



THE TOWN OF SOUTHAMPTON
Southampton Master Plan Committee
 Town Hall, P.O. Box 397, 8 East Street
 Southampton, MA 01073
 (413) 529-0106 TEL

Dear Southampton Resident:

The town is in the process of developing a comprehensive Master Plan, which will guide future decisions facing our community and address the following areas: land use, open space, housing, economic development, natural resources, recreation, energy and sustainability, education, public services and facilities, and transportation.

This community survey has been prepared to assist the Master Plan Committee in developing this long range plan based, in great part, on input received from the citizens of Southampton. We encourage you to focus on the qualities of our town that you value and to consider how you want our community to change over the next 10 to 20 years. **Your participation in this survey is critical to the successful development of a comprehensive Master Plan.**

This survey should take you less than 20 minutes to complete. After completing the survey, please return it by mail to the Town of Southampton or drop it off at the Town Hall, the Transfer Station, the Senior Center/Edwards Public Library or Pure Foods. Responses will be accepted until April 2. However, residents are encouraged to complete a survey as early as possible, as earlier participation will help make the results available prior to the visioning workshops.

Also, please note that the Master Plan Visioning Workshops will be held on Thursday April 8 from 6 p.m. to 9 p.m., Saturday April 10 from 9 a.m. to 3 p.m., and Wednesday April 14 from 6 p.m. to 9 p.m. at the William E. Norris Elementary School. Your participation is critical to the success of this effort; food will be provided. More details are available on the Southampton Master Plan Website at www.southamptonmasterplan.org.

Sincerely,
 Henry Barton, Chair
 Southampton Master Plan Committee

1. How many years have you been a resident of Southampton?

0-5 6-10 11-20 21-30 31-40 41-50 51+ N/A

2. Are you a homeowner? or renter?

3. Do you live in: An efficiency? A one-bedroom home/apartment?

A two-bedroom home/apartment? A home/apartment with three or more bedrooms?

4. Are you male? or female?

5. What is your age?

14-19 20-29 30-39 40-49 50-59 60+

6. Are you retired? Yes No **7. Do you work in town?** Yes No

8. Do you earn money working from home? Yes No

9. Are you disabled? Yes No

10. Do you have a special needs adult child living with you? Yes No

11. Do you attend or have children in: _____ Southampton Public Schools _____ Private School

_____ School of Choice _____ Home Schooled _____ N/A (Not Applicable)

12. Do you participate and vote at Town Meeting? _____ Yes _____ No

If No, why not? _____

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? _____ Yes _____ No

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

Police? _____ Yes _____ No: _____

Fire? _____ Yes _____ No: _____

Plowing? _____ Yes _____ No: _____

Road Maintenance? _____ Yes _____ No: _____

Water System? _____ Yes _____ No: _____

Transfer Station? _____ Yes _____ No: _____

Senior Services? _____ Yes _____ No: _____

Other Town Services? _____ Yes _____ No: _____

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

_____ A rural residential community without a commercial center or significant commercial development (e.g. Westhampton)

_____ A rural residential community with a small commercial center (e.g. Huntington)

_____ A mostly residential "bedroom" community with dispersed small-scale commercial development along main roads (e.g. Granby)

_____ A community with a mixed-use center with a variety of housing options and commercial developments (e.g. Easthampton)

_____ A community that promotes large scale commercial development along main roads and preserves outlying open space (e.g. Hadley)

Comments: _____

16. With regard to the historic village center of Southampton, do you:

_____ Like it just as it is _____ Want to see it developed with more commercial, civic, and residential uses

17. What kind of businesses would make Southampton a better place to live? (Choose all that apply)

- Restaurants (e.g. sit down, take out, deli)
- Places to hang out (e.g. coffee shops, ice cream)
- Neighborhood retail and services (e.g. grocery, hardware, cleaners)
- Large retail stores (e.g. supermarket, Target, Home Depot)
- Specialty retail stores
- Other (please specify): _____
- None, Southampton has enough businesses, and my needs are met by these and by neighboring towns

18. Where should the town encourage new commercial development? (Choose all that apply)

- Along the whole length of College Highway (Route 10)
- On College Highway from the Easthampton town line to the Opa Opa curve
- Near the historic village center, on College Highway from East Street to Fomer Road
- Along College Highway from the Westfield town line to Fomer Road
- In new neighborhood commercial centers that serve our residential areas
- At the intersection of East Street and County Road
- At the intersection of College Highway and Fomer Road
- Other (please specify): _____
- Nowhere

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

- Near the Westfield / Southampton town line along College Highway (Route 10)
- Near the Easthampton town line along College Highway
- Non-retail commercial development should be limited. There is adequate space available in nearby towns.
- Other (please specify): _____

