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Vision for Downtown Redevelopment

Burlington, Iowa

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PURPOSE

The purpose of this report is to offer an overarching vision for redevelopment in downtown Burlington, Iowa. This report presents the findings and recommendations of the Iowa Initiative for Sustainable Communities (IISC), which are based on the results of a business inventory of the downtown area and the public input gathered through IISC's broad-based community engagement process. The recommendations detailed in this report define the actions that Downtown Partners, Inc., should take to promote the sustainable redevelopment of Downtown Burlington.

ACKNOWLEDGEMENTS

The Vision for Downtown Redevelopment would not have been possible without the dedicated support of Downtown Partners, Inc., the continual consultation provided by Burlington's resident experts, the hard work of a committed group of volunteers, or the thoughtful input that was shared by countless members of the Burlington community.

EXECUTIVE SUMMARY

This Vision for Downtown Redevelopment in Burlington, Iowa presents the key findings and recommendations of the Iowa Initiative for Sustainable Communities, which are based on input from a broad cross-section of the Burlington community, as well as on background research and a business inventory of Downtown Burlington.

The ensuing report provides an explanation of IISC's partnership with Downtown Partners; an explanation of the 2011 Downtown Inventory and an analysis of Inventory results; and a detailed description of IISC's community engagement process; as well as a summary of public input gathered through interviews, surveys, and focus groups.

This document is intended to be used as a guide for Downtown Partners, Inc. as it continues to promote sustainable redevelopment in Downtown Burlington. This document is also meant to inform the City, developers, business owners, and the general public about the potential for upper-story redevelopment and other opportunities for the overall improvement of Downtown Burlington.

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INTRODUCTION

BURLINGTON

Known for its scenic location and unique charm, Burlington is one of the most historic cities in the state of Iowa. This rich history is evidenced by the ornate historical buildings and churches that line the streets of Downtown Burlington. The city's location along the Mississippi River made Burlington into a thriving port with a bustling downtown. In recent decades, however, major employers have relocated or shut down. As suburban development became more prevalent, much of Burlington's population and many of its businesses dispersed from the city center. As a result, empty storefronts and vacant buildings have become common throughout the downtown. While many of Downtown's buildings have successful businesses on the ground floor and occupied residential units above, numerous buildings have been abandoned and are in poor condition. This deterioration has negative implications for the finances, aesthetics, and safety of Downtown and of the community as a whole.

VISION FOR DOWNTOWN REDEVELOPMENT

This Vision is the product of a partnership between Downtown Partners, Inc. and the Iowa Initiative for Sustainable Communities. From August 2010 to April 2011, a team of graduate students from the School of Urban and Regional Planning at the University of Iowa worked with Downtown Partners, Inc. to identify and address the challenges that face Downtown Burlington. IISC and Downtown Partners sought also to identify the strengths and opportunities that would support redevelopment of the Downtown.

Early on, vacant storefronts were identified as one of the biggest challenges facing Burlington's downtown. Downtown Partners named the plethora of historic buildings as one of the Downtown's major strengths, and upper-story redevelopment was identified as one of the area's greatest opportunities.

Together, Downtown Partners, Inc. and the Iowa Initiative for Sustainable Communities developed a strategy that would utilize these strengths and opportunities to address the challenge of vacant buildings in Downtown Burlington. This strategy had multiple components, which included the collection of reliable data about vacancy rates, as well as current and comprehensive information about business and nonprofit entities in the downtown. This information was used to develop an action plan and investment proposal for the revitalization of one group of historic buildings that could serve as a model for redevelopment of other buildings in the future. The final part of the strategy included broad-based community engagement in the form of interviews, a survey, and focus groups. The multiple project components informed the planning recommendations that are herein put forth by the Iowa Initiative for Sustainable Communities.

KEY FINDINGS

The key findings made throughout the course of the Iowa Initiative for Sustainable Communities' work in Burlington are as follow:

DEMAND EXISTS FOR UPPER STORY RESIDENCES

Survey and focus group results have confirmed that demand exists for upper story residences. Demand is strongest for lofts in historic buildings and for units having two bedrooms, 1.5-2 bathrooms, covered parking, and access to outdoor living space.

BURLINGTON RESIDENTS APPRECIATE WHAT DOWNTOWN CURRENTLY HAS TO OFFER, BUT WOULD LIKE TO SEE MORE VARIETY IN DOWNTOWN'S BUSINESSES

Responses from surveys and focus groups confirmed that Burlington's residents care deeply about the downtown. Architecture, history, and location, as well as Snake Alley and the Mississippi River, were noted as major assets to Downtown Burlington.

Research participants provided valuable feedback about the types of businesses that they would like to see Downtown. These included a place to purchase necessity items, a drug store, restaurants offering quick lunch options, and an additional coffee shop. Overall, research participants expressed a desire for greater variety in Downtown's shops, restaurants, and bars.

ASIDE FROM GOING TO WORK, THERE ARE A LIMITED NUMBER OF REASONS FOR WHICH RESIDENTS VISIT DOWNTOWN

Survey and focus group results suggested that Burlington area residents go Downtown primarily for work, to attend community events, or to dine at a handful of restaurants. Shopping was not identified as a common reason for visiting Downtown.

MULTIPLE INFORMATION GAPS EXIST REGARDING THE AVAILABILITY OF RENTAL HOUSING, COMMUNITY EVENTS, REDEVELOPMENT RESOURCES, AND DOWNTOWN BUSINESSES

Focus group participants expressed that adequate information about downtown rental housing and landlords is not readily available. Regarding community events, many focus group participants expressed that they were well-informed about larger events, but did not know about some of the smaller Downtown events, such as outdoor movies during the summer months.

Discussions with local developers determined that many developers are unaware of the wide range of grants and other financial incentives that are available for Downtown redevelopment projects.

It was also determined that the City and Downtown Partners lack adequate information about businesses and other entities that exist in Downtown Burlington. The data that is available was collected by Main Street Iowa in the 1980s, and is thus out of date. The assessor's office, too, lacks current information regarding ownership, use, and addresses of downtown properties.

OPPORTUNITIES EXIST TO EVALUATE CURRENT FINANCIAL INCENTIVES AND TO DEVELOP NEW INCENTIVES THAT WILL FURTHER ENCOURAGE DOWNTOWN REDEVELOPMENT

Burlington is less aggressive than other nearby cities in using financial incentives to promote Downtown redevelopment. Cities such as Davenport, IA, Dubuque, IA, and Rock Island, IL apply tax-increment financing to residential redevelopment (Rock Island), offer multiple no- or low-interest loan programs to support rehabilitation of targeted buildings (Davenport), and designate urban renewal districts (Dubuque), to promote the redevelopment of the cities' downtown areas. Burlington currently offers some financial incentives; however, these are far fewer than those in other nearby cities.

REDEVELOPMENT OF DOWNTOWN BURLINGTON IS ALREADY UNDERWAY

Downtown Burlington has several recent success stories: several historic buildings have been redeveloped and turned into viable mixed-use developments. Other exciting projects are currently underway.

Downtown Burlington also has numerous supporters with valuable ideas, investment interest, and overall hope for the success of Downtown; however, some residents are hesitant about investing in the downtown because the future is unclear.

PARTNERSHIPS ARE KEY TO THE SUCCESSFUL REDEVELOPMENT OF DOWNTOWN BURLINGTON

Downtown Partners cannot achieve the redevelopment of Downtown Burlington without the support and active involvement of the greater Burlington community. Already, City planners, private developers, and community members have expressed strong interest in the future of Downtown Burlington. The City, its residents, and the private market play an essential role in moving redevelopment efforts forward.

RECOMMENDATIONS TO DOWNTOWN PARTNERS

The following section details the Iowa Initiative for Sustainable Communities' recommendations to Downtown Partners, Inc. as it pursues the sustainable redevelopment of Downtown Burlington:

CONTINUE AND EXPAND SUPPORT FOR THE REDEVELOPMENT OF UPPER STORY UNITS

Inform developers about the market for upper story housing in Downtown Burlington. Communicate the findings of the Downtown Living Survey, which describe space, price, parking and other preferences as they relate to downtown residences.

Serve as a source of information for downtown property owners interested in redeveloping their upper stories. Compile resources that will inform these individuals about the typical redevelopment process and anticipated costs. Provide potential redevelopers with up-to-date information about available grant money and tax credits.

Foster support for upper story redevelopment among entities other than Downtown Partners. Educate the City, business owners, and Burlington's citizens about the integral role that upper story redevelopment can play in the revitalization of Downtown Burlington.

FOCUS ON THE RECRUITMENT OF EXISTING BUSINESSES AND THE DEVELOPMENT OF NEW BUSINESSES THAT WILL FILL THE MARKET GAPS IDENTIFIED IN THIS REPORT

Develop a strategy that will encourage existing businesses to relocate in Downtown Burlington. Survey area businesses about their needs and preferences as these relate to location, then work to accommodate reasonable needs and preferences. Market to existing businesses by informing of the benefits of a Downtown location – stress the market potential created by Downtown's sizable workforce.

Provide start-up assistance to local entrepreneurs, and link these entrepreneurs to resources like the Iowa Small Business Development Center. Create a revolving loan fund for business start-ups. Provide affordable commercial space for these enterprises: consider opening a small business incubator in one of Downtown's large vacant buildings. The incubator would provide a space for small businesses to explore their market and test their business model before they invest in the high costs associated with opening a shop.

BUILD ON THE ASSETS THAT DO DRAW PEOPLE DOWNTOWN AND DEVELOP NEW WAYS TO ATTRACT RESIDENTS AND VISITORS DOWNTOWN

Evaluate the reasons for which area residents come Downtown, as identified by survey respondents and focus group participants.

Build on assets, like community events, that are successful in drawing people downtown. Consider opportunities to expand the events that exist and to market these events to a wider audience. Also consider opportunities to develop new events. Poll the public about events that they would like to see Downtown, and then partner with business owners, community organizations, and others to make them happen.

Encourage more frequent visits to Downtown by offering a wider range of activities. Expand recreational opportunities by encouraging private market construction of an indoor workout center, or publicly funded construction of an outdoor trail system. Expand the number of activities geared to young children, as these tend to also attract parents who would be likely to shop in Downtown's businesses. Encourage students to frequent Downtown by supporting private market development of an internet café, coffee shop, or other study space. Urge administrators at Southeast Iowa Community College to consider opening a satellite campus in Downtown Burlington, and market available space.

Evaluate the reasons that residents are not coming Downtown more often to dine or shop. Recommend that businesses consider advertising online and through social media. Also provide recommendations on ways that business owners might make themselves more marketable to Downtown's sizable workforce (for example: by offering quick lunches and office delivery, as well as expanded business hours to remain open after the end of the typical workday).

ADDRESS INFORMATION GAPS BY IMPROVING THE VISIBILITY OF INFORMATION THAT IS CURRENTLY AVAILABLE AND BY ADVOCATING FOR BETTER DATA COLLECTION

Improve the visibility of information about commercial and residential spaces available Downtown. Increase marketing of both large and small community events.

Centralize information useful to developers, such as information about available properties, financial incentives, and building codes. Identify a liaison at the City who can provide education and advice about building codes and permits. This would help the developer and the City to identify anticipated roadblocks and potential solutions early-on, thus reducing frustration and reducing project timelines. Advocate for the City to begin requiring business licenses, which would drastically improve the quality of information available about Downtown businesses. Advocate for the Assessor's office to update records to reflect changing addresses, building uses and business names.

WORK WITH THE CITY TO EVALUATE EXISTING FINANCIAL INCENTIVES AND CONSIDER NEW INCENTIVES THAT WILL FURTHER ENCOURAGE REDEVELOPMENT IN DOWNTOWN

Evaluate the effectiveness of Burlington's existing financial incentives. Consider adapting incentives that are working in other downtowns to the context of Downtown Burlington.

CONTINUE AND EXPAND THE MARKETING OF SUCCESSFUL REDEVELOPMENT PROJECTS

Continue to market successful redevelopment projects through tours, local media, and social media. Further publicize the redevelopment that is underway in Downtown Burlington to raise awareness among citizens and potential investors in the greater region.

PARTNER WITH THE CITY, THE PRIVATE SECTOR, AND THE PUBLIC TO ACHIEVE THESE RECOMMENDATIONS

The recommendations of the Iowa Initiative for Sustainable Communities cannot be fulfilled by Downtown Partners alone. Partnering with the City and other institutions, as well as developers, business owners and Burlington's citizenry will increase efficiency and ease the implementation of Downtown Partners' work. Such partnerships will be absolutely key to the redevelopment of Downtown Burlington.

DOWNTOWN INVENTORY

Because the City of Burlington does not require business permits, neither the City nor Downtown Partners, Inc. has current and comprehensive information about Downtown businesses. This lack of information is problematic because it limits the ability of these entities to assess commercial gaps, to identify market opportunities, to analyze employment in the Downtown, and to communicate essential information to business owners.

Downtown Partners, Inc. and the Iowa Initiative for Sustainable Communities partnered to conduct a Downtown Inventory that would address this information gap. The Inventory covered all businesses, government offices, and other entities in Downtown Burlington's Self Supported Municipal District (SSMID). A map of the SSMID can be found in Appendix A. Survey responses provided Downtown Partners with vital information about the business mix and employment in the Downtown, as well as contact information, business hours, and other useful details about rental rates and building use. The Inventory also enabled Downtown Partners and IISC to identify vacant storefronts in the downtown, which were used to estimate Downtown Burlington's overall vacancy rate.

METHODOLOGY

The survey form that was employed for the Downtown Inventory can be found in Appendix B. The Inventory began on February 18 and was conducted on an ongoing basis until March 31, 2011. Surveys were distributed and collected by a coalition of IISC team members and volunteers from the Burlington community. ArcGIS (Geographic Information System software) was used to organize and map the data that has been collected to date. This dataset has been provided to Downtown Partners, which can update the dataset regularly to include inventory follow-up and to reflect changes resulting from entities that open, close, or relocate.

SUMMARY OF FINDINGS

Of the 294 business, governmental, and non-profit entities that exist in Downtown Burlington, 134 were successfully surveyed. This accounts for an overall response rate of 45.6%. For various reasons, several entities either did not receive or did not complete the Inventory survey: some chose not to participate, others were inaccessible during surveying hours, and others required follow-up beyond the allocated surveying period.

Table 1: Inventory Survey Response Rate

Total Number of Downtown Entities	294
Surveys Completed and Returned	134
Overall Response Rate	45.6%

A total of 39 vacant properties were identified, representing a vacancy rate of 13.3% for non-residential properties in the Downtown.

Table 2: Vacancy Rates in Downtown Burlington

Vacant Properties	39
Total Properties	294
Vacancy Rate	13.3%

The map in Figure A illustrates the locations of vacant buildings within Burlington's SSMID. Vacant buildings are concentrated along Jefferson Street, particularly between 3rd and 7th Streets.

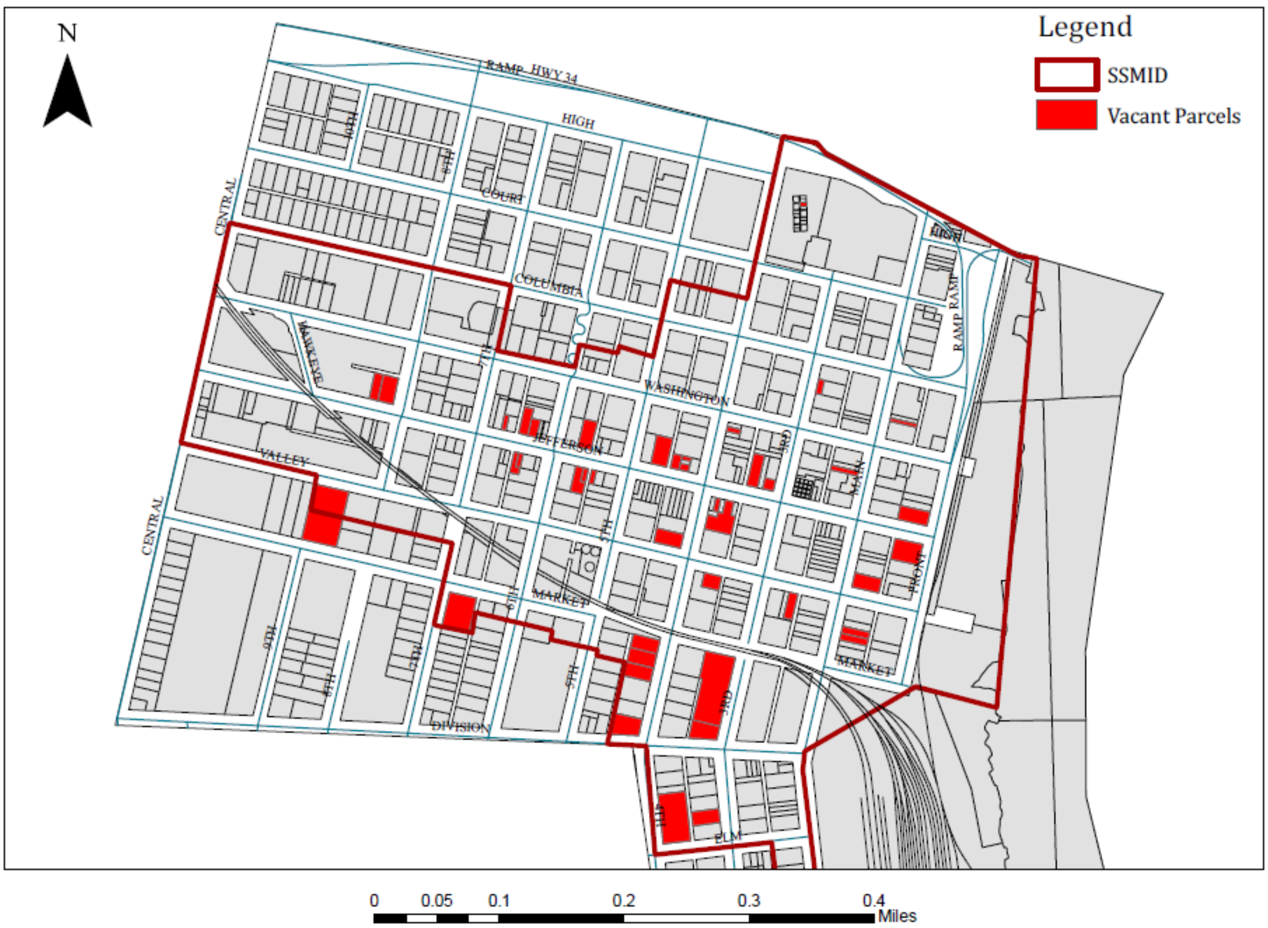


Figure A: Map of Vacant Properties in Downtown Burlington

Survey respondents were asked to indicate the number of full-time, part-time, and seasonal workers that they employ. Responses indicated that there are at least 1,564 jobs in Downtown Burlington: of this total, 1,224 (78%) are full-time employees, 287 (18%) are part-time employees and 53 (4%) are seasonal employees. As these results account for only 45.6%, of Downtown entities, it is likely that the actual number of jobs in Downtown Burlington far exceeds 1,564.

Table 3: Number of Employees in Downtown Burlington

Employment	Reported Number of Employees
Full-time	1,224
Part-time	287
Seasonal	53
Total	1,564

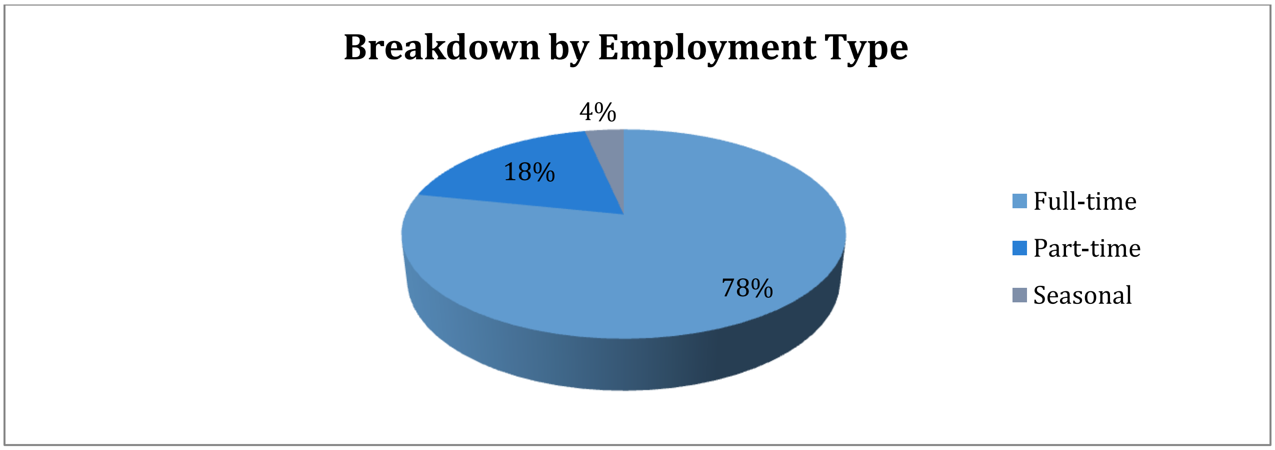


Figure B: Employment Type in Downtown Burlington

Respondents were asked to classify their business as Retail, Service, Manufacturing/Wholesale, Non-Profit/Church, or Government. Several businesses self-identified with more than one of these classifications. The overwhelming majority (54%) of the Downtown entities included in this inventory are service-oriented. Less than one-third (29%) are retail businesses. Both government and non-profits/churches account for 10% of all Downtown entities.

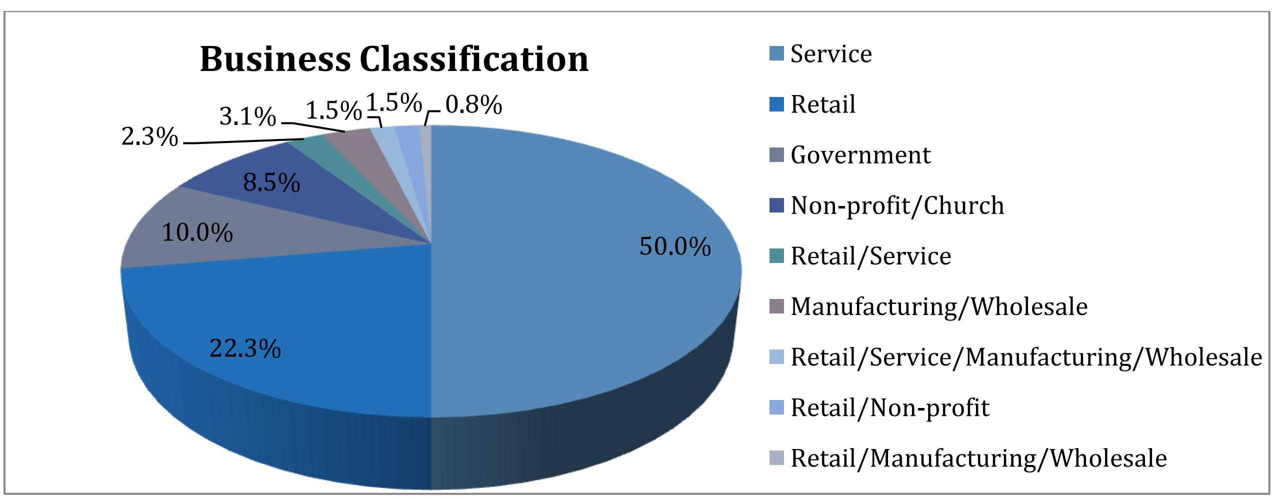


Figure C: Downtown Businesses by Classification

The map in Figure D illustrates the locations of the various business classifications. This map indicates that service and retail-oriented businesses are mostly concentrated in the heart of the SSMID, with government and non-profit/church entities located nearer to the boundaries of the SSMID.

