

# **Peirce Building Questionnaire**

## *Results*

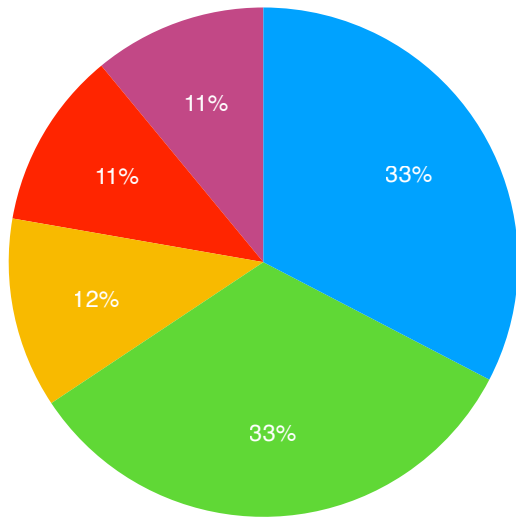
February 7, 2022

Total responses = 534  
Excluding duplicates = 448

		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	NOT SURE
ALL RESPONSES	The Peirce building is listed on the National Register of Historic Places. Do you agree that the building is an important historical structure in the town of Middleborough?	32.4	32.8	12	11.2	10.9
EXCLUDING DUPLICATES		32.4	34.8	12.3	9.8	10.3

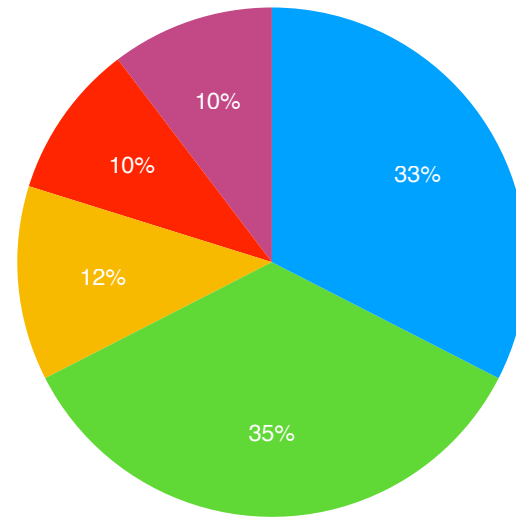
ALL RESPONSES

● STRONGLY AGREE ● AGREE ● NEUTRAL ● DISAGREE ● NOT SURE



EXCLUDING DUPLICATES

● STRONGLY AGREE ● AGREE ● NEUTRAL ● DISAGREE ● NOT SURE

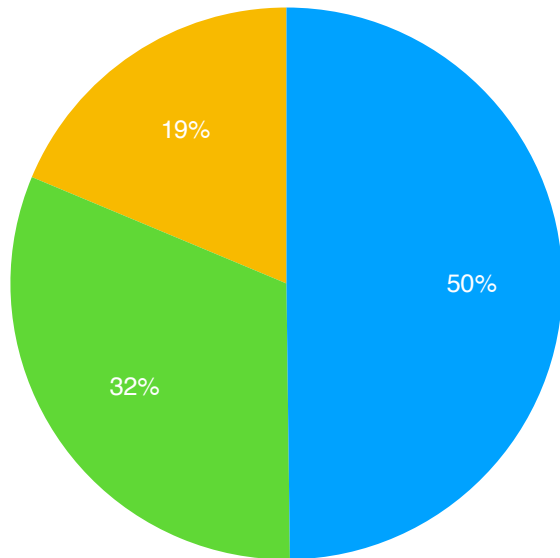


**Conclusion:** The majority (66%/68%) of respondents either strongly agree, or agree.

		LIKE	FEEL NEUTRAL	DISLIKE
ALL RESPONSES	How do you feel, in general, about the town of Middleborough retaining ownership of the Peirce building?	49.8	31.5	18.7
EXCLUDING DUPLICATES		51.3	30.4	18.1

