

Karlin 3M Development Community Survey Results

Survey Methodology and Overview

Methodology:

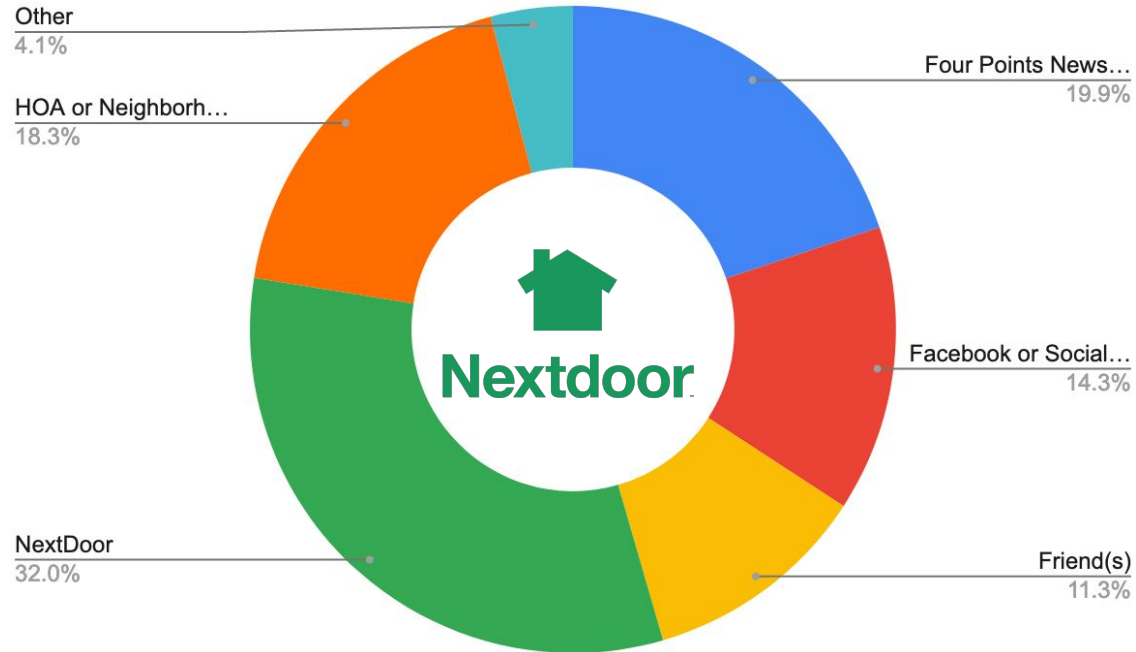
- Original survey drafted, edits suggested by CONA members and implemented in final survey.
 - Questions were intended to allow open-ended responses and language that fairly represents both potential demands and the developer's desires.
- 915 responses!
- Validated responses prior to analysis
 - Creative response:

Your Name *

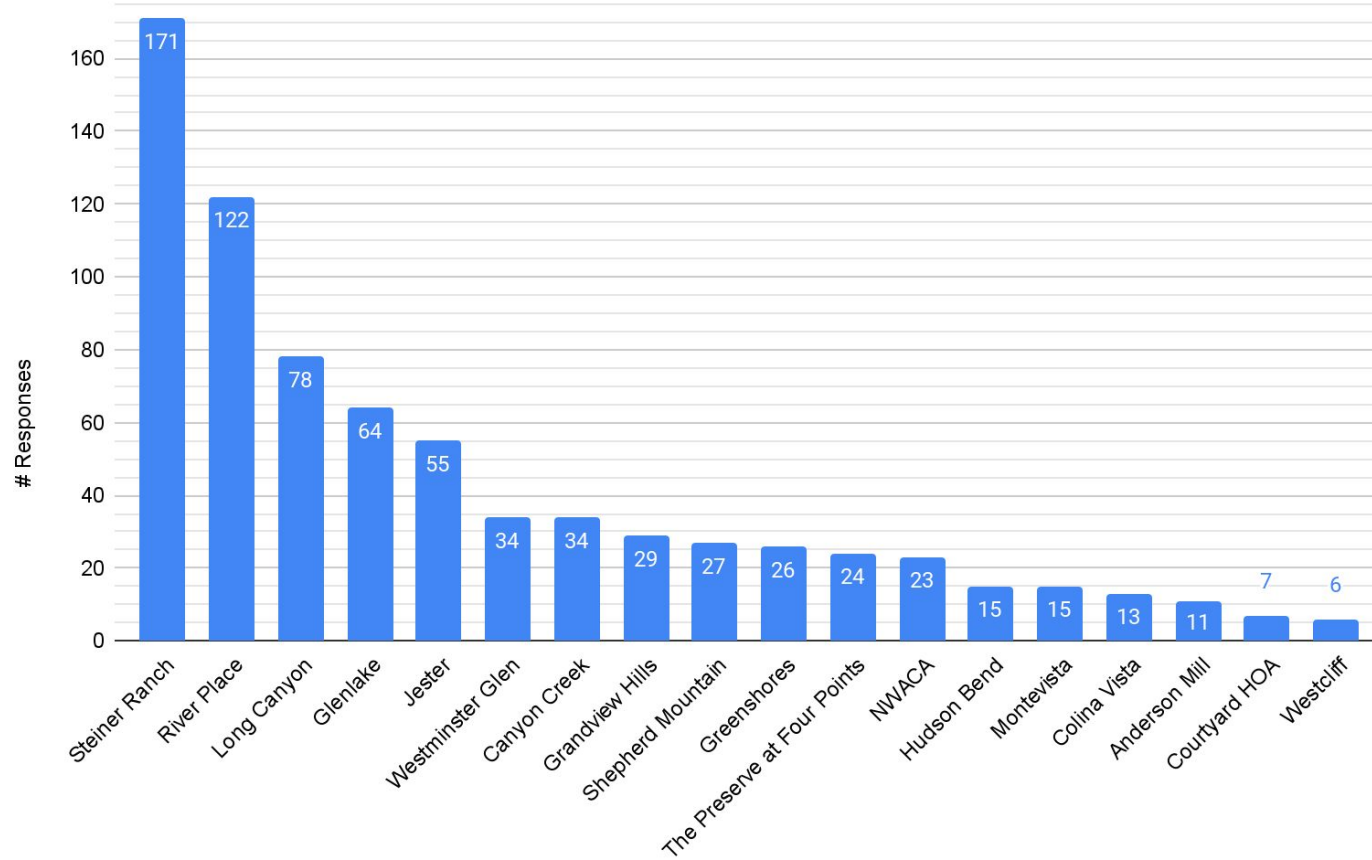
Nunya Bizness

Nunya Bizness

Most Impactful Communication Channels



Responses by Community



Rationale and Analysis

- For neighborhoods, the top 8 represent ~75% of total responses.
 - There are some communities that represent a small proportion of the responses but are close to the site (e.g. The Preserve, Colina Vista).
- The top 4 zip codes represent ~80% of all respondents.
- Charts show % of each ranking chosen for each question.
 - Chosen over counts so that charts are comparable for smaller and larger communities.
 - Percentages don't add up to 100 because respondents decided not to rank it, or chose "other" in its place.

Q1: Top 3 Concerns

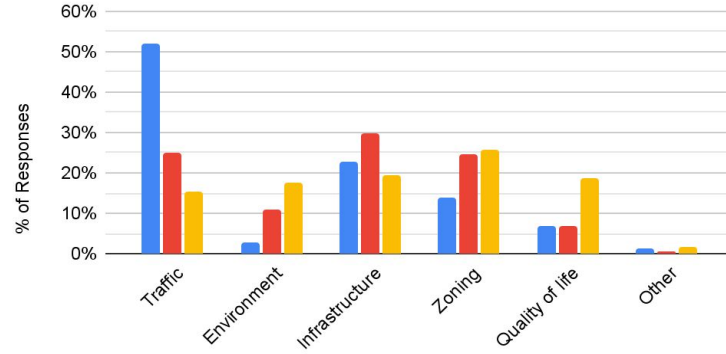
What are your three major concerns about the development?

	First	second	Third
Traffic - getting kids to school, commute time and no traffic study	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No commitment to current environmental laws	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We don't have the infrastructure for a project this big	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zoning change from "R&D" to "Muti-Use" (1,400 apartments, 1.5M sq ft of office and 77K sq ft of retail)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

