

Aggieville Community Vision: Community Survey Results



About the Community Survey



The Varney's Marquee on N. Manhattan

In order to gain input from the larger Manhattan community on the vision for Aggieville, the City of Manhattan launched the Aggieville Community Vision Community Survey. The survey was open to anyone, and a variety of channels informed the public of the survey including the city website, social media, newspapers, radio, television news, and advertisement within the district.

The survey was available via SurveyMonkey from April 18th, 2016, to May 16th, 2016. It asked a multitude of questions about respondents' interaction with Aggieville as well as their opinions on various potential improvements to the district. Questions were based on input from the

Aggieville Community Vision Steering Committee, Technical Committee, and community focus groups. The survey received 4,227 responses, representing stakeholders from a wide variety of demographics, including permanent residents, college students, KSU Alumni and non-residents of Manhattan.

This document provides an analysis of all questions asked on the survey. It explains why people enjoy Aggieville and explores the trends in ideas where it can improve. This will guide the final plan and developmental direction of Aggieville in the future.

Major issues identified through this study:

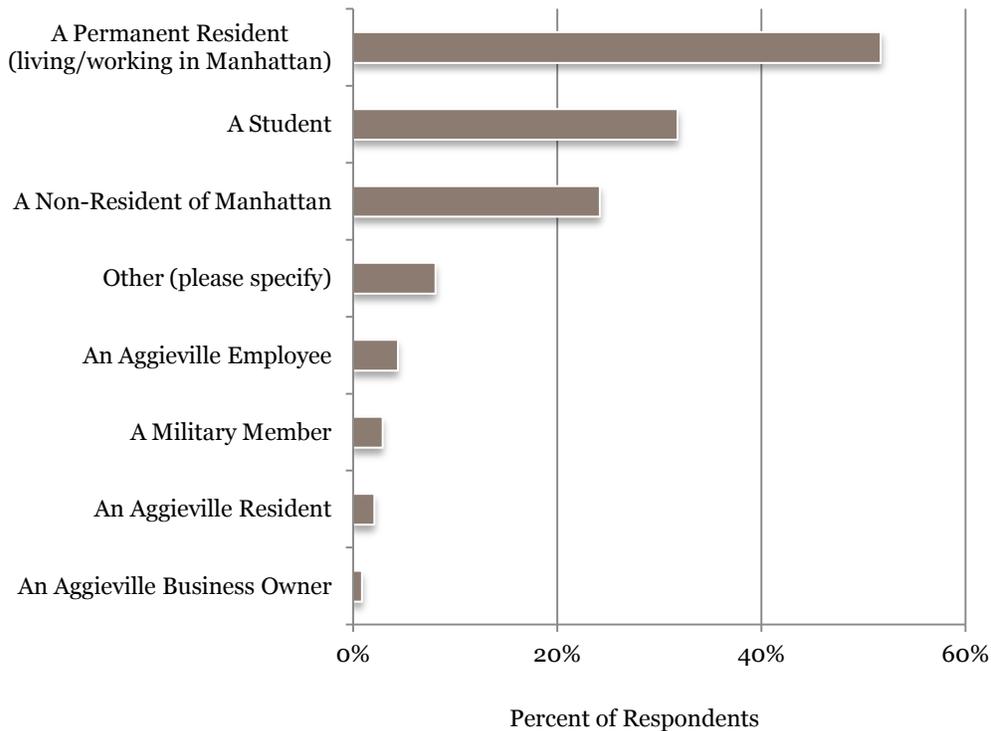
- ... **Addressing parking capacity and availability during peak hours.**
- ... **Maintaining a balance between automobile accommodation and pedestrian and bicycle**
- ... **Prioritizing streetscape improvements, amenities.**
- ... **Increasing the level of safety and security.**
- ... **Creating a better mix of uses with an emphasis on cultural resources, community events, retail and restaurant opportunities.**
- ... **Preserving historic characteristics and buildings.**
- ... **Improving the perception of the district and the district's inclusiveness.**

Survey Participants

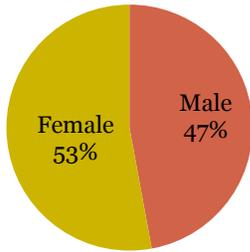
Around one-third of survey respondents were college students and nearly half identified as permanent residents of Manhattan. Those who identified as non-residents of Manhattan likely include individuals who live immediately outside of Manhattan city limits and regularly travel into Manhattan for employment, recreation, commercial opportunities or services including those provided by Aggieville. Some common places outside of Manhattan city limits respondents identified with include the Eureka Drive, Blue Township areas, Wamego, St. George, Ogden and Junction City. Those who selected "Other" included high school students and KSU alumni.

Nearly two-thirds of survey respondents were in the age range from 21 to 35, which includes college age students as well as younger adults living in Manhattan. The gender distribution of respondents was nearly even, with 53 percent identifying as female and 47 percent as male.

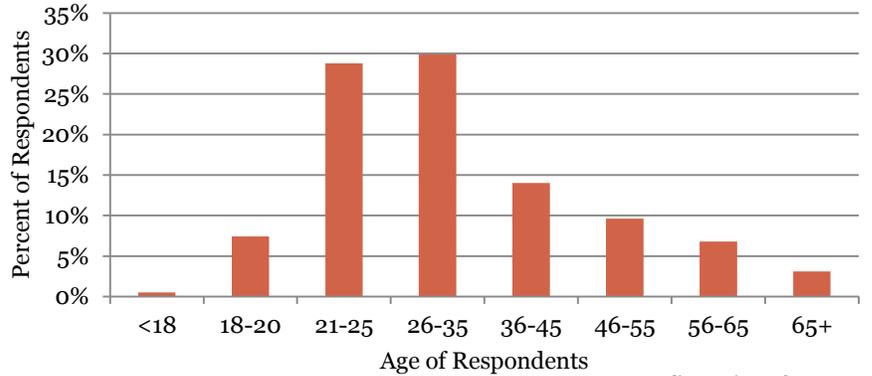
You are...



What is your sex?



What is your age?



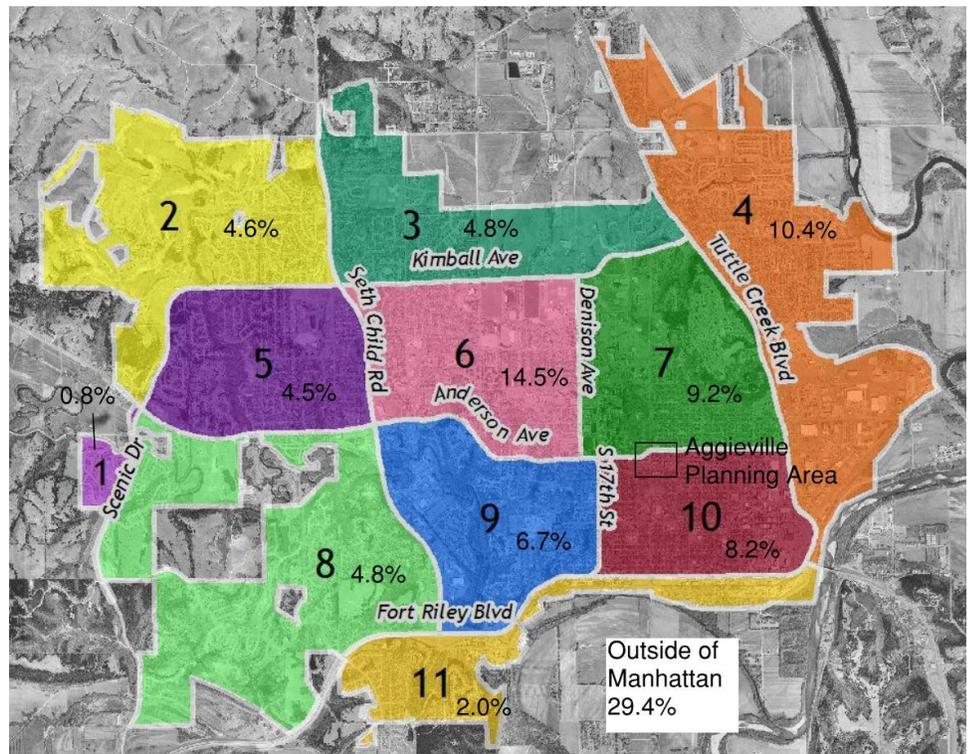
Where do you live? Select from the areas on the map below.

