What do You Consider to be the Most Important Features of New Development Downtown?

Please review the following list of potential features of a downtown redevelopment project. Then prioritize which features are most important to you. Many of the features on the list involve trade-offs, which are summarized below. Please review all of the trade-offs, then rank each item by entering a number one through ten in the boxes, with one being your highest priority and ten being your lowest priority.

You may only use each number once.

Please fill out the other side of this page to provide comments and demographic information.

Project Site Boundary

0 400
Scale (Feet)

☐ **Community Character and Design**
New downtown development should be of a high quality and designed to mirror downtown Livermore's existing historic character.

Trade-Off: High-quality design can add extra costs to new development.

☐ **Cultural Facilities**
New downtown development should include cultural facilities such as a museum, a performance space, or an art gallery to enhance the character and vibrancy of downtown.

Trade-Off: Cultural facilities will likely require City subsidy to construct and/or operate.

☐ **Hotel**
New downtown development should include a high-quality downtown hotel to support Livermore businesses and the Livermore Wine Country.

Trade-Off: Construction of a hotel will likely require a City financial subsidy.

☐ **Hotel Location**
The location of a hotel (either on the east or west side of South Livermore Avenue) is a critical element of the overall site design.

Trade-Off: Hotel developers and other interested parties may have their own ideas about specific advantages and disadvantages of a site located on either side of South Livermore Avenue.

☐ **Housing**
New downtown development should include new housing to create vitality, support downtown businesses, and provide revenue to help reduce project costs for the City.

Trade-Off: Provision of housing could reduce the area available for more other uses.

☐ **Open Space**
New downtown development should include open space that provides community gathering places and enhances the character of downtown.

Trade-Off: Open space can be costly to construct and maintain, and must have active monitoring to ensure it is safe.

☐ **Parking**
New downtown development should include ample public parking close to all uses.

Trade-Off: Public parking lots and structures can be costly to construct and maintain, and can act as a barrier between uses if not appropriately sited.

☐ **Public Finance**
Downtown development should be affordable for the City to construct and minimize long-term City operating costs.

Trade-Off: A costly downtown project could take funding away from other core City services.

☐ **Retail**
New downtown development should include new retail uses to support an active, vibrant downtown.

Trade-Off: Demand for new retail uses is limited under current market conditions, and new retail uses can create additional parking demand and generate additional peak hour traffic.

☐ **Traffic and Circulation**
New downtown development should be designed to minimize generation of new traffic.

Trade-Off: Limiting traffic impacts may restrict some uses such as retail and cultural facilities.

YOUR LIVERMORE envision downtown

Demographic Questions

The City of Livermore is committed to involving broad sectors of the public in the Downtown public engagement process. In order to assess success in this regard, please answer the following demographic questions so we have a better idea of who is providing input:

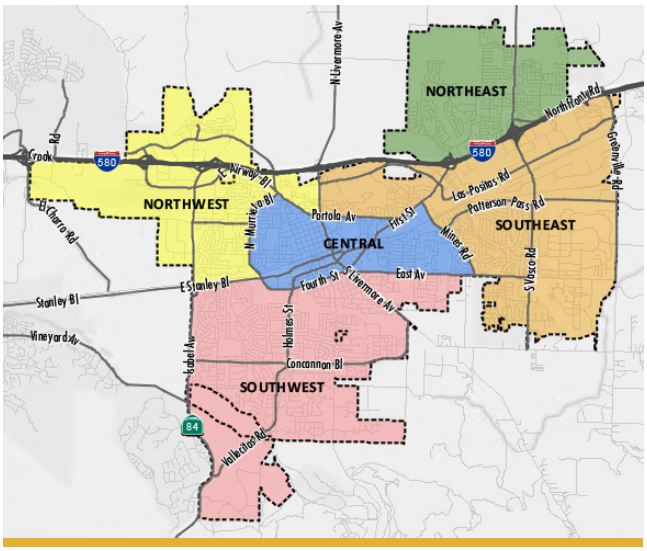
1. Where do you live in Livermore? (*Please see map.*)
   - ☐ Central Livermore
   - ☐ Northeast Livermore
   - ☐ Northwest Livermore
   - ☐ Southeast Livermore
   - ☐ Southwest Livermore

2. How long have you lived in Livermore? _____ years

3. How old are you? _____ years old

4. What is your race/ethnicity identification?
   - ☐ White
   - ☐ Black or African American
   - ☐ American Indian or Alaska Native
   - ☐ Asian
   - ☐ Native Hawaiian or other Pacific Islander
   - ☐ Hispanic or Latino
   - ☐ Two or more races

5. What is your family or household income?
   - ☐ $31,000 or under
   - ☐ $31,000 - $52,000
   - ☐ $52,000 - $80,000
   - ☐ $80,000 - $98,000
   - ☐ $98,000 - $117,000
   - ☐ $117,000 or above



CITIZEN SURVEY AREAS QUADRANT MAP

Optional Information:

6. Name _____

7. Email _____

8. Street Address _____

_____

_____

_____

Comments: