

# Transit-Oriented Development Planning Initiative

Appendix A:  
Community & Visual Preferences Survey Results



*with assistance from*



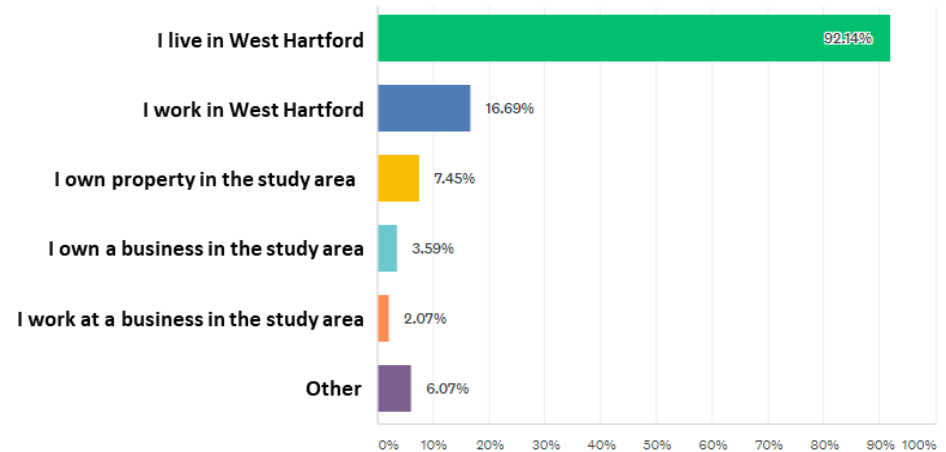
# Survey Results

- Survey ran from late April to the end of June to gather information on:
  - Station Area usage
  - Perceptions of the quality of the existing built environment and supportive amenities
  - Preferences towards future opportunities in the areas
- **726 responses**

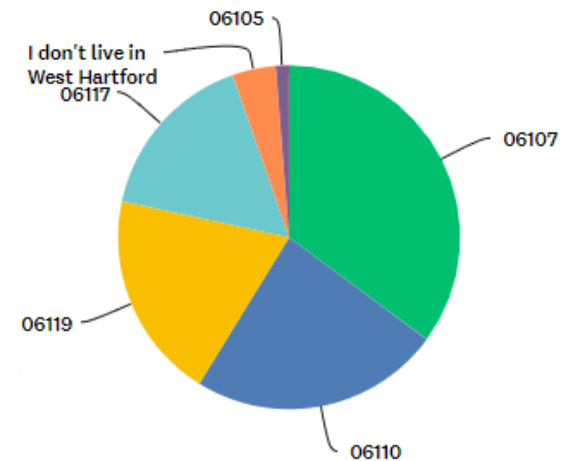
# About the Respondents

- 92% live in West Hartford
- 17% work in West Hartford
- 7% own property in the Study Area
- Highest turnout among residents age 65 years old and over
- About 24% reside in the Study Area zip code (06110)

What best describes your interest in this project?

