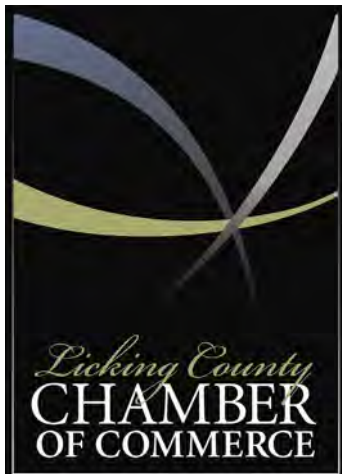




# DOWNTOWN SURVEY

July 2010

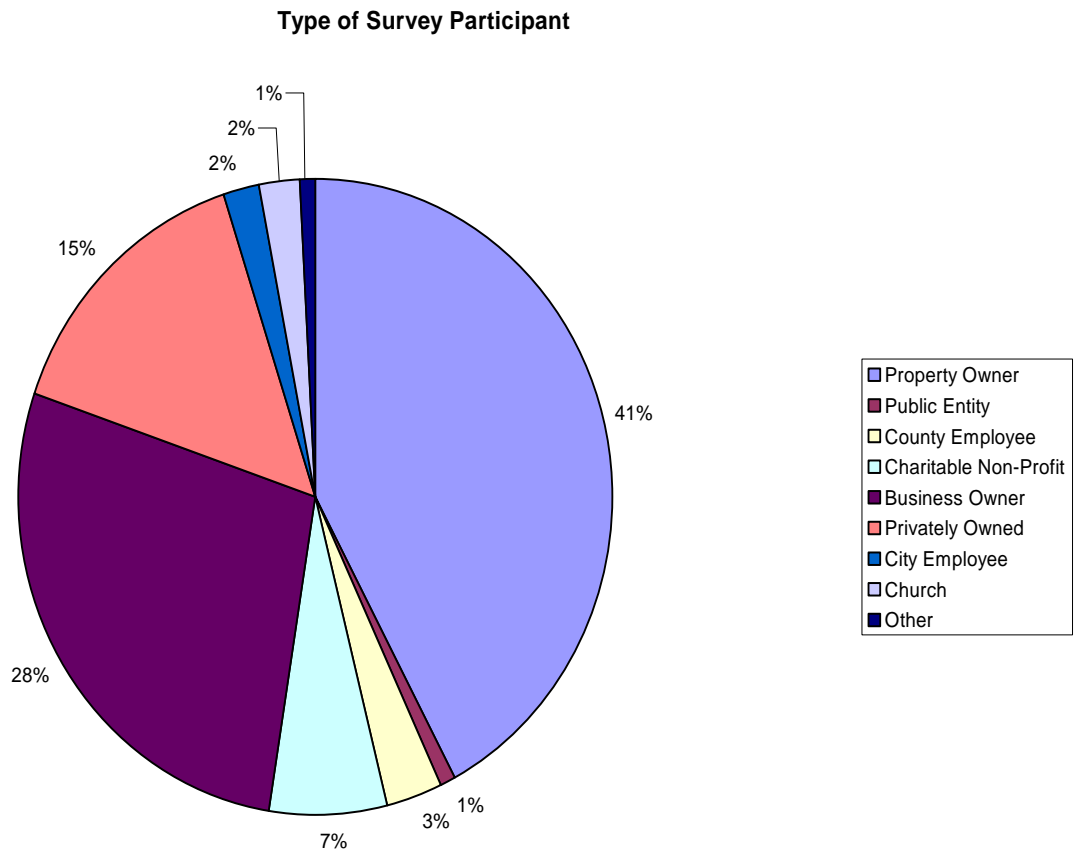


# DEMOGRAPHIC INFORMATION

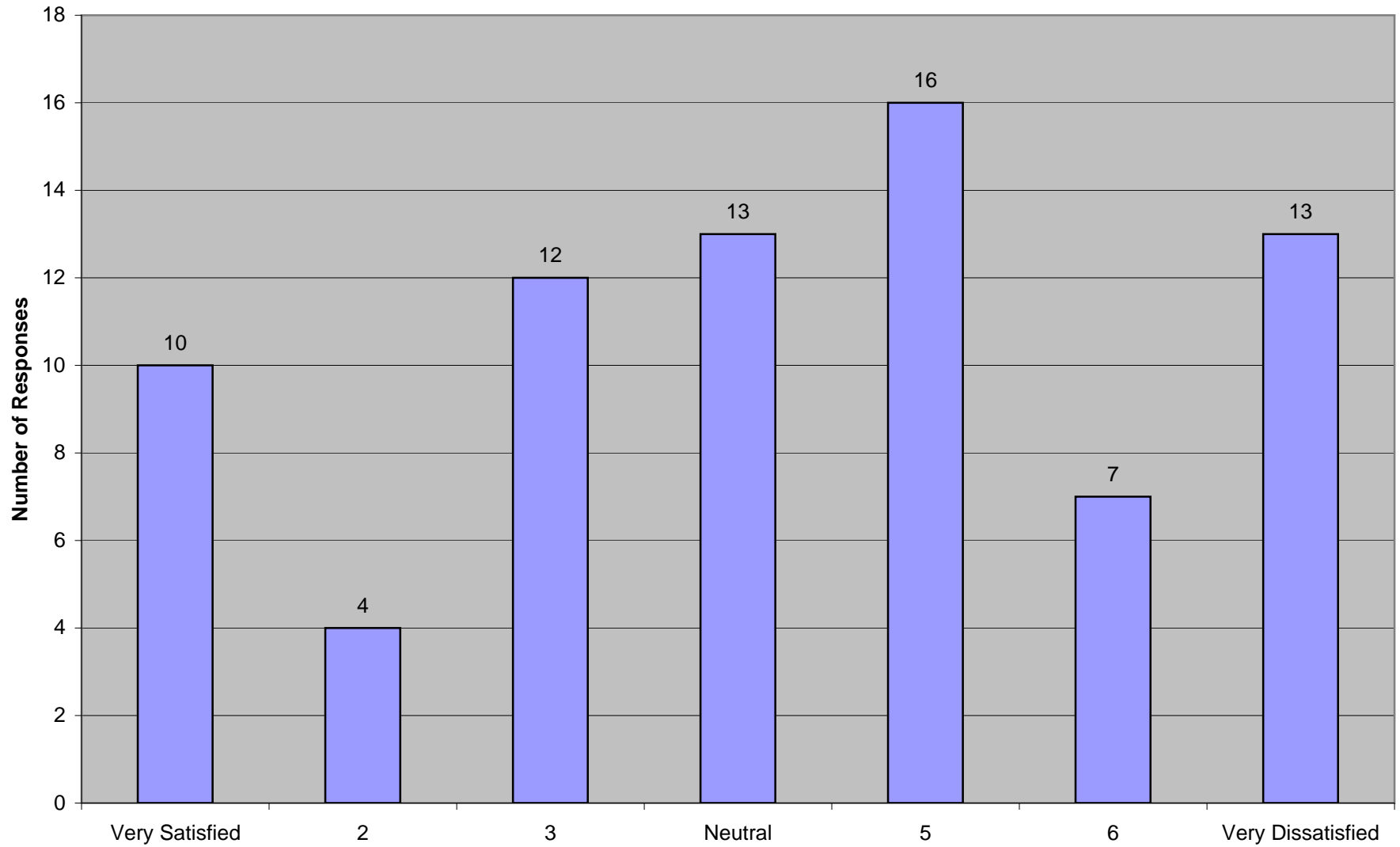
Number of completed surveys: 77

Percentage of surveys returned with name given: 58%

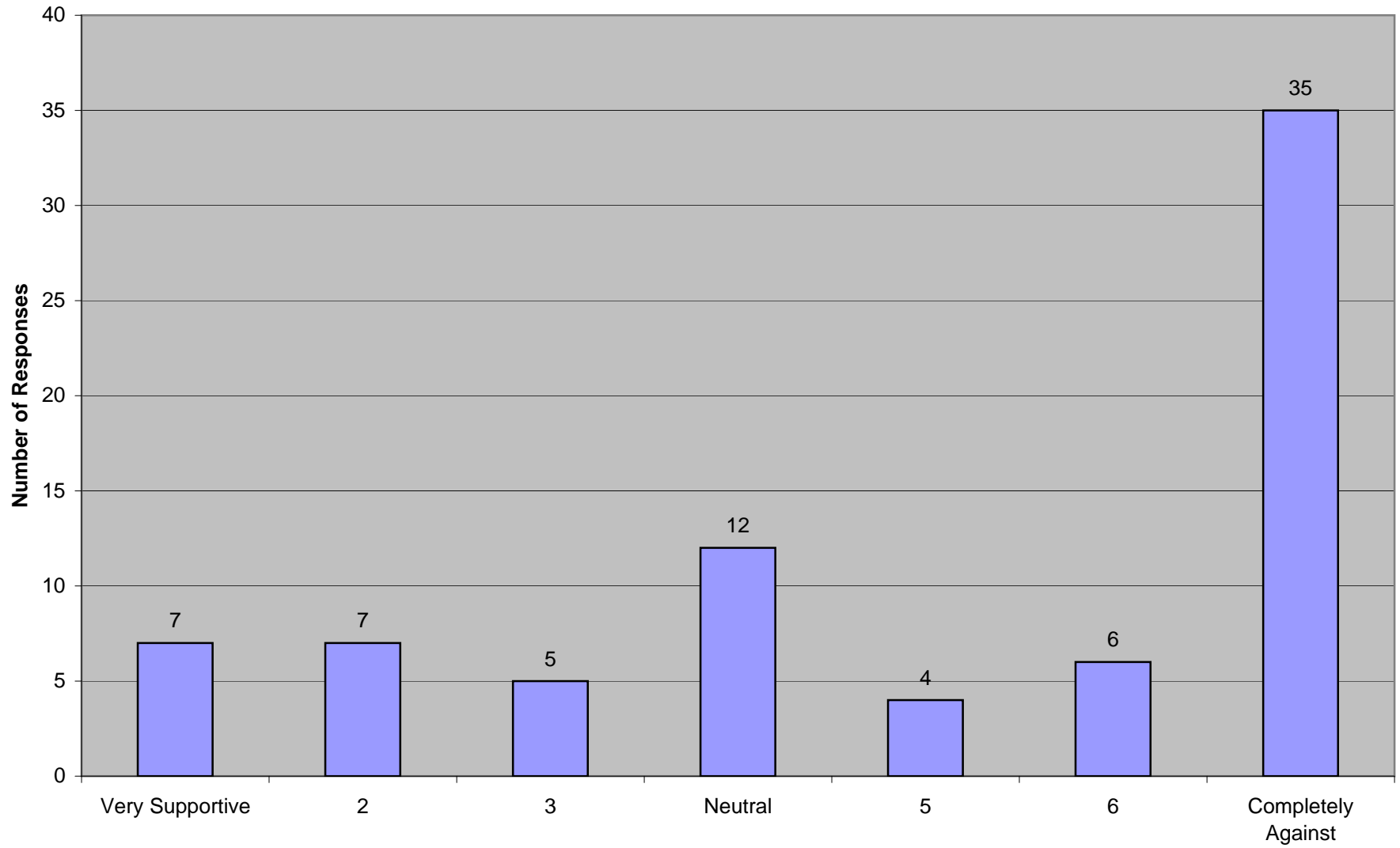
Number of employees in downtown: 2,137      Other: 1,516



