



TOWN OF MILFORD, NH
OFFICE OF COMMUNITY DEVELOPMENT

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STAFF MEMORANDUM

Date: December 15, 2022
To: Planning Board
From: Terrey Dolan, Town Planner
Subject: Master Plan Engagement Survey Results

The purpose of this agenda item is to discuss the results and related comments from the Envision Milford Survey that ended on December 7th. A total of 420 surveys were submitted. The results of the survey and comments will be used as a starting point for developing the vision and goals chapter of the Master Plan and the major themes that would guide its development. The NRCP has reviewed the surveys and provided a summary of the results. Please see attached. Given the number and diversity of the comments submitted by participants, the full list will be provided at the meeting.

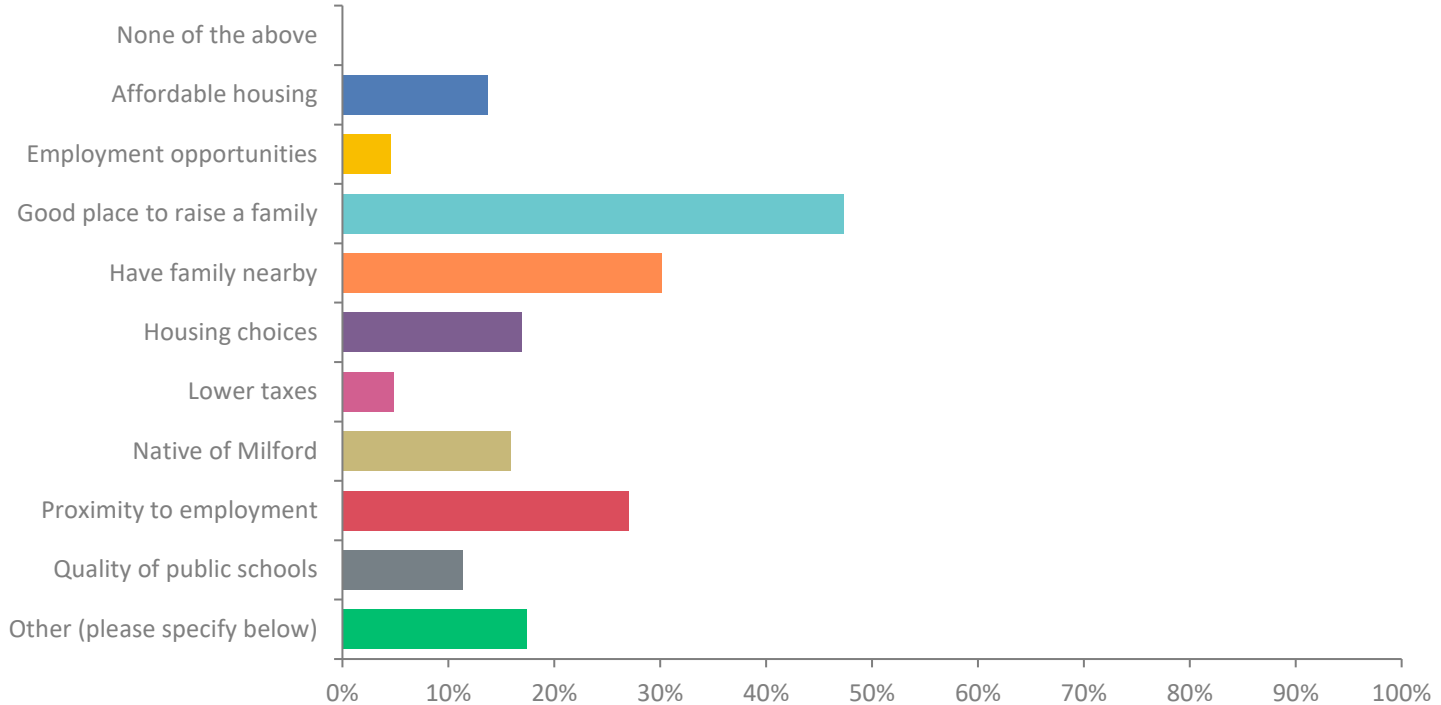
Help Envision Milford's Future, Your Opinion Counts!

422 Total Responses

Tuesday, December 13, 2022

Q1: I live in Milford because? (Select up to 3)

Answered: 414 Skipped: 8



Q1: I live in Milford because? (Select up to 3)

Answered: 414 Skipped: 8

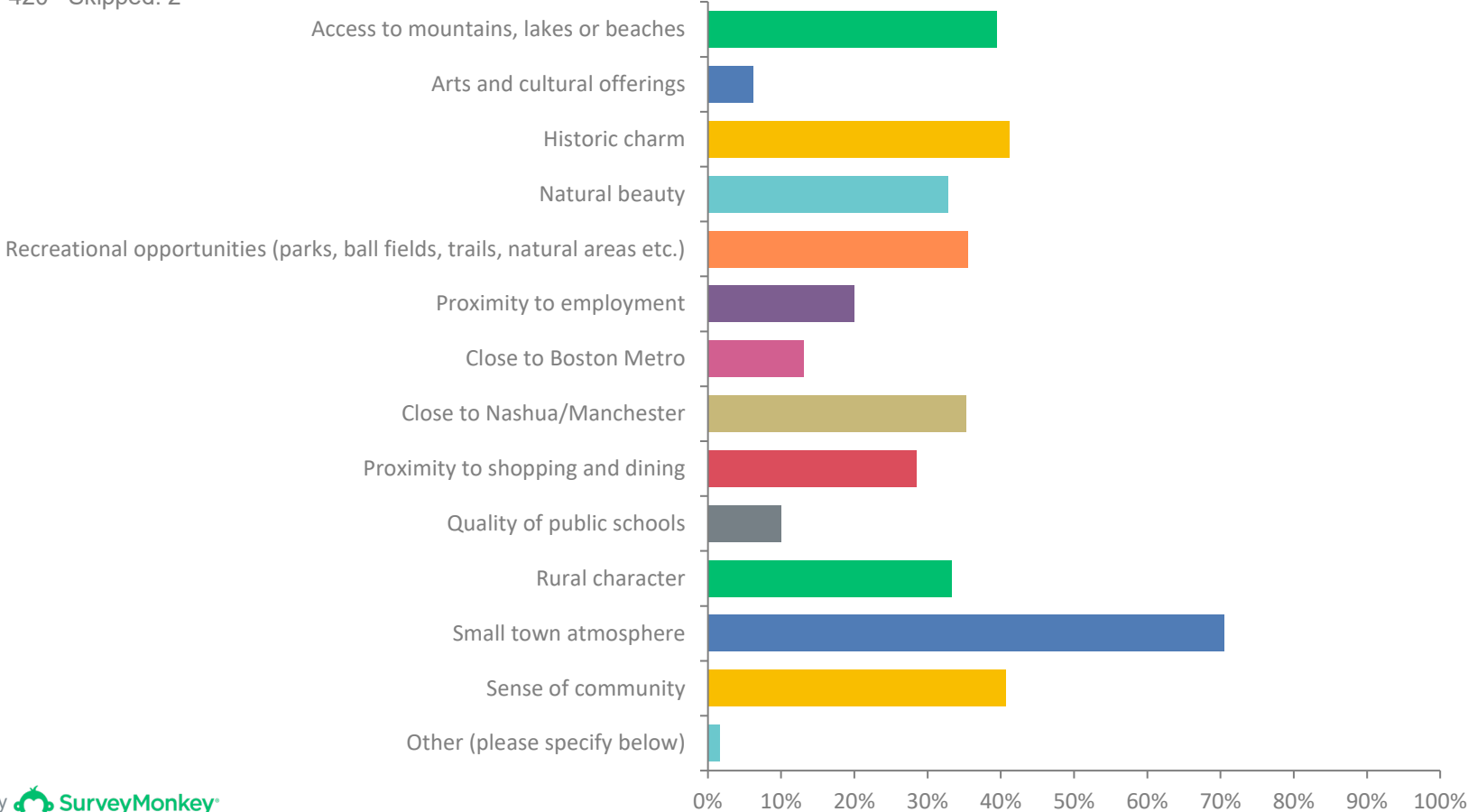
ANSWER CHOICES	RESPONSES	
None of the above	0%	0
Affordable housing	13.77%	57
Employment opportunities	4.59%	19
Good place to raise a family	47.34%	196
Have family nearby	30.19%	125
Housing choices	16.91%	70
Lower taxes	4.83%	20
Native of Milford	15.94%	66
Proximity to employment	27.05%	112
Quality of public schools	11.35%	47
Other (please specify below)	17.39%	72
TOTAL		784

