

Instructions for on-line Visual Opinion Survey: Future Directions for Catawba River Community

General Directions:

The purpose of this exercise is to identify the types of future land uses you would like to see in the Catawba River Community over time. When we use the word “community,” we are referring to the area indicated on the boundary map that you will find on the web page. The land use preferences you identify would be within this area.

You will also be asked to think about the density or intensity of those land uses you prefer. Density refers to the number of units or amount of square feet for a development within a given geographic area.

1. **Download the survey form.**
2. **Use a scale from 1-5.** Mark 1 if you feel that the land use and the intensity of that land use would be **highly undesirable** for the community; 2 means **undesirable**. Mark 3 if you have **no preference** or feel neutral about the land use. Mark 4 if you feel it would be **desirable** for the community and 5 as **highly desirable**. The scale is also repeated on the top of your survey form.

Notes to keep in mind as you progress through the survey:

- Retail centers or shopping centers range in size from small to large; customers can come from the local neighborhood or from several miles away.
- Office development: as with shopping centers, office developments come in a variety of sizes. Keep in mind that office developments provide employment opportunities for the community.
- Mixed-use refers to developments that consist of more than one type of land use; in other words, two or more complementary land uses occupy the site. Examples include retail shops on the bottom floor of a building with offices and perhaps residential condos on the upper floors. You will see several examples of this mix.
- Industrial uses range from warehousing to manufacturing.
- Institutional land uses refer to schools, daycare centers, religious facilities, libraries, police and fire stations. Some institutional uses are currently in the community such as churches and the new Whitewater Elementary public school.
- Residential densities range from single-family homes to apartment buildings.
- Streets connect people to the various land uses that we have just looked at. Some of these slides have yellow notes which indicate what we are asking you to focus your attention on.

Results will be tabulated and posted on our website after the rescheduled public meeting. Final results will also be considered during the Citizen Advisory Group meetings to take place over the next 6-8 months.

At the bottom of the survey form, you will find room for your comments. If you have a specific question and would like staff to respond personally, be sure to add your name and contact information.

You may return the survey either via fax: 704-336-5123 or via mail to: Wendy Martz, Charlotte-Mecklenburg Planning Department, 600 East Fourth Street; Charlotte, NC 28202.