



Master Plan 2020

East Longmeadow, Massachusetts
Planning & Community Development Department

Survey 1.1 Results

August 2018

Master Plan 2020

East Longmeadow, Massachusetts

Planning & Community Development Department

Purpose of Plan

Massachusetts General Law Chapter 41

Section 81D: Master plan; economic development supplement

Section 81D. A planning board established in any city or town under section eighty-one A shall make a master plan of such city or town or such part or parts thereof as said board may deem advisable and from time to time may extend or perfect such plan.

Such plan shall be a statement, through text, maps, illustrations or other forms of communication, that is designed to provide a basis for decision making regarding the long-term physical development of the municipality. The comprehensive plan shall be internally consistent in its policies, forecasts and standards...

Master Plan 2020

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∞ The Master plan elements consist of the following:

- ∞ Statement and Purpose of Plan
- ∞ Land Use
- ∞ Housing
- ∞ Economic Development
- ∞ Natural & Cultural Resources
- ∞ Open Space & Recreation
- ∞ Services & Facilities
- ∞ [Traffic and Transportation] Circulation
- ∞ Implementation of Plan

∞ and may be supplemented by the topics of:

- ∞ Villages
- ∞ Neighborhoods
- ∞ Smart Growth
- ∞ Energy
- ∞ Climate Action
- ∞ Sustainability
- ∞ Education
- ∞ Governance
- ∞ Public Health and Social Services

Master Plan 2020

Survey 1.1 Results

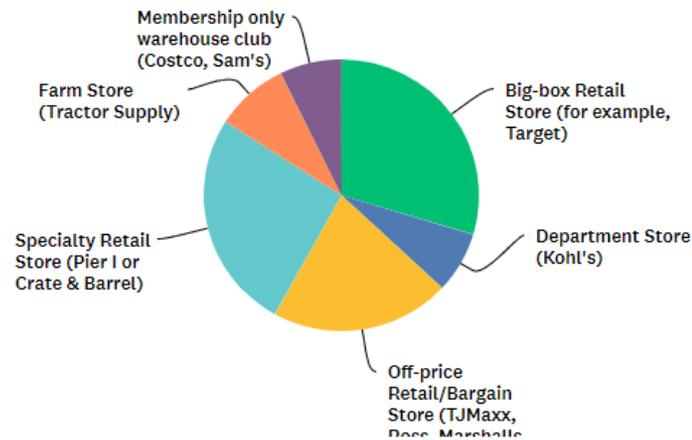
- o First Public Outreach conducted at National Night Out August 7, 2018 at East Longmeadow High School.
- o Approximately 100 Paper Surveys Distributed at East Longmeadow Town Hall and East Longmeadow Public Library during August 2018.
- o Responses to paper survey: **32**
- o Survey uploaded to Planning & Community Development webpage August 8, 2018 with link through Town's Facebook Page using Survey Monkey August 15, 2018.
- o Responses to on line survey: **608**
- o Typical Time Spent Completing Survey: **03m:12s**
- o https://www.surveymonkey.com/analyze/a9JlmVM0GeaLVuNhco0W4tfBoCsC5Ap3wKe7qkcWIYI_3D
- o <https://www.facebook.com/ELongmeadow/>
- o <https://www.eastlongmeadowma.gov/286/Planning>

Master Plan 2020

Survey 1.1 Results

If you could invite one large store to open in our community, which one would you ask?

Answered: 579 Skipped: 29



ANSWER CHOICES	RESPONSES	
▼ Big-box Retail Store (for example, Target)	29.71%	172
▼ Department Store (Kohl's)	7.25%	42
▼ Off-price Retail/Bargain Store (TJMaxx, Ross, Marshalls, Christmas Tree Shops)	21.07%	122
▼ Specialty Retail Store (Pier 1 or Crate & Barrel)	26.08%	151
▼ Farm Store (Tractor Supply)	8.64%	50
▼ Membership only warehouse club (Costco, Sam's)	7.25%	42
TOTAL		579

Master Plan 2020

Survey 1.1 Results

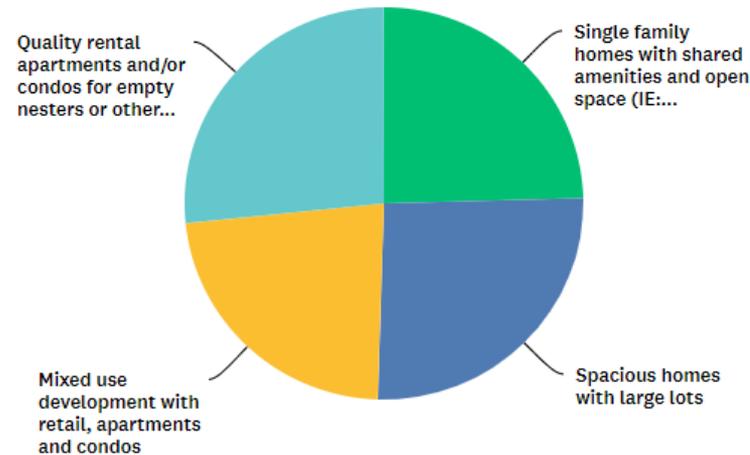
1. If you could invite one large store to open in our community, which one would you ask?		
Big-box Retail Store (For example, Target)		5
Department Store (Kohls)		0
Off-price Retail/Bargain Store (TJMaxx, Ross, Marshalls, Christmas Tree Shops)		5
Specialty Retail Store (Pier 1 or Crate and Barrel)		12
Farm Store (Tractor Supply)		2
Membership only warehouse club (Costco, Sam's)		3
Write in comments		
Trader Joes or Whole Foods		4
None of the above		3

