



**A New Look at 4th Avenue**  
**Final Results from Online Survey, January 2014**

In preparation for a meeting on January 14, 2014 with Councilmembers Brad Lander and Stephen Levin, Forth on Fourth Avenue (FOFA) hosted an online survey to gauge concerns and to generate ideas and questions for next steps to improve 4th Avenue in Brooklyn. While the results are not scientific or strictly representative, **we received over 390 responses**, many with in-depth written comments. We feel the results offer important feedback from the community about how we can move forward on 4th Avenue together.

The first question in the survey was open-ended: **Have you noticed any changes to 4<sup>th</sup> Avenue (good or bad) over the past four years? If so, please describe your observations (Q1)**. Nearly every respondent answered this question and many added additional concerns or more details. Next, respondents were asked to **check off concerns for 4<sup>th</sup> Ave** from a list of 9 choices (Q2), and then **pick a top priority (Q4)** among those choices. The graphs below represent the answers to questions 2 & 4.

**Top areas of concern**

(over 70% survey respondents checked as a concern (Q2), and also were top 3 concerns in Q4)

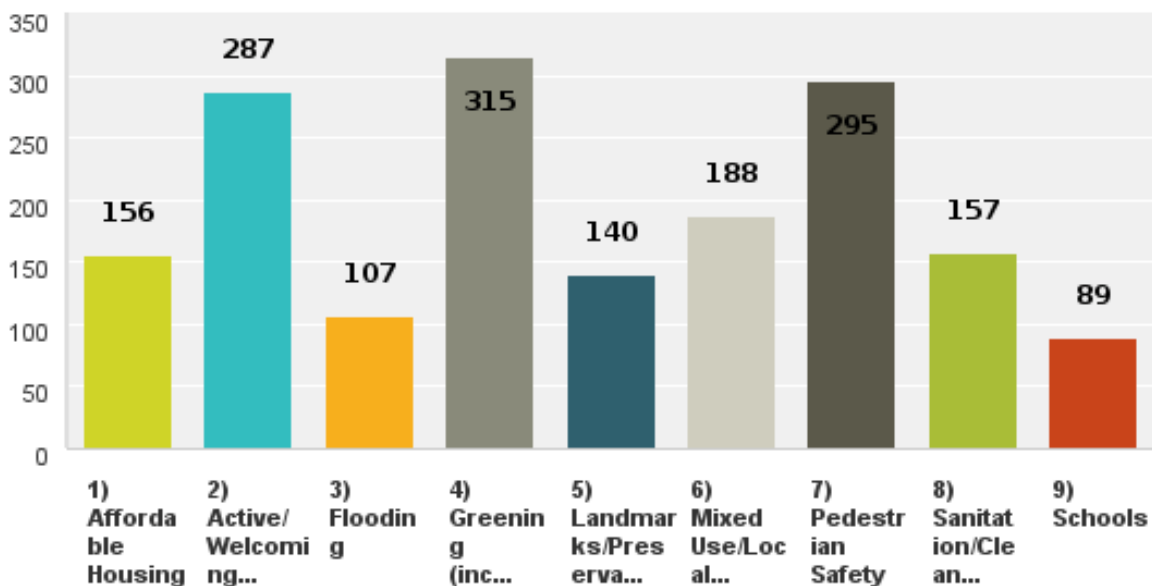
- Greening (trees, median planters and open space)
- Pedestrian Safety
- Promoting Active & Welcoming Street Life

**Additional Areas of Concern** (approx. 35%-50% of respondents checked as a concern (Q2))

- Promoting Street Level Retail and Mixed Use Business Development
- Affordable Housing
- Sanitation/Clean Streets
- Landmarks/Preservation

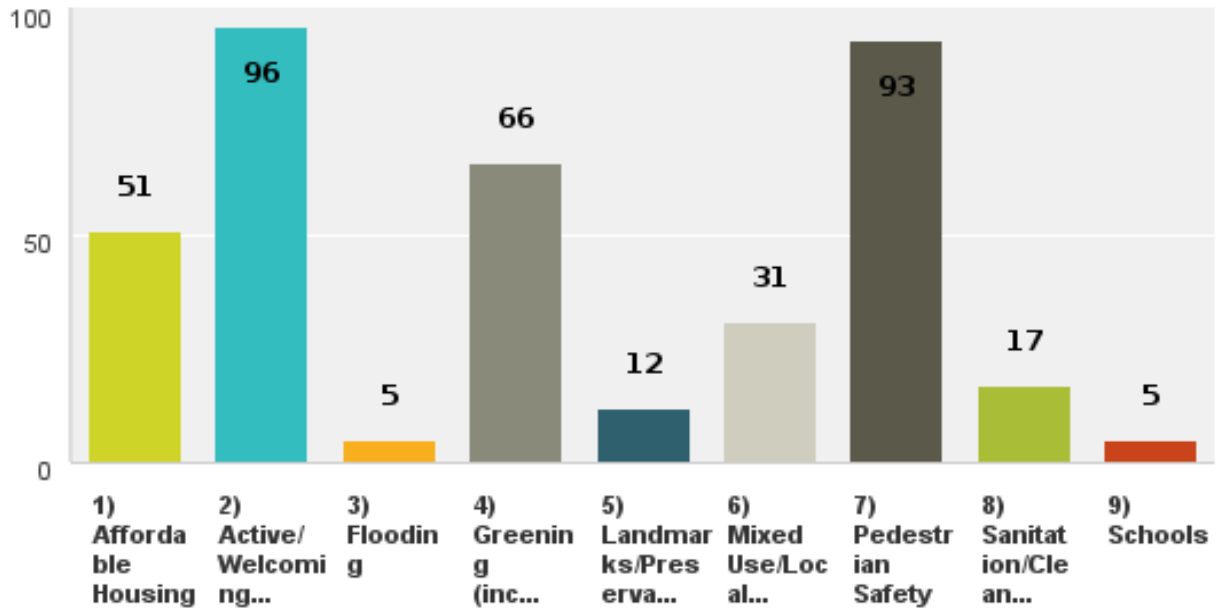
Flooding and Schools also areas of concern, selected by over 20% of respondents each. A third of the respondents added more detail or additional concerns to the “Other” category.

**Q2: “Please check off concerns for 4th Ave.” (multiple-responses accepted)**





Q4: "Please choose your top priority for 4<sup>th</sup> Ave." (one choice only)



**Top Key Words** (from open-ended responses)

- Ugly
- Green/Tree
- Traffic related words, including safety
- Bikes/Bike Lanes

**Summary observations from open-ended responses and other comments.**

Many reported seeing positive changes on 4th Ave in the past few years, but reviews for the avenue are still decidedly mixed. In open-ended comments, the most mentioned concerns included:

**Traffic and Pedestrian Safety.** The vast majority had positive comments for recent street design changes, though a very small number are dissatisfied with those changes. Among the complaints were double-parking, traffic flow (too fast), lack of traffic enforcement and requests for additional traffic signals at specific intersections (5th St/4th Ave, near school crossings). Many respondents felt much more need to be done to improve pedestrian safety.

**Development.** The most common complaint in this topic was the construction of several 12 story buildings (luxury condos) coupled with the inability to better regulate street level retail and affordable housing. Many voiced concerns of being priced out of the neighborhood.

**Beautification/Active Street Life/Retail:** One of the most frequent key words was **ugly**, but trees and greening were suggested solutions mentioned independently by respondents over 50 times. Many reported frustration over vacant lots and store fronts, developers tearing down viable business and "holding" them, lack of services, and lack of real street level retail as opposed to medical offices. Fourth Avenue is still viewed as unpleasant to walk on for a many reasons, including lack of destinations, poor lighting, uneven sidewalk, dirty streets, and dangerous conditions caused by traffic.



**Fast Survey Facts:**

Who: 390 respondents to online survey

When: This report reflects responses from 12/28/13 to 1/30/14; majority of responses were in first two weeks of availability, prior to Jan 14, 2014 public meeting.

Affiliations: Only a third of the respondents identified affiliations. Of those who did, respondents named over 40 different organizations representing block associations, schools, community and civic groups, community gardeners, social service organizations, businesses, landlords and residents.

Questions: Over 100 specific questions were directed to Councilmembers Lander and Levin, which were forwarded in full to their offices.

Outreach: Partners were asked to share the survey widely and post in e-newsletters and on Facebook/Twitter feeds. Also posted to local email groups, FOFA and Park Slope Civic Council mailing lists with additional outreach by the offices of Brad Lander and Stephen Levin and Community Board 6.

Partners: Boerum Hill Association, Brooklyn Chamber of Commerce, Fifth Avenue Committee, Gowanus Alliance, Gowanus Canal Conservancy, Park Slope Neighbors and the Park Slope Safety Partnership.

Final report will be available to partners and posted on the Park Slope Civic Council website ([parkslopeciviccouncil.org](http://parkslopeciviccouncil.org)). Comments and questions welcome; please contact us at [fofa@parkslopeciviccouncil.org](mailto:fofa@parkslopeciviccouncil.org).