When asked to identify which areas on the map respondents live, approximately 17 percent of respondents said they live in Area 7 or 10, within close proximity to the district.

The area reporting the highest number of respondents was Area 6, which includes a large residential population composed of a mix of owner-occupied, and renter occupied housing units, likely resulting in a mix of student and permanent resident respondents. The third largest survey area was Area 4, which includes properties east of Tuttle Creek Boulevard.

Nearly 30 percent of survey respondents reported living outside of Manhattan. This number likely includes those living directly outside of Manhattan city limits but travel into Manhattan regularly and K-State Alumni who once lived in Manhattan but have since relocated, as mentioned in additional survey responses.

Areas Where Respondents Reside	
Area	Percent of Respondents
1	0.8%
2	4.6%
3	4.8%
4	10.4%
5	4.5%
6	14.5%
7	9.2%
8	4.8%
9	6.7%
10	8.2%
11	2.0%
I don't live in Manhattan	29.4%



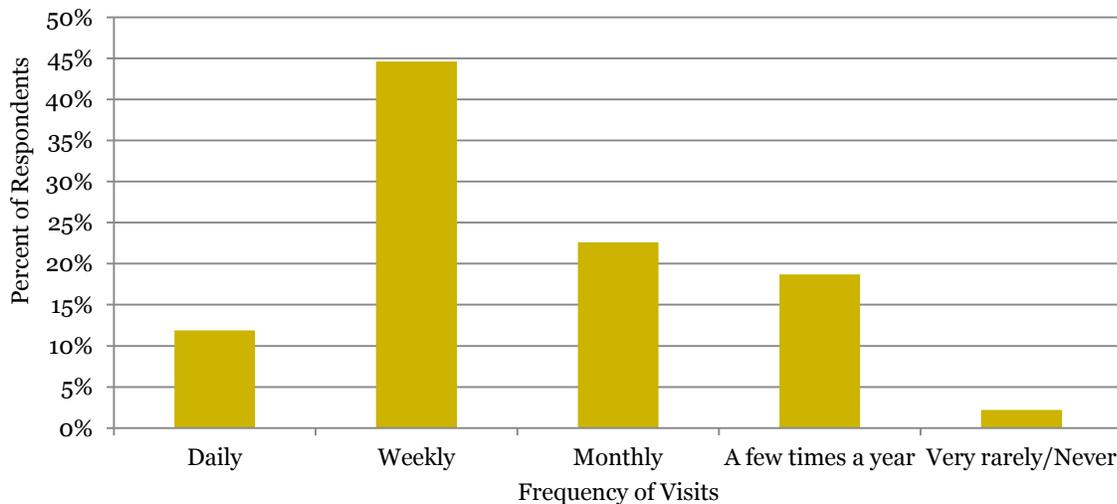
When asked how often survey respondents visit Aggieville, 17 percent reported visiting Aggieville daily while 45 percent visited weekly. Only 2.2 percent of respondents said they very rarely or never visit. Those living in Areas 6, 7, 9 and 10, closest to Aggieville had the highest percentage of daily visits to the district whereas those who do not live in Manhattan reported primarily visiting a few times a year.

Most of survey respondents' daily and weekly trips to Aggieville were for eating and drinking. As Aggieville is primarily a food and drink district, this is not surprising. It also explains the majority, 60 percent, of respondents staying one to three hours.

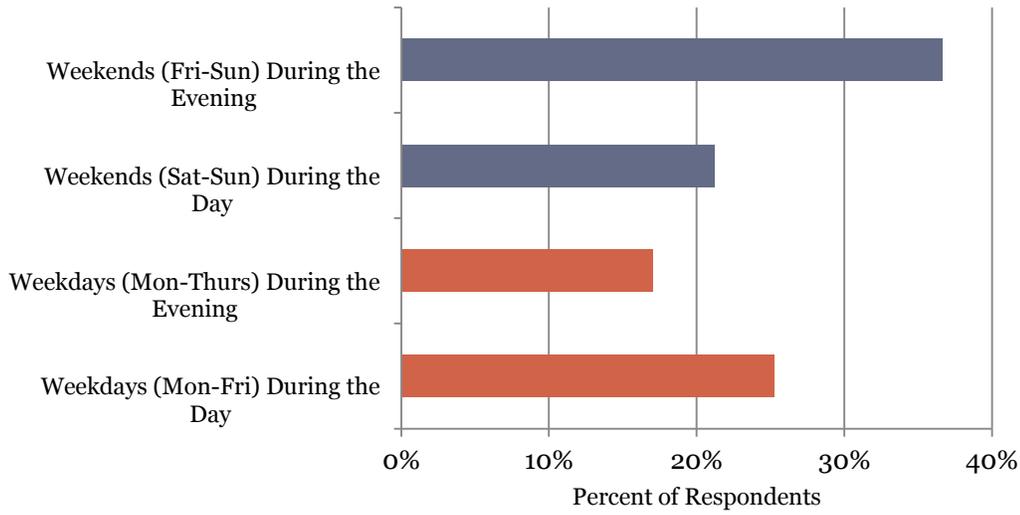
Over one-third of respondents indicated they visit Aggieville most often on the weekends during the evening. This is most likely a result of the nightlife and bars in the district. Of student respondents, 55 percent reported visiting the district primarily Friday-Sunday on the weekends. Around a quarter of respondents said they visit during the weekdays on Monday through Friday the most, including 35 percent of permanent residents. While conventional wisdom would be that Aggieville is a weekend destination, which it certainly is, there is also a significant population visiting the district weekdays during the day.

When visiting the district, nearly 50 percent of survey respondents said they stay two or more hours in Aggieville. One-third of respondents reported a typical stay in Aggieville lasting one to two hours. Weekday trips to Aggieville during the day were primarily 30 minutes to one hour (33.6 percent) and one hour to two hours (38.9 percent), whereas weekend visits during the day tended to last one to two hours (47.1 percent) and 80.1 percent of weekend visits in the evening lasted two or more hours.

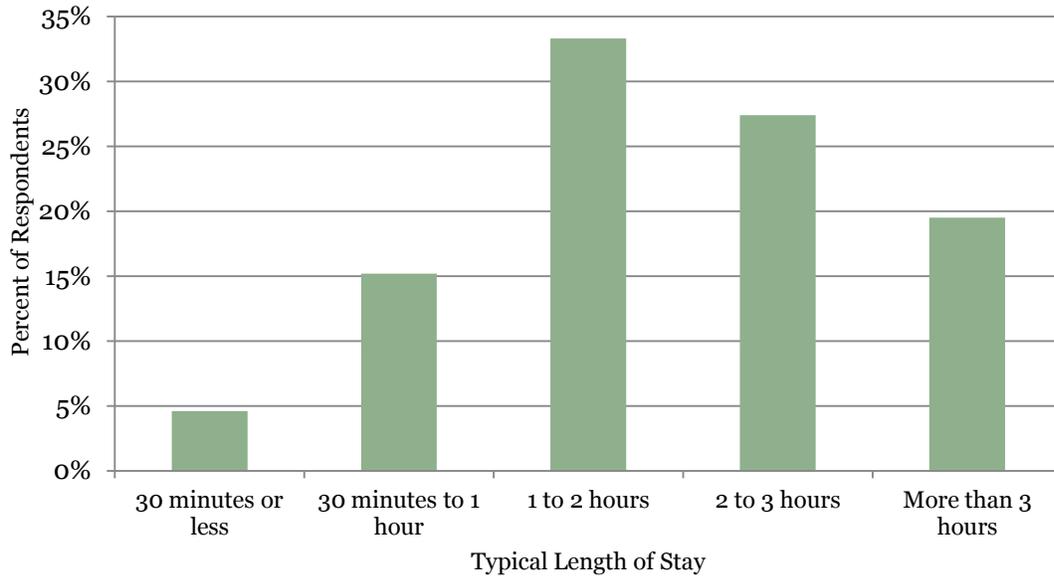
How often do you visit Aggieville?



