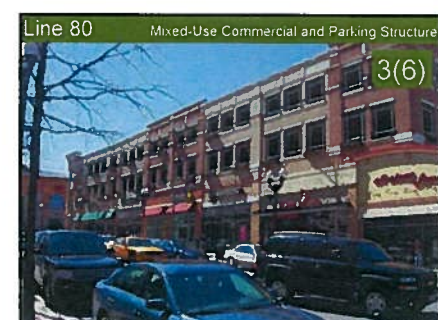
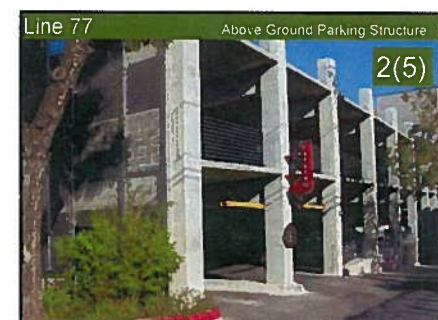
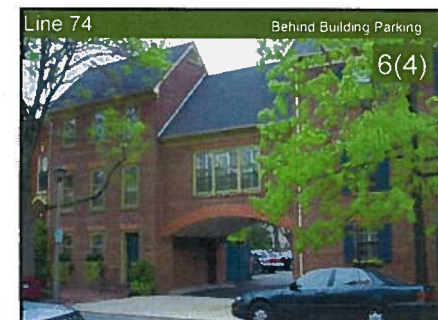
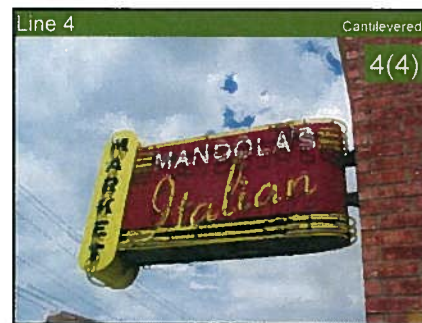
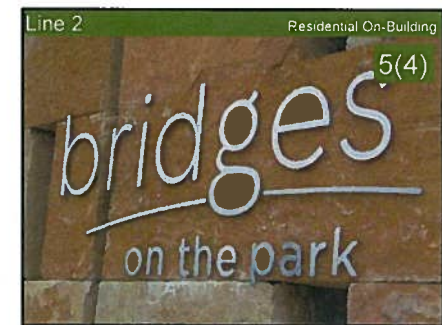
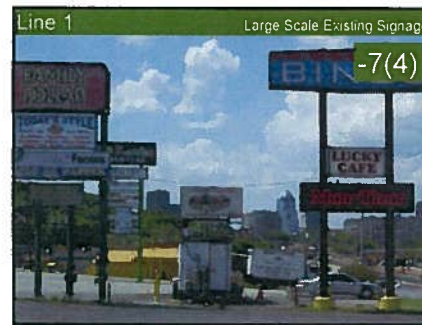