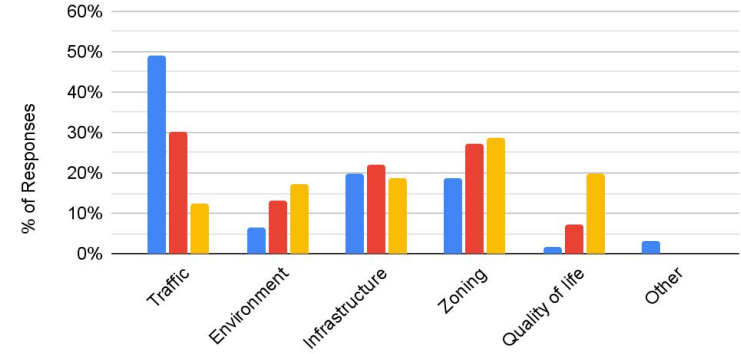
- First
- Second
- Third

Concerns By Neighborhood

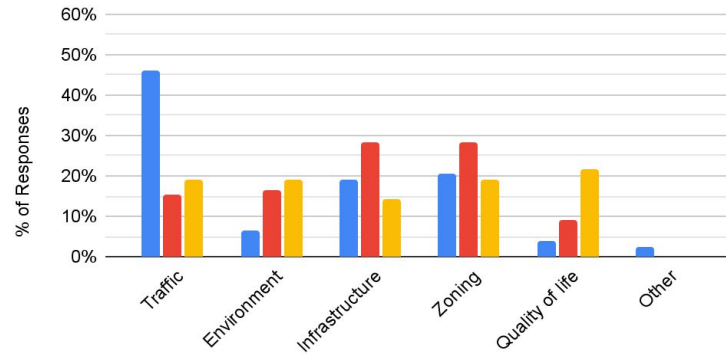
Steiner Ranch



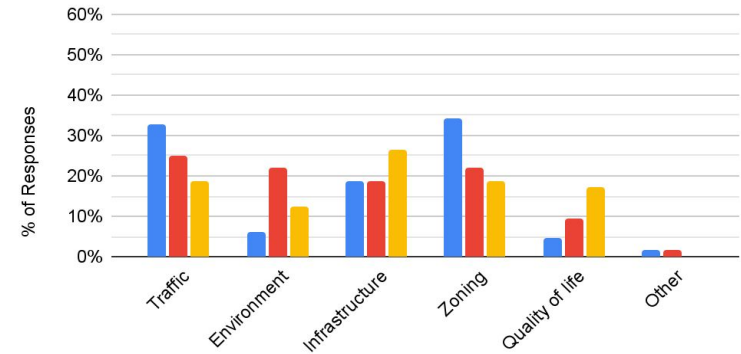
River Place



Long Canyon



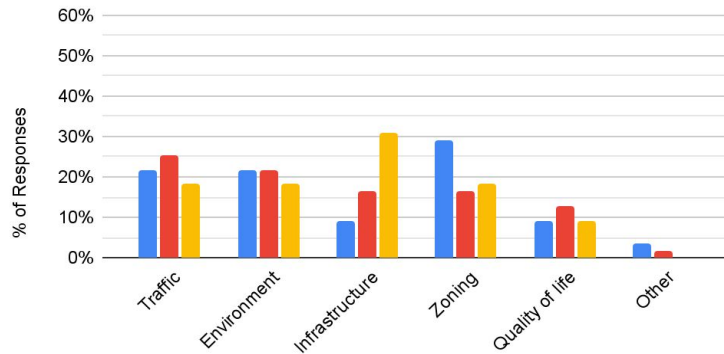
Glenlake



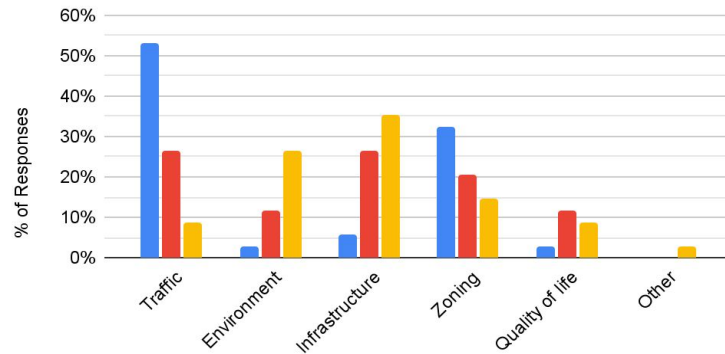
Concerns By Neighborhood

- First
- Second
- Third

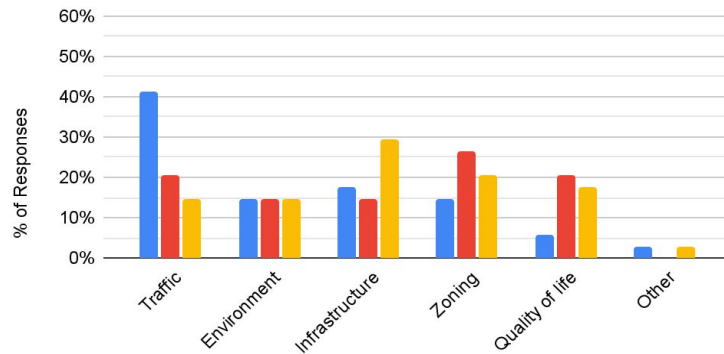
Jester



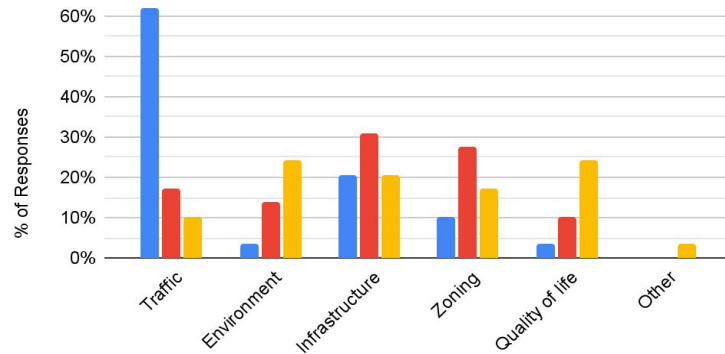
Westminster Glen



Canyon Creek



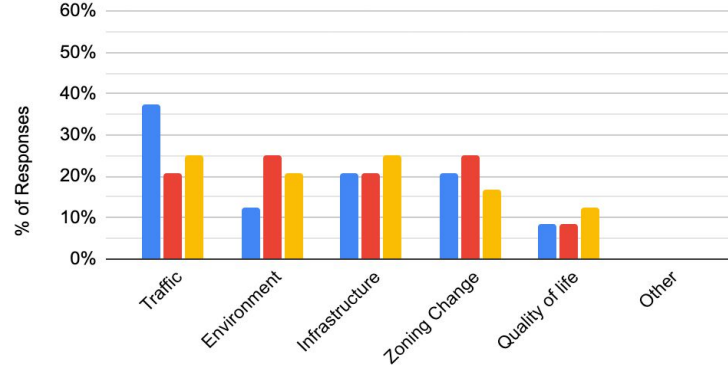
Grandview Hills



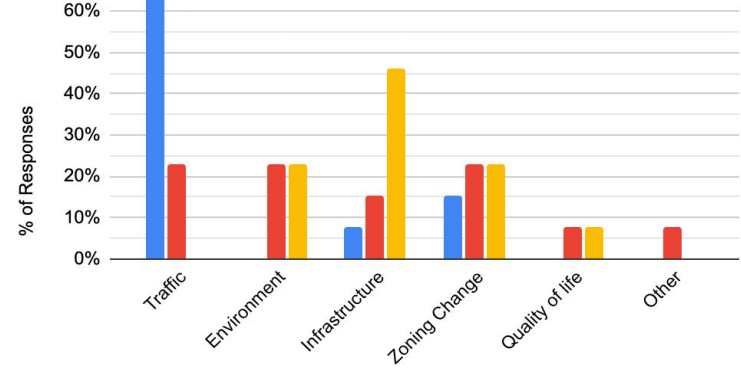
Concerns By Neighborhood

- First
- Second
- Third

The Preserve at Four Points



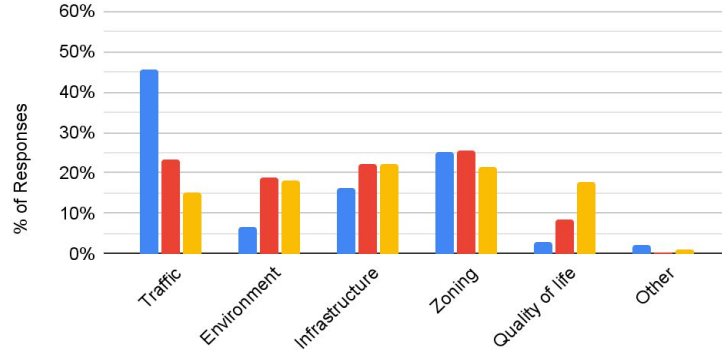