When do you typically visit Aggieville?



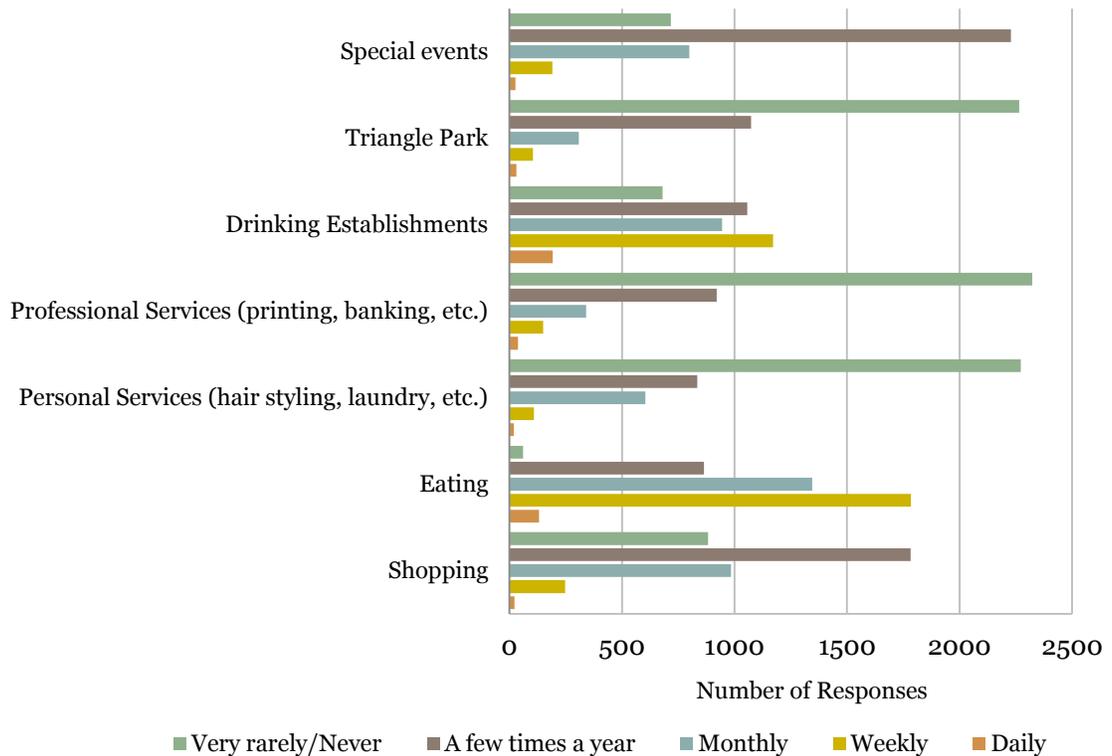
How long do you typically stay in Aggieville?



While banks, hair salons, and laundry establishments exist in the district, it seems they are not used as often. Survey respondents “very rarely or never” used personal and professional services. It is possible that these services could be used more frequently by residents who live in the area as compared to individuals who live elsewhere and may seek these services closer to where they live and work.

When asked what other reasons people visit Aggieville, responses included working in the district, studying, group meetings and socializing, live music and dancing. Respondents also noted Aggieville as a place to go for game days, bring guests to, and a place to relive college traditions.

How often do you go to Aggieville for the following reasons?



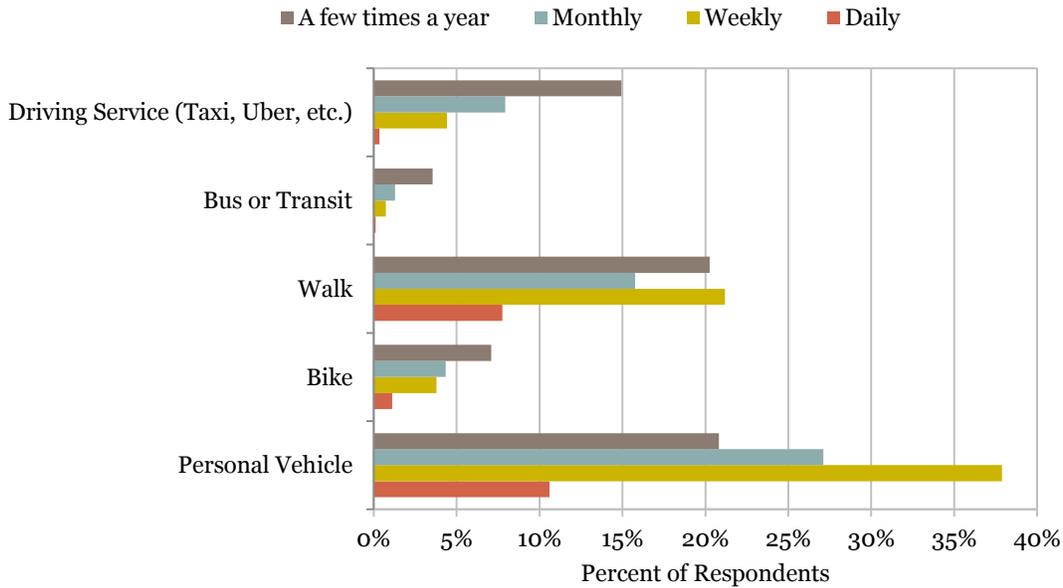
Survey respondents used personal vehicles primarily on their daily, weekly and monthly trips to Aggieville by. The second most common mode of transportation was walking, which is likely a result of the dense residential population surrounding the district and proximity to the university.

These results could be influenced by where respondents live, as an individual living outside of Manhattan is more likely to drive to Aggieville, while someone living a few blocks from the district is more likely to walk or bike. Residents living in areas 6, 7, 9 and 10, which have immediate proximity of Aggieville, daily trips made by bike and by walking were 1.94 percent and 15.8 percent, respectively. Weekly trips to the district by these respondents were 6.9 percent by bike and 38.9 percent walking.

About 16 percent of survey respondents reported biking to Aggieville at least a few times a year. Recent transportation patterns have indicated a rise of bicycling activity in Manhattan and especially around the university.

The least likely used form of transportation was bus or transit service in all instances. Driving services such as taxis and Uber increased as the frequency of trips decreased, likely due to the additional cost and may be used more during special events such as New Year’s or Fake Patty’s.

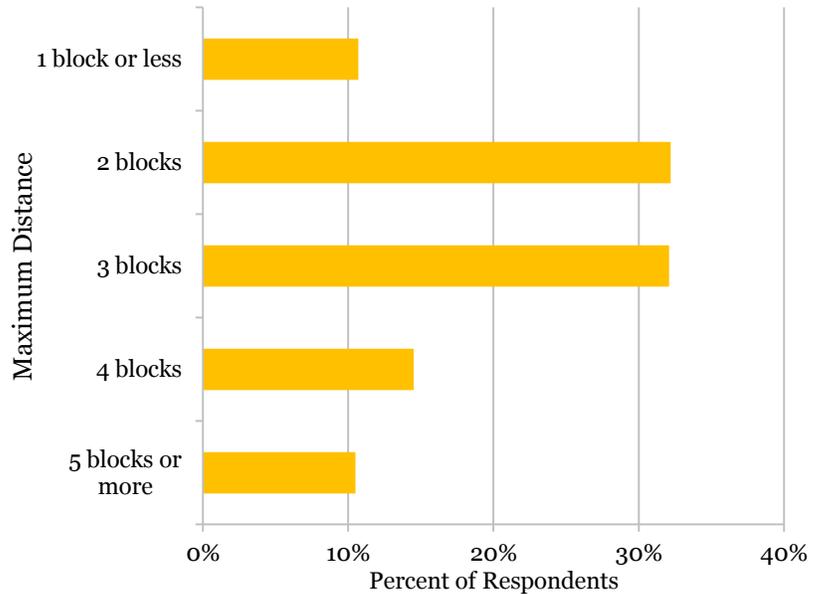
How often do you use the following transportation to get to Aggieville?



