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GEORGIA INSTITUTE OF TECHNOLOGY  
ATLANTA, GEORGIA 30332

COLLEGE OF  
ARCHITECTURE

December 15, 1976

Grants Officer  
National Endowment for the Arts  
Washington, D.C.  
20506

Gentlemen:

I am pleased to submit herewith my final report, Colony Square: An After-Occupancy User-Needs Evaluation, under N.E.A. Grant Number R50-42-80.

National Endowment for the Arts support along with that of the College of Architecture at Georgia Institute of Technology has played a major role in allowing my research efforts in the area of user-evaluations to move forward.

Your contribution is acknowledged with appreciation.

Sincerely,

Robert J. Young, PE, AIA  
Associate Professor

COLONY SQUARE:

AN AFTER-OCCUPANCY USER-NEEDS EVALUATION

Robert J. Young, PE, AIA  
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College of Architecture  
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## INTRODUCTION AND SETTING

Colony Square is the second contemporary mixed-use complex after Peachtree Center in Atlanta and is unique in that it includes 264 permanent residential units in high-rise towers and projects 18 low-rise townhouse units.

The inclusion of permanent residential occupancy is expected to generate "continuous activity," and this facet of Colony Square continues to distinguish it from a series of other mixed-use developments which are currently coming onto the Atlanta market.

The complex is now essentially complete after first occupancy in 1969 save for the townhouses and consists of approximately 3 million square feet (gross) of high-rise office/residential/hotel/commercial space on a twelve acre site. The site is about two miles to the North of the central business district and to the immediate South of one of the city's most exclusive close-in residential areas, Ansley Park, and to the immediate North of a sagging retail/commercial/residential counterculture district.

The component elements of the Colony Square complex are as follows:

<u>100 Colony Square</u>	<u>Office Building</u>
	Completed in 1969. 24 floors above grade. 380,000 square feet (gross).
<u>400 Colony Square</u>	<u>Office Building</u>
	Completed in 1973. 22 floors above grade. 431,000 square feet (gross).
<u>TOTAL-HIGH RISE OFFICE = 811,000 square feet</u> (gross).	

<u>Colony House</u>	<u>Apartments and Condominiums</u>
	Completed in 1973. 14 floors above grade. 97 apartments. (\$330 to \$1,200 per month). 96 condominiums. (\$45,000 to \$120,000). 273,000 square feet (gross) + 25,500 square feet in balconies.

<u>Hanover House</u>	<u>Condominiums</u>
	Completed in 1973. 16 floors above grade. 71 units. (\$100,000 +). 150,000 square feet (gross) + 12,000 square feet in balconies.

<u>TOTAL HIGH-RISE RESIDENTIAL = 264 Units</u>	
(Permanent)	423,000 square feet (gross) + 37,500 square feet in balconies.

<u>Townhouses</u>	<u>Low-Rise Residential</u>
	18 units. Not yet built. \$200,000+.

TOTAL PERMANENT RESIDENTIAL = 282 Units.

Fairmont Colony Square

Hotel

500 guest rooms.  
26 floors above grade.  
442,000 square feet (gross) +  
47,000 square feet in  
terrace and service.  
Ballroom, meeting rooms, etc.  
Completed in 1974.

Plaza, Mall, Retail

Shopping and Circulation

Two levels.  
507,000 square feet (gross).  
Completed with leasing  
continuing.

Parking

Parking

Three underground levels.  
Approximately 2,000 auto-  
mobiles.  
690,00 square feet (gross).

TOTAL DEVELOPMENT--ALL AREAS = 2,957,000 square feet  
(gross).

The location of Colony Square relative to the rest of Atlanta is shown in Exhibit A, relationship with its surroundings in Exhibit B, and site plan in Exhibit C. Zoning as of 1975 for the neighborhood surrounding Colony Square is shown in Exhibit D. Also shown in this exhibit are the one-quarter mile radius core and the one-quarter to one-half mile radius ring which constitute the geographic area from which the sample was drawn for that portion of the research study dealing with the surrounding neighborhood.

## RESEARCH OBJECTIVES

Colony Square by architects Jova/Daniels/Busby, and developer Cushman Corporation proports to advance the theme "cities are livable and urban life can, should, and must be good." A stated objective of this \$100,000,000+ complex is "to build a development that will attack the problems of the city on both the technological and human fronts; a place that offers all the excitement and convenience of the city-- with special emphasis on the human dimensions to make the convenience and excitement enjoyable."

Research undertaken attempts,

to measure the achievement of Colony Square in terms of its design objectives,

"cities are livable and urban life can, should, and must be good,"

"to build a development that supports and enhances the positive characteristics of urban life and eliminates or reduces the negative ones,"

to do so by comparing the "in place" solution advanced by the architect and developer to the end result as experienced by the USER,

from the perspective of those who,

live in the complex

work in the complex

shop in the complex

visit the complex

live and work in the surrounding neighborhood

to provide a vehicle by which those directly affected (THE USERS) may be heard,

to establish guidelines by which the physical  
development of future urban complexes may  
be enhanced with regard to human needs,

these guidelines being of value to,

the architect

the planner

the developer,

the owner,

the manager

and in the final analysis THE USER.

## STUDY DESIGN AND METHODOLOGY

Study of the Colony Square Complex by the author began independently in November of 1974 with an eighteen (18) question survey submitted for voluntary response to visitors (transient users) of Colony Square during a public open house sponsored by the Atlanta Chapter of the American Institute of Architects. Responses (n = 62) were generally positive and were incorporated into a paper, Colony Square: After-Occupancy User-Needs Evaluation, presented at the A.I.A. Symposium, Human Response to Tall Buildings in July of 1975. Excerpts from this initial evaluation by transient users may be found in Exhibit N.

With the endorsement and cooperation of Cushman Corporation, developer of Colony Square, the author prepared a nine-page interview schedule for mail distribution to Colony House (apartments and condominiums) residents. A copy is included as Exhibit O. This document and contact with Colony Square management were most important in paving the way for work done under N.E.A. sponsorship.

Response to the mail survey was disappointing with this being attributed primarily to its length, although it served as a large-scale pre-test of work that was to follow. It also clearly indicated the need to lay ground work most carefully, cultivating support and credibility among management and residents.

Early in NEA sponsored work it became clear that an evaluation of the Colony Square Complex by those who lived within would reflect only a partial picture of the success or

failure of the development. Vital to a comprehensive evaluation would be the incorporation of responses of those who lived and worked in the geographic area into which Colony Square had been superimposed. Thus, this new form of urban environment was addressed in terms of its own local residential population and the broader context of the surrounding neighborhood.

Neighborhood Study:

The surrounding neighborhood especially to the South of Colony Square was judged to be in a very fluid state of transition to the extent that rather than utilizing 1970 census data blindly, an initial act of the survey team was to undertake a parcel by parcel inventory independently. The surrounding neighborhood was divided into a one-fourth mile radius core with Colony Square at its center and a one-fourth to one-half-mile radius ring so that response as a function of distance from the focus might be considered. Using data from the inventory a random cluster sample was drawn for both residential and non-residential populations within both the core area and ring. A goal of fifty interviews per occupant category per geographic area for a total of two hundred interviews was set, although a high vacancy rate and inability to make contact with occupants despite repeated returns led to an eventual 134 successful interviews. Exhibit E shows sample population by sector, respondent category, and geographic area. Peachtree Street is a major north/south traffic artery while 14th Street is a

major east/west artery. Survey instruments were developed for residential occupants (Exhibit P) and non-residential occupants (Exhibit Q) and personal interviews taken by a team of three graduate students in the College of Architecture at Georgia Institute of Technology. These interviews were taken between December 1975 and February 1976. After initial hand tabulation, data obtained was reduced for SPSS analysis.

#### Colony House Study:

Using the previously referenced documents as a base, a thirty-four page 337-question interview schedule was developed for Colony House residents. The length of the interview schedule was of some concern based on previous experience; however, it was decided to proceed vigorously in an attempt to obtain comprehensive respondent data. The schedule is found as Exhibit R and consisted of a combination of structured and open-ended questions. So as not to prejudice the attempt for true user-evaluation, the open-ended approach was used heavily, although it led to substantial additional effort in subsequently establishing response categories. Since a total of only 131 units (53 condominiums and 78 apartments) were occupied at the time study preparations began, it was decided to attempt personal interviews with this entire population.

After numerous discussions with Colony Square and Colony House management and an introduction of the project to the Colony House Condominium Owners' Association by the author, the interview sequence was begun. Mr. James Cushman, President

of Cushman Corporation which developed and manages the Complex, contributed his active support through overall cooperation and providing a cover letter expressing support. His letter went out over a letter by the author, again explaining the project and its purpose which was sent to all residents. Mr. Cushman's assistance is especially appreciated as it was, at this time, that it became necessary to file for protection in the courts under Chapter 12 due to adverse economic circumstances. Under these conditions it would have been all too easy to withdraw support from the study and it is to his credit that he did not. Following the letters of introduction and explanation, interview times were established by telephone.

Resident response and contribution was most gratifying and the interview which had from tests been determined to require approximately an hour to complete, went far beyond the anticipated time in almost all cases. A total of 57 personal interviews were taken by the graduate students and the author. There were very few actual refusals, although a great deal of difficulty was encountered in establishing telephone contact with residents. Calls were made at different times of the day and evening and different days of the week and when residents were reached these usually led to interviews. In the face of this difficulty, it was finally decided to attempt mail contact with residents for whom personal interviews had not been arranged. The original interview schedule was condensed (Exhibit   S  ) and sent out with a cover letter of explanation and a progress report of

efforts up to that point. The mail document resulted in 12 additional responses for a total of 69 (37 condominiums and 32 apartments). It was thus, well worth the additional effort. Colony House interviews were taken from April through June 1976, and analyzed again through use of SPSS.

Occupancy lists obtained at the beginning and end of the Colony House interview period revealed that although 17 units had been vacated during that time, none had been occupied by residents who had issued interviews. Based on occupancy at study initiation, interviews were conducted with 70 percent (n = 53) of condominium owners, and 41 percent (n = 78) of apartment dwellers for 53 percent (n = 131) of the Colony House population.

If only the constant population through the interview period is considered, interviews were conducted with 77 percent (n = 48) of condominium owners, and 48 percent (n = 66) of apartment dwellers for 61 percent (n = 114) of the Colony House constant population.

During the study period, condominium occupancy increased by 13 percent and apartment occupancy increased by 4 percent.

The author has presented a summary report to the Colony House Condomonium Owners' Association and will present a similar report to all respondents with a copy of the N.E.A. complete report to Colony Square management.

## FINDINGS

### Data Organization:

Survey results (frequency distributions) are variously given in terms of several different populations and sub sets thereof.

<u>Population</u>	<u>(n max.)</u>
Colony House Residents	69
Condominium Owners	37
Apartment Dwellers	32
Surrounding Neighborhood Respondents	134
Neighborhood Residential Respondents	53
Neighborhood Non-Residential Respondents	81
Neighborhood Residents North of 14th Street	33
Neighborhood Residents South of 14th Street	20
Neighborhood Non-Residents North of 14th Street	43
Neighborhood Non-Residents South of 14th Street	38

The population base, n, will be given after the first percentage figure in any population grouping. It will vary within populations from question to question primarily dependent upon responses to follow-up questions, and the fact that 17 percent (n = 69) of the Colony House interviews were mail results representing an abbreviated version of the personal interview schedules administered to the majority of that population.

Referenced exhibits are placed together as a group immediately following the body of the text.

Sub-sections within "findings" generally follow the format of the Colony House interview schedule with results from surrounding neighborhood population responses factored in as appropriate.

Comparative Data:

Demographic comparisons between populations with respect to age, sex, education, race, marital status, and income put in perspective through similar information for the Atlanta SMSA, the City of Atlanta (Fulton County part), and the six census tracts immediately surrounding the Colony Square Complex-- these last being taken from the 1970 U. S. Census--may be found in Exhibit F. Mean and median values for age and income for the study populations are shown in Exhibit G.

Specific age breakdowns for the major study populations are as follows:

Colony House Respondents (Age as % of n)

<u>Category</u>	<u>Total</u> (n=68)	<u>Condominiums</u> (n=37)	<u>Apartments</u> (n=31)
19 or less	0	0	0
20 - 24	2	3	0
25 - 29	7	5	10
30 - 34	16	16	16
35 - 39	19	14	26
40 - 44	4	8	7
45 - 49	12	11	13
50 - 54	10	16	3
55 - 59	7	14	0
60 - 64	2	3	0
65 - 74	12	11	13
75 or above	6	0	13
Median (yrs.)	43.5	46.4	39.2
Mean (yrs.)	45.8	45.8	45.7

Neighborhood Respondents (Age as % of n)

<u>Category</u>	<u>Residential</u> (n=53)	<u>Non-Residential</u> (n=80)
Under 20	26	8
21 - 29	32	26
30 - 39	6	18
40 - 49	15	25
50 - 59	6	15
60 - 69	9	8
70 - 79	2	1
80 or above	4	0
Median (yrs.)	34.9	38.6
Mean (yrs.)	27.2	38.8

Specific income breakdowns for the major study populations are as follows:

Colony House Respondents (Income as % of n)

<u>Category</u>	<u>Total</u> (n=65)	<u>Condominiums</u> (n=35)	<u>Apartments</u> (n=30)
\$ 9,999 or less	3	3	3
10,000 - 14,999	4	3	7
15,000 - 24,999	19	23	13
25,000 - 39,999	34	26	43
40,000 - 49,999	14	17	10
50,000 - 69,999	17	17	17
70,000 or above	9	11	7
Median	\$35,063	\$36,663	\$33,938
Mean	\$37,313	\$38,575	\$35,838

Neighborhood Respondents (Income as % of n)

<u>Category</u>	<u>Residential</u> (n=45)	<u>Non-Residential</u> (n=76)
under \$ 5,000	29	4
5,000 - 6,999	13	7
7,000 - 9,999	13	9
10,000 - 12,999	9	11
13,000 - 15,999	4	21
16,000 - 19,999	9	3
20,000 - 29,999	13	15
30,000 - 39,999	2	18
40,000 - 59,999	4	5
60,000 or above	2	8
Median	\$ 8,291	\$16,033
Mean	\$11,423	\$21,227

When the neighborhood respondent populations are partitioned into groups North and South of 14th Street, some clear differences are revealed.

In summary, (n typically 33 North and 20 South), residential respondents South relative to those North are more frequently unemployed or retired, far less frequently married, older, have lower incomes, less education, have greater non-white representation, have an equal male/female split, and almost exclusively rent their places of residence whose physical condition is evaluated by the survey team as lower. Those to the South generally responded somewhat negatively with respect to Colony's fit into the neighborhood.

Making a second summary comparison between non-residential respondents North and South (n typically 38 and 43 respectively), those to the South were more frequently single, older, slightly better educated, had higher incomes, and had about the same male/female split. Both non-residential groups were familiar with Colony Square and were highly favorable as to its fit into the neighborhood and felt its construction had been good for business in the area.

Thus surrounding neighborhood respondents are seen as younger, having less education, and lower incomes than Colony House Residents. Non-White percentages are small for all groups; however, the average for each residential population category is above that for surrounding census tracts. Colony House apartment dwellers are found more frequently at either age extreme than condominium owners, with 26 percent (n = 31) of apartment respondents being 65 years of age or older.

By virtue of a fairly recent completion Colony House residents had lived in their present residence for a maximum of three years with 46 percent (n = 68) having a tenure of one year or less. A relatively close parallel exists between this group and neighborhood residential respondents whose tenure was also a year or less for 57 percent (n = 53). Neighborhood residential respondents whose tenure at their present location was three years or less was 72 percent, thus a very high percentage of both groups have been in place for about the same period of time. Neighborhood non-residential respondents, however, had generally a much longer tenure with only 36 percent (n = 81) three years or less and 50 percent with eight years or more.

Personal interview lengths for Colony House residents ranged from forty minutes to over four hours with 45 percent (n = 55) in excess of one and a half hours and 16 percent exceeding two hours. Surrounding neighborhood interviews were structured to be much shorter due to physical interview conditions, although 36 percent (n = 134) exceeded 15 minutes.

Employment and Workplace:

Of those interviewed in Colony House 72 percent (n = 69) were employed, 7 percent unemployed, 9 percent retired, 9 percent homemakers, and 3 percent were students. Of those employed 22 percent (n = 49) worked within the Colony Square Complex employed primarily in marketing-sales-advertising. Almost all found it desirable to live and work in the same location with convenience and reduction in commuting time the most frequently cited advantages. Close proximity of residence and work place was an important factor in moving to Colony Square for 90 percent (n = 10).

Again, the author regrets the failure to introduce constant categories within population groups. For all employed Colony House respondents and employed spouses of Colony House respondents employment breakdown is as follows:

Colony House Residents' Employment Type (%)

<u>Category</u>	<u>Respondent</u> (n=49)	<u>Respondents'</u> <u>Spouse</u> (n=23)
Education--Higher	16	17
Executive--Top	4	9
Manager--Supervisor	6	9
Business Specialist	14	9
Governmental--Management	10	13
Design Professions	2	13
Clerical--Secretarial	4	4
Legal--Judicial	6	13
Medical	4	4
Visual--Performing Arts	2	0
Marketing--Sales--Advertising	20	0
Building--Development--Real Estate	6	9
Other	4	0

Surrounding neighborhood respondent employment types by residential and non-residential populations are as follows:

Neighborhood Residential Respondent Employment Type

<u>Category</u>	<u>%</u> <u>(n = 38)</u>
Student	21
Homemaker	11
Clerical--Secretarial	8
Design--Arts--Photography	11
Manager--Proprietor	13
Financial--Securities	11
Journalism--Advertising	11
Scientific Analysis	5
Domestic--Service	11

Neighborhood Non-Residential Respondent Employment Type

<u>Category</u>	<u>%</u> <u>(n = 80)</u>
Executive	15
Owner--Partner	30
Manager--Administrator	18
Junior Level Management	13
Secretarial--Reception	9
Legal	1
Medical	3
Blue Collar	6
Other	3

For Colony House respondents employed but not working within the Complex (n = 38) the largest employment category was higher education with 21 percent followed by governmental-management 13 percent, and management-supervisor, business specialist, and marketing-sales-advertising each with 11 percent. Some 61 percent (n = 36) were within 15 minutes travel time of their place of employment with 65 percent (n = 37) going by private automobile, 22 percent by public transportation, and 11 percent walking. A close proximity of place of residence and place of employment was very important or important for 75 percent (n = 37) and 63 percent

(n = 38) expressed a desire to work within the Colony Square Complex if it had been reasonably possible.

Some 65 percent (n = 34) of spouses were employed with 10 percent (n = 21) employed within the Complex. Respondents speaking for their employed spouses said 71 percent (n = 21) felt close proximity of place of residence and place of employment was very important or important and that 71 percent (n = 17) would like to work in Colony as well as living there if it were reasonably possible. Spouse transportation mode if not employed in Colony Square was private automobile for 67 percent (n = 18), walking for 11 percent, and car pool for 6 percent, with 68 percent (n = 16) being within 15 minutes of their place of employment.

