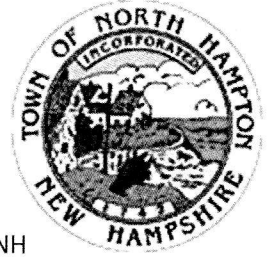


North Hampton Economic Development Survey

Dear North Hampton Resident,



The Town of North Hampton would like to know your opinion on the town's economic future. This survey has been commissioned by the Town of North Hampton Economic Development Committee to determine what kind of economic development residents like yourself would like to see in the town and what matters most to your quality of life as a resident.

This survey is being conducted in conjunction with the University of New Hampshire Survey Center. The UNH Survey Center will receive and compile responses to ensure confidentiality; findings will be reported in group format only. The results of this survey will be made publicly available analysis is complete. Thank you in advance for your participation.

If you have any questions or concerns, please contact Sean McKinley at the UNH Survey Center (603-862-2563, sean.mckinley@unh.edu) or Economic Development Committee Chairman Jim Better (EDC@northhampton-nh.gov)

INSTRUCTIONS

For most items, please circle the response that best matches your opinion.

If more than one adult in your household wishes to take the survey, additional copies are available at the Town Offices or by contacting Sean McKinley at the UNH Survey Center (603-862-2563, sean.mckinley@unh.edu).

IBR DISTRICT/ROUTE 1 AREA

Questions in this section concern the Industrial-Business/Residential (IBR) District, the area around Route 1 in North Hampton.

Q1. Do you favor or oppose greater development in the IBR District/Route 1 Area in the next few years?

- | | | | | | |
|--|--|------------|-------------------|-------------------|------------------------|
| 1. Strongly Oppose
->Skip to Q4 | 2. Somewhat Oppose
->Skip to Q4 | 3. Neutral | 4. Somewhat Favor | 5. Strongly Favor | 9. Don't Know/Not Sure |
|--|--|------------|-------------------|-------------------|------------------------|

Q2. What kind of development would you like to see in the IBR District/Route 1 Area?

- | | | | |
|---|---|--------------------------------------|------------------------|
| 1. Nearly All Commercial/Light Industrial | 2. Balanced between Commercial/Light Industrial and Residential | 3. Nearly All Residential
4. None | 9. Don't Know/Not Sure |
|---|---|--------------------------------------|------------------------|

Q3. Do you believe it is more important to fill currently empty storefronts in the town or to develop new areas?

- | | | | |
|---------------------------|----------------------|-------------------------|------------------------|
| 1. Fill empty storefronts | 2. Develop new areas | 3. Neither
4. Evenly | 9. Don't Know/Not Sure |
|---------------------------|----------------------|-------------------------|------------------------|

Q4. Do you see the Route 1 area of town primarily as a bypass to other locations or the "Main Street" of the town?

- | | | | |
|------------------------------|------------------------------|------------|------------------------|
| 1. Bypass to other locations | 2. "Main Street" of the town | 3. Neither | 9. Don't Know/Not Sure |
|------------------------------|------------------------------|------------|------------------------|

Q5. How frequently do you or your family visit businesses in the IBR District/Route 1 Area?

- | | | | | | | |
|----------|-------------------------------------|--------------------------|--------------------------|----------------|--------------------------|------------------------|
| 1. Never | 2. A few times a year or less often | 3. Once every few months | 4. Once or twice a month | 5. Once a week | 6. More than once a week | 9. Don't Know/Not Sure |
|----------|-------------------------------------|--------------------------|--------------------------|----------------|--------------------------|------------------------|

Q6. What types of ^{business} services or attractions would make you visit the IBR District/Route 1 Area more often?

Q7. Currently, there are no town sewer facilities in North Hampton. The Town is considering adding a sewer system to the IBR District/Route 1 Area, which would allow for larger development projects. Overall, what do you believe the Town should do in regards to installing a sewer system in the IBR District/Route 1 Area?

- | | | | |
|-----------------------|---|--|------------------------|
| 1. Oppose, not needed | 2. Favor only if property taxes do not increase | 3. Favor even if property taxes increase | 9. Don't Know/Not Sure |
|-----------------------|---|--|------------------------|

Q8. A sewer system in the IBR District/Route 1 Area would make it possible to construct apartment buildings. If sewer facilities were installed, would you favor or oppose allowing apartment buildings to be built in the IBR District/Route 1 Area?

- | | | | | | |
|--------------------|--------------------|------------|-------------------|-------------------|------------------------|
| 1. Strongly Oppose | 2. Somewhat Oppose | 3. Neutral | 4. Somewhat Favor | 5. Strongly Favor | 9. Don't Know/Not Sure |
|--------------------|--------------------|------------|-------------------|-------------------|------------------------|

SIGNAGE

Q9. How easy do you think it is to spot businesses in town just by looking for their signs?

1. Very Difficult 2. Somewhat Difficult 3. Somewhat Easy 4. Very Easy 9. Don't Know/Not Sure

Q10. Overall, do you think it is more important to allow businesses to have ~~more visible~~ and more brightly lit signs or to maintain a dark night-time sky in the town?

1. Allow businesses to have ~~more visible~~ and more brightly lit signs 2. Maintain a dark night-time sky in the town 9. Don't Know/Not Sure

Q11. Would you favor or oppose allowing businesses to have brightly lit electronic signs if they could be scheduled to be turned off every night at 9:00 PM?

