

COMMUNITY SURVEY RESULTS AND SUMMARY

LACEY NEIGHBORHOOD COMMERCIAL DISTRICTS

CITY OF LACEY, WASHINGTON January, 2023



First adopted in 1980, Neighborhood Commercial Districts were created to allow for convenience stores and gas stations with a limited number of pumping nozzles.

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In the years since, these districts have been reviewed and updated to reflect changing needs and community priorities.

Major reviews and updates over the last 35 years:

- 1995: Dimensional and design requirements
- 2004: Landscaping and parking standards
- 2008: Lacey Comprehensive Plan Update
- 2013: Sustainable Thurston Plan
- 2015: Community Market Study
- 2016: Pedestrian accessibility and access

Each of these reviews and updates included significant participation and guidance from the Lacey community.

Based on this community guidance, the Neighborhood Commercial Districts have evolved into the districts we see today.

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Intent section of the Neighborhood Commercial Districts (LMC 16.36.010):

- A) Provide opportunity for commercial uses in residential areas catering to day to day needs of consumers for a limited range of convenience goods and services;
- B) Limit commercial facilities size, bulk, and locations as to serve a large number of persons in a relatively small geographic area.
 - Pedestrian accessibility shall be a major criterion in the location of neighborhood commercial facilities;
- C) Limit such development to areas where local economic demand, citizen acceptance and appropriate design solutions assure compatibility with the neighborhood.

COMMUNITY ENGAGEMENT

A successful engagement process harnesses the community's energy and inspires community ownership, while adapting to new insights and feedback. Stakeholders and community members supply the local knowledge, context, and information necessary to make informed project decisions. Engagement of the residents and businesses who regularly visit and operate within these districts will be a key factor in the success of this update.

While the current public health situation limits the ability to meet in person, the City values community feedback and wants to develop a plan that meets the needs of our community. As part of this engagement process, the City hosted a hybrid workshop accessible in person and online through the City website. The goal of these workshop events was to connect with the community, share information, and collect public comment via an online survey.

The project team will use the collected input to inform and drive project tasks moving forward.

Online Survey

The survey consisted of both multiple-choice (MC) and open-ended (OE) questions focusing on community characteristics and the role of Neighborhood Commercial Districts within the community. A total of 849 people participated in the survey. The survey questions are listed below, with a summary of the responses to each question provided on the following pages.

RESPONDENT INFORMATION/DEMOGRAPHICS

- 1. What best fits where you are at in life? (MC)
- 2. In which decade were you born? (MC)
- 3. What is your gender? (MC)
- 4. What is your race or ethnicity? (MC)
- 5. Do you live or work within Lacey? (MC)
- 6. What is your annual household income? (MC)

CITY CHARACTERISTICS & SHOPPING CHOICES

- 7. Are you a member of an HOA? (MC+OE)
- 8. How often do you travel outside Lacey for shopping and service related needs? (MC)
- 9. What are some of the most frequent retail or service related businesses you seek out in other communities? (OE)

COMMERCIAL DISTRICT PROXIMITY & ACCESS

- 10. Do you live within a 15-minute walking distance of a commercial or retail center? (MC)
- What are some of the limiting factors, that currently prevent you from walking or biking to existing commercial or retail districts? (MC+OE)
- 12. What Neighborhood Commercial District do you live closest to? (MC)

NEIGHBORHOOD COMMERCIAL DISTRICT VALUES

- 13. In what ways can Neighborhood Commercial Districts support and strengthen neighborhood communities and businesses (OE)
- 14. What types of stores or businesses would you like to see in these neighborhood districts? (OE)
- 15. Please identify your level of agreement with the following statements as they relate to Neighborhood Commercial Districts? (MC)
- Can you think of any example areas or districts that you would like to see our Neighborhood Commercial Districts modeled after? (OE)

