



Development along Thomasville Road

TallahasseeVoices is a pro bono internet survey panel sponsored by Kerr & Downs Research and the Tallahassee Democrat. Survey was conducted February 12-16, 2008. 468 of the 3,000 panel members responded. Results were weighted to reflect the demographics of the 90%+ local residents who have access to the internet at home, work, or school.

Contact:

Phillip Downs, Ph.D., Senior Partner, pd@kerr-downs.com

850.906.3111

Summary of results

Citizens against Bull Run area commercial development

1. Most local residents (60%) want commercial development along Thomasville Road to be limited to the I-10 and Bradfordville areas.
2. By nearly a 3 to 1 margin citizens prefer commercial developments such as Northampton* where stores are 1 to 2 blocks off Thomasville Road over developments like Bull Run** in which stores front Thomasville Road.
3. Residents strongly oppose (62% to 15%) an amendment to increase commercial space on the NW corner of Thomasville Rd. and Ox Bottom Rd.

*Northampton – where the Red Elephant Restaurant, Peoples First Community Bank, Beef O’bradys, Sushilicious, and other smaller stores are located.

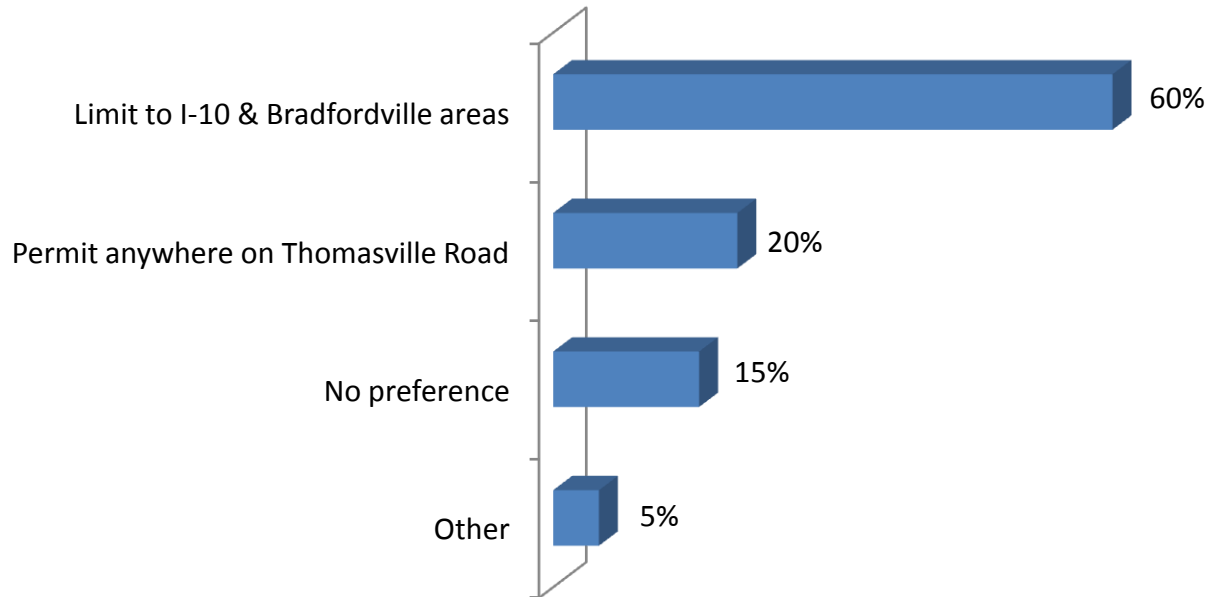
**Bull Run – where Wal-Mart, CVS, ABC Fine Wines & Spirits, and other smaller stores are located.

Summary of results

Citizens support connecting Ox Bottom and Kerry Forest and commercial development in Bradfordville area.

