

2022 Town of Brighton Land Use Survey

Executive Summary

A. Objectives

The overall objective of the 2022 survey was to get residents' input on issues related to growth, agriculture, and the environment. Key questions the survey sought to answer includes:

1. What are residents' perceptions of the quality of life in Brighton now and expectations for the future?
2. What are residents' attitudes related to community values and desires regarding land use and development?
3. What are residents' views about growth and alternative uses of land?
4. What are residents' attitudes about managing growth and change?
5. How have opinions changed from 2004/05 to 2022 on land use?

B. Methodology

Questions were developed by plan commission members and town residents. The questionnaire was then approved by both the Plan Commission and the Town Board members. The commission mailed 744 questionnaires to town residents in May of 2022. A total of 304 usable questionnaires were received for a response rate of 40.9%, which is enough to provide a reliable gauge of residents' opinions. Briar Marketing audited the questionnaires, entered the data, and completed the analysis.

C. Profile of Respondents

75% of the respondents are Homeowners, while 4% said they are Renters. 20% were Farmland Owners, and another 2% were Non-resident Landowners.

The most common land holdings among survey respondents was 1-5 acres (44%). 23% of respondents owned 6-10 acres, and 12% of respondents owned 11-20 acres. The remaining 21% owned 21 acres or more (5% 21-40 acres, 9% 41-80 acres, 4% 81-160 acres, 1% 161-250 acres, 2% 251 acres or more)

D. Conclusions

There are differences in opinions related to perceptions of quality of life in Brighton, housing situation, and size of land parcels owned that will need to be considered when reviewing and interpreting the results. Key conclusions and findings include:

1. Overall, 97% of Brighton residents rated the quality of life in Brighton as being Excellent (56%) or Good (41%). Only 3% rated it as being Fair (2%) or Poor (1%). In the next five years, a majority of respondents expected the quality of life to Stay the Same (62%). 15% of respondents think it will Improve and 9% think it will Worsen.
2. A majority of the residents Agree or Strongly Agree that:
 - a. Protecting my community's farmland and open space from development is important to me.
 - b. Brighton should develop policies to protect the most productive farmland (best soil).
 - c. Protecting my community's rural character is important to me.

- d. Land use strategies are necessary to protect our community's interests.
 - e. Land use strategies should balance residential growth with farmland protection.
 - f. Brighton should develop boundary agreements to protect against annexation.
 - g. We should protect the unique qualities of Brighton more than jobs.
3. 85% said the statement that best describes their point of view on growth is: We must preserve the qualities that make our community special by limiting residential growth. 14% said: Residential growth is necessary for our economy.
4. Residents had mixed opinions on the following statements:
- a. I would consider placing some or all of my property in conservancy, conservation easement, and/or land donation.
 - b. It is very important to attract new businesses and new jobs to Brighton.
 - c. If rural residential development takes place, it should be grouped in specific locations.
 - d. If rural residential development takes place, it should be scattered randomly throughout Brighton.
5. Residents could choose three uses that they thought are most appropriate for land in Brighton. The top three selected were: 1) Wildlife area or green space (52%), 2) Single family housing on 5 acres (51%), and 3) Parks and trails (38%).

Responses to Individual Questions

Q1. Please select your age group:

5 respondents are 18-30 years old. 42 respondents said they are 31-45 years old. 82 respondents are 46-60 years old. 158 respondents are 61 years old or over. 17 respondents reported they preferred not to answer.

Those who circled more than one age were grouped into the younger age group in order to obtain more accurate results for crosstabulations.

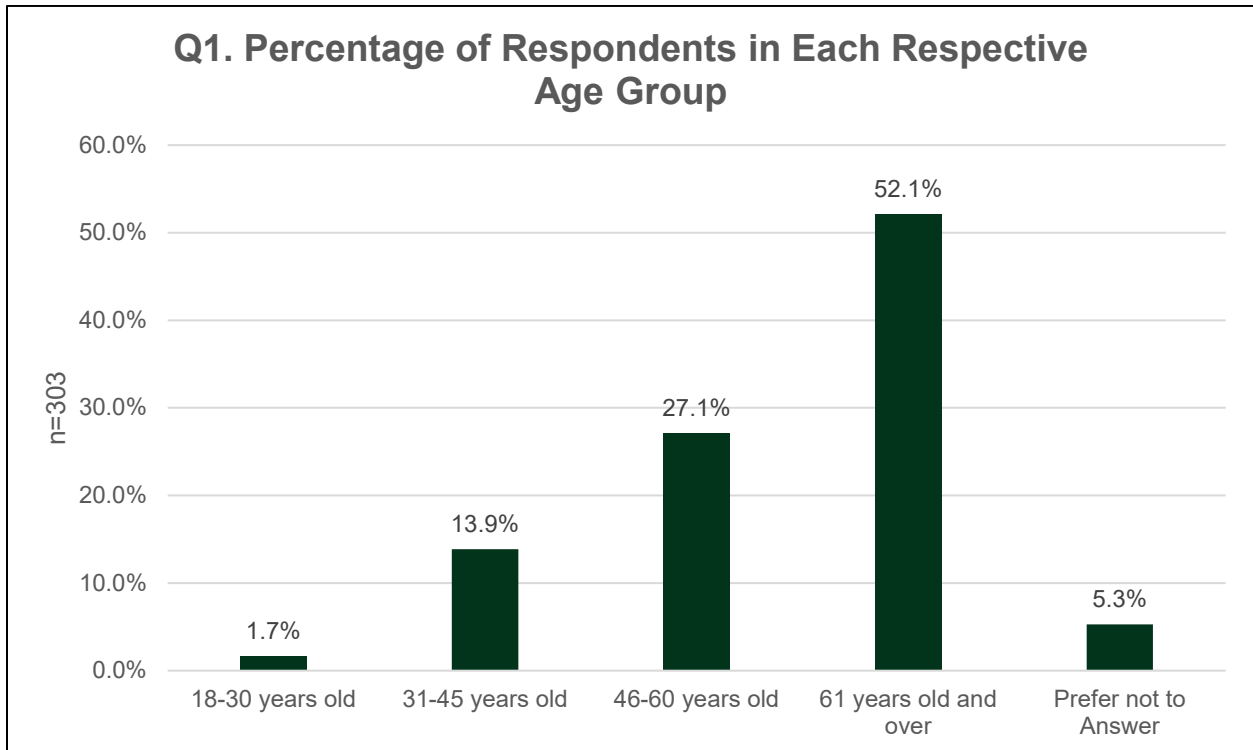
1.7% of respondents reported they were “18-30 years old”

13.9% of respondents reported they were “31-45 years old”

27.1% of respondents reported they were “46-60 years old”

52.1% of respondents reported they were “61 years old or over”

5.3% of respondents reported preferred not to answer



Q2. How long have you lived in the Town of Brighton?

44 respondents have lived in Brighton for 0-5 years. 38 respondents said they have lived in Brighton for 6-10 years. 22 respondents lived in Brighton for 11-15 years, and 71 respondents have lived in Brighton for 16-25 years. 125 respondents have lived in Brighton for 26 years or more.

4 individuals did not respond to this question.

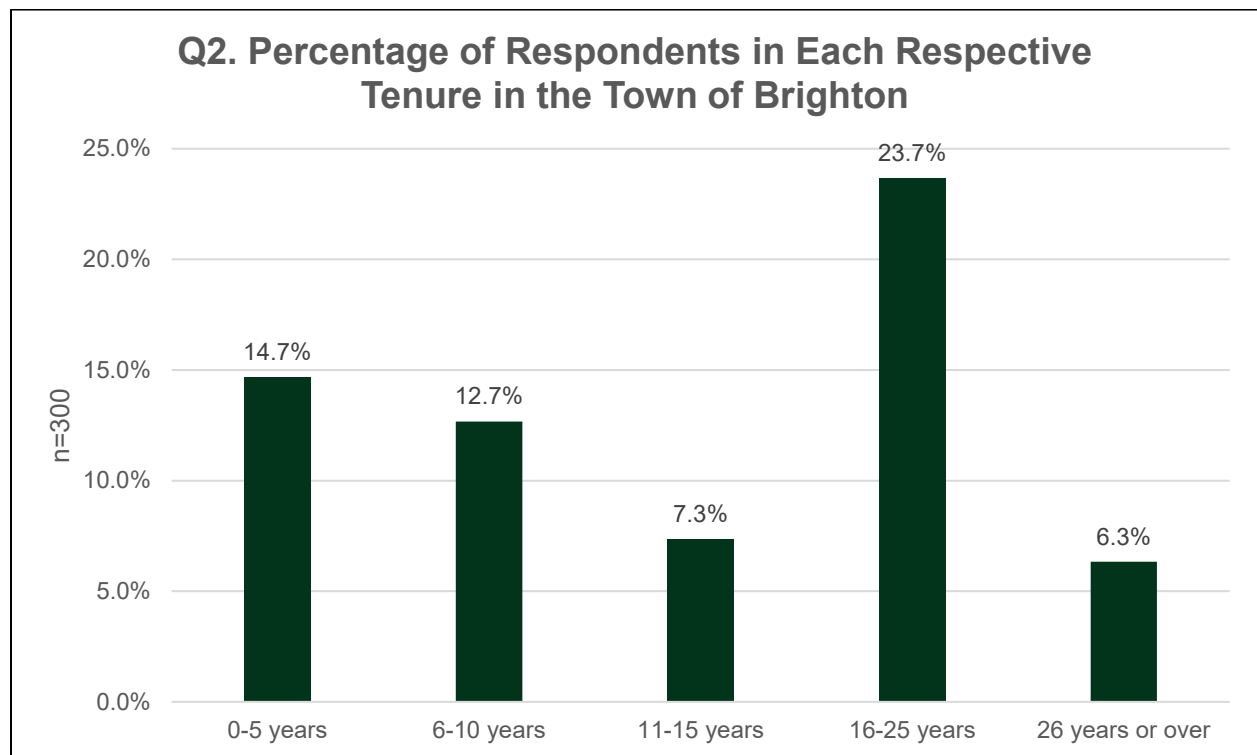
14.7% of respondents reported they have lived in Brighton “0-5 years”

12.7% of respondents reported they have lived in Brighton “6-10 years”

7.3% of respondents reported they have lived in Brighton “11-15 years”

23.7% of respondents reported they have lived in Brighton “16-25 years”

6.3% of respondents reported they have lived in Brighton “26 years or over”



Q3. Which of the following categories best describes your current housing situation?

225 respondents described themselves as Homeowners. 61 respondents said they are a Farmland Owner. The remaining respondents were Non-Resident Landowners (5) or Renters (11).

Those who circled Homeowner and Farmland Owner were grouped with Farmland Owners in order to obtain more accurate results from crosstabulations.

