

# Preliminary Survey Results Regarding 5<sup>th</sup> Avenue Development Land Use and Building Height Options

Surveys with Engaged Residents, Commuters,  
Community-Wide Residents, and Opt-In Respondents

*June 19, 2018*  
*aQity Research & Insights*  
*Evanston, IL*



Naperville

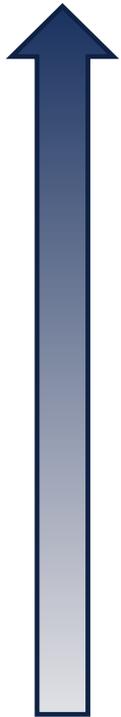


## Surveys and Respondent Information

- Findings are based on responses across four surveys. Final sample sizes include:
  - **n=300 Engaged Residents** (from City's and/or Ryan's de-duped databases; 24.8% response rate);
  - **n=406 Commuters** (from City's Commuter database; 10.4% response rate);
  - **n=84 Naperville-Wide Residents** (randomly sampled from all Naperville households; 2.0% response rate);
  - **n=646 Opt-In Web Survey Respondents** (via web survey link on 5<sup>th</sup> Ave. Development website; multiple survey input possible).
  
- Initial results reported for these four groups, plus a **Crossover segment of n=91 who appear on both the Engaged and Commuter** contact lists (15% response).
  
- Dates of data collection: March 13 to May 12, 2018.

## Top Priorities for 5<sup>th</sup> Avenue Land Use Options

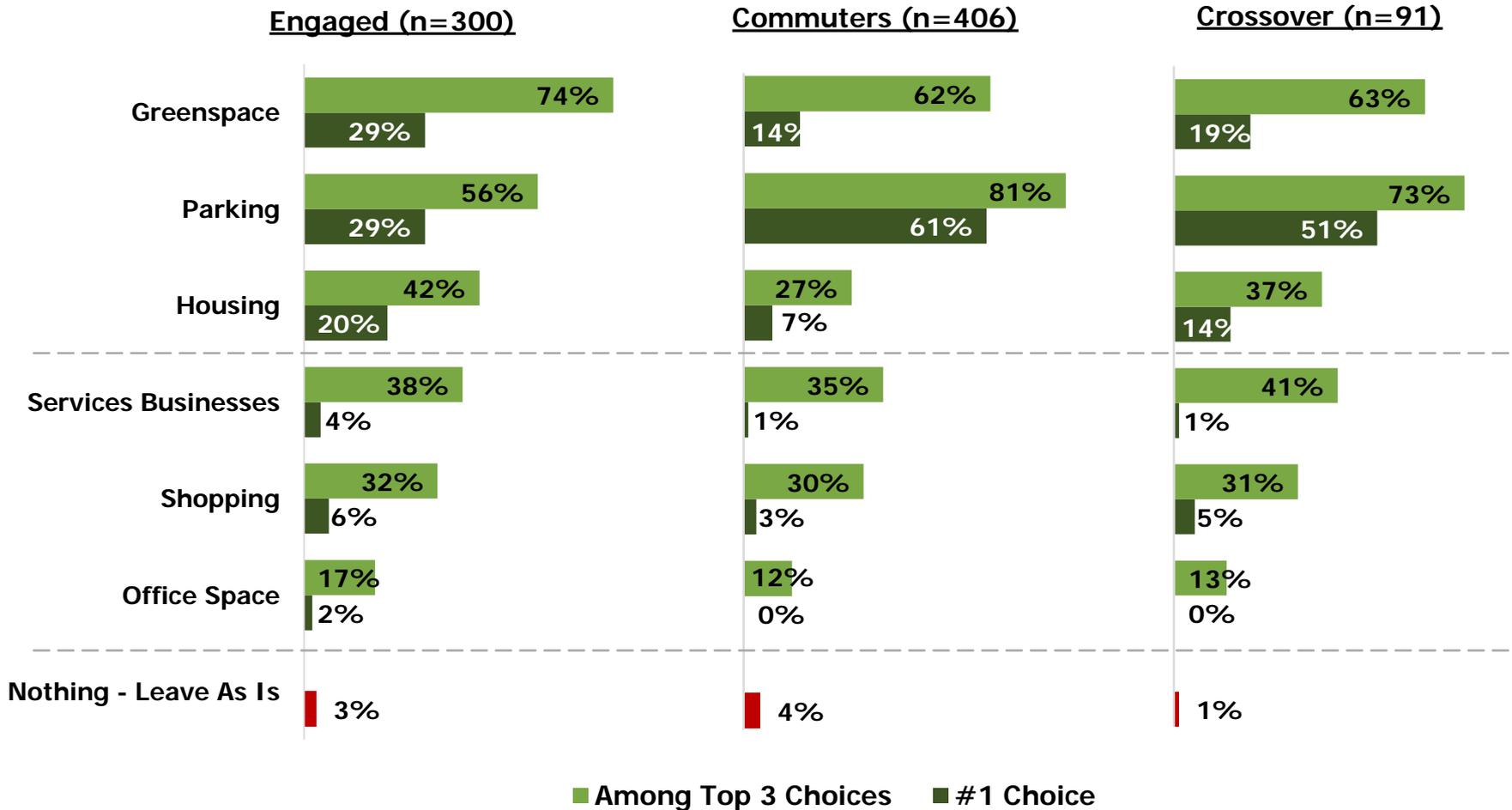
Most  
Interest



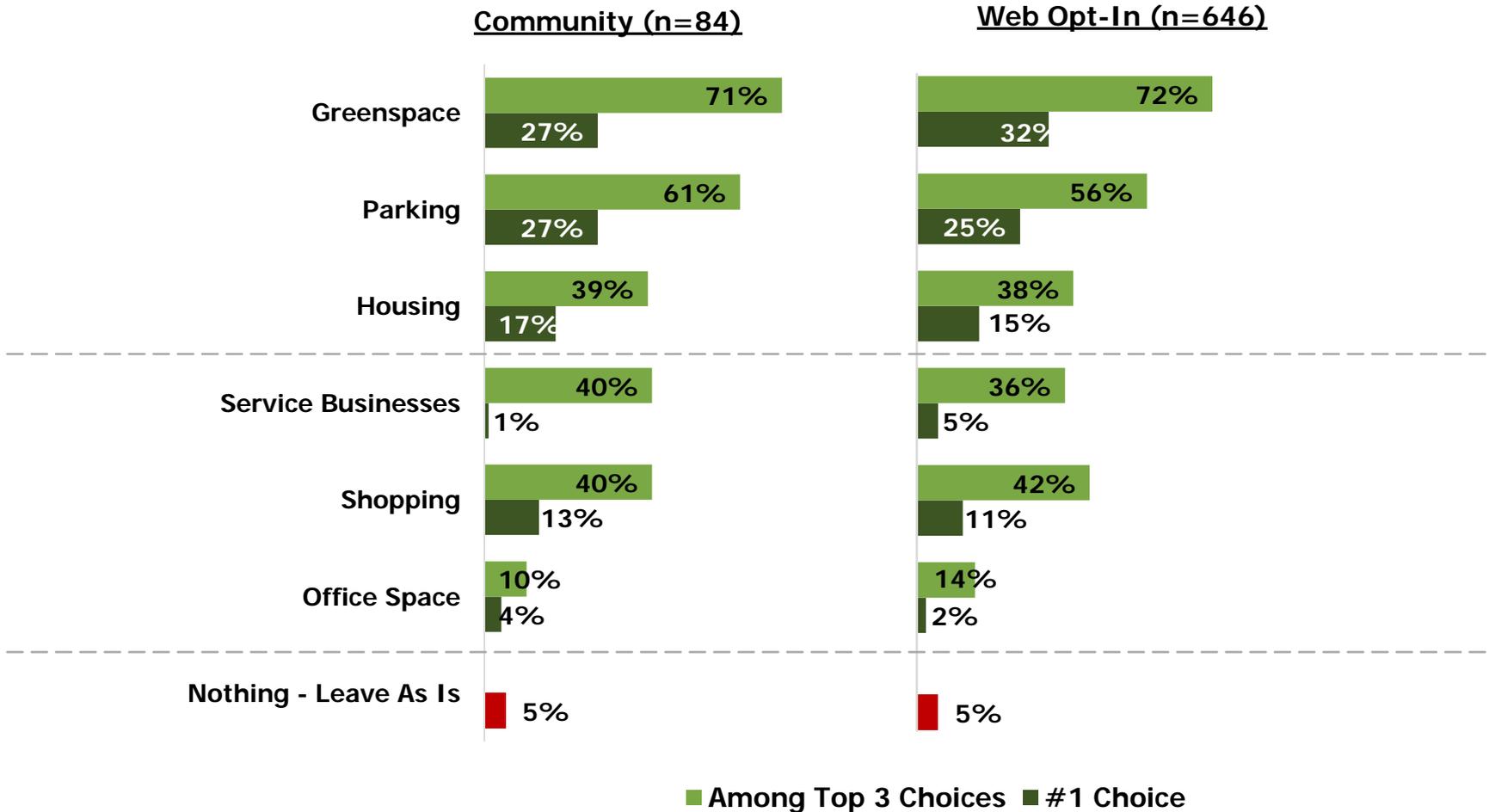
Some  
Interest

- Ample/Additional Parking (all segments, not just commuters)
  - Strongest support multi-level parking; less support for street parking
  
