

STREET  
PARKING



Hillsborough Arts Council  
**GALLERY**  
& Gift Shop

NO  
PARKING



# Appendix

## HILLSBOROUGH COMPREHENSIVE SUSTAINABILITY PLAN - COMMUNITY VISIONING SURVEY SUMMARY

### INTRODUCTION

The Town of Hillsborough's Comprehensive Sustainability Plan established a framework for achieving the community's vision for growth and development with feasible steps to meeting the town's renewable energy goals. The first round of public engagement for the plan was the Community Visioning Survey, an online survey released in conjunction with a virtual public workshop introducing the plan to the community. The project team conducted extensive outreach in the community to advertise the survey to ensure full participation that represents the diversity of Hillsborough.

Initial outreach included a Town news release and Town social media post, in addition to direct engagement with community organizations and leaders. Town staff contacted sustainability and conservation organizations, the NAACP, the Chamber of Commerce, business owners, schools, churches, historic preservation organizations, newspapers (Herald-Sun and News and Observer), WHUP radio, and community social media moderators, among others. The Town of Hillsborough Public Information Office conducted several rounds of outreach with their community liaisons and, in July, sent emails to Hillsborough, Orange County, Carrboro and Chapel Hill employees and leaders encouraging them to take and share the survey.



*Example survey outreach material.*

After analysis of the initial round of survey responses showed that respondents were disproportionately wealthy and white, the project team did several additional rounds of engagement. Overall, the Town issued 6 reminders in the Talk of the Town community newsletter, 3 Town news releases, 12 posts on Town social media, 5 Town weekly digests and 4 Town e-newsletters. Other outreach events included:

- > Online Survey – open May 24, 2021- August 16, 2021
- > Mayor's monthly radio interview on WCHL- May 2021
- > PORCH Hillsborough neighborhood events- June and July 2021
- > News of Orange County article- June 10, 2021
- > Distribution of survey postcards- July 2021
- > Survey flyer bill inset- August 2021

## COMMUNITY VISIONING SURVEY RESULTS

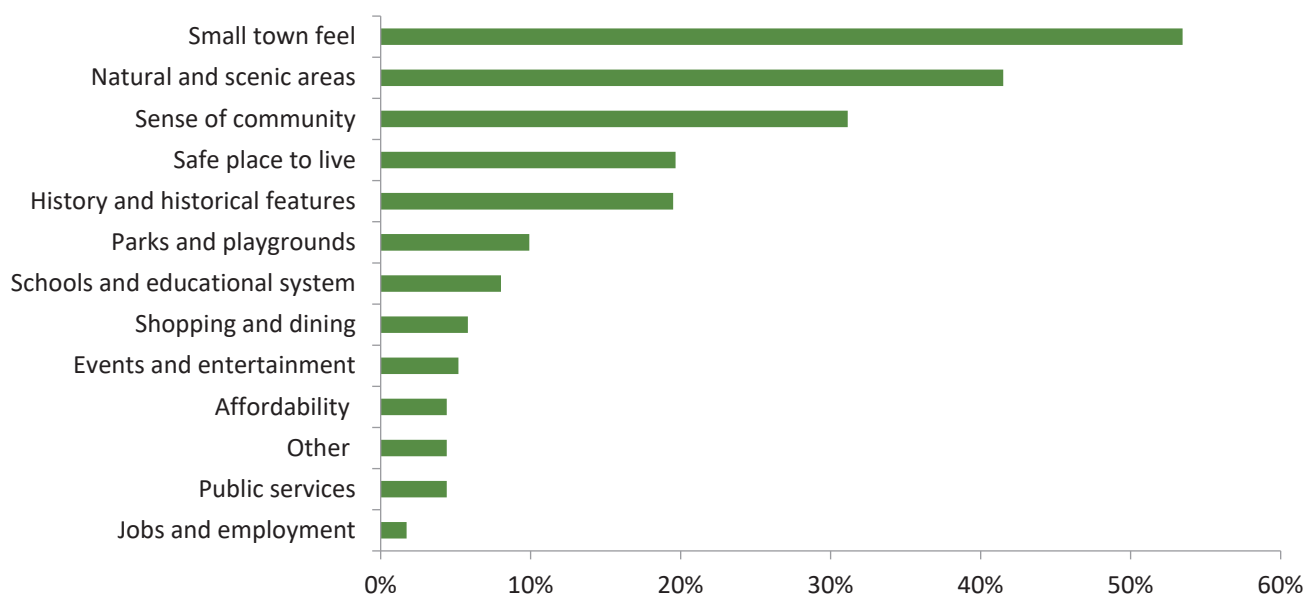
The project team collected 636 responses for ten questions about development preferences, and four demographic related questions. Results for each of these questions is summarized below.

### TOWN BENEFITS AND CHALLENGES

*Figure 1* summarizes survey responses to the question, "What do you think makes Hillsborough a great place to live?" Participants were asked to select two choices from a list of twelve options. The top ranked choices were the small town feel, natural and scenic areas, and sense of community. Write in responses for the Other category included walkability, proximity to I-40 and I-85, and access to amenities like grocery stores and restaurants in the town center.

While the top three responses were consistent across the general population, people that identified as minority were more likely to choose a "safe place to live" as what makes Hillsborough a great place to live. People earning \$50,000 or more were more likely to choose a "sense of community" and "natural and scenic areas", while those earning \$49,000 or less were more likely to select "safe place to live" and "small town feel".

**Figure 1 - Participant response to, "What do you think makes Hillsborough a great place to live? "**



*Figure 2* visualizes survey takers responses to a question asking what three words describe what they love about Hillsborough. Many of the responses echoed responses to the first question, with small town feel, the natural beauty of the area, and sense of community all frequently mentioned. Other common responses referenced the town's historic charm, walkability, and the friendly and inclusive community.



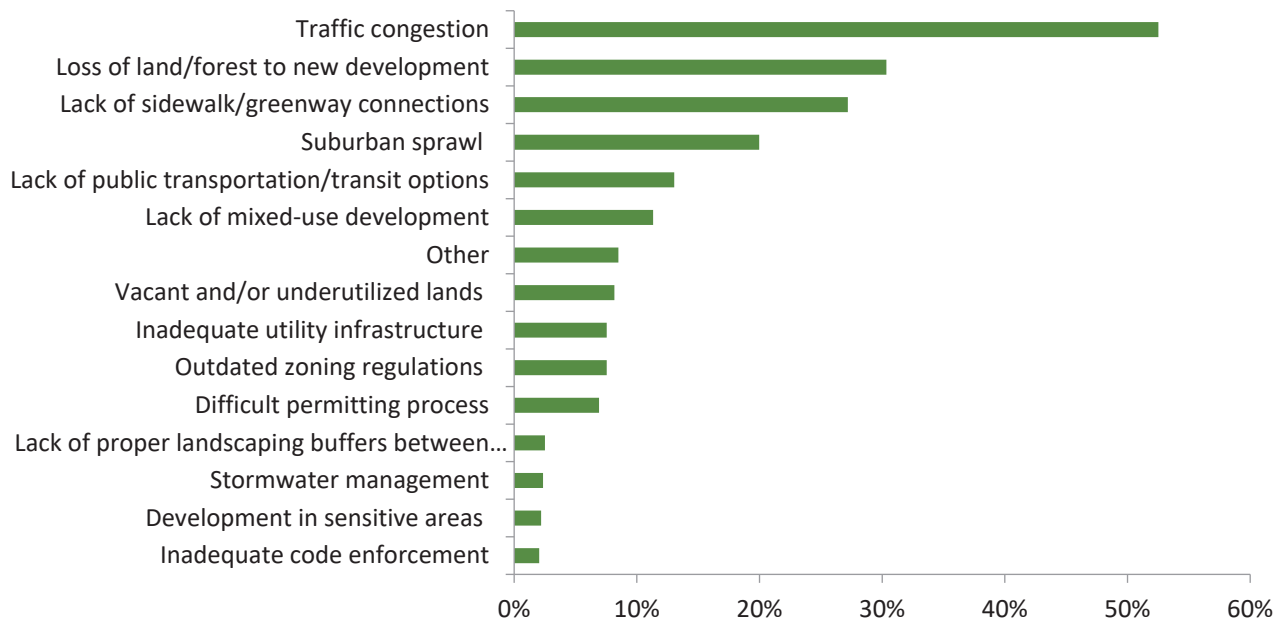
Figure 3 - Participant response to, " What do you think are the biggest challenges currently facing Hillsborough? "