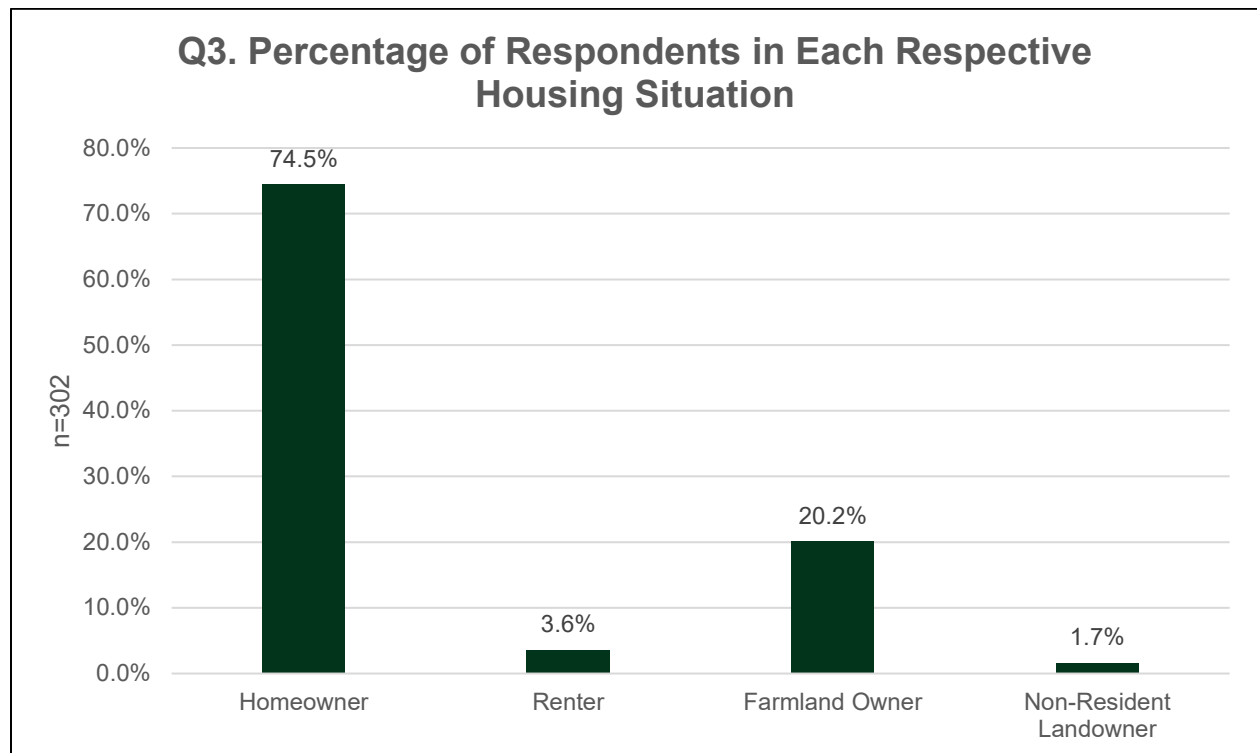
2 respondents did not respond to this question.

76.0% of respondents are Homeowners

3.7% of respondents are Renters

18.6% of respondents are Farmland Owners

1.7% of respondents are Non-resident Landowners



Q4. If applicable, what is the size parcel of your land holdings in Brighton?

Of respondents who have land holdings, 128 of them have 1-5 acres, 67 have 6-10 acres, 36 have 11-20 acres, 16 have 21-40 acres, 25 have 41-80 acres, 12 have 81-160 acres, 4 have 161-250 acres, and 6 have 251 acres or more.

16% of respondents own 41 acres or more. In order to gain meaningful results from crosstabulations, respondents who own 41 acres or more were grouped together for comparisons.

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43.5% of respondents own 1-5 acres

22.8% of respondents own 6-10 acres

12.2% of respondents own 11-20 acres

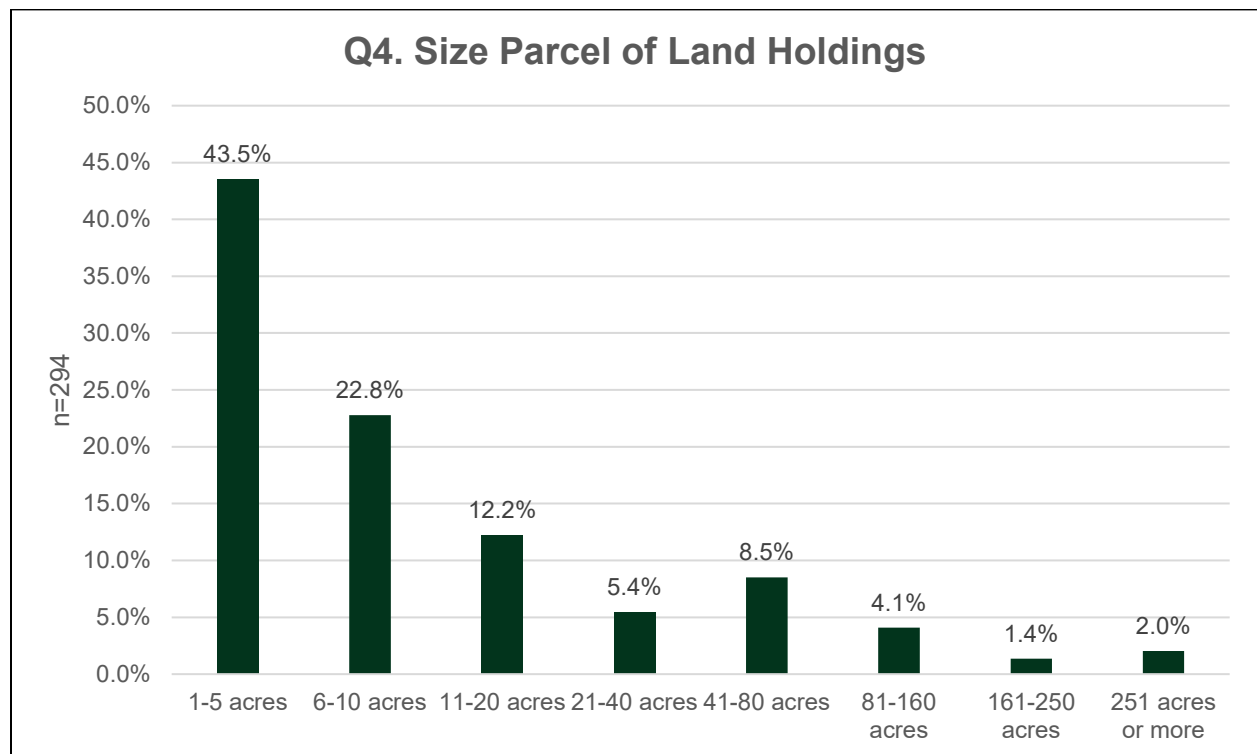
5.4% of respondents own 21-40 acres

8.5% of respondents own 41-80 acres

4.1% of respondents own 81-160 acres

1.4% of respondents own 161-250 acres

2.0% of respondents who own 251 acres or more



Q5. How would you rate the quality of life in Brighton?

168 respondents and 124 respondents respectfully responded “Excellent” or “Good”. Of the 302 responses, only 10 of respondents said “Fair” or “Poor”. Currently, Town of Brighton residents have a positive perception of their quality of life.

2 respondents did not respond to this question.

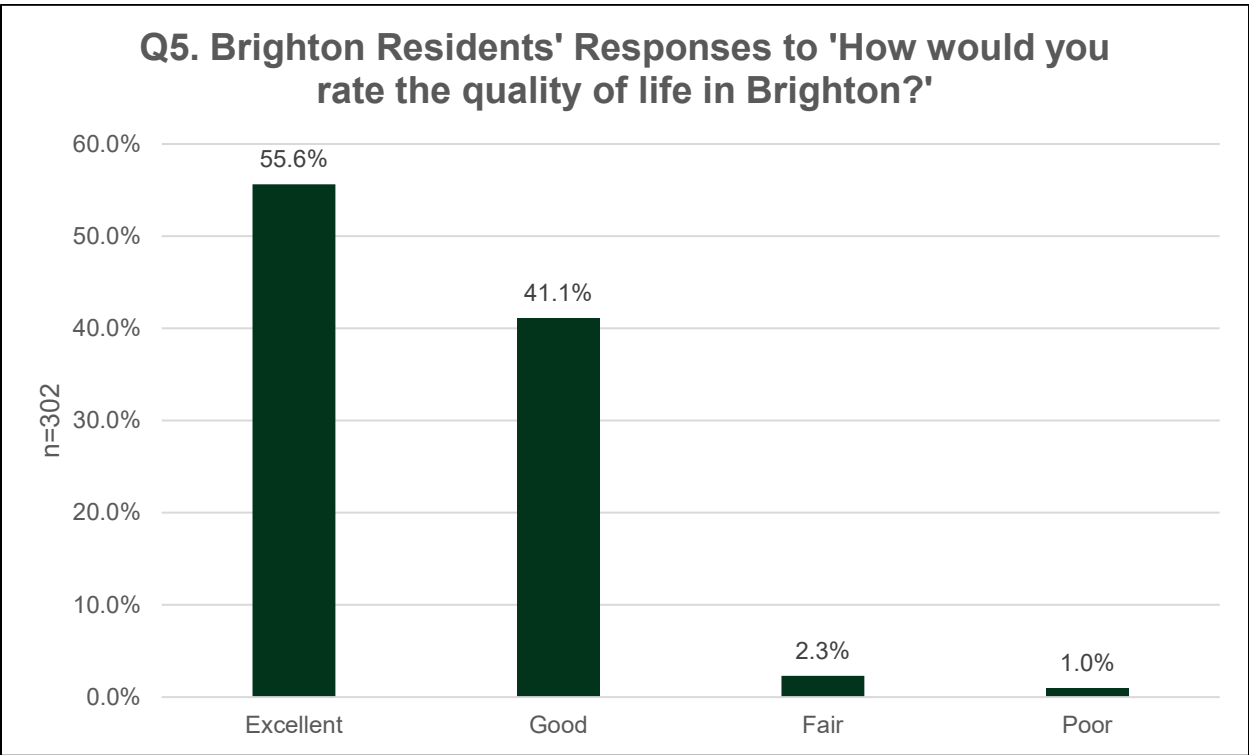
When we consider this on a scale where 1=Poor and 4=Excellent, the mean rating given was 3.5, with a median of 4.

55.6% of respondents reported life is “Excellent”

41.1% of respondents reported life is “Good”

2.3% of respondents reported life is “Fair”

1.0% of respondents reported life is “Poor”



Q5a. Why?

Respondents referenced the following items the most:

- Rural/Country living: 47
- Safety/Low crime rate: 15
- Peace/Quiet: 33
- Great schools: 13

Q6. During the next five years, how do you expect your quality of life to change?