NEIGHBORHOOD COMMERCIAL DISTRICT NEEDS

- 17. What do you see as the barriers to neighborhood commercial development in Lacey? (OE)
- Should any of these districts be re-designated or converted to another use? (MC+OE)
- 19. Are there any locations that should be considered for a new Neighborhood Commercial District? (OE)

OTHER IDEAS OR COMMENTS FOR THE UPDATE

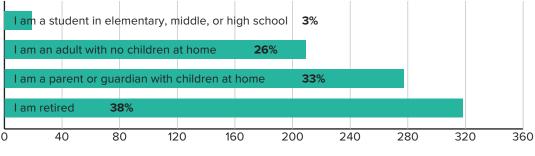
20. An open field for anything else participants may wish to share with the project team (OE)

RESPONDENT INFORMATION/DEMOGRAPHICS

Demographic information helps ensure responses are representative of the community and updates are tailored to patrons and residents. All responses were collected anonymously.

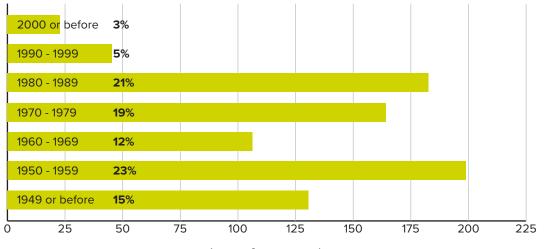
Life Stage & Age Range

Of the 826 respondents who answered the question, "Which of the following best describes where you are currently at in life?" the largest percentage (38%) identified as retired.



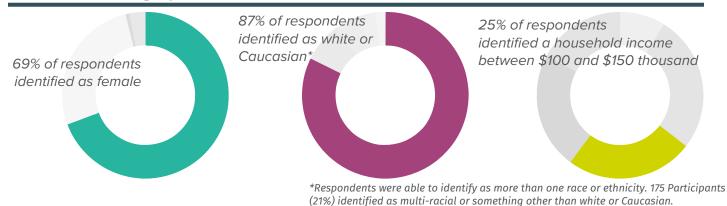
number of respondents

Of the 841 respondents who answered the question, "In which decade were you born?" the largest percentage (23%) selected 1950 to 1959.



number of respondents

Additional Demographic Questions

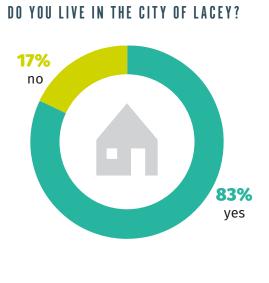


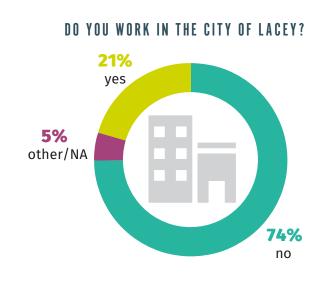
RESPONDENT INFORMATION/DEMOGRAPHICS

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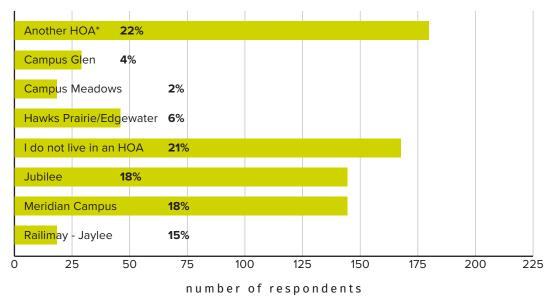
Home/Work Location

842 survey participants answered the question, "Do you live or work within the City of Lacey?" with the highest percentage (60%) stating that they live (but do not work) within the City of Lacey. This can partially be attributed to the high percentage of participants that identified as retired.





Of those who identified as living within the City of Lacey, a follow up question was asked about if they live within a Home Owners Association (HOA). A majority of question respondents stated they live within an HOA. Of the HOAs Identified, a majority are located within north-east Lacey.



*A full list of identified HOAs can be found within Appendix A

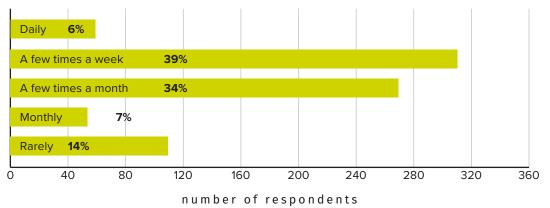
CITY CHARACTERISTICS & SHOPPING CHOICES

To gain a better understanding of current patterns and how participants meet their general shopping and service related needs, questions were asked about what is currently missing within the community.

Shopping & Service Related Gaps

803 survey participants answered the question, "How often do you travel outside the City of Lacey for your shopping and service-related needs?" 39% of participants selected *"A few times a week"*.

It is worth noting that 55% of participants indicated a frequency of "A few times a month" or less.



To further identify the types of goods and services currently unavailable within the City, participants were asked: "What are some of the most frequent retail or service related businesses you seek out in



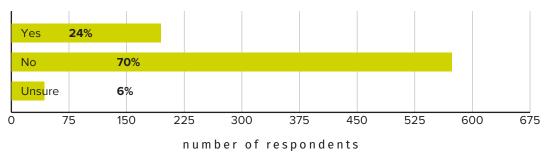
Of the 686 answers submitted, grocery stores and supermarkets were referenced 336 times (49% of comments). This ranged from generic statements to specific destinations being identified including Spuds, Trader Joe's, Whole Foods, and the CO-OP. Other common topics included cafés and restaurants (39%), mall/department stores (17%), and medical or health destinations (9%).

*Full comment results can be found starting on page 16 of Appendix A

COMMERCIAL DISTRICT PROXIMITY & ACCESS

PROXIMITY & MODE OF TRAVEL

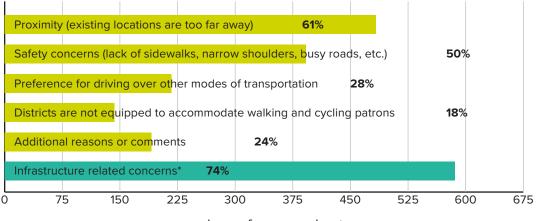
Respondents were asked if they "live within a 15-minute walking distance of a commercial or retail center?". In total 801 participants responded to this question with 70% indicating they do not.



In line with the goals of the Sustainable Thurston Plan (2013) and Community Market Study (2015), many of these commercial centers and nodes represent opportunities to promote more walkable neighborhoods and communities. By 2035, Sustainable Thurston set a goal for 72% of households to live within a half-mile (15 minute walk) of an urban center, corridor, or neighborhood commercial district.

To better understand where current barriers exist, participants were asked "What are some of the limiting factors, that prevent you from walking or biking to existing commercial or retail districts?".

Consistent with the results from above, 61% of respondents identified "*Proximity (existing locations are too far away)*" as the primary reason for not walking to existing commercial districts and centers.



number of respondents

In total, 782 individuals responded to this question with 191 providing additional comments and limiting factors that discourage non-motorized travel. While a general proximity and preference for driving were listed reasons, missing infrastructure to support other modes of travel and safety concerns related to transportation use/mode conflicts, unauthorized encampments, and crime were common themes.

Approximately 74% of participants referenced infrastructure related concerns as a primary reason for being unable or unwilling to walk or bike to existing commercial districts and centers.

COMMERCIAL DISTRICT PROXIMITY & ACCESS

EXISTING BARRIERS TO ACCESS

Based on the listed options provided within the previous question, survey participants were asked to expand upon initial feedback with additional ideas or justification for their views. A snapshot of responses that represent the greater sentiment is captured in the word cloud below; the relative size of each word indicates how frequently those words showed up in open-ended responses. Below the word cloud are some representative quotations from the pool of responses that illustrate the range of sentiments expressed.



