



## 2018 Town of Madison/The Academy Referendum Survey (FINAL)

Researcher:

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Time start:

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Time end:

Supervisor:

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Greetings from GreatBlue Research. We are conducting a short survey on behalf of the Town of Madison and the Academy Building Guidance Committee. The purpose of the call is to better understand Madison residents preferred path for the future of Academy School.

Your participation in this survey is completely voluntary and all of your individual responses will remain anonymous. This is not a sales contact as we have nothing to sell, and the survey takes about 5 minutes to complete.

A. Are you currently 18 years of age or older?

1. Yes (Continue)
2. No (Terminate)

B. Are you registered to vote in the Town of Madison or do you pay taxes to the Town of Madison?

1. Both registered to vote and pay taxes (Continue)
  2. Registered to vote (Continue)
  3. Pay taxes (Continue)
  4. Neither (Terminate)
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## Introduction:

You will be presented with seven (7) proposals for the potential reuse of the former Academy School building, which sits on a five-acre parcel and is listed on the National Register of Historic Places. Four (4) proposals come from private developers and would involve sale or long-term lease of the building. In three (3) other proposals, the Town retains ownership for community uses.

Please (listen to/read) the description of each proposal and indicate whether you would be likely to support or oppose each proposed option. After you have heard all of the options, *you will be asked to choose one that you would be most likely to support in a referendum.* **(Options A through G will be randomized by sets and within each set.)**

## Section 1 – Private Development Options:

**Option A - Dakota Proposal.** This option would turn Academy into 40 rental apartment units offered at both market and affordable rates. The units would be age-restricted to age 60+, and the existing gymnasium would be available for shared community use. The Academy building, and a small amount of land for access, parking and septic, would be sold for \$250,000. If fully rented, the project would bring an estimated annual tax revenue of \$40,000 to the Town.

1. If this proposal were put to a referendum vote, would you support or oppose this proposal?
  1. Support **(Go to Q2)**
  2. Oppose **(Go to Q3)**
  
2. How strongly do you support this proposal? Would you say... **[Only show if Q1=1]**
  1. Moderately support
  2. Strongly support
  
3. How strongly do you oppose this proposal? Would you say... **[Only show if Q1=2]**

1. Moderately oppose
2. Strongly oppose

**Option B – Women’ s Institute Proposal.** This option would turn the Academy building, and a small amount of land for access, septic and parking, into 28 rental apartments at both market and affordable rates. It also would make the existing small auditorium available for shared community use. There would be no purchase payment to the Town, but rather a long-term lease with payments that have not yet been determined, but are expected to be nominal. Estimated tax revenues are undetermined.

4. If this proposal were put to a referendum vote, would you support or oppose this proposal?

1. Support (**Go to Q5**)
2. Oppose (**Go to Q6**)

5. How strongly do you support this proposal? Would you say... [**Only show if Q4=1**]

1. Moderately support
2. Strongly support

6. How strongly do you oppose this proposal? Would you say... [**Only show if Q4=2**]

1. Moderately oppose
2. Strongly oppose

**Option C - RAL Proposal.** This option would turn Academy into 20 luxury condominiums. The Academy building, and a small amount of land for access, septic and parking, would be sold for \$250,000. Additional revenues would be

paid to the Town for sales above a certain price point. Fully sold, this project would bring an estimated annual tax revenue of \$375,000 to the Town.

7. If this proposal were put to a referendum vote, would you support or oppose this proposal?

1. Support (**Go to Q8**)
2. Oppose (**Go to Q9**)

8. How strongly do you support this proposal? Would you say... [**Only show if Q7=1**]

1. Moderately support
2. Strongly support

9. How strongly do you oppose this proposal? Would you say... [**Only show if Q7=2**]

1. Moderately oppose
2. Strongly oppose

**Option D - Horton Group Proposal.** This option would turn Academy into 21 market-rate rental apartments and 11,000 sq. ft. of commercial office space. The Academy building, and land for access, septic and parking, would be sold for \$300,000, with an additional \$175,000 for open-space enhancements. Fully rented, this project would bring an estimated annual tax revenue of \$170,000 to the Town.

