

Amended Development at I-10 & Thomasville Road



TallahasseeVoices

January 2010



TallahasseeVoices is a pro bono internet survey panel sponsored by Kerr & Downs Research, which is solely responsible for information contained within TallahasseeVoices' reports.

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The following media partners have graciously agreed to provide coverage of results of TallahasseeVoices' surveys: WCTV , WFSU-FM, and the Tallahassee Democrat.

The present survey on local issues was conducted in January 2010. 501 of the 6,000 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.

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Citizens Support Thomasville Road Development



- **By a 2 to 1 margin (54% to 26%), citizens support development at the southwest corner of I-10 & Thomasville Road that includes retail shops, restaurants, hotels, and office buildings.***

Please see the final 3 slides in this presentation for information that was presented to TallahasseeVoices panelists before they completed this survey.

How & Why Commissioners Will Vote



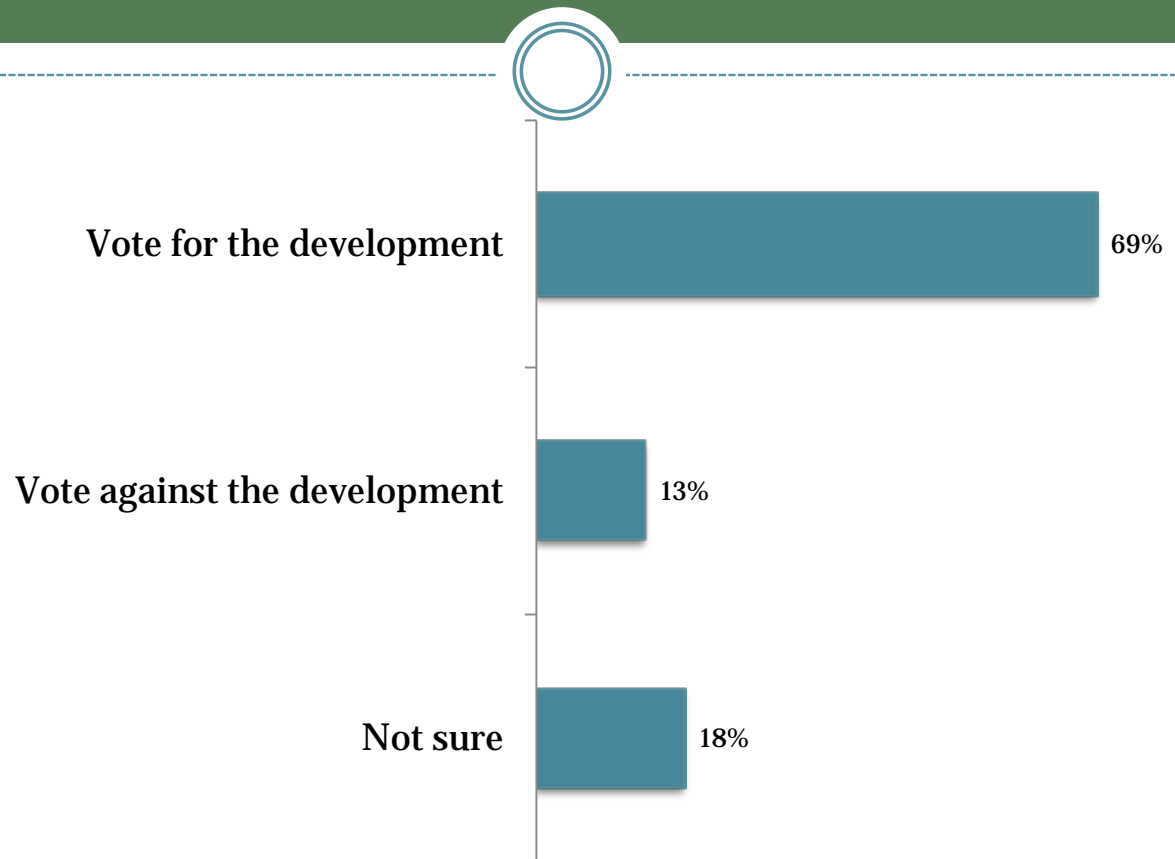
- **69% of citizens think City Commissioners will vote for the development; 13% think they will vote against it.**
- **Citizens think Commissioners will vote for it because:**
 - **72% - It will bring in money from visitors**
 - **66% - It will add to tax base**
 - **57% - It will create jobs**
 - **If Commissioners vote against the amended development, most citizens think they will do so to avoid political fallout.**

