

## Community Survey Summary

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### Overview

Surveys are an important method of information gathering generating data that is essential for developing an understanding of the community and its needs. As such, a community survey was designed to gather input regarding the vision for the City of Brookhaven. The survey included sets of questions highlighting the following topics: daily needs and uses, connectivity and community identity, redevelopment and infill development, environmental concerns, priorities for next five years, and long term vision. A series of demographic questions were also asked

The survey was made available in English and Spanish online from May 15 through June 12, 2014. The following methods were used to share the link for the online survey:

- Banner ad and link on City of Brookhaven website
- Email from the Project Management Team to the Comprehensive Plan Steering Committee for distribution to personal databases
- Announcement and postcard containing survey address distributed at the May 15 and June 9, 2014 Comprehensive Plan community workshops

Hard copies of the survey were available for distribution at the May 15, 2014 Community Visioning Workshop and were made available at the Latin American Association.

A total of 237 surveys were completed. Results of this survey will be used to supplement technical analysis completed by the planning team and will also be used to represent the public's voice regarding the future of the City of Brookhaven, along with other public input collected.

### Results

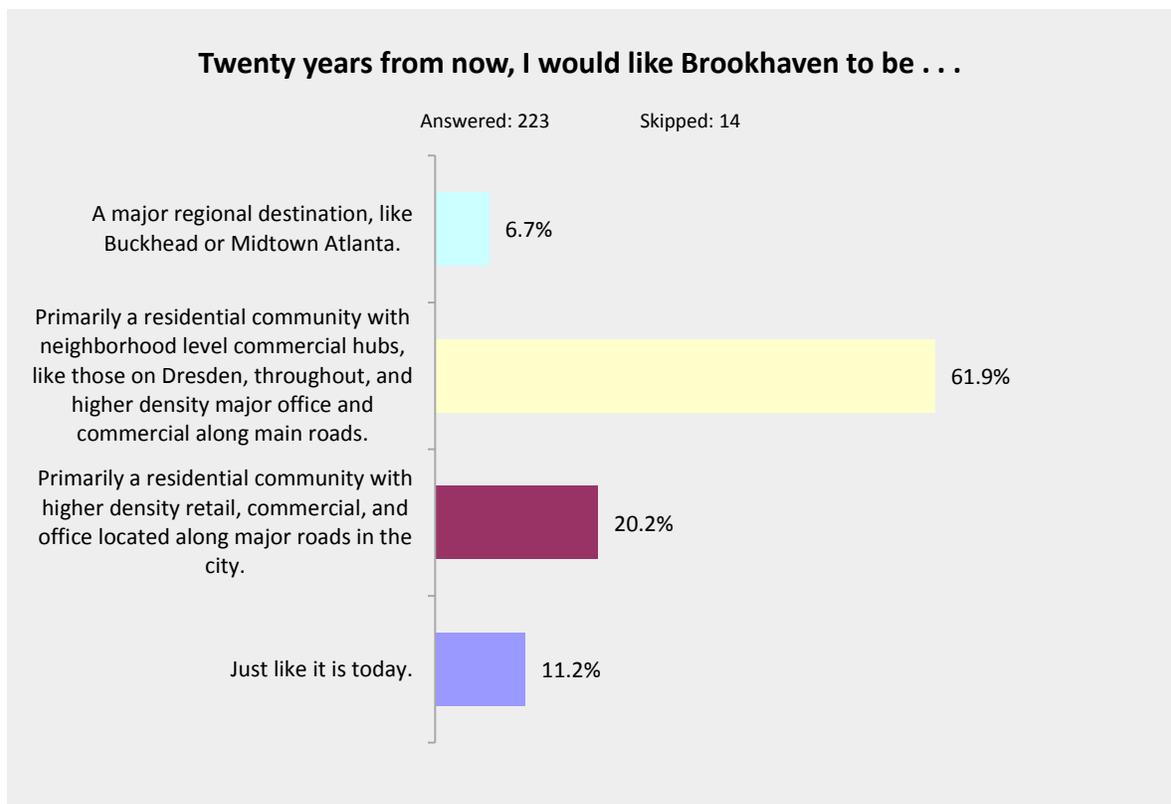
Summary survey results by section of survey are provided on the following pages.

