

Summary Report - May 8, 2012

Survey: Downtown Asheville Community Improvement District

Please rank from 1 to 8 the services that you think are most important for the continued improvement of Downtown, with 1 being the most important and 8 being the least important. We have provided an "other" category in case you have additional ideas. Each category has examples below but is not limited to these items.

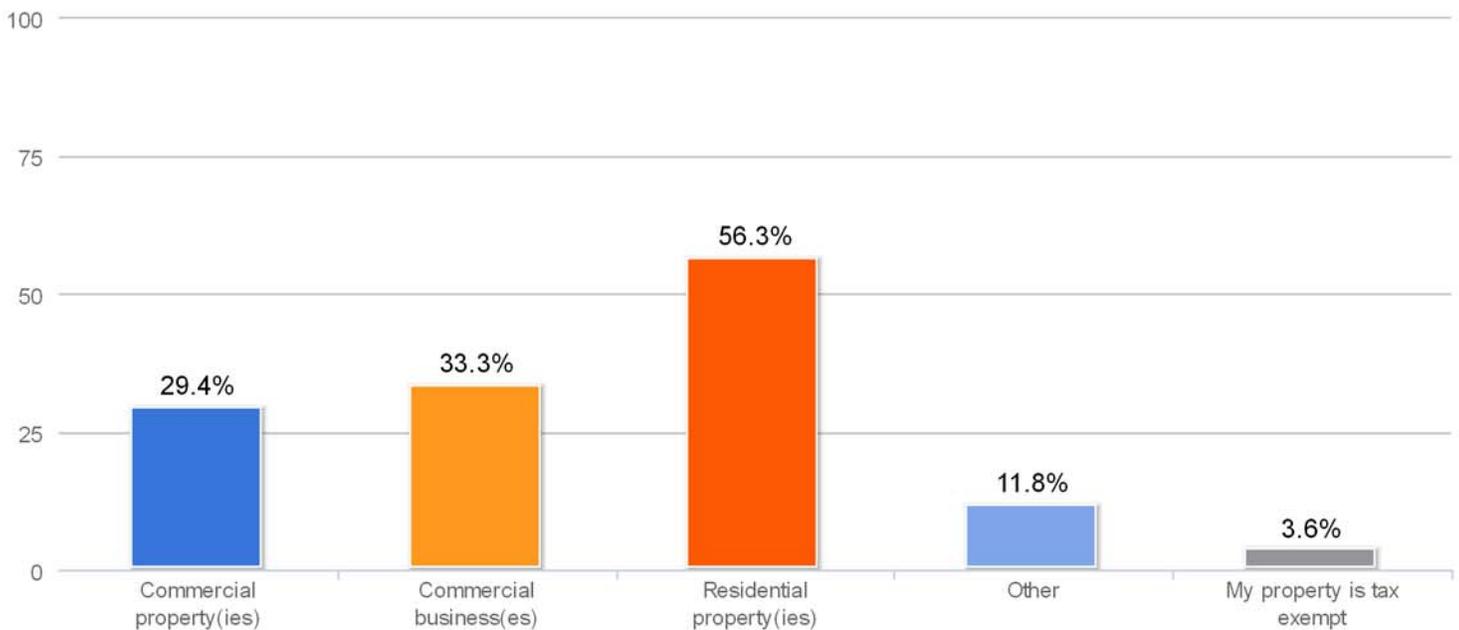
Maintenance (Clean & Green) Regular sweeping/washing of sidewalks Litter and trash pick-up Graffiti removal Landscaping/amenities maintenance **Marketing & Promotions** Collaborative advertising Maps & shopping directories Website **Communications/public relations** Special Events Festivals Ongoing events programming Event management **Street Beautification** Hanging flower baskets Street & park landscaping Benches/kiosks & other amenities **Public Safety** Downtown "Ambassadors" Walking security patrols Bicycle patrols Late night patrols **Economic Development** Business recruitment & retention Development packaging **Storefront/building renovations** New construction & investment **District Identity** Decorative banners Signage Gateway improvements **Communications/Advocacy** Issue forum Newsletter Advocacy on policies & issues

Item	Total Score ¹	Overall Rank
Maintenance	1984	1
Public Safety	1875	2
Economic Development	1661	3
Street Beautification	1494	4
Marketing & Promotions	1270	5
Special Events	1201	6
District Identity	991	7
Communications/Advocacy	916	8
Other (see below)	271	9

Total Respondents: 278

¹ Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is the sum of all weighted rank counts.

Please check all that apply:I own



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Value	Count	Percent %
Commercial property(ies)	82	29.4%
Commercial business(es)	93	33.3%
Residential property(ies)	157	56.3%
Other	33	11.8%
My property is tax exempt	10	3.6%

Statistics	
Total Responses	279

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If you selected "other", please explain your ideas.