I Live in Milford Because – Key Themes

- Small town and rural feel
- Close to friends and family
- Friendly people and a great sense of place
- Vibrant town center / the Oval
- Easy access to plentiful amenities
- Proximity to Nashua, Manchester and Boston
- Moved here years ago and still LOVE the town
- Walkability and access to trails and green space

Q2: What do you like about Milford? (Select up to 5)

Answered: 420 Skipped: 2



Q2: What do you like about Milford? (Select up to 5)

Answered: 420

Skipped: 2

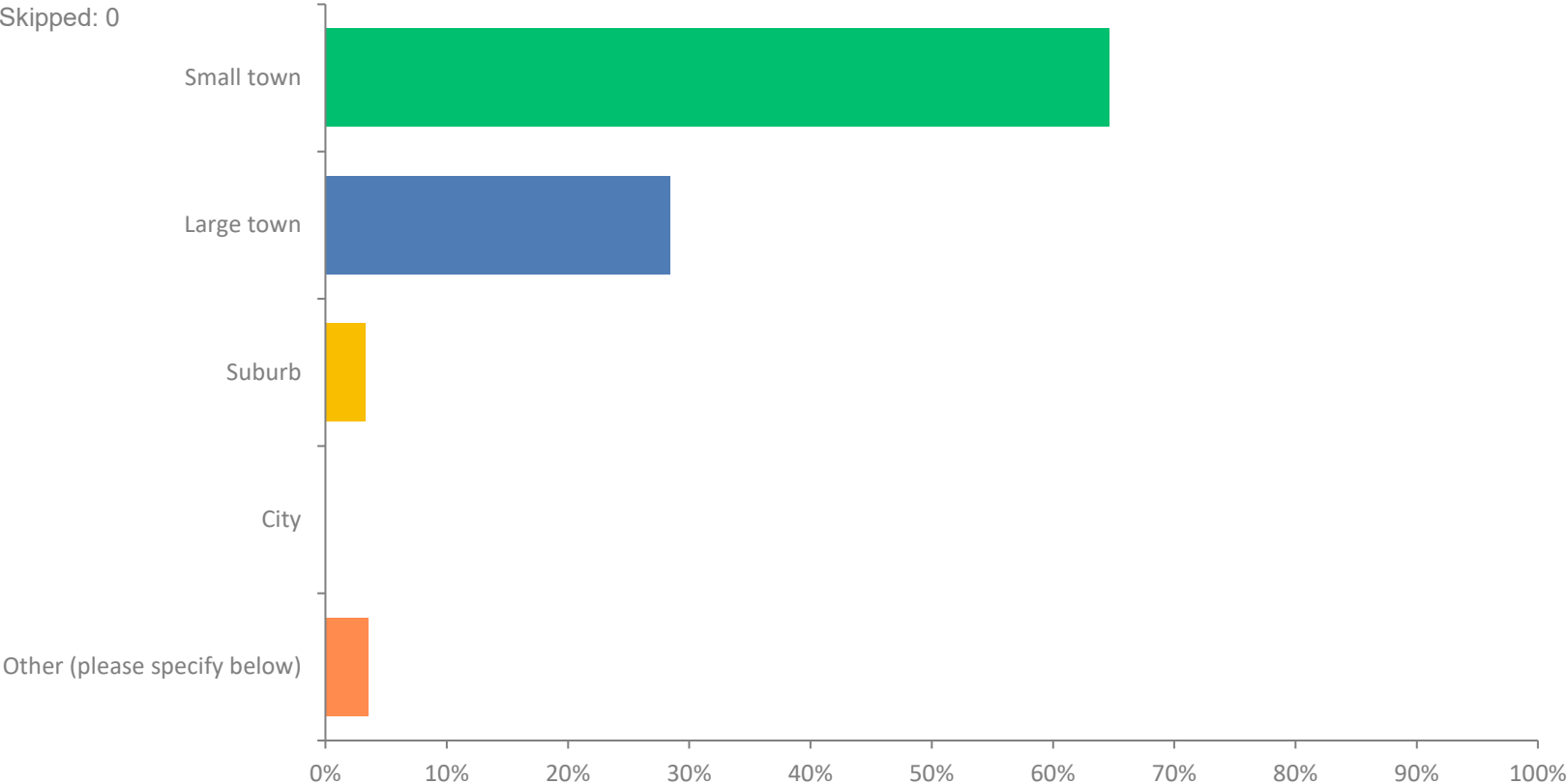
ANSWER CHOICES	RESPONSES	
Access to mountains, lakes or beaches	39.52%	166
Arts and cultural offerings	6.19%	26
Historic charm	41.19%	173
Natural beauty	32.86%	138
Recreational opportunities (parks, ball fields, trails, natural areas etc.)	35.48%	149
Proximity to employment	20.0%	84
Close to Boston Metro	13.10%	55
Close to Nashua/Manchester	35.24%	148
Proximity to shopping and dining	28.57%	120
Quality of public schools	10.0%	42
Rural character	33.33%	140
Small town atmosphere	70.48%	296
Sense of community	40.71%	171
Other (please specify below)	1.67%	7
TOTAL		1715

What Do You Like About Milford? – Key Themes

- Milford's central location with easy access to oceans, Boston, Maine and the mountains
- The pumpkin festival, parades, community events, the bandstand, fireworks, summer concerts
- **The library**
- Great restaurants and local activities
- The Oval, an active downtown, very walkable with amenities and attractions near housing

Q3: How would you best describe Milford?

Answered: 422 Skipped: 0



Q3: How would you best describe Milford?

