



TOWN OF HUNTERSVILLE 2030 COMMUNITY PLAN - RESIDENT SURVEY

FINAL SUMMARY OF RESULTS (January 2011)

Below are the results of a citizen survey for the Huntersville 2030 Community Plan. Surveys were mailed randomly to 1,500 households and as of 8/1/2010, 453 responses had been returned. This provides a 95% Level of Confidence for the survey results. Also noted in % highlight are responses to this survey from 366 surveys completed online. Questions in the survey were based on top recommendations from two joint Town Board/Planning Board meetings (3/8/10 and 4/12/10) and a public meeting (4/22/10). A link to the survey was posted on the Town of Huntersville website and available to the public from 8/8/2010 to 11/19/2010.

General Questions:

Please mark the response that best describes your opinion about the quality of life in Huntersville for each of the following statements.

| | Excellent | Good | Fair | Poor | Very Poor | Not Sure |
|---|----------------|----------------|----------------|--------------|--------------|----------------|
| Huntersville as a place to live | 45% 29% | 52% 62% | 3% 8% | 0% 0% | 0% 0% | 0% 0% |
| Huntersville as a place to raise children | 37% 27% | 46% 56% | 8% 9% | 0% 1% | 0% 0% | 9% 0% |
| Huntersville as a place to work | 18% 9% | 36% 38% | 19% 25% | 4% 7% | 1% 1% | 21% 19% |
| Huntersville as a place to retire | 19% 14% | 42% 37% | 16% 27% | 3% 6% | 1% 4% | 19% 12% |

2. How long have you lived in Huntersville?

16% **16%** 0-2 years 29% **24%** 6-10 years 6% **7%** 16-20 years
 25% **32%** 3-5 years 14% **14%** 11-15 years 10% **8%** 21 years or more

3. What best describes where you live in Huntersville?

23% **30%** Northeast (East of I-77/North of Huntersville-Concord Road)
 14% **13%** Southeast (East of I-77/South of Huntersville-Concord Road)
 43% **35%** Northwest (West of I-77/North of Gilead Road/Bud Henderson Road)
 20% **22%** Southwest (West of I-77/South of Gilead Road/Bud Henderson Road)

Using a scale of “1 to 5” where “1” is “Strongly Agree” and “5” is “Strongly Disagree”; please indicate your response to each of the statements below by marking the appropriate box.

| 4. Housing | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--|-----------------------|----------------|----------------|-----------------|--------------------------|
| Encourage more housing options for senior citizens (e.g. retirement communities, nursing homes). | 18% 14% | 32% 42% | 41% 30% | 8% 10% | 1% 5% |
| Support higher-density residential communities in walk-able commercial areas like Birkdale Village. | 18% 32% | 38% 28% | 22% 15% | 16% 13% | 6% 12% |
| Promote a balanced mix of housing options for all age and income groups (e.g. single family, duplexes, townhomes, multi-family and apartments). | 14% 14% | 31% 30% | 22% 20% | 23% 22% | 11% 14% |
| Encourage self-sustained and contained village type communities (e.g. homes, some retail and jobs). | 16% 21% | 49% 44% | 26% 21% | 6% 8% | 2% 5% |
| Support affordable housing that is dispersed throughout the community. | 9% 9% | 31% 22% | 24% 24% | 19% 25% | 17% 19% |
| Support higher density residential development in the I-77/NC-115 corridor moving to lower density residential development in the eastern and western areas of town. | 9% 14% | 31% 33% | 34% 18% | 18% 19% | 8% 16% |

| 5. Economic Development | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--|-----------------------|----------------|----------------|-----------------|--------------------------|
| Stabilize tax base by promoting balance of residential, commercial and industrial development. | 31% 30% | 55% 51% | 9% 11% | 3% 5% | 1% 2% |
| Support retention and growth of existing companies and industry. | 40% 44% | 50% 44% | 8% 9% | 1% 1% | 0% 1% |
| Provide financial incentives for business retention, development and recruitment. | 28% 28% | 45% 34% | 17% 16% | 6% 14% | 4% 8% |
| Support extension of water and sewer lines to promote new economic development. | 21% 18% | 52% 46% | 17% 19% | 7% 14% | 2% 4% |
| Support efficient transit system (bus & rail) to promote economic development. | 39% 50% | 36% 27% | 12% 8% | 9% 8% | 5% 7% |

| 6. Public Facilities | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|-----------------------|----------------|----------------|-----------------|--------------------------|
| Require annual evaluation of public facilities to promote efficient operations and priority needs. | 35% 36% | 50% 50% | 12% 9% | 3% 4% | 0% 1% |
| Continue to require adequate public facilities (e.g. police, fire, parks and roads) as a condition of development approval. | 59% 66% | 36% 27% | 4% 4% | 1% 4% | 0% 2% |
| Promote public/private partnerships to fund the capital cost of public facilities. | 32% 29% | 50% 51% | 14% 13% | 4% 4% | 1% 3% |
| Pursue regional cooperation for the provision of public facilities (e.g. fire training). | 33% 36% | 51% 52% | 15% 11% | 1% 1% | 0% 0% |
| Support Parks & Recreation Department in attracting regional and national sporting events (tournaments). | 37% 34% | 42% 38% | 16% 15% | 3% 9% | 1% 4% |