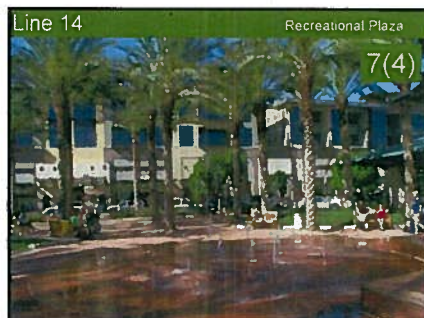
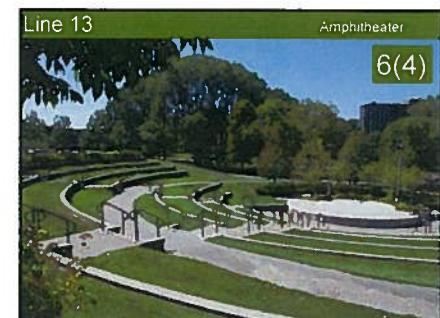
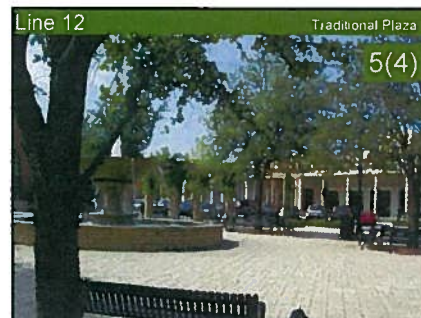
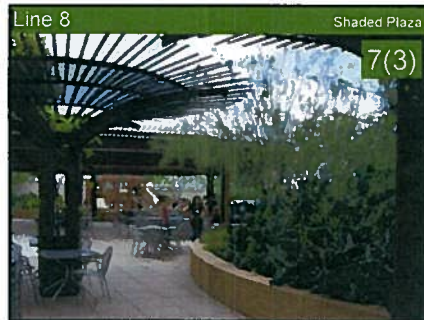
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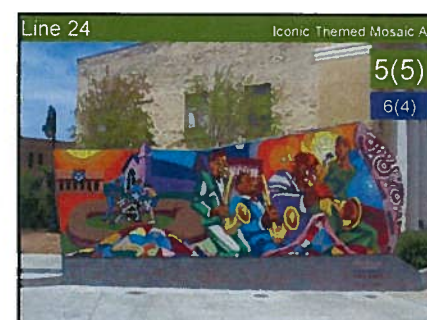
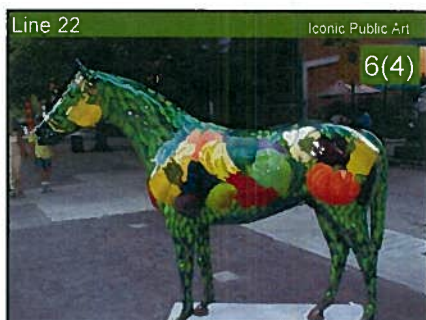
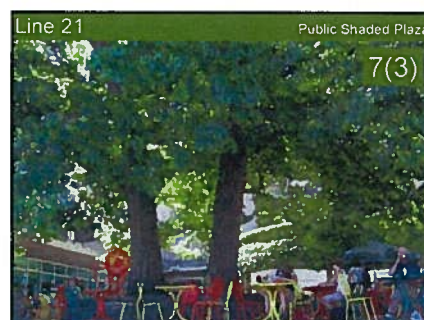
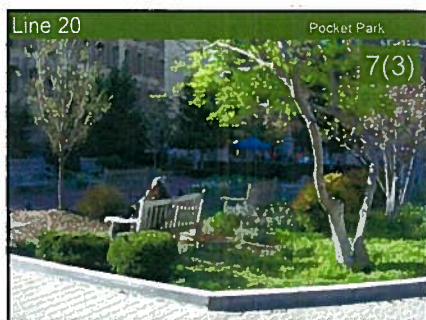
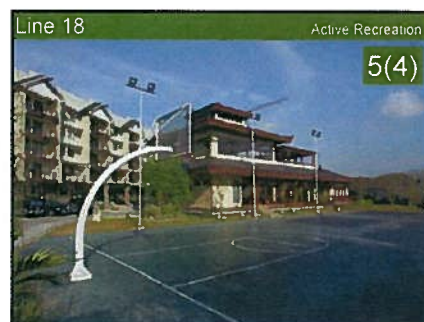
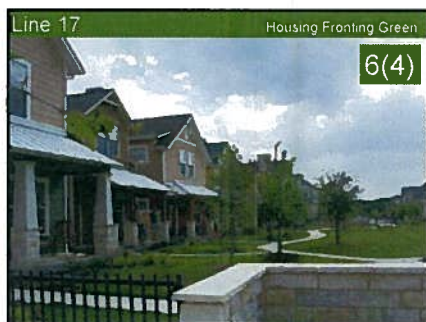
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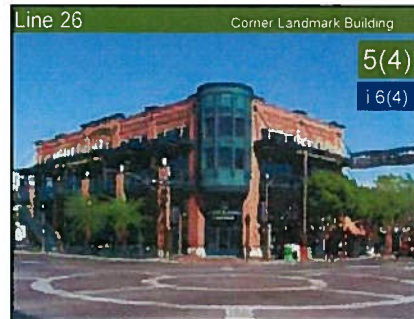
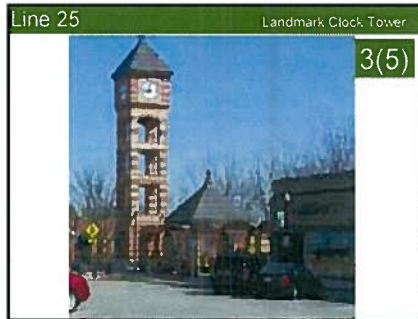
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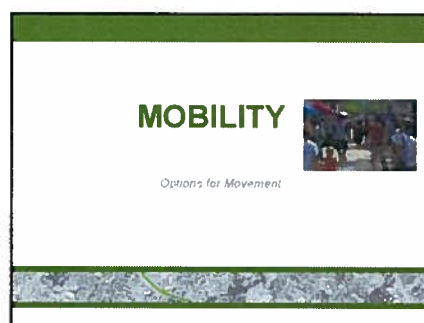
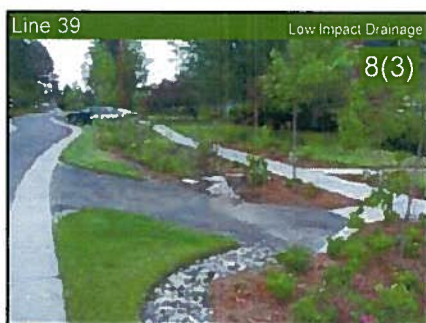
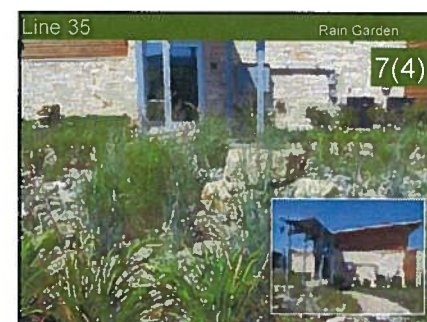
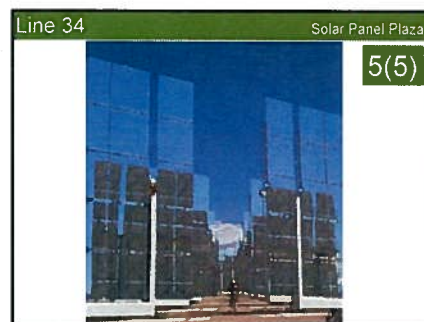
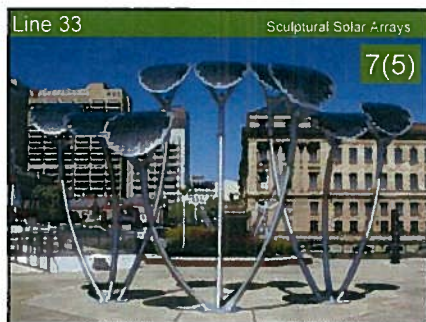
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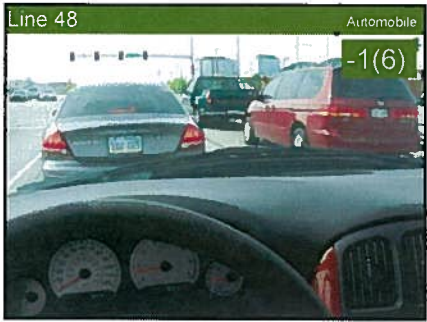
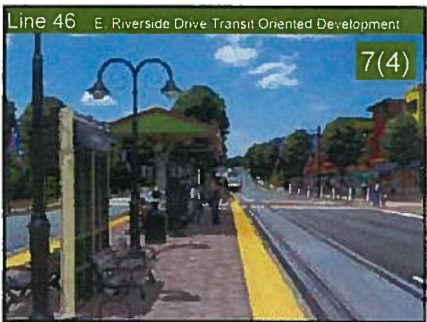
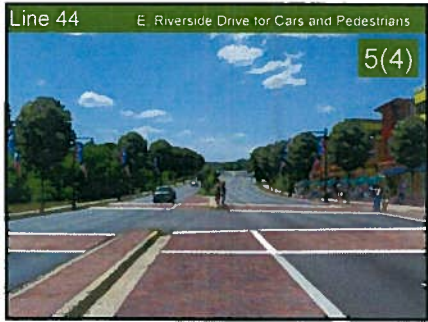
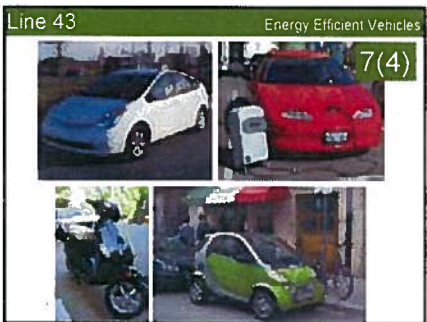
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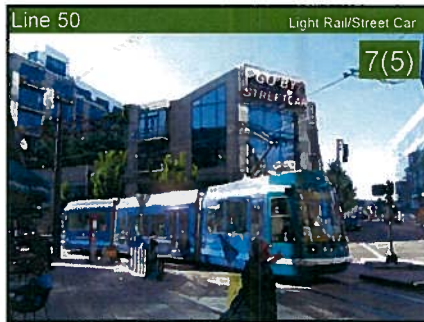
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ID Number _____

East Riverside Corridor Vision Plan Demographic, Market, & Policy Questionnaire

"Exploring All Options"

A. Nelesen Associates, Inc
Visioning Planning and Design

Sponsored by the City of Austin

The following results are the combined scores from the Beta Questionnaire, the Public Questionnaire and the Questionnaire available on the Web. These questionnaires were administered at the VPS™ sessions on the following dates.

Beta(August 14, 2008), Public(September 17, 2008), and Web(September 18,2008 through October 20, 2008)

This Demographic, Market, and Policy Questionnaire accompanies the Visual Preference Survey (VPS). Your responses are critical to assure that your thoughts regarding policies for the East Riverside Corridor are incorporated into the future Master Plan.

The Visual Preference Survey™ (VPS) and the Demographic, Market, and Policy Questionnaire have been developed specifically for the East Riverside Corridor Study Area. This survey is intended to gauge the community's perceptions and preferences and to test physical planning concepts that relate to development and redevelopment within the East Riverside Corridor Study Area in the City of Austin. We use the results of this public workshop as the foundation for the East Riverside Corridor Master Plan to which you are contributing with your participation.

Directions

- 1 Please mark your answers to this questionnaire on the RED FORM.
- 2 Write your ID# from your red form on this sheet.
- 3 Using a #2 pencil, color the circle that corresponds to your answer.
(Do not mark outside the circle)
- 4 Mark only one answer per question.