	VERY CHALLENGING	SOMEWHAT CHALLENGING	NOT CHALLENGING	NOT APPLICABLE
AFFORDABILITY	<b>48%</b>	<b>41%</b>	10%	1%
JOB OPPORTUNITIES	15%	53%	22%	10%
HOUSING OPTIONS	<b>30%</b>	<b>47%</b>	19%	4%
INEQUALITY	23%	46%	22%	9%
CONNECTIVITY/MOBILITY	<b>32%</b>	<b>41%</b>	23%	5%
OPEN SPACE/ENVIRONMENTAL CONSERVATION	12%	36%	48%	3%
INFRASTRUCTURE	<b>30%</b>	<b>42%</b>	26%	1%
VISUAL APPEAL OF THE TOWN	7%	26%	64%	4%
VIBRANCY OF COMMERCIAL CENTERS	13%	43%	40%	3%
SENIOR SERVICES AND ACCOMMODATIONS	5%	32%	35%	27%
RESIDENT HEALTH AND WELL-BEING	6%	29%	57%	8%
IMPLICATIONS OF CLIMATE CHANGE	28%	40%	24%	7%
ACCESS TO HEALTHY FOOD	9%	33%	52%	6%
SCHOOLS/EDUCATION SYSTEM	14%	36%	38%	12%
PRESERVATION OF TOWN CHARACTER	27%	39%	32%	3%

### DEVELOPMENT PREFERENCES

Five survey questions asked respondents about current challenges for development in Hillsborough and preferences for future density, housing, and commercial development. Respondents were asked to choose what they felt were the top two biggest challenges to development in Hillsborough from a list of 14. Just over half of respondents identified traffic congestion as the biggest development challenge facing Hillsborough, followed by loss of land to new development and lack of sidewalk and greenway connections (see *Figure 4*). People earning \$50,000 or more were slightly more likely to choose "lack of sidewalk/greenway connections" and "suburban sprawl", while those earning \$49,000 or less were more likely to choose "lack of public transportation/transit options" and "lack of mixed-use development".

**Figure 4 - Participant response to, " What are the biggest development challenges facing Hillsborough?"**



Respondents were then asked what development types they would like to see in Hillsborough’s commercial and mixed-use areas in the future. As demonstrated in *Figure 5*, urban development was the most popular response, with 40% of survey takers selecting one of the three urban development types, followed by suburban development (25%).

**Figure 5 - Participant response to, " What would you like future development to look like in Hillsborough's commercial or mixed-use areas?"**

Rural Reserve	Rural Preserve	Suburban	General Urban	Urban Center	Urban Core	Special District
15%	17%	25%	22%	13%	6%	4%

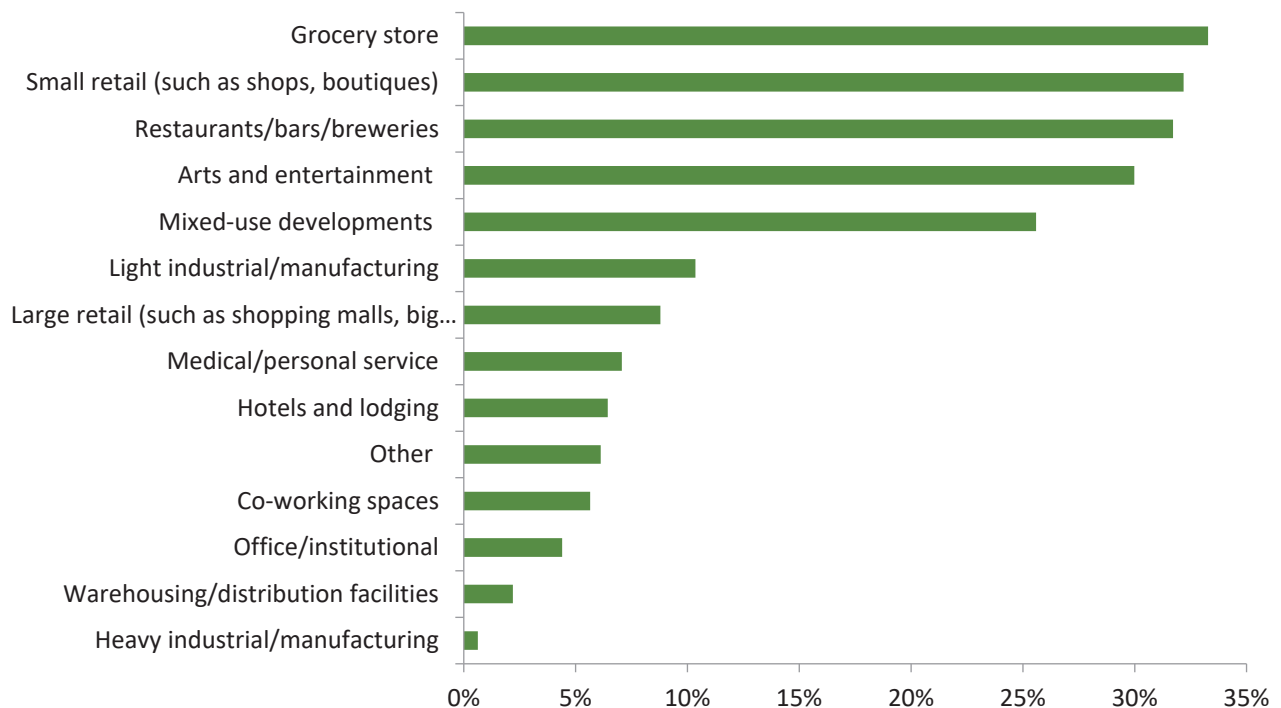
The sixth question asked respondents what type of housing they feel is most needed in Hillsborough from a sustainability and equity lens. The housing types identified most frequently as important or very important were detached single-family homes, accessory dwellings (granny flats, garage apartments), and townhouses/condominiums (see *Figure 6*). Preferred future commercial development types were grocery store (33%), small retail (32%), and restaurants/bars/breweries (32%). Respondents making \$49,000 or less were much more likely to select “medical/personal service” as future commercial development most needed in the future (see *Figure 7*).

The most selected housing and commercial types are supportive of urban development, as preferred by survey respondents, but are commonly found in both urban and suburban areas and may take different forms in different areas of the town.

**Figure 6 - Participant response to, " With sustainability, climate change, and equity in mind, what type of future housing do you feel is most needed in Hillsborough?"**

	VERY IMPORTANT	IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT
SINGLE-FAMILY HOMES	<u>29%</u>	23%	25%	23%
DUPLEXES	10%	27%	37%	26%
TRIPLEXES AND QUADRAPLEXES	13%	21%	29%	37%
MULTIFAMILY APARTMENTS	11%	27%	33%	30%
TOWNHOUSES/CONDOMINIUMS	14%	<u>31%</u>	31%	24%
LIVE/WORK UNITS	14%	29%	33%	24%
ACCESSORY DWELLINGS (GRANNY FLATS)	<u>20%</u>	25%	28%	26%
MOBILE HOMES	3%	9%	26%	62%
OTHER	12%	6%	7%	76%

**Figure 7 - Participant response to, " What type of future commercial development do you feel is most needed in Hillsborough? "**





In terms of characteristics survey respondents want to see in future commercial and multifamily development, sustainable or green practices were the top three most common answers. *Figure 8* demonstrates that approximately 90% of respondents said energy efficiency, protection and conservation of open space, and increased landscaping and tree canopy were important or very important.

**Figure 8 - Participant response to, "In terms of future commercial and multifamily development, how important are the following?"**

	VERY IMPORTANT	IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT
SIZE AND SCALE OF BUILDINGS	54%	28%	14%	4%
INCREASED DENSITY	34%	28%	20%	17%
DECREASED SETBACKS	18%	25%	26%	31%
QUALITY BUILDINGS/ADAPTIVE REUSE	56%	33%	9%	2%
INCREASED LANDSCAPING/TREE CANOPY	62%	27%	9%	2%
MIXED USES	22%	37%	33%	9%
SEPARATION OF LAND USES	18%	30%	37%	15%
CONNECTIVITY/ACCESSIBILITY	55%	33%	10%	2%
PROTECTION/CONSERVATION OF OPEN SPACE	<u>72%</u>	18%	8%	2%
ENERGY EFFICIENCY	<u>70%</u>	22%	6%	2%
RESILIENCY	49%	34%	12%	4%
OVERALL BUILDING APPEARANCE OR AESTHETICS	54%	32%	11%	3%

### TOWN NEEDS

In addition to development preferences, survey respondents were asked a series of questions about the town's most pressing needs in a variety of areas, including transportation, natural resources, sustainability, and recreation. Participants could select as two options for each question or write-in their own suggestion under 'Other'. The responses to these questions will guide the project team's exploration of existing conditions and project and policy recommendations for the plan.

