

ONLINE SURVEY RESULTS AND OPEN HOUSE FEEDBACK REGARDING FORMER IGA PLAZA REDEVELOPMENT



On Tuesday, March 6, 2018, the City held an Open House to display the Preliminary Plan for the Redevelopment of the Former IGA Plaza at the corner of SR 73 and SR 741. Approximately 50 residents and interested parties attended. The City Manager, City Planner, Project Designer and Project Developer were on hand as well to answer any questions. Generally, the attitudes toward the plan were very positive. A few questions were posed, primarily around availability of parking, ingress and egress into and out of the development and the potential for a 3-story building at that location.

Two weeks prior to the Open House, the City published the Preliminary Plan and a short eight (8) question survey on the City website to gauge the attitude from the general public and those that did not plan to attend the Open House. In the two weeks that the plan was online, the City received 384 completed surveys. 312 City of Springboro residents and 72 non-residents completed surveys.

The following will detail the specific results from the online survey and the general feedback received from the attendees of the Open House.

ONLINE SURVEY RESULTS:

384 online surveys were submitted. 81% were submitted by City residents and 19% were submitted by non-residents, mainly from Clearcreek Township, Lebanon, Franklin and Carlisle. Those respondents that chose not to include their name and address, were not counted towards the total because we wanted to ensure a majority of the respondents were actual residents of the City.

Overall, the responses were very positive towards the plan. Specific results for each question asked are below:

- 1) Do you like the overall design of the property?
 - a. **76% said Yes, 19% said No, 5% had No Opinion**
 - b. Many of the “No” answers felt that the design seemed too dense and too much for the space. Also, many felt that the development would cause too much traffic. Finally, availability of parking seemed to be a concern.
- 2) Do you like the design / look of the buildings?
 - a. **85% said Yes, 10% said No, 5% had No Opinion**
 - b. While some did not like the overall design or layout of the development, many more liked the design of the buildings. Many of the “No” answers didn’t really focus on the design of the actual buildings, but again, the layout of the buildings and the availability of parking.
- 3) Do you like the potential for a 3-story building at this location?
 - a. **45% said Yes, 33% said No, 22% had No Opinion**
 - b. This question received the least amount of positive response. “No” respondents felt that a 3-story building isn’t appropriate at this location because of its proximity to the Historic District and the fact that there aren’t any other 3-story buildings within the City – it doesn’t fit the overall character of the City.
- 4) Do you like the potential of residential on this site (that would be on the upper floors of one of the taller buildings)?
 - a. **46% said Yes, 35% said No, 19% had No Opinion**
 - b. This question had the same basic responses as question #3. Most “No” respondents were against residential because of traffic, congestion and parking concerns.
- 5) Do you like the green space / open space in the middle of the development?
 - a. **95% said Yes, 3% said No, 2% had No Opinion**
 - b. Most respondents (“Yes” respondents as well) said they would make the green space larger.
- 6) What specific businesses would you like to see at this location (List your Top 3)
 - a. Over 900 separate answers were given to this question. The top answers include: Chick Fil-A, Core Life Eatery, Clothing Boutique, Steakhouse, Craft Brewery, Family Gathering-place/ Restaurant
- 7) What specific businesses would you NOT want to see at this location? (List only one)
 - a. Fast Food, Big Box Stores and Dollar-type Stores were listed most often.
- 8) Please provide any general comments you may have about the Preliminary Plan.
 - a. Generally answers ranged from protecting the Historic District to making sure the plan doesn’t cause more congestion at the intersection.

OPEN HOUSE COMMENTS:

Many of the 50 attendees to the Open House had the exact same comments and concerns from the online surveys. Most often, attendees commented that they liked the plan and the design of the buildings, but were concerned it was too dense and there was not enough parking. The Open House attendees seemed to be more concerned with the potential for a 3-story building on the site than the survey respondents. Questions most often surrounded the availability of parking and the ingress and egress into and out of the property.

ADDRESSING THE CONCERNS / FEEDBACK:

- 1) Development Is Too Dense For Location – The Preliminary Plan shows approximately 76,500 square feet of building footprint on the 6.5 acres (about 10 buildings). The former IGA Plaza had six (6) buildings and approximately 85,000 square feet of building footprint.
- 2) Parking – The Preliminary Plan shows 106 on-street parking spaces and 142 parking spaces behind the buildings on the north and west side of the property for a total of 248 parking spaces, or 1 parking space for every 308sf of building. The former IGA Plaza had 289 parking spaces, or 1 parking space for every 294sf of building. In addition, we will be working with other properties in close proximity to create shared parking arrangements to provide even more parking.
- 3) 3-Story Building – This was included on the plan as a suggestion to gauge what type of response we would receive. The market and demand for 2nd and 3rd story residential will dictate if this building is feasible to build.
- 4) Specific Uses – Again, the market will dictate what specific uses will locate on this property. As we have informed the public previously, the City has been told by many developers and retail specialists in the region that this site will more than likely attract local and regional businesses versus national companies such as Chick Fil-A, Panera, Outback Steakhouse, Barnes & Noble, etc. (These are examples only.)

PROCESS MOVING FORWARD:

The City, Project Designer and Project Developer will continue to tweak the plan and begin to market the property to potential end users. The plan will need to be somewhat flexible to respond to the market and the desires of the end users – while at the same time keeping to the design integrity of the plan as much as possible. The City and Developer are currently negotiating a Development Agreement and Infrastructure Agreement. The City is also working on creating a Tax Increment Financing District (TIF) to help fund the public improvements that need to be made to redevelop the property. The desire is to begin the infrastructure (water, sewer, storm sewer, public streets) for the project sometime late summer/early fall.