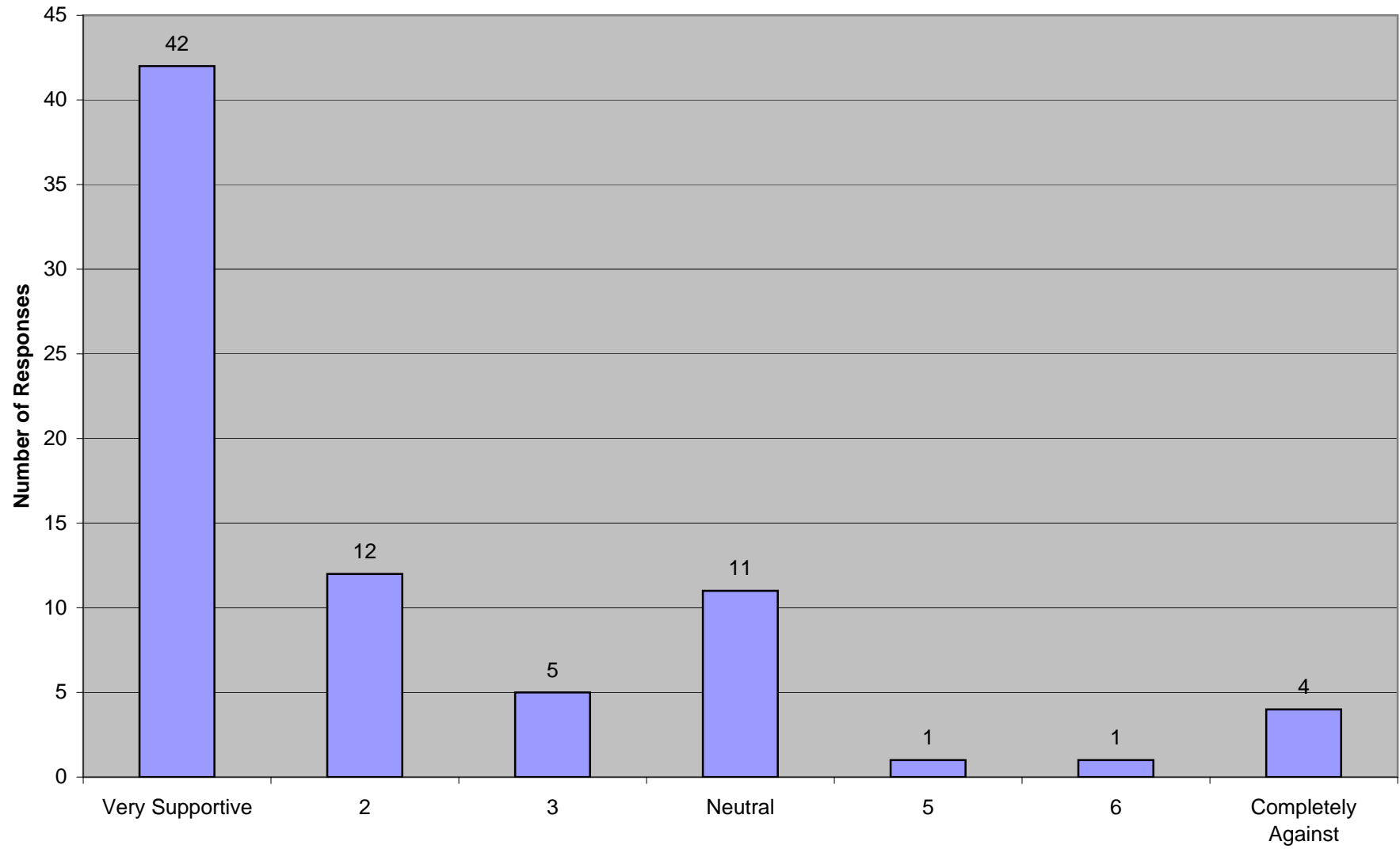
### Existing Traffic Patterns



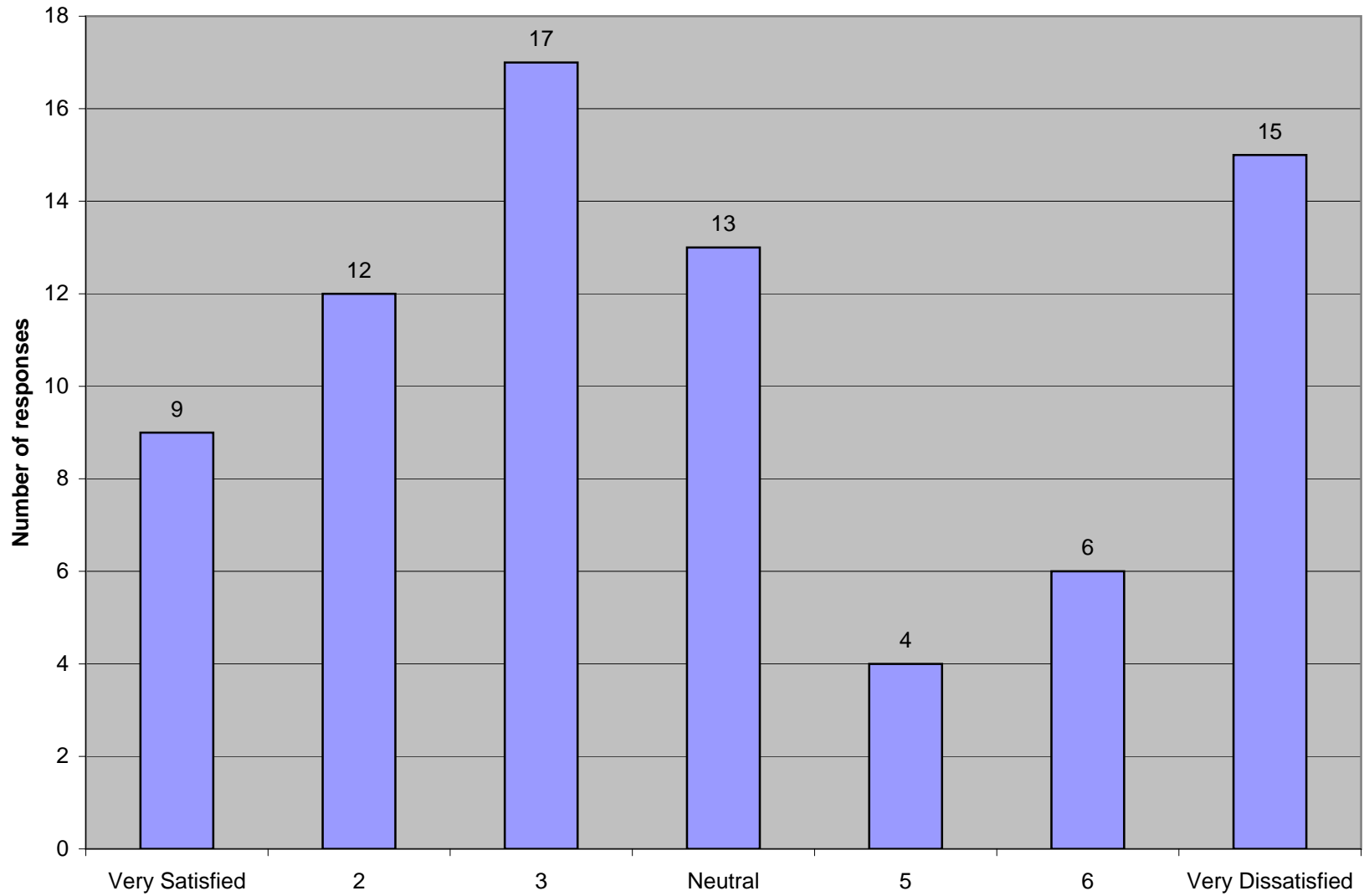
## Two-Way Traffic Around the Square



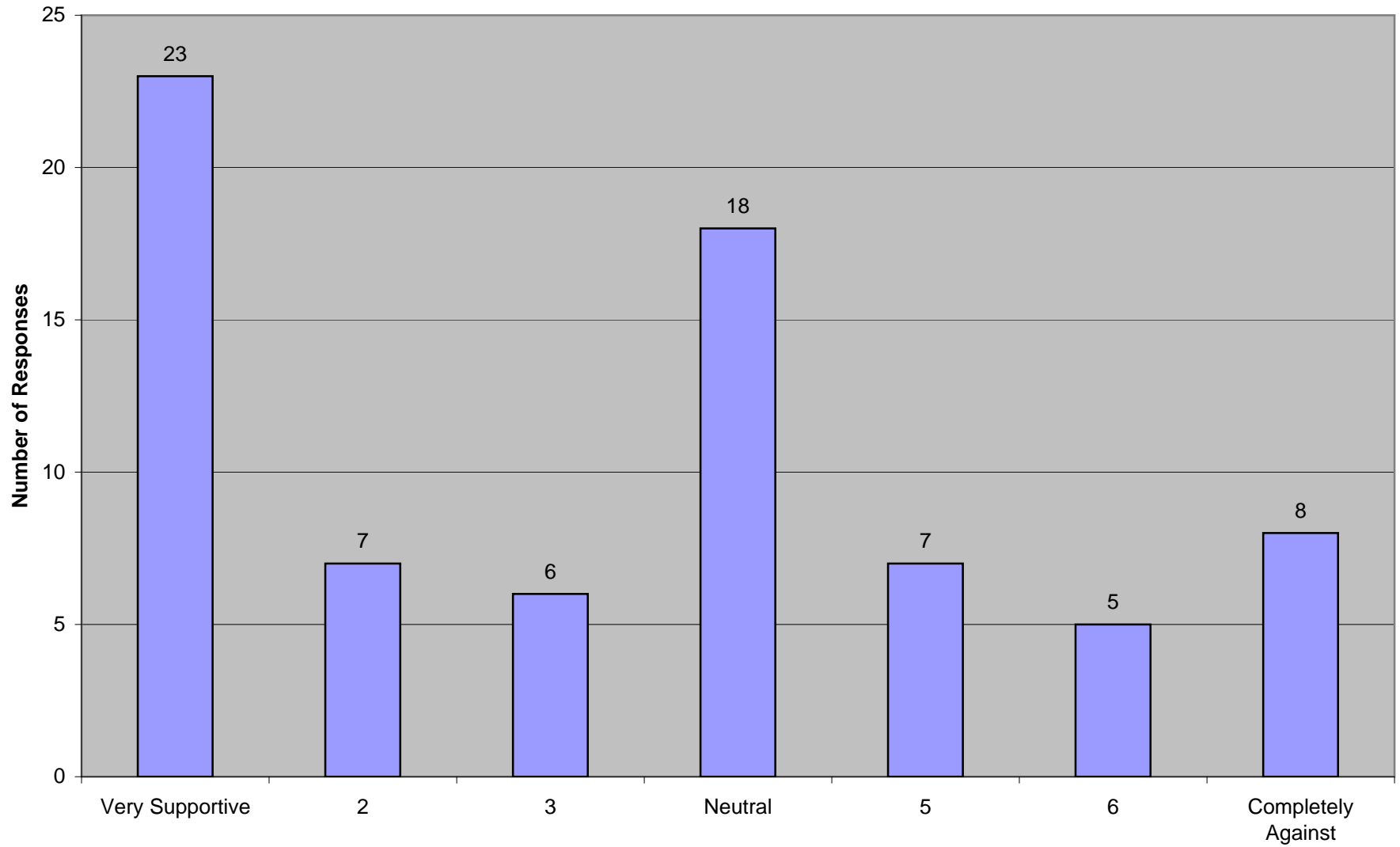
## Two-Way Traffic on Church Street



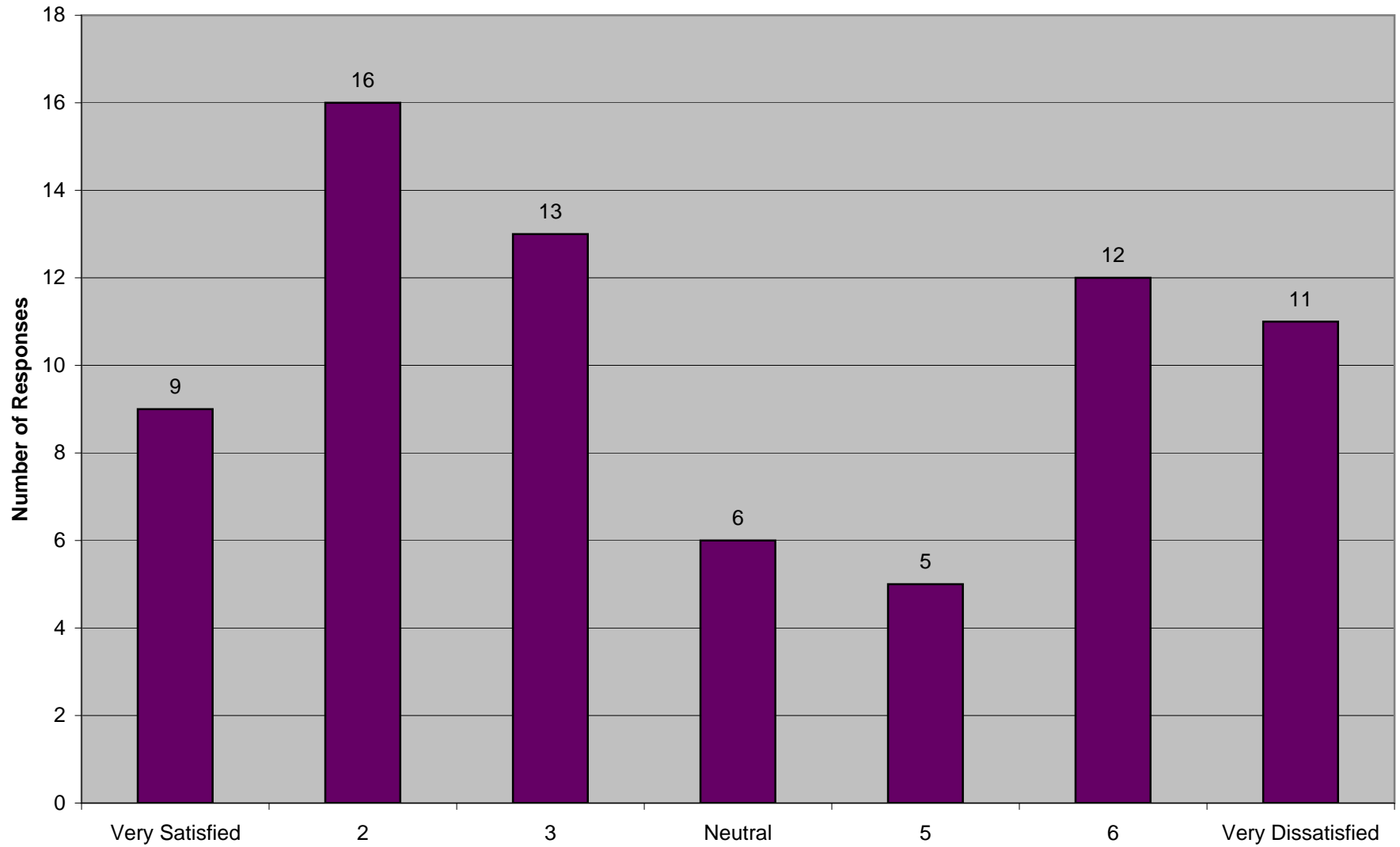
### Existing Traffic Lights and Crosswalks Around Square



