

# Response Summary

Total Started Survey: 507  
Total Finished Survey: 300 (59.2%)

Responses to open ended questions have been omitted from this summary. Please contact James Scott for the full transcript of all responses.

## SECTION 1- GENERAL VISION

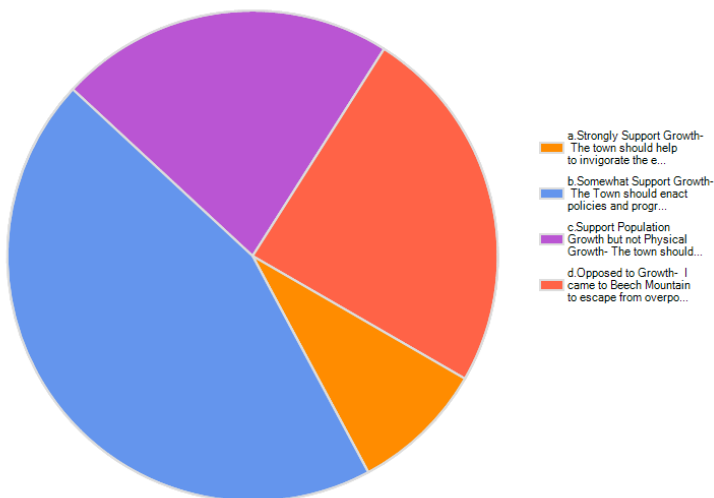
2. In your ideal scenario, Beech Mountain is (Please Choose One):		Create Chart	Download
		Response Percent	Response Count
<b>a. A quaint resort town , and an escape from everyday life</b>		66.0%	328
b. An exclusive Mountain community		8.7%	43
c. A functional , full time town		5.4%	27
d. A thriving tourism destination with a vibrant economy		10.5%	52
e. I have another vision for Beech Mountain (specify): <a href="#">Show Responses</a>		9.5%	47
		answered question	497
		skipped question	10

## SECTION 2- LAND USE AND COMMUNITY APPEARANCE





3. What is your overall perspective towards growth and development in general on Beech Mountain? (Please Choose One): [Create Chart](#) [Download](#)

	Response Percent	Response Count
a. Strongly Support Growth- The town should help to invigorate the economy by putting in place policies that encourage building and development.	8.8%	36
b. Somewhat Support Growth- The Town should enact policies and programs that encourage only certain types of growth in certain areas in order to accommodate growth yet preserve natural areas as much as possible.	44.7%	182
c. Support Population Growth but not Physical Growth- The town should enact policies and programs that seek to foster growth by getting more people to utilize and move to existing structures. This way the Town can grow without necessarily increasing building and development.	22.1%	90
d. Opposed to Growth- I came to Beech Mountain to escape from overpopulated, urban areas. The town should seek to preserve Beech Mountain as it is as much as possible with its policies and programs.	24.3%	99
	answered question	407
	skipped question	100

What is your overall perspective towards growth and development in general on Beech Mountain? (Please Choose One):



4. IF YOU ANSWERED "b" TO QUESTION #3 ABOVE (indicating that you support [Create Chart](#) [Download](#) only certain growth in certain areas), which manner of growth do you think would work best in Beech Mountain? (Please Choose One. If you did not answer "b" to question #3 above, skip this question)

		Response Percent	Response Count
a. Encourage higher densities, infill development, and re-development in currently developed areas in order to focus growth away from natural areas.		15.7%	33
b. Require lower densities, resulting in larger yards and more space for each individual home		33.3%	70
<b>c. A mixture of both of the above</b>		40.5%	85
d. neither		10.5%	22
		<b>answered question</b>	<b>210</b>
		<b>skipped question</b>	<b>297</b>

5. Specifically consider the undeveloped portions of Town such in the Westerly Hills and Buckeye Hills West (See [Map 1 in the .pdf version of the survey](#)). What policies should the Town have towards growth and development in these areas? (Please Choose One):

		Response Percent	Response Count
a. Support Growth- Support the economy by encouraging development with policies that encourage building in this area according to the current lot layout.		12.5%	50
<b>b. Support Conservation and Recreation Opportunities- This area is one of the largest undeveloped areas in the region and the Town should seek to preserve its natural qualities and tap into the recreational possibilities it presents.</b>		54.3%	217
c. The town should not have any special policies towards this area- it will develop on its own when the market dictates.		33.3%	133
		<b>answered question</b>	<b>400</b>
		<b>skipped question</b>	<b>107</b>