Household automobile ownership since moving into Colony Square had changed for 26 percent (n = 65), being now less for 62 percent (n = 13) as a result of being able to satisfy travel needs locally or close proximity to where the respondent needed to go. Almost half, 44 percent (n = 69) said they made some use of public transportation in Atlanta with 64 percent (n = 64) anticipating use of the MARTA rail system after completion of the nearby Arts Center station.

It thus appears that Colony Square has had some impact on reducing automobile use for employment purposes. Of employed respondents and spouses of Colony House (n = 68) employment transportation mode compared to that of employed persons in six (6) census tracts surrounding the Complex, Atlanta, and the larger Atlanta SMSA (1970 U. S. Census) showed Colony with 54 percent drivers or passengers in private automobiles--this being the lowest percentage for all

categories listed above. Colony also had the highest percentage at 28 percent for those who walked to their place of employment. Automobile ownership per household for those living in Colony House was slightly higher than adjacent census tracts or Atlanta, but this is seen as neither surprising or contradictory considering relative income levels. Transportation mode and automobile ownership comparisons are shown more fully in Exhibit   H   .

### Community Types and Residence Types--Preference and Experience:

A high number of Colony House respondents had immediate past residences in large cities with current apartment respondents split 44 percent to 47 percent (n = 32) between downtown and suburbs respectively, and current condominium respondents split 32 percent to 51 percent (n = 37). These percentages reverse in relative terms, however, as 70 percent (n = 30) of condominium owners specified the downtown of large cities as the community type they enjoyed most based on past experiences. Only 20 percent specified the suburbs of large cities. Almost half of the apartment replies, 47 percent (n = 17), enjoyed the downtown of large cities most, but over a third, 35 percent, preferred suburbs of large cities. Condominium respondents had moved very strongly in the direction of their stated "community-type" preference, while apartment respondents did not indicate a similar trend.

Over half of both groups within Colony House had moved to Colony from single-family dwellings; and based on past experience, over half (n = 51) also expressed a preference for single-family dwellings compared to low- and high-rise apartments and condominiums. Physical environment, convenience, lifestyle, and social environment were reasons most frequently given for the single-family dwelling preference.

Respondents indicated that they learned of Colony Square through seeing it by chance 44 percent (n = 66), and word of mouth 32 percent, rather than by advertising 24 percent, or real estate agents 3 percent. Of this group 8 percent gained familiarity through employment relationships with Colony Square.

### Mixed-Use Concept and Neighborhood Impact:

The survey populations responded to a number of structured and unstructured questions addressing the overall evaluation of the mixed-use concept, the physical fit of Colony into the neighborhood, and its influence on the area. With very few exceptions responses were highly favorable indicating that the "intruder" was seen in a positive light. The mix of office, residential, hotel, and retail such as exists at Colony Square was viewed as a good idea by 100 percent (n = 68) of the Colony House residents, 97 percent (n = 38) of the neighborhood residents, and 84 percent (n = 73) of the neighborhood non-residential respondents. A preference toward spreading activities out over a greater land area in lower buildings in contrast to the Colony development density and height was stated by 9 percent (n = 56), 5 percent (n = 37), and 13 percent (n = 72) of the study populations respectively.

Concern was expressed by 38 percent (n = 66) of the neighborhood non-residential group that developments such as Colony would take away from the interest and strength of the central downtown area. This view was shared by 18 percent (n = 34) of the neighborhood residents, and only 9 percent (n = 65) of the Colony House residents, thus indicating minimal concern. It should be noted, however, that the business group concern did not carry through to other more specific questions addressing the economic impact of the Colony Square Complex on them.

Only 7 percent (n = 68) of non-residential neighborhood respondents felt that Colony Square businesses drew customers away from them; and of the 93 percent who did not, only 2 percent (n = 54) felt that customer loss to Colony Square would be a problem in the future. Half (n = 74) of responding non-residential respondents indicated that those living and working at Colony Square come to their establishment; however, 78 percent (n = 27) said that customers from Colony constitute less than 10 percent of their clientele and when the percentage was raised to 25 percent or less, all but 7 percent agreed. Thus, the direct day-to-day economic impact is seen as being small.

Looking from the other direction, only 7 percent (n = 55) of Colony House residents indicated that most of their shopping was done in the immediate neighborhood. The three areas receiving the greatest shopping attention were Lenox/Phipps 75 percent, Ansley Mall 47 percent, and Downtown Atlanta 27 percent. Colony Square was the primary shopping location for only 7 percent with 87 percent (n = 67) saying that less than 19 percent of their day-to-day shopping needs were satisfied by the stores and shops in the Colony Square Complex. This percentage was frequently stated as much less than the 19 percent upper limit of the category. Some 87 percent (n = 53) of Colony residents felt that the percentage of their day-to-day shopping needs satisfied within the Complex would increase when the retail areas have been completely leased. The slow leasing and thus low retail occupancy through numerous sets of

questions is seen as the major failing of the complex by those who live there.

The neighborhood surrounding Colony Square was seen to be in transition by 84 percent (n = 56) of Colony House respondents, 48 percent (n = 42) of neighborhood residential respondents, and 52 percent (n = 73) of neighborhood non-residential respondents. Colony House assessments were further subdivided into 34 percent simply transition, and 50 percent transition to the South and stable to the North toward Ansley Park, an exclusive in-town residential area. The Colony Square Complex was seen as a very positive influence on this transition neighborhood as will be discussed shortly.

Colony Square was seen as fitting well into the neighborhood by 94 percent (n=64) of Colony House respondents, 67 percent (n=39) of neighborhood residential respondents, and 87 percent (n=72) of neighborhood non-residential respondents. One out of four (n=37) of the surrounding

neighborhood residential respondents felt the height of Colony Square buildings was too great when compared to other buildings in the surrounding area. The height variation was of concern to only 7 percent (n = 55) of the Colony House residents who had chosen freely to make the move into the newly created situation rather than having it imposed upon them. A slightly larger 11 percent (n = 75) of the neighborhood non-residential group were also concerned by the relative building height. Specifically, the transition between Colony Square and Ansley Park to the North was felt to be successful by 90 percent (n = 50) of the Colony House residents. It is anticipated by the author that this percentage will increase

and concern expressed by the residential neighbors will decrease when, and if, a group of low-rise townhouses which remain an incomplete part of the original development plan is constructed. One of the objectives of this component was to soften the high-rise character of the complex.

Colony House residents were asked in separate open-ended questions how Colony Square had influenced (1) the surrounding area to the North (Ansley Park), and (2) the surrounding area to the South ("the strip"), since its first building opened in 1969.

In listing Colony Square influences on areas to the North, 41 respondents gave 54 replies with 76 percent of them being positive, 20 percent indicating little or no influence, and 4 percent reflecting a negative influence. Ten categories emerged and are listed below (percentages exceed 100 percent since some gave more than one response) in order of descending frequency:

<u>INFLUENCE</u>	<u>PERCENT</u>	<u>ASSESSMENT</u>
Stabilized--Upgraded Area	32	+
Little or No Current Influence	27	Neutral
Positive--Favorable	20	+
Provided Buffer against South	15	+
Catalyst for Area Restoration	12	+
People Magnet	10	+
Increased Property Values	7	+
High-Rise Intrudes on Ansley Park	5	-
Upgraded High-Rise Image	2	+
Exposed Different Living Styles	2	+

Influences on the area to the South were enumerated by 45 Colony House residents with 52 replies. Of these 45 percent were positive, 43 percent indicated little or no influence, and 12 percent were listed as "others." Seven categories were defined after a review of responses and are listed below in order of descending frequency:

<u>INFLUENCE</u>	(n = 45) <u>PERCENT</u>	<u>ASSESSMENT</u>
Little or no influence	49	Neutral
Closings--Demolition-- Clean up--Anchor	18	+
"Other"	13	
Increased quantity/class of people	11	+
Increased property values	9	+
Positive--Favorable	9	+
Supported small business	4	+

In response to the same question but without a North/South breakdown, 40 percent (n = 38) of surrounding neighborhood residential respondents felt Colony Square had had no influence while only 22 percent (n = 72) of surrounding neighborhood non-residential respondents thought Colony Square had resulted in no influence. The 72 percent (n = 79) of the total neighborhood population who perceived influences volunteered a total of 95 responses in seven categories which are given below:

<u>INFLUENCE</u>	<u>(n = 19) % RESIDENTIAL</u>	<u>(n = 51) % NON-RESIDENTIAL</u>	<u>ASSESSMENT</u>
Improve and stabilize neighborhood.	58	61	+
Brought better quality of people.	26	16	+
Increased business and activity.	5	29	+
Increased costs and prices.	16	8	-
Increased close-in housing and population.	16	6	+
Increased traffic/parking levels.	11	6	-
Provided entertainment/recreation	0	12	+

All respondent groups including Colony House and the surrounding neighborhood expressed a high level of satisfaction with respect to their residence as a place to live or business as a place to work.

Some 88 percent of neighborhood residential respondents felt their area was a good place to live, and 90 percent (n = 49) planned to continue living there for the foreseeable future.

### Layout of Colony Square Complex Elements:

Of Colony House respondents 87 percent (n = 67) felt the different parts of the Complex were related to one another in a convenient way to facilitate their activities and 96 percent (n = 55) endorsed the multi-level concept.

Ease of circulation within the Complex through use of directional signs was challenged by 34 percent (n = 62). Of those defining problem areas 70 percent (n = 26) mentioned confusion within or movement from the underground parking garage, 39 percent simply cited poor or inadequate signage, and 35 percent mentioned the location of major Complex components and the areas between them. Visitors to Colony House had difficulty finding their way from the parking garage according to 44 percent (n = 68) of the respondents with confusion and disorientation on the garage levels, and poor major component identification leading the list of problem areas.

Comfortable movement within the complex during periods of bad weather was not possible for 20 percent (n = 56) with the need for additional covered walkways cited by about half. The force of wind blowing between buildings was a problem or inconvenience for 54 percent (n = 68) of Colony House residents.

Parking for residents themselves was felt to be conveniently laid out by 87 percent (n = 47) although its cost was a point of major friction with 62 percent (n = 52) feeling it unreasonable. Of those taking issue with

parking expense, 46 percent (n = 35) felt that parking space charges should be included in condominium cost or apartment rent, and 29 percent thought Colony Square should pay all parking costs. Costs of the parking facility cannot be wished away but with rent and condominium price structure topping out at \$1,200 a month and \$100,000+ respectively, the add-on charge met with great disfavor. Access to the Colony Square Complex is judged as convenient by automobile by 89 percent (n = 54), by public transportation by 92 percent (n = 40) and by foot by 87 percent (n = 45). Apartment dwellers found access by public transportation and by foot to be less convenient than did condominium owners.

### Plaza Evaluation:

The office towers, hotel, and residence buildings surround a central two-level mall and plaza area with parking below. It was designed as a central space to tie the Complex together. Colony House residents evaluated the Plaza using a seven-part semantic differential scale in terms of it being stimulating, lively, quiet, inviting, boring, surprising, ugly, and ordinary. Responses to seven of the eight indicators were interpreted as being positive. The eighth indicated a feeling that the plaza was not lively which is seen as negative especially in light of another question in which 92 percent of the sample (n = 53) expressed a desire for a greater intensity of activity. Results would be verified within the 95 percent confidence limits for six of the eight indicators and essentially verified within these limits for the remaining two.

The indicators used are the same ones used in the 1975 American Institute of Architects (AIA) National Convention which was held in Atlanta.

During the meeting architects were asked to evaluate several locations in terms of how they thought the user would respond. The Colony Square Plaza was one of these locations. The mean of the architect's projection (data supplied by AIA) was within the actual users' 95 percent confidence limits for five of the eight indicators, outside of the limits but on the same side of neutral for two indicators, and in clear conflict with users' evaluation for one. The one clear

miss projected the users would find the plaza lively when, in fact, they did not--this being the only indicator receiving a negative rating by the resident user population. The results of this comparison speak well of the architect's projections, but at the same time, it must be emphasized that falling outside of the 95 percent confidence interval on three of eight indicators shows need for increased user input to support or temper the architect's judgment. The results described above are shown in Exhibit I.

Public Spaces--Mall Levels--Shopping Mall:

The mall levels were found to be interesting by 69 percent (n = 67) of Colony House respondents. Openness--Quiet and the ice rink were primary qualities resulting in interest as expressed by Colony House apartment dwellers while high quality and variety of shops and landscaping were most frequently mentioned by condominium owners. Greater interest would have resulted through more stores--shops--variety 82 percent (n = 38), and a companion desire by 21 percent for increased activity. Those not finding the mall levels interesting (n = 15) indicated this to be because they were empty--cold--boring 67 percent, and needed more stores and shops 47 percent. Some 91 percent (n = 55) of the total Colony House sample stated they were on the mall levels weekly or more frequently with 43 percent (n = 35) of condominium respondents frequenting the mall levels on a daily basis, as did 55 percent (n=20) of apartment respondents. No one (n=65) felt the intensity of activity on the mall levels was very high and only 3 percent went as far as high. Over three-fourths (77 percent) rated the level of

mall activity as very low or low with 29 percent replying very low. Consistent with other responses 92 percent (n = 53) expressed a desire for a greater intensity of activity on the mall levels.

Given the less-than-complete occupancy of Colony House and substantial vacant retail space on the mall levels, a level of activity generally perceived as low or very low is not surprising. The desire for greater activity is shared by the author, although potential conflicts must be recognized. The plaza is ringed by structures of different occupancy types presenting the possibility that an activity level which would enhance office occupancy might well intrude upon the privacy of the residences in Colony House. One in six, 17 percent (n = 65), respondents said they saw conflicts between activities which were currently taking place or might take place on the mall levels and their privacy as residents. Parking problems and bands playing concerned 54 percent (n = 15). If increased activity is seen in a possessive sense ("this is my activity") resulting confrontations should be minimized and are projected as not only beneficial but necessary.

The Colony Square Complex is currently far from self-contained with 87 percent (n = 67) saying less than 19 percent of their day-to-day shopping needs are satisfied by stores and shops within the Complex. Desired facilities within the shopping mall in order of decreasing frequency mentioned were grocery store and raw foods 77 percent (n = 66), drug store 61 percent, specialty shops 41 percent, eating establishments 27 percent, department stores 8 percent, service

establishments 6 percent, and movie theater 5 percent.

Facilities for the pursuit of recreational or leisure time activities were seen as sorely lacking within the Complex. Some 82 percent (n = 66) said their needs were not at all met or hardly met at all. Condominium owners were slightly more critical here than apartment dwellers. Desired recreational or leisure time activities most frequently mentioned in order of decreasing frequency were tennis courts 58 percent (n = 55), swimming pool 55 percent, health club and gym 31 percent, and movie theater 24 percent.

#### Fairmont Hotel:

The Fairmont Hotel was seen by 97 percent (n = 64) as making a positive contribution to the Complex although some shortcomings were mentioned. Changes desired and most frequently mentioned were in the interior decor 62 percent (n = 53), decreased expense 25 percent, and higher overall quality 15 percent. Use was made of hotel facilities or services by 81 percent (n = 53) of Colony House respondents.

#### Materials and Landscape:

The primary exposed building material used in the Colony Square Complex is concrete (precast and poured-in-place). Of the Colony House respondents, 73 percent (n = 67) felt the use of concrete was about right; 27 percent, over emphasized; and 0 percent, under emphasized. Apartment respondents felt more strongly that the use of concrete was over emphasized by 33 percent (n = 30) to 22 percent (n = 37) for condominium owners. When asked to describe the feeling the use of concrete

in Colony Square caused them to have, 52 percent (n = 31) of condominium owners responded permanent--substantial--secure, and 23 percent responded cold--sterile--unpleasant. With few exceptions all other condominium responses were positive. This was not the case with apartment dwellers, however, as 0 percent (n = 19) responded within the permanent--substantial--secure category and 53 percent volunteered cold--sterile--unpleasant. This clear dissatisfaction on the part of apartment respondents was reinforced as 40 percent (n = 30) expressed a desire for a wider variety of building and finish materials citing chiefly wood and wall coverings--decorations as variations desired. Further, in response to the general summary of the Complex using a five-part scale from warm to cold, 27 percent (n = 19) of apartment dwellers answered cold or somewhat cold in contrast to only 6 percent (n = 34) for condominium owners.

In a further evaluation of existing materials and landscaping, only 5 percent (n = 63) felt the use of color in the Complex should be decreased while 64 percent were happy with the status quo and 32 percent expressed a desire to have increased use of color. Use of planting was felt to be important in buildings by an overwhelming 97 percent (n = 66) and about six in ten (n = 64) wished more planting areas in Colony Square. Additional use of water was desired by only about four in ten (n = 66).

an overwhelming 98 percent (n=67) of Colony House residents and shortcomings in this regard represent a major irritant. Figure J graphically shows responses to the quality of Colony House soundproofing with respect to noise coming from outside the Complex, noise coming from within the Complex but outside Colony House, and noise coming from within Colony House itself. General satisfaction was expressed for all but the third category -- noises coming from within Colony House.

On a five-part scale from inadequately soundproofed to completely soundproofed 22 percent (n=65) selected inadequately soundproofed and 17 percent somewhat inadequately soundproofed as best describing internal Colony House soundproofing. Almost half, 47 percent, rated soundproofing within Colony House as complete or somewhat complete outweighing the combined 39 percent on the negative end of the scale. Concern is felt justified, however, by 39 percent percent responding negatively in light of the incomplete occupancy of Colony House and the forcefullness of some of their replies. Complete occupancy with additional people can only aggravate a clear problem which has already surfaced. While remedial action might be taken, this problem is best addressed in initial construction and good soundproofing was a feature residents felt they had paid for and not received. Voices--TV--stereo--piano from other units were specified noise sources by 67 percent (n=36), with plumbing-water noises cited by 33 percent, talking from hallways by 25 percent, and noises from the floor above by 19 percent.

Colony House residents were asked to specify their feeling of physical safety or security in eight locations in and around Colony House. All locations save one evoked responses on the safe side of neutral using a five-part scale ranging from very safe to very unsafe. A high degree of safety was felt in individual residential units, Colony House hallways, Colony House elevators, and Colony Square public spaces. Responses of very safe or safe were given by 98 percent (n=67), 95 percent (n=54), 91 percent (n=54), and 89 percent (n=64) for these areas respectively. The neighborhood to the North, Colony House stairways, and the parking garage were considered less safe than the first group but the mean for this group still fell well on the safe side of neutral. Responses of very safe or safe were given by 68 percent (n=63), 52 percent (n=29), and 57 percent (n=65) for these three areas respectively. Very unsafe or unsafe replies of 5 percent, 17 percent, and 23 percent respectively were given for these areas. In the seven locations listed above, the 95 percent confidence limits are on the safe side of neutral. The single location considered unsafe (and it was felt strongly so) was the surrounding neighborhood to the South. Some 80 percent (n=64) felt very unsafe or somewhat unsafe in this area to the South, while only 5 percent (n=63) felt very unsafe or unsafe in the surrounding neighborhood to the North (Ansley Park). A graphic interpretation of this data is found in Exhibit  K . It becomes clear from the above information and responses to numerous other related questions that considerations of

perceived safety and security prevent Colony House residents from comfortably integrating the surrounding area in all directions with a "barrier" effectively existing between Colony Square and the area to the South.