## Community Survey Summary

### Introductory Question

An introductory question encouraged respondents to think about the future of the city and asked “Twenty years from now, *I would like Brookhaven to be...*” Respondents were allowed to select only one response. Response choices were:

- Just like it is today.
- Primarily a residential community with higher density retail, commercial, and office located along major roads in the city.
- Primarily a residential community with neighborhood level commercial hubs, like those on Dresden, throughout, and higher density major office and commercial along main roads.
- A major regional destination, like Buckhead or Midtown Atlanta.
- Something else. (Please describe)

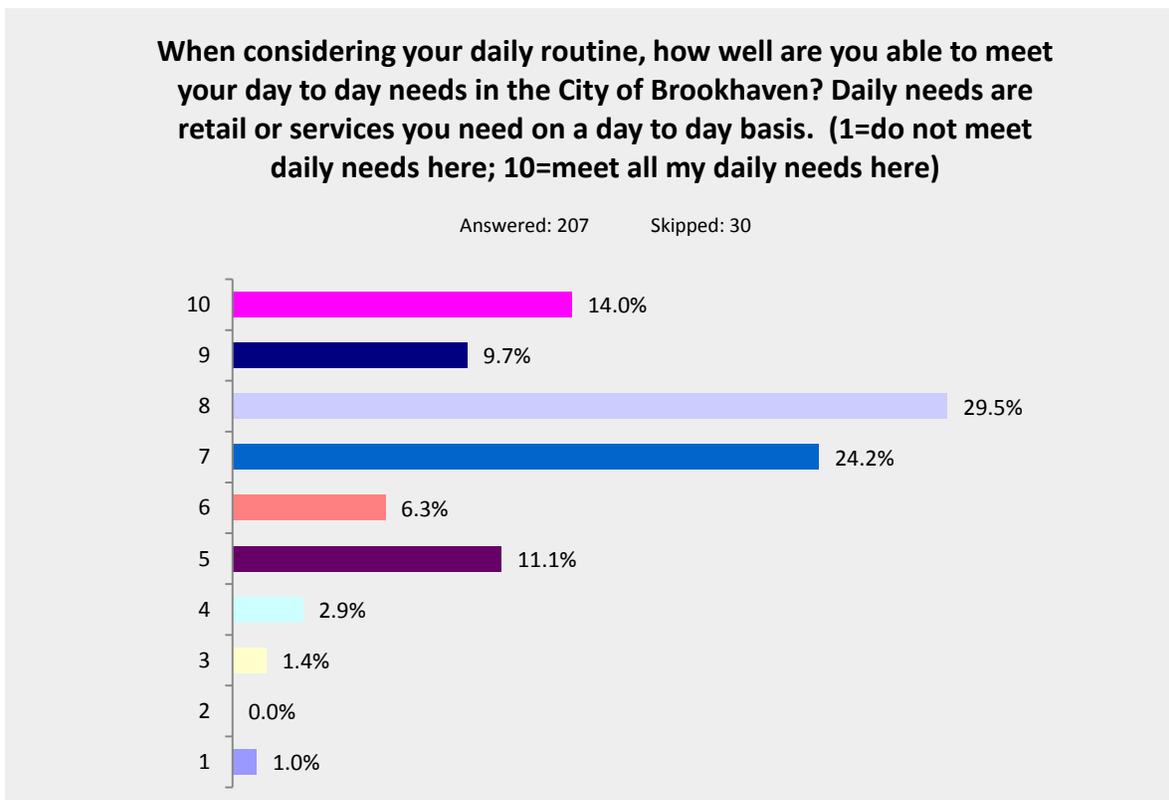


## Community Survey Summary

More than 60% would like for Brookhaven to be primarily a residential community with neighborhood level commercial hubs.

### Daily Needs & Uses

The next set of questions asked about daily needs and uses. First, respondents were asked to consider their daily routine and how well are they able to meet day to day needs in the City of Brookhaven. Daily needs are defined as retail or services needed on a day-to-day basis. Answer choices ranged from 1 to 10, where 1 indicated that the person is not able to meet daily needs in Brookhaven to 10, where all daily needs are met in Brookhaven.



