

Huntersville Community Survey

Project Engagement

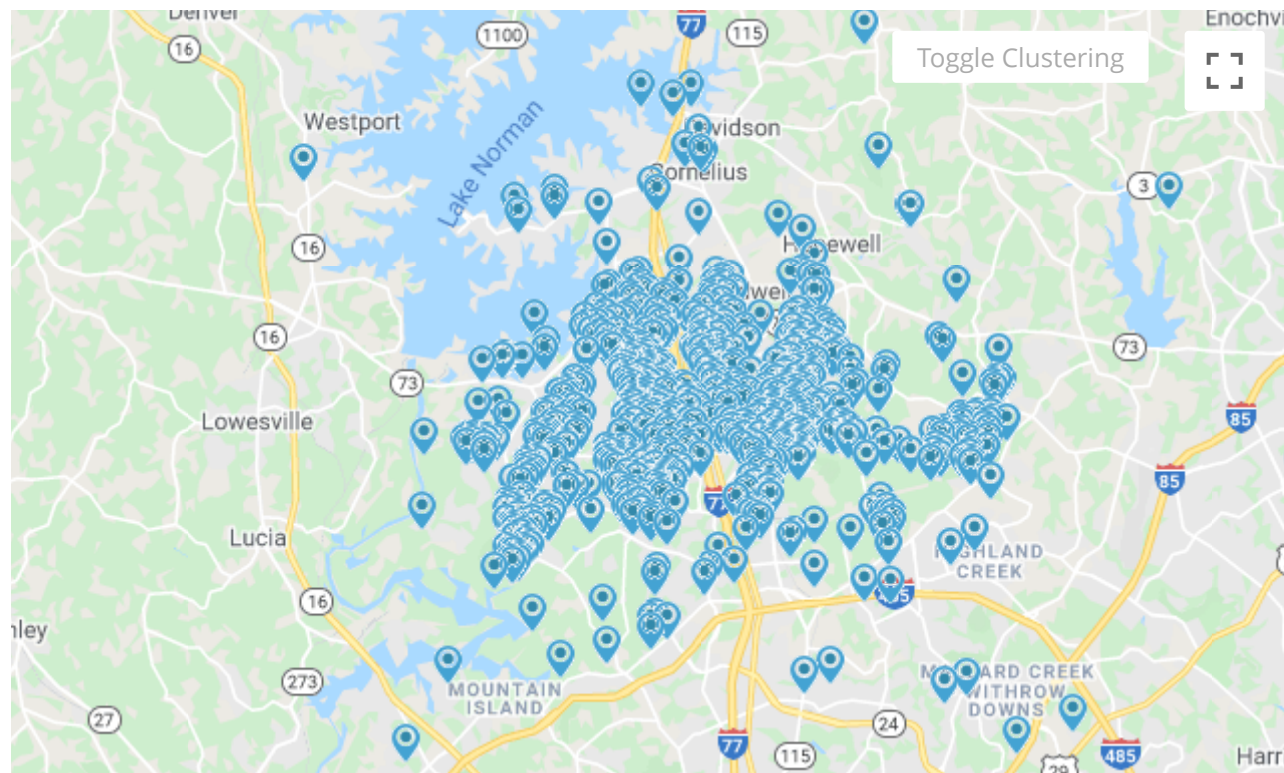
VIEWS	PARTICIPANTS	RESPONSES	COMMENTS	SUBSCRIBERS
2,948	1,723	62,009	169	511

* How do you relate to Huntersville? (choose all that apply)

84%	Live here (homeowner)	1422 ✓
22%	Play here	380 ✓
18%	Work here	298 ✓
15%	Property owner	250 ✓
12%	Student / Go to school here	198 ✓
5%	Business owner	92 ✓
5%	Live here (renter)	79 ✓
2%	Other	26 ✓