Of those who provided a response, 186 respondents said they expect their life to “Stay the Same”. 45 respondents said life will “Improve”. 28 respondents said life will “Worsen”.

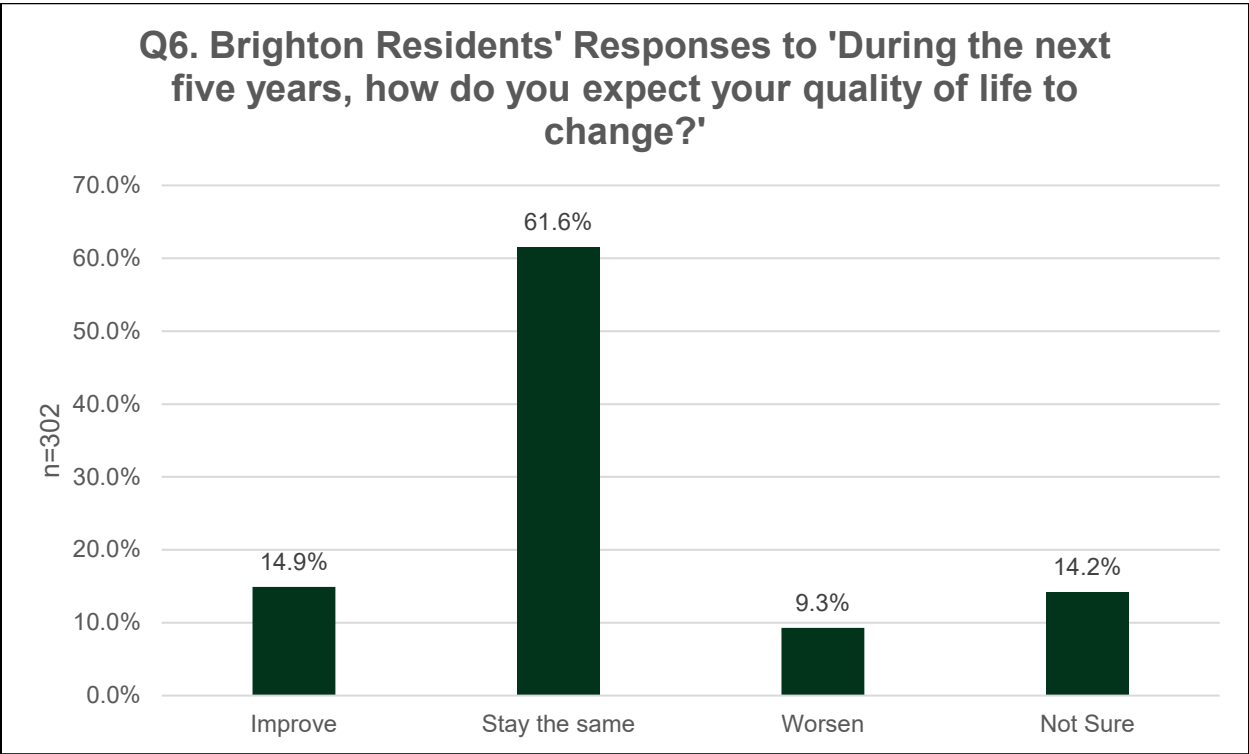
2 individuals did not respond to this question.

14.9% of respondents (45) reported life is “Improve”

61.6% of respondents (186) reported life is “Stay the same”

9.3% of respondents (28) reported life is “Worsen”

14.2% of respondents (43) reported life is “Not Sure”



Q6a. Why?

Respondents referenced the following items the most:

- Age: 11
- Concerns for future development: 26
- Retirement: 7
- Taxes: 5
- Satisfied/Happy/Good area: 14

Q7. Protecting my community's farmland and open space from development is important to me.

222 respondents "Strongly Agree" with this statement, and 53 "Agree" with it. 15 respondents were not sure how they felt towards the statement. 11 respondents "Disagree", and 1 respondents "Strongly Disagree" with it.

2 respondents did not respond to this question.

When we consider this on a scale where 1=Strongly Disagree and 5=Strongly Agree, the mean rating given was 4.6, with a median of 5.

The data suggests that Brighton residents think it is important to protect the community's farmland and open space from development.

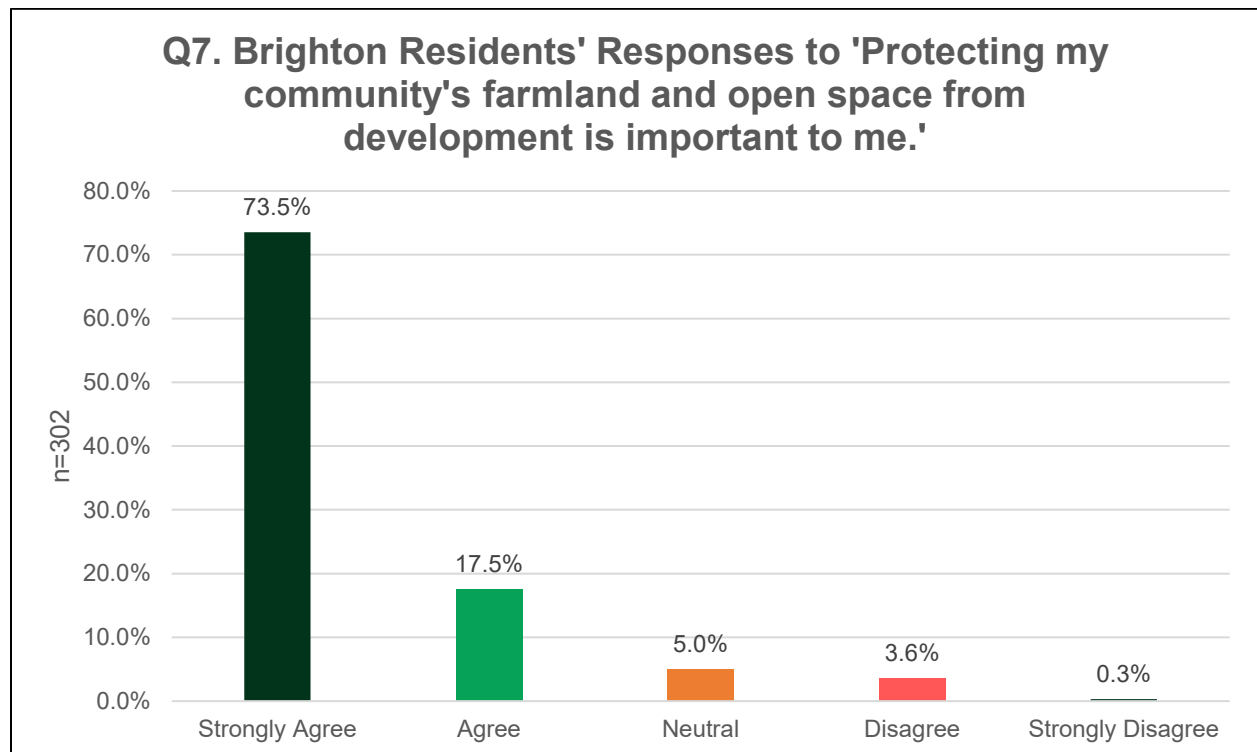
73.5% of respondents reported they "Strongly Agree" with the statement

17.5% of respondents reported they "Agree" with the statement

5.0% of respondents reported they were "Neutral" to the statement

3.6% of respondents reported they "Disagree" with the statement

0.3% of respondents reported they "Strongly Disagree" with the statement



Q8. Brighton should develop policies to protect the most productive farmland (best soil).

176 respondents “Strongly Agree” with this statement, and 70 “Agree” with it. 36 respondents were not sure how they felt towards the statement. 15 respondents “Disagree”, and 4 respondents “Strongly Disagree” with it.

3 respondents did not respond to this question.

When we consider this on a scale where 1=Strongly Disagree and 5=Strongly Agree, the mean rating given was 4.3, with a median of 5.

The data suggests that Brighton residents develop policies to protect the most productive farmland (best soil).

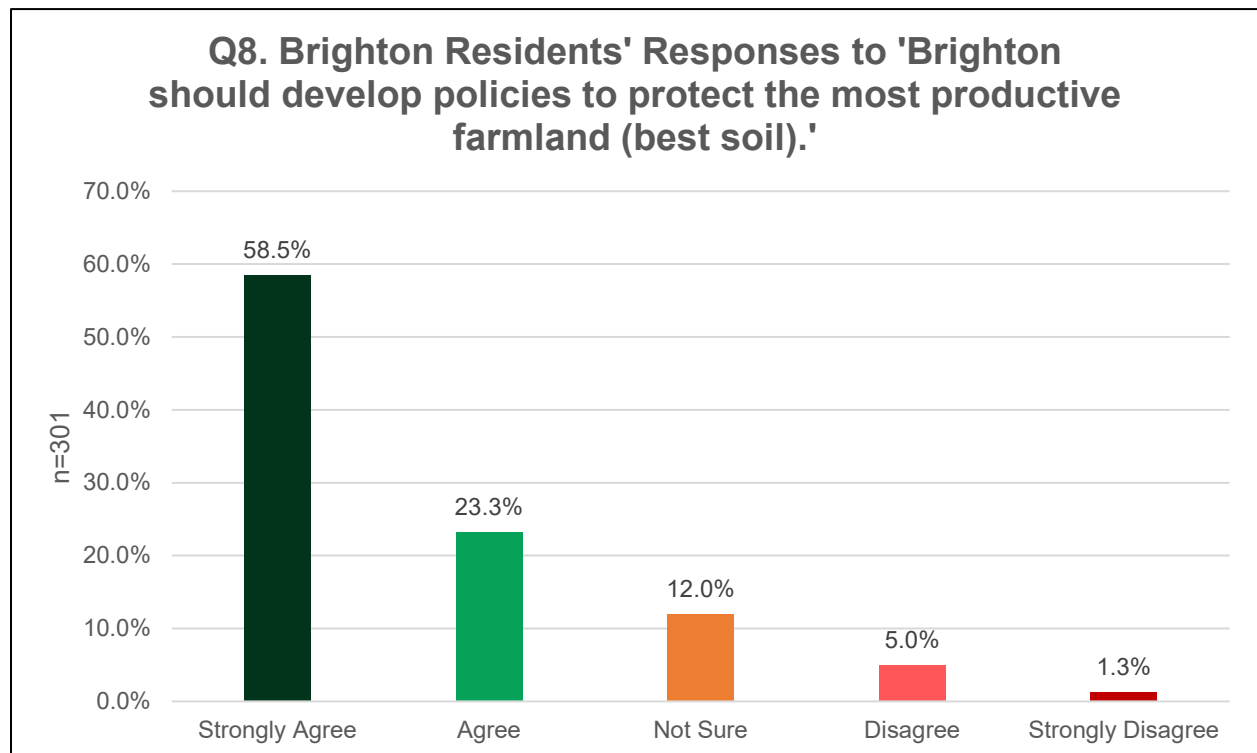
58.5% of respondents reported they “Strongly Agree” with the statement