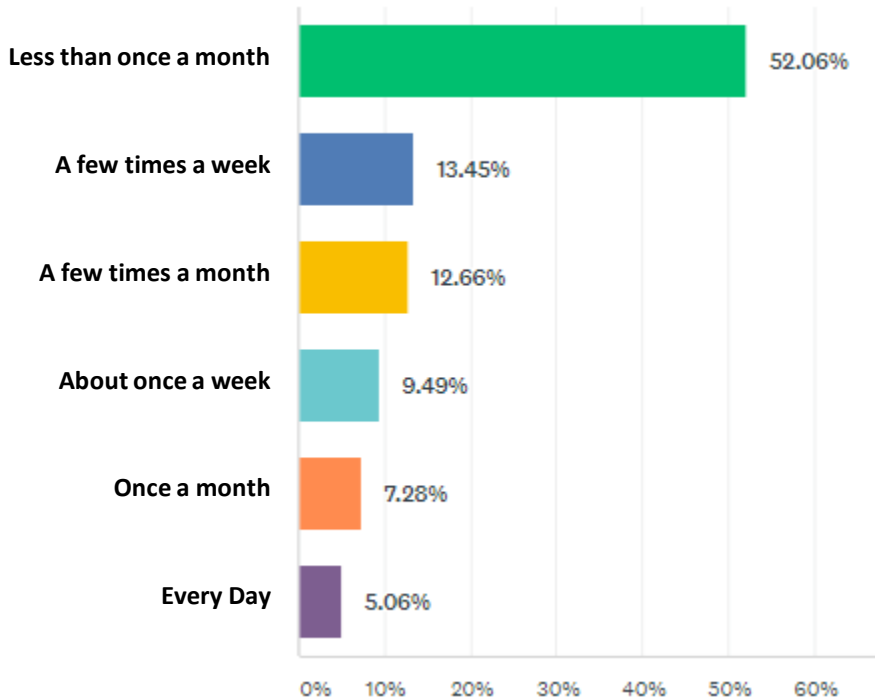


In which zip code do you currently reside in?

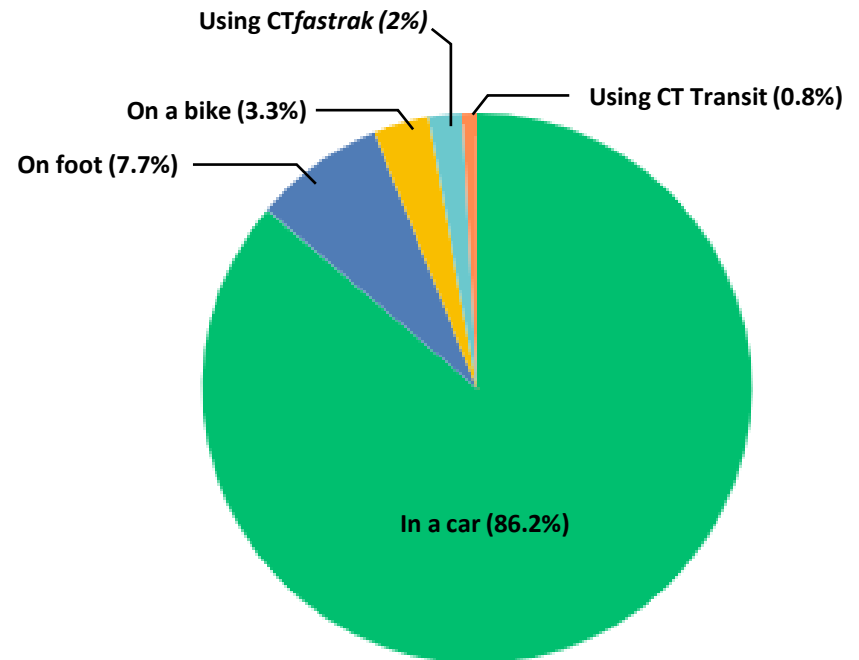


# About the Respondents

## How often do you visit the Flatbush Avenue or Elmwood Station Areas?



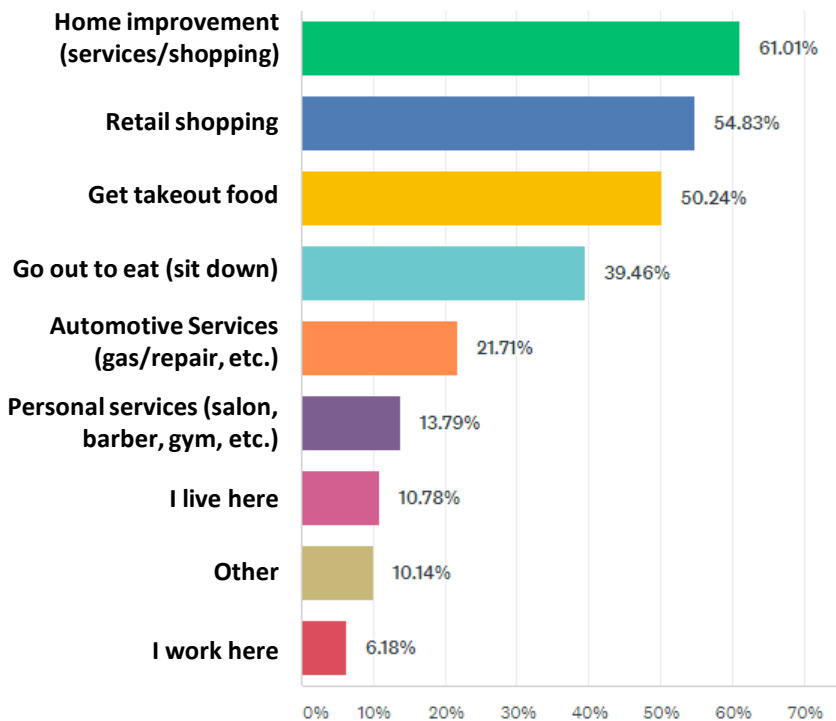
## When you visit the Station Areas today, how do you usually get there?