When taken as a whole, residential respondents in the surrounding neighborhood seemed to express a different feeling as only one in three (n=38) said they would feel safer living in Colony Square than their present residence. The surrounding non-residential respondents felt by 55 percent to 45 percent (n=74) that they would not be safer in Colony Square than their present location. When the surrounding neighborhood population was partitioned into two groups, North of 14th St. and South of 14th St., only three in ten (n=32) residential occupants North said they would feel safer in Colony Square than their current residence but half (n=6) of those South said they would feel safer living at Colony. The very low number of cases for respondents South must be looked upon with caution although the implication is clear that those South feel less safe in their living environment than those North. The small count results from only 35 percent (n=20) expressing familiarity with Colony Square while 100 percent (n=33) of those living North stated they were familiar with the Complex. This reinforces earlier responses that the impact or influence thus far of Colony Square on the area to the South has been less than that on the area to the North. Of non-residential neighborhood respondents North of 14th Street, only 29 percent (n=35) said they would feel safer in Colony Square than their

present location, while 59 percent (n=39) South projected a feeling of greater safety at Colony. Thus, the safety/security "barrier" perceived by Colony House residents is mirrored, although to a less degree, by surrounding neighborhood respondents.

With respect to individual residence units 42 percent (n=55) of Colony House occupants stated there were room relationships they wished had been different. This was felt somewhat more strongly by condominium owners 47 percent (n=36) than apartment dwellers 32 percent (n=19). Most frequently mentioned changes desired in order of decreasing frequency were to eliminate wasted space 20 percent (n=25), revise bathrooms 20 percent, have a separate dining room 16 percent, revise kitchen 16 percent, avoid need for through area traffic 12 percent, increase visual privacy between areas 12 percent, increase foyer-entry size 12 percent, and generally increase room sizes 12 percent.

When given the hypothetical opportunity to increase the size of one room and decrease the size of another such that present floor area remained constant respondents expressed a clear desire for larger living rooms and smaller bedrooms. Rooms to be made larger included living room 33 percent (n=55), dining room-breakfast area 13 percent, bedroom 11 percent, study-den-library 11 percent, and bathroom 9 percent. Rooms to be made smaller included bedroom 34 percent (n=50), kitchen 16 percent, and living room, dining room-breakfast area, study-den-library, and closet space each with 6 percent.

Multi-level living units were seen as preferable by 65 percent (n=55) while 33 percent expressed a preference for a single level unit.

Social Interaction Networks:

One in four Colony House residents (n=66) had friends living at Colony Square before they moved in with these prior friendships being twice as frequent for apartment dwellers as condominium owners. Six out of ten (n=67) had developed friendships with others on their floor as well as in other parts of Colony House. Even though starting with fewer prior friendships condominium respondents indicated a higher frequency of friendship development than apartment respondents, especially friendships developed in other parts of Colony House than their own floor where affirmative response was 69 percent (n=36) to 48 percent (n=31).

The physical layout of Colony House did not contribute to making it easy to meet people according to 57 percent (n=51) of respondents, with having a common entrance/exit being the chief item listed by those who felt the physical layout was a plus. Living in Colony Square was seen as having no net effect on making it easier for residents and their friends to see one another with 39 percent (n=54) feeling it did, 37 percent feeling it did not, and 24 percent indicating no difference. One in four (n=54) indicated much contact with residents of Ansley Park to the North while one in fifty-four indicated much contact with those living to the South of the Complex. Overall involvement of Colony House residents in their

current neighborhood compared to the neighborhood where last lived was seen as more by 15 percent (n=65), less by 39 percent, and about the same by 46 percent. This reduction in degree of neighborhood involvement is supported by the quality of living environment indicator, sense of neighborhood or community, which showed residents previous residence as being slightly better than Colony Square in this regard. In general, surrounding neighborhood respondents indicated a greater feeling of contact between themselves and those at Colony Square than existed in the reverse direction.

Only 28 percent (n=47) of Colony House residents felt the mall levels were functioning as a mixing area for people of the various Colony Square components, although, 63 percent (n=49) felt this social interaction would increase with time. The clear lack of cohesion is additionally illustrated by 68 percent (n=60) indicating that Colony Square components worked as adjacent but largely unrelated parts rather than as a whole. Condominium owners felt this lack of unity severely, as 82 percent (n=33) saw the components working as unrelated parts. The complete Complex was seen as their place of residence by 55 percent (n=64), while 45 percent saw only Colony House itself as their place of residence.

Three of four (n=43) participate at least occasionally in management sponsored social activities with 70 percent believing this to be a proper management role. Of those not participating 57 percent (n=14) believe sponsoring social activities to be an improper management role.

Management -- Maintenance:

The quality of maintenance within the Colony Square Complex, exclusive of Colony House, was rated excellent or good by 69 percent (n=63), adequate by 25 percent, and very poor or poor by 7 percent. Some areas mentioned as needing further attention were general cleaning and upkeep 45 percent (n=22), construction maintenance 32 percent, and shops and ice rink walls 18 percent. Maintenance within Colony House itself was rated slightly higher with 76 percent (n=66) responding excellent or good, adequate 17 percent, and very poor or poor 8 percent. Several areas seen as needing attention were hall carpet and general upkeep 37 percent (n=27), elevator cleaning and lobbies 26 percent, and slow service or inadequate performance 22 percent. In evaluating maintenance apartment dwellers selected the descriptor excellent more frequently than condominium owners, although, when the categories excellent and good were added together the totals were found similar for both study groups.

Communication between Colony House residents and management is seen as convenient by 94 percent (n=51). Eleven percent (n=54) had not voiced a complaint, 76 percent had with satisfactory results, and 13 percent had with unsatisfactory results. Apartment respondents indicated fewer complaints to begin with and none expressed other than satisfaction when complaints were voiced.

As is frequently the case with developments consisting of several buildings, construction was still underway when

residents began to move in. One in four (n=55) expressed inconvenience as a result with noise, dirt and dust, and elevator problems leading their list. A "pioneering atmosphere" was voiced by some which served to soften the feeling of inconvenience.

Overall construction quality of Colony Square was judged excellent or good by 67 percent (n=64), adequate by 25 percent, and poor by 8 percent. Poor finish, trim, cabinet work, and workmanship led the list of complaints (n=14) along with walls not being plumb and cracking ceilings.

#### Quality of Living Environment:

The quality of living environment at Colony Square was compared to the quality of living environment of the respondents immediate past residence. Indicators used were security, crowding, pollution, sense of community, commuting time, openness, racial unrest, municipal services, activity mix, and social opportunities. Of these ten indicators six were judged better at Colony Square, three essentially the same, and one better at the respondents' previous residence. Since 57 percent (n=65) of the respondents immediate past place of residence was a single-family dwelling, it is not surprising that their previous residence was judged better than Colony in terms of openness.

Most of these indicators have been the subject of expanded discussion in other areas of this report and consequently will not be covered again at this point. Exhibit     L     graphically illustrates the quality of living environment

as perceived by Colony House residents as a whole with additional subdivision for condominium and apartment responses.

General Evaluation and Summary:

By way of a general summary at the end of the interview, respondents were asked what they liked best and what they liked least about Colony Square. In response to the best features or aspects of Colony Square, 170 replies were made by 66 respondents of Colony House. Eleven categories developed which are listed below in descending order of frequency cited:

<u>Best Feature/Aspect</u>	<u>%</u>
Location -- Convenience	77
Safety -- Security	41
Friendly Atmosphere	21
Services -- Facilities available	18
Quality Appearance -- Atmosphere	18
Employees -- Management	17
Imaginative Concept of Colony Square	17
Privacy	17
Residence Unit Layout or Size	14
View	14
Other	5

Replies to least liked features or aspects of Colony Square numbered 114 from 58 respondents. Twelve response categories are listed below in order of descending frequency:

<u>Least Liked Feature/Aspect</u>	<u>%</u>
Under Development -- Economics	35
Poor Maintenance -- Construction -- Management	35
Noise -- Soundproofing	17
Lack of Greenery -- Space	17
Lack of Activities -- Recreation	17
Cold -- Institutional -- Non-Compatible Neighbors	16
Lack of Desired Services -- Facilities	16
Expensive Prices	14
Parking Garage	12
Other	10
Lack of Privacy -- Individual Identity	7
Ice Rink	3

Similarly respondents in the surrounding neighborhood were asked what they saw as especially good and especially bad about Colony Square. In response to what was seen as especially good about Colony 32 neighborhood residential respondents made 38 responses and 68 neighborhood non-residential respondents made 93 responses for a total of 100 combined respondents making 131 responses. Nine categories evolved and are listed below by feature and respondent occupancy category:

<u>Especially Good</u>	% of n		
	Neigh. Res. (n=32)	Neigh. Non-Res. (n=68)	Total Neigh. (n=100)
Aesthetics-Design-Planning-Layout	31	35	34
Variety-Convenience-Concentration of Activities	6	29	22
Overall Mixed-Use Concept	16	19	18
Improves Neighborhood, +Trend	16	12	13
Location	16	10	12
Entertainment-Recreation	13	12	12
Quality of Business-Retail	16	9	11
Nothing	3	6	5
Housing Causes "return to city"	3	4	4

Responding to what was seen as especially bad about Colony Square were 30 neighborhood residential respondents with 35 items, and 61 neighborhood non-residential respondents with 67 replies, for a combined total of 91 neighborhood respondents with a total of 102 responses. In nine categories these are found as follows:

<u>Especially Bad</u>	% of n		
	Neigh. Res. (n=30)	Neigh. Non-Res. (n=61)	Total Neigh. (n=91)
Nothing	27	34	32
Parking Cost-Quantity-Access	10	28	22
Aesthetics-Construction- Materials-Landscape	17	10	12
General Expensive Character	13	11	12
Hotel Interiors	7	13	11
Cold Atmosphere-Lifeless- Elite Character	20	2	8

Incomplete Components-Occupancy	10	3	5
Pedestrian Circulation-Elevators	3	7	5
High Density of People-Activities	10	2	4

It is important to note that "nothing" was volunteered by the largest percentage in each occupancy group. The author sees this as another clear indicator that the surrounding neighborhood, when taken as a whole, sees Colony Square in a generally positive light, although maintaining somewhat of an arm's length posture and one of "peaceful co-existence".

Neighborhood respondents were also given the opportunity to suggest what they would have done differently in the planning or design of the Colony Square Complex if they had had the chance with suggested changes being listed below:

<u>Suggested Change</u>	<u>% of n</u>		
	<u>Neigh. Res. (n=28)</u>	<u>Neigh. Non-Res. (n=57)</u>	<u>Total Neigh. (n=85)</u>
Reduce Scale-Open up-Cover	36	18	24
Nothing	7	25	19
Materials-Finishes-Workmanship	25	14	18
Evaluation of Market Needs	18	14	15
Hotel Interiors-Entrances	18	12	14
Parking Cost-Quantity-Layout	11	16	14
Increase and Change Shopping Mix	4	12	9
Circulation-Connections-Signage	4	11	8
Increase and Humanize Activity	14	4	7

Again, the large number of respondents selecting "nothing" is considered of importance.

A second set of five-part semantic differentials was used to provide a general summary of the Colony Square Complex. Here the Complex is seen by Colony House residents as spacious, imaginative, and warm. It is evaluated as neutral for formal/informal and slightly positive for simple/complex. Graphic interpretation appears in Exhibit M.

Based upon experiences thus far 90 percent (n=68) of Colony House respondents said they would again select Colony Square as their place of residence. Almost everyone, 97 percent (n=68), said they either enjoyed living in Colony Square more or the same now than when they first moved in. Greater enjoyment now was expressed by 68 percent (n=37) of the condominium owners and 36 percent (n=31) of apartment dwellers. For the money paid Colony Square was felt to be a bargain by 2 percent (n=66), about right by 26 percent, expensive but worth it by 56 percent, and too expensive by 17 percent. The general atmosphere of Colony Square was described as very friendly or friendly by 91 percent (n=68), indifferent by 9 percent, and unfriendly by no one.

## CONCLUSIONS

From data gathered the following statements may be made. Some are simply descriptive of the survey populations, while others express user evaluations. Additional evaluation of data through more sophisticated analysis will be forthcoming so these statements should in no way be considered as all inclusive.

### Comparative Data:

Respondent cooperation was consistently excellent with interview time for almost half exceeding 90 minutes.

Surrounding neighborhood respondents are younger than those in Colony House.

Colony House respondents have a high degree of formal education exceeding that of surrounding neighborhood respondents.

Colony House residents have higher incomes than those of surrounding neighborhood respondents.

Colony House respondents were almost equally divided between male and female.

Few non-whites live within Colony House, although the percentage exceeds that of surrounding census tracts.

### Employment and Workplace:

Colony House respondents who were employed are heavily in management, the professions, higher education, and real estate and development.

Less than one-fourth of employed respondents also work within the Colony Square Complex, although a large number would like to if reasonably possible.

Close proximity of place of residence and place of employment are viewed as important and a positive factor for many in the choice of Colony House as their residence.

Colony Square has been successful in bringing its residents closer to their place of employment and reducing travel related automobile requirements.

Community Types and Residence Types--Preference and Experience:

Colony House residents had previously lived in a variety of community types enjoying the downtown of large cities most and coming to Colony from a combination of downtown and suburbs of large cities with this being Atlanta for most.

Most respondents had lived in single-family dwellings, low-rise apartments, and high-rise apartments previously with a clear preference for singly-family dwellings which represented the most frequent type of immediate past dwelling type.

Most residents learned of Colony Square through seeing it by chance or by word of mouth rather than through formal advertising or real estate agents.

Mixed-Use Concept and Neighborhood Impact:

The mixed-use concept of office, residential, hotel, and retail is seen as a good idea, with relatively high activity concentrations near urban cores preferred.

The physical fit of Colony Square with the surrounding neighborhood is seen as successful.

The neighborhood surrounding Colony Square is clearly seen as being in transition.

The Colony Square Complex is perceived as having made a positive impact upon the surrounding area.

Colony Square will draw new development to the area.

Such mixed-use developments will not detrimentally draw interest and strength from established central areas.

The density of people making use of Colony Square is seen as low or moderate.

Neighborhood respondents see the area as a good place to live or work and plan to continue living or working there for the foreseeable future.

Surrounding neighborhood respondents would like to work in Colony Square but not live there.

Neighborhood residential respondents have lived at their present address for a far shorter period of time than neighborhood non-residential respondents have been in business at theirs.

A very unsafe feeling on the part of Colony House residents and demographic and attitudinal differences between them and residents to the South effectively create a "barrier" which precludes comfortable integration of Colony Square into all portions of the surrounding neighborhood.

Layout of Colony Square Complex Elements--Access--Parking:

Level changes within the Complex are judged to be interesting.

Colony Square Complex components are conveniently related to one another to facilitate resident activities.

Inadequate or unclear signage is of considerable concern.

Movement within and from the parking garage to other Colony Square components is confusing. Visitors, as well as residents, experience difficulty.

Movement from place to place during bad weather is generally comfortable, although wind blowing between buildings is a problem for more than half.

Access to the Complex is convenient by automobile, public transportation, and by foot.

Automobile ownership has decreased for some as a result of being able to satisfy needs locally or proximity of need.

Additional charges for parking are resented by Colony House residents and felt to be inappropriate.

Use of MARTA rail facilities is anticipated by many residents of Colony House.

Public Spaces--Mall Levels--Shopping Mall:

Mall levels are judged interesting but would be far more so with increased activity and reasons for being there.

Mall seating areas are infrequently used although seating is considered comfortable and conveniently located. A "draw" is missing.

Colony Square retail areas have had little impact on reducing shopping related trips and very few of Colony House occupants shopping needs are satisfied "in-house" or in the immediately surrounding area.

Colony Square retail areas are seen as serving primarily Complex residents and not yet drawing heavily from other areas of Atlanta.

Mall activities do not currently pose a threat to Colony House residents' privacy.

Recreational and leisure time activities are not met within Colony Square with tennis courts and a swimming pool leading the list of facilities desired.

The Colony Square ice rink is considered a desirable part of the Complex although some feel its users are "outsiders" and that it contributes to an unpleasantly cold temperature in surrounding retail areas.

The cafeteria represents a desired addition to the Complex which will be used, especially if open during evening hours.

#### The Fairmont Hotel:

The Fairmont is considered an asset to the Complex whose facilities are used by Colony House residents. Changes in interior decor and price structure are desired.

#### Materials and Landscaping:

Building and finish materials and landscaping features are generally well received.

The use of concrete in Colony Square is felt to be about right by most, although some, especially apartment dwellers, feel it to be cold and unpleasant.

A wider variety of building and finish materials might include use of wood, and additional wall coverings and decorations.

Use of color at Colony Square could be somewhat increased.

#### Colony House and Individual Residence Units:

Colony Square living is enjoyed and Colony House would again be selected by almost all respondents as their place of residence.

The height of Colony House is not seen as disturbing.

The entrance to Colony House was judged conveniently located and the lobby a pleasant transition although it isn't used frequently as a place for meeting and visiting with friends.

Residential units are comfortable in terms of climate, sunlight, and lighting levels.

Colony House is seen as a permanent residence location by most condominium owners and slightly less than half apartment dwellers.

Residence room relationship changes are desired by many. Generally, living room size should be increased while bedroom size could be reduced.

Split level living units are preferred as is the multi-level approach to the mall and plaza.

Colony House soundproofing is successful with respect to external noise sources, but felt to be badly lacking in terms to noises internal to Colony House.

Safety and security are seen as a strong plus for Colony Square and residents feel a high degree of safety in areas in Colony House, around the Complex, and in the surrounding neighborhood with the major exception of the area to the South.

There are few children in Colony House which is not generally felt to be a good place for children to live--primarily because Colony Square is perceived as being too confining with insufficient "outdoors."

#### Social Interaction Networks:

Strong resident identification with the entire Complex as a place of residence has yet to develop.

The mall levels are not yet successful as a mixing area for people of all components of the Complex.

The components of Colony Square are seen as adjacent but largely unrelated parts, thus the whole remains less than the sum of its parts.

Friendships have developed within Colony House for somewhat over half of its respondents. Apartment dwellers had a greater frequency of prior friendships before moving into Colony but subsequently developed fewer friendships.

Living in Colony Square has had no net effect on ease with which residents and their friends see one another.

The nearby Memorial Arts Center is considered an asset which residents take advantage of.

Management sponsored social activities are attended at least occasionally by most residents and are felt to be a proper management role.

Neighborhood involvement of Colony House residents is less now than at their immediate past place of residence.

There is almost no contact between Colony House residents and those living to the South.

#### Management-Maintenance:

Management is convenient to talk to and complaints, when raised, have usually been responded to satisfactorily.

Quality of maintenance within the Complex as well as Colony House is generally felt to be good; however, more attention to general upkeep is desired.

Special attention to the needs of the elderly or handicapped are generally felt not present by condominium owners, although apartment dwellers feel otherwise with both groups feeling the primary contribution to be through the attention of doormen and staff.