23.3% of respondents reported they “Agree” with the statement

12.0% of respondents reported they were “Neutral” to the statement

5.0% of respondents reported they “Disagree” with the statement

1.3% of respondents reported they “Strongly Disagree” with the statement



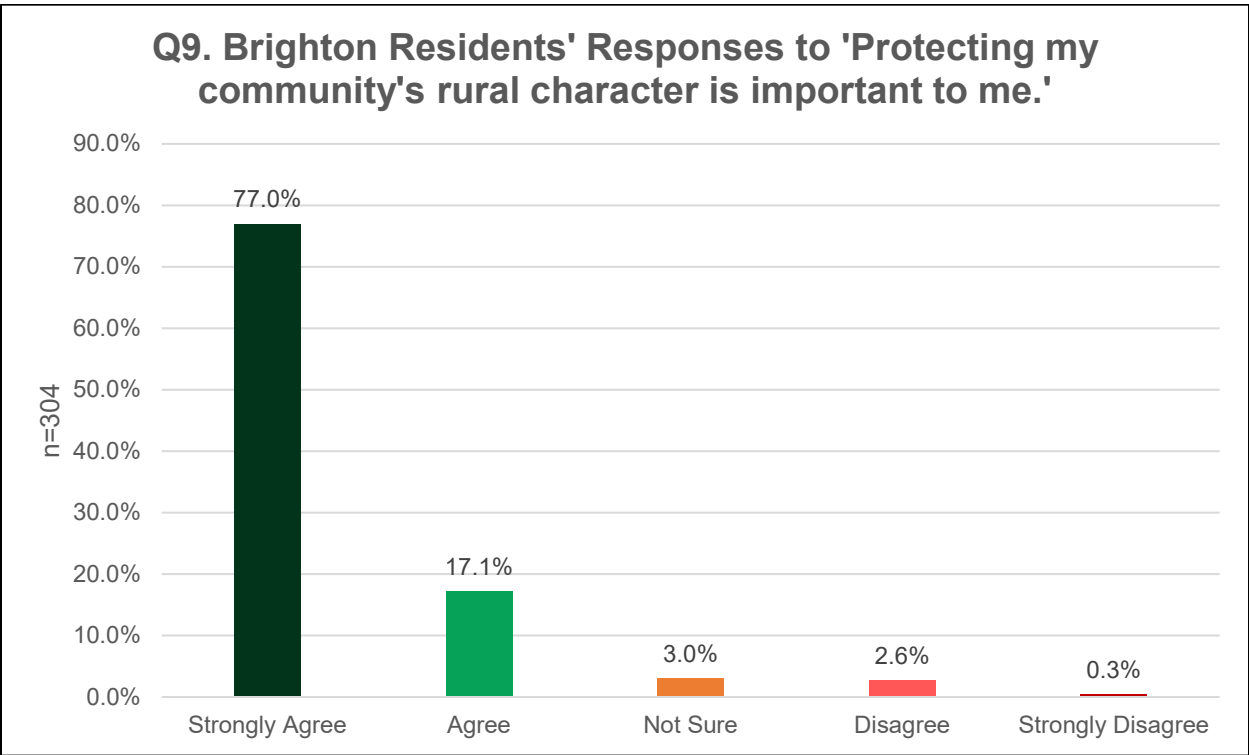
Q9. Protecting my community's rural character is important to me.

234 respondents "Strongly Agree" with this statement, and 52 "Agree" with it. 9 respondents were not sure how they felt towards the statement. 8 respondents "Disagree", and 1 respondent "Strongly Disagrees" with it.

When we consider this on a scale where 1=Strongly Disagree and 5=Strongly Agree, the mean rating given was 4.7, with a median of 5.

The data suggests that Brighton residents find it important that the community's rural character is protected.

- 77.0% of respondents reported they "Strongly Agree" with the statement
- 17.1% of respondents reported they "Agree" with the statement
- 3.0% of respondents reported they were "Neutral" to the statement
- 2.6% of respondents reported they "Disagree" with the statement
- 0.3% of respondents reported they "Strongly Disagree" with the statement



Q10. If rural residential development takes place, it should be scattered randomly throughout Brighton.

58 respondents “Strongly Agree” with this statement, and 70 “Agree” with it. 88 respondents were not sure how they felt towards the statement. 34 respondents “Disagree”, and 44 respondent “Strongly Disagrees” with it.

10 respondents did not respond to this question.

When we consider this on a scale where 1=Strongly Disagree and 5=Strongly Agree, the mean rating given was 3.2, with a median of 3.

Statistically these results are neutral.

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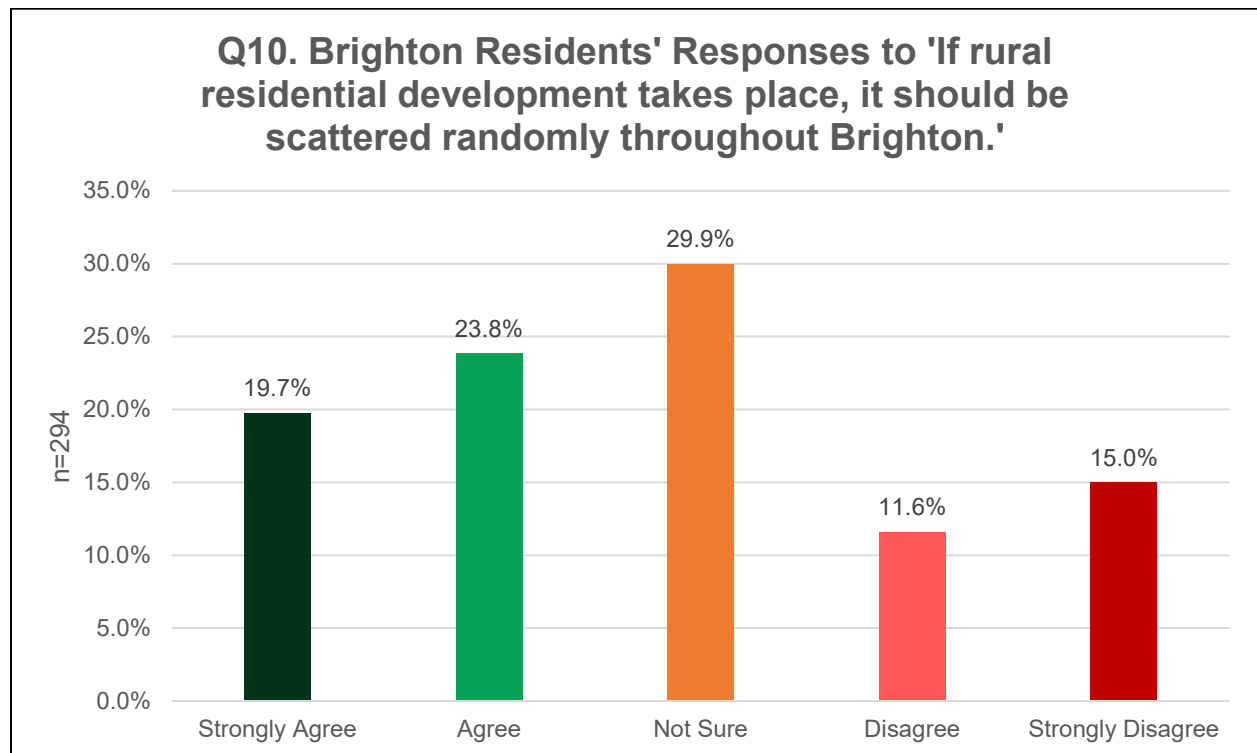
19.7% of respondents reported they “Strongly Agree” with the statement

23.8% of respondents reported they “Agree” with the statement

29.9% of respondents reported they were “Neutral” to the statement

11.6% of respondents reported they “Disagree” with the statement

15.0% of respondents reported they “Strongly Disagree” with the statement



Q11. If rural residential development takes place in Brighton, it should be grouped in specific locations.

42 respondents “Strongly Agree” with this statement, and 44 “Agree” with it. 98 respondents were not sure how they felt towards the statement. 58 respondents “Disagree”, and 48 respondent “Strongly Disagrees” with it.

14 respondents did not respond to this question.

When we consider this on a scale where 1=Strongly Disagree and 5=Strongly Agree, the mean rating given was 2.9, with a median of 3.0.

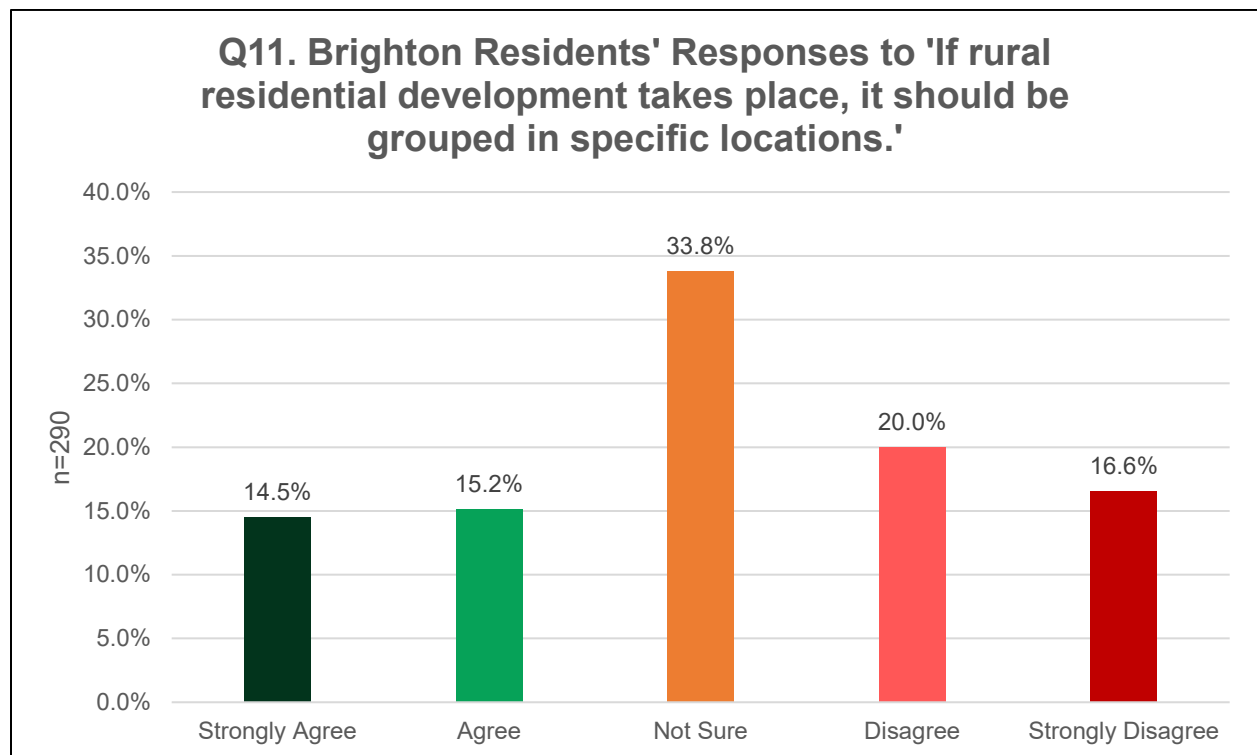
14.5% of respondents reported they “Strongly Agree” with the statement

15.2% of respondents reported they “Agree” with the statement

33.8% of respondents reported they were “Neutral” to the statement

20.0% of respondents reported they “Disagree” with the statement

16.6% of respondents reported they “Strongly Disagree” with the statement



Q12. Some people say that we must preserve the qualities that make our community special by limiting growth. Others say that growth is necessary for our economy. Which of these statements best describe your point of view?