Political Fallout of Vote



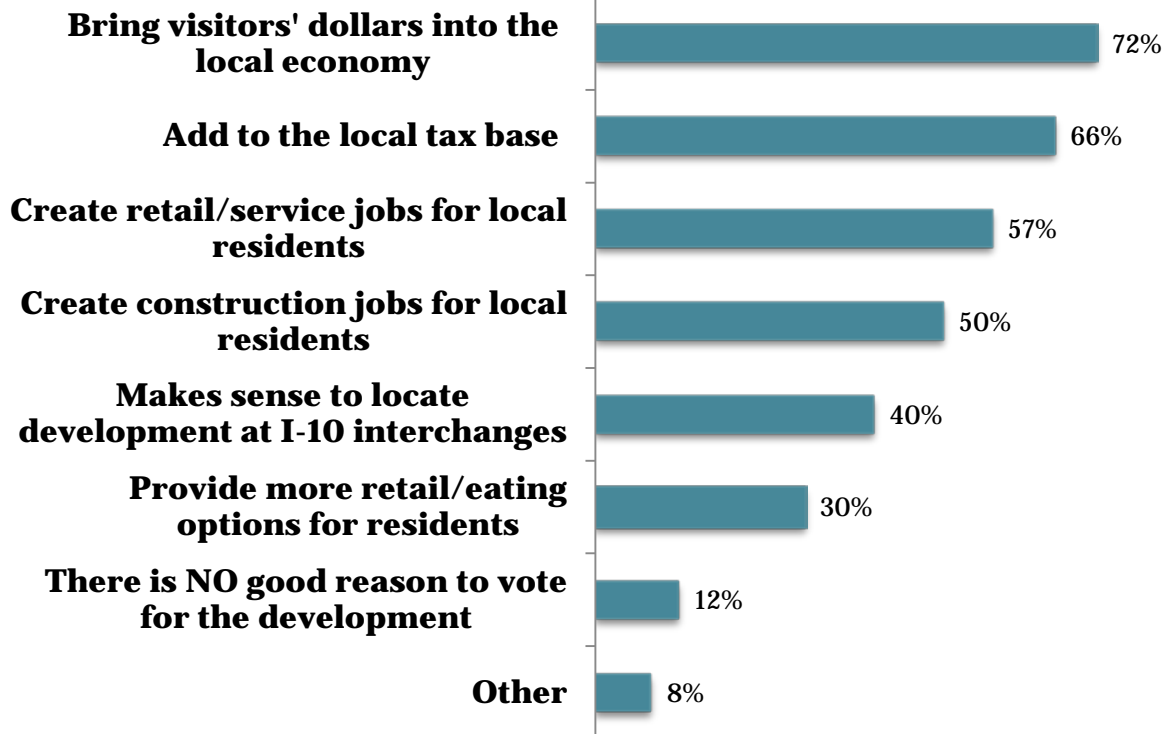
- **21% of citizens will vote against a commissioner who supports the development**
- **20% of citizens will vote against a commissioner who does NOT support the development**

Based on your knowledge of City Commissioners, do you think they will vote in favor or against allowing retail, hotels, educational facilities & office buildings on the southwest corner of I-10 and Thomasville Road?