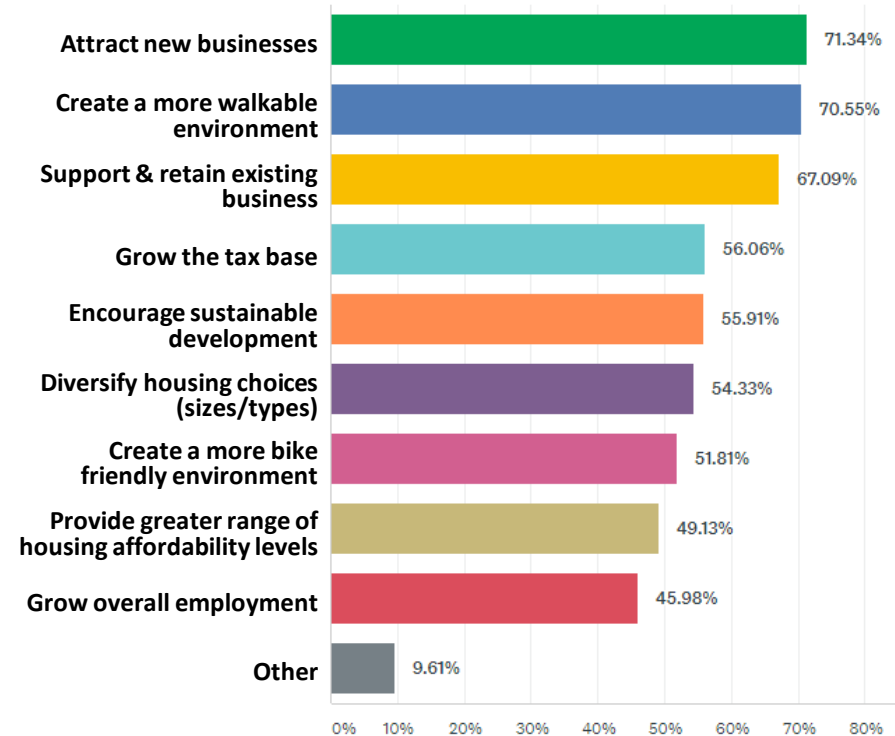
- Majority of respondents (52%) visit infrequently (less than once a month)
- Vast majority of respondents (86.2%) get to the station areas by car