TRANSPORTATION/USE RELATED RESPONSES

- I walk frequently, but the nearest bus stop is over half a mile away and everything is over 1.5 miles from my house...
- I would DEFINITELY bike, and really wish I felt safe to do so, if there were safe bike lanes or sidewalks
- City doesn't care for bike lanes and doesn't prioritize completing sidewalks and street improvements and assure safe travel by alternate forms of transportation

- Neighborhood is not accessible to public transportation
- Lack of periodic shelters from weather when walking ...
- Lack of safe bike lanes/ connected sidewalks and paths

CRIME/UNHOUSED RELATED RESPONSES

- Safety concerns with transient camps. Not going to walk my family through one to get somewhere
- Safety issues also would include wooded and unlit areas and occasional homeless population

 Homelessness and crime. It's unsafe...

OTHER REPRESENTATIVE RESPONSES

- Grocery stores are so needed in Hawks Prairie... something closer with such a large and growing population...
- We have amenities within an easily walkable distance. It makes life much sweeter
- Prefer driving to transport purchases
- There aren't as many shopping centers around me or id happily walk

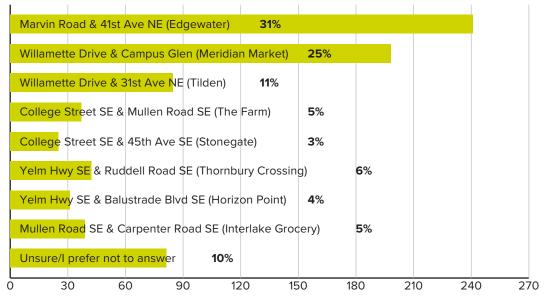
*Full comment results can be found starting on page 39 of Appendix A

COMMERCIAL DISTRICT PROXIMITY & ACCESS

DISTRICT LOCATIONS & POPULATION

Of the 783 respondents who answered the question, "What Neighborhood Commercial District do you live closest to?" the largest percentage (31%) selected Marvin Road & 41st Ave NE (Edgewater).

It is worth noting that some of these locations are currently undeveloped, and in some instances, not commonly known or recognized within the community as Neighborhood Commercial Districts. A map accompanied this question to help participants better identify their closest district.



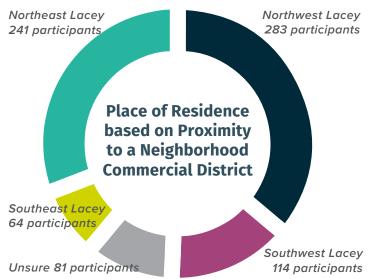
number of respondents

The majority of participants selected locations north of Interstate 5. These results are consistent with question 7, where individuals were asked to identify their

Home Owners Association (when applicable).

While the survey was widely distributed (in a range of printed and digital formats), the strong response rate from northern residents may be linked to a heightened public interest surrounding the Neighborhood Commercial District at the corner of Willamette Drive and Campus Glen.

By intent, Neighborhood Commercial Districts are located near the periphery of the City. This may account for some of the uncertainty within the responses to this question (10%), as participants living within central Lacey may have struggled to identify their closest District.



SUPPORTING NEIGHBORHOOD COMMUNITIES

Respondents were asked, "In what ways can Neighborhood Commercial Districts support and strengthen neighborhood communities and businesses?" In total, 433 individuals provided responses to this question. A snapshot of responses that represent the greater sentiment is captured in the word cloud below; the relative size of each word indicates how frequently those words showed up in openended responses. Below the word cloud are some representative quotations from the pool of responses that illustrate the range of sentiments expressed.