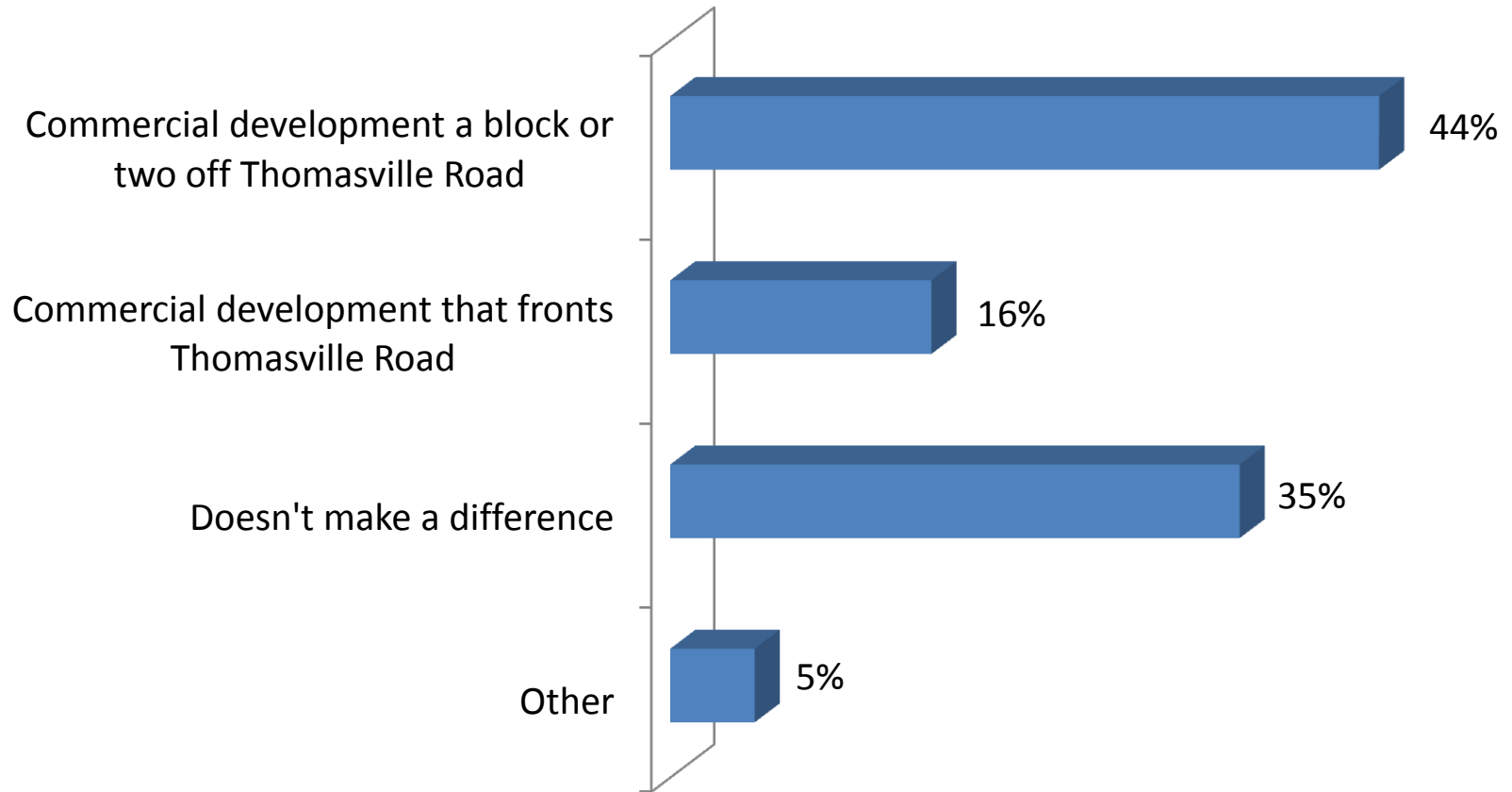
1. Residents strongly support (61% to 8%) Kerry Forest Parkway/Ox Bottom Road connection.
2. By greater than a 2 to 1 margin residents approve of the way that the Bradfordville area has developed.

*Commercial development along Thomasville Road north of I-10



*Approximately 15 years ago, the Comprehensive Plan for this area stipulated that commercial and retail development along Thomasville Road should be reserved for the I-10/Thomasville area and the Bradfordville area. The intent was to limit commercial development along Thomasville Road to avoid a strip development appearance that characterizes North Monroe, West Tennessee St., etc. How do you feel about commercial development along Thomasville Road north of I-10?

