

CATAWBA AREA PLAN

Visual Opinion Survey Results

August 5, 2008

| Answer Options | Highly Undesirable | Undesirable | Neutral | Desirable | Highly Desirable | Response Count |
|--|---------------------------|--------------------|----------------|------------------|-------------------------|-----------------------|
| Retail | | | | | | |
| Slide 1 - Retail Neighborhood Center | 15% | 14% | 21% | 35% | 15% | 227 |
| Slide 2 - Two Story Retail | 23% | 28% | 15% | 25% | 10% | 218 |
| Slide 3 - Stand Alone Retail | 16% | 15% | 29% | 29% | 11% | 228 |
| Slide 4 - Regional Center | 31% | 26% | 20% | 15% | 9% | 215 |
| Slide 5 - Shopping Mall | 37% | 16% | 16% | 18% | 13% | 227 |
| Slide 6 - Retail Center | 27% | 16% | 21% | 25% | 12% | 225 |
| Slide 7 - Two to Three Story Hotel | 27% | 16% | 20% | 23% | 14% | 230 |
| Slide 8 - Multi Story Hotel | 36% | 22% | 13% | 18% | 12% | 225 |
| Slide 9 - Restaurants (Fast Food) | 9% | 11% | 16% | 32% | 32% | 228 |
| Slide 10 - Restaurants | 7% | 11% | 18% | 33% | 31% | 228 |
| Office | Highly Undesirable | Undesirable | Neutral | Desirable | Highly Desirable | Response Count |
| Slide 11 - Two Story Building | 18% | 14% | 23% | 32% | 14% | 229 |
| Slide 12 - Multi Story Building | 38% | 21% | 14% | 14% | 13% | 224 |
| Slide 13 - Single Story Building | 14% | 14% | 29% | 32% | 11% | 228 |
| Slide 14 - Typical Single Tenant Bldg. | 25% | 18% | 24% | 25% | 8% | 225 |
| Slide 15 - Two Story Multi-Tenant Bldgs. | 23% | 19% | 25% | 25% | 9% | 227 |
| Slide 16 - Multi-Story Building | 41% | 20% | 13% | 12% | 15% | 228 |
| Mixed-Use | Highly Undesirable | Undesirable | Neutral | Desirable | Highly Desirable | Response Count |
| Slide 17 - Mixed Use | 20% | 22% | 24% | 24% | 10% | 230 |
| Slide 18 - Mixed Use | 17% | 22% | 18% | 28% | 14% | 228 |
| Slide 19 - Mixed Use | 33% | 26% | 17% | 14% | 11% | 227 |
| Slide 20 - Mixed Use | 24% | 23% | 28% | 17% | 7% | 227 |
| Slide 21 - Mixed Use | 25% | 26% | 24% | 17% | 7% | 227 |
| Slide 22 - Mixed Use | 21% | 28% | 21% | 22% | 7% | 229 |
| Industrial | Highly Undesirable | Undesirable | Neutral | Desirable | Highly Desirable | Response Count |
| Slide 23 - Light Industrial | 26% | 18% | 21% | 27% | 7% | 230 |
| Slide 24 - Light Industrial | 29% | 21% | 20% | 22% | 7% | 229 |
| Slide 25 - Heavy Industrial | 57% | 21% | 10% | 6% | 5% | 232 |
| Slide 26 - Warehouse / Distribution | 34% | 21% | 20% | 17% | 8% | 226 |
| Slide 27 - Heavy Industrial | 64% | 18% | 10% | 5% | 3% | 230 |

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| Slide 28 - Heavy Industrial | 69% | 17% | 7% | 4% | 4% | 228 |
| Institutional | Highly Undesirable | Undesirable | Neutral | Desirable | Highly Desirable | Response Count |
| Slide 29 - Schools | 6% | 7% | 18% | 42% | 27% | 230 |
| Slide 30 - Religious Institutions (large) | 10% | 11% | 25% | 32% | 21% | 231 |
| Slide 31 - Religious Institutions (small) | 5% | 8% | 23% | 40% | 24% | 230 |
| Slide 32 - Daycare Centers | 6% | 9% | 37% | 33% | 15% | 232 |
| Slide 33 - Post Office | 5% | 3% | 14% | 38% | 39% | 231 |
| Slide 34 - Police Station | 3% | 2% | 8% | 31% | 56% | 232 |
| Slide 35 - Fire Station | 4% | 2% | 11% | 37% | 45% | 228 |
| Slide 36 - Urgen Care Clinic | 4% | 5% | 17% | 38% | 36% | 230 |
| Slide 37 - Hospital | 8% | 13% | 20% | 31% | 28% | 231 |
| Slide 38 - Branch Library | 5% | 8% | 16% | 39% | 32% | 228 |
| Slide 39 - Regional Library | 8% | 10% | 28% | 28% | 26% | 232 |
| Parks / Open Space | Highly Undesirable | Undesirable | Neutral | Desirable | Highly Desirable | Response Count |
| Slide 40 - Passive Open Space | 3% | 3% | 17% | 33% | 44% | 229 |
| Slide 41 - Active Recreation | 5% | 9% | 26% | 35% | 25% | 231 |
| Slide 42 - Playground | 7% | 5% | 25% | 41% | 22% | 220 |
| Slide 43 - Outdoor Recreation | 4% | 7% | 21% | 40% | 28% | 192 |
| Slide 44 - Conservation | 4% | 3% | 20% | 25% | 48% | 192 |
| Slide 45 - Greenway | 6% | 5% | 19% | 29% | 41% | 191 |
| Residential | Highly Undesirable | Undesirable | Neutral | Desirable | Highly Desirable | Response Count |
| Slide 46 - Townhomes | 25% | 33% | 22% | 15% | 5% | 147 |
| Slide 47 - Single Family | 13% | 25% | 29% | 23% | 10% | 146 |
| Slide 48 - Single Family rural | 6% | 13% | 19% | 37% | 24% | 145 |
| Slide 49 - Townhomes | 42% | 31% | 16% | 9% | 2% | 147 |
| Slide 50 - Townhomes | 40% | 24% | 16% | 14% | 5% | 147 |
| Slide 51 - Single Family | 10% | 20% | 22% | 38% | 10% | 144 |
| Slide 52 - Multi Family | 41% | 31% | 15% | 10% | 3% | 147 |
| Slide 53 - Single Family TND | 27% | 25% | 25% | 18% | 4% | 147 |
| Slide 54 - Single Family | 14% | 15% | 29% | 34% | 8% | 146 |

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| Streets | Highly Undesirable | Undesirable | Neutral | Desirable | Highly Desirable | Response Count |
| Slide 55 - Current Conditions | 5% | 18% | 30% | 35% | 13% | 142 |
| Slide 56 - Current Conditions | 5% | 4% | 20% | 57% | 14% | 144 |
| Slide 57 - Current Conditions | 13% | 18% | 30% | 33% | 6% | 144 |
| Slide 58 - Bike Lane | 11% | 10% | 23% | 36% | 19% | 151 |
| Slide 59 - Landscaped Median | 10% | 7% | 20% | 37% | 26% | 147 |
| Slide 60 - Street Lights | 8% | 5% | 11% | 40% | 36% | 149 |
| Slide 61 - Sidewalk, Plng Strp, St trees | 7% | 5% | 10% | 41% | 37% | 150 |
| Slide 62 - Enhanced Ped Crossing | 13% | 5% | 15% | 40% | 27% | 150 |
| Slide 63 - Roundabout | 20% | 11% | 30% | 30% | 9% | 152 |