

# What is your vision for the McKinleyville Town Center? Final Survey Results March 18, 2020 – Part 1

## 1) What is your relationship to McKinleyville?

	Response Percent	Response Count
I live in McKinleyville	65%	219
I live in McKinleyville	20%	67
I live and work elsewhere, but visit regularly	9%	31
I work in McKinleyville	3%	11
I live and work elsewhere, but rarely visit McKinleyville	1%	4
I work in McKinleyville	1%	3
I live in McKinleyville	0%	1
<b>Total</b>	<b>100%</b>	<b>336</b>

## 2) What is your experience with previous McKinleyville Town Center planning efforts?

	Response Percent	Response Count
I am aware of previous Town Center planning efforts	64%	214
I've never heard of this McKinleyville Town Center idea!	25%	84
I was actively engaged in previous Town Center planning efforts	11%	38
<b>Total</b>	<b>100%</b>	<b>336</b>

3) As envisioned in the Community Plan, the Town Center will include a "core commercial area" that will serve as an employment center for McKinleyville. Of the following five commercial uses, pick the top three you would like to see in the Town Center commercial core.

Top Ten Picks for Commercial Uses	Response Percent	Response Count
Small specialty shops, Restaurants, Live/work space	27%	90
Small specialty shops, Restaurants, Large retail (i.e. grocery, department store)	14%	47
Small specialty shops, Restaurants, Office space	9%	31
Small specialty shops, Restaurants	5%	18
Restaurants, Live/work space, Large retail (i.e. grocery, department store)	4%	14
Small specialty shops, Office space, Live/work space	3%	10
Restaurants, Office space, Live/work space	3%	9
Restaurants, Office space, Large retail (i.e. grocery, department store)	2%	7
Restaurants, Large retail (i.e. grocery, department store)	1%	4
Large retail (i.e. grocery, department store)	1%	3
<b>Total</b>	<b>70%*</b>	<b>233</b>

\* See Part 2 for the remainder of the responses

**4) I hope the town center offers people a new opportunity to...**

<b>Top Five Picks for "new opportunities to..."</b>	<b>Response Percent</b>	<b>Response Count</b>
"gather with friends and socialize."- "bring the family for kid-friendly activities."- "attend arts & culture events."-enjoy biking, walking and other outdoor recreation."- "live in the town center area near all this exciting new development."	3%	10
"gather with friends and socialize."	3%	9
"gather with friends and socialize."- "bring the family for kid-friendly activities."- "enjoy biking, walking and other outdoor recreation."- attend arts & culture events."- "live in the town center area near all this exciting new development."	3%	9
"enjoy biking, walking and other outdoor recreation."- "bring the family for kid-friendly activities."- "attend arts & culture events."- gather with friends and socialize."- "live in the town center area near all this exciting new development."	2%	6
"enjoy biking, walking and other outdoor recreation."- "bring the family for kid-friendly activities."- "gather with friends and socialize."- attend arts & culture events."- "live in the town center area near all this exciting new development."	2%	6
<b>Total</b>	<b>13%*</b>	<b>40</b>

\* See Part 2 for the remainder of the responses

**5) Below are 8 example non-commercial land uses from the Community Plan and Town Center workshops. With your priorities from the last question in mind, select up to 4 things want to see in the Town Center.**

<b>Top Five Picks for Non-Commercial Land Uses</b>	<b>Response Percent</b>	<b>Response Count</b>
Performance venue, Community hall for events/gathering, Town green/park, Open space with trails	9%	30
Performance venue, Town green/park, Open space with trails, Children's play area	7%	22
Community hall for events/gathering, Town green/park, Open space with trails, Children's play area	6%	20
Town green/park, Museum, Open space with trails, Children's play area	4%	12
Multifamily housing, Performance venue, Town green/park, Open space with trails	3%	11
<b>Total</b>	<b>29%*</b>	<b>95</b>

\* See Part 2 for the remainder of the responses

**6) How should housing and commercial uses (businesses like offices, shops and restaurants) be treated in zoning regulations for the Town Center?**