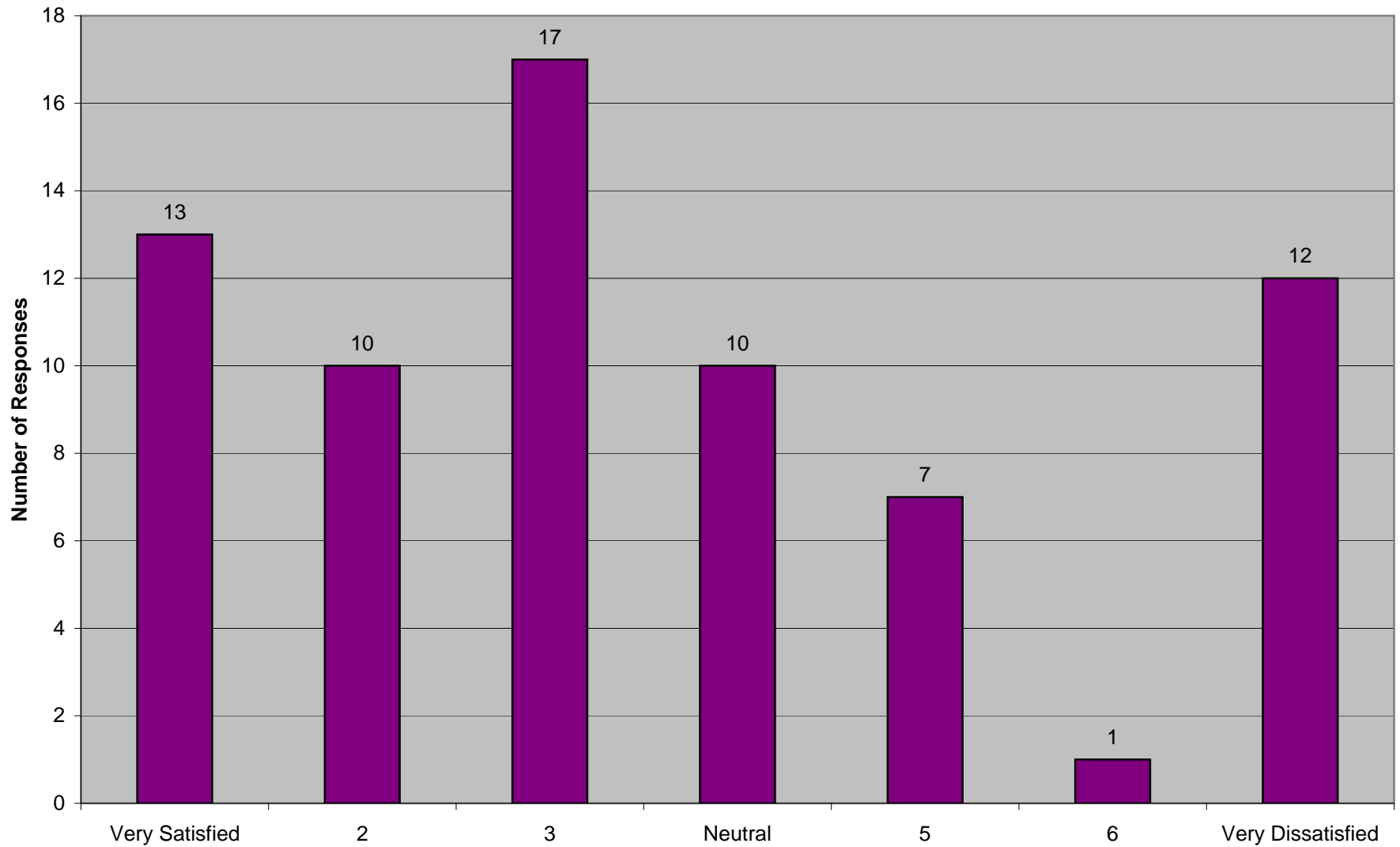
### Addition of Bike Lanes on Existing Streets



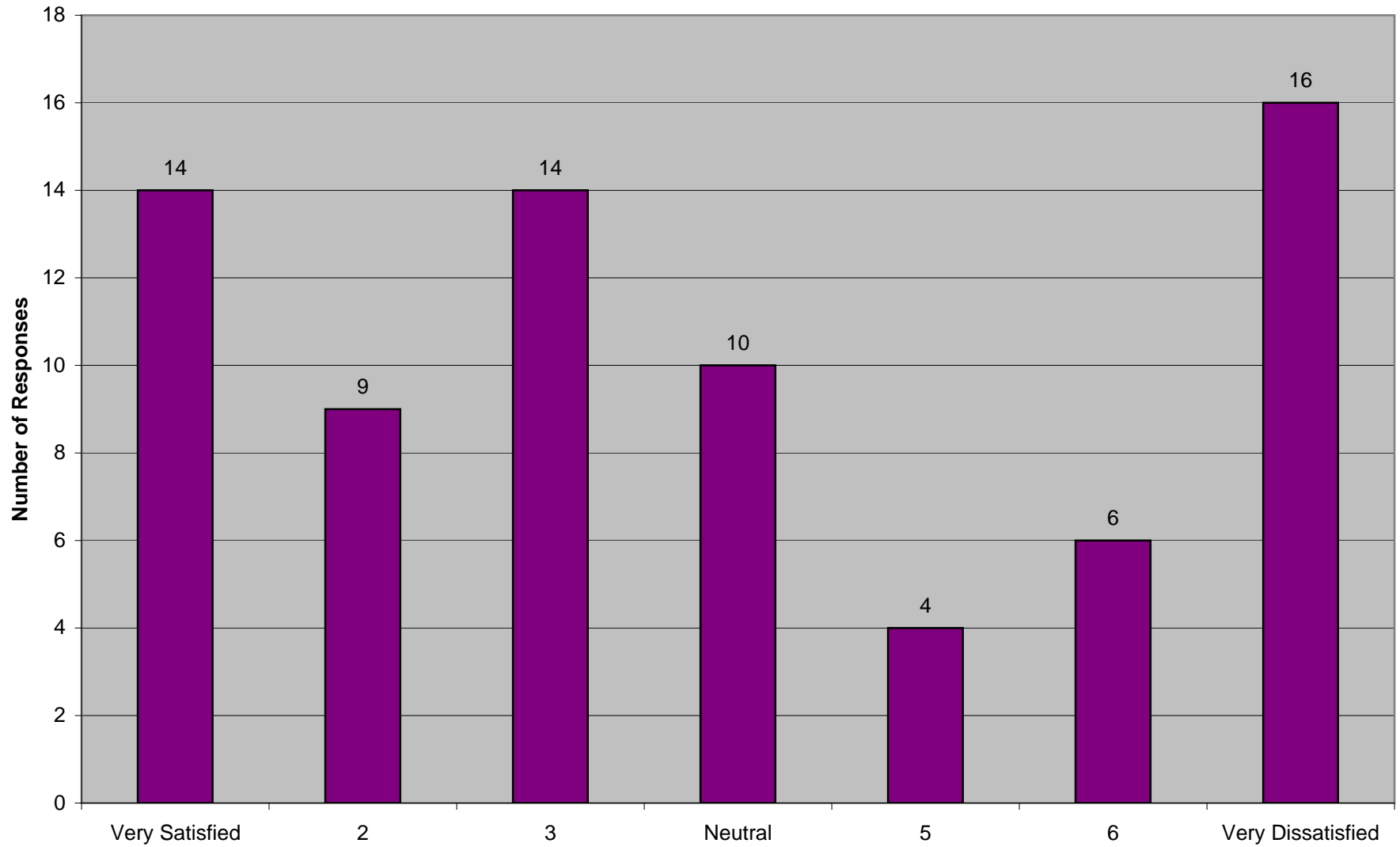
### The Amount of Parking



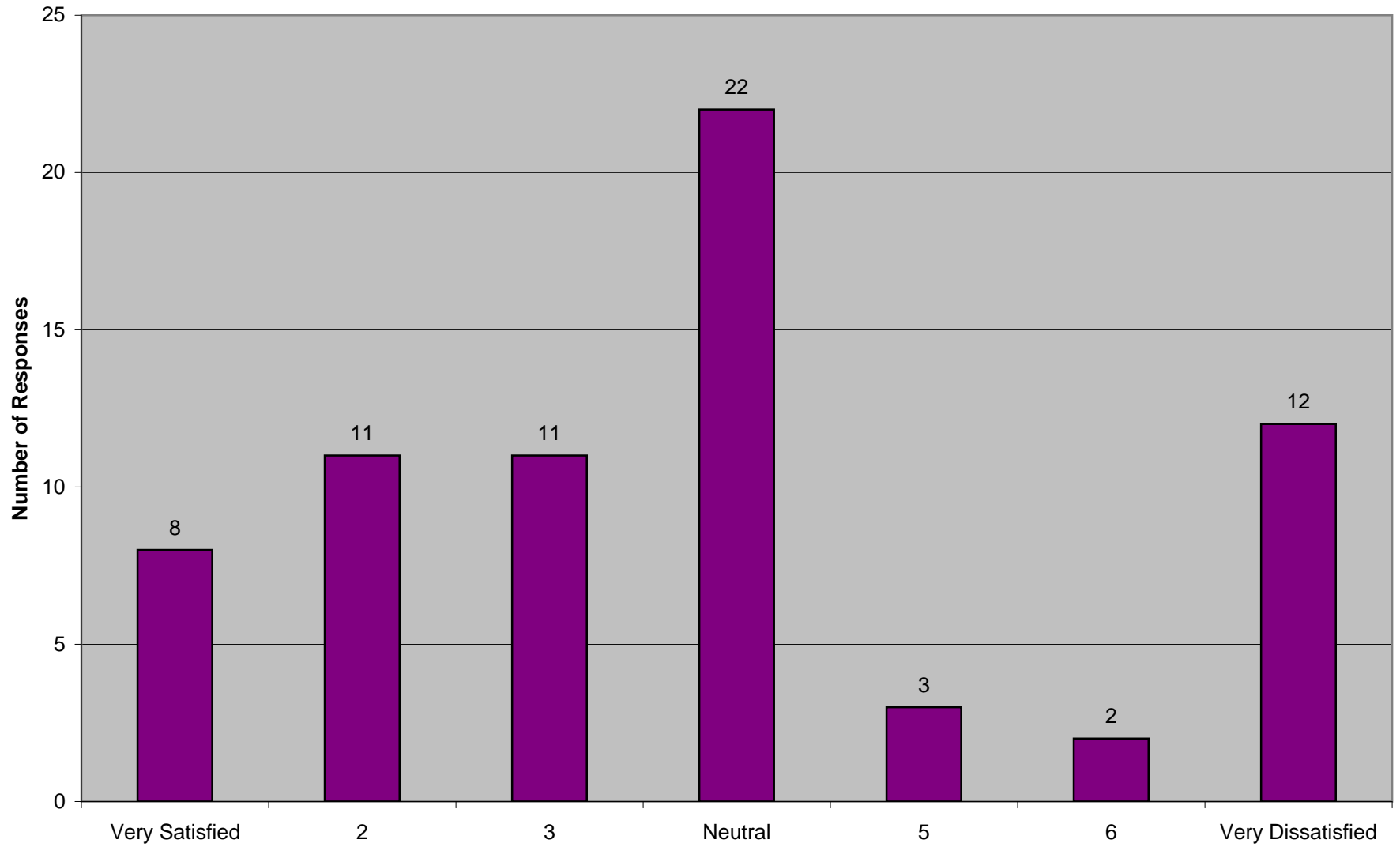
### Amount of Free Parking for Business Owners & Employees



