

Town of Watertown

Plan of Conservation and Development

2017 Update

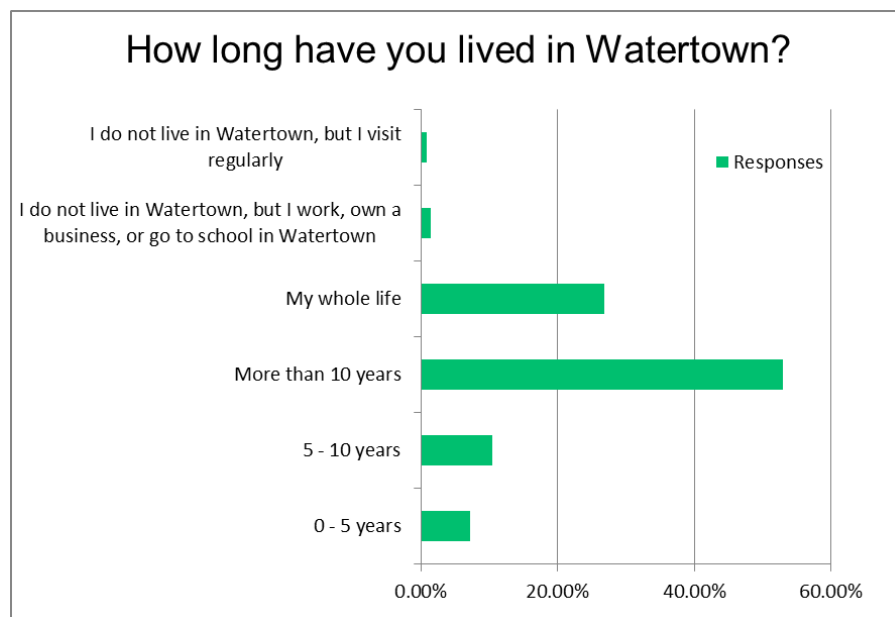
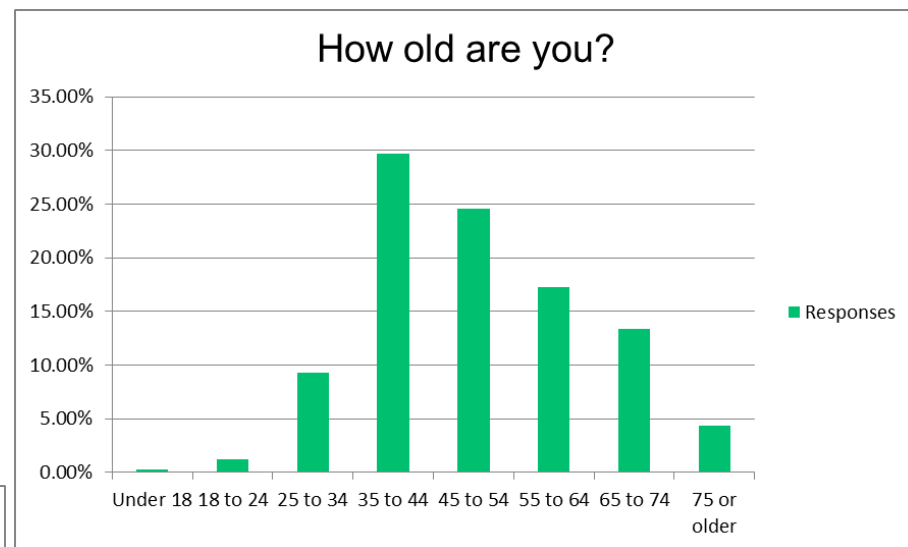
Survey Results

Survey Overview

- Online survey asked residents about housing, quality of life, recreation, use of public land, access to services and amenities, and other topics of importance
- Survey open from 6/9 to 8/2, 2017
- 760 total responses, 612 complete surveys

Demographics

- Over half of respondents between the ages of 35 and 54

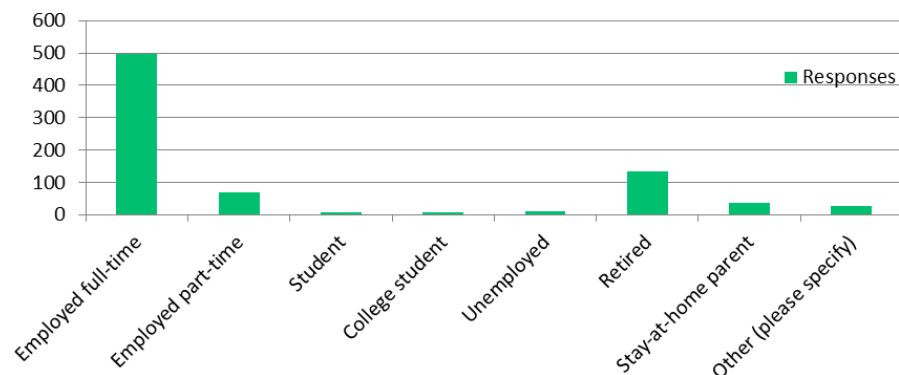


- More than half of respondents have lived in Watertown more than 10 years
- Another 27% have lived in Watertown their whole life

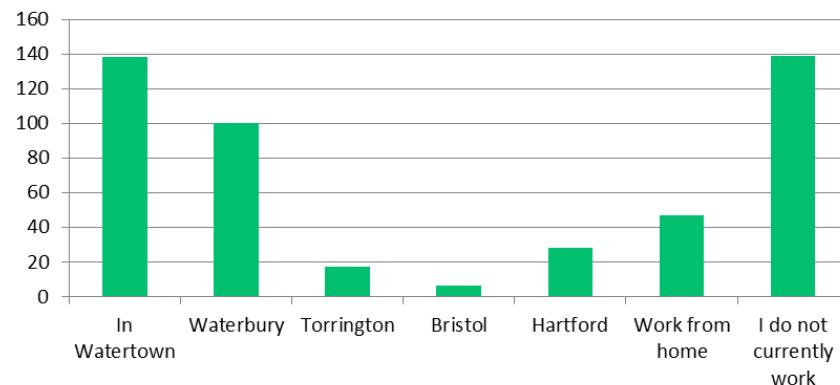
Employment

- 2/3 of respondents are employed full-time
- 18% are retired
- Many work in Watertown or Waterbury

Please select the option or options that best describe your current employment status:

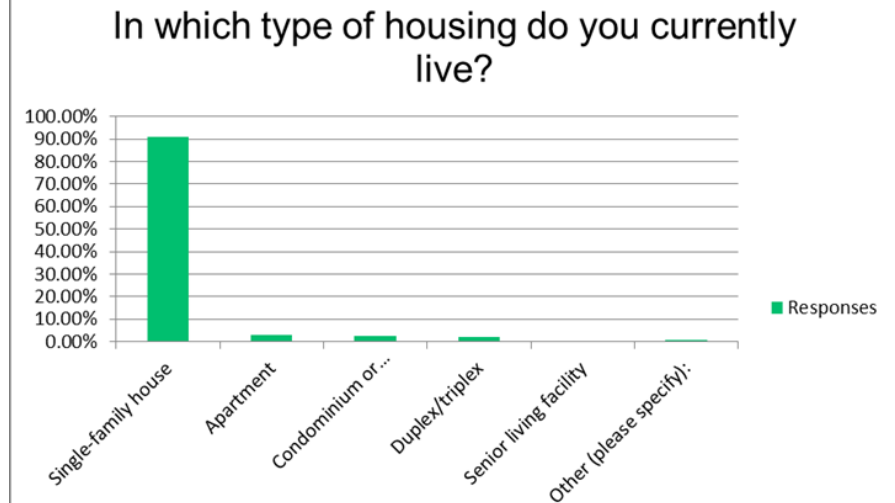


Where do you work?

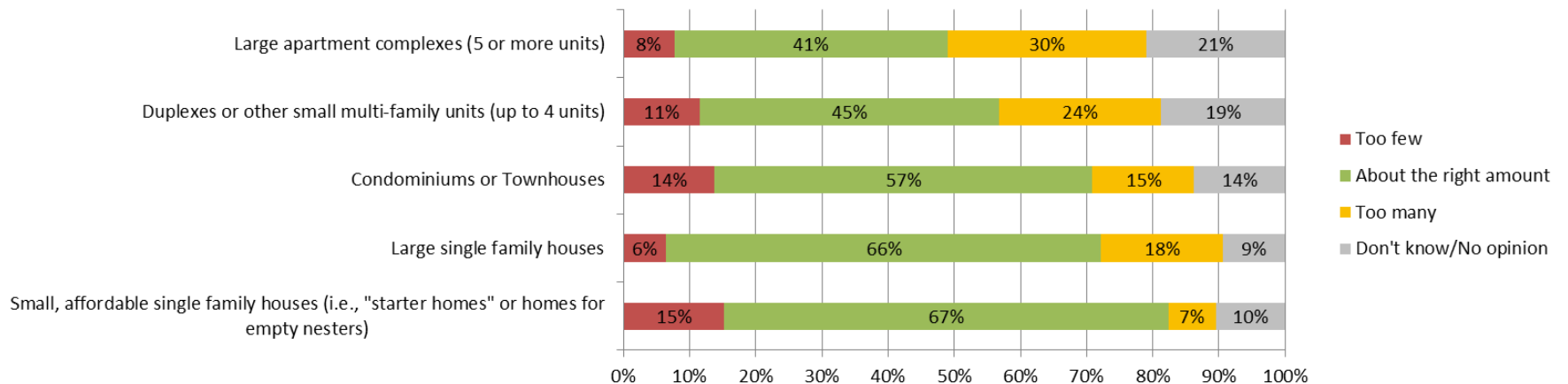


Housing Types

- 90% of respondents live in single-family homes
- Split on whether town needs more apartments or duplexes



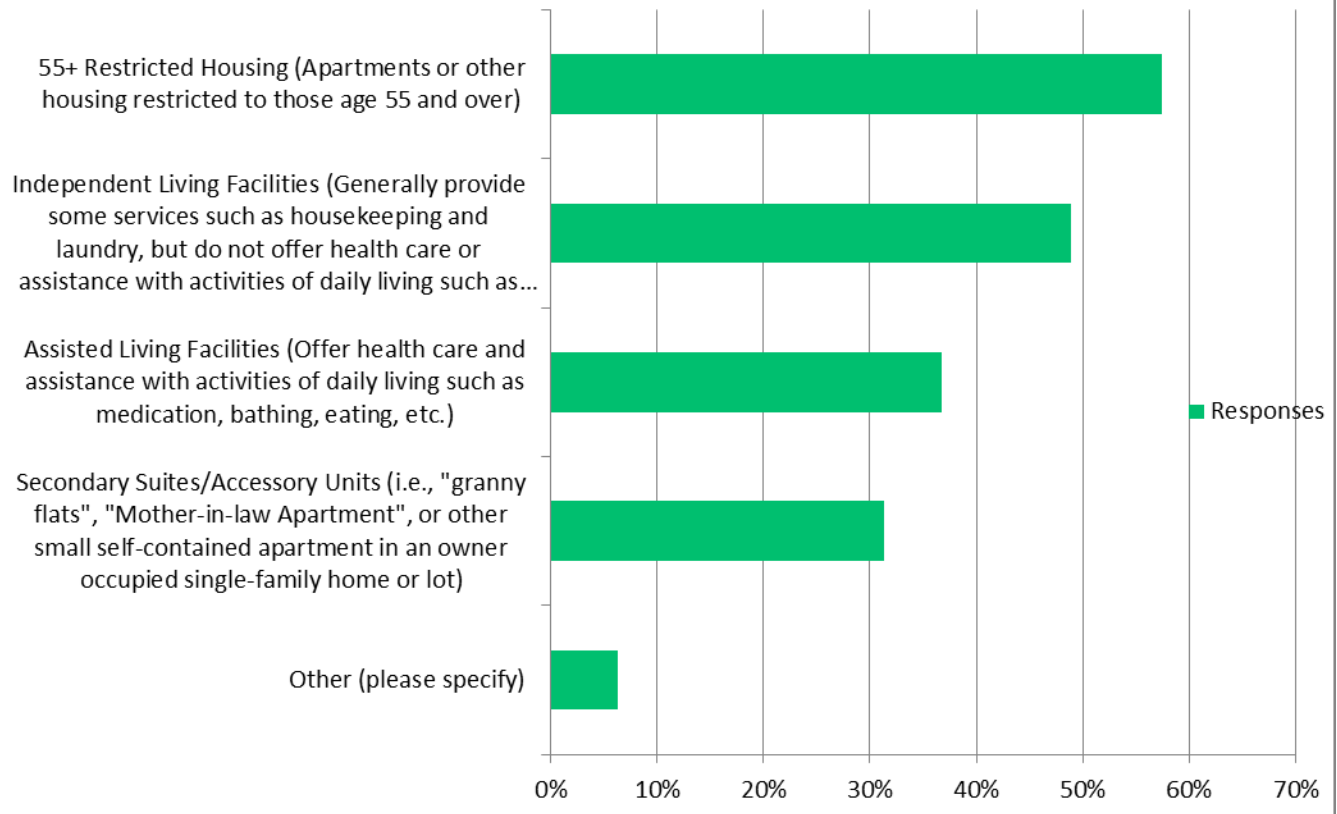
Does Watertown have too many, too few, or about the right amount of the following housing types?



