



Murphy Comprehensive Plan Public Survey

ONLINE
SURVEY:



MAPPING
TOOL:



The Town of Murphy is undergoing its first comprehensive planning process and needs your input! The Murphy Comprehensive Plan will establish goals and priorities that guide future growth and development. It will also provide a basis for decision-making, problem-solving and policy development for the Town

over the next 10-20 years. This survey will help define the vision, goals and priorities for the Plan. The survey has 14 questions and should take approximately 10 minutes to complete. Thank you for your participation!

If you'd rather complete the survey online, use the QR code provided. You can also provide feedback on an online map through using the specific map QR code.

Part I: General Information

1) Which statement best describes you. Select all that apply.

- I am a Murphy resident.
- I am a Murphy business owner.
- I work in Murphy.
- I am a visitor to Murphy.
- None of the above apply to me, but I am an interested community member.

2) How long have you lived in or owned a business in Murphy?

- Less than 5 years
- 5-10 years
- 10+ years
- I don't live in or own a business in Murphy.

3) If you live or own a business in Murphy, what are the reasons that affected your decision to live or open your business here? Select all that apply.

- Born and/or raised here
- Relocated for a job
- Closer to family
- Lower cost of living
- Small-town community setting
- Access to outdoor recreation and public lands
- Business-friendly environment
- Low start-up costs
- I don't live in or own a business in Murphy.
- Other: _____

4) Do you pay property taxes to the Town of Murphy?

- Yes
- No

5) What is your age range?

- 19 or under
- 20-24
- 25-34
- 35-44
- 45-54
- 55-59
- 60-64
- 65+

Part II: Community Preferences & Priorities

6) What should be the Town's highest priority as Murphy grows or changes? (Rank in order from 1-11 with 1 being the most critical priority.)

- ___ Managing population growth and new development
- ___ Focusing on economic development and job creation
- ___ Attracting younger residents, visitors and business owners
- ___ Promoting access to affordable and diverse housing options
- ___ Expanding access to parks, trails and open space
- ___ Improving transportation infrastructure, including bicycle and pedestrian facilities
- ___ Preserving small-town mountain character
- ___ Protecting natural resources and landscapes
- ___ Upgrading water/wastewater infrastructure and improving public services
- ___ Keeping taxes low and reducing municipal services (police, fire, street maintenance, garbage)
- ___ Providing incentives to encourage new businesses to locate in the downtown

7) What should be the **six (6)** most important **Land Use & Development** priorities for the Town of Murphy? Please select no more than six.

- Increasing housing stock
- Diversifying housing stock (examples could include housing for seniors, multifamily housing, tiny homes)
- Expanding housing opportunities in Murphy's downtown
- Regulating undesirable land uses
- Preserving existing Town character
- Protecting historic architecture
- Increasing opportunities for development that has a mix of residential and commercial uses
- Protecting rural mountain landscapes, steep slopes, prime agricultural lands, open space, and water resources from development encroachment
- Building on unused or underutilized lands in Murphy's downtown area and along corridors like US 74 and Andrews Road
- Adapting older buildings for new uses while retaining their original features
- Adopting official Town design standards to create a cohesive and attractive town aesthetic
- Updating the Town's zoning ordinances so that first floor usage of buildings in Murphy's downtown can only be used for dining or retail

8) What should be the **six (6)** most important **Economic Development** priorities for the Town of Murphy? Please select no more than six.

- Expanding the tax base through new residential development
- Expanding the tax base through new commercial development
- Encouraging remote workers to move to Murphy
- Investing in high-speed broadband expansion
- Leveraging natural resources for outdoor recreation tourism
- Recruiting lodging and hospitality services that support tourism
- Cultivating a business environment that empowers local start-ups & entrepreneurs
- Providing direct financial incentives to companies to locate to Murphy
- Improving the Town of Murphy web presence and marketing efforts
- Evaluating the development potential/best use of Town-owned properties (ex. Fort Butler property)
- Offering Town-funded assistance or finance strategies to downtown businesses for infrastructure upgrades
- Creating a Municipal Services District (MSD) that levies an additional property tax to fund projects or extra services that benefit the properties in the District
- Encouraging new dining, retail, and entertainment to locate downtown

9) What should be the **six (6)** most important **Infrastructure & Service** priorities for the Town of Murphy? Please select no more than six.