*Commercial development in the Kerry Forest Parkway/Thomasville Road area

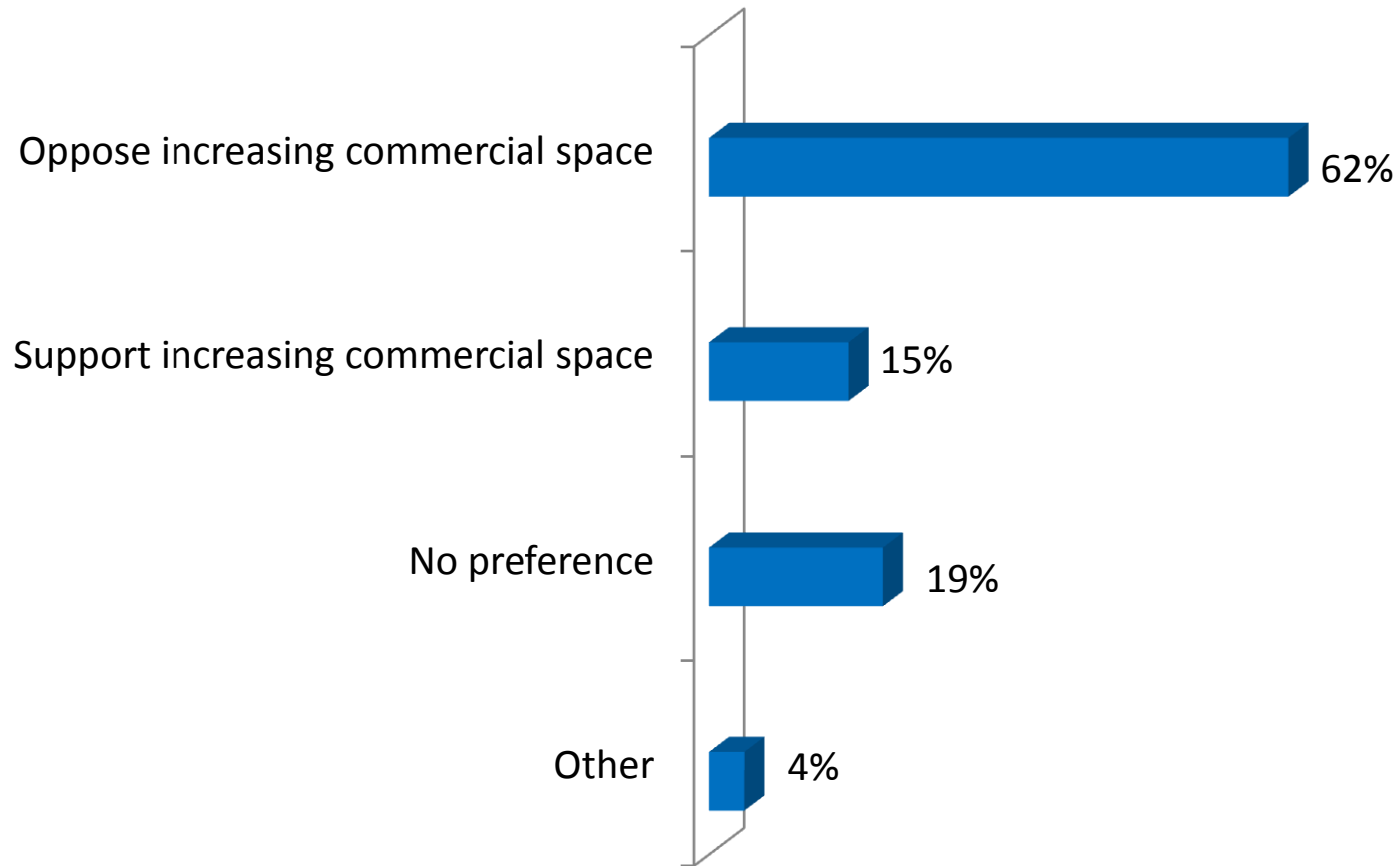


*In the Kerry Forest Parkway/Thomasville Road area, two commercial developments have occurred in the past 10-15 years:

1. One is off Thomasville Road a block or so (to the east) and includes The Red Elephant Restaurant, Peoples First Community Bank, Beef O'bradys, Sushilicious, and other smaller stores.
2. One is on Thomasville Road (to the west) and includes Wal-Mart, CVS, ABC Fine Wines & Spirits, etc.

