

Overview

In late 2013 the Madbury Planning Board initiated an update to the Master Plan, last updated in 2003. As a first step, it was necessary to determine whether the 2003 “Vision for Madbury” was still valid ten years hence. Since much of that vision was formed from the results of a 2003 community survey, it was determined to undertake a similar study with similar questions.

The new questionnaire was made available to residents for approximately one month beginning at the 2014 Town Meeting. Some relevant findings include the following.

- 1) 70 surveys were completed and tabulated.
- 2) 54% of survey respondents have lived in Madbury over 20 years.
- 3) 70% of respondents were 50 years or older.
- 4) The main reasons why respondents like living in Madbury are:
 - a) Friendly atmosphere (71%);
 - b) Natural amenities (61%); and
 - c) Quality of schools (54%).

Background

The “Vision for Madbury” as expressed in the 2003 Master Plan is to “be a quality residential community that preserves and maintains the Town’s historic and rural character”. To achieve this goal the Master Plan notes several “Major Public Issues”:

- 1) Water Quality and Quantity;
- 2) Madbury’s rural atmosphere and landscape;
- 3) Community Safety and Services at an Affordable Price/Stable Tax Amount; and
- 4) Balancing Economic Development with Environmental Protection.

A seven part questionnaire was published to survey the community as to citizens’ attitudes toward current policies. The questionnaire appears as Attachment A. A tabulated summary is contained in Attachment B. Summarized results can be seen online at www.madburynh.org/Survey.

Discussion of Results

Several questions which requested a “level of agreement” were tabulated as follows.

Level of Support	Header
Yes or Strongly Agree plus Somewhat Agree	Pro
No or Strongly Disagree plus Somewhat Disagree	Con

A value of 2/3 (a super majority) was established as a baseline for determining support.

Pro entries are green when total > 66%.

Con entries are red when total > 66%.

Survey Section 1 shows overwhelming support for 5 key issues with groundwater protection at 97%.

1. Madbury provides sufficient support for each of the following activities ...

Key	Policy Statement	Pro	Con
A	Preserve Madbury's rural character ...	94%	1%
B	Protect Madbury's ... groundwater ...	97%	1%
C	Acquire ... land for conservation ...	80%	14%
D	Preserve historic resources	85%	4%
E	Maintain the present town center ...	90%	4%

Survey Section 2 shows similar support with fire protection topping the list.

2. Madbury provides sufficient support for each of the following community functions ...

Key	Community Service	Pro	Con
A	Maintain the town's roadways	79%	10%
B	Police protection	88%	4%
C	Fire protection	93%	1%
D	Ambulance service	82%	3%
E	Library	76%	12%
F	Diversity of housing	84%	10%
G	Parks & recreation	86%	9%
H	Recreational trails	84%	10%
I	Expand/improve town services ...	57%	12%
J	Encourage commercial ... activity	74%	13%
K	Maintain a stable tax rate	90%	4%

Survey Section 3 queries attitudes concerning land use.

3. Would you like to see more of the following activities in Madbury?

Key	Description	Pro	Con
A	Light industry	45%	36%
B	Agricultural-based businesses	77%	5%
C	Home-based businesses	70%	13%
D	Small retail shops	55%	24%
E	Professional offices	58%	23%
F	Bed & breakfast	72%	9%
G	Gas station/auto repair	18%	58%
H	Medical services ...	57%	29%

No serious support for new commercial development is indicated.

Survey Section 4 indicates continues opposition to multi-unit dwellings.

4. Would you like to expand the following housing options?

Key	Option	Pro	Con
A	Two-family	37%	42%
B	Multi-family (3-5) units	24%	64%
C	Apartment buildings (5-plus units)	3%	86%
D	Senior Housing	66%	22%
E	Manufactured housing parks	8%	83%
F	Residential cluster subdivisions	41%	41%

Survey Section 5 reflects the supposition that respondents are non-transient.