# Perceptions and Opportunities

## What types of activities do you do in the Station Areas today?



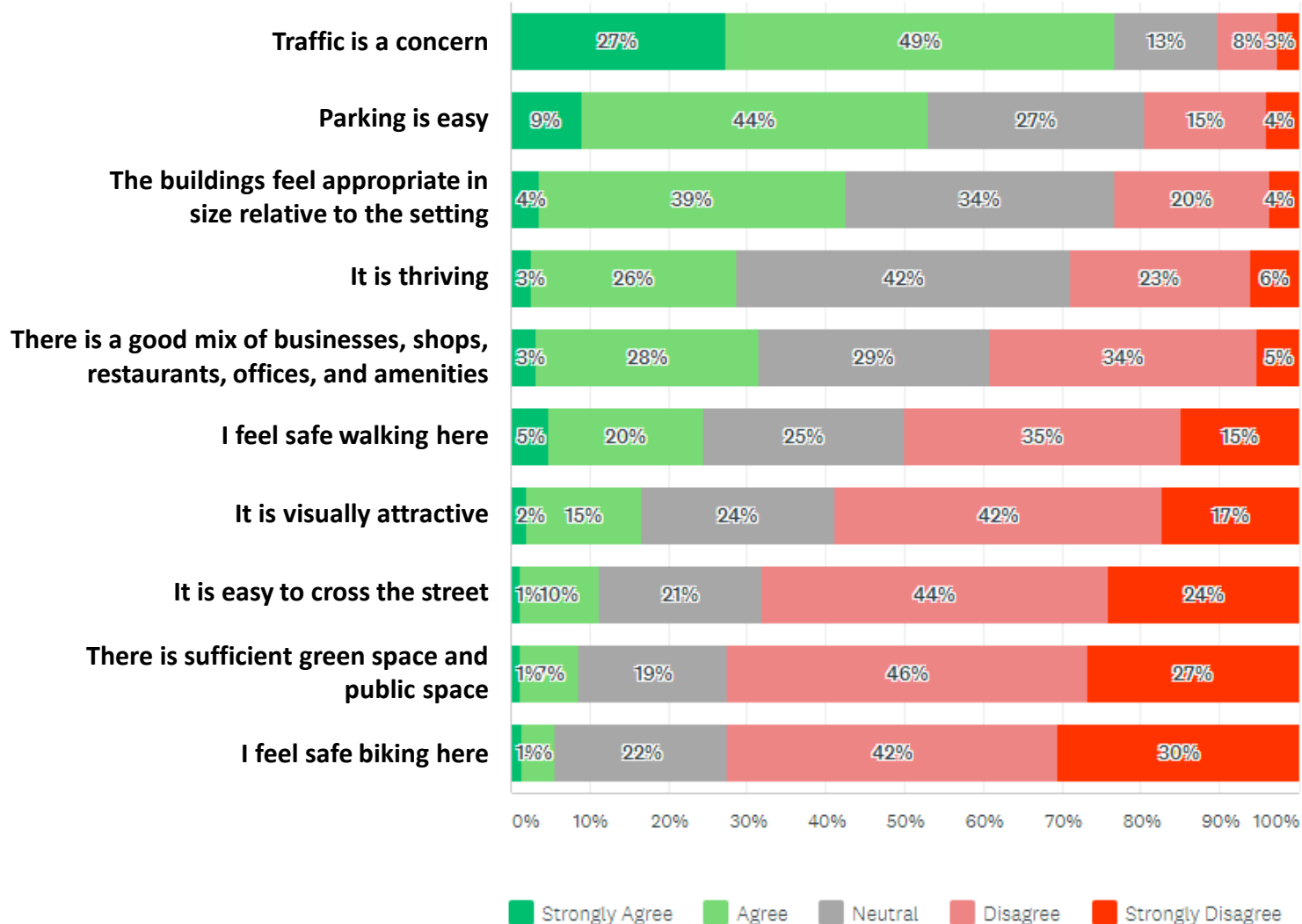
## What opportunities do you see in the Flatbush Avenue or Elmwood Station Areas?



- Respondents most frequently visit to Station Areas for home improvement services and shopping (61%), retail shopping (55%), and takeout food (50%)
- Attracting new businesses (71%), creating a more walkable environment (71%), and supporting & retaining existing businesses (67%) identified as top opportunities

