

CITY OF WALKER DOWNTOWN DEVELOPMENT
AUTHORITY

COMMUNITY SURVEY RESULTS

DECEMBER 2012

4243 REMEMBRANCE ROAD
GRAND RAPIDS, MI 49534

COMMUNITY SURVEY RESULTS

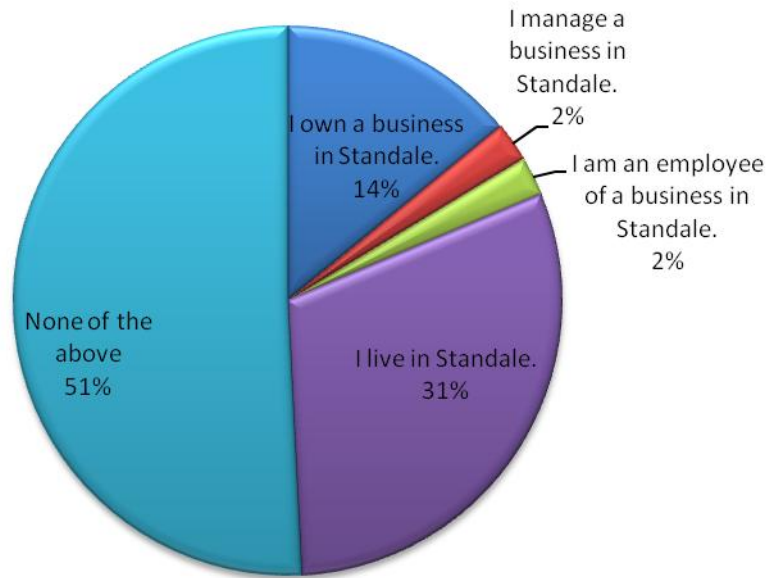
DECEMBER 2012

INTRODUCTION

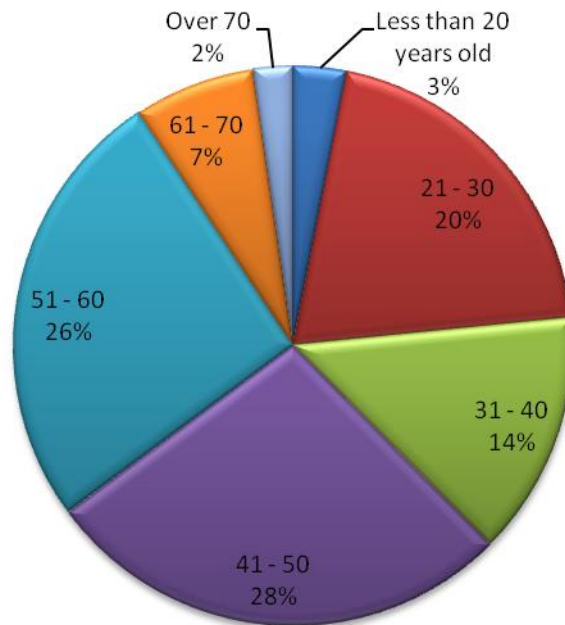
The Walker Downtown Development Authority (DDA) conducted a survey to ensure that its downtown revitalization efforts follow the community's desires. Recent projects have included streetscape improvements and flower planting, an expanded bicycle and pedestrian trail, intersection improvements at Lake Michigan Drive and Kinney Avenue, and a new fire station and community center. Input from this survey will be used to determine how the DDA can best continue and expand efforts in Downtown Standale. The survey was open from Friday, September 7 until Monday, December 10, 2012. Respondents were offered the opportunity to enter into a drawing to receive a \$25 gift card for the Crooked Goose upon completion of the survey as an appeal to take the survey and increase the response rate. A total of 131 responses were collected. Included in this report is a complete survey analysis, as well as a breakdown for respondents that own or manage a business in Standale.

