

- The most frequently expressed vision sentiment was desire for agriculture and farming to maintain rural/country character expressed by 22 percent. Twenty-two percent also expressed desire for environmental protection with half specifying protect Canandaigua Lake or preserving water quality and half expressing more generalized desire to protect/preserve/conserv the environment or natural resources. .
- Tabulation is based on 117 survey responses. Sixty percent of respondents live in Crystal Beach or the SR 364/CR 11 corridor. A higher percentage of respondents were in all age groups 55 and over than the estimated percent of such residents in the Town.

Survey Publicity

The Gorham Community Survey was available for on-line or paper completion from mid-May to mid-August, 2021. Publicity about the survey included a link in the newsletter mailed to all property owners; e-mail to those on the Town list and Town of Gorham members of the Canandaigua Lake Watershed Association; social media posts by town, library, and Ontario County Planning Department staff; A-frame signs at the Transfer Station, in the hamlets of Gorham and Crystal Beach, and in the Village of Rushville; and a targeted mailing of paper surveys to 50 Mennonite households. Paper copies were also available at Georgio's in Crystal Beach and at Town Hall.

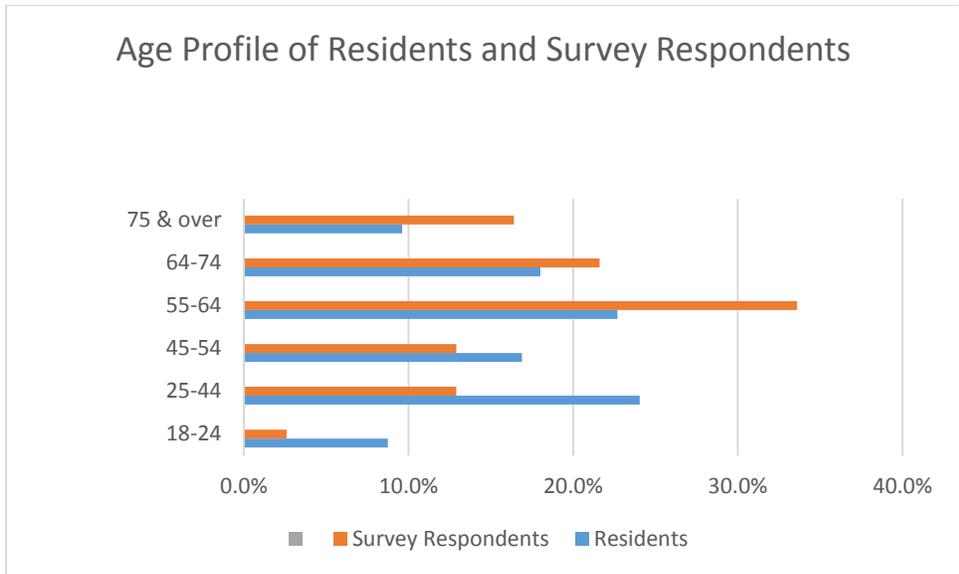
Summary of Respondents and Responses

Completed surveys were received from 117 individuals. This represents 3.4 percent of the Town of Gorham's estimated 2019 population age 18 and over. While efforts were made to obtain responses from a cross section of the community, respondents were self-selected and responses do not represent a random sample of Town residents and no statistically significant conclusions can be drawn.

One or 2 respondents skipped most questions, 19 respondents skipped open ended question 12 vision for Gorham, 74 respondents provided an e-mail to be added to the Town's distribution list, and 34 expressed interest in being involved in Comprehensive Plan preparation or implementation. Half of respondents provided additional comments.

Twenty percent of respondents indicated they live in Crystal Beach and an additional forty percent live in the SR 364/CR 11 corridor or side streets. Nearly 15 percent of respondents live on less than 10 acres, 11 percent live in the hamlet of Gorham, 10 percent live on 10 or more acres, 3 percent live in the Village of Rushville and 2 percent own property but do not live in Gorham. Seventy-six percent are year-round residents, 22 percent are seasonal residents, and 2 percent own rental property.

More than ½ of respondents have lived in Gorham for more than 20 years. Survey respondents are much more likely to be age 55 and over compared to all Town residents as seen in the chart below. The distribution of household type for respondents also differs from that of the Town as a whole. More than half of respondents are family households with no children, ¼ are family households with children, 11 percent are single person households evenly split younger or older than 65, and 11 percent are other household types.



Reasons for Living in Gorham

Respondents were asked to select their top 3 reasons for living in Gorham. While only 1 respondent skipped this question, the 299 responses indicate not everyone selected 3 reasons. Nearly 2/3 selected proximity to Canandaigua Lake and just over half selected affordability. The next most common responses selected by 42 (35%) and 45 (38%) people were live near family and good area for retirement. Approximately one in five respondents (17 to 20%) selected Marcus Whitman School or living in agricultural area as a reason to live in Gorham and 14 (12%) selected good agricultural land. Twenty respondents selected other including living in quiet, rural small town close to services (10), house, low taxes, good roads, or diversity.