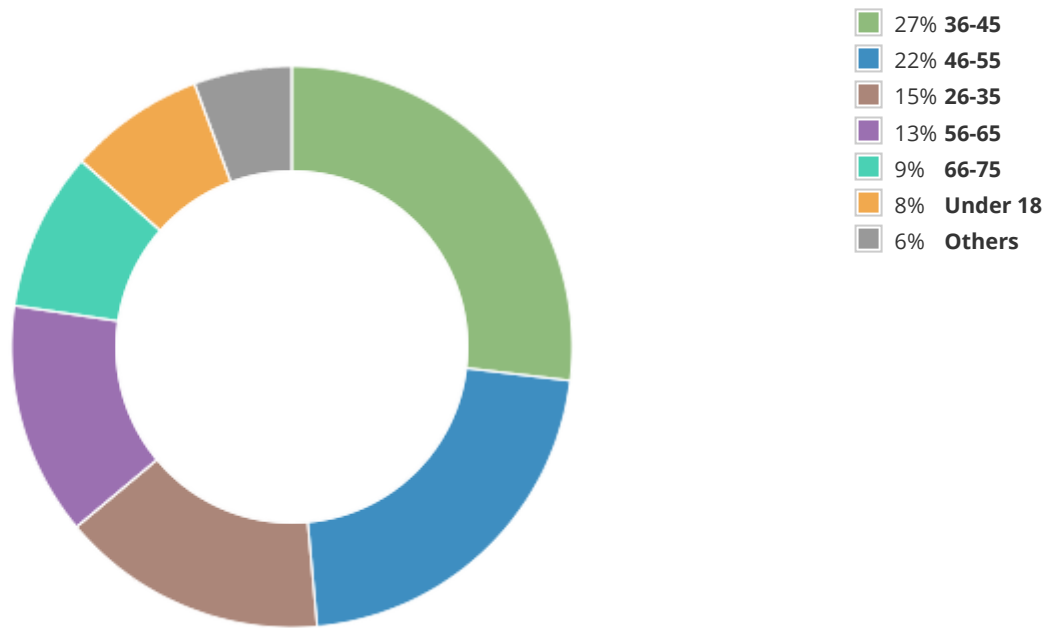
1,689 Respondents

Where do you live, work, or most closely relate to Huntersville?



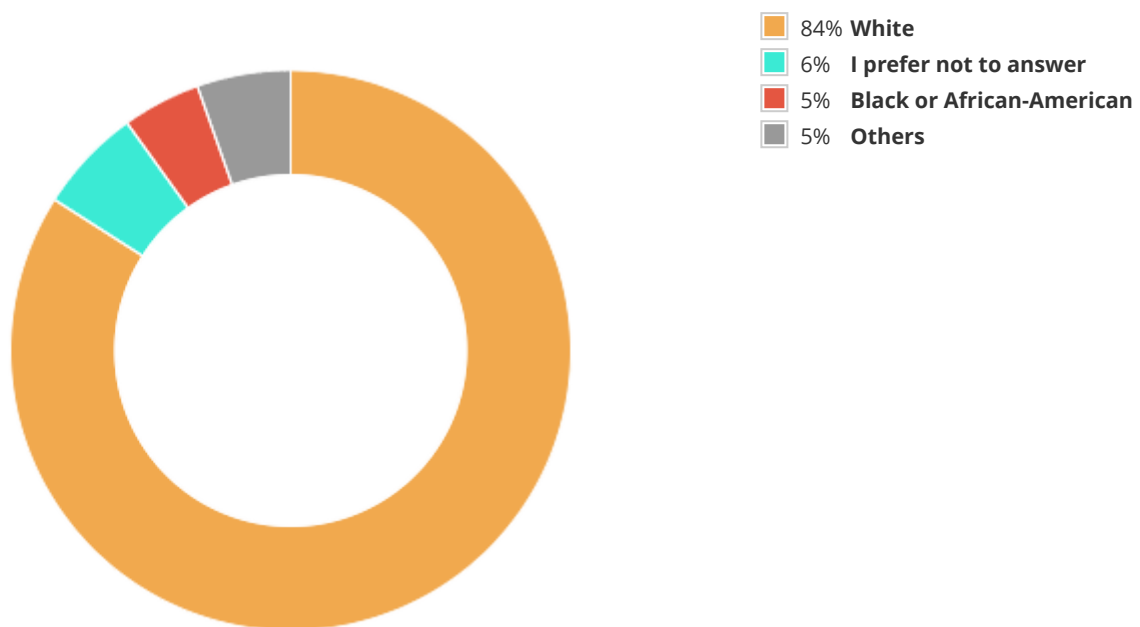
Map data ©2020

What is your age?