- Public Greenspace (grassy areas, gardens, benches/plaza)
  - Walking/Biking paths (pedestrian safety, connectivity)
  - Allow for community events (farmers markets, fairs/festivals)
  
- Housing (especially condos and townhomes, then single residency)
  - Mostly market-priced housing
  - Some support for senior and/or attainable housing (non-HUD)
  
- Retail/Shopping
  - Dining/beverage establishments, small grocery, services
  - Less support for boutique shopping, performance theatre
  
- Office space
  - Roughly half are interested

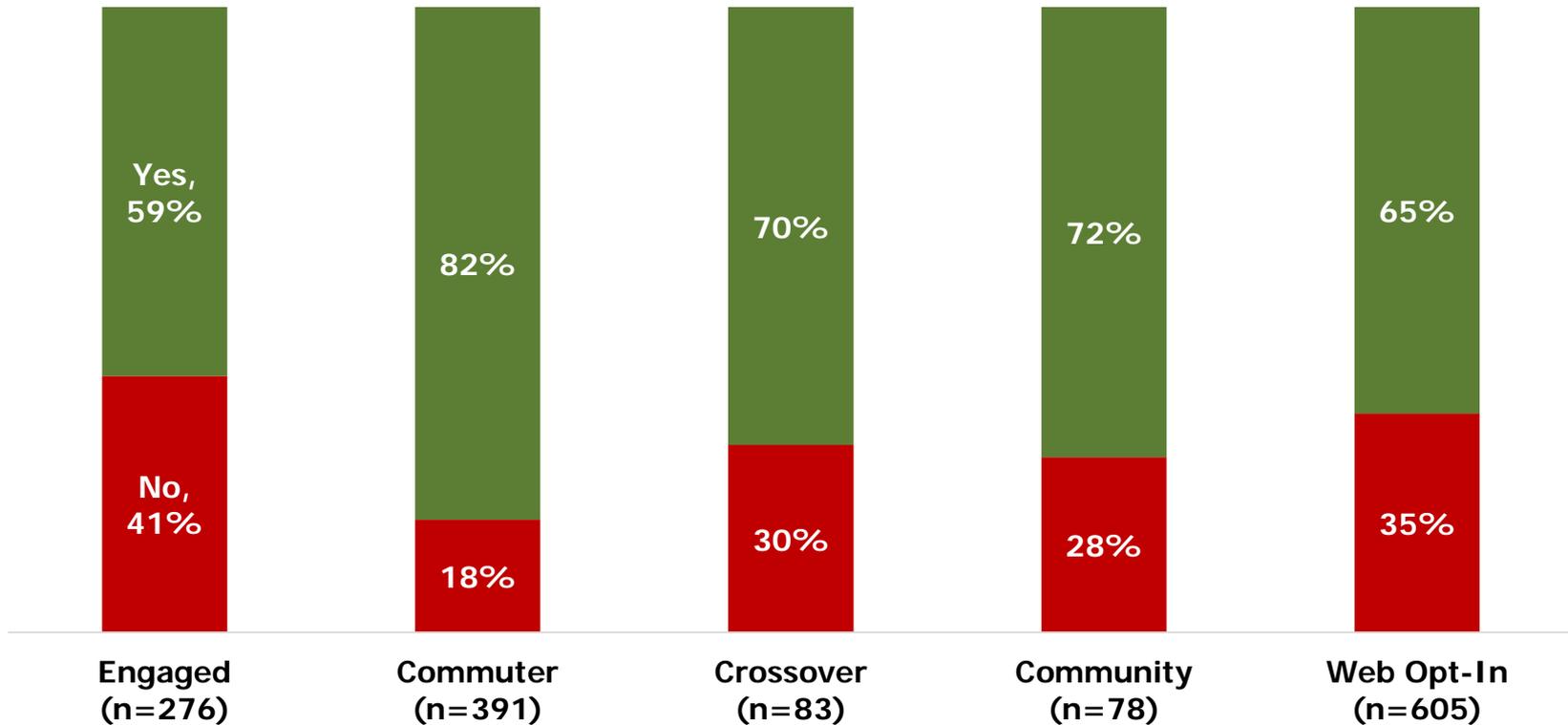
# Top Preferred Land Uses for 5<sup>th</sup> Ave. Development



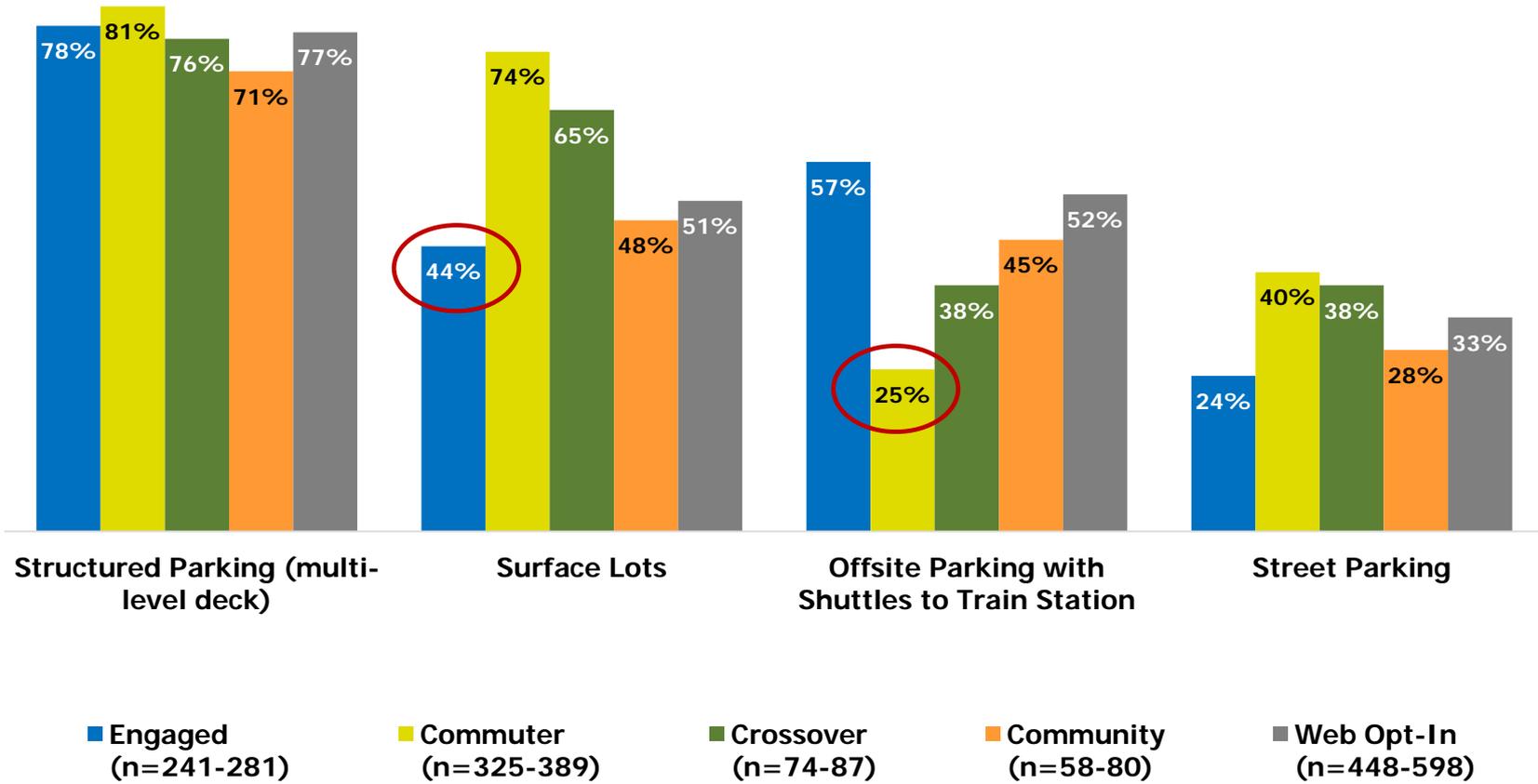
# Top Preferred Land Uses for 5<sup>th</sup> Ave. Development (cont'd)



