

Community Survey Results

Hopkinton Master Plan Update

In preparation of this Master Plan Update, the Hopkinton Planning Board released a Community Survey to gather input from residents and landowners to understand Hopkinton's current needs and desired future. In total, 382 responses were gathered and helped shape the recommendations included in the plan.

Vision

As part of the Community Survey, participants were able to indicate what they want the perception of Hopkinton to be. The following are quotes received in response to this question:

"Small town with access to modern amenities." "Quaint and scenic New England town."

"A beautiful Town where residents are of mixed income, and care about and take care of each other."

"Strong community, great place to raise a family."

"Small town with lots of historical character and community of good people."

"Destination town that has something for everyone. Top education, old town charm, modern conveniences, good mix of businesses, open to mixed classes of wealth, pro-environment and community, a model for other towns. A great place for families."

"Small town, open land, mixed use, small but diverse retail."

"Great community, great schools, great services with reasonable taxation."

"A safe, care-for, environmentally- and family-friendly place to live with strong schools and public services."

"A small community town that offers things for all ages."

"A NH Town that maintains both its historic architectural characteristic and maintains its rural atmosphere."

"Historic welcoming villages."

"A relaxing and supportive place to live and play."

Population and Economics

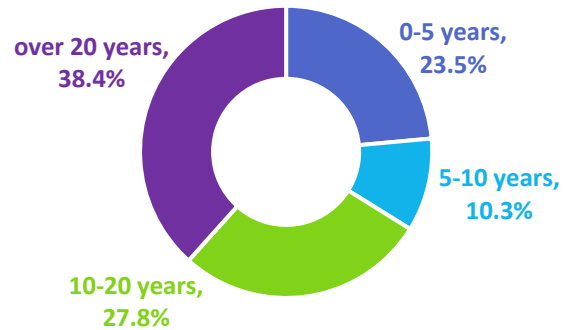
While reviewing the feedback gathered in the Community Survey, it was clear that residents highly value the quality of life Hopkinton provides, and the sense of place and tight-knit community that residents create. This is further demonstrated by the high numbers of long term residents. As shown in data gathered through the Community Survey, the majority of respondents have lived in Hopkinton for many years, with 66% of respondents indicating that they have lived in Hopkinton for over 10 years.

When reviewing potential commercial development, residents were most supportive of restaurants, agricultural-related businesses, recreational-related businesses, professional development, and home businesses. Many other commercial enterprises were also rated highly, as shown in the graphic. There was overwhelming concern for the current tax rate, with many open to commercial development that could contribute to balancing this rate so to be more manageable for residents and property owners.

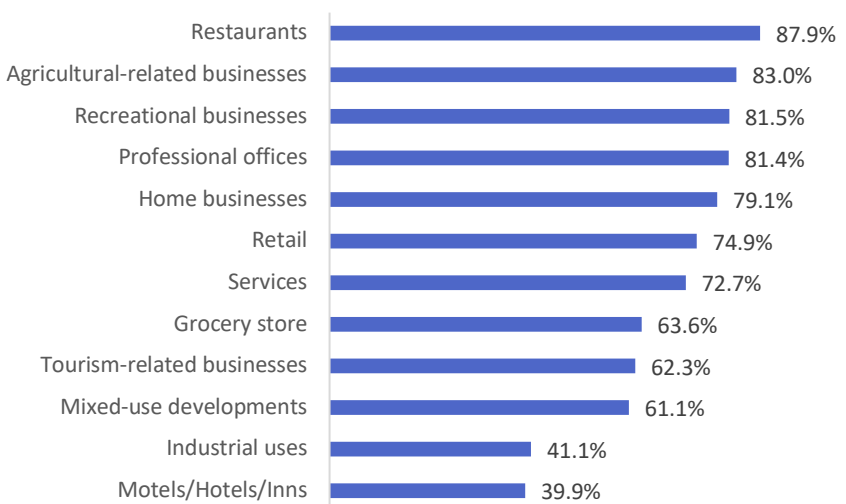
History and Culture

Input gathered in the Community Survey consistently voiced a desire to preserve the rural character and sense of place in Hopkinton, and the importance of historic character and cultural heritage to the overall quality of life. As concern for the tax rate can be seen discussed in detail elsewhere in this plan, residents support the need for thoughtful balance between development and presentation, including maintaining the rural aspects of Hopkinton so to preserve the town's character and feel for years to come.

Q 3: How long have you lived in Hopkinton?



Q 9: Which of the following commercial enterprises would you like to see within Hopkinton?



Many respondents also highlighted the sense of community in Hopkinton, describing the town’s tight-knit community that truly cares for others. High praise and value was also given for community events and activities that are available for residents of all ages.