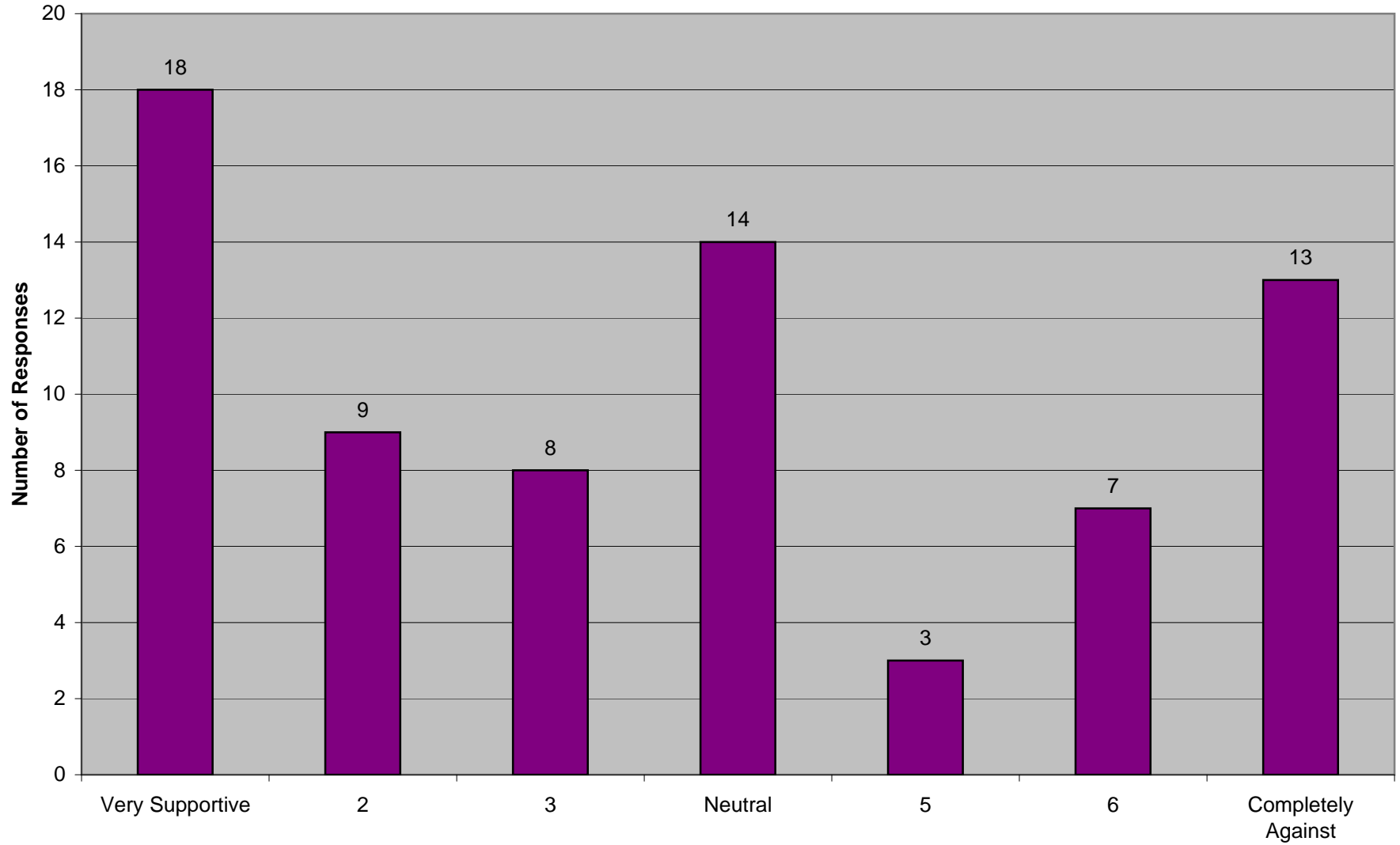
### Amount of Free Parking For Customers



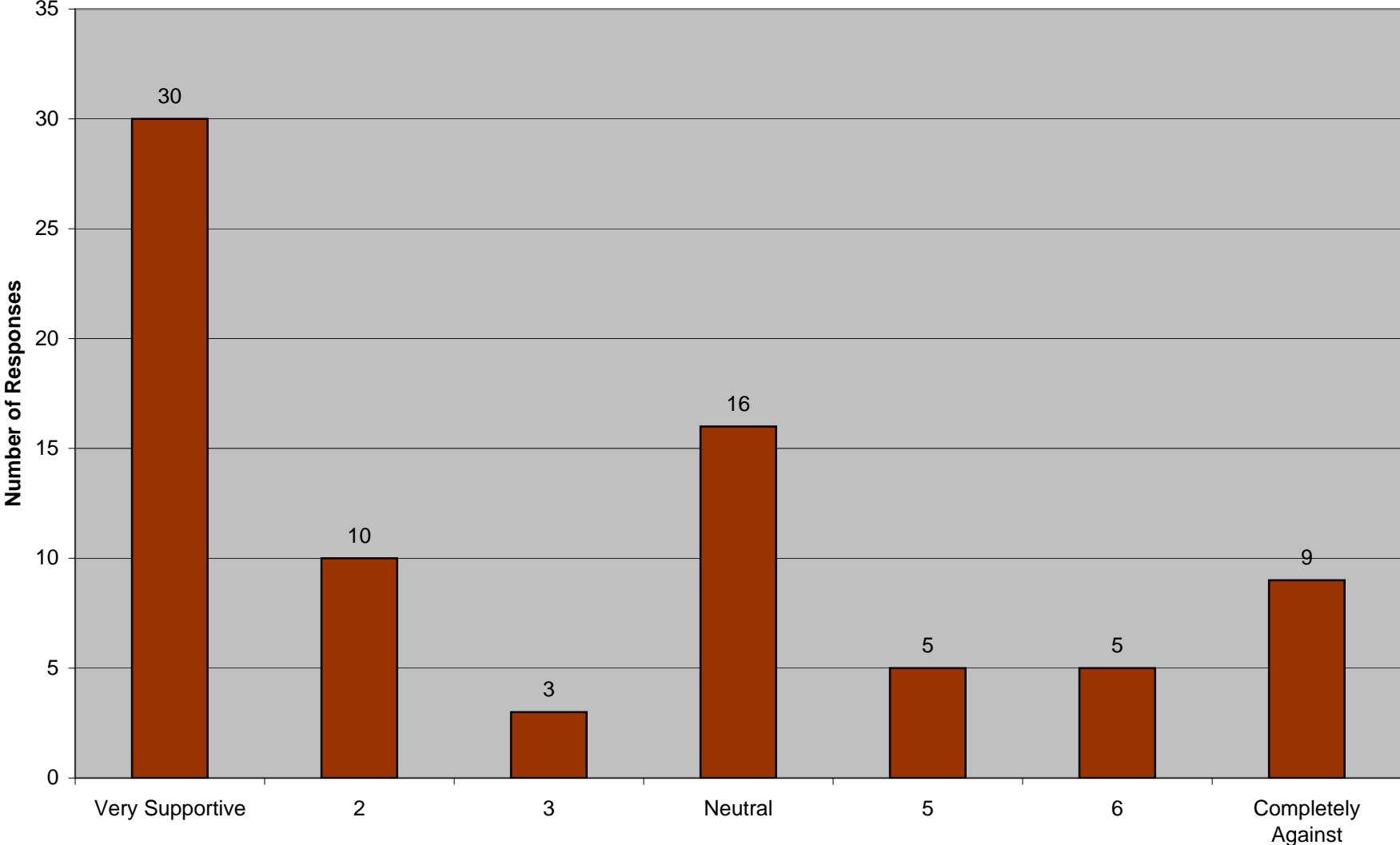
### Current Zone Parking System



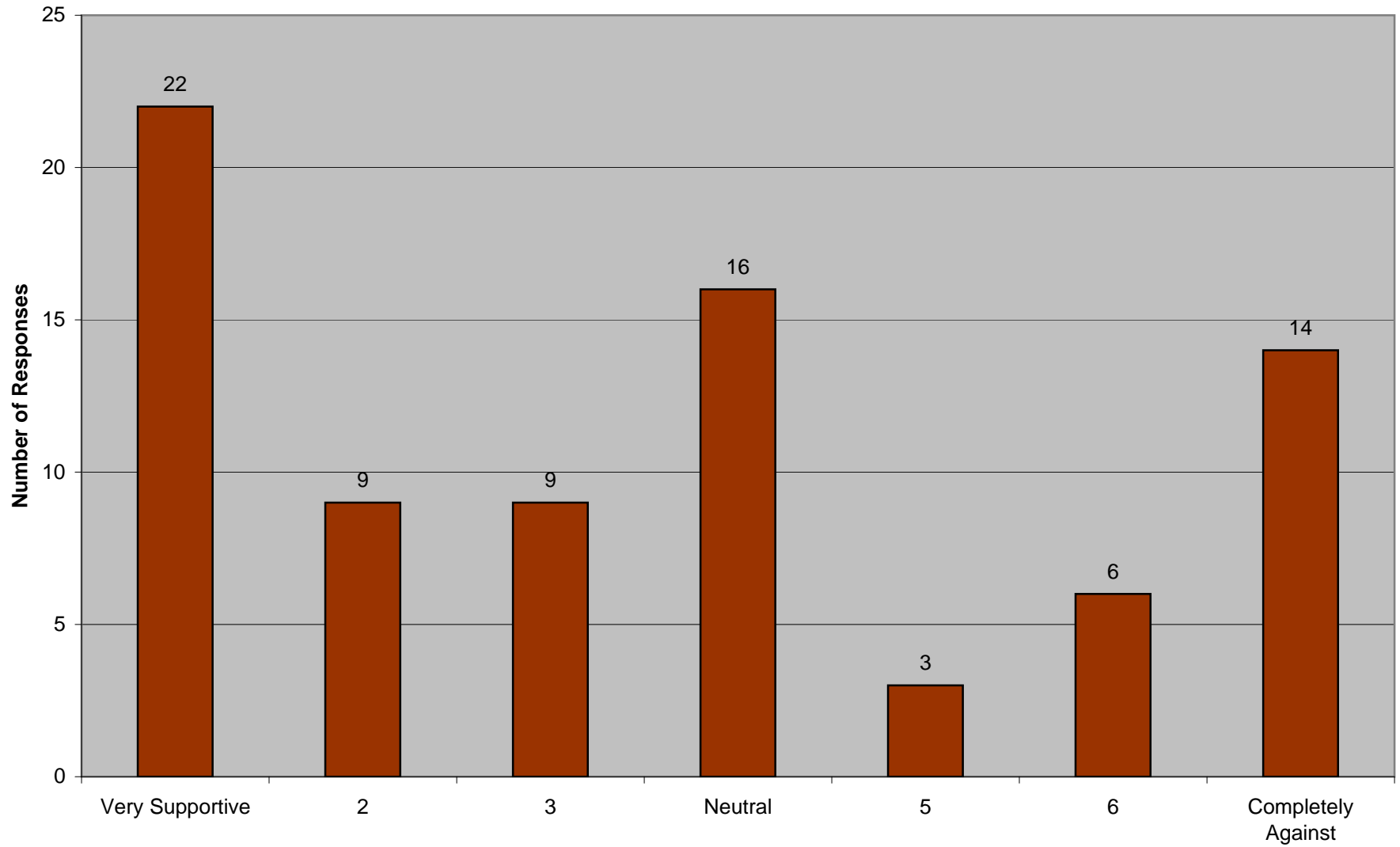
### \$15 Parking Fine



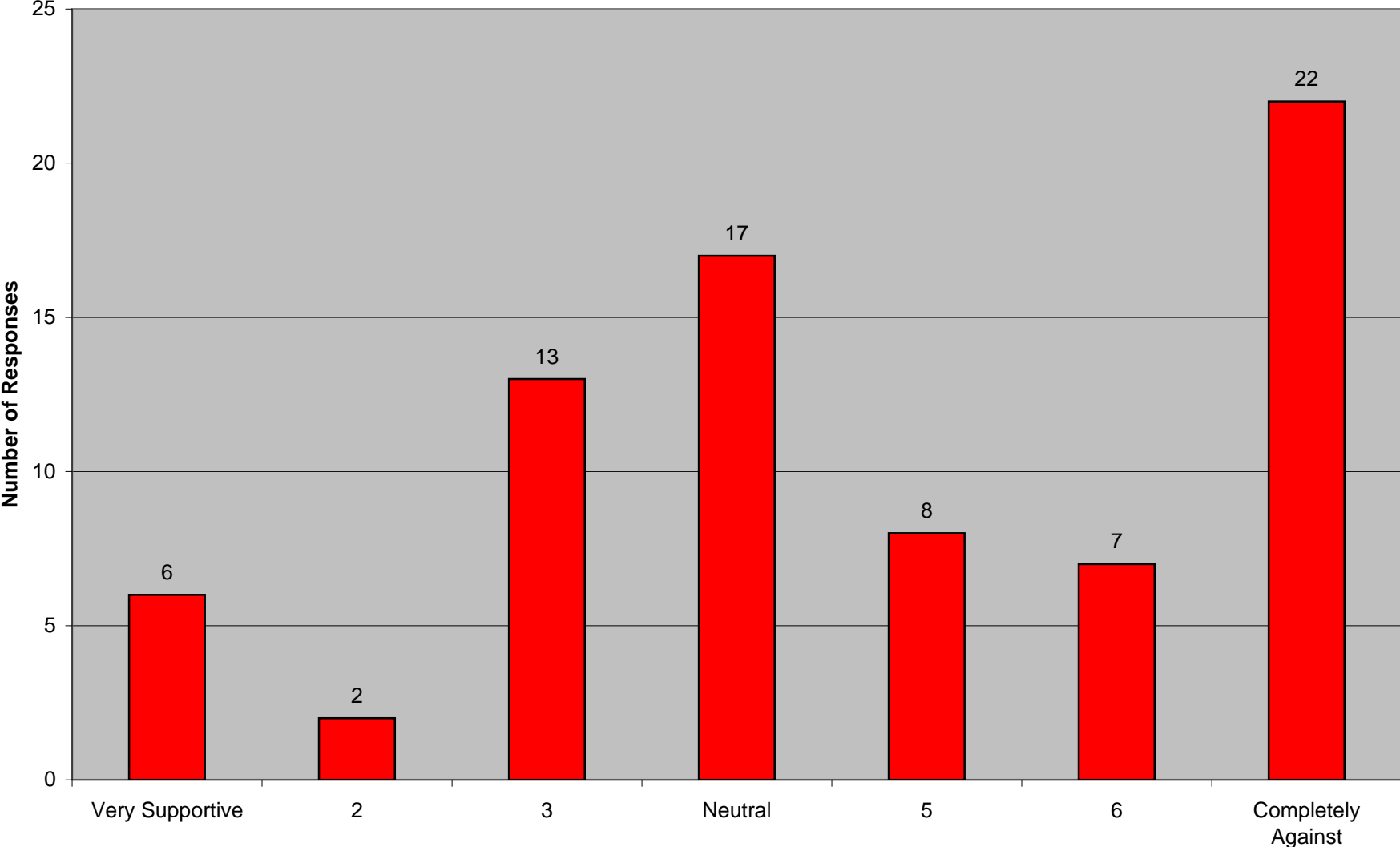
### Amending Zoning Code to Prohibit Tatto Parlors