Answered: 422 Skipped: 0

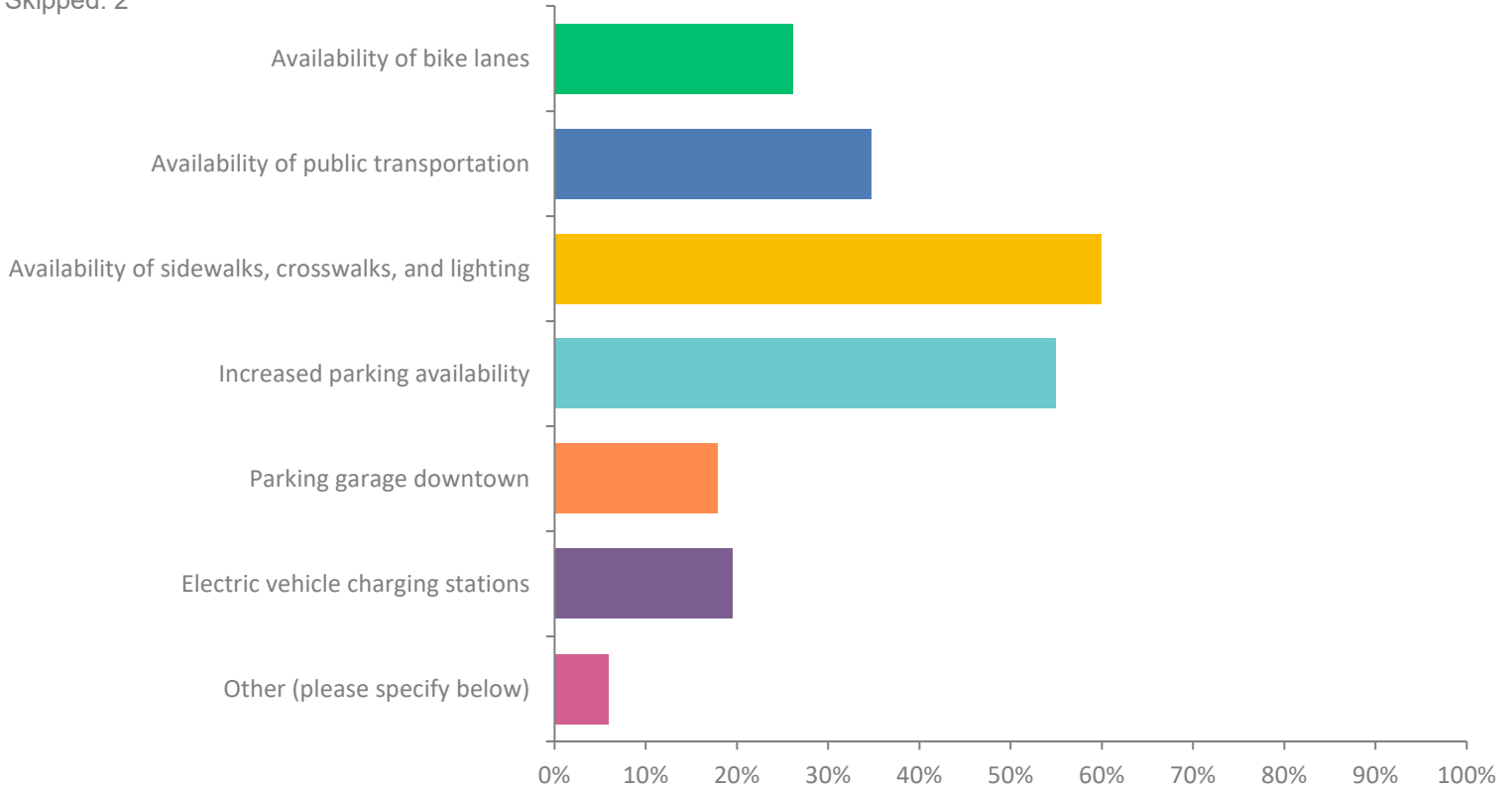
ANSWER CHOICES	RESPONSES	
Small town	64.69%	273
Large town	28.44%	120
Suburb	3.32%	14
City	0%	0
Other (please specify below)	3.55%	15
TOTAL		422

How Would You Best Describe Milford? – Key Themes

- Small town transitioning to a large town or suburb
- A medium town
- Large town with small town vibes
- No longer a small town

Q4: How would you like to see transportation and parking improved in the next 10-20 years? (Select up to 3)

Answered: 420 Skipped: 2



Q4: How would you like to see transportation and parking improved in the next 10-20 years? (Select up to 3)

Answered: 420 Skipped: 2

ANSWER CHOICES	RESPONSES	
Availability of bike lanes	26.19%	110
Availability of public transportation	34.76%	146
Availability of sidewalks, crosswalks, and lighting	60.0%	252
Increased parking availability	55.00%	231
Parking garage downtown	17.86%	75
Electric vehicle charging stations	19.52%	82
Other (please specify below)	5.95%	25
TOTAL		921

Transportation and parking improved in the next 10- 20 years?

Key Themes

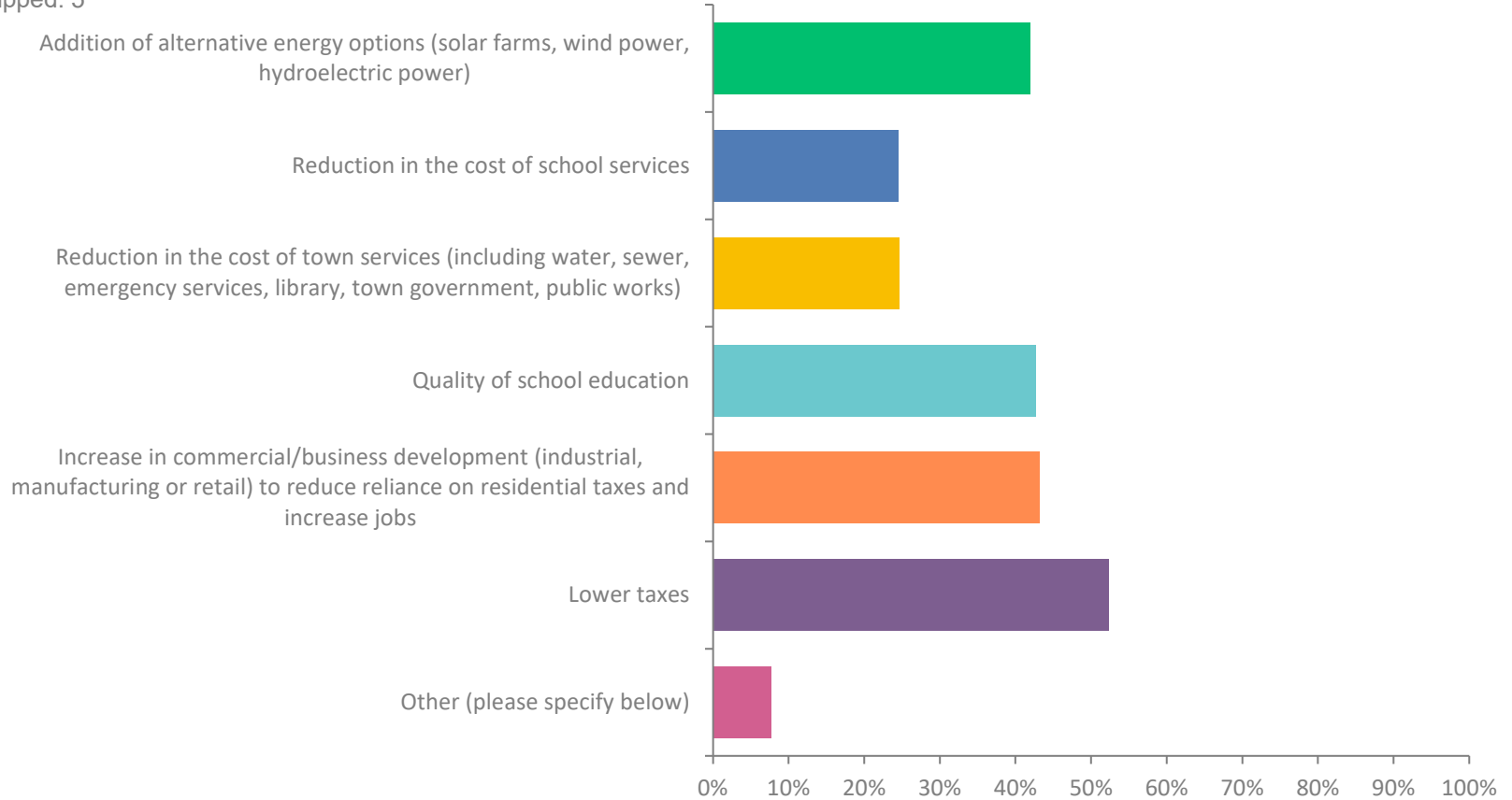
- **No parking garage**
- Leave as is, no changes needed
- Parking can be challenging in the Oval
- Improve maintenance of existing infrastructure
- Consider public transit, a trolley service and taxi service
- More lighting in the Oval

