

Ground Floor Commercial in North City & Ridgecrest Survey Results



PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

SURVEY OVERVIEW - BACKGROUND

- The survey asked a series of questions based on how a person identified themselves by the first question
- If a person identified themselves as a resident they were asked 24 questions
- If a person identified themselves as a business operator, developer, real estate investor or real estate agent they were asked 6 questions
- If a person identified themselves as both a resident of North City or Ridgecrest and a business operator, developer, real estate investor or real estate agent, they were asked all the questions
- The survey was open April 17 – May 17, 2020



SURVEY OVERVIEW - BACKGROUND

- The following methods were used to invite the community to take the survey:
 - The Ground Floor Commercial project website included a link to the survey
 - Emails were sent alerting the following people and groups of the survey:
 - The Neighborhood Association contacts for North City, Ridgecrest, Briarcrest and Ballinger
 - Business community contacts
 - Kevin Atkinson ([Urban Shoreline website](#))
 - All applicants for commercial, multifamily and mixed-use projects within the last 2 years
 - A post card was mailed with a link to the survey to property owners in North City and Ridgecrest with a commercial zoning designation along major corridors (660 addresses)
 - A post on the City's Facebook and Twitter sites



SURVEY OVERVIEW - QUESTIONS

- Residents were asked the following questions:
 - To rate how much they value certain commercial uses within their neighborhood
 - For those uses, to indicate if they use the service within or outside of Shoreline currently and to identify why
 - To rate how much they value having commercial uses at certain intersection nodes or street corridors in North City and Ridgecrest
 - To identify which modes of transportation they use to access commercial uses in their neighborhood
 - To identify the closest intersection to their home
 - To provide any other thoughts on this project



SURVEY OVERVIEW - QUESTIONS

- Business operators, developers, real estate investors, and real estate agents were asked the following questions:
 - To rank how much they value certain incentives for mixed-use buildings
 - To rank certain regulations in terms of having an impact on their decision to invest in development in North City and Ridgecrest
 - To rank certain intersection nodes and street corridors in terms of where they think retail would be the most viable
 - To identify the closest intersection to their business, If they operate a business in North City or Ridgecrest
 - To identify their home residence zip code
 - To provide any other thoughts on this project



SURVEY RESULTS - OVERVIEW

- Total responses: 904
- Completion rate: 70%
- Average time spent: 7 minutes



SURVEY RESULTS – QUESTION 1

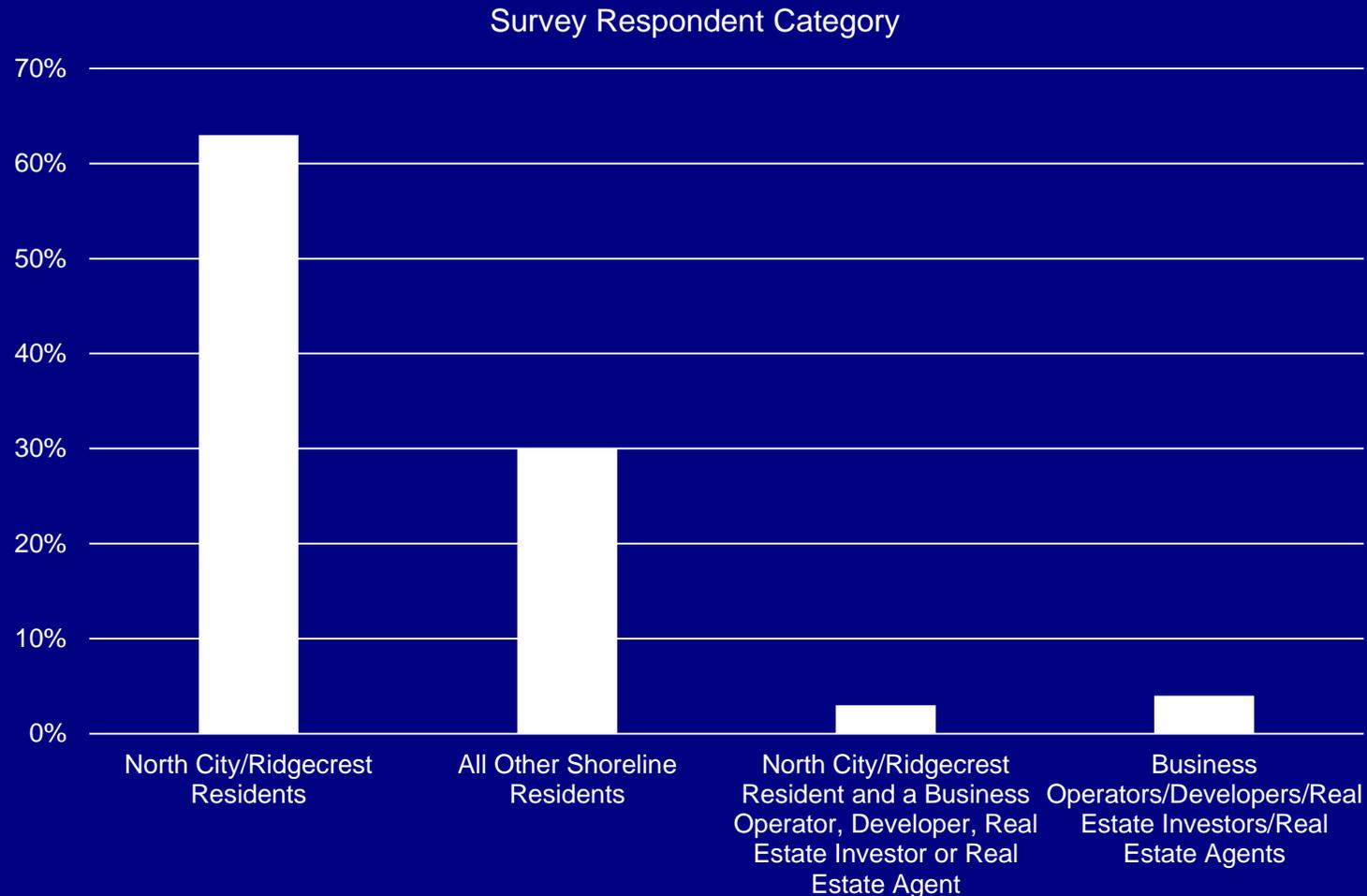
Which of the following most accurately describes you? (select only one)

Answer Choices	Responses	
Resident (North City)	36.50%	330
Resident (Ridgecrest)	26.55%	240
Resident (Briarcrest)	4.98%	45
Resident (Ballinger)	5.31%	48
Resident (Shoreline neighborhood not listed)	19.47%	176
Business operator (North City only)	1.11%	10
Business operator (Ridgecrest only)	0.66%	6
Business operator (North City and Ridgecrest)	0.33%	3
Business operator and resident (North City only)	1.11%	10
Business operator and resident (Ridgecrest only)	0.44%	4
Developer	1.66%	15
Developer and resident (North City)	0.00%	0
Developer and resident (Ridgecrest)	0.00%	0
Real estate investor	0.55%	5
Real estate investor and resident (North City)	0.22%	2
Real estate investor and resident (Ridgecrest)	0.22%	2
Real estate agent	0.22%	2
Real estate agent and resident (North City)	0.44%	4
Real estate agent and resident (Ridgecrest)	0.22%	2
	Total	904