250 respondents “We must preserve the qualities that make our community special by limiting residential growth,” best describes their point of view. 41 of 291 respondents said the statement “Residential growth is necessary for our economy,” was most descriptive of their point of view.

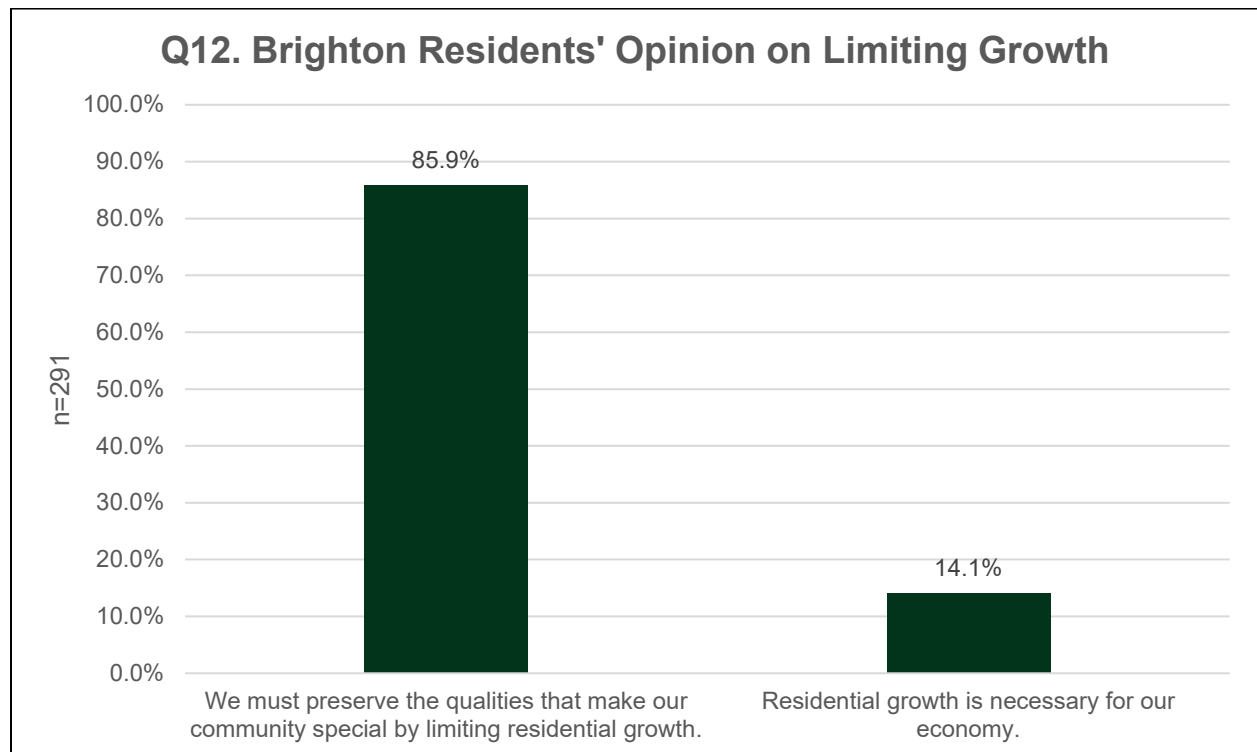
13 individuals did not answer this question.

The data suggests that Brighton residents align with the statement “We must preserve the qualities that make our community special by limiting residential growth”.

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85.9% of respondents chose “We must preserve the qualities that make our community special by limiting residential growth.”

14.1% of respondents chose “Residential growth is necessary for our economy.”



Q13. Over the past five years, how much growth do you think Brighton has experienced?

61 respondents think there has been a great deal of growth. 181 think there has been some growth, but not a lot. 24 respondents think there has been almost no growth at all. 32 respondents have no opinion or are not sure how much growth has occurred.

6 individuals did not answer this question.

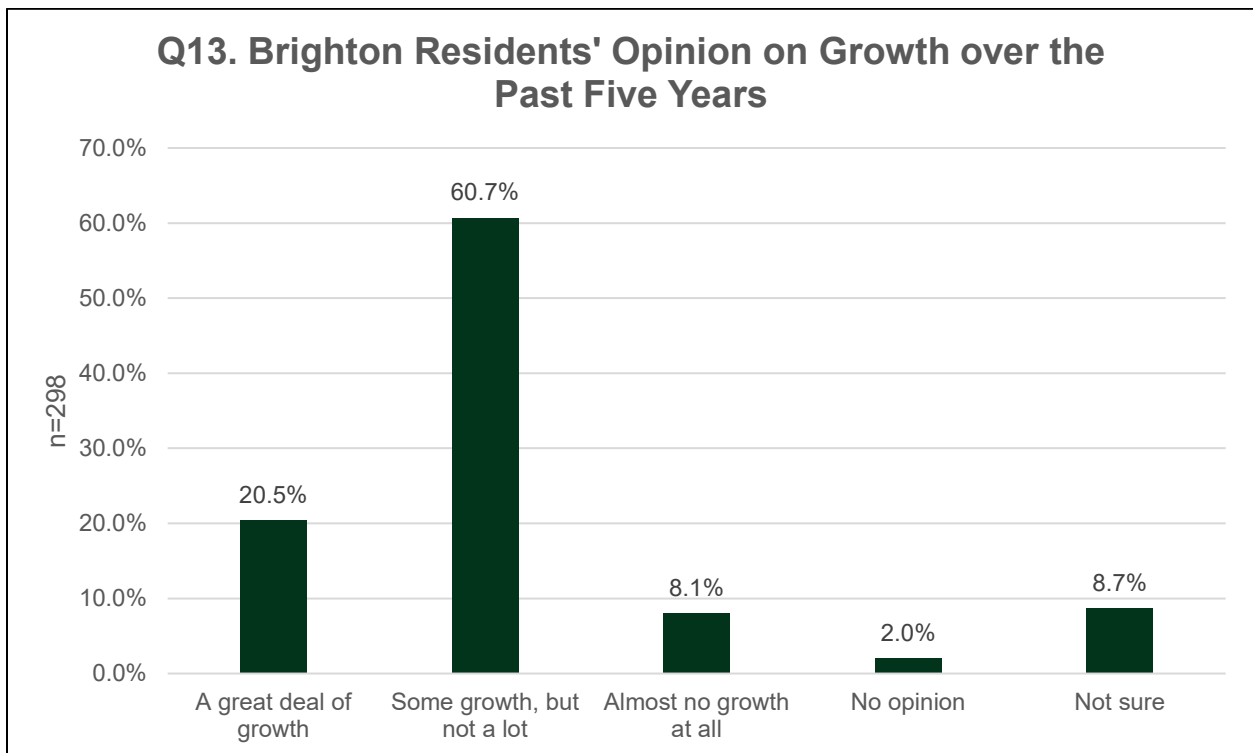
20.5% of respondents reported they “A great deal of growth”

60.7% of respondents reported they “Some growth, but not a lot”

8.1% of respondents reported they “Almost no growth at all”

2.0% of respondents reported they “No opinion”

8.7% of respondents reported they “Not sure”



Q14. Do you think that existing farmland in Brighton should be kept as farmland or do you think landowners should be able to use it for other purposes which may or may not involve zoning changes?

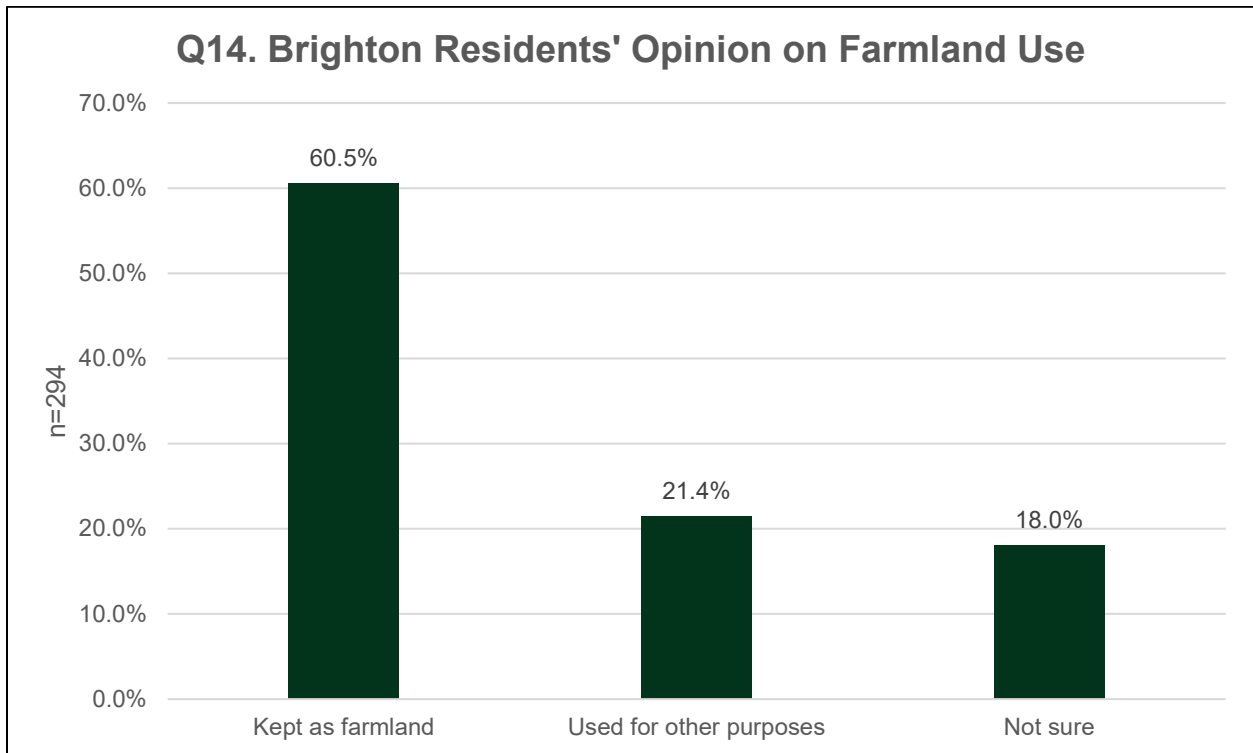
178 respondents think farmland should be kept as farmland. 63 think farmland should be used for other purposes. 53 respondents are not sure how farmland should be handled.

