

N MAIN STREET CORRIDOR PLAN

Preference Survey Results

840 Responses

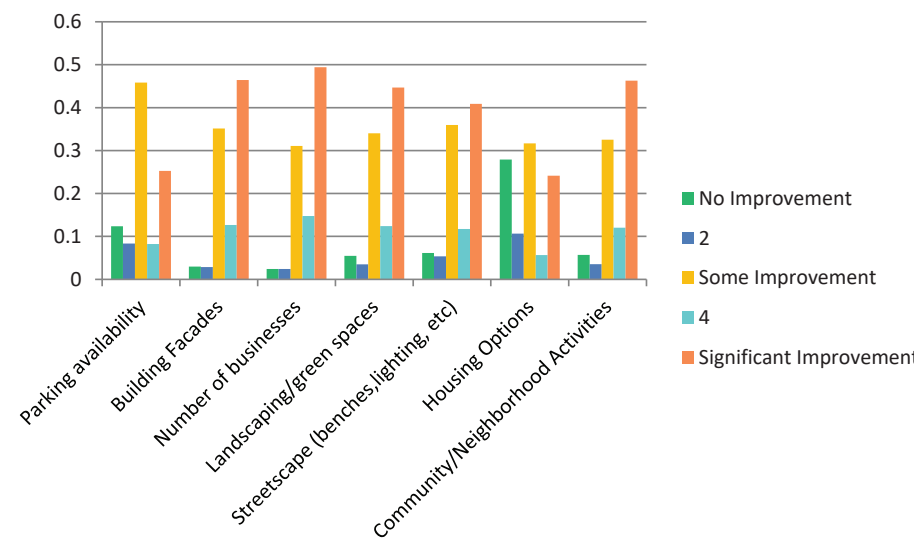
Demographic

Age: 25-34 (23%), 35-44 (26%) and 45-54 (21%)
 Employment: 80% Employed (of which 82% work in FDL area), 15% retired, and 5% not currently in the workforce
 Home: 92% live in FDL area
 Proximity to the Study Area: 48% live within a few blocks (13% in the study area)
 Years in FDL: 79% - 10+ years

(Q7) Factors needing improvement?

Some to Significant Improvement

- **Top Issues:**
 - 95% - Number of Businesses
 - 94% - Building Facades
 - 91% - Landscaping / Green Space
 - 91% - Community/Neighborhood Activities



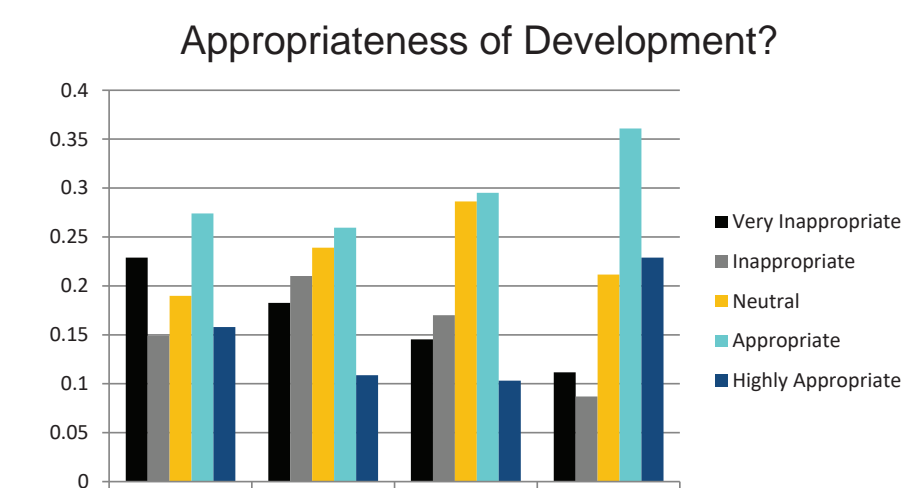
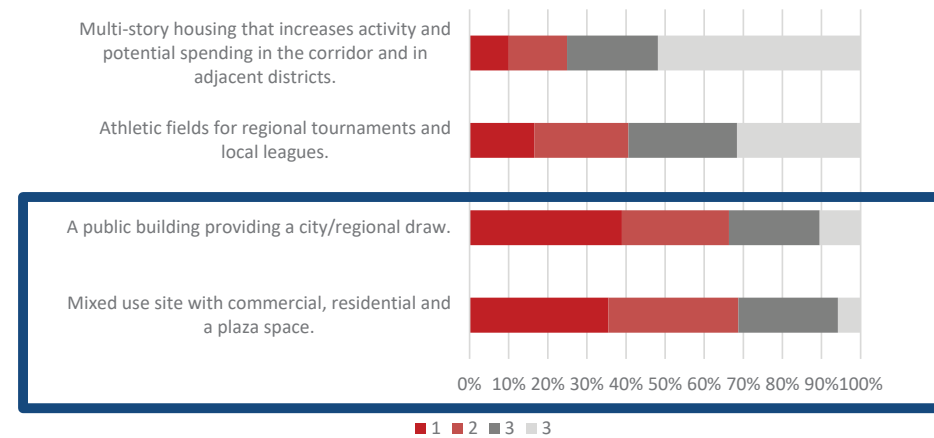
- **Other Concerns:** Streetscaping (89%), Parking Availability (79%), Housing Options (61%)