SURVEY RESULTS – QUESTION 1

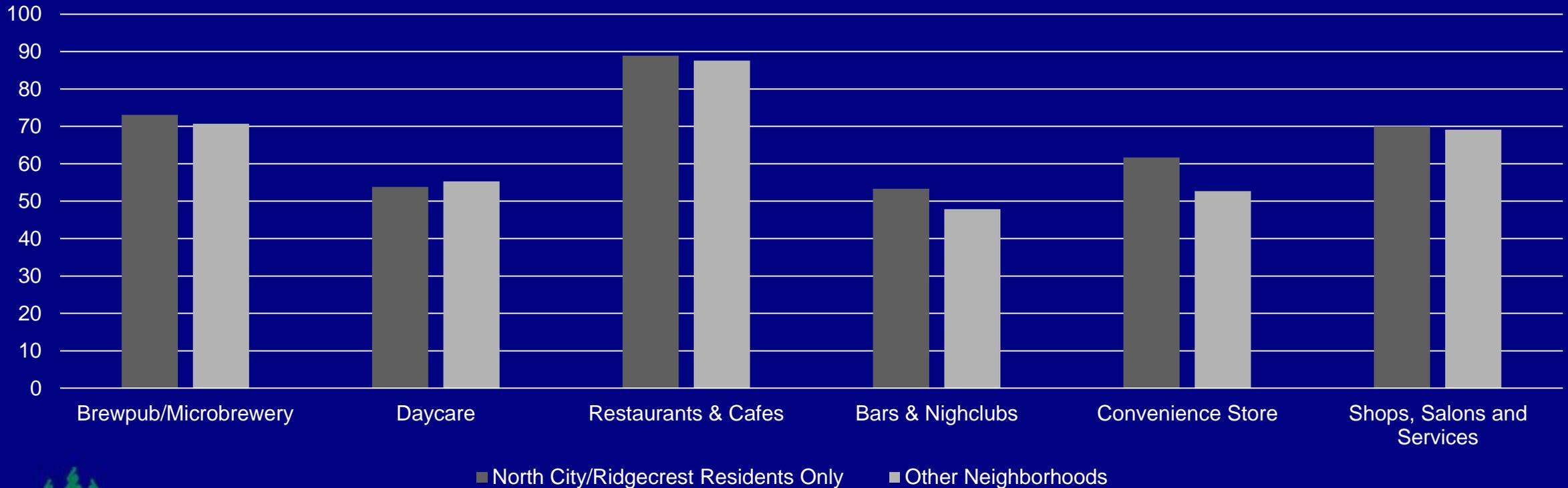
Which of the following most accurately describes you? (select only one)



SURVEY RESULTS – QUESTIONS 2-7

How much value do you place on having the following nonresidential use in your neighborhood? Rate the use from 1 to 5, with 5 having the most value to you.

Use Ratings

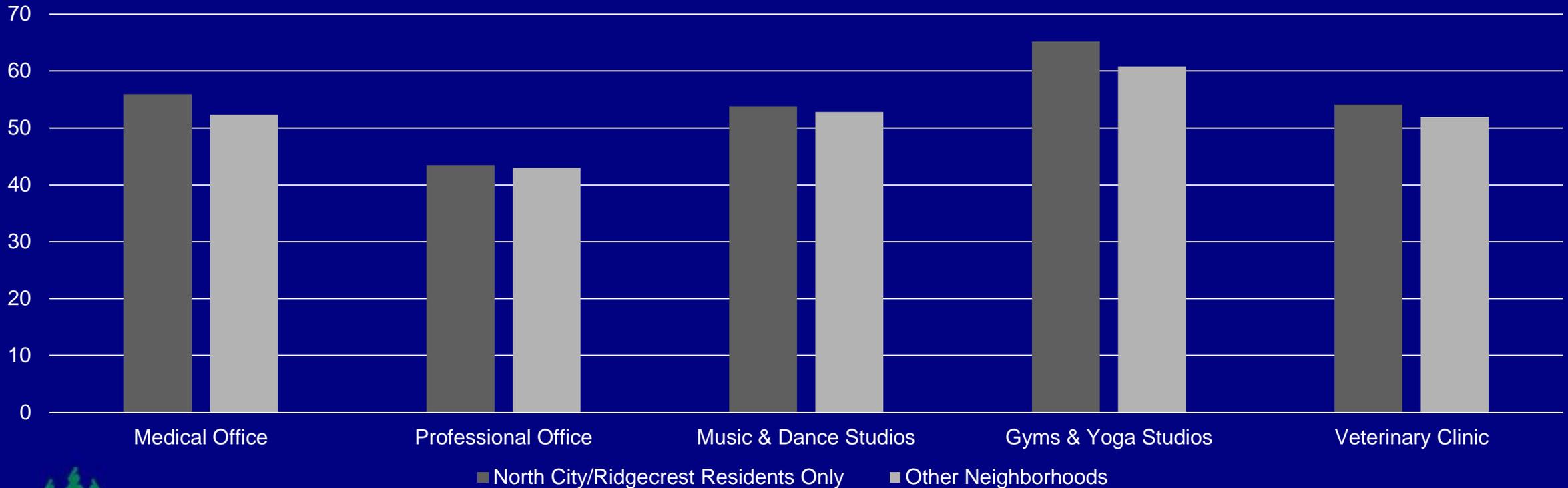


Note: The survey question asked to rate 1 to 5 for simplicity, but when respondents moved the sliding scale they could actually pick any number between 0 and 100. This could be confusing for some respondents but does not appear to be the case as only 46 respondents chose a number between 1 and 5.

SURVEY RESULTS – QUESTIONS 8-12

How much value do you place on having the following nonresidential use in your neighborhood? Rate the use from 1 to 5, with 5 having the most value to you.

Use Ratings

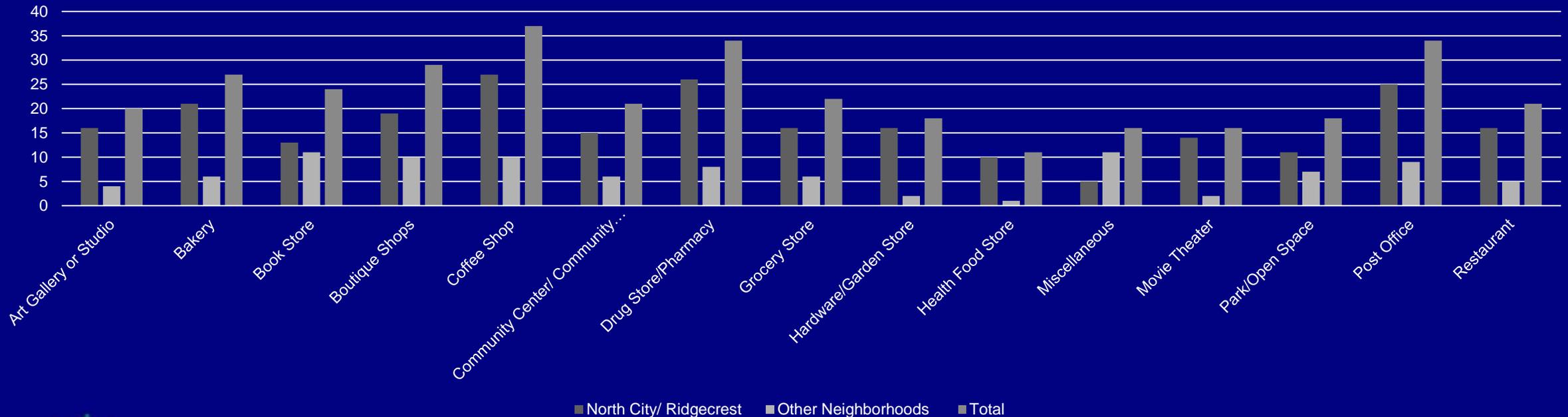


Note: The survey question asked to rate 1 to 5 for simplicity, but when respondents moved the sliding scale they could actually pick any number between 0 and 100. This could be confusing for some respondents but does not appear to be the case as only 46 respondents chose a number between 1 and 5.