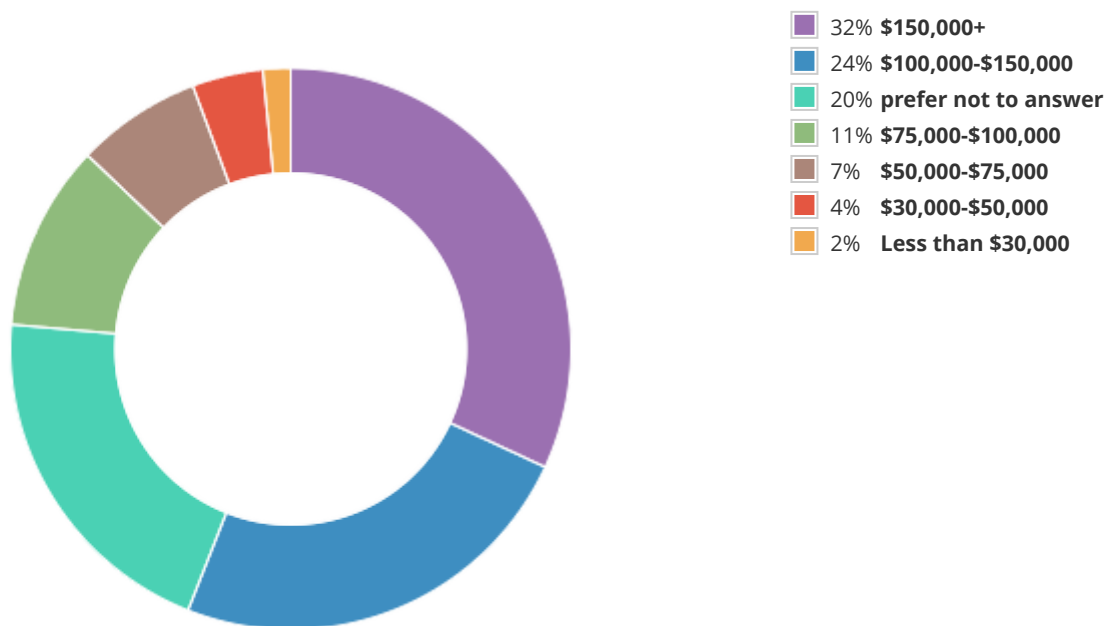
1,593 respondents

What is your race/ethnicity?