(Q8) Preferred Vision?

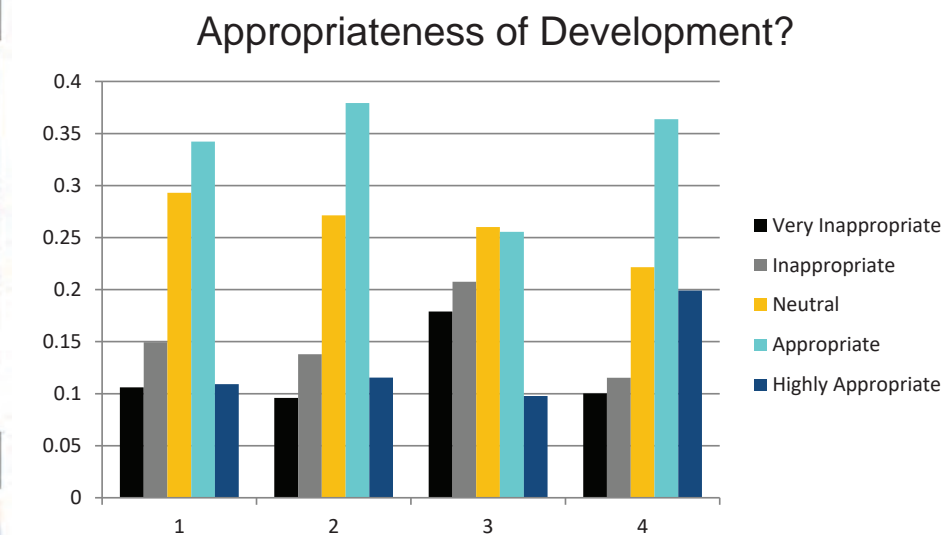
Results

| | |
|--|-----|
| A corridor providing support uses to serve the downtown and visitors to Lakeside Park. Preferred uses include auto-oriented and/or chain restaurants, service uses and some additional housing. | 15% |
| A corridor that becomes a destination that complements the Downtown District and Lakeside Park. Preferred uses include a public destination spot, unique/ethnic restaurants, specialty shops, and increased housing options. | 78% |
| An area focusing on increasing housing options to support continued growth of the Downtown District. Preferred uses include multi-family buildings, townhomes, and some neighborhood commercial and mixed use buildings. | 7% |

(Q9-11) Former Saputo Site?

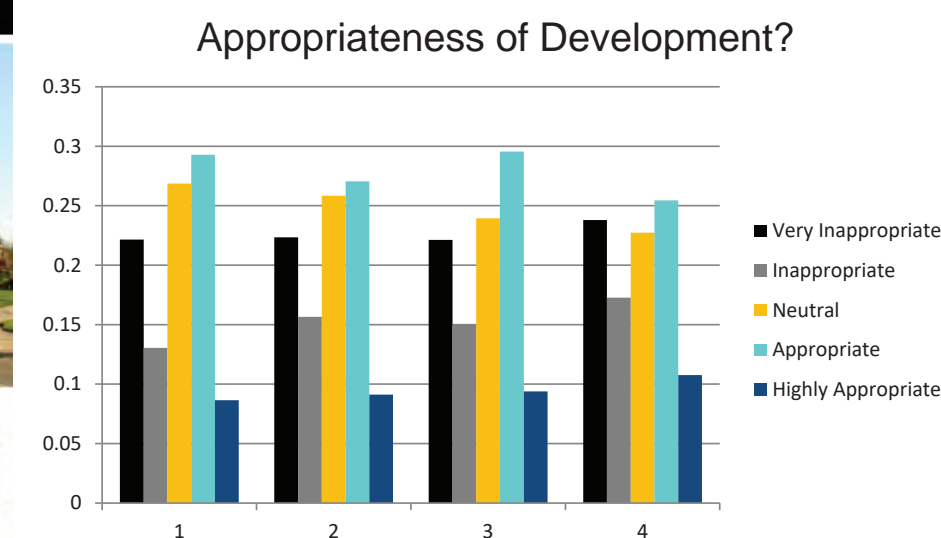


(Q12) Commercial Types?