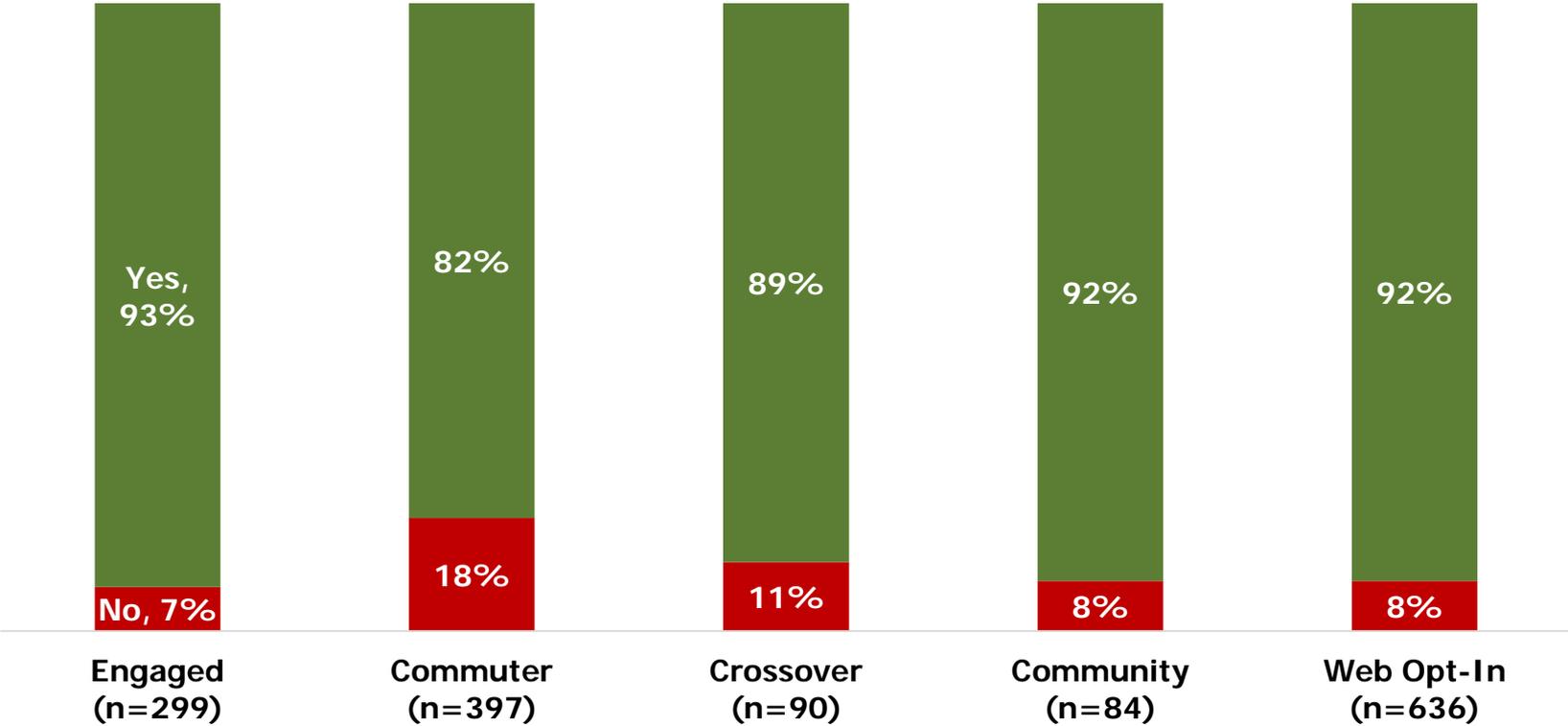
## Should Parking Be Part of 5<sup>th</sup> Ave. Development?



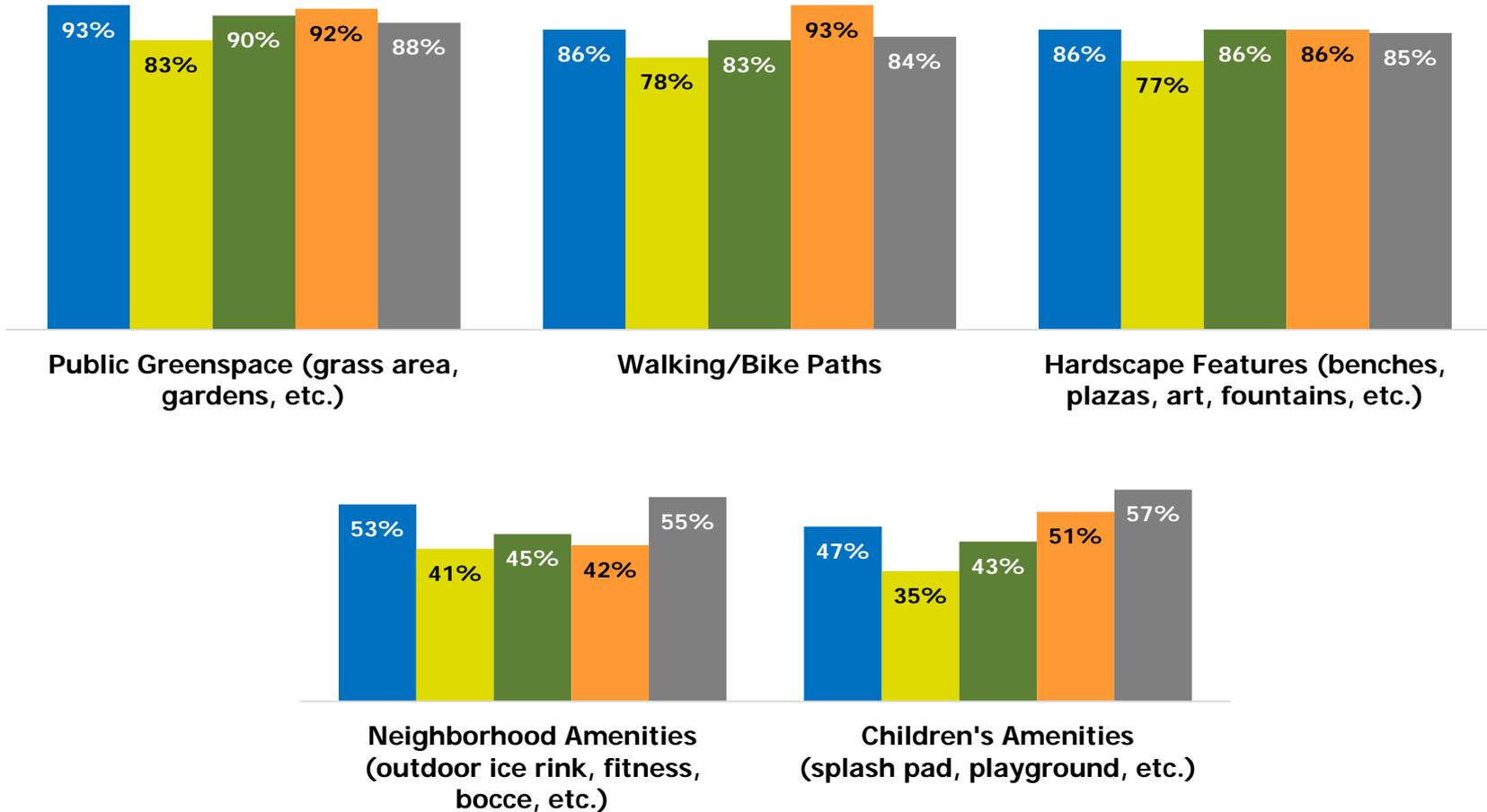
## % Support Types of Parking (top 2 box on 5-point scale)