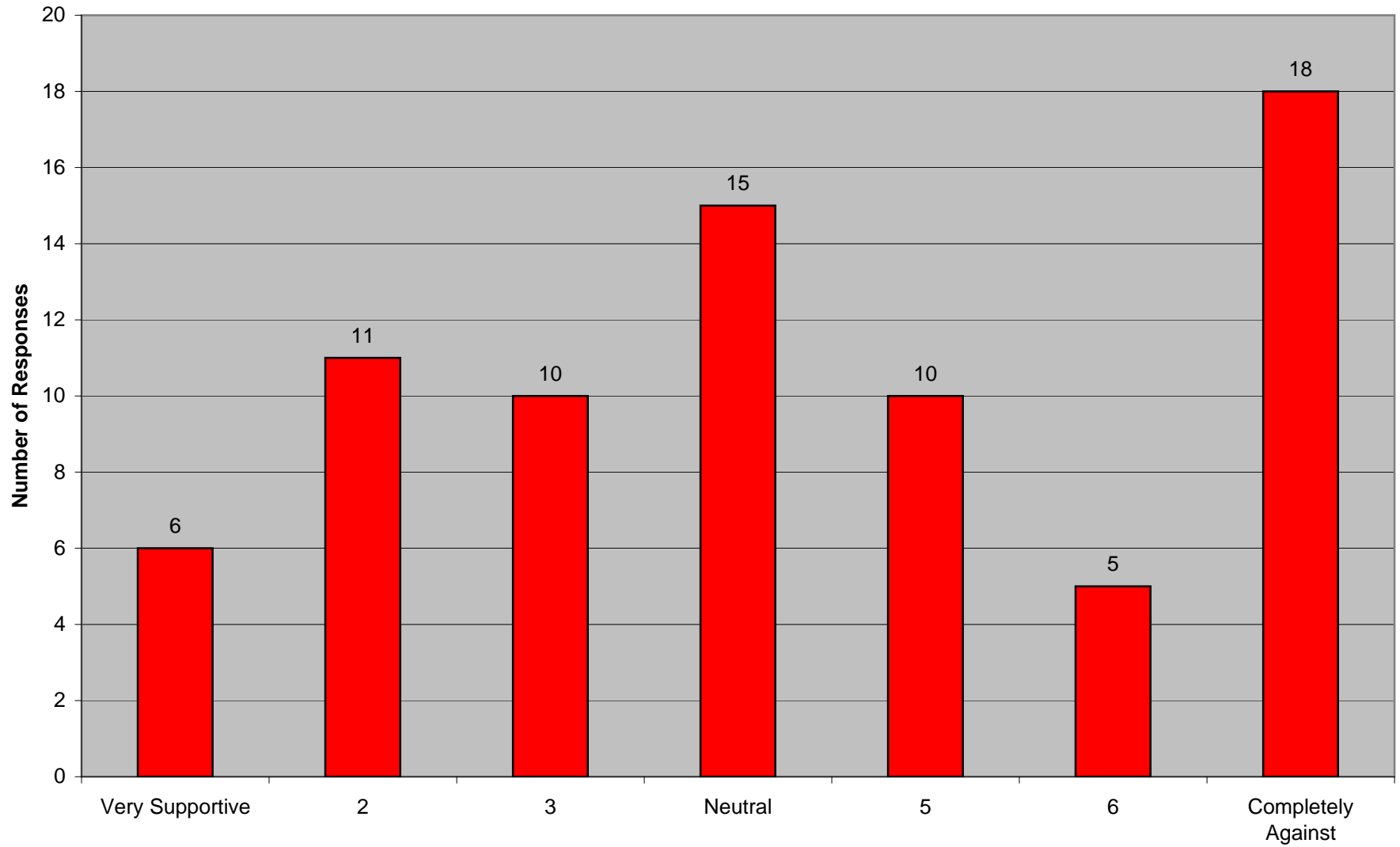
### Amending Zoning to Prohibit Places Where Primary Sales are Alcohol



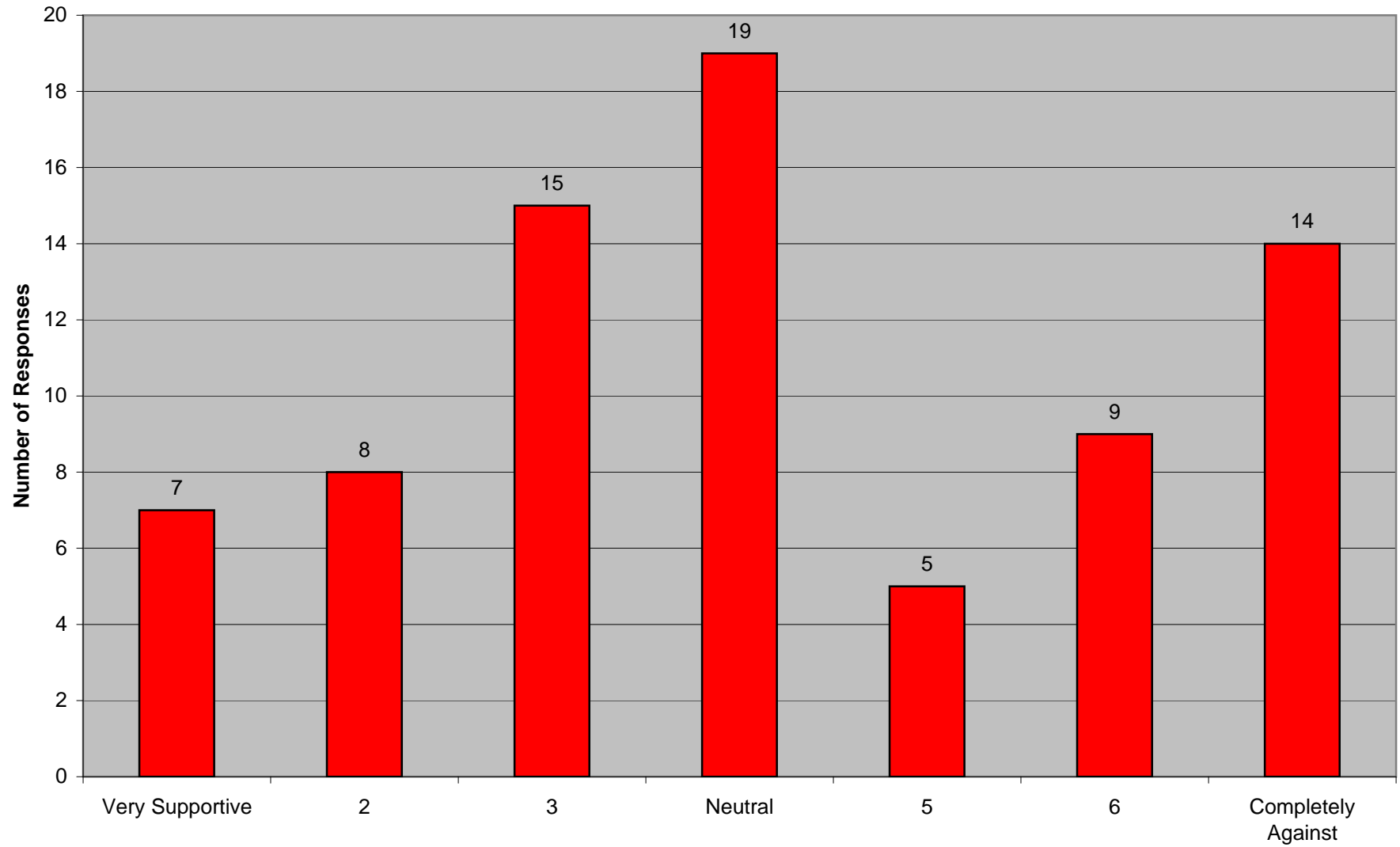
### Paying a Long-Term Assessment for Burying Overhead Utility Lines



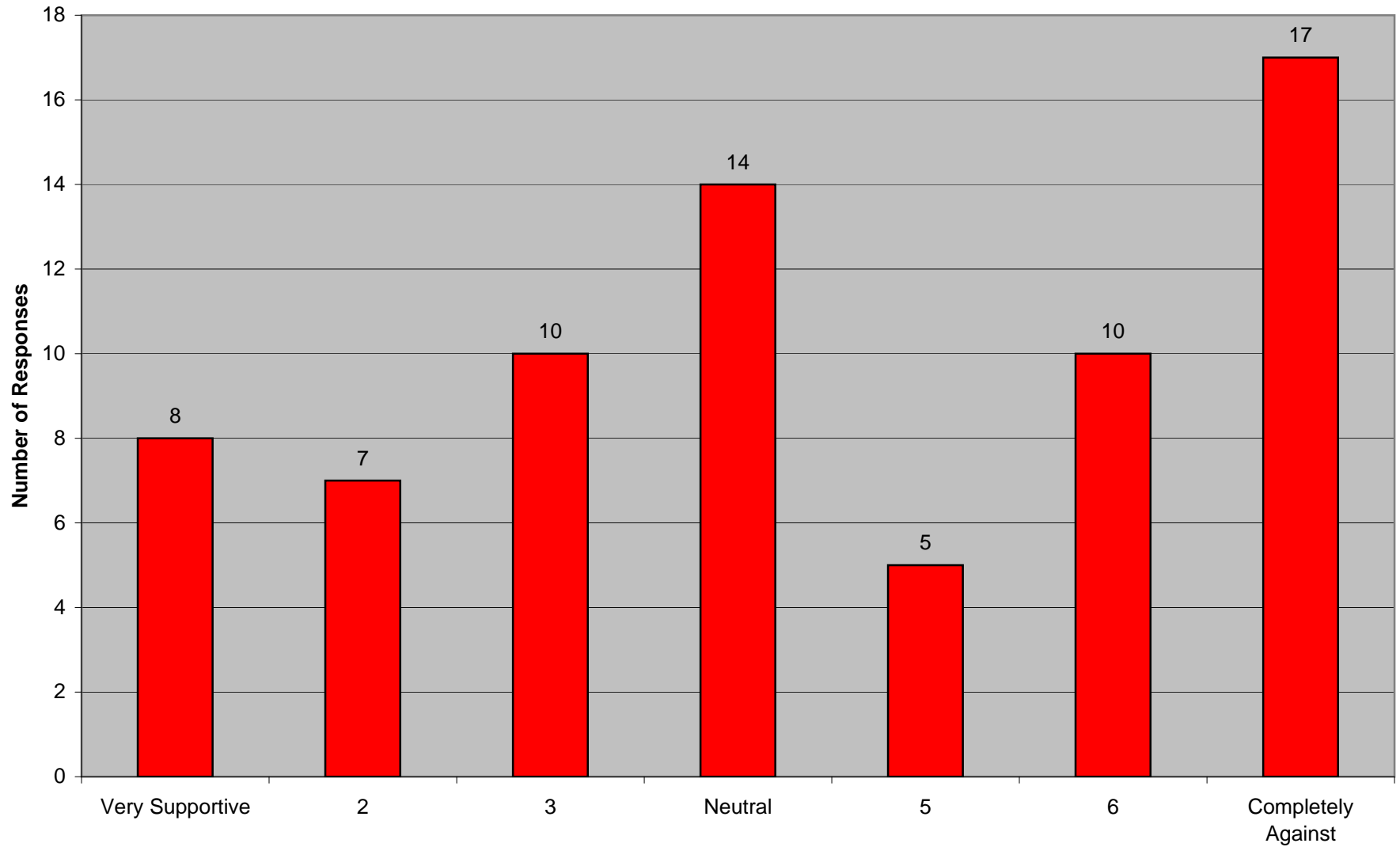
### Paying a Long-Term Assessment for Sidewalk, Curb & Street Improvements