Natural Resources

Throughout the survey, strong appreciation of Hopkinton’s natural resources was given, specifically for the rural character and high quality of life they provide. Similar to previous Master Plans, protection and conservation of natural resources has consistently been supported, including forested lands, agricultural fields, surface waters, sensitive wildlife habitats, scenic views, and recreational trails and opportunities. This feedback provided will help establish a clear and consistent direction for the town’s future preservation of its natural resources.

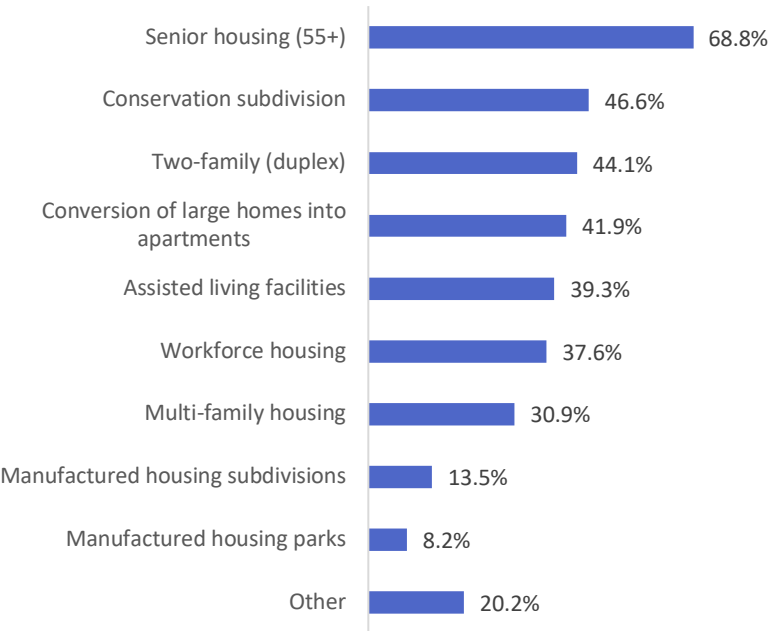
Also concluded from the survey results, residents value a balance of protecting key natural areas with development, access to, and use of these resources in the future. While residents understand the role of development and its economic advantages, it was felt that certain areas should be avoided, including the Hopkinton Village Greenway, Hopkinton Village area, Gould Hill area and its scenic vistas, along or surrounding the Contoocook River, Kimball Pond, and Elm Brook, and near historic districts and sites. Several responses also supported expanding currently protected areas or areas with important wildlife habitat.

Housing

Input received through the Community Survey indicated resident’s appreciation of the town’s rural character and small town feel, which includes a large inventory of historic and single family homes. Overall, feedback supports preserving Hopkinton’s character with single family homes, though concern was also prevalent for housing that can meet the changing demographic needs, notably seniors. Conservation subdivisions were also supported as seen in the graphic, as well as two-family housing and conservation of large homes into apartments.

Other comments received related to housing include support for condos and townhouses, particularly complexes with a pool or athletic facility. Concern was also expressed for the town’s abilities to provide services in the face of growth, particularly its impact on the tax rate.

Q 13: Hopkinton's predominant form of housing is Single Family. What other types of housing would you like to see encouraged throughout Hopkinton?



Existing and Future Land Use

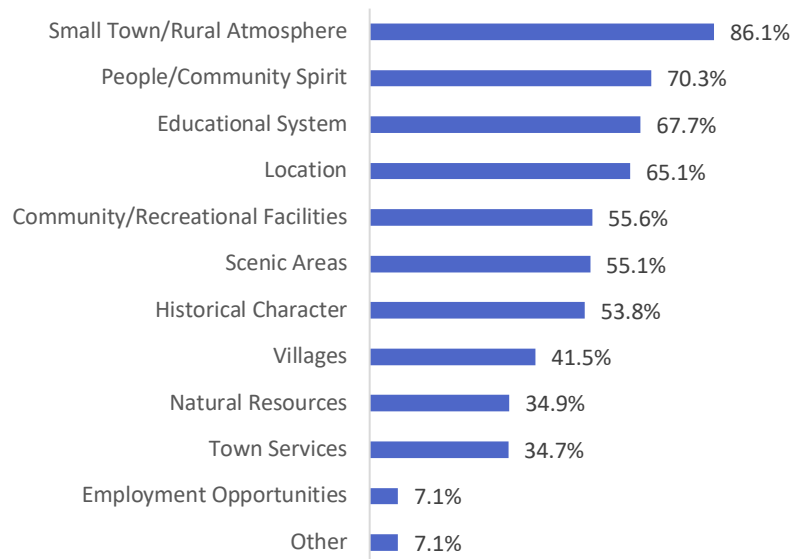
Community input highlighted residents appreciation of the town's rural landscape and small-town atmosphere, including recreational facilities, scenic areas, the historical character, villages, and natural resources.