	<b>Response Percent</b>	<b>Response Count</b>
Housing and commercial uses are both important, treat them the same	62%	192
Commercial uses are more important	23%	71
Housing uses are more important	15%	48
<b>Total</b>	<b>100%</b>	<b>311</b>

**7) What types of housing should be encouraged in the Town Center area? Check all that apply.**

<b>Top Ten Picks</b>	<b>Response Percent</b>	<b>Response Count</b>
Apartments above businesses	12%	41
No additional housing	11%	35
Apartments above businesses-Condos/townhouses	8%	25
Clustered single-family homes-Apartments above businesses-Condos/townhouses	7%	23
Tiny house village-Apartments above businesses	5%	18
Clustered single-family homes-Apartments above businesses	5%	17
Apartments above businesses-No additional housing	4%	12
Tiny house village-Clustered single-family homes-Apartments above businesses	4%	12
Apartments above businesses-Standalone apartment buildings-Condos/townhouses	3%	10
Clustered single-family homes-Apartments above businesses-Standalone apartment buildings-Condos/townhouses	3%	9
<b>Grand Total</b>	<b>61%*</b>	<b>202</b>


\* See Part 2 for the remainder of the responses





**8) Any other comments on housing in the Town Center area?**

The responses to this question were varied. Part 2 has all the responses. Below is a summary:

- Thirteen people responded they didn't want any housing in the Town Center and 10 people responded they wanted low-income housing interspersed with other housing.
- For the economic viability of stores and restaurants, avoid placement of low and very low housing in the Town Center or allow above shops to limit filling town with suburban sprawl. Provide parks, trails, and open space (for room to grow) for people to bike/walk to Town Center from housing in the periphery.
- Consider increased law enforcement if increasing housing density, as results in more traffic, demands on services, and schools.
- Prioritize pedestrians, families, and seniors and allow for housing to include "active seniors" and/or age-in-place housing, with access to town/services. Create multi-aged village and community.
- Prioritize redevelopment of poor quality residential and commercial spaces.
- Consider a variety of types and styles for tiny house villages, these communities can be full on productive, contributing, economically viable entities in their appearance and function.

9) Take a look at the different storefronts/buildings below. Which designs echo what you would like to see in the Town Center? Select all that apply.

		Response Percent	Response Count
F		14%	75
J		13%	67
B		12%	62
D		12%	62
I		12%	61
G		11%	57

		Response Percent	Response Count
H		10%	51
A		9%	48
C		7%	39
E		1.0%	3

## 10) What do you like about the designs you chose above?

Below are some representative comments people provided to the survey about the designs:

- These designs would not work, there are already have so many different types of architecture due to no community plan set up previously. Adding something new now would add to the hodgepodge feel. Clean up the existing property with green space and trails so we can be a destination. Attractive landscaping is important, add charm, inviting spaces, flowers, convenience, design to allow for pedestrian and cyclist. pedestrian and cyclist.
- Clean, old style charm mixed with commerce and a city facelift. We have so many businesses not very visible or inviting. Well-lit spaces that are safe, clean and a good mix of modern but old charm would be ideal.
- Design is non-critical, ensure Town Center is homey and has small-town feel makes the spaces inviting and welcoming, especially ones that encourage pedestrian activities – small shops, café's, places to sit and converse, gathering places.
- I like the charming small-time vibe that has always been a characteristic. I feel there are many people who move here from cities and want to change McKinleyville into something they are used to seeing. I think we should make modern improvements but stay true to the town's roots.
- Less concerned about the architectural style as about the affordability for the businesses and the accessibility for the customers. Let the business owners have the freedom to decide.
- Front overhangs updated small town feel, diverse buildings with landscaping in the shopping and parking areas and as many trees and plants as possible.
- I like the more vintage kind of feel, but with a modern twist with multiple floors for multi-family housing above commercial sites. I think landscaping and public art are essential. Alternatively, I think it would be awesome for a lot of the architecture to take inspiration from local tribes' architecture and designs. A partnership with them would be awesome.
- Walking from shop to restaurant or office, under a veranda type cover, for those drizzle days, and scattered showers. Being able to take care of business, maybe a little window shopping, make my way to lunch, perhaps an after-lunch meeting, without getting wet, might plan more time for a downtown visit. Park the car and walk.
- Mix a couple buildings based on the historic look of A&L Feed with newer construction. Use some natural wood to highlight along with colors reflecting the natural palette of our area. Things like the grey/green of an alder tree, the color of a Trillium, the blue of the sea and the dark red brown of a redwood.
- Small, rural community vision. Places to sit inside, include some conservatory type buildings to allow 'outdoor' seating on cool rainy/windy days. Remember "Horses have the right of way".
- The architectural style will be a key component to make a successful town center. Creating an architecturally inviting, socially warm and vibrant town culture with a good mix of business and entertainment options is important for success.
- A vibrant town center should revolve around people and community. People need affordable housing. Businesses can use or develop already existing empty storefronts.