Colina Vista



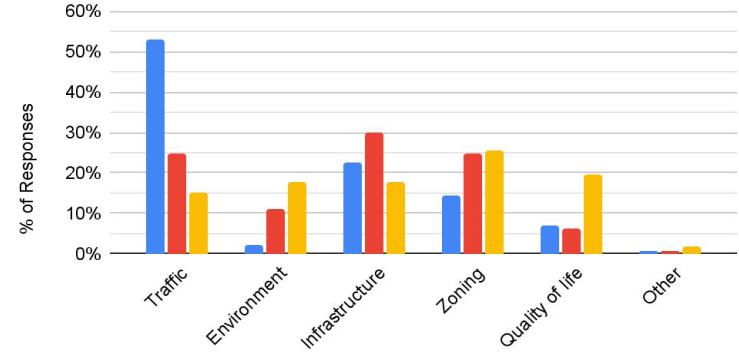
- First
- Second
- Third

Concerns By ZIP Code

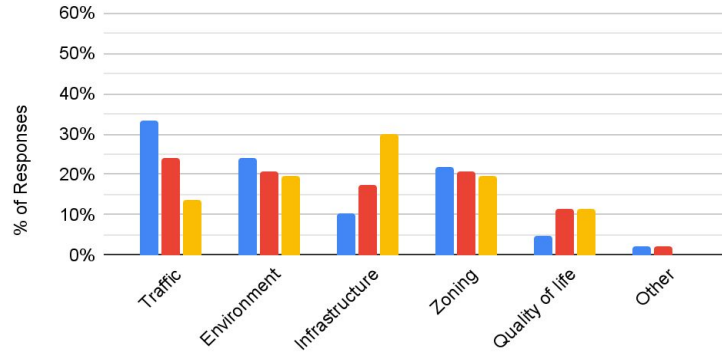
78730



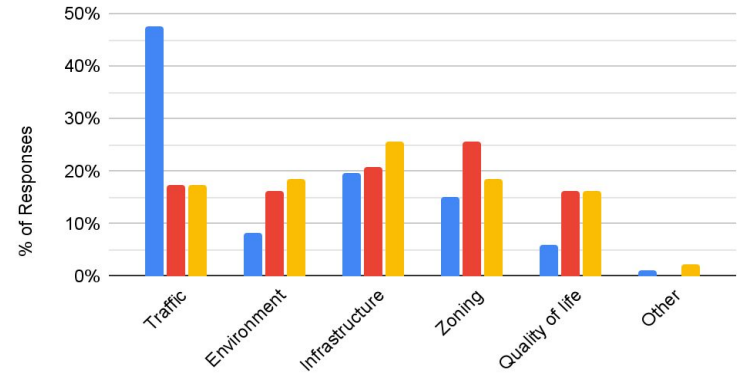
78732



78750



78726



Summary of Concerns

- Traffic is the foremost concern for survey respondents, followed by zoning and infrastructure concerns.
 - Traffic concerns include safety impacts (correlation of traffic density and accidents)
 - Also of particular concern because of the development's proximity to two schools
- Traffic increases also carry negative environmental impacts, such as emissions from an increase in idling time and sound pollution to communities like The Preserve.

