

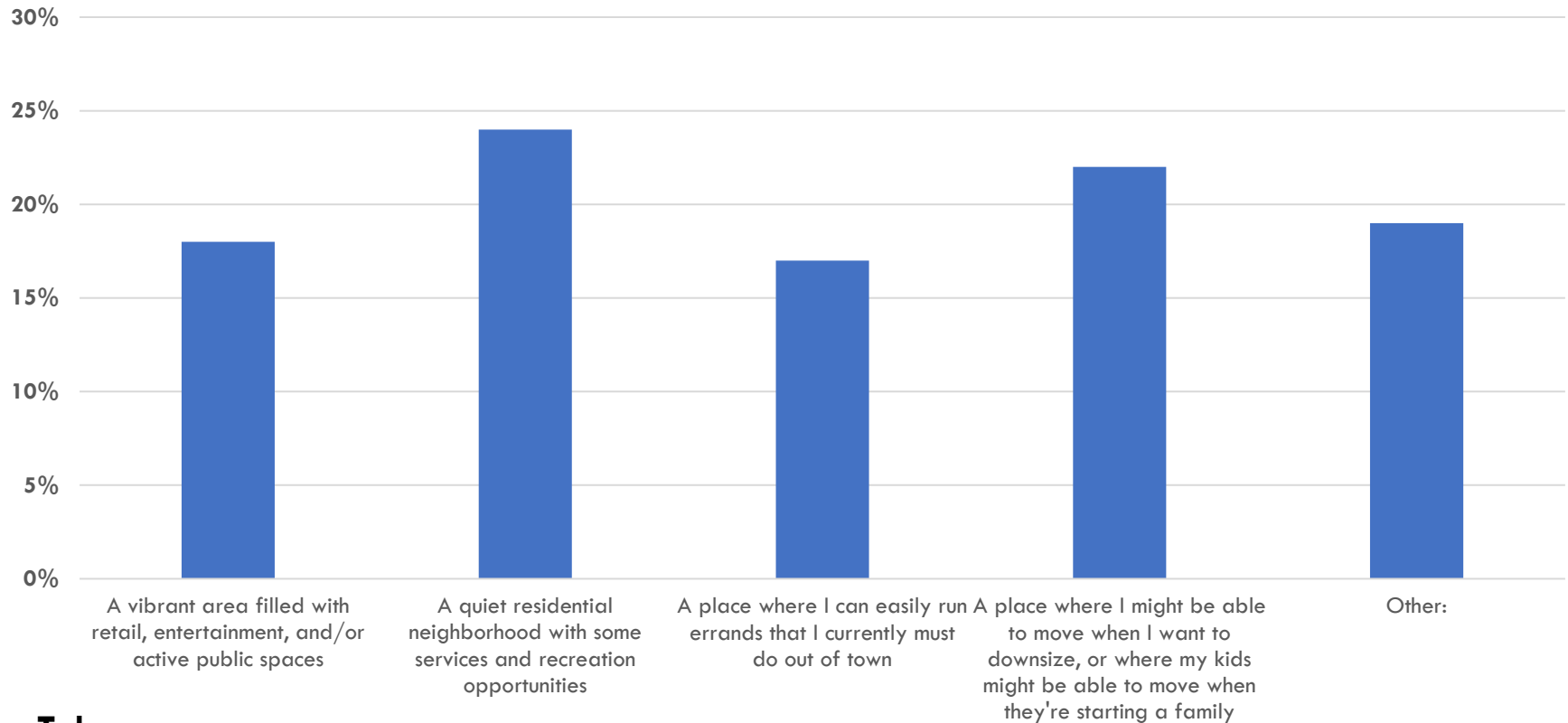
Manchester-by-the-Sea

Proposed Smart Growth Overlay District Survey Results

OF SURVEY RESPONDENTS: 228

October 16, 2020

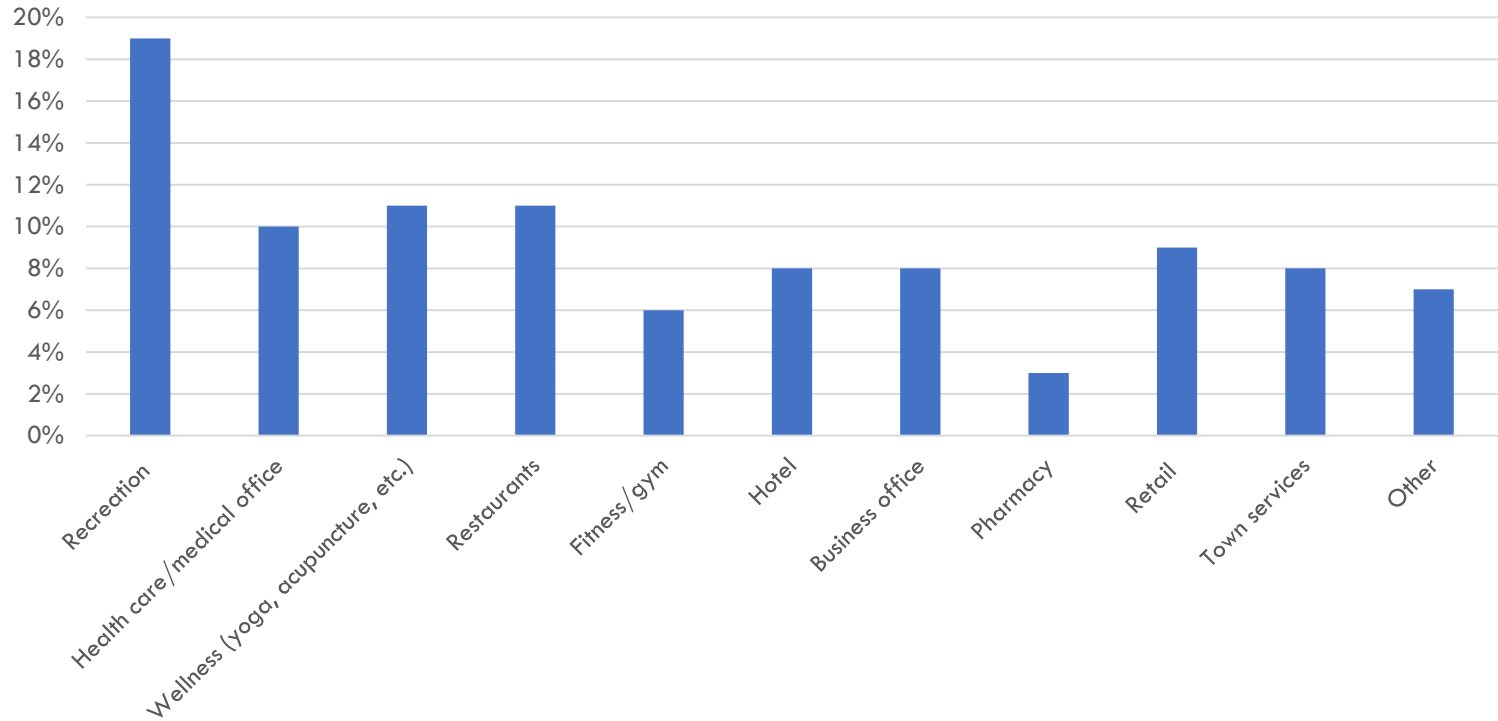
What sort of place would you like the LCD to become?



Takeaways

- The highest percentage of respondents would like a quiet residential neighborhood with some services and recreation opportunities
- This is followed by a place to downsize or for young families.
- “Other” had a wide variety of responses with the consensus being a focus on housing for an aging population and ensuring the area does not compete with downtown (i.e., not retail-focused)
- The top choices are compatible with each other and suggest a different type of neighborhood from the downtown, one that complements it