See Part 2 for the remainder of the responses.

**11) Are there specific buildings or collections of buildings in McKinleyville (or elsewhere) you would to see replicated or echoed in the Town Center?**

There were 147 responses to this question and close to 120 of them were unique, which are all contained in Part 2. Below are some of the highlights:

- 66 responses included buildings or collections of buildings in the County
- The Fire Station received 18 votes
- A&L Feed received 10 votes
- Arcata, including the Plaza, and other associated buildings received 35 votes
- Eureka, including Old Town, Sequoia Park, and other associated building received 22 votes
- Ferndale received 10 votes
- Other areas outside the County were mentioned, from San Francisco, Healdsburg, Idaho, Montana, Europe.

**12) Of the following transportation-related efforts, what do you think this plan should prioritize? Think of the Town Center Area, which includes Central Avenue between Hiller Road and Railroad Drive (1 = very important, 5 = not important)**

**12a) Improving pedestrian safety**

	<b>Response Percent</b>	<b>Response Count</b>
1 (Very important)	59%	190
2	11%	34
3	9%	29
4	66%	19
5 (Not important)	16%	51
<b>Total</b>	<b>100%</b>	<b>323</b>

**12b) Improving bicyclist safety**

	<b>Response Percent</b>	<b>Response Count</b>
1 (Very important)	49%	157
2	15%	47
3	12%	38
4	11%	35
5 (Not important)	14%	44
<b>Total</b>	<b>100%</b>	<b>321</b>

**12c) Providing connections and routes for bicyclists and pedestrians**

	<b>Response Percent</b>	<b>Response Count</b>
1 (Very important)	52%	167
2	14%	44
3	13%	43
4	7%	24
5 (Not important)	14%	45
<b>Total</b>	<b>100%</b>	<b>323</b>

**12d) Providing safe equestrian access**

	<b>Response Percent</b>	<b>Response Count</b>
1 (Very important)	14%	43
2	13%	41
3	21%	67
4	22%	70
5 (Not important)	29%	91
<b>Total</b>	<b>100%</b>	<b>312</b>

**12e) Accommodating more vehicle trips**

	<b>Response Percent</b>	<b>Response Count</b>
1 (Very important)	13%	37
2	12%	36
3	32%	94
4	18%	53
5 (Not important)	25%	73
<b>Total</b>	<b>100%</b>	<b>293</b>



**12f) Addressing vehicle speed and improving roadway safety**

	<b>Response Percent</b>	<b>Response Count</b>
1 (Very important)	38%	120
2	19%	59
3	19%	61
4	12%	38
5 (Not important)	13%	40
<b>Total</b>	<b>100%</b>	<b>318</b>

**12g) Providing adequate vehicle parking**

	<b>Response Percent</b>	<b>Response Count</b>
1 (Very important)	28%	87
2	22%	69
3	23%	72
4	14%	43
5 (Not important)	14%	44
<b>Total</b>	<b>100%</b>	<b>315</b>

**13) The McKinleyville Shopping Center is only a short walk across Central Avenue from Pierson Park. How could the County work towards safely linking these two destinations in the Town Center Area?**

There were 220 responses to this question and 212 of them were unique, which are all contained in Part 2. Of the ideas provided, 143 people encouraged pedestrian solutions (pedestrian safety, raised/lighted crosswalk, longer crossing lights) of the solution provided, 73 voted for a footpath over Central Avenue.