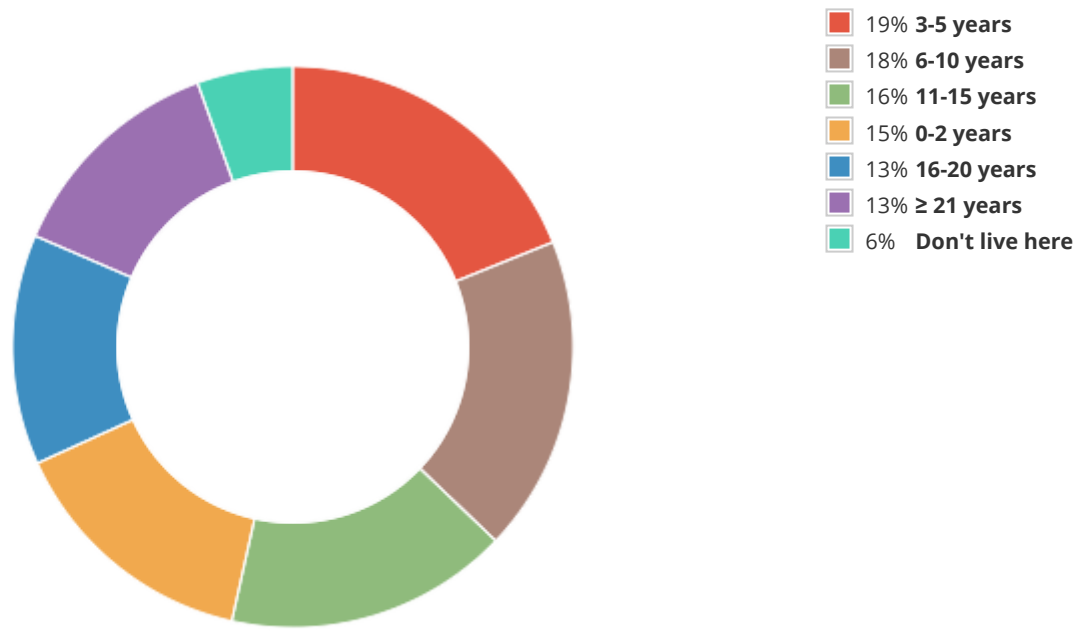
1,588 respondents

What is your annual household income?



1,567 respondents

How long have you lived in Huntersville?



1,576 respondents

What do you value most about Huntersville?

43%	Low crime	647 ✓
42%	Access to quality of parks, recreation, and natural areas	624 ✓
33%	Close to shopping	494 ✓
28%	Near family / friends	419 ✓
28%	Good schools	418 ✓
27%	Proximity to jobs / employment	403 ✓
25%	Sense of community	376 ✓
17%	Unique neighborhoods and housing choices	258 ✓
8%	Tax rate	126 ✓
6%	Community services	85 ✓
5%	Other (please specify)	75 ✓

1,491 Respondents

Please mark the response that best describes your opinion about the quality of life in Huntersville for each of the following statements.

	Excellent	Good	Fair	Poor	Very poor	Not sure
Huntersville as a place to live	34% Excellent	54% Good	10% Fair	1% Poor	1% Very poor	1% Not sure
Huntersville as a place to raise children	33% Excellent	49% Good	8% Fair	1% Poor	1% Very poor	8% Not sure
Huntersville as a place to work	19% Excellent	39% Good	16% Fair	4% Poor	1% Very poor	22% Not sure
Huntersville as a place to retire	16% Excellent	34% Good	22% Fair	7% Poor	2% Very poor	18% Not sure
Huntersville as a place to visit or do things on weekends	12% Excellent	34% Good	35% Fair	11% Poor	4% Very poor	3% Not sure

1,239 respondents

What are the top considerations for Huntersville moving forward?

63%	Traffic and congestion	905 ✓
39%	Growth management (timing of growth and provision of services and infrastructure)	563 ✓
32%	Creating safe, attractive walking, biking, and transit options	463 ✓
32%	Maintaining public services (schools, public safety, fire, and police)	458 ✓
27%	Improvement of the historic downtown area of Huntersville	394 ✓
20%	Preservation of natural, scenic, and historical assets	289 ✓
17%	Parks and recreation areas keeping pace with population needs	248 ✓
17%	Creating opportunities for events, music, art and culture	240 ✓
15%	More retail and restaurant options	220 ✓
12%	Housing affordability, cost of living	170 ✓
10%	Maintain current tax rate	149 ✓
10%	Recruiting businesses and employers to locate in Huntersville	142 ✓
8%	Maintaining the design and character of new development	109 ✓
6%	Other	79 ✓

1,433 Respondents

Indicate your support for the following policies related to the future development pattern and design in the Town of Huntersville.

