

# **Sutherlin Downtown Revitalization Survey**

Tuesday, August 27, 2019

# 102

Total Responses

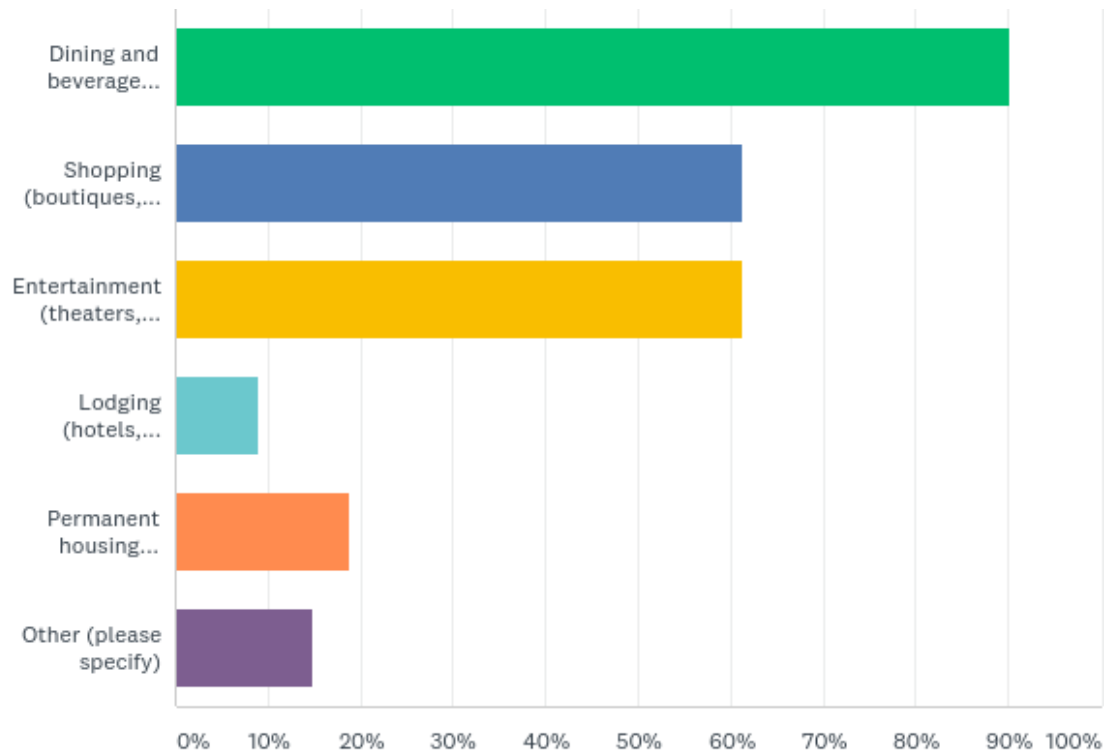
Date Created: Tuesday, July 23, 2019

Complete Responses: 102

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# Q1: What business categories would you like to see more of in our downtown? (Choose as many as you like.)

Answered: 101 Skipped: 1



# Q1: What business categories would you like to see more of in our downtown? (Choose as many as you like.)

Answered: 101 Skipped: 1

ANSWER CHOICES	RESPONSES	
Dining and beverage (restaurants, pubs, ice cream parlors, etc.)	90.10%	91
Shopping (boutiques, department stores, gift shops, etc.)	61.39%	62
Entertainment (theaters, concert venues, bowling alleys, etc.)	61.39%	62
Lodging (hotels, motels, etc.)	8.91%	9
Permanent housing (upstairs apartments, attached units, etc.)	18.81%	19
Other (please specify)	14.85%	15
Total Respondents: 101		

# Q1: What business categories would you like to see more of in our downtown? (Choose as many as you like.)

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Answered: 101 Skipped: 1

Antique store

Major Recognized Restaurants, a Main-stream grocery store, and a Hardware Store within the Sutherlin city boundary.

Something open after 8 pm that's nice. I would love to meet friends for a nice drink and light fare. Brew pub or wine bar would be nice.

Conference space

More parking. Making the building look more uniform. IE: go all brick, or make the fascias/facades all the same.

Better grocery store options.

I think downstairs shops/restaurants with upstairs apartments would be nice.