8. In terms of Land Use, would you say that Beech Mountain needs more commercial areas and amenities? (Please Choose One):

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	Response Percent	Response Count
a. Yes- you shouldn't have to leave town to obtain necessities such as gas, medical/ pharmacy service, daycare, etc.	36.8%	146
<b>b. No- Beech Mountain's Commercial entities are sufficient, and more commercial areas will degrade the quant character of the town.</b>	63.2%	251
	answered question	397
	skipped question	110

9. IF YOU ANSWERED YES TO QUESTION #8 ABOVE (indicating you think Beech Mtn. needs more commercial areas), where would you like to see new commercial areas located? (Please Choose One. If you did not answer "yes" to question #8 above, skip this question).

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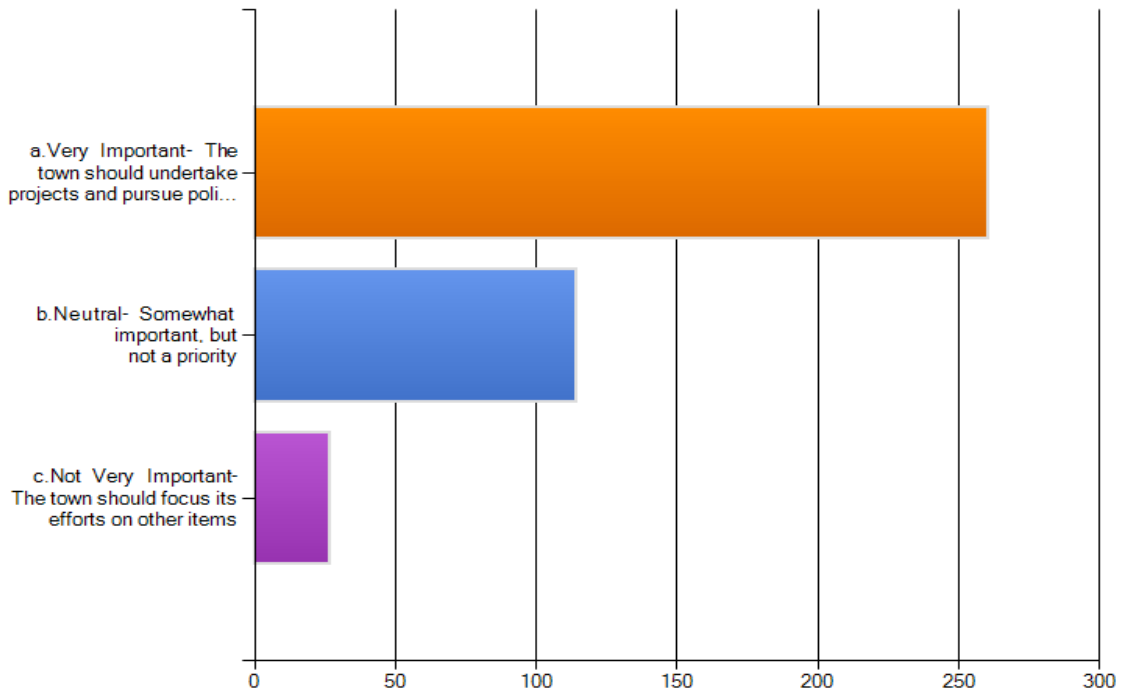
	Response Percent	Response Count
<b>a. Adjacent to current commercial areas or redevelop existing commercial facilities.</b>	65.7%	109
b. Establish new Commercial districts (perhaps in currently undeveloped areas)	0.6%	1
c. A mixture of both	33.7%	56
	answered question	166
	skipped question	341

10. How important to you are community aesthetics in Beech Mountain? (Please Choose One):

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	Response Percent	Response Count
<b>a. Very Important- The town should undertake projects and pursue policies to beautify the community.</b>	65.0%	260
<b>b. Neutral- Somewhat important, but not a priority</b>	28.5%	114
<b>c. Not Very Important- The town should focus its efforts on other items</b>	6.5%	26
	<b>answered question</b>	<b>400</b>
	<b>skipped question</b>	<b>107</b>