#### Quality of Living Environment:

The quality of living environment at Colony Square is seen as better than that at respondents' immediate past place of residence in terms of security, commuting time, racial unrest, municipal services, activity mix, and social opportunities. It was ranked equal in terms of crowding, pollution, and sense of community. The single negative indication of the ten used was openness.

#### General Evaluation and Summary:

The general atmosphere of Colony Square was rated by almost everyone as friendly or very friendly.

Location-convenience and safety-security are seen as the best things about Colony Square.

Underdevelopment-Economics and poor maintenance-construction-management are seen as the worst things about Colony Square.

The Colony Square Plaza is successful in terms of being stimulating, quiet, inviting, not boring, surprising, not ugly, and not ordinary. It was seen as not lively which is interpreted as negative.

A general summary fo the Colony Square Complex is positive in terms of it being spacious, simple, imaginative, and warm. The single indicator interpreted as negative is its being described as formal.

Based upon the research conducted the author sees three primary requirements as necessary for Colony Square to achieve its potential. They are:

Completion of the retail mall areas,

A substantially increased integration of Colony with the surrounding neighborhood, and Atlanta as a whole, and

An increased bond between the Colony Square components.

These are not mutually exclusive and each will contribute to the others. Indications are that many Colony House residents are actually "in residence" only a portion of the time, and thus the concept of "24-hour activity" as a result of a permanent residential population of limited size must be questioned just as the possibility of a limited population successfully supporting a desirably wide range of retail activity must be questioned. The micropolis must look to being a city within a city which also has strong two-way economic and social ties binding it and the rest of Atlanta.

Colony Square has not yet achieved its objectives, although the potential remains strong, and with the continued

enthusiasm and conviction of residents and management it will.

It is hoped that information contained in the Colony Square Study will be useful to Colony Square management as the Complex undergoes reorganization and to designers as future alternate forms of urban environments are explored.

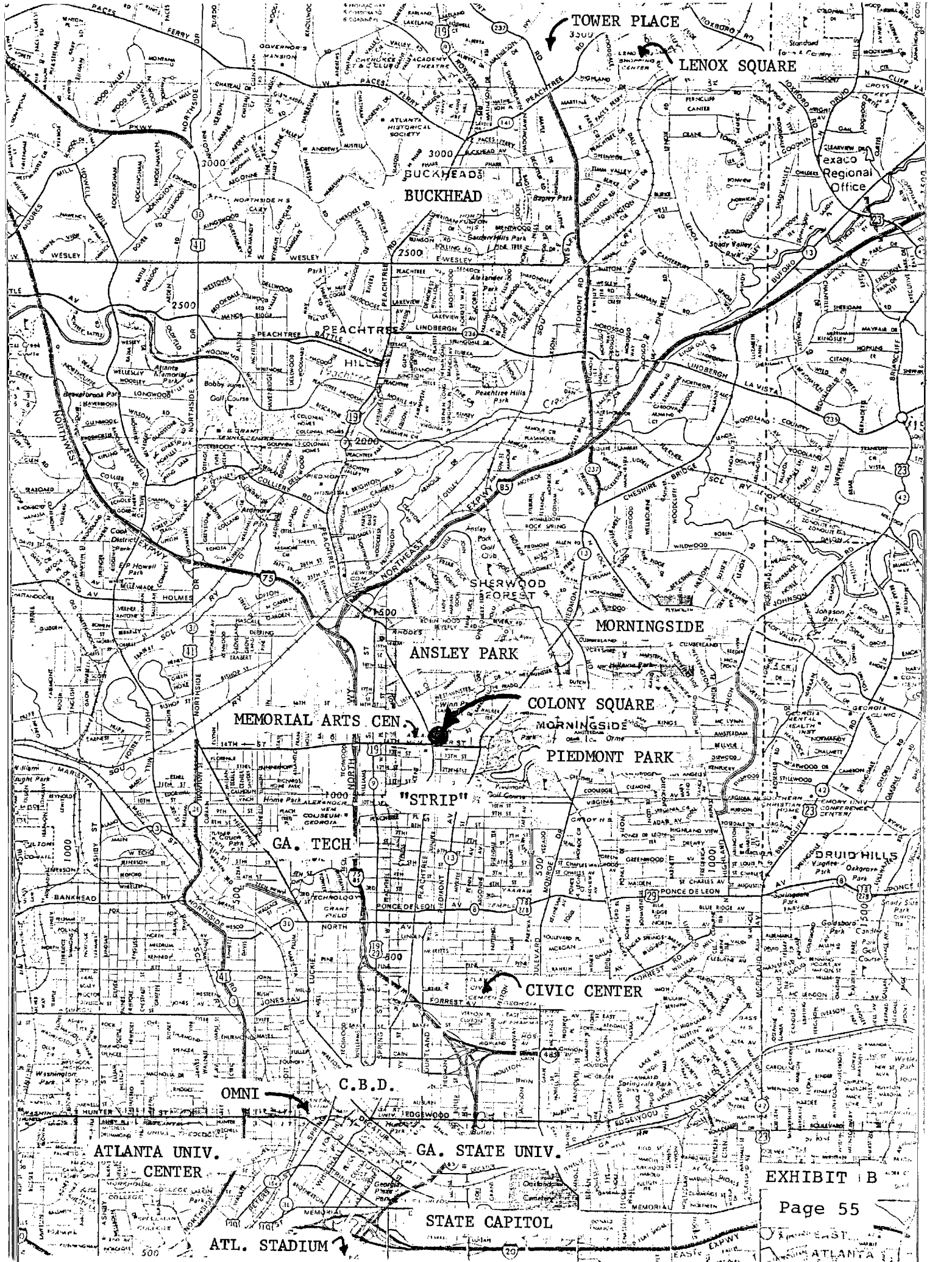
Acknowledgments:

The author wishes to acknowledge with appreciation,  
Dr. Barbara Payne, Professor of Sociology and Urban Life at Georgia State University, who served as a consultant,  
Ms. Rebecca Petty, Mr. Guy Duerwald, and Mr. Jim Finney, graduate students in the College of Architecture at Georgia Institute of Technology, who assisted in data collection,  
Ms. Janet Campbell and Mr. Poston Drake, also students at Tech, who assisted in data organization,  
Mr. James Cushman, President of Cushman Corporation and developer of Colony Square, and his staff, and  
The residents of Colony House.

EXHIBIT A: COLONY SQUARE RELATIONSHIP TO ATLANTA

EXHIBIT B: COLONY SQUARE RELATIONSHIP TO THE  
AREA SURROUNDING IT

---



TOWER PLACE

LENOX SQUARE

BUCKHEAD

Exaco Regional Office

PEACHTREE HILLS

SHERWOOD FOREST

MORNINGSIDE

ANSLEY PARK

COLONY SQUARE

MEMORIAL ARTS CEN.

MORNINGSIDE

PIEDMONT PARK

"STRIP"

GA. TECH

DRUID HILLS

CIVIC CENTER

OMNI

C.B.D.

ATLANTA UNIV. CENTER

GA. STATE UNIV.

STATE CAPITOL

ATL. STADIUM

EXHIBIT B

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ATLANTA

## Surrounding Building and Area Identification

TOWER PLACE: A development currently under construction. Multi-use similar to Colony Square; however, it contains no provision for permanent housing.

LENOX SQUARE: The first "regional" shopping center in the Atlanta area located outside of the central business district.

BUCKHEAD: Commercial and residential area. Buckhead and the central business district of Atlanta are linked by continuous dense and active development.

MORNINGSIDE: Established residential neighborhood.

ANSLEY PARK: Exclusive close-in residential area to the immediate north and east of Colony Square.

COLONY SQUARE: The subject of this research study.

MEMORIAL ARTS CENTER: Cultural center, symphony and performing arts.

PIEDMONT PARK: Major city park.

"STRIP": Commercial and residential counter-culture district to the immediate south of Colony Square.

GA. TECH: Georgia Institute of Technology.

CIVIC CENTER: Major convention and trade show area.

C.B.D.: Central Business District of the City of Atlanta.

OMNI: Major sports arena, basketball and hockey.

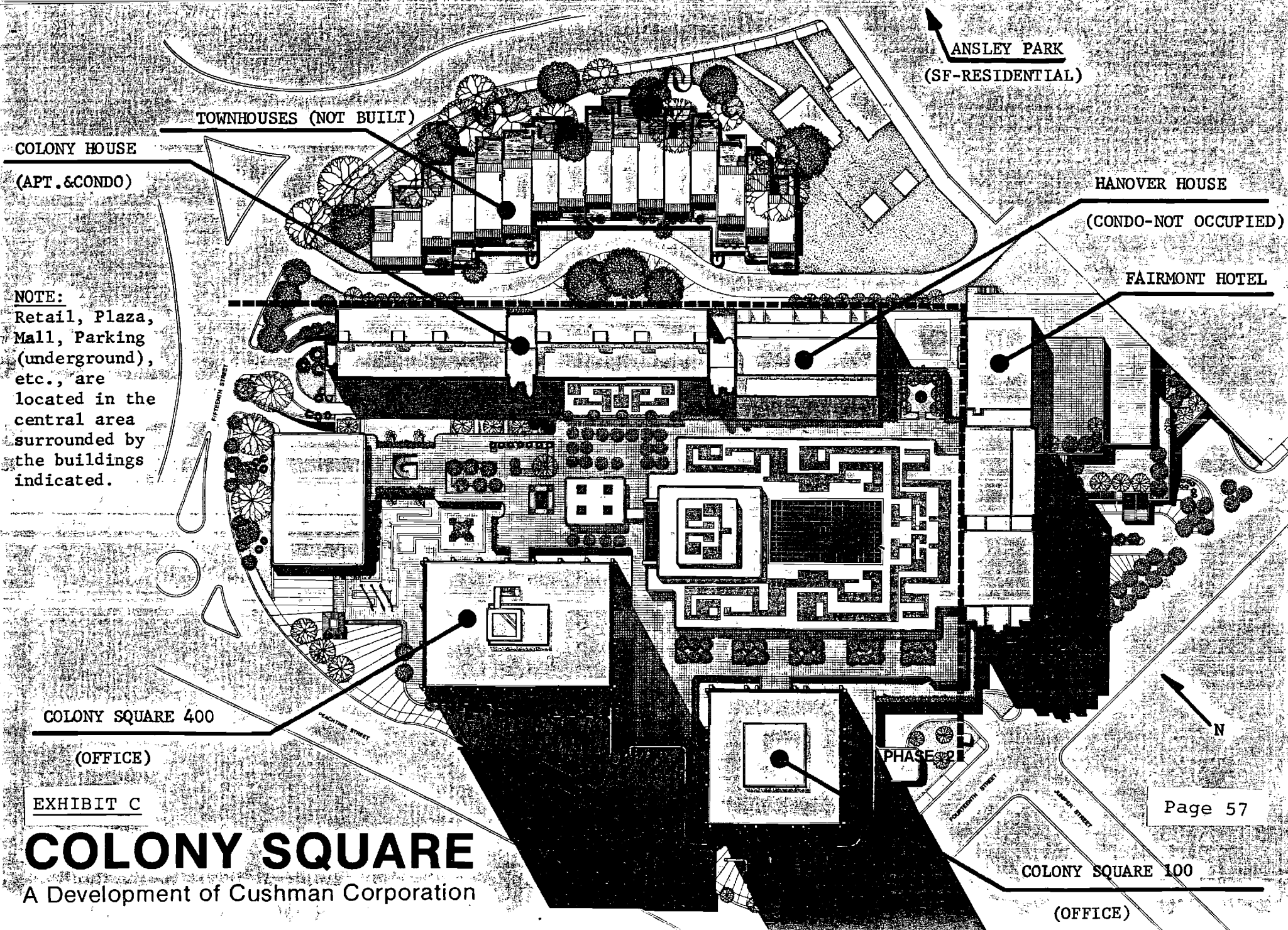
GA. STATE. UNIV.: Georgia State University located in the heart of Atlanta.

ATLANTA UNIV. CENTER: Grouping of primarily black institutions.

STATE CAPITOL: Capitol of the State of Georgia.

ATLANTA STADIUM: Major professional sports facility, football, baseball, etc.





ANSLEY PARK  
(SF-RESIDENTIAL)

TOWNHOUSES (NOT BUILT)

COLONY HOUSE  
(APT. & CONDO)

HANOVER HOUSE  
(CONDO-NOT OCCUPIED)

FAIRMONT HOTEL

**NOTE:**  
Retail, Plaza,  
Mall, Parking  
(underground),  
etc., are  
located in the  
central area  
surrounded by  
the buildings  
indicated.

COLONY SQUARE 400  
(OFFICE)

EXHIBIT C

**COLONY SQUARE**  
A Development of Cushman Corporation

PHASE 2

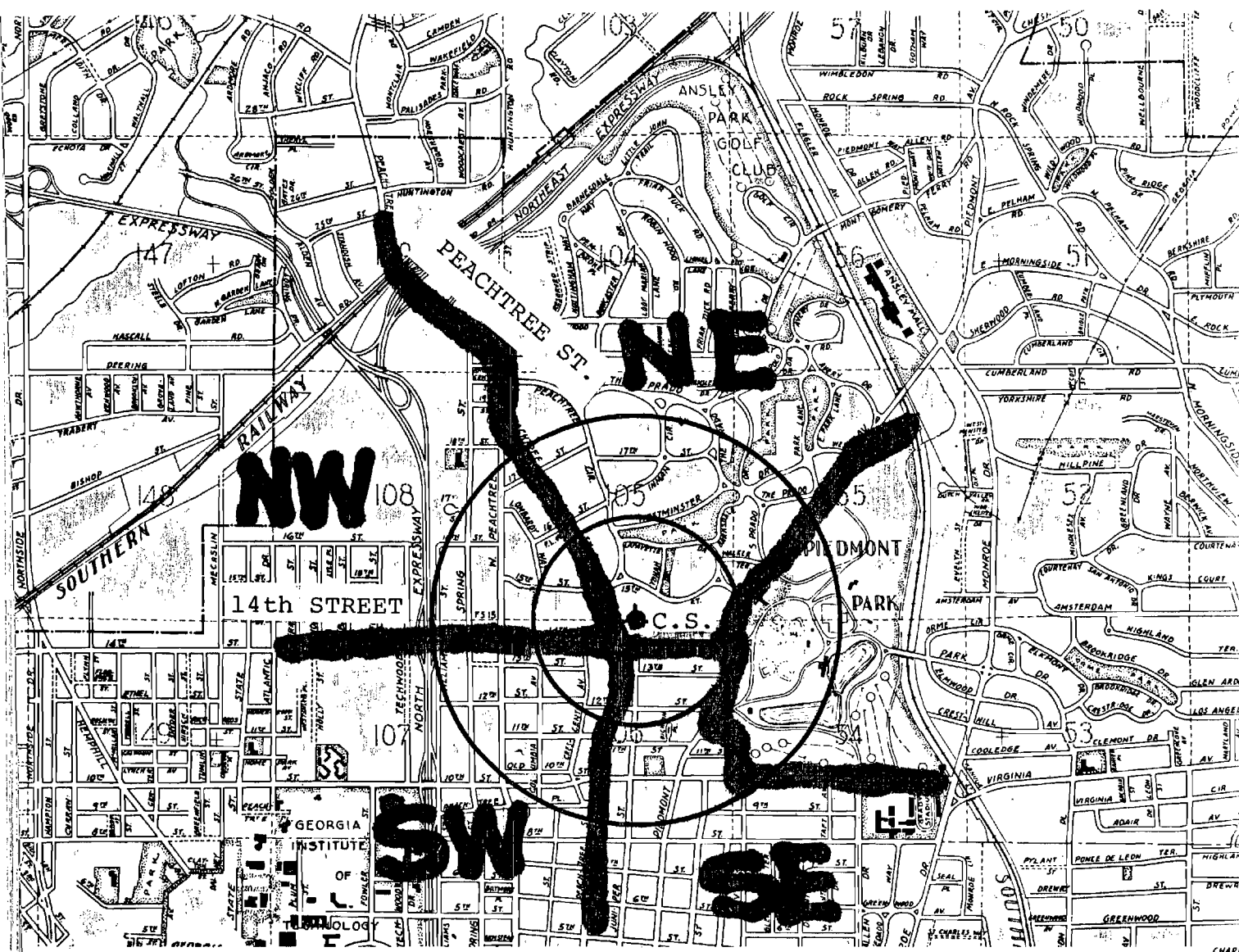
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COLONY SQUARE 100  
(OFFICE)

EXHIBIT D: 1975 ZONING FOR AREA SURROUNDING COLONY SQUARE



EXHIBIT E: NEIGHBORHOOD SAMPLE DISTRIBUTION



**EXHIBIT E** SURROUNDING NEIGHBORHOOD SAMPLE DISTRIBUTION

R=Residential, NR=Non-Residential, PT=Peachtree St.

SURROUNDING NEIGHBORHOOD	NE		SE		SW		NW		N-14th		S-14th		E-PT		W-PT	
	R	NR	R	NR	R	NR	R	NR	R	NR	R	NR	R	NR	R	NR
1/4 - MILE RADIUS CORE	10	5	3	5	4	13	3	9	13	14	7	18	13	10	7	22
1/4-1/2 MI. RADIUS RING	8	15	7	12	6	13	12	9	20	24	13	25	15	27	18	22
TOTAL BY SECTOR	18	20	10	17	10	26	15	18	33	38	20	43	28	37	25	44
TOTAL BY SECTOR	38		27		36		33		71		63		65		69	
TOTAL POPULATION	134				134				134							



1000  
1000  
1000

EXHIBIT F: DEMOGRAPHIC COMPARISONS

## EXHIBIT F

## DEMOGRAPHIC COMPARISONS (% of n)

CHARACTERISTIC	ATLANTA SMSA	ATL.	6 ADJ. CENSUS TRACTS	COLONY HOUSE			NEIGHBORHOOD	
				TOTAL	CONDOS	APTS	RES.	N-RES.
<u>RACE</u>				(n=69)	(n=37)	(n=32)	(n=53)	(n=81)
WHITE	78	50	95	90	95	84	92	100
Non-WHITE	22	50	5	10	5	16	8	0
<u>MARITAL STATUS</u>				(n=68)	(n=36)	(n=32)	(n=52)	(n=81)
MARRIED	65	56	36	52	47	56	25	63
UNMARRIED	35	44	64	48	53	44	75	37
<u>SEX (1)</u>				(n=69)	(n=37)	(n=32)	(n=53)	(n=81)
MALE	47	45	52	48	41	56	49	63
FEMALE	53	55	48	52	59	44	51	37
<u>EDUCATION (2)</u>				(n=68)	(n=37)	(n=31)	(n=53)	(n=80)
NONE	1	2	1	0	0	0	0	0
ELEMENTARY	23	29	16	0	0	0	6	0
SOME H. S.	22	22	18	2	0	3	6	10
HIGH SCHOOL	26	22	23	6	8	3	32	20
SOME COLLEGE	13	11	20	10	11	10	26	28
COLLEGE &/or GRAD. WORK	14	14	22	82	82	84	30	42
<u>AGE (3)</u>				(n=68)	(n=37)	(n=31)	(n=53)	(n=80)
LESS THAN 20				0	0	0	26	8
20 to 39				44	38	52	38	44
40 to 59				33	49	23	21	40
60 and ABOVE				20	14	26	15	9
<u>INCOME (3)</u>				(n=65)	(n=35)	(n=30)	(n=45)	(n=76)
\$9,999 or LESS	46	60	57	3	3	3	55	20
10,000-39,999				58	52	63	37	68
40,000 & UP				40	45	34	6	13
MEDIAN	\$10,695	\$8,464						
MEAN	\$12,160	\$10,840						

(1) For those over 19 years of age (U.S. 1970 Census)

(2) 25 yrs &amp; above (1970 Census) (3) See text for further breakdown.

