Survey and Questionnaire

PREFERENCES: NEIGHBORHOOD COMMERCIAL LOCATION, ACCESS, CHARACTERISTICS

Results include responses from 1 business owner and 8 citizens: 6 citizens attended the January 5th workshop, one met with staff separately, and one submitted responses by e-mail.

Preferences: Neighborhood Commercial Location, Access, Characteristics

1. I would like a commercial establishment within this distance of my home?

Distance	✔ = yes	Rank: 0 - no preference, undecided 1 - low priority 2 - medium 3 - high priority
Next door		
Down the block		
Within a few blocks or ¼ mile		
Generally in the neighborhood		
Not in my neighborhood		

Next door: 2, low priority
Down the block: 3, low and high priority
Within a few blocks or ¼ mile: 8, medium to high priority
Generally in neighborhood: 4, mixed priorities

Comments: this depends on the business type

Preferences: Neighborhood Commercial Location, Access, Characteristics

2. I would like a commercial establishment within this distance of my work?

Distance	✔ = yes	Rank: 0 - no preference, undecided 1 - low priority 2 - medium 3 - high priority
Next door		
Down the block		
Within a few blocks or ¼ mile		
Generally in the neighborhood		
Not in my neighborhood		

Next door: 2, low and medium priority
Down the block: 5, medium priority
Within a few blocks or ¼ mile: 5, medium to high priority
Generally in neighborhood: 3, medium and high priority

Preferences: Neighborhood Commercial Location, Access, Characteristics

3. I would like to visit a commercial establishment when I:
   a) Go to the park
   b) Walk or bike
   c) Drive
   d) Ride the bus
   e) Go to Downtown or Overlake
   f) All of the above

Vote for as many as you like

Go to the park: 1
Walk or bike: 3
Drive: 2
Ride the bus: 3 (if available
Go to Downtown/Overlake: 1
All of the above: 4

Comments: Adult destinations for walking/biking (alter-abled) or adult meeting place to walk or bike to.

Preferences: Neighborhood Commercial Location, Access, Characteristics

4. I want the commercial "place" to provide:

Amenities/Features	✔ = yes	Rank: 0 - no preference, undecided 1 - low priority 2 - medium 3 - high priority
Community gathering place – inside/outside		
Parking		
Bike parking		
Small park, natural area, play space		
Additional housing		

Community gathering: 9, high priority
Parking: 7, mixed priorities
Bike parking: 7, mixed priorities
Park, natural, play areas: 3, mixed priorities
Housing: 3, medium and high priorities (acceptable – low priority)

Comments: Parking – minimal for pick-ups. Activities as needed. Easy access, off a main street. Traffic light controlled location. Garden area. Specimen plantings. Etc. Could be very enjoyable. Water features as another possibility. Providing housing helps create "watchdogs" over the commercial property.

Preferences: Neighborhood Commercial Location, Access, Characteristics

5. I would prefer the commercial "place" to be:
   a) Smaller and more frequent (single)
      - A single-tenant place located in more places
   b) Smaller and more frequent (multi)
      - A multi-tenant place located in more places
   c) Medium-scale and moderately frequent
      - A multi-tenant place located in ~ 5 places
   d) Larger-scale and no more frequent
      - Equal to Old Red Road and Avondale sites, in these locations plus one in SE Redmond

Smaller, single, frequent: 3
Smaller, multi, frequent: 3
Medium, multi, moderate frequency: 4
Larger, no more frequent: 1

Comments: Maximum size at 2,000 sq ft. With a "neighborhood" architecture and fit. Large only at edges of neighborhoods. Uniqueness, character, architectural appeal is important. Again, this is based on the business type. It can create more traffic while customer is trying to find the good or service. It can be a slow encroachment of commercial uses into residential areas. There is a risk of the business enlarging and combining with other businesses over time. Note, one additional vote for B – not reflected in memo summary.