know buildings allow reduce safety keep center home stations districts place gathering building sure parking shop neighbors less families business spaces familv neighborhoods safe need use estaurants STO encourage create please add sidewalks help eas bring shops communities areas access coffee crime SUPPOR drive shopping time development meet want store services trucks walk one residential retail market roads warehouses residents goods lacev better park provide city p marvin stop bike Ces needs close instead side station district live options listen large within going homes

distance

COMMUNITY BUILDING RELATED RESPONSES

- Stay, support and shop local. Neighborhood Commercial Districts can support jobs for residents that live in the neighborhood
- They create a sense of community where smaller districts are more inviting to people and often times easier to access
- Limit ecological impacts, provide local business options, encourage community building

 Act as meeting places where people can spend time together, work remotely, and enjoy local products/services

TRANSPORTATION & ACCESS RELATED RESPONSES

- Ensuring bike tie-up areas, good sidewalks and potential traffic calming will enhance the feelings of safety for residents to patronize the district
- Walkability is key
- Address food deserts, reduce travel time to necessities

 NCDs can be a model for what the City of Lacey envisions as a "Walk more, Drive less" retail node looking to the future in respect to climate change and how retail has evolved

OTHER REPRESENTATIVE RESPONSES

- Model them after European towns and the ability to reach grocery/shopping and recreation areas by foot...
- Plant trees. Lights and noise should not affect homeowners

*Full comment results can be found starting on page 49 of Appendix A

STORE & BUSINESS PREFERENCES

Respondents were asked, "What types of stores or businesses would you like to see in these neighborhood districts?" In total, 548 individuals provided responses to this question. A snapshot of responses that represent the greater sentiment is captured in the word cloud below; the relative size of each word indicates how frequently those words showed up in open-ended responses. Below the word cloud are some representative quotations from the pool of responses that illustrate the range of sentiments expressed.

space hair residential spaces people quality want owned bakeries fred convenience places market busir esses indoor bakerv city bar business oo etc area office just stations gas none restaurant neighborhood pop good joe's stands service whole home joes spuds meyer health love clothing dining new book type deli toods entertainment bars produce center shops place local community pharmacy goods trader need services ice something groceries retail shop specialty care maybe markets nice tood cafe target lacev commercial joe's options fast side cafes big library cream enough safeway locally family boutique areas station bookstore salons shopping healthy

GROCERY & MARKET RELATED RESPONSES

- I would love to have a Natural Grocers, which is a smaller, organic grocery and health food store...
- Small but higher end groceries, family friendly restaurants, a kids playground, a brewery...
- Trader Joe's, sprouts or Whole Foods... really lacking options for diverse groceries.
- Get a grocery store South of I-5

- Real grocery stores not convenience stores, restaurants, not fast food.
- Small markets, fresh food

RESTAURANT & CAFE RELATED RESPONSES

- Mom and pop restaurants small grocery store some kinda of bar/brewery
- Food small cafe, bakery, sandwich shop, ice cream shop, etc, Small specialty grocery like Spuds Grocery

- Breakfast and lunch cafes, small business stores, bookstores (used and/or new), community recreation center
- More locally owned restaurants and cafes, pubs and bars...

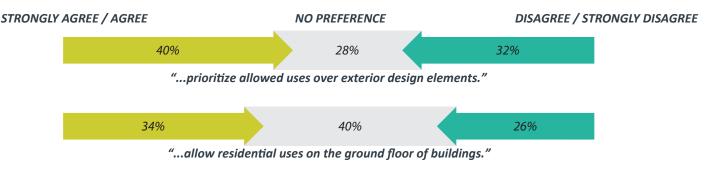
OTHER REPRESENTATIVE RESPONSES

- Small retail, grocery (market style), restaurants (not chains). No gas stations.
- Hair salon, postal center, pharmacy, urgent care, pickleball