Select Comments

- Install traffic lights at busy intersections, add more lighting in neighborhoods, solar lights at crosswalks
- Sidewalks needed on Crosby Street, Osgood Road, Heron Pond area

Q5: How would you like to see town services improved in the next 10- 20 years? (Select up to 3)

Answered: 417 Skipped: 5



Q5: How would you like to see town services improved in the next 10- 20 years? (Select up to 3)

Answered: 417

Skipped: 5

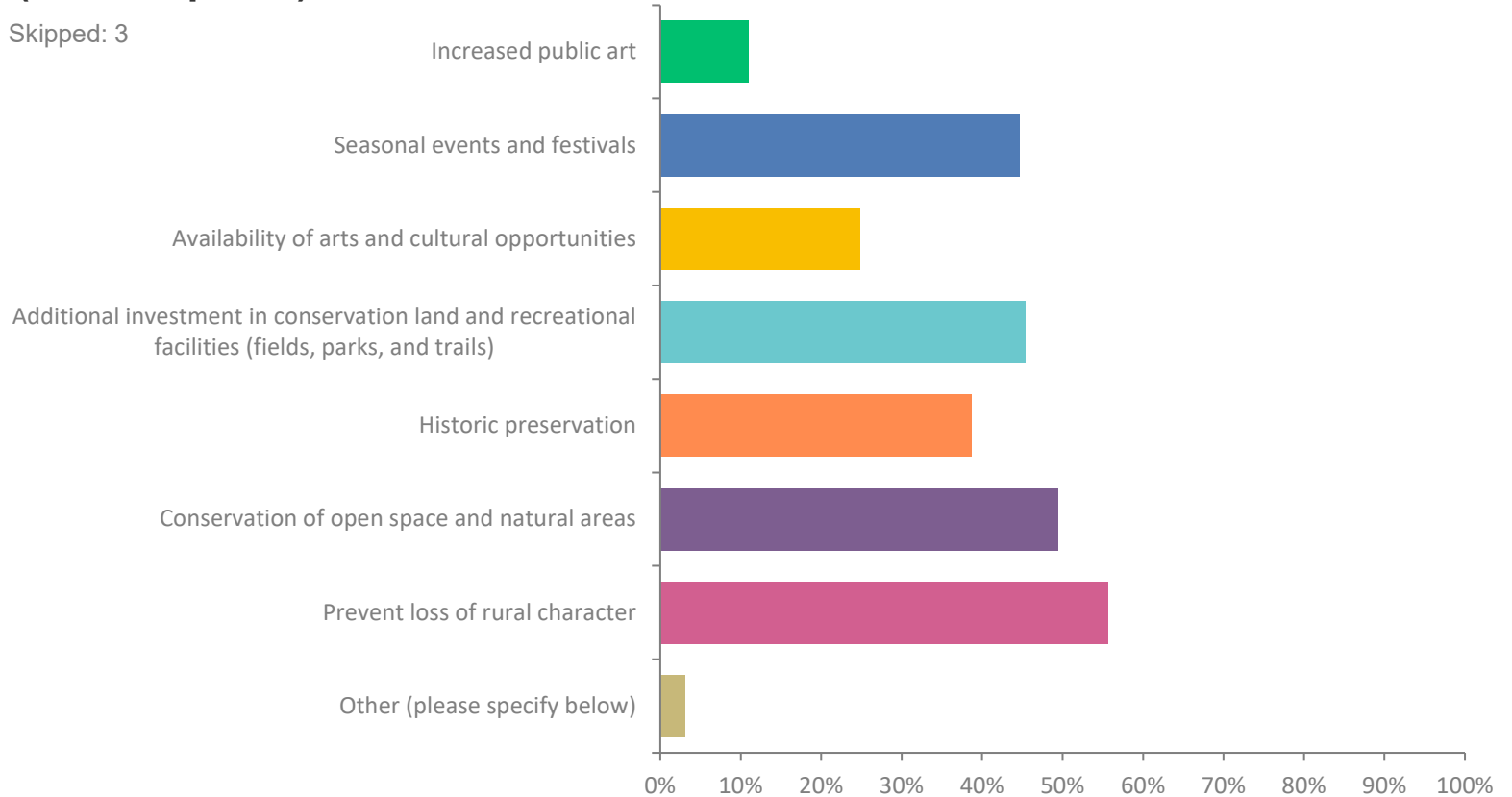
ANSWER CHOICES	RESPONSES	
Addition of alternative energy options (solar farms, wind power, hydroelectric power)	41.97%	175
Reduction in the cost of school services	24.46%	102
Reduction in the cost of town services (including water, sewer, emergency services, library, town government, public works)	24.70%	103
Quality of school education	42.69%	178
Increase in commercial/business development (industrial, manufacturing or retail) to reduce reliance on residential taxes and increase jobs	43.17%	180
Lower taxes	52.28%	218
Other (please specify below)	7.67%	32

Town services improved in the next 10- 20 years? – Key Themes

- Invest in the schools to improve quality and infrastructure
- Expand the tax base beyond property taxes
- More services for seniors including transportation and a senior center
- Improve water and brown color
- Upgrade the Wadleigh Library
- More restaurants, shops, entertainment options
- Improve trash pick up
- Increase the quality and quantify of services include full time fire department

Q6: How would you like to see recreation, arts and culture improved in the next 10-20 years? (Select up to 3)

Answered: 419 Skipped: 3



Q6: How would you like to see recreation, arts and culture improved in the next 10-20 years? (Select up to 3)

Answered: 419 Skipped: 3

ANSWER CHOICES	RESPONSES	
Increased public art	10.98%	46
Seasonal events and festivals	44.63%	187
Availability of arts and cultural opportunities	24.82%	104
Additional investment in conservation land and recreational facilities (fields, parks, and trails)	45.35%	190
Historic preservation	38.66%	162
Conservation of open space and natural areas	49.40%	207
Prevent loss of rural character	55.61%	233
Other (please specify below)	3.10%	13
TOTAL		1142