SOURCE: TallahasseeVoices.com, a pro bono internet survey panel of 6,000 residents.
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If they did vote for it, why do you think City Commissioners would vote for allowing retail, hotels, educational facilities & office buildings on the southwest corner of I-10 and Thomasville Road?*

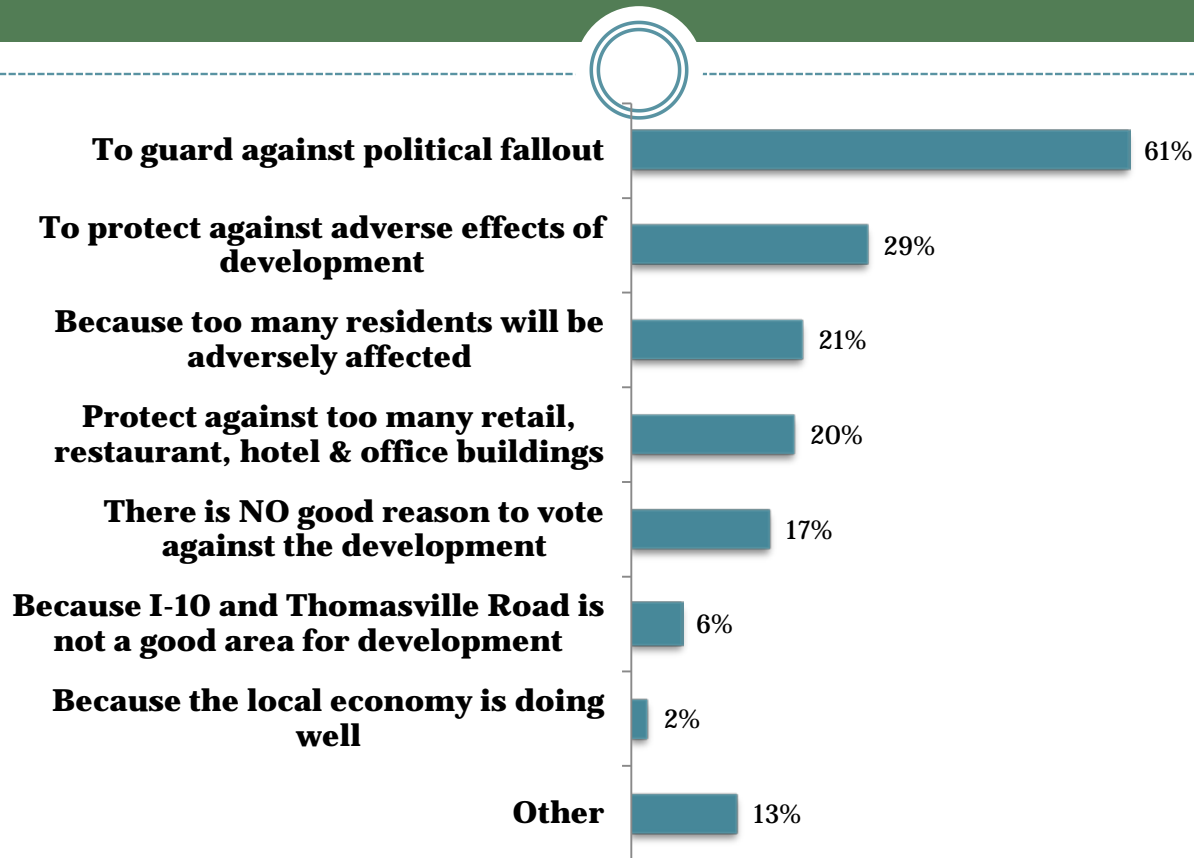