*Figure 9* summarizes survey responses to the question, "What are the most pressing transportation needs currently facing Hillsborough?" The most common responses were reducing traffic congestion (55%) and expanding sidewalk infrastructure and access (30%). Respondents earning \$50,000 or more were slightly more likely to select "expanding bike and greenway infrastructure/access", while respondents earning \$49,000 or less were slightly more likely to select "developing passenger rail station" and "developing/expanding bus service".

**Figure 9 - Participant response to, " What are the most pressing transportation needs currently facing Hillsborough?"**

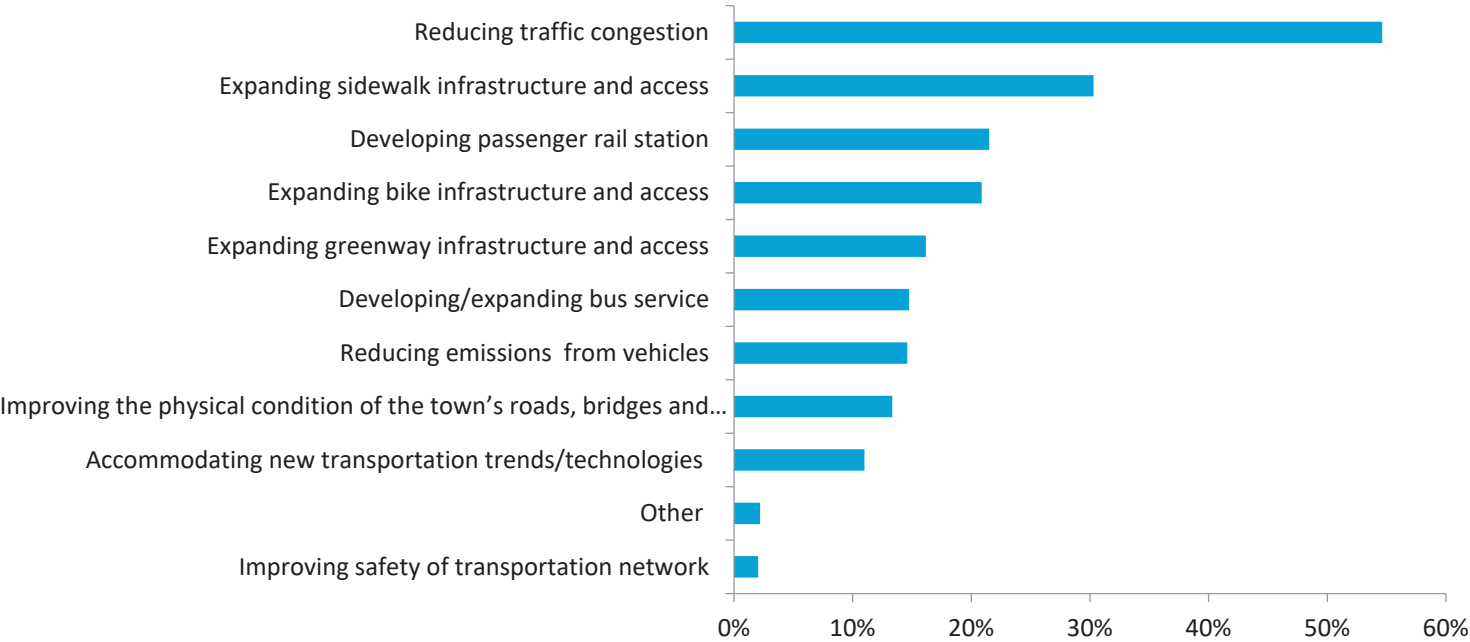
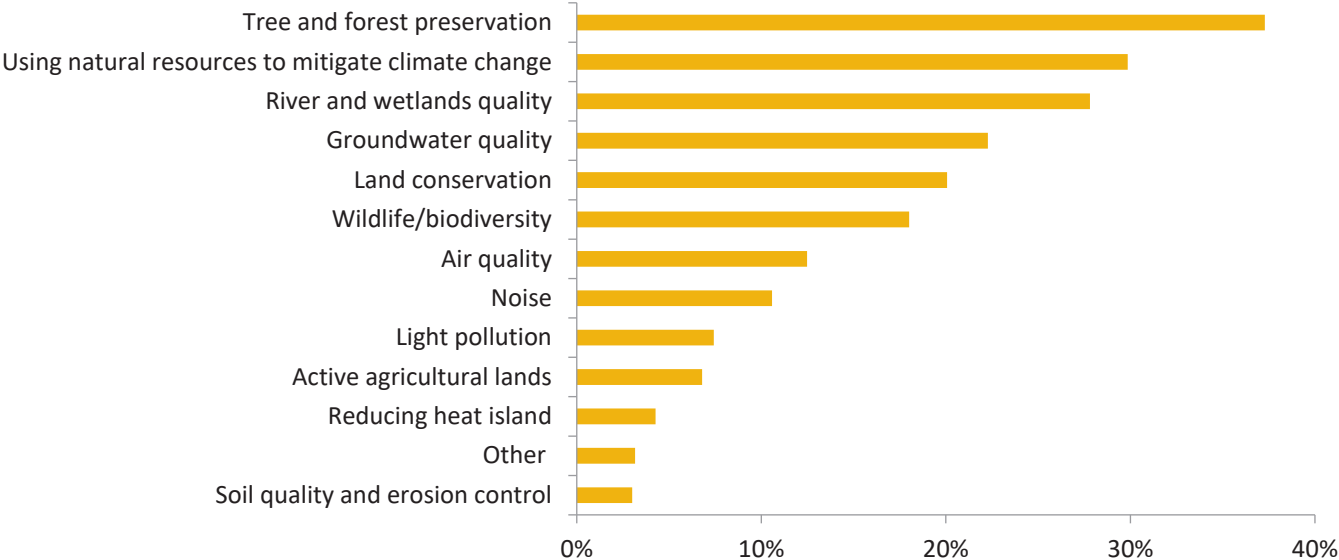


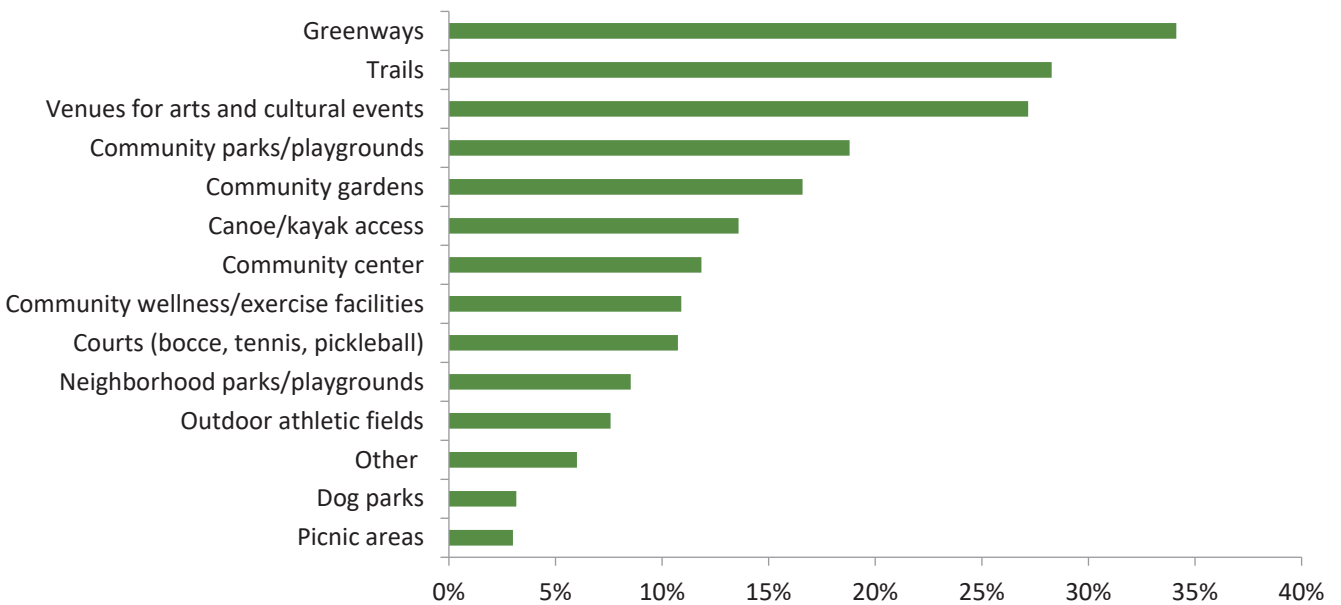
Figure 10 summarizes survey responses identifying the town's most pressing natural resource protection needs. The most common responses were tree and forest preservation (37%), followed by utilizing our natural resources to mitigate and guard against climate change (30%) and river and wetlands quality (28%).