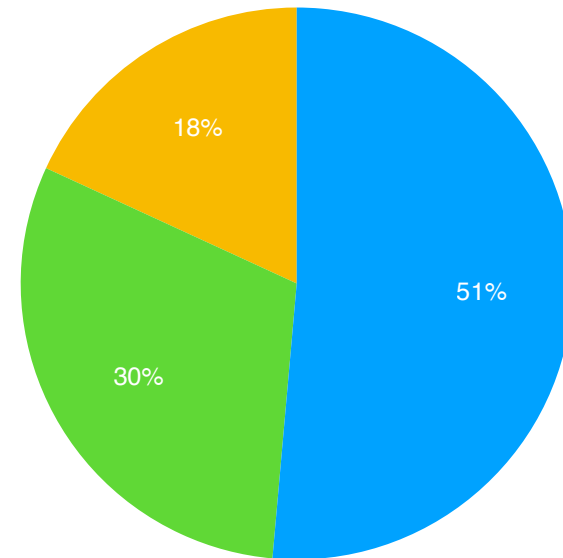
ALL RESPONSES

● LIKE ● FEEL NEUTRAL ● DISLIKE



EXCLUDING DUPLICATES

● LIKE ● FEEL NEUTRAL ● DISLIKE

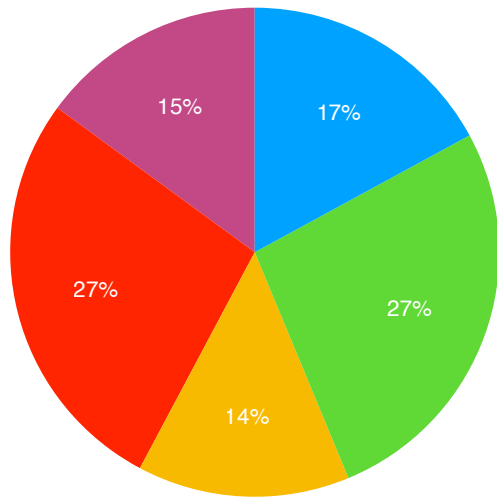


**Conclusion:** The majority (50%/51%) of respondents like the town retaining ownership.

		GREAT IDEA	OKAY IDEA	NEUTRAL	DISLIKE	NOT SURE IT IS THE BEST USE
ALL RESPONSES	How do you feel about using the Peirce building to house town departments that need more space?	16.9	26.4	13.9	27	14.8
EXCLUDING DUPLICATES		15.8	26.8	14.1	26.8	15.6