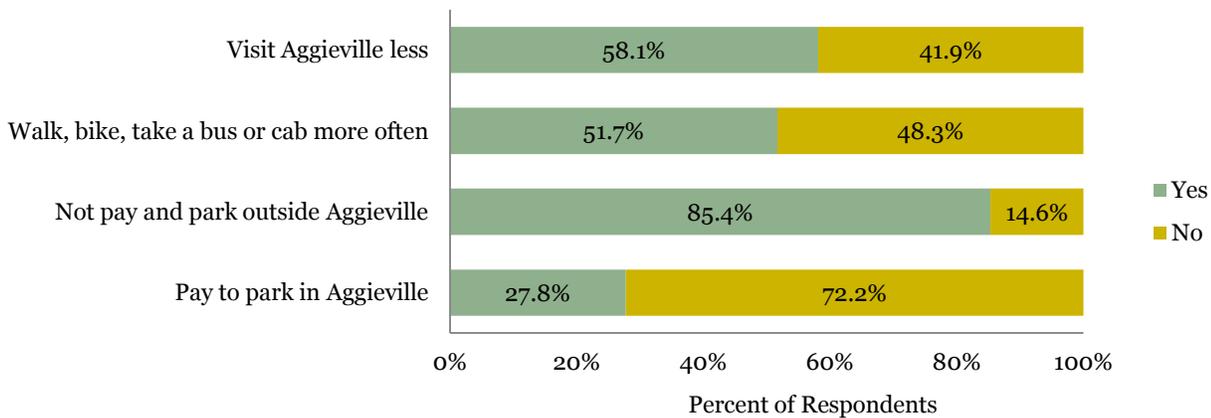
When asked to rate the ease at which survey respondents are able to find a parking spot in Aggieville on a scale of 1 (Very Easy) to 5 (Very Difficult), the average rating was a 3.84. This number indicates moderate difficulty of finding a spot to park. A parking study completed in January 2015 showed that parking is generally available throughout the morning but becomes very scarce during lunch and dinner times, especially on the weekends, as this is when most people frequent the district (Q2). Parking also becomes scarce during times when people are most likely eating and drinking in the district, as it is most frequently visited for those purposes as indicated in Question 4.

Sixty-four percent of respondents said they would be willing to walk either two or three blocks from their parking space to their destination. The entire commercial core of the district is at most 2.5 blocks long north to south and at most three blocks long east to west. This would suggest that the 57 percent of respondents who reported being willing to walk three or more blocks to their destination would park near the periphery of Aggieville to walk to their destination across the district, if needed.

What is the maximum distance you are willing to walk from a parking space to your destination in Aggieville?



If available parking in Aggieville were not free, what would you do?



A parking garage in Aggieville has been discussed frequently in several meetings at the beginning of the planning process. This question was an effort to gauge how survey respondents would feel towards paid parking versus free parking.

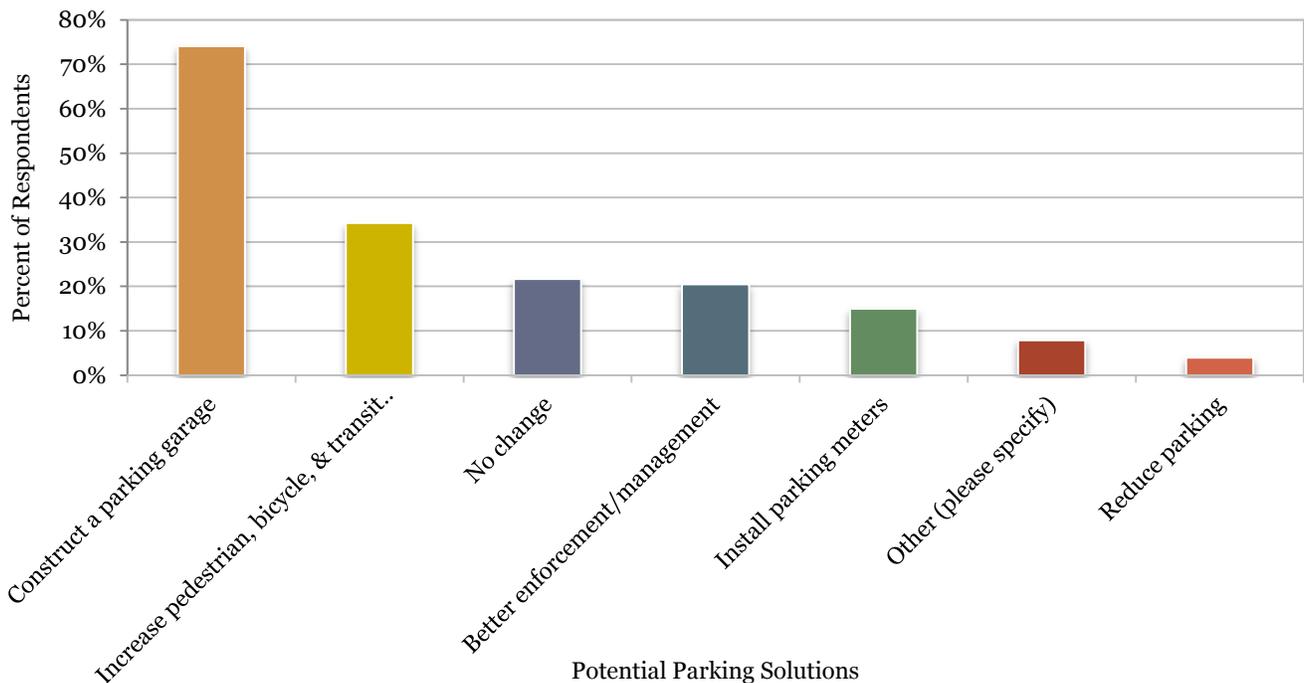
Generally, respondents reacted negatively to the idea of paying for parking in Aggieville. Most indicated they would not pay to park in Aggieville and would either park outside of the district to avoid paying or would be less likely to visit Aggieville. About half of respondents suggested they would change their transportation behavior by walking, biking, taking a bus or a cab more often.

Some respondents expanded on their answer with an “Other” category, which received 88 responses including six respondents saying they would pay for parking if it meant increased access and proximity.

Twelve of these individuals said paying for parking would depend on a variety of factors including the price, the time of day, the urgency of their visit, the anticipated length of their visit and the weather. Ten individuals said they would park either in City Park or on campus where they already pay for a permit and walk to the district. A number of Aggieville employees commented it would be a challenge for them and suggested keeping or increasing the number of reserved spots for Aggieville employees.

Of 4,227 responses, the top three suggested solutions to address parking issues in Aggieville were to construct a parking garage (3,133 responses); increase pedestrian, bicycle & transit amenities to encourage use (1,450 responses); and change nothing (916 responses).

What is the best way to address parking issues in Aggieville? (Check up to three)



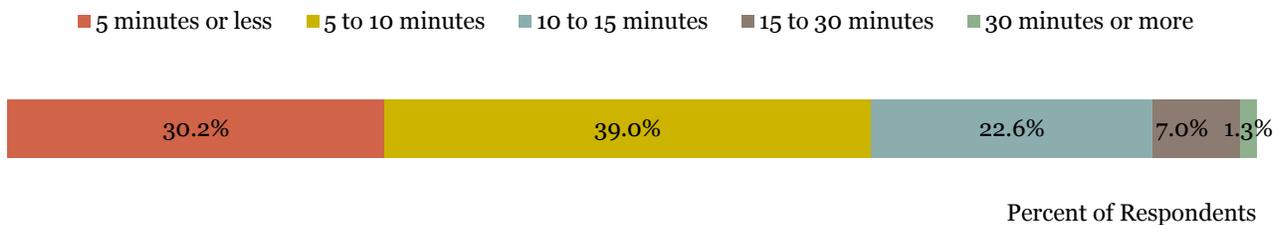
There were over 300 suggestions to the “other” category. Ninety-three respondents commented that there should be additional parking spaces added. Fourteen percent of those 93 specified that additional spaces should be located in the district and nearly 50 percent said they should be located around the periphery of the district. Many suggestions included additional parking in or around City Park, however, there were also concerns about maintaining the park amenities and green space it provides to the surrounding area. Those who commented in favor of a parking garage suggested it be incorporated into the district with mixed use structures.