Elderly Housing

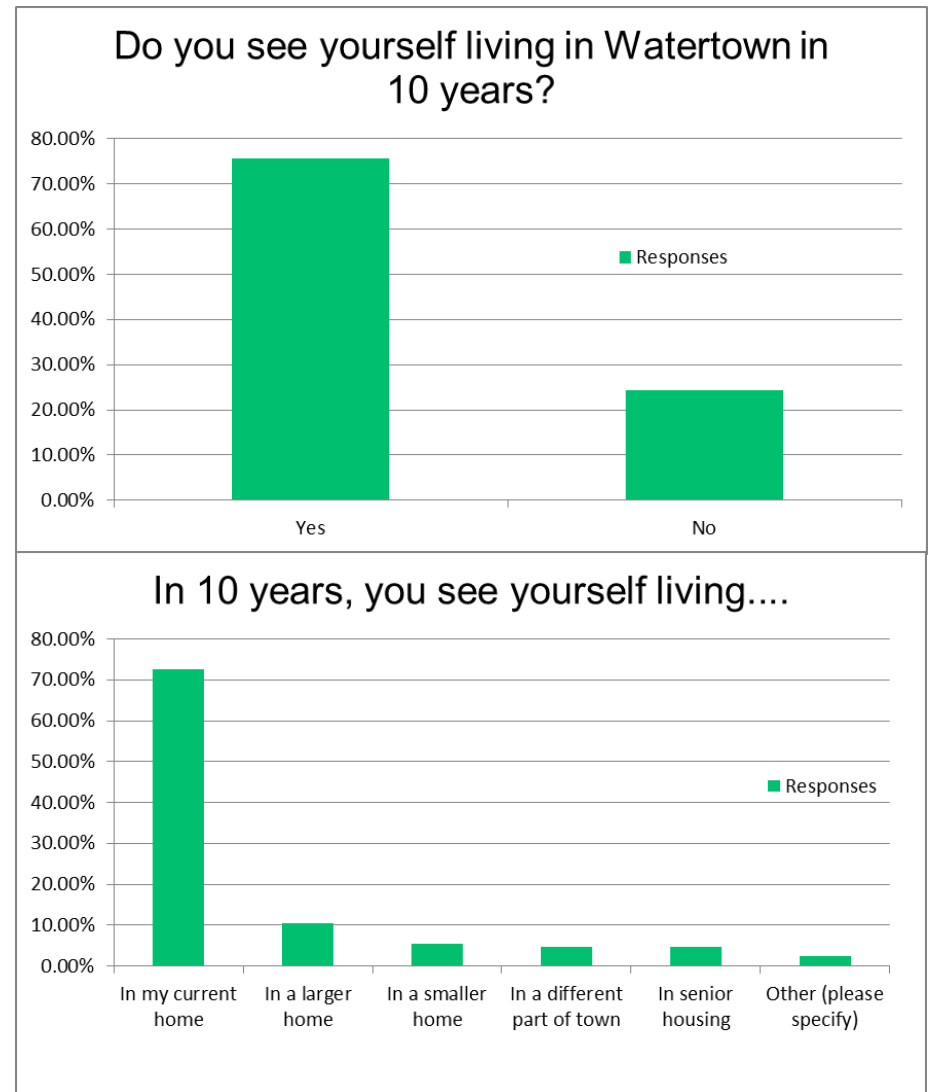
- Most support for 55+ restricted housing

Watertown is expected to see a large increase in its elderly population over the next 10 years. What types of housing do you think are needed to support this growing population?



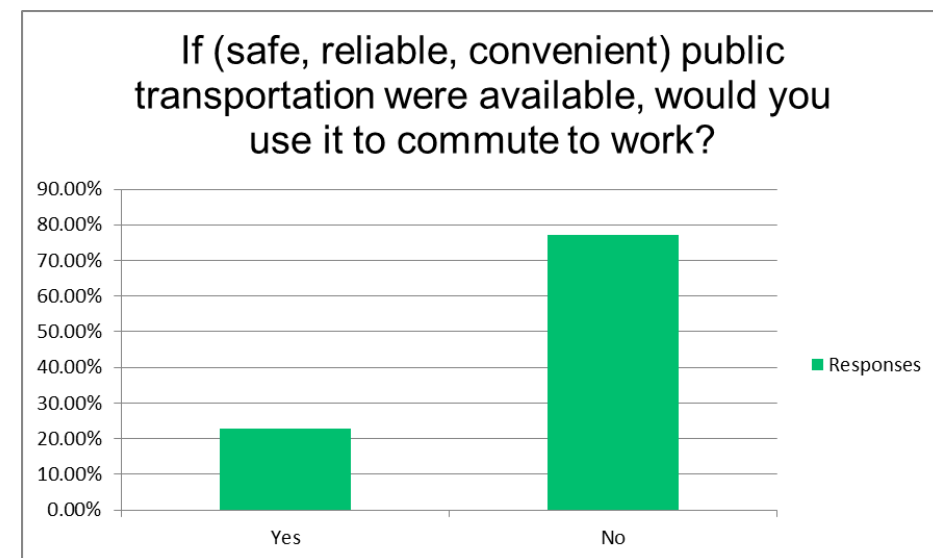
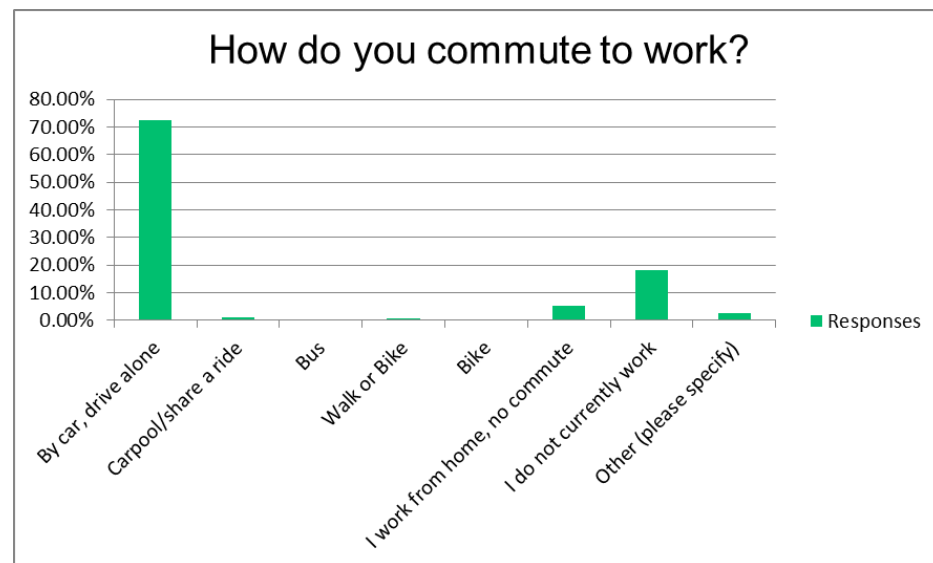
Satisfaction