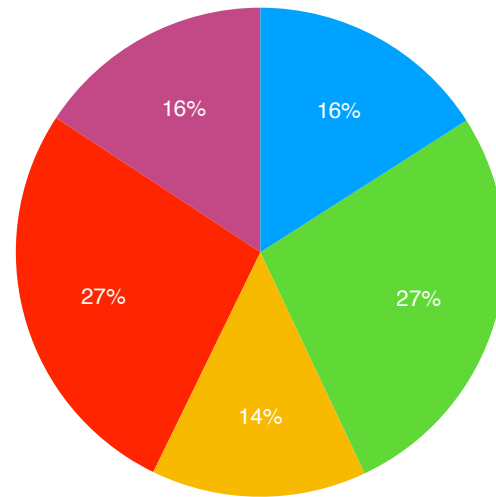
ALL RESPONSES

● GREAT IDEA   
 ● OKAY IDEA   
 ● NEUTRAL   
 ● DISLIKE   
 ● NOT SURE IT IS THE BEST USE



EXCLUDING DUPLICATES

● GREAT IDEA   
 ● OKAY IDEA   
 ● NEUTRAL   
 ● DISLIKE   
 ● NOT SURE IT IS THE BEST USE

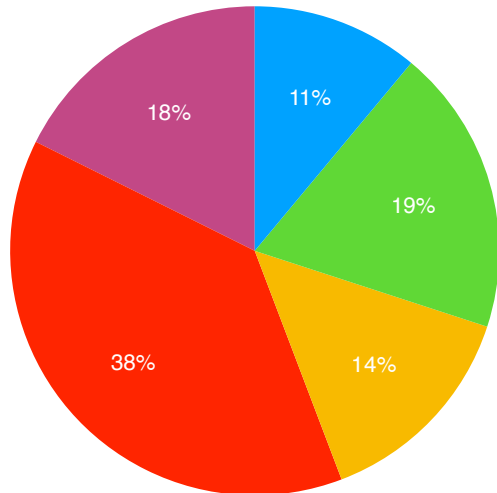


**Conclusion:** 44%/43% of respondents think this is a great or okay idea. 27% dislike the idea. 29%/30% are neutral or not sure.

		GREAT IDEA	OKAY IDEA	NEUTRAL	DISLIKE	NOT SURE IT IS THE BEST USE
ALL RESPONSES	How do you feel about the town leasing the property to a private entity for development?	10.9	18.7	14	37.6	17.4
EXCLUDING DUPLICATES		10.5	18.5	13.8	38.6	17.4

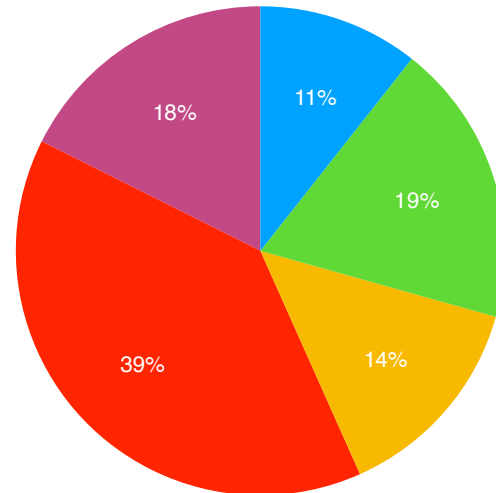
ALL RESPONSES

● GREAT IDEA   
 ● OKAY IDEA   
 ● NEUTRAL   
 ● DISLIKE   
 ● NOT SURE IT IS THE BEST USE



EXCLUDING DUPLICATES

● GREAT IDEA   
 ● OKAY IDEA   
 ● NEUTRAL   
 ● DISLIKE   
 ● NOT SURE IT IS THE BEST USE

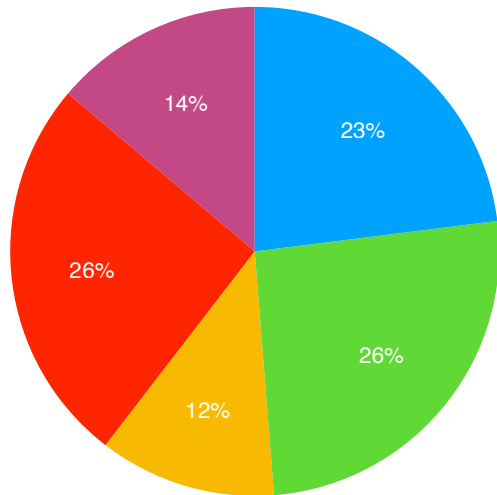


**Conclusion:** Most (38%/39%) respondents dislike leasing the property. 30% think it is a great idea or okay idea. 32% are neutral or not sure.

		GREAT IDEA	OKAY IDEA	NEUTRAL	DISLIKE	NOT SURE IT IS THE BEST USE
ALL RESPONSES	How do you feel about using a portion of the building to house a tourism office and possibly small exhibits to encourage tourism in our town?	22.8	25.5	11.6	25.5	13.7
EXCLUDING DUPLICATES		24.6	26.1	12.9	23.4	12.5