* More than one response permitted

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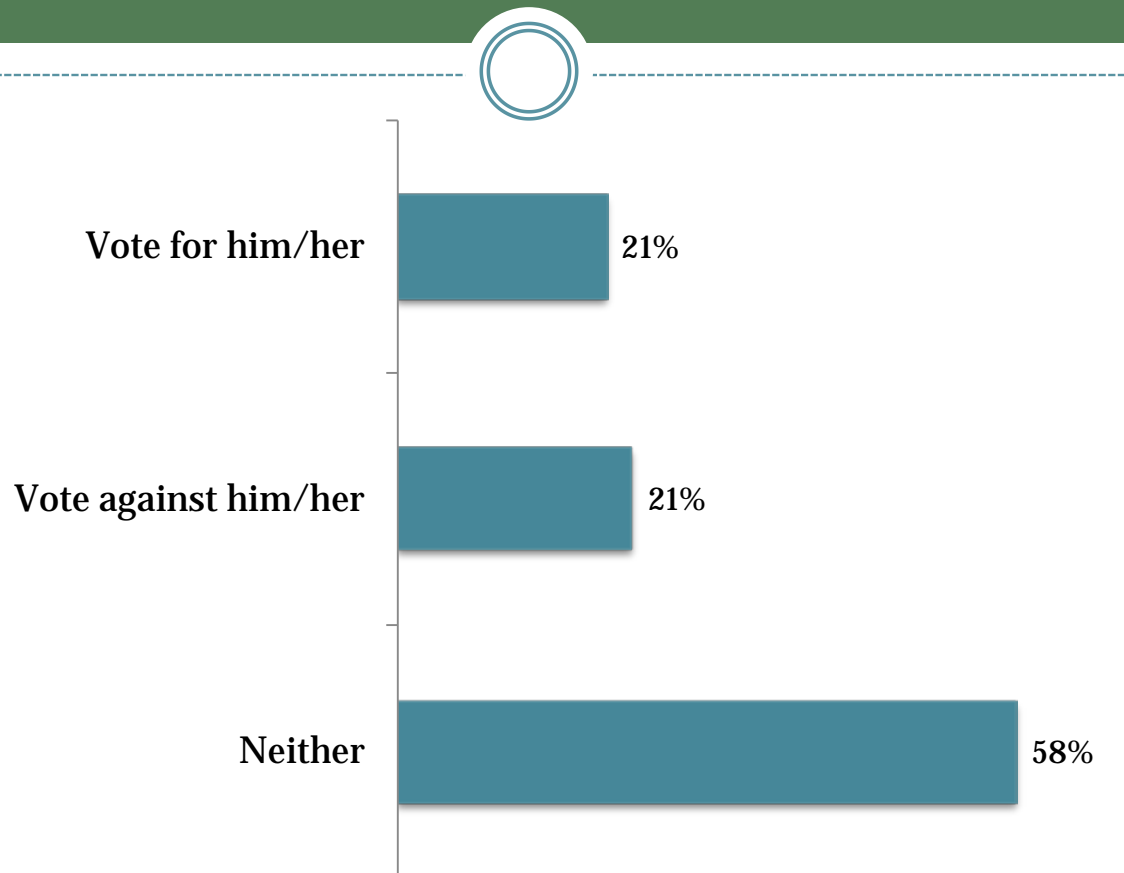
If they did vote against it, why do you think City Commissioners would vote against allowing retail, hotels, educational facilities & office buildings on the southwest corner of I-10 and Thomasville Road?*