5. How many years have you lived in Madbury?

Key	Years in Residence	Count	Percent
A	0 - 5	8	12%
B	6 - 10	9	13%
C	11 - 15	7	10%
D	16 - 20	7	10%
E	Over 20	37	55%

Survey Section 6 implies that older residents are more likely to respond to a survey (?).

6. Which of the following categories describes your age?

Key	Age in Years	Count	Percent
A	19 or less	0	0%
B	20 – 29	2	3%
C	30 – 39	2	3%
D	40 – 49	15	21%
E	50 - 59	17	24%
F	60 – 69	14	20%
G	70 & up	17	24%

Survey Section 7 reflects a potpourri of attitudes.

7. What do you like most about living in Madbury?

Key	Factor	Count	Yes
A	Natural Amenities	43	61%
B	Cultural Amenities	8	11%
C	Friendly Atmosphere	50	71%
D	Quality of Schools	41	59%
E	Proximity to Work	24	34%
F	Proximity to Boston	8	11%
G	Proximity to Health Care	14	20%
H	Proximity to Shopping	16	23%
I	Nearby Recreational/Outdoor Resources	24	34%

Summary

Based on the results of the survey the following conclusions are suggested.

- 1) Older and long-term residents are more likely to complete the survey.
- 2) The survey results would seem to support the 2003 Community Vision.
- 3) The results appear to be consistent with the major Issues of the 2003 Plan.
- 4) Survey respondents were generally satisfied with the town's services and like living in Madbury.
- 5) Respondents favored agriculture or home-based businesses including bed & breakfasts.
- 6) The results indicate support for senior housing, but not housing requiring increased density[†].

[†] Although Survey Question 2 indicates 84% support for a "Diversity of housing".

Attachment A

Madbury Master Plan Survey March, 2014

Our community Master Plan is an important document that sets a direction for future growth in Madbury. One way for the Planning Board to measure our citizens' attitudes about the town is to conduct a community survey. We last conducted a community survey in 2000 as part of the 2002 Master Plan Update. The Planning Board would appreciate your responses to the following questions as they seek to revise the town's Master Plan. Your input on the following survey is very important to us and will help guide our efforts as we update the current Master Plan. We encourage you to complete this survey and place it into one of our collection boxes located in the Town Hall.

What is Important to You?

1. Madbury provides sufficient support for each of the following activities with respect to the town's resources and small town character. Please respond to the following statements by selecting one response for each statement.

Policy Statement	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
Preserve Madbury's rural character-open space, wetlands, fields, agriculture and scenic vistas.					
Protect Madbury's surface and groundwater resources.					
Acquire additional interests in land for conservation and public recreation.					
Preserve historic resources					
Maintain the present town center as an area for a mix of civic activities.					

Satisfaction with Town Services

2. Madbury provides sufficient support for each of the following community functions or services. Please respond to the following statements by selecting one response for each statement.

Maintain the town's roadways.					
Police protection					
Fire protection					
Ambulance service					
Library					
Diversity of housing					
Parks & recreation					
Recreational trails					
Expand/improve Town services to accommodate population growth.					
Encourage commercial and light industrial activity that is consistent with Madbury's rural character.					
Maintain a stable tax rate.					

If you have comments about town services, please write in space below.

Attachment A

Future growth and development

3. Would you like to see more of the following activities in Madbury?

Description	Yes	No	No Opinion/Not Sure
Light industry			
Agricultural-based businesses			
Home-based businesses			
Small retail shops			
Professional offices			
Bed & breakfast			
Gas station/auto repair			
Medical services (e.g., Doctor's office)			
Other (please specify):			

4. Would you like to expand the following housing options?

Option	Yes	No	No opinion/not sure
Two-family			
Multi-family (3-5) units			
Apartment buildings (5-plus units)			
Senior housing			
Manufactured housing parks			
Residential Cluster Subdivisions (several single-family units built on small lots with common open space.)			

Please help us understand our population.