SURVEY RESULTS – QUESTION 13

How much value do you place on having certain nonresidential uses in your neighborhood? If you have a suggested use(s) not itemized earlier in this survey, please list it/them here and rate it/them from 1 to 5, with 5 having the most value to you.

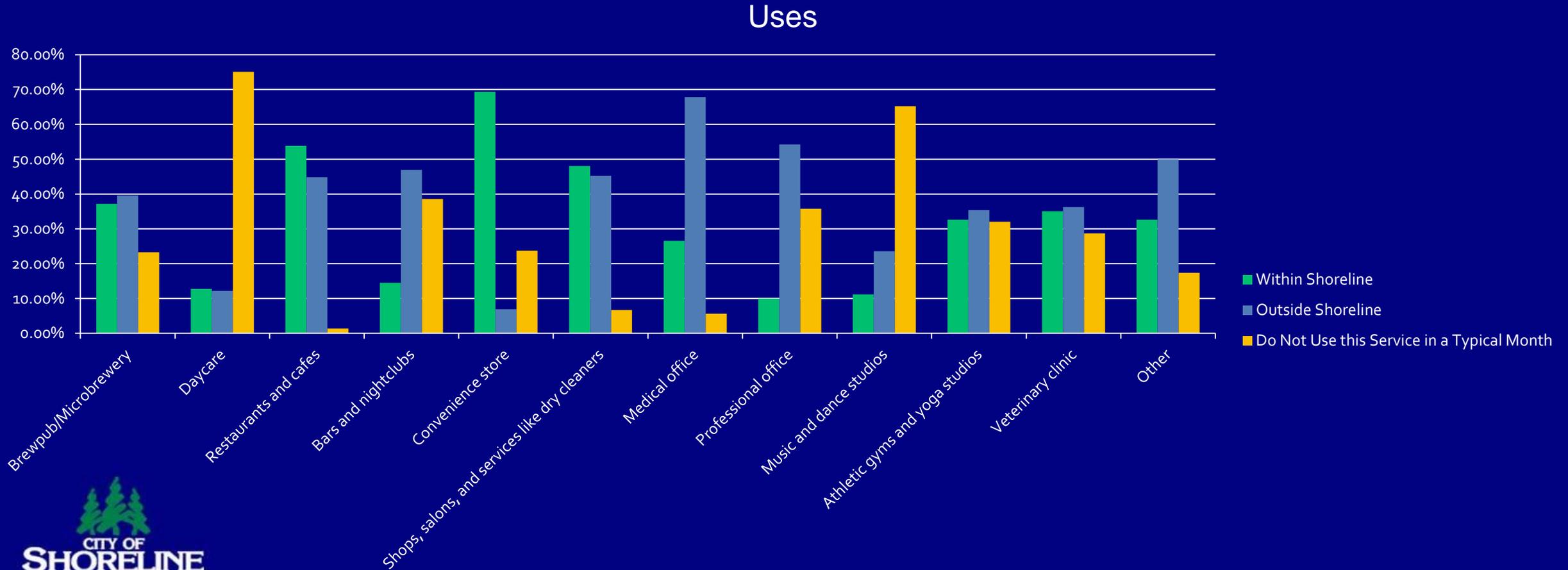
Top Suggested Uses - Fill in the Blank



Note: Some respondents rated the use as asked in the question, but most did not. Those that did rate their use rated it as a 4 or 5, indicating they highly desired the use so this chart simply shows desired uses, except for three people that rated "Contractor" at a zero or negative number indicating they did not want the use. A total of 73 unique uses were written in by survey respondents, only uses with at least 10 votes appear in this chart.

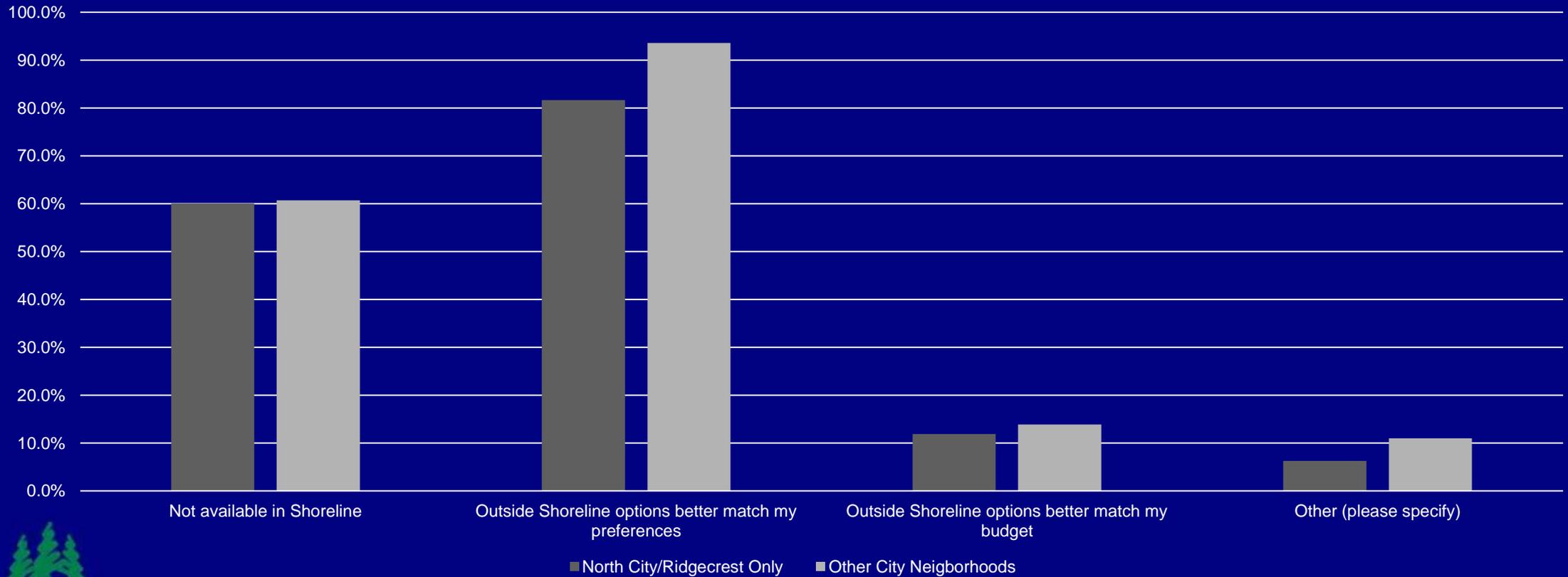
SURVEY RESULTS – QUESTION 14

For each of the following nonresidential uses, indicate whether you typically utilize a service locally within Shoreline, outside Shoreline, or do not use the service in a typical month.