Demographics

1	When were you born?	
1	Before 1941	3%
2	1942 to 1952	13%
3	1953 to 1962	22%
4	1963 to 1977	39%
5	1978 to 1989	22%
6	After 1990	1%
2	What is your gender?	
1	Female	48%
2	Male	52%
3	Household Income	
1	Under \$10,000	2%
2	\$10,000 - \$24,999	5%
3	\$25,000 - \$34,999	8%
4	\$35,000 - \$49,999	18%
5	\$50,000 - \$74,999	22%
6	\$75,000 - \$99,999	19%
7	\$100,000 - \$149,999	18%
8	\$150,000 - \$200,000	6%
9	Above \$200,000	3%

4	Education (Highest Level Completed)	
1	Elementary/Junior High School	1%
2	High School	5%
3	Associates/Technical Degree	4%
4	Some College	16%
5	College, Bachelors Degree	44%
6	Masters Degree	26%
7	PhD	5%
5	How many people live in your household?	
1	1	26%
2	2	45%
3	3	14%
4	4	12%
5	5 or more	4%
6	What is your Ethnicity?	
1	Hispanic or Latino	15%
2	White	75%
3	Black or African American	3%
4	Asian	2%
5	American Indian	0%
6	Other	5%
7	Do you live in or immediately adjacent (within 1 mile) to the East Riverside Corridor Study Area?	
1	Yes	54%
2	No	46%
8	Do you work in or immediately adjacent (within 1 mile) to the East Riverside Corridor Study Area?	
1	Yes	38%
2	No	62%
9	How long have you lived and/or worked in or adjacent to the Study Area?	
1	Do not live/work in the Study Area	18%
2	Less than one year	7%
3	1 to 2 years	15%
4	3 to 8 years	21%
5	9 to 20 years	15%
6	20 to 30 years	14%
7	More than 30 years	10%
10	How long do you intend to live and/or work in or adjacent to the Study Area?	
1	Do not live/work in the Study Area	19%
2	Less than one year	1%
3	1 to 2 years	4%
4	3 to 8 years	19%
5	9 to 20 years	22%
6	20 to 30 years	5%
7	For the rest of my life	30%
11	If you do live in the study area, why do you choose to live there?	
1	Diversity	15%
2	Affordability	24%
3	Close to airport	0%
4	Close to downtown	27%
5	Close to Ladybird Lake	4%
6	Close to family	0%
7	Close to work	9%
8	Availability of services	4%
9	Availability of transit	0%
10	Other	18%

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12	How many cars do you have in your household?	
1	None	6%
2	1	36%
3	2	45%
4	3	10%
5	4	3%
6	More than 4	0%

13	What best describes your interest in the future of the East Riverside Corridor Study Area? (Choose one)	
1	Business owner in the Study Area – but do not own the property	1%
2	Property and business owner in the Study Area	7%
3	Property owner in the Study Area (not including businesses or home owner)	3%
4	Home owner in the area	38%
5	Renter in the area	8%
6	Student living and/or attending school in the Study Area	1%
7	Interested Citizen working in the Study Area	12%
8	Interested Citizen not living or working in the Study Area	20%
9	Governmental Staff or Elected official	5%
10	Other	4%

Existing Conditions

14	In the past 10 years, the East Riverside Corridor Study Area:	
1	Became more of a place that I want to live and work	10%
2	Became more of a place that I want to live	10%
3	Became more of a place that I want to work	2%
4	Became less of a place that I want to live and work	28%
5	Became less of a place that I want to live	10%
6	Became less of a place that I want to work	3%
7	Remained the same	19%
8	Can't judge	17%

15	How often do you shop or do business in the Study Area?	
1	Every day	14%
2	A lot (4 times or more a week)	15%
3	Often (1 to 3 times a week)	22%
4	Sometimes (1 to 4 times a month)	22%
5	Rarely (1 to 2 times in six months)	17%
6	Never	9%

16	How many trips along East Riverside Drive do you make every day?	
1	None	29%
2	1	16%
3	2	29%
4	3	7%
5	4	9%
6	5	2%
7	More than 5	8%

17	How do you agree with the following statement? "Many, if not most, of my shopping needs are met in the Study Area."	
1	Strongly Agree	3%
2	Agree	12%
3	Neutral	18%
4	Disagree	34%
5	Strong Disagree	33%

18	What is your general impression with regard to most of the buildings in the Study Area?	
1	Generally in excellent condition	1%
2	Generally in good condition and need some minor improvements	7%
3	Generally in fair to poor condition and need rehabilitation	15%
4	There are pockets of buildings in good condition and others where buildings are out of date and/or in need of redevelopment	45%
5	Most buildings are in poor condition and need serious redevelopment	31%

19	How affordable do you find the housing stock in and around the Study Area?	
1	Affordable rental and owner occupied housing	56%
2	Affordable <u>rental housing</u> only	13%
3	Affordable <u>owner occupied housing</u> only	6%
4	Affordable but needs more;	17%
5	Unaffordable rental and owner occupied housing	6%
6	Unaffordable <u>rental housing</u> only	1%

20	When would you say the following statement is true: "East Riverside Drive has a major traffic and congestion problem today."	
1	All of the time	21%
2	At peak hours	64%
3	Seldom	13%
4	Never	1%

21	Do you find that it is safe and pleasant to walk on the sidewalks along East Riverside Drive?	
1	Yes	2%
2	Sometimes	20%
3	No	78%

22	Do you feel comfortable walking along existing sidewalks throughout the Study Area <u>not</u> along Riverside Drive?	
1	Yes	11%
2	Sometimes	40%
3	No	48%

23	Do you find bicycle lanes and paths are connected and continuous and provide a safe method of bicycle travel throughout the Study Area?	
1	Yes	2%
2	Sometimes	15%
3	No	83%

24	Is the current operation of public transportation in the Study Area (as an alternative form of transportation to the private automobile) effective enough to meet your needs?	
1	Yes	11%
2	Sometimes	31%
3	No	57%

Land Use

25	How do you agree with the following statement: "The East Riverside Corridor, or selected sections of it, should become a destination, or <i>Main Street</i> , within the City of Austin in and of itself?"	
1	Strongly Agree	40%
2	Agree	39%
3	Neutral	12%
4	Disagree	6%
5	Strongly Disagree	3%

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26	Do you agree with the following statement? "Underutilized surface parking lots can provide space for infill and redevelopment of tomorrow."		
1	Strongly Agree	54%	
2	Agree	24%	
3	Neutral	11%	
4	Disagree	9%	
5	Strongly Disagree	1%	

27	Would you support a range of housing types in order to offer different lifestyles throughout the Study Area? (ex. Condos, Apartments, Duplexes, Townhouses, Single Family Structures)		
1	Highly Support	48%	
2	Support	38%	
3	Neutral	8%	
4	Do Not Support	6%	

For questions 28 to 43, please note what types of commercial amenities are appropriate for the East Riverside Corridor Study Area.

