting a dwelling with everything on one floor		18.3%	53
I do not anticipate me or other members of my family ever requiring a different housing situation in Southampton		39.7%	115
In the future, I and other members of my family do not anticipate living in Southampton		5.2%	15
		<i>answered question</i>	290
		<i>skipped question</i>	26





32. 24. If you were to move to another living situation within Southampton someday, what size home/apartment would you prefer? (Choose all that apply)			
		Response Percent	Response Count
An efficiency		0.8%	2
A one-bedroom home/apartment		6.7%	17
A two-bedroom home/apartment		46.7%	119
A home/apartment with three or more bedrooms		51.0%	130
		<i>answered question</i>	255
		<i>skipped question</i>	61

33. 25. I would like to see the town promote the following: (Choose all that apply)			
		Response Percent	Response Count
Detached single family homes		73.7%	174
Duplex homes		14.4%	34
Town houses		23.3%	55
Accessory apartments		11.0%	26
Apartment buildings		1.7%	4
Conversion of single family to multifamily housing units		6.8%	16
Housing options for the physically and/or mentally disabled		22.5%	53
		<i>answered question</i>	236
		<i>skipped question</i>	80

34. 26. I would like to see the town promote the following senior citizen housing options: (Choose all that apply)

		Response Percent	Response Count
Subsidized housing units for low income seniors		35.1%	97
Small, affordable market-rate units		44.2%	122
High-end market rate units		18.8%	52
Assisted living facilities		40.2%	111
Nursing homes		9.4%	26
None, Southampton has sufficient senior citizen housing options for many different incomes and ability levels		26.4%	73
Other (please specify):		2.5%	7
		<i>answered question</i>	276
		<i>skipped question</i>	40

35. 27. Definition of Affordable Housing: Affordable housing is defined by the federal government as subsidized housing units that are affordable to households who earn up to 80% of the Area Median Income (AMI). In 2009, this amount is \$49,700 for a two-person household and \$62,100 for four-person household in the Springfield area. The state has set a goal for 10% of all housing units in Massachusetts communities to qualify as affordable (subsidized) housing. If several units of affordable housing were developed in town, what kind would you prefer: (Choose all that apply)

		Response Percent	Response Count
Duplexes		25.7%	68
Small apartment buildings		11.3%	30
Single family houses		65.3%	173
Small multi family condominiums		32.5%	86
		<i>answered question</i>	265
		<i>skipped question</i>	51

36. 28. On the scale of 1-5 below, please indicate your level of support for each of the following statements: 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

	1	2	3	4	5	Rating Average	Response Count
The town should promote the development of elderly housing	8.8% (25)	14.4% (41)	28.4% (81)	30.2% (86)	18.2% (52)	3.35	285
The town should promote the development of affordable housing	20.6% (59)	19.9% (57)	22.4% (64)	23.4% (67)	13.6% (39)	2.90	286
Southampton should require that a certain percentage of new residential development be set aside for affordable housing	23.8% (67)	22.7% (64)	17.4% (49)	20.2% (57)	16.0% (45)	2.82	282
The town should set aside a certain percentage of municipal land for affordable housing	35.2% (99)	19.2% (54)	21.0% (59)	13.2% (37)	11.4% (32)	2.46	281
Southampton should be involved in helping to keep housing affordable for seniors and low income property owners	15.6% (45)	15.3% (44)	21.5% (62)	26.0% (75)	21.5% (62)	3.23	288
The town should have a program to support first-time home buyers	25.0% (71)	13.0% (37)	25.0% (71)	23.2% (66)	13.7% (39)	2.88	284
The town should provide grants or create a no-interest revolving loan fund for rehabilitation of low and moderate income homes	22.9% (65)	14.1% (40)	19.4% (55)	26.4% (75)	17.3% (49)	3.01	284
	answered question						290
	skipped question						26

**37. 29. If public transit were brought to Southampton, what routes and services would you be interested in using?
(Choose all that apply)**

		Response Percent	Response Count
None		47.0%	134
Up and down College Highway (Rte. 10)		24.9%	71
Westfield-Easthampton, with connection to Northampton		28.1%	80
Town Center to Easthampton with connection to Northampton		26.7%	76
Greater service on County Road		4.9%	14
Disabled access vans		15.4%	44
		<i>answered question</i>	285
		<i>skipped question</i>	31

38. 30. If money became available to extend the town's sidewalk system, please indicate how important each of these extensions and improvements would be: 1 = Not Important 2 = Important 3 = High Priority

	1	2	3	Rating Average	Response Count
Extend sidewalks on College Highway between the Cumberland and Veterans Memorial bridge	33.8% (92)	27.2% (74)	39.0% (106)	2.05	272
Extend sidewalk to new playing fields on Strong Road	37.5% (100)	25.5% (68)	37.1% (99)	2.00	267
Install sidewalks on all subdivision cul de sacs that do not now have them.	77.0% (197)	12.1% (31)	10.9% (28)	1.34	256
Install sidewalks on main feeder roads (ie. Glendale, Fomer, East Street)	42.2% (114)	23.3% (63)	34.4% (93)	1.92	270
Install or improve sidewalks in my neighborhood (please indicate your neighborhood below)	76.7% (155)	9.4% (19)	13.9% (28)	1.37	202
Other location (please indicate area below)	63.2% (60)	11.6% (11)	25.3% (24)	1.62	95
Indicate your neighborhood and other locations for sidewalk extension here					70
<i>answered question</i>					285
<i>skipped question</i>					31

