

# Downtown Dothan Living Survey

Summer of 2021

Presentation by: Blaine Hoskins & Riffat Farjana

# Presenters

Blaine is a graduate student in Auburn University's Masters of Community Planning program. She holds a bachelor's degree in Interior Design and a minor in Sustainability Studies. Prior to starting her master's degree, Blaine worked in Rwanda for two years with the U.S. Peace Corps.

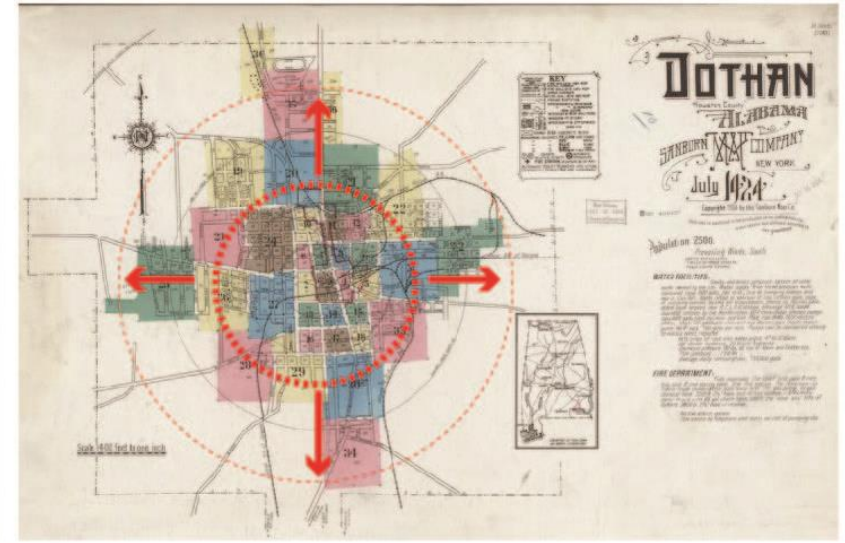
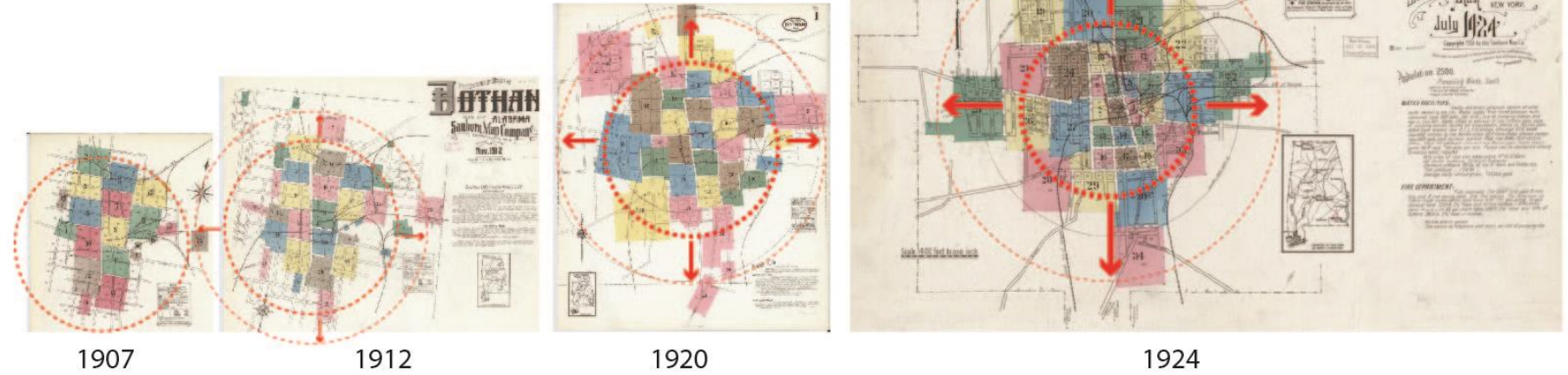
Riffat is also a graduate student in Auburn University's Masters of Community Planning program. She is an Associate Architect from Bangladesh and earned a Master of Landscape Architecture degree from Auburn University in 2020. Prior to starting her master's degree in Auburn, Riffat worked in Bangladesh for two years as a lecturer and researcher on design and planning issues.

Both Blaine and Riffat were summer interns in the City of Dothan's Planning Department and created, and administered this survey and analyzed and compiled the results. Blaine and Riffat are both expected to graduate from Auburn in December 2021.

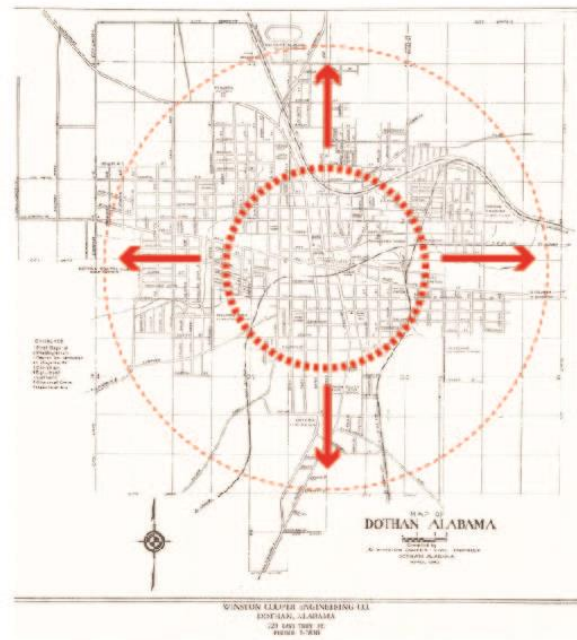
# Background studies

## Sanborn Maps analysis

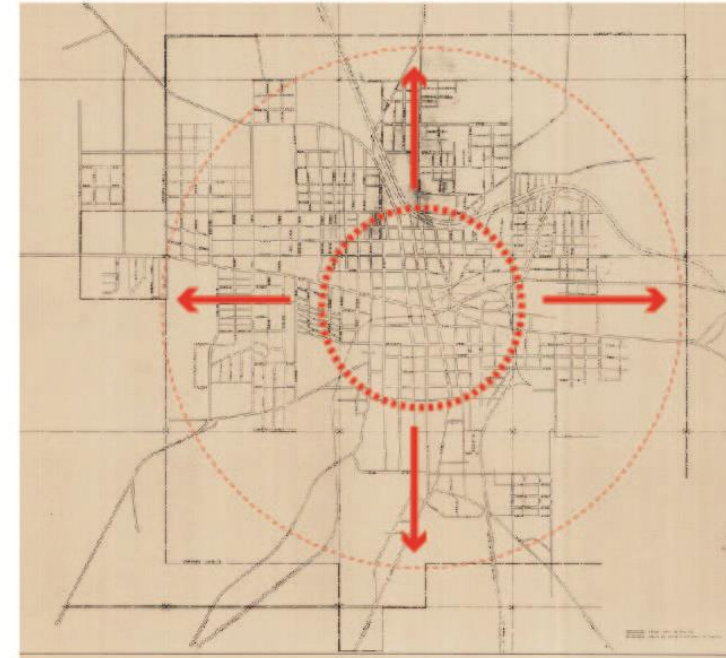
- Expansion of Downtown area from 1907 - 1973
- Growth of businesses/housing outside the circle