**Figure 10 - Participant response to, " What are the most pressing natural resource protection needs?"**



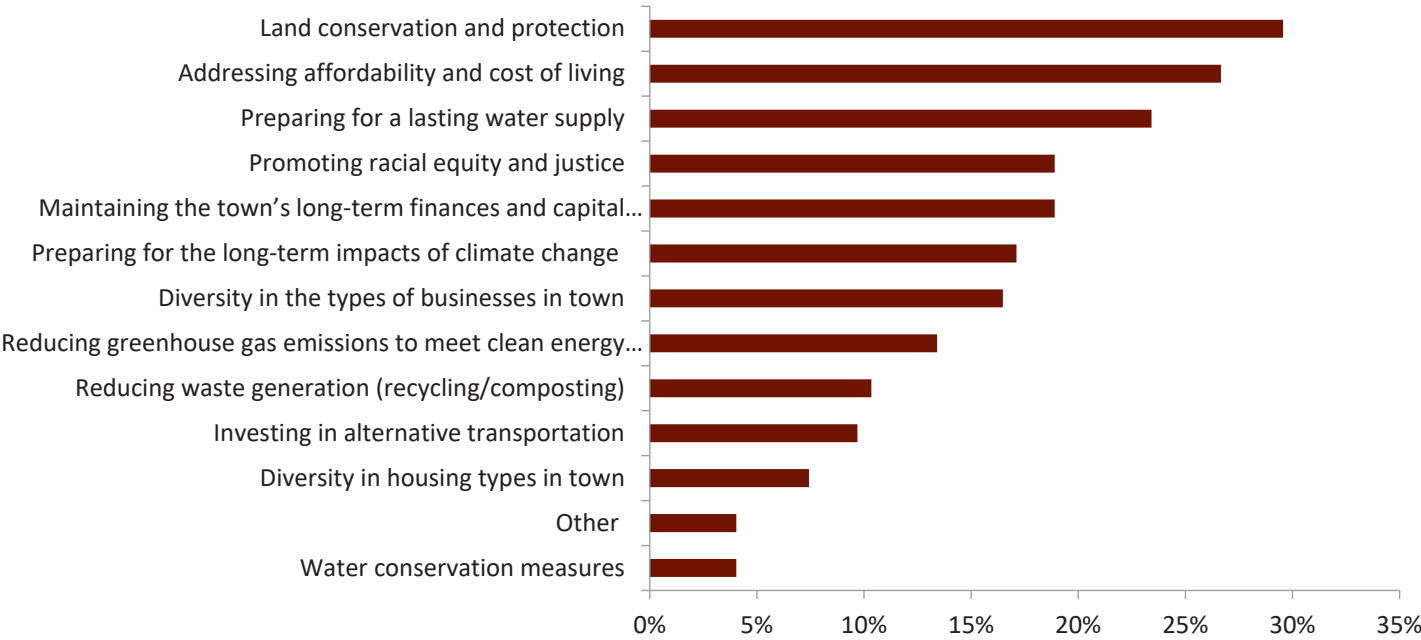
The next two questions asked respondents about what recreation assets they would like the town to invest in and the most important sustainability issues for the town. The most popular responses for needed recreation assets were greenways and trails. Venues for arts and cultural events were also of interest for more than a quarter of respondents (see *Figure 11*). Respondents earning \$50,000 or more were more likely to select “greenways”, “trails”, and “venues for arts and cultural events”, while respondents earning \$49,000 or less were much more likely to select “neighborhood parks/playgrounds” and “community wellness/exercise facilities”.

**Figure 11 - Participant response to, " Which recreation assets do you think the town needs to invest in? "**



The most important sustainability issues for respondents were land conservation and protection (30%) and addressing affordability and cost of living (27%) (see *Figure 12*).

Figure 12 - Participant response to, " What are the most important sustainability issues currently facing Hillsborough?"



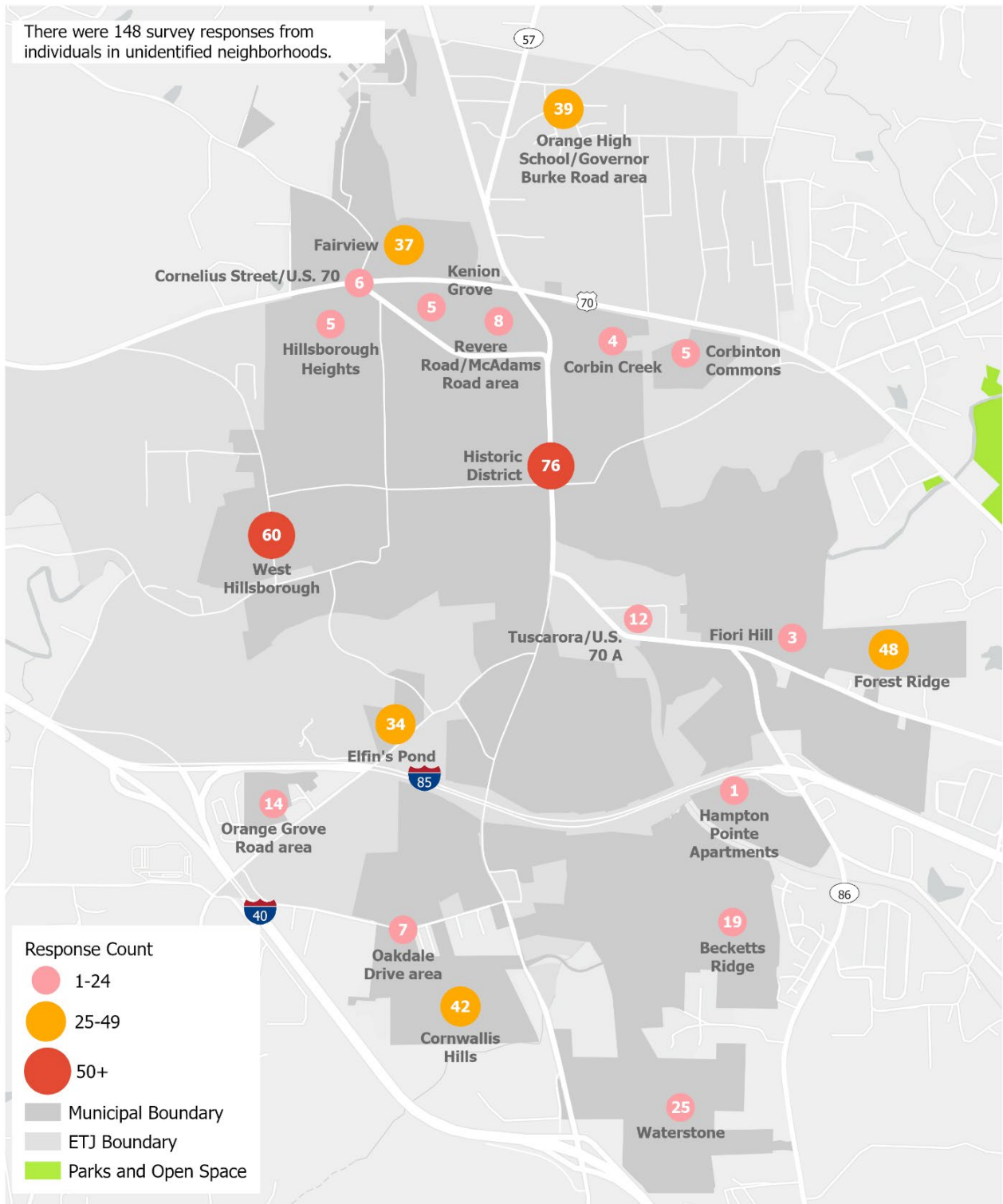
**SURVEY DEMOGRAPHICS**

A total of 636 participants took the online survey, but only a subset completed each demographic question. Almost 9 in 10 survey takers said they live in Hillsborough , while 53% own a property and 34% work in town (see Figure 13). The survey respondents were also asked to identify the neighborhood they live in from a list of twenty options or write-in their street name under the 'Other' option. The Community Visioning Survey Response Locations map shows the number of survey respondents from each town neighborhood based on these results (see Figure 14). Not all surveys are accounted for as 148 respondents wrote-in their response, and most do not live withing the town limits.

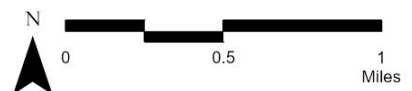
Figure 13 - Participant response to, " Please complete the sentence with all options that apply: I \_\_\_\_\_ in Hillsborough."