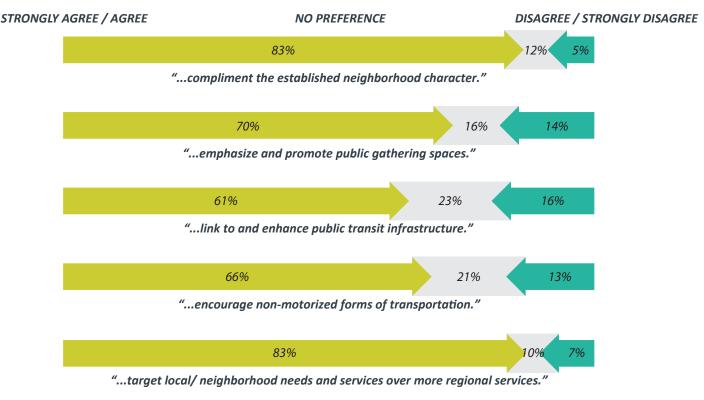
*Full comment results can be found starting on page 66 of Appendix A

EXISTING CODE ELEMENTS

Respondents were asked to "Identify their level of agreement with the following statements as they relate to Neighborhood Commercial Districts." Participants could select from "Strongly Agree", "Agree", "No Preference", "Disagree", or "Strongly Disagree". In total, 630 individuals provided responses to this question.



Results from the first two questions within this section had a comparatively balanced distribution of opinions. This balance of opinions will be worth exploring further within future community outreach and engagement efforts within this update.



Results from the remaining questions within this section align with existing themes as written within the Neighborhood Commercial District Code.

EXAMPLE/MODEL DISTRICTS

Respondents were asked, "Can you think of any example areas or districts that you would like to see our Neighborhood Commercial Districts modeled after?" In total, 277 individuals provided responses to this question. A snapshot of responses that represent the greater sentiment is captured in the word cloud below; the relative size of each word indicates how frequently those words showed up in openended responses.

Below the word cloud are some representative quotations from the pool of responses that illustrate the range of sentiments expressed. Top destinations include University Place, Dupont, Proctor District, Point Ruston, Poulsbo, Wildwood and Briggs (Olympia), Port Townsend, and Bellingham.

pizza work people texas family look districts distance cream spaces think nice trees great station mix neighborhoods lake ntowr parking village briggs dupont park ice services need places district S want community university coffee lot velm feel retail aroun none walking options gas orhood shops eat example use walkable business along sma stores near wildwood markets ca businesses idea Wa one olvmpia lots good development tacoma market grocerv food whole rustor proctor friendly within public al residential store without parks large seattle green apartments city seen mixed highway things portland

LOCAL & REGIONAL EXAMPLE DISTRICTS

- Briggs area with the YMCA, taphouse, coffee and ice cream but add a grocery store...
- Wildwood, it's a small cluster of food and grocery. It's a completely treasured part of the neighborhood. When I lived in that neighborhood we met our neighbor friends there - it's truly a community hub.
- We love the Ebony and lvory/Ricardos indoor outdoor space when they do small business markets and events.

NATIONAL & INTERNATIONAL EXAMPLE DISTRICTS

- Boulder, CO is very walkable with many slow streets...
- Nob Hill and the Alphabet District in Portland. You can walk everywhere
- European cities: pedestrian & bicycle friendly, mix of housing with commercial, locally owned shops, cafes, small gardens

OTHER REPRESENTATIVE RESPONSES

- Please avoid putting gas stations in our backyard. Work around trees and habitat.
- ... cleanliness, safety, hours (consistency), and selection of establishments is key.