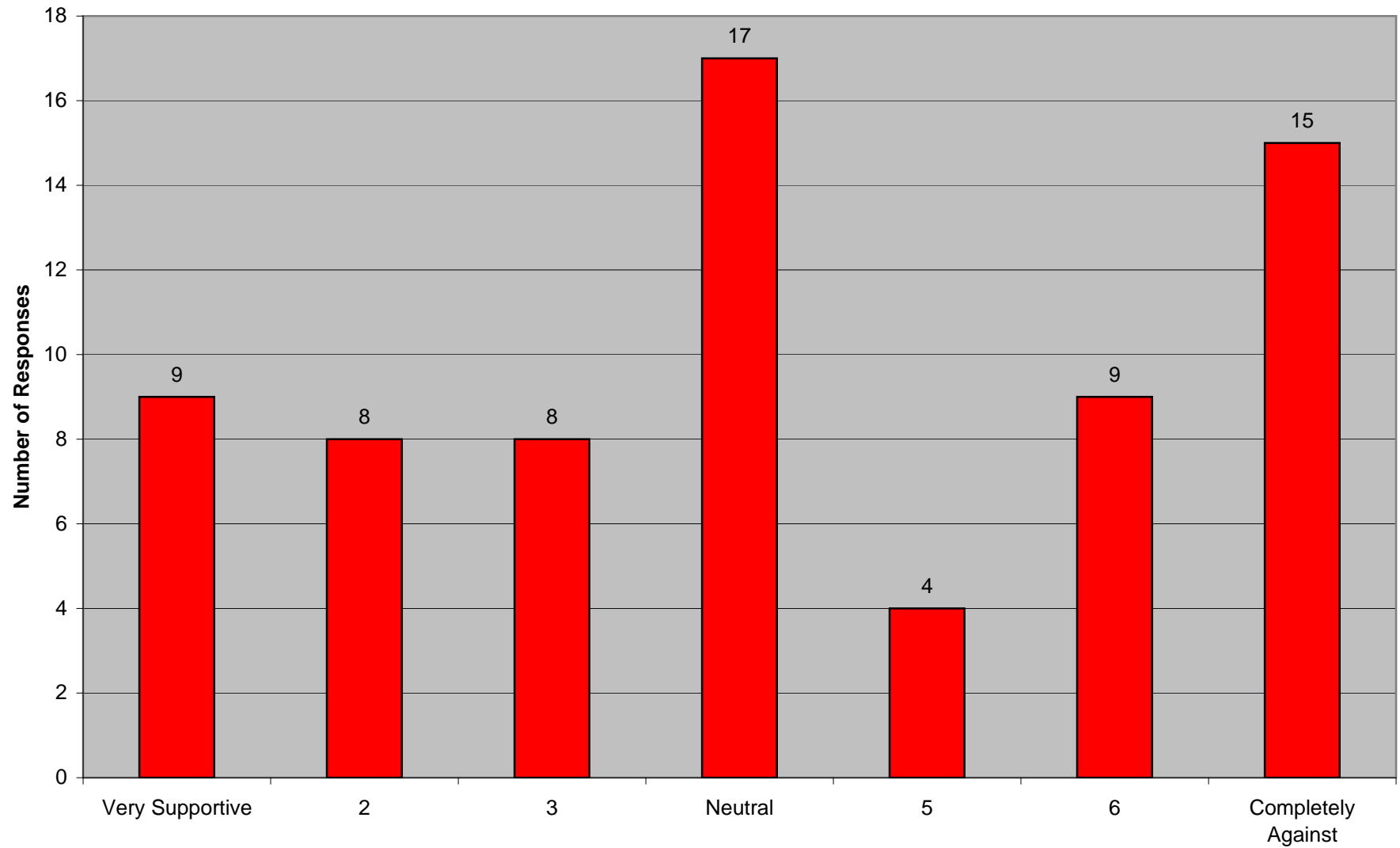
## Paying a Long-Term Assessment for Decorative Street Lighting



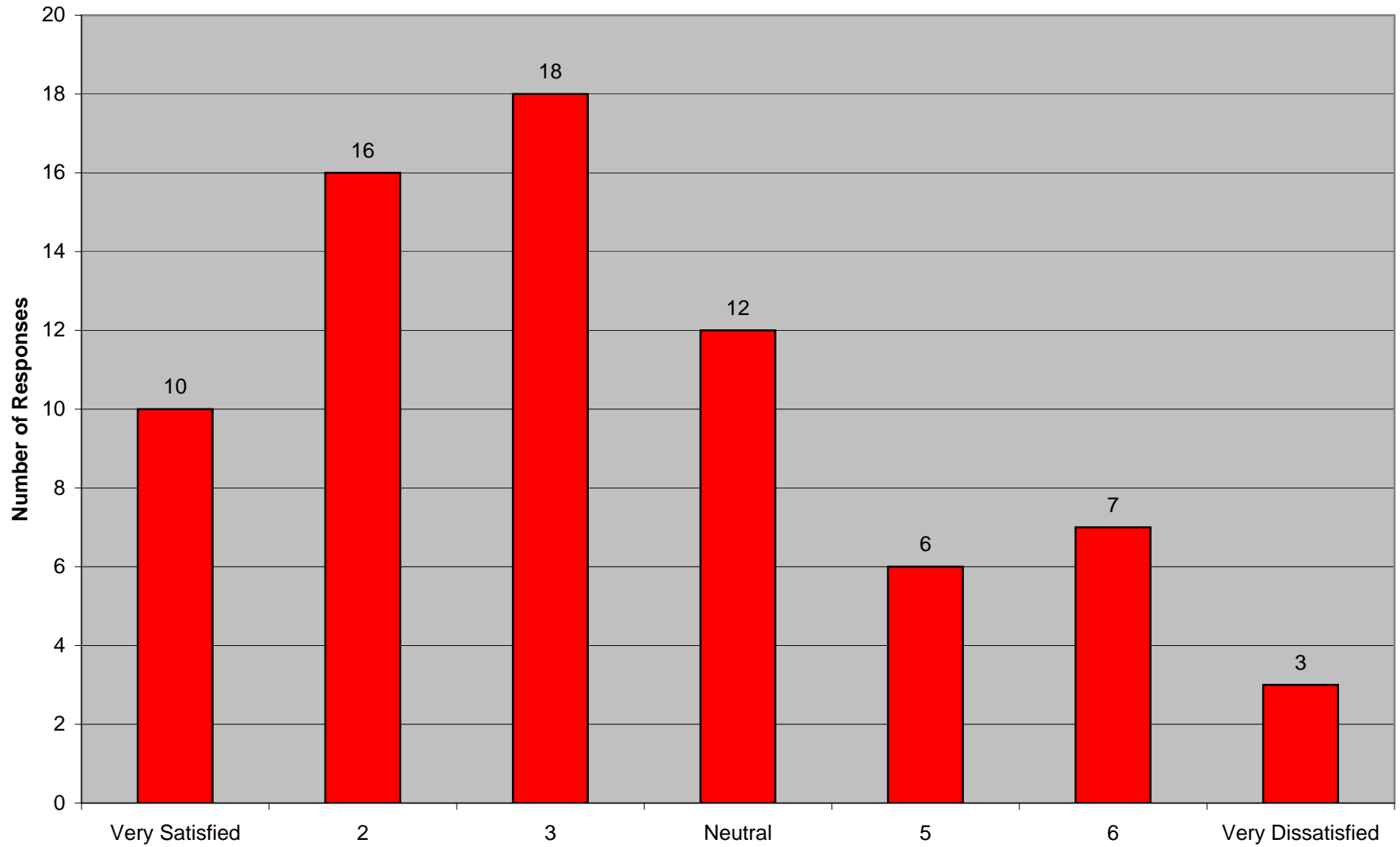
### Paying a Long-Term Assessment for Street/Sidewalk/Curb Cleaning



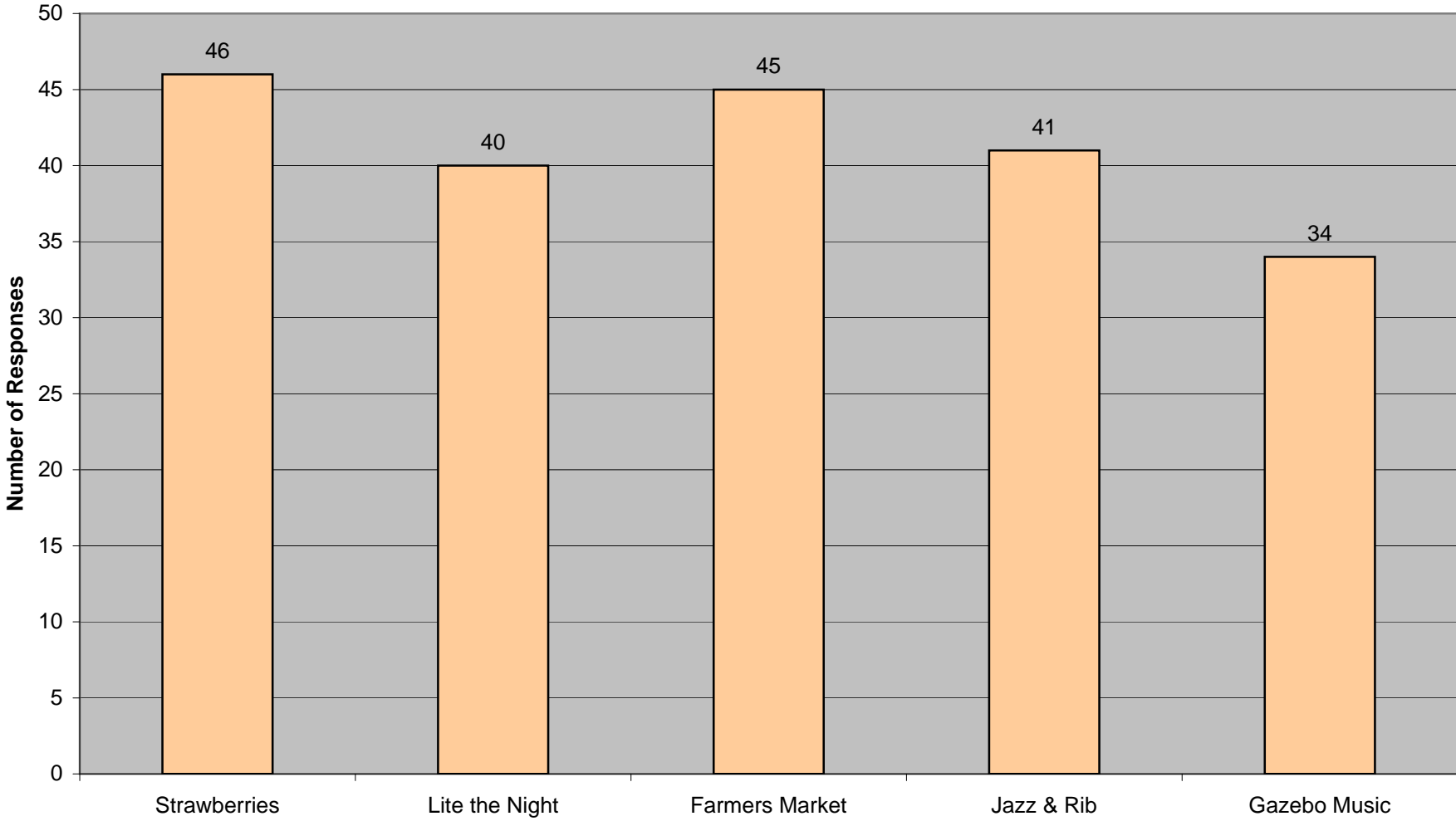
### Paying Long-Term Assessments for Infrastructure Improvements (water/sewer/sanitary)