Most respondents rated the ability for the City of Brookhaven to meet daily needs a 7 or greater with the bulk of the responses being a 7 or 8 on the scale from 1 to 10. This indicates that respondents feel that most of their daily needs are met within the City of Brookhaven.

## Community Survey Summary

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The next question on this topic asked respondents to review a list of items and indicate the degree to which there is a sufficient supply in the city. The list included the following:

- Single family detached homes
- Condominiums
- Townhomes
- Apartments
- Restaurants
- Small shopping nodes in neighborhoods
- Park space
- General shopping/retail
- Medical offices
- Office space
- Large regional retail
- Jobs requiring a college degree
- Jobs not requiring a college degree
- Housing to support City's workforce

Response options ranged from "Too Much" to "Not Enough." "No Opinion" was also an option.

Sixty-one percent (61%) of respondents believe that there is **too much** apartment housing. However, respondents believe there is the right amount of single family detached housing (61%), condominiums (48%), townhomes (51%), general shopping/retail (43%), medical offices (45%), office space (44%), large regional retail (53%) and housing to support the City's workforce (39%).

Forty percent (40%) feel that more variety is needed in the selection of restaurants. Forty percent (40%) also believe that there are not enough small shopping nodes and 59% feel that there is not enough park space. The proportion of respondents with no opinion regarding the sufficiency of jobs requiring a college degree totaled 34%. Forty-eight percent (48%) had no opinion regarding the sufficiency of jobs not requiring a college degree.

### Connectivity & Community Identity

The next four questions asked about Brookhaven's connectivity and community identity. The first asked how the City of Brookhaven can help build a greater sense of community and offered the following list:

- City sponsored festivals, events, parades
- Community gathering places/plazas
- Communications with the public

## Community Survey Summary

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- In-person opportunities to learn about City services
- Opportunities to serve on City Boards/Committees
- Bi-lingual staff at City Hall

Response options ranged from “Too Much” to “Shortage.” “No Opinion” was also an option.

The greatest percentage (31%) felt that there are sufficient in-person opportunities to learn about City services and 28% believe there are sufficient opportunities to serve on City Boards/Committees. Thirty-eight percent (38%) think there is a need for more variety in City sponsored festivals, events and parades. Approximately 38% believe there is a shortage in City communications with the public and 50% think there is a shortage in the amount of community gathering places and plazas. Regarding the degree to which more or less bi-lingual staff at City Hall is needed, a large majority (64%) have no opinion.

The next question regarding connectivity and community identity asked respondents to indicate how best the City of Brookhaven can create its identity given the following areas:

- Promoting streetscape design standards
- Creating a town center
- Promoting architectural design standards
- Planting of distinct trees, flowers, greenery
- Physical entryways that tell people they have arrived in Brookhaven
- Wayfinding signage throughout the City
- Hosting special events that bring in outside visitors
- Promoting the City in marketing materials

Response options ranged from 1 to 5 with 5 being the most important, 3 being neutral and 1 being the least important.

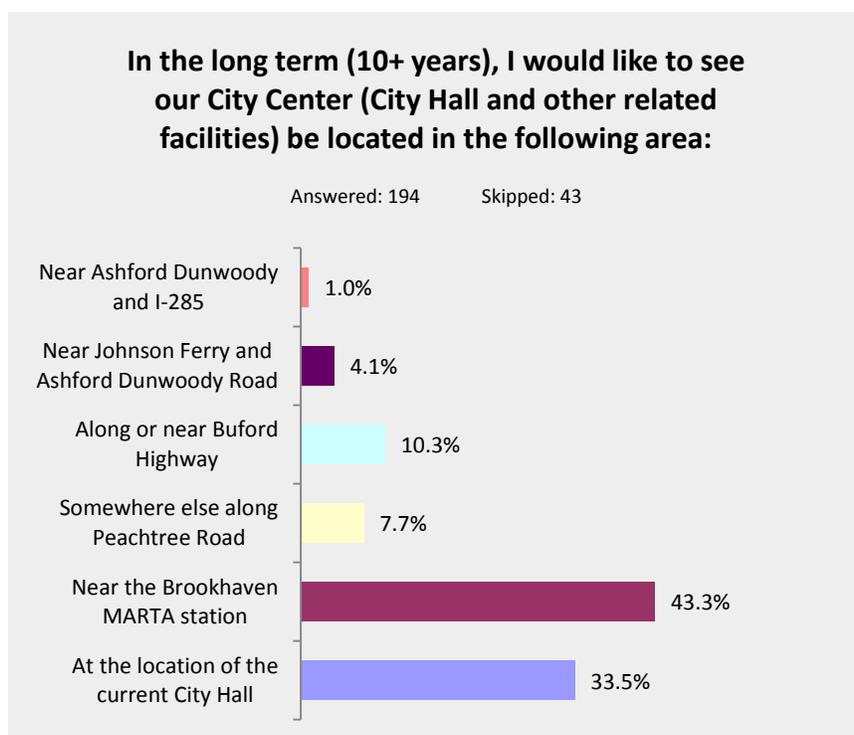
“Promoting streetscape design standards” and “creating a town center” were viewed as most important and received a high proportion of 5 ratings. “Promoting architectural design standards,” “Planting of distinct trees, flowers and greenery”, “Physical entryways that tell people they have arrived in Brookhaven,” “Wayfinding signage throughout the City” and “Hosting special events that bring in outside visitors” received 4 ratings.