**14) Are there any other changes you would like to see to Central Avenue to improve pedestrian and bicycle accessibility and/or safety?**

There were 165 responses to this question and close to 150 of them were unique, which are all contained in Part 2. Below are some of the highlights:

- A wide variety of responses were provided, 20 recommended pedestrian safety measures
- Traffic safety measures were recommended by 20 people, while 13 recommended addressing traffic speed
- Landscaping or adding greenery received 19 recommendations
- Other ideas presented included a sidewalk on specific roads or specific areas, a total of 18 people made this recommendation

- 15 people recommended a trail system
- Law enforcement measures were recommended in 14 comments
- 10 people said that it's fine as-is
- 10 people recommended prioritizing cyclists
- 10 people recommended wider sidewalks

**How do you feel about the following statement regarding wetlands in the Town Center area? (1= strongly agree, 5 = strongly disagree)**

**15) Wetland buffers are a barrier development and they should be reduced as much as possible**

	<b>Response Percent</b>	<b>Response Count</b>
5 (Strongly disagree)	49%	155
3	21%	66
4	13%	42
1 (Strongly agree)	10%	31
2	8%	25
<b>Total</b>	<b>100%</b>	<b>319</b>

**How do you feel about the following statement regarding wetlands in the Town Center area? (1= strongly agree, 5 = strongly disagree)**

**16) The Town Center wetland areas should remain in their undeveloped state**

	<b>Response Percent</b>	<b>Response Count</b>
1 (Strongly agree)	32%	102
3	26%	82
5 (Strongly disagree)	16%	51
4	15%	48
2	14%	44
<b>Total</b>	<b>100%</b>	<b>327</b>

**How do you feel about the following statement regarding wetlands in the Town Center area? (1= strongly agree, 5 = strongly disagree)**

**17) Any wetland impacts to Town Center wetlands should be offset by wetland restoration in other areas of McKinleyville**

	<b>Response Percent</b>	<b>Response Count</b>
1 (Strongly agree)	42%	136
3	20%	63
2	15%	49
5 (Strongly disagree)	13%	42
4	10%	31
<b>Total</b>	<b>100%</b>	<b>321</b>

**18) As defined above in the Community Plan, "open space" can mean a number of different things. How would you prioritize the following types of open space for the Town Center area?**

Number of times this Open Space Type was selected as the Top Priority	<b>Response Percent</b>	<b>Response Count</b>
1. Undeveloped nature preserve with trails	42%	136
2. Developed central square/town green	20%	63
3. Landscaped public park designed for recreational activities (like Pierson Park)	15%	49
<b>Total</b>	<b>100%</b>	<b>321</b>

**19) What would you spend money on in McKinleyville but don't because you don't have good local options? Please list up to four things.**

There were 280 responses to this question and 269 of them were unique, which are all contained in Part 2. The responses generally fell into the following categories:

- 172 listed Restaurants (generally)
- 90 Clothing
- 58 Brand Name specified
- 43 Activities in General (typically outdoor)
- 38 Restaurant (specifically named)
- 31 Performances
- 27 Youth (Kids and/or Teens)
- 26 Variety
- 26 Sporting Goods/Outdoor Gear
- 23 Groceries
- 23 Local (and not chain)
- 21 Higher-Class (more expensive) stores

- 21 Affordable stores
- 20 Arts/Craft Supplies
- 20 Events

**20) Are you able to work in McKinleyville? If not, why?**

There were 253 responses to this question and 160 of them were unique, which are all contained in Part 2. Of responses provided, 30 said “yes” and 86 said “no”. Below is a summary of the other responses:

- 45 current job is elsewhere
- 40 job availability
- 22 retired
- 16 Eureka
- 16 Arcata
- 10 office space
- 10 willing to move job to McKinleyville