1924



1940

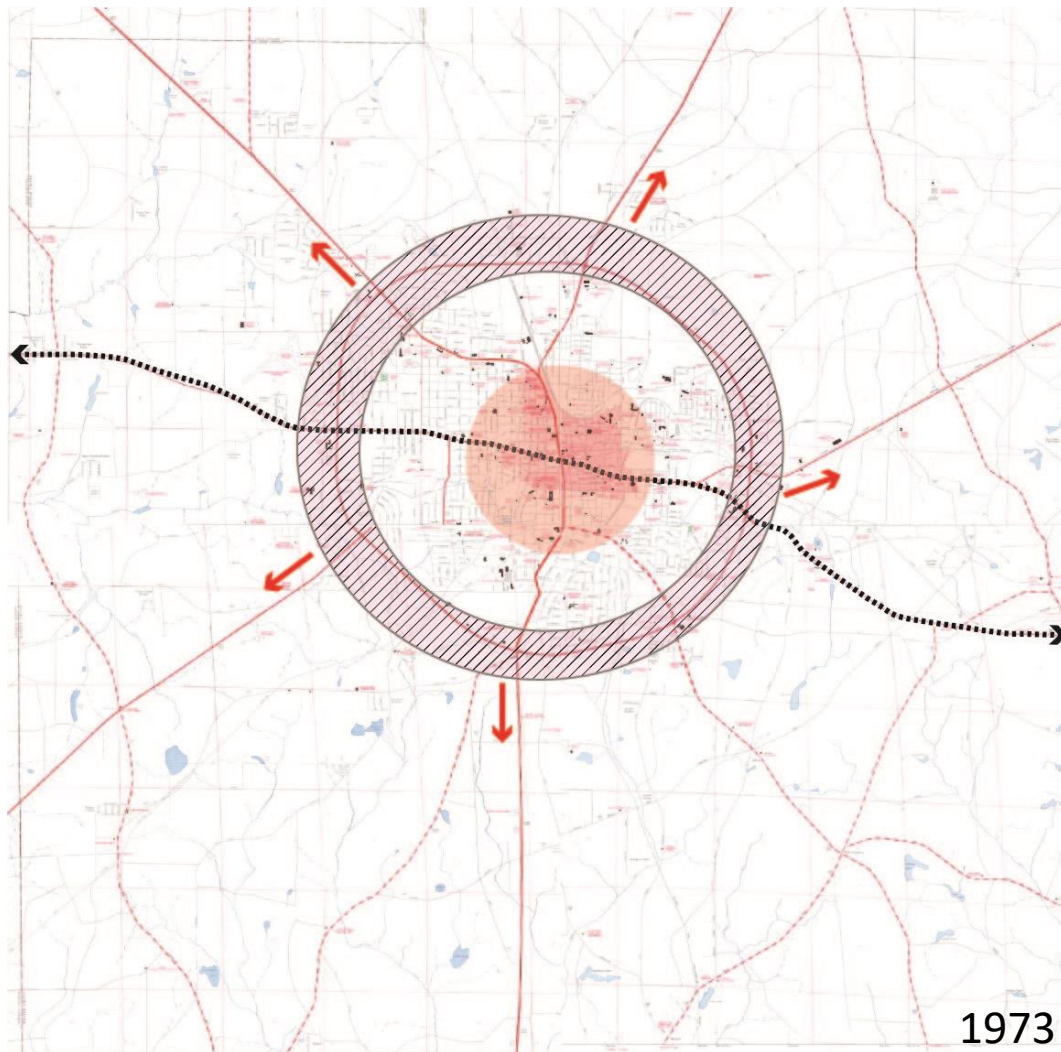


1945

# Interest level of people to live in the Downtown Area

## Survey process

- Survey link sent through email
- Flyers dropped in the business mailbox
- Reached in person to collect data
- 346 responses after a 2 week period
- Data Analysis
- Final recommendation based on collected data



### Sources:

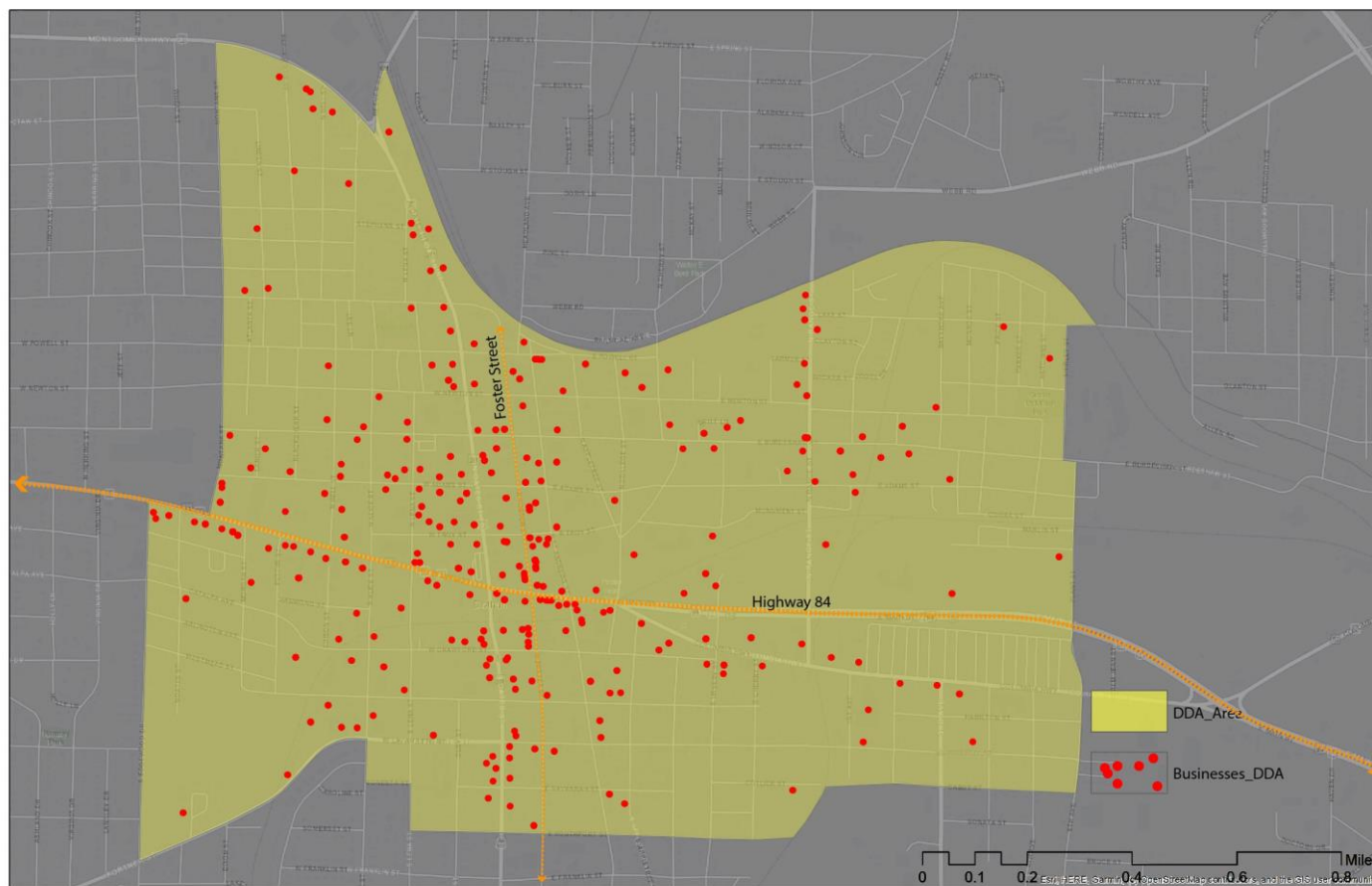
"Sanborn Fire Insurance Map from Dothan, Houston County, Alabama." The Library of Congress.

"Search Results from Sanborn Maps, Available Online, Dothan, Alabama." The Library of Congress.

Historical Maps of Alabama.

# Sampling size

## Targeted businesses in the DDRA area



- 215 businesses
- 637 city and county employees

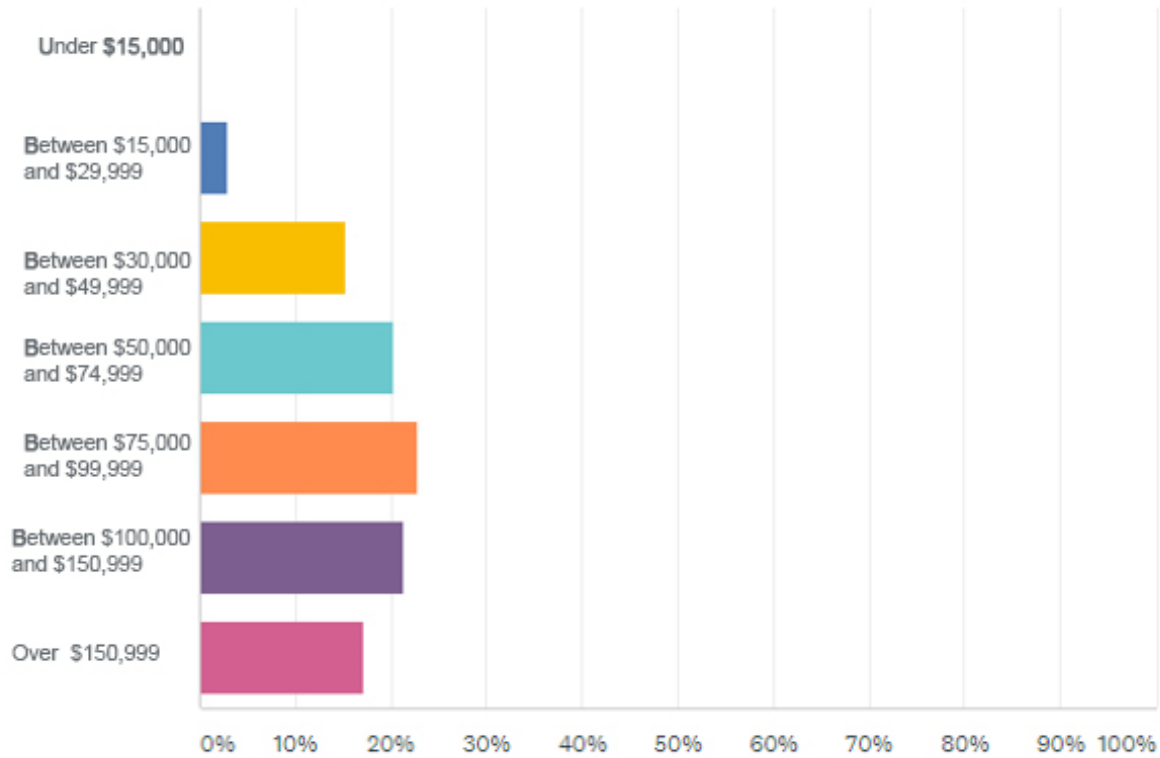
# Demographics of Survey Participants

- **GOAL:** To identify the target market for future housing developments in downtown Dothan
- **55% were male, 45% were female**
- **50% were between the ages of 31 - 50, 40% were aged 50+, 10% were between the ages of 18 - 30**
- **72% are married, 28% single**
- **63% had between 1 -3 children living at home, 36% had no children living at home**
- **87% currently own their home, 13% rent**
- **If there were suitable housing options, would you be open to living in the downtown Dothan area? 77% said No, 23% said Yes**