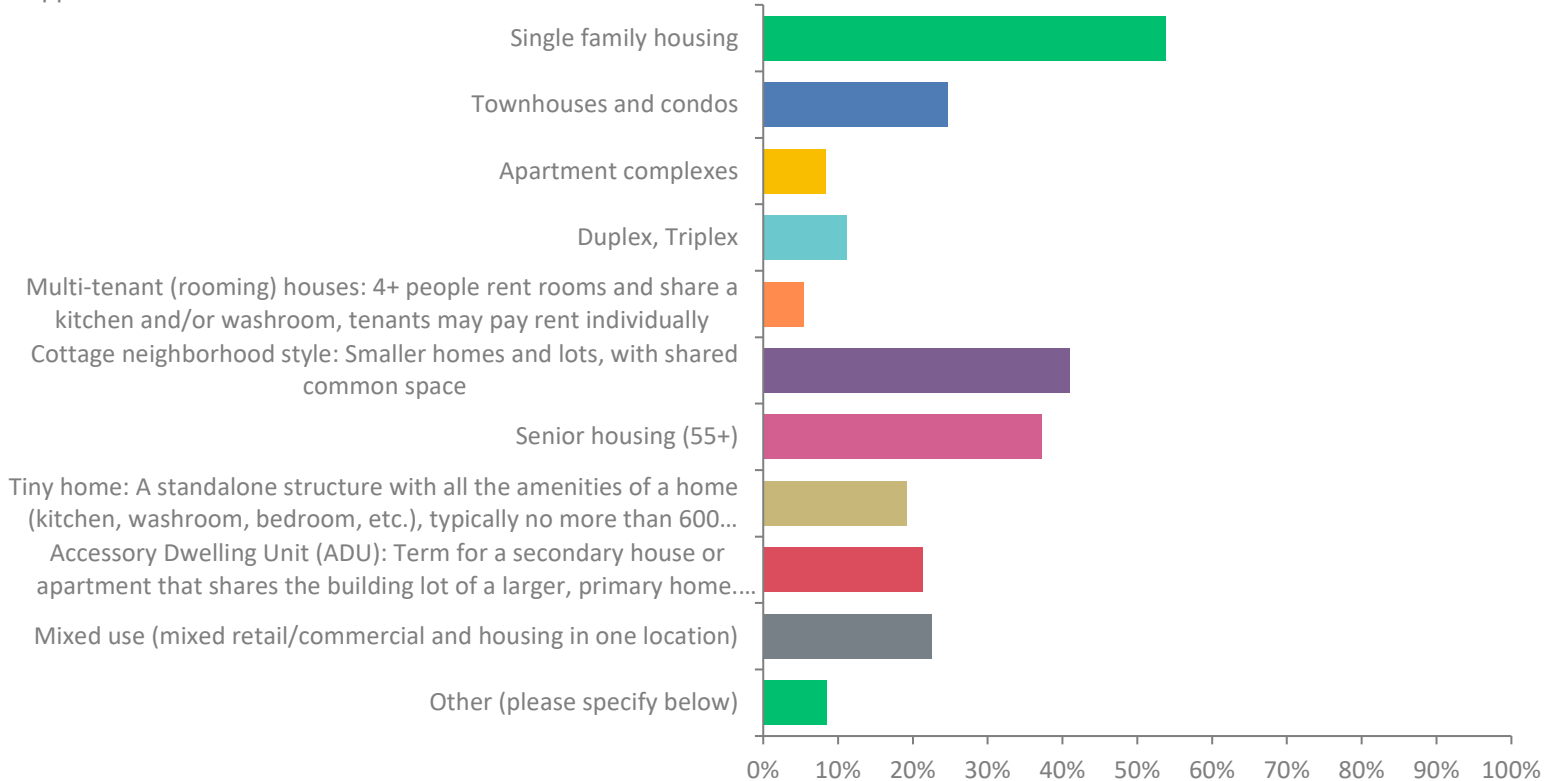
Recreation, arts and culture improved in the next 10-20 years? Select Comments

Select Comments

- Addition of multi-generational community center including senior center
- Easier access and parking at snowmobile/ATV trails and allowing the use of snowmobiles/ATVs on public roadways
- Offer concerts at Town Hall and Emerson Park
- Movie theatre, playhouse, museum

Q7: What type of residential development would benefit Milford over the next 20 years? (Select all that apply)

Answered: 422 Skipped: 0



Q7: What type of residential development would benefit Milford over the next 20 years? (Select all that apply)

Answered: 422 Skipped: 0

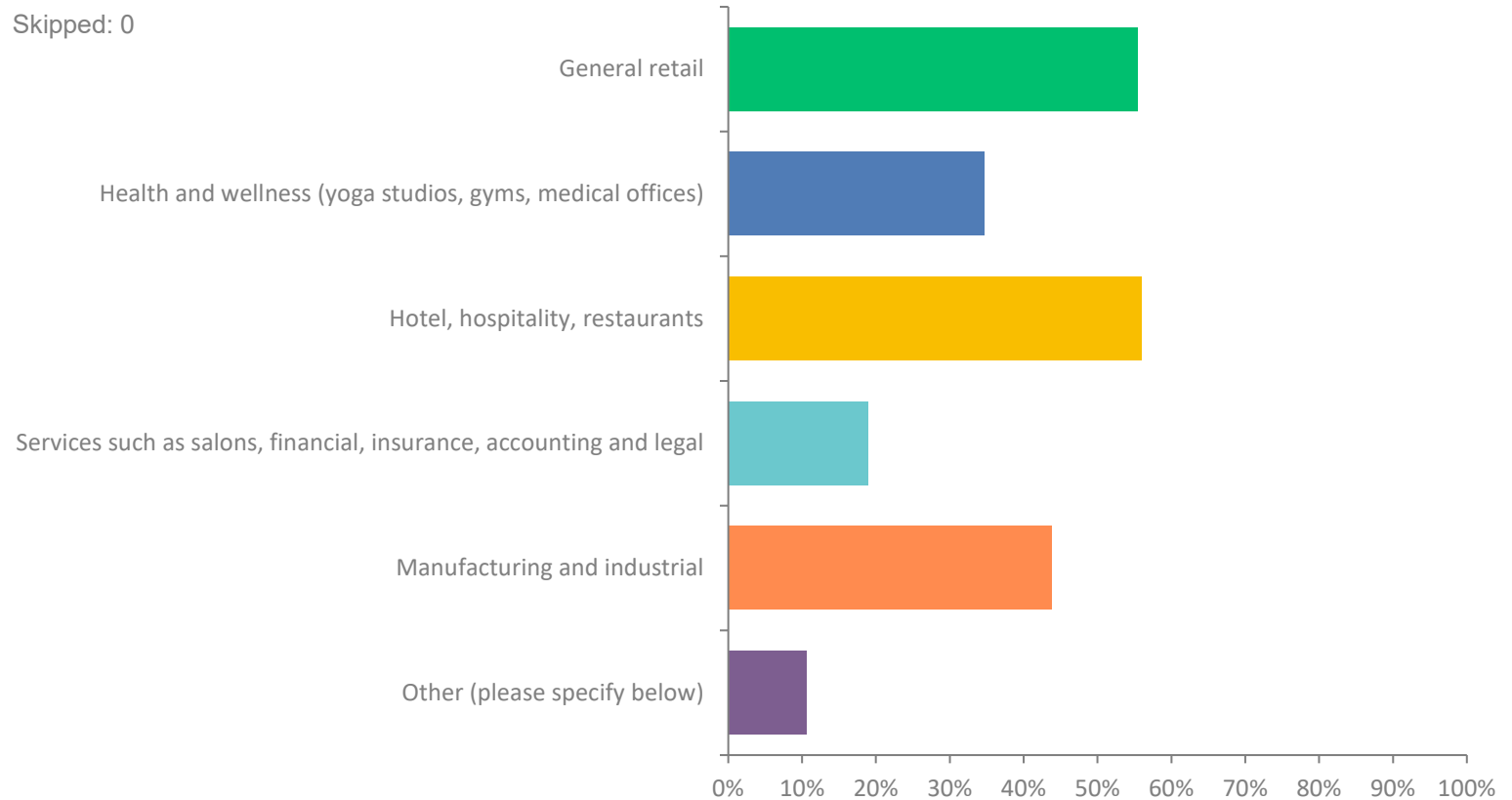
ANSWER CHOICES	RESPONSES	
Single family housing	53.79%	227
Townhouses and condos	24.64%	104
Apartment complexes	8.29%	35
Duplex, Triplex	11.14%	47
Multi-tenant (rooming) houses	5.45%	23
Cottage neighborhood style	41.00%	173
Senior housing (55+)	37.20%	157
Tiny home:	19.19%	81
Accessory Dwelling Unit (ADU)	21.33%	90
Mixed use	22.51%	95
Other (please specify below)	8.53%	36
TOTAL		1068

What type of residential development would benefit Milford over the next 20 years? – Key Themes

- Affordable housing of all types for singles
- No need for more housing, especially condos, apartments, multi-family
- Moderate sized single-family housing
- Tiny houses, ADUs, and cottage neighborhoods planned and built correctly would provide affordable housing to young people starting out and old people downsizing