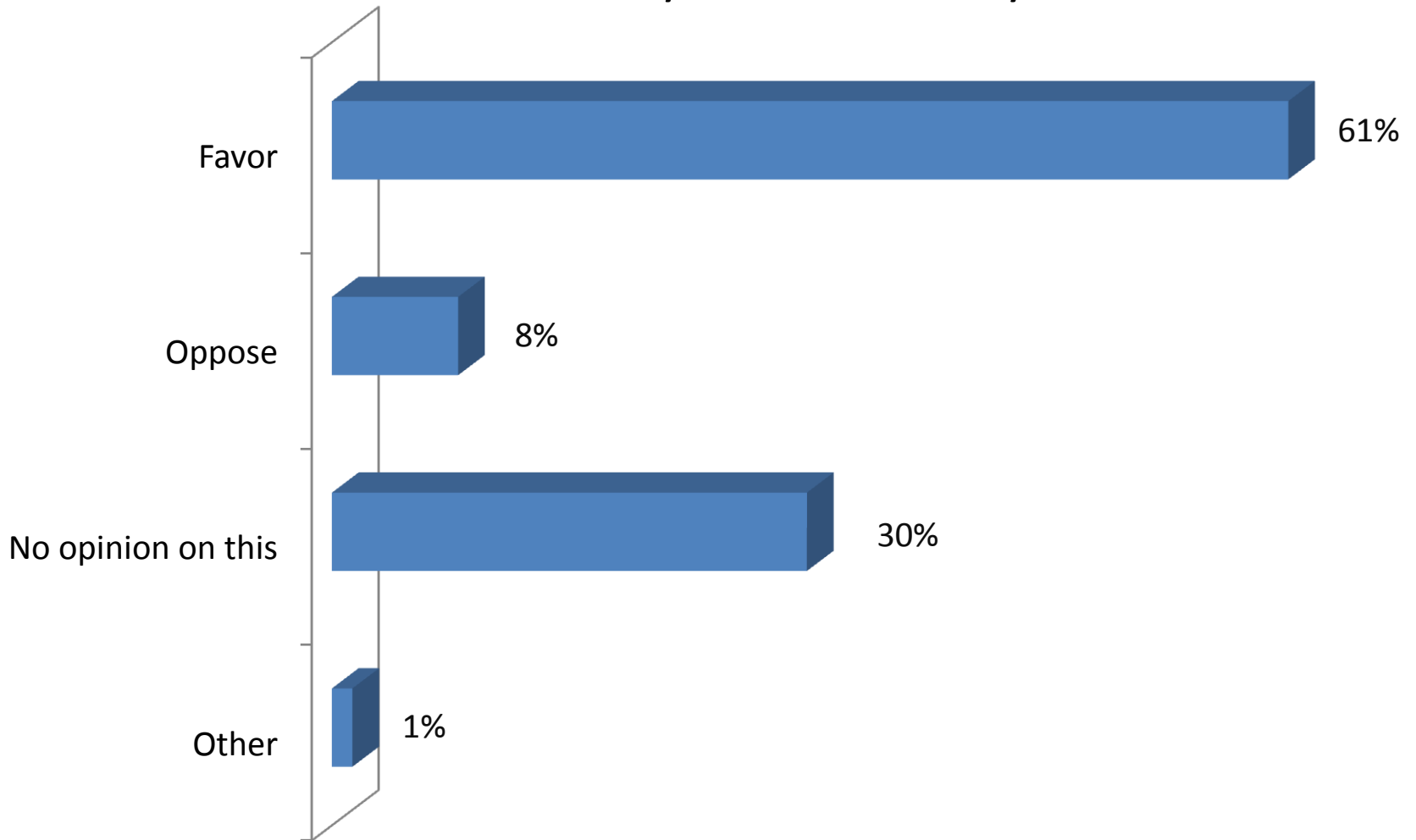
Which type of commercial development do you prefer along Thomasville Road or does it make a difference to you?