Wine and/or beer tasting

A quality antique store A sports bar with entertainment. A local wine and beer tasting venue. Require business registrations and discourage additional quick markets and resale shops.

A good hardware store

Drive in restaurant, antique stores, craft breweries, wine tasting, restaurant/brewery. Change location of information center to downtown. Will help get people downtown.

Grocery store

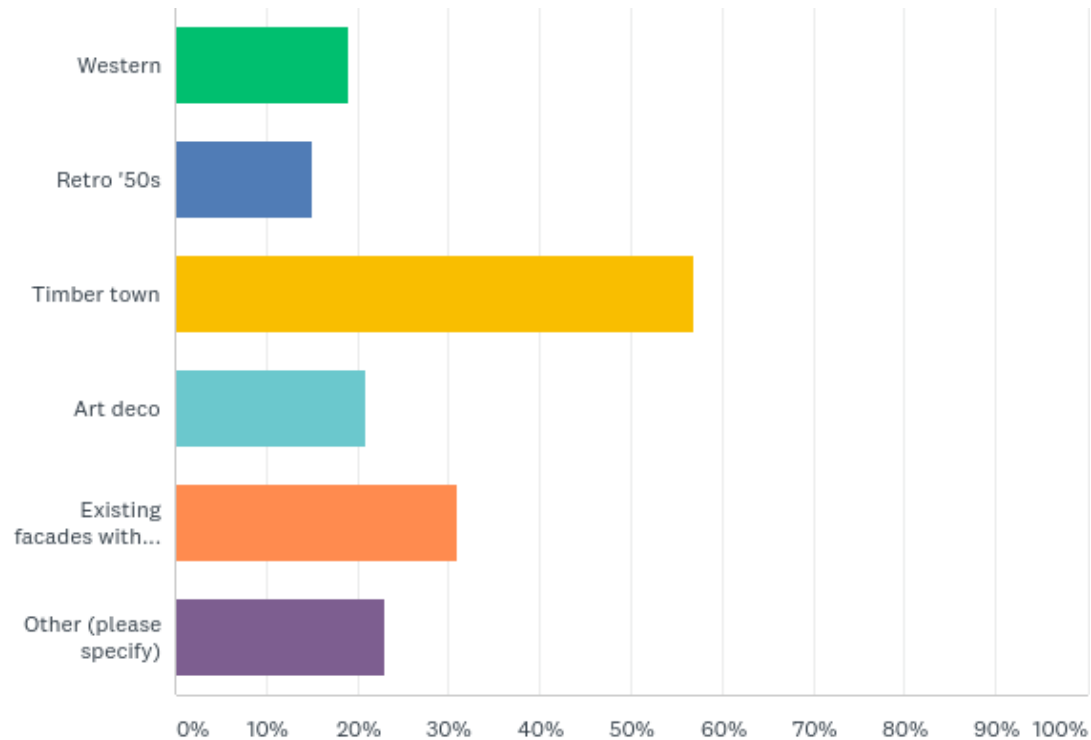
To have businesses that are actually open to shop in, currently several businesses have a "slight" business appearance but are never open.

Autism friendly environments

Community swimming pool

## Q2: What sort of downtown "look and feel" themes would appeal to you? (Choose as many as you like.)

Answered: 100 Skipped: 2



## Q2: What sort of downtown "look and feel" themes would appeal to you? (Choose as many as you like.)

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Answered: 100 Skipped: 2

ANSWER CHOICES	RESPONSES	
Western	19.00%	19
Retro '50s	15.00%	15
Timber town	57.00%	57
Art deco	21.00%	21
Existing facades with standardized colors	31.00%	31
Other (please specify)	23.00%	23
Total Respondents: 100		

## Q2: What sort of downtown "look and feel" themes would appeal to you? (Choose as many as you like.) [1/2]

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Answered: 100 Skipped: 2

Remove on-street parking and make the parking areas behind the business area. Create a more user friendly area by adding outside dining. Someone should look at what Boise, ID has done in their downtown. They use local artists to decorate ALL Utility boxes, benches and other posts and poles using four-season motifs. It makes the ugly stuff look so great. We have plenty of timber related, fishing related and local ideas that could be put on all of the buildings, posts and utility boxes from the freeway all the way to BiMart.