- Ensuring that Town staff-capacity keeps pace with new growth
- Improving and upgrading utilities, road and street systems, and other infrastructure to meet the needs of existing development
- Replacing aging water & sewer infrastructure, including hydrants
- Planning for the future provision of fire and emergency response services
- Planning for capital improvements and expansions of Town facilities (ex. Town Hall, constructing public restrooms, etc.)
- Sustaining or expanding public safety and law enforcement programs
- Sustaining or expanding solid waste services, such as improved access to recycling services
- Providing public broadband access in downtown Murphy
- Investing in electric vehicle infrastructure such as additional public charging stations
- Exploring opportunities to incentivize solar panel usage on downtown buildings
- Addressing the lack of local healthcare options

10) What should be the **six (6)** most important **Transportation & Mobility** priorities for the Town of Murphy? Please select no more than six.

- Expanding opportunities to safely walk or bike to destinations in town and across town
- Increasing bicycle facilities and infrastructure in Town (ex. bike lanes, bike parking)
- Upgrading US 74 in Murphy to safely accommodate all users, including pedestrians and cyclists
- Reducing congestion and vehicle traffic along key roadways such as US 74, Andrews Road, Unicoi Turnpike, and Valley River Avenue
- Paving and upgrading aging and substandard Town streets
- Improving parking opportunities and directional signage in and near downtown
- Expanding Cherokee County Transit access
- Improving accessibility of the built environment for individuals with physical limitations (sidewalk repairs, pedestrian signals at intersections, properly designed curb ramps, etc.)
- Requiring installation of sidewalks as part of new construction
- Developing vehicular wayfinding signage to attract motorists from US 74 into downtown
- Redesigning Valley River Avenue into a boulevard that supports pedestrian, bicycle, and vehicle traffic and serves as a gateway into downtown
- Redesigning Andrews Road into a roadway that better supports pedestrian, bicycle and vehicle traffic
- Expanding the Murphy Riverwalk to create better bicycle and pedestrian network connections

11) What should be the **six (6)** most important **Parks & Recreation** priorities for the Town of Murphy? Please select no more than six.

- Investing in greenways/multi-use paths to connect pedestrians and bicyclists from Murphy to other communities in Cherokee County
- Developing more passive recreation opportunities such as hiking or fishing
- Acquiring more land owned by the Town on which to develop parks
- Developing smaller neighborhood parks and pocket-parks
- Establishing a Parks and Recreation Town staff position
- Constructing a Town-owned recreational complex with facilities such as a swimming pool, fitness area, basketball courts, etc.
- Exploring opportunities to develop Margaret Warner Park into possible event space
- Connecting existing recreation assets outside of town through trails and greenways into Murphy proper
- Partnering with outdoor recreation and volunteer clubs to maintain existing infrastructure and continue to expand opportunities
- Developing access points along the Valley River for water-based recreation
- Partnering with the TVA and U.S. Forest Service to develop an area-wide trails master plan
- Working with the TVA to enable development of Hiwassee River access points for recreational use

12) What should be the **six (6)** most important **Community Development** priorities for the Town of Murphy? Please select no more than six.

- Beautifying key gateways into town with signage, landscaping, or public art
- Hosting festivals, arts, and cultural events downtown
- Developing a visual brand, brand strategy, and promotional plan for the Town
- Constructing an amphitheater / venue for performing arts and events such as pop-up markets
- Facilitating more opportunities for outdoor dining and gathering downtown
- Creating opportunities for public art installations
- Improving appearance of street corridors through landscaping and lighting
- Cultivating a welcoming and inclusive atmosphere that celebrates diversity
- Increasing community events, services, and programs for seniors
- Increasing community events, services, and programs for youth
- Constructing a permanent Farmers Market space / venue
- Developing relationships with the Folk School and arts community to provide unique cultural experiences
- Allowing food trucks to operate throughout town

13) *What are the things that make you most excited about Murphy's future?*

14) *Is there anything you wish you could "fix" about Murphy that wasn't covered in previous questions?*

Thank you for providing invaluable feedback for the Murphy Comprehensive Plan project.

Mail or Drop-Off:
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