# Samples from the survey

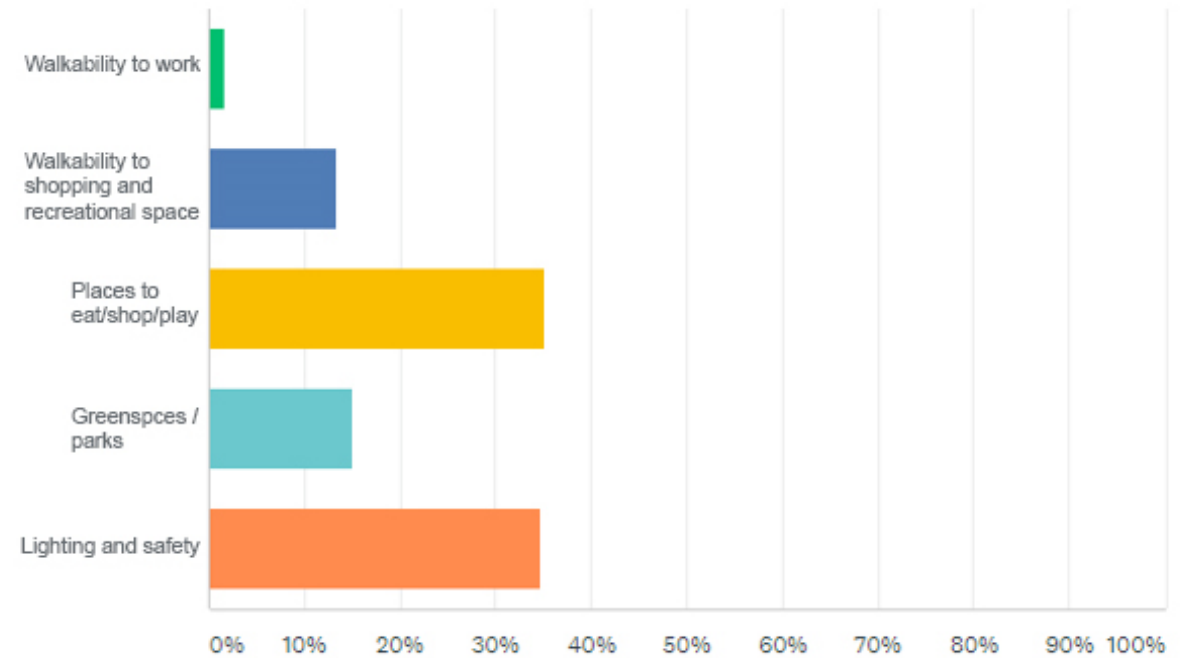
## What is your household income range?

Answered: 339 Skipped: 7



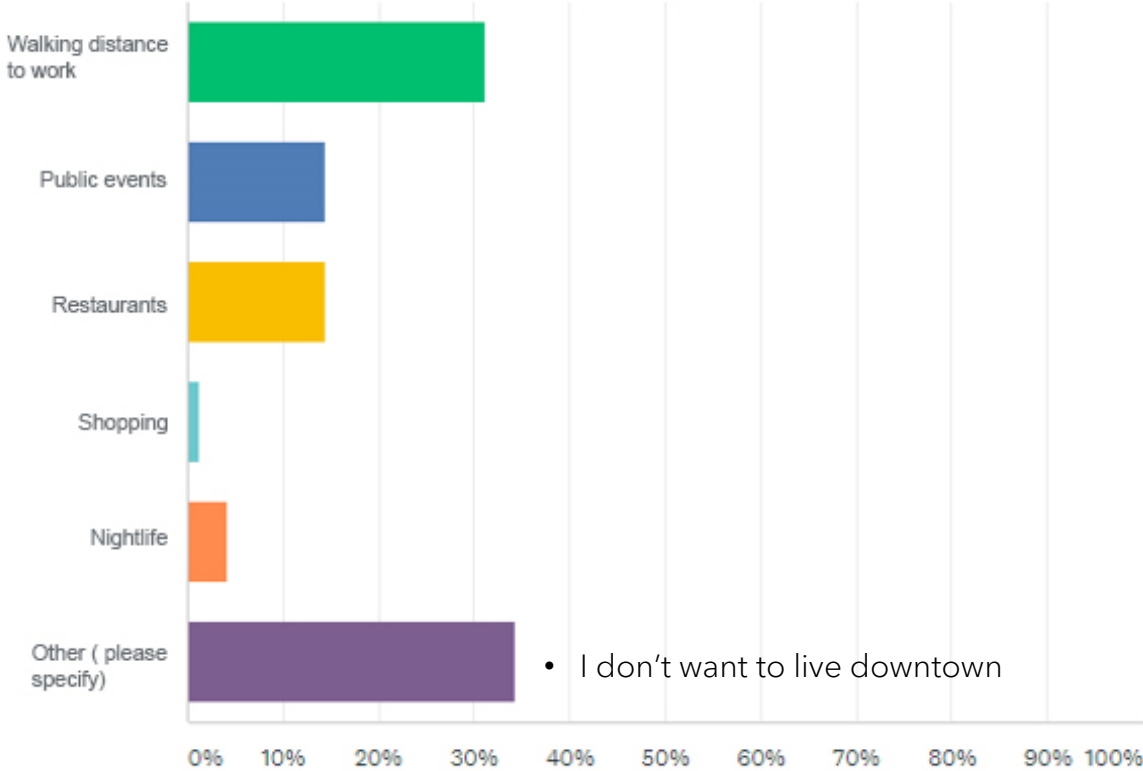
## What is missing from downtown that would make you want to live downtown?

Answered: 233 Skipped: 113



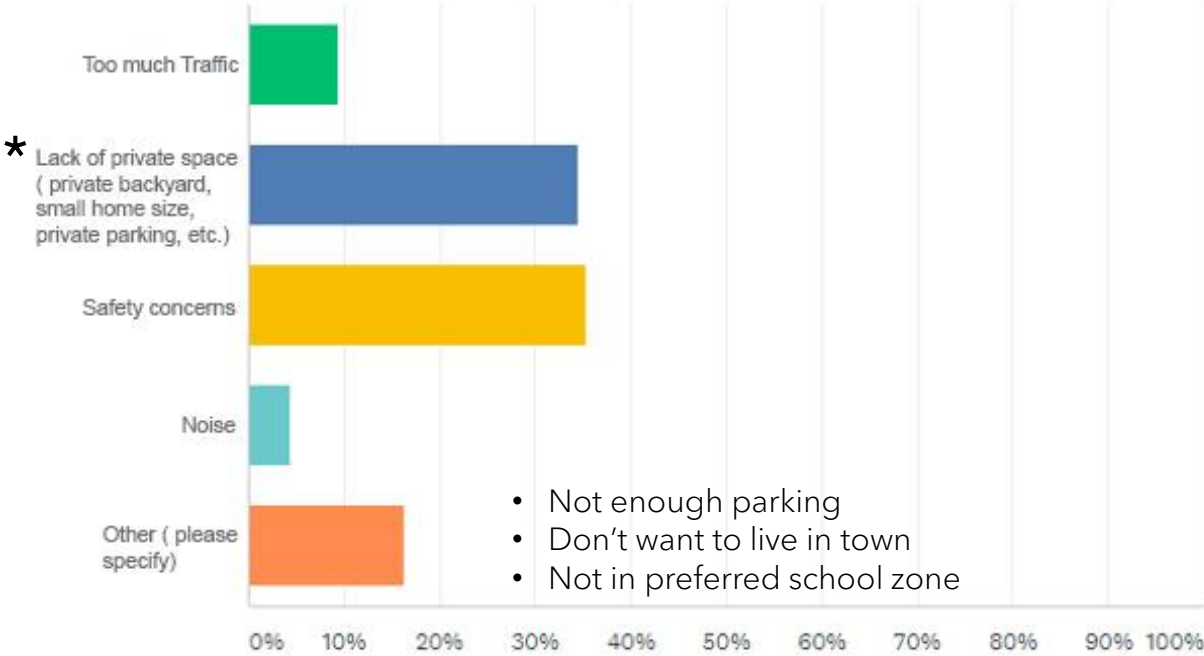
# Why would you want to live downtown?