SURVEY RESULTS – QUESTION 15

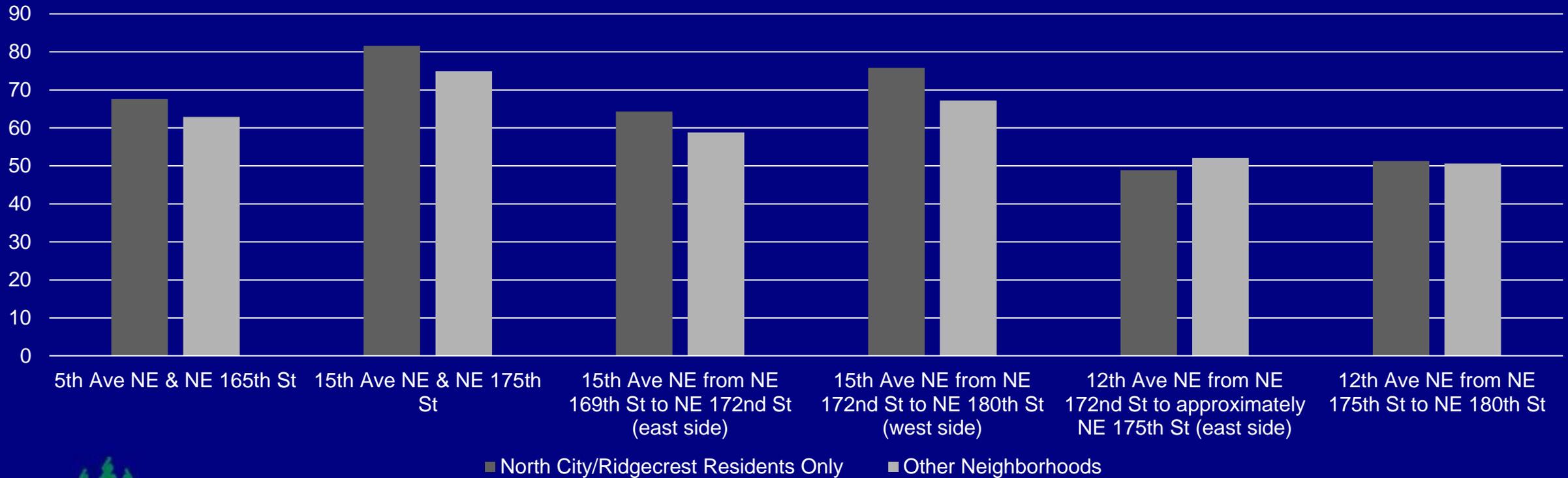
For any that you indicated “outside Shoreline” in the previous question, please tell us the top two reasons why (select maximum of two).



SURVEY RESULTS – QUESTIONS 16-21

On which street corridors and intersection nodes do you most want to see commercial uses? Rate the corridor/node from 1 to 5, with 5 having the most value to you.

Corridor & Intersection Ratings



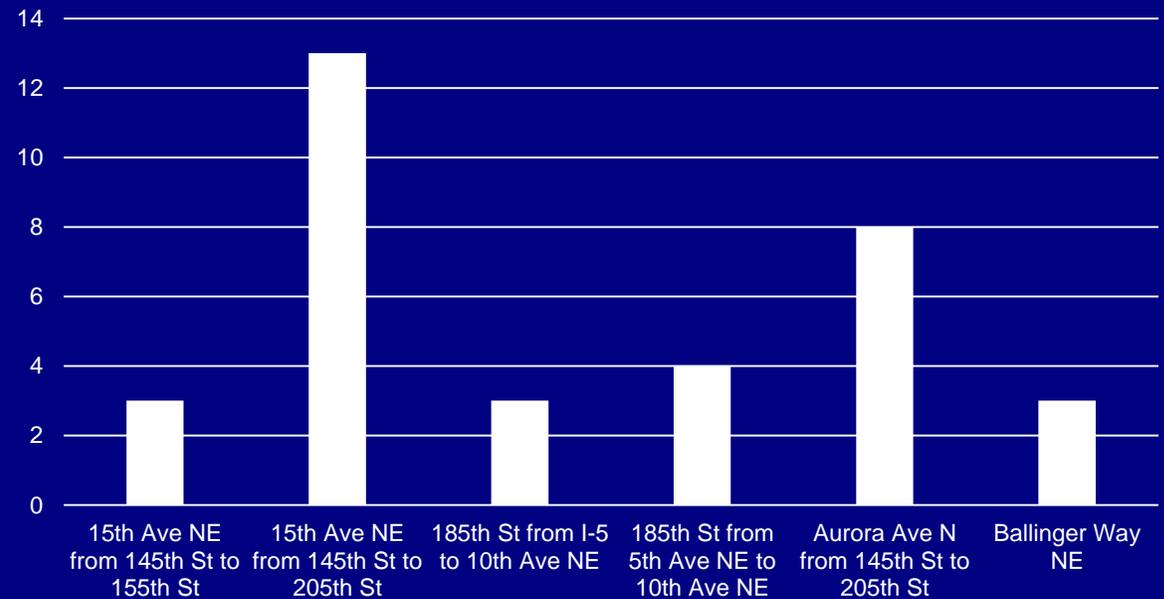
SURVEY RESULTS – QUESTION 22

On which street corridors and intersection nodes do you most want to see commercial uses? If you have a suggested corridor(s) or node(s) not itemized earlier in this survey, please list it/them here and rate it/them from 1 to 5, with 5 having the most value to you.