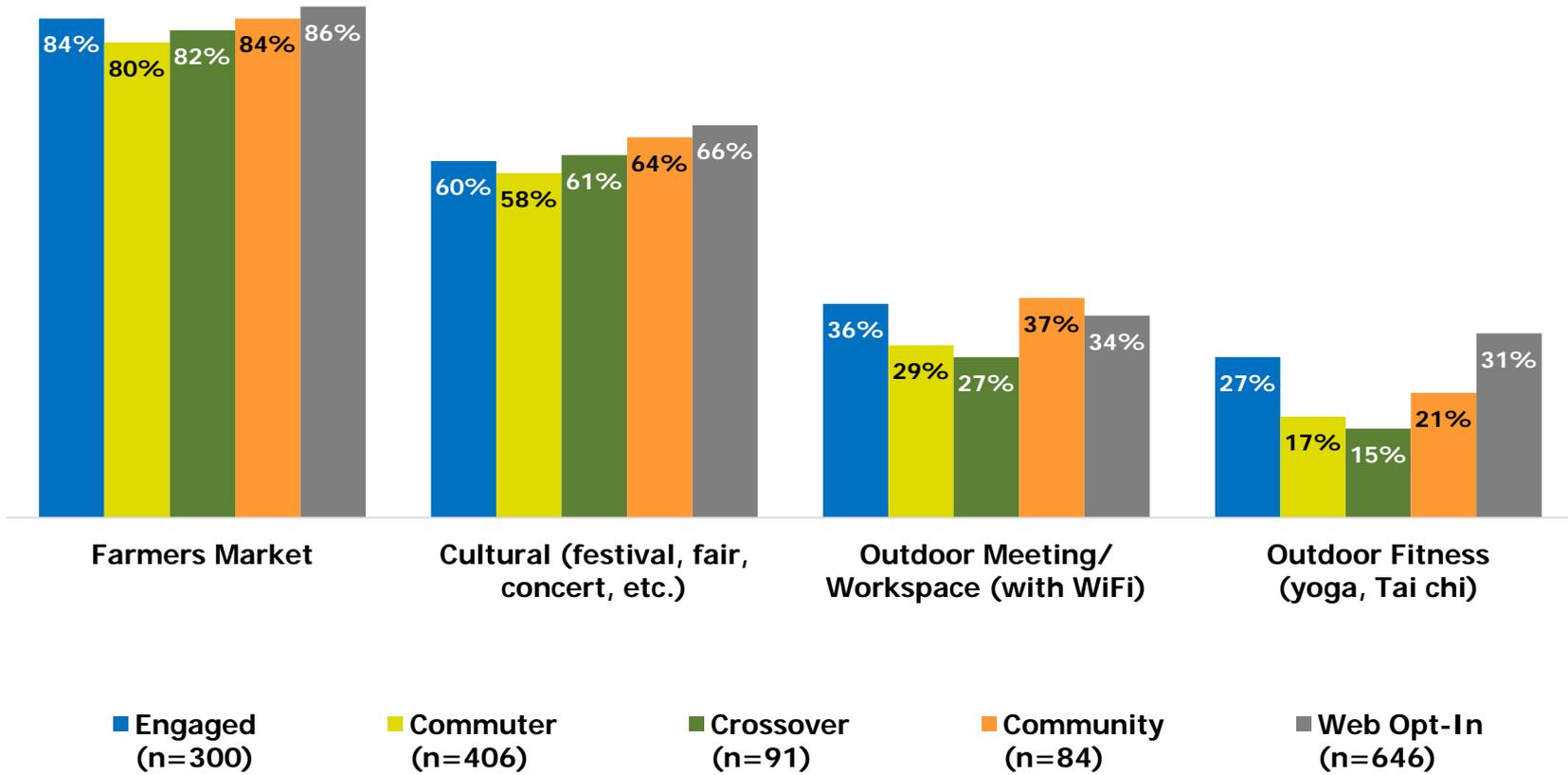
# Should Greenspace Be Part of 5<sup>th</sup> Ave. Development?



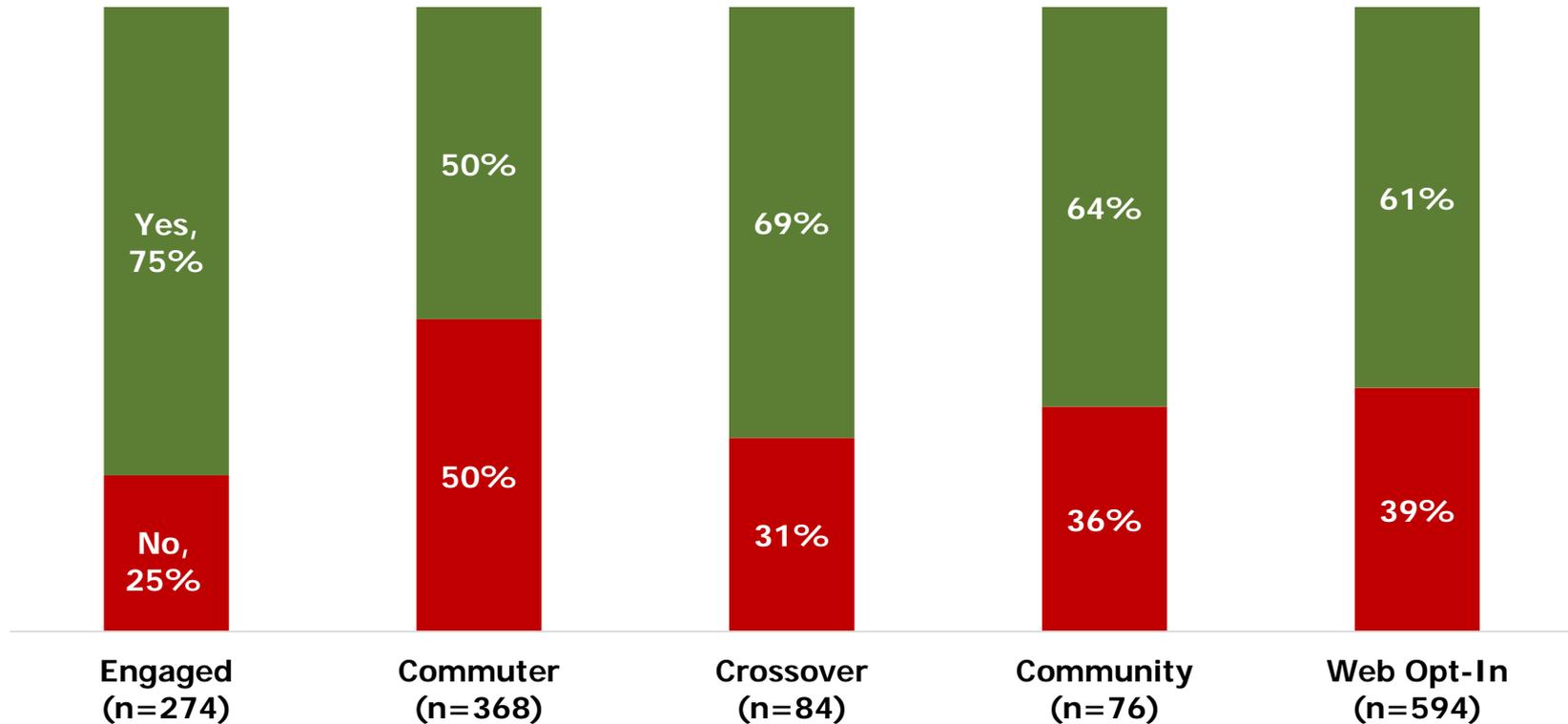
## % Support Types of Greenspace (top 2 box on 5-point scale)



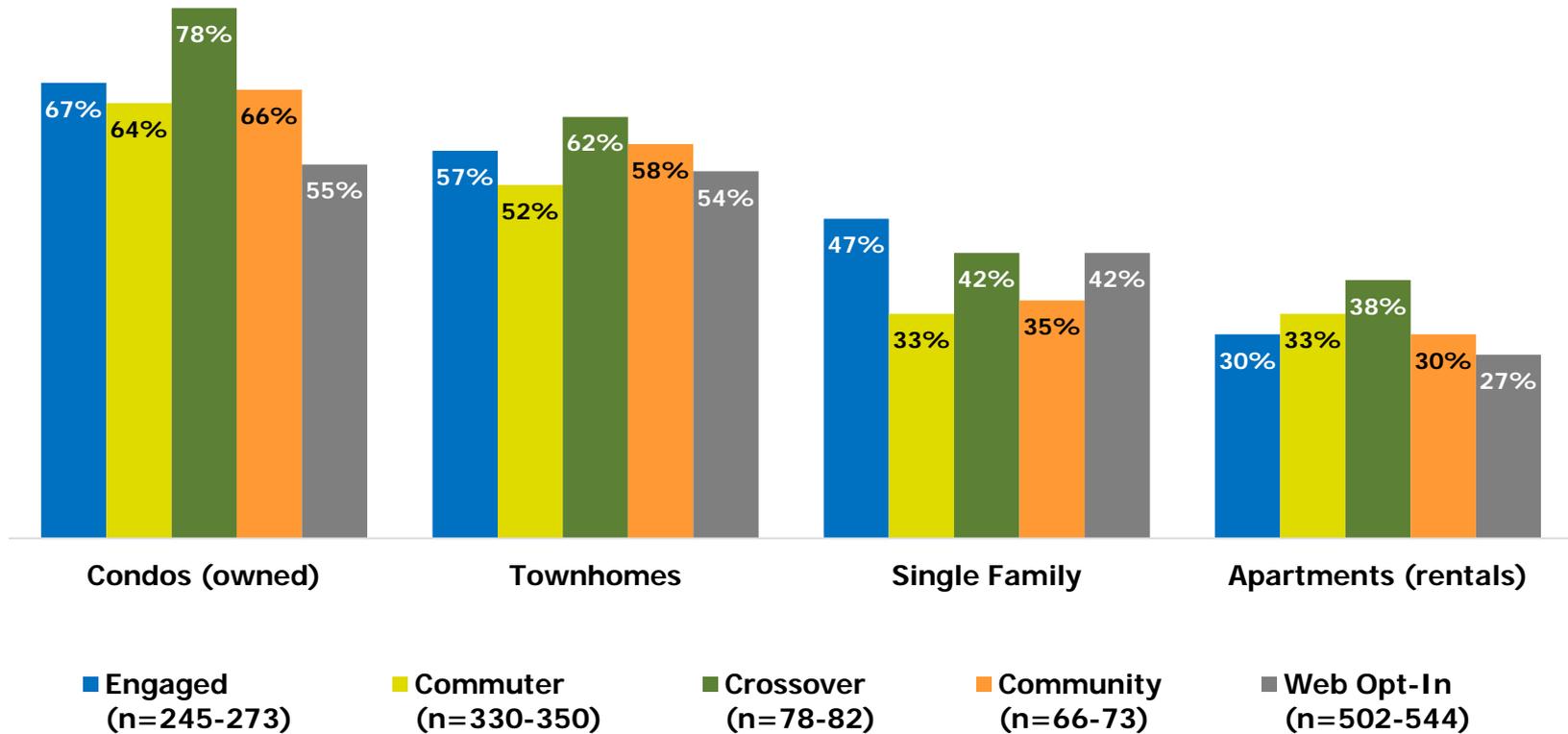
## % Support Other Types of Greenspace Amenities/Activities (top 2 box on 5-point scale)



