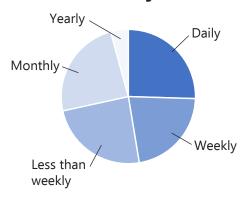
Online Survey Results

Open July 22 - August 11

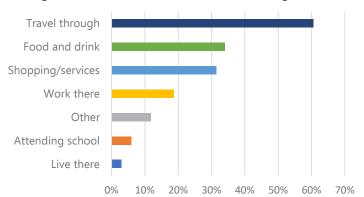
Survey Participation

This survey was conducted July 22-August 11, 2019, to gauge public sentiment about the present and future of the South University District and potential development standards that should be applied in the district. The survey was completed by 308 individuals, of which 47% visit the district at least weekly. More than 60% of participants said they often travel through the district without stopping. When people do travel to the district, about a third go for both for food and drink and shopping and services. In addition 19% of respondents visit the district because they work there, 6% attend school there, and 3% of respondents live in the district.

How often do you visit?

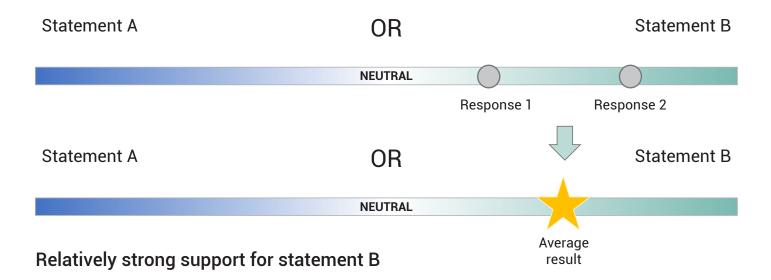


How do you use the South University District?



The main section of the survey assessed participants attitudes about the character of the district and potential development standards that could be applied to the district. These survey prompts consisted of pairs of contrasting statements; depending on which statement participants agreed with more strongly they would drag a slider towards one statement or the other, the stronger they felt the further they could drag the slider. Results for all responses were averaged together a 100-point scale. The average result for each prompt is shown below.

Example survey prompt



District land uses

A. Mostly buildings providing employment space, including office, industrial, and lab space.

OR

B. Mix of buildings providing employment and buildings providing housing, such as apartments, condominiums, or townhouses.

NEUTRAL

Relatively strong support for statement B

Types of industry

A. Predominantly office and laboratory space for high-tech industry, with an emphasis on life sciences.

OR

B. Predominantly light industrial activity such as small-scale manufacturing, shipping, storage, "maker spaces," and artisans' workshops.

√EUTRAL

Weak support for statement A

Distinct neighborhood or part of downtown?

A. A distinct neighborhood that is not considered part of Downtown.

OR

B. Part of the larger Downtown area.

NEUTRAL

Weak support for statement A

Design of side streets

A. Side streets are designed primarily for convenient movement of freight vehicles. Street improvement projects keep the same wide roadway widths, with narrower sidewalks and fewer decorative elements.

OR

B. Side streets are designed primarily to provide local access to vehicles, bicycles, and pedestrians. Space for walking or bicycling is emphasized over roadway width or through traffic.

NEUTRAL

Relatively strong support for statement B

Accommodating parking

A. Each new development includes an off-street parking lot to accommodate new customers, employees, or residents.

OR

B. Some new developments provide off-street parking in one or more centrally-located garages.

NEUTRAL

Weak support for statement B

Building demolition for surface parking

A. Some buildings have been demolished and replaced with standalone surface parking lots.

OR

B. Demolished buildings must be replaced with new buildings rather than standalone surface parking lots.

NEUTRAL

Relatively strong support for statement B

Sherman Street design

A. Sherman Street remains in its present form, with one vehicle lane each way, bike lanes, and less new landscaping or other changes within the along each side.

OR

B. Sherman Street is emphasized as a "main street" connecting the University District Gateway Bridge to the Lower South Hill. Streetscape improvements like street trees and wider sidewalks are added in addition to the existing bike lanes.

NEUTRAL

Strong support for statement B

Sherman Street building frontages

A. New buildings are designed to accommodate commercial uses on ground level frontages like a typical "main street".

OR

B. New buildings are allowed to integrate a broad range of uses with no special requirement for the ground floor frontage.

√EUTRAL

Weak support for statement A

Drive-through uses

A. Drive-throughs are allowed.

OR

B. Drive-throughs are not allowed.

NEUTRAL

Weak support for statement B

Design Review?

A. The Design Review Board, a citizen board of community representatives and design professionals reviews proposed new developments in the South University District to ensure that they meet standards for context-sensitive design.

OR

B. New developments within the South University District must meet building and zoning requirements, but are not reviewed by the Design Review Board.

NEUTRAL

Relatively strong support for statement B

Survey Summary

Strong Support

- · South University District should have a mix of land uses
- Design of side streets should be pedestrian and bike friendly
- Building demolition to build parking lots should be prohibited
- Street designs for Sherman Street should support its role as a "main street"
- Design review should be required for new buildings

Weak Support

- Office space and high-tech uses are preferred employment types
- South University District should not be part of downtown
- Off-street parking should be consolidated in centrally-located garages
- · Storefronts should be required on Sherman St
- · Drive-throughs should be banned