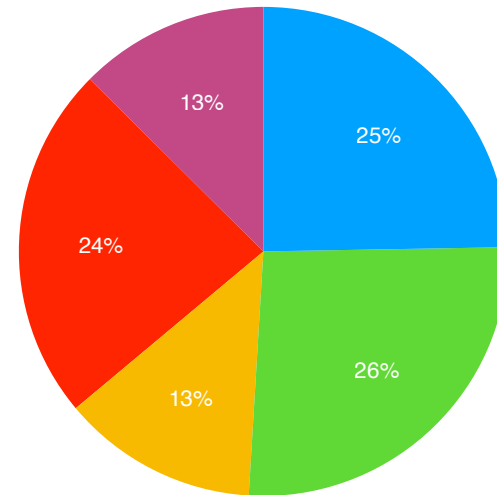
ALL RESPONSES

● GREAT IDEA   
 ● OKAY IDEA   
 ● NEUTRAL   
 ● DISLIKE  
● NOT SURE IT IS THE BEST USE



EXCLUDING DUPLICATES

● GREAT IDEA   
 ● OKAY IDEA   
 ● NEUTRAL   
 ● DISLIKE  
● NOT SURE IT IS THE BEST USE

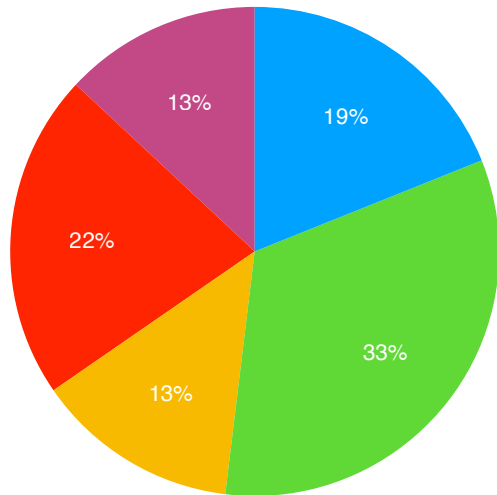


**Conclusion:** Most (49%/51%) respondents think it is a great or okay idea. 26%/24% dislike the idea. 26% are neutral or not sure.

		GREAT IDEA	OKAY IDEA	NEUTRAL	DISLIKE	NOT SURE IT IS THE BEST USE
ALL RESPONSES	How do you feel about using a portion of the building to house a shared meeting space/conference room for residents and town committees?	18.7	32.6	13.3	21.3	12.9
EXCLUDING DUPLICATES		19.2	32.6	13.8	20.3	13.4