SUMMARY OF SURVEY RESPONSES

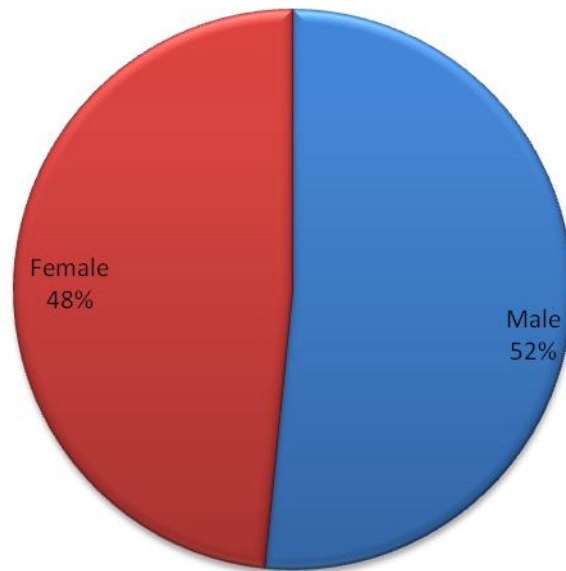
Which option best describes your role in Standale?



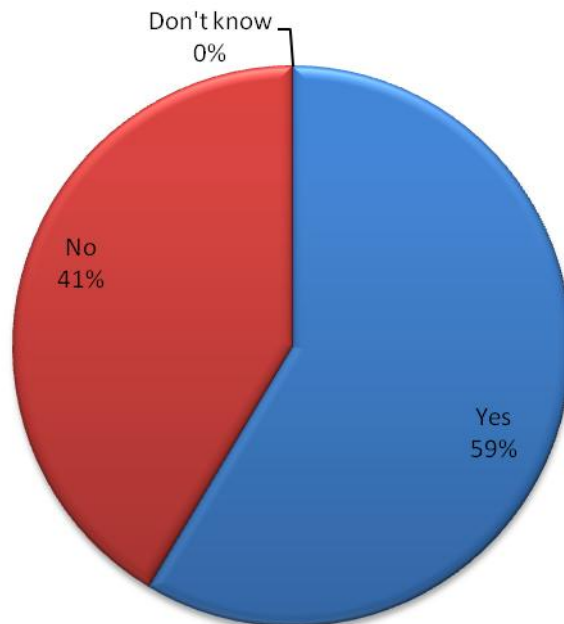
What is your age?



Are you male or female?



Are you a resident of the City of Walker?