The downtown buildings construction means they are going to look the way they are going to look. They just need to bring them to a more modern, updated feel. New paint, replace old worn exteriors or modify to a more up to date feel. There are always towns that have the old look and feel. How about making a more modern look and more futuristic feel like in the movie Back to the Future or light the Vegas.

The existing facades are not inviting, we need a new theme. Perhaps Craftsman like brick & stone, natural materials

The town of Sisters Oregon is a great example!

It would be nice to have a theme of some sort.

A balanced combination of hardscape, trees, and art that offers a relaxing place to enjoy coffee with friends or a nice lunch or dinner. Not interested in "themes." Leave "themes" to theme parks.

Northwest Contemporary

CLEAN and not run down. Up to date. Not smelly on the inside.

I like the last block before the railroad tracks. Blossom music and the hair salon along with Friends and Family.



## Q2: What sort of downtown "look and feel" themes would appeal to you? (Choose as many as you like.) [2/2]

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Answered: 100 Skipped: 2

Store fronts need to be painted, no broken or boarded up windows, no more downtown business that actually have only people living in them and sell nothing.

Anything the community can unite around. Sisters is one example but just making building improvements like the city did with Central Avenue, hanging baskets, banners and holiday lighting display is a good start.

Solid black or Black & white striped awnings on all (or most) stores. Sharp!

Clean lines, fresh look. Would need to see examples of different themes.

Expanding on the standardized colors, the city needs to have some type of code as to what's acceptable. For example, all beige, or white, or gray. The bright blues and other colors are horrible! A standard color along with the improvements just made would be nice. Downtown Placerville in CA is a great example of small town that looks nice (at least the last time I saw it.)

Fill vacant window space advertising attributes of Sutherlin.

Most of Downtown looks shabby. W. wall of historic bldg. at State & Central looks awful & filthy to all driving eastbound on Central. Gym on Central looks awful, etc. No owner pride in helping community look good. The mural was attractive & clean looking, yet was removed. Why?

Modern, upscale design... no more putting lipstick on pigs.

Clean and updated store fronts.

I feel you have listed several looks and that's what we need a combination with modernization.

Like the trees/bushes and flowers that are happening on Central right now ... not sure I would pick any certain theme

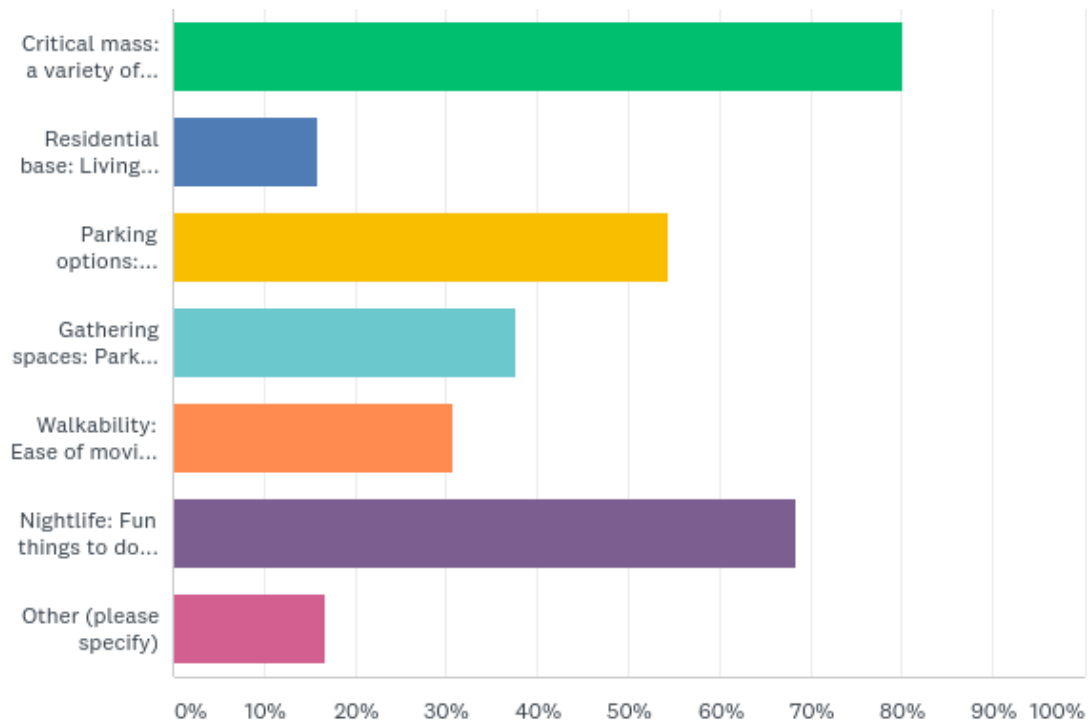
More modern with uniform colors, a simply clean-up/remodel to give it a "wow" factor when driving through.