28	Local Retail		
1	Extremely Appropriate	58%	
2	Appropriate	24%	
3	Somewhat Appropriate	15%	
4	Not Appropriate	2%	
5	Extremely Inappropriate	1%	
6	I don't know	1%	

29	Restaurant/Café/Coffee Shop(s)		
1	Extremely Appropriate	67%	
2	Appropriate	22%	
3	Somewhat Appropriate	7%	
4	Not Appropriate	3%	
5	Extremely Inappropriate	0%	
6	I don't know	1%	

30	Grocery Store(s)		
1	Extremely Appropriate	75%	
2	Appropriate	15%	
3	Somewhat Appropriate	7%	
4	Not Appropriate	2%	
5	Extremely Inappropriate	0%	
6	I don't know	0%	

31	Convenience/Drug Store(s)		
1	Extremely Appropriate	51%	
2	Appropriate	25%	
3	Somewhat Appropriate	18%	
4	Not Appropriate	4%	
5	Extremely Inappropriate	1%	
6	I don't know	1%	

32	Pub/Bar(s)		
1	Extremely Appropriate	24%	
2	Appropriate	29%	
3	Somewhat Appropriate	27%	
4	Not Appropriate	10%	
5	Extremely Inappropriate	7%	
6	I don't know	2%	

33	Hardware Store(s)		
1	Extremely Appropriate	35%	
2	Appropriate	32%	
3	Somewhat Appropriate	18%	
4	Not Appropriate	11%	
5	Extremely Inappropriate	2%	
6	I don't know	2%	

34	Religious Facilities		
1	Extremely Appropriate	28%	
2	Appropriate	32%	
3	Somewhat Appropriate	28%	
4	Not Appropriate	7%	
5	Extremely Inappropriate	1%	
6	I don't know	3%	

35	Cinema(s)/Live Theater(s)		
1	Extremely Appropriate	42%	
2	Appropriate	37%	
3	Somewhat Appropriate	13%	
4	Not Appropriate	6%	
5	Extremely Inappropriate	1%	
6	I don't know	0%	

36	Clothing Store(s)		
1	Extremely Appropriate	35%	
2	Appropriate	40%	
3	Somewhat Appropriate	13%	
4	Not Appropriate	5%	
5	Extremely Inappropriate	3%	
6	I don't know	3%	

37	K-12 School(s)		
1	Extremely Appropriate	42%	
2	Appropriate	33%	
3	Somewhat Appropriate	15%	
4	Not Appropriate	7%	
5	Extremely Inappropriate	2%	
6	I don't know	2%	

38	Health Facilities		
1	Extremely Appropriate	52%	
2	Appropriate	38%	
3	Somewhat Appropriate	5%	
4	Not Appropriate	5%	
5	Extremely Inappropriate	2%	
6	I don't know	0%	

39	Daycare Facility(ies)		
1	Extremely Appropriate	41%	
2	Appropriate	31%	
3	Somewhat Appropriate	15%	
4	Not Appropriate	8%	
5	Extremely Inappropriate	2%	
6	I don't know	2%	

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40	Senior Care/Assisted Living Facility(ies)	
1	Extremely Appropriate	24%
2	Appropriate	36%
3	Somewhat Appropriate	21%
4	Not Appropriate	8%
5	Extremely Inappropriate	4%
6	I don't know	7%
41	Public Meeting Facility(ies)	
1	Extremely Appropriate	36%
2	Appropriate	41%
3	Somewhat Appropriate	14%
4	Not Appropriate	7%
5	Extremely Inappropriate	1%
6	I don't know	1%
42	Gas Station(s)/Car Repair Shop(s)	
1	Extremely Appropriate	18%
2	Appropriate	24%
3	Somewhat Appropriate	35%
4	Not Appropriate	18%
5	Extremely Inappropriate	4%
6	I don't know	1%
43	Indoor Recreation Facility(ies) (Basketball, Tennis, Racquetball Courts; etc.)	
1	Extremely Appropriate	24%
2	Appropriate	39%
3	Somewhat Appropriate	23%
4	Not Appropriate	7%
5	Extremely Inappropriate	3%
6	I don't know	4%
44	I would most likely walk/bike to _____ if they were within a 15 minute walk from my home.	
1	nothing	4%
2	the grocery store	3%
3	the post office/bank/pharmacy	3%
4	restaurant/ coffee shop	5%
5	mixed-use retail shopping	4%
6	school	0%
7	parks and trails	12%
8	work	2%
9	a combination of the above (please write in) _____	18%
10	all of the above	50%
45	If a light rail or streetcar system were implemented, what would be your <u>FIRST</u> choice for an amenity at a new Light Rail/streetcar station?	
1	Café/restaurant	47%
2	Bookstore	5%
3	Pharmacy	2%
4	Bank	2%
5	Dry Cleaner	1%
6	Nothing	10%
7	a combination of the above (please write in) _____	28%
8	Other _____	4%

46	How would you support freezing property taxes at the current level for home owners and business owners earning an income that is considered low (less than \$51,000 for a family of three) to very low (less than \$32,000 for a family of 3)?	
1	Highly Support	42%
2	Support	26%
3	Neutral	13%
4	Do Not Support	18%

Concentrated Development

47	There is a potential for light rail or streetcar line with stops to be placed along the East Riverside Corridor. How do you support the idea that higher concentrated infill/redevelopment should occur in a series of "development nodes" around transit stops (Transit Oriented Developments) focusing new retail, office and residential uses?	
1	Highly Support	52%
2	Support	25%
3	Neutral	14%
4	Do Not Support	10%
48	What is the maximum number of stories you would allow in the development nodes around transit stops?	
1	1 to 2 stories	8%
2	2 to 3 stories	16%
3	3 to 4 stories	27%
4	4 to 5 stories	21%
5	6 to 8 stories	13%
6	8 to 12 stories	6%
7	12+ stories	10%

It is common for cities to award height bonuses on top of maximum allowable heights in specified areas if a developer provides additional amenities in exchange for those bonuses. For questions 49 to 60, please identify the community benefits you would support in exchange for height bonuses in such selected areas within the Study Area.

49	Providing Affordable Housing Units (up to 20% of all market rate units built)	
1	Extremely Appropriate	31%
2	Appropriate	25%
3	Somewhat Appropriate	25%
4	Not Appropriate	8%
5	Extremely Inappropriate	5%
6	I don't know	5%
50	Contribution to or incorporation of public/community facilities	
1	Extremely Appropriate	35%
2	Appropriate	34%
3	Somewhat Appropriate	18%
4	Not Appropriate	5%
5	Extremely Inappropriate	5%
6	I don't know	2%
51	Reducing Parking Requirements (below current standards)	
1	Extremely Appropriate	22%
2	Appropriate	22%
3	Somewhat Appropriate	13%
4	Not Appropriate	15%
5	Extremely Inappropriate	16%
6	I don't know	12%

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52 Open Space, including parks and plazas (above the basic requirement)

1	Extremely Appropriate	62%
2	Appropriate	25%
3	Somewhat Appropriate	7%
4	Not Appropriate	2%
5	Extremely Inappropriate	2%
6	I don't know	2%

53 Financial contribution to new transit lines and/or stations

1	Extremely Appropriate	38%
2	Appropriate	25%
3	Somewhat Appropriate	16%
4	Not Appropriate	7%
5	Extremely Inappropriate	10%
6	I don't know	4%

54 Landscaping and Streetscaping within the Study Area (above base requirement)

1	Extremely Appropriate	56%
2	Appropriate	24%
3	Somewhat Appropriate	8%
4	Not Appropriate	5%
5	Extremely inappropriate	5%
6	I don't know	2%

55 Bicycle Facilities (bike racks, cyclist changing/showering rooms)

1	Extremely Appropriate	54%
2	Appropriate	23%
3	Somewhat Appropriate	9%
4	Not Appropriate	8%
5	Extremely inappropriate	5%
6	I don't know	2%

56 Green Building Program and/or LEED™ Certification (Energy Efficient Green Buildings)

1	Extremely Appropriate	47%
2	Appropriate	29%
3	Somewhat Appropriate	12%
4	Not Appropriate	5%
5	Extremely inappropriate	5%
6	I don't know	2%

57 Green Roofs/Xeriscaping (landscaping without the need of supplemental irrigation)

1	Extremely Appropriate	48%
2	Appropriate	22%
3	Somewhat Appropriate	16%
4	Not Appropriate	8%
5	Extremely inappropriate	4%
6	I don't know	2%

58 Solar Panel Arrays to generate solar electricity

1	Extremely Appropriate	47%
2	Appropriate	27%
3	Somewhat Appropriate	15%
4	Not Appropriate	5%
5	Extremely inappropriate	5%
6	I don't know	2%