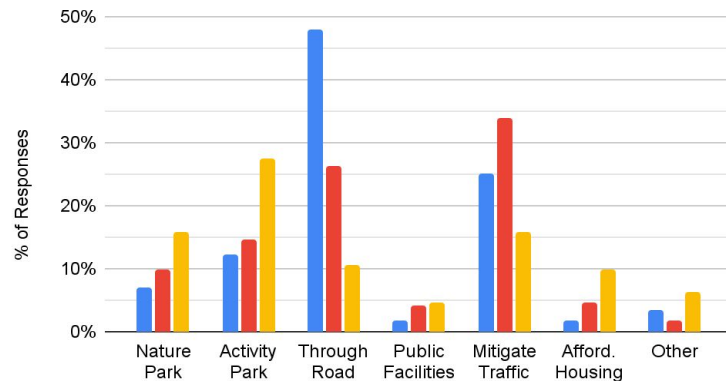
Q2: Community Benefits

	First	Second	Third
Build a 9 acre park, with constant level lake and trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Build a larger park with trails and playground and sports facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A through road at the back of the property from McNeil to Four Points Drive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Build facilities for community civic use (i.e, meeting rooms)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fund traffic mitigation plans and a cap on peak traffic hour trips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordable housing at 60-80% Median Family Income (MFI) for example provide reduced rent for teachers and first responders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

