



BRADFORD MASTER PLAN 2020

“Bradford is a vibrant community that provides a high quality of life for residents of all ages through preserving its assets, maintaining financial stability, and providing opportunities to live, work, shop, and play.”

EXECUTIVE SUMMARY

The Bradford Master Plan is a living document that articulates the vision, desires, and concerns of our community. It serves as a road map for the future of the town – it outlines what we are all about and where we want to go. The Plan describes us today, and forecasts our shared vision for the future. Most importantly, it defines what we will need to do over the next several years as we work together to shape the future of the Town of Bradford.

WHAT IS BRADFORD AND HOW DO WE ENVISION BRADFORD IN THE FUTURE?



KEY TRENDS AND FACTS: COMMUNITY AND ECONOMY

- Bradford's population is growing older with a median age of 50.9 years according to American Community Survey 2014-2018 data. Attracting a younger population will become increasingly important to maintain a viable workforce that supports an older population.
- New Hampshire's long tradition of volunteerism is on the decline and is being felt in communities like Bradford that rely on volunteers to fulfill local and regional functions.
- Kearsarge Regional Elementary School at Bradford has experienced a decrease in enrollment, following the statewide trend. Enrollment has dropped 29.0% between the fall of 2010 and 2019 as reported by the NH Department of Education.
- Bradford's median household income has decreased over the past decade, with a most recent median household income of \$64,167 by the American Community Survey 2014-2018. The American Community Survey 2006-2010 reported a median household income of \$68,090.
- Bradford's unemployment rate has dropped from 5.8% in 2010 to 2.7% in 2018. Statewide unemployment has dropped from 5.8% in 2010 to 2.5% in 2018.

KEY TRENDS AND FACTS: NATURAL RESOURCES AND THE ENVIRONMENT

- Residents identified Bradford's rural atmosphere, scenery and conservation of natural resources as some of the most important features in town.
- The establishment of an Agricultural Commission was highly supported by residents.
- Bradford has approximately 1,756 acres of permanently protected land and an estimated 16,279 acres in current use.
- Approximately 90% of Bradford's total land acreage is forest, which includes six certified tree farms.
- As the population ages in place, more people will be looking for recreational opportunities closer to home.

KEY TRENDS AND FACTS: HOUSING AND INFRASTRUCTURE

- An aging population leads to more homeowners looking for different housing types.
- Residents strongly supported improved broadband and cellular service availability. Increased availability can increase safety, economic development and home businesses, and encourage people to move to town.
- Bradford's rural settlement pattern is a challenge for transportation needs for vulnerable populations such as seniors and the disabled.
- Three bridges in Bradford are classified as "Red Listed" by the New Hampshire Department of Transportation.
- Data from the U.S. Census Bureau indicated that 61% of residents commuted less than 24 miles to work, while the remaining 39% commute 25 miles or more. Commuters also had a mean travel time to work of 30.3 minutes.
- Median rental costs in Bradford (\$1,089) are greater than the New Hampshire median (\$1,052) as reported by the American Community Survey 2013-2017.