EXHIBIT G: MEDIAN/MEAN OF AGE AND INCOME

## EXHIBIT G

## AGE AND INCOME FOR STUDY POPULATIONS BY MEDIAN AND MEAN

CHARACTERISTIC	COLONY HOUSE			SURROUNDING NEIGHBORHOOD		PARTITIONED SURROUNDING NEIGHBORHOOD			
	TOTAL	CONDOS.	APTS.	RES.	NON-RES	Res. N. of 14th St.	NonRes. N of 14th St.	Res. S. of 14th St.	NonRes. S of 14th St.
AGE (yrs)	(n=68)	(n=37)	(n=31)	(n=53)	(n=80)	(n=33)	(n=38)	(n=20)	(n=42)
MEDIAN	43.5	46.4	39.2	34.9	38.6	25.6	35.0	28.7	42.6
MEAN	45.8	45.8	45.7	27.2	38.8	31.0	35.6	41.5	41.4
INCOME (\$)	(n=65)	(n=35)	(n=30)	(n=45)	(n=76)	(n=27)	(n=37)	(n=18)	(n=39)
MEDIAN	35,063	36,663	33,938	8,291	16,033	11,500	16,033	<6,000	16,033
MEAN	37,313	38,575	35,838	11,423	21,227	13,945	19,323	8,083	23,026

EXHIBIT H		EMPLOYMENT TRANSPORTATION MODE		
TRANSPORTATION MODE	ATLANTA SMSA (1)	ATLANTA (1)	6 ADJ. CENSUS TRACTS (1)	COLONY HOUSE (n=68)
	PERCENT			
DRIVER OR PASSENGER OF PRIVATE AUTO	84	71	61	54
PUBLIC TRANSPORTATION	9	20	18	12
WALK	3	5	14	28
OTHER	4	4	7	6
HOUSEHOLD AUTO OWNERSHIP				(n=69)
NONE	14	29	33	17
ONE	39	42	49	49
TWO	39	24	15	29
THREE OR MORE	8	5	3	3

(1) Data from 1970 U.S. CENSUS

EXHIBIT I: PLAZA EVALUATION

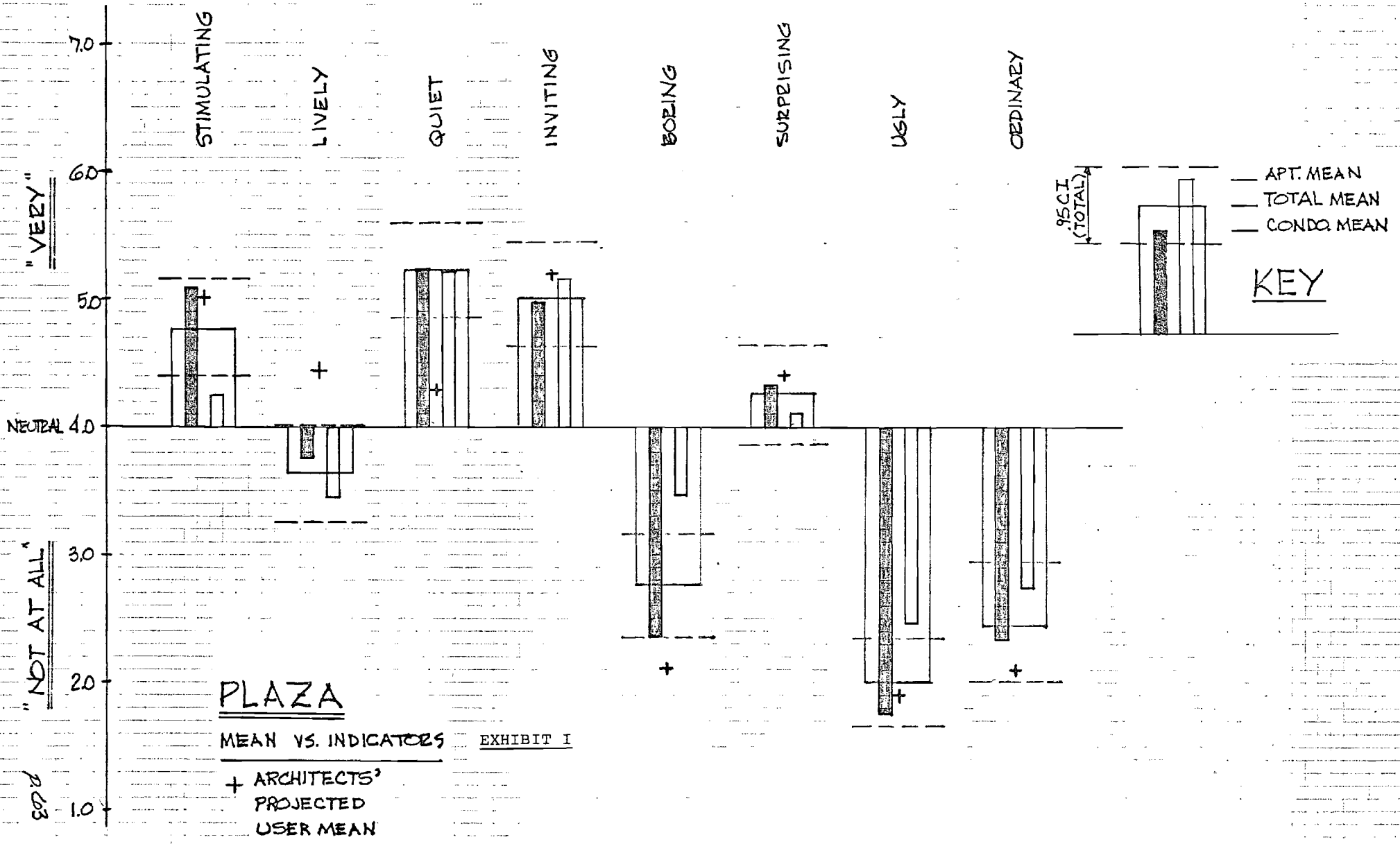
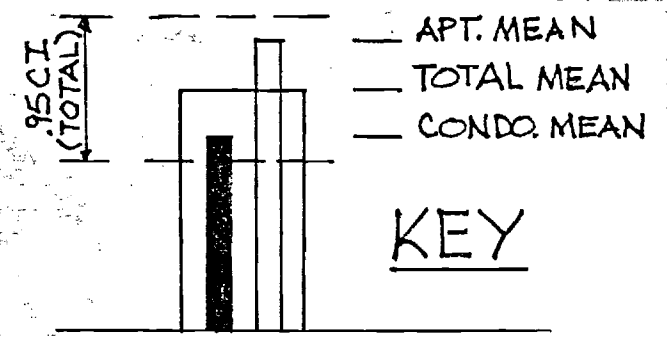


EXHIBIT J: COLONY SQUARE/HOUSE SOUNDPROOFING

# RES. UNIT SOUNDPROOFING

## MEAN VS. POTENTIAL NOISE SOURCE

EXHIBIT J



COMPLETE

50  
40  
30  
20  
10  
1.0

OUTSIDE  
C.S. COMPLEX

WITHIN  
C.S. COMPLEX

WITHIN  
COLONY HOUSE

INADEQUATE

P.04

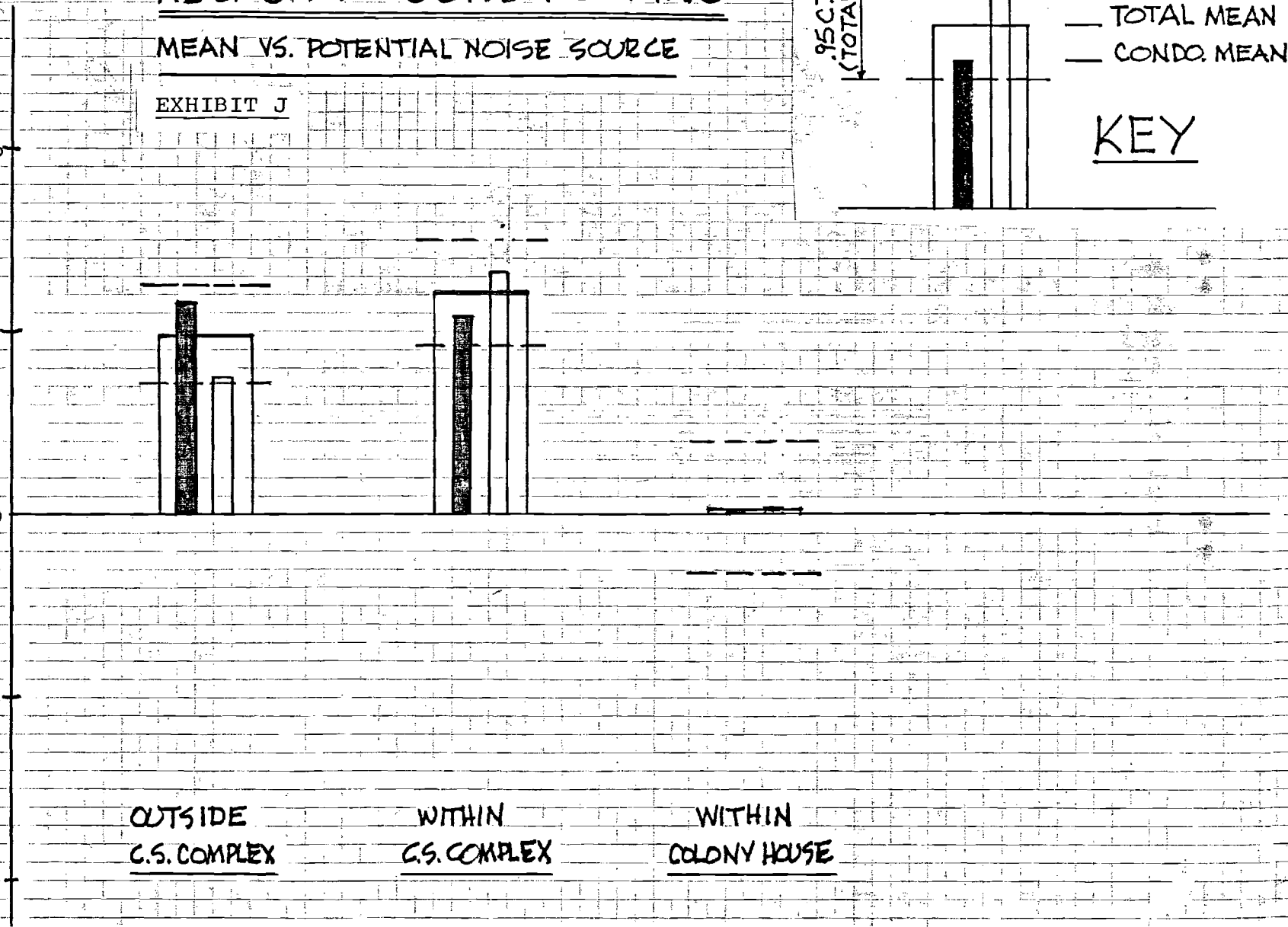


EXHIBIT K: EVALUATION OF SAFETY/SECURITY  
AT VARIOUS LOCATIONS

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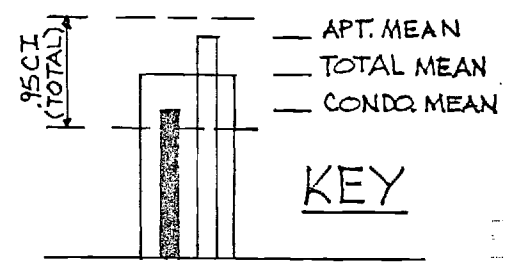
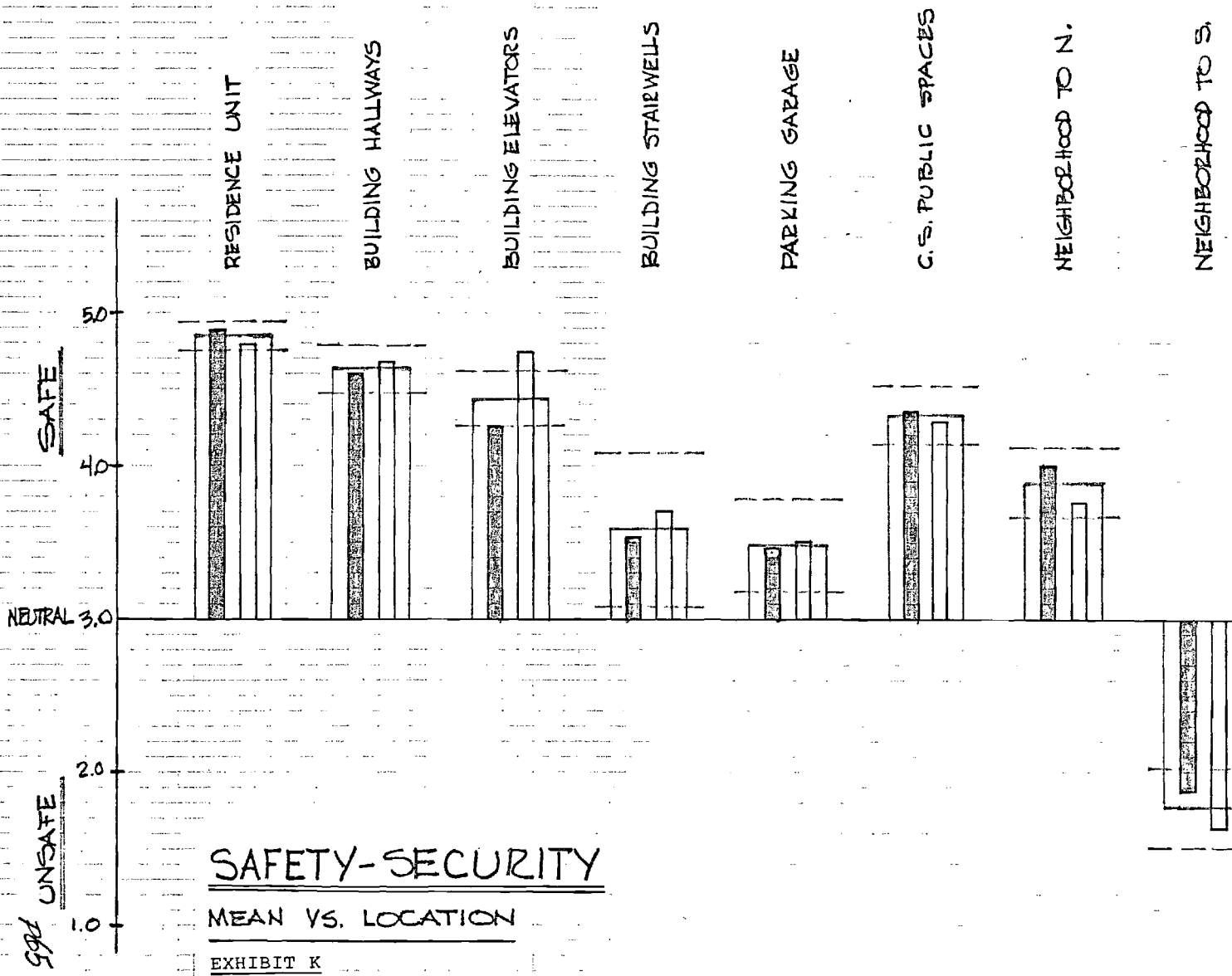