*Commercial space at the northwest corner of Thomasville Road and Ox Bottom Road



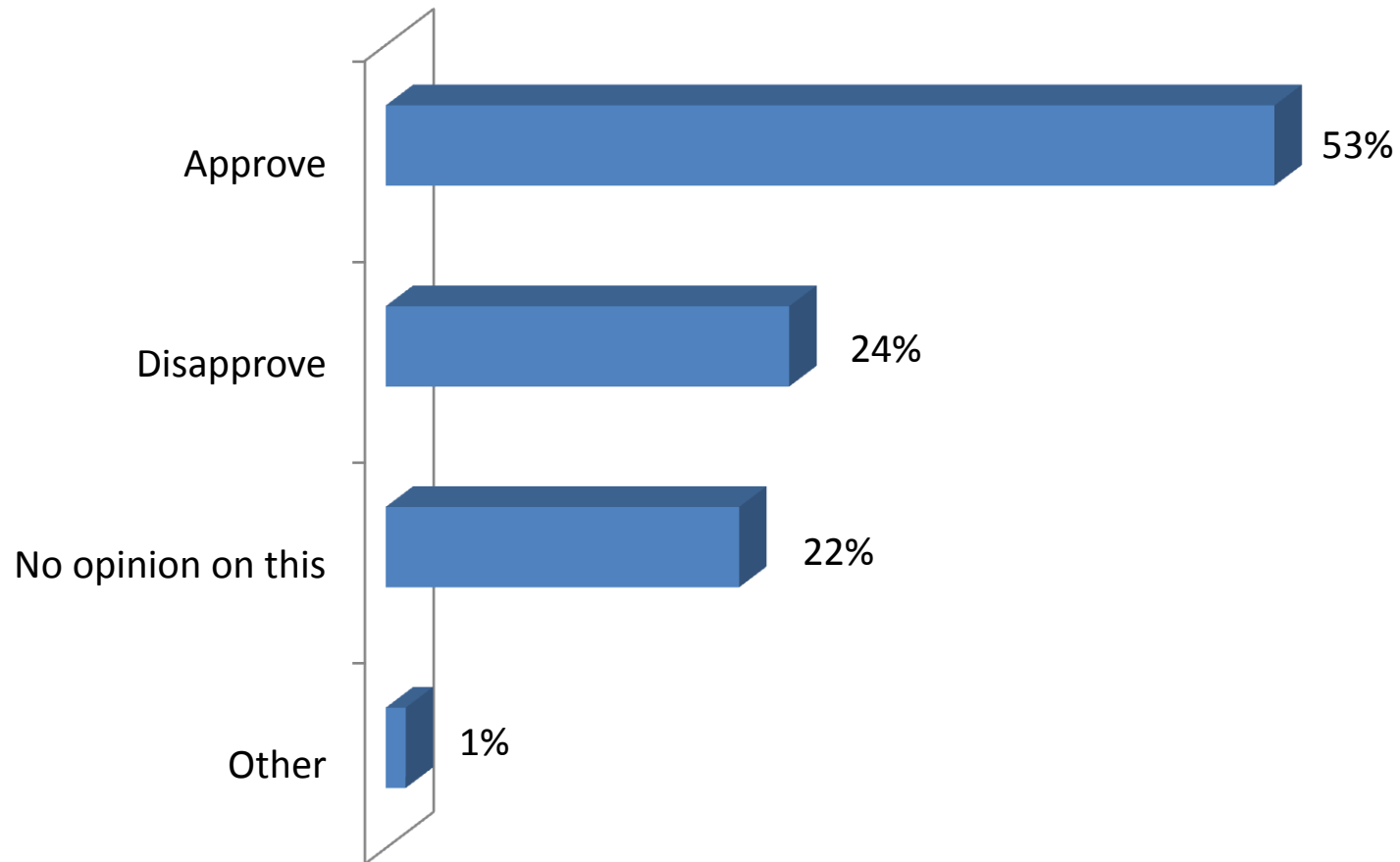
*Commercial development is scheduled for the northwest corner of Ox Bottom Road and Thomasville Road. Approved is 1.61 acres of commercial development with approximately 4,000 square feet of commercial space. The developer has submitted an amendment that, if approved by the Tallahassee-Leon County Planning Department, will increase the commercial acreage to 5.68 acres and increase the amount of commercial space to approximately 280,000 square feet (70 times the original proposal that was approved by the Tallahassee-Leon County Planning Department). How do you feel about the proposal to increase the commercial space from about 4,000 square feet to approximately 280,000 square feet in the development on the northwest corner of Thomasville and Ox Bottom Road?

*Ox Bottom Road/Kerry Forest Parkway connection



*This week, Ox Bottom Road has been connected to Kerry Forest Parkway at a point about midway between Thomasville Road and Meridian Road. Do you favor or oppose this road connection?