There were also suggestions for increased motorcycle, scooter and bicycle parking. Six respondents identified a need for additional and reserved parking for Aggieville employees exclusively.

Twenty-six respondents, 7.7 percent of responses in the "Other" category suggested eliminating parking along Moro and making Moro a pedestrian-only zone either permanently or on the weekends. As indicated by survey results, bus and driving services are infrequently used by survey respondents. Thirty respondents suggested promoting existing ATA and Uber service provide additional shuttle services to the district as well as creating designated covered shelters.

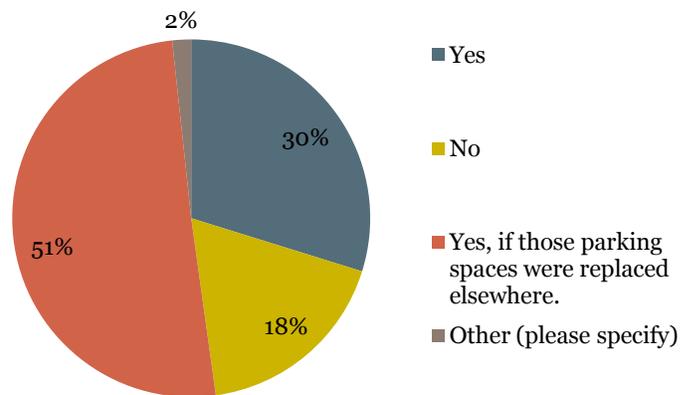
Sixty-nine percent of survey respondents said they would walk ten minutes or less to get to Aggieville. Typical walking speed is calculated at about 3 mph, meaning a 5-minute walk would equate to about a quarter mile distance or 3 blocks, while a 10-minute walk equates to roughly half of a mile in distance or 6 blocks.

What is the maximum time you would be willing to walk to get to Aggieville?



According to survey data, four of the five most desired streetscape improvements that are also pedestrian amenities included lighting, public seating, private (restaurant) seating, and trees. Eighty-one percent of respondents said they would be in favor more pedestrian amenities. However, 63 percent of those respondents said it was conditional on replacing the parking spaces elsewhere. Eighteen percent of the total respondents said they were not in favor of reducing street parking spaces for more pedestrian amenities.

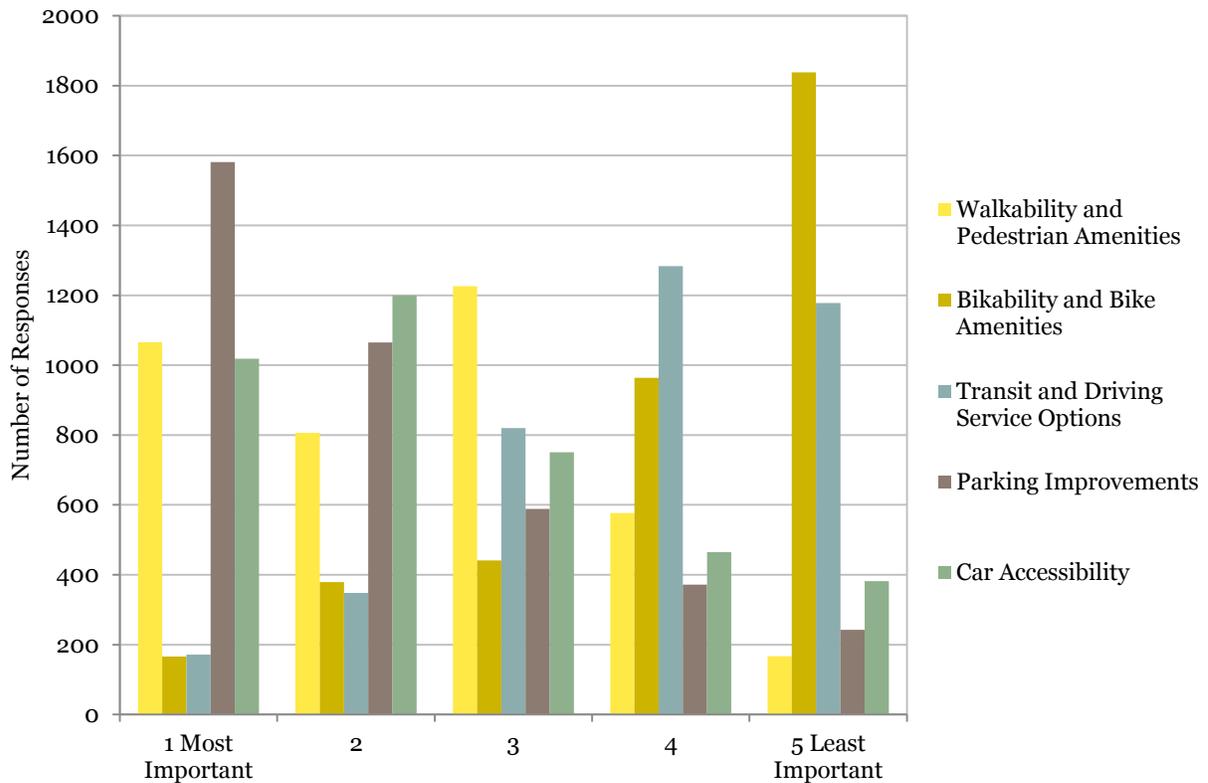
Would you be in favor of more pedestrian amenities in Aggieville (wider sidewalks, outdoor seating, street trees, etc.) even if it reduced the number of street parking spaces?



Survey respondents identified the most important transportation priorities as parking improvements and walkability and pedestrian amenities, respectively, according to a comparison of their average ranking scores. Parking is a challenge facing Aggieville, as previously mentioned and shown in the survey data. The survey also considered how respondents thought parking issues should be addressed. Bikability and bike amenities were identified as the least important transportation priority.

According to survey results, nearly 30 percent of survey respondents do not live in Manhattan and are most likely using their car to get to Aggieville, making parking and car accessibility their top priorities. Of survey respondents, 14.5 percent live in Area 6, which extends west to Seth Childs Avenue and 10.4 percent live on the east side of Tuttle Creek Boulevard. A large number of respondents reporting from distances not within walkable or easily accessible by bike could be less likely to choose bike amenities as a top priority.

Rank your transportation priorities for Aggieville. (1 being the highest)