EXHIBIT L: QUALITY OF LIVING ENVIRONMENT

# QUALITY OF LIFE

## MEAN VS. INDICATORS

EXHIBIT L

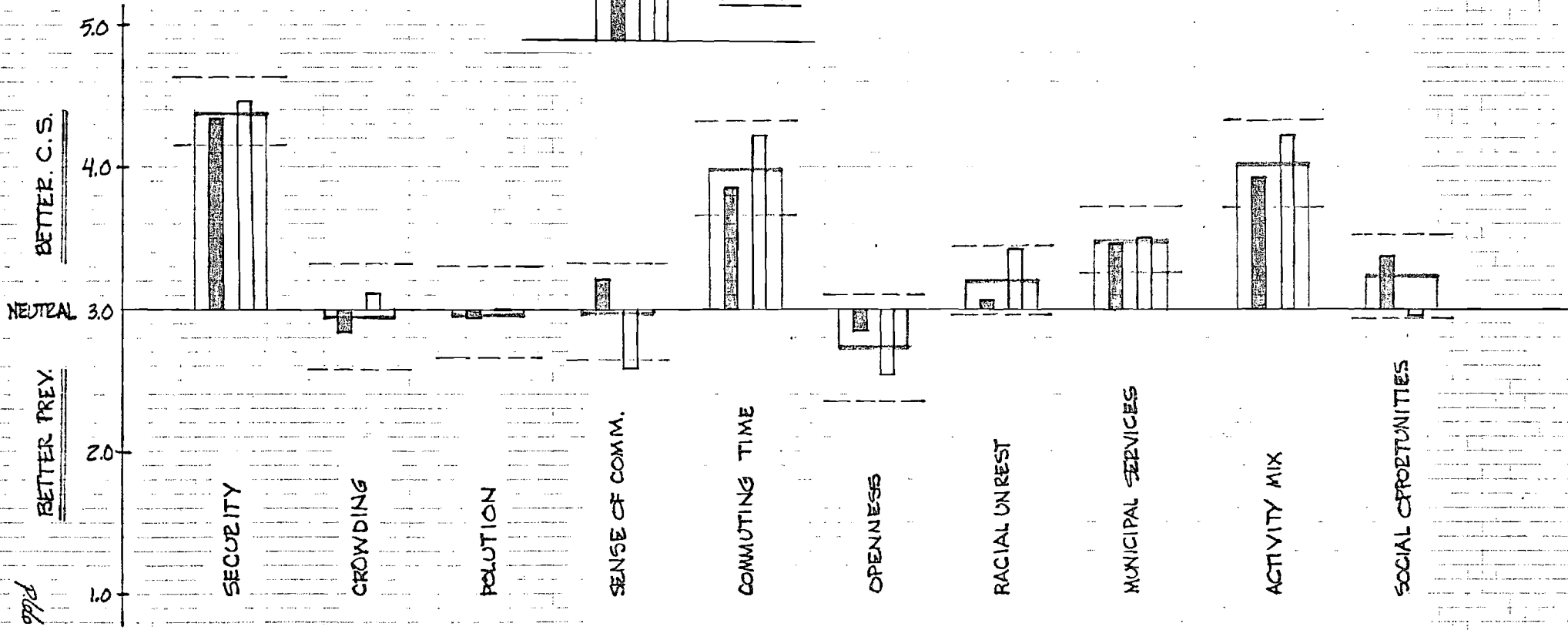
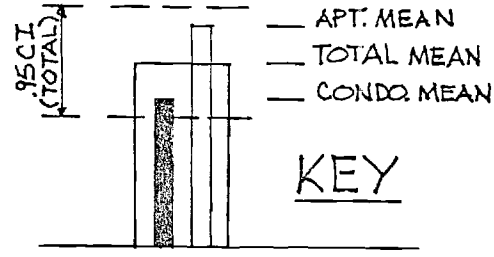
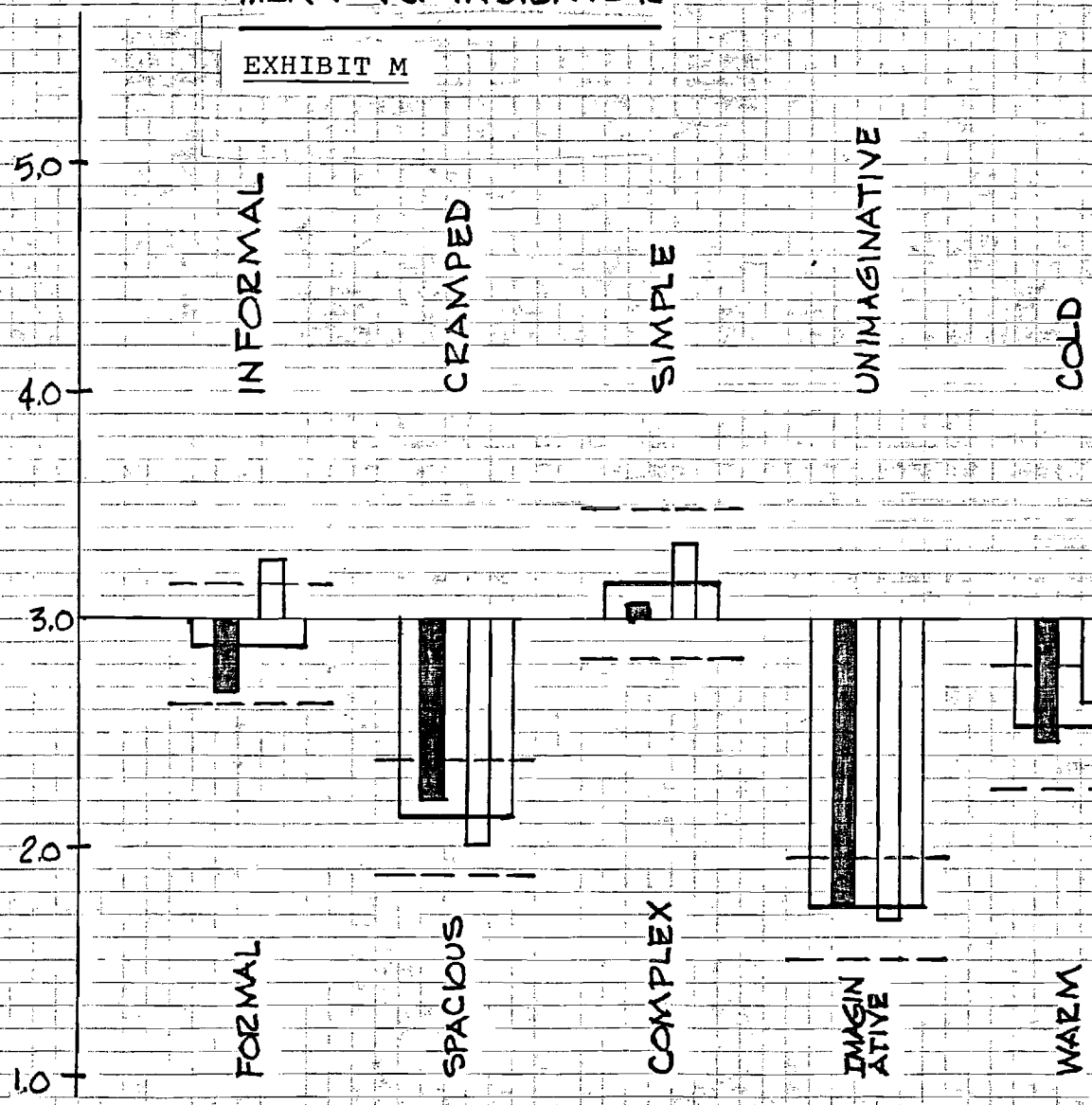


EXHIBIT M: COLONY SQUARE SUMMARY EVALUATION

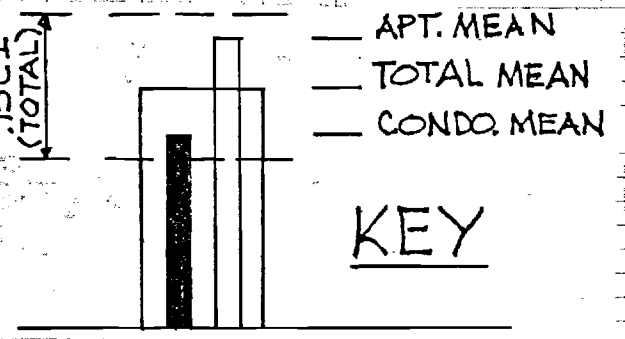
# C.S. SUMMARY

MEAN VS. INDICATOR

EXHIBIT M



95% CI (TOTAL)



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The following represents selected portions of my paper "Colony Square: After-Occupancy User-Needs Evaluation presented at the A.I.A. Symposium, Human Response to Tall Buildings. It will appear as a chapter in Human Response to Tall Buildings to be published by Dowden, Hutchinson & Ross.

**Tier One:** Tier one is an abbreviated evaluation by visitors (transient-users) to the Colony Square complex during the November 11, 1974, Atlanta Chapter American Institute of Architects sponsored "Architecture in Atlanta" open house. It consisted of an 18 question survey in five response categories:

Questions asked in the Tier One survey with tabulated responses are given below:

		Sex of Respondent		%		
STATISTICAL DATA		Male		19		
		Female		39		
		NR		42		
		Age of Respondent				
			Under 20		3	
			20 to 34		24	
			35 to 49		28	
			50 to 65		40	
			66 to 80		5	
		Over 80		0		
		Have you taken part in previous "Arch. in Atlanta" tours?				
			Yes		39	
			No		60	
		NR		1		
		What is your general employment category?				
(See back)						
	What is your familiarity with Colony Square?					
		Live in Colony Square		0		
		Work in Colony Square		0		
		Have visited previously		57		
		This is first contact		40		
	NR		3			
CONCEPT	Is the mix of office/residential/shopping such as exists at Colony Square a good idea to you?					
		Yes		94		
		No		3		
		NR		3		
	Would you prefer developments similar to Colony Square or suburban office park/condominium developments?					
		Colony Square		68		
		Suburban		21		
	NR		11			
CITY IMPACT	Do developments like Colony Square take away from the interest and/or viability of the downtown area?					
		Yes		15		
		No		81		
		NR		4		
		Effect of Colony Square development on the surrounding areas North of 14th Street?				
			Positive		86	
			Negative		6	
		NR		8		
		Effect of Colony Square development on the surrounding areas South of 14th Street?				
			Positive		79	
		Negative		3		
	NR		18			
REACTIONS/EVALUATION	Do you feel that Colony Square is "people orientated"?					
		Yes		89		
		No		5		
		NR		6		
		Do you find the architecture (visual appearance) of Colony Square to be . . .				
			Successful		89	
			Unsuccessful		8	
		NR		3		
		Overall do you feel Colony Square is generally . . .				
			Successful		86	
			Unsuccessful		3	
	NR		11			
	Are there features (shops, etc.) of Colony Square which would cause you to return again on your own?					
		Yes		81		
		No		11		
		NR		0		
	If yes, please state what . . .					
(See back)						

**EXHIBIT N**

Suggestions  
The three questions in this section are discussed on the back of this sheet.

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Respondent Statistical Data: Over 90% ranged in age from 20 to 65 with 3% younger and 5% older. The largest group (40%) was in the 50 to 65 category. About two-thirds of those responding were female and of the total about 40% had taken part in previous "Architecture in Atlanta" tours. In assessing familiarity with Colony Square none lived or worked there, 40% were there for the first time, and the remainder had visited previously. Twenty-three employment designations were listed covering a wide range of job types with essentially all being "white-collar", but with no single group standing out as dominant.

Concept: An overwhelming 94% felt the mix of office/residential/shopping such as exists at Colony Square was a good idea, although about a quarter would have preferred a suburban office park/condominium development.

City Impact: Only 15% thought developments like Colony Square take away from the interest and/or viability of the downtown area and roughly 80% felt the effect of Colony Square on the surrounding areas to both the north and south of 14th Street was positive.

Reactions/Evaluation: Almost 90% felt that Colony Square is "people oriented" and found the architecture (visual appearance) of the complex successful and 86% felt the complex to be generally successful. Four out of five of the visitors said there were features of the complex which would cause them to return again with most of these making reference to restaurants, entertainment (Fairmont Hotel), and ice skating. Several reserved judgment until after the retail shopping areas had been completed.

Suggestions: The three questions asked in this area were:

- If you could make a single change in anything connected with Colony Square, what would it be?
- What do you find to be the most desirable feature, characteristic, aspect, etc., of Colony Square?
- What do you find to be the least desirable feature, characteristic, aspect, etc., of Colony Square?

Responses to the first four categories indicate a highly favorable response to the complex, however, it is in these last three open-ended questions that some of the most meaningful information was gathered as well as some of the most difficult to deal with.

The attention of architects, planners, owners, and managers to user input such as this may well make the difference in dealing with what could otherwise be largely unvoiced but present feelings - and as a result enhance a generally good building or improve a not so good building.

It is interesting to note that the single desired change or least desired feature by far the most frequently mentioned was to alter the decor of the Fairmont Hotel - this feeling expressed by over 20% of the respondents.

Single Change: The single changes mentioned most frequently after the Fairmont Hotel interior included in descending order of frequency; add more planting, revise color scheme to add warmth, introduce more directional signs, paint the rough concrete surfaces, reduce prices, add a grocery store to the complex, nothing, add wind screens, clean up the surrounding area, increase living unit privacy, build over less of the site, add medical facilities, make it cozier, add water fountains, add seating, improve the transition to Ansley Park, and improve lighting effects.

Most Desirable: Those features viewed as being most desirable in descending order of frequency mentioned; it being an "all in one" development, convenience, visual impact of the exteriors, compactness, openness, location, mall areas, diversity, ice rink, amenities, total atmosphere, parking, newness, stores, changes in level, covered shopping, pedestrian scale, uniqueness, and good traffic patterns.

Least Desirable: After the hotel decor the features considered least desirable in descending order of frequency mentioned were; the expense of everything, excessive use of concrete, the expense of parking, lack of directional signs, none, lack of a grocery store, it is too big, the lack of colors, cold feeling, automobile traffic, few provisions for the elderly, lack of a drug store, accessibility, poor living location, no local flavor and not Atlanta orientated, does not represent Atlanta as a whole, too formal, not people orientated, the parking entrance, lack of green elements, and a poor transition to Ansley Park.

The summary above to the last three questions of the survey is obviously incomplete but can begin to convey to the designer the view of the public and the user. In expanded form as will be the case in the remainder of the Colony Square study such information can begin to serve as the basis for design and development guidelines.

Robert J. Young, P.E., A.I.A.  
Associate Professor  
College of Architecture  
Georgia Institute of Technology

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EXHIBIT O: PRELIMINARY COLONY HOUSE MAIL  
INTERVIEW SCHEDULE

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**GEORGIA INSTITUTE OF TECHNOLOGY**

**ATLANTA, GEORGIA 30332**

**July 7, 1975**

**SCHOOL OF  
ARCHITECTURE**

**Residents of Colony Square:**

With the cooperation of Cushman Corporation I am undertaking a major after-occupancy user-needs evaluation of Colony Square.

Architects and the building profession only infrequently go back and evaluate a building after it has been in use for a period of time, and as a result frequently miss out on information and reactions of the occupants which would be of value in the design of future buildings. Through this survey and other work I will be doing in the future, I hope to make a contribution in this area. The survey is directed toward getting some basic information about the residents of different buildings, how satisfied they are with their buildings, their comparison of their building with low-rise buildings (four stories or less), their association with others in their building, and their association with others in the surrounding neighborhood.

I am concentrating my work in the Colony Square complex with particular emphasis on the physical development toward the end goal of developing guidelines of value to architects, planners, developers, owners, and managers as they consider future urban mixed-use complexes.

The attached questionnaire has a special section dealing with the residences in Colony Square and surveys I will make of office and retail areas of the complex will include special sections placing emphasis on those occupancy categories. I have already conducted a survey of visitors to the complex.

I will make the overall results of my work available to you through Cushman Corporation, but your individual identity will be protected at all times.

I hope you will find the survey of personal interest. The design professions are beginning to recognize the importance of this type of evaluation and on their behalf as well as my own I thank you for the time you spend in responding to it.

After completion I would appreciate your returning the survey to the office or directly to me by mail for tabulation.

Sincerely,

Robert J. Young, P.E., A.I.A.  
Associate Professor

**COLONY SQUARE: AFTER-OCCUPANCY USER-NEEDS EVALUATION**

**PURPOSE**

The following questions are your opportunity to evaluate Colony Square and express your reactions and opinions. They provide the opportunity for the building professions to benefit from your comments and to learn from them. The questions consist of simple yes/no, multiple choice, short answer, and semantic differentials. The semantic differential consists of a seven division scale bounded at either end by words of opposite or constating meaning. A check on the center space of the scale would be a neutral response, with a check in spaces closer to either end indicating progressively increasing agreement with the corresponding end word. Please respond to the survey questions as appropriate with either factual information or your own personal evaluation or opinion. Thank you for your help in what I feel to be an important undertaking. Please return to the office or mail directly to me.

**STATISTICAL DATA AND RESPONDENT BACKGROUND**

**STATISTICS**

Sex of respondent is . . .	<input type="checkbox"/> Male	<input type="checkbox"/> Female
Respondent is . . .	<input type="checkbox"/> Married	<input type="checkbox"/> Widow
	<input type="checkbox"/> Single	<input type="checkbox"/> Widower
Into what category does your annual family income fall?	<input type="checkbox"/> Und. \$20,000	<input type="checkbox"/> 40 to 70,000
	<input type="checkbox"/> 20 to 40,000	<input type="checkbox"/> Above \$70,000
Within what age group do you fall?	<input type="checkbox"/> Und.30	<input type="checkbox"/> 46-55
	<input type="checkbox"/> 30-45	<input type="checkbox"/> 66-75
	<input type="checkbox"/> 56-65	<input type="checkbox"/> Over 75
Relative to your age group, most of the other permanent residents of Colony Square are . . .	<input type="checkbox"/> Same age	<input type="checkbox"/> Older
	<input type="checkbox"/> Younger	<input type="checkbox"/> Wide spread

**EMPLOYMENT**

What is your employment status?	<input type="checkbox"/> Working	<input type="checkbox"/> Unemployed
	<input type="checkbox"/> Retired	
Do you work within the Colony Square complex?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If not, is your place of employment near Colony Square?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If married, does your spouse also work?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Does spouse work in the Colony Square complex?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
What is your occupation (general category)?	_____	
What is the occupation of your spouse (gen. category)?	_____	

**PREFERENCE**

What is your geographic living area preference?	<input type="checkbox"/> Urban (near downtown)
	<input type="checkbox"/> Urban ( similar to Colony Sq)
	<input type="checkbox"/> Suburban
	<input type="checkbox"/> Small town
	<input type="checkbox"/> Rural
Of the types of residences in which you have lived, which type did you prefer?	<input type="checkbox"/> Single family detached
	<input type="checkbox"/> Low-rise condominium
	<input type="checkbox"/> High-rise condominium
	<input type="checkbox"/> Low-rise apartment
	<input type="checkbox"/> High-rise apartment
	<input type="checkbox"/> Other

EXPERIENCE	Have you lived in a high-rise building prior to coming to Colony Square?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	If yes, for how long?	_____ YRS., _____ MO.	
	Do you currently work in a high-rise building?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	How long have you worked in high-rise buildings?	_____ YRS., _____ MO.	
	Please specify your type of residence immediately prior to coming to Colony Square.	<input type="checkbox"/> Single family detached <input type="checkbox"/> Low-rise condominium <input type="checkbox"/> High-rise condominium <input type="checkbox"/> Low-rise apartment <input type="checkbox"/> High-rise apartment <input type="checkbox"/> Other	
OPINION	In what type of housing do you feel theft to be the greatest problem?	<input type="checkbox"/> Low-rise	<input type="checkbox"/> Same
	In what type of housing do you feel the danger of fire to be the greatest?	<input type="checkbox"/> Low-rise	<input type="checkbox"/> Same
	MIXED-USE CONCEPT		
PREFERENCE	Would you encourage the development of more complexes similar to Colony Square?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Is the mix of office/residential/shopping such as exists at Colony Square a good idea?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Would you prefer developments similar to Colony Sq. or suburban office park/residential developments?	<input type="checkbox"/> Colony Sq.	<input type="checkbox"/> Suburban
DEVELOPMENT	Intensive mixed-use development is projected in connection with several of the proposed MARTA stations. Do you favor such developments?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	The possibility exists for a number of mixed-use developments similar in concept to Colony Square and about the same distance from the downtown area. Do you feel a ring of this type of developments would be desirable?	_____ Desirable _____ Undesirable	
	COLONY SQUARE COMPLEX		
LAYOUT	Is the general layout and inter-relationship between elements that make up Colony Sq. convenient for you?	_____ Convenient _____ Inconvenient	
	Do you find the various level changes within the Colony Square complex to be . . .	_____ Pleasant _____ Unpleasant	
SIZE	Is Colony Square too large?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Do you find the density of Colony Square to be . . .	_____ VeryHigh _____ VeryLow	
ACCESS	Do you find access to the Colony Square complex by automobile to be convenient?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Do you find access to the Colony Square complex by public transportation to be convenient?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Do you find access to the Colony Square complex by foot to be convenient?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

MARTA	Do you make use of public transportation in Atl.?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Do you anticipate use of MARTA after the nearby station is complete and in service (rail line)?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
CIRCULATION	Vertical movement between the mall levels and the parking levels is by escalator with transition then to elevators for access to the upper floors of the residences and office towers. Do you find this to be . . . .	_____	
	Would you prefer complete movement between levels by elevator?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
PUBLIC SPACES	Do you find the plaza and mall levels interesting?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	How would you rate the intensity of activity on the plaza and mall levels?	_____	
	What is the frequency with which you are on the Peachtree and Lower Mall levels?	<input type="checkbox"/> Daily	<input type="checkbox"/> Weekly
		<input type="checkbox"/> SeveralWeekly	<input type="checkbox"/> Rarely
	Are water fountains readily available in the public areas of Colony Square?	<input type="checkbox"/> Yes	<input type="checkbox"/> No, but should be
		<input type="checkbox"/> No	
	Are restrooms readily available in the public areas of Colony Square?	<input type="checkbox"/> Yes	<input type="checkbox"/> No, but should be
		<input type="checkbox"/> No	
	Are benches and/or seating areas conveniently located in the public areas of Colony Square?	<input type="checkbox"/> Yes	<input type="checkbox"/> No, but should be
	<input type="checkbox"/> No		
Do you make use of the seating in the Colony Square public areas?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Can you move comfortably from place to place within the complex during bad weather?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Do signs clearly indicate directions from one point to another within the Colony Square complex?	_____		
	Clear	Unclear	
MATERIALS	Do you feel the use of concrete in Colony Sq. is...	<input type="checkbox"/> OverEmphasized	<input type="checkbox"/> About right
		<input type="checkbox"/> UnderEmphasized	
	What kind of feeling does the use of concrete in Colony Square create?	_____	
		Cold	Warm
Would you like to see a wider variety of building and finish materials used within Colony Square?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Should the use of color in Colony Square be . . .	_____		
	Increased	Decreased	
LANDSCAPE	Do you feel the use of natural planting in Colony Square is . . . .	_____	
		Important	Unimportant
	Would you like to see more extensive use made of natural planting?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
CONST.	Do you enjoy being able to watch the complex take its final shape as construction is completed?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	The overall construction quality of Colony Sq. is ..	_____	
	Excellent	Poor	
NOISE	Are you bothered by noise generated from within the Colony Square complex?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Are you bothered by noise generated from outside of the Colony Square complex?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

SHOPPING	Do the stores/shops/etc. located within Colony Sq. satisfy the majority of your day to day needs?	<input type="checkbox"/> Yes <input type="checkbox"/> No
	What is the location of most of your shopping?	<input type="checkbox"/> Colony Square Complex <input type="checkbox"/> Immediate vicinity <input type="checkbox"/> Lennox/Phipps <input type="checkbox"/> Downtown <input type="checkbox"/> Buckhead <input type="checkbox"/> Suburban shopping malls
	The shops/stores/etc. in Colony Sq. primarily serve.	<input type="checkbox"/> Colony Square residents <input type="checkbox"/> Other Atlanta residents
	Are the shops/stores/etc. in the Colony Sq. complex generally more exclusive than you would like?	<input type="checkbox"/> Yes <input type="checkbox"/> No
RESTAURANT	Are there convenient commercial places for you to eat within Colony Square?	<input type="checkbox"/> Yes <input type="checkbox"/> No
	Prices compared to food quality/surroundings/service are . . .	<p style="text-align: center;">_ _ _ _ _</p> Expensive <span style="float: right;">Inexpensive</span>
FACILITY	What facilities does Colony Sq. currently lack that you feel would be desirable as well as reasonable?	_____
SPECIAL	Are there special provisions for the elderly and/or the handicapped?	<input type="checkbox"/> Yes <input type="checkbox"/> No
	If yes, please specify . . .	_____
SOCIAL	Does the Colony Square management sponsor social activities?	<input type="checkbox"/> Yes <input type="checkbox"/> No
	If yes, do you participate?	<input type="checkbox"/> Yes <input type="checkbox"/> No
MANAGEMENT	Is there a convenient vehicle by which you can make your feelings known to the Colony Square management?	<input type="checkbox"/> Yes <input type="checkbox"/> No
	Have you previously voiced a complaint?	<input type="checkbox"/> Yes <input type="checkbox"/> No
	Are you satisfied with action taken on the issue?	<p style="text-align: center;">_ _ _ _ _</p> Satisfied <span style="float: right;">Unsatisfied</span>
	How would you rate the quality of maintenance within Colony Square?	<p style="text-align: center;">_ _ _ _ _</p> Excellent <span style="float: right;">Poor</span>
S.A.S. FACTION	Would you like to both live and work in a complex such as Colony Square?	<input type="checkbox"/> Yes <input type="checkbox"/> No
	What do you find to be the two most desirable aspects/characteristics/features of Colony Sq.?	_____
	What do you find to be the two least desirable aspects/characteristics/features of Colony Sq.?	_____
	Based on experiences since moving into Colony Sq. would you again select it for your residence?	<input type="checkbox"/> Yes <input type="checkbox"/> No

COLONY SQUARE COMPLEX SUMMARY -- SEMANTIC DIFFERENTIALS

Using the semantic differential rating scale please indicate your evaluation in terms of the statement: I FIND COLONY SQUARE TO BE . . . . .

I FIND COLONY SQUARE TO BE . . . . .

Formal	— — — — —	Informal
Dimly Lighted	— — — — —	Brightly Lighted
Colorless	— — — — —	Colorful
Spacious	— — — — —	Cramped
Inexpensive	— — — — —	Expensive
Complex	— — — — —	Simple
Imaginative	— — — — —	Unimaginative
Unfriendly	— — — — —	Friendly
Convenient	— — — — —	Inconvenient
Successful	— — — — —	Unsuccessful
Exciting	— — — — —	Boring
Warm	— — — — —	Cold
Practical	— — — — —	Impractical

ARCHITECT'S EVALUATION

During the May 1975 American Institute of Architects National Convention, Colony Sq. Plaza was one of several places in Atlanta which was rated by the architects. The form shown is a reproduction of the one they used. Your responses here when compared to the responses of the architects(those who design the spaces) will prove helpful in showing the architect's perception(or lack of it) of how the user will feel about a building or space. Please indicate your evaluation of COLONY SQUARE PLAZA.

COLONY SQUARE PLAZA

Not at all Stimulating	— — — — —	Very Stimulating
Not at all Lively	— — — — —	Very Lively
Not at all Quiet	— — — — —	Very Quiet
Not at all Inviting	— — — — —	Very Inviting
Not at all Boring	— — — — —	Very Boring
Not at all Surprising	— — — — —	Very Surprising
Not at all Ugly	— — — — —	Very Ugly
Not at all Ordinary	— — — — —	Very Ordinary

COLONY SQUARE RESIDENCES

OCCUPANCY	What floor do you live on?	_____
	How long have you lived in Colony Square?	_____ YRS., _____ MO.
	What type is your residence unit?	<input type="checkbox"/> Condominium <input type="checkbox"/> Apartment
	Do you share your apartment/condo. with anyone?	<input type="checkbox"/> Yes <input type="checkbox"/> No
	What number of people share your residence?	_____
	Is your residential unit split level?	<input type="checkbox"/> Yes <input type="checkbox"/> No
	If yes, do you enjoy the split level concept?	<input type="checkbox"/> Yes <input type="checkbox"/> No
CHILDREN	Do children share your residential unit?	<input type="checkbox"/> Yes <input type="checkbox"/> No
	Please check the area(s) in which the younger children play . . .	<input type="checkbox"/> Residential unit itself <input type="checkbox"/> Building hallways <input type="checkbox"/> Building lobby <input type="checkbox"/> Assigned area in building <input type="checkbox"/> Colony Square public areas <input type="checkbox"/> Ice rink <input type="checkbox"/> Neighborhood park <input type="checkbox"/> School grounds <input type="checkbox"/> Other
	What type of building do you believe <u>children</u> would prefer to live in?	<input type="checkbox"/> Low-rise <input type="checkbox"/> No diff. <input type="checkbox"/> High-rise
	What type of building would <u>you</u> prefer that children live in?	<input type="checkbox"/> Low-rise <input type="checkbox"/> No diff. <input type="checkbox"/> High-rise
HEIGHT	Do you consider your building to be a high-rise?	<input type="checkbox"/> Yes <input type="checkbox"/> No
	In your opinion what is the minimum number of floors above ground necessary for a building to qualify as a high-rise?	<input type="checkbox"/> Two <input type="checkbox"/> Eight <input type="checkbox"/> Three <input type="checkbox"/> Nine <input type="checkbox"/> Four <input type="checkbox"/> Ten <input type="checkbox"/> Five <input type="checkbox"/> 11 to 15 <input type="checkbox"/> Six <input type="checkbox"/> Other _____ <input type="checkbox"/> Seven
	Is living in a building the height of yours disturbing to you?	<input type="checkbox"/> Yes <input type="checkbox"/> No
	Do you enjoy the view made possible by your building's height?	<input type="checkbox"/> Yes <input type="checkbox"/> No
PRIVACY	Do you feel you have sufficient privacy?	_____ Enough _____ Not Enough
	Are you bothered by people looking into your unit from the plaza or office buildings?	<input type="checkbox"/> Yes <input type="checkbox"/> No
	Do the visitors coming to Colony Square to "sight-see" bother you?	<input type="checkbox"/> Yes <input type="checkbox"/> No

PARKING	Do you own an automobile?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Is the entrance to the parking garage pleasant?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Is the parking area conveniently layed out?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Is it a good idea to have a special parking area set aside for residential occupants of Colony Square?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Is the cost of this parking reasonable?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Do your visitors have difficulty finding their way from the main parking areas to your residence unit?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
LOBBY	Do you feel that the main entrance to your residence building is conveniently located?	_____	_____
		Convenient	Inconvenient
	Is your building's main lobby a pleasant transition between "outside" and your individual residence unit?	_____	_____
		Pleasant	Unpleasant
	Does the main lobby of your building provide a comfortable place for your callers to wait for you?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Do you make use of your building's main lobby as a place for meeting and visiting with people?	_____	_____
		Rarely	Frequently
CIRCULATION	Do you often experience what you consider to be uncalled for delay when waiting for the elevator?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Do you find the use of stairs in your building a necessity?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Do you make use of the stairs in your building by choice?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
STORAGE	Is there sufficient storage space within your res?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Is there additional storage space within your building that is available to you?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
COMFORT	Is your residential unit warm enough in winter?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Is your residential unit cool enough in summer?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Is there sufficient sunlight in your residential unit?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Are you bothered by noise from the hallway or adjacent residential units?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Are the lighting levels pleasant and adequate in the various areas indicated to the right?	MainLobby <input type="checkbox"/> Yes <input type="checkbox"/> No Elev.Lobby <input type="checkbox"/> Yes <input type="checkbox"/> No Hallways <input type="checkbox"/> Yes <input type="checkbox"/> No YourUnit <input type="checkbox"/> Yes <input type="checkbox"/> No ParkGarage <input type="checkbox"/> Yes <input type="checkbox"/> No	
SATISF.	Is your residence unit pleasant to come home to?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Do you enjoy living in Colony Square more now than you did when you first moved in?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Same

SAFETY AND SECURITY	How safe do you feel within your own residential unit?	_____ VerySafe	_____ VeryUnsafe
	How safe do you feel within the building hallways?	_____ VerySafe	_____ VeryUnsafe
	How safe do you feel within the building elevators?	_____ VerySafe	_____ VeryUnsafe
	How safe do you feel within the building stairwells?	_____ VerySafe	_____ VeryUnsafe
	How safe do you feel in the parking garage?	_____ VerySafe	_____ VeryUnsafe
	How safe do you feel within the Colony Square public spaces?	_____ VerySafe	_____ VeryUnsafe
	How safe do you feel in the surrounding neighborhood to the North of 14th Street?	_____ VerySafe	_____ VeryUnsafe
	How safe do you feel in the surrounding neighborhood to the South of 14th Street?	_____ VerySafe	_____ VeryUnsafe
	Have you experienced personal theft from your residential unit?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Does the possibility of theft bother you?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Do you feel security provisions within your building are . . .	_____ Excellent	_____ Poor
	Do you know the proper actions to take in the event of a fire in your building?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Has the building management issued instructions as to what to do in the event of a fire in the building?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
MGT.	How would you rate the quality of building maintenance?	_____ Excellent	_____ Poor
	Are you active in the running of your building?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
SOCIAL	Where do most of your friends live?	<input type="checkbox"/> Within Colony Square	<input type="checkbox"/> Other areas of Atlanta
	Have you developed close friendships with others on your floor?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Have you developed close friendships with others in your residence building?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Is the building's physical layout conducive to helping make social interaction possible?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Can you usually find someone (other than immediate family) to talk to when you wish?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Does the elevator lobby on your floor serve as an informal meeting area?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	What is the extent of your activity in your current neighborhood compared to where you last lived?	_____ MuchMore	_____ MuchLess
	Do you feel that the complete C.S. complex is your place of residence or just the residence bld.itself?	<input type="checkbox"/> Colony Square complex	<input type="checkbox"/> Residence building only
VALUE	For the money you pay do you feel Colony Sq. is . . .	<input type="checkbox"/> A bargain	<input type="checkbox"/> Appropriate
		<input type="checkbox"/> Expensive but worth it	<input type="checkbox"/> Over rated

CITY - NEIGHBORHOOD IMPACT

CITY - NEIGHBORHOOD IMPACT

Do you consider Colony Square to be a "Landmark"?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do developments like Colony Sq. take away from the interest and/or viability of the downtown area?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Does Colony Sq. reflect the character of Atlanta?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
What is the effect of the Colony Square development on the surrounding areas <u>North of 14th Street</u> ?	____ Positive	____ Negative
What is the effect of the Colony Square development on the surrounding areas <u>South of 14th Street</u> ?	____ Positive	____ Negative
What is the effect of the Colony Square development on the surrounding areas <u>East of Peachtree Street</u> ?	____ Positive	____ Negative
What is the effect of the Colony Square development on the surrounding areas <u>West of Peachtree Street</u> ?	____ Positive	____ Negative
Does the high-rise scale of Colony Square have an impact on the lower scale surrounding areas?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If yes, what is the character of this impact on Ansley Park to the north?	____ Positive	____ Negative
How much contact do you have with the residents of Ansley Park?	____ Much	____ Little
How much contact do you have with the residents of the area to the South of Colony Square?	____ Much	____ Little
Do you consider the transition between Colony Sq. and Ansley Park to the North to be . . . ?	____ Successful	____ Unsuccessful
What is the frequency with which you go to downtown Atlanta?	<input type="checkbox"/> Daily <input type="checkbox"/> Weekly	<input type="checkbox"/> Monthly <input type="checkbox"/> Annually <input type="checkbox"/> Never
By living in Colony Sq. do you find that the facilities provided cause you to go downtown . . .	<input type="checkbox"/> More <input type="checkbox"/> Less	<input type="checkbox"/> No change

EVALUATION OF ARCHITECT - DEVELOPER GOALS AND OBJECTIVES

GOALS AND OBJECTIVES

A number of the goals and objectives of Colony Square are listed. Please indicate the extent to which you feel they have been achieved or have failed to have been achieved.

For the complex to be "people orientated".	____ Failed	____ Achieved
To build a development that will attack the problems of the city on both the technological and human fronts; a place that offers all the excitement and convenience of the city--with special emphasis on the human dimension to make the convenience and excitement enjoyable.	____ Failed	____ Achieved

EVALUATION OF ARCHITECT - DEVELOPER GOALS AND OBJECTIVES

To support and enhance the positive characteristics of urban life and eliminate or reduce the negative.	Failed	Achieved
Refute the belief that American cities are unlivable.	Failed	Achieved
Advance the theme that urban life should, can, and must be good.	Failed	Achieved
Separate pedestrian and vehicular traffic while still maintaining strong transportation links with the rest of the city.	Failed	Achieved
Provide protected access to all buildings.	Failed	Achieved
To provide open space between buildings of varying sizes and shapes to establish different moods.	Failed	Achieved
Separate deliveries and services from the building occupants.	Failed	Achieved
Emphasize the good qualities of urban living -- Variety, Liveliness, Choice, and Convenience.	Failed	Achieved
Provide generous waiting spaces in areas of high pedestrian traffic.	Failed	Achieved
Provide underground parking protected from the weather.	Failed	Achieved
Have shops/stores on Mall and Plaza act as a magnet and common denominator to all major buildings.	Failed	Achieved
Establish ice rink as focal point of Mall/Plaza	Failed	Achieved
Create changing landscape of seasonal color of different flowers, trees, and shrubbery.	Failed	Achieved
Through the sculptural forms of the complex and the nearby Memorial Arts Center make art part of the resident's daily experience.	Failed	Achieved
Provide benches on which to rest and enjoy the space.	Failed	Achieved
Turn the corner on urban flight.	Failed	Achieved

THANKS!

EXHIBIT P: NEIGHBORHOOD RESIDENTIAL PERSONAL  
INTERVIEW SCHEDULE

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CASE NUMBER \_\_\_\_\_

Address \_\_\_\_\_

46 Census Tract \_\_\_\_\_, Blk. \_\_\_\_\_

BY OBSERVATION

Interviewer \_\_\_\_\_

49 Race \_\_\_\_\_

1st \_\_\_\_\_, 2nd \_\_\_\_\_, Vac. \_\_\_\_\_

50 Male/Female \_\_\_\_\_

48 Start \_\_\_\_\_, End \_\_\_\_\_

Interest \_\_\_\_\_

Interview Date \_\_\_\_\_

Responsiveness \_\_\_\_\_

Hello! I'm \_\_\_\_\_, a graduate student at Georgia Tech working under the direction of Professor Young of the College of Architecture on a research study sponsored by the National Endowment for the Arts. We are conducting a study in this area to determine if the recently completed Colony Square Complex on the corner of Peachtree and 14th Street has influenced any changes in the neighborhood. We are also interested in your reactions and evaluation of Colony Square. You and some of your neighbors have been selected as part of a random sample of people who live and work in this area. Your taking a few minutes to answer our questions will be very important to the study. Your individual answers will be kept strictly confidential and you will never be individually identified in any way.

1	How long have you lived at this address?	_____ YRS., _____ MOS.
2	Do you own or rent your home?	_____ Own _____ Rent
3	Do you find this a good place to live?	_____ Yes _____ No _____ DK _____ NR
4	Do you plan to continue living here for the foreseeable future?	_____ Yes _____ No _____ DK _____ NR
5	Is your neighborhood in transition or stable?	_____ Transition _____ Stable _____ DK _____ NR
6	Are you familiar with the Colony Square Complex on the corner of Peachtree & 14th? IF NO GO TO BOTTOM OF PAGE 5 AND CONTINUE (#4C)	_____ Yes _____ No _____ DK _____ NR

7	Do you feel the Colony Square Complex has influenced changes in the neighborhood since its first building opened in 1969?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
8	<u>IF YES,</u> What have these changes been?	
9	Would you say that these changes have been generally good or generally bad with respect to this being a good area to live?	<input type="checkbox"/> Good <input type="checkbox"/> Bad <input type="checkbox"/> DK <input type="checkbox"/> NR
10	Do you think Colony Square fits well into the neighborhood?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
11	Do you feel the height of the Colony Square buildings is too great when compared to the other buildings in the surrounding area?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
12	Do you feel a relatively high concentration of activities such as exists at Colony Square is good or would you rather see the same activities spread out over a greater land area and be in lower buildings?	<input type="checkbox"/> C.S. Good <input type="checkbox"/> Lower <input type="checkbox"/> No difference <input type="checkbox"/> DK <input type="checkbox"/> NR
13	Have you been inside the Colony Square Complex?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> NR
14	<u>IF YES,</u> How frequently do you go there?	
15	What are the main reasons you go there?	

