



South College Corridor Survey Response Highlights

June, 2008

Ongoing public involvement is an important value in the South College Corridor planning process. Understanding people's opinions of the area will help focus the issues and answers addressed in the Corridor Plan. In addition to other outreach tools, City staff conducted surveys of households and business owners.

In April 2008, the household survey was randomly distributed to 1,700 households in the South College trade area, which is bounded by Harmony Road, Taft Hill Road, Carpenter Road and the railroad tracks east of Lemay Avenue. 365 households responded (21%), resulting in a statistically valid survey. The survey sought information about people's shopping patterns and expenditures to better inform the potential for future land uses. This survey also contained questions about people's top issues along the Corridor.

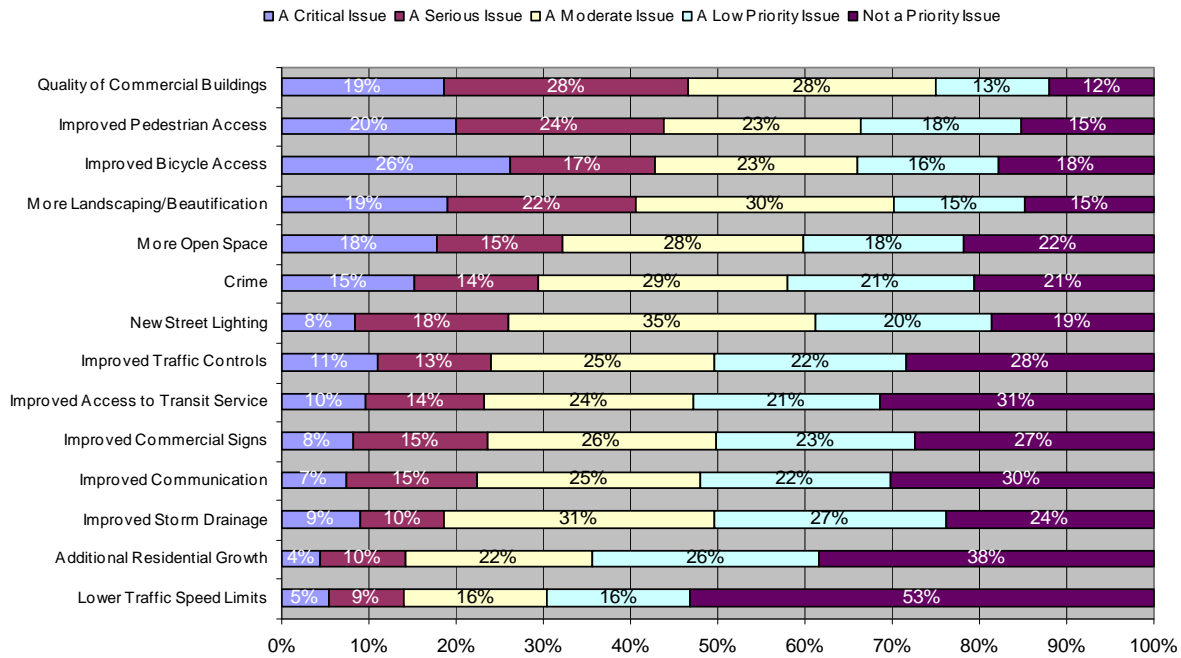
The business owner survey was distributed to 276 business and property owners along South College Corridor also in April 2008. A total of 139 returned the survey for a statistically valid response rate of 50%. This survey asked business profile questions and for information about future plans. In addition, it asked the same issues questions as in the household survey.

This document summarizes the results of a more detailed report prepared by EPS on the two surveys.