<table>
<tr><td>Survey and Questionnaire
BUSINESS AND CITIZEN INTEREST</td><td></td></tr>
<tr><td>Business and Citizen Interest
1. I would like to find goods and services near my home and work:
<table><tr><th>Commercial Type/Business</th><th>Interest
Yes - I want
Maybe - possibly
No - I do not want</th></tr><tr><td>Ambulatory/outpatient services - clinic, physician, dentist, optometrist, …</td><td></td></tr><tr><td>Arts, Entertainment, Recreation - theater, museum, marina, …</td><td></td></tr><tr><td>Athletic club, fitness center</td><td></td></tr><tr><td>Auto sales, rental, service</td><td></td></tr><tr><td>Bar, drinking place</td><td></td></tr><tr><td>Café, small restaurant</td><td></td></tr><tr><td>College, university</td><td></td></tr><tr><td>Sale of goods, merchadise (small such as flowers, gifts)</td><td></td></tr><tr><td>Convenience store, dry cleaner, shoe repair</td><td></td></tr><tr><td>Courier, messenger service (private postal services)</td><td></td></tr></table></td><td>Ambulatory/outpatient: yes-4, no-2,maybe-3
Arts/entertainment: yes-5, no-2, maybe-3
Athletic club: yes-2, no-2, maybe-4
Auto: yes-1, no-6 , m-1(Neighborhood Zip/Flexcar could be quite helpful)
Bar: yes-3, no-4, maybe-1 (yes for a classic neighborhood tavern)
Café: yes-7,no-2,maybe-0
College: yes-2, no-4, maybe-5 (community center)
Small goods: yes-7, no-0, maybe-0
Convenience store: yes-3, no-4, maybe-1
Private postal: yes-3, no-1, maybe-4</td></tr>
<tr><td colspan="2">Comments: Interest in flexcar-like rental and bike rental. Ale house that specifically serves food might work well. An amphitheater. Cards, art/paper, flowers, gifts. Drop-off dry cleaning satellite service (only). Programs such as art classes. Auto sales – not needed in neighborhoods. Auto repair is okay.</td></tr>
<tr><td>Business and Citizen Interest
<table><tr><th>Commercial Type/Business</th><th>Interest
Yes - I want
Maybe - possibly
No - I do not want</th></tr><tr><td>Crop production, horticulture</td><td></td></tr><tr><td>Drive-up stand</td><td></td></tr><tr><td>Durable goods - furniture, hardware, books, computer</td><td></td></tr><tr><td>Educational offices, public administration, human services, government</td><td></td></tr><tr><td>Finance, insurance</td><td></td></tr><tr><td>Full service restaurant</td><td></td></tr><tr><td>Grocery, beverage, dairy sales</td><td></td></tr><tr><td>Health, personal care - prescription, cosmetic</td><td></td></tr><tr><td>Kiosk or vending cart</td><td></td></tr><tr><td>Personal sales - laundry (wash & dry), hair/nail care</td><td></td></tr><tr><td>Pet sales and supplies</td><td></td></tr></table></td><td>Crop production: yes-6, no-1, maybe-3
Drive-up: yes-3, no-2, maybe-2
Durable goods: yes-4, no-3, maybe-2
Administration/government: yes-2, no-1, maybe-5
Finance/insurance: yes-2, no-5, maybe-1
Restaurant: yes-5, no-1, maybe-2
Grocery: yes-4, no-3, maybe-2
Health/prescription: yes-3, no-2, maybe-3
Kiosk/cart: yes-8, no-1
Personal sales: laundry, hair: yes-5, no-3, maybe-1
Pet sales/supplies: yes-2, no-4, maybe-2</td></tr>
<tr><td colspan="2">Comments: No drive-up – creates garbage/waste. Durable good showroom, not warehouse. Grocery is location dependent. Personal care – cosmetics okay but not prescription.</td></tr>
</table>

Business and Citizen Interest

Commercial Type/Business	Interest Yes - I want Maybe - possibly No - I do not want
Professional services – architect, engineer, advertising, veterinary	
Real estate services	
Travel arrangement services	
Zoo, private botanical garden (similar to Bellevue Botanical or Rose Garden)	

Professional: yes-5, no-3, maybe-0
Real estate: yes-4, no-2, maybe-2
Travel: yes-4, no-2, maybe-2
Zoo/botanical: yes-5, no-0, maybe-3

Business and Citizen Interest

2. I am a business owner/operator. I <u>need</u> to locate at or near:

Locate at or near	✔ = yes	Rank: 0 - no preference, undecided 1 - low priority 2 - medium 3 - high priority
A flagship store		
Complementary uses		
High traffic places/corridors		
A popular destination		
Places of daytime/business activity		
Places of night/weekend activity		
I can locate anywhere		

Complementary uses: 1, medium priority
High traffic place/corridor: 2, medium priority
Popular destination: 0, low priority
Place of daytime/business activity: 1, medium
Place of night/weekend activity: 2, medium priority
Anywhere: 2, no and high priority

Comments: It is good to be where the fire is hot.