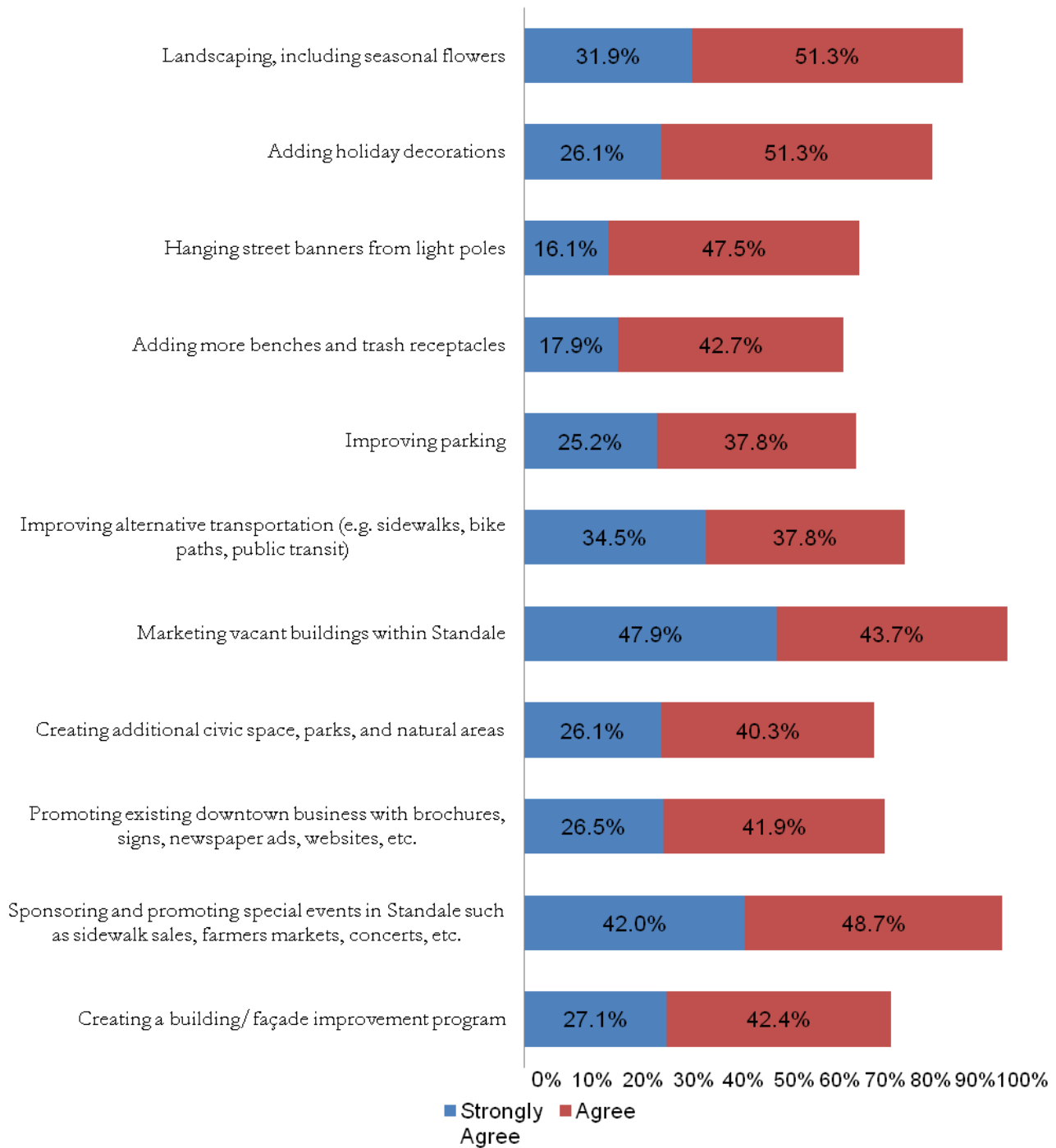


Projects

Please provide your opinion on what you believe the Walker Downtown Development Authority should undertake or continue in the upcoming years in regard to the following projects:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Landscaping, including seasonal flowers	31.9%	51.3%	13.4%	1.7%	1.7%
Adding holiday decorations	26.1%	51.3%	17.6%	1.7%	3.4%
Hanging street banners from light poles	16.1%	47.5%	24.6%	6.8%	5.1%
Adding more benches and trash receptacles	17.9%	42.7%	33.3%	4.3%	1.7%
Improving parking	25.2%	37.8%	31.1%	5.0%	0.8%
Improving alternative transportation (e.g. sidewalks, bike paths, public transit)	34.5%	37.8%	21.8%	3.4%	2.5%
Marketing vacant buildings within Standale	47.9%	43.7%	7.6%	0.0%	0.8%
Creating additional civic space, parks, and natural areas	26.1%	40.3%	24.4%	5.9%	3.4%
Promoting existing downtown business with brochures, signs, newspaper ads, websites, etc.	26.5%	41.9%	27.4%	3.4%	0.9%
Sponsoring and promoting special events in Standale such as sidewalk sales, farmers markets, concerts, etc.	42.0%	48.7%	8.4%	0.0%	0.8%
Creating a building/façade improvement program	27.1%	42.4%	23.7%	5.1%	1.7%

Summary of Project Responses – Percent Who Agree or Strongly Agree



What do you believe is the most attractive aspect of Downtown Standale?

Top Responses

1. Landscaping
2. Small town feel
3. New structures (Walgreens, fire station, Wilderness Expressions, etc.)
4. Mix of small businesses and chains
5. Street lights

Other: Holiday decorations, cleanliness, good traffic flow, downtown atmosphere, banners/signs, availability of parking, sidewalks and trails

What types of activities would you (or your business – for business owners/managers) participate in if they were available in the Standale area?

Top Responses

1. Farmers market
2. Sidewalk sales
3. Concerts & festivals
4. Art & craft fairs
5. Run/walk competitions

Other: Parades, parks, car show, health fair, community Christmas tree lighting ceremony

What other ideas do you have for improvements to the Standale area?

Top Responses

1. Lower traffic speeds
2. Create a bridge connecting the bike path at Lake Michigan Drive
3. Update building facades
4. Bury electric/phone lines
5. Promote the sale of vacant buildings

Other: Benches, family activities, remove large trees, create a city parking area, promote local retail and restaurants (no more car repair shops, gas stations, pizza places, etc.), lower taxes, parks, additional walking/biking paths, promote business in the area

Note: 38 respondents provided their email address because they are interested in receiving e-newsletters containing information about businesses in the district and upcoming events.