5. How many years have you lived in Madbury? (Please circle one)

0-5 6-10 11-15 16-20 More than 20

6. Which of the following categories describes your age? (Please circle one)

19 or less 20-29 30-39 40-49 50-59 60-69 70 or more

7. What do you like most about living in Madbury? (Please check up to four)

Natural Amenities	Proximity to Work	Nearby Recreational/Outdoor Resources
Cultural Amenities	Proximity to Boston	Other (Please Specify)
Friendly Atmosphere	Proximity to Health Care	
Quality of Schools	Proximity to Shopping	

Please add any other relevant comments that we should address as part of our update to the Master Plan.

Please return this survey to the Town Hall no later than April 15, 2014.

Thank you.

Madbury Planning Board

Attachment B

1. Madbury provides sufficient support for each of the following activities ...

Key	Policy Statement	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
A	Preserve Madbury's rural character ...	54	11	3		1
B	Protect Madbury's ... groundwater ...	55	12	1		1
C	Acquire ... land for conservation ...	31	24	4	8	2
D	Preserve historic resources	39	18	7	2	1
E	Maintain the present town center ...	46	15	4		3

Pro	Con
94%	1%
97%	1%
80%	14%
85%	4%
90%	4%

2. Madbury provides sufficient support for each of the following community functions or services.

Key	Community Service	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
A	Maintain the town's roadways	33	21	7	5	2
B	Police protection	44	17	5	2	1
C	Fire protection	44	19	4		1
D	Ambulance service	42	13	10	1	1
E	Library	36	16	8	5	3
F	Diversity of housing	37	20	4	5	2
G	Parks & recreation	36	23	4	4	2
H	Recreational trails	37	20	4	5	2
I	Expand/improve town services ...	17	21	21	6	2
J	Encourage commercial ... activity	20	30	9	8	1
K	Maintain a stable tax rate	43	19	4	1	2

Pro	Con
79%	10%
88%	4%
93%	1%
82%	3%
76%	12%
84%	10%
86%	9%
84%	10%
57%	12%
74%	13%
90%	4%

3. Would you like to see more of the following activities in Madbury?

Key	Description	Yes	No	Not Sure
A	Light industry	30	24	12
B	Agricultural-based businesses	51	3	12
C	Home-based businesses	47	9	11
D	Small retail shops	36	16	14
E	Professional offices	37	15	12
F	Bed & breakfast	48	6	13
G	Gas station/auto repair	12	38	16
H	Medical services ...	37	19	9

Pro	Con
45%	36%
77%	5%
70%	13%
55%	24%
58%	23%
72%	9%
18%	58%
57%	29%

Attachment B

4. Would you like to expand the following housing options?

Key	Option	Yes	No	Not Sure
A	Two-family	25	28	14
B	Multi-family (3-5) units	16	42	8
C	Apartment buildings (5-plus units)	2	55	7
D	Senior Housing	45	15	8
E	Manufactured housing parks	5	54	6
F	Residential cluster subdivisions	27	27	12

Pro	Con
37%	42%
24%	64%
3%	86%
66%	22%
8%	83%
41%	41%

5. How many years have you lived in Madbury?

Key	0 - 5	6 - 10	11 - 15	16 - 20	Over 20
A	8	9	7	7	37

6. Which of the following categories describes your age?

Key	19 or less	20 - 29	30 - 39	40 - 49	50 - 59	60 - 69	70 & up
A		2	2	15	17	14	17

7. What do you like most about living in Madbury?

Key	Factor	Mark
A	Natural Amenities	43
B	Cultural Amenities	8
C	Friendly Atmosphere	50
D	Quality of Schools	41
E	Proximity to Work	24
F	Proximity to Boston	8
G	Proximity to Health Care	14
H	Proximity to Shopping	16
I	Nearby Recreational/Outdoor Resources	24

Hot	Not
61%	39%
11%	89%
71%	29%
59%	41%
34%	66%
11%	89%
20%	80%
23%	77%
34%	66%

Pro and Hot entries are green when total > 66%.

Con and Not entries are red when total > 66%.

(2/3 = super majority)