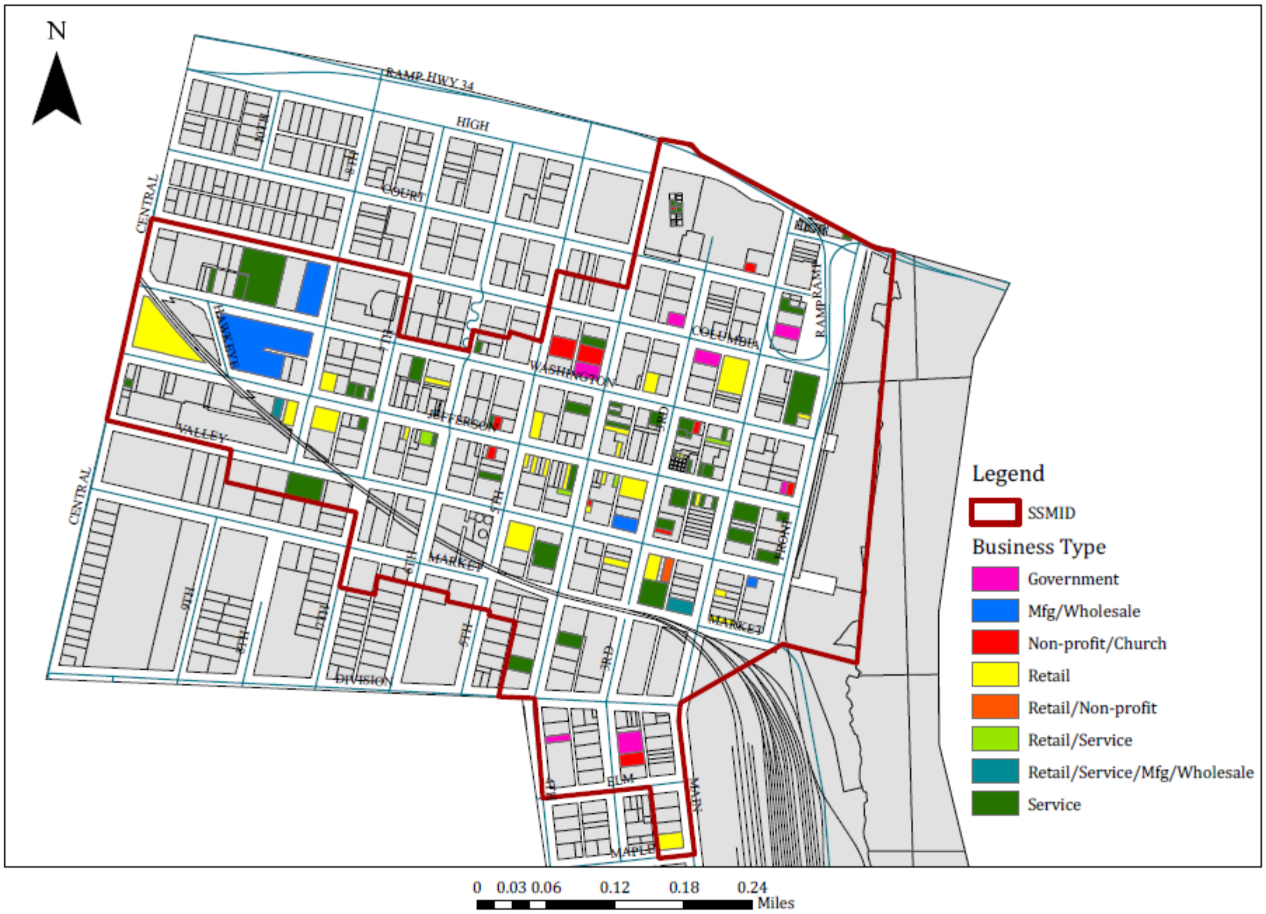


Figure D: Map of Business Classifications in Downtown Burlington

Survey respondents were also asked about whether they rent or own their Downtown space, the year that their business was established, their business hours, whether they had parking for employees, whether they pay their own utilities, whether they had a programmable thermostat, and whether they kept their display windows lit at night. A visual summary of their responses is provided in Appendix C.

COMMUNITY ENGAGEMENT

Downtown Partners, Inc. promotes the acquisition and redevelopment of vacant buildings into viable mixed-use developments. The Iowa Initiative for Sustainable Communities worked with Downtown Partners and Burlington residents to gauge demand for upper-story living and to identify commercial and retail opportunities in Downtown Burlington. Both survey and focus group research were conducted to address these topics. The following section describes the methodologies and findings of both research approaches.

METHODOLOGY

DOWNTOWN LIVING SURVEY

To gather quantitative data, a 24-question survey was created and administered both online using SurveyMonkey.com, and in a hard copy format. Survey questions included respondents' current use of the downtown area, their opinions on downtown services and amenities, their preferences for downtown housing options, and basic demographic information. To achieve a wide-range of respondents, links to the online survey were sent to college students and various community groups including the Rotary Club, Kiwanis Club, Young Professionals Network, and the Chamber of Commerce. A link to the survey was also posted on the "Downtown Burlington" Facebook group's page. Hard copies of the survey were administered at the Burlington Senior Center and a Downtown Burlington church. A "recommendations" option was available after specific questions to allow for the collection of qualitative data. All results were combined for an overall analysis of the survey responses. A copy of the Downtown Living Survey is provided in Appendix D of this report.

DOWNTOWN LIVING FOCUS GROUPS

Focus groups were conducted to gather further qualitative data from specific demographic groups. Three different hour-long focus group sessions took place at the Burlington Library during the spring of 2011. Focus groups included individuals who were retired or nearing retirement, downtown business owners, and young adults. A moderator's guide was created to identify specific research objectives. The four objectives included:

1. What are participants' perceptions of living in Downtown Burlington?
2. How can Downtown Burlington attract residents to upper-story housing units?
3. What are participants' levels of satisfaction with the businesses and services offered in Downtown Burlington?
4. What are the participants' visions for the future of Downtown Burlington?

Sub-questions were then created to facilitate discussion. A group exercise was also integrated into the focus group sessions. This exercise asked participants to indicate which currently vacant buildings (based on ten buildings identified by Downtown Partners and planners for the City of Burlington) they saw as being of high priority to redevelop. Focus group sessions were audio recorded and notes were taken so all feedback could be accurately gathered and analyzed.

SUMMARY OF FINDINGS

DOWNTOWN LIVING SURVEY

The following are the results and findings based on the 165 surveys that were submitted both online and in hard copy form during the surveying period:

SATISFACTION WITH DOWNTOWN SERVICES AND AMENITIES

The majority of the survey respondents are familiar with and frequent Downtown Burlington for various reasons. About 12% of survey respondents currently live in Downtown Burlington, while 27% work downtown and 83% come downtown for other purposes. Respondents were most likely to come downtown to dine, utilize government services, go to the library, and attend community events. They were least likely to come downtown for medical or health care purposes, business services, and church. About 70% of respondents come downtown to shop only once a month or less. This coincides with the majority of respondents' opinions that Downtown Burlington offers too little in terms of shopping variety:

Table 4: Survey Respondents' Opinions on Downtown Burlington's Shopping Variety

	Too Little		Right Amount		Too Much
Response	87	41	20	2	0
Percent	58%	27.3%	13.3%	1.3%	0%

Recommendations made by survey respondents regarding the shopping variety in Downtown Burlington included the need for a hardware store, drug store, office supplies, men's and women's clothing, furniture, florist, crafts and specialty shops.

More respondents are satisfied with the Downtown's dining options compared to shopping variety. 43% of respondents felt there was the right amount of places to eat, but over 55% still believe there is not enough.

Table 5: Survey Respondents' Opinions on Downtown Burlington's Dining Options

	Too Little		Right Amount		Too Much
Response	29	53	64	2	0
Percent	19.6%	35.8%	43.2%	1.4%	0%

Recommendations made by survey respondents include the need for a café or sandwich shop, and an establishment that offers quick lunch options for people who work downtown. While many respondents enjoy some of Downtown's current restaurants, they see a need for other cuisine options such as Indian, vegetarian, sushi, barbeque, Chinese, Thai, and Greek.

The majority of survey respondents feel Downtown Burlington has enough bars and nightclub options. Some recommendations made included the need for more live music venues and up-scale bars.

Table 6: Survey Respondents' Opinions on Downtown Burlington's Bars/Nightclub Options

	Too Little		Right Amount		Too Much
Response	28	24	73	4	8
Percent	20.4%	17.5%	53.3%	2.9%	5.8%

Downtown Burlington currently has one coffee shop that many of the survey respondents enjoy; however, the majority feels the downtown area could use at least another one. Some comments and recommendations provided were the need for a place that provides Wi-Fi, longer hours, more seating, and expanded food options.

Table 7: Survey Respondents' Opinions on Downtown Burlington's Coffee Shop Options

	Too Little		Right Amount		Too Much
Response	51	40	51	2	1
Percent	35.2%	27.6%	35.2%	1.4%	0.7%

Parking availability is an important issue to people who come downtown to shop, dine, etc., and also for business owners who want to ensure their customers have somewhere to park. The majority of respondents feel there is a shortage of parking, while slightly fewer than 40% believe there is an adequate amount.

Table 8: Survey Respondents' Opinions on Downtown Burlington's Parking Availability

	Too Little		Right Amount		Too Much
Response	47	41	55	4	0
Percent	32%	27.9%	37.4%	2.7%	0%

While several respondents feel there is enough parking, comments and recommendations regarding the parking situation in the downtown area include: the need for more long-term parking options, better signage regarding parking options, and construction of a parking ramp.

DEMAND FOR UPPER-STORY LIVING

In order to gauge the demand and market for upper-story living, nine questions were included to gather quantitative data on respondents' opinions and preferences. These responses were then cross-tabulated with respondents' ages.

About 14% of survey respondents indicated they would possibly move into an apartment in Downtown Burlington within the next two years, with over 7% indicating it is "very likely." The majority of those likely to move downtown are between the ages of 19 – 34. Those between the ages of 45 – 56 and 57 – 64 were the most unlikely to move downtown in the next two years. This supports the results of the Downtown Living Focus Groups, that single and young professionals would be more likely to live in upper-story units, compared to those who might still have children living at home. Almost 11% of those respondents over age 65 indicated that they would possibly move downtown in the next two years, which also supports the focus group findings and community interviews that upper-story living is convenient for retirees.

The majority of the survey respondents indicated that downtown living is a possibility at some point in their future. Of those who would live downtown, almost 30% would choose to rent while 25% would like to own. Those respondents 19 – 25 years old are most likely to rent a downtown unit while those 45 –56 would prefer to own.

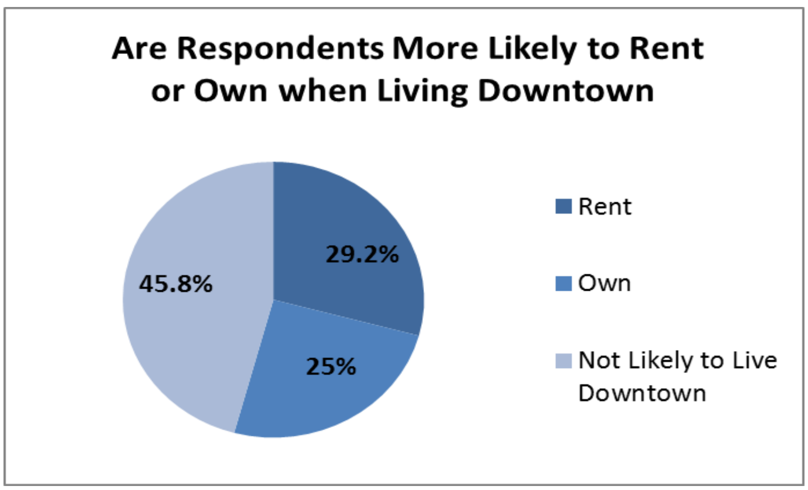


Figure E: Survey Respondents' Preferences for Renting or Owning a Downtown Residence

Table 9: Age Group Breakdown of Preference for Renting or Owning a Downtown Residence

Age Group	Rent	Own	Not Likely To Live Downtown
19-25	64.3%	14.3%	21.4%
26-34	24.1%	20.7%	55.2%
45-56	28.1%	34.4%	37.5%
57-64	20%	20%	60%
65+	19.2%	23.1%	57.7%

In terms of preferred building age, most survey respondents (about 47%) indicated they did not have a preference for the age of the building. 44% would prefer an older building and almost 9% would like a newer building. However, when asked to choose which type of building they would prefer to live in, an overwhelming 76.5% indicated they would prefer a loft in a historic building. The majority of each age group indicated this as their preference, with almost 93% of respondents aged 19 –25 choosing a loft in a historic building. These results are promising because a great number of Burlington's historic buildings have the potential to be redeveloped into this housing style.

