

# Royster-Clark Special Area Plan

## July 23, 2008 Public Meeting Results- Summary

### Attendance

According to the sign-in sheets, 34 members of the public attended the meeting, four of whom had also attended the November 2007 public meeting. Seven members of the RCNPT and six city staff from the Planning Division also attended and helped to facilitate the meeting.

### Draft Goals

During the open house period, attendees were given a list of Draft Planning Goals, and asked to rate their level of support for each of them on a scale of 1-5 (5 being the highest). There were from 28 to 32 responses for each draft goal. Staff calculated the average of the responses to estimate the relative levels of support for each goal.

**Table 1: Draft goals by average level of support**

Avg. Response	Goal
4.70	<b>H</b> Avoid heavy traffic and increased pollution
4.41	<b>D</b> Sustainability, creativity, and superior design
4.29	<b>B</b> New development should fit in with existing uses
4.21	<b>A</b> Integrated site redevelopment
4.13	<b>F</b> Innovation and entrepreneurship
4.13	<b>J</b> Transportation access, safety, and amenities
4.10	<b>E</b> Local employment and business opportunities
4.00	<b>C</b> "Gateway" to Cottage Grove Rd. business district
3.77	<b>G</b> Enhance existing businesses
3.31	<b>K</b> Provide new transportation connections
3.07	<b>I</b> Variety of residential opportunities

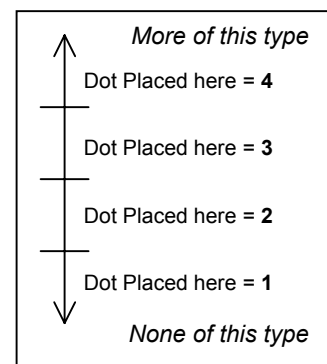
All of the draft goals had an average level of support greater than 3, which was the midpoint on the continuum. The draft goals with the highest average support were to ensure that the redevelopment of the Royster-Clark site does not cause heavy traffic and pollution, reflects sustainability, creativity, and superior design, and fits in with existing land uses in the neighborhood.

### Visual Preference Survey

For this open house exercise, attendees viewed displays that showed photos and descriptions to illustrate various building types within three land use categories (Housing, Commercial, and Employment) and used small dot stickers to indicate how much of that type of development they would like to see on the Royster-Clark site for each land use category. (e.g. For the *residential component* of the Royster-Clark site redevelopment, what proportion should be single-family housing? If a participant wanted to see most of the residential portion of the site developed with single-family housing, they would place their sticker toward the "more" end of the spectrum.)

This exercise was not designed to be precise, and responses varied greatly among individuals. For example, there may have been a tendency for respondents who don't want to see any of a particular land use to rate all building types within that category very low. However, an approximate numerical "ranking" of the illustrated building types within each land use category was derived as follows:

- Values were assigned to each dot based on its placement, as shown in the figure to the right.
- A weighted total for each building type was determined by adding up the dots based on their assigned values.
- A weighted average was calculated by dividing the weighted total by the total number of responses (dots) for each specific building type.



**Table 2: Building Design Preference Survey by Type of Land Use (all data)**

Housing Building Design Types						Total # Responses	Weighted Total	Weighted Average
		More	Less					
A	Single-family housing	8	6	6	13	33	75	2.27
B	Attached single-family housing	9	7	9	10	35	85	2.43
C	Small multifamily housing	10	12	5	8	35	94	2.69
D	Large multifamily housing	3	3	7	23	36	58	1.61

**Commercial Building Design Types**

A	Free standing convenience retail	3	2	11	18	34	58	1.71
B	Single story strip commercial	4	7	11	11	33	70	2.12
C	Street-oriented commercial & mixed use	23	5	5	5	38	122	3.21
D	Large retail developments	6	0	4	25	35	57	1.63

**Employment Building Design Types**

A	Small scale flex space & business condos	4	2	6	23	35	57	1.63
B	Med. scale business offices & incubator bldgs	8	11	10	6	35	91	2.60
C	Larger light industrial & research buildings	15	14	7	2	38	118	3.11
D	Office park	11	9	8	8	36	95	2.64

**Table 3: Design Preference Survey (Overall Rankings by Type of Land Use)**

Housing Building Design Types		Weighted Average
1	Small multifamily housing	2.69
2	Attached single-family housing	2.43
3	Single-family housing	2.27
4	Large multifamily housing	1.61

**Commercial Building Design Types**

1	Street-oriented commercial & mixed use	3.21
2	Single story strip commercial	2.12
3	Free standing convenience retail	1.71
4	Large retail developments	1.63

**Employment Building Design Types**

1	Larger light industrial & research buildings	3.11
2	Office park	2.64
3	Medium scale business offices & incubator buildings	2.60
4	Small scale flex space & business condos	1.63

While attendees had widely varied preferences about the building types presented within each land use category, some clearly appear to be more favored than others. An interesting outcome is that the group seemed to prefer a greater proportion of smaller-scale buildings in the residential and commercial land use categories, and a larger building type for employment uses. Because the exercise asked respondents to indicate their design preferences within a particular land use category, the weighted averages of building types in different land use categories cannot necessarily be compared.

## Hypothetical Land Use Concepts

In the final portion of the public meeting, participants worked in small groups to discuss four hypothetical scenarios for future land use and site design on the Royster-Clark property. The four scenarios were developed to elicit feedback and encourage discussion of ideas, and were not intended to be judged as proposed development alternatives. However, after the group discussion, participants were given an opportunity to write additional comments about the four scenarios on comment cards, and rate each of them on a scale of 1-5 (5 being the highest). The comment cards were tabulated and produced the average ratings shown below.

### Concept 1



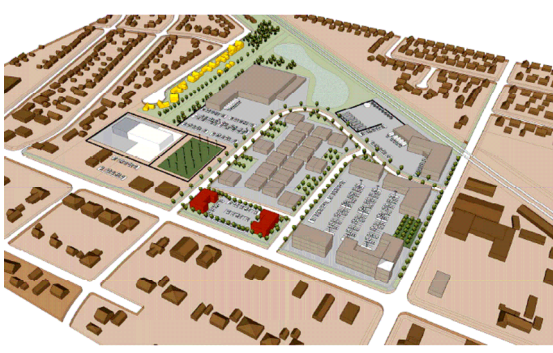
Responses: 30  
Average Rating: **2.7** (scale of 1-5)

### Concept 2



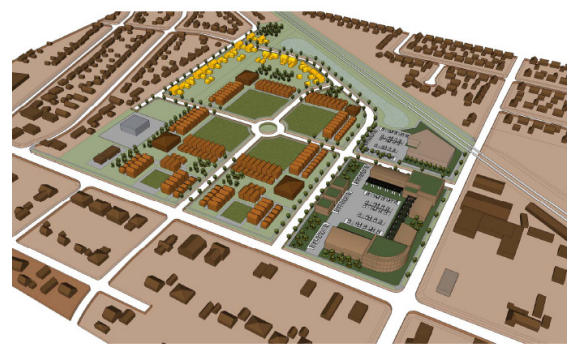
Responses: 30  
Average Rating: **3.2** (scale of 1-5)

### Concept 3



Responses: 32  
Average Rating: **1.8** (scale of 1-5)

### Concept 4



Responses: 30  
Average Rating: **2.4** (scale of 1-5)

Concept 2 received the highest average rating on a scale of 1-5. However, since each alternate intentionally included elements expected to be both more and less popular, it is important to consider comments from the small group discussions to help understand some of the reasoning behind the preferences. The discussions also elicited a wide range of other opinions and suggested improvements to the concepts.