Answered: 311 Skipped: 35



# Why would you not want to live downtown?

Answered: 339 Skipped: 7

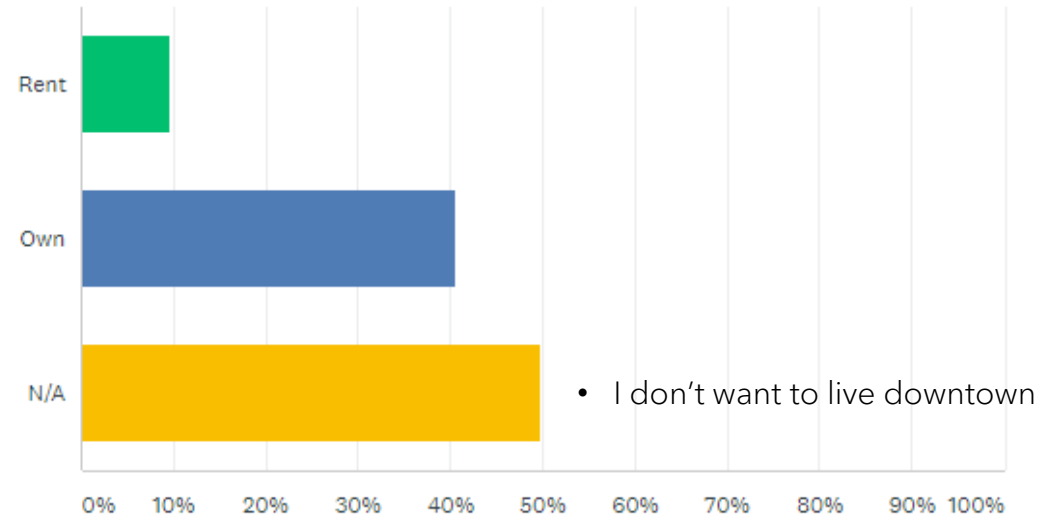


\* Lack of private space = no backyard, smaller home size, no private parking or garage, etc.



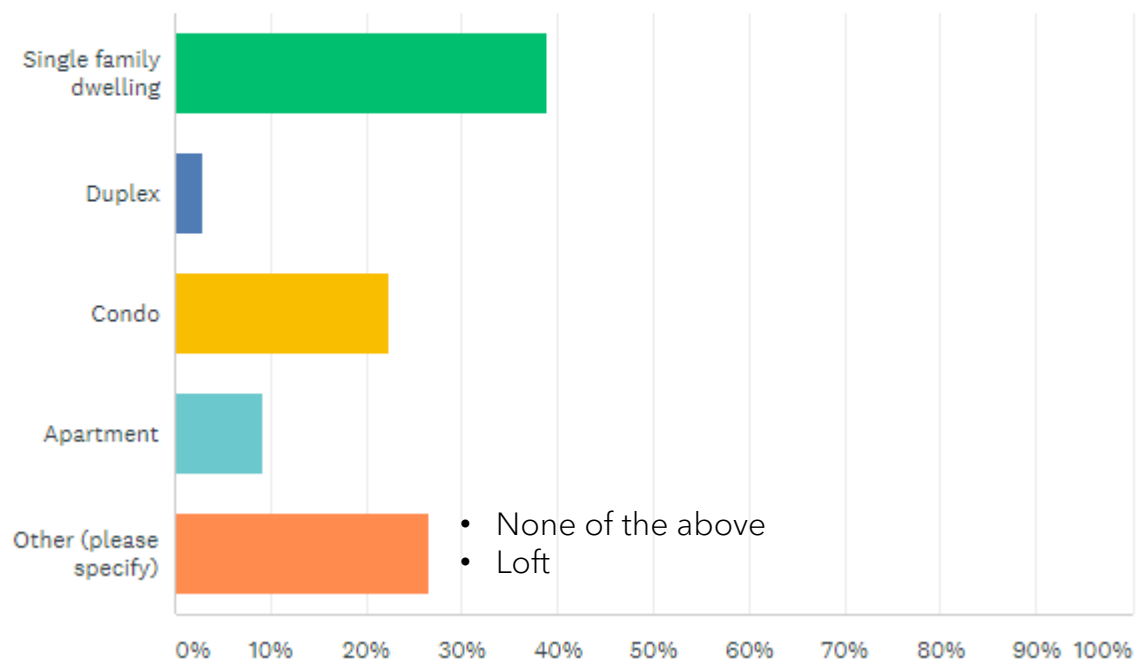
# If you could live downtown, would you rather rent or own your home?

Answered: 345 Skipped: 1



# What type of housing would you want to live in, downtown?

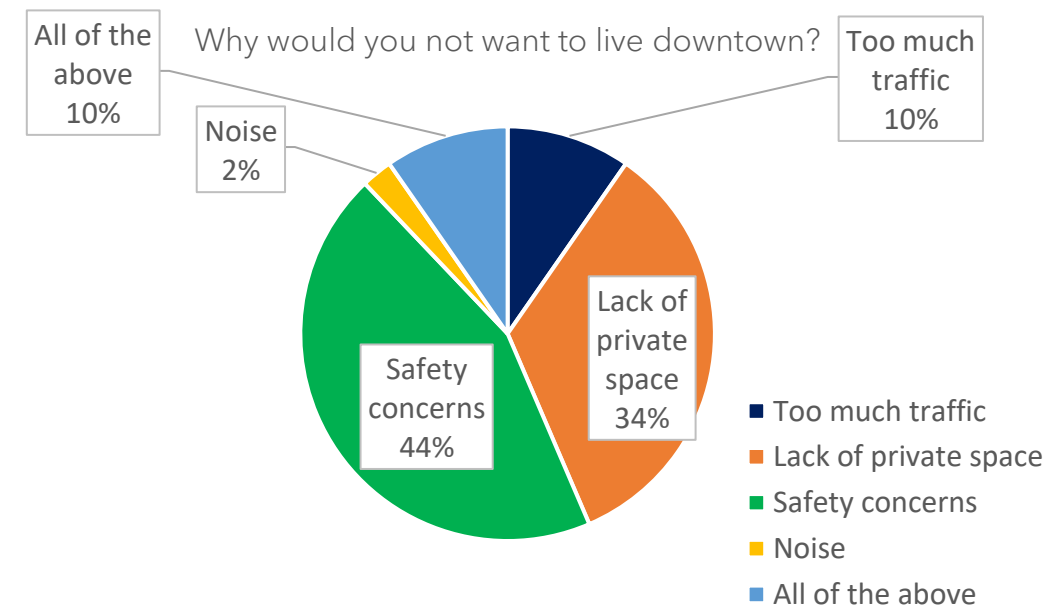
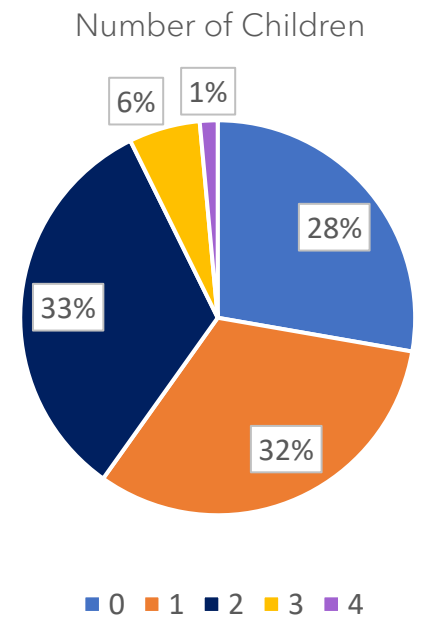
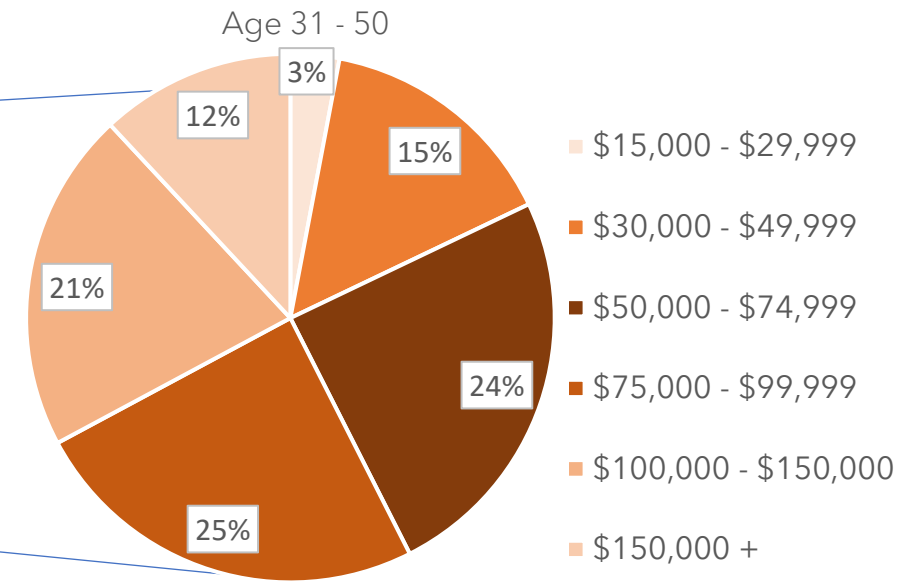
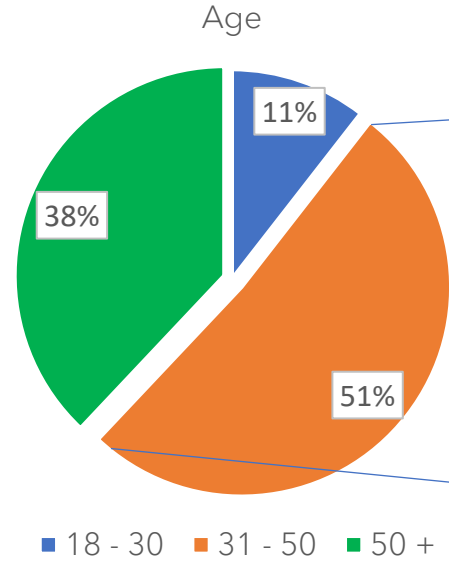
Answered: 316 Skipped: 30