MSA

(Q13) Residential Types?



MSA

(Q14-15) Building Design Preferences?

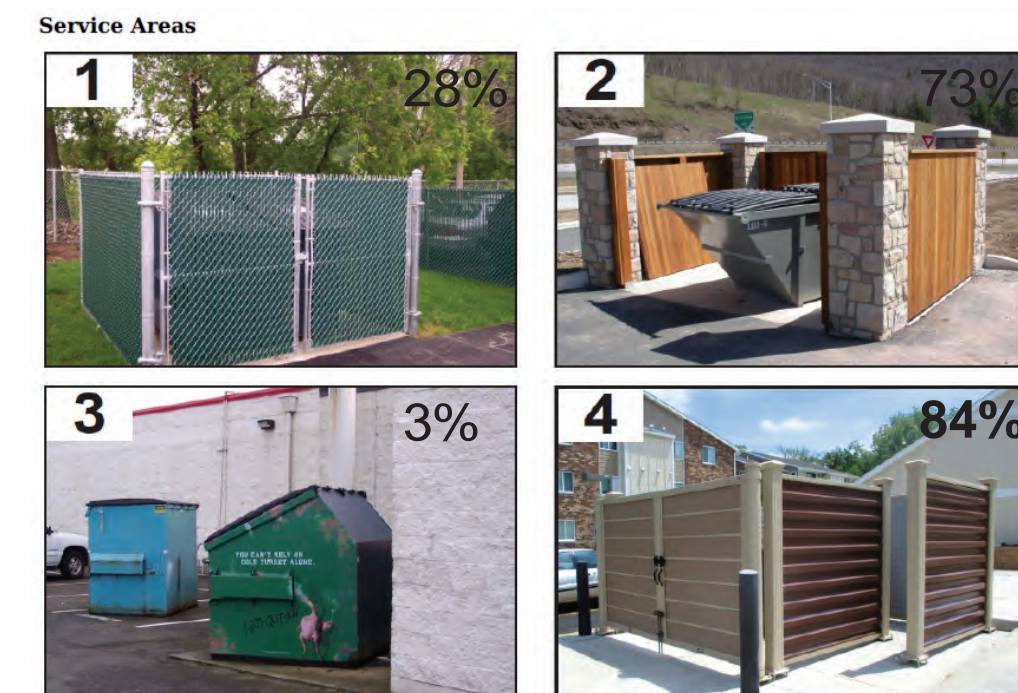
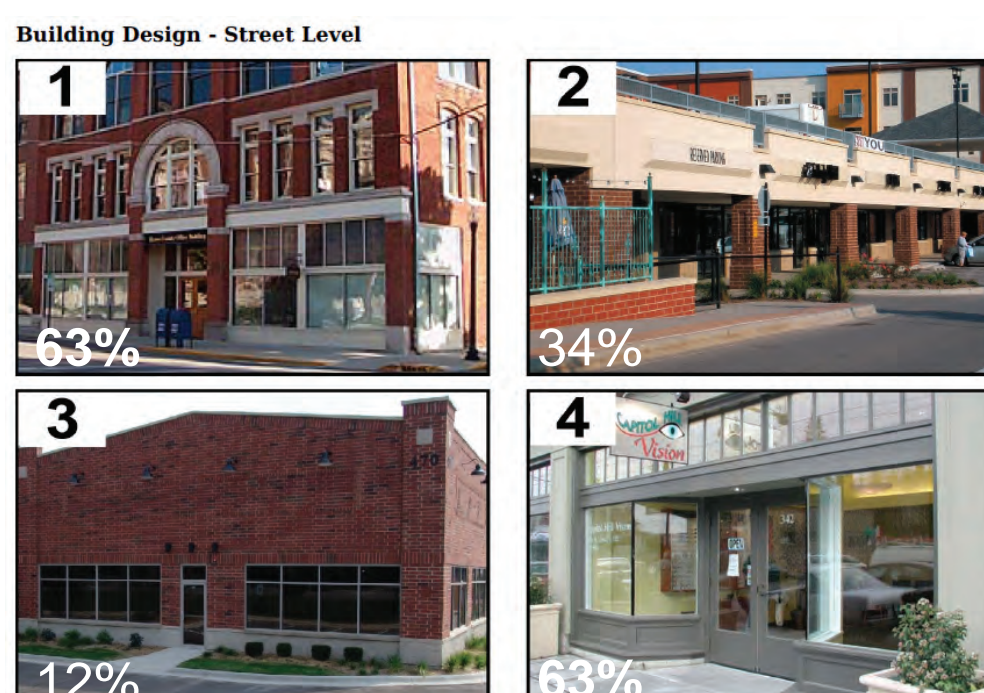
Building Setback