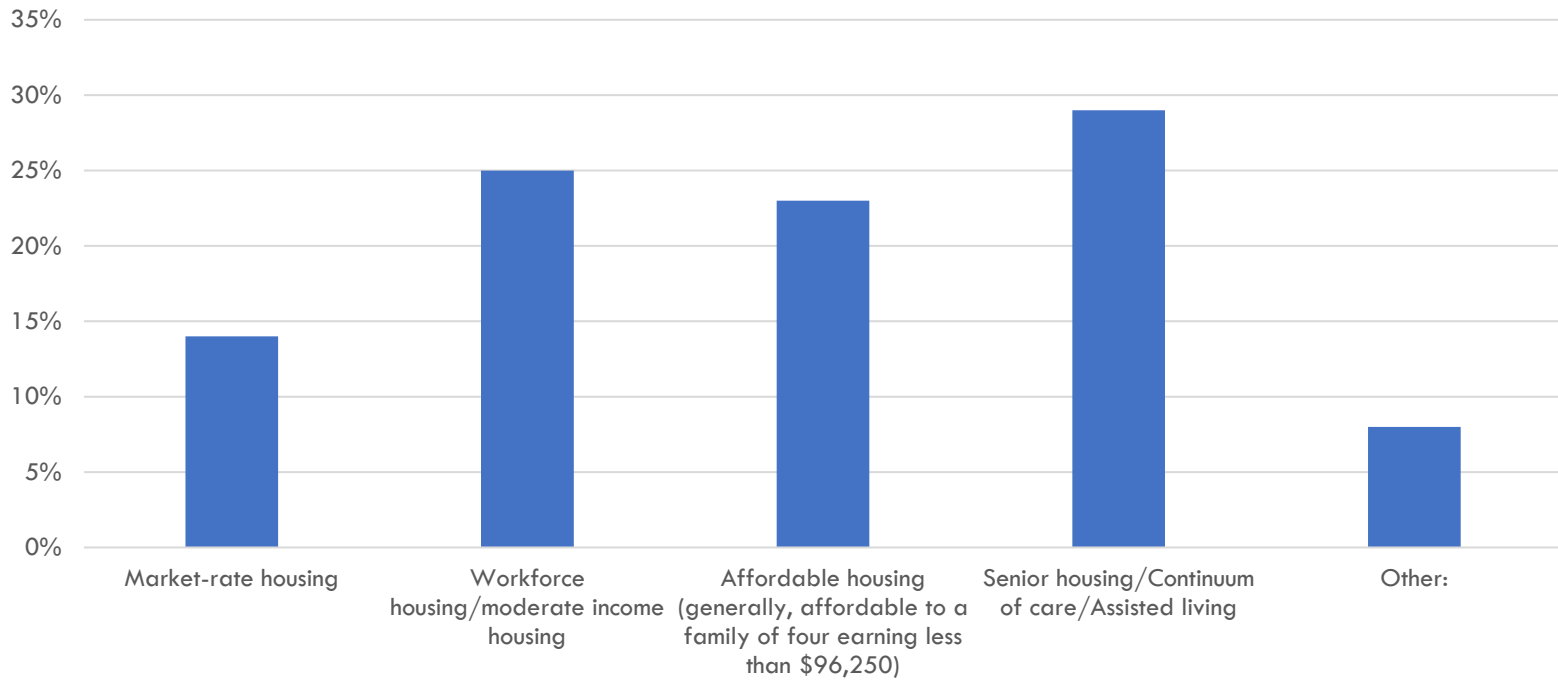
What type of business activities would you like to see in the area?



Takeaways

- A wide variety of responses with none gathering more than 20%
- Most respondents would like to see recreation opportunities in the LCD
- Most common Retail option included grocery and clothing stores
- Most common Town Services by far was a senior center
- Given the lack of clear consensus, the Town may wish to allow for a wide variety of commercial activities, keeping in mind concerns about uses that would “compete” with the downtown

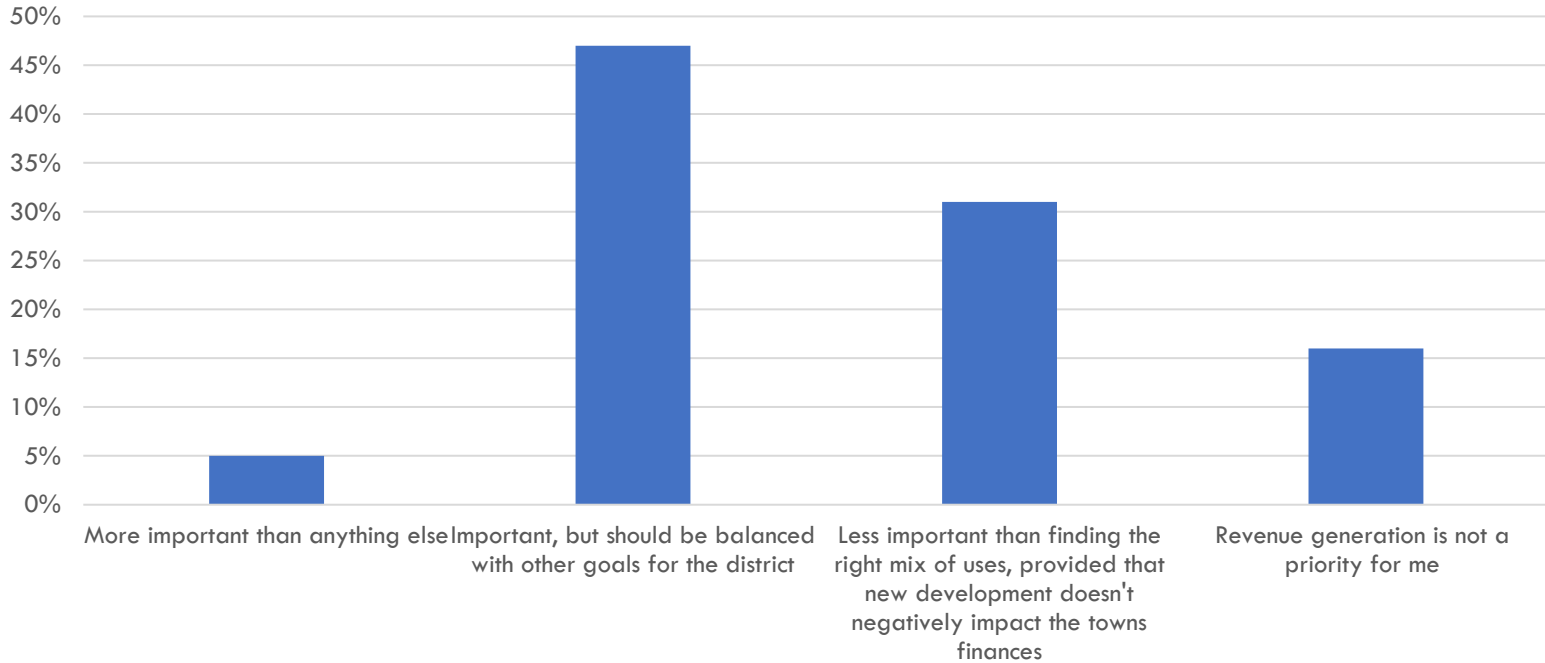
What kind of housing should be considered in the LCD?