* More than one response permitted

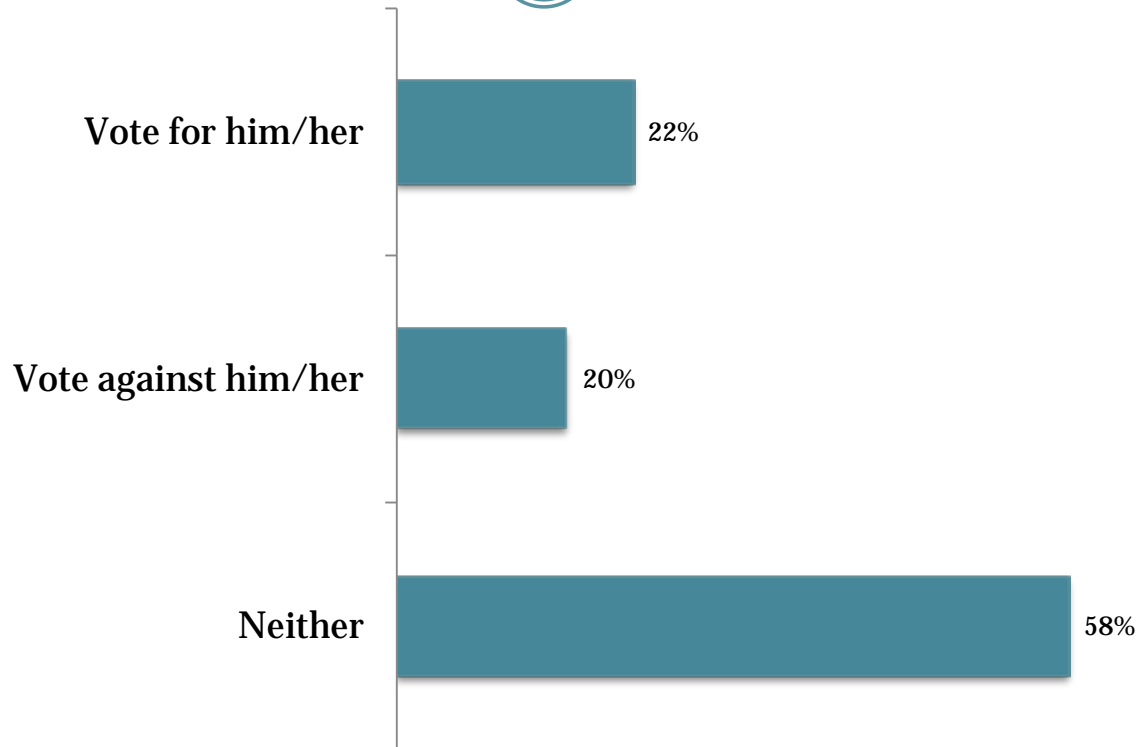
SOURCE: TallahasseeVoices.com, a pro bono internet survey panel of 6,000 residents.
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If a City Commissioner voted for the development on the southwest corner of I-10 and Thomasville Road, would this be a reason for you to:



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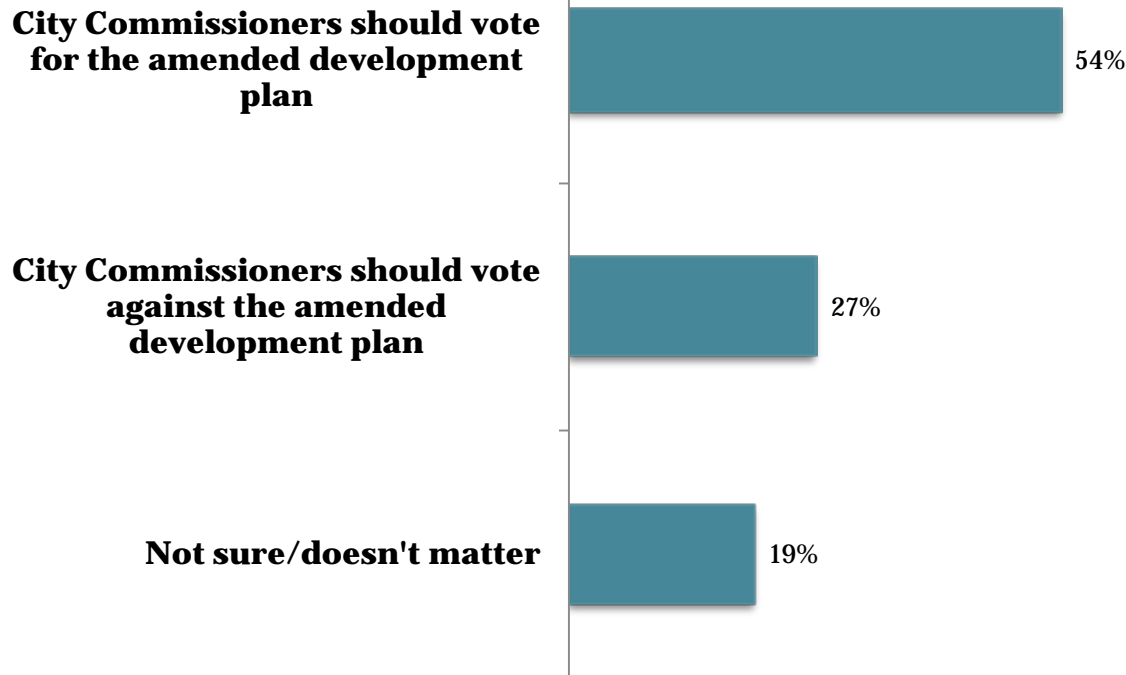
If a City Commissioner voted against the development on the southwest corner of I-10 and Thomasville Road, would this be a reason for you to:



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In a previous TallahasseeVoices survey around 60% to 65% of our panelists favored additional development around the I-10 interchanges at Capital Circle NW, Monroe Street, Thomasville Road, and US 90 East (Mahan Drive). About 15% to 20% of our panelists opposed additional development at these interchanges.

Knowing this, do you think City Commissioners **should** vote for or against the amended development plan at the southwest corner of I-10 and Thomasville Road that will allow retail, hotels, educational facility, and office buildings?



Information given to TallahasseeVoices Panelists



ISSUE:

- This special survey of TallahasseeVoices members is designed to assess public opinion on development of the southwest corner of I-10 and Thomasville Road. Thank you for your willingness to express your opinion on important matters and to serve as a representative of public opinion in our community.
- The property in question is owned by the Parrish Group.
- Some homeowners in the Millstream neighborhood just off Live Oak Plantation Road oppose the development. Millstream neighborhood has approximately 25 households.
- TallahasseeVoices talked to representatives of the Parrish Group and the Millstream neighborhood to get background for this survey.
- Sunday's Tallahassee Democrat carried 3 stories on a proposed development on the southwest corner of I-10 and Thomasville Road. TallahasseeVoices members who want to read stories for and against this development should go to www.tallahassee.com., the online version of the newspaper.

Information given to TallahasseeVoices Panelists



FACTS:

- Approximately 43 acres on the southwest corner of Thomasville Road & I-10 are being developed.
- Approximately 34 acres are available for development & approximately 9 acres are available for conservation and a buffer between the development and the Millstream neighborhood off Live Oak Plantation Road.
- The development is a planned urban development (PUD), which means that 1 set of plans are submitted for the entire area. PUDs are designed to give a uniform purpose, look, and feel to a development rather than allowing individual developers to attempt to develop an area without a common purpose, theme, feel, or look.
- The original development plan for this property included only office buildings.
- An amended plan for this development was approved by the Tallahassee-Leon County Planning Department.
- The amended plan includes retail, hotels, education, and office buildings
- Retail and hotels and other commercial buildings in the amended plan are grouped near the corner of Thomasville Road & I-10. Office buildings are spread out throughout the 34 developed acres.
- There is a forested buffer ranging from 150 feet to 250 feet between office buildings and the Millstream neighborhood.

Information given to TallahasseeVoices Panelists



- **Context:**
- On the other 3 corners of I-10 and Thomasville Road, there are hotels, restaurants, office buildings, fast food establishments, retail shops, gas stations, etc.
- In most mid-sized and larger cities, intersections of interstate highways and major traffic arteries are developed with hotels, restaurants, gas stations, office parks, retail, etc. In rural areas and smaller towns, intersections of interstate highways often are developed with gas stations, fast food restaurants, and convenience stores.

- **ACTION:**
- The City Commission will vote this Wednesday to accept or reject the amended plan as approved by the Tallahassee-Leon County Planning Commission.