

## Nobscot Community Survey (Summary) Report

This document has been summarized from the full Nobscot Community Survey Report.

### Executive Summary

The City of Framingham created the Nobscot Community Survey (Survey) to collect meaningful comments, opinions, thoughts, and data from a targeted audience of those who identify with the section of Framingham known as Nobscot. The goal of the Survey was to establish baseline data from which to make informed decisions regarding possible land use, regulation, and zoning changes to the area. The Survey was open from April 6, 2018 to May 30, 2018 and received a total of 779 survey responses during that time period. There were a total of nine questions that ranged from general demographics to opinions about the strengths and weakness of Nobscot as it is currently developed. The Survey provides in depth perspective and direction as to alternatives for future next steps and needed action for the Nobscot area.

### Survey Mission Statement

The Survey was designed to collect baseline data from those who identify with Nobscot thus providing valuable insight to decision makers planning to develop land use changes, regulations, design standards, and zoning for the Nobscot area.

### Summary of Key Findings

- Demographic Summary

Participants of the Survey were predominately individuals who are invested in Nobscot, making it their home for more than five years. Nobscot appears to be viewed as a desirable place to live. Based on the Survey it appears that many people have chosen to make Nobscot their adult home and raise children.

- Who took the survey?
  - The participants of the Survey predominately lived in Nobscot. Of the 779 participants 77.66% live in Nobscot.
- Length of Residence
  - Of those who took the Nobscot Community Survey, 50.32% have lived in Nobscot for more than 10 years, while over 60% have lived in Nobscot for 5 years or more.
- Age of Respondents
  - The largest population group responding to the Survey was those in the 35-44 age range, which comprised 24.90% of responses, followed by those in the 45-54 age

range (20.92%). Together these two age groupings (35-54), which includes individuals from Generation X (aged 38-53) and some from Generation Y/Millennials (aged 23-37) comprised 45.83% of all responses. The Baby Boomers (aged 54-72) and the Matures (aged 73 and older) comprised 38.64% of all responses.

- Nobscot Characteristics

Nobscot can be described as both a neighborhood and a village. There appears to be deep ties and bonds formed by those living there that connect the physical landscape to the area that is identified as Nobscot. This is demonstrated by the length of time that respondents have lived in Nobscot, thus providing greater clarity as to its definition as a neighborhood/village rather than just a pass through area.

- Identity of Nobscot

- Of those who took the Survey, 337 of 779 (43.26%) described Nobscot as a “Neighborhood Center,” while 220 of 779 (28.24%) described Nobscot as a “Village.” Consequently, since 557 of 779 (71.5%) of all responses described Nobscot as either a “Neighborhood Center” or a “Village” future land use decisions, zoning changes, and development/redevelopment of Nobscot should provide elements that emphasize and enhance the community’s identity as a neighborhood or village.

- Important and missing pieces in Nobscot

Participants of the Survey have a strong understanding of what is needed and what is missing in Nobscot. Important issues and missing items in Nobscot were clearly identified with little differences or competition between choices.

- Important Issues

- Respondents identified their top three most important issues for Nobscot, which included “Retail Vacancy” (85.62%), “Services Missing” (61.75%), and concern with increased “Too Much Traffic” (40.18%). The loss and lack of “Open Space” (28.75%) was another concern for those responding to the Survey.

- What is missing?

- Those who took the Survey identified Café/Bakery (67.91%), Retail – Food (61.10%), and Restaurants (49.17%) as the top three items missing in Nobscot. Two other top contenders were Farmers Market (32.73%) and Bike and Pedestrian Paths (31.96%).

- Missing Infrastructure

- The top three topics identified as missing infrastructure in Nobscot include Open Space (48.14%), Rail Trail (41.46%), and Sidewalks (36.33%). Bike lanes (30.94%) was a close forth infrastructure item that is missing in Nobscot.