

DNT Public Outreach Survey Highlights

An online survey was issued to get public input on future development for the Dallas North Tollway. This survey was available from October 29th- November 11th and was accessible through the Town's weekly resident update and social media channels. It was also accessible through the DNT guidelines webpage on the Town's website. One-hundred and sixty-seven people submitted the survey with the majority of people completing it within the first four days of the survey being released. Another wave of respondents came in towards the end of the survey window.

Of the 167 people that completed the survey, 7.19% of the respondents said they live in the Lakes of Prosper and 64.07% said they live in Star Trail. This is an important finding as it shows that residents that live in close proximity to the Tollway showed interest in participating in the process and providing input.

Respondents were asked to identify topics most important to them terms of future development on the Tollway. Choices included landscaping/beautification, types of business establishments on the Tollway, Building form/architecture, public spaces/spaces for socializing. Of these options, the results show that types of business establishments were the most important to them. 62.87% checked this option. Landscaping/Beautification and public spaces both tied in at number 2 with 12.57%.

Respondents were also asked which type of business establishments closely represented the type they would like to see most on the Tollway. The options included, shop/dining, hotels/conference centers, family-friendly establishments, office/corporate centers, and grocery store/daily conveniences. 59.88% chose shops/dining as number 1. The second most popular choice was family-friendly establishments with 22.75% choosing this option.

For the remaining of the survey, the respondents were given five questions with each question depicting images related to a certain topic in development, such as retail/dining, office development and public spaces. To capture some of the survey highlights, please see a few key findings below:

- Respondents were asked to rate four photos showing different shopping experiences. They were given two photos with a more urban style experience (one photo was a picture of Legacy West). The other two photos showed a more conventional, strip-center style. Most people identified with the contemporary urban-style/Legacy West type of experience (the contemporary urban-style photos showed an environment where there is walkability, socialization, nightlife and diverse shop/dining options). These two images were both rated 3.8 out of 5 with most respondents checking off "love it", which was the highest rating that they could give for the images. The images showing the conventional strip-center style experience scored 1.4 and 1.5 out of 5.
- When it comes to public places most respondents gave higher ratings for images that showed multi-dimensional public spaces that were also integrated within larger developments, rather than an isolated park environment with few amenities. The images that scored higher illustrated family-friendly public spaces that evoked a live, work play environment.