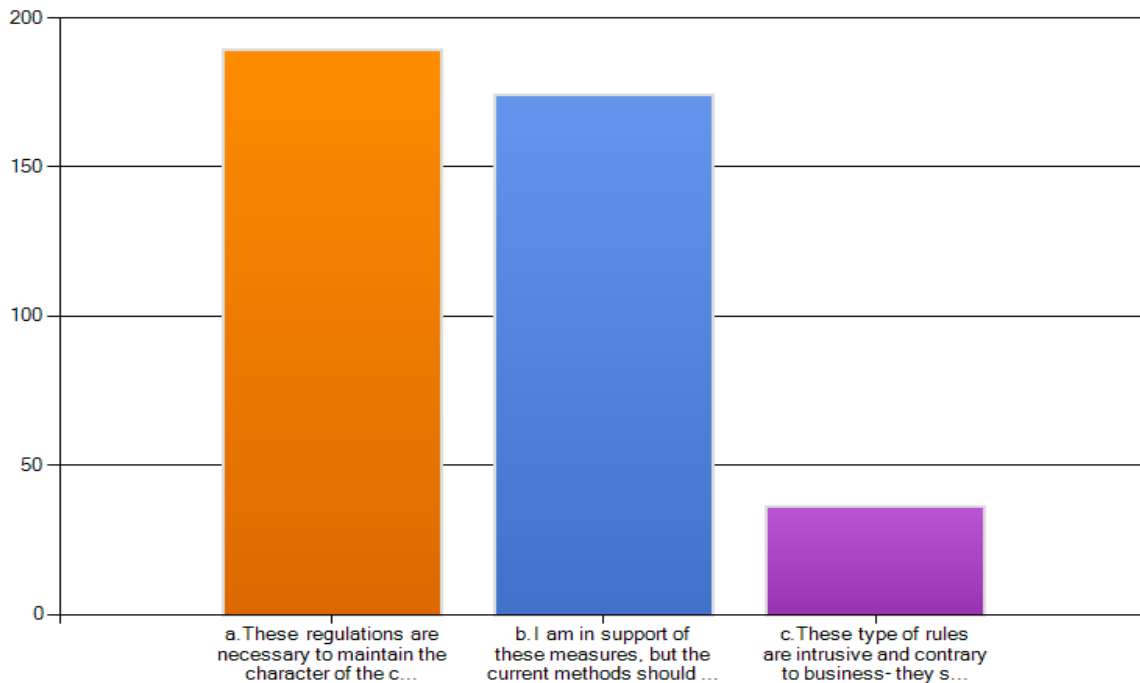
How important to you are community aesthetics in Beech Mountain? (Please Choose One):



11. What is your general perspective towards community- appearance related rules such as the garbage bin requirements, tree ordinances, sign ordinance, etc.? (Please Choose One): [Create Chart](#) [Download](#)

	Response Percent	Response Count
<b>a. These regulations are necessary to maintain the character of the community and should be maintained and strengthened</b>	47.4%	189
<b>b. I am in support of these measures, but the current methods should be revised to make the rules work better</b>	43.6%	174
<b>c. These type of rules are intrusive and contrary to business- they should be relaxed or abolished</b>	9.0%	36
	answered question	399
	skipped question	108

**What is your general perspective towards community- appearance related rules such as the garbage bin requirements, tree ordinances, sign ordinance, etc.? (Please Choose One):**



12. Should the town pursue initiatives that encourage the rehabilitation or removal of older, dilapidated homes? (Please Choose One):

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	Response Percent	Response Count
<b>a. Definitely- The town should enforce even more strict zoning regulations in order to keep the Town's properties up to a high standard</b>	63.0%	249
b. I am ambivalent towards this issue	25.1%	99
c. No- How people take care of their own property is their own business	11.9%	47
	answered question	395
	skipped question	112

13. Should the town enact ordinances that make mandates regarding the design and appearance of new construction? (Please Choose One):

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	Response Percent	Response Count
<b>a. Yes- it's important to ensure that all new construction meets the theme of Beech Mountain and fits well with the surroundings</b>	44.5%	179
b. Only in commercial districts and public spaces- just those areas that are highly publicly visible should be regulated.	34.8%	140
c. No- People should be free to design their residences or buildings any way they choose	20.6%	83
	answered question	402
	skipped question	105

## SECTION 3- PUBLIC SAFETY

14. On a scale of 1 to 5, with 1 being unsafe and 5 being very safe, how safe do you feel in Beech Mountain?

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	1	2	3	4	5	Rating Average	Response Count
<b>(Please Choose One):</b>	1.3% (4)	0.6% (2)	4.2% (13)	19.5% (60)	<b>74.4% (229)</b>	4.65	308
					<b>answered question</b>		<b>308</b>
					<b>skipped question</b>		<b>199</b>