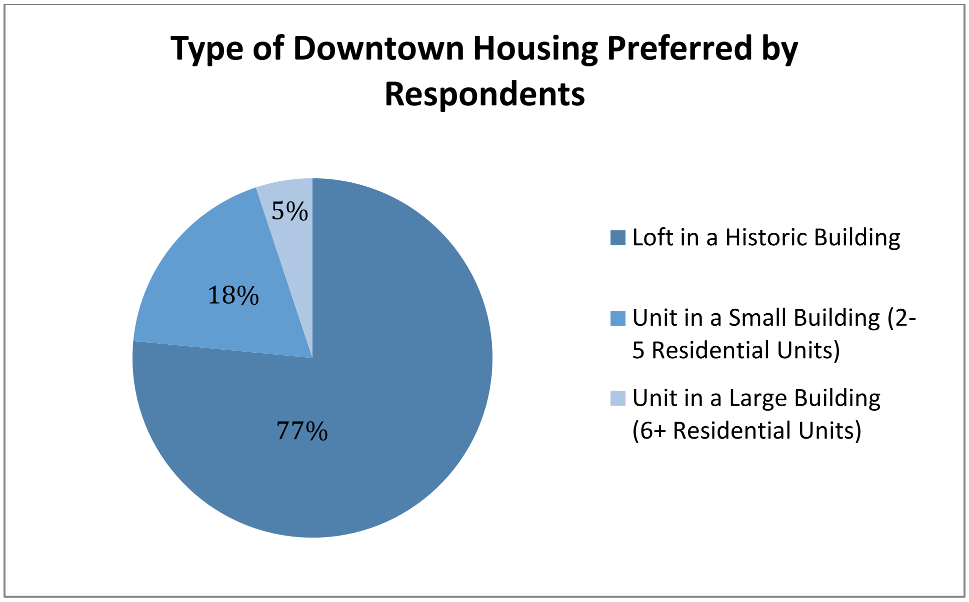


Figure F: Preference for Downtown Housing by Type

Table 10: Age Group Breakdown of Downtown Housing Preference by Type

Age Group	Loft in a Historic Building	Unit in a Small Building (2-5 Residential Units)	Unit in a Large Building (6+ Residential Units)
19-25	92.9%	7.1%	0%
26-34	85%	10%	5%
45-56	80%	10%	10%
57-64	70.6%	29.4%	0%
65+	54.5%	36.4%	9.1%

When it comes to the specifics of a downtown apartment or condo unit, the majority of survey respondents indicated that they would prefer units with two bedrooms. Most respondents also prefer two bathroom units, with many also indicating 1.5 bathrooms as their choice. This information would be helpful to any developers looking to decide on how big units should be vs. how many units to construct.

Table 11: Survey Respondents' Preferred Number of Bedrooms

Bedrooms	1	2	3	4	5+
Response	6	58	35	3	0
Percent	5.9%	56.9%	34.3%	2.9%	0%

Table 12: Survey Respondents' Preferred Number of Bathrooms

	1	1.5	2	2.5	3+
Response	16	40	44	1	1
Percent	15.7%	39.2%	43.1%	1%	1%

As is illustrated in Figure G, the price survey respondents would be willing to pay for both rental units and owner-occupied units vary slightly. Although monthly rents between $350 and $500 are preferred by most respondents (46.5%), about 45% of total respondents are willing to pay between $501 and $800 for a downtown housing unit. The majority of those willing to pay $501-$800 are between the ages of 26 – 34 and 45 – 56 years old. 19 – 25 year olds are more willing to spend $350-$500 a month on rent. Respondents who indicated a willingness to pay rents over $801 were mostly aged 45 and older.

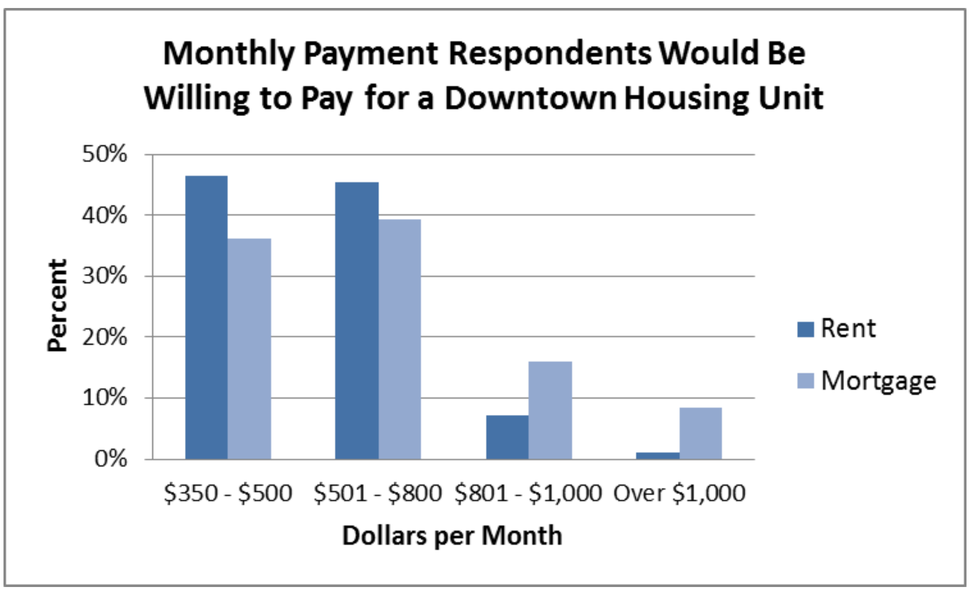


Figure G: Survey Respondents' Willingness to Pay for Monthly Rent/Mortgage

Mortgage payments tended to be higher. Most respondents indicated a willingness to pay $501-$800 per month on their mortgage. 24.5% of respondents are willing to make monthly payments of over $800 on a unit, with approximately 10% indicating they would pay over $1000 per month.

This shows that there is a demand for higher-end owner-occupied. The majority of respondents willing to pay over $1000 were between the ages of 45 – 56 years old.

An open-ended question was included in the Downtown Living Survey and asked respondents, "What, if anything, would make you more likely to consider living downtown?" Over one third of survey takers responded. Responses included:

- Better parking options: dedicated, on-site, and covered parking
- More shopping and dining options
- A river view
- Reasonable pricing
- A remodeled historic building
- Better upkeep of the downtown area
- An assisted living facility

The survey concluded by collecting basic demographic information from the respondents. Detailed demographic results are located in Appendix E of this report. In summary, the majority of respondents (59.4%) are over the age of 45. Females made up 66.7% of respondents, and almost half are married (47.3%). Almost 80% of the respondents currently live in Burlington and most own their home. About 33% of respondents come downtown for work. One-third of respondents hold a Bachelor's Degree and one-fifth of all respondents have a household income of $50,000 - $74,999.

A summary of survey responses not discussed in this analysis can be found in Appendix F.

DOWNTOWN LIVING FOCUS GROUP

Focus groups were conducted to expand upon survey results and to gain further insight into Burlington residents' opinions and preferences regarding the Downtown and upper-story living. The following is a summary of all three focus groups that were conducted, based on the research objectives outlined in the moderator's guide. A copy of the moderator's guide can be found Appendix G of this report.

OBJECTIVE 1: PARTICIPANTS' PERCEPTIONS OF LIVING IN DOWNTOWN BURLINGTON

Young Adults: The group saw people most likely to live downtown as being singles and young professionals in their 20's and 30's. They viewed living downtown as beneficial because you are able to walk to various places, however they also note that there is not a lot to do. One participant actually lives in a renovated upper-story apartment and is able to walk to work. Another participant wanted to live Downtown, but noted that it was difficult to find out what rentals were available and who owns them. A couple of participants mentioned the income restrictions on some apartments as preventing many young professionals from being able to live downtown.

Business Owners: Participants saw the market for living downtown as mostly being retired people and empty nesters. They, too, thought young singles and couples that are career-focused would prefer living space like an upper-story unit downtown. Some of the benefits they saw to living downtown included: little to no outdoor maintenance required, ability to downsize to a simpler lifestyle, location and proximity to various businesses and downtown events, and the new train whistle ordinance has made the area a lot quieter. Participants believed rehabilitating many of the buildings downtown will be a big obstacle, and that there needs to be an increase in the amount of shops and restaurants if people are going to choose to live downtown.

Retirees and Individuals Nearing Retirement: The group viewed the types of people who would be likely to live downtown as being young and unmarried people. They saw this market as being very artistic, unique, and educated people who prefer to be in the "mix of things." They thought Burlington's population tends to be much older and might not be the type of people who would want to live downtown. They saw many benefits to living downtown, including the location and proximity to various businesses, the library, restaurants, and downtown events. They saw living downtown as being an economic advantage because you drive less and spend a lot less money on property maintenance. The group also had a deep appreciation for the historic and unique buildings.

OBJECTIVE 2: IDEAS ON ATTRACTING RESIDENTS TO UPPER-STORY HOUSING UNITS

Young Adults: Participants saw the accessibility to rental and Downtown information as being an obstacle to attracting people downtown. They said renting in Burlington is a hard thing because there isn't much to be had, and what is advertised as being available, is not in good condition. They suggested that someone create a website that would provide a list of landlord and property management companies' contact information, available downtown rental units, nightlife and recreation options, and events. The group thought that Burlington's population-decline and aging population could be an obstacle in attracting people downtown. However they saw downtown units as having great value for the amount of space offered at lower rents. They thought help with utilities or better-insulated units could draw more people downtown because it can be expensive to heat older buildings; and that the inclusion of outdoor space would also attract people. One participant suggested that developing the rooftops of buildings would provide nice common areas and great views. Overall, the group thought that if more attractive businesses came downtown, people would definitely want to live closer to that environment.

Business Owners: Participants thought the development of lofts and more open floor plans would be more attractive to people. They felt that designated parking is very important and having some outdoor space to socialize, grill, etc. would be beneficial. They mentioned a garage not being important but creating a carport from a deck as being an option to provide both outdoor space and covered parking. They do not think many people in Burlington would be able to afford upscale living, but the development of quality renovated units with updated appliances could draw people downtown and make them willing to pay a little more for a place that is well-done. Some barriers they thought need to be addressed are the ability to have pets in the units, downtown safety, and building fires.

Retirees and Individuals Nearing Retirement: The group discussed several elements that would make living in a downtown upper-story unit more attractive. Some of these recommendations include: a washer and dryer in the apartment, sound proofing, fire safety, designated parking, handicap accessibility, an elevator in the building, aesthetically pleasing buildings, and great views. The group also identified some barriers that might be keeping people from considering downtown living. The parking issue came up frequently in the group's discussion, as did the poor condition of many buildings downtown. They thought that many people do not have enough confidence in the Downtown to make an investment and that Burlington's demographics are slanted against young upstarts who would be interested in downtown living.