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	2	3	4	5
	Strongly Oppose		Neutral		Strongly Support
Continue current policies that allow growth of single family homes on one acre lots in Southampton’s undeveloped areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concentrate residential development near the village center while preserving the outlying areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Allow higher density housing types (e.g. homes on smaller lots, duplexes, town homes) in selected “smart growth” locations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create larger minimum lot sizes (e.g. 2 or more acres per unit) to preserve rural character and limit residential growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zone some areas for agricultural and very low density uses only (e.g. 5 or more acres minimum lot size)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase and protect as much open space as possible from development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Establish more restrictive sign guidelines (e.g. not allowing bright neon signs, implementing greater restrictions on size and lighting)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cluster commercial development at major intersections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cluster commercial development in neighborhood commercial centers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Establish standards for commercial developments that regulate environmental impacts, safety and design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Establish standards for large residential developments (e.g. 4+ unit subdivisions) to regulate environmental impacts, safety and design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Establish design standards for developments in the village center to create a traditional village with a walkable, mixed-use (residential and commercial) district	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Limit development beyond the capacity of our water supply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. Based on your income level, are there sufficient housing options for you and your family in Southampton?

Yes No Comments: _____

22. Please indicate whether you are satisfied with your present housing:

I am satisfied with my present housing

I am not satisfied with my present housing because: (Choose all that apply)

It is too large It is too small It is too expensive to manage I feel isolated

There is no easy access to stores and services My physical condition makes it difficult to get around

Of other reasons: (please describe) _____

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)

Renting a house Renting an apartment Living in an assisted living facility

Owning a house Owning a manufactured home Owning a condo or cooperative unit

Owning or renting a unit in a duplex or town house

Owning or renting a dwelling with everything on one floor

I do not anticipate me or other members of my family ever requiring a different housing situation in Southampton

In the future, I and other members of my family do not anticipate living in Southampton

24. If you were to move to another living situation within Southampton someday, what size home/apartment would you prefer? (Choose all that apply)

An efficiency A one-bedroom home/apartment A two-bedroom home/apartment

A home/apartment with three or more bedrooms

25. I would like to see the town promote the following: (Choose all that apply)

Detached single family homes Duplex homes Town houses Accessory apartments

Apartment buildings Conversion of single family to multifamily housing units

Housing options for the physically and/or mentally disabled

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

Subsidized housing units for low income seniors

Small, affordable market-rate units

High-end market rate units

Assisted living facilities

Nursing homes

Other (please specify): _____

None, Southampton has sufficient senior citizen housing options for many different incomes and ability levels

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)

- Duplexes Small apartment buildings Single family houses
 Small multi family condominiums

28. On the scale of 1-5 below, please indicate your level of support for each of the following statements:

	1	2	3	4	5
	Strongly Disagree		Neutral		Strongly Agree
The town should promote the development of elderly housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The town should promote the development of affordable housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Southampton should require that a certain percentage of new residential development be set aside for affordable housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The town should set aside a certain percentage of municipal land for affordable housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Southampton should be involved in helping to keep housing affordable for seniors and low income property owners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The town should have a program to support first-time home buyers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The town should provide grants or create a no-interest revolving loan fund for rehabilitation of low and moderate income homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. If public transit were brought to Southampton, what routes and services would you be interested in using?

(Choose all that apply)

- None
 Up and down College Highway (Rte. 10)
 Westfield-Easthampton, with connection to Northampton
 Town Center to Easthampton with connection to Northampton
 Greater service on County Road
 Disabled access vans

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
Extend sidewalks on College Highway between the Cumberland and Veterans Memorial bridge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extend sidewalk to new playing fields on Strong Road	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Install sidewalks on all subdivision cul de sacs that do not now have them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Install sidewalks on main feeder roads (ie. Glendale, Fomer, East Street)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Install or improve sidewalks in my neighborhood: (indicate area)_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other location: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. Please indicate whether you would consider supporting tax increases for each of the following:

	1 Strongly Oppose	2	3 Neutral	4	5 Strongly Support
Keeping retail and non-retail commercial development to a minimum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing public transit options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing town services (parks, sewer, water, community meeting space, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Permanently preserving open space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing a 24/7 paid ambulance service (as opposed to relying on a volunteer fire/ambulance service)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments: _____

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	3 Neutral	4	5 Strongly Support
Encourage commercial development by expanding land zoned for commercial use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage non-retail commercial development by expanding land zoned for light industrial use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

33. On the scale of 1-5 below, please indicate your level of agreement with the following.

The Town of Southampton should:

	1	2	3	4	5
	Strongly Disagree		Neutral		Strongly Agree
Address traffic congestion and busy roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote traffic calming in the historic village center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote public transit in the form of buses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Establish one or more conveniently placed park and ride lots for carpooling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop bicycle paths and greenways that link open spaces, neighborhoods, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create new active recreational resources such as snowmobile, ATV and horseback riding trails, places for hunting and fishing, etc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improve technology infrastructure (e.g., broadband, wireless, fiber optic technologies)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educate landowners about options for permanently protecting land	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help preserve and promote active use of remaining farmland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work to preserve open space resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Establish policies or programs to encourage local food production	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pursue renewable energy development (generation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Implement energy conservation measures for municipal facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Establish a policy of purchasing fuel-efficient vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote mixed-use development (residential and commercial in same building)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

For questions, contact Diana Schindler at (413) 529-0106 or visit the Master Plan Website at www.southamptonmasterplan.org.

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