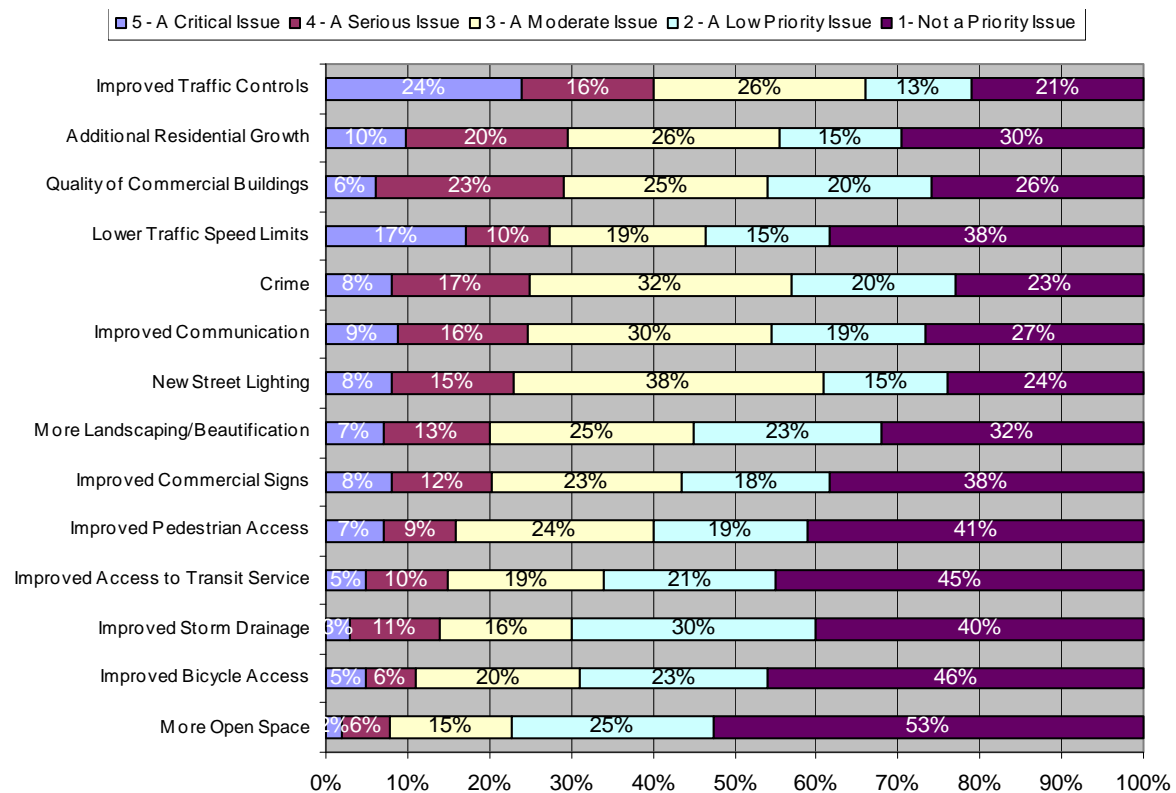
Corridor Improvement Issues

How do people rank issues in the Corridor?

As the bar chart illustrates, the most critical issues for households are *Quality of Commercial Buildings, Improved Pedestrian Access, Improved Bicycle Access and More Landscaping/Beautification.*



For businesses, the top issues are *Improved Traffic Controls*, *Additional Residential Growth*, and *Quality of Commercial Buildings*. There is a marked difference in the types of issues that are important to businesses as compared to households as well as the percentage of issues that are “critical” or “serious”. A high percentage of businesses give a “not a priority” or “low priority” to many of the issues. The one issue that seems to be important to both households and businesses is *Quality of Commercial Buildings*.



Top Issues

What are the issues people listed as the most important?

For households, the top issues are:

- The quality of commercial buildings
- More landscaping, street trees, and beautification
- More open space
- Improved bicycle access
- Improved traffic controls (traffic signals, pavement markings, etc.)

For businesses, the top issues are:

- Improved traffic controls (traffic signals, pavement markings, etc.)
- The quality of commercial buildings
- Lower traffic speed limits
- Additional residential growth to support commercial uses
- Crime

Second most important?

For households, the second most important issues are:

- The quality of commercial buildings
- More landscaping, street trees, and beautification
- Improved bicycle access
- Improved pedestrian access
- Crime

For businesses, the second most important issues are:

- Improved traffic controls (traffic signals, pavement markings, etc.)
- More landscaping, street trees, and beautification
- The quality of commercial buildings
- Crime
- Improved communication among neighboring businesses and property owners

Household Spending Patterns and Preferred Retail Types

Most respondents visit the South College Corridor for shopping (32%), auto-oriented services (18%) and restaurants (16%). However, most visit less than monthly (31%) or once a month (22%).

When asked what types of retail businesses they would like to see along the Corridor, household respondents identify Small Neighborhood Oriented Retail Stores (80%), Restaurants/bars (68%), and Grocery Stores (67%) as the most desirable. Business respondents indicate these same three retail types as their top preferences.

Household respondents in the area primarily shop for neighborhood services along College north of Harmony and Harmony Road east of College. The percentage of spending in retail categories away from the South College Corridor, coupled with the desire for the identified retail types, suggests new store opportunities in the South College Corridor for businesses that serve local customers.

Business Profile

The South College Corridor is largely made up of businesses that serve regional clients with a small amount servicing Fort Collins directly. 74% of business respondents identify their clientele as Larimer County or the North Front Range Region, versus 13% for within Fort Collins only. Businesses tend to be small in size (81% have fewer than 11 employees) and over half of respondents have owned their property for at least 11 years (56%).

In total, 70 percent of respondent businesses give indication of stability by responding that they plan to stay the same size, expand at their current location, or renovate the existing structure. Over half indicate they would not be interested in selling their property at any time.

Conclusions

The results of the household survey indicate that the South College Corridor is not meeting the demand for neighborhood shopping needs. There is clear potential for neighborhood-serving businesses, such as grocery stores and restaurants. Households also express an interest in improving the character of the corridor (Quality of Commercial Buildings, Landscaping), improving access for pedestrians and bicyclists, and more open space.

There is apparently significant satisfaction with the current conditions of South College corridor on the part of businesses. The most important issue is Improved Traffic Controls. The data also suggests stability of businesses in the Corridor and limited market pressure on business owners to sell or redevelop their property.