10. If this proposal were put to a referendum vote, would you support or oppose this proposal?

1. Support (**Go to Q11**)
2. Oppose (**Go to Q12**)

11. How strongly do you support his proposal? Would you say... [**Only show if Q10=1**]

1. Moderately support
2. Strongly support

12. How strongly do you oppose this proposal? Would you say... [**Only show if Q10=2**]

1. Moderately oppose
2. Strongly oppose

## **Section 2 – Community Use Options:**

**Option E - Town Park Proposal.** This option would demolish the Academy building and construct a town park in its place for community use. This project would cost an estimated \$1.5 to \$2.5 million to the Town, or about \$24 a year for an average household. *Because the building is on the National Register of Historic Places, demolition could be subject to litigation under Connecticut law.*

13. If this proposal were put to a referendum vote, would you support or oppose this proposal?

1. Support (**Go to Q14**)
2. Oppose (**Go to Q15**)

14. How strongly do you support this proposal? Would you say... [**Only show if Q13=1**]

1. Moderately support
2. Strongly support

15. How strongly do you oppose this proposal? Would you say... [**Only show if Q13=2**]

1. Moderately oppose
2. Strongly oppose

**Option F - Town Hall Proposal.** This option would move the Town offices currently located at the Town Campus to the Academy building, which would be renovated for municipal purposes, with the existing auditorium and gymnasium available for community events and programming. The Police Department would remain at Town Campus. The cost to the Town of renovating the Academy building is estimated at \$14 million. With federal and state historic preservation tax credits, the final cost could be reduced by \$2 to \$4 million.

The Town Campus building would then be converted to a community center at an estimated cost to the Town of \$5 million, bringing the total project cost to an estimated \$19 million, or about \$188 a year for an average household. Operating and maintenance costs are expected to remain consistent with the Town Campus annual budget.

16. If this proposal were put to a referendum vote, would you support or oppose this proposal?

1. Support (**Go to Q17**)
2. Oppose (**Go to Q18**)

17. How strongly do you support this proposal? Would you say... [**Only show if Q16=1**]

1. Moderately support
2. Strongly support

18. How strongly do you oppose this proposal? Would you say... [**Only show if Q16=2**]

1. Moderately oppose
2. Strongly oppose

**Option G - Community Center Proposal.** This option would turn Academy into a multi-use community center that might include youth and adult classes and programs, meeting rooms, co-working space, art classes, community gymnasium, theater, kitchen, dining area, marketplace, workshop and daycare. The cost to the Town of this renovation is estimated at \$14 million, or about \$140 a year for an average household. With federal and state historic preservation tax credits, the final cost could be reduced by \$2 to \$4 million. Operating and maintenance costs, which would be part of the Town annual budget, would depend on the final design, and may be partially offset with revenues from programming and activities.

19. If this proposal were put to a referendum vote, would you support or oppose this proposal?

1. Support (**Go to Q20**)
2. Oppose (**Go to Q21**)

20. How strongly do you support this proposal? Would you say... [**Only show if Q19=1**]

1. Moderately support
2. Strongly support

21. How strongly do you oppose this proposal? Would you say... [**Only show if Q19=2**]

1. Moderately oppose
2. Strongly oppose

22. Of the seven (7) proposals you have heard, *which single option* would you be most likely to support at referendum?

- A. \_\_\_\_\_
- B. \_\_\_\_\_
- C. \_\_\_\_\_
- D. \_\_\_\_\_
- E. \_\_\_\_\_
- F. \_\_\_\_\_
- G. \_\_\_\_\_

23. Would you support or oppose the Town selling the ballfields, playground and open space behind the Academy School building for development? *None of the proposals/options described in this survey requires sale of this land.*

1. Support (**Go to Q24**)
2. Oppose (**Go to Q25**)

24. How strongly do you support this proposal? Would you say... [**Only show if Q23=1**]

1. Moderately support
2. Strongly support

25. How strongly do you oppose this proposal? Would you say... [**Only show if Q23=2**]

1. Moderately oppose
2. Strongly oppose

26. Are there any potential uses for the Academy School not previously mentioned that you would like to see considered?

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The following questions are for classification purposes only:

27. RECORD GENDER (DO NOT ASK)

1. Male
2. Female

28. Into which of the following age ranges do you fall?

1. 18 - 24
2. 25 - 34
3. 35 - 44
4. 45 - 54
5. 55 - 64
6. 65 - 74



7. 75 or older
8. Don't Know / Refused

29. What is your current employment status?

1. Working full-time
2. Working part-time
3. Student
4. Retired
5. Unemployed
6. Don't Know / Refused

30. How many children under the age of 18 currently live in your residence?

1. 0 / none
2. 1
3. 2
4. 3
5. 4
6. 5 or more
7. Don't Know / Refused

**That concludes my survey.**  
**Thank you very much for your time, and have a nice day/evening.**