Intersections



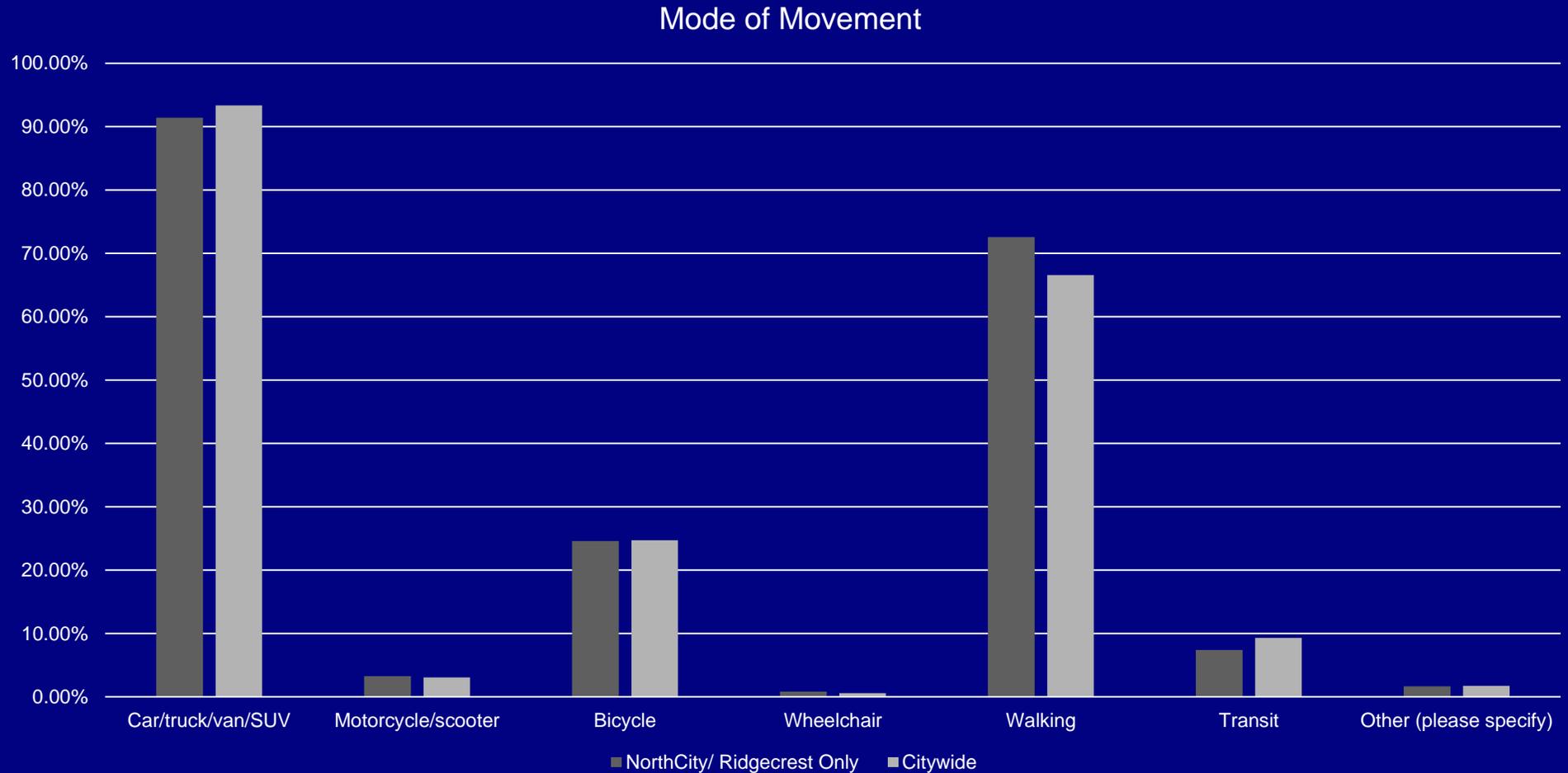
Corridors



Note: Some respondents rated the intersections and corridors as asked in the question, but most did not. Those that did rate their use rated it as a 4 or 5, indicating they highly valued that intersection or corridor so this chart simply shows desired intersections and corridors. A total of 85 unique intersections/corridors were written in by survey respondents, only intersections/corridors with at least 3 votes appear in this chart.

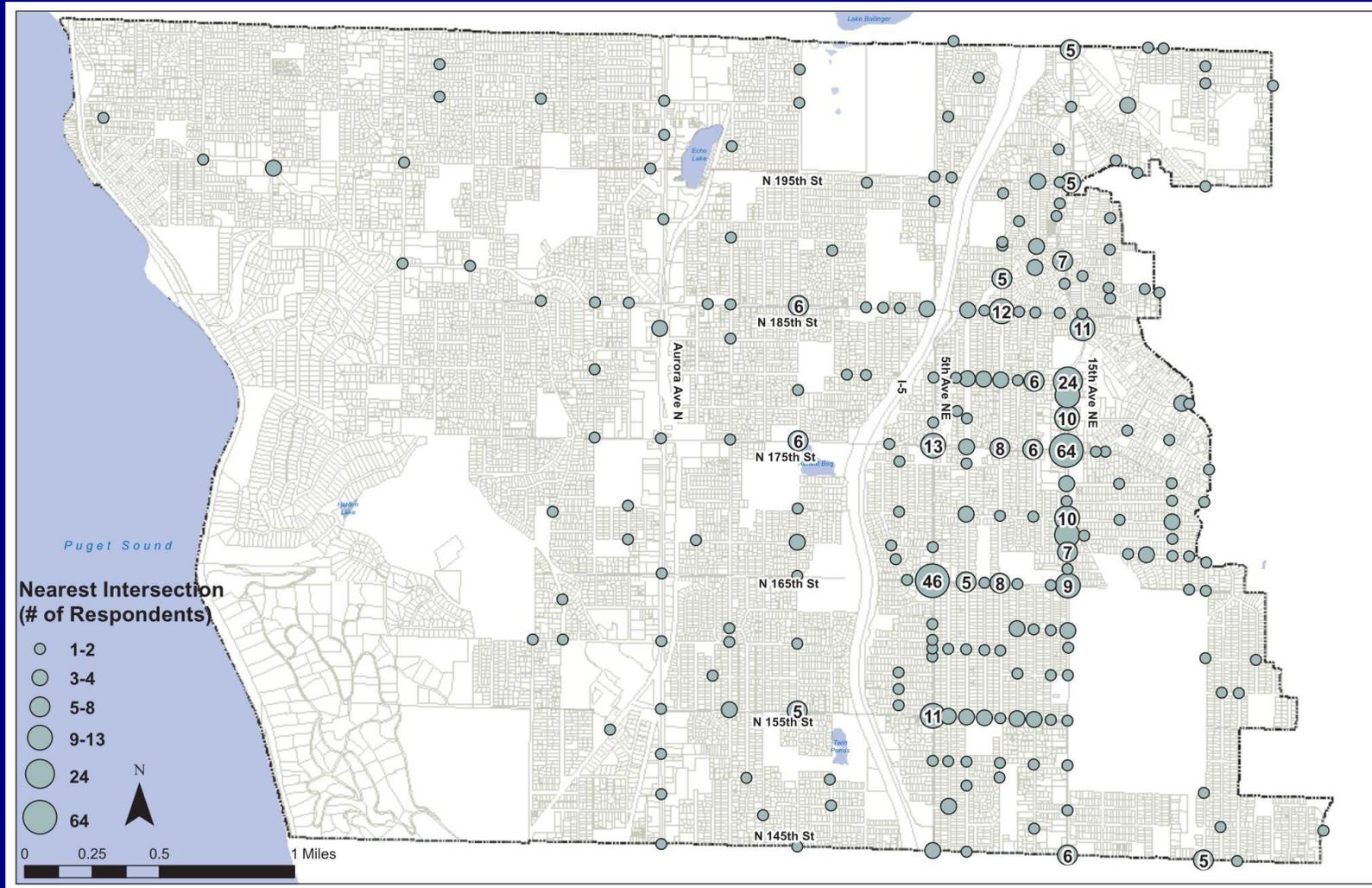
SURVEY RESULTS – QUESTION 23

When you travel to businesses in your neighborhood how do you get there? (select all that apply)



SURVEY RESULTS – QUESTION 24

What is the closest intersection to your home?