59 Wind Turbines to generate wind electricity

1	Extremely Appropriate	37%
2	Appropriate	27%
3	Somewhat Appropriate	13%
4	Not Appropriate	15%
5	Extremely inappropriate	5%
6	I don't know	3%

60 Creating a Landmark Building (buildings of notable architectural significance)

1	Extremely Appropriate	40%
2	Appropriate	21%
3	Somewhat Appropriate	15%
4	Not Appropriate	13%
5	Extremely Inappropriate	5%
6	I don't know	5%

Transit/Transportation

61 Do you think the Study Area should be walkable/bikeable?

1	Yes	92%
2	Walkable yes, bikeable no	6%
3	Walkable no, bikeable yes	1%
4	No	1%

62 How important to you is walking as a transportation alternative in the future throughout the Study Area?

1	Very Important	73%
2	Important	20%
3	Not really Important	5%
4	Don't Care	2%

63 How important to you is bicycling as a transportation alternative in the future throughout the Study Area?

1	Very Important	64%
2	Important	22%
3	Not really Important	9%
4	Don't Care	5%

64 A light rail or streetcar system has been suggested that would serve the East Riverside Corridor Study Area with the line and multiple stops located along East Riverside Drive from the airport (ABIA) to downtown. How much would you support this idea?

1	Highly support	70%
2	Support	19%
3	Neutral	5%
4	Do not support	6%

65 If such a light rail or streetcar system was implemented, how often would you or your family use it in the future?

1	Very often (3-5 times a week)	35%
2	Often (1-2 times a week)	26%
3	Sometimes (once every two weeks)	26%
4	Rarely (once a month or less)	7%
5	Never	6%

66 Would you support signalized crosswalks (signals specifically designed for pedestrians) at intersections?

1	Yes, at all intersections	58%
2	Yes, but only at key intersections	38%
3	No	2%
4	I don't know	2%

APPENDIX B: VISIONING PROCESS

67	How should East Riverside Drive function in the future?	
1	As an arterial to move as much automotive and transit traffic quickly and safely through the Study Area.	11%
2	To become the Main Street for the area with slow moving traffic along the <i>entire length</i> and force through traffic onto other arterials which lead to downtown Austin (Oltorf, MLK Blvd., etc.).	31%
3	To become a Main Street in <i>selective locations</i> with a transit stop, with traffic moving slowly in these locations.	53%
4	Remain the way it is.	4%
68	Do you support the idea of traffic calming measures to slow traffic in the Study Area, such as raised crosswalks at intersections, speed tables, intersection bulb-outs?	
1	Yes	42%
2	Only in certain locations	47%
3	No	11%
69	As an alternative to my car, I would be most willing to (use) _____ on a regular basis to supplement my driving.	
1	Walk	18%
2	Bike	13%
3	Buses	15%
4	Street Car and/or Light Rail System	54%
70	If traffic congestion exists, what is the <u>most appropriate</u> way to try to mitigate the congestion in the Study Area?	
1	I do not believe there is a traffic congestion problem in the area	8%
2	Add additional streets	2%
3	Widen existing streets	6%
4	Propose a new transportation model altogether (adding pedestrian streets, adding a transit system, landscape, bike lanes and/or paths, wide sidewalks, etc.)	84%

Landscape, Streetscape, Open Space & Sustainability

71	Do you agree that the East Riverside Corridor Study Area needs new landscaping along the streets (grasses, shrubs, trees)?	
1	Strongly Agree	81%
2	Agree	14%
3	Neutral	4%
4	Disagree	1%
5	Strongly Disagree	1%
72	In order to distinguish different areas along the East Riverside Corridor, do you think it would be appropriate to implement various landscape standards depending on location and land-use? (ex. Natural landscaping treatments vs. formal street trees and paving treatments)	
1	Yes	70%
2	Only in certain locations	25%
3	No	5%
73	Should signage and lighting become more recognizable and adhere to a specific set of standards designed to help create an identity for development nodes created in the Study Area?	
1	Yes	71%
2	Only in certain locations	22%
3	No	8%
74	How appropriate is the following statement: "Where 'development nodes' are proposed, fixed awnings, arcades, and/or arbors that protect the pedestrian from sun and rain (see images below) should be included."	
1	Extremely Appropriate	57%
2	Appropriate	29%
3	Somewhat Appropriate	10%
4	Not Appropriate	3%
5	Extremely Inappropriate	2%
6	I don't know	0%



Fixed Awning



Arbor



Arcade

75	How appropriate would adding Active Recreation to the Study Area be (basketball and tennis courts, baseball fields, etc.)?	
1	Extremely Appropriate	25%
2	Appropriate	33%
3	Somewhat Appropriate	31%
4	Not Appropriate	7%
5	Extremely Inappropriate	2%
6	I don't know	2%
76	How appropriate would adding Passive Recreation to the Study Area be (trails, open space, preserved areas)?	
1	Extremely Appropriate	69%
2	Appropriate	20%
3	Somewhat Appropriate	5%
4	Not Appropriate	3%
5	Extremely Inappropriate	1%
6	I don't know	2%
77	How appropriate is the following statement: "All streets should be tree-lined."	
1	Extremely Appropriate	53%
2	Appropriate	27%
3	Somewhat Appropriate	17%
4	Not Appropriate	2%
5	Extremely Inappropriate	0%
6	I don't know	2%
78	How appropriate is incorporating "green", sustainable design into the East Riverside Corridor Study Area?	
1	Extremely Appropriate	75%
2	Appropriate	19%
3	Somewhat Appropriate	5%
4	Not Appropriate	0%
5	Extremely Inappropriate	1%
6	I don't know	0%
79	What sustainable energy option do you see as most appropriate to power the Study Area and surrounding neighborhoods?	
1	Solar Power	63%
2	Wind Power	6%
3	Geothermal Power	2%
4	Biofuels/Biomass	1%
5	Use less energy: become more energy conscious	27%
80	What is the <u>most</u> important aspect of sustainability for the future of the East Riverside Corridor Study Area?	
1	Renewable energy (solar, wind, hydro, geothermal, biofuels)	
2	Land Use Distribution (Mixed Use, Compact Development)	25%
3	Transportation (Mass transit options, walkability, bikability)	41%
4	Water Management (Xeriscaping, Rainwater collection, Water quality control)	10%
5	Green Building Practices (Green Building Program, LEED Certification)	8%

Marketing Information

81	Who best represents the largest group you envision moving into the East Riverside Corridor Study Area (in the next 20 years)?	
1	Families	31%
2	Young Professionals	58%
3	College Students	9%
4	Retirees	2%

82	Approximately what percentages of renters versus owners do you envision for the Study Area (in the next 20 years)?	
1	100% Own	3%
2	25% Rent, 75% Own	32%
3	50% Rent, 50% Own	57%
4	75% Rent, 25% Own	7%
5	100% Rent	0%
83	What income groups do you envision living in the Study Area (based on today's dollar value)?	
1	Very Low Income Only (Income less than \$32,000 for a family of 3)	2%
2	Low Income Only (Income less than \$51,000 for a family of 3)	2%
3	Moderate Income Only (Income less than \$75,000 for a family of 3)	21%
4	High Income Only (100% plus MF: \$70,001 or more)	4%
5	A mix of Low and Very Low Incomes	1%
6	A mix of Moderate and High Income	20%
7	A mix of all income levels	51%
84	What do you think average new residential units in the East Riverside Corridor Study Area should cost (based on today's dollar value)?	
1	Less than \$100,000 average per unit	10%
2	Average \$100,000 to \$175,000 per unit	35%
3	Average \$175,000 to \$250,000 per unit	27%
4	Average \$250,000 to \$500,000 per unit	6%
5	More than \$500,000 average per unit	0%
6	All of the Above	15%
7	I don't know	6%
85	What kind of commercial/retail do you envision for the Study Area?	
1	Maintain existing local businesses	7%
2	Add to local business base	61%
3	Attract regionally owned enterprises	23%
4	Attract nationally recognized chains	9%
86	What is your FIRST PRIORITY with regards to reinvestment/enhancements throughout the Study Area?	
1	New/Improved Sidewalks	11%
2	New/Improved Bike Lanes and Paths	15%
3	New Transit Line and Stops	31%
4	New/Improved Bus Lines and Stops	5%
5	Intersection Improvements	10%
6	New/Improved Landscaping	23%
7	New/Improved Lighting	5%