15. Related to other governmental functions, what priority do you place on Public Safety?

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	1	2	3	4	5	Rating Average	Response Count
<b>(Please Choose One):</b>	2.9% (9)	2.3% (7)	12.1% (37)	29.3% (90)	<b>53.4% (164)</b>	4.28	307
					<b>answered question</b>		<b>307</b>
					<b>skipped question</b>		<b>200</b>

16. When you are out of town, how well do you feel your property is protected?

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	1	2	3	4	5	Rating Average	Response Count
<b>(Please Choose One):</b>	2.0% (6)	3.9% (12)	15.0% (46)	38.2% (117)	<b>40.8% (125)</b>	4.12	306
					<b>answered question</b>		<b>306</b>
					<b>skipped question</b>		<b>201</b>



SECTION 4- TRANSPORTATION

19. In your average day on Beech Mountain, estimate what number of trips you make to the following destinations. (Please circle the number of trips you make):

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	0	1	2	3	4	5+	Response Count
Out of town (Banner Elk, Boone, etc.)	22.6% (67)	<b>63.6%</b> <b>(189)</b>	9.4% (28)	4.0% (12)	0.0% (0)	0.3% (1)	297
To Commercial areas on Beech Mountain (restaurants, general store, hotels, realty offices, recycling center, Town Hall, etc.)	10.6% (31)	<b>58.0%</b> <b>(170)</b>	24.6% (72)	4.8% (14)	1.7% (5)	0.3% (1)	293
To the Ski Resort	<b>67.6%</b> <b>(188)</b>	26.3% (73)	4.0% (11)	1.1% (3)	0.4% (1)	0.7% (2)	278
To the Club Golf Facility	<b>53.8%</b> <b>(149)</b>	39.4% (109)	4.0% (11)	1.4% (4)	1.4% (4)	0.0% (0)	277
To the Club Tennis Facility	<b>70.7%</b> <b>(193)</b>	21.6% (59)	5.9% (16)	1.1% (3)	0.0% (0)	0.7% (2)	273
To Buckeye Recreation Center	<b>51.0%</b> <b>(147)</b>	41.7% (120)	5.2% (15)	1.0% (3)	0.3% (1)	0.7% (2)	288
To Visit friends and Neighbors in Beech Mountain	26.6% (76)	<b>47.9%</b> <b>(137)</b>	16.1% (46)	5.9% (17)	2.4% (7)	1.0% (3)	286
<b>answered question</b>							<b>304</b>
<b>skipped question</b>							<b>203</b>

20. For the trips that you make within Beech Mountain to destinations of reasonable proximity, what is your preferred mode of travel (Please Choose One):

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		Response Percent	Response Count
a. Walking		14.4%	44
b. Biking		2.6%	8
c. Golf Carts		9.5%	29
<b>d. Automobile</b>		<b>73.4%</b>	<b>224</b>
		<b>answered question</b>	<b>305</b>
		<b>skipped question</b>	<b>202</b>

21. If Beech Mountain legalized the use of Golf Carts on most town-maintained roads, and undertook efforts to improve the feasibility and safety of golf cart use (such as signage, lowered speed limits, etc.), would you consider using a golf cart for your local travel? (Please Choose One):

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		Response Percent	Response Count
a. Yes		47.7%	132
<b>b. No</b>		<b>52.3%</b>	<b>145</b>
		Maybe, if <a href="#">Show Responses</a>	56
		<b>answered question</b>	<b>277</b>
		<b>skipped question</b>	<b>230</b>

22. If Beech Mountain developed a shuttle bus program for the travel to the main destinations in town (Club Facilities, Ski Resort, Recreation Center, Town Hall Area, etc.) would you consider using it for your local travel? (Please Choose One):