Master Plan 2020

Survey 1.1 Results

If you could plan the next subdivision, what would you like to see developed?

Answered: 594 Skipped: 14



ANSWER CHOICES	RESPONSES
Single family homes with shared amenities and open space (IE: playground, pool, fitness center)	24.58% 146
Spacious homes with large lots	25.93% 154
Mixed use development with retail, apartments and condos	22.90% 136
Quality rental apartments and/or condos for empty nesters or others who prefer easy maintenance and upkeep	26.60% 158
TOTAL	594

Master Plan 2020

Survey 1.1 Results

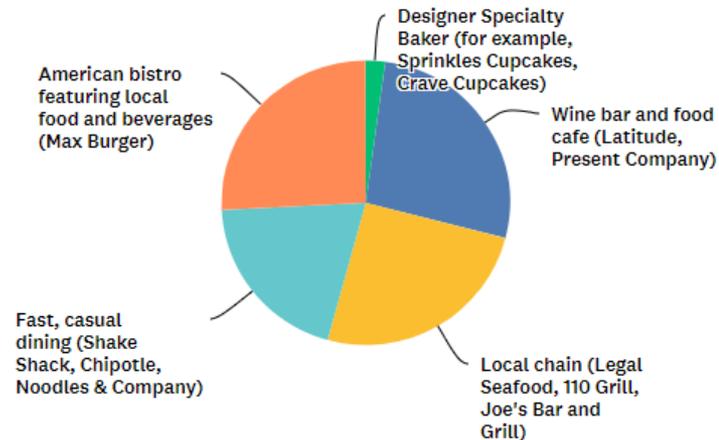
2. If you could plan the next subdivision, what would you like to see developed?	
Single family homes with shared amenities and open space (IE: playground, pool, fitness center)	8
Spacious homes with large lots	2
Mixed use development with retail, apartments and condos	11
Quality rental apartments and/or condos for empty nesters or others who prefer easy maintenance and upkeep	10
Write in comments	
No More Subdivisions	1
No condos; apartments are a must	1

Master Plan 2020

Survey 1.1 Results

If you could invite the next new dining experience to open up in town, which would you choose?

Answered: 597 Skipped: 11



ANSWER CHOICES	RESPONSES	
▼ Designer Specialty Baker (for example, Sprinkles Cupcakes, Crave Cupcakes)	2.18%	13
▼ Wine bar and food cafe (Latitude, Present Company)	26.80%	160
▼ Local chain (Legal Seafood, 110 Grill, Joe's Bar and Grill)	25.29%	151
▼ Fast, casual dining (Shake Shack, Chipotle, Noodles & Company)	19.93%	119
▼ American bistro featuring local food and beverages (Max Burger)	25.80%	154
TOTAL		597

Master Plan 2020

Survey 1.1 Results

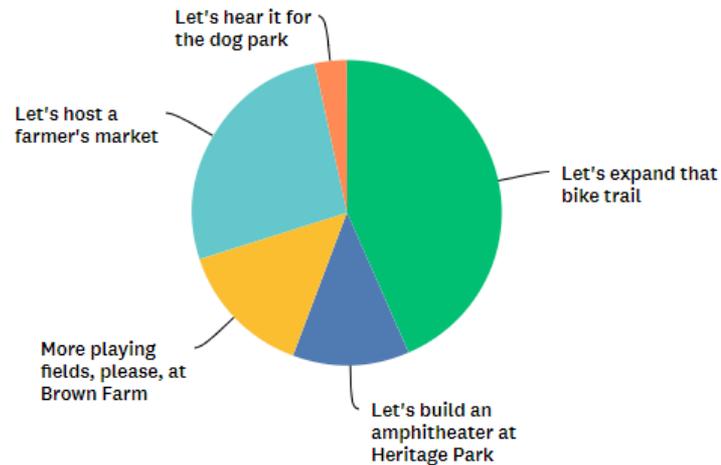
3. If you could invite the next new dining experience to open up in town, which would you choose?	
Designer Specialty Bakery (For example, Sprinkles Cupcakes, Crave Cupcakes)	3
Wine bar and food café (Latitude, Present Company)	4
Local chain (Legal Seafood, 110 Grill, Joe's Bar and Grill)	6
Fast casual dining (Shake Shack, Chipotle, Noodles & Company)	3
American bistro featuring local food and beverages (Max Burger)	13
Write in comments	
Bagel chain such as Brueggers	1
Ted's Montana Steak House or Fleming's Steakhouse	1
Something International IE Thai, Indian, Korean,	1
Chick fil-A	2