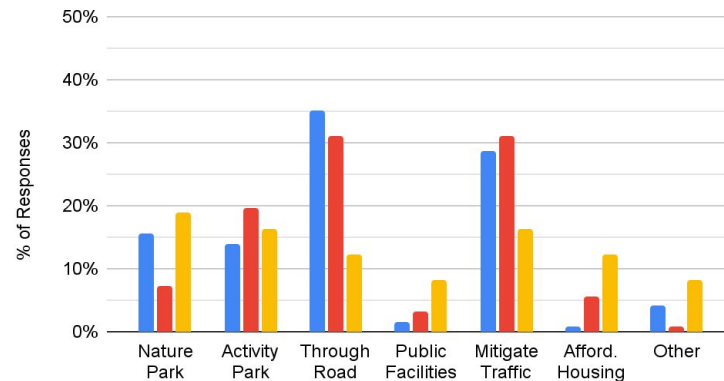
- First
- Second
- Third

Benefits By Neighborhood

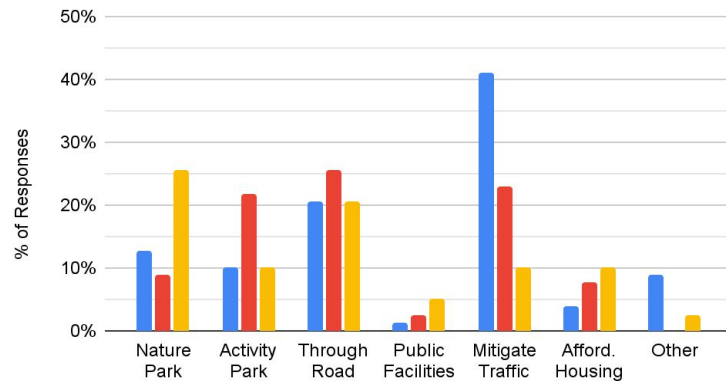
Steiner Ranch



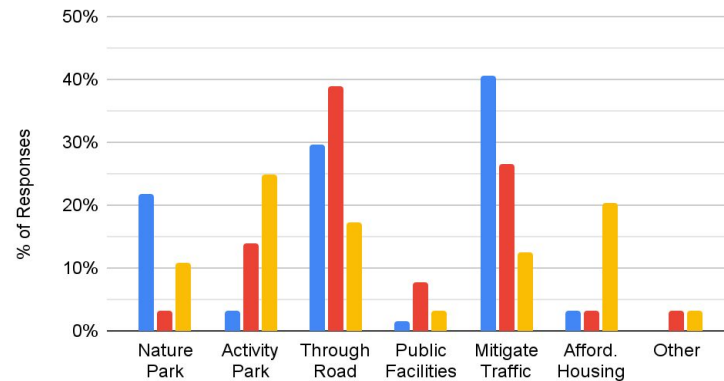
River Place



Long Canyon



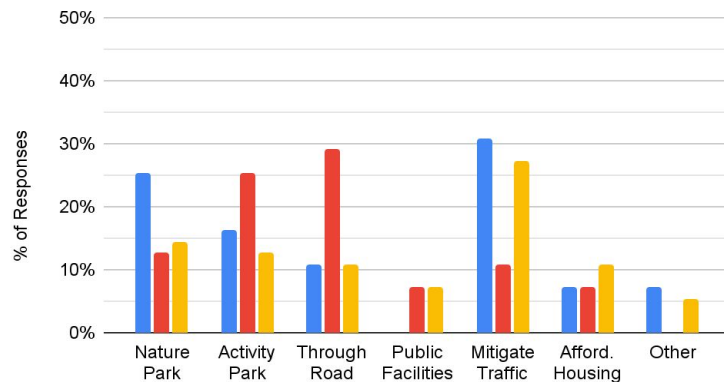
Glenlake



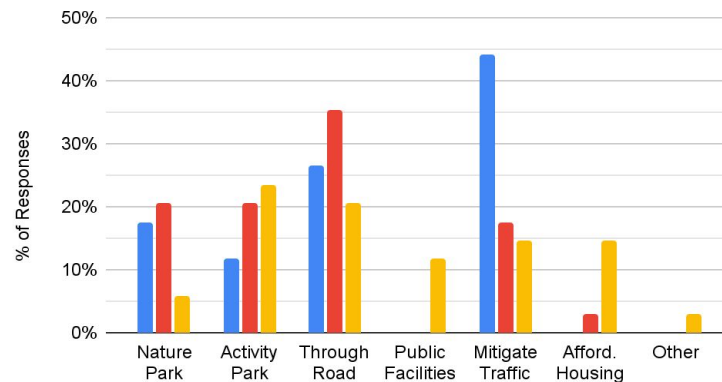
- First
- Second
- Third

Benefits By Neighborhood

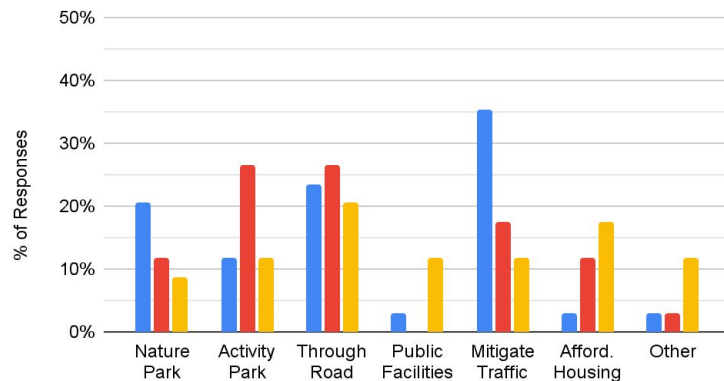
Jester



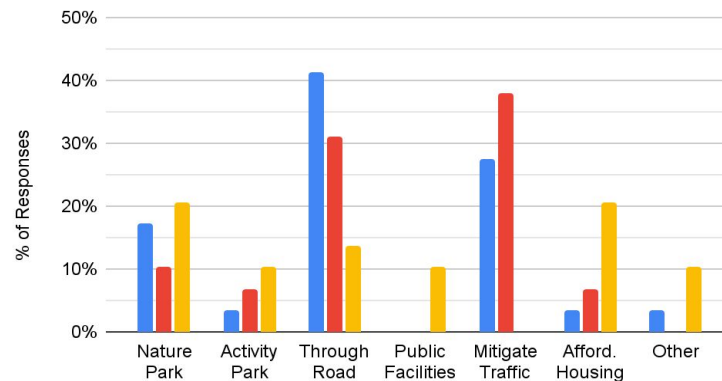
Westminster Glen



Canyon Creek



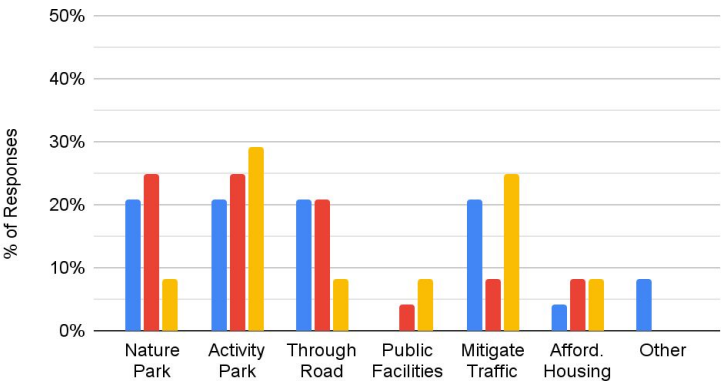
Grandview Hills



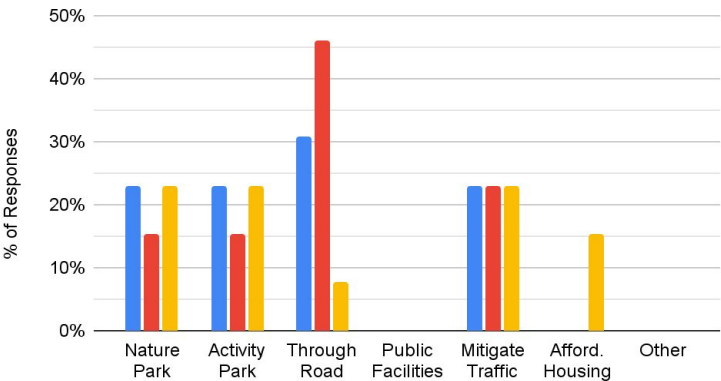
Benefits By Neighborhood

- First
- Second
- Third

The Preserve at Four Points



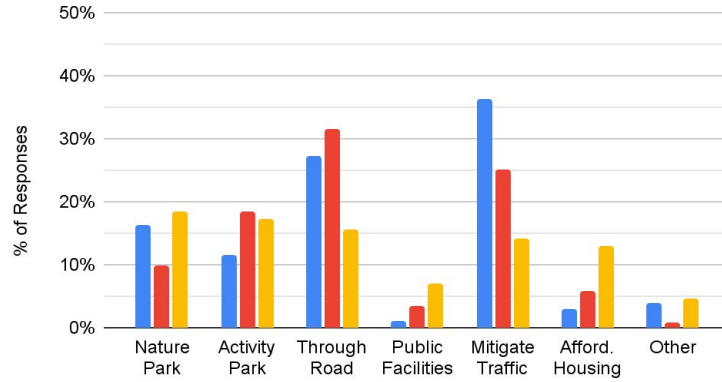
Colina Vista



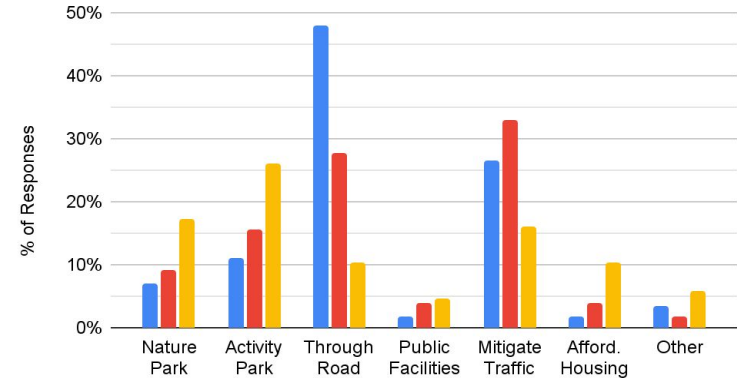
- First
- Second
- Third

Benefits By ZIP Code

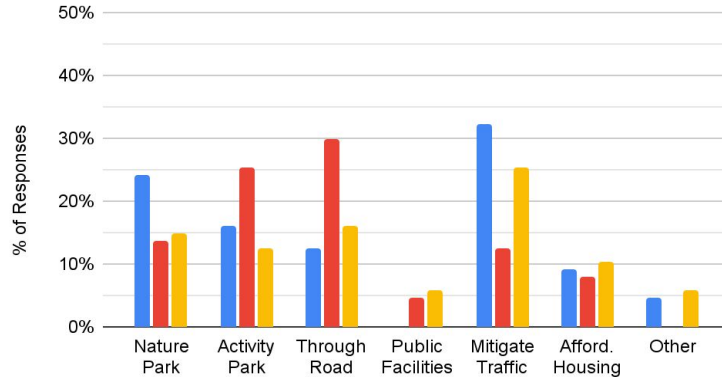
78730