Figure 14 - Community Visioning Survey Response Locations



Community Visioning Survey Response Locations



To better understand what voices are reflected in these survey results, respondent demographics are summarized below and compared to demographics for all of Hillsborough based on information from the 2019 ACS 5-year estimates, U.S. Census Bureau.

Figure 15 summarizes survey responses to the question, "How do you identify racially?" After the initial round of public outreach, the percentage of respondents identifying as White was 94%. While the percentage of Black and White respondents are still disproportionate to the town overall, the additional targeted outreach the town staff conducted increased the diversity of the respondents. The percentage of respondents that identify as Latino or Hispanic is within 3% of the overall percentage of the town (see Figure 16), and a majority of those respondents utilized the Spanish language survey that was provided and distributed by the project team.

Figure 15 - Participant response to, " How do you identify racially?"

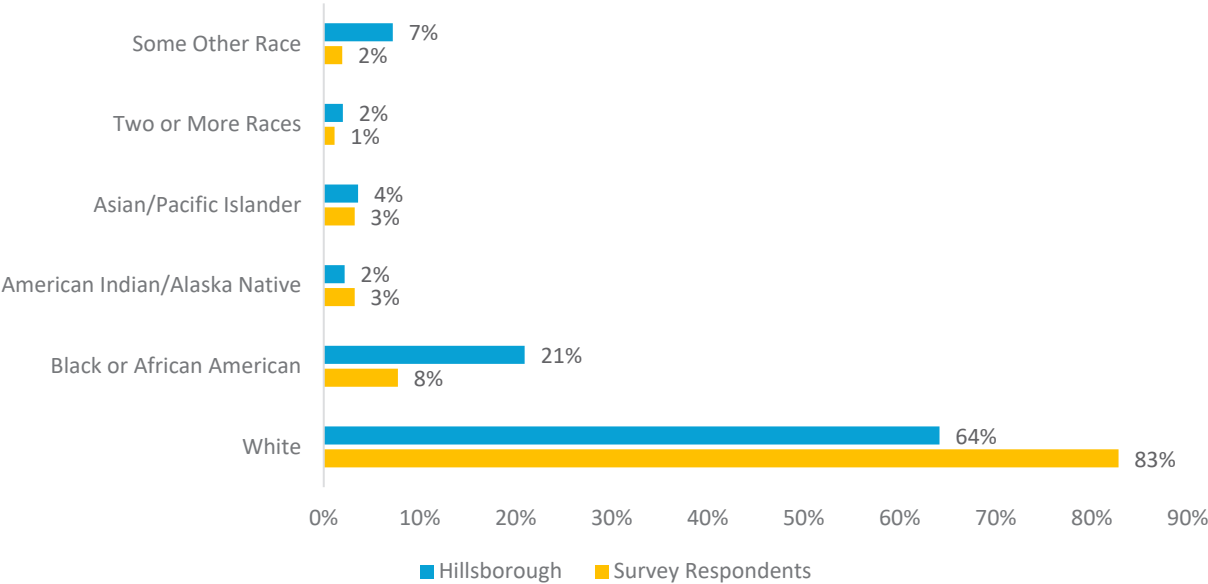
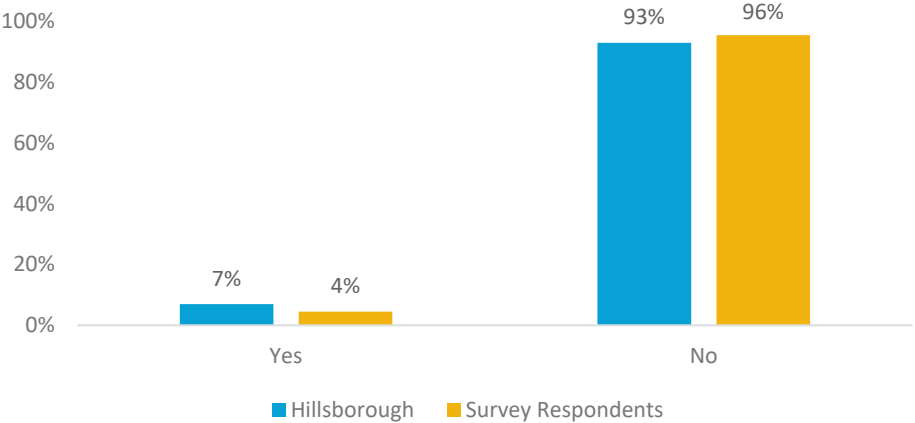
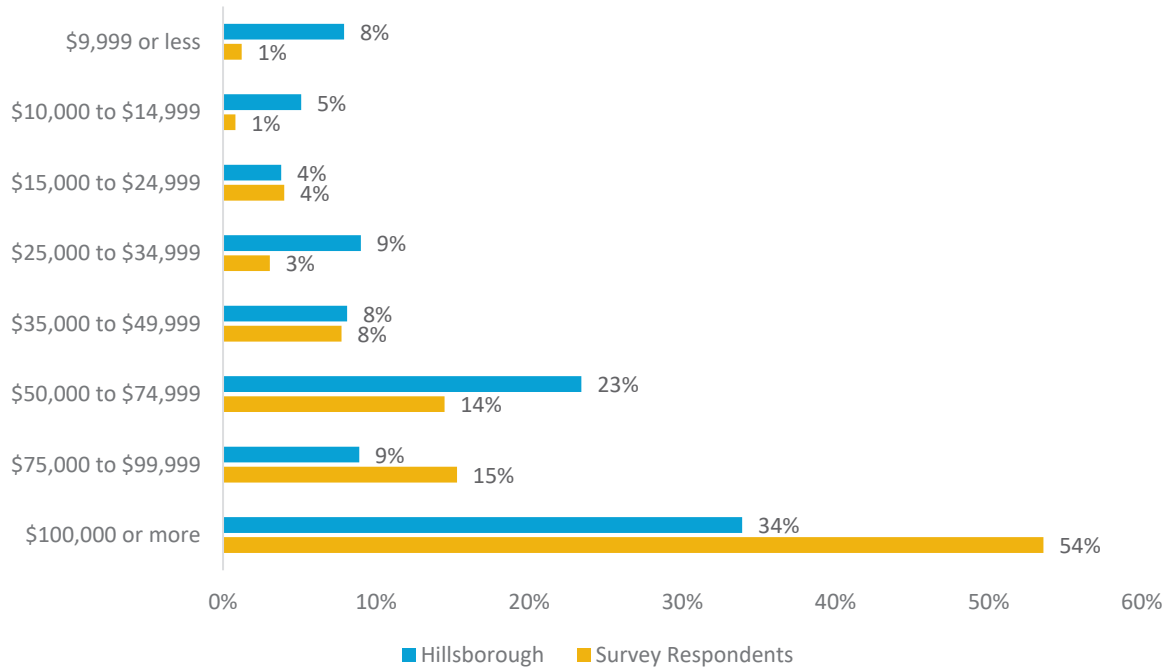


Figure 16 - Participant response to, " Do you identify as Latino/Latina/Latinx/Hispanic?"

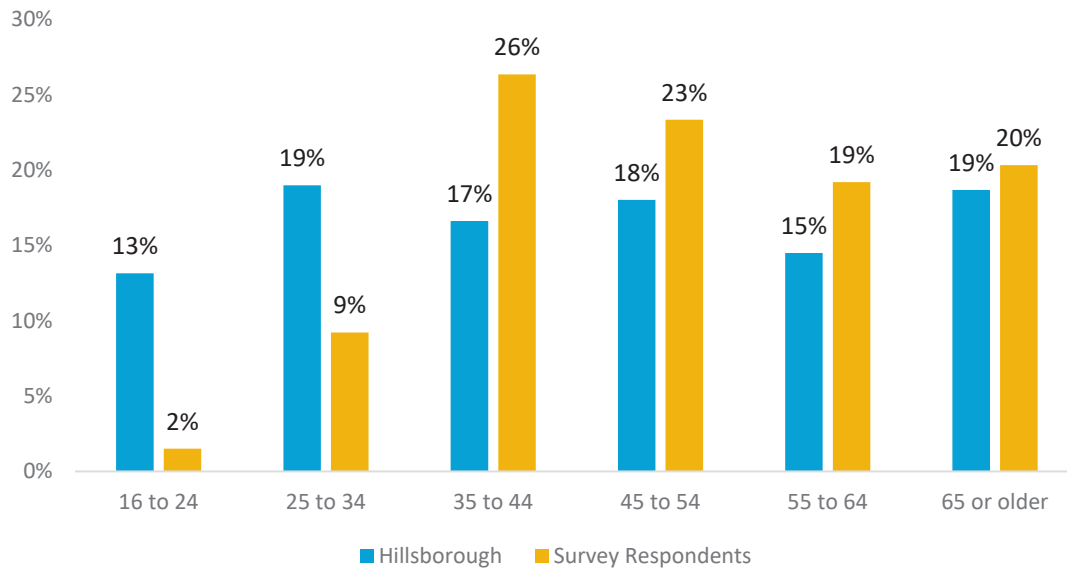


Household income had the biggest differences between survey takers and Hillsborough as a whole. While Hillsborough skews wealthy with over 40% of households earning \$75,000+ a year, the imbalance among respondents was even more stark, with nearly 70% of respondents earning \$75,000+ a year (see *Figure 17*). Unsurprisingly, only a small portion of the people who took the survey were under 24 years old. Respondents were relatively evenly spread across the other age categories, though they still skewed slightly older than Hillsborough as a whole (see *Figure 18*).