**21) If funding is needed to implement the Town Center Plan, what sources should be pursued? (1 = priority source of funding, 5 = don't pursue)**

**21a) Private sector investment from outside the community (i.e. distribution center that would come with community amenities)**

	<b>Response Percent</b>	<b>Response Count</b>
1 (Prioritize)	25%	67
2	19%	51
3	27%	73
4	12%	32
5 (Don't pursue)	18%	48
<b>Total</b>	<b>100%</b>	<b>271</b>

**21b) Private sector investment from existing businesses**

	<b>Response Percent</b>	<b>Response Count</b>
1 (Prioritize)	32%	90
2	30%	84
3	24%	67
4	7%	20
5 (Don't pursue)	6%	17
<b>Total</b>	<b>100%</b>	<b>278</b>

**21c) Public sector funding for community amenities that would come in tandem with affordable housing**

	<b>Response Percent</b>	<b>Response Count</b>
1 (Prioritize)	28%	78
2	26%	73
3	18%	49
4	13%	37
5 (Don't pursue)	15%	42
<b>Total</b>	<b>100%</b>	<b>279</b>

**21d) Infrastructure improvement district (could impact revenue for public services such as fire departments)**

	<b>Response Percent</b>	<b>Response Count</b>
1 (Prioritize)	20%	53
2	26%	70
3	23%	62
4	15%	41
5 (Don't pursue)	15%	40
<b>Total</b>	<b>100%</b>	<b>266</b>

**21e) Private start-up investors**

	<b>Response Percent</b>	<b>Response Count</b>
1 (Prioritize)	33%	91
2	28%	78
3	22%	61
4	10%	28
5 (Don't pursue)	7%	19
<b>Total</b>	<b>100%</b>	<b>277</b>

**21f) Grant funds for infrastructure improvements, wildlife preservation etc.**

	<b>Response Percent</b>	<b>Response Count</b>
1 (Prioritize)	61%	182
2	19%	56
3	9%	27
4	3%	8
5 (Don't pursue)	8%	23
<b>Total</b>	<b>100%</b>	<b>296</b>

**21g) New taxes paid by McKinleyville residents**

	<b>Response Percent</b>	<b>Response Count</b>
1 (Prioritize)	11%	30
2	13%	37
3	22%	60
4	17%	46
5 (Don't pursue)	37%	103
<b>Total</b>	<b>100%</b>	<b>276</b>

**21h) Public borrowing (such as bonds) that is repaid through revenue from Town Center properties**

	<b>Response Percent</b>	<b>Response Count</b>
1 (Prioritize)	17%	49
2	24%	67
3	27%	78
4	15%	44
5 (Don't pursue)	16%	47
<b>Total</b>	<b>100%</b>	<b>285</b>

**21i) Community fundraisers/crowdfunding**

	<b>Response Percent</b>	<b>Response Count</b>
1 (Prioritize)	25%	69
2	18%	51
3	35%	97
4	12%	33
5 (Don't pursue)	11%	31
<b>Total</b>	<b>100%</b>	<b>281</b>

**22) Any additional thoughts/comments on the topics raised in this survey?**

There were 140 responses to this question and all of them were unique, which are all contained in Part 2. Here's a summary of the responses:

- 27 Survey Concern
- 18 Logistics
- 13 Town Center positive
- 15 Survey Satisfaction
- 15 Survey Question Confusion/Technical (Or Input) Error
- 15 Wetlands (general)
- 11 Trails
- 11 Open Space
- 10 Affordable Housing
- 10 Financial Stability
- 10 Survey Not Accessing Enough of Community

**22) Any additional thoughts/comments on the topics raised in this survey?**

There were 102 responses to this question, which were all unique. They are all contained in Part 2. Generally, responses included recommendations to include questions regarding crime, homelessness, additional funding upon request, public transportation, walkability, survey satisfaction, rename McKinleyville, and questions that were posed to that of decision makers (i.e., incorporation, redevelopment, enforcement, etc.).