Willingness to Pay

The survey included a series of 6 questions regarding willingness to pay for various Town activities. Overall, the most favorable response was for upland stormwater management to protect water quality with 94 respondents (83%) indicating financial support and over 1/3 willing to spend \$100 annually. Preserving local or regionally important views/hilltops/ridgelines received a similar level of overall financial support, though only ¼ were willing to spend \$100 annually.

Seventy-two percent indicated financial support to enhance walkability and bikeability of hamlet/lakefront areas with more than ¼ willing to spend \$100 annually.

Two-thirds of respondents indicated financial support to increase sustainability of municipal facilities with twice as many willing to spend \$25 annually (33) as willing to spend \$100 annually (15). A slight majority (55 %) indicated financial support to expand public access to Canandaigua Lake with nearly as many willing to spend \$50 annually (21) as \$25 annually (24) and a similar share willing to spend \$75-\$100 annually (19).

Forty-five percent of respondents indicated a willingness to spend to expand the availability of public water even though an estimate 70 to 80 percent of respondents and town, including those living in hamlets of Crystal Beach and Gorham, Village of Rushville, and most of those in the SR 364/CR 11 corridor, already have access to public water.

Land Use Preferences

The survey asked for input on appropriate land use for 7 geographic areas. Only 3 respondents skipped this question entirely, however, 9 to 22 respondents skipped specific geographic areas. Respondents were able to select all land use type considered appropriate for each geographic area, so the total of the share of those selecting a type of land use as appropriate in a geographic area may equal more than 100 percent.

There was wide-spread support (69%) to limit development to protect gullies, steep slopes, woodlots and ridgelines in the SR 364/CR 11 corridor while 1/3 of respondents selected mixed residential as appropriate in this area. There was wide-spread support (68%) for a mix of residential and commercial uses in the hamlet of Gorham while nearly 1/3 selected mixed residential as appropriate in the hamlet. There was wide-spread support (65%) for farming as priority use for Wilson Corners/Lake-to-Lake/CR 247 while 31 percent selected limit development as most appropriate.

More than half (57%) of respondents selected farming as priority use as appropriate land use for Wilson Corners/Lake-to-Lake/CR 247, while 31 percent selected limited development as appropriate for Wilson Corners. Half of respondents selected farming as priority use as appropriate for undefined geographic areas and 44 percent selected limit development as appropriate land use for undefined geographic areas.

Thirty-one respondents selected each of the 4 land use types (mixed use, mixed residential, farming, and limited development) as appropriate for Reed Corners/CR 18/Depew/SR 247 north. Selected appropriate land use for Crystal Beach also varied considerably with nearly ½ (50 respondents) selecting limited development, 40 percent (42 respondents) selecting mix of residential and commercial use, and 1/3 (33 respondents) selecting mixed residential, including single family, townhouse and apartments, as appropriate. The survey also asked about overall satisfaction with the current land use pattern in Gorham. Sixty-one percent indicated satisfaction with 18 percent very satisfied and 43 percent satisfied. Thirty percent were neither satisfied nor dissatisfied and 9 percent were dissatisfied.

Vision for Gorham

Ninety-eight (98) respondents provided a word or phrase that best describes their vision for the town of Gorham. An image of responses is provided on page 1.

The most frequently expressed sentiment was desire for agriculture and farming to maintain rural/county character expressed by 22 percent . Twenty-two percent expressed desire for environmental protection with half specifying protect Canandaigua Lake or preserving water quality and half expressing more generalized desire to protect/preserve/conservate the environment or natural resources. Twelve percent indicated a desire for a calm/tranquil/quiet/peaceful community.

Four respondents expressed a desired vision of low taxes or no/limited development or responsible growth/residential-commercial growth/more restaurants. Two respondents expressed a desired vision of historic, walkable, small town, public water, no change, or individual autonomy. Other sentiments expressed by a single respondent include affordable, flexible, family friendly, simple and just, low density, private, balance between ag and lake dwellers, thoughtful, clean it up, and use less salt.

Satisfaction with Building and Zoning Operations

The survey asked about satisfaction with the building and zoning operations in Gorham. Fifty-three respondents (46%) indicated satisfaction 21 (19%) indicated dissatisfaction, and 40 (35%) indicated neither satisfied nor dissatisfied.

Additional Comments

Half of survey respondents provided additional comments. The most frequent comment topic was lake water quality (13 comments) followed by appreciation for Town operations/opportunity for input and comments about expanding public water or high-speed internet service areas (7 each). There were 4 comments each about limiting development and speed limits, 3 comments each about short term rentals, road salt, and changing zoning standards to reduce lot size and to accommodate tiny houses and Mennonite retired farmers (horses allowed on smaller lots). There were also 1 or 2 comments each about protecting agricultural land, expanding/plowing sidewalks, planning for sustainable energy, wanting apartments or townhomes, and the cost or appearance of development.