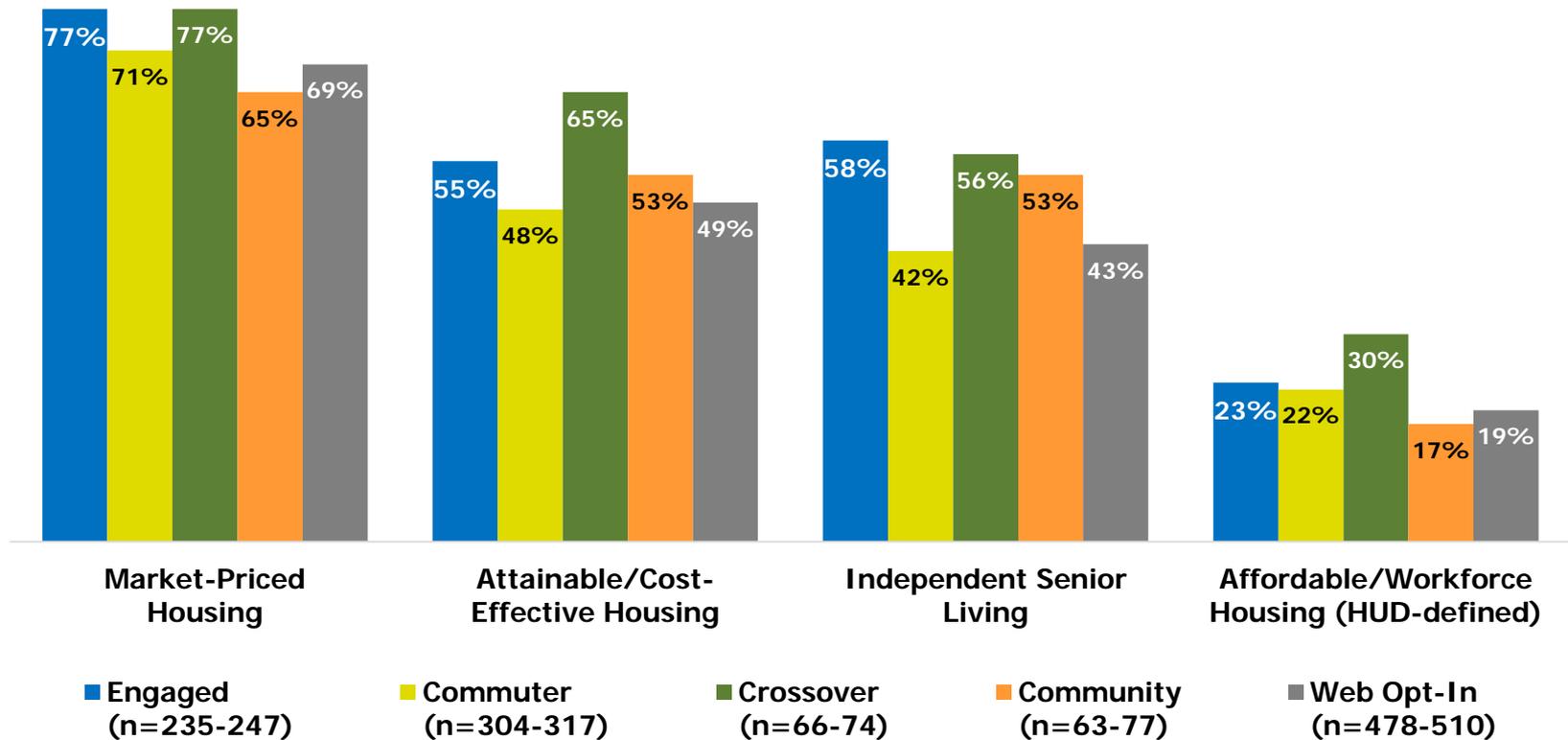
## Should Housing Be Part of 5<sup>th</sup> Ave. Development?



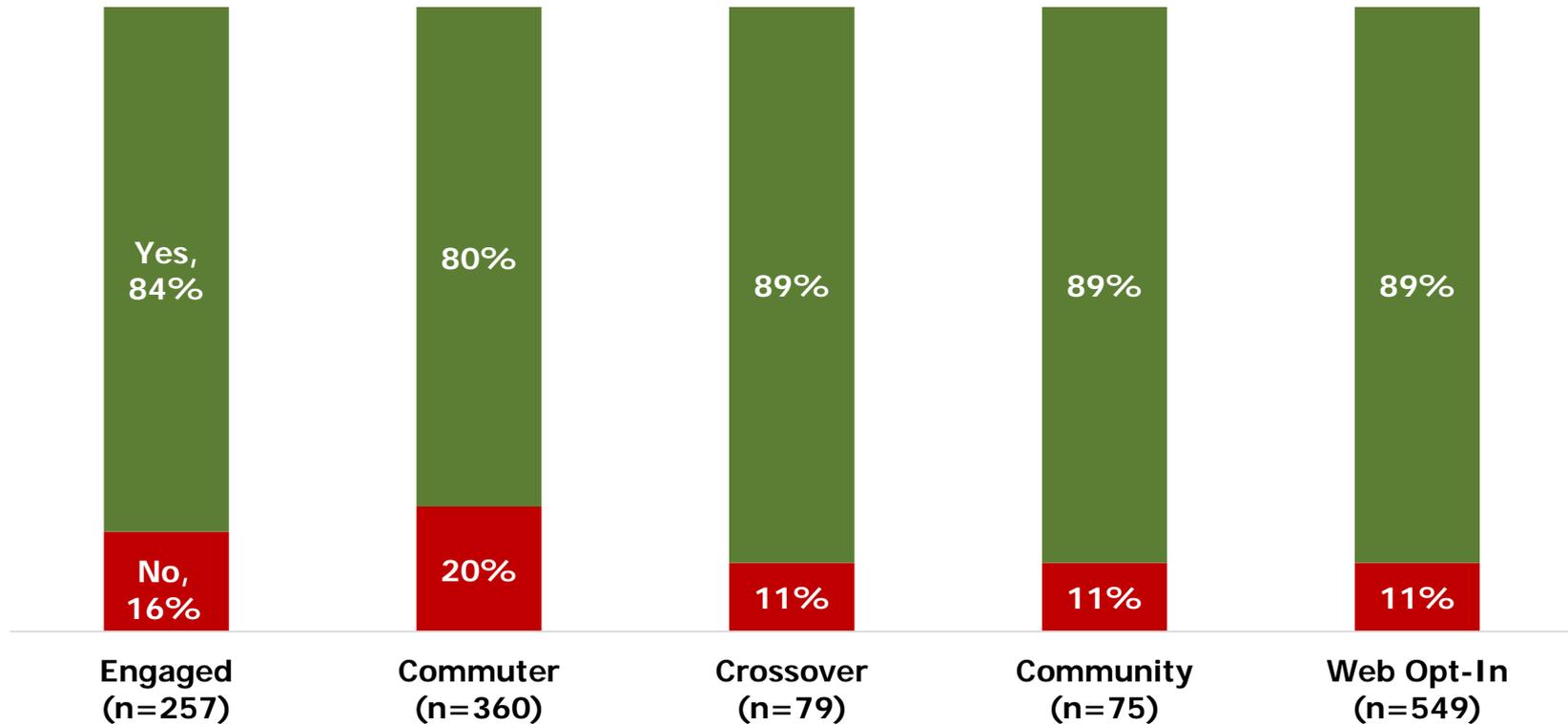
## % Support Types of Housing at 5<sup>th</sup> Ave. Development (top 2 box % on 5-point scale)