Master Plan 2020

Survey 1.1 Results

Recreation, Parks and Open Space

Answered: 598 Skipped: 10



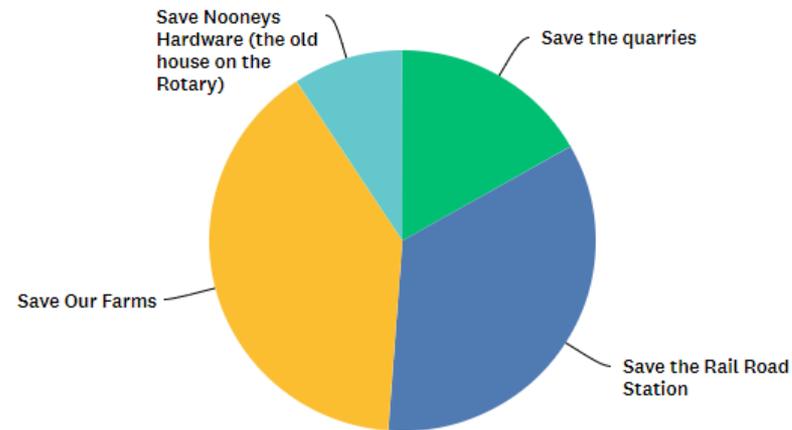
ANSWER CHOICES	RESPONSES
Let's expand that bike trail	43.48% 260
Let's build an amphitheater at Heritage Park	12.21% 73
More playing fields, please, at Brown Farm	14.38% 86
Let's host a farmer's market	26.59% 159
Let's hear it for the dog park	3.34% 20
TOTAL	598

Master Plan 2020

Survey 1.1 Results

Historical Preservation

Answered: 596 Skipped: 12



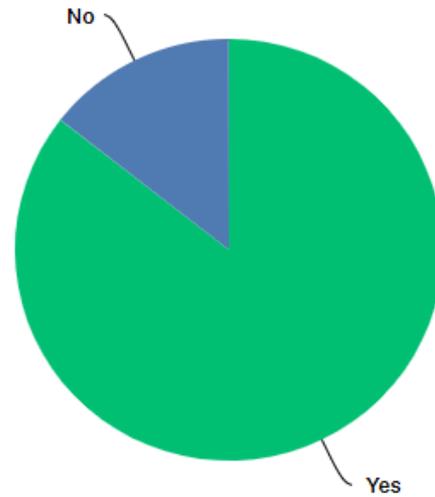
ANSWER CHOICES	RESPONSES
Save the quarries	16.78% 100
Save the Rail Road Station	34.40% 205
Save Our Farms	39.60% 236
Save Nooneys Hardware (the old house on the Rotary)	9.23% 55
TOTAL	596

Master Plan 2020

Survey 1.1 Results

Would you support a brewery or vineyard?

Answered: 603 Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes	85.57%	516
No	14.43%	87
TOTAL		603

Master Plan 2020

Survey 1.1 Results

Q7 About that Rotary...if you could do ONE thing to improve it, what would you do?



A word cloud of responses to the question 'About that Rotary...if you could do ONE thing to improve it, what would you do?'. The words are in various sizes and orientations, with 'Make rotary' and 'stop signs' being the most prominent. Other visible words include 'better traffic lights lane Enforce', 'street Nothing', 'road signs Put people yield stop use', and 'traffic Add go lights'.

- Answered: 506
- Skipped: 102

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Survey 1.1 Results

o Paper survey presented 31 suggestions

7. About that Rotary... if you could do ONE thing to improve it, what would you do?	
Add traffic control lights	3
Improve Landscaping Plan for aesthetic/curb appeal	3
Create Roundabout	3
Create a traditional rotary (roundabout) with fixed lanes where entering traffic yields to traffic traveling in rotary	5
Increase diameter	1
Implement improvements for bicyclist and pedestrian safety (define pathways via hardscape and landscape)	2
Close Prospect Street access	2
Plant a Christmas Tree in center of rotary for holiday lights	1
Do something with traffic	1
Create access from Shaker and Maple that bypasses rotary	1
Encourage drivers to obey existing stop signs/add speed control signage	2
Add police during commute hours for traffic control	1
Add raised cross walks (ex. Amherst, MA)	2
Demo Nooney's hardware and use the front lawn of the Baptist Church to expand diameter of rotary.	1
Do nothing.	3
See suggestions proposed for other intersections.	See form

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Next Steps:

- Present Findings to Planning Board and Town Council
- Upload Power Point on to Planning & Community Development Website with link to Town of East Longmeadow Face Book page
- Public Outreach/Charette/Visioning