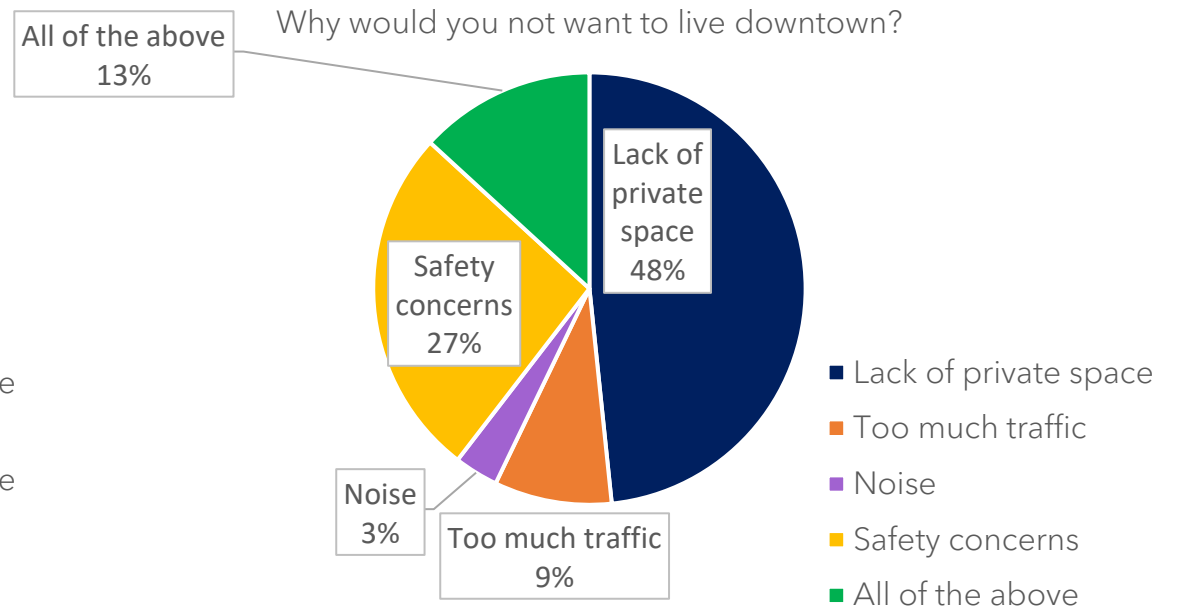
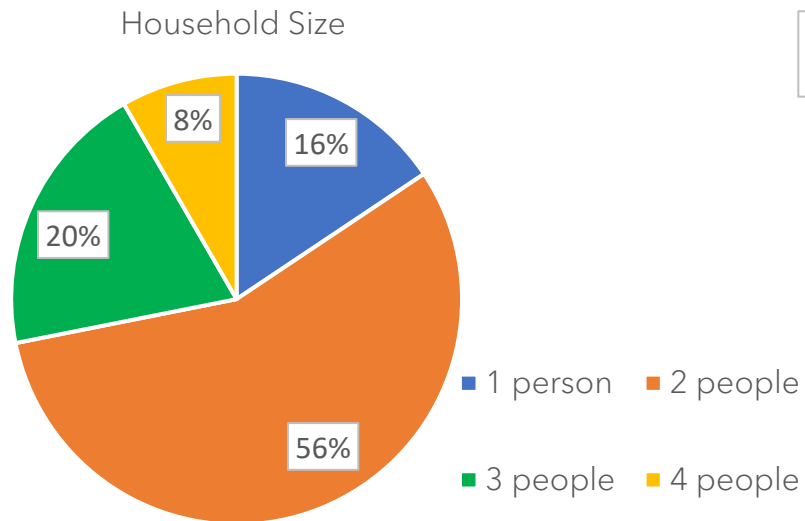
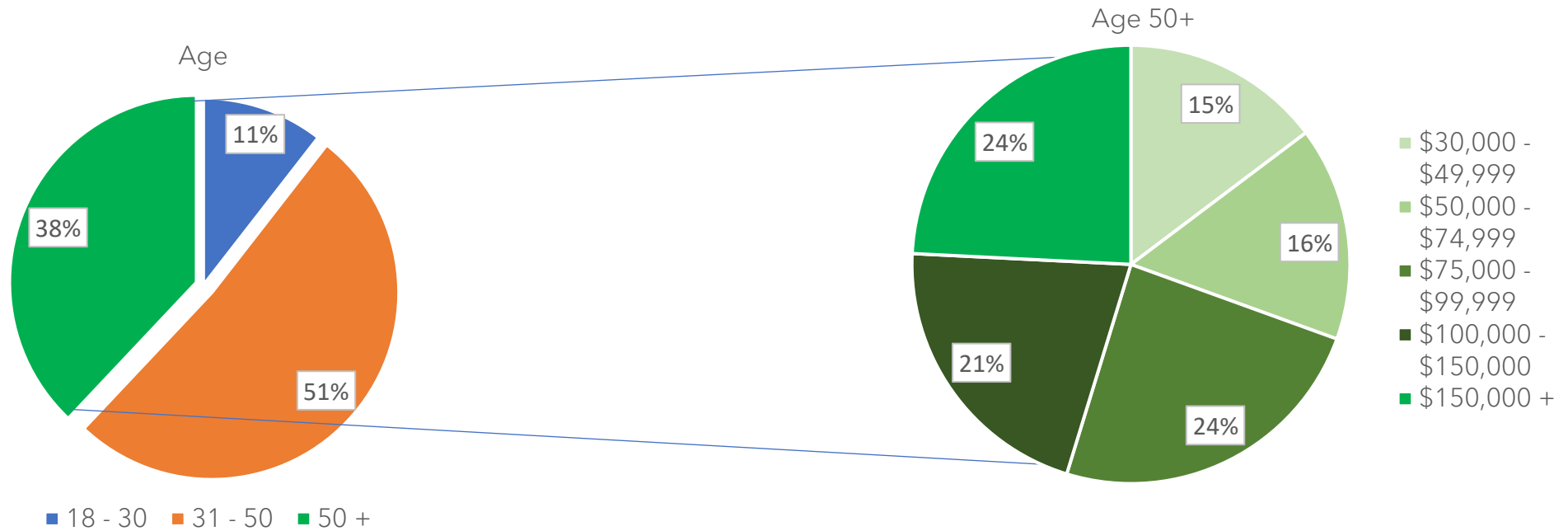
# NO Responses

- **266** (77.4%) people responded 'no' to *"If there were suitable housing options, would you be open to living in the downtown Dothan area?"*
- These people were mostly married couples, between the ages of 31 - 50, and have 1 - 2 children living at home.