More modern, clean, and urban.

Or updated exteriors with coordinating and fresh colors

### Q3: With which categories does downtown need help? (Choose as many as you like.)

Answered: 101 Skipped: 1



### Q3: With which categories does downtown need help? (Choose as many as you like.)

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Answered: 101 Skipped: 1

ANSWER CHOICES	RESPONSES	
Critical mass: a variety of business types.	80.20%	81
Residential base: Living spaces in the downtown area.	15.84%	16
Parking options: Convenient places to leave a vehicle.	54.46%	55
Gathering spaces: Parks and other event spaces.	37.62%	38
Walkability: Ease of moving from location to location without a vehicle.	30.69%	31
Nightlife: Fun things to do after 7:00 PM.	68.32%	69
Other (please specify)	16.83%	17
Total Respondents: 101		

### Q3: With which categories does downtown need help? (Choose as many as you like.) [1/2]

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Answered: 101 Skipped: 1

Less thrift shop level antique stores, charity, surplus, etc. They do not attract as many folks as specialty food, entertainment, specialty shops, sporting goods, recreational specialty, boutique clothing, high end antique shops, etc.

Empty buildings

Needs to include businesses west of the railroad tracks also.

Convince the thrift shops and resale stores to relocate to other locations in town. If you want people to come to spend money and support restaurants, cafes, gift shops, and nightlife, you need to change to focus away from thrift shops and resale stores. That's Sutherlin's current image. Aim higher.

Too many thrift stores!

No more living in the commercial buildings. Ugly

Unique retail that will cause people to come here and spend money, stay the night or move here to raise a family.

See above comments.

Fewer 2nd hand stores

Seriously need to limit the number of second hand stores. Most are junky looking. St Vincent's could really use a paint job.

Fast casual dining and the missing wine tasting or craft brewery.

Put a sign near the visitors center at a blue sign at freeway exits pointing to: dining, shopping, banks (atm) museum, library etc.

Food and beverage vendors during events, e.g. during Blackberry Festival, , Stampede Rodeo Parade, Christmas Light Parade. The policy of Blackberry Festival to discourage independent vendors in the downtown area is wrong.

### Q3: With which categories does downtown need help? (Choose as many as you like.) [2/2]

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Answered: 101 Skipped: 1

Good restaurant to hang out. Better entertainment & more of it in the park

Downtown needs a good eatery - burger place, brew pub, etc

More attractions for the young generation, to draw in more families and young professionals.

Sutherlin has a lot of areas for improvement. We need stores besides second hand stores that are going to stay and build a customer base. I suggest a bakery coffee shop; Trader Joe's; a Black Bear Diner. You build it and they will come!

## Q4: What do you like most about downtown Sutherlin? [1/5]

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Answered: 86 Skipped: 16

Small town family atmosphere

Cleanliness

I like the small town feel.

The small town feel.

The flags and plants.

The new lights, trees, and hanging flowers

Access to open spaces.

It is now becoming clean and more appealing due to the new road/sidewalk construction.

Flowers and holiday lights

Lights, flowers, seasonal decorations

Small town feel, recreational opportunities

All businesses are in close proximity to each other within walking distance.

street lights, hanging baskets, flag and Christmas decorations, Hometown hero's

Small town atmosphere

I like the renovated sidewalks with the great street lamps, and the flowers are beautiful right now.

Walkability & flowers & new lamp posts

How compact downtown is and how close it is to the park.

**It's looking so much better with new paving and updated lighting! Love the flowers all summer, flags, and holiday lights.**

The small town feel

The potential is great for Sutherlin. There needs to be safer parking and access to businesses

Landscaping is: flowers and benches.