Safety and Security

87	What do you feel is the most prevalent kind of crime in the Study Area and surrounding areas?	
1	Mugging	3%
2	Car theft	6%
3	Drug dealing/Drug use	36%
4	Burglary	32%
5	Prostitution	0%
6	I do not think there is any perceived crime in the area	2%
7	I don't know	21%

88	What do you think <u>others</u> feel is perceived as the most prevalent kind of crime located within Study Area and the surrounding areas?	
1	Mugging	10%
2	Car theft	3%
3	Drug dealing/Drug use	43%
4	Burglary	25%
5	Prostitution	3%
6	I do not think there is any perceived crime in the area	2%
7	I don't know	15%
89	How serious do you think the safety issues are for the growth of the East Riverside Corridor Study Area?	
1	I do not think there are any safety issues within the Study Area	2%
2	It is not very serious	7%
3	It is somewhat serious, but will only hinder growth a little	31%
4	If things do not change, I do not think the area will grow	54%
5	I don't know	6%
		0%
90	What is the number one thing that should be done about perceived crime and safety issues for the Study Area?	
1	Increased physical police presence	27%
2	Police video surveillance	5%
3	Neighborhood Watch Associations	8%
4	Redevelop blighted properties	49%
5	Gated Communities	1%
6	General maintenance of streets and building stock	10%

APPENDIX B: VISIONING PROCESS

Vision Translation Workshop Results

In addition to the VPS™ and Questionnaire, the Beta Test and Visioning meetings included a Vision Translation Workshop. Whereas the VPS™ indicates what the community is looking for, the Vision Translation Workshop indicates where people want the elements illustrated in positive images to be located and where, based on the negative images, redevelopment should be focused. People working in groups participated in the Vision Translation portion of the Community Workshops by completing drawings of their perceptions and desires on large base maps of the Area.

Four maps were generated through the drawing exercises at the public meeting: Existing Conditions, Susceptibility to Change, Mobility, and Land Uses and Design Elements. In these exercises, participants were asked to physically identify areas in need of improvement as well as the desired placement of a range of urban design elements and mobility options. Workshop maps and results are described on the following pages.

Existing Conditions Map

During the workshops, participants were asked to describe existing conditions throughout the Study Area. They identified all of East Riverside Drive as having excessive traffic speed and noise, as well as along Tinnin Ford Road, South Pleasant Valley Road, Burton Drive, and E. Ben White Boulevard. Eleven (11) areas were shown to have conflicts between pedestrians and vehicles, which is indicated by orange circles on the existing conditions map. Fourteen (14) locations throughout the Study Area were identified as problem intersections. Flooding problems, shown as blue triangles, were indicated along portions of the East Riverside Corridor and South Pleasant Valley Road. Blue X's mark locations where there is a perceived or actual crime problem.

Exhibit B.1:
Visual Translation Workshop
Public Perception of Existing Conditions

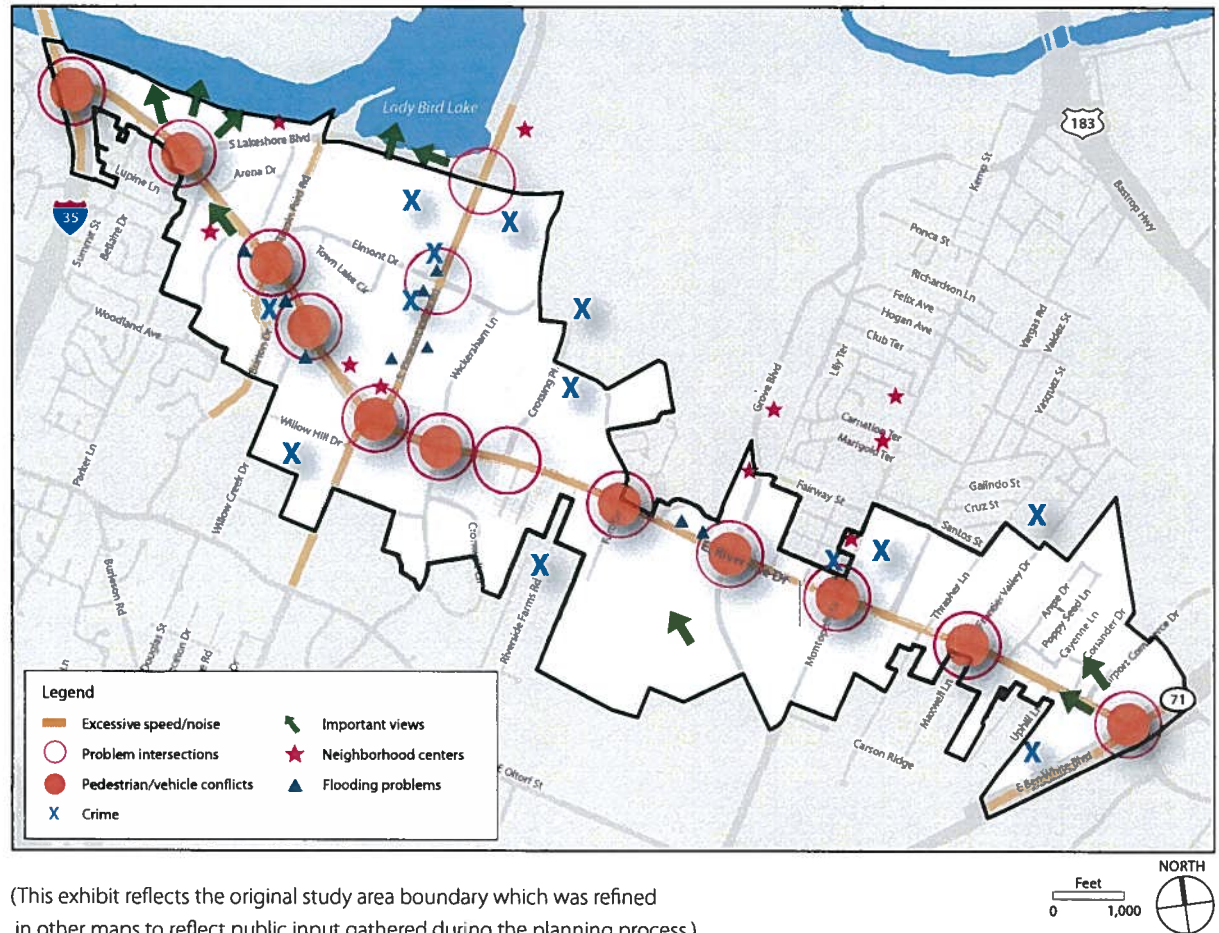


Exhibit B.2:

Visual Translation Workshop
Public Perception of Susceptibility to Change**Susceptibility to Change Map**

The map shown on the following page represents a synthesis of the input gathered during the Workshops. The susceptibility to change map indicates four broad categories: high, moderate, low, and none.

