

Proposed Entertainment Overlay District - Analysis of Survey Responses

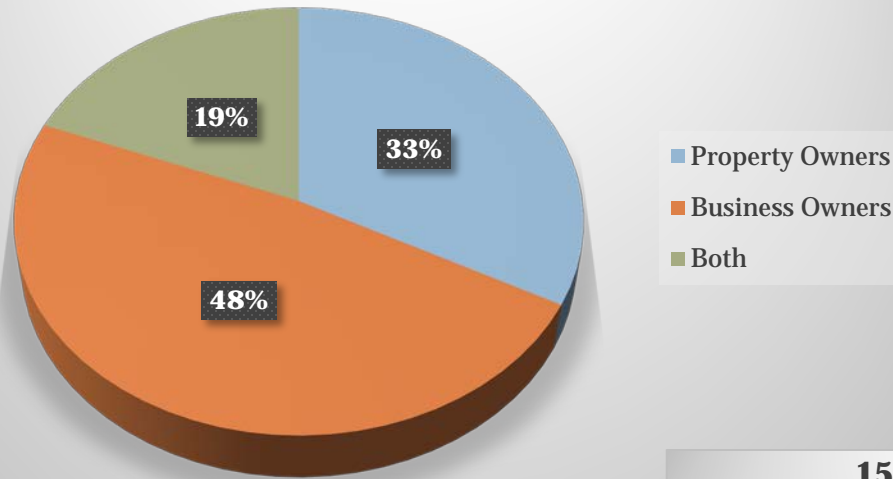
- A short survey along with a brief description of the proposed Entertainment Overlay District and its boundary area map, were mailed to the property and business owners located in and within 200' of the proposed Entertainment Overlay District, on July 3, 2020.
- The survey was also available online during this period and was closed on August 14, 2020.
- **A total of 73 responses** were received
 - 58 responses were from property and/or business owners within the proposed Entertainment Overlay District; and
 - 15 responses were from property and/or business owners within 200' of the proposed Entertainment Overlay District.
- Majority of the responses received were from **business owners.**



Proposed Entertainment Overlay District - Analysis of Survey – Who Responded?



58 Respondents within the proposed Entertainment Overlay District

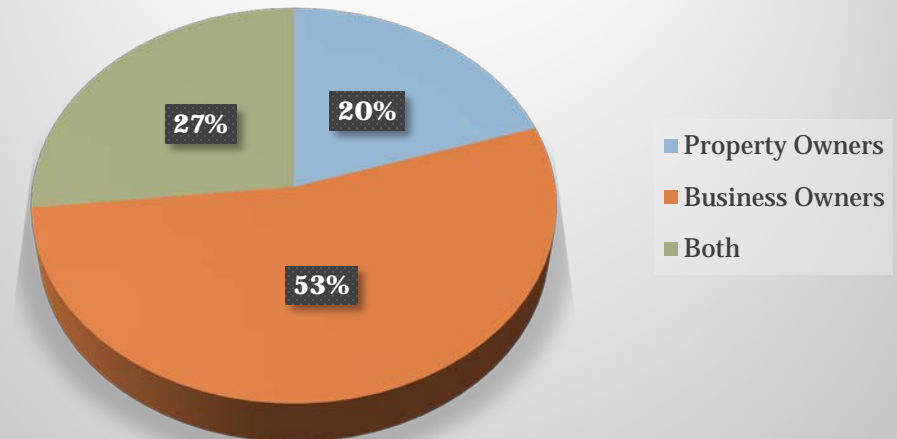


- Out of the 15 responses received within 200' of the proposed overlay district:

- 3 - property owners
- 8 - business owners
- 4 – own property and business

- Majority of the responses received were from **business owners**.
- 33% of the respondents own property within the proposed overlay district.
- 19% of the respondents own both business and property within the proposed overlay district.