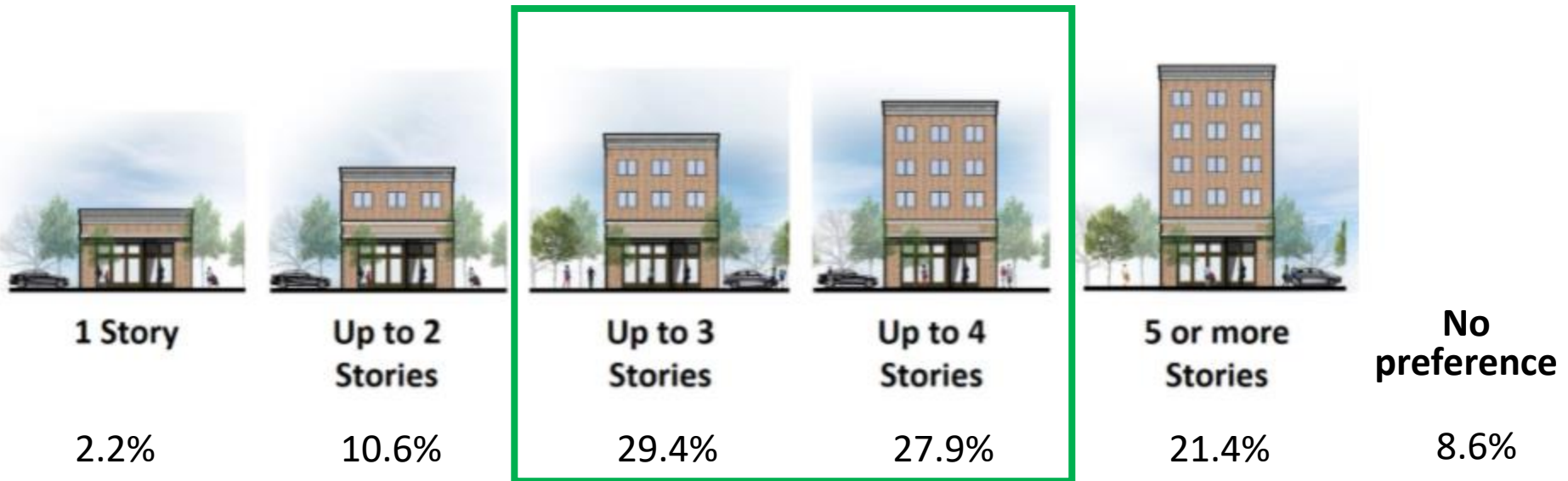
# Flatbush Avenue Station Area: Perceptions

Strongly Agree ← → Strongly Disagree



# Flatbush Avenue Station Area: Visual Preferences

**Which maximum building height do you think is most appropriate for the Flatbush Avenue Station Area?**



- About 57% of respondents indicated that 3 or 4 stories was the most appropriate maximum building height in the Flatbush Avenue Station Area

# Flatbush Avenue Station Area: Visual Preferences

**Is this density too dense, not dense enough, or about right for the Flatbush Avenue Station Area?**

58%  
about  
the right  
density



**Location:** 75 Isham Road (Blue Back Square)  
**Height:** 2 to 4 stories  
**Property Size:** 2.32 acres  
**Building Area:** 293,463 sq. ft.  
**Floor Area Ratio:** 2.90

67%  
about  
the right  
density




**Location:** 616 New Park Avenue  
**Height:** 4 stories  
**Property Size:** 2.09 acres  
**Building Area:** 55,982 sq. ft.  
**Floor Area Ratio:** 0.61

63%  
about  
the right  
density



**Location:** 24 North Main Street  
**Height:** 3 stories  
**Property Size:** 0.44 acres  
**Building Area:** 18,750 sq. ft.  
**Floor Area Ratio:** 0.98

55% not  
dense  
enough



**Location:** 668 Farmington Avenue  
**Height:** 1 story  
**Property Size:** 1.40 acres  
**Building Area:** 14,820 sq. ft.  
**Floor Area Ratio:** 0.24