### Safety of Downtown Area

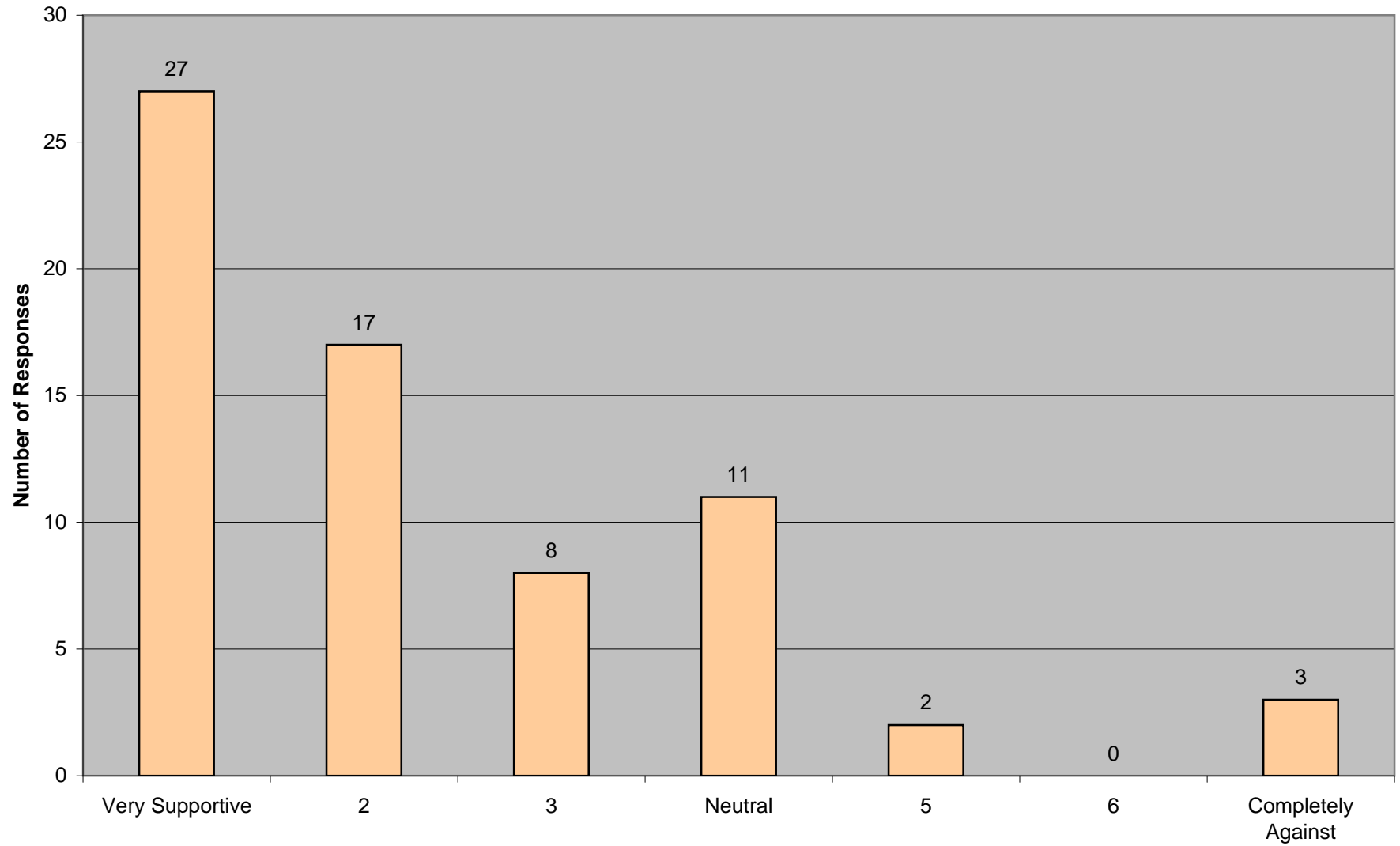


### Which Festivals Do You Support?

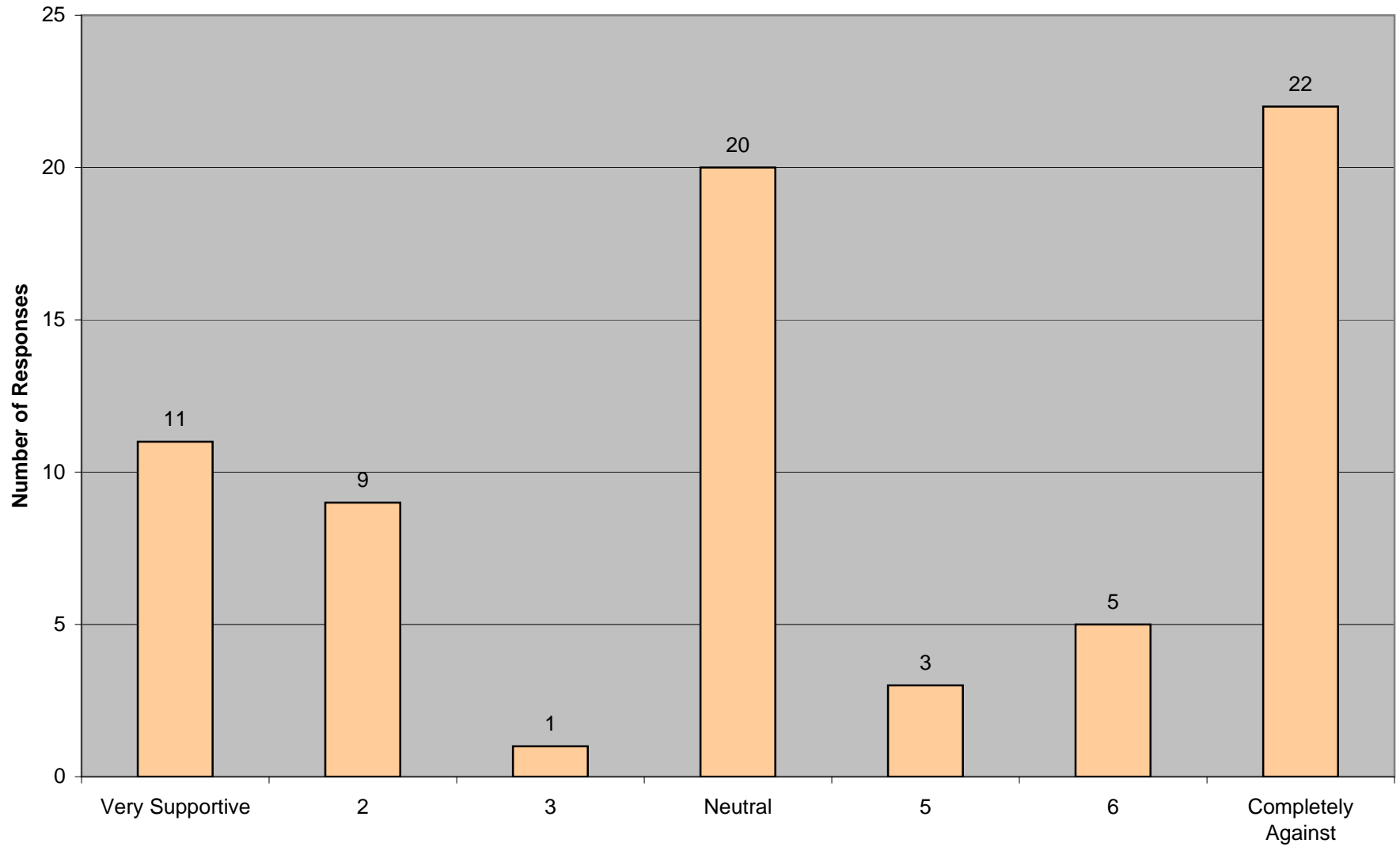


**Also Mentioned: Blue Grass Festival; Hot Wings; Mopar; Irish Festival; Potato Festival; Lighting of Courthouse and Santa; Final Fridays**

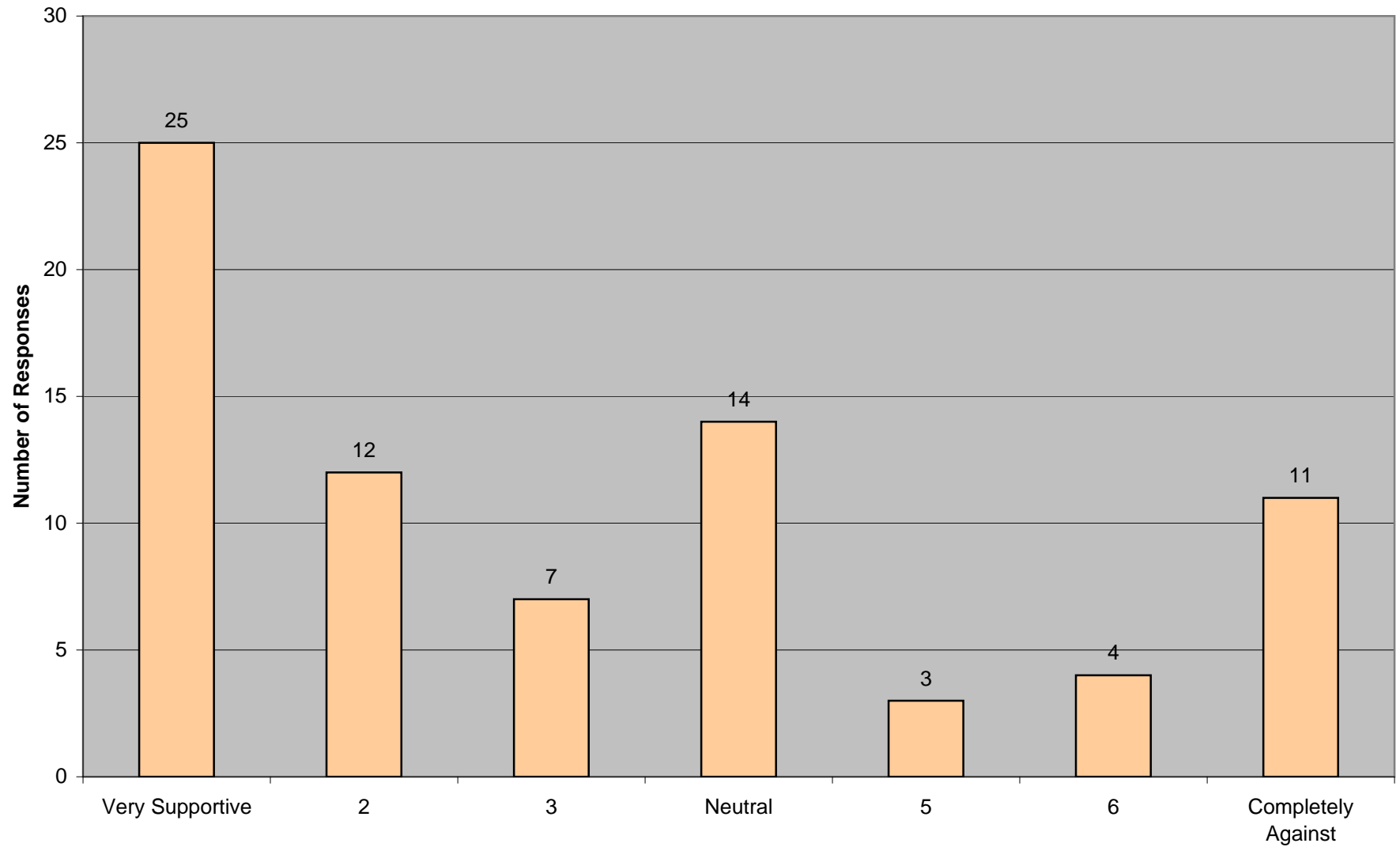
### Festivals Which Occur Around the Square



### Concert Venue on West Side of Square



### Creating a Public Restroom Facility



# DOWNTOWN SURVEY

## Comments

### 1. What changes to the downtown are critically needed?

More national businesses (Starbucks, Tim Horton's)
Remove old buildings and replace with new
Get rid of strawberries on the square. It hurts Newark's image.
Parking
Preparing plans & developing to the plans
Need other than low, income & subsidized housing
More restaurants, better maintenance of courthouse lawn and eliminate courthouse parking
increased police presence, more pride in ownership by land owners
More on foot police protection
Form based zoning, multi-mode transportation, streetscapes
Public restrooms
more pedestrian traffic
anything to encourage business
Clean up existing area's/ enforce zoning on care of properties
The ally going to McDonalds needs paved, we need more elderly housing/condos in downtown, need a \$1 store for people to conveniently walk to downtown that has everything and anything people may need (mini-Wal-Mart)
additional parking, beautification, a large draw( a store unique to the area)
need more residential opportunities- people living downtown & requiring services
Government programs and offices offered to special needs clients and low income or homeless people are centered around downtown which creates a magnet for people to hang out and loiter downtown
Use parking by county building for cust. Have worker park in garage
Just look at what is being promoted, Moundbuilders, senior living, low income. Also look at surrounding area, low income, abandoned uncared for properties. We need to change the foundation.
More stores, more events like Rib fest and Car show
Property owners need to clean up their own property
The traffic patterns are very confusing. We need to attract more destination businesses. Great restaurants and shops.
landscaping/ lighting
getting rid of slum landlord rentals and abandoned prosperities
variety of business brought in
elimination of vacant deteriorating buildings
uniform signage, keep areas in front of business clean and trim weeds
more retail stores- pet store-\$1 store
more nice restaurants
Federally funded capital projects, new hotel, additional restaurants, coffee shop.
Like Jerry did knock down old non used building and start new ones
Assistance in getting new/young businesses in. Subsidized initial rents?

## DOWNTOWN SURVEY

Comments

**What changes to the downtown are critically needed? *Cont.***

more variety of stores
New businesses and more parking
New sewers-their falling in everywhere around the city
have city keep streets clear of weeds & park area cared for, less people who need a public restroom every day
more functional shopping (and affordable)
Better traffic patterns-business development-restaurants-shopping
Free Parking/Finding uses for upstairs spaces as it used to be
More businesses-women's dress shops
Attract People
Enforcement of the after stop part of Ohio's right and left turns on red statutes
People living downtown
PAINT!
Bad trees taken out and planted with consistent quality stock
Better street lights-a way to deter many peoples fear of downtown at night and a reason to come downtown at night other than the midland
Create reasons for people to have a need/want to go
More residential and restaurants
Improvement in appearance, cleanliness
More apartments, shops, hotel, better traffic movement, more parking. We need a downtown that doesn't close at 5:00 p.m
Entrance beautification blocks from the square from n/s/e/w
Renovate all upper levels of buildings around square and turn them into lofts for citizens to purchase and live in
Enforced parking
Build on what we have, make money available for improving apartments and building fronts, make efforts to promote downtown as a dinner and party destination, no new taxes
2 way streets
Significant, new commercial, retail, and housing development
Affordable housing for seniors and families

## DOWNTOWN SURVEY

Comments

### 2. What changes to the downtown would be beneficial to you?

More business activity
Look what's right next door to my building - make them do something.
Parking
Grocery
Police walking/patrolling downtown - 2
Public employees using the parking garage instead of parking on the square
Business staying open later
all of the above
improving/restoring building
more retail establishments
bring more traffic
more store to shop in like a park place coffee roaster, something open late at night after the midland etc, sell food, drink, or ice cream or when I get a craving for something besides McDonalds or Wendy's
Parking/ easier access for traffic
Business development to support the need for assessments
Bring in a cliental that has income to purchase services and product and less people looking for free services.
Face lift, selective tenants, quality fest, business incentive to attract other business, lifting the standard.
parking
more parking in the front of businesses (that are used by employees)
more business places
Attracting more businesses that draw people
same/ public restroom
getting rid of slum landlord rentals and abandoned properties
safety, more restaurants
parking and other business's
I think that the city needs to develop a business/development plan for downtown Newark and try to give some uniformity. The goal should be to look like downtown Mt. Vernon.
no bars-they have already ran off some retailers
traffic, bike, aesthetic improvements
Have owners of property take care of their buildings and clean up outside their property. Open alleys to two way traffic as it use to be. Ally between Locust and W. Church back to two way.
Storefront improvements, assistance financially or planning wire to get apartment sin up stairs.
more activities
the current trend to continue to upgrade the area
not smell bad odors coming out of the sewers
places to shop, eat, drink, socialize

## DOWNTOWN SURVEY

Comments

What changes to the downtown would be beneficial to you? *Cont.*

retail stores, clothing shoes, books, pharmacy, gift shop, flowers
Restaurants-Bookstore-Small park-like setting for gatherings
Better Parking
Walking trail-no pets allowed
Clarify or change that if you park in a handicapped parking space, the 3 hr zone applies
More restaurants and clubs with live music
Events that promote Newark, sports, entertainment, clean venues
A men's clothing store at medium to high end goods, couple of nice higher end restaurants
More residents-parking passes for residents outside areas to sit/eat/relax
Mass transit, busses or trolley cars
Retail business
2 way streets
Stimulate the market to incentivize New Urban-themed mixed-use (commercial, residential, retail) development. Stimulate the market to incentivize the cost-effective and efficient renovation of existing structures, primarily to house market-rate loft housing and niche-market retailing.