Building Height and Massing



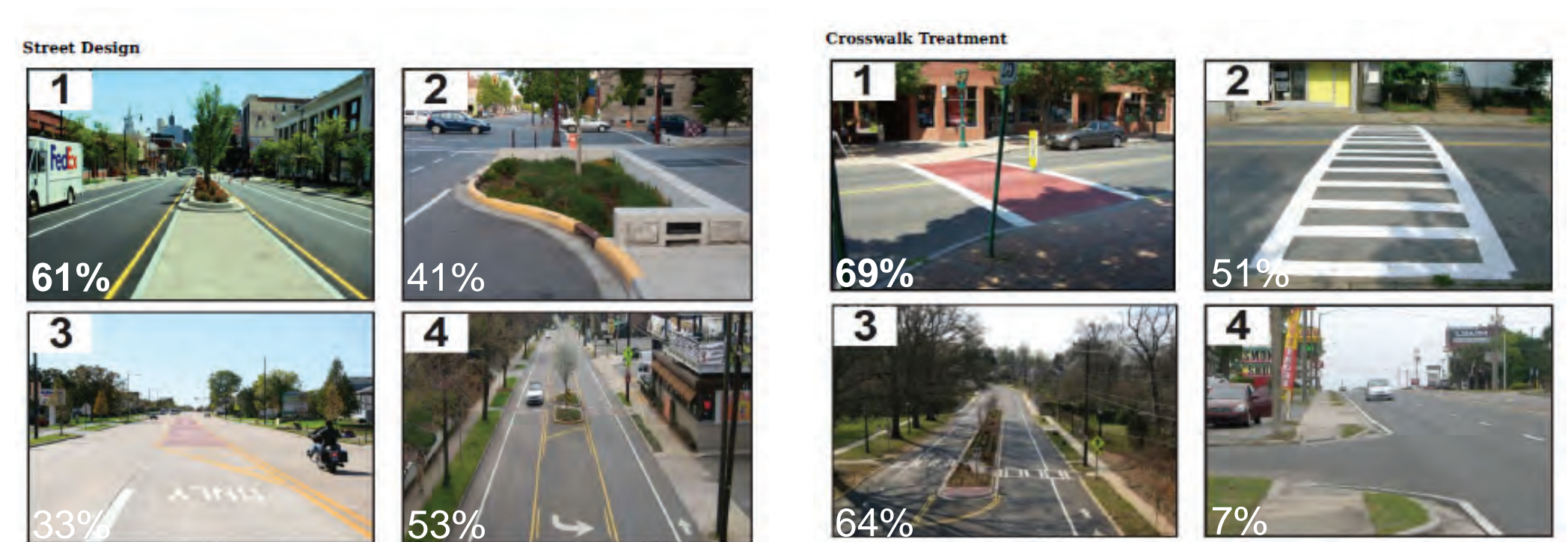
(Q16,19) Building/Site Design Preferences?



(Q20-21) Streetscape/Civic Amenities Preferences?



(Q22-23) Civic Amenities Preferences?



(Q24) Additional Comments/Suggestions?

190 Responses

| Ideas, Themes, or Concerns (Tag) | Mentions |
|---|----------|
| Housing development concerns <i>(no subsidized, low-income, or apartment complexes)</i> | 46 |
| More green space and general landscaping improvements | 35 |
| Additional commercial developments <i>(retail space, business space, specialty shops, etc.)</i> | 26 |
| Family-friendly outdoor gathering/activity/event spaces | 23 |
| Commercial development concerns <i>(land use, parking, building height/character, etc.)</i> | 22 |
| More unique restaurant/food options (not chain restaurants or fast food) | 22 |
| General safety/crime concerns <i>(more lighting at night, safer sidewalks, etc.)</i> | 22 |
| Public service/maintenance concerns <i>(additional stations for police, fire, EMS, etc.)</i> | 21 |

Other Comments:

- A concert, event, entertainment, or sports venue to draw people to the area
- Traffic/streetscape concerns—speed, traffic flow, parking, street conditions, etc.
- Focus on pedestrian safety and circulation
- Increased wayfinding, signage, and accessibility measures
- Increase mixed-use developments (i.e. housing above retail/restaurant space)