Takeaways

- Responses indicated a need for housing for residents across the socio-economic spectrum and age cohorts.
- Market-rate housing was identified as the lowest need.

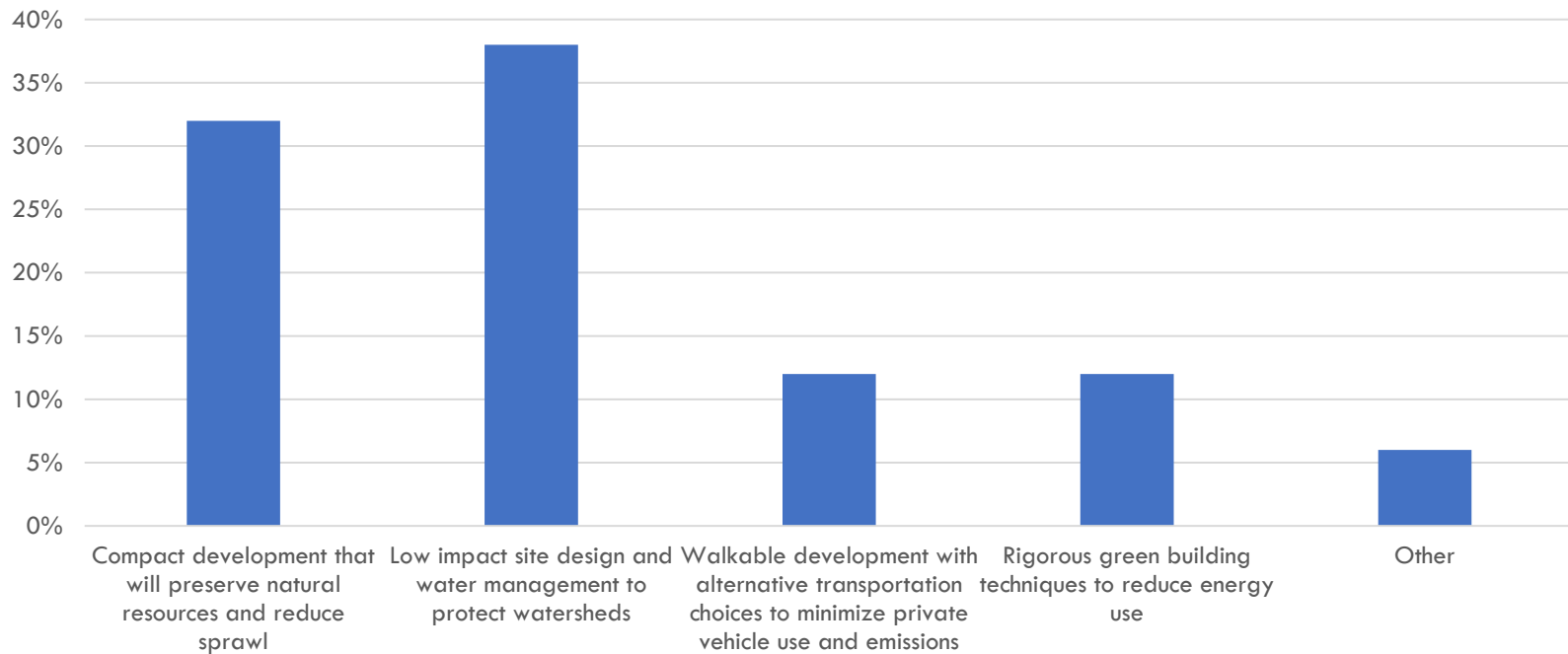
How important is it that uses in the LCD generate income for the Town?



