

Results of NWACA March 2015 Poll of NWACA Neighborhood

Survey completed 3/24/15; report generated 4/9/15
501 Responses (12% of 4160 households)

Background

NWACA conducted a survey of the neighborhood in late August and early September, 2014, asking for input on the proposed Austin Oaks PUD, among other topics. Those results were relayed to the neighborhood, City Council, City Staff, and the developer. In November, the developer convened a meeting of neighborhood leaders and laid out changes to the development that the developer hoped would address the concerns raised by the community in the original survey and the community meeting. In December, the developer summarized those ideas in a letter to NWACA, along with eight supporting documents. All of that information is posted at www.nwaca.org. In February, NWACA formulated a new survey in order to continue to give our NWACA neighborhood the opportunity to weigh in on the developer's proposed changes.

NWACA Engagement

Many residents have commented that the Austin Oaks property owner will likely proceed with some form of development, regardless of the outcome of its PUD application. Residents have expressed an interest in NWACA working to impact that process in a favorable way to preserve and protect the character of our community. In response to questions about PUDs in NWACA, Zoning Committee research has identified at least 14 existing PUDs in the NWACA Area. Neighborhoods like The Trails, Mesa Forest, Treetops, Vista Ridge, and the Dell Jewish Community Campus are Planned Unit Developments (PUDs).

Survey Mechanics

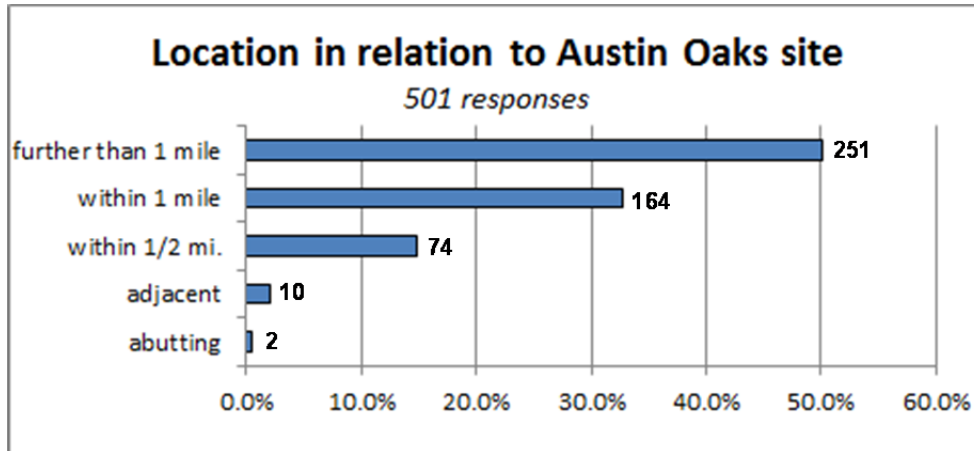
To ensure that responses were from NWACA residents and that only one response per household was submitted, the first question on the survey required name and address information. When validating the responses, a unique ID was assigned to each response, and then the identifying information was separated from the survey question responses and used only for validation purposes. Throughout the survey, responses were ordered in numeric order or in alphabetic order, as appropriate to the question, to avoid answer bias concerns.

Validation of Survey Respondents

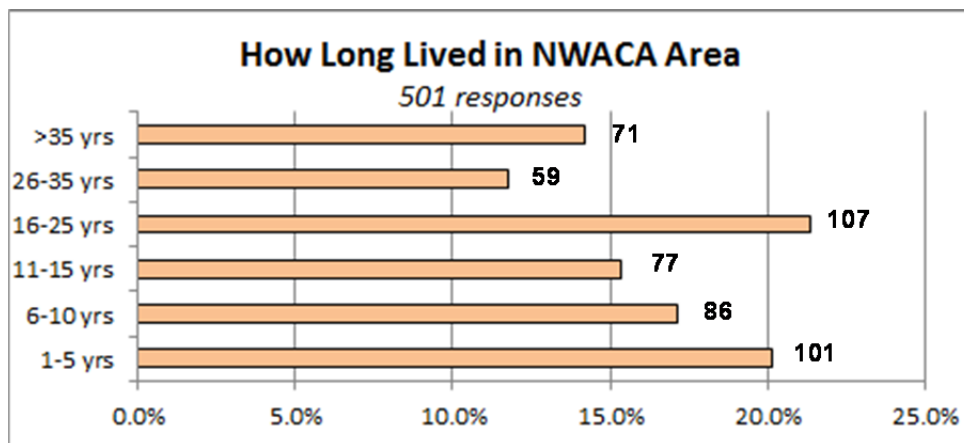
Several members of the volunteer NWACA Board spent about 75 hours creating the survey and validating the responses. Many respondents were from locations outside NWACA boundaries, were duplicates from the same address, were names that could not be confirmed as residents, or were otherwise fraudulent responses (such as one submitted for a person who died the week before the survey began). Validation left 501 valid responses, for which the corresponding survey question answers were then analyzed. Results of the analysis follow, by question number. The last question asked for other comments, and that set of comments has been sorted, and the comments are posted verbatim at www.nwaca.org

Survey Results

Q2: Where is your home in relation to the Austin Oaks site?

