

# Old Town Auburn Revitalization and Beautification Project aka the Triad Project Merchant Feedback Questionnaire

Rev20160914

The following survey questionnaire is being utilized to obtain invaluable Old Town Auburn business owner feedback, constructive criticism, and to allow you to have a significant voice in the project design.

Please take a moment to review each question and offer your perspective.

**1. The foundational elements to be addressed in the project’s design included (13) unique attributes. Do you agree these attributes should be the foundation for design of the overall project?**

**Strongly Agree = 10   Neutral = 5   Strongly Disagree = 0**

Please select one response

Curb Appeal .....	<b>10</b>	9	8	7	6	<b>5</b>	4	3	2	1	<b>0</b>
Color.....	<b>10</b>	9	8	7	6	<b>5</b>	4	3	2	1	<b>0</b>
Visual Movement.....	<b>10</b>	9	8	7	6	<b>5</b>	4	3	2	1	<b>0</b>
Family.....	<b>10</b>	9	8	7	6	<b>5</b>	4	3	2	1	<b>0</b>
Pets.....	<b>10</b>	9	8	7	6	<b>5</b>	4	3	2	1	<b>0</b>
Art.....	<b>10</b>	9	8	7	6	<b>5</b>	4	3	2	1	<b>0</b>
Heritage.....	<b>10</b>	9	8	7	6	<b>5</b>	4	3	2	1	<b>0</b>
Maintenance.....	<b>10</b>	9	8	7	6	<b>5</b>	4	3	2	1	<b>0</b>
Cost.....	<b>10</b>	9	8	7	6	<b>5</b>	4	3	2	1	<b>0</b>
Merchant Advertising.....	<b>10</b>	9	8	7	6	<b>5</b>	4	3	2	1	<b>0</b>
Lighting (night) .....	<b>10</b>	9	8	7	6	<b>5</b>	4	3	2	1	<b>0</b>
Safety .....	<b>10</b>	9	8	7	6	<b>5</b>	4	3	2	1	<b>0</b>
The Homeless .....	<b>10</b>	9	8	7	6	<b>5</b>	4	3	2	1	<b>0</b>

Are there other attributes we should consider? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**2. The project addresses (5) specific areas targeted for improvement. Do you agree these areas should be the focus of the project?**

Entry Portal Sign (Endurance Capital Sign) .....	<b>10</b>	9	8	7	6	<b>5</b>	4	3	2	1	<b>0</b>
Billboard Area.....	<b>10</b>	9	8	7	6	<b>5</b>	4	3	2	1	<b>0</b>
Old Firehouse / Restroom Area.....	<b>10</b>	9	8	7	6	<b>5</b>	4	3	2	1	<b>0</b>
Claude Chana Statue Area .....	<b>10</b>	9	8	7	6	<b>5</b>	4	3	2	1	<b>0</b>
Café Delicias Building Mural .....	<b>10</b>	9	8	7	6	<b>5</b>	4	3	2	1	<b>0</b>

Are there other areas we should consider? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Note: The public parking issues in Old Town are going to be addressed in a future project coordination effort.

### 3. In which style would you like to see the entry portal sign revitalized?

- Don't change it; leave it exactly as it is now.
  - "Antique" e.g. Reclaimed wood, steel, rustic...
  - "Artsy" e.g. Sculpted metal tree branches, abstract...
  - "Gold Rush" e.g. Miner silhouette, gold panning, horses...
  - Other:
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### 4. The "Billboard" improvement area includes many new attributes in the design. Do you agree these attributes should be included in the design of this area?

Trim and / or remove overgrown vegetation.....	10	9	8	7	6	5	4	3	2	1	0
Install lighted Old Town walking map .....	10	9	8	7	6	5	4	3	2	1	0
Repair irrigation as necessary.....	10	9	8	7	6	5	4	3	2	1	0
Install dog waste cleanup station .....	10	9	8	7	6	5	4	3	2	1	0
Install dog / human watering station.....	10	9	8	7	6	5	4	3	2	1	0
Install engraved advertising paver walkways .....	10	9	8	7	6	5	4	3	2	1	0
Install several seating benches (moved from Old Red Firehouse area).....	10	9	8	7	6	5	4	3	2	1	0
Install plants / shrubs throughout engraved paver walkway planter beds.....	10	9	8	7	6	5	4	3	2	1	0
Install bark / crushed stone in planter beds.....	10	9	8	7	6	5	4	3	2	1	0
Install lighting along engraved paver walkways.....	10	9	8	7	6	5	4	3	2	1	0
Install recirculating pond less creek.....	10	9	8	7	6	5	4	3	2	1	0
Install 8 foot diameter functional waterwheel – powered by creek.....	10	9	8	7	6	5	4	3	2	1	0
Install waterwheel accent lighting.....	10	9	8	7	6	5	4	3	2	1	0
Install several cement pads for art / sculpture mounting .....	10	9	8	7	6	5	4	3	2	1	0
Install art / sculpture accent lighting .....	10	9	8	7	6	5	4	3	2	1	0
Install art / sculpture identification / artist recognition plaque pads.....	10	9	8	7	6	5	4	3	2	1	0