Q8: What type of business development would benefit Milford over the next 20 years? (Select all that apply)

Answered: 422 Skipped: 0



Q8: What type of business development would benefit Milford over the next 20 years? (Select all that apply)

Answered: 422 Skipped: 0

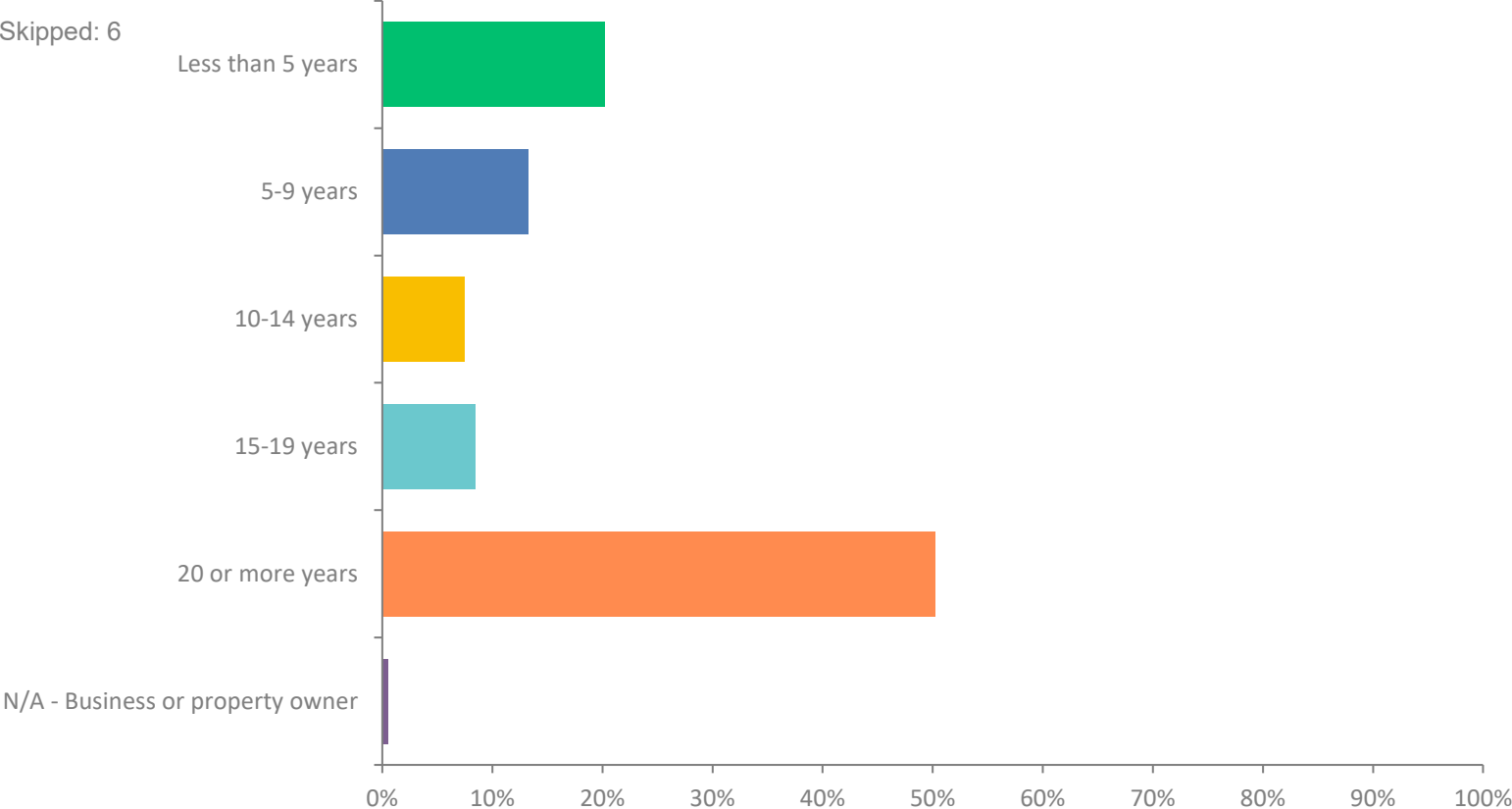
ANSWER CHOICES	RESPONSES	
General retail	55.45%	234
Health and wellness (yoga studios, gyms, medical offices)	34.60%	146
Hotel, hospitality, restaurants	55.92%	236
Services such as salons, financial, insurance, accounting and legal	18.96%	80
Manufacturing and industrial	43.84%	185
Other (please specify below)	10.66%	45
TOTAL		926

Business Development – Key Themes

- **Hotel**
- **No additional business development needed**
- **Support and strengthen existing businesses**
- **Local ‘mom and pop’, boutique style businesses, not chains**
- Manufacturing, industrial and tech companies
- Large stores such as Kohl’s or Target
- Farming and food production
- Indoor entertainment, theaters, recreation facilities

Q10: How long have you lived in Milford?

Answered: 416 Skipped: 6



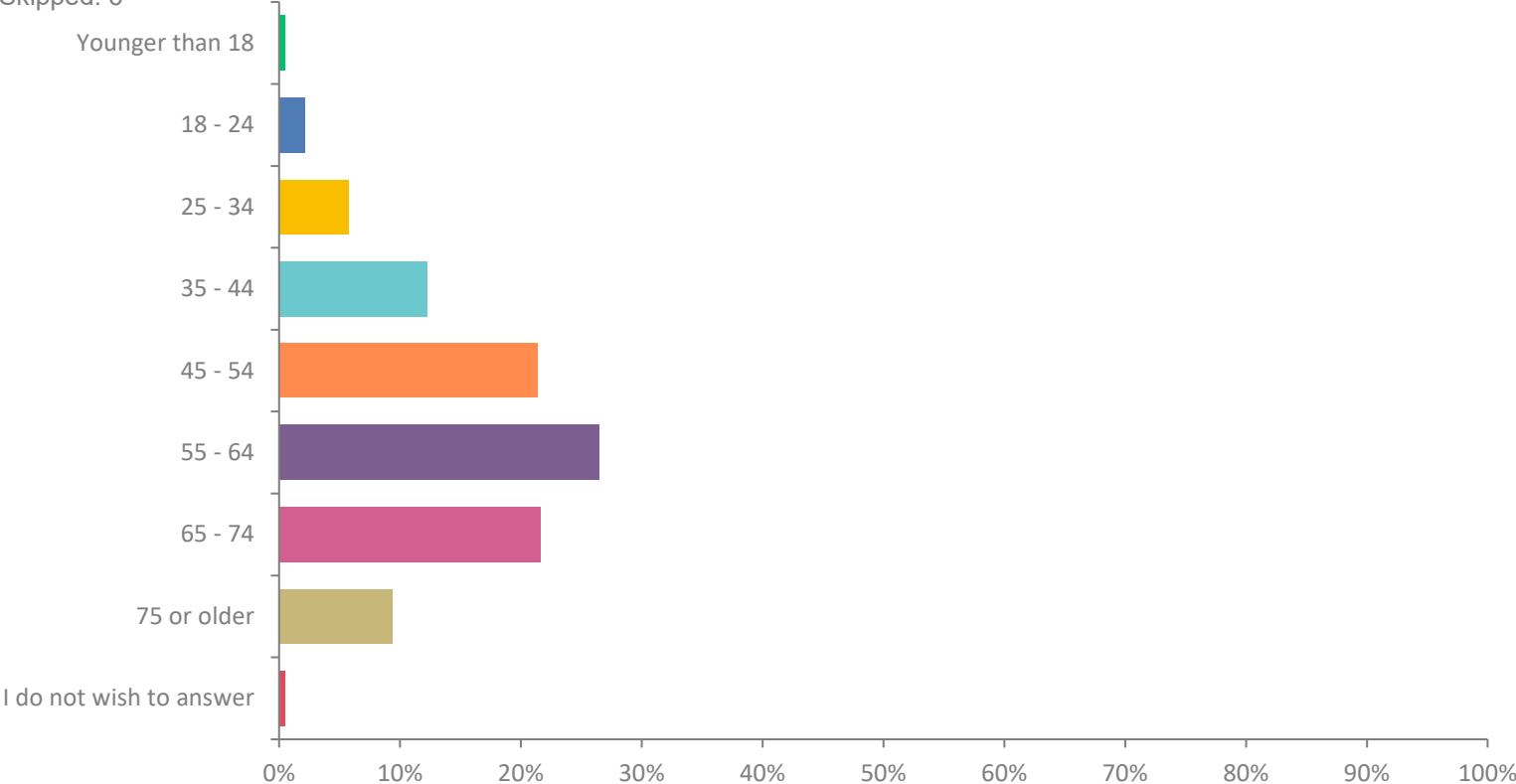
Q10: How long have you lived in Milford?