- 75% see themselves living in Watertown in 10 years
- Most of these plan to stay in current home, but 10% wish to move to larger home and 5% wish to downsize within 10 years
- Reasons given for moving include high taxes (state and local), harsh winters, concerns with the school system, lack of convenient employment, desire for more rural environment, lack of activities, and others.



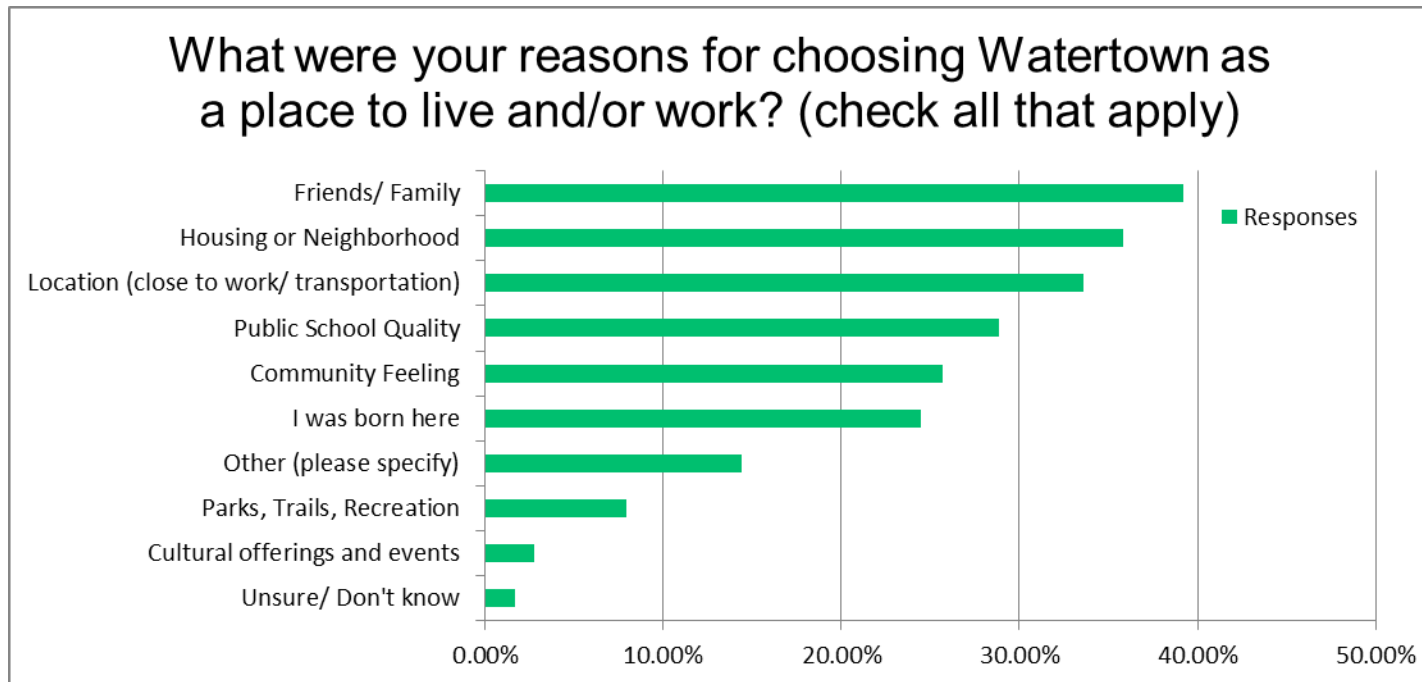
Transportation

- Most commuters drive in a car by themselves
- Respondents generally would not take public transportation
- Reasons why respondents would not take public transportation include:
 - Unable to chain trips (school, work, errands)
 - Unpredictable or odd work schedules
 - Possible cost