1. High Susceptibility to Change (Colored Red)

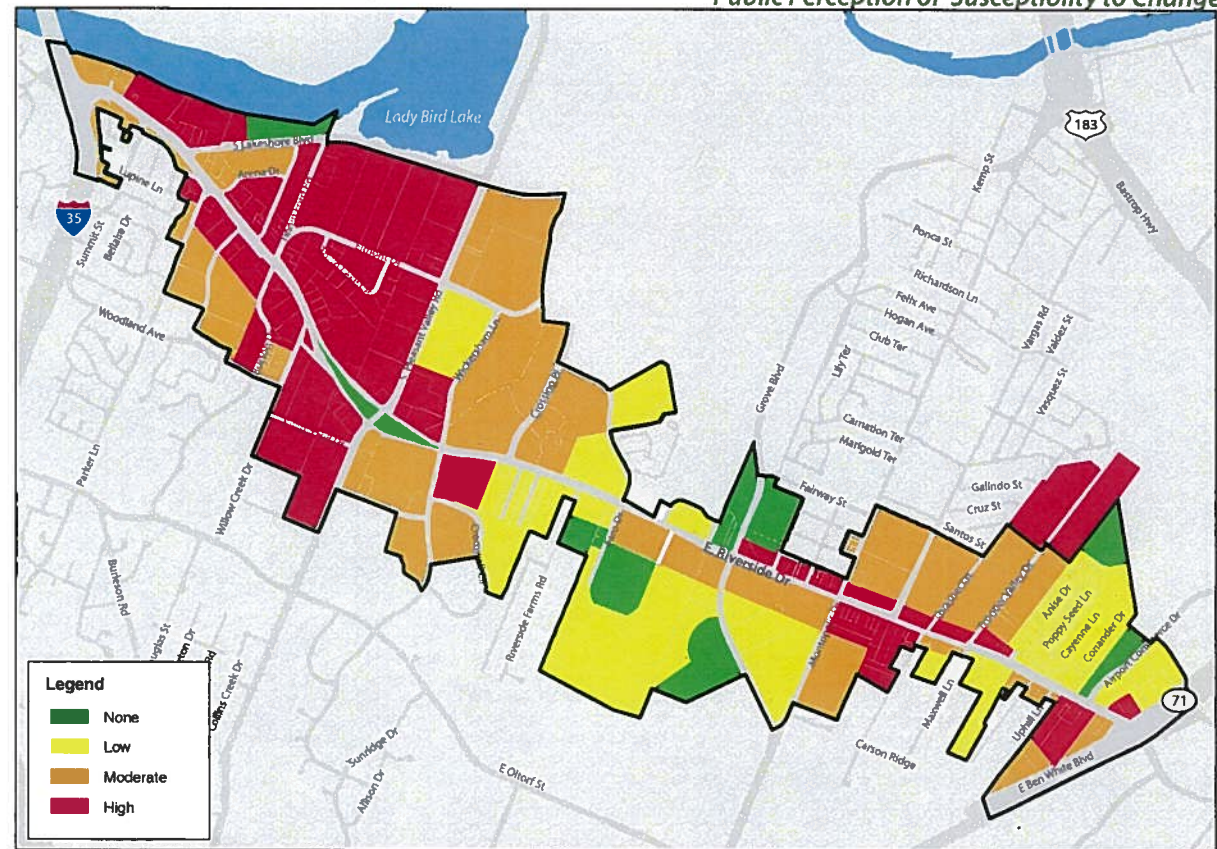
Areas identified as highly susceptible to change, colored red on the map, were noted by participants as having the highest priority for development and redevelopment. These are locations where the majority of participants thought change from the existing conditions was imminent and necessary. The highly susceptible to change areas on this map typically include buildings in deteriorating condition, older single story buildings, under utilized surface parking lots, aging and vacant commercial buildings, or empty lots.

2. Moderate Susceptibility to Change (Colored Orange)

The second highest priority redevelopment areas are identified as moderately susceptible to change. These areas are colored orange and redevelopment would require major changes including removal of some existing buildings, rehabilitation of others and targeted infill.

3. Low Susceptibility to Change (Colored Yellow)

Areas perceived by participants as needing only minor improvements and rehabilitation are indicated in yellow on the maps. Little or no growth is expected in low susceptibility to change areas. While these buildings may not be redeveloped for many years, it is our recommendation that any remodeling or rehabilitation that happens in this area should conform to the streetscape design standards outlined in this



(This exhibit reflects the original study area boundary which was refined in other maps to reflect public input gathered during the planning process.)

plan. The Areas colored yellow are lots or buildings that are expected to go through minor changes but will substantially remain the same for the next couple of decades.

4. No Susceptibility to Change (Colored Green)

The green areas on the maps illustrate where participants feel change should not occur. Included in this category

are newer buildings in excellent condition. Buildings within these areas are not expected to change in the foreseeable future (20-30 years).

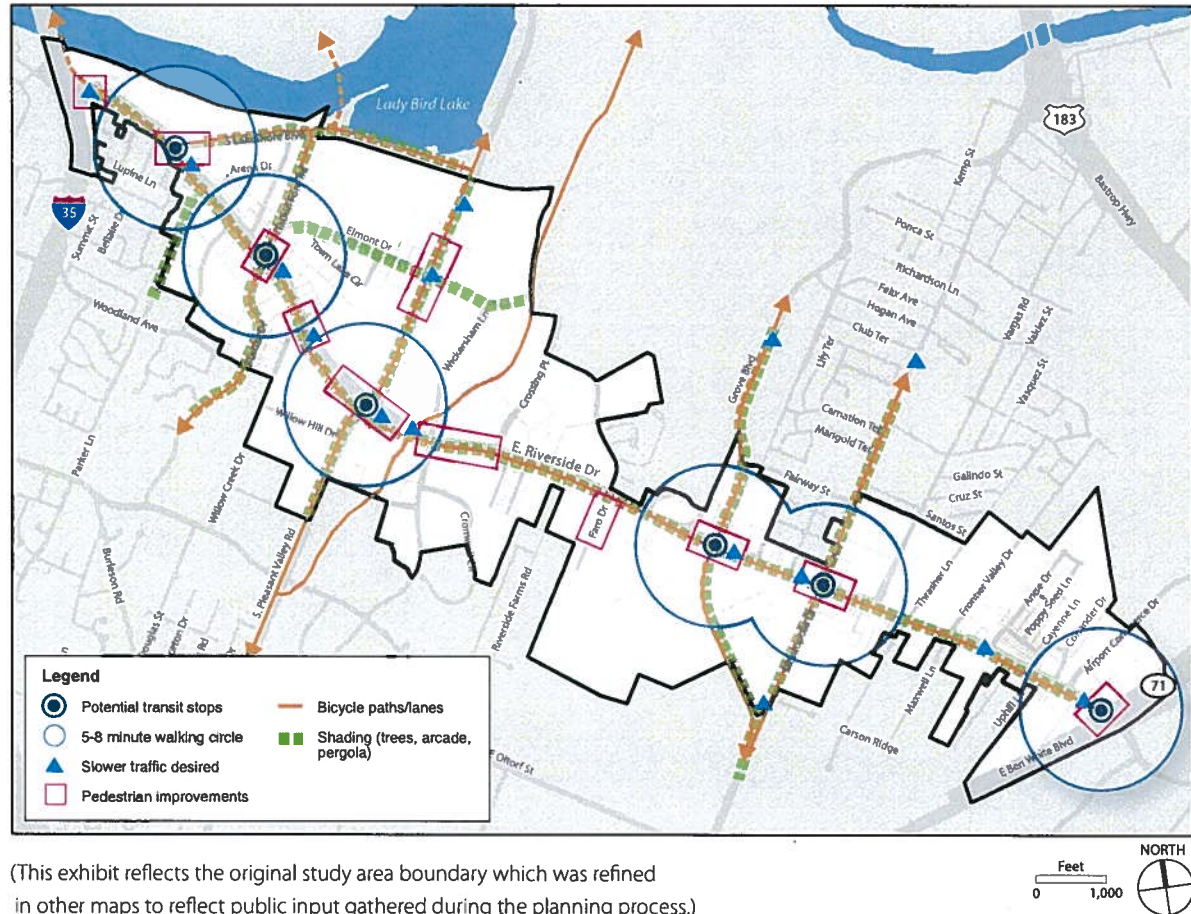
In terms of the master plan, the susceptibility to change study helped guide the formulation of land use districts, neighborhood hubs, potential redevelopment around transit stops and revision of the study area boundary.