Answered: 416 Skipped: 6

ANSWER CHOICES	RESPONSES	
Less than 5 years	20.19%	84
5-9 years	13.22%	55
10-14 years	7.45%	31
15-19 years	8.41%	35
20 or more years	50.24%	209
N/A - Business or property owner	0.48%	2
TOTAL		416

Q11: Please select your age group.

Answered: 416 Skipped: 6



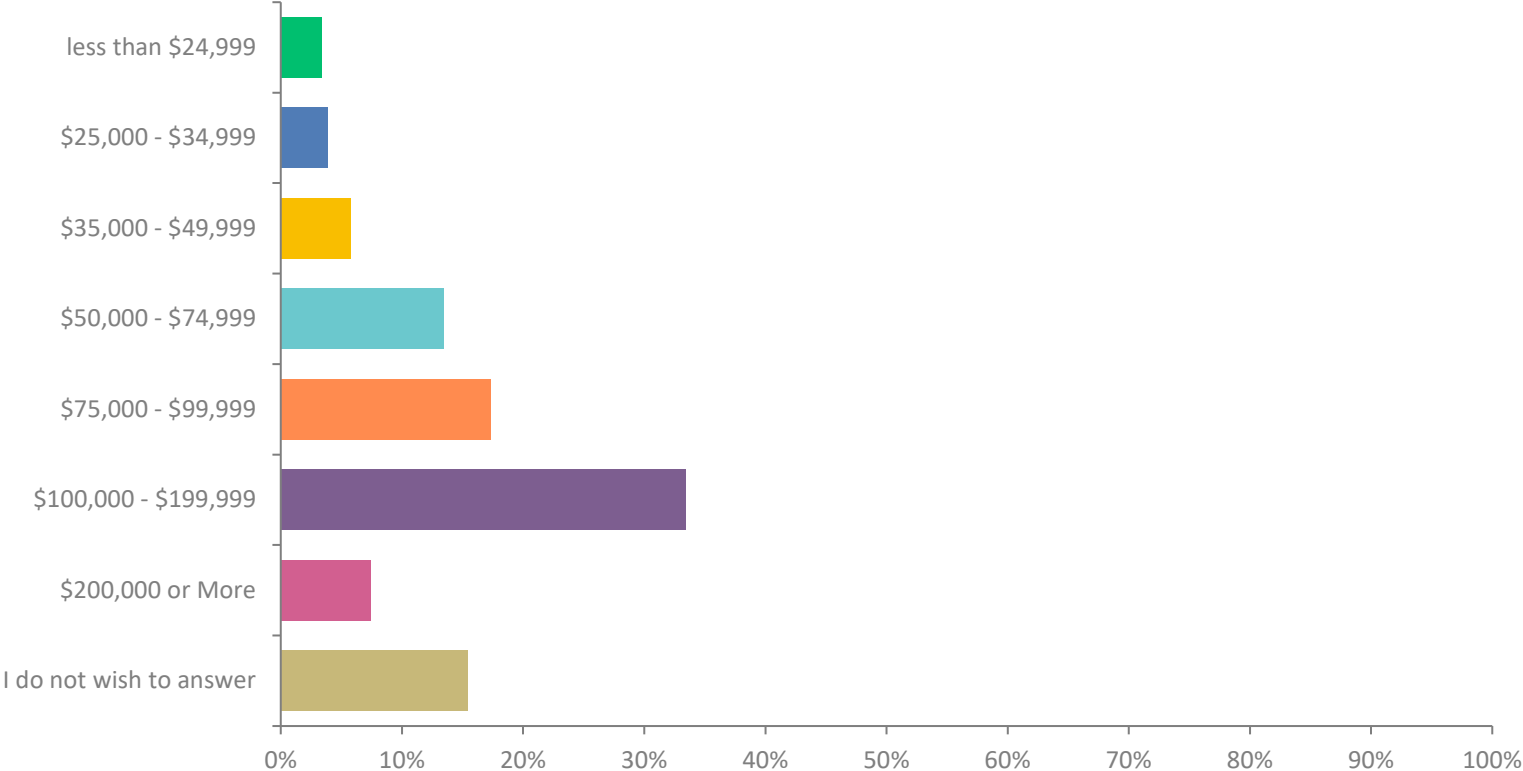
Q11: Please select your age group.

Answered: 416 Skipped: 6

ANSWER CHOICES	RESPONSES	
Younger than 18	0.48%	2
18 - 24	2.16%	9
25 - 34	5.77%	24
35 - 44	12.26%	51
45 - 54	21.39%	89
55 - 64	26.44%	110
65 - 74	21.63%	90
75 or older	9.38%	39
I do not wish to answer	0.48%	2
TOTAL		416

Q12: Please select your annual household income.