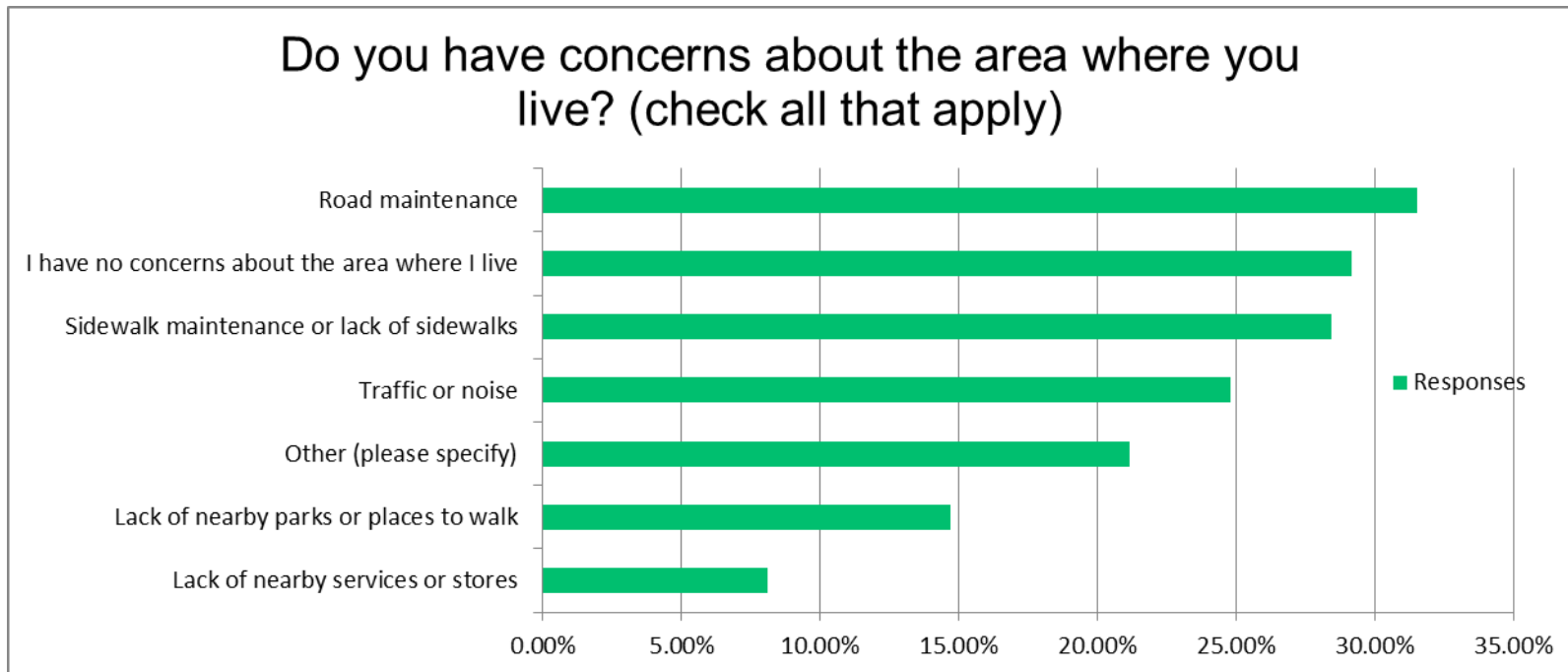
Draws to Watertown

- Top 3 reasons for choosing to live in Watertown are:
 - Friends/Family
 - Housing or neighborhood
 - Location (close to work/transportation)



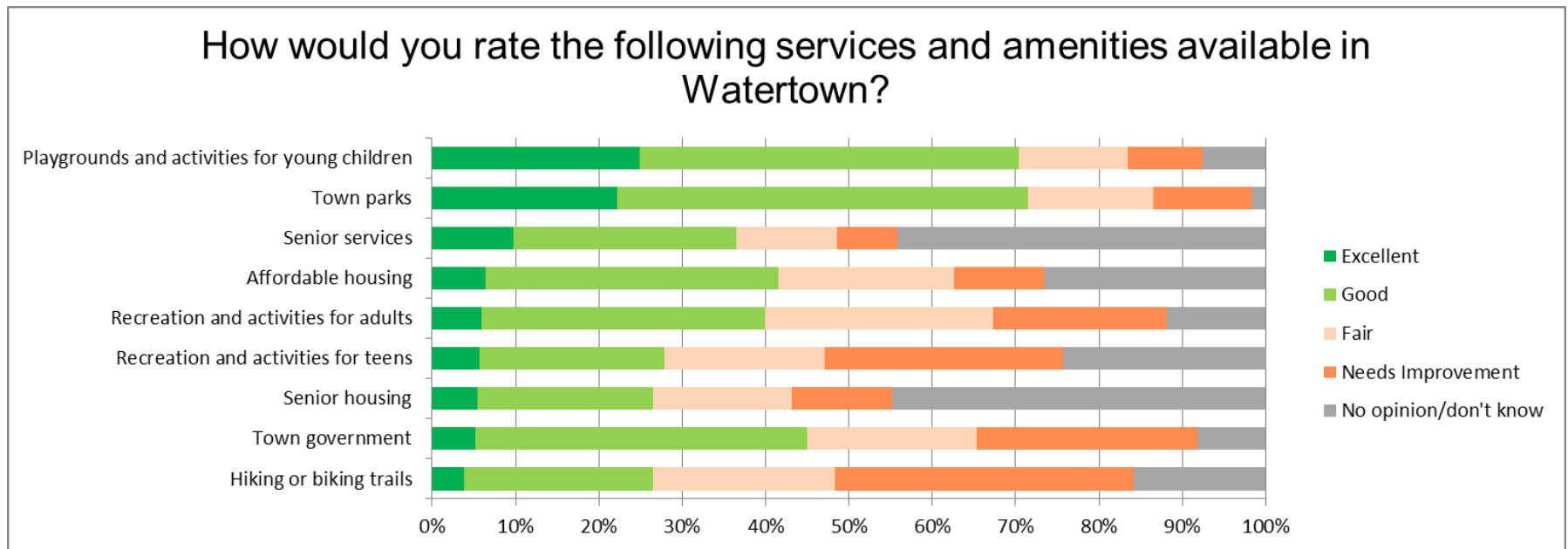
Community Concerns

- Road maintenance is top concern
- 29% have no concerns about the area in which they live



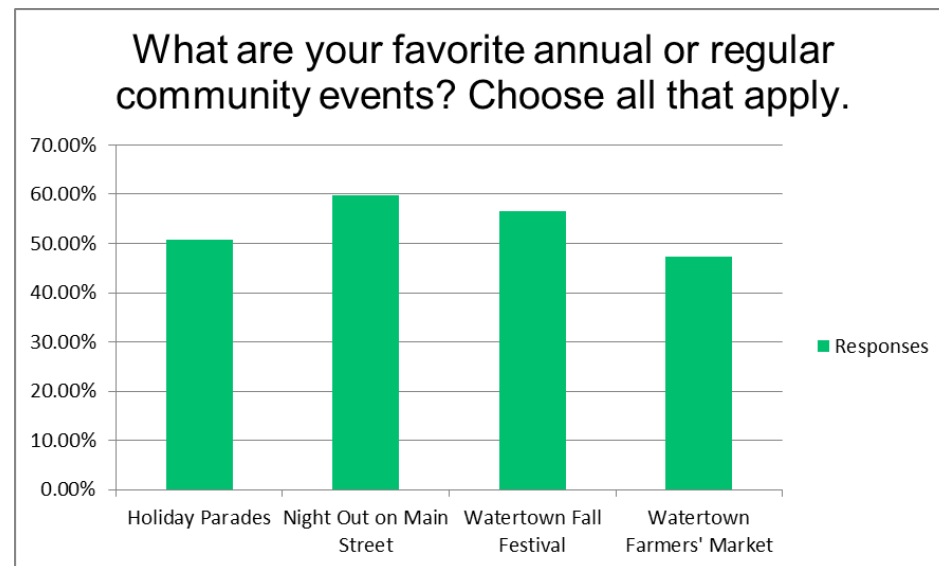
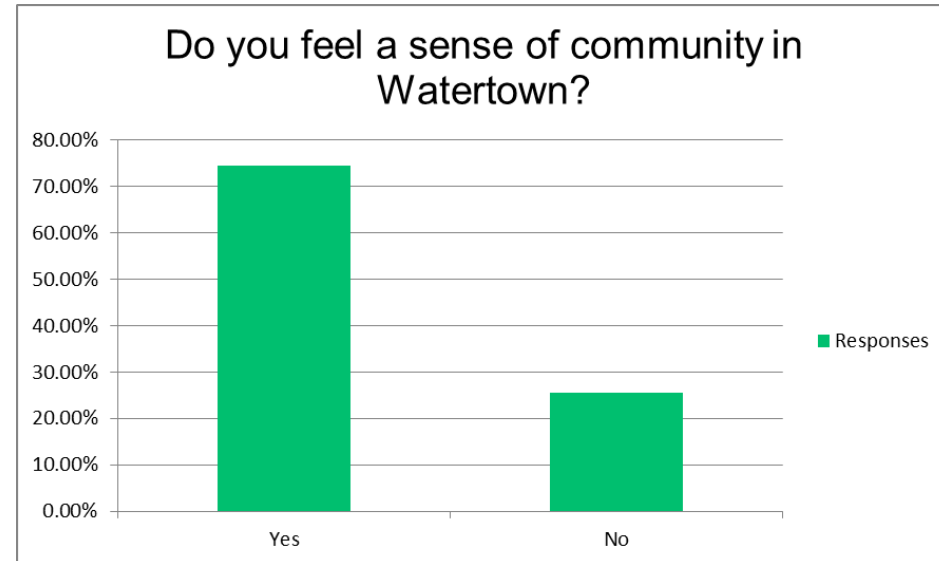
Services & Amenities