OBJECTIVE 3: PARTICIPANTS' LEVELS OF SATISFACTION WITH THE BUSINESSES AND SERVICES OFFERED IN DOWNTOWN BURLINGTON

Young Adults: Group members first discussed what they currently come downtown for and some noted that there is not very much for people their age to do downtown, especially for those who are under 21. For college students the library was a big draw to do homework and study, however its limited hours and lack of food and drink options make it difficult to go there often. For young professionals, they mentioned enjoying some of the downtown bars and restaurants and felt there was an adequate amount of bars, though more restaurants are needed. All participants mentioned the need for a coffee shop or Internet café that offered expanded hours, more seating, and free Wi-Fi. In terms of retail and shopping options, the group mentioned a few stores they like to go to, but overall, participants felt the limited hours and lack of necessity items make it difficult to frequent stores in the Downtown. One participant works downtown and found it surprising how many people drive outside of the Downtown for lunch. The group thought a sandwich shop would thrive downtown, because it would provide an option for a quick lunch. In terms of services and amenities, the group was split on how safe they felt walking downtown at certain times. They thought the parks were few and too small, and that an extended trail is needed along the river. Parking was cited as being a big issue especially time limits and availability during events. The lack of advertising of downtown events and stores was mentioned as being a problem- some participants did not know about events that others did.

Business Owners: Participants felt that the Downtown is dying because there is not a good mix of businesses. They currently come downtown for insurance and legal services, banking, and the post office. They felt retail is needed to keep the Downtown going and storefronts need to be redone. In terms of dining options and bars they felt that the variety is just not there, but that the downtown area does have a good start. They thought more ethnic food is needed and a more upscale but quaint bar is needed as well. They believed more retail would create immediate success. One recommendation was to create a co-op in one of the large vacant buildings like the Dial Building, so small businesses could share the expenses and be more profitable. In terms of amenities, participants felt there was not enough park space or parking in the core of the downtown area. They thought a community center would bring residents downtown, and that businesses would come after residents do.

Retirees and Individuals Nearing Retirement: The group mentioned coming downtown for a variety of reasons, most commonly for work, the library, dining, the farmers market, and for church. They felt there was a lack of retail options and therefore they shop outside the Downtown for the majority of their purchases. Gaps in the downtown retail options they cited include office supplies, hardware, clothing, dollar store, drug store, florist, sporting goods, and bakery. They thought current businesses are doing a good job and make you feel welcome, but feel that the products sold downtown are items you would typically give as gifts. The Greater Burlington Partnership was mentioned as promoting the location of new businesses outside of the downtown area. Participants thought the Downtown had a few great restaurants but were lacking specific cuisines such as Indian and Thai. One participant mentioned that the Downtown needed some sort of fast sandwich and soup shop, or just a quick lunch spot for those who do not have more than an hour for their lunch breaks- all others agreed. They all felt that more advertising of downtown shops, restaurants, and events needed to be done on both a local and regional level. One participant mentioned the upkeep of the downtown area needed to become more of a priority. The group cited garbage on the streets, broken windows, and rundown buildings as being a deterrent. They did not think the amount of parking was too big of an issue but that the increase in apartment units could make it a problem. They did feel that the parking limitations and policies can be frustrating to people wanting to come downtown.

OBJECTIVE 4: VISION FOR THE FUTURE OF DOWNTOWN BURLINGTON

Young Adults: Group participants felt as though Burlington's history, downtown area, size, location on the river, and proximity to larger cities are some of its greatest strengths as a community. They believed the disinvestment, and lack of businesses and interest in Downtown needs to be addressed. When asked what their vision for the future of Downtown Burlington was, participants were quick to share what they wanted to see. Some of the responses included: the addition of a sports warehouse with numerous courts to host regional tournaments, more necessity shops downtown and not just gift shops, a satellite college campus, a wide-variety of housing options, a live music venue, more non-alcohol establishments to socialize, and an Internet café. They believed that there needs to be more of a focus put on downtown living, restaurants/bars, small businesses, and warehousing. They want to see the preservation of Downtown's older and historic buildings, and an emphasis placed on tourism. Participants thought more signage and marketing would be beneficial to Downtown's long-term success.

Business Owners: Participants viewed Burlington's location on the river and some of its downtown events, such as Steamboat Days, as being a couple of its strengths. They believed that building codes may be preventing the revitalization of the downtown area. Their vision for the future of Downtown Burlington included people living downtown with all of the businesses full again. They would like to see Burlington draw in tourists with specialty shops and restaurants, and also providing a safe place for kids to go. Changes they thought need to be made include: the rehabilitation of buildings into appropriate spaces for people and businesses to rent, vendors need to come downtown, and people need to start coming back downtown to socialize. Ideas they contributed to achieve their vision included a shuttle from downtown to the casino, more antique shops, lower rents for business owners, and finding contractors willing to take on the small projects, not just the big ones.

Retirees and Individuals Nearing Retirement: This group identified numerous strengths of Downtown Burlington. Some of the strengths identified included: Burlington's history, its location on the river, architecture, the new library and unique churches. They saw Downtown Burlington as a place that could attract a younger demographic by promoting arts, dancing, and music. They thought just having older people move downtown would not do anything for the long-term success of the community. Their vision for the future of Downtown Burlington included full storefronts in a concentrated area with vital shops, music events on the weekends, cleaner and well-maintained streets, many people walking around, and more advertising being done. Changes they felt should be made to reach this vision included: stop the erosion of the quality population, bring in more jobs to attract young professionals, restore the old buildings, create more parking options, create a better environment for entrepreneurs, enforce building upkeep, and promote Downtown Burlington through a variety of media outlets throughout the region.

CHRONOLOGICAL APPROACH TO DOWNTOWN REDEVELOPMENT

Notable redevelopment projects have been completed in Downtown Burlington's recent past, and other promising projects are currently underway. Downtown Partners intends to encourage this progress in various ways. Downtown Partners' active role in supporting redevelopment of the Bookend Buildings, located on the 500 block of Jefferson Street, is one example of how Downtown Partners is applying its resources to encourage revitalization of the downtown. Downtown Partners has purchased these buildings, and has worked with the Iowa Initiative for Sustainable Communities to develop an investment proposal that details the estimated costs of revitalizing these buildings as well as the projected returns on this investment.

The redevelopment of the Bookend Buildings will be just one step in an incremental approach to the revitalization of Downtown Burlington, but it will serve as an important model for the role that Downtown Partners, investors, and the City can play in the redevelopment of future buildings in the downtown.

Although the support that Downtown Partners provides for the redevelopment of future buildings will not necessarily take the same form as its support for the Bookend Buildings, the organization is already thinking about its next steps. Together with planners from the City of Burlington, Downtown Partners has identified a list of buildings that it sees high-priority for redevelopment. These buildings were chosen based on their architectural and aesthetic values and geographic location of the buildings. The list includes:

- 412 N. 3rd Street
- 100 N. 4th Street
- The Baptist Church
- The Dehner's Building
- The Dial Building
- The Kresge Building
- The Mississippi River Building
- The Penny's Building
- The Tama Building
- The Type Writer Shop Building

To gather public input about which of these buildings the Burlington community saw as highest-priority for redevelopment, IISC asked focus group participants to identify their top three priorities. This was done through an exercise in which participants were shown the name and a picture of each 'priority' building, and were asked to put a first, second, and third-priority sticker next to its name. The results of this exercise are summarized in Table 13.

The Tama building was the top choice for redevelopment overall: this building ranked as highest-priority for both the Young Professionals focus group and for the Retirees and Individuals Nearing Retirement group. The Dehner's building ranked second, with the Retirees and Individuals Nearing Retirement group displaying a strong preference for prioritizing the redevelopment of this building. The Baptist church ranked as the third priority.

Table 13. Focus Group Meeting Results – High Priority Buildings

Buildings	Young Professionals	Retirees and Individuals Nearing Retirement	Business Owners	Total
412 N. Third Street	4	1	0	5
100 N. Fourth Street	0	4	0	4
Baptist Church	3	4	4	11
Dehner Building	2	10	5	17
Dial Building	0	0	2	2
Kresge Building	2	6	0	8
Mississippi River Building	2	3	0	5
Penney Building	3	3	1	7
Tama Building	12	13	0	25
Type Writer Shop Building	2	4	0	6
Total Number of Participants	5	8	2	15

*For analysis purposes, 1st-priority stickers were assigned 3 points; 2nd priority stickers were assigned two points, and 3rd-priority stickers were assigned one point.

APPENDICES

APPENDIX A: MAP OF BURLINGTON'S SSMID

Downtown Burlington Inventory

Basic Building Information
Street Location ___________________
Vacant☐ Available☐ Occupied☐
Lot / Parcel # _______________
Building # _______________

Building Information

Building Name _______________
Building Address _______________
City _______________ State _____ Zip _____
Owner(s) _______________
Contact Name _______________
Contact Address _______________
City _______________ State _____ Zip _____
Contact Phone _______________ Fax _______________
Contact Email _______________
Last Date of Sale _______ Sale Amount _______
BUILDING insured? YES☐ NO☐
Other _______________

Physical Characteristics
Zoning Type _______________
# of Floors _____
# of Commercial Units _____ # in Use _____
# of Residential Units _____ # in Use _____

Building Condition Poor Fair Good Very Good Excellent
Comments on Conditions _______________
____

Space Information
Total Building Square Footage _______________
Floor Usage
Basement _______________
1st Floor _______________
2nd Floor _______________
3rd Floor _______________
4th & Above _______________

Historic Information
Date of Construction _______________
Individual Register Listing: National☐ Local☐
District Listing: ☐ (If Yes, Check All That Apply)
Contributing☐ Non-Contributing☐ Significant☐

Property Availability For Sale ☐
Asking Price _______________
Realtor _______________
Email _______________
Realtor Phone _______________

Business Information

Business Type Retail Service Mfg/Wholesale Non-profit/Church Gov't
Business Name _______________
Contact Name _______________
Mailing Address _______________
Business Phone _______________ Fax _______________
Business Email _______________
Business Website _______________
Date Business Was Established _______________
Does the Business Own☐ Rent☐ Plan to Own☐ the Space
If Renting, What is the Monthly Rent _______________
Lease Ending Date _______________ Term? _______________

Business Classification
Business Description _______________
Niche/Specialty _______________
Primary Products _______________

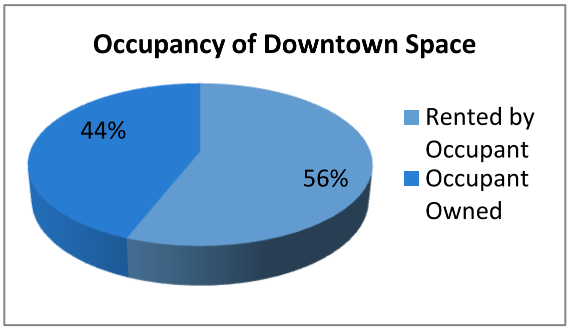
Business Hours	Open	Close
Monday	_______	_______
Tuesday	_______	_______
Wednesday	_______	_______
Thursday	_______	_______
Friday	_______	_______
Saturday	_______	_______
Sunday	_______	_______

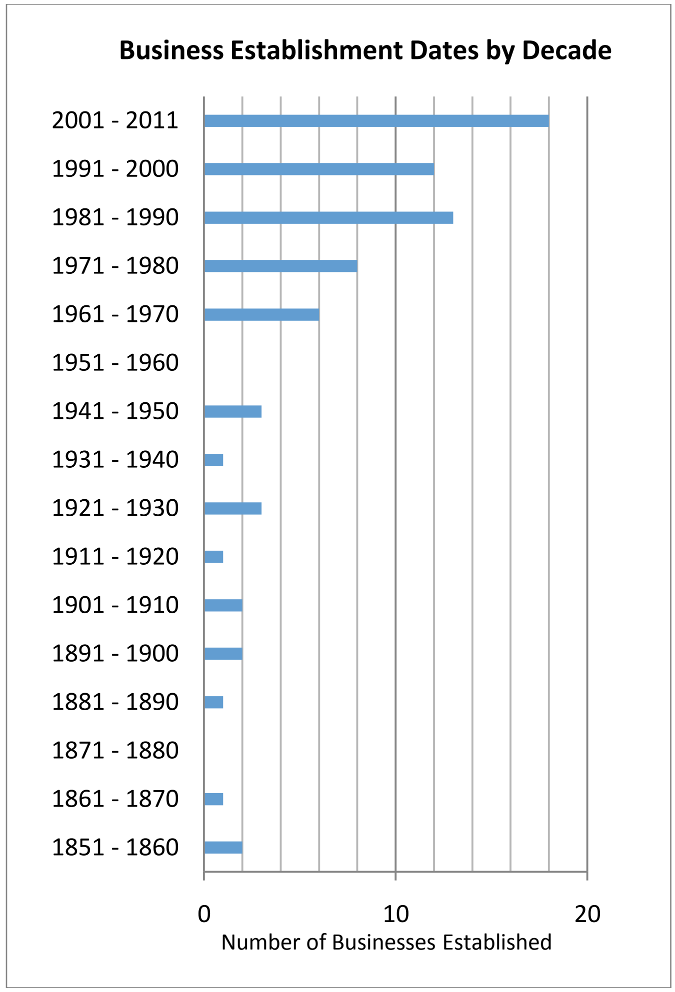
Employee Information
# of Full-Time _____ # of Part-Time _____
# of Seasonal _____