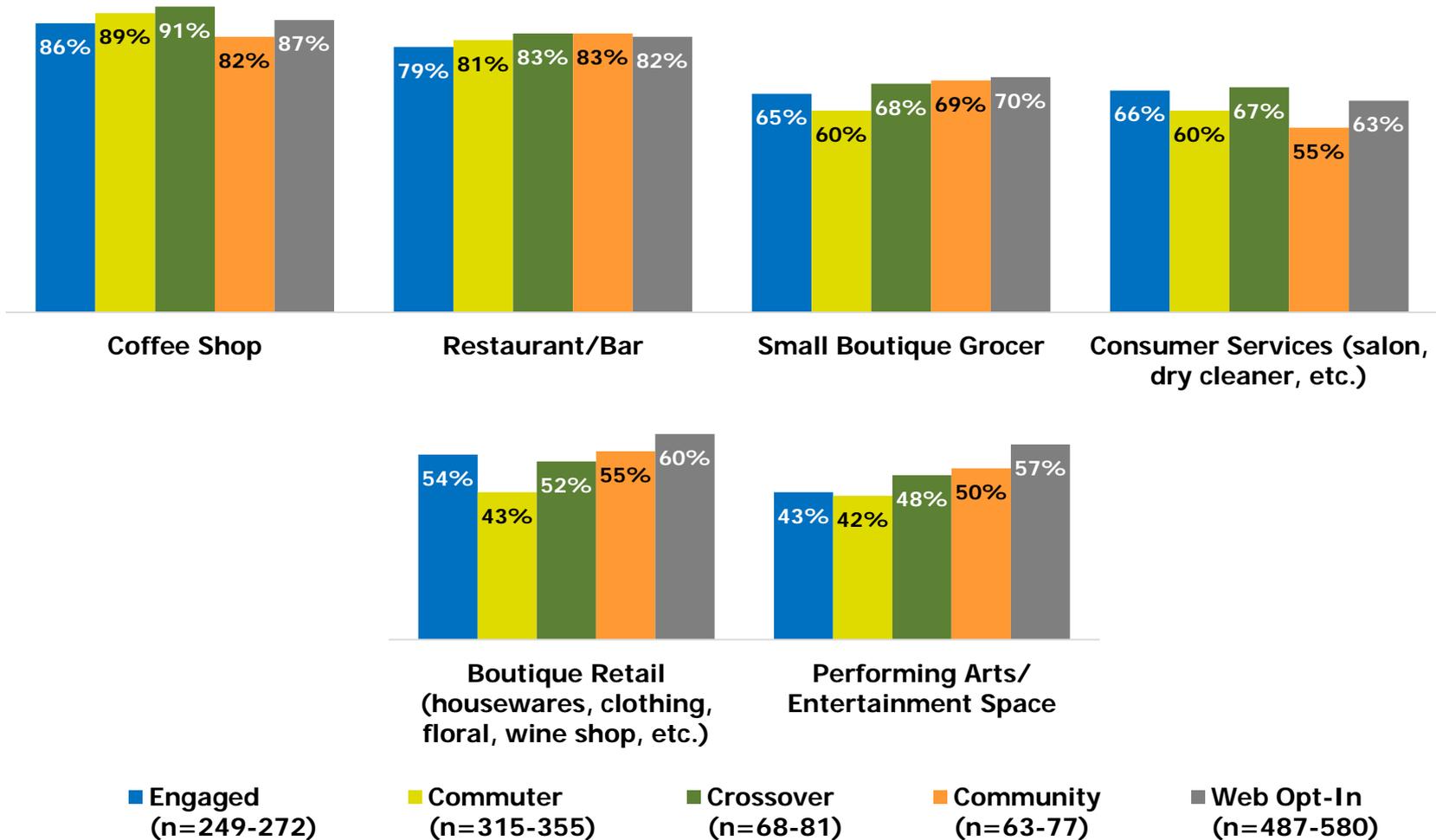
## % Support Types of Housing Markets at 5<sup>th</sup> Ave. Development (top 2 box % on 5-point scale)



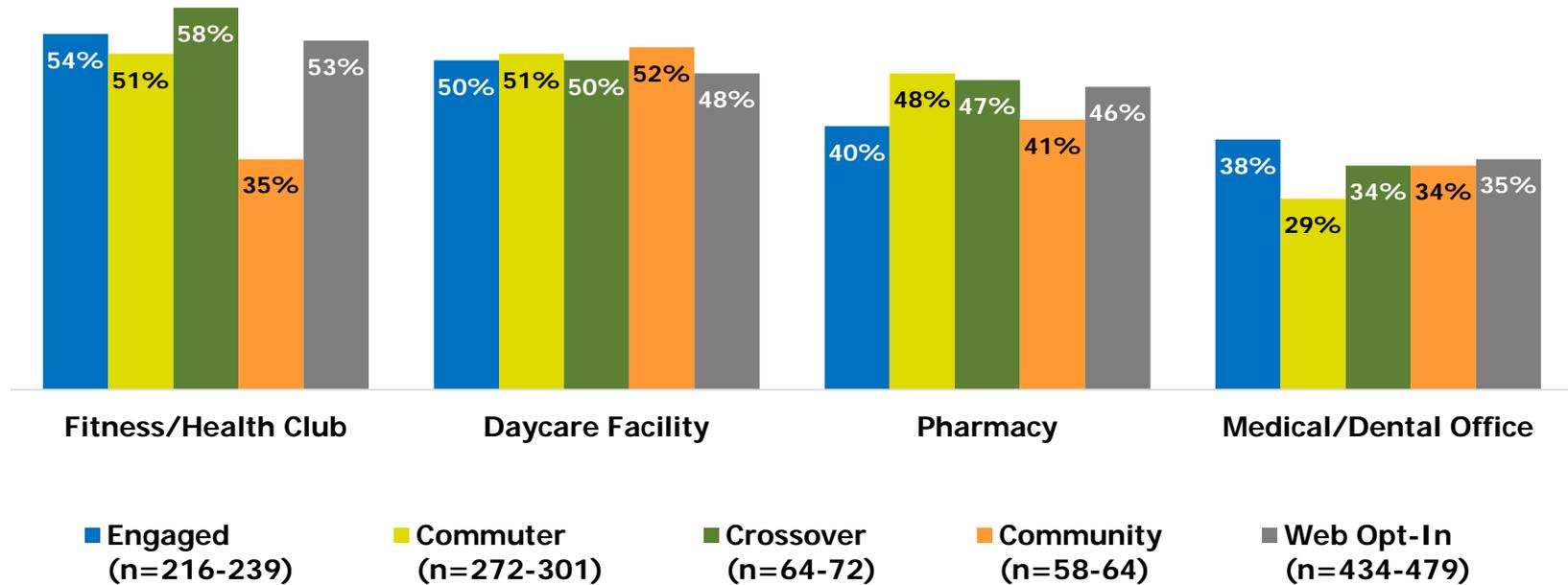
## Should Shopping/Service-Oriented Businesses Be Part of 5<sup>th</sup> Ave. Development?



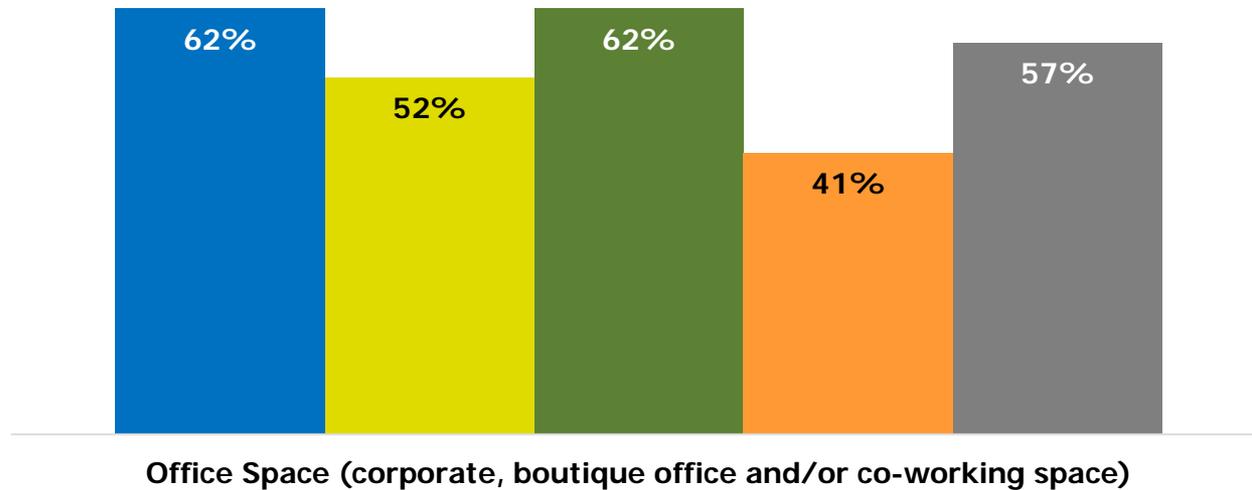
## % Support Types of Shopping/Service Businesses (top 2 box on 5-point scale)