- Playgrounds and town parks are rated highly
- Respondents had uncertainty about senior services and senior housing
- Recreation for teens, adults, and hiking/biking trails need improvement



Community Connections

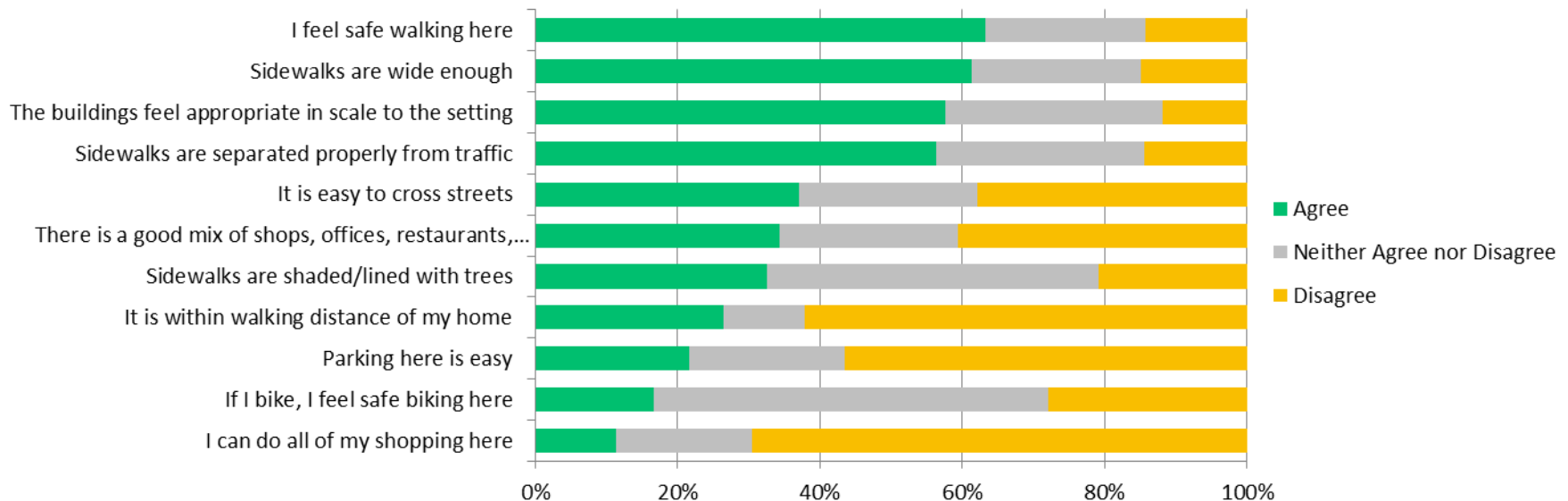
- Most respondents feel a sense of community in Watertown
- Community events are well-liked and seen as important community-building opportunities



Main Street in Watertown

- Respondents feel safe walking on Main Street in Watertown
- Parking is difficult
- Can not do all shopping on Main Street

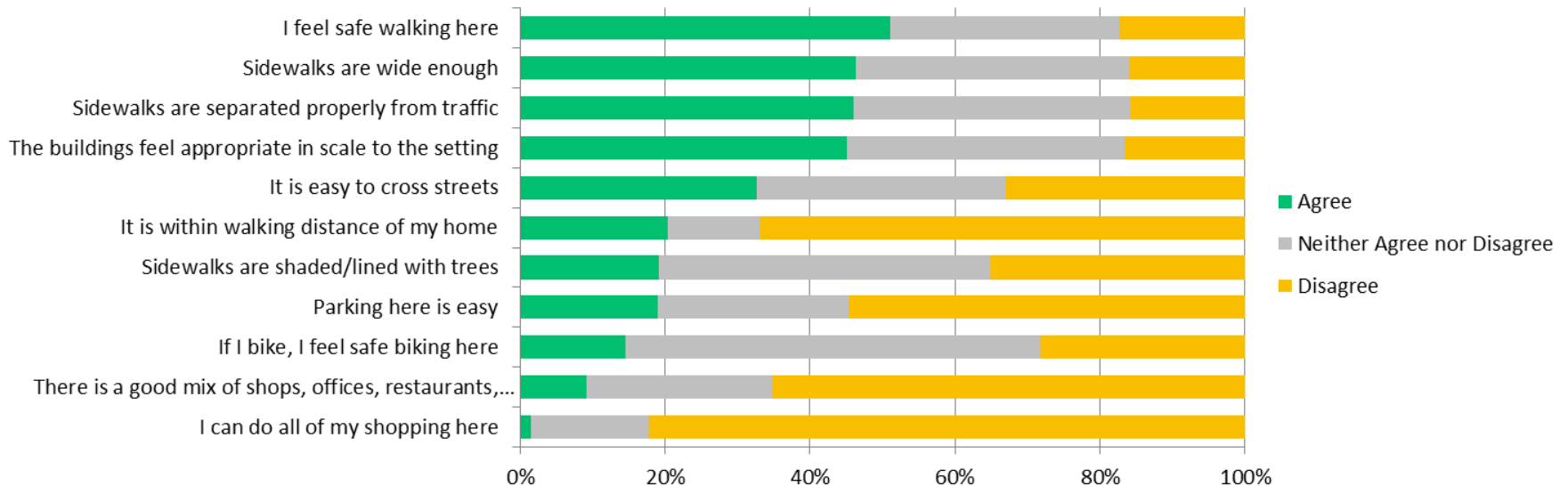
Do you say this about Main Street in Watertown?