Count	Response
1	-Get rid of vagrants & homeless! -Do not raise taxes!
1	Better signage at major intersections downtown for visitors crossing the street.
1	Bicycle facilities / lanes and parking.
1	Capital investment in civic and arts infrastructure in downtown
1	City services
1	Consistent lighting and architectural details in CBD - more daring! Thank you!
1	Designate some pedestrian Streets with deliveries before 9am only
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3	Eagle Market redevelopment
1	Free parking for business owners downtown.
1	Green space, landscaping, pedestrian friendly
1	Help for homeless.
1	Historic Enhancement
1	Many of these issues/ projects go hand in hand, don't you think.
3	Market St. Redevelopment
1	Market St. redevelopment
1	More Garbage Cans
1	Our city needs multi-modal transportation options. We need a complete streets policy.
1	Our city needs to be cleaner
1	Parking for workers and visitors downtown
1	Police officers walking the beat downtown
1	Property is on the Historic Registry but is not tax exempt; building pays reduced property taxes
1	REASONABLE PARKING FOR PATRONS OF DOWNTOWN BUSINESSES!

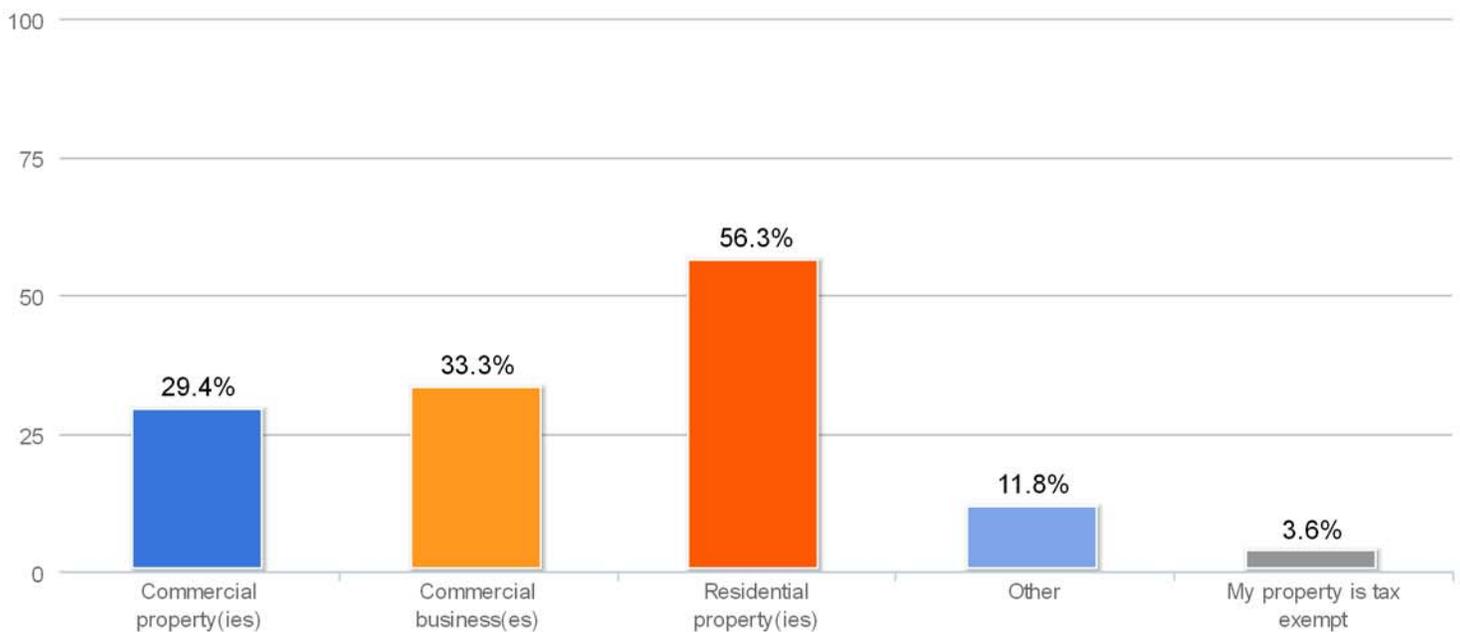
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1	Repair sidewalks at 130 College, very important, uneven surface
1	Stop panhandling - it's very much affecting the perception of downtown.
1	Visible green infrastructure. Creative implementation of long-term sustainable thinking.
1	affordability....lowering cost obligations
1	keep alley access clean and clear of garbage and glass bottles
1	parks, green areas for relaxation, lunching, gathering, etc.
1	this is simply not necessary
1	timing street improvements when they have the least negative impact on "doing business"
1	Sorry...I hit send on the last one before I was done thinking about it on accident. Please take this one as my vote. Thanks
1	240 needs much safer merging. Better signs and markings would help now, and the widening needs to ease traffic flow.
1	Not really "other", rather an explanation of my ratings. The top-rated by me were critical needs now. The lower-rated were all important but are either good enough for now or should be second or 3rd generation efforts after we've gotten the top-rated services where they should be.
1	Street crossing markers (lines) at College and Rankin (N to S) and at Lexington (N to S). Park cleanliness at Rankin Parking on College is overlooked
1	Parking is a big issue for downtown, particularly with our local residents. People don't like coming downtown because they "can't find parking." Unfortunately, they don't know about the "first hour free" parking lot pricing. Another aspect of parking is for employees of downtown shops. Our employees either have to pay \$7-8 per day to park in a lot, or they must park in Montford and walk, which isn't an option for our female employees if they work late into the evening. There should be a reduced parking fee for downtown employees.
1	Downtown Asheville streets have been changing a lot the last couple years. I have noticed, as a driver, and bike rider, that there are Many new street lines, bike lanes and turn lane changes which are very dangerous, especially at dark. I believe the design could improve. I would like to know to whom I may submit a list of those discrepancies? I write this in utmost sincerity, and would like to offer this service. I wonder whether they are purely designed on paper? And also whether the designer rides a bicycle? Looking forward to your response. With thanks, Ann Albrecht, downtown resident.
1	I don't know if I can vote with the descriptions above. I would put "public safety" as Priority #1, but I don't mean "bicycle patrols" or "downtown ambassadors" - I mean stuff like capping the GIANT HOLE in the middle of Haywood Street (right in front of the library). or the drainage grate in front of Urban Outfitters. Someone could get seriously hurt. Second, I would choose Economic Development. I would put maintenance third? Maybe marketing or community relations fourth? District Identity - done. Special Events - whatever. Street Beautification - as above.
1	#1 priority is no new taxes.The proposal of a CID sounds like a first step to increased taxation on Downtown stakeholders. While all these services sound great, most are already being pursued. The designation of CID is just adding a layer of government bureaucracy that will have to be paid for someday. That usually leads to taxes or fees (also a tax). The properties in the Central Business District (isn't this the same as C.I.D.?) already get a higher tax valuation, especially if it is classified "mixed use".
1	it was hard to prioritize these - all very important. WALKABILITY: I would like to see expansion of walkable areas in Asheville, through the promotion of businesses, parks and greenspaces that