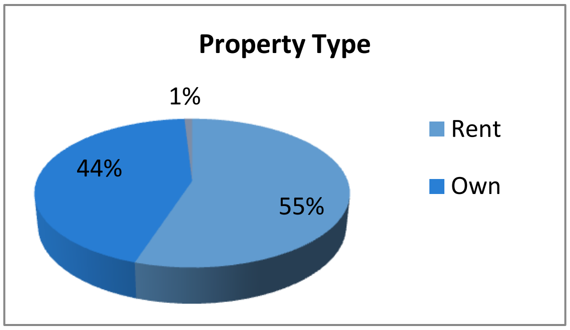
Parking for Employees (check box, enter number)
☐ Private lot ___
☐ Public Off Street___ On Street___

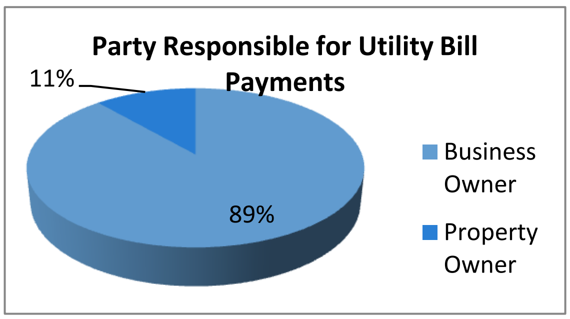
Extra Information
Pay own utilities? Y___ N___ Notes _______________
Programmable thermostat? Y___ N___
Display windows kept lit at night? Y___ N___ NA___
Other Useful Information _______________
____

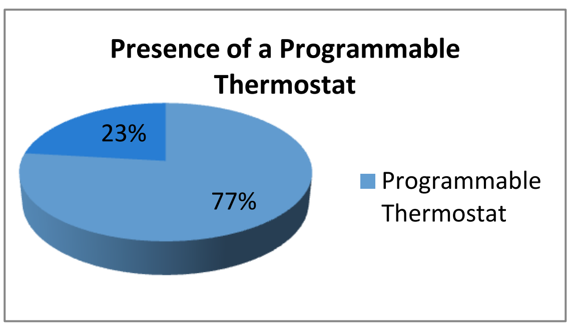
Completed By _______________ Date _____
Updated By _______________ Date _____

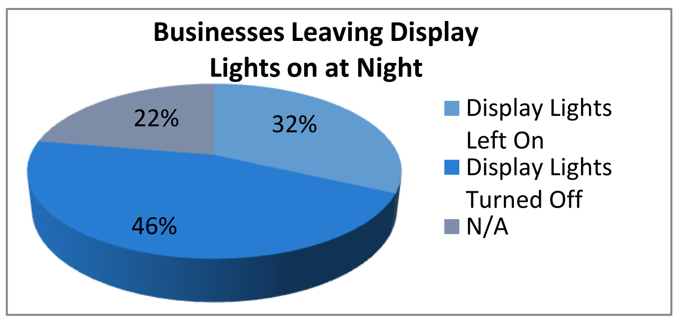

Occupancy of Downtown Space
44%
56%
Rented by Occupant
Occupant Owned

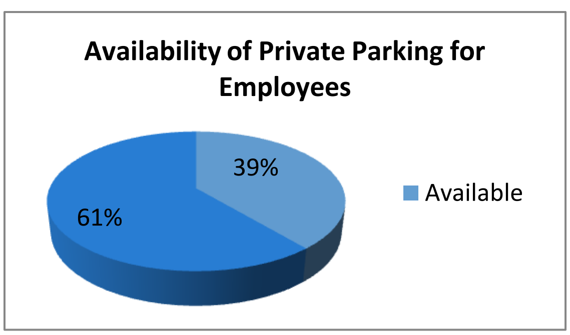

Business Establishment Dates by Decade
2001 - 2011
1991 - 2000
1981 - 1990
1971 - 1980
1961 - 1970
1951 - 1960
1941 - 1950
1931 - 1940
1921 - 1930
1911 - 1920
1901 - 1910
1891 - 1900
1881 - 1890
1871 - 1880
1861 - 1870
1851 - 1860
0
10
20
Number of Businesses Established

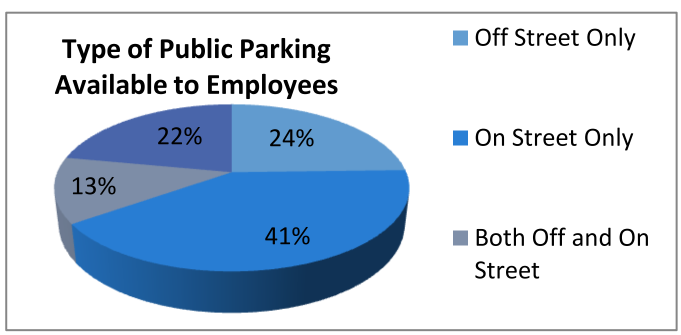

Property Type
1%
44%
55%
Rent
Own


Party Responsible for Utility Bill Payments
11%
89%
Business Owner
Property Owner

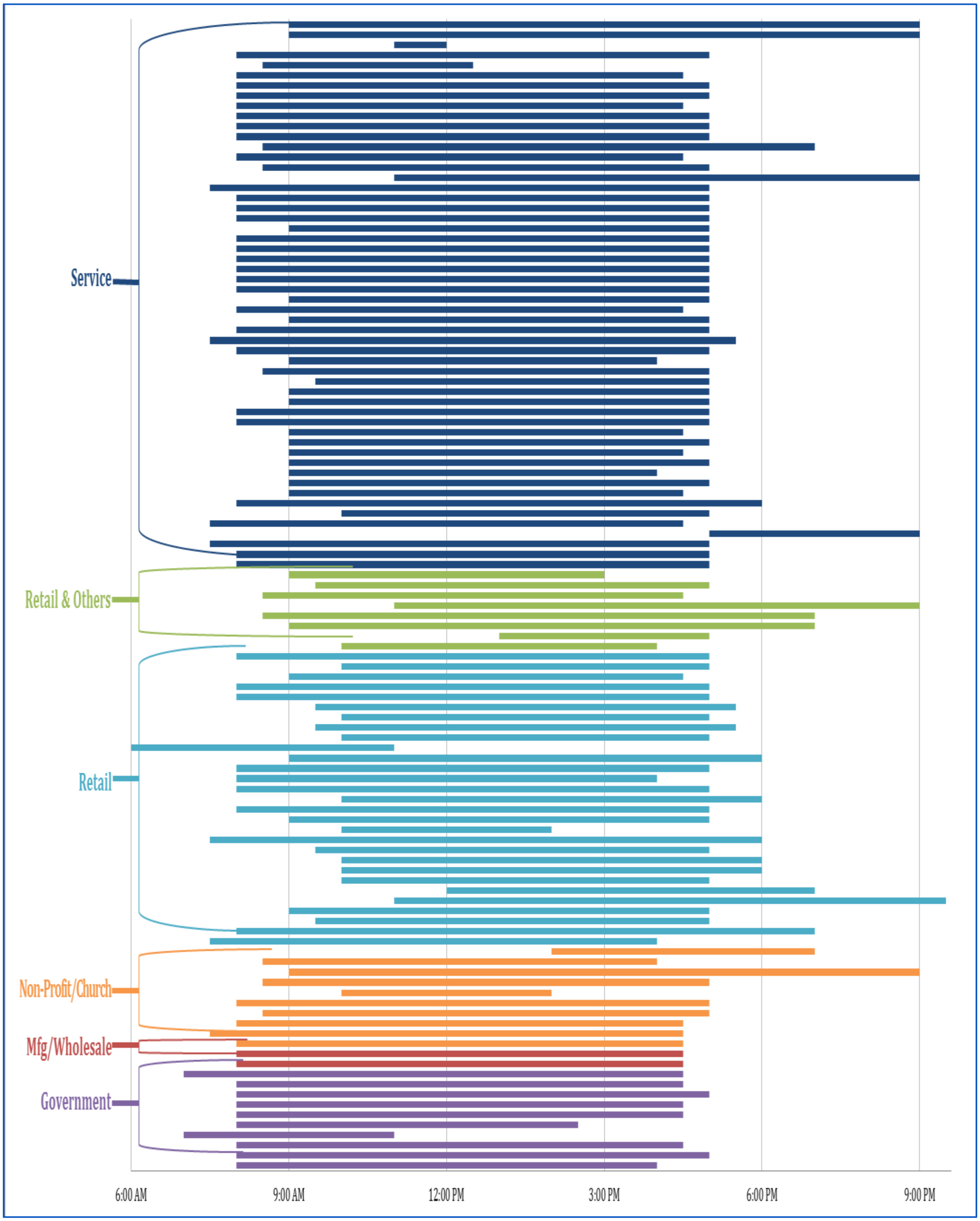

Presence of a Programmable Thermostat
23%
77%
Programmable Thermostat


Businesses Leaving Display Lights on at Night
22%
32%
46%
Display Lights Left On
Display Lights Turned Off
N/A