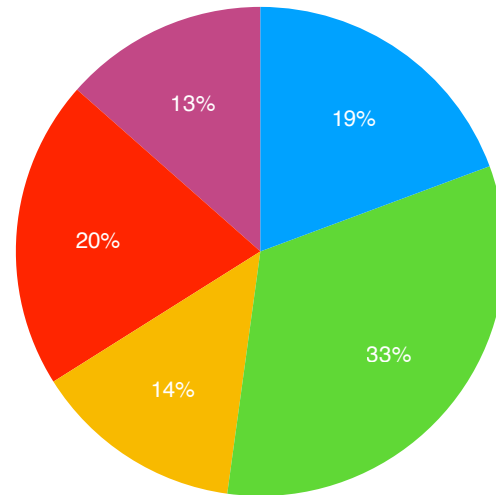
ALL RESPONSES

● GREAT IDEA   
 ● OKAY IDEA   
 ● NEUTRAL   
 ● DISLIKE  
● NOT SURE IT IS THE BEST USE



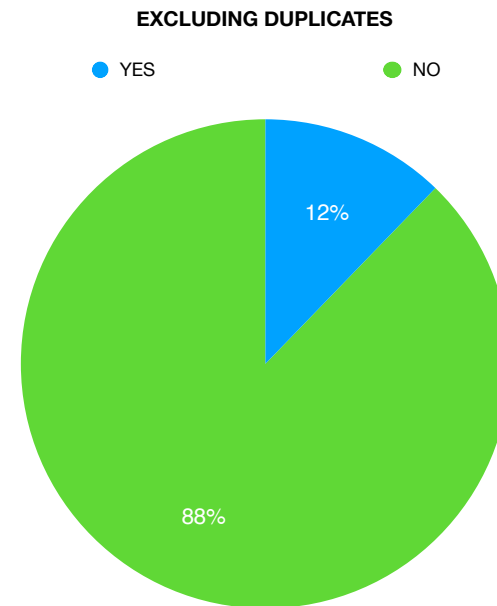
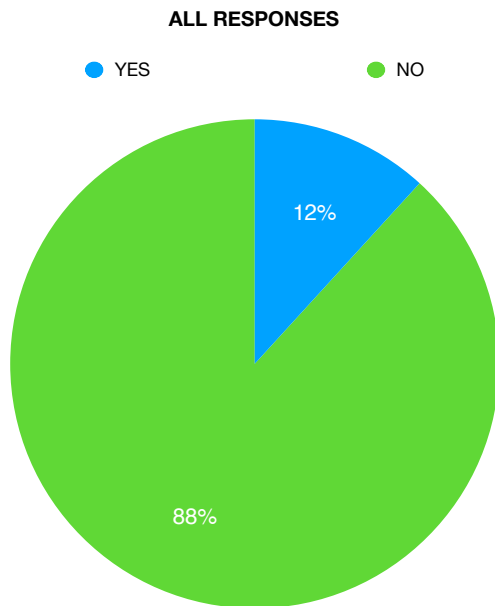
EXCLUDING DUPLICATES

● GREAT IDEA   
 ● OKAY IDEA   
 ● NEUTRAL   
 ● DISLIKE  
● NOT SURE IT IS THE BEST USE



**Conclusion:** Most (33%) respondents think this is an okay idea. 26%/27% are neutral or not sure. 22%/20% dislike the idea. 19% think it is a great idea.

		YES		NO		
ALL RESPONSES	Do you know of an entity that would be interested in using a portion of the Peirce building?	11.6		86.9		
EXCLUDING DUPLICATES		12.1		86.8		



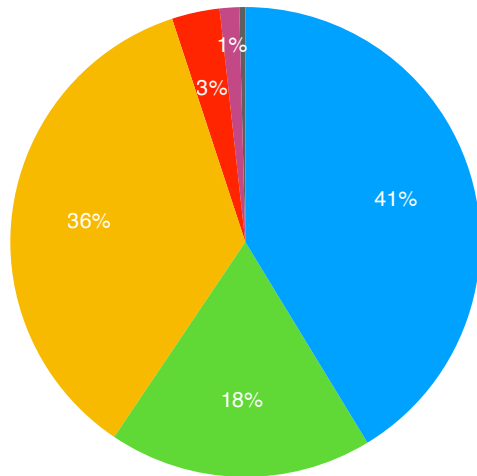
**Conclusion:** The majority (88%) of respondents do not know of an entity that would be interested in the building.



		A COMBINATION	GRANTS ONLY	DO NOT THINK IT IS A PROJECT WORTHY OF FUNDING	OTHER	LOCAL TAXES	AN OVERRIDE
ALL RESPONSES	How would you like to see the rehabilitation of the Pierce building funded?	40.1	34.5	17.6	3.2	1.3	0.4
EXCLUDING DUPLICATES		42.2	35	16.1	2.9	1.3	0.4