SURVEY RESULTS – QUESTION 25

Do you have any other thoughts or information that the Council should consider related to requiring, or incentivizing, commercial uses on the ground floor of residential buildings?

General Themes:

- Incentivize small business and local business, not developers or national chains
- Should be required, no exemptions
- Should be required for existing apartment buildings as well
- Don't allow parking reduction, should be ample parking, current parking is already inadequate for apartments
- More options/variety in restaurants to chose from (e.g., family friendly, variety in cuisine)
- Spaces should be small so local business can afford them
- Make the area more walkable
- Require in traditional business district areas like North City but not the light rail station upzones that are residential
- No more cannabis shops in North City

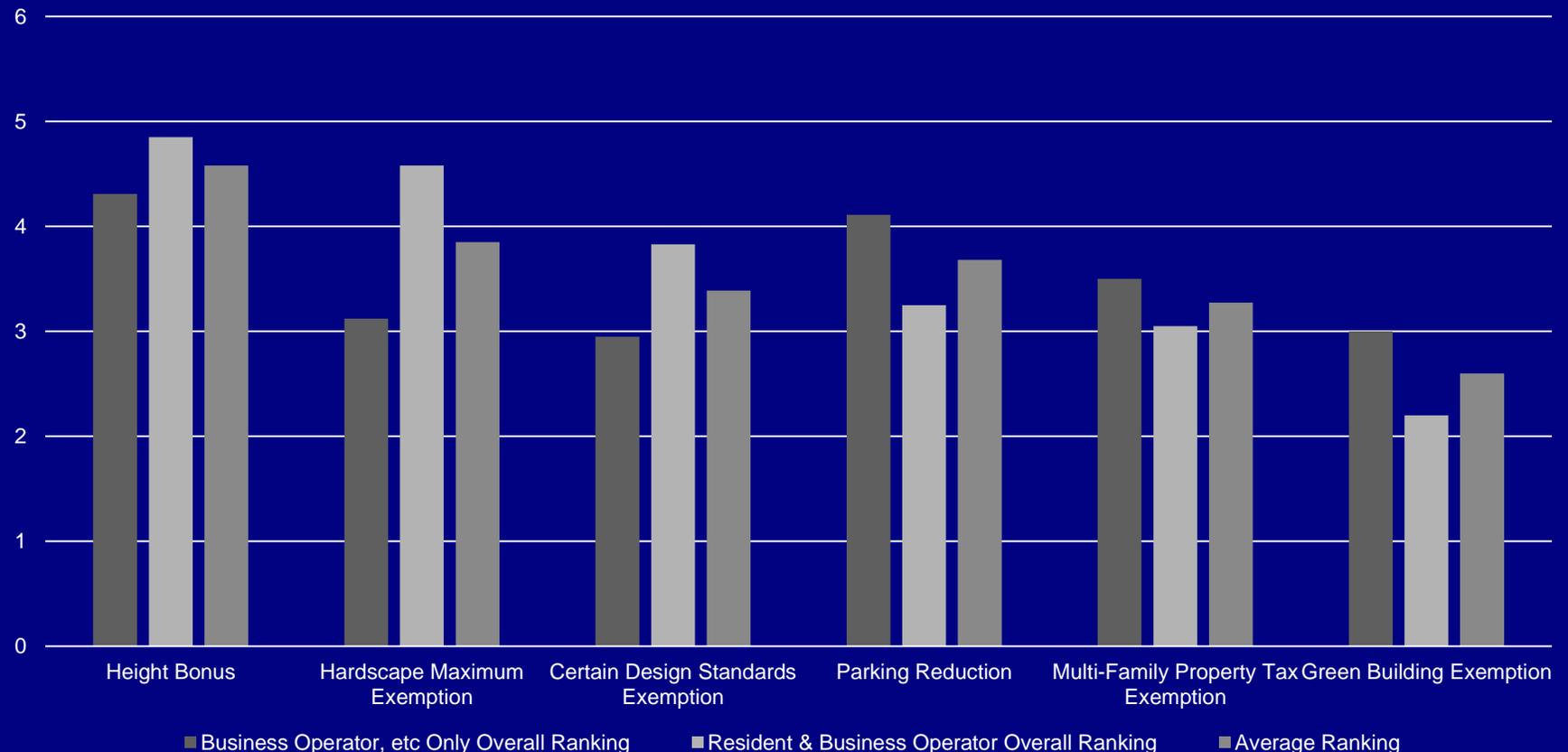


SURVEY RESULTS – QUESTION 1 FOR BUSINESS OPERATORS, ETC

How much value do you place on the following potential incentives for mixed use buildings? Rank the potential incentives from 1 to 6, with 1 having the most value to you.

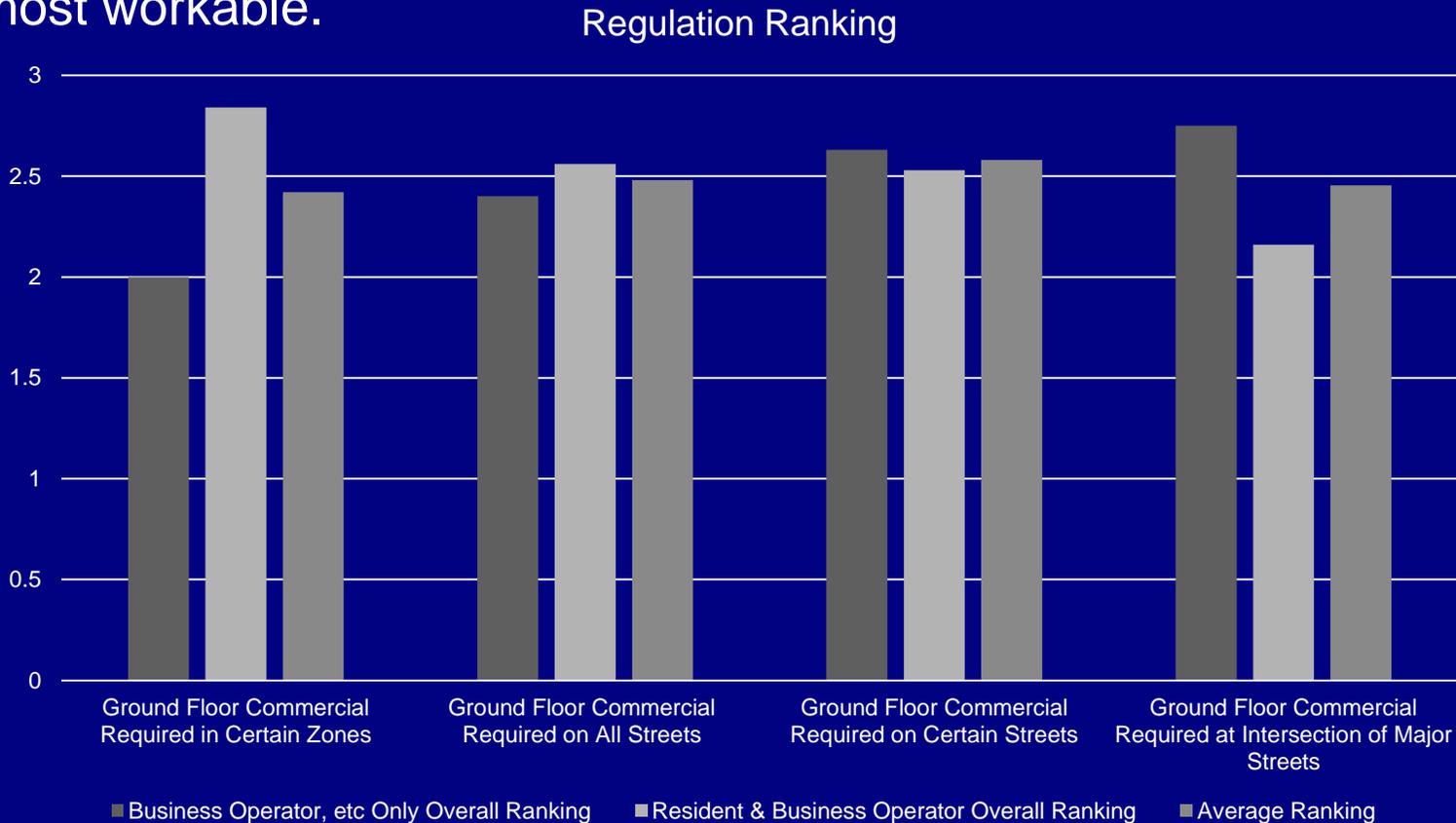
Note: For ranking questions like this one, Survey Monkey calculates the average ranking for each answer choice so you can determine which answer choice was most preferred overall. The answer choice with the largest average ranking is the most preferred choice.