APPENDIX B: VISIONING PROCESS

Desired Mobility & Improvements Map

During the workshops, participants addressed six different elements tied to mobility. Locations of potential transit stops were identified by dark blue bulls' eyes with 5-8 minute walking circles in light blue surrounding these transit stops. Areas where participants desired slower moving traffic and therefore improved pedestrian safety were indicated by blue triangles along not only East Riverside Drive, but South Pleasant Valley Road, Grove Boulevard, and Montopolis Drive as well. Major intersections along E. Riverside Drive, as well as a portion of South Pleasant Valley Road, were recognized as areas for pedestrian improvements. Participants indicated their desire for bicycle paths/lanes on every major road in the Study Area. Shading by trees, arcades, or pergolas are desired all along E. Riverside Drive, Parker Lane, S. Lakeshore Boulevard, Tinnin Ford Road, Burton Road, Elmont Drive, South Pleasant Valley Road, Grove Boulevard, and Montopolis Drive.

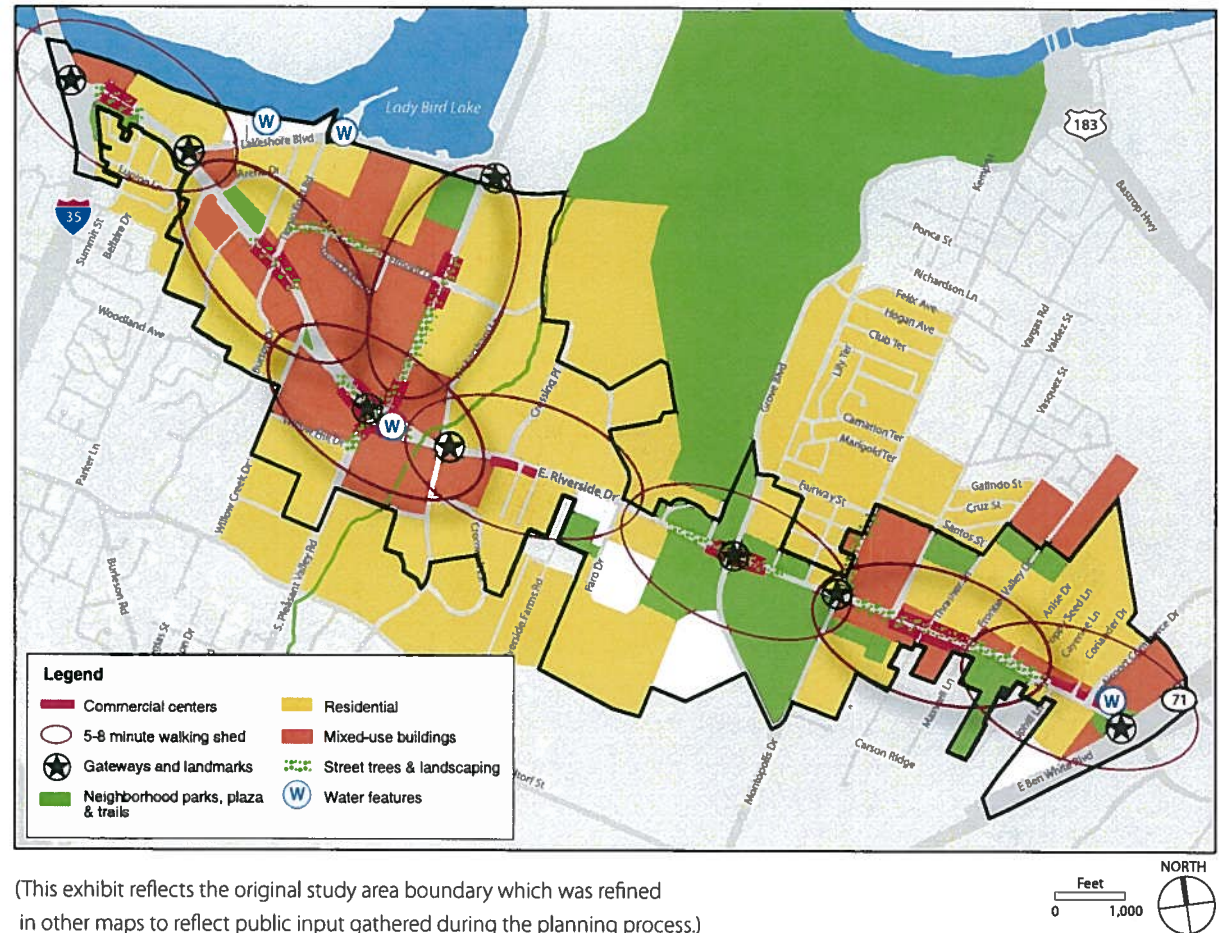
Exhibit B.3:
Visual Translation Workshop
Desired Mobility Improvements



Land Use & Design Elements Map

During this portion of the workshops, participants were asked to consider eight elements of land use design. The synthesis shows that commercial centers, depicted as red rectangles, were placed at all major intersections with E. Riverside Corridor, as well as along South Pleasant Valley Road and Elmont Drive. These commercial areas are surrounded by 5-8 minute walking circles which indicate the distance most shoppers will walk along a retail street before driving. Participants were asked to label potential gateway and landmark locations within the Study Area with black stars and circles. These locations indicate where signature architecture, large sculpture, or special streetscaping should be located. Two water features are desired along E. Riverside Drive and two along Lady Bird Lake. Participants were then asked to locate three future land uses within the Study Area; (1) neighborhood parks, plazas, and trails, (2) residential, and (3) mixed use buildings. Locations for new street trees and landscaping are indicated by small green circles and are clustered around the proposed commercial centers.

Exhibit B.4:
Visual Translation Workshop
Desired Land Use and Design Elements



(This exhibit reflects the original study area boundary which was refined in other maps to reflect public input gathered during the planning process.)

APPENDIX B: VISIONING PROCESS

Professional Design Charette

Following two days of intensive evaluation of the VPS™ and Questionnaire results and the synthesis of the Vision Translation Workshop, A. Nelessen Associates facilitated the East Riverside Corridor Professional Design Charrette for the Consultants and City staff. The goal of the charrette was to develop a foundation for the East Riverside Corridor Master Plan using the expertise of the Consulting Team as well as various planning staff from the City of Austin. The charrette served as a complement to the public outreach efforts undertaken in previous months.

The one day charrette was broken down into morning and afternoon activities. The morning was geared towards reviewing the technical aspects of existing conditions, as well as the results of the Public Visioning process. The afternoon was geared towards applying the morning's information to generate concept designs applicable 1) Corridor wide, as well as 2) designating focus areas in the Corridor to be further explored and defined in the Concept development process. The result of the Design Charrette was a series of maps and ideas centered on the public input process, which formed the basis for design of the concept plans that are presented in this Master Plan.