Availability of Private Parking for Employees
39%
61%
Available

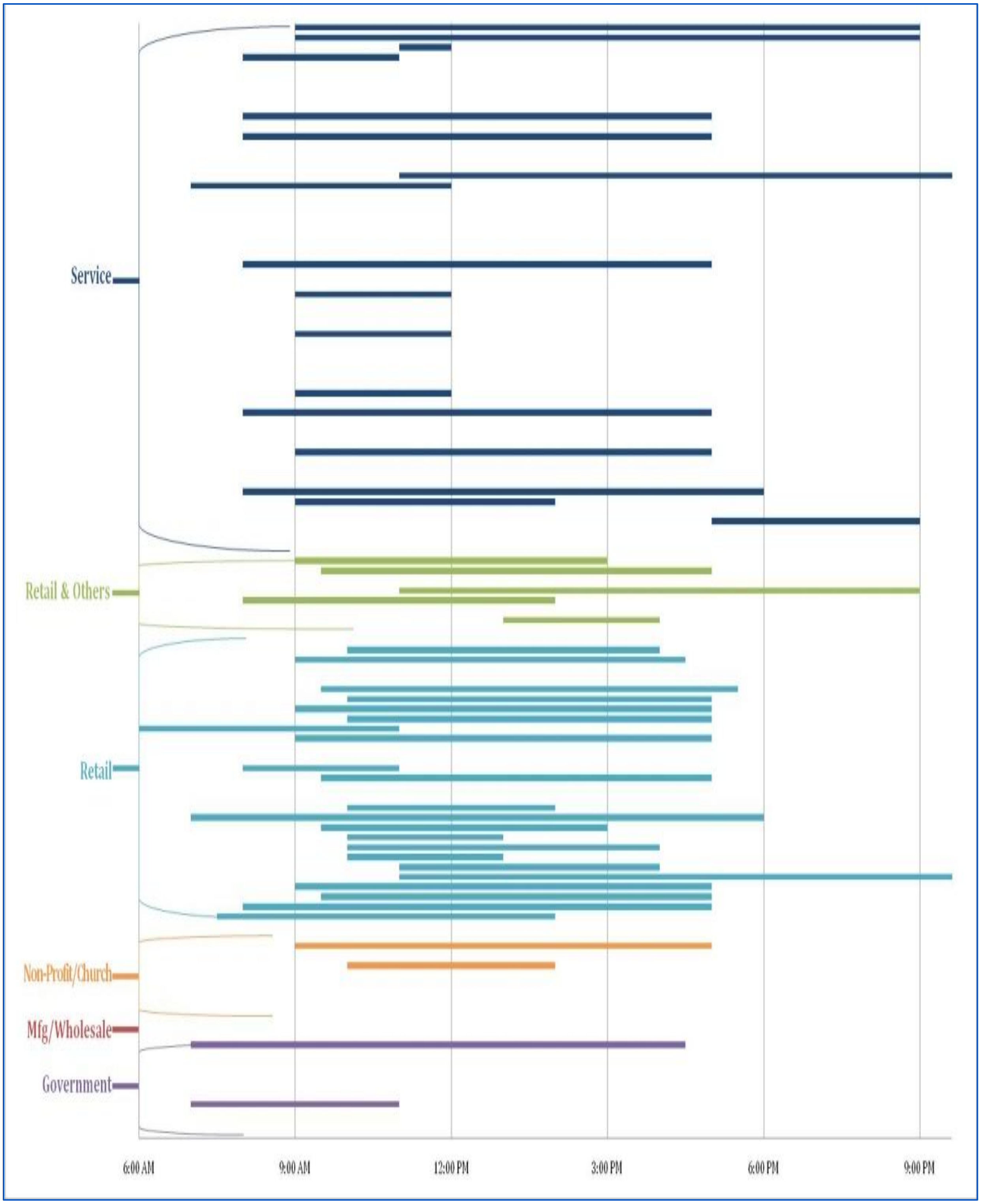

Type of Public Parking Available to Employees
22%
24%
13%
41%
Off Street Only
On Street Only
Both Off and On Street

Weekday Business Hours in Downtown Burlington

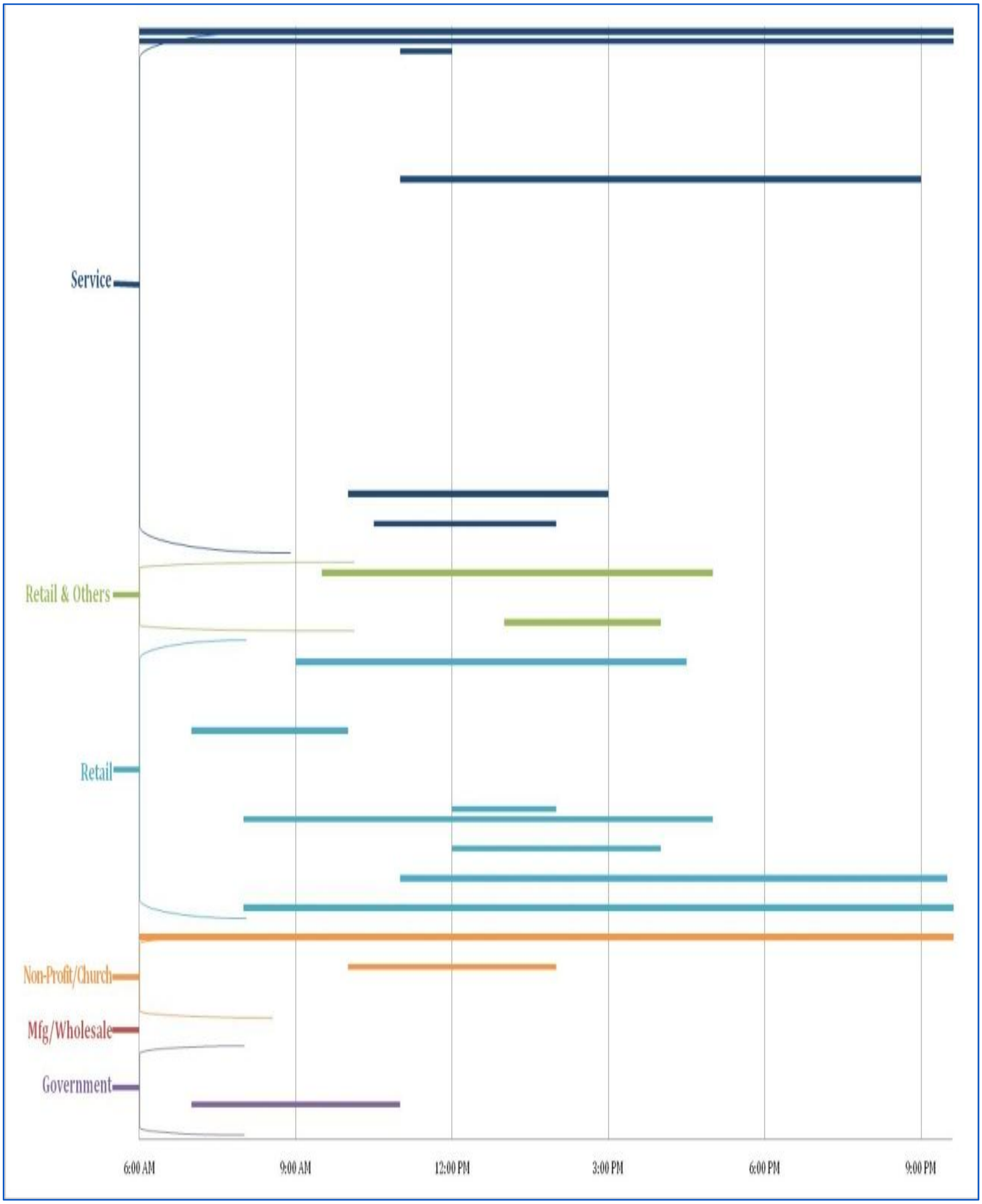


*Five service businesses offer businesses offer hours by appointment only

Weekend Business Hours in Downtown Burlington (Saturday)



Weekend Business Hours in Downtown Burlington (Sunday)



APPENDIX D: BURLINGTON DOWNTOWN LIVING SURVEY 2011

The following survey was created by graduate students from the University of Iowa's School of Urban and Regional Planning. In conjunction with Downtown Partners Inc., the students are working on a project involving the redevelopment of Burlington's Downtown District. This is a survey of Greater Burlington residents and visitors who are familiar with Downtown Burlington. This survey is completely anonymous: names and other identifying information will not be published.

I. Reasons & frequency for downtown visits

1. Please mark "X" for all that apply to you:
   - ☐ I live in Downtown Burlington.
   - ☐ I work in Downtown Burlington.
   - ☐ I go to Downtown Burlington for other purposes.
2. How often do you pursue each of the following activities in downtown Burlington? Please mark "X" to indicate which frequency applies to each activity.

Activity	Frequency				
	Daily	More than Once Weekly	Once Weekly	Once a month	Less than once a month
Shopping					
Eating Out					
Nightlife Activities					
Banking or Personal Finance					
Medical/Health Care					
Government Services (post office, city hall)					
Business Services (lawyers, realtors)					
Library or Learning Activities					
Church					
Parks and Recreation					
Sightseeing					
Community Events					
Other					

II. Satisfaction with Downtown Burlington

Circle the number on the scales below that best represents your opinion for each category. Please provide any recommendations on the lines below.

3. Downtown Burlington's shopping variety:

Too Little		Right Amount		Too Much
1	**2**	**3**	**4**	**5**

Specific Recommendations:

____

____

4. Downtown Burlington's dining options:

Too Little		Right Amount		Too Much
1	**2**	**3**	**4**	**5**

Specific Recommendations:

____

____

5. Downtown Burlington bars/nightclubs:

Too Little		Right Amount		Too Much
1	**2**	**3**	**4**	**5**

Specific Recommendations:

____

____

6. Downtown Burlington coffee shops:

Too Little		Right Amount		Too Much
1	**2**	**3**	**4**	**5**

Specific Recommendations:

____

____

7. Downtown Burlington's parking:

Too Little		Right Amount		Too Much
1	**2**	**3**	**4**	**5**

Specific Recommendations:

____

____

III. Interest in Downtown Living

Please place an "X" in the box that best represents your response to each question:

8. How likely are you to live an apartment in Downtown Burlington within the next two years?

Very Unlikely	Somewhat Unlikely	Unsure	Somewhat Likely	Very Likely
☐	☐	☐	☐	☐

9. If living in Downtown Burlington is a possibility, would you be more likely to rent or own?

Rent	Own	Not likely to live downtown
☐	☐	☐

10. If living in Downtown Burlington is a possibility, what type of downtown housing would you prefer?

Building type:	Loft in Historic Building	Unit in Small Building (2-5 residential units)	Unit in Large Building (6+ residential units)		
	☐	☐	☐		
Age of Building:	New	Old	No Preference		
	☐	☐	☐		
Number of Bedrooms:	1	2	3	4	5+
	☐	☐	☐	☐	☐
Number of Bathrooms:	1	1.5	2	2.5	3+
	☐	☐	☐	☐	☐

11. How much monthly rent would you be willing to pay for a downtown apartment?

$350 ~ $500	$501 ~ $800	$801 ~ $1,000	Over $1000
☐	☐	☐	☐

12. How much of a monthly mortgage would you be willing to pay for a downtown housing unit?

$350 ~ $500	$501 ~ $800	$801 ~ $1,000	Over $1000
☐	☐	☐	☐

13. What, if anything, would make you more likely to consider living downtown?

____

____

IV. Demographic Information

The following demographic questions have been included to provide the survey administrator's more detailed information regarding respondents' preferences and responses.

14. Please mark an "X" in the box that includes your age:

18 Years & Under	19 ~ 25 Years	26 ~ 34 Years	35 ~ 44 Years	45 ~ 56 Years	57 ~ 64 Years	65 Years +
☐	☐	☐	☐	☐	☐	☐

15. Please mark your gender:

Male	Female
☐	☐

16. What is your marital status?

Single	Married	Unmarried but Living with Significant Other	Separated	Divorced	Widowed
☐	☐	☐	☐	☐	☐

17. How many children under 16 years old live in your household?

0	1	2	3	4	More than 4
☐	☐	☐	☐	☐	☐

18. What is your current residential location?

Downtown Burlington	Burlington (Outside of Downtown)	West Burlington	Other
☐	☐	☐	☐

19. If you are currently a Burlington resident, how long have you lived in the city?

Less than 2 Years	3 ~ 5 Years	6 ~ 10 Years	11 ~ 20 Years	21 ~ 30 Years	Over 30 Years	Not a Burlington Resident
☐	☐	☐	☐	☐	☐	☐

20. In your current living situation, do you:

Own	Rent	Live with someone free of charge (parent, guardian, significant other)
☐	☐	☐

21. Which of the following best describes your primary area of employment (please select one):

☐ Homemaker	☐ Construction	☐ Manufacturing
☐ Retired	☐ Finance & Insurance	☐ Military
☐ Student	☐ Government & Public Administration	☐ Mining
☐ Unemployed	☐ Health Care & Social Assistance	☐ Publishing
☐ Agriculture, Forestry, Fishing	☐ Hotel & Food Services	☐ Real Estate, Rental, or Leasing
☐ Arts, Entertainment & Recreation	☐ Information – Services & Data	☐ Religious
☐ Broadcasting	☐ Information – Other	☐ Retail
☐ Education – College, University	☐ Processing	☐ Scientific or Technical Services
☐ Education – Primary/Secondary (K – 12)	☐ Legal Services	☐ Telecommunications
☐ Transportation & Warehousing	☐ Utilities	☐ Other

22. Where is your place of employment located?

Downtown Burlington	**Burlington (Outside of Downtown)**	**West Burlington**	**Other**
☐	☐	☐	☐

23. What is the highest level of education that you have completed?

☐ Grammar School	☐ Bachelor's Degree
☐ High School or GED	☐ Master's Degree
☐ Vocational/ Technical	☐ Doctoral Degree
☐ Some College	☐ Other

24. What is your current household income?

- ☐ Under $10,000
- ☐ $10,000 -- $19,999
- ☐ $20,000 -- $29,999
- ☐ $30,000 -- $39,999
- ☐ $40,000 -- $49,999
- ☐ $50,000 -- $74,999
- ☐ $75,000 -- $99,999
- ☐ $100,000 -- $150,000
- ☐ Over $150,000

Question 14: Please indicate your age.