Count	Response
	increase walkability. I feel that the hospital area between DT Asheville and Biltmore Village actually could impede a more diverse development of this area and we need to be aware of increasing the walkability between these two areas as well as between the River Arts District, North Asheville and even West Asheville and perhaps even East Asheville (once through the tunnel). Restaurants, lodging, galleries and other shops all help with the walkability of an area. Some kindof incentive and business diversity planning to make sure one area doesn't become a "monoculture." This kindof business planning and development also greatly increases safety, as the more people are walking in an area, the safer it becomes. Safety was my number 1.
1	I am a downtown merchant/gallery owner who does not see the need for this business improvement district plan. I don't see the need to increase property taxes for a downtown that is already vital.
1	PUBLIC PARKING - Wall Street deck is frequently FULL even mid-week in February. Grove Arcade needs its deck!
1	All of these items are "Least Important" We do not advocate for the BID. Your survey is set up in a way that you cannot vote for everything to be unimportant if you do not believe in it.
1	I am leery of voting for the 'Economic Development' category - it is important, but I keep seeing incredibly ugly buildings being put up (renovations and new construction portion of the category). A HUGE part of the appeal of downtown Asheville is in the historic buildings and the resulting unique character there. Don't mess with what is successful - build on it, not over it!
1	Keep it clean and safe and everything else will take care of itself. Also, ordinances need to be enforced. Perfect example is Tony Fraga's recent efforts to support our neighborhood. Hats off to him.
1	festivals are great, but not when they're cheezy and bring in the wrong crowd. Bell Cher, for instance, closes down all of the mid to high-end business. Asheville pays for planning it, loses business during it, cleans up after it, and most of the money get sucked right out of town by vendors from other regions that do their national route of fairs, etc..
1	Traffic management and parking. People park willy-nilly---esp in areas where the residential areas of downtown start. People park right up to intersections and street lights. Roads like Hillside and Chestnut are impassible during sometimes during the day. People drive like lunatics on Merrimon, frequently making illegal left turns, etc. Residents (who often do not have driveways) have to fight with businesses for parking places near their homes. I have never seen an agent of the city dealing with any of these issues, and I do believe it is a significant safety issue, esp as Merrimon is about to add a grocery store at a hill that is already very congested. I hope this is an issue that can be addressed.
1	Preservation and promotion of Asheville's old and historic buildings and architecture. Including the blending of new architecture with the old architecture.
1	Government should be involved only in public safety and maintenance. Private enterprise will cover the other areas as needed. There is no shortage of good ideas. However, we must be careful not to extract money involuntarily from others for our own good ideas.
1	The city has reached the end of it's production possibility frontier on it's current automobile based infrastructure. Asheville, ur fuhked. Picture a place in the mountains where the people drive electric solar powered buggies in town. Infrastructure and development is focused on a tight urban development with easy safe access to each part of town S,E,N,W. Parking meters have outlets for charging vehicles. You might be able to hear some birds, less oil running off into our river, more mobility for seniors, community engagement, more parking, more lanes on roads without having to