	Strongly Agree	Agree	Neutral/No opinion	Disagree	Strongly Disagree
Focus growth and intensity in the central core (i.e. near I-77 and NC 115).	26% Strongly Agree	37% Agree	19% Neutral/No opinion	15% Disagree	4% Strongly Disagree
Grow in a less intense manner in more rural areas (i.e. eastern and western edges).	29% Strongly Agree	38% Agree	21% Neutral/No opinion	10% Disagree	2% Strongly Disagree
Stabilize tax base by promoting balance of residential, commercial and industrial development.	30% Strongly Agree	50% Agree	16% Neutral/No opinion	3% Disagree	1% Strongly Disagree
Encourage mixed-use villages (e.g. homes, some retail and jobs) at key crossroads.	20% Strongly Agree	42% Agree	24% Neutral/No opinion	11% Disagree	4% Strongly Disagree
Discourage dense growth and development in sensitive watersheds.	51% Strongly Agree	32% Agree	14% Neutral/No opinion	3% Disagree	1% Strongly Disagree
Promote a balanced mix of housing options for all age and income groups.	22% Strongly Agree	37% Agree	24% Neutral/No opinion	13% Disagree	4% Strongly Disagree
Maintain high quality architectural and site design standards for commercial development.	49% Strongly Agree	37% Agree	12% Neutral/No opinion	1% Disagree	1% Strongly Disagree

684 respondents

If you were able, willing, and motivated to relocate in Huntersville, what housing options would interest you?
(Please select every option that applies.)

61%	A house with a large yard, even if not near shopping and services	796 ✓
37%	A house with a smaller yard within walking distance of a park or school	482 ✓
22%	A low maintenance patio home or townhome near shopping and services	288 ✓
5%	Other (specify)	69 ✓
4%	An apartment or condo complex	51 ✓

1,314 Respondents

Downtown Huntersville needs...
 (Note: Huntersville's historic downtown is centered near Gilead Road and Old Statesville Rd near Town Hall and extends a few blocks in each direction)

	Strongly Agree	Agree	Neutral / No Opinion	Disagree	Strongly Disagree
Streetscape improvements (i.e. sidewalks, improved crossings, street trees, on-street parking, etc.)	52% Strongly Agree	31% Agree	12% Neutral / No Opinion	4% Disagree	1% Strongly Disagree
Renovation and reuse of buildings	57% Strongly Agree	31% Agree	9% Neutral / No Opinion	3% Disagree	1% Strongly Disagree
New walkable, mixed use development (i.e. commercial, office, and residential)	40% Strongly Agree	31% Agree	17% Neutral / No Opinion	9% Disagree	2% Strongly Disagree
Additional residential options nearby to support local businesses	20% Strongly Agree	30% Agree	28% Neutral / No Opinion	18% Disagree	4% Strongly Disagree
Quality architectural design standards for buildings	46% Strongly Agree	37% Agree	14% Neutral / No Opinion	2% Disagree	1% Strongly Disagree
Improved wayfinding, signage and/or entry features to identify downtown	19% Strongly Agree	34% Agree	37% Neutral / No Opinion	8% Disagree	2% Strongly Disagree
Beautification and/or art installations (i.e. landscaping, murals or sculptures)	25% Strongly Agree	37% Agree	24% Neutral / No Opinion	10% Disagree	3% Strongly Disagree
New or improved public spaces and parks (i.e. new neighborhood parks) or additional programming or improvements at existing parks (i.e. Veterans Park or Holbrook park)	32% Strongly Agree	42% Agree	18% Neutral / No Opinion	7% Disagree	1% Strongly Disagree
Additional public off-street parking (i.e. additional town-owned parking lots or parking deck)	20% Strongly Agree	42% Agree	27% Neutral / No Opinion	10% Disagree	1% Strongly Disagree
More community / special events (i.e. movies in the park, festivals, music, etc.)	29% Strongly Agree	42% Agree	22% Neutral / No Opinion	5% Disagree	1% Strongly Disagree
Public safety improvements	22% Strongly Agree	46% Agree	26% Neutral / No Opinion	5% Disagree	1% Strongly Disagree

677 respondents

What should be the priorities for environmental or open space conservation, including overall land preservation efforts as well as when new neighborhoods are developed?