# NO Responses



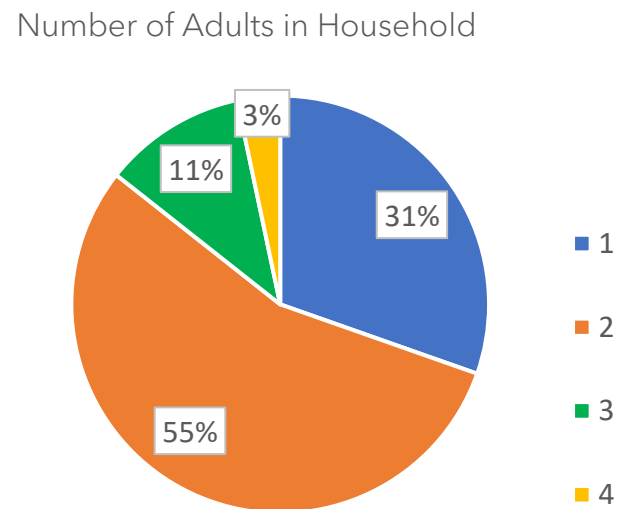
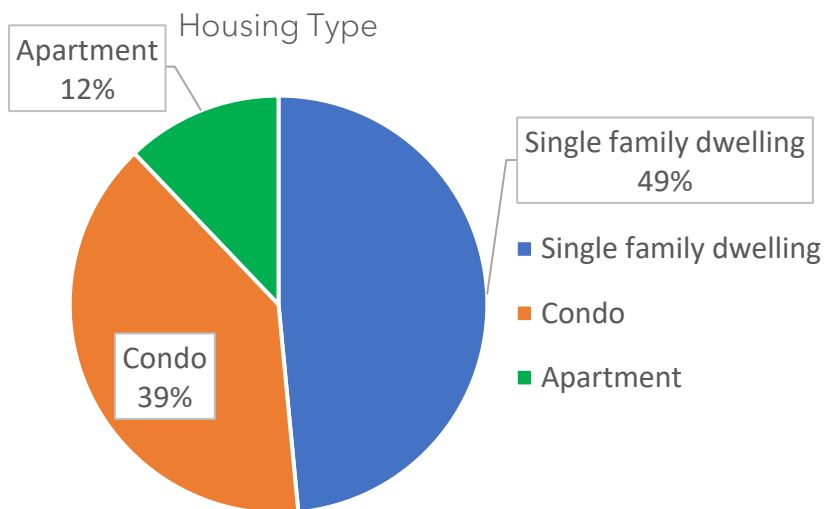
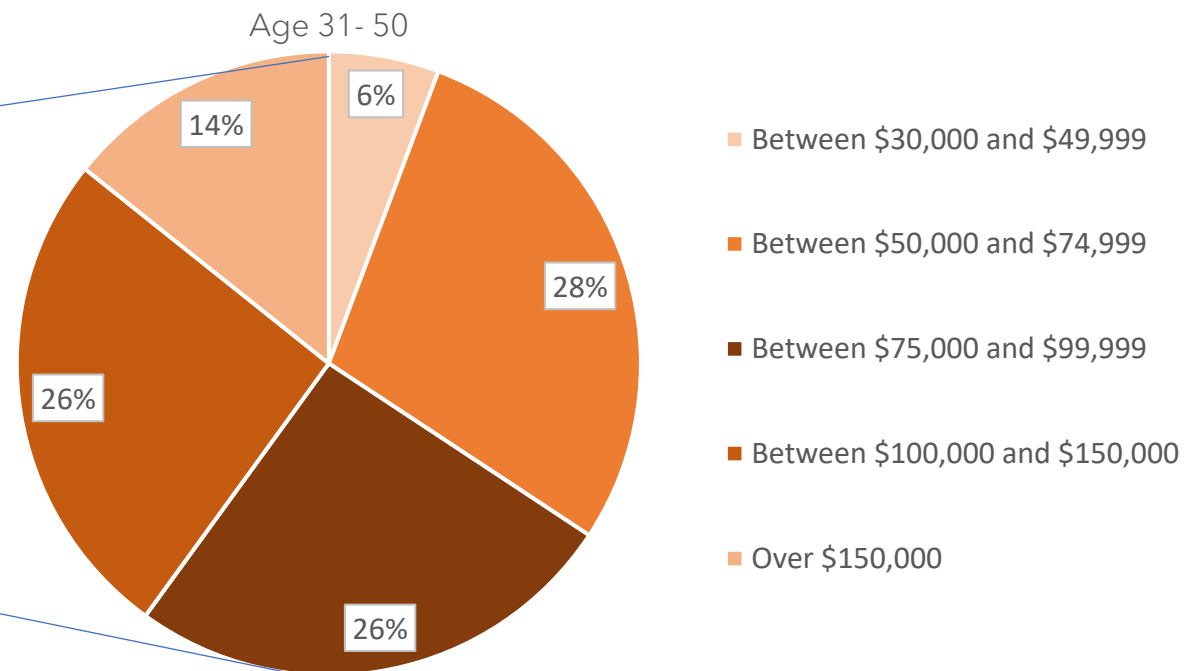
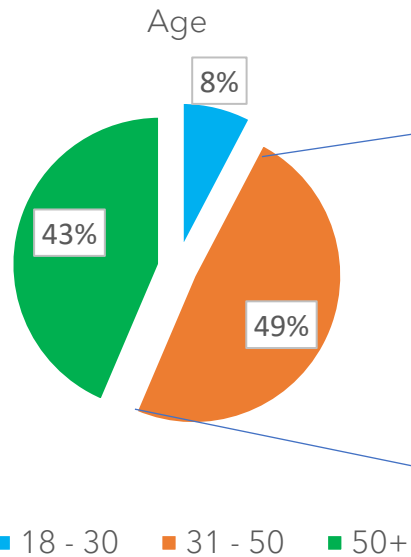
# NO Responses



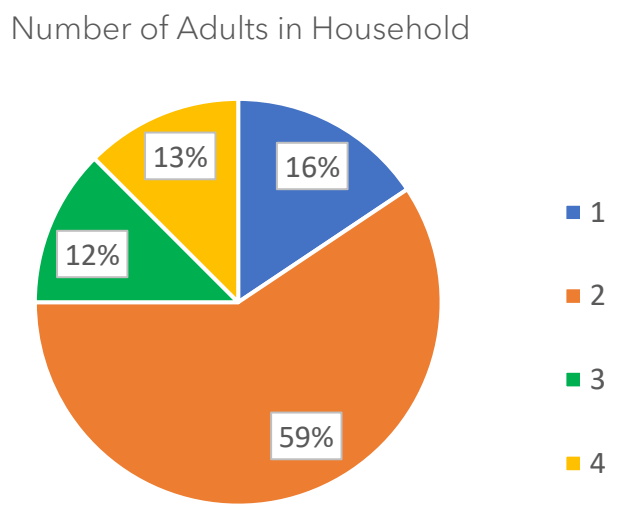
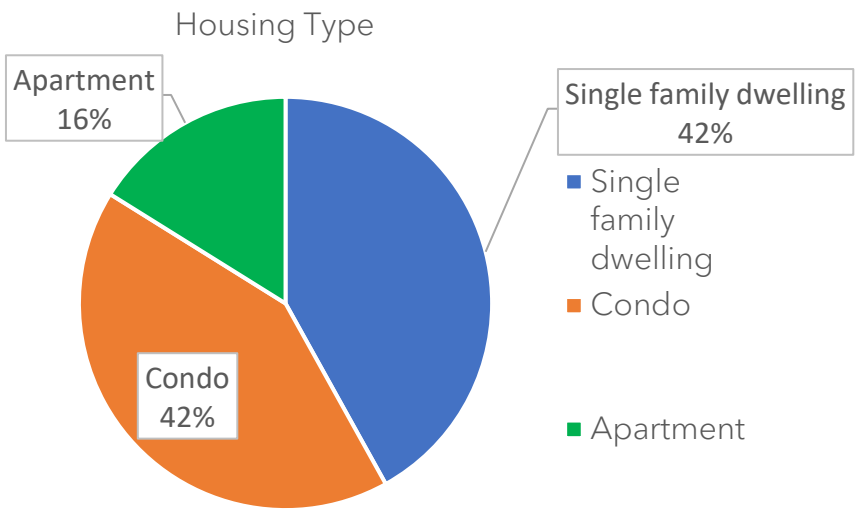
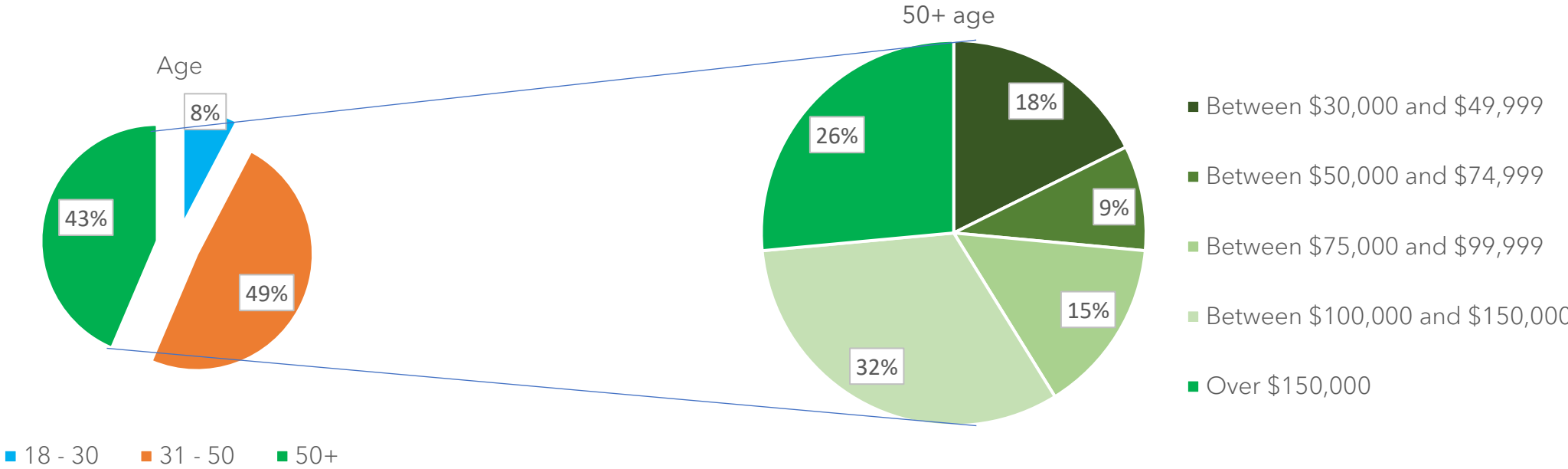
# YES Responses

- **78** (22.6%) people responded 'yes' to *"If there were suitable housing options, would you be open to living in the downtown Dothan area?"*
- These people were mostly married couples, between the ages of 31 - 50+, and have no children living at home.