Incentive Ranking



SURVEY RESULTS – QUESTION 2 FOR BUSINESS OPERATORS, ETC

Which of the following potential regulations would be the most workable and have the least impact on your decision to invest in/reinvest in/develop/sell commercial property within North City and Ridgecrest? Rank the list of potential regulations from 1 to 4, with 1 being the most workable.



Note: For ranking questions like this one, Survey Monkey calculates the average ranking for each answer choice so you can determine which answer choice was most preferred overall. The answer choice with the largest average ranking is the most preferred choice.

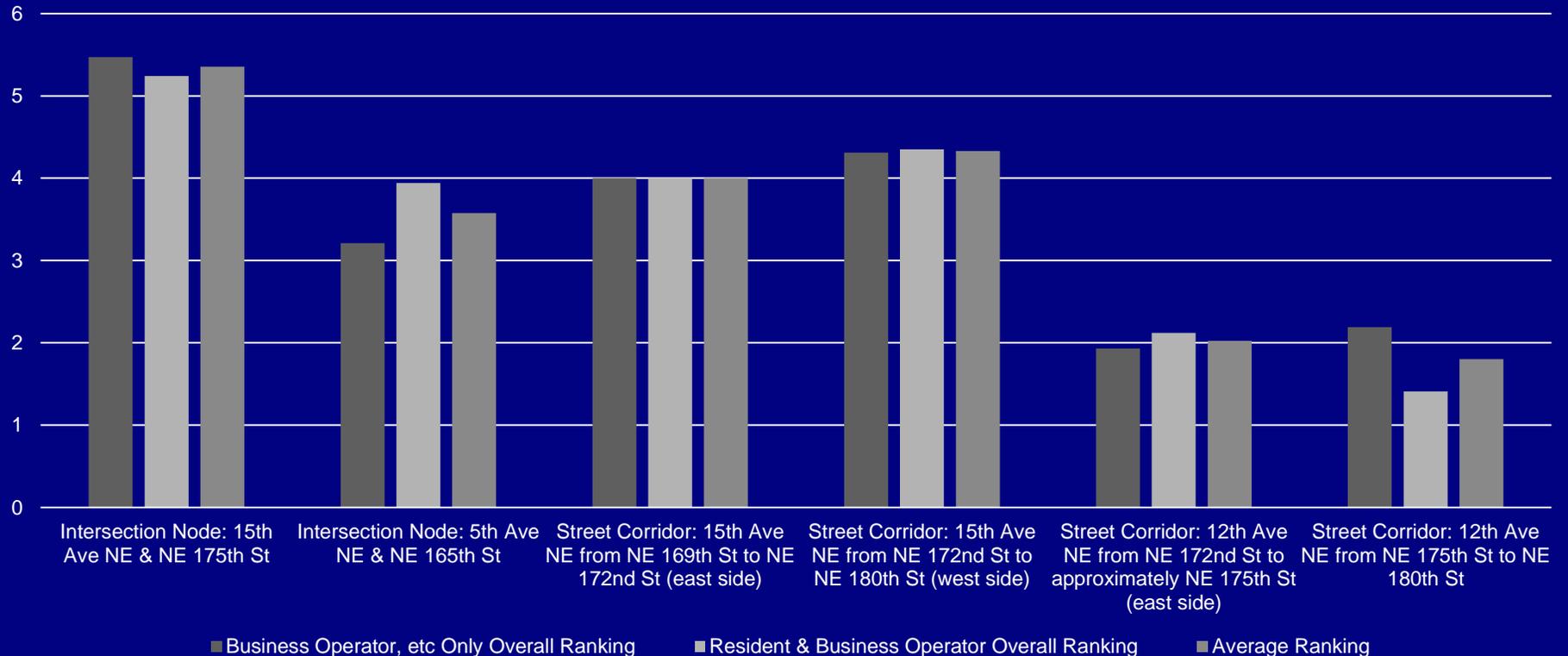


SURVEY RESULTS – QUESTION 3 FOR BUSINESS OPERATORS, ETC

Where do you think retail is most viable? Rank the list of street corridors and intersection nodes on a scale of 1 to 6, with 1 being most viable. Rank the list of potential regulations from 1 to 4, with 1 being the most workable.