Plant hillside area along Hwy 80 with wildflowers / low maintenance color plantings .....	10	9	8	7	6	5	4	3	2	1	0
Install crosswalk with pedestrian activated road surface mounted caution LED lighting.....	10	9	8	7	6	5	4	3	2	1	0
Install two new trashcans .....	10	9	8	7	6	5	4	3	2	1	0

Are there other attributes we should consider? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**5. The “Statue” improvement area includes many new attributes in the design. Do you agree these attributes should be included in the design of this area?**

Trim and / or remove overgrown vegetation – improve safety .....	10	9	8	7	6	5	4	3	2	1	0
Install lighted Old Town walking map .....	10	9	8	7	6	5	4	3	2	1	0
Install area / artifact lighting along cement walkways - improve safety .....	10	9	8	7	6	5	4	3	2	1	0
Replace chain link fence bordering Hwy 80 with wood fence (to match Procissi lot fence styling).....	10	9	8	7	6	5	4	3	2	1	0
Increase artifact visibility from Hwy 80 (remove overgrown plants) – improve safety .....	10	9	8	7	6	5	4	3	2	1	0
Install dog waste cleanup station .....	10	9	8	7	6	5	4	3	2	1	0
Install dog / human watering station .....	10	9	8	7	6	5	4	3	2	1	0
Install railroad ties at back fence ground line to dissuade entry into tunnel .....	10	9	8	7	6	5	4	3	2	1	0
Install plants / shrubs throughout concrete walkway planter beds .....	10	9	8	7	6	5	4	3	2	1	0
Repair irrigation as necessary .....	10	9	8	7	6	5	4	3	2	1	0
Repair soil erosion areas.....	10	9	8	7	6	5	4	3	2	1	0
Install bark / crushed stone in planter beds .....	10	9	8	7	6	5	4	3	2	1	0
Install new trashcan.....	10	9	8	7	6	5	4	3	2	1	0

- Artistically paint or cover the PG&E meter .....10 9 8 7 6 5 4 3 2 1 0
- Ask Caltrans to secure tunnel entrance.....10 9 8 7 6 5 4 3 2 1 0
- Are there other attributes we should consider? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**6. The “Firehouse / Restroom” improvement area includes many new attributes in the design. Do you agree these attributes should be included in the design of this area?**

- Install bike rack area .....10 9 8 7 6 5 4 3 2 1 0
- Install retaining wall for bike rack area .....10 9 8 7 6 5 4 3 2 1 0
- Install engraved pavers in bike rack area .....10 9 8 7 6 5 4 3 2 1 0
- Install sitting wall in bike rack area .....10 9 8 7 6 5 4 3 2 1 0
- Install artifact / area lighting – improve safety .....10 9 8 7 6 5 4 3 2 1 0
- Remove several cement benches .....10 9 8 7 6 5 4 3 2 1 0
- Install decorative shredded cedar bark.....10 9 8 7 6 5 4 3 2 1 0
- Install water bottle filling station.....10 9 8 7 6 5 4 3 2 1 0
- Install new trashcan.....10 9 8 7 6 5 4 3 2 1 0
- Are there other attributes we should consider? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**7. Do you like the Café Delicias building mural / welcome sign idea?.....10 9 8 7 6 5 4 3 2 1 0**

**8. In addition to the “Welcome” sign, we’d like to develop a tagline to be displayed below the “Welcome”. This tagline can be used while promoting Old Town in social media, business advertisements, news, events, etc.**

**Do you like the proposed tagline “Heritage • Art • Food • Family • Fun”? .....10 9 8 7 6 5 4 3 2 1 0**

Are there other tagline words / phrases we should consider that better describe what we’d like our guests to discover in Old Town?  
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 \_\_\_\_\_  
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