Main Street in Oakville

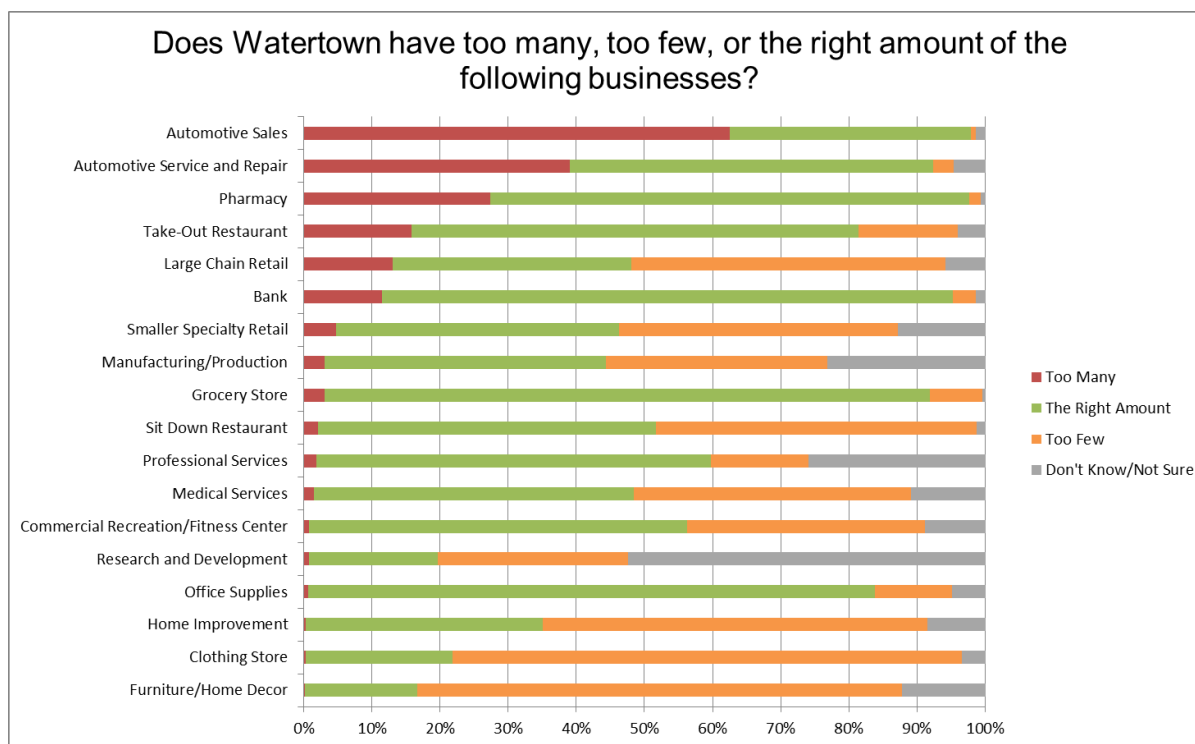
- Respondents feel safe walking on Main Street
- Parking is difficult
- Poor mix of shops, offices, and restaurants compared to Main Street in Watertown

Do you say this about Main Street in Oakville?



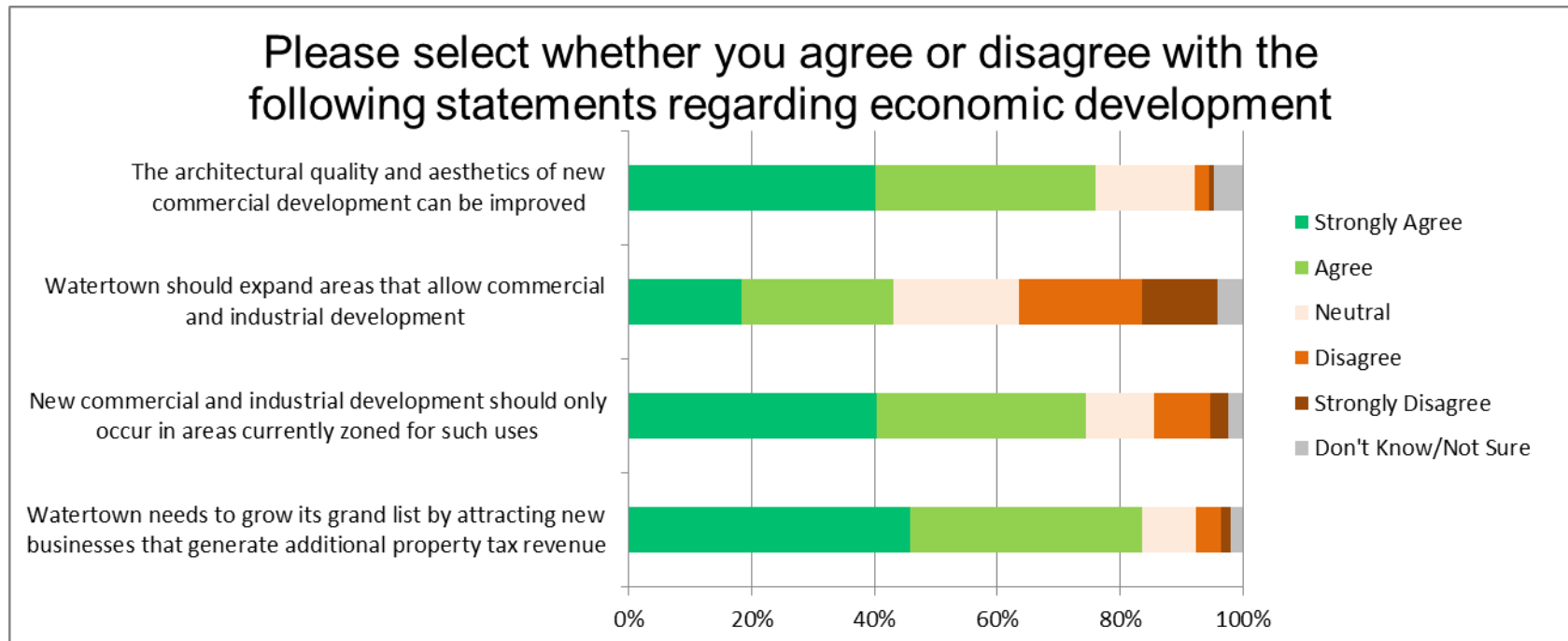
Businesses

- Respondents feel there are too many auto sales, service and repair businesses
- Too few home improvement, clothing, and furniture stores – retail uses commonly found in “big box” retailers



