Northbridge Piggly Wiggly Redevelopment Survey

August 1, 2018-Final Results
Demographics of Public Survey Results

- Survey was opened to the public on June 29, 2018 as part of the publicity for the open house
- 927 respondents in the course of 31 Days.
- 733 respondents live in West Ashley
  - 65% of respondents are inside 526 West Ashley
  - 20% of respondents are outside 526 West Ashley
- 136 respondents live outside of West Ashley
- Top 3 Neighborhoods for responses:
  - Sandhurst – 68 respondents
  - Northbridge Terrace – 60 respondents
  - Northbridge – 30 respondents
Q1: What is important to you when envisioning redevelopment of the Piggly Wiggly site?

- The site should include a significant gateway feature.
- The site should include landscaping, street trees, and other beautification.
- The site should be a place full of energy and vitality with a mixture of different uses.
- Redevelopment of the site should generate revenue to help fund public improvements.
- The intersection should be improved to allow as many cars as possible to travel as quickly through the area as possible.
- Redevelopment of the site should be in keeping with characteristics of Avondale.
- The site should be safe for people walking, biking, and taking transit.

Public Survey Results

- Should not be a consideration for the site.
- Not important
- Neutral
- Important but not essential
- Among the most important factors for the site
The site should include a significant gateway feature.
The site should include landscaping, street trees, and other beautification.
The site should be a place full of energy and vitality with a mixture of different uses.
Redevelopment of the site should generate revenue to help fund public improvements.
The intersection should be improved to allow as many cars as possible to travel as quickly through the area as possible.
Redevelopment of the site should be in keeping with characteristics of Avondale.
The site should be safe for people walking, biking, and taking transit.

Q2: Of the options above which is the most important to you?

Public Survey Results

- The site should include a significant gateway feature: 7%
- The site should include landscaping, street trees, and other beautification: 19%
- The site should be a place full of energy and vitality with a mixture of different uses: 21%
- Redevelopment of the site should generate revenue to help fund public improvements: 3%
- The intersection should be improved to allow as many cars as possible to travel as quickly through the area as possible: 18%
- Redevelopment of the site should be in keeping with characteristics of Avondale: 9%
- The site should be safe for people walking, biking, and taking transit: 23%
The site should include a significant gateway feature.

The site should include landscaping, street trees, and other beautification.

The site should be a place full of energy and vitality with a mixture of different uses.

Redevelopment of the site should generate revenue to help fund public improvements.

The intersection should be improved to allow as many cars as possible to travel as quickly through the area as possible.

Redevelopment of the site should be in keeping with characteristics of Avondale.

The site should be safe for people walking, biking, and taking transit.

Comparing priorities from question 1 and 2

Public Survey Results
Public Survey Results

Top three criteria that should be taken into account according to Question 1:

1. The site should be safe for people walking, biking, driving, and taking transit.
2. The site should include landscaping, street trees, and other beautification elements.
3. The intersection should be improved to allow as many cars as possible to travel as quickly through the area as possible.
Public Survey Results

Top three criteria that should be taken into account according to Question 2:

1. The site should be safe for people walking, biking, driving, and taking transit.

2. The site should be a place full of energy and vitality with a mixture of different uses.

3. The intersection should be improved to allow as many cars as possible to travel as quickly through the area as possible.
Public Survey Results

Q3: How would you like to access the site? [can choose multiple]

- Drive a car/truck: 80%
- Walk: 52%
- Ride a bike: 53%
- Take a bus: 20%
- Ride-hailing service (uber/lyft): 19%
Public Survey Results (as of July 25, 2018)

Q4: Should the speed limit be lowered in the area around the site?

- Yes, 55%
- No, 45%
Public Survey Results (as of July 25, 2018)

Q5: What types of services, uses, or activities do you want to see on the site?
Public Survey Results

Top three criteria uses services, uses, or activities:

1. Passive Green Space (61%)
2. Small Scale Retail (50%)
3. Restaurant (49%)
Public Survey Results

Q5 Other (please specify)

• 17% of respondents had “other” as an answer
  • 146 individual answers
Public Survey Results

Q6 What is your BIG idea for the site?
Public Survey Results

Q7: Which architectural style appeals to you

- Modern: 54%
- Traditional:
Public Survey Results

Q8: Intersections

Automobiles can speed through the area without stopping for cross traffic and pedestrians.

Traffic calmed but flowing, with several intersections for safe pedestrian crossings.

74%