5%	No opinion	Rank: 1.39	49 ✓
67%	Recreation, greenways/trails, or open spaces for people	Rank: 2.06	661 ✓
65%	Water Quality	Rank: 2.08	642 ✓
65%	Preserving mature tree canopy or tree stands	Rank: 2.10	643 ✓
61%	Habitat and Wildlife	Rank: 2.52	604 ✓
34%	Riparian corridors (areas near streams) and floodplains	Rank: 2.93	333 ✓
19%	Working agricultural lands	Rank: 2.96	191 ✓

993 Respondents

What policies should be considered to improve the compatibility of development in areas with sensitive environmental resources and/or rural character?

59%	Provide flexibility in site design to protect natural resources	737 ✓
50%	Allow for only low density development	620 ✓
40%	Ensure scale and architectural design of commercial development compliments rural character	499 ✓
20%	Support incentives (i.e. tax breaks, modified development standards, and/or density bonus)	246 ✓
8%	None of the above	97 ✓

1,248 Respondents

How do you **currently** travel?

	Walk	Bike	Drive	Transit (e.g. - bus, bus rapid transit (BRT), commuter rail, etc.)
Work	6%	1%	91%	3%
	Walk	Bike	Drive	Transit (e.g. - bus, bus rapid transit (BRT), commuter rail, etc.)
Shopping	1%	1%	97%	-
	Walk	Bike	Drive	Transit (e.g. - bus, bus rapid transit (BRT), commuter rail, etc.)
Services	1%	1%	97%	-
	Walk	Bike	Drive	Transit (e.g. - bus, bus rapid transit (BRT), commuter rail, etc.)
Parks	15%	4%	81%	-
	Walk	Bike	Drive	Transit (e.g. - bus, bus rapid transit (BRT), commuter rail, etc.)

631 respondents

How would you **like** to travel?

	Walk	Bike	Drive	Transit (e.g. - bus, bus rapid transit (BRT), commuter rail, etc.)	Other
Work	19% Walk	14% Bike	46% Drive	19% Transit (e.g. - bus, bus rapid transit (BRT), commuter rail, etc.)	2% Other
Shopping	32% Walk	16% Bike	42% Drive	9% Transit (e.g. - bus, bus rapid transit (BRT), commuter rail, etc.)	1% Other
Services	27% Walk	16% Bike	48% Drive	9% Transit (e.g. - bus, bus rapid transit (BRT), commuter rail, etc.)	1% Other
Parks	47% Walk	26% Bike	21% Drive	5% Transit (e.g. - bus, bus rapid transit (BRT), commuter rail, etc.)	1% Other

970 respondents

Rank each type of transportation improvements you would like the Town to focus on

87%	Road widenings and intersection improvements	Rank: 1.70	717 ✓
80%	Bicycle, pedestrian, and greenway/trail facilities	Rank: 2.05	660 ✓
70%	Commuter rail	Rank: 2.21	582 ✓
58%	Enhanced bus service (including bus rapid transit-BRT)	Rank: 3.26	483 ✓

828 Respondents

Indicate how much you agree with each statement.

	Strongly Agree	Agree	Neutral / No Opinion	Disagree	Strongly Disagree
Transportation projects should have a positive and direct influence on economic development and jobs.	39% Strongly Agree	42% Agree	12% Neutral / No Opinion	6% Disagree	1% Strongly Disagree
I'm concerned about the challenges we'll face during construction of major transportation projects (e.g. I-77 interchanges, NC 73 widening, etc.).	50% Strongly Agree	27% Agree	14% Neutral / No Opinion	8% Disagree	2% Strongly Disagree
I would walk or bike more if it was safer and more enjoyable.	48% Strongly Agree	28% Agree	13% Neutral / No Opinion	9% Disagree	2% Strongly Disagree
I wish it was safer for kids to walk and bike to schools and parks.	54% Strongly Agree	29% Agree	13% Neutral / No Opinion	2% Disagree	1% Strongly Disagree