Economic Development

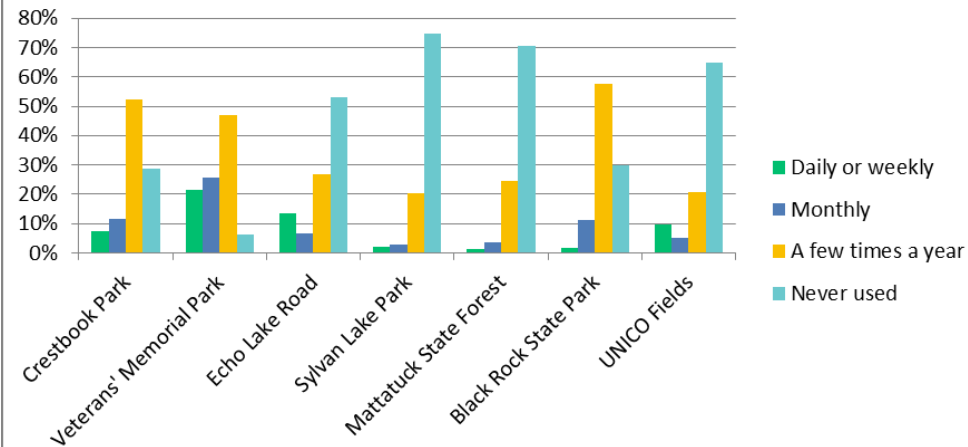
- Respondents mostly agree that Watertown needs to grow grand list
- More split on whether Watertown should expand areas to allow new commercial and industrial development



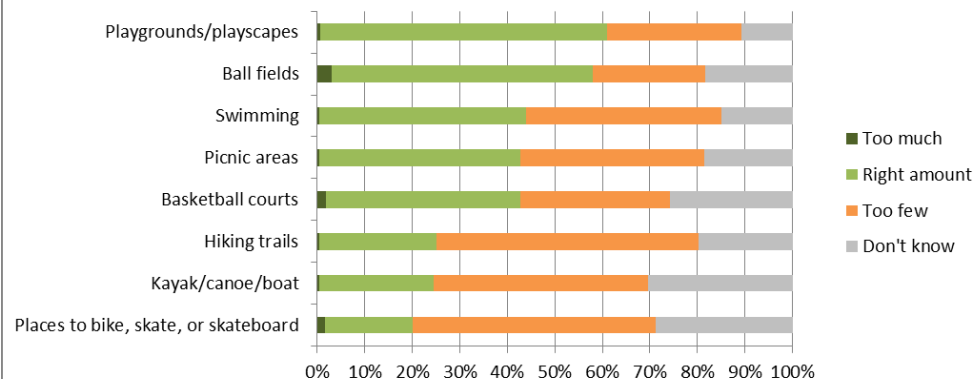
Parks and Recreation

- Veteran's Memorial Park is park most respondents use daily to monthly
- Many respondents had never used Sylvan Lake Park, Mattatuck State Forest, or UNICO Fields
- Many felt that there were too few hiking trails, kayak/canoe/boat opportunities, and places to bike, skate, or skateboard

How often do you or a family member visit the following:

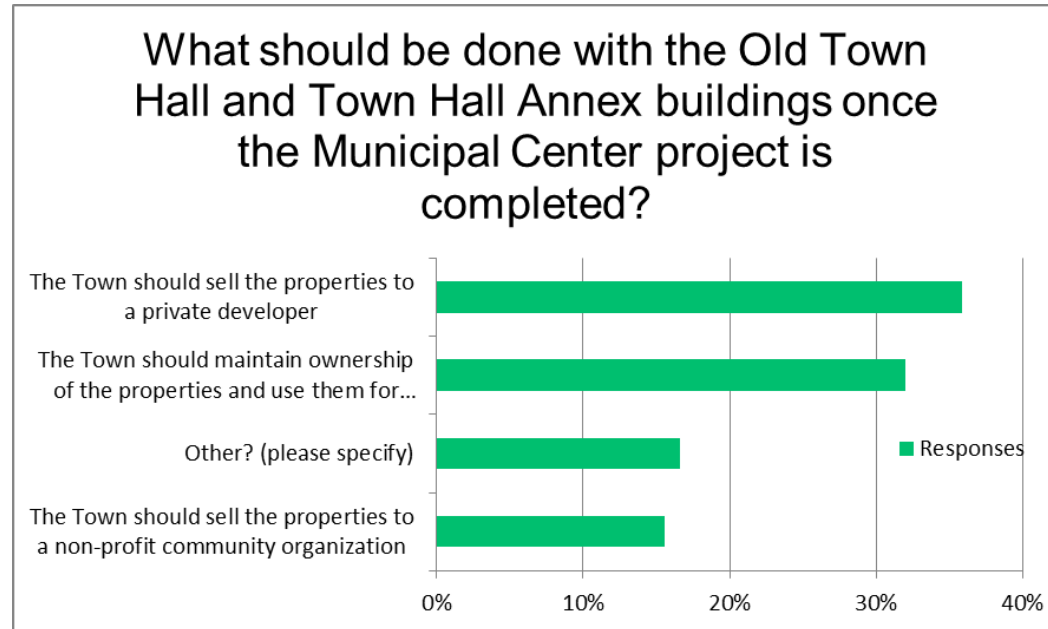


Is there enough, too much, or too little recreational parks and facilities?



Town Hall

- Respondents were split on what to do with Old Town Hall and Town Hall Annex buildings:
 - Sell to private developer: 36%
 - Retain for community use: 32%
 - Sell to non-profit: 16%
 - Other: 16%



Greatest Challenge

- “What is the greatest challenge facing Watertown today?”
- 450 write in responses
- Top responses:
 - 27% mentioned taxes
 - 27% mentioned the town government
 - 18% mentioned the school system

Government Economic Growth New Buildings Elderly Population Jobs Bills
Senior Quality of Education Zoning Teacher Business
Retail Town Pizza Taxes Ugly Buildings School Land
Main Street Woodbury Property Values Low Income Families
Crime Younger People Aging Population Next Generation Restaurants
Education System

Greatest Opportunity

- “What is the greatest opportunity Watertown has overlooked?”
- 368 write in responses
- Top responses:
 - 29% mentioned the town government
 - 16% mentioned development
 - 15% mentioned businesses

Walking Trails Listening Echo Lake Environment Route 8 Commissions
Commercial Rec Property Young Families Park Bike
Development Retail Stores Town Teens
Businesses History Shopping New People School Chain
Main Street Rte Open Space Question
Watertown and Oakville Education