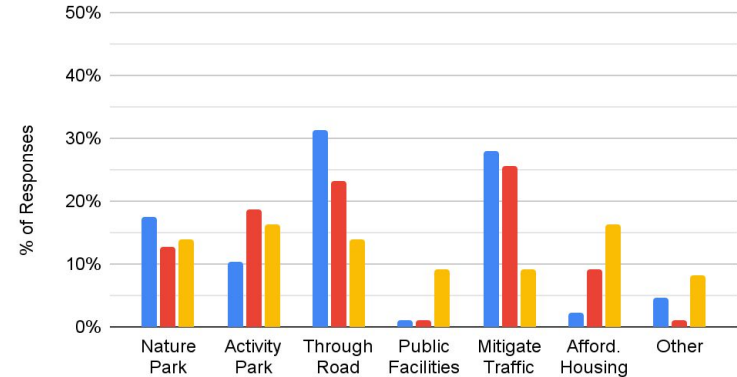
78732



78750



78726



Summary

- Respondents broadly indicated interest for a through road and traffic mitigation.
 - While these were distinct choices on the survey, in practice they go hand in hand.
- A park is also desired, more so one with trails and grounds for play and sports.
 - Park would be larger than the proposed 9 acre size by Karlin.

Q3: Density Preference

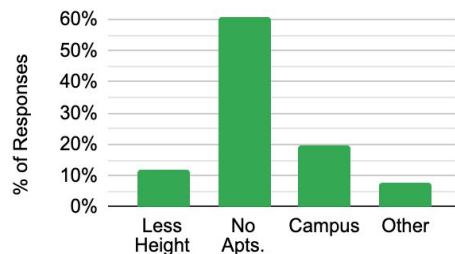
- ☐ Apartments, offices and retail - but just less height/square footage. For example, two-story only condos or apartments
- ☐ Offices or retail only - no residential.
- ☐ Campus-style (like ACC, Concordia, healthcare, religious, civic use, etc.)?
- ☐ Other

To clarify a couple things:

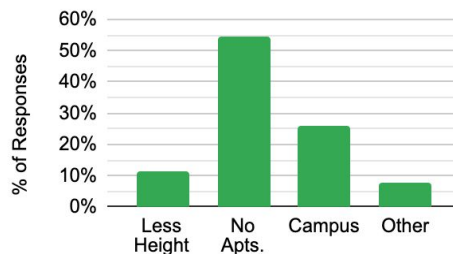
- Karlin specified that retail is only for office workers
- Under current plan, campus not accessible to the public