## Community Survey Summary

Most respondents (41%) did not have an opinion or were neutral on the benefit of “Promoting the City in marketing materials” as a way to create a City of Brookhaven identity.

Regarding the physical location of the City, the next question asked where respondents would like to see the City Center (City Hall and other related facilities) be located. Respondents were asked to select one option from the areas given and also given the option to select other. Responses are shown below. A limited number of people chose other; most of these comments either supported locating city hall along Peachtree Road or otherwise commented on costs or other logistical needs for a city center.

*More than 43% selected “Near the Brookhaven MARTA station” as the most population location followed by “At the location of the current City Hall” (34%).*



The final question in the Connectivity and Community Identity section asked to what degree respondents value maintaining ethnic, age and income diversity in Brookhaven’s population. Most value ethnic diversity (38%) as well as age diversity (38%). However, diversity of income received nearly identical responses between “neutral” and “strongly value” at 28%.

## Community Survey Summary

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### Redevelopment & Infill Development

The next two questions required “yes” or “no” responses regarding redevelopment and infill development in Brookhaven. The first question asked whether or not new housing in their neighborhood should do any of the following:

- Increase density
- Decrease density
- Maintain density
- Preserve areas with larger lots sizes
- Allow for flexibility of distance from the street for housing structures
- Set a standard distance from the street for structures based on average distance of existing structures
- Limit amount of impervious surface coverage
- Maintain the look and character of the surrounding residential neighborhood
- Allow new and different character apart from the surrounding residential neighborhood
- Consider architectural element standards

Respondents answered “yes” to the following:

- Maintain density (70%)
- Preserve areas with larger lot sizes (75%)
- Set a standard distance from the street for structures based on average distance of existing structures (67%)
- Limit amount of impervious surface coverage (69%)
- Maintain the look and character of the surrounding residential neighborhood (69%)
- Consider architectural element standards (57%)

However, most respondents felt strongly against: increasing density (79%); decreasing density (55%); allowing for flexibility of distance from the street for housing structures (48%); and allowing new and different character apart from the surrounding residential neighborhood (38%).

The second question about redevelopment and infill development was concerning neighborhood commercial nodes and asked if respondents would like to see small scale



## Community Survey Summary

The next question asked respondents to rank a list of seven priorities in order of importance. The following list shows how the priorities were ranked where 1 is the most important priority:

1. Addressing traffic congestion.
2. Improving our parks and recreation spaces.
3. Increasing ways to travel around on foot or bike.
4. Pursuing redevelopment in strategic parts of the city.
5. Establishing an identity for our city with signage, strategic streetscaping, events, or other activities.
6. Developing a City Center.
7. Maintaining status quo.

Addressing the issue of traffic congestion ranked as the most important priority for the next five years followed closely by the need to improve parks and recreation spaces. Maintaining the status quo ranked lowest on the list of priorities for the next five years.

### Long Term Vision

The two questions in the Long Term Vision section were both open-ended questions. The first asked for respondents to imagine Brookhaven 20 years from now and to describe the defining characteristics of the City. “Safe” and “walkable” were the most popular word responses followed closely by “diverse,” “green” and “friendly.” The full spectrum of responses received is reflected in the graphic below.