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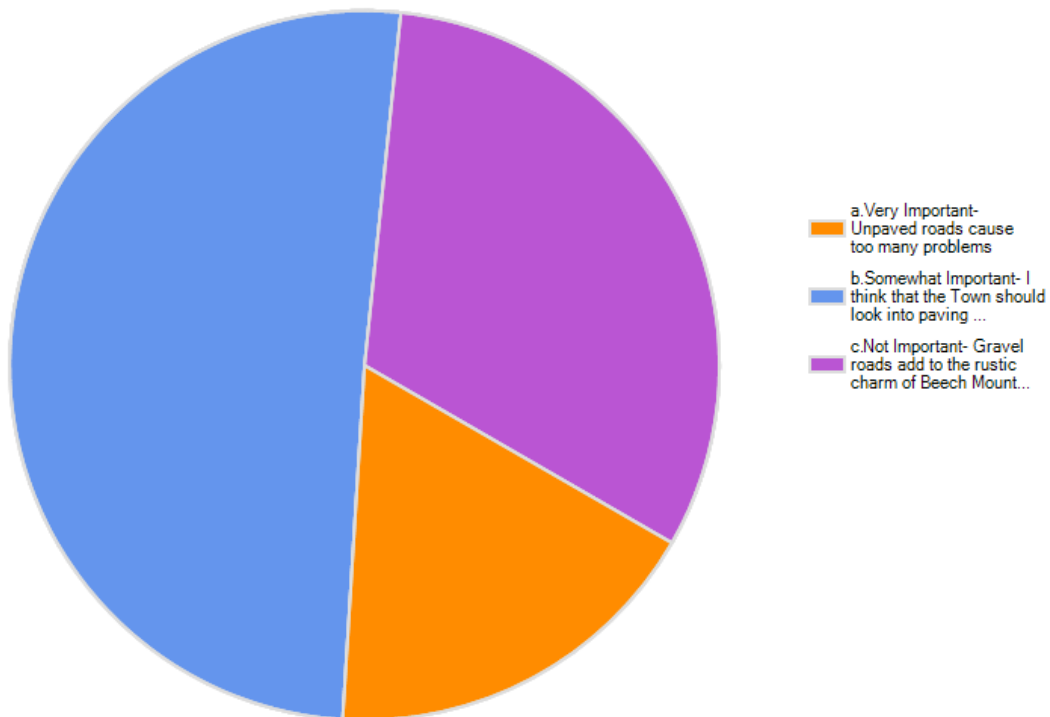
		Response Percent	Response Count
a. Yes		24.0%	67
<b>b. No</b>		<b>76.0%</b>	<b>212</b>
		Maybe, if <a href="#">Show Responses</a>	42
		<b>answered question</b>	<b>279</b>
		<b>skipped question</b>	<b>228</b>

23. With the understanding that underlying infrastructure must be up to standard before roads can be paved, how important is it to you that the town proceed with paving existing gravel roads? (Please Choose One):

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	Response Percent	Response Count
a. Very Important- Unpaved roads cause too many problems	17.6%	54
<b>b. Somewhat Important- I think that the Town should look into paving the busier unpaved roads, but should consider financial limitations and other constraints.</b>	50.7%	155
c. Not Important- Gravel roads add to the rustic charm of Beech Mountain, and paved roads are too expensive to maintain.	31.7%	97
answered question		306
skipped question		201

With the understanding that underlying infrastructure must be up to standard before roads can be paved, how important is it to you that the town proceed with paving existing gravel roads? (Please Choose One):



24. On a scale of 1 to 5, with 5 being very supportive and 1 being opposed, how do [Create Chart](#) [Download](#) you feel about the following transportation initiatives in Beech Mountain? (Please choose a number for each potential transportation initiative):

	1	2	3	4	5	Rating Average	Response Count
<b>Increasing and improving pedestrian amenities, routes, and trails</b>	10.2% (31)	11.5% (35)	17.7% (54)	19.7% (60)	<b>41.0% (125)</b>	3.70	305
<b>Increasing the feasibility of biking as a means of travel while on the mountain</b>	<b>23.6% (72)</b>	19.3% (59)	22.3% (68)	13.8% (42)	21.0% (64)	2.89	305
<b>Increasing the feasibility of golf carts as a means of travel on the mountain</b>	<b>35.2% (107)</b>	12.2% (37)	14.5% (44)	14.5% (44)	23.7% (72)	2.79	304
<b>Developing a shuttle bus system</b>	<b>57.4% (174)</b>	13.9% (42)	11.2% (34)	8.9% (27)	8.6% (26)	1.97	303
						<b>answered question</b>	<b>307</b>
						<b>skipped question</b>	<b>200</b>