**Figure 17 - Participant response to, " What is your total household income?"**



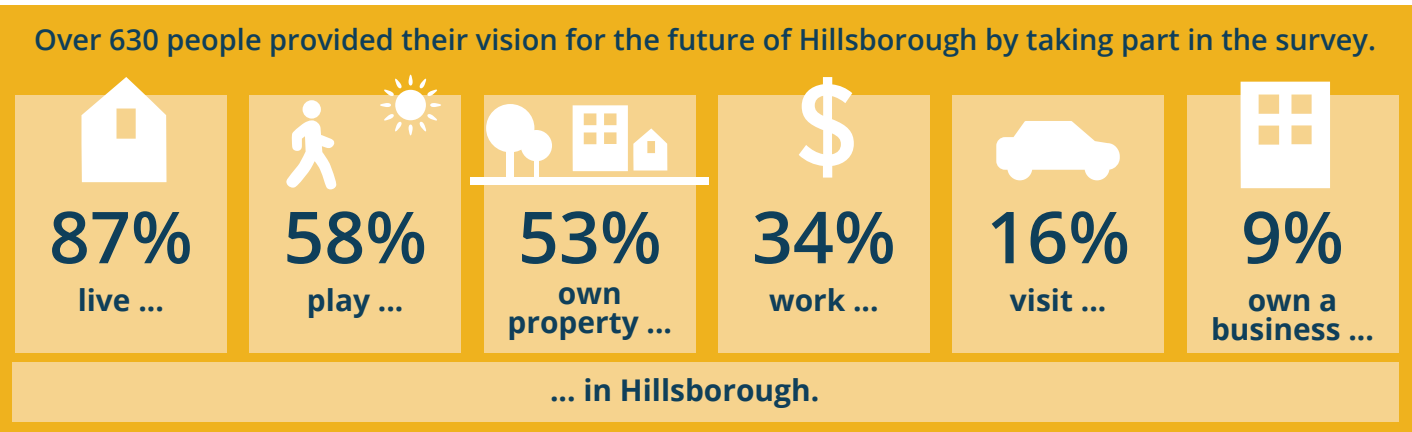
**Figure 18 - Participant response to, " How old are you?"**



# HILLSBOROUGH COMPREHENSIVE SUSTAINABILITY PLAN Community Visioning Survey Results

SUMMER  
2021

Read through for some of the survey highlights. Stay tuned for a full survey summary in the draft Comprehensive Sustainability Plan.



### What makes Hillsborough a great place to live?

Over half of respondents **LOVE** the town's small town feel and natural and scenic areas.


Respondents making less than \$49,000 were 2X as likely to respond that **Having a safe place to live** is important to them.



50% of ALL respondents and 90% of respondents making less than \$49,000 said the biggest challenge for Hillsborough is **AFFORDABILITY**.




Respondents making less than \$49,000 were 2X as likely to be concerned about **LACK OF PUBLIC TRANSPORTATION OPTIONS**.

Native American respondents were 25% MORE likely to be concerned about **ENVIRONMENTAL CONSERVATION** and **SENIOR SERVICES**.






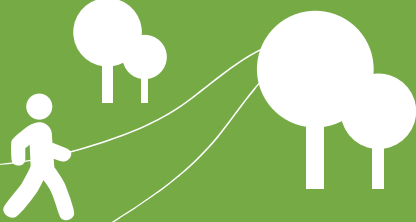


Most respondents want future development to be **energy efficient (91%)** and to **protect and conserve open space (90%)**.



<p>Future housing and commercial development most needed, according to respondents:</p> 	<p><b>HOUSING:</b></p>  <p>Single Family Homes Accessory Dwellings Townhouses</p>	<p><b>COMMERCIAL DEVELOPMENT:</b></p>  <p>Grocery Stores Small Retail Restaurants/Bars/Breweries</p>
	<p><b>Additionally ...</b></p> <p>3 in 4 Hispanic respondents said <b>live/work units</b> are important.</p> <p>Respondents making less than \$49,000 preferred <b>single-family homes</b>.</p>	<p><b>Additionally ...</b></p> <p>Native Americans respondents were almost 2X as likely to prefer more <b>grocery stores</b>.</p> <p>Respondents making less than \$49,000 preferred more <b>medical services</b>.</p>

Respondents said the town's most pressing needs are:

<p><b>TRANSPORTATION</b></p>  <p>Reducing traffic congestion Expanding sidewalk infrastructure</p>	<p>Hispanic respondents were more than 2X as likely to choose <b>reducing emissions from vehicles</b>.</p> 	<p><b>NATURAL RESOURCES</b></p>  <p>Tree and forest preservation</p>
<p><b>SUSTAINABILITY</b></p>  <p>Land conservation and protection Addressing affordability issues</p>	<p>Hispanic respondents were 2x more likely to want <b>neighborhood parks and community wellness/exercise facilities</b> than other respondents.</p> 	<p><b>RECREATION</b></p>  <p>Greenways and Trails</p>

# HILLSBOROUGH COMPREHENSIVE SUSTAINABILITY PLAN – REVIEW & ADOPTION

## INTRODUCTION

The draft plan was prepared with input from a variety of community stakeholders, elected officials, town staff, and resource area experts. As detailed below, the draft plan was presented at board meetings and available for review during Spring 2023. In May 2023, the town’s Planning Board recommended adoption of the plan by the Board of Commissioners. The plan is expected to be adopted by the Hillsborough Board of Commissioners in Summer 2023. (Section will be updated pursuant to Spring/Summer 2023 process)

## DRAFT PLAN PUBLIC REVIEW AND COMMENT

### Notification & Circulation

A full draft of the plan was circulated for public review on March 14, 2023. The draft plan was posted on the town’s website for review and comment. Multiple advertisements for review and comment on the plan were distributed, including:

- Direct emails were sent to the focus group participants with a link to the plan and request for comments;
- Homepage banner was placed on the town website to announce the availability of the plan;
- Emails were sent by staff directly to maintained contacts list, including neighborhood liaisons, with a link to the plan and request for comments;
- Local radio station interviews;
- Postcards and bookmarks with a QR code to the plan were printed and provided in utility bills and to little libraries, police, utilities department, public works department, and local merchants.



Town staff participated in several regularly scheduled events to educate the public on the plan and gain feedback, including the Fairview Community Watch (April 3, 2023), Fairview Spring Fling (April 15, 2023), and farmers market.

### Comments Received

Comments on the plan were accepted through an online comment form, by email, or verbally to staff by phone or in person. A formal public hearing was held on April 20, 2023 by the planning board for the plan where staff presented the development process and listened to board members and public comments. Formal comments were accepted on the draft plan through April 21, 2023. Overall, formal



feedback was received from more than 30 people, several in Spanish, with many more conversations occurring throughout the community.