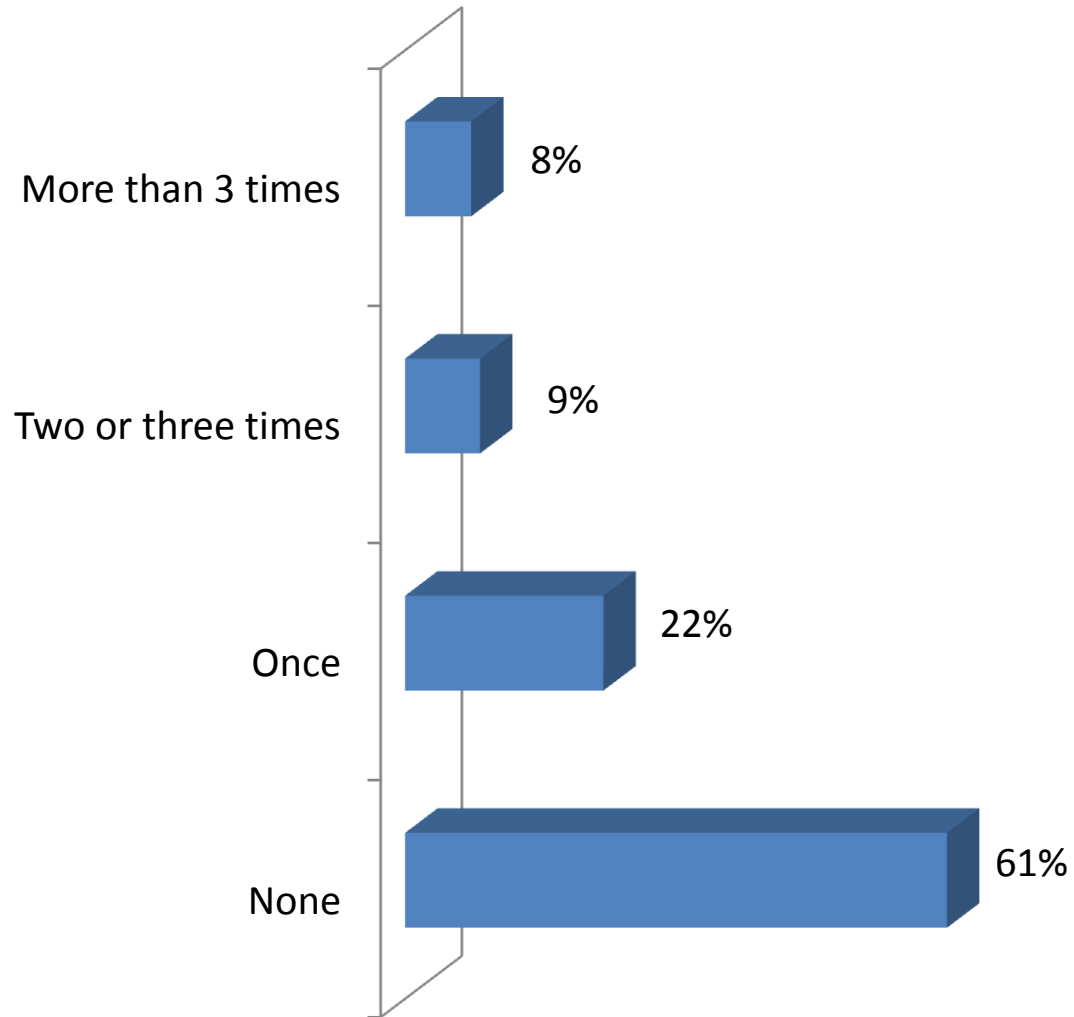
*Development in the Bradfordville area



*Several years ago, there were some legal actions taken to prohibit commercial development in the Bradfordville area. Commercial development was approved and now Publix, Kohls, Target, and other smaller stores have been built in the Bradfordville area.

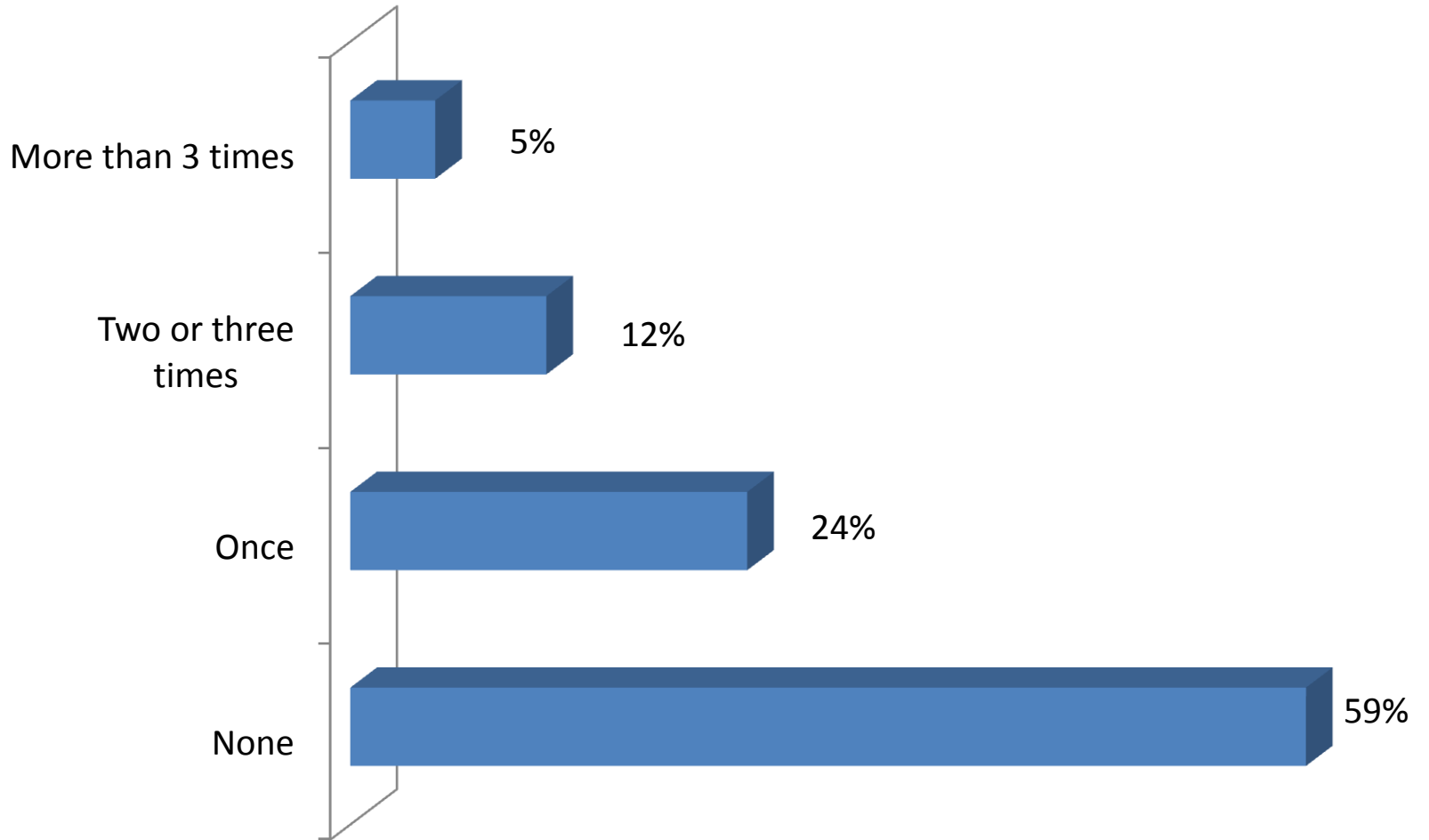
Do you approve or disapprove of the manner in which the Bradfordville area has been developed?