Takeaways

- Almost half of residents felt revenue generation was less important priority (as long as it didn't negatively impact municipal finances) or not a priority at all.
- Another 46% felt it was important but should be balanced with other goals (e.g., increasing housing opportunities)
- Only a very small percentage thought it is a top priority

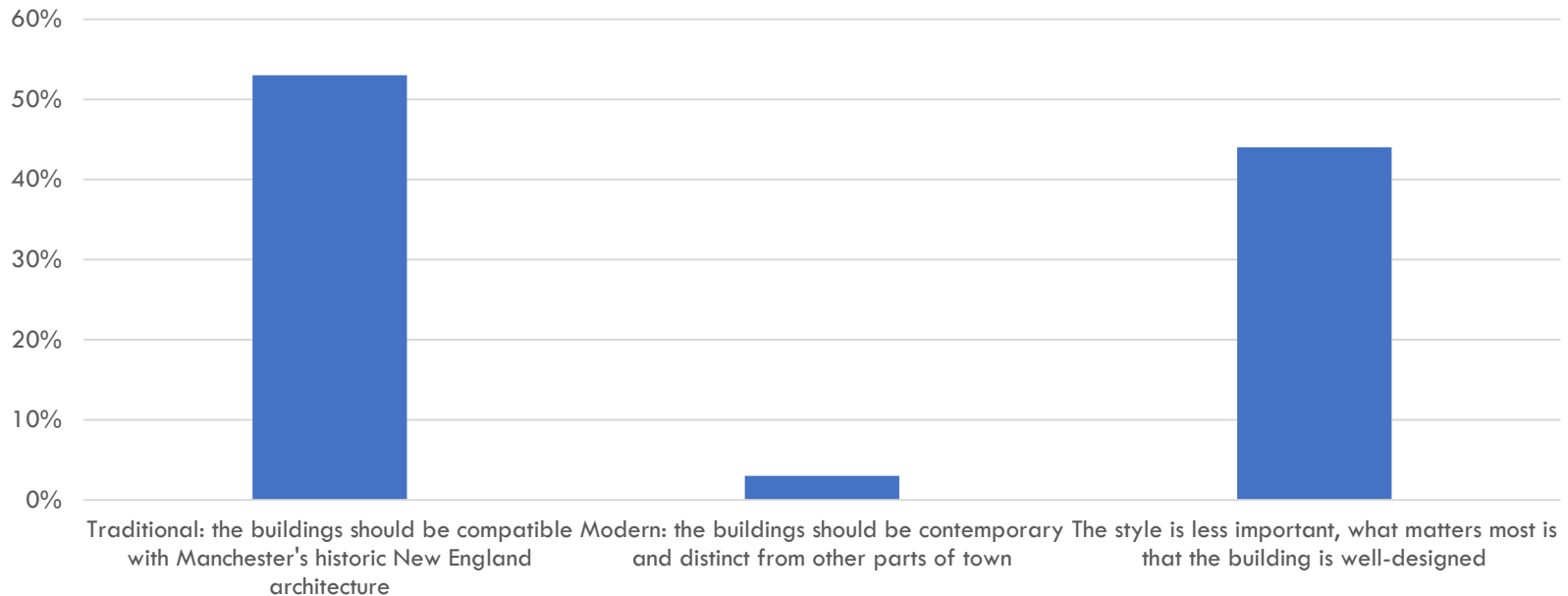
What are your top two environmental goals for the area?



Takeaways

- Preserving the natural environment is the top goal, through compact design and low-impact design methods (thus allowing for increased natural open space)