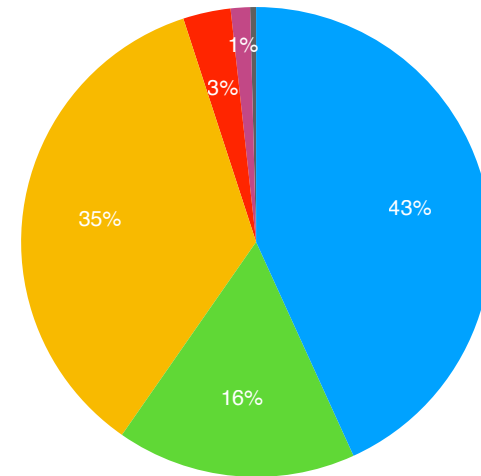
ALL RESPONSES

- A COMBINATION
- GRANTS ONLY
- LOCAL TAXES
- DO NOT THINK IT IS A PROJECT WORTHY OF FUNDING
- OTHER
- AN OVERRIDE



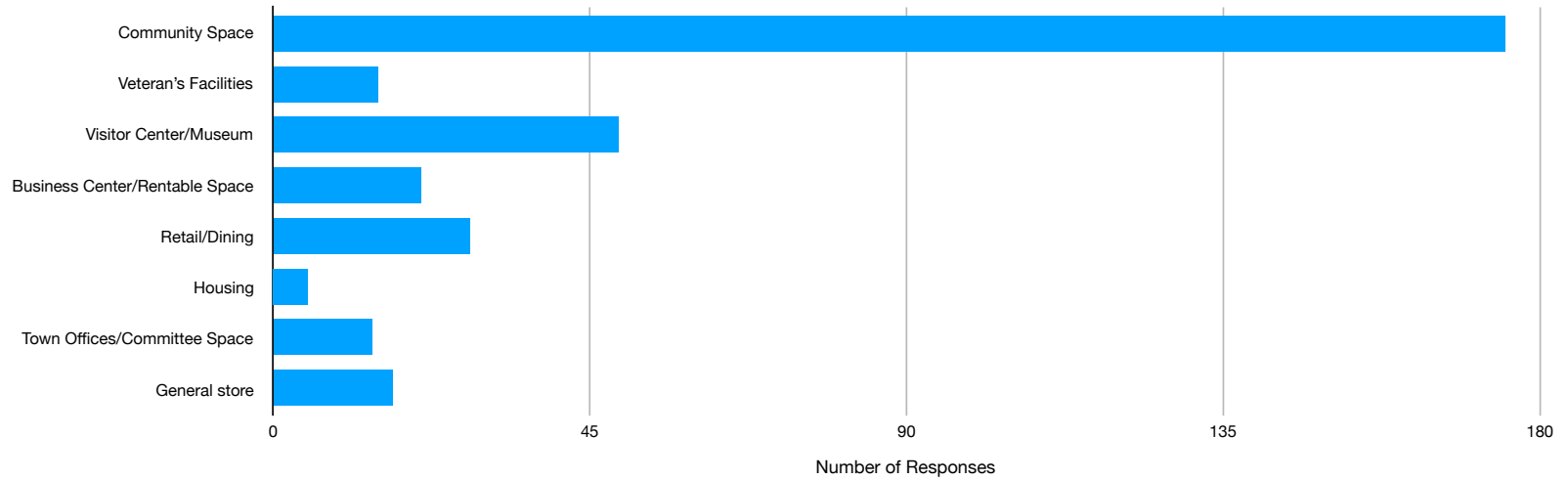
EXCLUDING DUPLICATES

- A COMBINATION
- GRANTS ONLY
- LOCAL TAXES
- DO NOT THINK IT IS A PROJECT WORTHY OF FUNDING
- OTHER
- AN OVERRIDE



**Conclusion:** Most respondents (41%/43%) would like to see a combination of funds used. 36%/35% would like grants only. 18%/16% do not think it is a project worthy of funding. 3% say other. 1% would like local taxes used. 0.4% would like an override.

What do you think our community of Middleborough is lacking and may be able to fulfill with the Peirce building space?	Tags							
	Community Space	Veteran's Facilities	Visitor Center/Museum	Business Center/Rentable Space	Retail/Dining	Housing	Town Offices/Committee Space	General store
	175	15	49	21	28	5	14	17