*Shop in the Bradfordville area



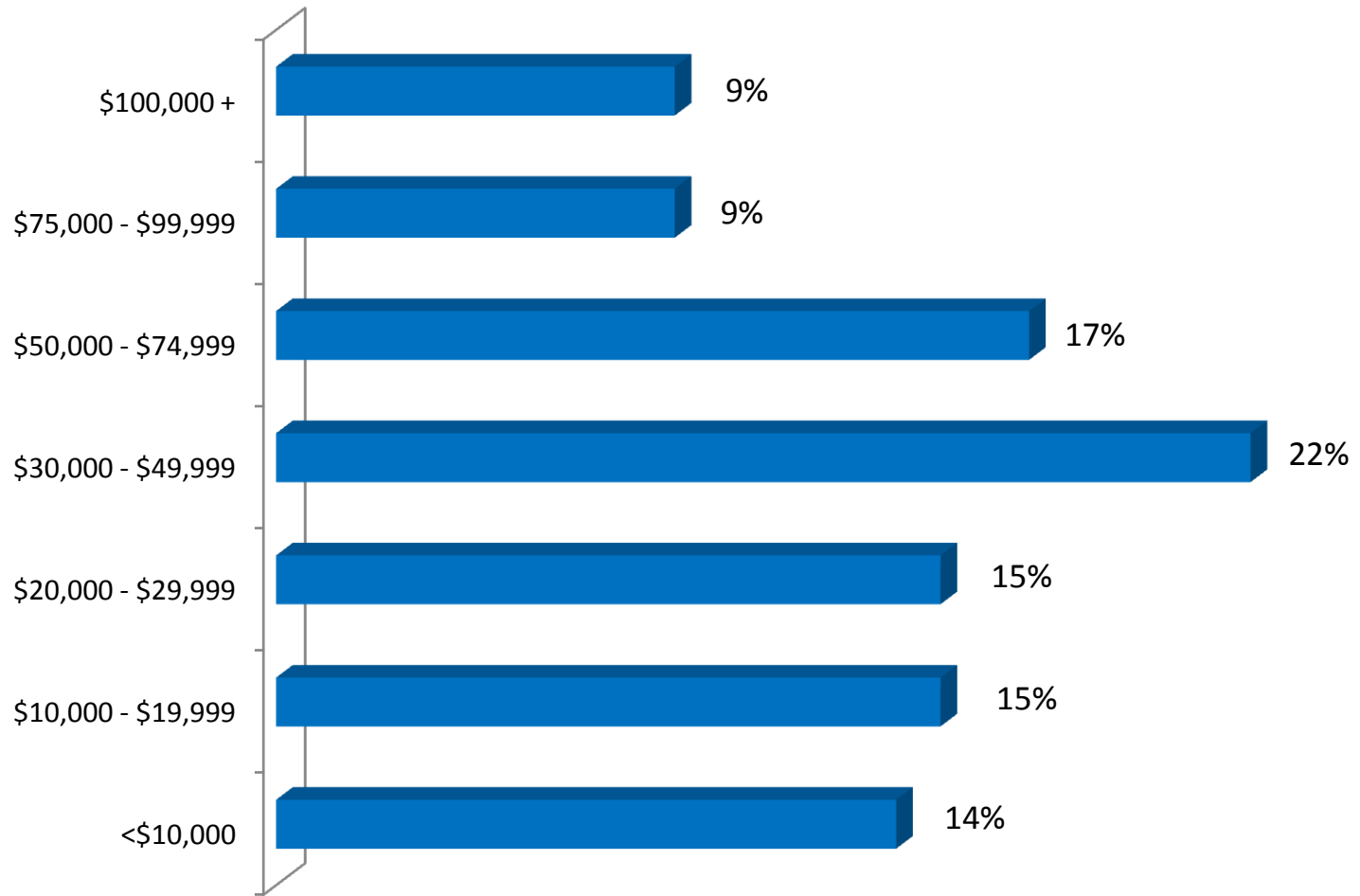
*In the past 7 days how often did you shop in the Bradfordville area?