Density By Neighborhood

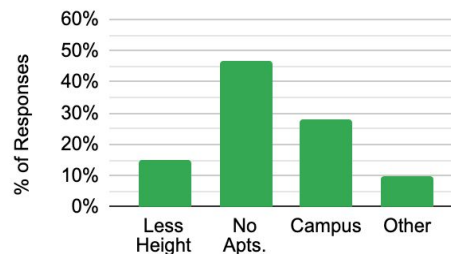
Steiner Ranch



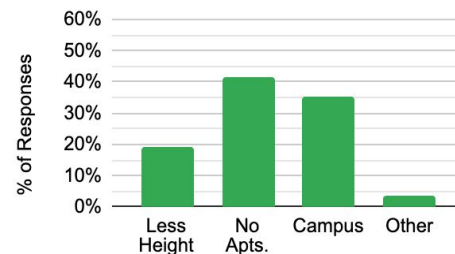
River Place



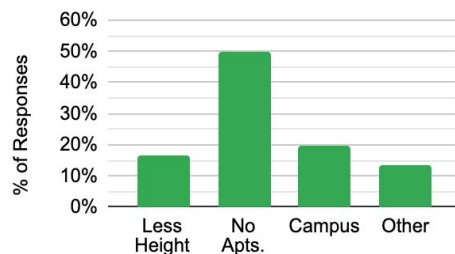
Long Canyon



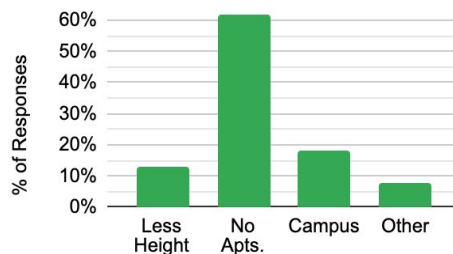
Glenlake



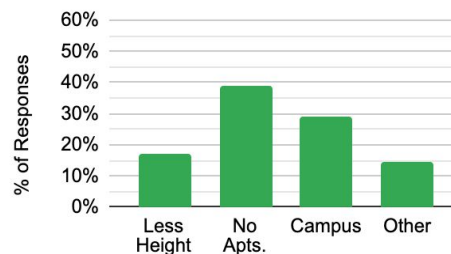
Jester



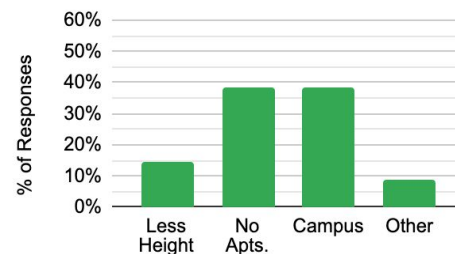
Westminster Glen



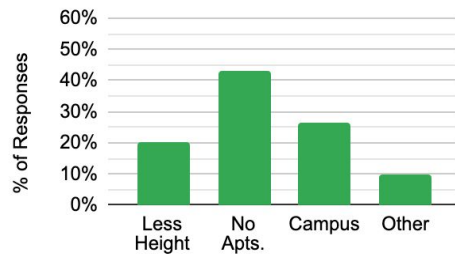
Canyon Creek



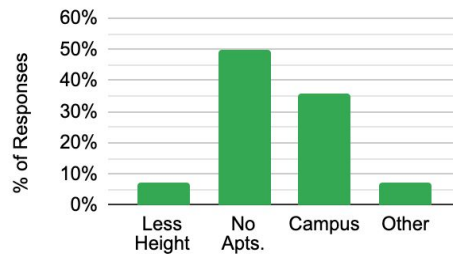
Grandview Hills



The Preserve at Four Points

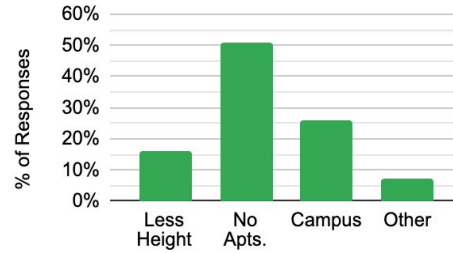


Colina Vista

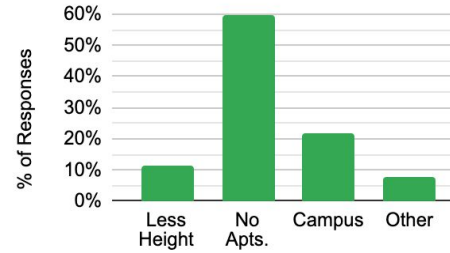


Density By ZIP Code

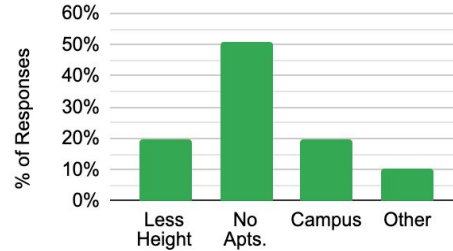
78730



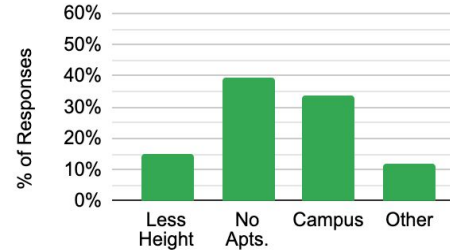
78732



78750



78726



Summary

- People really don't want apartments, but seem to be okay with retail/office.
- Secondary preference for campus-style, e.g. 3M or Concordia
 - Implies that the residents on the development will primarily walk instead of driving - i.e. they don't contribute to traffic.
- In combination with Q1, both choices seem to reflect the desire that the development minimally increase traffic.

Conclusions

- People are most concerned about traffic; infrastructure and rezoning concerns are linked to the community's concern for traffic.
- The desired community benefits align with traffic concerns (traffic mitigation steps), alongside a desire for more parks.
- Respondents were very passionate about the development not having apartments built, but are fine with office and retail. Otherwise preference was a campus-style one, like 3M/Concordia.
 - These may also touch on the same development scheme.

Questions?