*Full comment results can be found starting on page 89 of Appendix A

EXISTING BARRIERS

Respondents were asked, "What are barriers to neighborhood commercial development? What suggestions do you have for achieving the community vision for them?" In total, 375 individuals provided responses to this question. A snapshot of responses that represent the greater sentiment is captured in the word cloud below; the relative size of each word indicates how frequently those words showed up in open-ended responses. Below the word cloud are some representative quotations from the pool of responses that illustrate the range of sentiments expressed.

increased place allow children seems bring neighborhoods stop right infrastructure less omeles keep trees places road parking support near land thin developers retail Cr districts shopping business local spaces housing needs already use sidewalks good barriers public roads green enough safe existing park just live walking safetv businesses walk stations school buildings vision want build barrier roundabouts actually homelessness close apartments built change es within warehouse help trucks meridian developments going marvin

TRANSPORTATION & ACCESS RELATED RESPONSES

- Overall lack of walkability and speeding cars, really bad subdivision design where the subdivisions are their own fiefdoms that are not really connected...
- Increase in vehicle traffic makes walking and biking spaces less safe. Unless they are completely separated with barriers.
- Roads where residents and commercial tractor trailers both must use are cause for concern

Set MAXIMUM parking stall requirements into zoning, rather than minimum. Adopt "complete streets" philosophy

USE CONFLICT RELATED RESPONSES

- Don't ruin our neighborhoods by bringing opportunities for crime and vandalism.
- Do not put commercial development in residential neighborhoods... too many trucks, destroy the environment and... vibe of a neighborhood.
- Try and integrate the land with the business. Leave trees...

 Warehouses. Long time residents who resist change. Neighborhood fear of attracting unsheltered people.

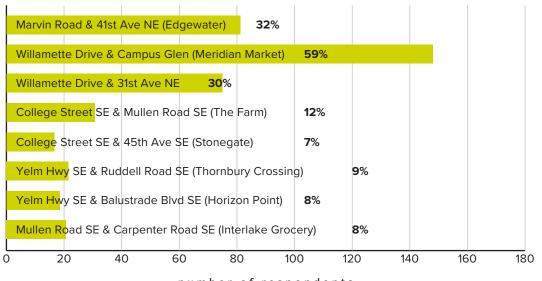
OTHER REPRESENTATIVE RESPONSES

- Providing well cited literature on crime statistics may help educate, and prioritizing designs that create walkable neighborhoods...
- I think Lacey early plans were more corporate, think we need to help non-corporate mom/ pop businesses a step up.

*Full comment results can be found starting on page 100 of Appendix A

ALTERNATIVE USES

Respondents were asked, "Should any of these districts be re-designated or converted to another use?" In total, 252 individuals provided responses to this question, with undeveloped and northern locations being identified more frequently than developed locations or those south of Interstate 5.



number of respondents

Question participants had the opportunity to expand upon their answers from above. A snapshot of responses that represent the greater sentiment is captured in the word cloud below; the relative size of each word indicates how frequently those words showed up in open-ended responses. Next to the word cloud are some representative quotations from the pool of responses that illustrate the range of sentiments expressed. enough

provide shops

shopping

know

add

without

nearby

REPRESENTATIVE RESPONSES

- Dear City of Trees, stop tearing down trees to make room for housing. You're destroying our community and nature.
- No, leave all of north Lacey above I-5 alone we do not need the homeless.
- In the area near Jubilee it would be so wonderful to have... a commercial retail development with restaurants, outdoor seating and parklike options to relax.
- I didn't know "the Farm" was a NCD... It's not really serving the neighborhood, it just happens to be in the neighborhood.

going warehouses buildings use eas new district meridian one place something north housing space along etc looks school parks walk near neec services people trees left market middle locations city business drive want small willamette idea lacev allow restaurants just already build keep local businesses stop schools fill homes road trucks marvin gr store ^{alone} stations ood nice C ommun current neigh center sure even love leave location pool walking away indoor right

building

- wonderful We need more small grocery storesthose are always a hub of neighborhood community...
 - There is still open pads in commercial areas, need to help locals fill the pads

development

used districts

*Full comment results can be found starting on page 119 of Appendix A

put

family retail needs familiar

neighborhoods

less

ADDITIONAL LOCATIONS

Respondents were asked, "Are there any additional locations in Lacey that should be considered for NCDs?" In total, 177 individuals provided responses to this question. A snapshot of responses that represent the greater sentiment is captured in the word cloud below; the relative size of each word indicates how frequently those words showed up in open-ended responses. Below the word cloud are some representative quotations from the pool of responses that illustrate the range of sentiments expressed.