39. 31. Please indicate whether you would consider supporting tax increases for each of the following: 1 = Strongly Oppose 2 = Oppose 3 = Neutral 4 = Support 5 = Strongly Support

	1	2	3	4	5	Rating Average	Response Count
Keeping retail and non-retail commercial development to a minimum	23.9% (67)	14.6% (41)	22.5% (63)	16.4% (46)	22.5% (63)	2.99	280
Providing public transit options	38.6% (110)	16.5% (47)	21.8% (62)	15.1% (43)	8.1% (23)	2.38	285
Increasing town services (parks, sewer, water, community meeting space, etc.)	18.4% (52)	11.3% (32)	24.4% (69)	30.0% (85)	15.9% (45)	3.14	283
Permanently preserving open space	14.7% (42)	7.3% (21)	18.5% (53)	22.7% (65)	36.7% (105)	3.59	286
Providing a 24/7 paid ambulance service (as opposed to relying on a volunteer fire/ambulance service)	22.9% (65)	14.1% (40)	27.8% (79)	18.7% (53)	16.5% (47)	2.92	284
Comments:							41
answered question							289
skipped question							27

40. 32. Please indicate your level of support for the following strategies to improve the town's tax base or shift the tax burden from residential taxpayers to retail and non-retail commercial taxpayers: 1 = Strongly Oppose 2 = Oppose 3 = Neutral 4 = Support 5 = Strongly Support

	1	2	3	4	5	Rating Average	Response Count
Encourage commercial development by expanding land zoned for commercial use	31.4% (88)	17.1% (48)	18.6% (52)	20.4% (57)	12.5% (35)	2.65	280
Encourage non-retail commercial development by expanding land zoned for light industrial use	23.8% (67)	18.4% (52)	22.3% (63)	24.1% (68)	11.3% (32)	2.81	282
If significant commercial/industrial development occurred in Southampton, the Town should establish a higher commercial tax rate to decrease the proportion of taxes paid by residential properties	9.5% (27)	8.1% (23)	21.8% (62)	27.5% (78)	33.1% (94)	3.67	284
	<i>answered question</i>						286
	<i>skipped question</i>						30

41. 33. On the scale of 1-5 below, please indicate your level of agreement with the following. The Town of Southampton should: 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

	1	2	3	4	5	Rating Average	Response Count
Address traffic congestion and busy roads	20.7% (59)	18.2% (52)	35.8% (102)	16.8% (48)	8.4% (24)	2.74	285
Promote traffic calming in the historic village center	14.3% (41)	13.6% (39)	32.5% (93)	26.2% (75)	13.3% (38)	3.10	286
Promote public transit in the form of buses	31.7% (91)	15.3% (44)	24.0% (69)	17.1% (49)	11.8% (34)	2.62	287
Establish one or more conveniently placed park and ride lots for carpooling	31.6% (90)	11.9% (34)	29.5% (84)	20.4% (58)	6.7% (19)	2.59	285
Develop bicycle paths and greenways that link open spaces, neighborhoods, etc.	10.4% (30)	7.3% (21)	12.8% (37)	26.7% (77)	42.7% (123)	3.84	288
Create new active recreational resources such as snowmobile, ATV and horseback riding trails, places for hunting and fishing, etc	18.9% (54)	14.7% (42)	19.6% (56)	22.5% (64)	24.2% (69)	3.18	285
Improve technology infrastructure (e.g., broadband, wireless, fiber optic technologies)	7.7% (22)	4.9% (14)	28.9% (83)	27.5% (79)	31.0% (89)	3.69	287
Educate landowners about options for permanently protecting land	3.5% (10)	2.1% (6)	19.7% (57)	29.8% (86)	45.0% (130)	4.11	289
Help preserve and promote active use of remaining farmland	1.4% (4)	3.5% (10)	10.8% (31)	22.2% (64)	62.2% (179)	4.40	288
Work to preserve open space resources	2.8% (8)	3.1% (9)	11.9% (34)	24.8% (71)	57.3% (164)	4.31	286
Establish policies or programs to encourage local food production	2.1% (6)	2.1% (6)	21.5% (62)	22.8% (66)	51.6% (149)	4.20	289
Pursue renewable energy development (generation)	2.8% (8)	2.8% (8)	29.7% (85)	29.4% (84)	35.3% (101)	3.92	286
Implement energy conservation measures for municipal facilities	2.4% (7)	1.7% (5)	21.0% (60)	29.0% (83)	45.8% (131)	4.14	286
Establish a policy of purchasing fuel-efficient vehicles	10.1% (29)	4.9% (14)	27.2% (78)	25.1% (72)	32.8% (94)	3.66	287

Promote mixed-use development (residential and commercial in same building)	20.1% (57)	10.2% (29)	38.4% (109)	16.9% (48)	14.4% (41)	2.95	284
	<i>answered question</i>						290
	<i>skipped question</i>						26

42. 34. If you are interested in participating in the Southampton Master Plan Visioning Workshops, please enter your email address to receive information and updates.

	Response Count
	52
	<i>answered question</i> 52
	<i>skipped question</i> 264

43. 35. Please use the space below if you have any additional comments about Southampton or its future growth (likes, dislikes, etc.)

	Response Count
	97
	<i>answered question</i> 97
	<i>skipped question</i> 219