## % Support Types of Community-Oriented Businesses at 5<sup>th</sup> Ave. Development (top 2 box % on 5-point scale)



## % Support Office Space at 5<sup>th</sup> Ave. Development (top 2 box % on 5-point scale)



■ Engaged  
(n=255)

■ Commuter  
(n=311)

■ Crossover  
(n=77)

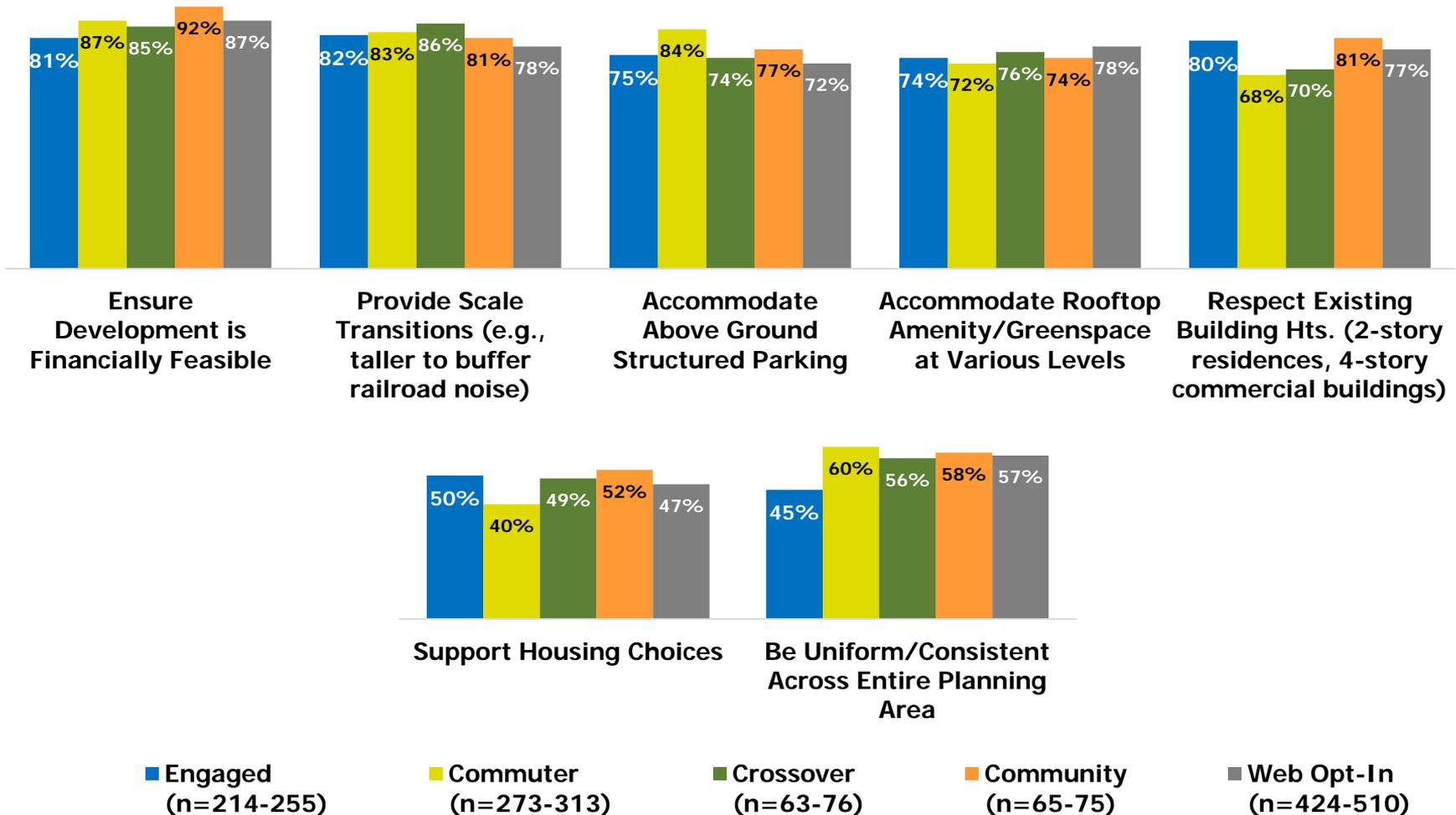
■ Community  
(n=70)

■ Web Opt-In  
(n=496)

## Maximum Acceptable Height Questions: Key Objectives

- **To generally inform the discussion and the process at this early stage**, as other critical elements are being discussed/evaluated (land use, market feasibility options, infrastructure needs, traffic and safety, etc.).
- Question focused on “**maximum acceptable height**” for key lots in the 5<sup>th</sup> Avenue development.
  - Asking “What building heights would you like to see” is a different question.
  - If a financially feasible project (which is important to 81%+) requires taller buildings, need to know in general terms “how tall” and “where” such structures are most/least acceptable.
- This approach recognizes and incorporates both views:
  - Those opposing anything taller than 2 stories could respond accordingly;
  - Likewise, those preferring limits at 2 stories but willing to accept something taller in some locations could respond.

## % Support for Accommodating Higher/Lower Building Heights (top 2 box % on 5-point scale)



# Maximum Acceptable Building Heights: Summary

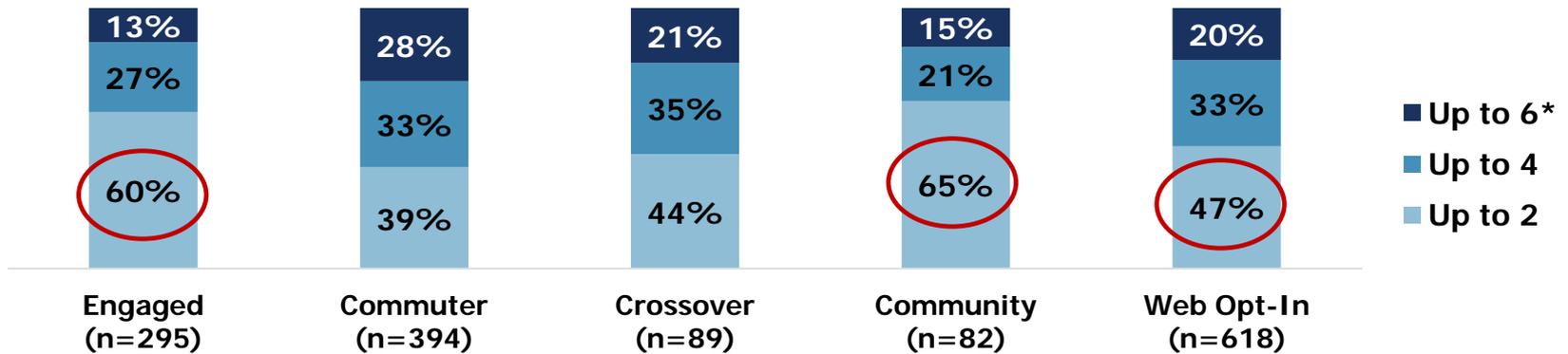
- Across the properties shown, most respondents accept up to 4-story buildings in 5<sup>th</sup> Ave. area.
  - Lower heights are favored at the Kroehler (#1 – up to 2 stories) and Boecker (#3) lots.



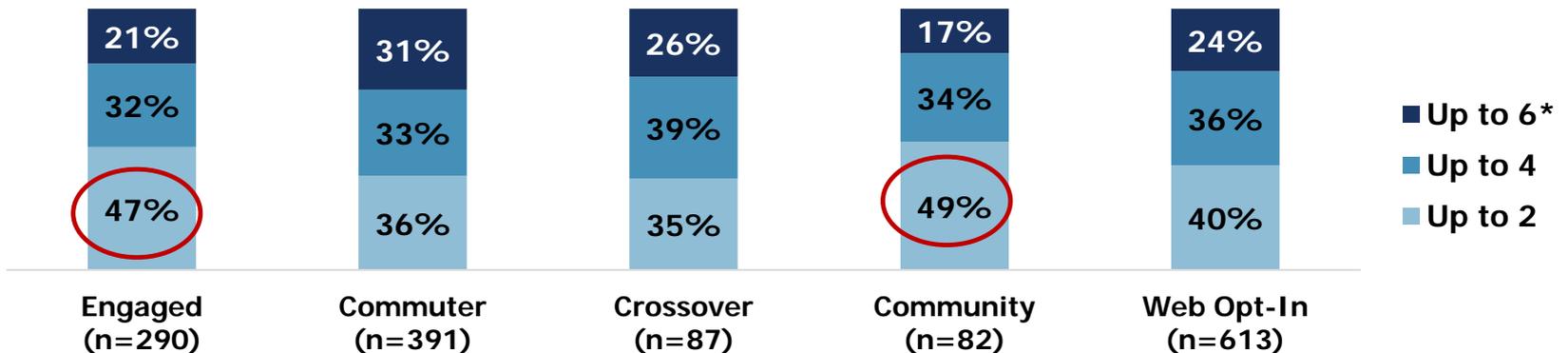
- While a plurality support 4-stories at Water Tower (#2) and Burlington (#4) sites, there is a fair amount of support for 4- to 6-story structures at these locations (more so than under 2-stories).