| 7. Downtown | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--|-----------------------|----------------|----------------|-----------------|--------------------------|
| Encourage more mixed-use (e.g. commercial, office, residential) development in the downtown. | 30% 36% | 43% 40% | 20% 13% | 5% 7% | 2% 4% |
| Expand Town Center development along NC-115 (Old Statesville Road). | 24% 30% | 40% 36% | 26% 15% | 8% 13% | 2% 6% |
| Design downtown for safe and efficient movement of vehicles, pedestrians and bicycles. | 50% 65% | 38% 28% | 9% 4% | 1% 2% | 1% 2% |
| Promote quality architectural design standards for buildings in the downtown. | 44% 53% | 43% 33% | 10% 9% | 2% 2% | 0% 2% |
| Install necessary infrastructure (roads, sidewalks, utilities) prior to the construction of additional development (including rail station) in the downtown. | 54% 54% | 34% 30% | 9% 6% | 2% 6% | 1% 3% |
| Create “entrance” features (e.g. signage, monuments) to identify the boundaries of downtown. | 21% 21% | 34% 28% | 34% 25% | 9% 17% | 2% 8% |
| Encourage and/or provide more community/special events (e.g. movies in the park, festivals and outdoor music nights) in the downtown area. | 38% 34% | 37% 39% | 21% 18% | 3% 5% | 1% 4% |

| 8. Rural Development on the Eastern and Western Edges of Huntersville | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--|-----------------------|----------------|----------------|-----------------|--------------------------|
| Maintain/reinforce large lot subdivisions to preserve rural areas on the eastern and western edges of Huntersville. | 42% 52% | 40% 29% | 15% 11% | 2% 7% | 1% 1% |
| Support incentives (e.g. tax, modified development standards) to maintain rural character. | 32% 36% | 40% 32% | 17% 19% | 8% 10% | 3% 3% |
| Architecture of commercial development on the eastern and western edges of Huntersville should complement the rural character. | 32% 31% | 41% 38% | 20% 18% | 4% 9% | 3% 4% |

| 9. Commercial Corridors | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|-----------------------|----------------|----------------|-----------------|--------------------------|
| Support taller buildings and mixed uses (e.g. jobs, residences) in existing commercial corridors. | 11% 18% | 32% 34% | 29% 19% | 22% 19% | 6% 11% |
| Support and encourage commercial development in existing business centers. | 25% 36% | 60% 50% | 12% 10% | 2% 2% | 1% 2% |
| Maintain high quality architectural and site design standards for commercial development. | 39% 51% | 47% 38% | 12% 8% | 2% 2% | 0% 2% |
| Encourage mixed use centers (e.g. residential, commercial, employment) over “strip” commercial areas. | 32% 38% | 42% 37% | 20% 18% | 4% 6% | 2% 1% |

| 10. Local Transportation Network | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--|-----------------------|----------------|----------------|-----------------|--------------------------|
| Plan, prioritize and fund needed road improvements. | 67% 58% | 28% 33% | 3% 6% | 1% 2% | 0% 1% |
| Combine sidewalks, bike lanes and greenways where appropriate for efficiency. | 52% 59% | 39% 30% | 5% 5% | 3% 6% | 1% 0% |
| Require road improvements as a condition of development approval. | 68% 69% | 27% 23% | 4% 5% | 1% 1% | 0% 1% |
| Support North Corridor commuter rail line. | 47% 62% | 26% 15% | 18% 9% | 5% 4% | 5% 9% |
| Build connected road network rather than “piecemeal”. | 50% 48% | 37% 36% | 11% 13% | 1% 2% | 1% 2% |
| Improve road connectivity (especially east-west) to provide more travel options. | 56% 55% | 32% 27% | 11% 9% | 1% 6% | 0% 2% |

| 11. Small Area Plans | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|-----------------------|----------------|----------------|-----------------|--------------------------|
| Continue to prepare long-range plans for managing high growth areas in town. | 45% 49% | 47% 41% | 7% 7% | 1% 2% | 0% 2% |
| Modify existing land use and transportation plans as needed to reflect changes in current conditions. | 37% 24% | 46% 52% | 12% 16% | 4% 7% | 1% 2% |

| 12. Environment | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--|-----------------------|----------------|----------------|-----------------|--------------------------|
| Reward developers for projects that will limit the environmental impact. | 40% 47% | 37% 33% | 17% 11% | 4% 6% | 2% 3% |
| Encourage the use of alternative energy sources for existing and new development (e.g. solar, wind). | 46% 48% | 36% 30% | 14% 13% | 4% 4% | 1% 5% |
| Support development that promotes economic growth, environmental protection and high quality of life (i.e. “sustainable” development). | 49% 52% | 42% 36% | 6% 7% | 2% 2% | 1% 2% |
| Encourage redevelopment of older structures and sites that is environmentally friendly. | 48% 48% | 40% 36% | 9% 11% | 2% 3% | 1% 2% |

Additional Comments:

Additional comments are in a separate document.