Updated look

## Q4: What do you like most about downtown Sutherlin? [2/5]

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Answered: 86 Skipped: 16

New lamp posts are wonderful

Safe

The few buildings that are historic, city government and services in one general location.

Friday concert in the park

New lamp posts and hangers, looks very friendly. New curbing and asphalt.

Almost everything is on Main Street

**The modernization from prior stagnant philosophy. Attempts to bring in outside travelers, motorists, and tourists along I-5, this community COULD be an upgraded attraction location.**

"The flower baskets, but you need trees for shade. New light posts are nice.

How about some lighted evening decorations other than Christmas? Autumn leaves, snowflakes, stars...

Kudos to the music place and hair shop for new storefront.

"

It is walkable

Not much.

I think the city has done a great job of making it look better with the Central Ave repaving project, the Christmas lights, the light posts and the flower pots.

The summer baskets and the Christmas lights on the lamp posts

I like the new light post, sidewalks and plants.

Easy to drive through, new paving job

small, easy to walk, nice sidewalks lights and planters

Wider street

Small town feel, local businesses.

## Q4: What do you like most about downtown Sutherlin? [3/5]

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Answered: 86 Skipped: 16

New street improvements, street lamps, hanging baskets and holiday lighting.

History

It is much nicer with the new sidewalks, new crosswalks and the old trees taken out.

I love the new lamps and the way they get decorated with flowers and glowing Christmas trees. But honestly, currently, it's a place I drive through, not a place I drive to.

The park

Small town feel

New streetlights and flower baskets, trees, street and sidewalks. Looking very nice.

The new flowers are nice

The lights and flower baskets, Murals, Drug store, Library.

All the new work that's been done! The sidewalks, streets, lights, hanging flower baskets, flags during appropriate holidays. AND THE PARK IS LOVELY!

I like the updates that were just done. Sidewalks, lamps etc. I also like how it's decorated during the holidays and the flowers that are up now.

Slowly modernizing

New streets, flowers, bookstore, drug store and an authentic friendly atmosphere. Events in the park.

flags displayed by Lions on holidays

Benches, flags on holidays, walkability, decorative light poles, flower baskets

Umpqua Bank, Sutherlin Drug, Senior Center, City Hall.

street lights, hanging baskets, trees and ADA sidewalk crossings



## Q4: What do you like most about downtown Sutherlin? [4/5]

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Answered: 86 Skipped: 16

Honestly don't stop in downtown for any shopping or services

Lamp Posts; Park

Merchants are friendly

Close proximity of businesses.

"The park.

Loved Fusion. Need a successful place similar"

Not much. Just thrift stores.

Curbs and gutters, new pavement, lamp posts and the hanging baskets have made a huge difference. The attitude is changing and people are getting things done.

Flower baskets and trees

Love this town! The size, patriotic, ppl are nice etc.

the volume of traffic that passes through... We just have to give them a reason to stop...

all the new upgrades

Lights and flowers, updated business fronts

Compact area, 25 MPH speed limit, Old look, walk-able.

The sidewalks

The new downtown street scraping. I believe the Christmas lights were a success, but I feel we could hit every holiday with some kind of light decoration.

Flowers/ trees

New street-scaping, the business owners that have taken pride in their business/building to look nice

The clean streets, new lamp posts, the retro look of the shops alongside a central avenue.

Its very walkable, which is great for people and children.

Easy to get to businesses

Small town atmosphere

## Q4: What do you like most about downtown Sutherlin? [5/5]

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Answered: 86 Skipped: 16

I love that more businesses are opening up.

It's looking nicer

The new roads and sidewalks, light posts and trees. The bushes should have been trees. Love the benches and flags! Ask Family and Friends for input because they know how to decorate and make buildings look good.

The home town feel.

Downtown plants, banners, new street design and potential.

New hanging baskets and light poles

Friendly feel

Small town feel

The new look, wider streets, new plantings

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## Q5: What do you like least about downtown Sutherlin? [1/6]

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Answered: 90 Skipped: 12

No distinct town center and it's not cohesive

Limited entertainment and dining options

The lack of dining

Parking and options for dining.

So many of the buildings are run-down or just plain ugly.

Get the owners to clean up their frontages. If the building is empty, then figure out a way to decorate the empty windows so it looks good.