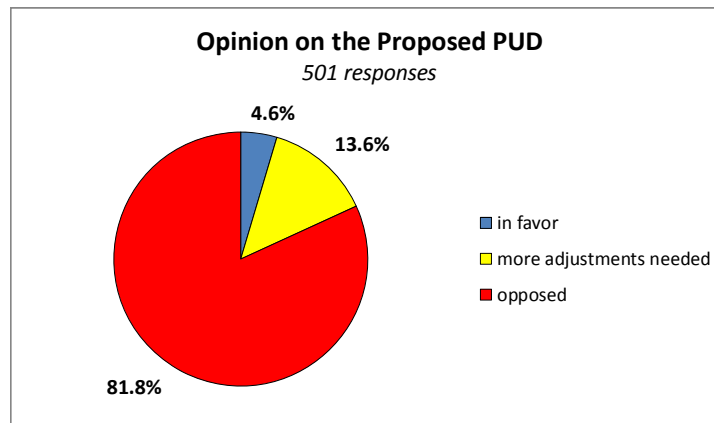


Q3: How long have you lived in the NWACA area?



Q4: Taking into account the developer's proposed changes from the December 22 letter, are you:

- In favor of the proposed PUD
- Like the improvements, but more adjustments are needed for me to support the PUD
- Opposed to the proposed PUD



Q5: Select a response for each of the items from the December proposed changes.

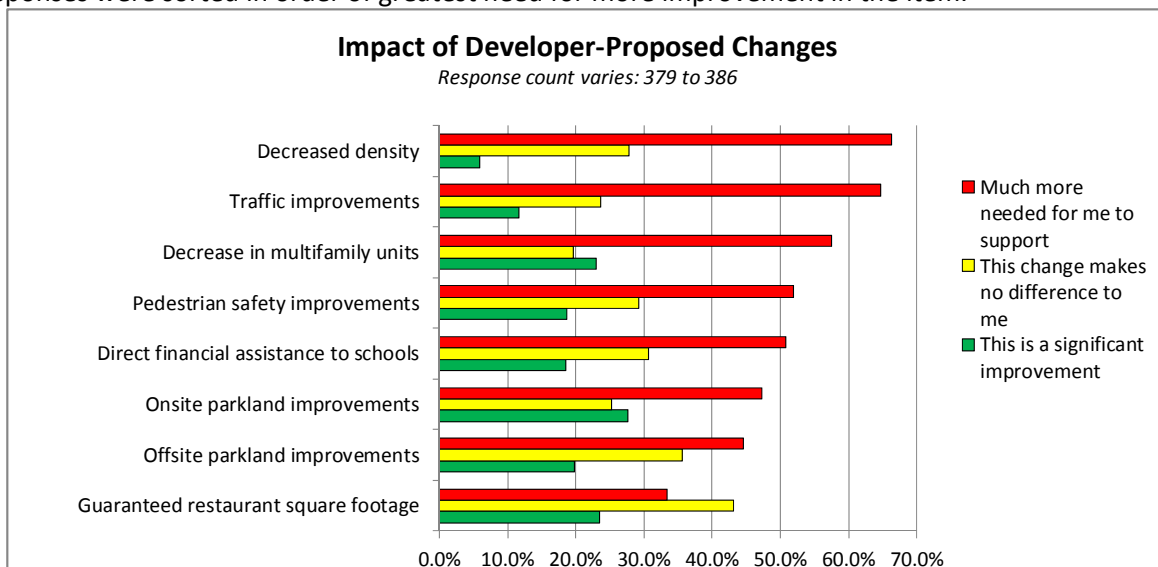
This question asked for a selection among these responses for each of 8 changes listed:

- This change is a significant improvement
- This change makes no difference to me
- Much more is needed in this area for me to support the PUD application

The individual changes cited were taken from the developer’s December letter to NWACA, but listed in alphabetic order to avoid bias. Each item listed was cross-referenced to the online copy of material provided by the developer, so that survey takers could examine that material, if they wished to know more about the topic. These were the items rated:

- Decreased Density: Decrease from 1.6M square feet of developed area to 1.4M square feet. The 31acre site currently has 450,000 square feet developed. (See Dec 2014 A Executed Letter, part 9)
- Decrease in Multifamily Units: Decrease maximum number from 610 units to 300 units. (See Dec 2014 A Executed Letter, part 7)
- Direct Financial Assistance to Schools: An Austin Oaks School Assistance Trust is proposed, funded as the property is redeveloped and leased, anticipating approximately \$9M by the year 2032. (See Dec 2014 A Executed Letter, part 3)
- Guaranteed Restaurant Square Footage: Minimum of 90,000 square feet of retail space, of which 60,000 is reserved for restaurants (See Dec 2014 A Executed Letter, part 6)
- Offsite Parkland Improvements: \$150,000 for improvements to playground and park area at Doss Elementary School (See Dec 2014 Attachment 4 Doss Elementary – proposed park improvements)
- Onsite Parkland Improvements: add a trail system throughout the site and a 2 acre public park, reducing the number of heritage trees requested for removal from 9 to 5 (See Dec 2014 Attachment 5 Austin Oaks Community Park diagram)
- Pedestrian Safety Improvements: Potential financial assistance to improve pedestrian and bicycling safety at school crossings (See Dec 2014 Attachment 2 School access and Safety Summary)
- Traffic Improvements: \$400,000 may be provided for restriping and signal modifications at existing intersections. (See page 3 of Dec 2014 Attachment 1 part a)

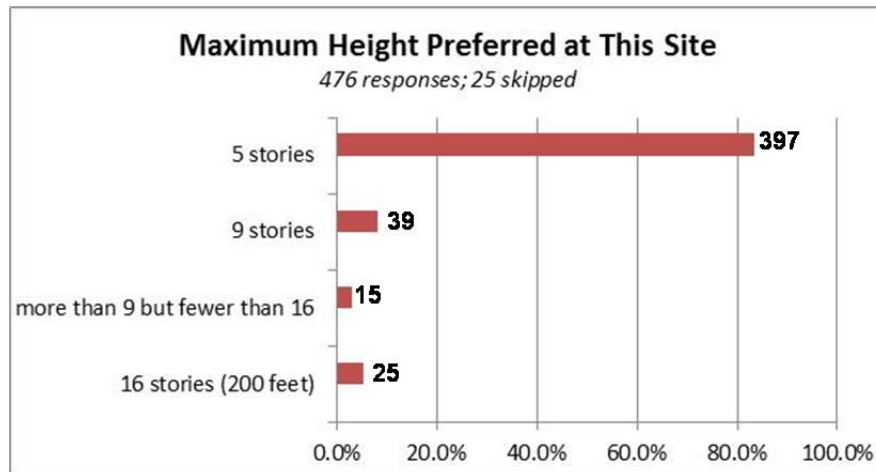
Responses were sorted in order of greatest need for more improvement in the item.



Q6: What maximum height would you prefer at this site?

- 5 stories (maximum allowed now)
- 9 stories (like the Google building)
- More than 9, but fewer than 16 stories
- 16 stories (200 feet) as proposed

To give survey takers an idea of buildings with comparable heights, example photos were provided. For the 200 foot building, there was no attempt to convey how the Austin Oaks site might look when built out, but only to depict one 200 foot building at that location. There is no real building near the NWACA neighborhood to show as an example, thus a mock-up was developed, just to convey the height.