Business and Citizen Interest

3. I am a business owner/operator. My business could locate:
   a) On its own
   b) Only with other businesses
   c) Does not matter

On its own: 2
Does not matter: 2

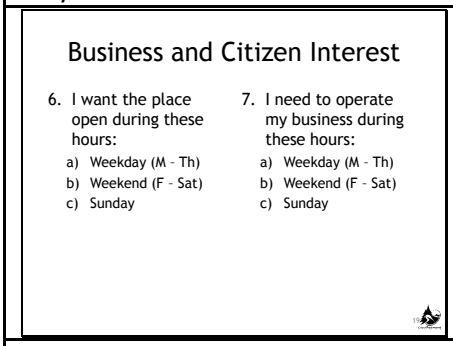
Comments: I would say it is good to have a few businesses around to give strength to each other. But, it can always go the other way too. (Regarding does not matter)-For instance, real estate developer or management business.

Business and Citizen Interest

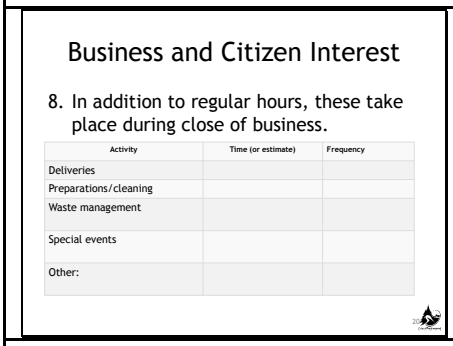
4. I <u>want</u> this type of establishment near my home or work:

5. I <u>do not want</u> this type of establishment near my home or work:

Comments: WANT local sustainable, real people that live and work in the neighborhood. Café. Organic grocery, fresh food, vegetables. Small café, restaurant. Small grocery store (7-11). Ice cream shop. Bike shop. Bakery. Specialty shop. Smaller retail. Restaurant. Coffee. Coffee/tea shop. Neighborhood restaurant and bar within walking distance; homey, charming, with music. Amphitheater or community center. Drop-off dry cleaner. Café/pub combination. A public reader board. Flower shop. Cards/papers/classes to make paper & cards (art – see the Impress model). Allow carry out (to go to the park) but not drive-thru. DO NOT WANT chain stores, convenient stores where our money leaves town. Dry cleaner. Large auto, intensive business. Fast food. Automobile service. Fuel station. Convenience store. Tavern. Bar (2). Multi-business complex. High volume (traffic), brightly lit establishment. Fast food. Tavern-drinking only establishments. Adult oriented.



Comments: Open at 6am (8am on Sunday). Closed at 9pm (10pm on weekend). Generally, 7am to 10pm. Generally, 7am to 6pm. Especially for gathering places, it is important to be open every day. Think of a community center for kids during times when school is closed (teacher service days). Need business to be open every day and not too late. 8/9 pm at the latest. Open earlier on weekends. 10am opening on weekdays. Laundry drop-off can open at 6am. Community center should have longer hours when school is out of session.



Comments: Acceptable flexibility for the deliveries, preparations/cleaning, and waste management. 6:30am to 11pm, Mon-Sat. Based on the type of business. Special events okay, ending before midnight.

5 minute break Survey and Questionnaire **CRITERIA**	
Criteria 1. The small commercial establishment should be on a #-acre site: a) Standard single-family lot (7,000 sq ft) b) <= ½ acre c) <= 1 acre d) <= 2 acres	<= ½ acre: 2 <= 1 acre: 3 <= 2 acres: 1 (a full half block to help create a buffer zone between business and homes)
Comments: ½ acre would probably suffice in most cases, but maybe an innovator needs more room. Business should be able to be as small as it needs to be or be 2 acres if sound & site buffering needs to occur. Park-like with parking and outdoor facilities. Include an option to go up to 2 acres but not as an excuse to add more vehicular parking – okay if a vendor with outdoor seating/activity that creates an environment. Buffer zone is essential.	
Criteria 2. The site should be located: a) Along any street b) Along an arterial c) At the intersection of arterials	Along any street: 2 Along an arterial: 5 Intersection of arterials: 2
Comments: Very small, lot-sized businesses (walk-in) such as ice cream store, might work well on residential streets. We need to be able to walk to get to our needs. NE 116th Street or a lesser classification street. 166th Avenue NE in Education Hill. Design with adjacent homes in mind – need to preserve property values.	