Count	Response
	widen, bicycle friendly. What the fuhk are we gonna do with all these old people? U want them driving cars? Shit the buses mow people down. "Asheville leads the way in quality of life with a car free zone. Come see the spectacle!" Safer city, greener city, BEER CITY. Get there Asheville. -Denny M.F. Stevenson
1	Cooperative efforts with other neighborhoods; especially Montford and the River Arts District; possibility of a circulating bus in high tourist seasons (July and October)
1	Not so clever, listing Downtown "Ambassadors" under public safety. Matter of fact, that is downright absurd. Of course walking security, bicycle and late night patrols are very important; Downtown Ambassadors not so much and definitely should not be in this category. Foolish. Should be listed under District Identity, perhaps.
1	The scope of the CID should be limited to public safety and maintenance and some ED. Those issues have the broadest appeal. All others seem to be more focused on special interests.
1	I think there should be more trees planted. I know there have been some trees cut recently and I understand about Pear trees and diseased trees, but three trees should be planted for every one cut. When a city has lots of trees and parks they are set apart in my opinion as a city that cares about the environment and beauty.
1	The parking lot across from the Chocolate Lounge clamps tires for non payment..I live at 12 S. Lexington,tourists have no idea how to pay or where to pay when they park,the signs aren't that obvious..It really puts a bad taste in their mouths when they park and spend lots of \$,come back and their car is booted..this can't be good advertising when they return home..I don't know how many parking lots have the same issue...They are so thankful when I show them how to pay Im sure some people attempt to disregard signs,but some are totally oblivious to the signs.
1	Walk-ability of downtown. A focus on pedestrian safety/crossing signs ect. Maintenance of the current cross walks. Anything to slow traffic down.
1	Public Education- about the needs of downtown prosperity. Too many people move to town, and want to "shut down" any new developments. We need this kind of investment downtown. People need to be aware of this kind of attitude, and how it debilitates the future of our city.
1	Inclusivity. Have groups - such as the drum corp out of Hillcrest and the dancers out of the Reid center come do their (awesome) things downtown - not as part of a street-blocked festival, but just because downtown is part of Asheville and so are they. Identify cultural and community groups from the non-downtown Asheville and facilitate their participation in downtown identity - yes that means providing permitting and transportation to help groups participate in ways that are mutually positive. People who spend 15+ hours a week working on dance routines with kids don't need to bother with permits and transport. They have enough to do. Show some appreciation for what's local and offer opportunities. It's not that hard:) "Dear Michael Hayes, we'd like to have your dancers perform/practice at the City County plaza on (insert dates and times). If you are interested in this opportunity, please be aware that, while there will be no direct compensation, your group may request donations. Transportation will be provided." If downtown is going to be representing Asheville, well - it had better represent ALL of Asheville.
1	Increasing safe and accessilbe alternative / public transportation, decreasing significant increases in car traffic and congenstion that has occurred over the last 5 years
1	Communication and advocacy/education on how to develop sustainable economic strategies to grow more good jobs/affordable livelihoods downtown and attract people who want to be involved in a dynamic community. Where do we want Asheville to be in 10/20 years and what kind of people/businesses do we wish to attract to help influence where we wish to go?

Count	Response
1	The CID seems to be an unnecessary tax/expense and another layer of bureaucracy. The downtown area has already achieved revitalization and is quite safe. As for maintenance, isn't that the City of Asheville's responsibility? Also, why is there not a more apparent way to indicate disapproval of the CID in your survey?
1	Anything that will assist merchants in proving their business. I owned retail shops for 22 years and I know that the right merchandise is the key to bringing customers through the door.
1	I feel some of these issues are equally important, but his system will not let me rank two the same.....?
1	We need more "useful" stores for the people who live and work downtown. We have enough coffee shops and art galleries. Sure would be nice to have a grocery store, drug store, office supply store - I know there is opposition to chains, but something like a Walgreens downtown would be a welcome addition in my view.
1	I can't find a map of the business district. Why are you concealing it? Are you afraid to show how who are included?

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