



# A Gateway to Knowledge: New Jersey Institute of Technology

June 2007

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# Jones Lang LaSalle Approach



# Design / Development - Strategy

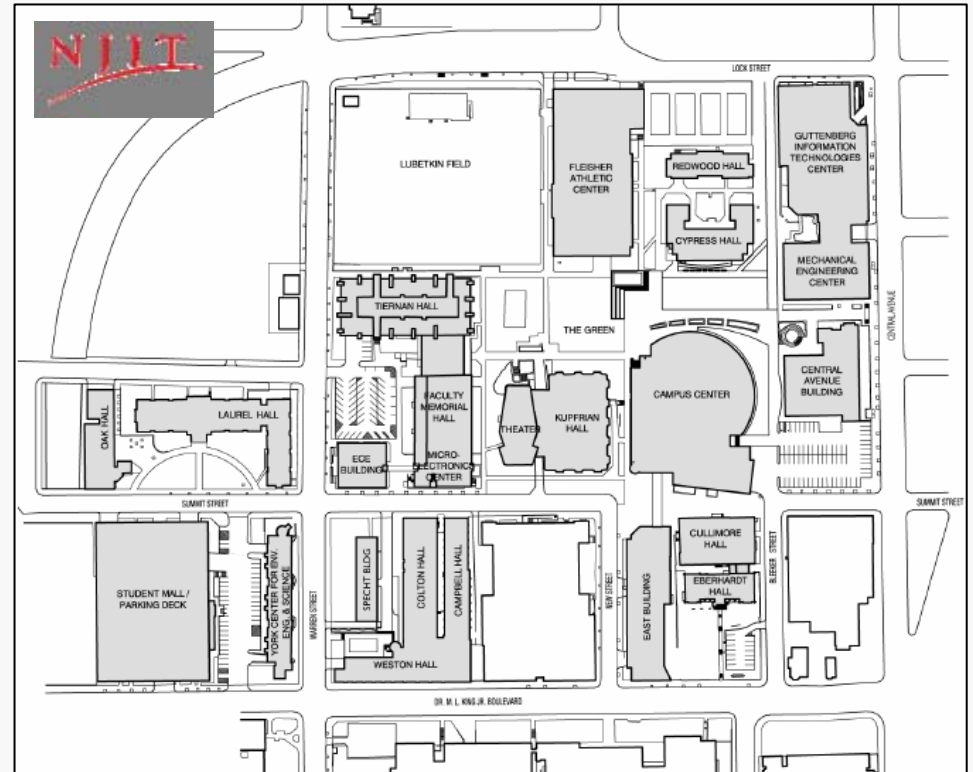
## APPROACH

- 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

Gateway Challenge	Lesson Learned
Housing	<ul style="list-style-type: none"><li>• Nearly 20 percent of non-student residents in the neighborhood have lived in the area for more than 10 years</li><li>• 35 percent of respondents live with related or unrelated roommates, while 56 percent of students do so</li><li>• Nearly half, or 45 percent of students, faculty and staff rent or own apartments or houses outside the MLK neighborhood</li><li>• Students would be much more likely than faculty and staff to move to the neighborhood, if there are more housing options available</li></ul>
Neighborhood Amenities	<ul style="list-style-type: none"><li>• <b>Parking and retail offerings</b> are “very” important to quality of life in the neighborhood</li><li>• <b>Entertainment and cultural centers</b> are very important to property owners and non-student residents in particular</li><li>• <b>Hotel accommodations</b> are important, specifically among business owners and employees and faculty and staff members -- but less so among other groups</li><li>• <b>Commercial office space</b> was not considered particularly important among any respondent groups</li></ul>

# Lessons Learned from Survey

Gateway Challenge	Lesson Learned
Retail	<ul style="list-style-type: none"><li>• <b>Restaurants</b> 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. <b>Cafes and coffee shops</b> are equally popular</li><li>• Nearly half the respondents characterized <b>pharmacies/drugstores</b> as “very” important</li><li>• A <b>grocery store</b> is “very” important to 50 percent of all respondents and even more so to property owners and non-student residents</li><li>• A <b>movie theater</b> is not a top priority among respondents</li><li>• <b>Clothing stores</b> received a mixed response. 34 percent of all respondents characterized them as “somewhat” important</li><li>• More than half, or 54 percent, of respondents said they seldom or never go out to <b>bars</b> for nightlife. Those who do, generally go to bars, pubs, live music venues and lounges</li></ul>

# Lessons Learned from Survey

Gateway Challenge	Lesson Learned
Transportation	<ul style="list-style-type: none"><li>• Respondents are generally satisfied with <b>public transportation</b> options, though 64 percent of respondents drive themselves to work and school</li><li>• More than half of respondents characterized <b>automobile traffic</b> in the neighborhood as “heavy”</li><li>• <b>Parking</b> is considered “not very” or “not at all” accessible by nearly 80 percent of respondents</li></ul>
Quality of Life	<ul style="list-style-type: none"><li>• <b>Safety and security</b> are a top concern among all respondents: 37 percent said the area is “not very safe”</li><li>• <b>Town-university relations</b> are “very” important to 47 percent of respondents</li><li>• Non-student residents and property owners feel strongest about <b>historic preservation</b>. More than 78 percent said it is “very” important</li><li>• Of all groups, business owners and employees felt strongest about “<b>open space</b>” with 50 percent responding that it was “very” important</li></ul>

# Respondent Profile

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 the planning effort.

# Respondent Profile (cont.)

- 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