

## Lane Avenue Business Area Opinion Survey - December 2018 Results Summary

### About the Survey

The Lane Avenue Business Area Opinion Survey was fielded mid-December 2018 by Fallon Research & Communications, Inc. Telephone interviews were conducted with 301 randomly selected registered voters with residential, VOIP or cellular telephone numbers. The margin of error is plus/minus 5.64% based on a confidence level of 95% (i.e., if more surveys were taken, for every 95 out of 100 conducted, responses would be within 5.64% of these results).

### Summary of Survey Findings

#### General

- \*72.1% of respondents agree UA is going in the right direction (versus 13% who believe UA "has gotten off onto the wrong track.")
- 74.9% rate the City's communications efforts as Excellent or Good.
- Top sources for UA news and information:
  - 22.8% read the weekly newspaper
  - 20.3% obtain updates via social media
  - 22.1% read City e-mails and mailings

*\* See the "Wright Track/Wrong Track" document for a comparison of resident opinions about UA's direction and general satisfaction since 2013.*

#### About the Lane Avenue Business Area

Staff had a follow up conversation with Mr. Fallon about the findings summarized below. He stated the data supports the conclusion that the community as a whole is satisfied with what has been taking place in the Lane Avenue business area and enjoy the resulting access to amenities, shops and services, while not necessarily being actively engaged in or following proposed development issues/projects as they evolve. As a result, staying the course with similar projects would likely be received favorably. Areas of concern pertain to the potential addition of more hotels and further increasing the density or height of new developments.

- When asked about their familiarity with recent development in the area:
  - 27.2% were Very Familiar
  - 58.5% were Somewhat Familiar
  - 12.7% were not at all familiar

- 66.1% were Very or Somewhat Satisfied with recent developments in the area, 19.2% were Somewhat or Very Dissatisfied.
- 90.2% were Very or Somewhat Satisfied with the types of business in the area, 4.5% were Somewhat or Very Dissatisfied.
- 55.3% were Very or Somewhat Satisfied with steps taken to manage traffic, 30.3% were Very or Somewhat Dissatisfied.
- 60% were Very or Somewhat Satisfied with steps taken to manage parking, 26.9% were Very or Somewhat Dissatisfied.
- 71% were Very or Somewhat Satisfied with walkability of the area, 18% were Very or Somewhat Dissatisfied.
- 65.5% were Very or Somewhat Satisfied with steps to ensure safe crosswalks in the area, 18.9% were Very or Somewhat Dissatisfied.
- 39.8% rated the City's efforts to listen to residents in the area to address their concerns as Excellent or Good, 22.5% rated the efforts as Fair, 12.1% rated the efforts as Poor or Very Poor, the remaining 25.5% were Unsure.
- 78% Agree / 13.5% Disagree the new construction in the area is of high quality, attractive and enhances the area.
- 81.4% Agree / 13% Disagree the new construction has improved quality of life by offering accessible shopping amenities.
- When asked what used should be of a high priority for future plans:
  - 25.6% prioritized walkability
  - 23.7% prioritized parking
  - 16.5% prioritized trees and landscaping
  - 12.4% prioritized public gathering spaces
  - 8.9% prioritized pedestrian crosswalks
- 29% Favor / 63.8% Oppose adding more hotels to the area beyond the existing hotel and the second hotel that is pending.
- 58.5% Favor / 33% Oppose adding more housing options such as apartments, townhomes and condominiums.
- 74% Favor / 18.4% Oppose adding more street crossings on Lane Avenue.
- 42.9 Favor / 44.9% Oppose increasing density in the area for more stores, businesses and housing.
- 36.8% Favor / 49.6% Oppose increasing height for more stores, businesses and housing.