The empty buildings not being used or worked on.

Nothing

Old/dirty/run down buildings

Not to many places open in the evening.

One Main Street. Dated run down buildings

Not a lot of places to go for meals.

junky buildings. Not well maintained

There are no businesses that allow for nightlife. Most of the shops are not for the younger generations. Like most towns of this size there are plenty of used stores, boutiques, and antique stores, but I would like to see some businesses that bring the younger generations into downtown like a fun center, bowling, movies, etc. With a mix of businesses it would be appealing to all. This town shuts down after 6 which seems like a huge missed opportunity for the city and revenue for all the businesses here and missed revenue for businesses that are not.

Too many businesses down town that are never open and people live in them. They are just junk shops and have no value to the community

Run down buildings

The older buildings that are vacant and are not being maintained.

## Q5: What do you like least about downtown Sutherlin? [2/6]

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Answered: 90 Skipped: 12

The feel, it feels low income, past its prime. No real evening activities for families or adults, no entertainment or places to shop. Businesses tend to be functional not fun

How all of the buildings look. I wish there would be some city financial help to improve the look of the buildings and maintenance.

The majority of businesses need to update their look. The 1970's was a while ago.

The old commercial lots. What was once a great business has turned into an eye sore. Location North Comstock and Central!

Outdated and empty stores fronts and traffic.

All the empty storefronts.

No good dining options or retail for that matter. Too much used goods stores

Parking

Empty buildings

Parking and that a good number of buildings are still needing TLC

No good place to have dinner

Vacant buildings. Would like to see the connections expanded to west of the railroad tracks. Sutherlin seems to be divided by the railroad and those business west of the tracks seem excluded from the "downtown" of Sutherlin.

Empty store fronts and run down buildings

The run-down areas, shops, and disconnected attitude of business owners. The trashy looking residents and businesses I-5 to the downtown area; weeds, trash, un-kept lots that could be restricted by POLICE CODE-ENFORCEMENT efforts!

All the second hand stores

## Q5: What do you like least about downtown Sutherlin? [3/6]

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Answered: 90 Skipped: 12

Your prime storefront real estate is a thrift shop. The political sign on the gym is unwelcoming, uninviting, and should be removed. Right now, that sign is representing Downtown Sutherlin.

Too much used stuff; no dining; nothing to do after work

Most of it looks pretty old and rundown.

Lack of bike lanes.

The buildings are run down. Most of them smell inside. They are not attractive. A lot of business owners live inside their business in the back which is dirty and weird.

The run down buildings

Not enough businesses and lack of off street parking

Lack of parking, visual appeal, lack of eateries recently, empty buildings

people living in the stores, stores that are filthy and not easily accessible, boarded up windows, not enough restaurants or nightlife

Run down ugly buildings, junk stores

There used to be shops and restaurants to walk to, now they are all closed and you have to drive to get there.

False-front second-hand stores that aren't even open; junk sales. Let's encourage them to go elsewhere and then bring in the boutique retail, dining and entertainment mentioned in notice.

Traffic

n/a

lack of parking, needs a facelift

The constantly empty buildings, the museum that looks like it's some hoarder's garage, and that those who do open up space rarely last a year, which should never be someone's business plan.

## Q5: What do you like least about downtown Sutherlin? [4/6]

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Answered: 90 Skipped: 12

One main street, traffic.

The mess in a lot of areas

Could be more attractive. No nice stores, boutiques, places to eat etc. Although some have been updated, other buildings don't look attractive.

Old building fronts. Few acceptable eating establishment downtown. Old store fronts that new modernized.

Empty buildings

"The junky second hand stores!!!!

The awful colors some businesses choose!!"

It seems like there are a LOT of second hand or resale type stores.

Junky un-cared-for businesses, residences and commercial properties, main street junk and yard sales, ridiculous number of mini-marts and no real grocery.

To many vacant shops, many closed on Saturday.

lack of trash receptacles, outdated signs above businesses

Business owners need to get rid of weeds and repaint buildings.

Lack of eating and dining establishments.

junk stores and boarded up windows

Parking is terrible, too many "trinket" shops.

A-Frame signs on public right-of-way

Empty buildings and appearance

Too many 2nd hand stores. Also too many stores selling drug paraphernalia I.e. Pirate Glass.