COMMUNITY SURVEY RESULTS

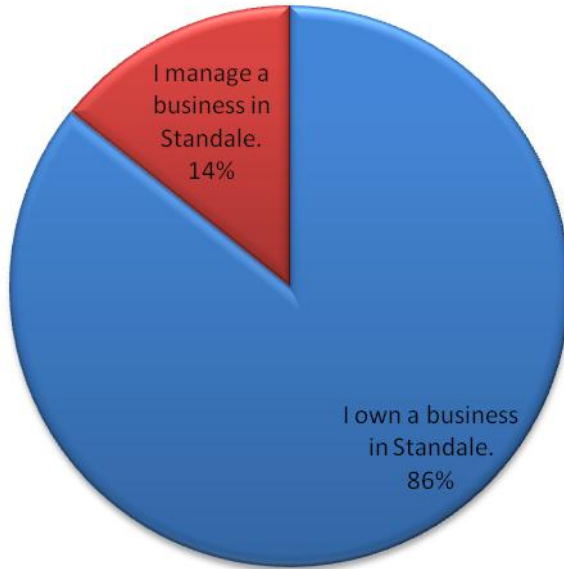
DECEMBER 2012

BREAKDOWN OF RESPONSES

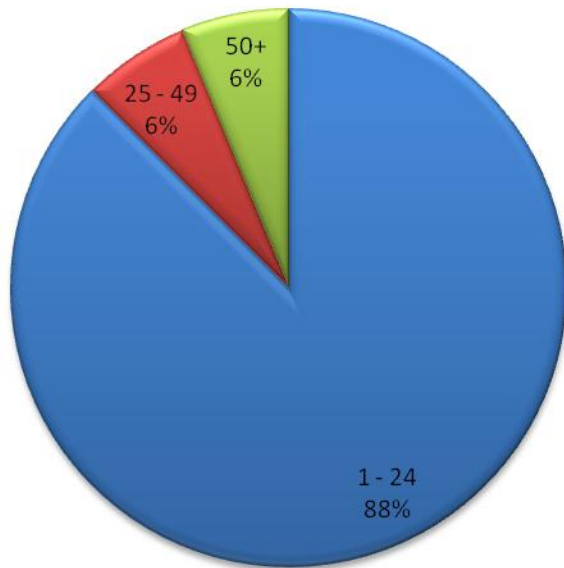
The following responses represent the opinions of those that described themselves as a Standale business owner or manager. This section comprises of a total of 21 respondents.

RESPONSES FROM BUSINESS OWNERS & MANAGERS

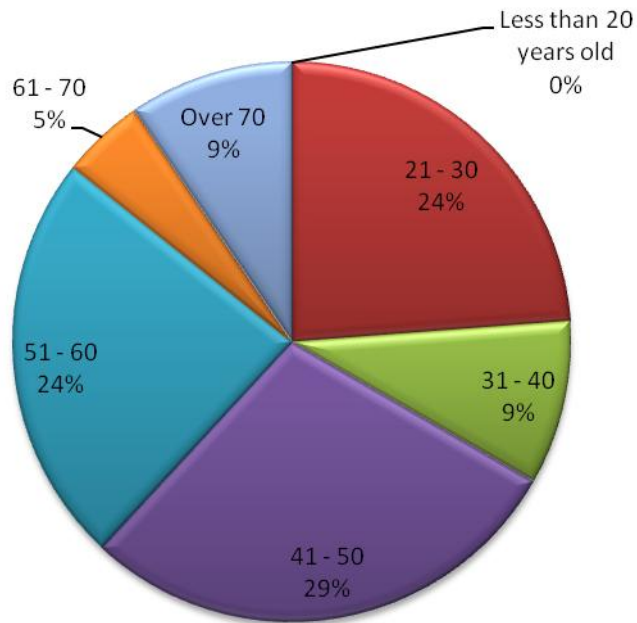
Which option best describes your role in Standale?