10 individuals did not answer this question.

60.5% of respondents reported they “Kept as farmland”

21.4% of respondents reported they “Used for other purposes”

18.0% of respondents reported they “Not sure”



Q15. What do you think is/are the most appropriate alternate use(s) for land in Brighton? (Choose up to 3)

The most popular alternative land use options were:

- Wildlife area or green space with 148 respondents
- Single family housing on 5 acre lots with 146 respondents
- Parks and trails with 109 respondents
- Single family housing on 10 acre lots with 98 respondents
- Single family housing on 35+ acre lots with 47 respondents
- Small business uses with 53 respondents

The less popular alternative land use options were:

- 2-4 homes per development with 33 respondents
- Agritourism with 28 respondents
- Cluster housing development with 24 respondents
- Commercial uses such as retail with 11 respondents

The least popular alternative land use options were:

- Multi-family housing with 2 respondents
- Industrial uses with 2 respondents
- Condominium developments with 1 respondent

17 individuals did not answer this question.

50.9% of respondents chose "Single family housing on 5 acre lots"

34.1% of respondents chose "Single family housing on 10 acre lots"

16.4% of respondents chose "Single family housing on 35+ acre lots"

8.4% of respondents chose "Cluster housing development"

0.7% of respondents chose "Multi-family housing"

0.3% of respondents chose "Condominium developments"

3.8% of respondents chose "Commercial uses such as retail"

18.5% of respondents chose "Small businesses use"

0.7% of respondents chose "Industrial uses"

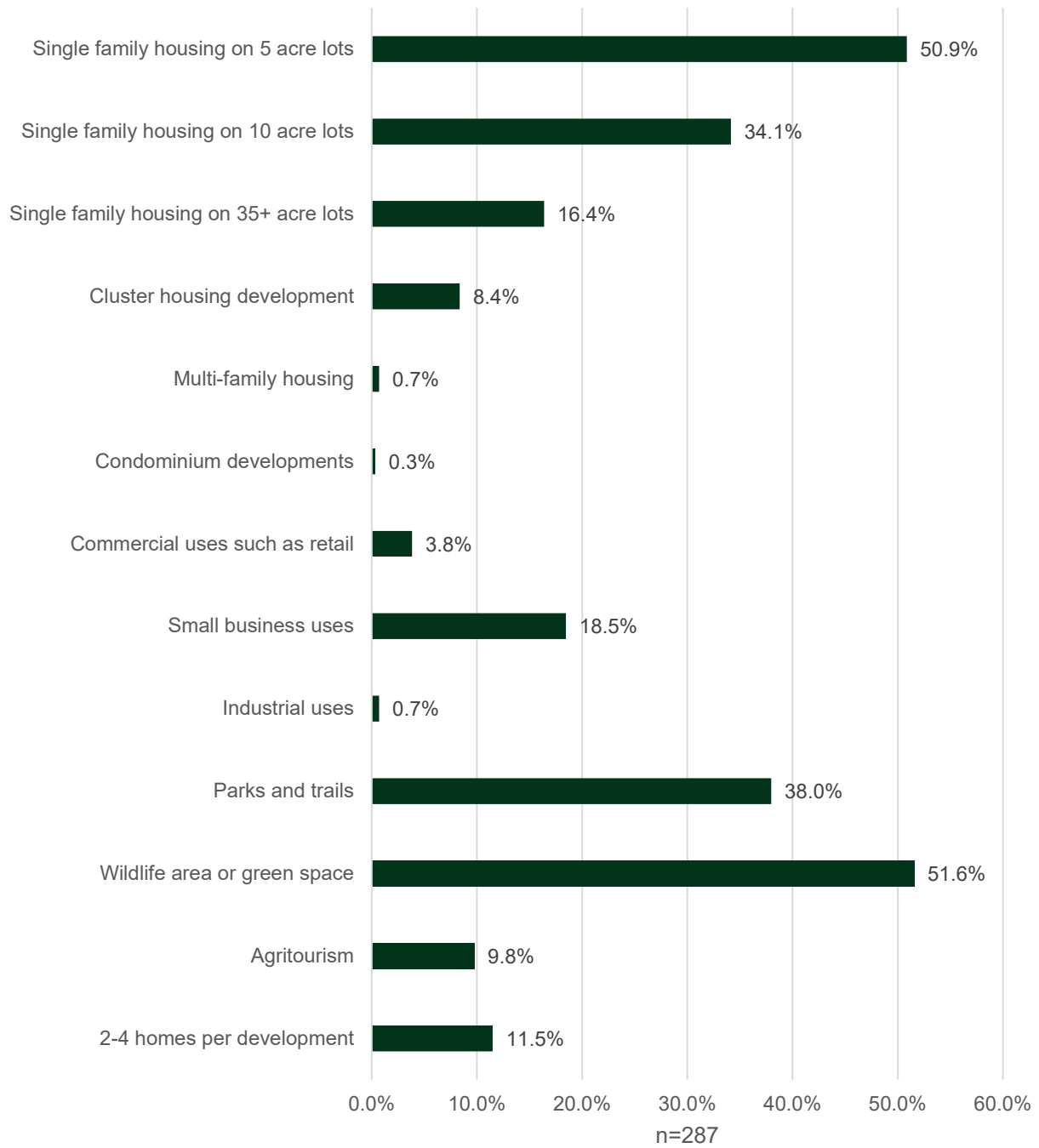
38.0% of respondents chose "Parks and trails"

51.6% of respondents chose "Wildlife area or green space"

9.8% of respondents chose "Agritourism"

11.5% of respondents chose "2-4 homes per development"

Q15. Brighton Residents' Preferred Alternate Land Uses



Q16. I would consider placing some or all of my property in conservancy, conservation easement, and/or land donation.

9 respondents “Strongly Agree” with this statement, and 22 “Agree” with it. 119 respondents were not sure how they felt towards the statement. 67 respondents “Disagree”, and 74 respondent “Strongly Disagrees” with it.

13 respondents did not respond to this question.

When we consider this on a scale where 1=Strongly Disagree and 5=Strongly Agree, the mean rating given was 2.4, with a median of 3.0.

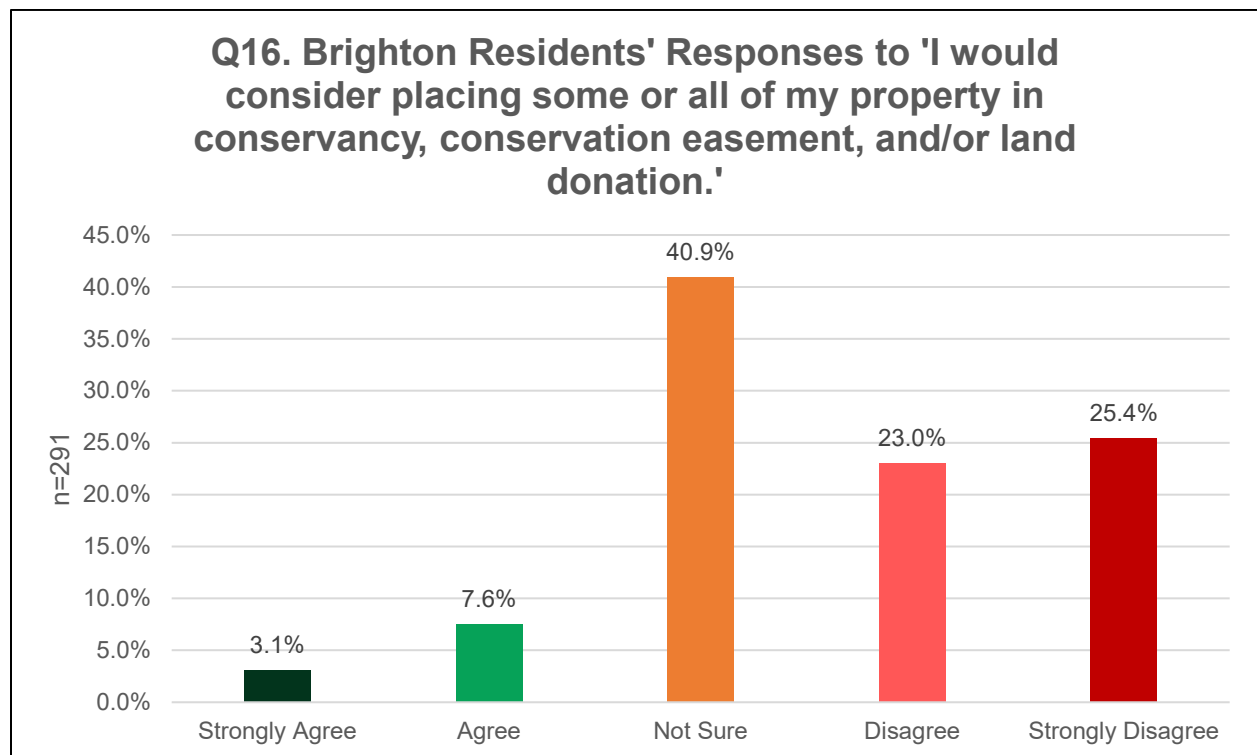
3.1% of respondents reported they “Strongly Agree” with the statement

7.6% of respondents reported they “Agree” with the statement

40.9% of respondents reported they were “Not Sure” how they felt about the statement

23.0% of respondents reported they “Disagree” with the statement

25.4% of respondents reported they “Strongly Disagree” with the statement



Q17. Land use strategies are necessary to protect our community's interests.

149 respondents “Strongly Agree” with this statement, and 101 “Agree” with it. 30 respondents were not sure how they felt towards the statement. 11 respondents “Disagree”, and 8 respondent “Strongly Disagrees” with it.

5 respondents did not respond to this question.

When we consider this on a scale where 1=Strongly Disagree and 5=Strongly Agree, the mean rating given was 4.2, with a median of 4.0.