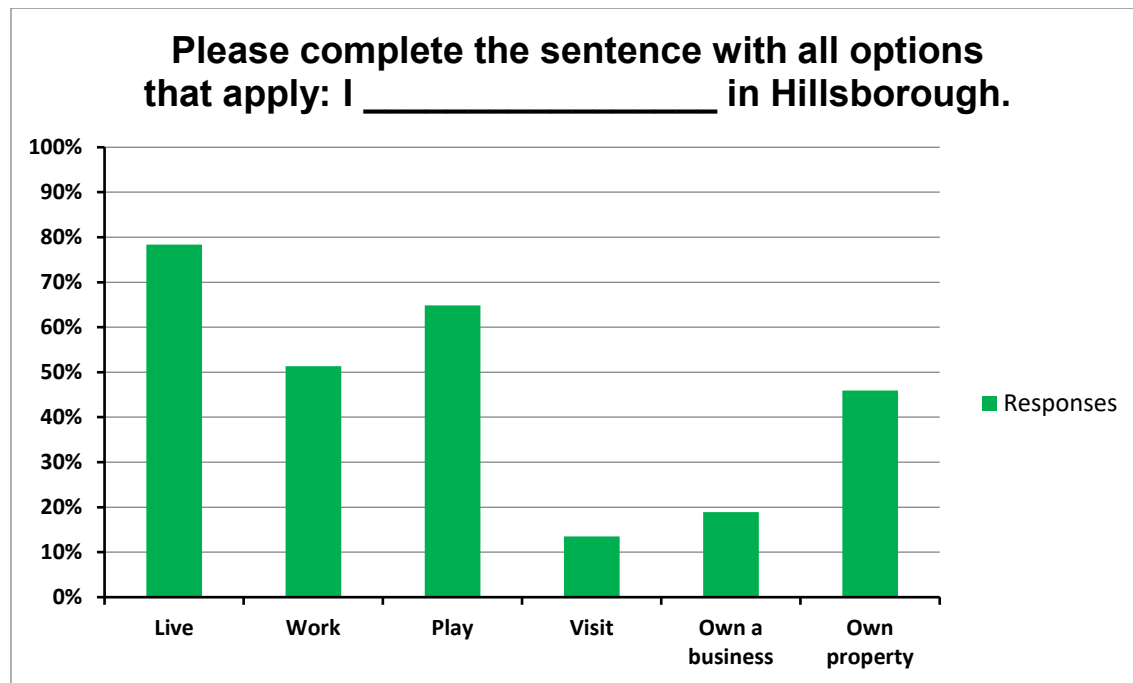
Many of the formal comments received on the draft plan revolved around the importance of sustainability and excitement for the recommended actions. Focus areas of the comments included:

- Preserving natural areas and water resources;
- Zoning revisions to promote in-fill and mixed-use development;
- Affordable housing opportunities;
- Improving connectivity with more greenways, sidewalks, and transit; and
- How to be more inclusive and collaborative with all populations in the community.

Based on the comments received, the plan was revised to provide clarification where needed or additional information. Comments that may not have required updates to the plan were shared with appropriate town staff for further coordination.

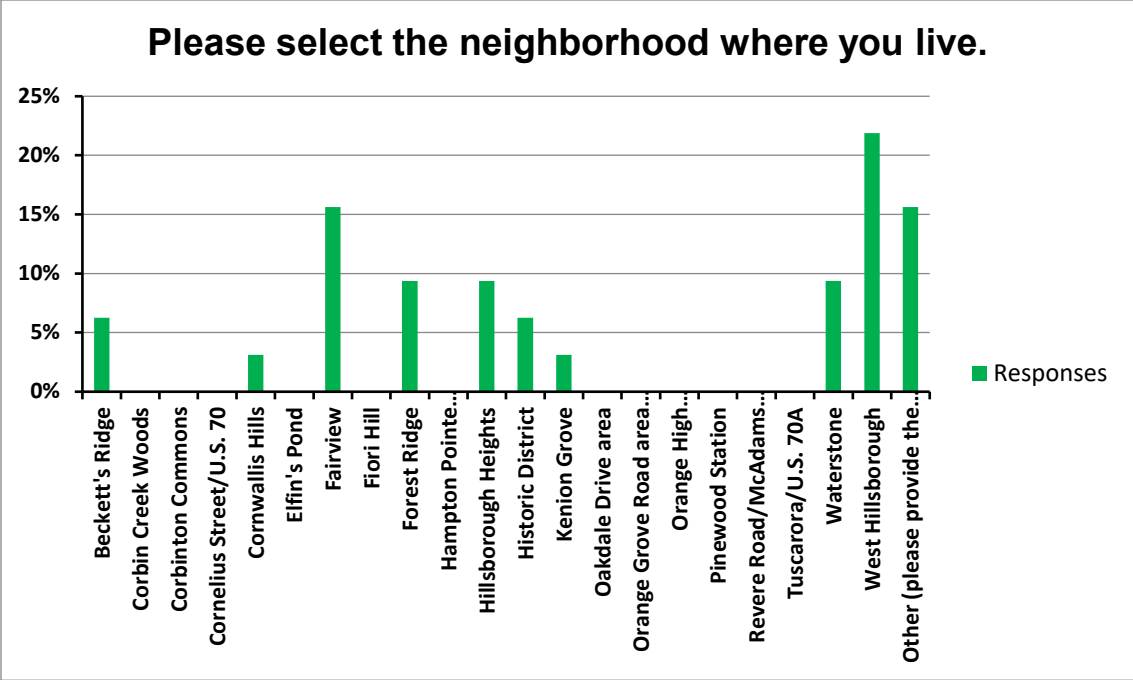
### Comment Response Demographics

A total of 37 participants provided comments through the online comment form, where there were several optional questions regarding demographics. Based on a 100% response rate, nearly 80% of respondents live in Hillsborough and just over 45% own a property. 65% of respondents play in Hillsborough and 51% work in town.

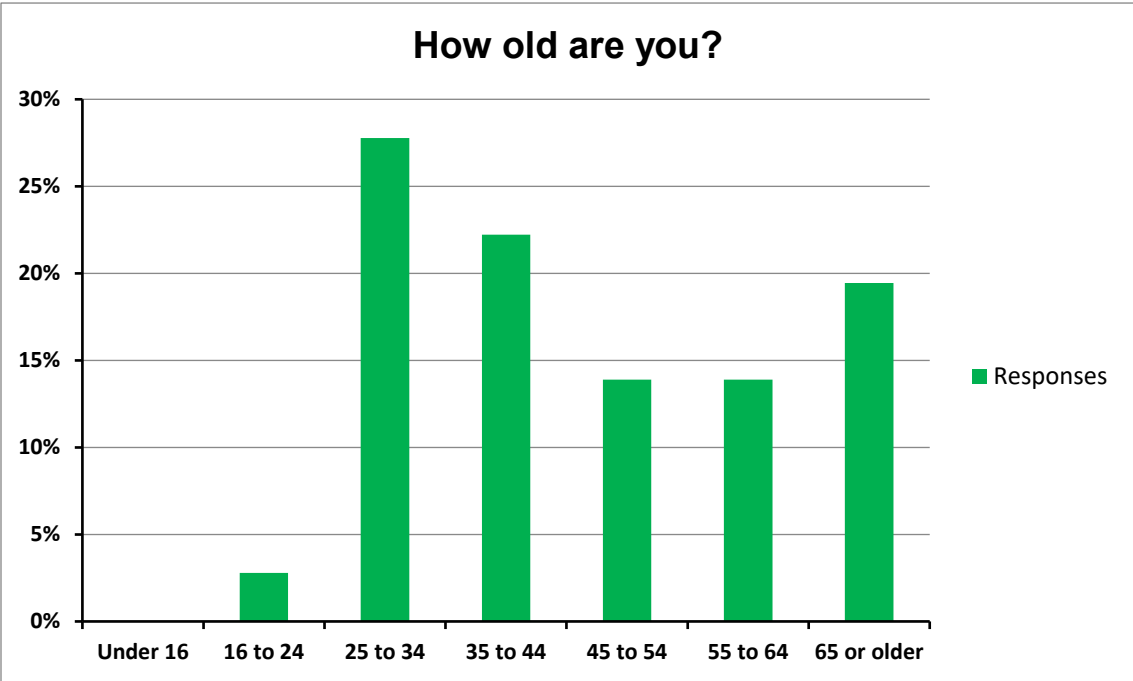


Respondents were asked to identify the neighborhood they live in from a list of 22 options or write-in their street name under the 'Other' option. Of the 86% of respondents that answered this question, 22% live in the West Hillsborough neighborhood; 16% live in Fairview; and 9% live in Forest Ridge, Hillsborough Heights, and Waterstone, respectively. 16% of live outside of the listed neighborhoods.