"Shabby, unattractive look.

Lack of interesting shops"

Traffic

## Q5: What do you like least about downtown Sutherland? [5/6]

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Answered: 90 Skipped: 12

"I absolutely hate those constantly beeping crosswalks. I have been to a lot of places in my life and I have never heard crosswalks that beep continually. I avoid going to bank because of them. In Salt Lake City for example they have birds chirping but only when crosswalks are being used. It is quite pleasant"

Empty, run-down store fronts. (The way the old guard apparently likes it. ;-)

Empty buildings with no shop fronts.

all the ugly building, and junk..

to many buildings not open or maintained, too many junk stores

All the second hand stores

Emptiness, lack of diversified businesses, no entertainment or food.

The railroad tracks through main street

All the neglected empty buildings. All the neglected occupied buildings. Lack of adequate parking. No breweries or places to eat. Hours of business aren't consistent when opened.

empty buildings

Businesses not being opened or being used as a business (people residing in them), too many "junk" stores, no places to eat

Many of the small businesses are closed during shopping hours, many are outdated, and a few of the buildings look empty and derelict.

Quite a few empty buildings.

"Ugly buildings like st Vincent"

Junk filled store fronts that are not open for business

Too much theft and drug related incidents.

## Q5: What do you like least about downtown Sutherlin? [6/6]

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Answered: 90 Skipped: 12

The empty buildings

The junky looking exteriors of buildings and vacant buildings.

Empty buildings and crap shops

No businesses of interest, junk in storefronts, too many second-hand and too much of nothing happening.

Empty buildings or junky looking storefronts

No place to eat, pubs, etc

The condition of many businesses

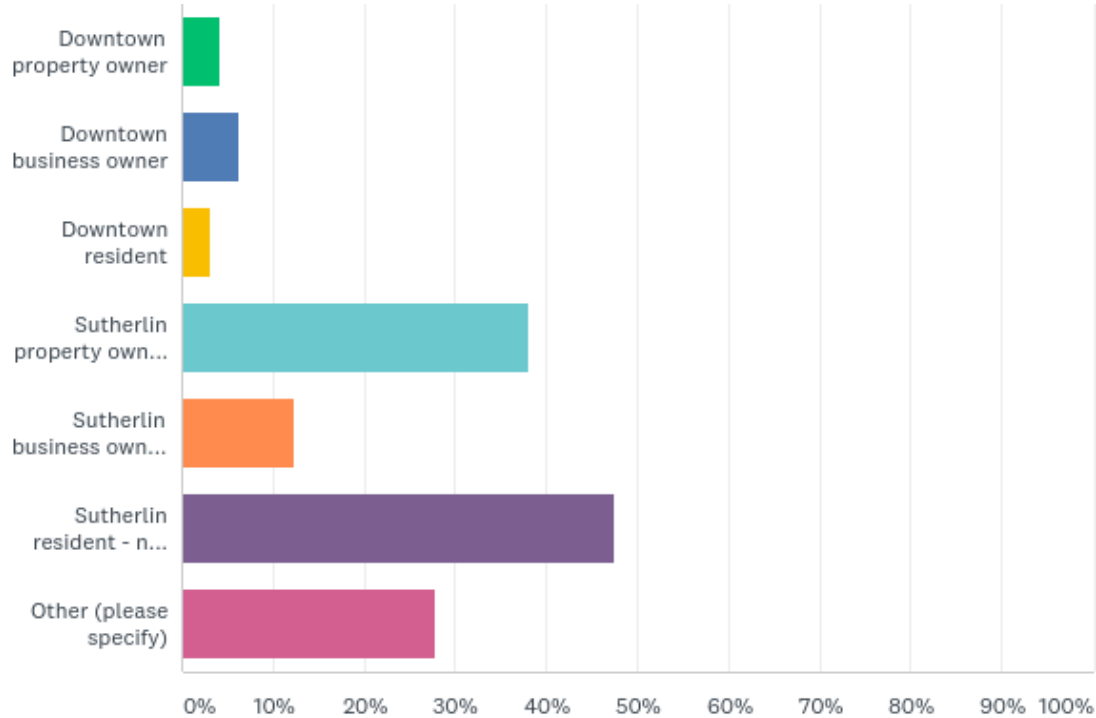
Storefronts not visually pleasing, limited parking

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## Q6: What are your connections to downtown Sutherland?