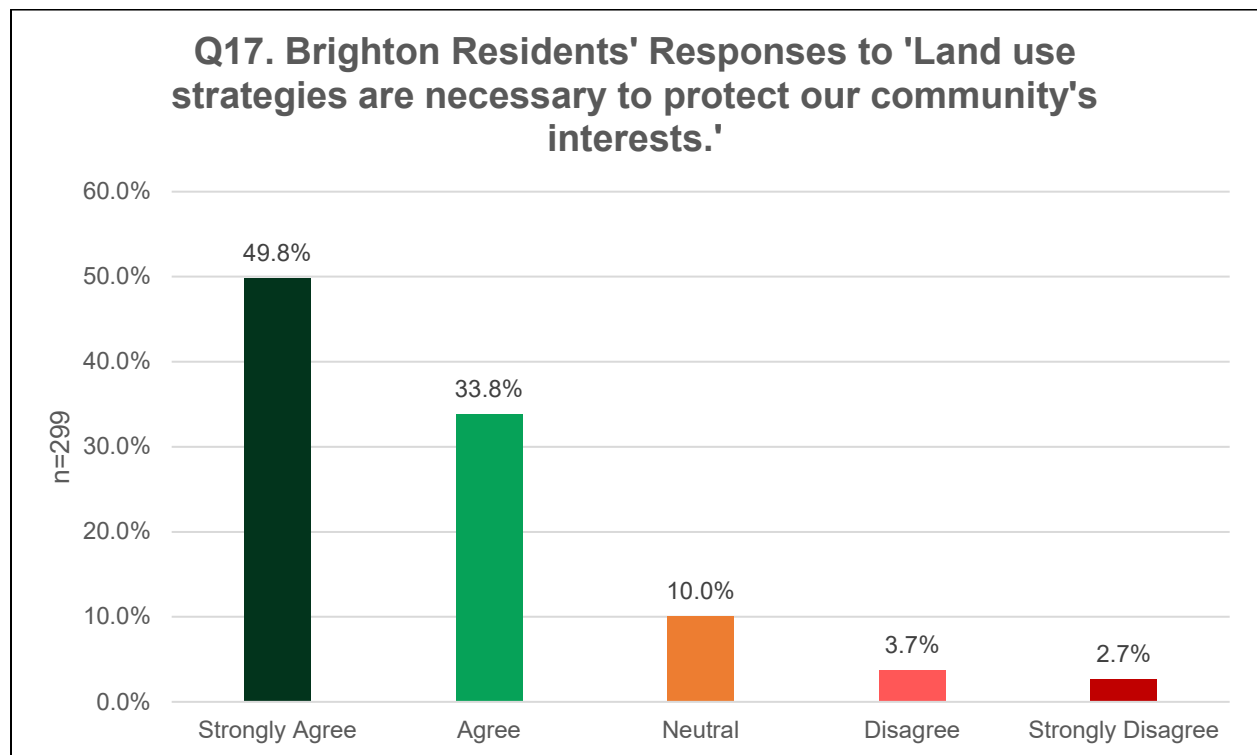
49.8% of respondents reported they “Strongly Agree” with the statement

33.8% of respondents reported they “Agree” with the statement

10.0% of respondents reported they were “Not Sure” of their opinion of the statement

3.7% of respondents reported they “Disagree” with the statement

2.7% of respondents reported they “Strongly Disagree” with the statement



Q18. Land use strategies should balance residential growth with farmland protection.

117 respondents “Strongly Agree” with this statement, and 109 “Agree” with it. 31 respondents were not sure how they felt towards the statement. 28 respondents “Disagree”, and 16 respondents “Strongly Disagree” with it.

3 respondents did not respond to this question.

When we consider this on a scale where 1=Strongly Disagree and 5=Strongly Agree, the mean rating given was 3.9, with a median of 4.

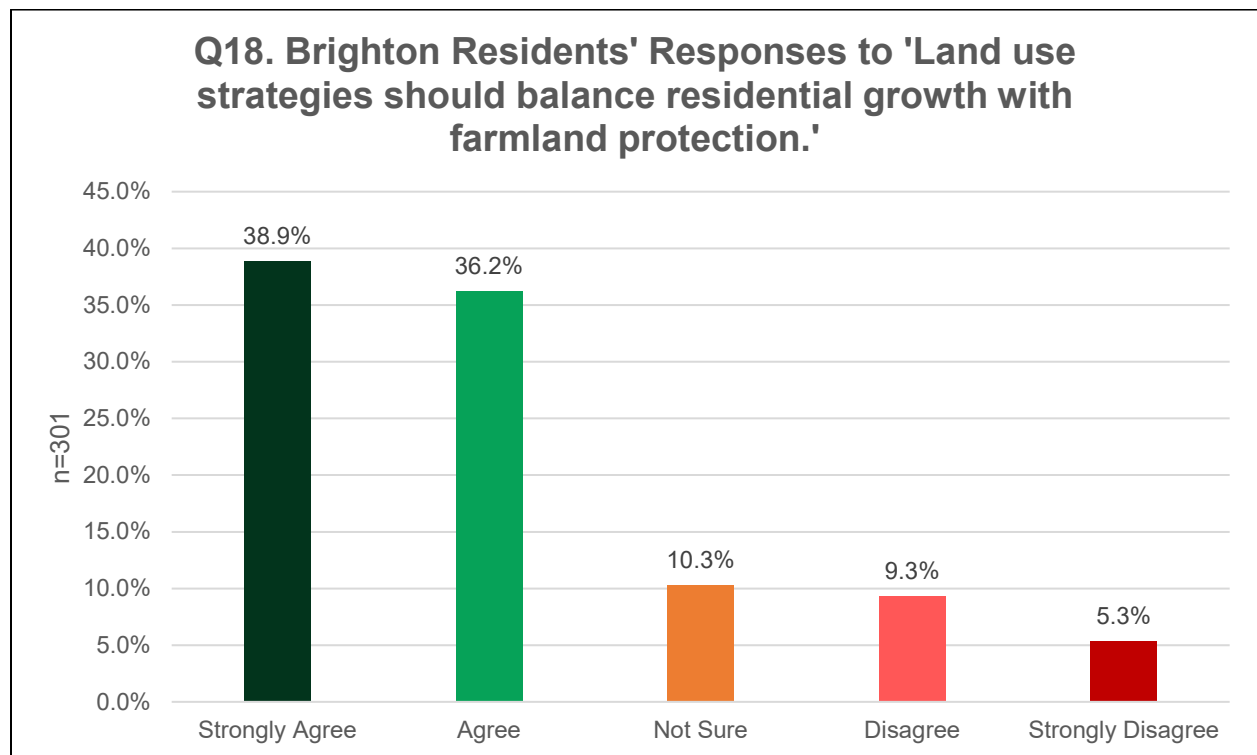
38.9% of respondents reported they “Strongly Agree” with the statement

36.2% of respondents reported they “Agree” with the statement

10.3% of respondents reported they were “Not Sure” to the statement

9.3% of respondents reported they “Disagree” with the statement

5.3% of respondents reported they “Strongly Disagree” with the statement



Q19. Brighton should develop boundary agreements to protect against annexation.

179 respondents “Strongly Agree” with this statement, and 74 “Agree” with it. 35 respondents were not sure how they felt towards the statement. 8 respondents “Disagree”, and 4 respondents “Strongly Disagree” with it.

4 respondents did not respond to this question.

When we consider this on a scale where 1=Strongly Disagree and 5=Strongly Agree, the mean rating given was 4.4, with a median of 5.

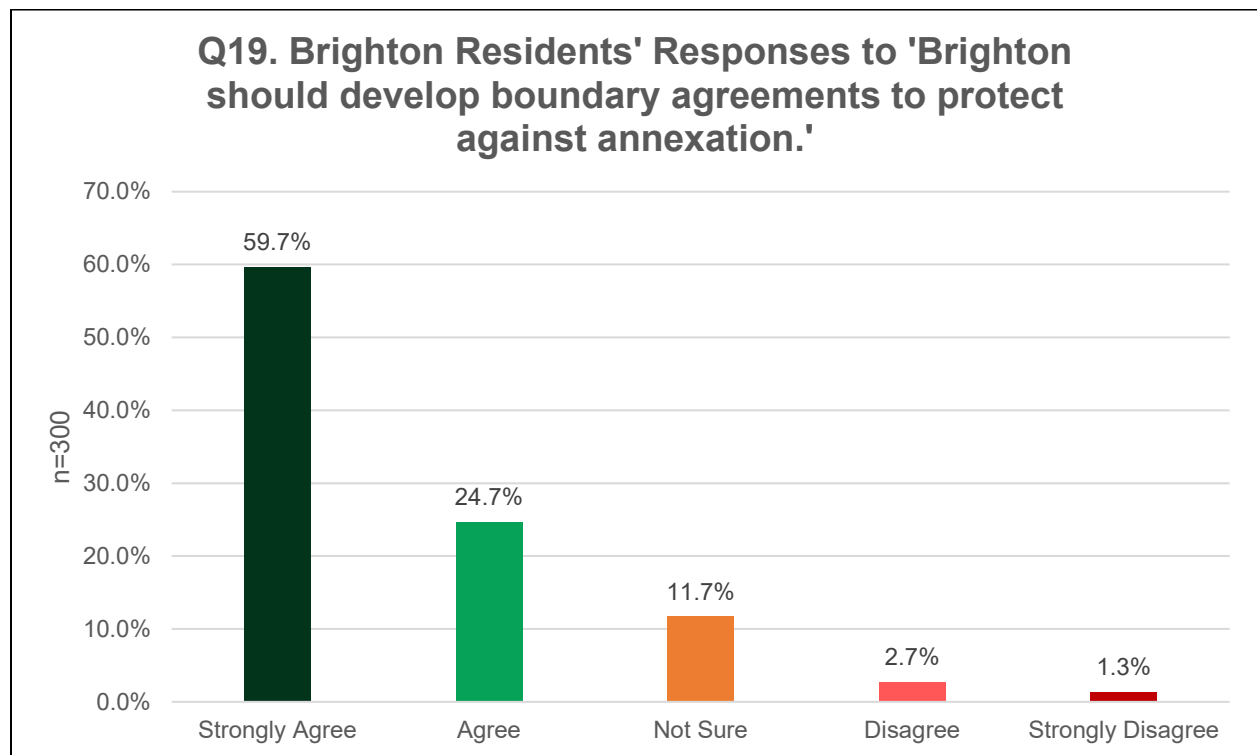
59.7% of respondents reported they “Strongly Agree” with the statement

24.7% of respondents reported they “Agree” with the statement

11.7% of respondents reported they were “Not Sure” how they felt about the statement

2.7% of respondents reported they “Disagree” with the statement

1.3% of respondents reported they “Strongly Disagree” with the statement



Q20. It is very important to attract new businesses and new jobs to Brighton.

4 respondents “Strongly Agree” with this statement, and 43 “Agree” with it. 59 respondents were not sure how they felt towards the statement. 110 respondents “Disagree”, and 86 respondents “Strongly Disagree” with it.

2 respondents did not respond to this question.

When we consider this on a scale where 1=Strongly Disagree and 5=Strongly Agree, the mean rating given was 2.2, with a median of 2.