*Shop in the Thomasville Road/Kerry Forest Parkway area



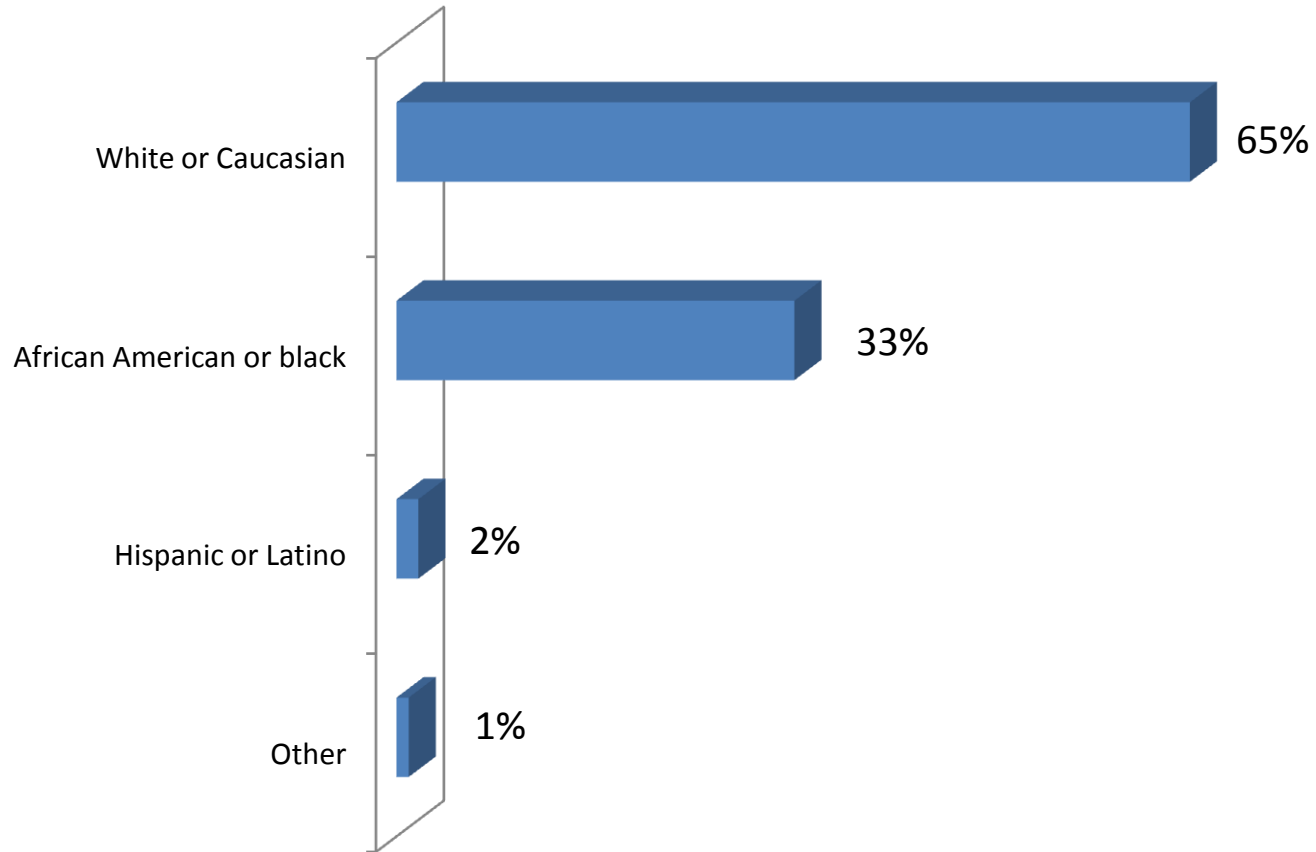
*In the past 7 days how often did you shop in the Thomasville Road/Kerry Forest Parkway area?

Household Income of Participants*



*Weighted analysis

Race/ethnicity of Participants*



*Weighted analysis