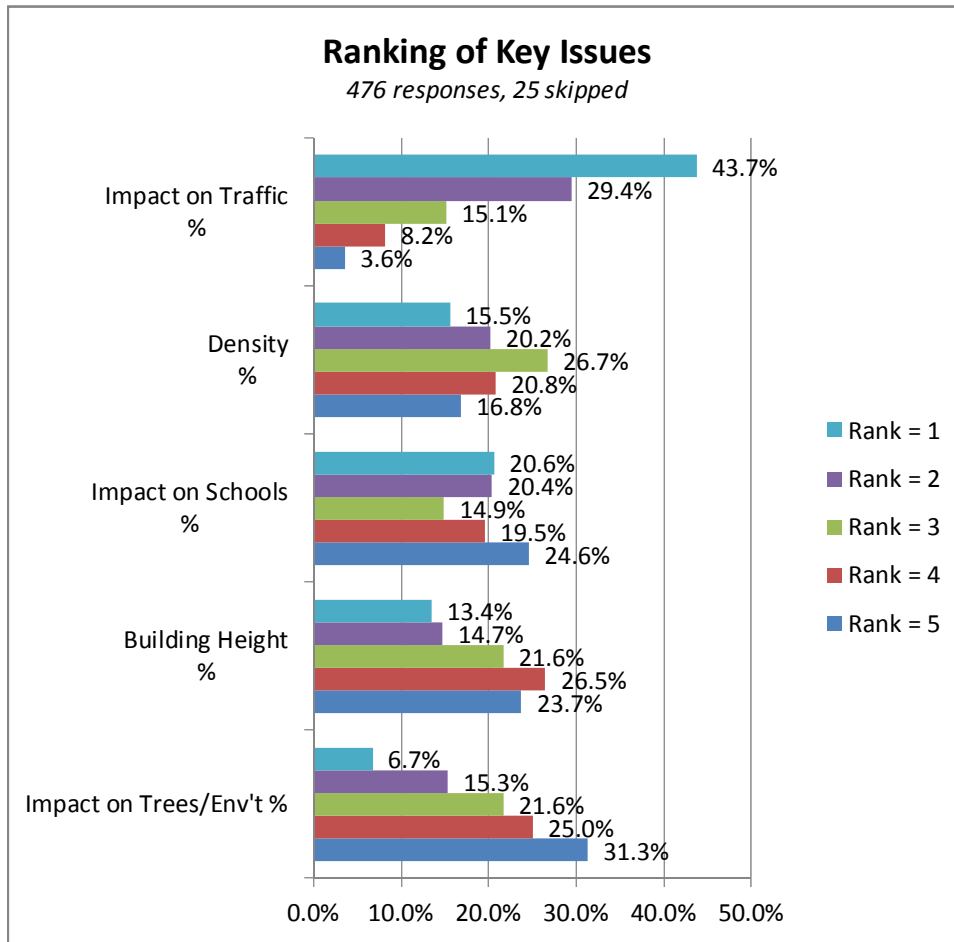
Q7: Rank the following issues from 1 through 5 (1 most important to you and 5 least important)

- Building height
- Density
- Impact on school enrollment
- Impact on traffic
- Impact on trees and/or environment

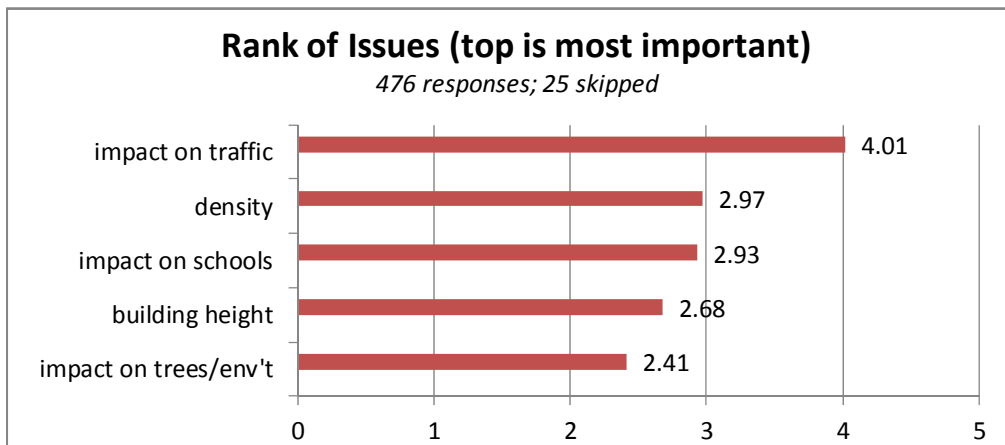
The percentage of responses at each rank is shown in the table below.

Rank	Building Height %	Density %	Impact on Schools %	Impact on Traffic %	Impact on Trees/Env't %
1	13.4%	15.5%	20.6%	43.7%	6.7%
2	14.7%	20.2%	20.4%	29.4%	15.3%
3	21.6%	26.7%	14.9%	15.1%	21.6%
4	26.5%	20.8%	19.5%	8.2%	25.0%
5	23.7%	16.8%	24.6%	3.6%	31.3%

The graph below shows the same percentage information, listed in order of the issues ranked most important first.



A weighted average rank was computed from the responses on each issue, yielding the following chart. Results are sorted in order from most important to least important to the respondents.



Q8. Please provide any additional comments you have about any of the options you rated in the survey.

This question was answered by 163 respondents. The comments were grouped into these categories:

- Density
- Development
- Economic
- Environmental
- Height
- NWACA
- Public Safety
- Schools
- Traffic

Verbatim comments are on the NWACA web site at www.nwaca.org