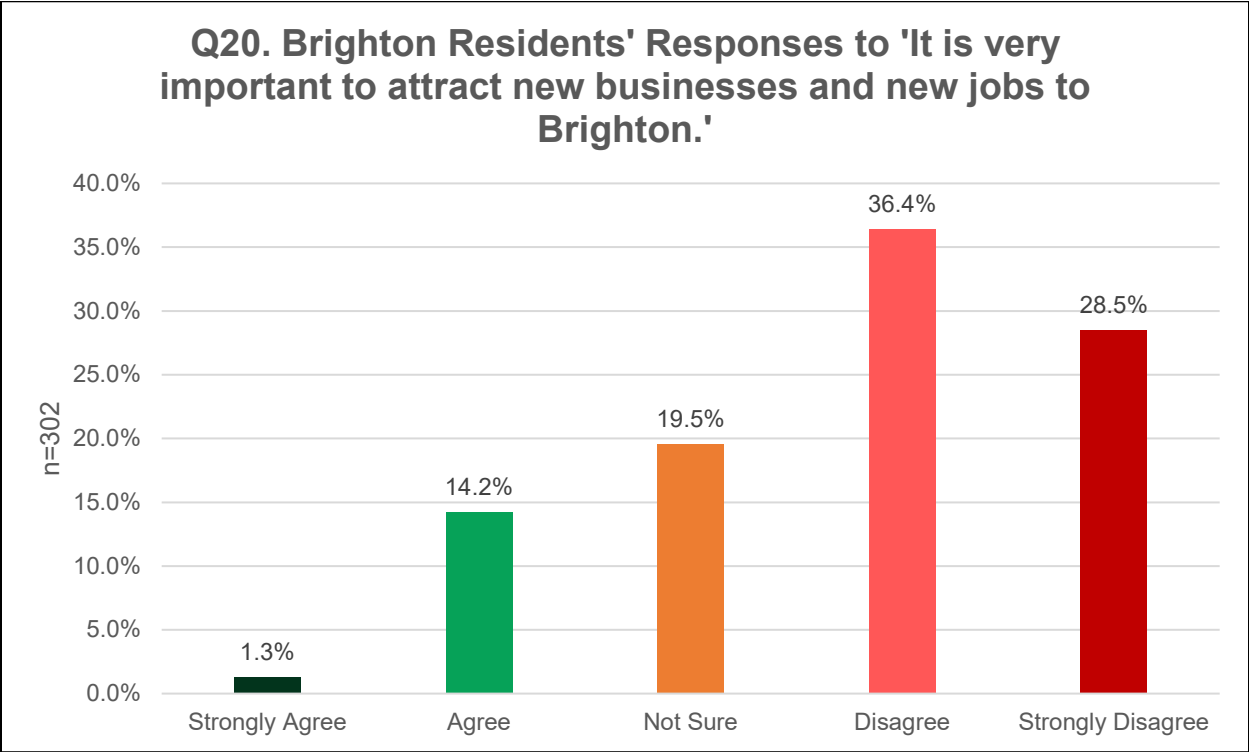
1.3% of respondents reported they “Strongly Agree” with the statement

14.2% of respondents reported they “Agree” with the statement

19.5% of respondents reported they were “Not Sure” to the statement

36.4% of respondents reported they “Disagree” with the statement

28.5% of respondents reported they “Strongly Disagree” with the statement



Q21. We should protect the unique qualities of Brighton more than jobs.

162 respondents “Strongly Agree” with this statement, and 87 “Agree” with it. 34 respondents were not sure how they felt towards the statement. 13 respondents “Disagree”, and 4 respondents “Strongly Disagree” with it.

4 respondents did not respond to this question.

When we consider this on a scale where 1=Strongly Disagree and 5=Strongly Agree, the mean rating given was 4.3, with a median of 5.

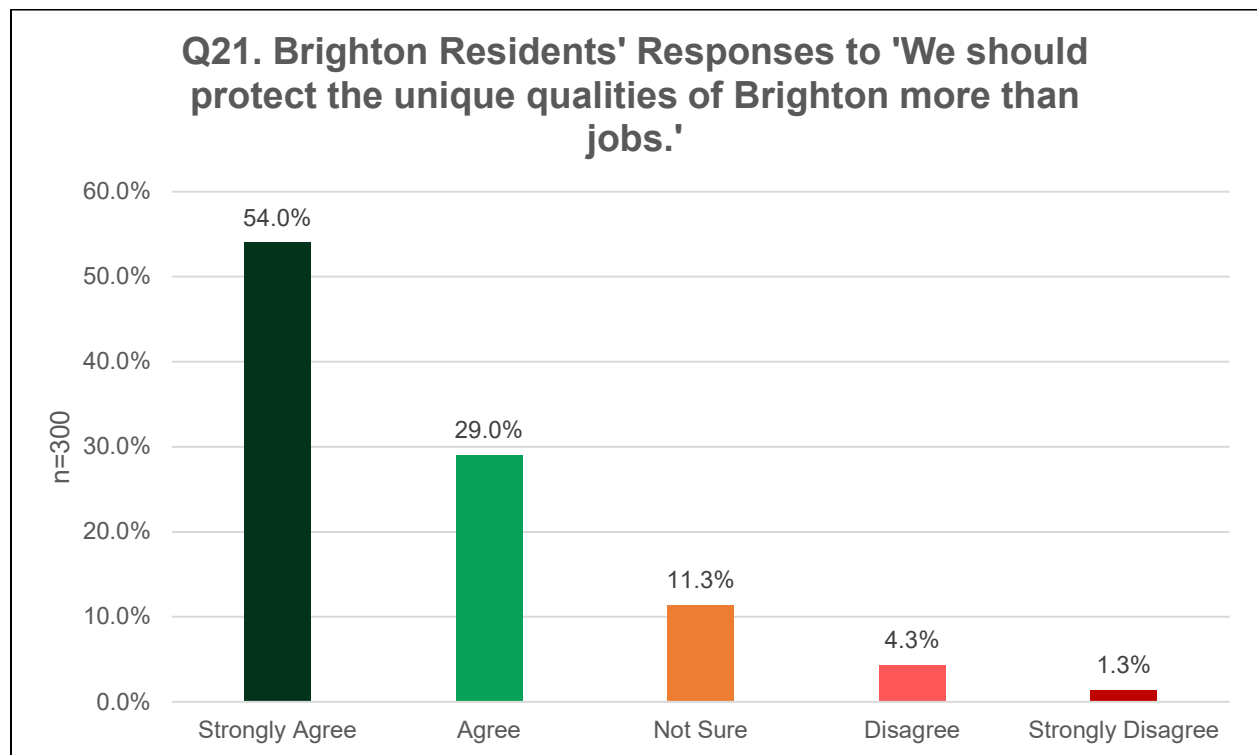
54.0% of respondents reported they “Strongly Agree” with the statement

29.0% of respondents reported they “Agree” with the statement

11.3% of respondents reported they were “Neutral” to the statement

4.3% of respondents reported they “Disagree” with the statement

1.3% of respondents reported they “Strongly Disagree” with the statement



Q22. In the past 12 months, how many times have you or your immediate family members golfed at Brighton Dale Links?

189 respondents have not golfed at Brighton Dale Links. 65 have golfed 1-5 times, 15 have golfed 6-10 times, and 34 have golfed 11 or more times.

1 respondent did not respond to this question.

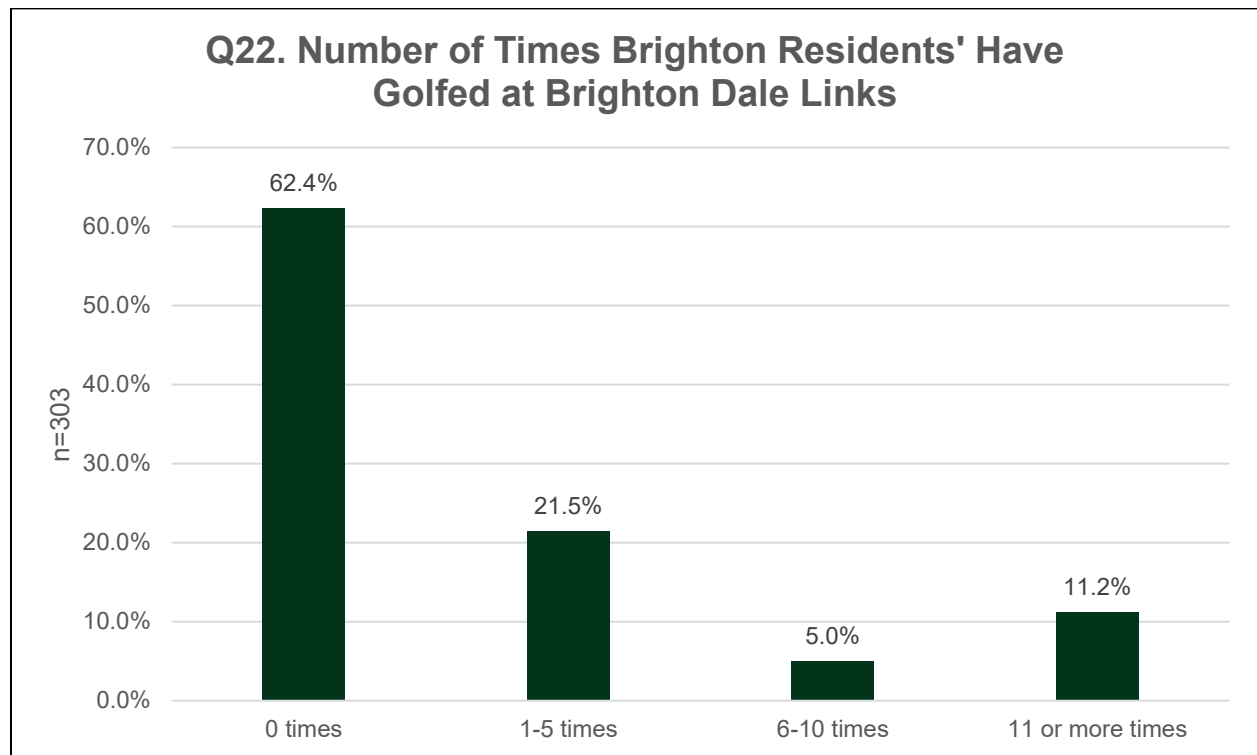
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62.4% of respondents (189) have golfed 0 times

21.5% of respondents (65) have golfed 1-5 times

5.0% of respondents (15) have golfed 6-10 times

11.2% of respondents (34) have golfed 11 or more times



Q23. In the past 12 months, how many times have you or your immediate family members visited Bong Recreation?

120 respondents have not visited Bong Recreation. 109 have visited 1-5 times, 20 have visited 6-10 times, and 55 have visited 11 or more times.

39.5% of respondents have visited 0 times

35.9% of respondents have visited 1-5 times

6.6% of respondents have visited 6-10 times

18.1% of respondents have visited 11 or more times