641 respondents

When considering future transportation improvement projects, how should proposed projects be judged? (rank in priority)

88%	Reduction of automobile congestion, travel times	Rank: 1.82	720 ✓
73%	Pedestrian and bicycle accommodations	Rank: 2.74	595 ✓
76%	Sense of place and small-town character	Rank: 2.74	621 ✓
62%	New connections, network improvements	Rank: 3.19	505 ✓
60%	Cost/availability of funding	Rank: 3.66	490 ✓
50%	Access improvements for more development	Rank: 4.55	406 ✓

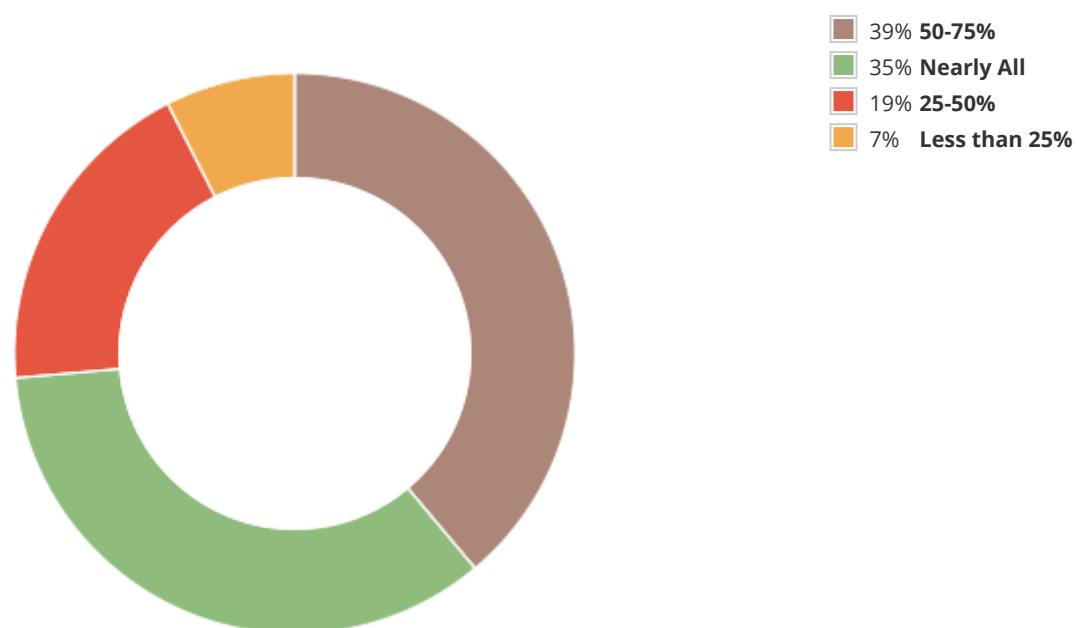
814 Respondents

How do you feel about growth and development in Huntersville?

	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative
General feelings about growth	15% Very positive	38% Somewhat positive	11% Neutral	26% Somewhat negative	11% Very negative
Commercial growth	12% Very positive	39% Somewhat positive	26% Neutral	16% Somewhat negative	7% Very negative
Residential growth	10% Very positive	28% Somewhat positive	14% Neutral	30% Somewhat negative	19% Very negative
Employment / job growth	15% Very positive	31% Somewhat positive	39% Neutral	12% Somewhat negative	3% Very negative

634 respondents

What percentage of your day-to-day shopping and services (healthcare, automotive, shopping, recreation, etc.) would you estimate you do locally (in Huntersville)?



1,201 respondents

Thank you for participating in the Huntersville 2040 Community Plan survey. If you would like to stay involved with the Huntersville 2040 Community Plan, please enter your email address below.

Want to provide more feedback? Come to the public meetings 2/24-2/26. See <https://www.huntersville2040.com> for more information including dates and times. (Note: **This is optional.** If you enter your email, it will be used by the Town of Huntersville Planning Department for future notifications related to the Community Plan update.)

No data to display...