# YES Responses

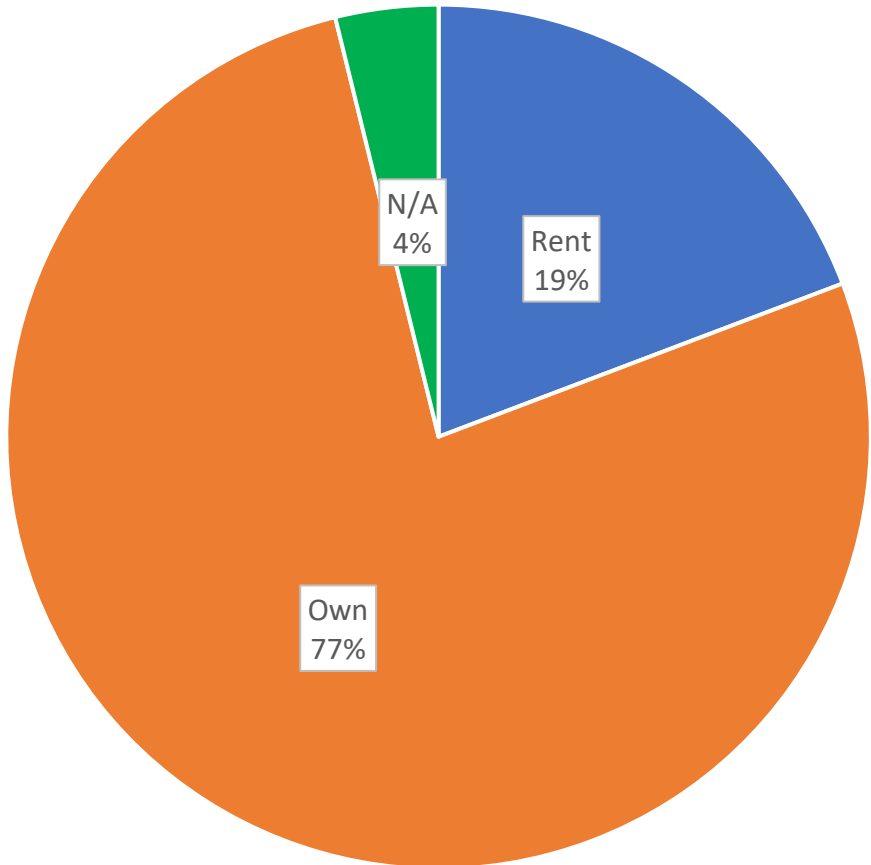


# YES Responses

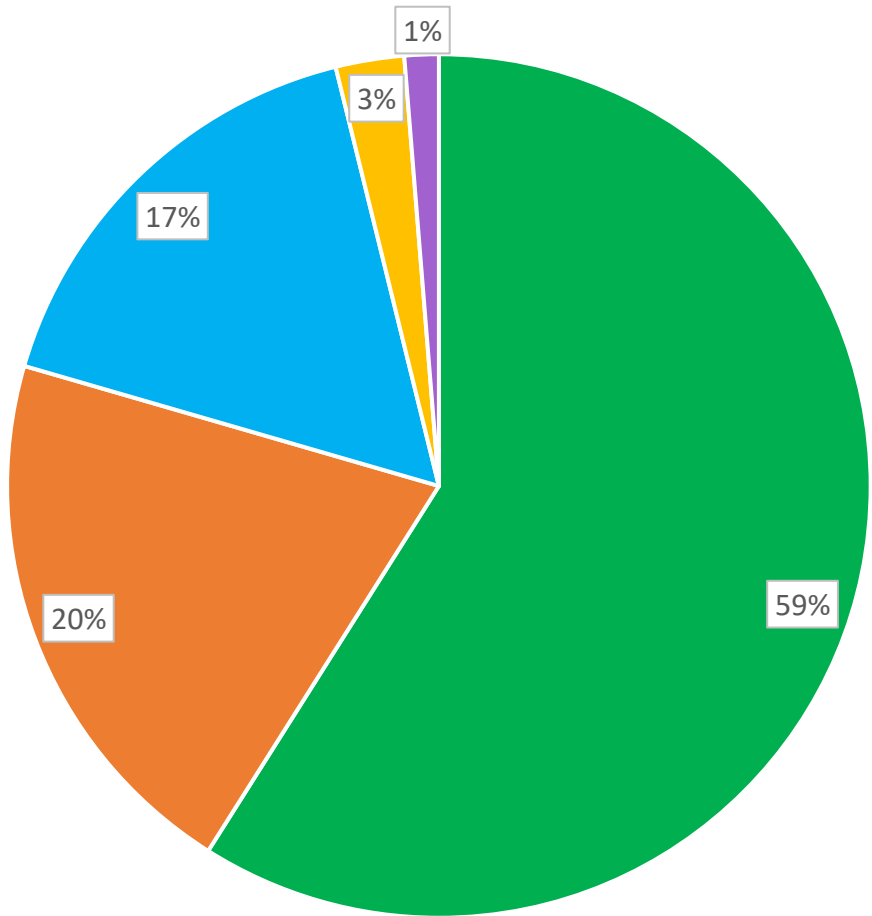


# YES Responses

If you could live downtown, would you rather rent or own your home?