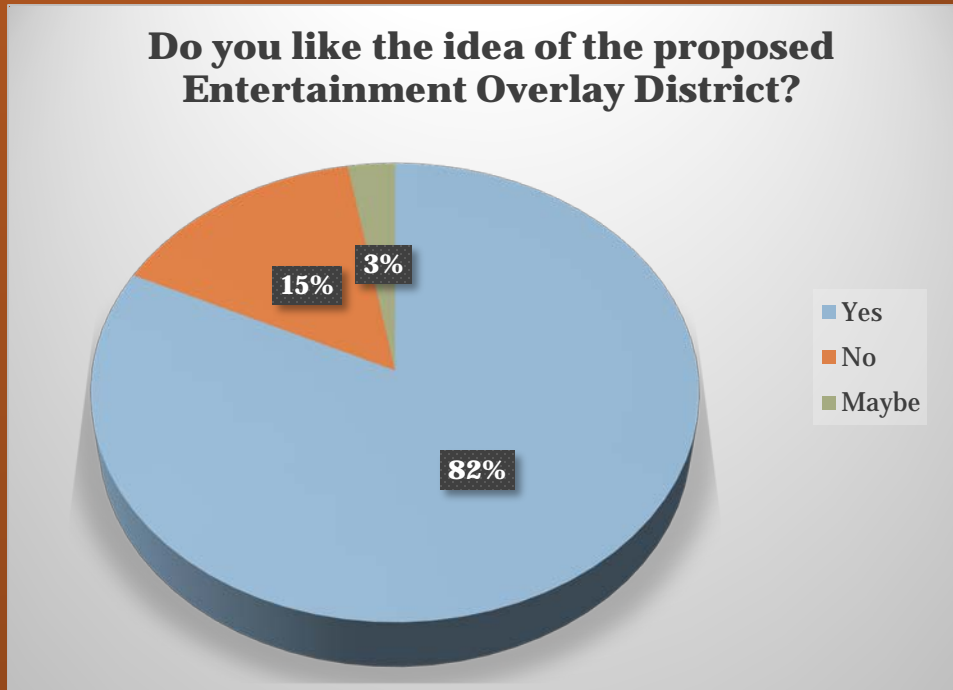
15 Respondents within 200' of the proposed Entertainment Overlay District



Proposed Entertainment Overlay District - Analysis of Survey Responses



1. The first question asked on the survey was “Do you like the idea of the proposed Entertainment Overlay District?”



It was extremely encouraging to see that **82% of the responses** clearly stated that they liked the idea of the proposed Entertainment Overlay District.

Survey

FARMERS BRANCH

Q1. Which of the following describes the person completing the survey?

- I am a property owner within the proposed Entertainment Overlay District
- I am a property owner within 200 feet of the proposed Entertainment Overlay District
- I am a business owner within the proposed Entertainment Overlay District
- I am a business owner within 200 feet of the proposed Entertainment Overlay District
- I own property and business within the proposed Entertainment Overlay District
- I own property and business within 200 feet of the proposed Entertainment Overlay District
- Other, please explain _____

Q2. Do you like the idea of the proposed Entertainment Overlay District?

Yes No

Q3. Please explain your answer to Q2.

The idea of a district where people can eat, work, and find entertainment in a walkable environment is very enticing. We like the idea of being able to walk to a restaurant rather than driving to Addison or elsewhere. This would be an added benefit to our employees as well as our tenants who would have access to a variety of amenities in/around their office building.

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- **Smoking Establishments** requiring approval of an **Specific Use Permit (S.U.P)** are being introduced within the proposed Entertainment Overlay District.
 - **4 out of the total 73 respondents** opposed allowing “Smoking Establishments”, even though 3 of them liked the overall idea of the proposed Entertainment Overlay District.
- **Bars, breweries, distillery, private club, banquet hall, theatre, indoor commercial amusement** are going to be allowed by right within the proposed overlay district and was explained as such, in the accompanying letter that was mailed with the survey.
- When asked “**are there land uses or businesses that should be allowed or not allowed within the proposed overlay district and why?**” following businesses* were called out as “should not be allowed”, by 27 Respondents:

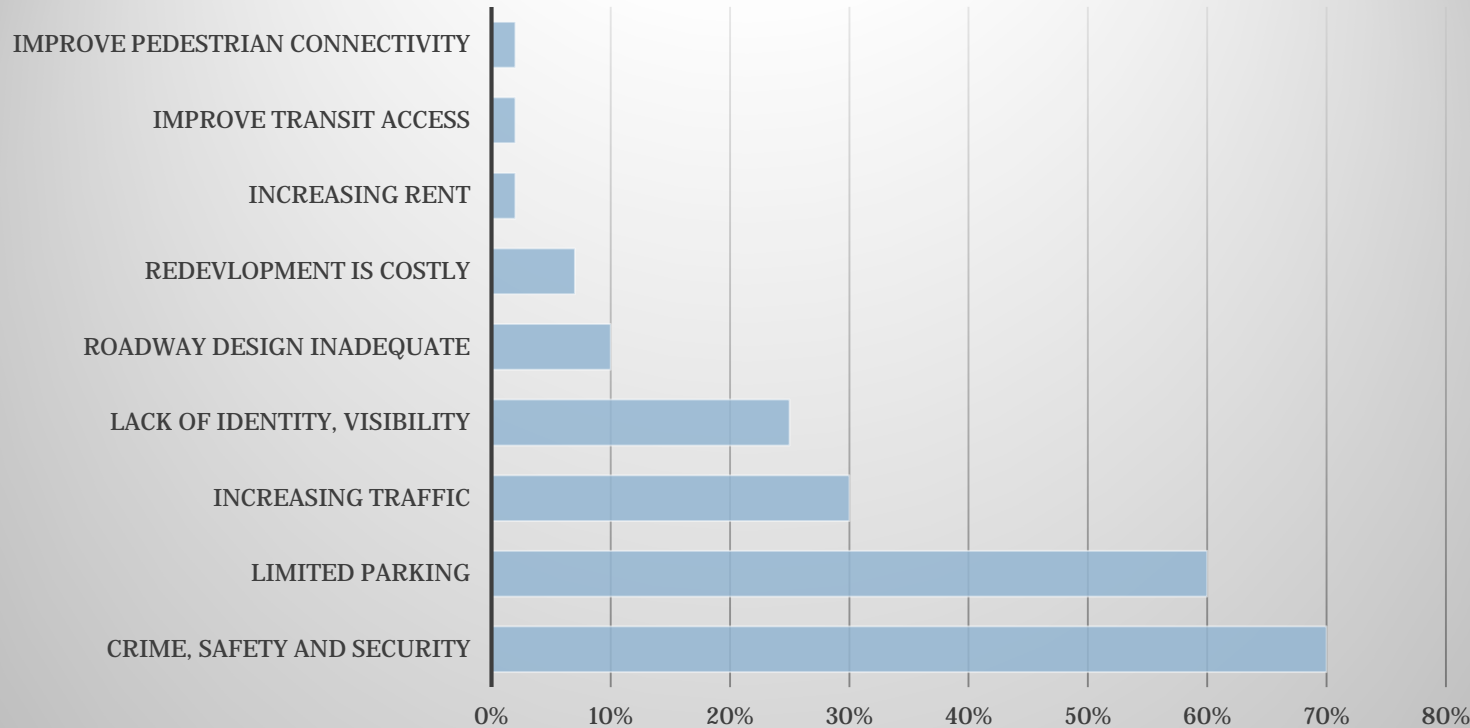
Strip Club/Gentlemen’s Club	Pawn Shop
Sexually oriented businesses	Fire Arm Sales
Tattoo Parlor	Drive-through liquor store
Gun Range	Liquor store

*None of these land uses/businesses are allowed or going to be allowed within the proposed overlay district, except ‘indoor shooting range’ is currently allowed by approval of an SUP within Light Industrial zoning.

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Common Concerns from Survey Responses



Some common areas of concern regarding the successful implementation of the overlay district proposal as well as the city's East Side were identified through the survey responses.

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The following comments stood out and provide valuable insight into the needs and expectations of property and business owners of the area:



- ✓ "Cost a lot of money to redevelop existing warehouses without major renovations or tearing down"
- ✓ "The idea of a district where people can eat, work, and find entertainment in a walkable environment is very enticing. We like the idea of being able to walk to a restaurant rather than driving to Addison or elsewhere."
- ✓ "Currently there is a lack of dining options in the city's East Side. Employees must get in their vehicles in order to get lunch. It's possible we could attract more tenants with dining options close by."
- ✓ "Advertising, promotion, visibility, letting the public know about it."
- ✓ "Demographics not there, the area is dead on nights and weekends."
- ✓ "It would be helpful to have economic development incentives."
- ✓ Desirable land uses - Gym, indoor soccer, baseball cages, amusement park, bars, high density residential, super target, convenience store with beer and wine sales, event center