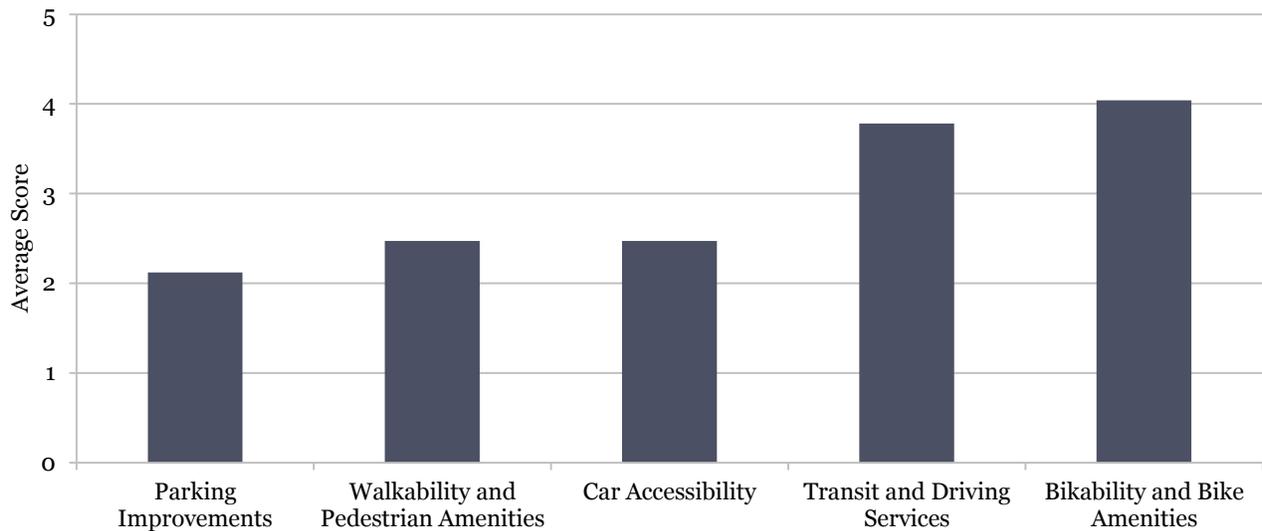


Over 30 percent of survey respondents identified themselves as students. These students could live within such immediate proximity that they prefer walking over biking. Approximately 17 percent of survey respondents living within the Aggieville area live in areas 7 and 10. This could increase the favorability for walking and pedestrian amenities. In addition, once within the bounds of Aggieville regardless of how one traveled there they are most likely going to walk from one destination to another, increasing survey respondents' desire for a walkable area.

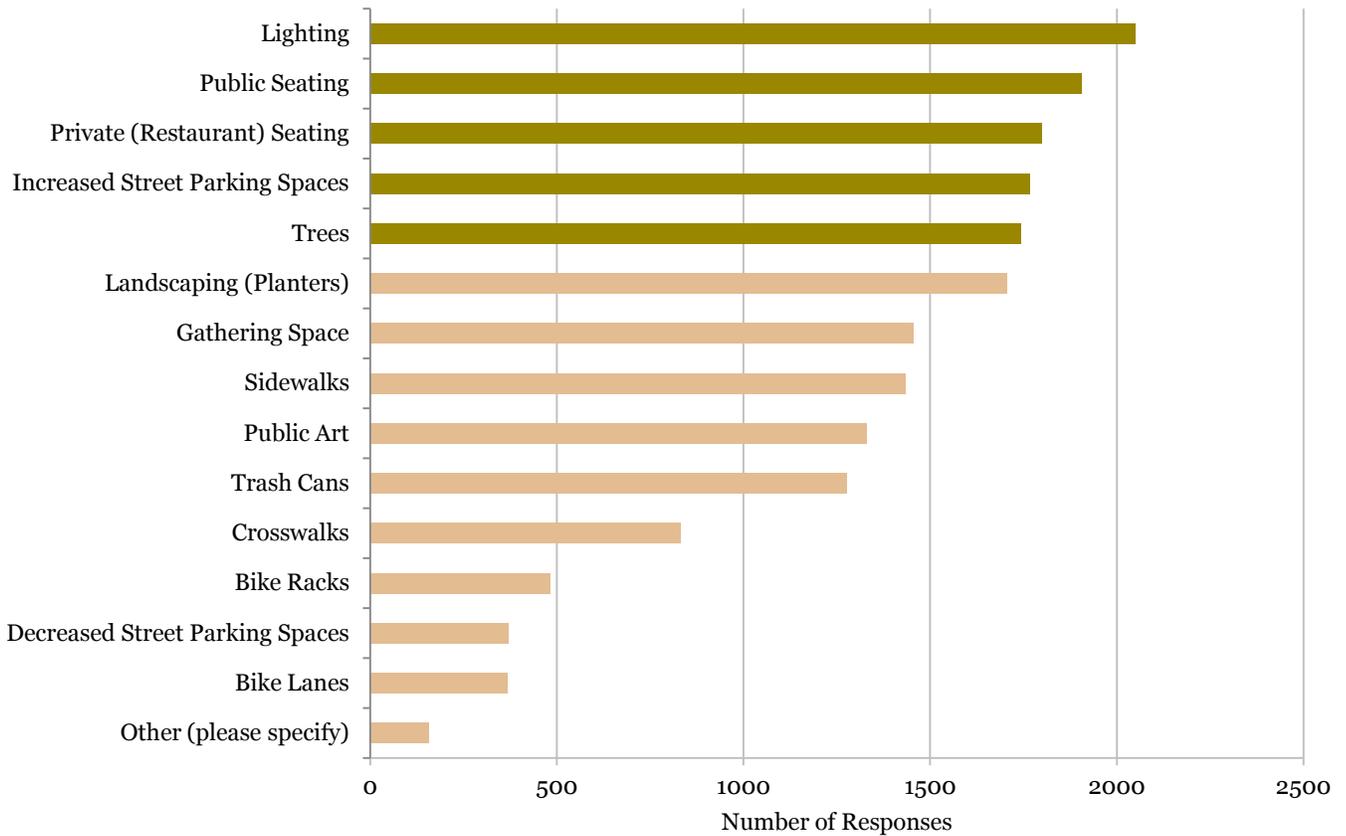
A recurring comment throughout the survey was the need for additional bike parking. The lack of bike parking could also negatively influence the amount of people biking to Aggieville if bike parking space is limited.

Transit and driving service options were also not identified as a top priority for survey respondents. This could be due to respondents' distance traveled being too expensive for a cab or Uber service on a regular basis, no regular bus service or respondents' proximity to Aggieville making transit service options not as useful.

Average Transportation Priority Scores (1 being the highest)



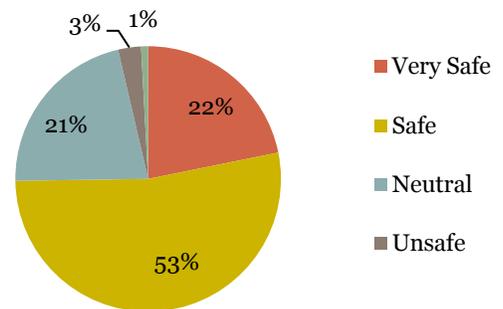
Select up to 5 of your most desired streetscape improvements in Aggieville.