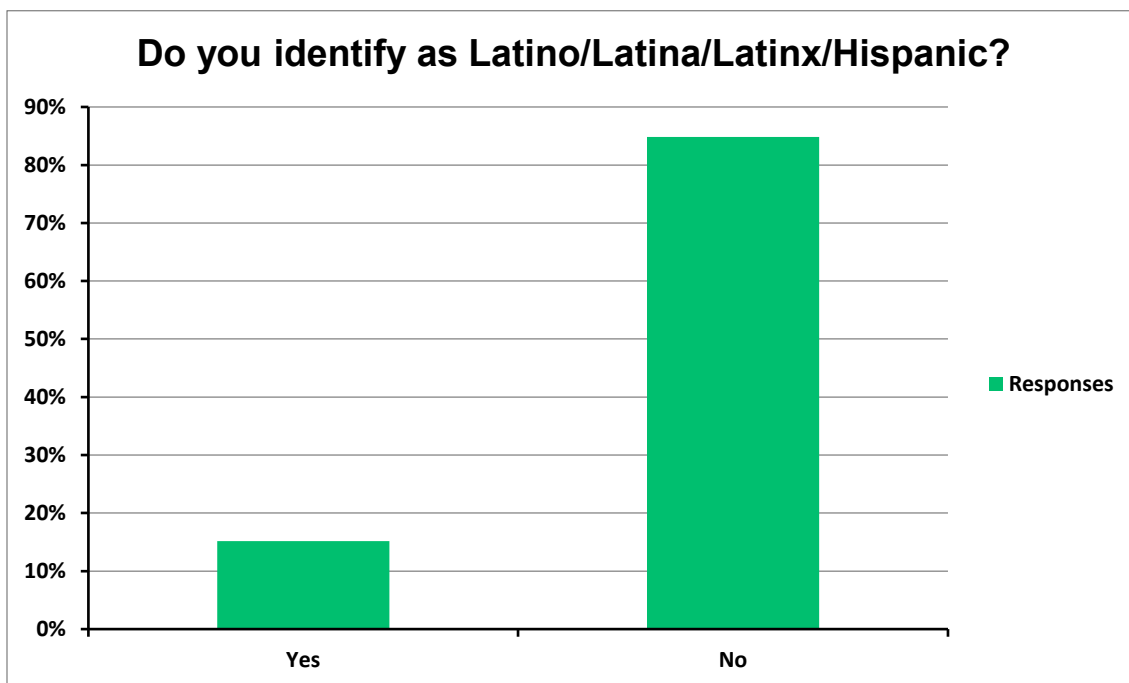
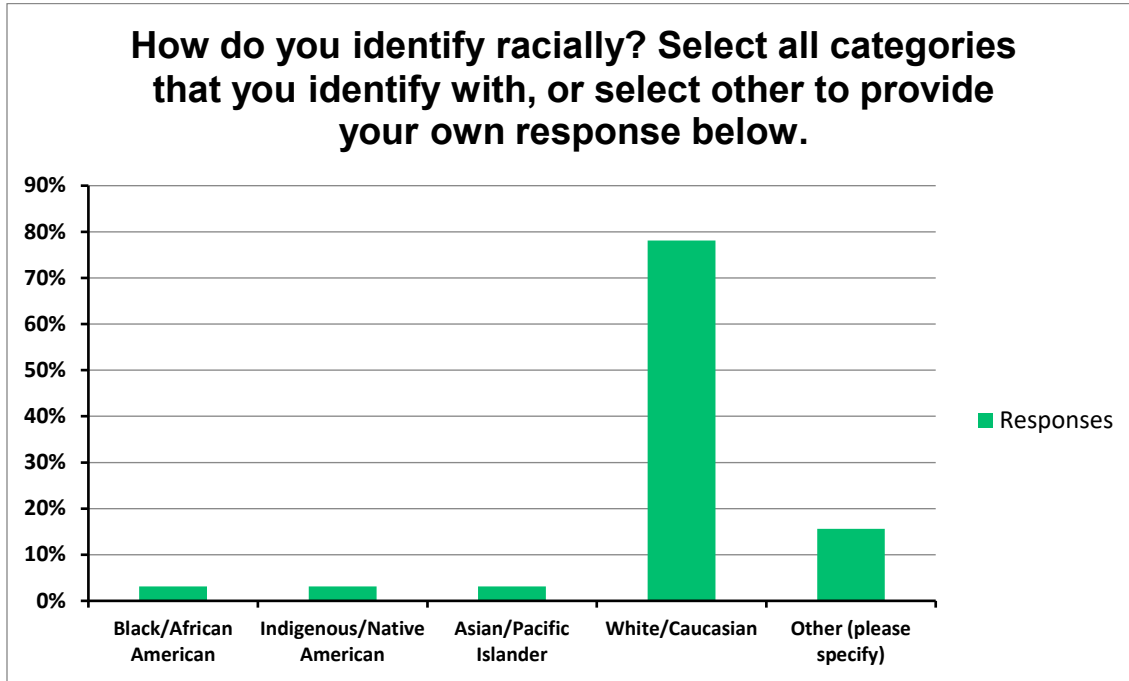




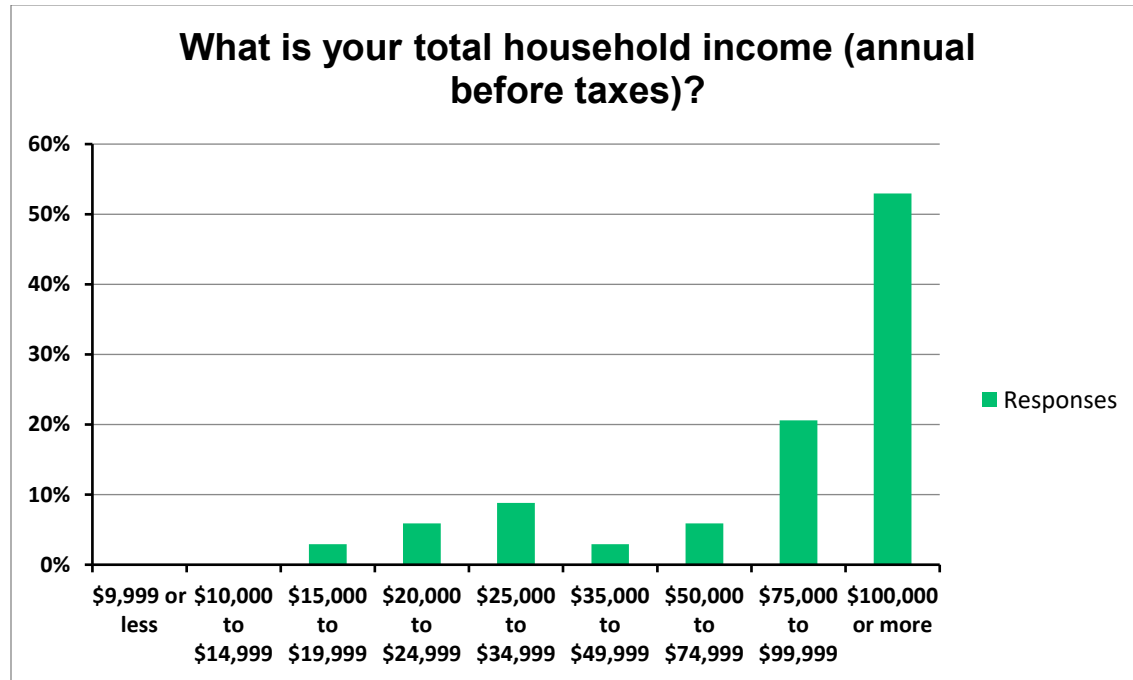
Respondents were relatively spread across the age categories, with the exception of “under 16”. Close to all respondents (97%) answered this question, and 28% of respondents are between 25-34 years of age and 22% are between 35-44 years of age. Approximately a third of the respondents (28%) are 45-64 years of age (14% are between 45-54 and 14% are between 55-64) and 19% are 65+ years of age.



The majority (86%) of respondents answered the question, “How do you identify racially?” Nearly 80% of respondents are White/Caucasian. Approximately 3% of respondents represent Black/African Americans, Indigenous/Native Americans, and Asian/Pacific Islanders, respectively. Approximately 11% of respondents identify as Other. Of the 89% of respondents that answered the question, “Do you identify as Latino/Latina/Latinx/Hispanic?” 85% of respondents do not and 15% responded yes.



Of the 92% of respondents that answered the question regarding total household income, nearly 75% of respondents earn more than \$75K in annual income (53% of respondents earn over \$100K and 21% of respondents earn between \$75K and \$99,999). All other income categories each represent less than 10% of respondents.



## NEXT STEPS & CONTINUED ENGAGEMENT

The town continues to participate in regularly-scheduled public events to educate the community on the plan and discuss topic areas. Participation in community events included:

- State of the Town Address (April 24, 2023)
- Earth Evening (April 28, 2023)
- Hillsborough Ready – Safety Summit (April 29, 2023)
- Blackwood Farm Park Reopening (May 19, 2023)<sup>1</sup>

After adoption of the plan by the town board, implementation will begin. Coordination and updates will be provided at board meetings on a regular basis to keep the community informed.

<sup>1</sup> Table was planned for the Town’s Earth Evening event on April 28, 2023, but was cancelled due to weather.

