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Jones Lang LaSalle Approach
Design / Development - Strategy

APPROACH

- Jones Lang LaSalle and Shea Communications, in conjunction with NJIT, developed a strategy to solicit input from major stakeholders and the community at-large in the creation of a distinct, cohesive campus environment that compliments the city streetscape.

SERVICES

- Multiple factors were covered in the survey
  - Quality of life & safety
  - Historic preservation issues and objectives
  - Residential and retail needs
  - Transportation and circulation issues
Results from Outreach Survey
## Lessons Learned from Survey

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<thead>
<tr>
<th>Gateway Challenge</th>
<th>Lesson Learned</th>
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| **Housing**       | • Nearly 20 percent of non-student residents in the neighborhood have lived in the area for more than 10 years  
• 35 percent of respondents live with related or unrelated roommates, while 56 percent of students do so  
• Nearly half, or 45 percent of students, faculty and staff rent or own apartments or houses outside the MLK neighborhood  
• Students would be much more likely than faculty and staff to move to the neighborhood, if there are more housing options available |
| **Neighborhood Amenities** | • **Parking and retail offerings** are “very” important to quality of life in the neighborhood  
• **Entertainment and cultural centers** are very important to property owners and non-student residents in particular  
• **Hotel accommodations** are important, specifically among business owners and employees and faculty and staff members -- but less so among other groups  
• **Commercial office space** was not considered particularly important among any respondent groups |
# Lessons Learned from Survey

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<thead>
<tr>
<th>Gateway Challenge</th>
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<tbody>
<tr>
<td>Retail</td>
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<td><strong>Restaurants</strong> are the most popular retail option, with 73 percent of respondents labeling them as “very” important. In fact, 90 percent of respondents go out for dinner at least once a week. <strong>Cafes and coffee shops</strong> are equally popular</td>
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<td>Nearly half the respondents characterized <strong>pharmacies/drugstores</strong> as “very” important</td>
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<td>A <strong>grocery store</strong> is “very” important to 50 percent of all respondents and even more so to property owners and non-student residents</td>
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<td>A <strong>movie theater</strong> is not a top priority among respondents</td>
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<td><strong>Clothing stores</strong> received a mixed response. 34 percent of all respondents characterized them as “somewhat” important</td>
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<td>More than half, or 54 percent, of respondents said they seldom or never go out to <strong>bars</strong> for nightlife. Those who do, generally go to bars, pubs, live music venues and lounges</td>
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## Lessons Learned from Survey

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| **Transportation** | • Respondents are generally satisfied with public transportation options, though 64 percent of respondents drive themselves to work and school  
• More than half of respondents characterized automobile traffic in the neighborhood as “heavy”  
• Parking is considered “not very” or “not at all” accessible by nearly 80 percent of respondents |
| **Quality of Life** | • Safety and security are a top concern among all respondents: 37 percent said the area is “not very safe”  
• Town-university relations are “very” important to 47 percent of respondents  
• Non-student residents and property owners feel strongest about historic preservation. More than 78 percent said it is “very” important  
• Of all groups, business owners and employees felt strongest about “open space” with 50 percent responding that it was “very” important |
The survey received a total of 751 responses.

- NJIT (& Rutgers) students: 57.2 percent
- Faculty & Staff members: 32 percent
- Greek system members: 10.4 percent
- Employees in neighborhood: 10 percent
- Non-student residents: 4 percent
- Property owners: 2.5 percent
- Business owners: 1.2 percent

The responses of some of these groups were not large enough to impact the results of the survey. However, ongoing in-person interviews have enabled the priorities of these groups to be reflected in the planning effort.
The largest age group was 18 to 25, which accounted for 38 percent of respondents.

The second largest age group was 35 to 44, which accounted for 14 percent of respondents.

Men accounted for 65 percent of respondents.

Women accounted for 35 percent respondents.
Discussion/ Q&A