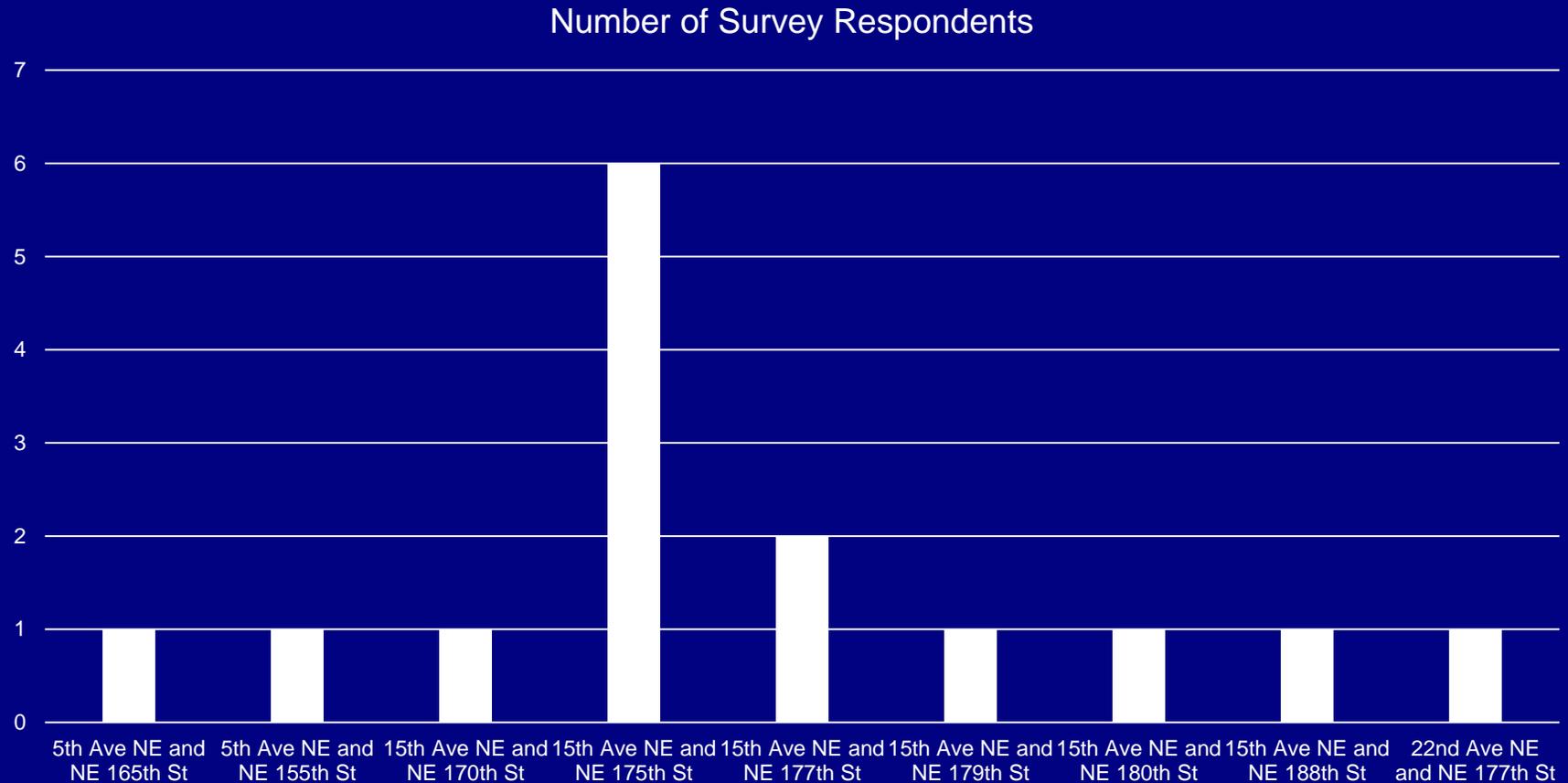
Note: For ranking questions like this one, Survey Monkey calculates the average ranking for each answer choice so you can determine which answer choice was most preferred overall. The answer choice with the largest average ranking is the most preferred choice.

Node & Corridor Ranking



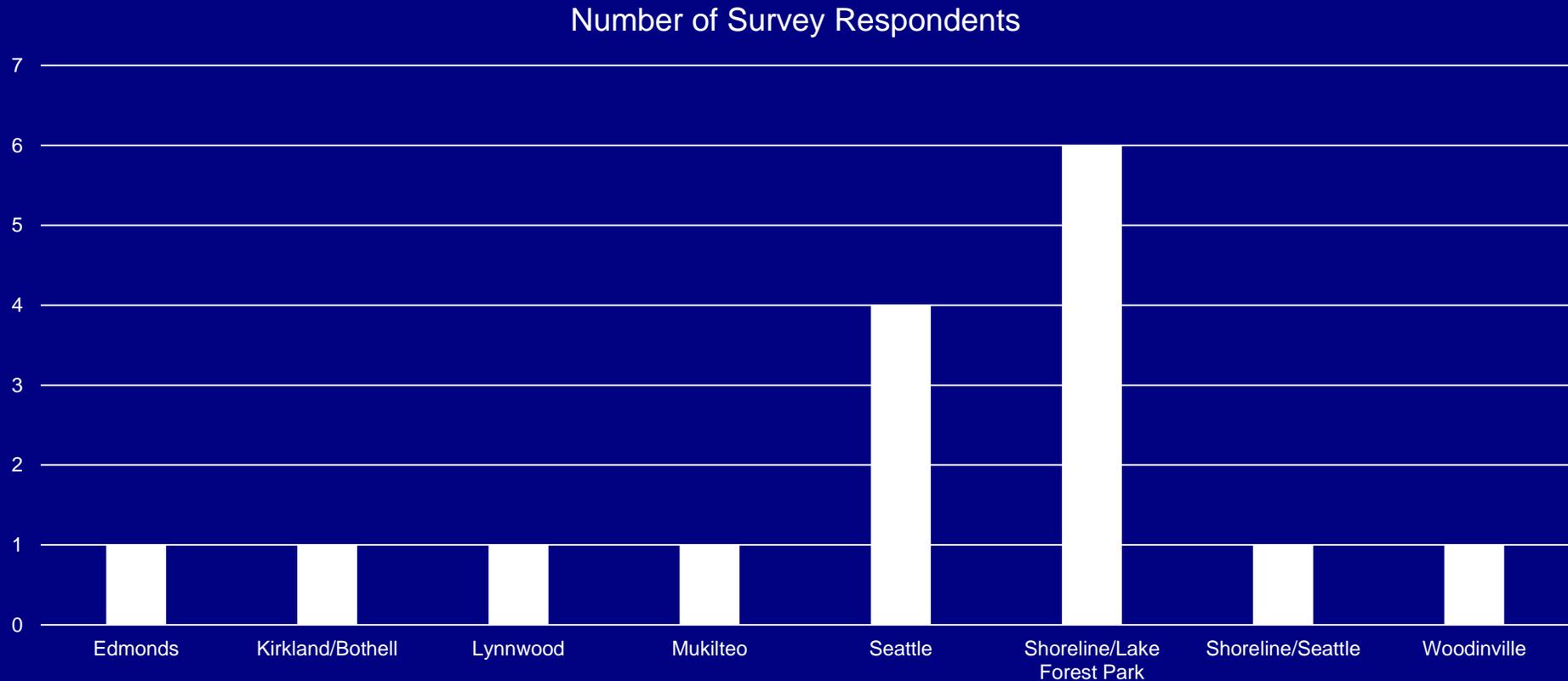
SURVEY RESULTS – QUESTION 4 FOR BUSINESS OPERATORS, ETC

If you operate a business in North City or Ridgecrest, what is the closest intersection to your business?



SURVEY RESULTS – QUESTION 5 FOR BUSINESS OPERATORS, ETC

What is the zip code of your home residence?



SURVEY RESULTS – QUESTION 6 FOR BUSINESS OPERATORS, ETC

Do you have any other thoughts or information that the Council should consider related to requiring, or incentivizing, commercial uses on the ground floor of residential buildings?

General Themes:

- Need short term parking for customers for ground floor commercial to be successful
- Be flexible, don't drive away development
- Incentivize small business and local business, not developers
- Prioritize affordable housing – if ground floor commercial is required, exempt projects that provide affordable housing
- Requiring ground floor commercial will lead to vacant commercial space
- Ground floor commercial should be incentivized not required
- Incentivize by reducing permit fees and tax incentives



Ground Floor Commercial in North City & Ridgecrest Survey Results

Full survey results are available on the project website:
shorelinewa.gov/groundfloor