SECTION 5- ECONOMIC DEVELOPMENT AND TOURISM

25. How important to you is it that Beech Mountain attract more visitors and vacationers? (Please Choose One):		Create Chart	Download
		Response Percent	Response Count
<b>a. Very important- that keeps our businesses viable and helps the town thrive</b>		49.2%	151
b. Somewhat important- I support bringing more visitors to the town, but feel that the Town's priorities lie with current property owners and residents		35.5%	109
c. Not important- I come to Beech Mountain as a quiet refuge and I'd like to keep it that way		15.3%	47
		answered question	307
		skipped question	200


  

26. How important is it to you that Beech Mountain attract new seasonal or permanent residents including those building and buying homes? (Please Choose One):		Create Chart	Download
		Response Percent	Response Count
<b>a. Very important- that keeps our businesses viable and helps the town thrive</b>		53.4%	164
b. Somewhat important- I support bringing more visitors to the town, but feel that the Town's priorities lie with current property owners and residents		33.9%	104
c. Not important- I come to Beech Mountain as a quiet refuge and I'd like to keep it that way		12.7%	39
		answered question	307
		skipped question	200

27. Beech Mountain's predominant industries are tourism, recreation, real estate, and construction. Should Beech Mountain consider ways of diversifying its economy by attracting other forms of commerce? (Please Choose One): [Create Chart](#) [Download](#)

		Response Percent	Response Count
a. Yes- we should consider all ways of improving the economy		19.5%	60
<b>b. Maybe- only seek those types of industries that are compatible with the current character of the town.</b>		48.9%	150
c. No- we should focus on strengthening the existing businesses		31.6%	97
		answered question	307
		skipped question	200

29. The Tourism Development Authority (TDA) collects occupancy tax to be spent in support of tourism on Beech Mountain. Do you feel that the Town should expend additional funds and efforts on improving the economy? [Create Chart](#) [Download](#)

		Response Percent	Response Count
a. Of course- a town should seek to do all that is possible to support the vitality of its people		41.3%	126
<b>b. Only in ways that are incidental to the Town providing its customary services of water and sewer, transportation, etc.</b>		44.9%	137
c. No- in a free market economy, the town should have no role in supporting business		13.8%	42
		answered question	305
		skipped question	202

## SECTION 6- SPECIFIC PROJECT IDEAS

30. On a scale of 1 to 5, with 5 being supportive and 1 being opposed, how would you rate the following project ideas:

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	1	2	3	4	5	Response Count
Paving Buckeye Creek Road (the road to the "Back Gate" or the other entrance to Beech Mountain)	34.2% (102)	17.8% (53)	20.1% (60)	13.4% (40)	14.4% (43)	298
Continuing the pedestrian walkway and landscaping project in the Town's commercial area	9.7% (29)	12.3% (37)	24.3% (73)	20.7% (62)	33.0% (99)	300
Paving existing gravel roads	31.0% (93)	21.3% (64)	21.7% (65)	10.7% (32)	15.3% (46)	300
Re-paving existing paved roads	11.3% (33)	20.8% (61)	34.8% (102)	19.5% (57)	13.7% (40)	293
Creating a trail that serves as a connection from Beech Mountain's Hiking Trails network to the Appalachian Trail (approx 4 miles)	21.0% (63)	19.0% (57)	20.7% (62)	23.0% (69)	16.3% (49)	300
Creating a trail that connects Beech Mountain to Banner Elk.	26.6% (79)	16.2% (48)	21.9% (65)	16.5% (49)	18.9% (56)	297
Putting in policies that encourage the use of golf carts as a means of transportation when on the mountain.	37.3% (112)	14.0% (42)	15.0% (45)	10.7% (32)	23.0% (69)	300
Establishing a regularly scheduled shuttle bus that circulates between major destinations in town during busy months.	54.7% (163)	12.4% (37)	12.4% (37)	9.7% (29)	10.7% (32)	298
					Other project (please specify) <a href="#">Show Responses</a>	51
					<b>answered question</b>	<b>302</b>
					<b>skipped question</b>	<b>205</b>

## SECTION 7- MISCELLANEOUS

31. (Optional) How much time per year do you usually spend in Beech Mountain

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Note: Be assured that providing this optional information will in no way affect the weight of your response, but will simply allow us to compare the needs of different groups. (Choose One):

		Response Percent	Response Count
a. 0-2 months		18.1%	52
<b>b. 2-6 months</b>		49.5%	<b>142</b>
c. More than 6 months per year		32.4%	93
		<b>answered question</b>	<b>287</b>
		<b>skipped question</b>	<b>220</b>