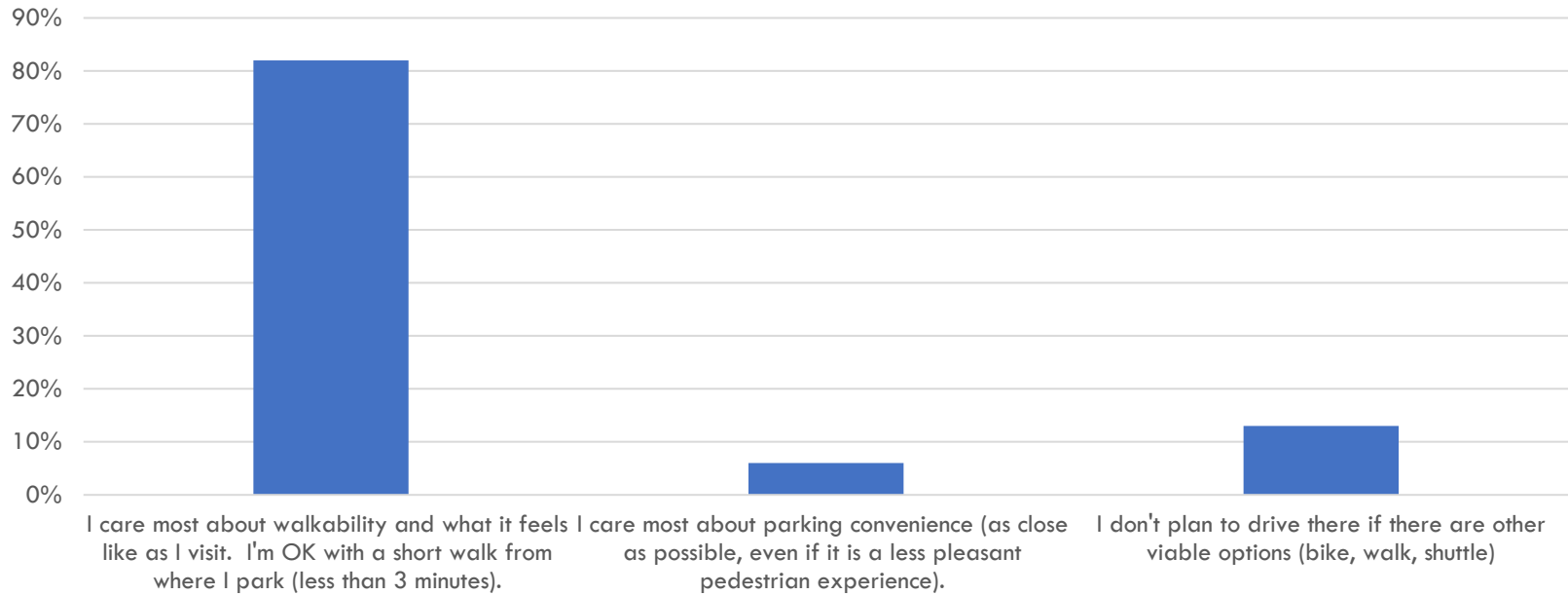
What should buildings in the District look like?



Takeaways

- More than half of respondents would like traditional style architecture.
- 43% do not have a preference between traditional and contemporary architecture, as long as it's "well-designed"
- Very few respondents desire modern buildings over traditional

What are your priorities between location of parking and the pedestrian experience?



Takeaways

- This is the first question where a clear super-majority (82%) have a clear preference.
- The implications of this question point to a critical need for site plan design to locate parking discretely, even if it results in a slightly longer walk than typical suburban mixed-use developments

Choose the buildings you think would make sense in the district (top choices)



Cottages (58%)



Mixed-Use (50%)



Multi-family (39%)



Townhomes (31%)



Townhomes (27%)

Takeaways

- Cottage cluster development was the most popular choice, which is compatible with the desire for low-impact development techniques.
- Other traditional typologies were also popular.
- Larger-scale mixed-use and modern style buildings were the least popular choices

What should the character of streets be in the new district (top choices)?



Streetscape: 50%



Streetscape: 42%



Streetscape: 36%



Streetscape: 27%



Streetscape: 25%



Streetscape: 21%

Takeaways

- The top choice and others show outdoor seating associated with restaurants. Having too many eating establishments could harm the downtown, but there could be an opportunity for a small area in the district

Takeaways

- Overall, having landscaping and seating seem to be key aspects to respondents' choices