Answered: 97 Skipped: 5



## Q6: What are your connections to downtown Sutherlin?

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Answered: 97 Skipped: 5

ANSWER CHOICES	RESPONSES	
Downtown property owner	4.12%	4
Downtown business owner	6.19%	6
Downtown resident	3.09%	3
Sutherlin property owner - not in downtown	38.14%	37
Sutherlin business owner - not in downtown	12.37%	12
Sutherlin resident - not in downtown	47.42%	46
Other (please specify)	27.84%	27
Total Respondents: 97		

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## Q6: What are your connections to downtown Sutherlin? [1/2]

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Answered: 97 Skipped: 5

Long time visitor

I work in Sutherlin

I work in sutherlin.

Employed at the Sutherlin Police Department.

Work in Sutherlin

non-resident

Lived near town 50 years. Work in town

I work in Sutherlin.

Work here

Have worked in Sutherlin for more than 30 years and have enjoyed the restaurants, my eye doctor, insurance and hair appointments are all in Sutherlin. My children all went through Sutherlin schools from k-12th grade. As a school teacher, we took many walking field trips downtown to do caroling at Christmas, visit the park, the museum, senior center, etc.

Resident since 1978

Library volunteers

City Employee

I also work in town.

Work in Sutherlin

I work for a business that is downtown.

Work in downtown Sutherlin

Work in a business in downtown area

Live nearby/shop Sutherlin

We have family and friend that live in Sutherlin and visit there often.

Work downtown.

## Q6: What are your connections to downtown Sutherlin? [2/2]

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Answered: 97 Skipped: 5

Residents of the SKP Park receive almost no information about what is going on downtown. Lack of a community newspaper, ala the Douglas County News, is a major impediment to drawing residents to downtown events.

As a SKP member, I want d'town to be an interesting & enjoyable place to shop, take friends. We have \$\$ to spend...need more businesses like Family & Friends, antiques, cute restaurant

Raised in Sutherlin, Rotarian and do business in the area.

Parents live in Sutherlin

Manager of a downtown shop, Sutherlin Drug.

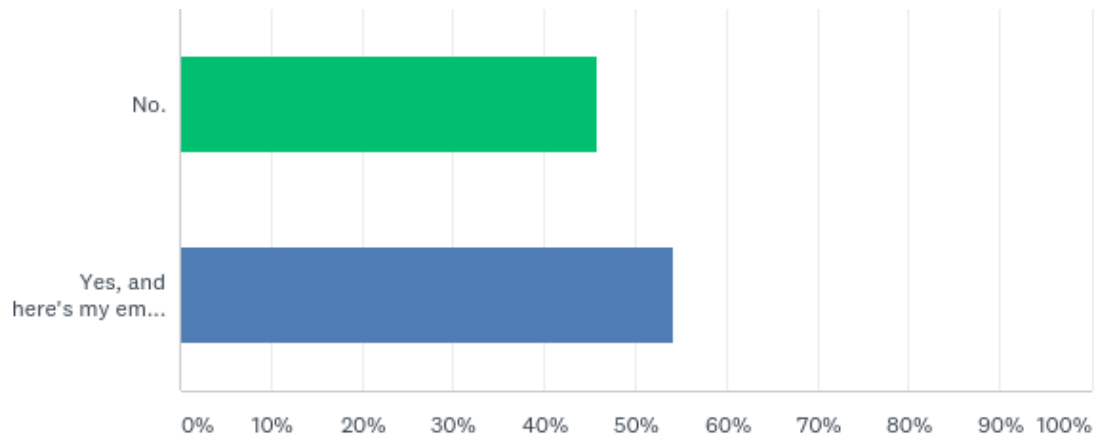
Work in Sutherlin.

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## Q7: Would you like to participate in and/or be kept updated on this process?

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Answered: 96 Skipped: 6



## Q7: Would you like to participate in and/or be kept updated on this process?

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Answered: 96 Skipped: 6

ANSWER CHOICES	RESPONSES	
No.	45.83%	44
Yes, and here's my email address:	54.17%	52
Total Respondents: 96		