<table>
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Criteria

3. The site should be "___" a public park:
   a) Located within
   b) Adjacent to
   c) In same block as
   d) Along same street as
   e) Within ¼ mile
   f) Within ½ mile
   g) No relationship necessary

</td><td>Adjacent to: 3
In same block as: 1
Within ¼ mile: 1
Within ½ mile: 1 (no closer than)
No relationship necessary: 5</td></tr>
<tr><td colspan="2">"Could be" instead of "should be". Not within a public park. Can include a commercial park-like facility with new commercial development. Depends on parking and vicinity traffic. If walking is common over vehicular trips, then adjacent to a park is okay. If traffic is already heavy then would need to locate business farther way to create additional parking and not compete with park.</td></tr>
<tr><td>

Criteria

4. The site should be located in "____" neighborhoods.
   a) Any or all
   b) Mixed use neighborhoods (residential, business, commercial, etc)
   c) Business and commercial

</td><td>Any or all: 6
Mixed use neighborhoods: 3</td></tr>
<tr><td colspan="2">Not reasonable to restrict to mixed-use neighborhoods. We need auxiliary services out in the residential areas, within bike or walking distance. What an exciting idea to strengthen the neighborhood and give them reasons for getting out of the houses.
Location "A" as long as it is on an arterial</td></tr>
<tr><td>

Criteria

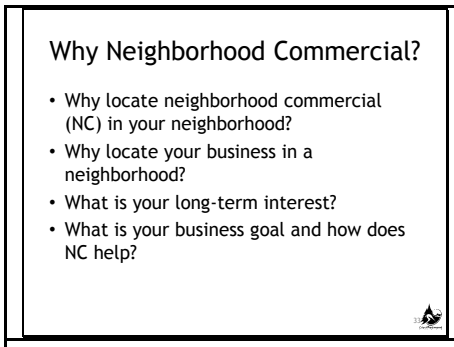
5. The site should relate to Redmond's Downtown & Overlake by:

Relationship	✔ = yes	Rank: 0 - no preference, undecided 1 - low priority 2 - medium 3 - high priority
Offering unique commercial uses		
Offering smaller sites and/or uses		
Maintaining a distance away from these centers		
Do nothing		

</td><td>Offering unique commercial uses: 2, high priority
Offering smaller sites and/or uses: 7, medium and high priority
Maintaining a distance away from these centers: 2, medium and high priority
Do nothing: 2, high priority</td></tr>
<tr><td colspan="2">A relationship to Downtown is largely irrelevant. Uniqueness, intimacy, relevancy to neighborhood is more important. Commercial neighborhood sites are needed and water for the future. Same overall limit to the number of such sites in each residential neighborhood should be considered. Create neighborhood centers. The neighborhood type versus Urban Center type of businesses and zones have different goals. Do not compete for business along primary vehicular routes that lead to the Urban Centers.</td></tr>
</table>

Survey and Questionnaire **GUIDELINES AND OTHER PROGRAMMATIC COMPONENTS**		
Guidelines & Components 1. Exterior and site lighting can include: a) Typical commercial lighting b) Reduced commercial lighting c) Low-level, pedestrian lighting d) Residential style lighting		Reduced commercial lighting (such as less than Downtown grocery store): 3 Low-level, pedestrian lighting: 4-1/2 Residential style lighting: 1
Comments: Pedestrian architectural approach and detail. Signage should be oriented to the pedestrian, not vehicles. Other means of presence and advertising should be used, such as word of mouth, mailings, etc. Lighting is important for people to feel safe and be seen. Incorporate "dark sky" concepts. Commercial lighting may be needed for safety; reduce the lighting level during non-business hours to a security level only. If located near a residential area, should implement lower level lighting so that it doesn't interfere with homeowners. Indirect external lighting only. No neon, LED signage in windows. No flashing lights. No scrolling, moving, digital or LED/TV screens. As low-level as possible – no more obvious than residential uses. Depends on the street. Higher speed street would need brighter lighting.		
Guidelines & Components 2. Signage can include: a) Free standing / monuments b) Wall / awning c) Projecting d) Blade e) Bracket 		Free standing: 3 Monument: 2 Wall: 3 Awning: 5 Projecting: 6 Blade: 6 Bracket: 7
Comments: Projecting – if small and un-illuminated. All signs are important or no one will know they exist. They must be creative and beautiful. Need available options for non-expensive signs. No flashing or Vegas-style lights. Monument signs tend to block sightlines at driveways. Other types tend to directly attaché to the building, not out in the perimeter. No sandwich boards on the street. No balloons. No illuminating the sky. Monument signs can work and should include a type of public reader board concept. People will know and quickly get to know what and where a neighborhood business is located. Also depends on the street and the set backs.		