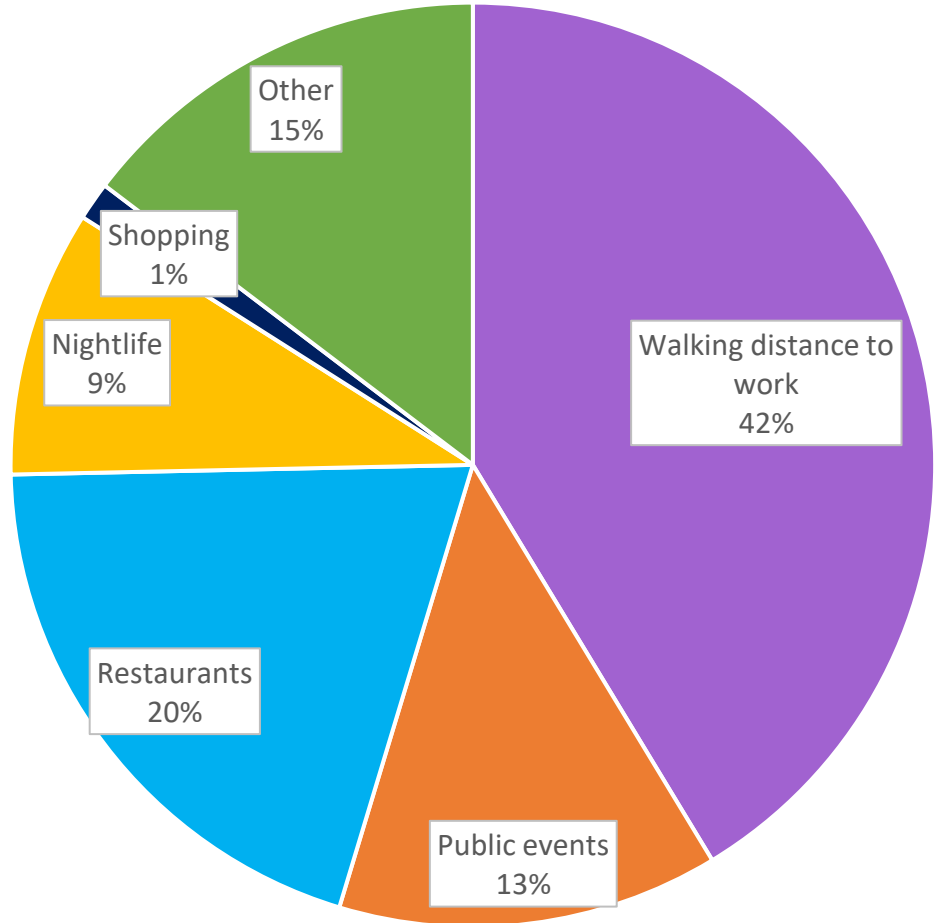
Number of Children





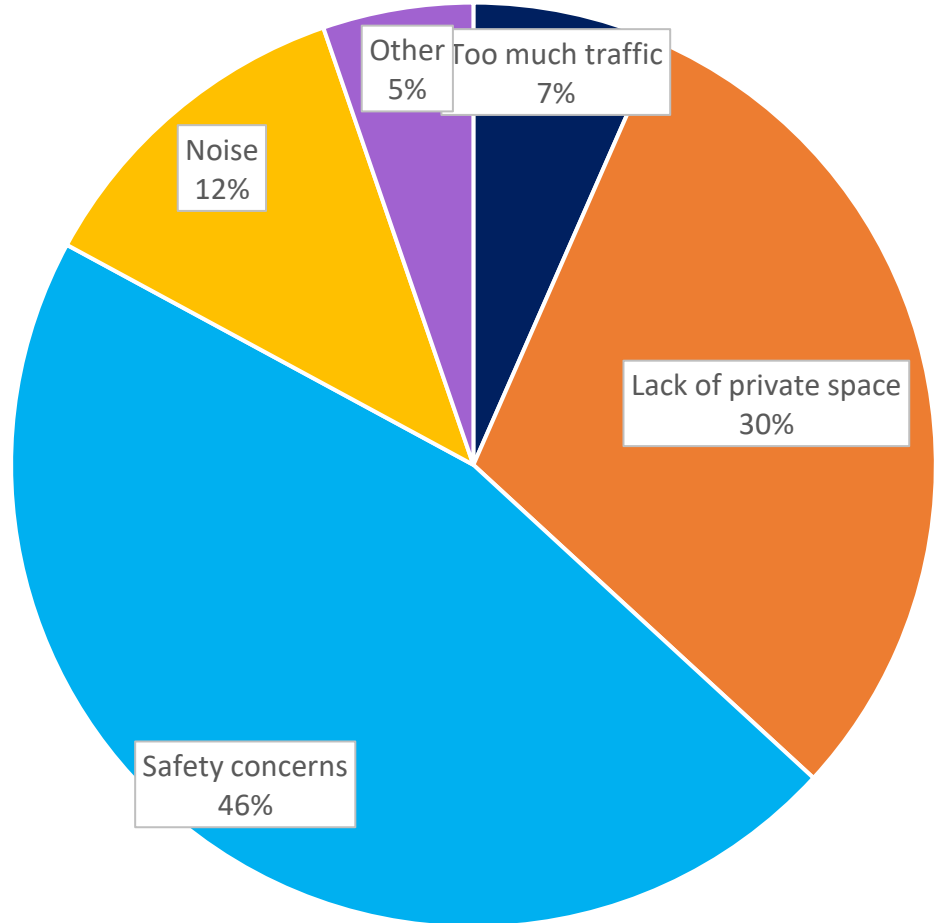
# YES Responses

Why would you want to live downtown?



- Walking distance to work
- Public events
- Restaurants
- Nightlife
- Shopping
- Other

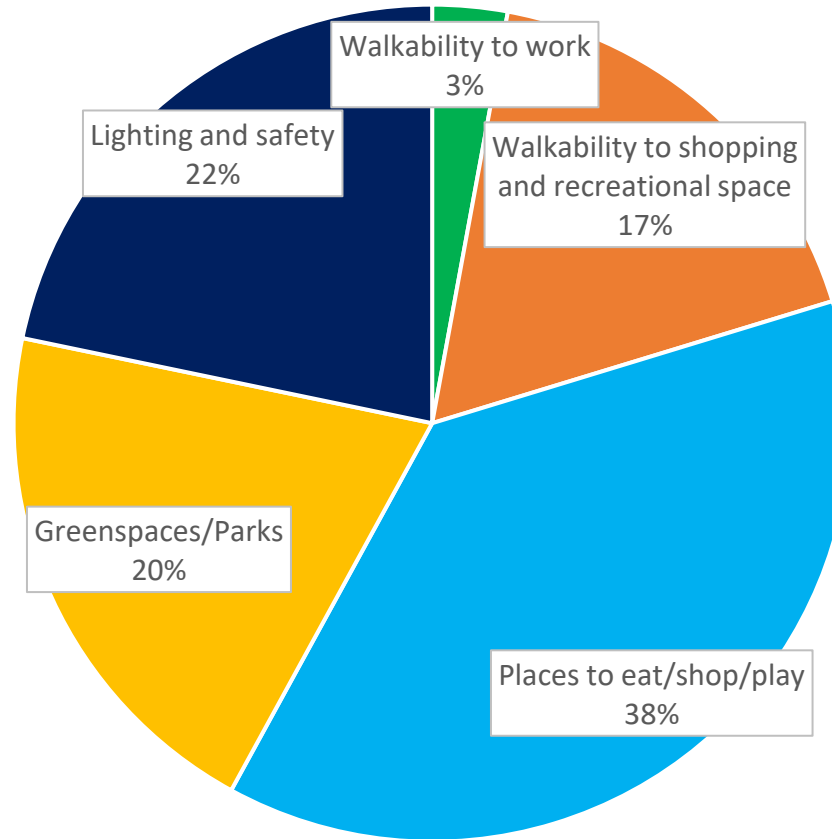
Why would you **not** want to live downtown?



- Too much traffic
- Lack of private space
- Safety concerns
- Noise
- Other

# YES Responses

What is missing from downtown that would make you want to live downtown?



- Walkability to work
- Walkability to shopping and recreational space
- Places to eat/shop/play
- Greenspaces/Parks
- Lighting and safety

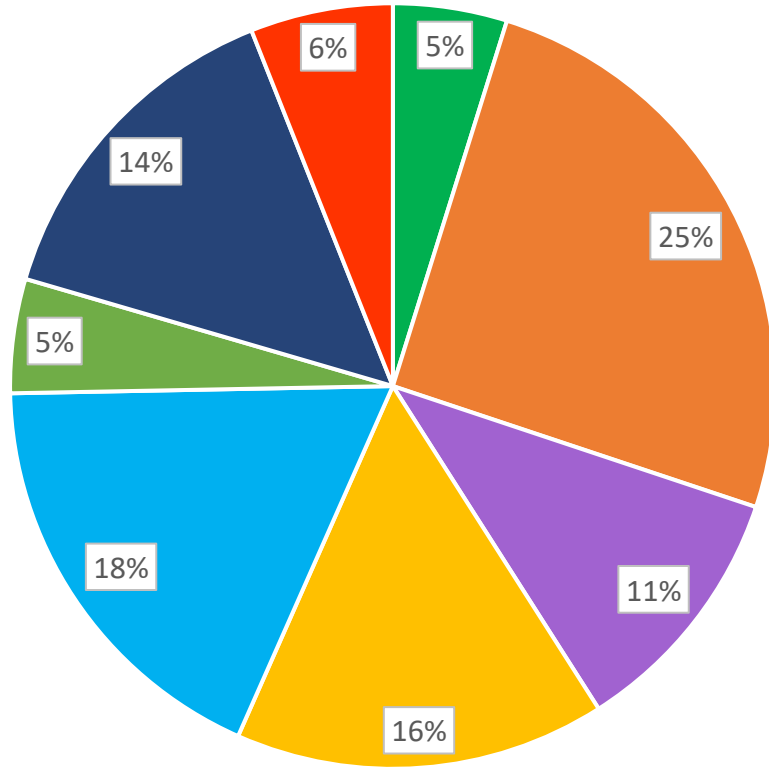
# Downtown Dothan Living Survey Findings

- The data has been collected from a small sample and almost 25% has shown their interest to live in the downtown area
- The extrapolated data is bigger than the sample data
- The target market for future downtown housing developments are primarily married couples that have no children living at home

# ACOM Survey

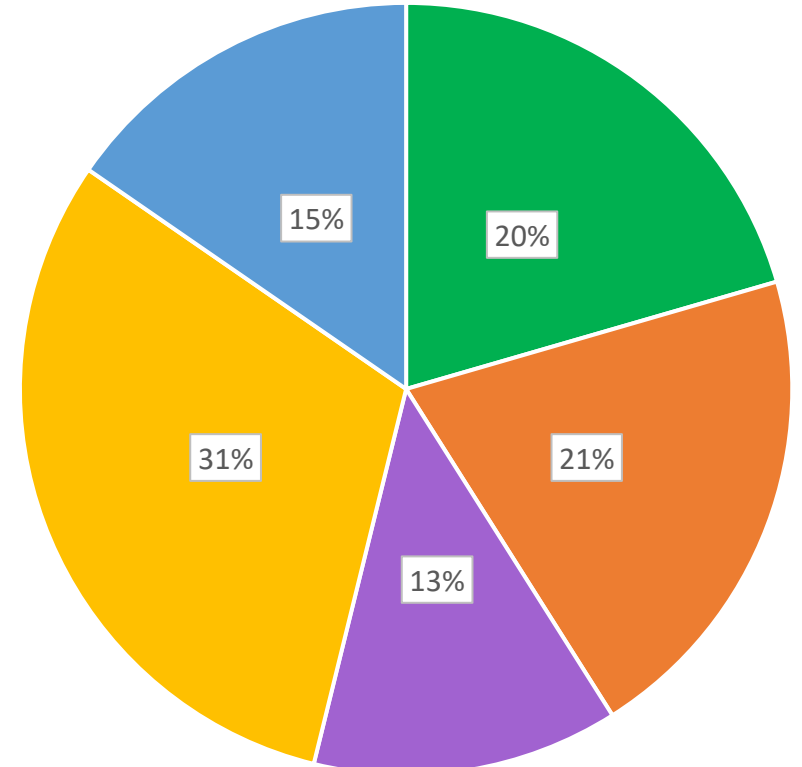
- A survey was taken of ACOM students in 2018
- There were 40 responses, there is currently a student population of 644
- Survey questions revolved around students' interest in living in the downtown area
- 88% said they would be interested in living in the downtown area

Why would you not want to live in downtown Dothan?



- Not convenient to all parts of Dothan
- I do not feel safe
- Lack of affordable housing
- Not convenient to ACOM campus
- Not enough parking
- Not enough green space
- I never go downtown, nor do I want to
- None of the above, I do want to live downtown

What is the maximum price point you would be willing to pay in order to live downtown?



- \$650/month/individual, plus utilities/cable/internet
- \$700/month/individual, plus utilities/cable/internet
- \$750/month/individual, plus utilities/cable/internet
- \$800/month/individual, plus utilities/cable/internet
- More than \$800/month/individual, plus utilities/cable/internet

Thank You