# Flatbush Avenue Station Area: Visual Preferences

**Which type of site design do you think is most appropriate for the Flatbush Avenue Station Area?**

**25%**



**A - Building placed close to street**

**32%**



**B - Building set back from street with landscaped buffer**

**11%**



**C - Building set back from street with parking in front**

**29%**




**D - Building set back from street with public space in front**

*3% of respondents indicated no preference*

# Flatbush Avenue Station Area: Visual Preferences

**Which type of parking configuration do you think is most appropriate for the Flatbush Avenue Station Area?**

**10%**



**A – Parking in Front of Building**

**50%**



**B – Parking in Rear of Building**

**12%**



**C – Parking on Side of Building**

**20%**

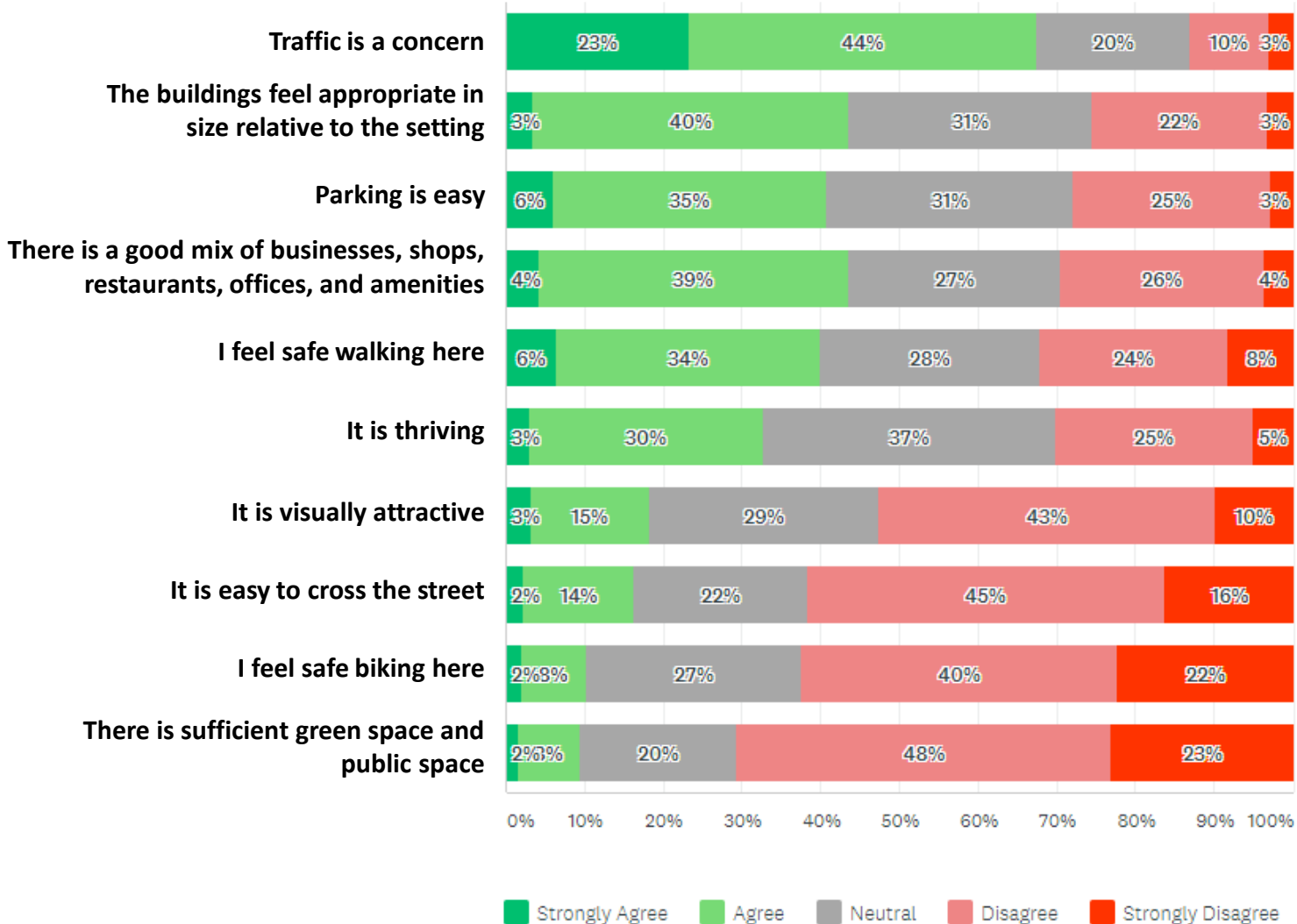


**D – Shared Parking Off-Site**

*8% of respondents indicated no preference*

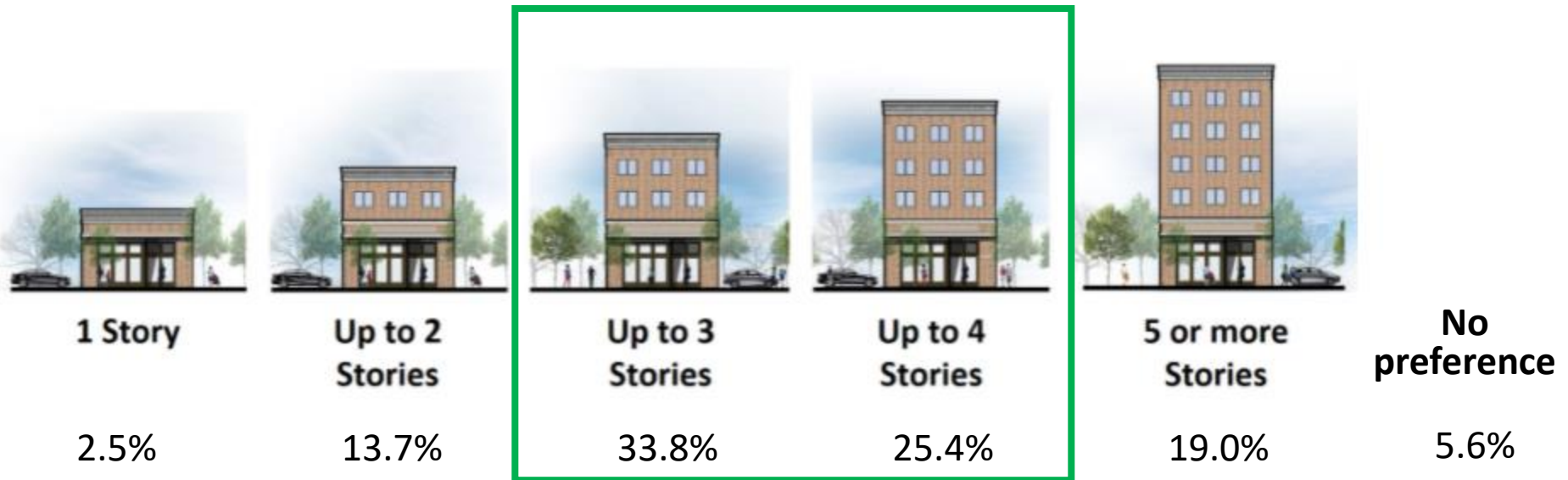
# Elmwood Station Area: Perceptions

Strongly Agree ← → Strongly Disagree



# Elmwood Station Area: Visual Preferences

**Which maximum building height do you think is most appropriate for the Elmwood Station Area?**



- About 59% of respondents indicated that 3 or 4 stories was the most appropriate maximum building height in the Elmwood Station Area

# Elmwood Station Area: Visual Preferences

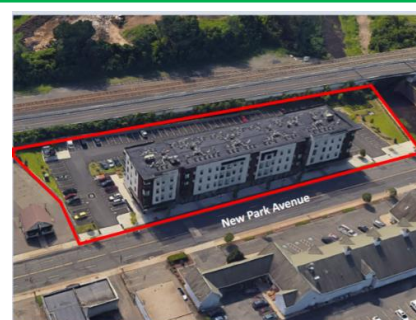
**Is this density too dense, not dense enough, or about right for the Elmwood Station Area?**

50%  
about  
the right  
density