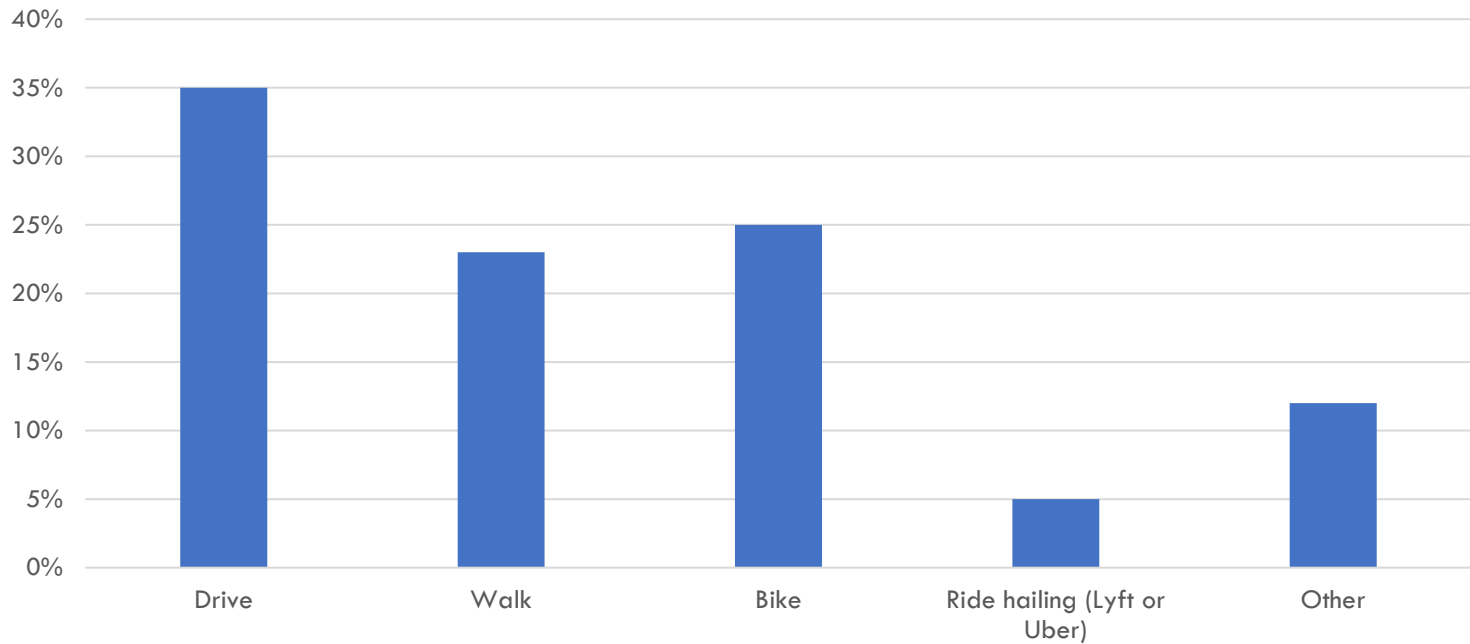
What should the character of open spaces be in the new district (top choices)?



Takeaways

- All open spaces were chosen by high percentages of respondents
- The plaza with yellow box was highest rated (87%)
- Surprisingly, the picture with natural trails was lowest, although still supported by 41%
- In general, respondents support a wide variety of types of open spaces in the district

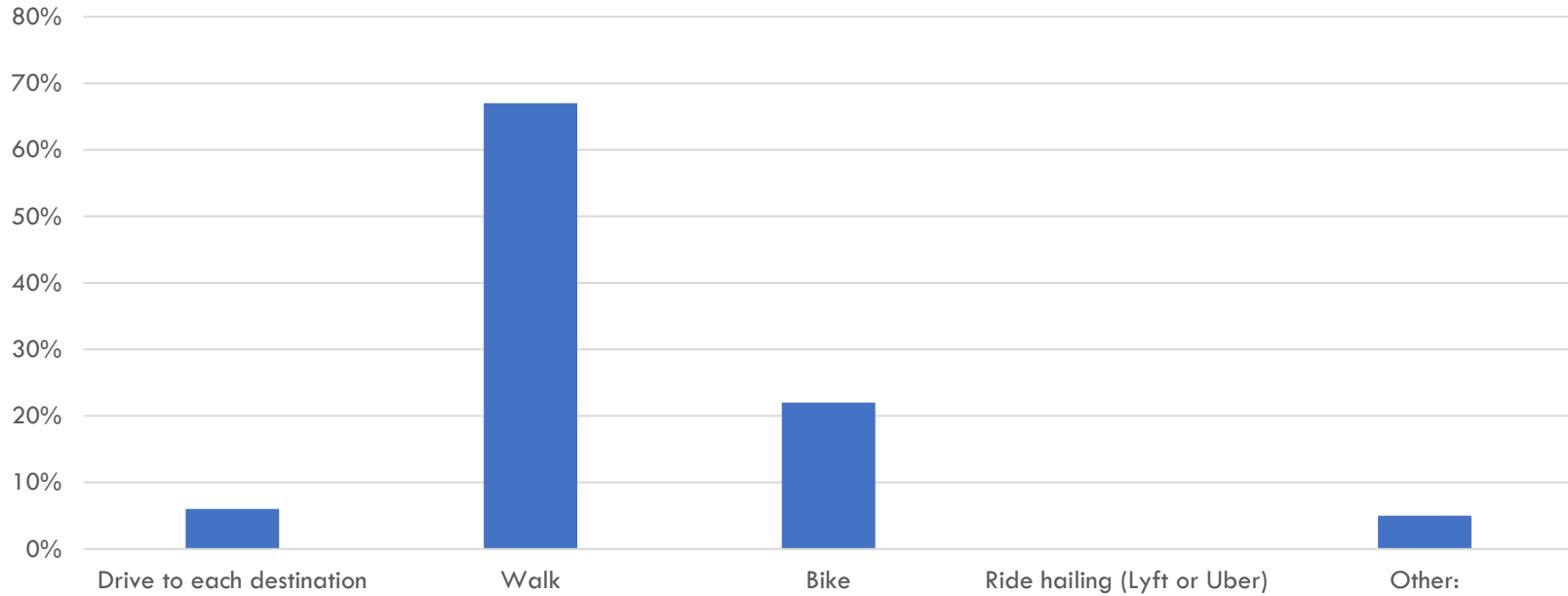
How would you prefer to get to the District from your home?