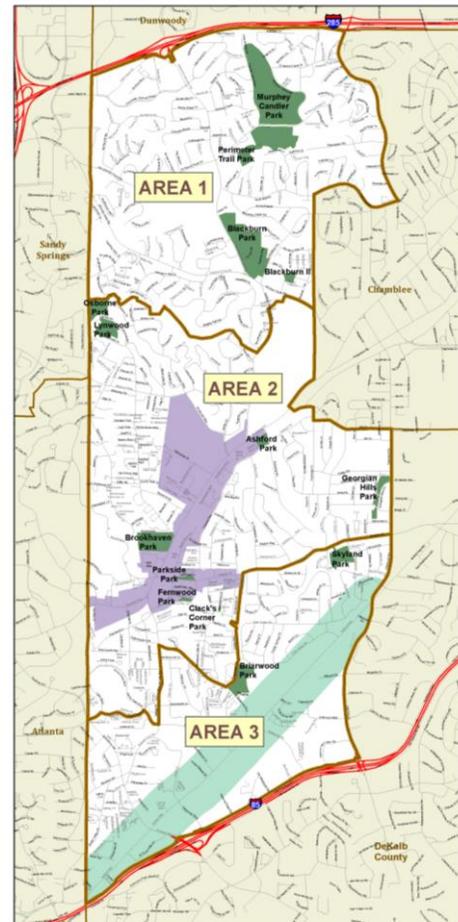
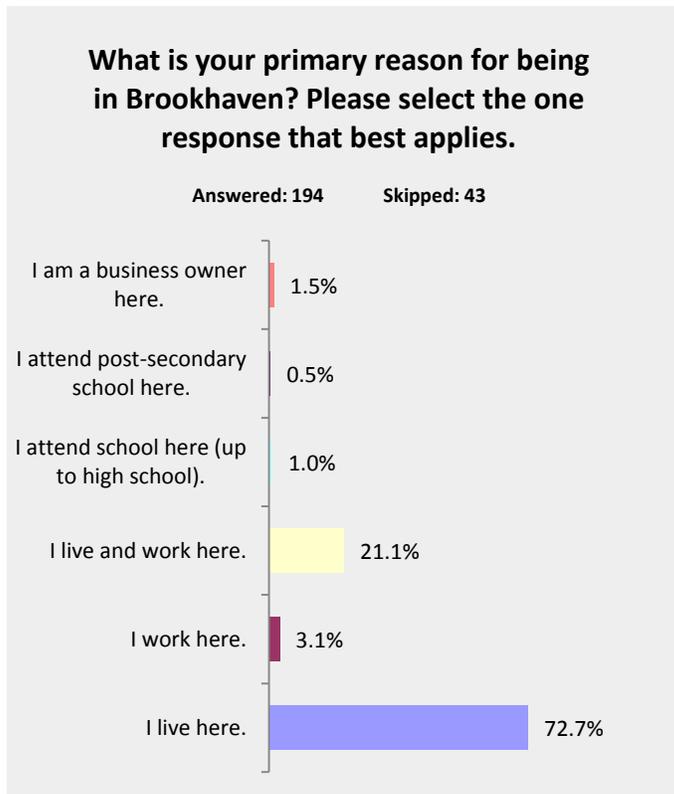


## Community Survey Summary

### A Few Questions about You

The final six questions were demographic in nature and were asked to help determine the characteristics of the population who participated in the survey. From these responses the following characteristics were true:

- Most respondents (73%) live in Brookhaven and 21% both live and work in Brookhaven.
- Most (44%) respondents reside in Planning Area 2 followed by 29% in Planning Area 3 and 23% in Planning Area 1. The remaining 4% of respondents to this question do not live in Brookhaven .
- Most respondents (34%) are age 46 - 60 followed by 32% who are age 32- 45; 15% who are over the age of 60 and 12% who are age 25 - 31.
- Approximately 53% of the survey respondents are women.



Planning Area Map provided in Survey

## Community Survey Summary

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- Over 92% of the survey respondents are homeowners.
- The total household income of those who took the survey exceeds \$150,000.