possibly business yes services restaurants new going please mar buildings traffic just empty one center community college town retail know road need neighborhood walkable bike good better park idea around oaks seven build lake property neighborhoods keep place lot space intersection small residential sure land near llen mu apartments shop development side walk maybe values spaces existing pacific trees carpenter businesses mushroom think great stop etc martin away developed old district enough districts longer homeless already farm long use beob green store along willamette stores homes something warehouses school cantergrove building improve nice live lots blvd

ENOUGH/LACK OF NEED RELATED RESPONSES

- Work on filling empty buildings like Best Buy before clearing forested lots.
- No. We are over populated, traffic is creating angry drivers.
- No. There is plenty of space already being used for commercial development.
 Focus on concentrating further development in these areas and improve connections in the parts of the city where people live.

LOCATION RELATED RESPONSES

- Cantergrove by Seven Oaks would be great for a coffee shop, restaurant, grocery store.
- Mushroom farm is an eyesore, the park across the street provides an existing green -space that can be a great complement for a commercial district.
- Marvin and Mullen but create side walks and bike lanes along Mullen. I fear for any human that tries to walk here.

Cabelas area looks perfect. So does the area where Meconi's is on the dentist side.

OTHER REPRESENTATIVE RESPONSES

- Don't forget to keep some strategically spaced "green spaces " in the planning. These areas should be maintained to avoid homeless squatting at ALL costs.
- Lets focus on cleaning up the lakes and trails and streets and sidewalks before we bring more...

*Full comment results can be found starting on page 129 of Appendix A

CONCLUDING THOUGHTS

ADDITIONAL FEEDBACK FOR THE UPDATE

To ensure adequate space was created for participants to share ideas and feedback, the final question read "While we hope you were able to share all of your ideas, we don't want to miss anything. Feel free to use this space for anything else you would like to share with the project team." In total, 180 individuals left a comment in response to this question.

A snapshot of responses that represent the greater sentiment is captured in the word cloud below; the relative size of each word indicates how frequently those words showed up in open-ended responses. Below the word cloud are some representative quotations from the pool of responses that illustrate the range of sentiments expressed.

also

businesses

REPRESENTATIVE RESPONSES

- Please revitalize existing business centers before building more.
- Places are needed to meet with groups and small service clubs, especially in cold/rain season... keep more trees...
- Please do not invade neighborhoods with commercial businesses. Do not ruin the peace and tranquility of Lacey neighborhoods with more traffic..
- Lacey needs to clean up the homelessness and those seeking money from the street...
- A town square on the north side of the freeway would be wonderful. All shopping is on the other side of the freeway right now.
- Less fast-food places and more spaces for family-owned stores would be preferred.
- Look for opportunities to expand green space, parks and trails. Improve protected bike lane and pedestrian connections between residential areas and existing commercial zones...
- We love Lacey... We are invested in this community and are proud to raise kids here...

I am so proud that we are known as the green state. Let's lead with that when we decide what type of businesses we want to allow into our communities.

park of c

- Make a dedicated town square, build/manage the surrounding area to keep the square "buzzing" with business. Build up!
- Thank you for allowing the community to provide feedback! We hope you have success in projects that will benefit everyone.
- Stop encouraging warehouse buildings. Too many large trucks on narrow roads.

 I realize life is about growing and changing... I hope protecting the environment hasn't gotten lost in the chaos.

warehouses

- Emphasizing surface parking will be contradictory to your stated intentions of increasing walkability as this type of parking encourages sprawl...
- Would love to see Lacey reach its potential for self-sustaining community with thriving neighborhoods and shops throughout.

*Full comment results can be found starting on page 137 of Appendix A

raffic