

BUCKEYE LAKE
PIER

**NORTH SHORE PARK +
PIER CONCEPT SURVEY
SUMMARY**

04/06/2021

408
TOTAL RESPONSES

NORTH SHORE PARK + PIER CONCEPT SURVEY

EXECUTIVE SUMMARY

408

Survey Responses

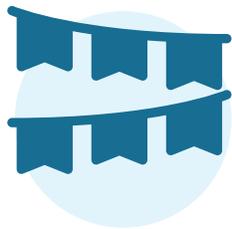
TOP THEMES...

1. Let's make it happen!
2. Excitement for special events, entertainment, play, shopping & dining options.
3. Enhance the health of the lake.
4. Ensure the park and pier amenities are accessible, clean, and safe for all users.
5. Contribute to the character of the area & connect to the history of Buckeye Lake.

DESIRED ACTIVITIES & PROGRAMS



Concerts & Music



Events & Festivals



Restaurant, Cafe, & Dining Options



Family Activities, Gathering Spaces, & Playground



Overall Excitement

“ Just a **fun and restful day where you can dine and maybe let the children enjoy some activities.** I think it would improve the area and bring much needed revenue. ”

“ Most excited about **more entertainment and new restaurants/shops.** It would be great to have small **festivals and concerts** here! ”

SENTIMENT ANALYSIS

All comments were analyzed for their general sentiment, with the following results:

Excitement

72%

Neutral

17%

Concern

11%

Excitement comments centered around excitement for the pier design and for events, festivals, and live music in the updated park. *Neutral* comments included off-topic responses, prompts to ensure park safety and cleanliness, and questions about how the redesigned boat ramp would work, which will be addressed in the final design package. *Concern* comments included sentiment that the lake shouldn't change, including concern about overcrowding, increased property taxes, traffic, and boater safety.



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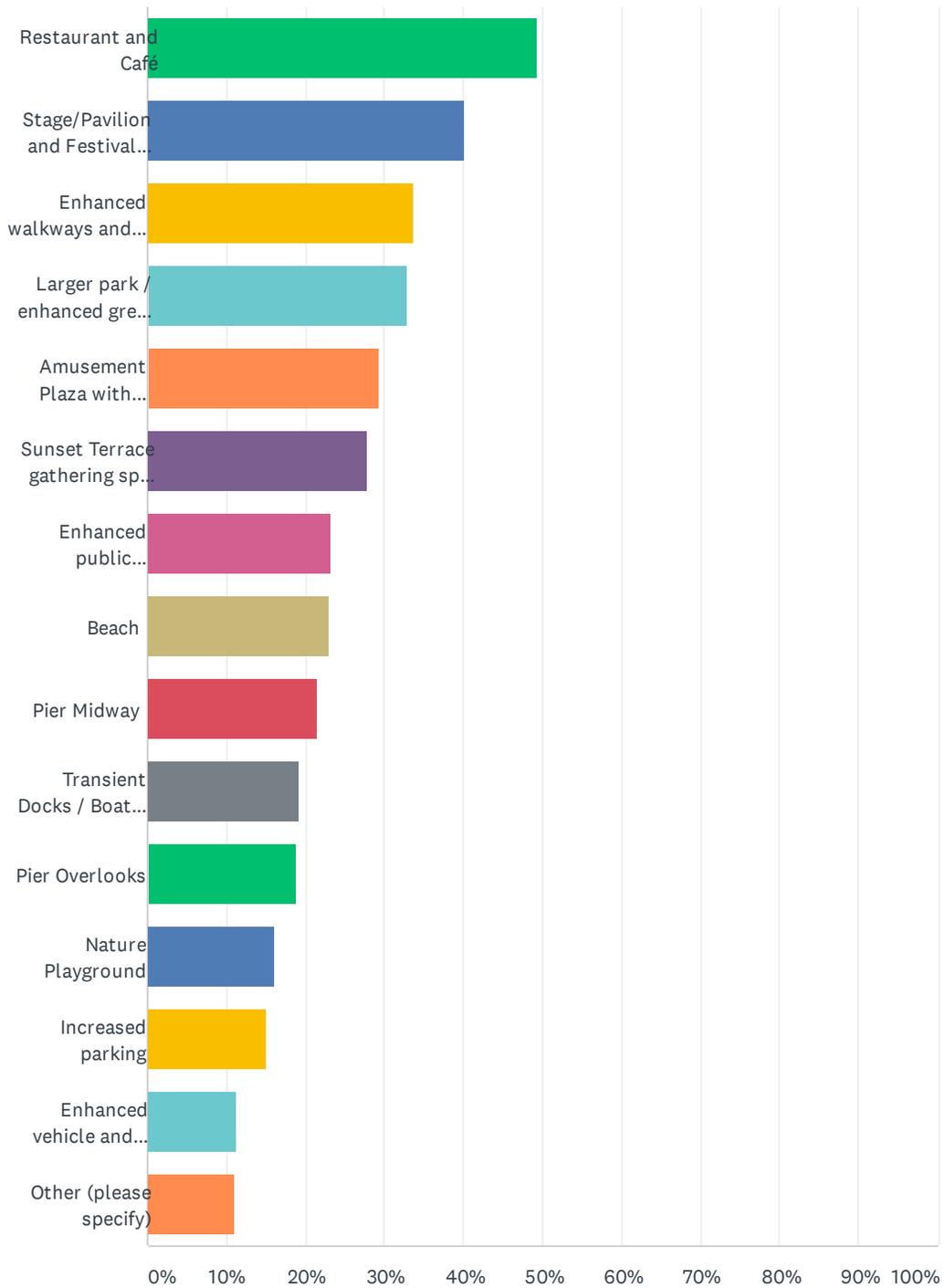
SUMMARY OF RESPONSES PER QUESTION

The following pages contain summary tables from all quantifiable questions a summary of themes from all open-ended survey question.



Q1 What are your favorite features of the Park and Pier design concept? (Select your TOP THREE)

Answered: 405 Skipped: 3



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ANSWER CHOICES	RESPONSES	
Restaurant and Café	49.38%	200
Stage/Pavilion and Festival Lawn	40.25%	163
Enhanced walkways and connectivity to Village shops and restaurants	33.58%	136
Larger park / enhanced green space	32.84%	133
Amusement Plaza with Ferris Wheel and Carousel	29.38%	119
Sunset Terrace gathering space at the end of the pier	27.90%	113
Enhanced public restrooms	23.21%	94
Beach	22.96%	93
Pier Midway	21.48%	87
Transient Docks / Boat parking	19.26%	78
Pier Overlooks	18.77%	76
Nature Playground	16.05%	65
Increased parking	15.06%	61
Enhanced vehicle and boat trailer access	11.36%	46
Other (please specify)	11.11%	45
Total Respondents: 405		

THEMES FROM “OTHER” RESPONSES:

EXCITEMENT

- » General excitement, support for all features
- » Specific ideas: golf cart parking, volleyball

NEUTRAL

- » Clean and safe programs
- » Desire for better understanding of boat ramp and access

CONCERN

- » Lake dredging, lake health, preserve Cranberry Bog
- » Fear of over-development, overcrowding, request for boat size/speed moderation

Q2 What activities are you most excited to experience at an updated park and new pier? What events or programs should take place here?

Answered: 356 Skipped: 52

THEMES FROM RESPONSES:

EXCITEMENT

- » Community festivals and events
- » Concerts, live music, and arts performances
- » Local farmers market and vendor markets
- » Kid- and family-friendly activities, including the nature playground
- » Enjoying new restaurants and new dining spots
- » Enjoying the pier and open spaces through passive recreation (walking, gathering, picnicking, people watching, etc.)
- » Outdoor movie nights
- » Food trucks
- » Nature and conservation education events
- » Outdoor fitness
- » Entertainment and amusement activities

» Fishing

» History-based events

» Boating and kayaking

NEUTRAL

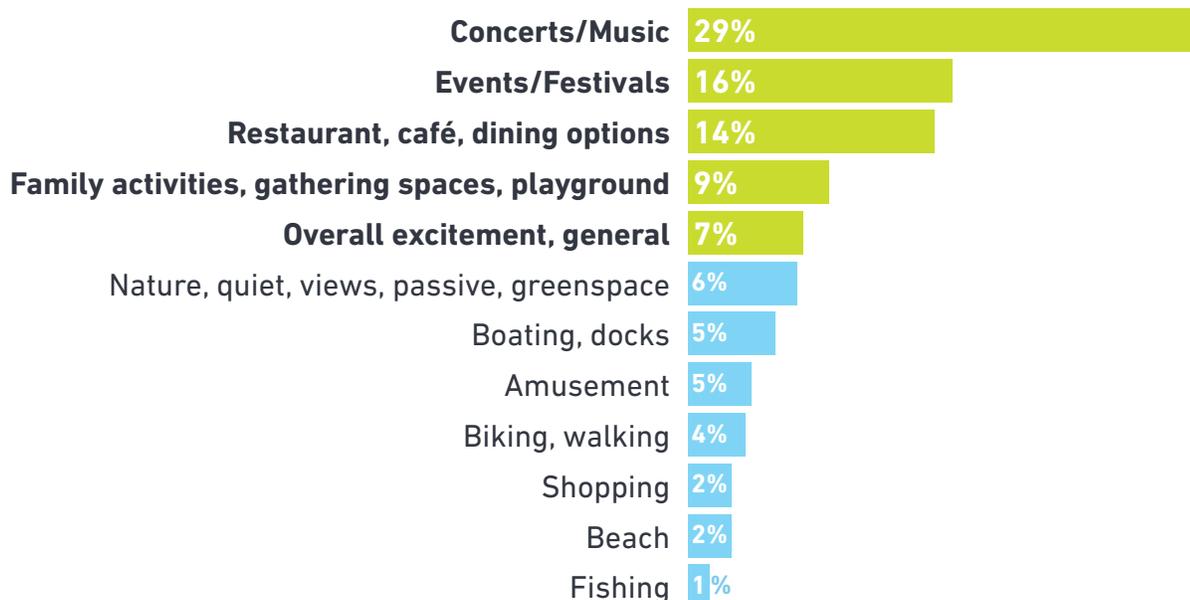
- » Questions on how the boat ramp will work, impact on Crane Lake, whether the walking bridge will be heightened

CONCERN

- » Not excited, prefer to keep things as they are

Q2 ANALYSIS

All the open-ended Q2 responses were coded with the following themes:



Q3 What other comments do you have?

Answered: 298 Skipped: 110

THEMES FROM RESPONSES:

EXCITEMENT

- » Excitement for the idea and design
- » Excitement for the positive impacts this project will have for the community and Buckeye Lake Region
- » Desire to see this part of the lake return to its amusement and entertainment history
- » Desire for more dining options in the area
- » Desire to see this project come to fruition in the short-term
- » Excitement about more public access to the lake for residents and visitors

CONCERN

- » Concern for the environmental and hydrological conditions of the lake
- » Concern about how the project will address boat and boat trailer traffic and concern for boat launch location in Crane Lake
- » Concern for noise disturbances from potential programming in the park and on the pier
- » Concern about increased property taxes for residents

NEUTRAL

- » Need to improve water quality in the lake through comprehensive approach
- » Need to establish clear systems regarding park and pier maintenance and oversight (entities responsible, safety regulations, trash and clean-up responsibilities, etc.)
- » Need to manage boat traffic and implement boat speeds on the lake