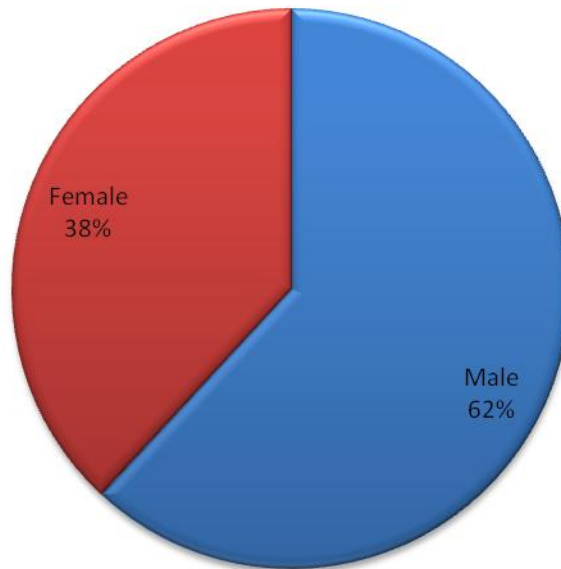
How many people are employed at your location?



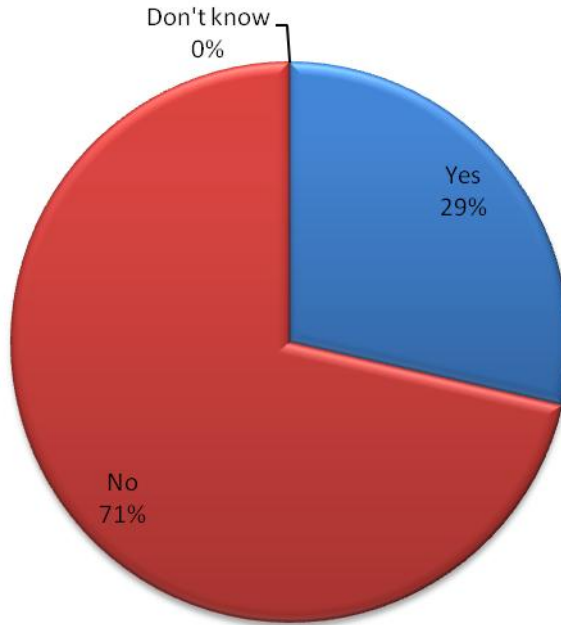
What is your age?



Are you male or female?



Are you a resident of the City of Walker?