Takeaways

- A high percentage of respondents would prefer to travel to the district by means other than driving
- The percentage that would prefer to drive (35%) is lower than would be expected based similar projects, underscoring the need for multi-modal options to/from the District
- The most common Other option was for a shuttle bus, especially one that connected to the downtown

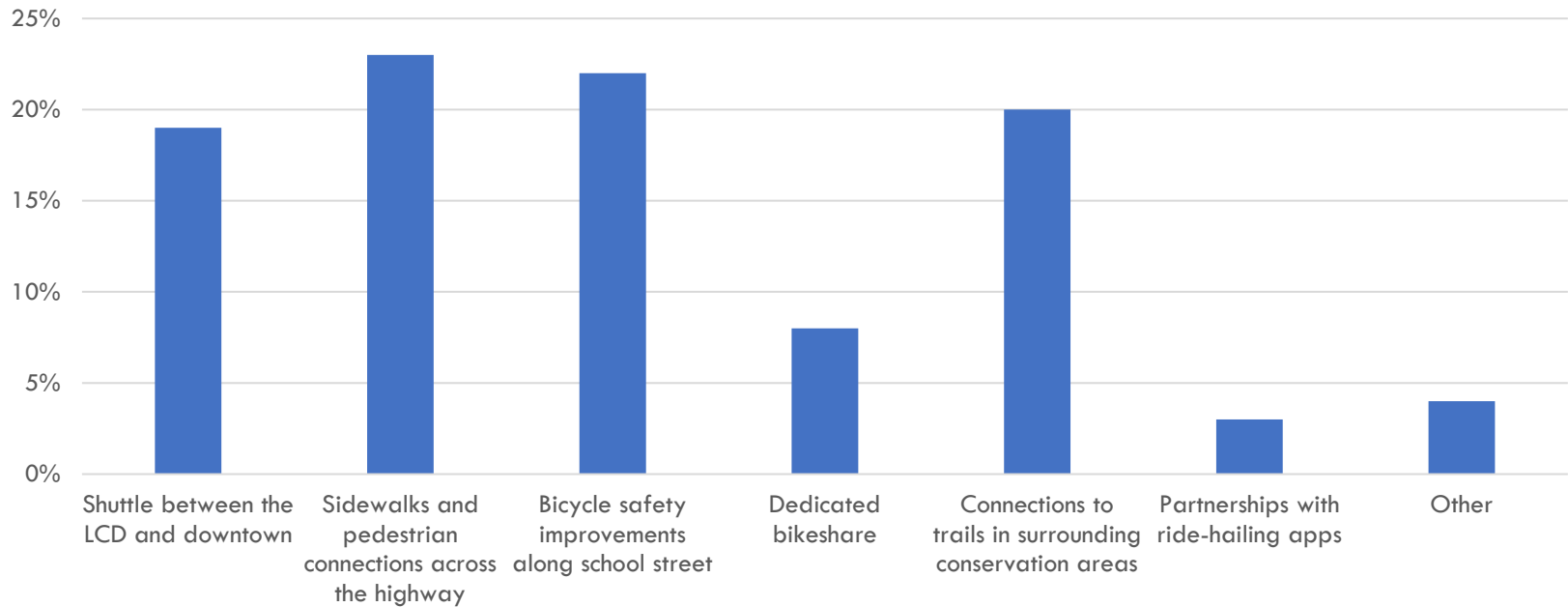
Once within the District, how would you like to get around?



Takeaways

- Almost everyone would like to park once (if driving) and then bike or walk around

How should the District connect to other areas in Town?



Takeaways

- A multi-prong approach can help best connect the District with the downtown and other parts of Town.
- The most popular choices were to implement “complete streets” elements to increase walking and biking safety + comfort
- A shuttle was also a popular choice (although it is not clear at this point if this is feasible)