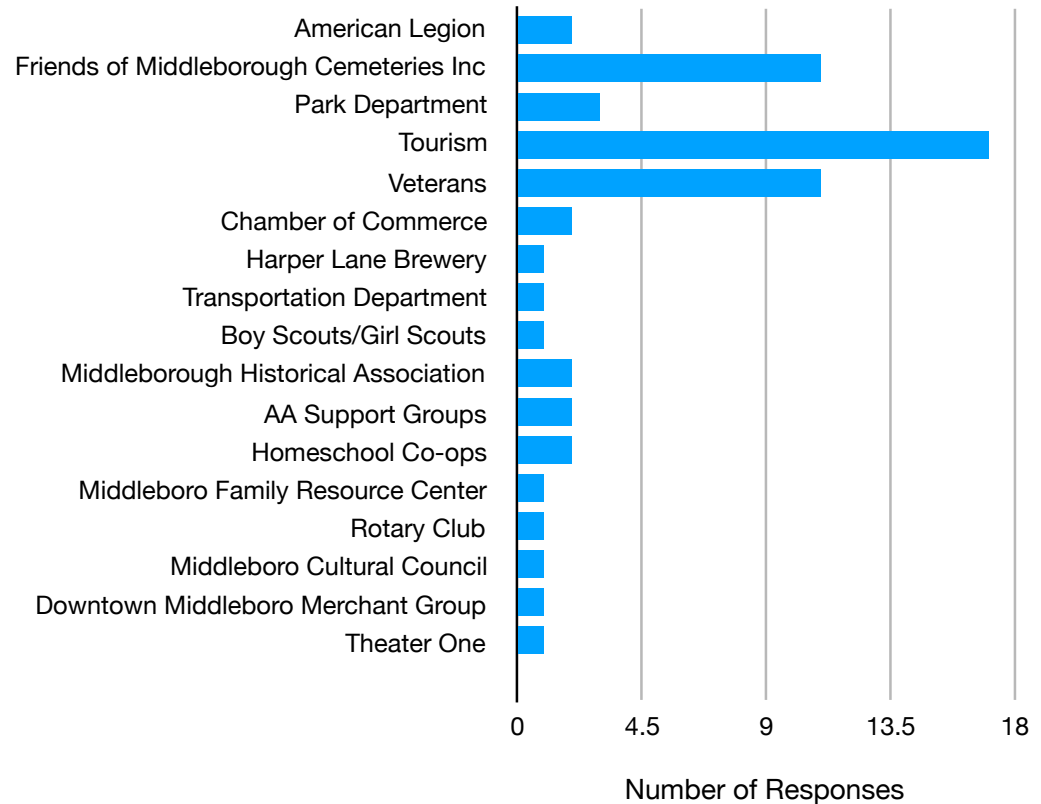
**Note:** Not all survey respondents answered this question. Many had multiple answers.

**Community Space**  
**Responses included ideas such as:**  
 Theater  
 Art  
 Special needs outreach  
 Children gathering  
 Youth Center  
 Recreational  
 Daycare  
 Meeting Space  
 Gift shop  
 Boys and Girls Club  
 Extension of Peirce Playground System  
 Classes  
 Cafe  
 Community outreach programs  
 Study center  
 Education Center  
 Community offices  
 Senior services  
 Cultural center  
 Adult education center  
 Library annex  
 Artist/creative space  
 Cultural activities  
 Lectures

**Visitor Center/Museum:**  
**Responses included ideas such as:**  
 Current technology to make historic resources more relevant  
 Tourism  
 Local first responders museum  
 Historical records display  
 Historical education  
 Building's history  
 Anchor of town  
 Veteran's museum  
 Historic committee  
 Tourism committee  
 Enhanced history museum  
 Historical occurrences that took place in the building  
 Military museum  
 Thomas pierce museum  
 Information center on Middleboro  
 Town is lacking publicity to market as a center for MA history  
 Tourism center  
 Promotion of all the cool things to do and see in Middleboro  
 Offer a start here place for people visiting Middleboro for the first time