Concern was commonly expressed about the current tax rate and its potential of driving residents to move out of the community. With that, there is strong desire to lower the tax rate, with many proposing the solution of additional commercial development that keeps with the town's rural feel, follows defined physical standards, and preserves historic buildings and character. This was especially common in the Contoocook village area and in the vicinity of Exit 6.

Mixed use development was supported in the vicinity of the US 202, NH 9, and NH 127 intersection, especially as many felt this would help add to the town's tax base without impacting the character of the town or its villages. Traffic and safety at this intersection was also mentioned, and would need to be addressed prior to any development.

Additionally, the use of density incentives had varying support, with 48.9% in support of density incentives for the purpose of preserving agricultural uses and 53.6% in support of density incentives for the purpose in certain zoning districts when specific architectural standards are met.

Q 5: What are the desirable features of the Town of Hopkinton?



Land Use Initiatives Supported by Hopkinton Residents and Land Owners	Percentage
Support activities that encourage revitalization or growth in Contoocook?	79.7%
Support additional commercial development in the vicinity of Exit 6?	74.0%
Support new mixed use development in the vicinity of the US 202, NH 9, and NH 127 intersection?	77.2%
Support the use of density incentives to preserve agricultural uses?	48.9%
Support the use of density incentives in certain zoning districts if specific architectural standards are met?	53.6%

Transportation

As part of the Community Survey, one of the main focuses was to learn about resident's concerns related to road segments and intersections. As shown in the graphic, several intersections were rated for their concern. The US 202, NH 9, and NH 127 intersection at the Henniker and Hopkinton Town Line had the highest concern, with many citing concerns for safety. While the other intersections listed had lower percentages of concern, they are still important areas of concern that should be addressed in the years to come. In addition to these intersections, other road segments that are of concern to residents include Briar Hill Road, Hatfield Road, Clement Hill Road, and Kearsarge Road.

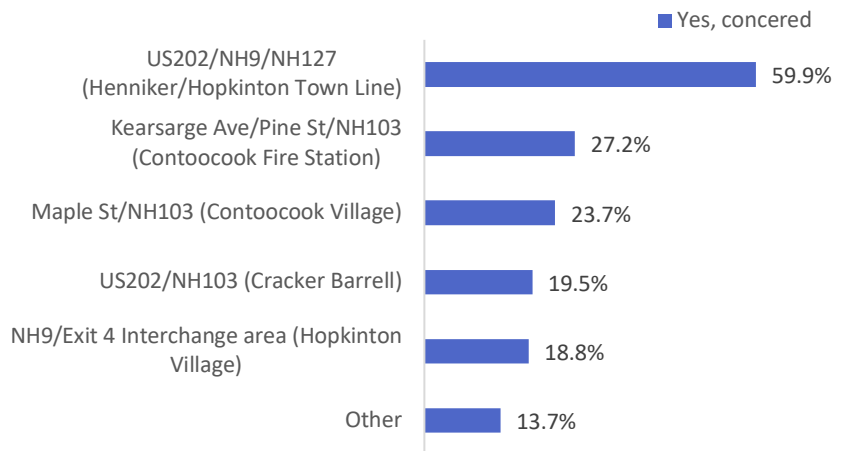
Responses also showed support of additional sidewalks and pathways in the village areas of Hopkinton and Contoocook. Sidewalks were also desired in the areas surrounding the schools and sports fields. Additionally, 55.7% were in support of bike lanes on local roads were appropriate and 46.5% were in support of encouraging the development of links of public transportation to other communities.

Community Facilities including Public Utilities and Technology

Community services were highly praised and valued by residents in the Community Survey, specifically mentioning many of these services as strengths in the community. These services included police, fire, and ambulance service as well as the water and sewer service in the village areas. The Hopkinton School District is extremely valued by residents, and ensuring the continuation of high quality education is a top priority when prioritizing future needs and desires. Strong concern was expressed for the town's high tax rate, including that for the school district.

The Community Survey also indicated that the majority of respondents have adequate broadband internet service for their needs, with 96% of responses. The remaining 4% was comprised of 3% that felt they do not have adequate broadband internet for their needs and 1% that had no opinion. Overall, there was consensus for more provider choices in most areas of town.

Q 15: Are you concerned about any of these intersections?



Q 21: Do you have access to broadband internet that is adequate for your needs?