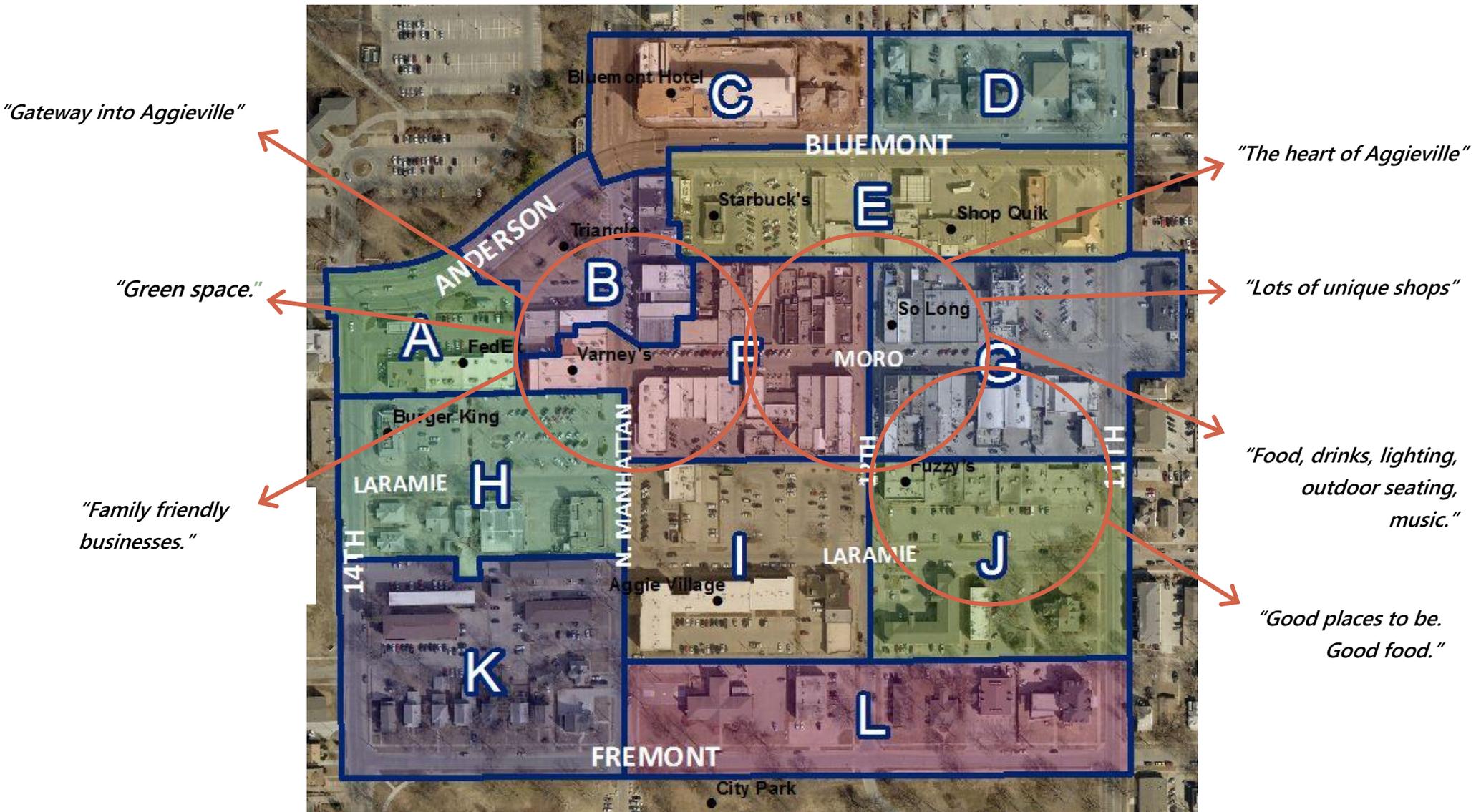
The five most desired streetscape improvements identified by survey respondents included lighting, public seating, private (restaurant) seating, increased street parking spaces and trees. They were closely followed by landscaping, gathering spaces, cleanliness of sidewalks and installation and creation of public art. The 156 responses for the “Other” category reflected some of these provided choices as well as others. The most frequently mentioned suggestions included an increased number of recycling bins , improved and maintained cleanliness of sidewalks- especially addressing vomit and trash from the bar patrons, making Moro a pedestrian only street either permanently or for the weekend evenings, more café style outdoor seating and rooftop bars.

A majority of survey respondents said they feel very safe or safe in Aggieville. Respondents who provided comments reported they primarily feel safe during the day. Safety concerns included potential bar fights and violence from intoxication as well as a lack of lighting in certain areas being mentioned by many of the respondents (7 percent). This is supported by respondents identifying increased lighting as their most desired streetscape improvement.

How safe do you feel in Aggieville?

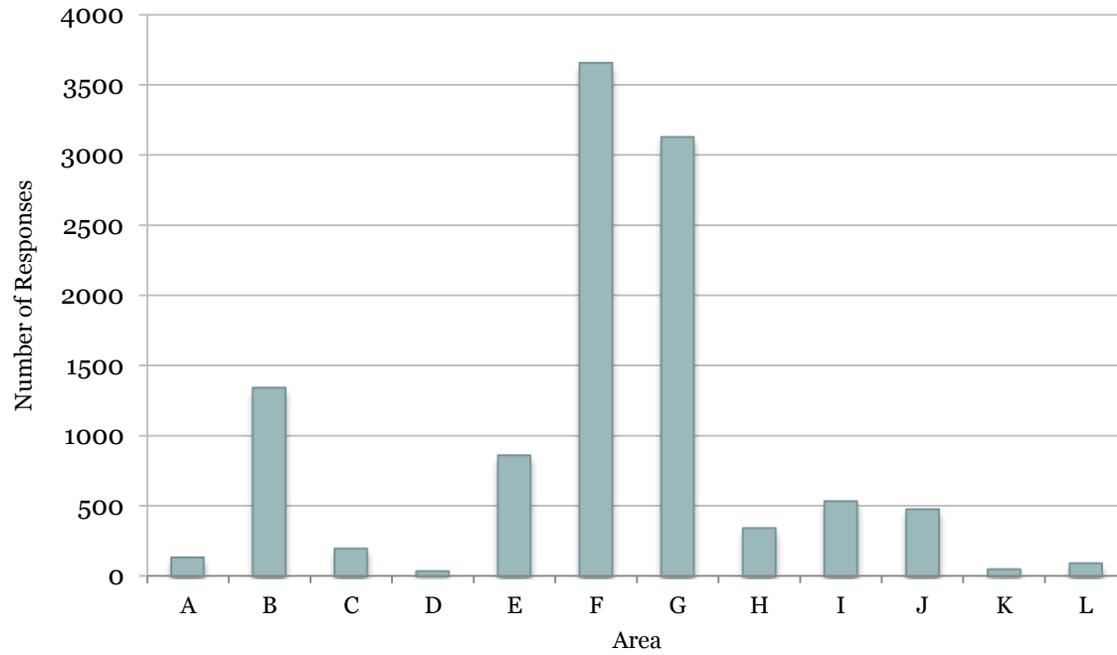


Which parts of Aggieville on the map below do you like the most? Pick up to 3.



What do you like about the areas you selected?

The areas most selected by survey respondents as their favorite areas included B, F, and G. The reasons cited for these are the proximity to Triangle Park for green space, the selection of stores and restaurants along Moro Street, including family friendly businesses and it is the area most well maintained, according to survey respondents.



Triangle Park



Moro Street

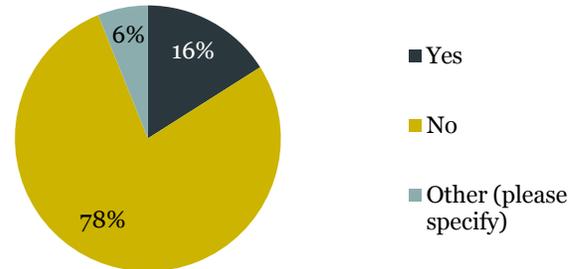


NE Corner of Moro and 12th

Seventy-eight percent of survey respondents did not think that there was an additional need for housing in and around Aggieville.

Is there a need for additional housing in and around Aggieville?

There were 253 responses in the "Other" category. Thirty-six percent of these comments identified respondents as being unsure or not having enough data to make a conclusion either way. Other suggestions included additional housing if it was incorporated with mixed use and additional affordable housing. A hotel was another suggestion mentioned multiple times.