**Location:** 75 Isham Road (Blue Back Square)  
**Height:** 2 to 4 stories  
**Property Size:** 2.32 acres  
**Building Area:** 293,463 sq. ft.  
**Floor Area Ratio:** 2.90

62%  
about  
the right  
density



**Location:** 616 New Park Avenue  
**Height:** 4 stories  
**Property Size:** 2.09 acres  
**Building Area:** 55,982 sq. ft.  
**Floor Area Ratio:** 0.61

64%  
about  
the right  
density



**Location:** 24 North Main Street  
**Height:** 3 stories  
**Property Size:** 0.44 acres  
**Building Area:** 18,750 sq. ft.  
**Floor Area Ratio:** 0.98

52% not  
dense  
enough



**Location:** 668 Farmington Avenue  
**Height:** 1 story  
**Property Size:** 1.40 acres  
**Building Area:** 14,820 sq. ft.  
**Floor Area Ratio:** 0.24

# Elmwood Station Area: Visual Preferences

**Which type of site design do you think is most appropriate for the Elmwood Station Area?**

**25%**



**A - Building placed close to street**

**36%**



**B - Building set back from street with landscaped buffer**

**8%**



**C - Building set back from street with parking in front**

**28%**



**D - Building set back from street with public space in front**

*3% of respondents indicated no preference*

# Elmwood Station Area: Visual Preferences

**Which type of parking configuration do you think is most appropriate for the Elmwood Station Area?**

10%



**A – Parking in Front of Building**

51%



**B – Parking in Rear of Building**

12%



**C – Parking on Side of Building**

20%



**D – Shared Parking Off-Site**

*7% of respondents indicated no preference*