	18 Years & Under	19-25	26-34	35-44	45-56	57-64	65+
Response	0	15	29	17	34	25	30
Percent	0%	10%	19.3%	11.3%	22.7%	16.7%	20%

Question 15: Please indicate your gender.

	Male	Female
Response	50	100
Percent	33.3%	66.7%

Question 16: What is your marital status?

	Single	Married	Unmarried but Living with significant Other	Separated	Divorced	Widowed
Response	36	71	14	1	12	16
Percent	24%	47.3%	9.3%	0.7%	8%	10.7%

Question 17: How many children under 16 years old live in your household?

	0	1	2	3	4	More than 4
Response	115	19	14	2	0	0
Percent	76.7%	12.7%	9.3%	1.3%	0%	0%

Question 18: What is your current residential location?

	Downtown Burlington	Burlington (Outside of Downtown)	West Burlington	Other
Response	11	108	7	25
Percent	7.3%	71.5%	4.6%	16.6%

Question 19: If you are currently a Burlington resident, how many years have you lived in Burlington?

	Less than 2	3-5	6-10	11-20	21-30	Over 30	Not a Burlington Resident
Response	8	18	16	18	17	45	21
Percent	5.6%	12.6%	11.2%	12.6%	11.9%	31.5%	14.7%

Question 20: In your current living situation, do you:

	Own	Rent	Live with Someone Free of Charge (Parent, Guardian, Significant Other)
Response	103	36	9
Percent	69.6%	24.3%	6.1%

Question 21: Which of the following best describes your primary area of employment?

Type of Employment	Response	Percent
Retired	29	19.6%
Finance and Insurance	25	16.9%
Other	20	13.5%
Health Care & Social Assistance	11	7.4%%
Manufacturing	10	6.8%%
Hotel & Food Services	7	4.7%
Retail	7	4.7%
Arts, Entertainment & Recreation	5	3.4%
Student	5	3.4%
Legal Services	5	3.4%
Government & Public Administration	4	2.7%
Religious	3	2%
Education - Primary/Secondary (K-12)	3	2%
Construction	2	1.4%
Education - College, University	2	1.4%
Scientific or Technical Services	2	1.4%
Homemaker	2	1.4%
Publishing	2	1.4%
Information - Services & Data	2	1.4%
Telecommunications	1	0.7%
Broadcasting	1	0.7%

Question 22: Where is your place of employment located?

	Downtown Burlington	Burlington (Outside of Downtown)	West Burlington	Other
Response	40	47	12	23
Percent	32.8%	38.5%	9.8%	18.9%

Question 23: What is the highest level of education that you have completed?

	Grammar School	Bachelor's Degree	High School or GED	Master's Degree	Vocational/ Technical	Doctoral Degree	Some College	Other
Response	1	50	27	18	9	10	34	2
Percent	0.7%	33.1%	17.9%	11.9%	6%	6.6%	22.5%	1.3%

Question 24: What is your current household income?

	Response	Percent
Under $10,000	8	6%
$10,000-$19,999	11	8.3%
$20,000-$29,999	17	12.8%
$30,000-$39,999	14	10.5%
$40,000-$49,999	12	9%
$50,000-$74,999	26	19.5%
$75,000-$99,999	14	10.5%
$100,000-$150,00	21	15.8%
Over $150,000	10	7.5%

Question 1: Please select all that apply to you:

	Live Downtown	Work Downtown	Other Purposes
Response	19	43	132
Percent	11.9%	27%	83%

Question 2: How often do you pursue each of the following activities in downtown Burlington? Please select to indicate which frequency applies to each activity.

Shopping

	Daily	More than Once Weekly	Once Weekly	Once a Month	Less than Once a Month
Response	2	16	26	45	60
Percent	1.3%	10.7%	17.4%	30.2%	30.5%

Dining

	Daily	More than Once Weekly	Once Weekly	Once a Month	Less than Once a Month
Response	0	27	34	44	46
Percent	0%	17.9%	22.5%	29.1%	30.5%

Nightlife Activities

	Daily	More than Once Weekly	Once Weekly	Once a Month	Less than Once a Month
Response	1	12	18	34	79
Percent	0.7%	8.3%	12.5%	23.6%	54.9%

Banking or Personal Finance

	Daily	More than Once Weekly	Once Weekly	Once a Month	Less than Once a Month
Response	7	28	30	32	57
Percent	4.5%	18.2%	19.5%	20.8%	37%

Medical/Health Care Services

	Daily	More than Once Weekly	Once Weekly	Once a Month	Less than Once a Month
Response	0	1	1	4	130
Percent	0%	0.7%	0.7%	2.9%	95.6%

Government Services (Post Office, City Hall)

	Daily	More than Once Weekly	Once Weekly	Once a Month	Less than Once a Month
Response	7	19	24	56	47
Percent	4.6%	12.4%	15.7%	36.6%	30.7%

Business Services (Lawyers, Banking)

	Daily	More than Once Weekly	Once Weekly	Once a Month	Less than Once a Month
Response	4	2	6	10	116
Percent	2.9%	1.4%	4.3%	7.2%	84.1%

Library or Learning Activities

	Daily	More than Once Weekly	Once Weekly	Once a Month	Less than Once a Month
Response	6	13	25	47	59
Percent	4%	8.7%	16.7%	31.3%	39.3%

Church

	Daily	More than Once Weekly	Once Weekly	Once a Month	Less than Once a Month
Response	1	12	20	5	100
Percent	0.7%	12.9%	9.3%	15.7%	61.4%

Parks and Recreation

	Daily	More than Once Weekly	Once Weekly	Once a Month	Less than Once a Month
Response	1	18	13	22	86
Percent	0.7%	12.9%	9.3%	15.7%	61.4%

Sightseeing

	Daily	More than Once Weekly	Once Weekly	Once a Month	Less than Once a Month
Response	4	18	24	32	66
Percent	2.8%	12.5%	16.7%	22.2%	45.8%

Community Events

	Daily	More than Once Weekly	Once Weekly	Once a Month	Less than Once a Month
Response	2	16	21	51	64
Percent	1.3%	10.4%	13.6%	33.1%	41.6%

Other Reasons

	Daily	More than Once Weekly	Once Weekly	Once a Month	Less than Once a Month
Response	13	15	7	15	56
Percent	12.3%	14.2%	6.6%	14.2%	52.8%

Questions 3-7: Please indicate on the scale below the option that best represents your opinion for the following categories.

Downtown Burlington's Shopping Variety

	Too Little		Right Amount		Too Much
Response	87	41	20	2	0
Percent	58%	27.3%	13.3%	1.3%	0%

Downtown Burlington's Dining Options

	Too Little		Right Amount		Too Much
Response	29	53	64	2	0
Percent	19.6%	35.8%	43.2%	1.4%	0%

Downtown Burlington's Bars/Nightclubs

	Too Little		Right Amount		Too Much
Response	28	24	73	4	8
Percent	20.4%	17.5%	53.3%	2.9%	5.8%

Downtown Burlington's Coffee Shops

	Too Little		Right Amount		Too Much
Response	51	40	51	2	1
Percent	35.2%	27.6%	35.2%	1.4%	0.7%

Downtown Burlington's Parking

	Too Little		Right Amount		Too Much
Response	47	41	55	4	0
Percent	32%	27.9%	37.4%	2.7%	0%

Question 8: How likely are you to live in an apartment in Downtown Burlington within the next two years?

	Very Unlikely	Somewhat Unlikely	Unsure	Somewhat Likely	Very Likely
Response	100	13	15	9	11
Percent	67.6%	8.8%	10.1%	6.1%	7.4%

Question 9: If living in Downtown Burlington is a possibility, would you be more likely to rent or own?

	Rent	Own	Not Likely to Live Downtown
Response	42	36	66
Percent	29.2%	25%	45.8%

Question 10: If living in Downtown Burlington is a possibility, what type of downtown housing would you prefer?

	Loft in a Historic Building	Unit in a Small Building (2-5 Residential Units)	Unit in a Large Building (6+ Residential Units)
Response	75	18	5
Percent	76.5%	18.4%	5.1%

If living in Downtown Burlington is a possibility, would you prefer a new or an old building?

	New	Old	No Preference
Response	9	45	48
Percent	8.8%	44.1%	47.1%

If living in Downtown Burlington is a possibility, how many bedrooms would you prefer?

	1	2	3	4	5+
Response	6	58	35	3	0
Percent	5.9%	56.9%	34.3%	2.9%	0%

If living in Downtown Burlington is a possibility, how many bathrooms would you prefer?

	1	1.5	2	2.5	3+
Response	16	40	44	1	1
Percent	15.7%	39.2%	43.1%	1%	1%

Question 11: How much monthly rent would you be willing to pay for a downtown apartment?

	$350 - $500	$501 - $800	$801 - $1,000	Over $1,000
Response	46	45	7	1
Percent	46.5%	45.5%	7.1%	1%

Question 12: How much of a monthly mortgage would you be willing to pay for a downtown housing unit?

	$350 - $500	$501 - $800	$801 - $1,000	Over $1,000
Response	34	37	15	8
Percent	36.2%	39.4%	16%	8.5%

APPENDIX G: FOCUS GROUP MODERATOR'S GUIDE

Downtown Burlington Living
Focus Group Research Project
Moderator's Guide

Moderator: Graduate Students from the University of Iowa School of Urban & Regional Planning
Date: March 31st & April 5th 2011
Location: Burlington Public Library
Participants: Participants will include four different but homogenous groups of individuals who live in the Burlington area. These groups will include: young professionals and college students, retirees and individuals nearing retirement, and downtown business owners.

RESEARCH QUESTIONS/OBJECTIVES:
1. What are participants' perceptions of living in Downtown Burlington?
2. What are participants' levels of satisfaction with the businesses and services offered in Downtown Burlington?
3. How can Downtown Burlington attract residents to upper-story housing units?
4. What are the participants' visions for the future of downtown Burlington?

OPENING:
A. Welcome to the session
B. Introduce moderators
C. Brief explanation of focus group research process:
    a. There are no right or wrong answers
    b. Session will last approximately 60 minutes
    c. Explanation of qualitative, focus group research
    d. Session is being audio taped for analysis purpose.
    e. Explanation of the goals of this research.

DISCUSSION QUESTIONS:

Participants' perceptions of living in Downtown Burlington:

- Do you, or does anyone you know live in Downtown Burlington?
- What do you see as the plus side of living downtown?
- What type of people do you think are most likely to live downtown?

Ideas on attracting residents to upper-story housing units:

- What do you think of living in mixed-use developments (businesses on the bottom, residential on top; for example the old Schramm building)?
- What housing characteristics do you think people would find most desirable?
    - -eg rent/buy, number of bed/bath, parking, outdoor space, # units per building, age of the building, views of the river?
    - Do you think the average person would be willing to pay more, less or the same to live downtown?

    - Do you think the average person would be willing to pay more, less or the same for a loft in a historic building?
- What do you see as the barriers to downtown living?
- What could the City or developers do to address some of these barriers?

Gauging participants' levels of satisfaction with the businesses and services offered in Downtown Burlington:

- What do you go downtown for?
- What do you have to go elsewhere for that you would be willing to buy/do downtown?
- How satisfied are you with the variety of businesses in downtown?
    - dining options
    - bars
    - shopping
    - coffee shops
    - What about the quantity? Quality?
- How satisfied are you with amenities and services in downtown?
    - open space
    - safety
    - parking
    - community services

Vision for the Future of Downtown Burlington:

- What do you see as successful downtowns in Iowa (nearby)? What do you think makes them successful?
- What are Burlington's strengths?
- If you could make three changes to the city, what would they be?
- As a Burlington resident, what is your vision for the future of Downtown Burlington?