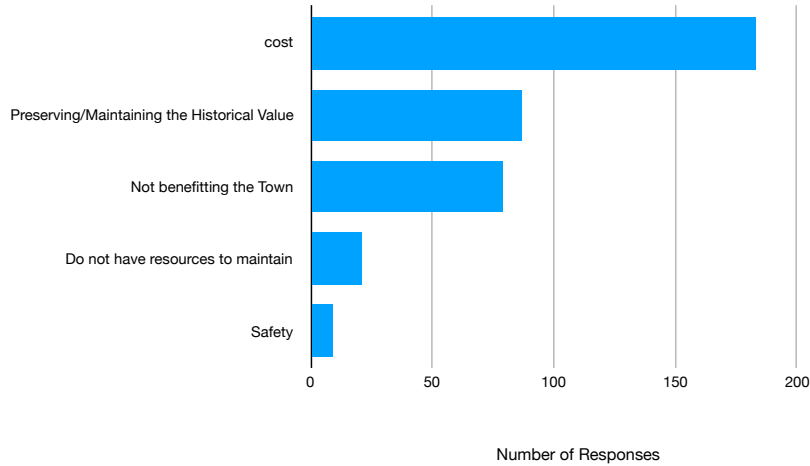
American Legion	2
Friends of Middleborough Cemeteries Inc	11
Park Department	3
Tourism	17
Veterans	11
Chamber of Commerce	2
Harper Lane Brewery	1
Transportation Department	1
Boy Scouts/Girl Scouts	1
Middleborough Historical Association	2
AA Support Groups	2
Homeschool Co-ops	2
Middleboro Family Resource Center	1
Rotary Club	1
Middleboro Cultural Council	1
Downtown Middleboro Merchant Group	1
Theater One	1

**Do you know of an entity that would be interested in using a portion of the Peirce building?  
If yes, who?**



**What is your biggest concern regarding the reuse of the Peirce building?**

Cost	183
Preserving/Maintaining the Historical Value	87
Not benefitting the Town	79
Do not have resources to maintain	21
Safety	9



**Cost Responses included quotes such as:**

- Cost to Middleboro taxpayers
- Increased taxes
- Cost for rehab and maintenance
- Sink money into making it suitable and then no one will use the building
- Cost to rehab vs profit potential
- That we will pay for it and get nothing out of it
- That it will be a costly renovation
- It could become very expensive
- That it will be expensive then not used
- More taxes
- The worth must justify the expense

**Preserving/Maintaining the Historical Value included quotes such as:**

- Preserving our town history
- Keeping a town identity
- Damage to its historic character by remodeling
- Historically accurate restoration
- [Concerned that] it will be demolished and the history of the building will be lost
- Do not want to see it bulldozed
- I want the integrity and history of the building upheld
- Concerned that historical aspects of the building will be damaged
- Concerned that it will be turned into something that disregard its history entirely
- Concerned it will fall into disrepair
- It would compromise the beauty of downtown Middleboro if sold to a private company.

**Not Benefitting the town**

**Included responses such as:**

- Concerned it will be closed to the community
- Concerned it will not be used by people of the town
- [Concerned with] improper reuse and not benefitting the town of Middleboro itself
- It really should be used for our community
- Hope it doesn't become more housing in a crowded center...something of value that will bring people from our community
- Concerned it will be out of control of the town
- Concerned it will loose its connection to the town
- That it is not used by developers
- That it wont be used for the good of the town
- That it is going to be taken out of use by middleboro citizens and become a Private entity facility.
- Don't let it stand empty

**Do you have any additional comments that you would like to share with the Reuse Committee?**

**Includes quotes such as:**

Please perhaps come up with a few options and have a meeting to vote?

Continue up to date communication regarding the Committee's activities.

Think long term with a vision of what our town should be in 50 years! What will be known for, how will citizens feel about their community.

Please don't let the loudest voice be the winner. There seems to be a lot of disparate voices that are trying to yell over each other. Think of the best use and best outcome for Middleboro and try to cooperate.

Thank you for getting input from residents.

Not at this time . Where can someone submit new ideas , if they think of something after submitting this questionnaire ?

I do hope the working group can be allowed to do their work with productive input and community support