## DOWNTOWN SURVEY

Comments

### 3. What changes to the downtown would you be against?

Changing the courthouse grounds - keep trees
More taxes. More interference from Gib Reese and the "group of 30"
More bars, strip joints and tattoo parlors.
2-way traffic or elimination of on-square parking
Any which would compromise the beauty/historic integrity of the square
Leave gazebo along & the rest of the trees
too restrictive zoning
removing trees and memorials
anything should be an improvement
changes to the historical markers
Rearranging the courthouse park-the political cost to the community isn't worth it.
More statistic downgrade of ave. income in the area. Parking fee, another strawberry fest. Or Gus Macker...etc.
a change in the courthouse landscaping
nothing, any change could only help
taxing business owners to make improvements
encouraging more slum landlord rentals and welfare
restrictions that would discourage growth
taking out trees and anything historical
doing nothing-people need to see progress
Any that just cost us property and business owners. We pay enough already.
I'm not against much. If it's progress. I would prefer old buildings stay and get rehabbed rather than torn down if possible.
removing land marks
subsidized housing
more bars, tattoo parlors, cash advances
Any alteration of court house square
Another fast food establishment
Roundabouts
Any that put the burden on property owners through taxes or assessments
Changing the courthouse grounds
Concert Venue (for goodness sake, use the midland)
Concert Venue on square
2 way traffic on the square
Jerry's Plan
Zoning/Allowable businesses, traffic patterns/signalization around the square in a hap-hazard, knee-jerk, and uninformed/restricted way.

## DOWNTOWN SURVEY

Comments

### 4. Should the entire population of Newark pay an assessment for improvements, or should the assessments be limited to downtown property owners?

Downtown 60% of cost - others 40%
The entire city, since all citizens benefit from a safe and prosperous business/government district. Downtown businesses that experience increased revenue afterward should pay a sur tax on that revenue.
Improvements to public property should be paid by the community - private property improvements should be paid for by property owners.
If downtown Newark is an asset to the entire community, the entire community should support it. So far, that hasn't been the case. Our government is the problem.
All should pay
All of Newark
Pro-rate
Everyone because all will benefit from the improvements
Those that benefit should pay - could be that the entire population benefits
Entire population
Entire population
Should be limited to downtown property owners
Depends on the total cost and what the cost would be to each property owner
downtown owners to match grants
It's our city. Everyone should pitch in.
The entire community benefits from a strong downtown, so everyone should help pay for it.
property owners are responsible for upkeep of their property
need to assess the entire zip code
The entire city should pay, have a fundraisers to raise \$ to improve downtown, have downtown stores put containers in their stores so people can throw their change in them
all population
no
When improvements were made to 21st did only 21st business pay for it?
none
the city, as a whole would benefit, so they should pay
First the city and lenders such as McClain, Reese, and DeLawder... Must take initiative then others will follow. Biz. Owners are already suffering and have been enduring to survive.
whoever benefits from improvement, entire population
Entire population
Entire population of Newark
entire population
If it happens, everyone should pay.
entire population
entire population not just property owners
all pay, all benefit
entire Newark
Without knowing the details I would say probably the downtown property owners

## DOWNTOWN SURVEY

Comments

**Should the entire population of Newark pay an assessment for improvements, or should the assessments be limited to downtown property owners? *Cont.***

if entire Newark has access then all should pay
Everyone
do not know
What's good for one is good for all, therefore all should pay.
not should
I think whole city. Improvements in other areas of the city are at the cost of everyone as well is it not?
entire population should be assessed
there again, taking form the out of jobs property owners and elderly
use general fund money too, so entire population pays
not limited to either
Entire population-A better downtown benefits us all!
Downtown owners and residents
In center of county and city go. and most of the traffic is from these businesses
entire population
entire population, because everyone goes downtown
City wide
Entire population
Courthouse-everyone Street Cleaning-downtown...its an issue by issue vote
Street cleaning/gutters is everyone's responsibility including the city
Entire Population
Would it be a property tax add on and be voted in?
Entire Population
Property owners
All benefit, so all should pay something. However, downtown property & business owners benefit more & should pay significantly larger percentage
Everyone
Entire population
Whole City
Entire population
Those with a direct stake in downtown should support a higher, if not the only, share of any assessments for the betterment of downtown. I would not support a city-wide issue, nor do I think our community would.
The entire population of Newark

## DOWNTOWN SURVEY

Comments

### 5. Additional comments:

Newark is a beautiful city - let's keep improving it!
Making downtown a nicer place to go for government/legal business and shopping and making housing available above the businesses would revitalize Newark.
Let's all support the existing businesses & the new businesses as they come in.
Courthouse cooling system is an eye-sore
Signage would be helpful enlightening those who are not aware that it is legal in Ohio to turn left on red from a one-way street to another.
You cannot charge more \$ to a property which is located on a corner lot based upon a front foot fee.
The church is tax exempt. My personal opinion is to keep the beautiful courthouse and square beautiful, historical, place to be proud of.
Improvements do need to happen. I am glad to see people care enough to want to make improvement.
Why does Lancaster, Mt. Vernon, Zanesville have a yearly fair/festival with name acts and we've had nothing since the Bicentennial? Need more seating around the square (like Buckeye Winery) for people to sit. The lights in downtown are ridiculously long. (Between advocate and old yes clubhouse), The redhand at the crosswalk gets ignored no one follows them- they walk right out. People coming out of McDonalds drive-thru assume they have the right away and pull right out even went the light is red- someone is going to get hurt. Also can someone please explain when there are two turn lanes together and when you turn left you have 3 lanes so who gets in what lane? Does the person on the left have 2 choices or the person on the right. I've lived here my whole life and I'm confused
Have you check to see if there are any plans that where created in destiny 20/20 the comprehensive strategic plan that was created several years ago?
I think parking is a problem for most retail type businesses on the square. Any business that has a higher volume of coming and going will have a problem. Spaces get used by employees working in offices around downtown which makes it difficult to find a parking place. Newark is very much a can town and this needs to be part of any plan for downtown.
This downtown issue is far more greater than fixing a few things or tearing down few buildings. Years of neglect and lack of vision of our city leaders have brought the downtown to current demise. Improving the face, attacking low income statistics issue, surrounding issue, biz. Incentive issue, visionary events, public declaration of restoring historical downtown must all take place simultaneously. Midland tkt sales have been decreasing gradually since the inception. The quality of shows has not tkt sales has. Not a good sign. People need to feel safe, desirable and welcomed to want to come back to downtown Newark. We must swallow our pride and mimic downtown Granville. Granted it's a college town, higher income..Etc but there are things we can mimic. I see downtown with better history, buildings, and potential.
If you could please help with turning the tents around to face the businesses at all events I would be very pleased.
I like what I'm hearing of Jerry McClain's plan. I would love for downtown Newark to become more like downtown Granville

## DOWNTOWN SURVEY

Comments

### Additional comments: *Cont.*

<p>Festivals for years were great. But about 8 years or so ago streets are closed way in advance- re-opened later and later. Festivals used to be my peak sales- now it's my lowest. I also have become the favorite public restroom. I have considered closing for all festivals.</p>
<p>The entire city of Newark should be ashamed of the non enforcement of property maintenance There is no crime in being poor however, not keeping properties clean and trash out of yards is. There are too many neglected properties in the S. 6th st area which is a deterrent to the businesses in that area, plus the hisey museum and buckingham house are also being affected, along with family Dollar, Greens radiator, reliable upholstery, yesterdays pub, American legion. Take a drive down over way and y you will see why so many of us are sorry we invested in the Newark downtown area.</p>
<p>Better effort to eliminate vacant deteriorating buildings in residential area surrounding downtown would, also have an impact on downtown.</p>
<p>Would be interested in more conversation about downtown ideas.</p>
<p>Jerry McClain has done a wonderful job but the same thing need to be done on S. 4th st., W. Church, W. Main, and E. Main. There are no good streets leading to downtown. The properties along there streets are deplorable and need to be torn down.</p>
<p>Newark has no affordable rec. centers for middle and lower class families. No public pool it's sad that a family of 4 or 5 children have no place to swim in the heat unless they can afford to pay with their grocery money. My grandson has autism and their family cannot afford pool prices. There's no discovery none or any thing for these families that is affordable.</p>
<p>Not sure now we can change the clientele, works visitors and midland visitor do not connect with the downtown unless they are from Newark</p>
<p>Open ally up to 2 way traffic again between locust and church to take pressure off both locust and church between 3rd and 4th st. Its tuff to go west now if your business is within that block above Jerry's North third tower is. Exit tuff on out of town customers.</p>
<p>My frustrations are the rundown buildings that inhibit and take away from the improvements done by others. Burying the power lines would be great and would clean up the look. For me, I would like to put apartments in my upstairs. However, I am unsure of what price point and size to do them as. If there is research you have done to assist and council owners on this subject it would be great. As a small business owner we have to do it all to keep our business going. I want to contribute and improve downtown. However, I feel a bit unguided and I don't think I'm alone in that. I think having incentives for those w/good business plans to have a short tem reduced rent or other perk would help attract new businesses. Helping building owners take the scary leap into renovations is a necessary big step to getting people to live down here. Architect assistance, or low interest construction loans, or historical grants for storefronts would all be good.</p>
<p>This down turn in our society been year in coming. Socialism (college edition) "the stage of society in Marxist doctrine, coming between the capitalist stage and the communist stage." see communism in which private ownership of the means of production and distribution has be eliminated. I 'do say focus on city of Newark on repair to our infrastructure, sewers- underground electric-painting art.</p>
<p>Go jerry!</p>
<p>There are ample vacancies for office space. However when you get into your car at lunch time its either for shopping or to make a hair or other appt.</p>
<p>Appreciate Jerry McClain's efforts to revitalize the downtown area!</p>

## DOWNTOWN SURVEY

### Comments

#### Additional comments: *Cont.*

<p>The zoning definitely needs revamped to encourage living quarters in downtown area, 2nd &amp; 3rd floor walkups for people who do not drive and like to be near everything. Should make it easier for owners to utilize their properties instead of preventing improvements by too strict zoning requirements</p>
<p>Thanks for the many goods about our now downtown. Let's try to keep it as good as it is, with a few small changes and fixes by us owners. We can improve it substantially without additional government or taxation being necessary to do so.</p>
<p>Very appreciative of Mr. McClain's efforts. However, roundabouts are a bad idea for the square. Just remove two or three lights and put downtown lights on flash during non business hours. Also, require property owners to repair/upgrade sidewalks &amp; other safety items. Add a tax bill as an option &amp; possible tax credit</p>
<p>Most of the street scapes I would support except the fact that the building is for sale. That's why I am now neutral. In the past we always co-operated all festivals but nothing was ever put up our way so when people came to those our business was 0. Need such events that spread between 6th and 3rd we've only been downtown a few times since we closed 3 years ago.</p>
<p>We need nice apartments at a reasonable price, store's and shops open in the evening. The concert venue may work but you need good management to bring activities to downtown. We need to give people good reasons to want to live in the downtown area and good reasons to visit downtown Newark</p>
<p>Renovate the entire John J Carroll building and turn it into nice homes for people to purchase and live in</p>
<p>Would have different answers if still in business</p>
<p>Your questions are about Jerry's plan, that's not the answer, many of these things are just time taking and provide no positive change.</p>
<p>Newark's downtown could be terrific! Owners/tenants need to take responsibility</p>
<p>Since I developed the landscape renovation proposal for Courthouse Square, I would like to say a couple of things about it. I believe the proposal was misinterpreted by many, especially Judge Hoover which led to a fairly significant public outcry</p>
<p>related to the proposal. The intent of the proposal was to offer considerations to look at and further discuss, not an end-all and do-all plan. The proposal was based upon several general concepts/theories, for</p>
<p>instance: that the Square is relatively overgrown, that the monuments are haphazardly-placed and sometimes not well-cared for; that the Square is a place where many hang-out, though not all are comfortable; and that our Community</p>
<p>thinks of the Square as a central gathering place/its heart, though it really doesn't function terribly well in that regard. Finally, the "venue" proposal on the west side was never meant to mimic or even come close to something like a mini-</p>
<p>Germain Amphitheatre or a mini-Blossom Music Center. That part of the proposal was to create a grander gathering space akin to something like a Newark-scaled National Mall. The assumptions behind it were that every event that might</p>
<p>take place there and, indeed, that every significant change suggested for Courthouse Square would necessarily need to be something that our Honorable Judges and their staffs were comfortable with. I hope this makes sense and clears up a few misconceptions.</p>
<p>We are supportive of senior and family housing developments in the downtown area. LEADS has saved and restored affordable housing for seniors at Avalon Apartments.</p>