Guidelines and Components 3. Exterior and site signage can be: a) Illuminated b) Illuminated - specific signs only (such as monument or wall) c) Illuminated - in store, window signs only d) No illuminated signs	Illuminated: 3 Illuminated – specific signs only: 2 Illuminated – in store, window signs only: 1 No illumination: 2
Comments: No moving or flashing lights. Downward lighting is okay. Time lights for hours of operation only. Constant illumination is okay but flashing, sequential, rotating, etc is objectionable. Lights out after business hours. No interior security lighting after hours. No interior illuminated signs. No LED signs. No moving illuminated signs. Limit illumination for 6:30am to 10:00pm. Maximum sizing of fonts – scale for pedestrians instead of vehicles. If facing houses – no illumination. If situated central to the commercial site then lighting is okay – not to create impact on residential properties. Depends on the street.	
Guidelines and Components 4. Parking should be a) Provided on site, no parameters b) Provided on site, set minimum c) Provided on site, set maximum d) Provided on site, set minimum and maximum e) Encouraged with minimum and maximum, not required f) Permitted on neighborhood streets, no parking on-site g) Other - please describe	Provided on site, set minimum: 2 Provided on site, set minimum and maximum: 1 Encouraged with minimum and maximum: 3 Other: 2
Comments: Parking must be realistic, such as not all compact. Need landscaping to soften the impact, break up large areas of asphalt. Require bicycle parking also. Maximum parking will be self-limiting by the cost of real estate. Bike parking is necessary. Provide minimum parking for employees. Do not provide long-term parking on the street. Provide a minimum for accessibility (ADA). Do not require parking but include a maximum amount if parking is to be provided on site. Base parking on the business type and their specific proposal. If no parking is provided, it may lead to a neighborhood need of parking permits, like Seattle. This is a serious concern – do not create a magnet for vehicular trips. The business's parking load should not be in front of residential housing.	



Comments:
Some adult gathering places; some weekly trips should become non-auto oriented.
I do most of my weekly tasks by walking and biking. In Redmond, I use an electric assisted bike for grocery shopping.
Neighborhood commercial helps the economy.
It also helps the ability to meet the neighborhood.
It creates a way to walk to and from work or community centers.
This is a sustainable model of community.
The most important criteria is that the owners have integrity.
Mainly, it would be good to increase variety and interesting features while adding convenience and choices. Think of neighborhood Italian restaurants in San Francisco, with maybe a small grocery store next door. More things within walking distance of homes, parking, etc.
Diversity and convenience. Mom and Pop stores could unite areas. If near a park, would encourage more usage of the park; more family time.
Brings community or neighborhood together. Helps maintain healthy lifestyle – walking to activities/coffee, etc.
Encourages mobility in older citizens.
Have a small commercial area for community meetings, etc or a quiet place to have coffee and read the paper.
Encourages walkable/bikable, active lifestyle and reduces car trips.
Moves Redmond toward long-term sustainability.
Provides opportunities for new, small scale, local business.
Traffic can be reduced if people walk. Carbon load can also be reduced. Local is more friendly. Community contact is good.

Additional thoughts:

It is better to own the business site.

Anchoring to a park is a nice concept but not necessary. The commercial site, if developed with community gathering amenities and outdoor park-like setting, can serve as an additional type of public park.

The community gathering concept should be promoted but remain flexible for implementation. For example, two chairs and a table situated immediately outside of a business could serve as a sufficient gathering amenity. The primary goal is to have a place to meet a friend and allow children to play on

site. Note, that owner may need to enforce restrictions/guidelines such as smoking near the establishment and use of gathering amenity during off-hours.

Start-up risk is high. Many new businesses fail (quoted 99%) within the first year. A commercial development needs to recognize and support transitions. A single-tenant commercial site would need to be a destination in order to thrive. Alliances with adjacent businesses are best; if possible. Conversely, if relationships are bad, shared use of the site may be more challenging.

It may be more exciting to turn a home into a small business.

The optimum location is either in the middle of a very busy street or at a beautiful destination.

A café, for example, needs approximately 200 customers each day. If not possible, the operating costs would need to be reduced such as by owning the site and by living on site.

Allow proposed locating of neighborhood commercial to override neighborhood plan restrictions.

Neighborhood access to the site is paramount – the location and connection to non-motorized infrastructure need to encourage alternate modes of travel (other than vehicular use).