1. Strongly Oppose 2. Somewhat Oppose 3. Neutral 4. Somewhat Favor 5. Strongly Favor 9. Don't Know/Not Sure

GENERAL ECONOMIC DEVELOPMENT

Q12. What do you believe should be the most important objectives of economic development in North Hampton?

Of the following choices, please rank the **three** most important in order of your preference by placing a "1" next to your first choice, a "2" next to your second choice, and a "3" next to your third choice.

- | | |
|--|---|
| <input type="checkbox"/> a. Reducing taxes on residential properties | <input type="checkbox"/> e. Increasing shopping options in town |
| <input type="checkbox"/> b. Attracting non-residents to support businesses | <input type="checkbox"/> f. Improving property values |
| <input type="checkbox"/> c. Providing more or better services for residents | <input type="checkbox"/> g. Creating more jobs in the town |
| <input type="checkbox"/> d. Providing more or better entertainment for residents | <input type="checkbox"/> h. Creating more housing in the town |

Q13. Would you have a favorable, unfavorable, or neutral opinion of the following kinds of developments in the town?

	Unfavorable	Neutral	Favorable	Don't Know/Not Sure
a. Motor Vehicle Dealerships	1	2	3	9
b. Restaurants	1	2	3	9
c. Business/Office Parks	1	2	3	9
d. Industrial/Light Industrial Parks	1	2	3	9
e. Medical Facilities	1	2	3	9
f. Child Care Facilities	1	2	3	9
g. Senior/Adult Care Facilities	1	2	3	9
h. Banks & Financial Services	1	2	3	9
i. Small Locally-Owned Stores	1	2	3	9
j. "Mixed-Use" Buildings (those with both residential and commercial spaces)	1	2	3	9

Q14. Do you favor or oppose the Town allocating money in the budget to pursue greater economic development?

1. Strongly Oppose 2. Somewhat Oppose 3. Neutral 4. Somewhat Favor 5. Strongly Favor 9. Don't Know/Not Sure

Q15. The Town is considering contracting with an expert at cost of up to \$30,000 to help coordinate and implement projects and programs that support economic development. Do you favor or oppose the Town contracting with an economic development expert?

1. Strongly Oppose 2. Somewhat Oppose 3. Neutral 4. Somewhat Favor 5. Strongly Favor 9. Don't Know/Not Sure

Q16. Which of the following comes closest to your opinion regarding long-term priorities for economic development in the town?

1. The Town should prioritize further economic development over maintaining its rural New England Seacoast character and heritage 2. The Town should prioritize maintaining its rural New England Seacoast character and heritage over further economic development 9. Don't Know/Not Sure

Q17. In your opinion, what is the most important thing the Town can do to become more attractive to prospective business-owners?

RECREATION

Q18. The New Hampshire Seacoast Greenway is a former rail line running from Seabrook to Portsmouth that some have proposed developing into a multi-use recreational trail. Would you favor or oppose the Town working with nearby towns and the state to pursue this project?

1. Strongly Oppose 2. Somewhat Oppose 3. Neutral 4. Somewhat Favor 5. Strongly Favor 9. Don't Know/Not Sure

Q19. How important do you think it is for the Town to do the following:

	Not at All Important	Not Very Important	Somewhat Important	Very Important	Don't Know/Not Sure
a. Make recreation North Hampton's "brand"	1	2	3	4	9
b. Maintain the Town Bandstand, Town Common, and other recreational spaces	1	2	3	4	9
c. Increase recreational opportunities for town residents	1	2	3	4	9
d. Increase recreational opportunities to attract more tourists	1	2	3	4	9

QUALITY OF LIFE

Q20. Which of the following are important to you about living in North Hampton? Circle all that apply

- | | | |
|------------------------------|------------------------------|----------------------------|
| a. Rural atmosphere | e. Close to employer | i. Hometown |
| b. Quality of public schools | f. Affordable | j. Friendly atmosphere |
| c. Close to a main highway | g. Ocean/environment | k. Close to family/friends |
| d. Close to Boston | h. Close to medical services | l. Entertainment/shopping |

Q21. How important do you think it is for the Town to do the following:

	Not at All Important	Not Very Important	Somewhat Important	Very Important	Don't Know/Not Sure
a. Protect forests and open space	1	2	3	4	9
b. Preserve aquifers and wetlands	1	2	3	4	9
c. Preserve historic buildings	1	2	3	4	9
d. Preserve New England style	1	2	3	4	9
e. Beautify the Route 1 Area	1	2	3	4	9

ABOUT YOU

- D1. How old are you? _____
- D2. What is your gender? 1. Male 2. Female 3. Other
- D3. Do you rent or own your home? 1. Own 2. Rent 3. Other
- D4. How many years have you lived in North Hampton? _____
- D5. What is your highest level of education? 1. High School Graduate (or G.E.D.) or less 2. Technical School 3. Some College 4. College Graduate 5. Postgraduate Work
- D6. What is your annual income? 1. Less than \$25,000 2. \$25,000 - \$34,999 3. \$35,000 - \$49,999 4. \$50,000 - \$74,999 5. \$75,000 - \$99,999 6. \$100,000 - \$149,999 7. \$150,000 or more
- D7. Would you describe yourself as a full-time or seasonal resident of North Hampton? 1. Full-time 2. Seasonal

Please provide any additional information you would like the Town to consider below or you may send additional comments to the Economic Development Committee's email address (EDC@northhampton-nh.gov).

Thank you for taking the time to complete this survey! Please fold the survey so that the return address is clearly displayed. Tape the survey together and place it in the mail.