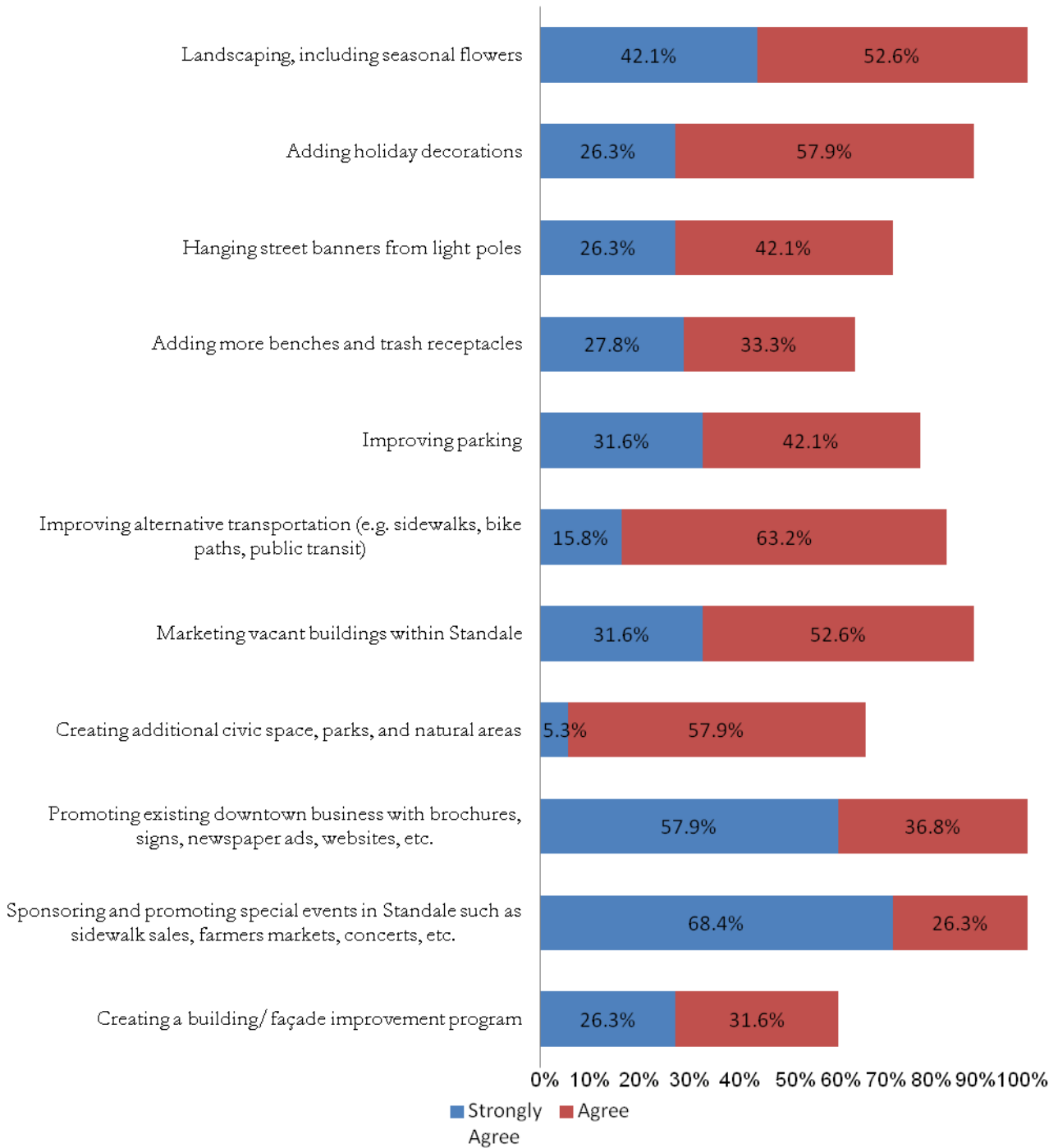


Projects

Please provide your opinion on what you believe the Walker Downtown Development Authority should undertake or continue in the upcoming years in regard to the following projects:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Landscaping, including seasonal flowers	42.1%	52.6%	5.3%	0.0%	0.0%
Adding holiday decorations	26.3%	57.9%	15.8%	0.0%	0.0%
Hanging street banners from light poles	26.3%	42.1%	26.3%	5.3%	0.0%
Adding more benches and trash receptacles	27.8%	33.3%	38.9%	0.0%	0.0%
Improving parking	31.6%	42.1%	26.3%	0.0%	0.0%
Improving alternative transportation (e.g. sidewalks, bike paths, public transit)	15.8%	63.2%	15.8%	0.0%	5.3%
Marketing vacant buildings within Standale	31.6%	52.6%	10.5%	0.0%	5.3%
Creating additional civic space, parks, and natural areas	5.3%	57.9%	26.3%	0.0%	10.5%
Promoting existing downtown business with brochures, signs, newspaper ads, websites, etc.	57.9%	36.8%	5.3%	0.0%	0.0%
Sponsoring and promoting special events in Standale such as sidewalk sales, farmers markets, concerts, etc.	68.4%	26.3%	5.3%	0.0%	0.0%
Creating a building/façade improvement program	26.3%	31.6%	31.6%	5.3%	5.3%

**Summary of Project Responses – Percent Who Agree or Strongly Agree
Business Owners/Managers**



What do you believe is the most attractive aspect of Downtown Standale?

Top Responses

1. Landscaping
2. New business structures (Walgreens, fire station, Wilderness Expressions, etc.)
3. Mix of small businesses and chains
4. Street lights

Other: Downtown atmosphere, banners/signs, small town feel

What types of activities would you (or your business – for business owners/managers) participate in if they were available in the Standale area?

Top Responses

1. Farmers market
2. Concerts & festivals
3. Anything available

Other: Sidewalk sales, run/walk competitions, health fair

What other ideas do you have for improvements to the Standale area?

Top Responses

1. Bury electric/phone lines

Other: Benches, remove large trees, create a city parking area, promote local retail and restaurants (no more car repair shops, gas stations, pizza places, etc.), lower taxes, slower traffic speeds, update building facades

Note: 7 of 21 business owner/manager respondents provided their email address because they are interested in receiving e-newsletters containing information about businesses in the district and upcoming events.