Answered: 416 Skipped: 6



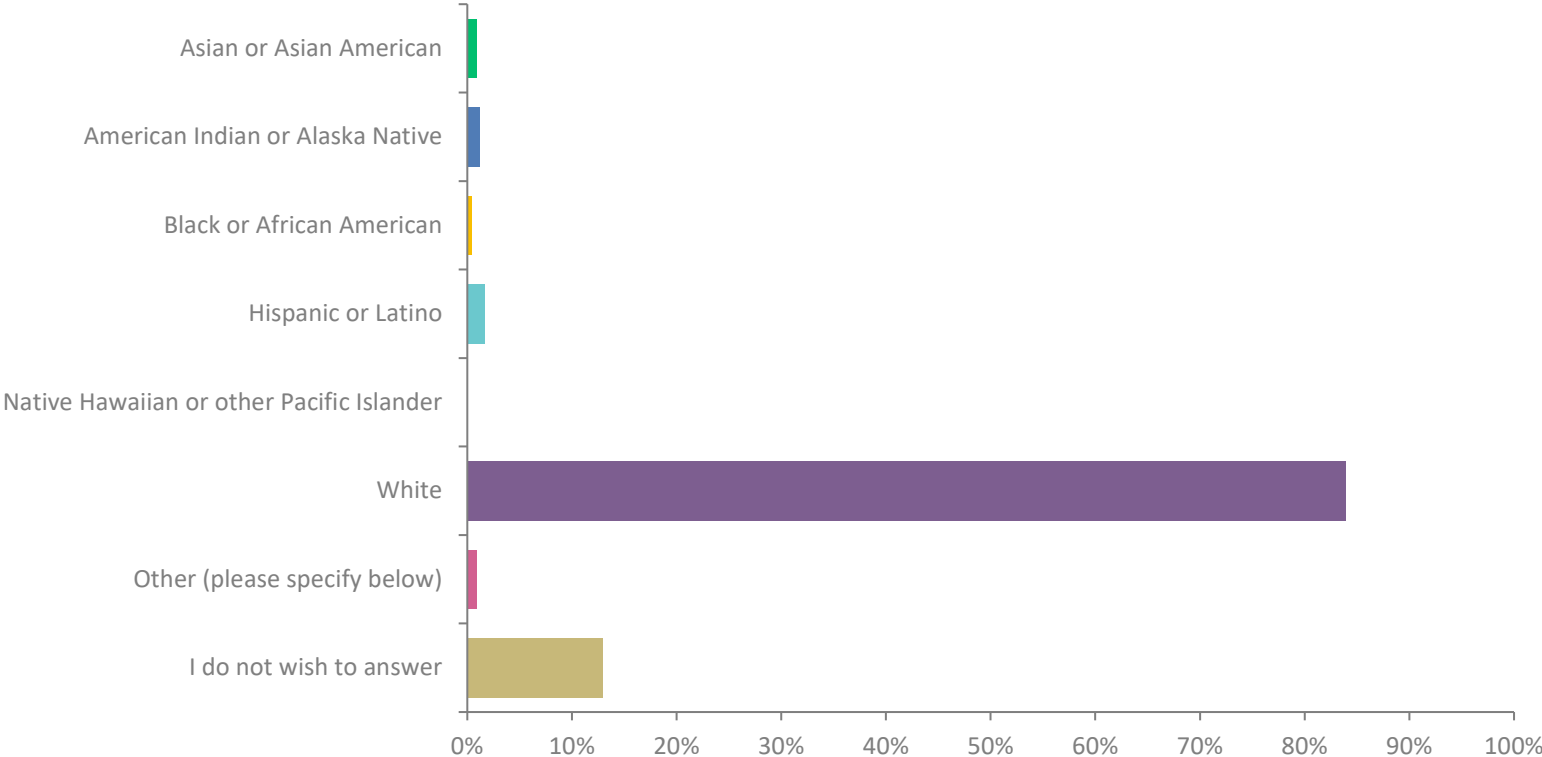
Q12: Please select your annual household income.

Answered: 416 Skipped: 6

ANSWER CHOICES	RESPONSES	
less than \$24,999	3.37%	14
\$25,000 - \$34,999	3.85%	16
\$35,000 - \$49,999	5.77%	24
\$50,000 - \$74,999	13.46%	56
\$75,000 - \$99,999	17.31%	72
\$100,000 - \$199,999	33.41%	139
\$200,000 or More	7.45%	31
I do not wish to answer	15.38%	64
TOTAL		416

Q13: Which of the following best describes you? Select all that apply.

Answered: 416 Skipped: 6



Q13: Which of the following best describes you? Select all that apply.

Answered: 416 Skipped: 6

ANSWER CHOICES	RESPONSES	
Asian or Asian American	0.96%	4
American Indian or Alaska Native	1.20%	5
Black or African American	0.48%	2
Hispanic or Latino	1.68%	7
Native Hawaiian or other Pacific Islander	0%	0
White	83.89%	349
Other (please specify below)	0.96%	4
I do not wish to answer	12.98%	54
TOTAL		425

Additional Thoughts – Key Themes

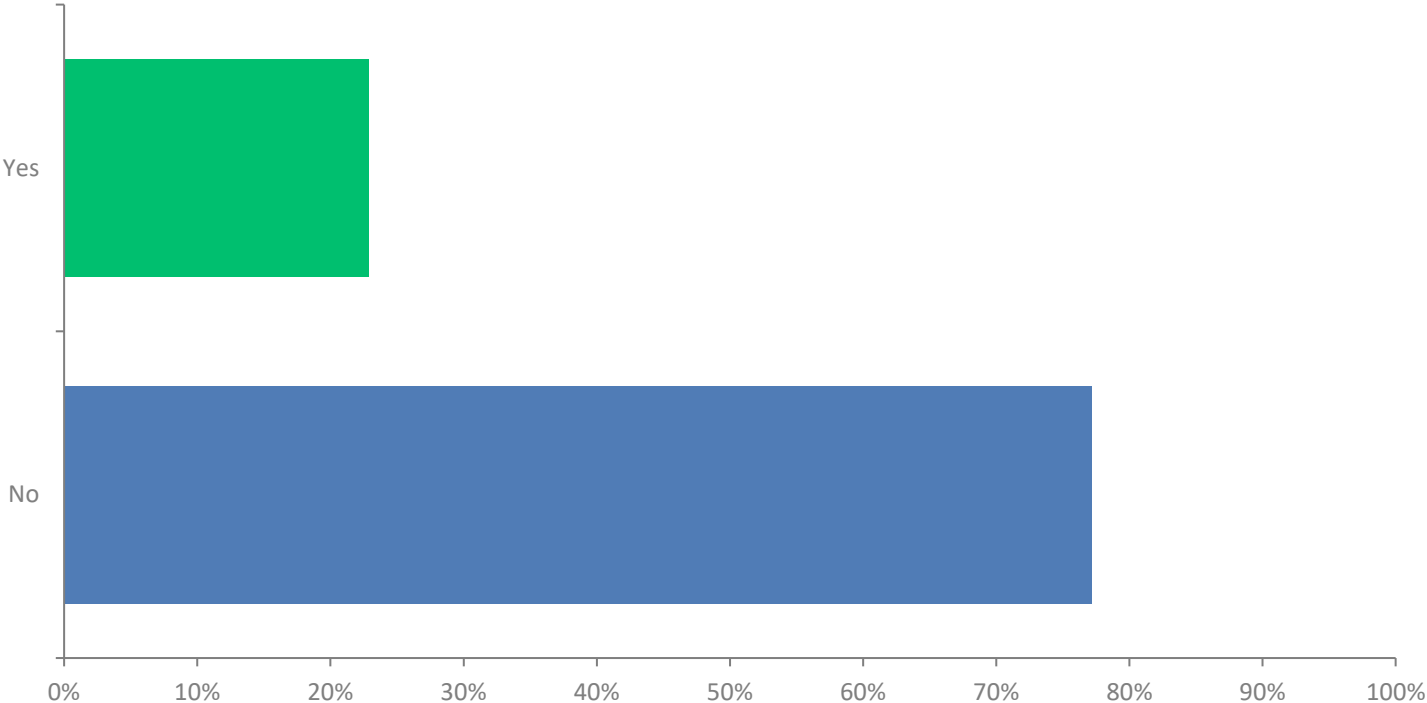
- Overgrowth of housing, especially apartments
- Milford has lost its small-town feel, has become too expensive, high taxes, and is not as appealing as it once was
- School system needs to better prepare students for college and trades
- Don't lose the New England /small town charm
- Housing options that support multi-generational ages

Additional Thoughts – Select Comments

- Car show at Keyes Field
- Milford has done a good job conserving its charm while increasing convenience and access to services. Hopefully future developments will build on that success in a similar way.
- I really enjoy living in Milford. Farmer's market, great library, church fairs, good restaurants and farm stands.
- Need to increase civic participation, especially with young people
- I hope that we can invest in clean energy alternatives and affordable living spaces for all residents
- I would love to see Milford keep its magical small town charm

Q14: Would you like to be contacted about participating in Envision Milford events and volunteer opportunities?

Answered: 416 Skipped: 6



Q14: Would you like to be contacted about participating in Envision Milford events and volunteer opportunities?

Answered: 416 Skipped: 6

ANSWER CHOICES	RESPONSES	
Yes	22.84%	95
No	77.16%	321
TOTAL		416