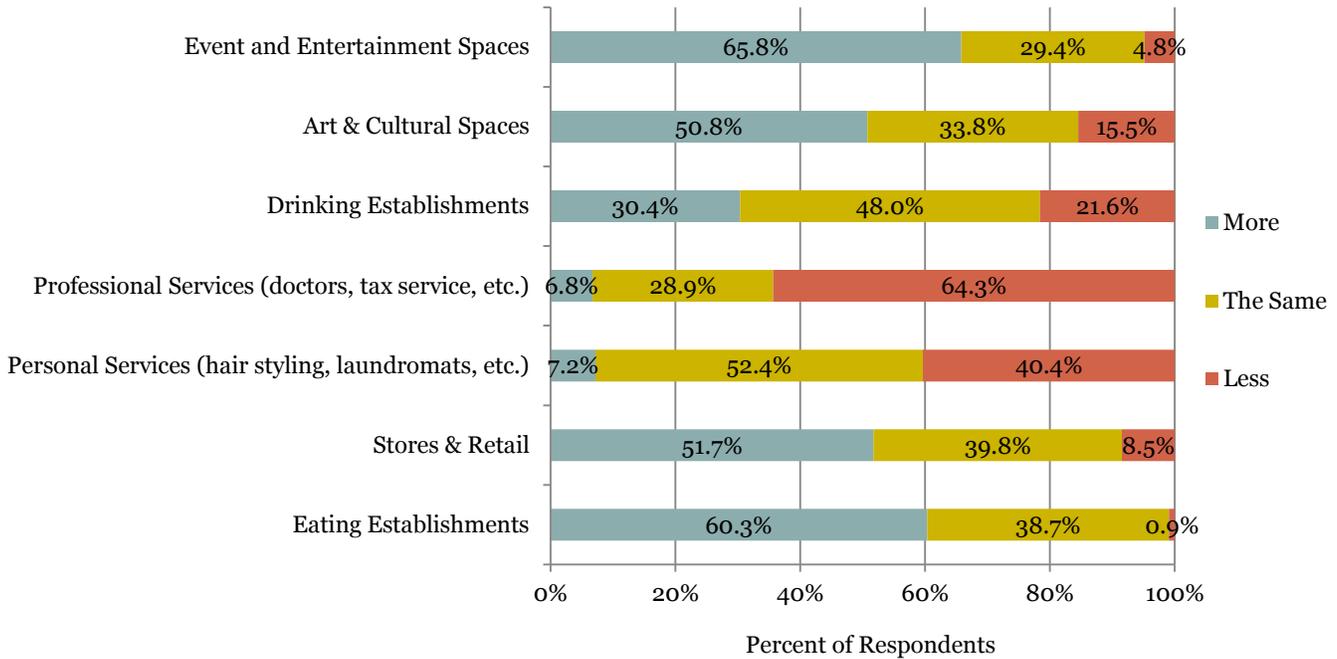


Concerns that stemmed from adding housing in Aggieville included decreased parking availability and increased noise in the surrounding neighborhoods.

Survey respondents generally reported wanting to see more eating establishments, stores & retail, art & cultural spaces, and event & entertainment spaces. They also reported wanting to see less professional services and about the same number of personal services and number of drinking establishments currently in Aggieville. When asked to list more specific things, 372 respondents provided comments. Top suggestions included:

- ... A focus on and increased number of local restaurant and retail stores as opposed to chains.
- ... Arts and Entertainment: more live music, concert spaces, art, pop-up maker spaces, a movie theater.
- ... A drug store, small grocery store or deli.
- ... Uses attracting a variety of people: Events and places for young kids, college students, and older adults.
- ... Expanded hours for non-drinking establishments.
- ... Improved cleanliness and maintenance of the area.
- ... Increased outdoor seating and rooftop uses.

What types of uses would you like to see more or less of in Aggieville?



What historic characteristics and/or buildings in the district are important to you?

There were 1,874 comments identifying which historic characteristics and buildings are important to survey respondents. Important characteristics included building facades, materials present throughout the district and the old time “feel” and layout of Moro Street.

Maintaining the original storefronts or historic names of businesses along the facades was seen as an important characteristic, as was the use of limestone and brick, including the brick sidewalks with the paver stones displaying the names of past donors. Though the pavers were installed in 1989, many identify them as a unique characteristic. Another characteristic that was cited numerous times was the downtown “feel” of the area provided by the main street style layout along Moro.

“I like the old style, main street feel. All efforts to keep the ‘ville feeling small town (with big town amenities) should be kept to.”

Specific buildings were mentioned including 633 respondents identifying the Varney’s building, its namesake, and the marquee, as important to the historic nature of Aggieville. One hundred and thirteen respondents also mentioned the Dusty Bookshelf. Other buildings and businesses mentioned were ACME, Rock-a-Belly, Varsity, Kites, Olson’s Shoe Store, So Long Saloon, Taco Lucha, the original Pizza Hut building, Last Chance and Auntie Mae’s.

“The older buildings fascinate me. I feel like there is so much history in Aggieville and as Manhattanites, we should celebrate that history rather than fill it with bars.”

A comment that was given multiple times was the mix of new buildings and historic buildings providing additional character and uniqueness to Aggieville.

“I like that Aggieville seems unique and different. Updates should be to make Aggieville special and different than other places. I like the mix of old and new.”

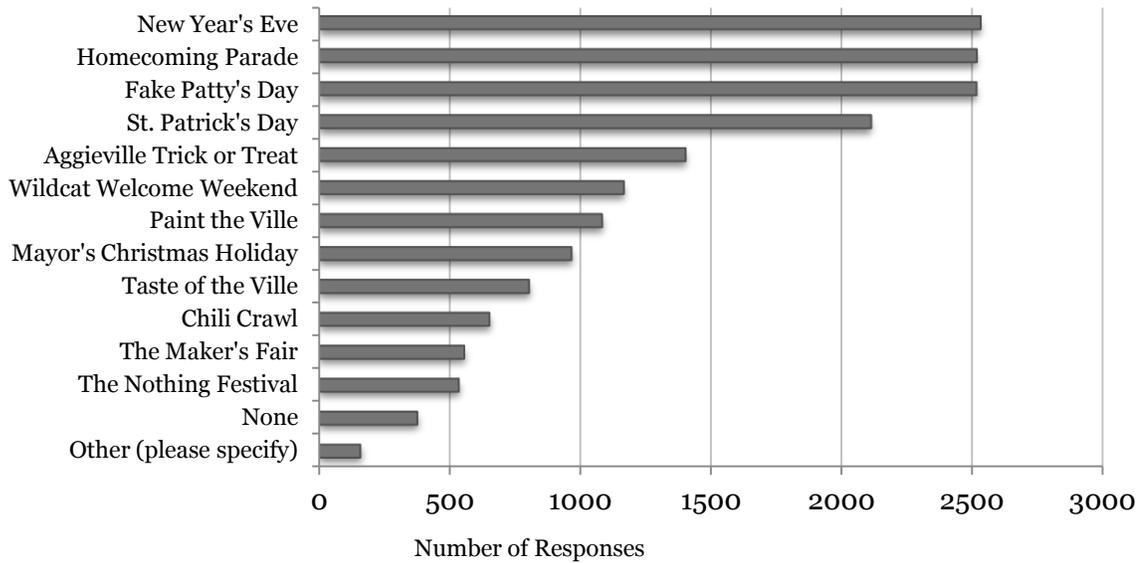
Approximately 13 percent of the 1,874 respondents to this question said there were no characteristics and or buildings in the district that were important to them. Some comments expressed a lack of knowledge on being able to define which ones are classified as historic. One respondent wrote, *“None, it would be neat to see more art. It could be art that relates to the history of Manhattan, Kansas or the Flint Hills.”*

The district hosts several events throughout the course of the year. Over 50 percent of survey respondents reported attending special events in Aggieville a couple of times a year. The most attended events by survey respondents included New Year’s Eve, the Homecoming Parade, Fake Patty’s Day, the St.Patrick’s Day Parade, and the Aggieville Trick or Treat event. Other events attended by respondents included game day watch parties, the Pride Parade, Aggiefest and Record Store Day.

There were 1,225 responses providing suggestions for events and activities that could take place in Aggieville. The most popular suggestions included:

- ... Family friendly activities
- ... Live music
- ... Farmer’s markets
- ... Parades
- ... Music and art festivals
- ... Outdoor movies
- ... Community based events
- ... Races
- ... Street fairs

Which of the following have you attended in Aggieville?



Nearly 75 percent of respondents had a very high or somewhat high opinion of the district. Only 2 percent of survey respondents reported having a very low opinion of Aggieville. As expected, the various groups that completed the survey held different opinions regarding Aggieville. Students gave it the highest value, followed by non-residents, permanent residents, and business owners.

When asked how the district could be improved, there were 1,504 suggestions and thoughts shared by survey respondents. Major themes included:

- ... Increasing the amount of arts and culture and installing public art,
- ... improving the cleanliness of the district, especially the sidewalks,
- ... making it inclusive of the whole community and not just college students,
- ... closing off Moro permanently or on weekends to create a pedestrian walkway,
- ... constructing a parking garage,
- ... installing additional lighting to increase safety, and
- ... creating more green space within the district.

What is your overall opinion of Aggieville?



■ (1) Very High ■ (2) ■ (3) Neutral ■ (4) ■ (5) Very Low

End of Report.