## Acceptable Building Heights: Lower Levels for Lots 1 & 3 (majorities at 2-4 stories)

### Lot 1: Kroehler Lot



### Lot 3: Boecker Lot

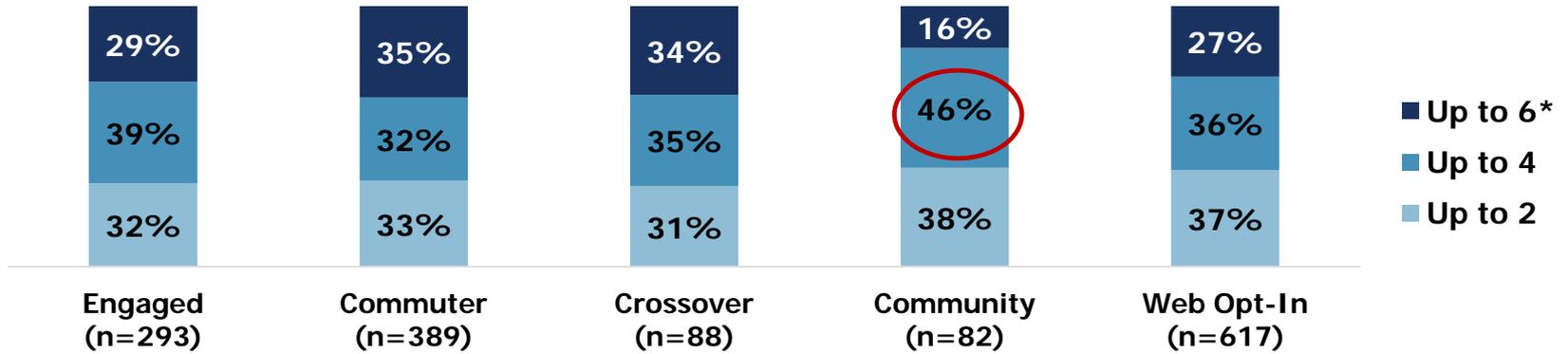


# Acceptable Building Height Increases With Proximity to BNSF Tracks

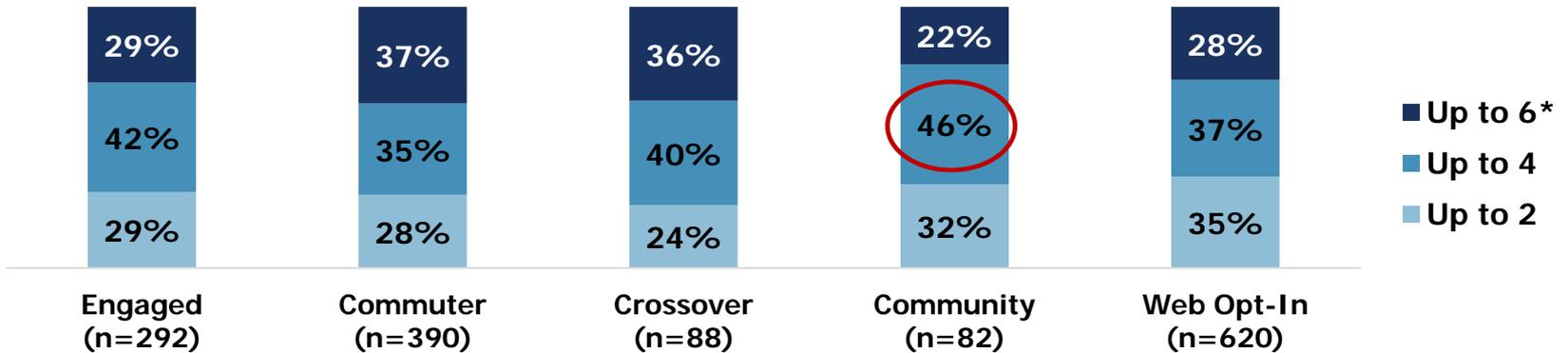


# Acceptable Building Heights: Roughly 4 Stories for Lots 5 & 6

## Lot 5: Parkview



## Lot 6: Children's Museum

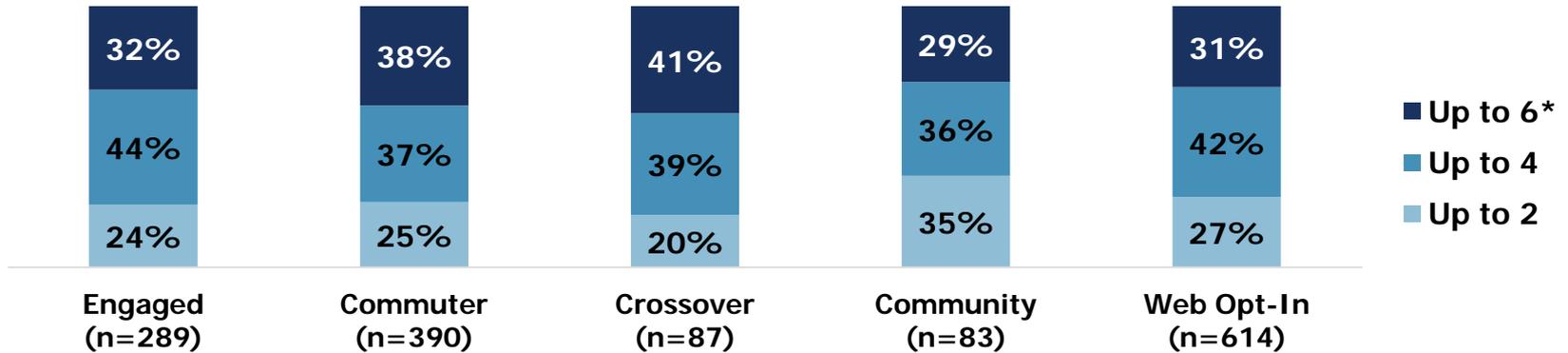


# Acceptable Building Height Increases With Proximity to BNSF Tracks

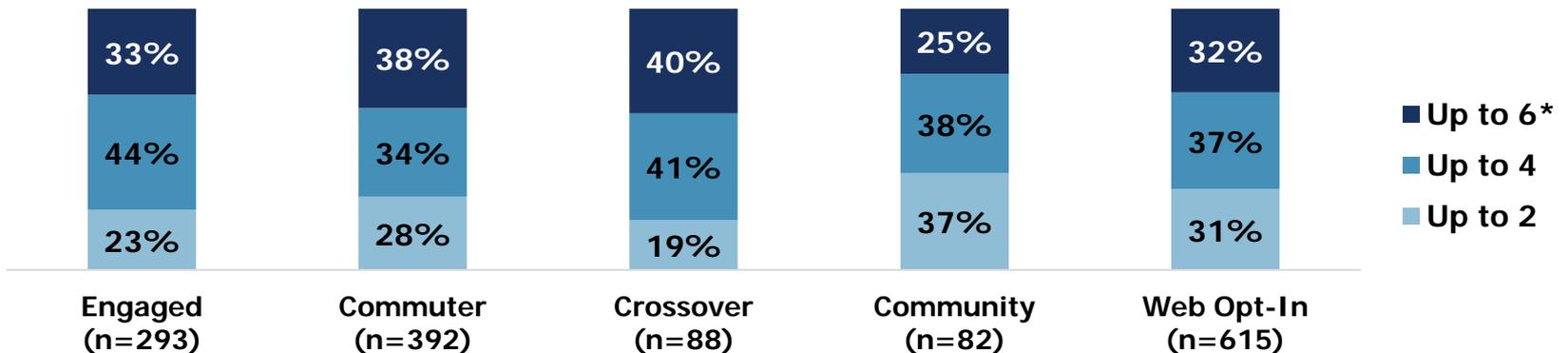


# Acceptable Building Heights: Roughly 4 Stories for Lots 2 & 4, With Some Amenability Up to 6 Stories

## Lot 2: Water Tower Lot



## Lot 4: Burlington Lot



# Acceptable Building Height Increases With Proximity to BNSF Tracks



## Other Insights and Next Steps

- Regardless of preferred land use options, many volunteered the need to ensure smooth traffic flow (reduced congestion) and pedestrian safety in the area.
  - Roughly 3% to 5% want the area to remain as-is (no development).
  
- Data processing and analysis, along with final reporting, is underway.
  - Includes meaningful demographic differences (e.g., by neighborhood, age, gender, etc.) within Engaged and Commuter segments;
  - Final report will include detailed findings and executive summary, with in-person presentation.
  
- First draft of final report expected in third week of June.