16	Are you able to get from place to place easily within the complex?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
17	<u>IF NO,</u> What changes would help?	
18	Who do you feel are the primary users of the different Colony Square facilities? The people who live and work there? People from this immediate area? People from other parts of Atl?	<input type="checkbox"/> CS Res. <input type="checkbox"/> This area <input type="checkbox"/> Other Atl. <input type="checkbox"/> DK <input type="checkbox"/> NR
19	Does Colony Square in any way intrude upon your privacy?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
20	<u>IF YES,</u> Would you please tell me in what way?	
21	Do activities at Colony Square cause noise that bothers you?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
22	<u>IF YES,</u> What happens at Colony Square that causes noise that bothers you?	
23	Do you find traffic congestion in this area to be a problem?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
24	<u>IF YES,</u> Has Colony Square contributed to the traffic congestion in this area?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR

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25	Would you feel safer living in Colony Square than in your present residence?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
26	Is there any type of social contact between you and the residents of Colony Square?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> NR
27	<u>IF YES,</u> what kind of contact is there?	
28	Would you tell me what you think is especially good about Colony Square?	
29	Would you tell me what you think is especially bad about Colony Square?	
30	If you had had the opportunity, what would you have done differently in the planning or design of the Colony Square Complex?	
31	Would you like to live in Colony Square?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
32	would you like to work in Colony Square?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR

33	Do you feel that Colony Square is "people orientated"? (pedestrian?)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
34	Is the mixture of office, residential, and shopping such as exists at Colony Square a good idea?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
35	Do developments like Colony Square take away from the interest and strength of the central downtown area?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
36	Do you feel that Colony Square will draw new development into this area?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
37	<u>IF YES,</u> What type of new development do you think it will attract?	<input type="checkbox"/> Residential <input type="checkbox"/> Office <input type="checkbox"/> Commercial
38	Do you feel this will be good for the neighborhood?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
39	Do you feel that the Colony Square development has caused your property value to increase or decrease?	<input type="checkbox"/> Increase <input type="checkbox"/> Decrease <input type="checkbox"/> No Change <input type="checkbox"/> DK <input type="checkbox"/> NR
40	Are you working, unemployed, or retired?	<input type="checkbox"/> Working <input type="checkbox"/> Unemployed <input type="checkbox"/> Retired
41	<u>IF WORKING,</u> What kind of work do you do?	
42	Are you married or single?	<input type="checkbox"/> Married <input type="checkbox"/> Single

	The card I will give you has several choices as answers for the last three questions. Please tell me the letter beside the answer which is correct for you.	6
43	1) Within what age group do you fall?	_____
44	2) What is the highest level you completed in school?	_____
45	3) Into what group does your annual family income fall?	_____

THANK YOU VERY MUCH FOR YOUR HELP IN OUR STUDY. WE APPRECIATE IT VERY MUCH. (reclaim card!)

(GO BACK AND REVIEW THE SURVEY IMMEDIATELY TO BE SURE THAT EVERYTHING IS CLEAR. BE SURE INFORMATION AT TOP OF PAGE ONE HAS BEEN COMPLETED)

BEFORE GOING TO THE NEXT INTERVIEW, COMPLETE THE FOLLOWING INFORMATION ON THE INTERVIEW JUST COMPLETED.

RESPONDENT:

- |   |  |   |
|---|--|---|
| <p>51 a. COOPERATION WAS:</p> <ul style="list-style-type: none"> <li>1 - Very good</li> <li>2 - Good</li> <li>3 - Fair</li> <li>4 - Poor</li> </ul> | <p>52 b. GENERAL HEALTH WAS:</p> <ul style="list-style-type: none"> <li>1 - Very good</li> <li>2 - Good</li> <li>3 - Fair</li> <li>4 - Poor</li> </ul> | <p>53 c. MOBILITY WAS:</p> <ul style="list-style-type: none"> <li>1 - Ambulatory w/out human help</li> <li>2 - Use walker or wheelchair</li> <li>3 - Bedridden</li> </ul> |
|---|--|---|

COMMENTS:

RESIDENCE:

- |   |   |  |
|---|---|--|
| <p>54 a. HOUSING UNIT:</p> <ul style="list-style-type: none"> <li>1 - Single dwelling</li> <li>2 - Duplex or triplex</li> <li>3 - Apartment (4+)</li> <li>4 - Trailer</li> <li>5 - Other (SPECIFY)</li> </ul> | <p>55 b. HOUSING CONDITION:</p> <ul style="list-style-type: none"> <li>1 - Above average</li> <li>2 - Average</li> <li>3 - Rundown</li> </ul> | <p>56 c. HOUSING PRIVACY:</p> <ul style="list-style-type: none"> <li>1 - Very private</li> <li>2 - Moderately private</li> <li>3 - Little privacy</li> </ul> |
|---|---|--|

COMMENTS:

EXHIBIT Q: NEIGHBORHOOD NON-RESIDENTIAL  
PERSONAL INTERVIEW SCHEDULE

CASE NUMBER \_\_\_\_\_

Address \_\_\_\_\_

46 Census Tract \_\_\_\_\_, Blk. <sup>47</sup> \_\_\_\_\_

BY OBSERVATION

Interviewer \_\_\_\_\_

49 Race \_\_\_\_\_

1st \_\_\_\_\_, 2nd \_\_\_\_\_, Vac. \_\_\_\_\_

50 Male/Female \_\_\_\_\_

48 Start \_\_\_\_\_, End \_\_\_\_\_

a. COOPERATION WAS: b. PREMISES CONDITION:

Interview Date \_\_\_\_\_

51	1 - Very good	57	1 - Above average
	2 - Good		2 - Average
	3 - Fair		3 - Rundown
	4 - Poor		

Hello! I'm \_\_\_\_\_, a graduate student at Georgia Tech working under the direction of Professor Young of the College of Architecture on a research study sponsored by the National Endowment for the Arts. We are conducting a study in this area to determine if the recently completed Colony Square Complex on the corner of Peachtree and 14th Street has influenced any changes in the neighborhood. We are also interested in your reactions and evaluation of Colony Square. You and some of your neighbors have been selected as part of a random sample of people who live and work in this area. Your taking a few minutes to answer our questions will be very important to the study. Your individual answers will be kept strictly confidential and you will never be individually identified in any way.

58	How long have you been in business at this address?	_____ YRS., _____ MOS.
59	What type of business are you in?	_____
60	How many people are employed here?	_____
61	What is your position here? (job title)	_____
62	Do you find this a good place for your business to be located?  <u>IF NO,</u> Why isn't it?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
63	(IF YES on next page)	

64	<u>IF YES,</u> Do you plan to continue in business here for the foreseeable future?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
5	Is your neighborhood in transition or stable?	<input type="checkbox"/> Transition <input type="checkbox"/> Stable <input type="checkbox"/> DK <input type="checkbox"/> NR
6	Are you familiar with the Colony Square Complex on the corner of Peachtree & 14th? <u>IF NO GO TO BOTTOM OF PAGE 6 AND CONTINUE (#42)</u>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
7	Do you feel the Colony Square Complex has influenced changes in the neighborhood since its first building opened in 1969?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
8	<u>IF YES,</u> What have these changes been?	
65	Would you say that these changes have been generally good or generally bad with respect to this being a good area for your business?	<input type="checkbox"/> Good <input type="checkbox"/> Bad <input type="checkbox"/> DK <input type="checkbox"/> NR
66	Do you find that businesses and other facilities at Colony Square draw away your customers?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
67	Do you think this will become a (worse) problem in the future as the shopping and retail areas of Colony Square are completed?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
68	Has the construction of Colony Square generated <sup>ANY</sup> new business for you?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR

69	Do people who live or work at Colony Square come here?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR <div style="text-align: right;">3</div>
70	<u>IF YES,</u> About what percentage of your customers either live or work at Colony Square?	<hr/> <div style="text-align: right;">2</div>
34	Is the mixture of office, residential, and shopping such as exists at Colony Square a good idea?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
35	Do developments like Colony Square take away from the interest and strength of the central downtown area?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
36	Do you feel that Colony Square will draw new development into this area?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
37	<u>IF YES,</u> What type of new development do you think it will attract?	<input type="checkbox"/> Residential <input type="checkbox"/> Office <input type="checkbox"/> Commercial
38	Do you feel this will be good for the neighborhood?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
39	Do you feel that the Colony Square development has caused your property value to increase or decrease?	<input type="checkbox"/> Increase <input type="checkbox"/> Decrease <input type="checkbox"/> No Change <input type="checkbox"/> DK <input type="checkbox"/> NR
40	Do you think Colony Square fits well into the neighborhood?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
33	Do you feel that Colony Square is "people orientated"? (pedestrian?)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR

11	Do you feel the height of the Colony Square buildings is too great when compared to the other buildings in the surrounding area?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
12	Do you feel a relatively high concentration of activities such as exists at Colony Square is good or would you rather see the same activities spread out over a greater land area and be in lower buildings?	<input type="checkbox"/> C.S. Good <input type="checkbox"/> Lower <input type="checkbox"/> No difference <input type="checkbox"/> DK <input type="checkbox"/> NR
13	Have you been inside the Colony Square Complex? (IF NO SKIP TO QUES. 18, P. 4)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> NR
14	<u>IF YES,</u> How frequently do you go there?	_____
15	What are the main reasons you go there?	
16	Are you able to get from place to place easily within the complex?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
17	<u>IF NO,</u> What changes would help?	
18	Who do you feel are the primary users of the different Colony Square facilities? The people who live and work there? People from this immediate area? People from other parts of Atl?	<input type="checkbox"/> CS Res. <input type="checkbox"/> This area <input type="checkbox"/> Other Atl. <input type="checkbox"/> DK <input type="checkbox"/> NR
19	Does Colony Square in any way intrude upon your privacy?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
20	<u>IF YES,</u> Would you please tell me in what way?	

4

21	Do activities at Colony Square cause noise that bothers you?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR	5
22	<u>IF YES,</u> What happens at Colony Square that causes noise that bothers you?		
23	Do you find traffic congestion in this area to be a problem?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR	
24	<u>IF YES,</u> Has Colony Square contributed to the traffic congestion in this area?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR	
71	Would you feel safer working in Colony Square than in your present location?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR	
2B	Would you tell me what you think is especially good about Colony Square?		
27	Would you tell me what you think is especially bad about Colony Square?		
3D	If you had had the opportunity, what would you have done differently in the planning or design of the Colony Square Complex?		

31	Would you like to live in Colony Square?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
32	Would you like to work in Colony Square?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK <input type="checkbox"/> NR
72	Is there any type of social contact between you and the people living or working in Colony Square?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> NR
73	<u>IF YES,</u> what kind of contact is there?	
42	Are you married or single?	<input type="checkbox"/> Married <input type="checkbox"/> Single
X	The card I will give you has several choices as answers for the last three questions. Please tell me the letter beside the answer which is correct for you.	
43	1) Within what age group do you fall?	_____
44	2) What is the highest level you completed in school?	_____
45	3) Into what group does your annual family income fall?	_____
THANK YOU VERY MUCH FOR YOUR HELP IN OUR STUDY. WE APPRECIATE IT VERY MUCH. <u>(reclaim card!)</u>		
(GO BACK AND REVIEW THE SURVEY IMMEDIATELY TO BE SURE THAT EVERYTHING IS CLEAR. BE SURE INFORMATION AT TOP OF PAGE ONE HAS BEEN COMPLETED)		
COMMENTS:		

EXHIBIT R: COLONY HOUSE PERSONAL INTERVIEW SCHEDULE

400 Colony Square  
1201 Peachtree Street, N. E.  
Atlanta, Georgia 30361  
(404) 892-1900



**COLONY  
SQUARE**

JAMES E. CUSHMAN  
PRESIDENT

*A Development of Cushman Corporation*

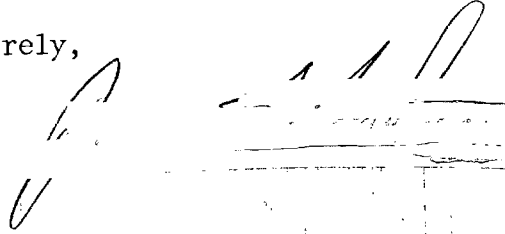
TO OUR COLONY SQUARE RESIDENTS:

I am pleased to enclose from Professor Robert Young of the College of Architecture at Georgia Tech, material containing a progress report on his recent study of Colony Square, and an outline of plans for his personal interviews with Colony House residents. Please accept my personal thanks in advance for any time you make available to Professor Young. You are, of course, under no obligation to respond and we will respect fully your preferences. I should also emphasize that any information that you provide will be kept in confidence and no personal references will be made.

As Colony Square becomes known more and more for its growing "sense of community," we will be called upon for our various viewpoints on the quality urban environment we have attempted to create here. The information being developed by Professor Young will be of considerable value to all of us.

Let me say again how pleased we are to have you make your home at Colony Square.

Sincerely,



JEC:do  
Enclosure:

GEORGIA INSTITUTE OF TECHNOLOGY

ATLANTA, GEORGIA 30332

COLLEGE OF  
ARCHITECTURE

March 24, 1976

Colony House Residents:

Our research study of Colony Square is progressing well. We have recently completed interviews based on a random selection of residential and non-residential occupants within a half-mile radius of Colony Square. This information is now being tabulated and will allow us to consider not only an evaluation of Colony Square from within (resident users), but also an evaluation by those into whose community Colony Square was placed.

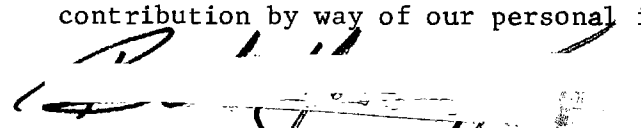
A great deal of time and effort has gone into developing an interview schedule for the residents of Colony House and with your help we are prepared to begin immediately. Many of you have already contributed in the past and we have drawn in part on that information in the preparation for this stage of our work.

By way of a brief review -- With financial support from the National Endowment for the Arts and the College of Architecture at Georgia Tech, I have undertaken an after-occupancy user-needs evaluation of Colony Square. This is an emerging area in architecture and planning and our current work is the first effort undertaken to my knowledge which attempts to address a development having the characteristics of Colony Square. Atlanta has recently seen the development of several mixed-use complexes and if this trend continues an evaluation of this development type becomes all the more important. My thesis is; 1) your input through evaluation of Colony Square can contribute as a design aid in making future similar developments better, and 2) such evaluations as the one undertaken can be a valuable management tool for existing developments.

After having undertaken a survey of the area surrounding Colony Square and benefiting from your earlier assistance on our mail survey the next step and the most significant thus far is individual interviews with one member of each household in Colony House. We have tested the questions on the interview schedule and find them to take approximately one hour. Your help is vital and as a result your convenience becomes our schedule be it morning, afternoon, or evening - weekday, or weekend. We hope to complete this phase of our work by the end of April or shortly thereafter, and I will be contacting you by phone to arrange an appointment.

This work is important to me as a design professional and teacher -- I think it will also be of direct benefit to you as a resident of Colony Square, and hope you agree. All individual responses will be kept confidential with only collective results published. I will make results available to you through Cushman Corporation. We will leave a copy of an evaluation of the plaza indicating how visiting architects thought you would respond to it, and a copy of selected portions of my paper, Colony Square: After-Occupancy User-Needs Evaluation, which will appear in Human Response to Tall Buildings to be published by Dowden, Hutchinson & Ross when we call on you. In this way we can share results of the initial stages of our work.

With appreciation for your help in the past and in anticipation of your future contribution by way of our personal interviews,

  
Robert J. Young, P.E., A.C.A.  
Associate Professor

CASE #	DATE	TIME IN	TIME OUT	E.T.

1

1

**EMPLOYMENT STATUS AND WORKPLACE:**

The following questions are about your employment, places you have worked, and the relationship between where you work and where you live. There are also questions you will be able to answer for us about your spouse.

- 2 Are YOU presently employed, unemployed, retired, homemaker, etc?
- 1) Employed
  - 2) Unemployed
  - 3) Retired
  - 4) Homemaker
  - 5) Other \_\_\_\_\_
  - 6) NR

● IF OTHER THAN EMPLOYED SKIP TO QUESTION 26, PAGE 3

● IF EMPLOYED:

- 3 Do you work within the Colony Square Complex?
- 1) Yes
  - 2) No
  - 3) NR

● IF YES:

- 4 Do you work on the Mall Levels, in the Hotel, or in the Office Towers?
- 1) Mall Levels
  - 2) Hotel
  - 3) Office Towers
  - 4) NR

- 5 What type of work do you do? (Probe if necessary to get at what specifically is done)
- \_\_\_\_\_

- 6 Do you find it desirable to both live and work in the same location?
- 1) Yes
  - 2) No
  - 3) DK
  - 4) NR

- 7 What do you feel is the major advantage to you of both living and working in the same location?
- \_\_\_\_\_

- 8 Was this close proximity of residence and work place an important factor in your moving to Colony Square?
- 1) Yes
  - 2) No
  - 3) DK
  - 4) NR

- 9 Is your place of employment in a high-rise building?
- 1) Yes
  - 2) No
  - 3) NR

● IF EMPLOYED IN HIGH-RISE:

- 10 Do you find there to be anything uncomfortable or undesirable associated with both living and working in high-rise buildings?
- |    |     |
|----|-----|
| 1) | Yes |
| 2) | No  |
| 3) | DK  |
| 4) | NR  |

● IF YES:

- 11 What is it that you find uncomfortable or undesirable?
- 
- 

- 12 What is the total length of time you have worked in high-rise buildings? (Present work-place + any previous)
- |    |                        |
|----|------------------------|
| 1) | _____ YRS., _____ MOS. |
| 2) | NR                     |

● IF NOT EMPLOYED IN HIGH-RISE:

- 13 Have you ever worked in high-rise buildings?
- |    |     |
|----|-----|
| 1) | Yes |
| 2) | No  |
| 3) | NR  |

● IF YES:

- 14 For how long a period of time?
- |    |                        |
|----|------------------------|
| 1) | _____ YRS., _____ MOS. |
| 2) | NR                     |

● IF NO (NOT WORKING IN C.S.):

- 15 How far is your place of employment from Colony Square in terms of the time it typically takes you to get to work?
- |    |                        |
|----|------------------------|
| 1) | _____ MIN., _____ HRS. |
| 2) | DK                     |
| 3) | NR                     |

- 16 What transportation mode do you usually use in going to work?
- |    |                       |
|----|-----------------------|
| 1) | Private Automobile    |
| 2) | Car Pool              |
| 3) | Public Transportation |
| 4) | Walk                  |
| 5) | Other _____           |
| 6) | NR                    |

- 17 What type of work do you do? (Probe if necessary to get at what specifically is done)
- 

- 18 How important to you is a close proximity of place of residence and place of employment? WOULD YOU SAY very important, important, not very important, or unimportant?
- |    |                    |
|----|--------------------|
| 1) | Very Important     |
| 2) | Important          |
| 3) | Not very important |
| 4) | Unimportant        |
| 5) | NR                 |

19 If it were reasonably possible would you like to work within the Colony Square Complex as well as living here?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

20 Is your place of employment in a high-rise building?

- 1) Yes
- 2) No
- 3) NR

● IF EMPLOYED IN HIGH-RISE:

21 Do you find there to be anything uncomfortable or undesirable associated with both living and working in high-rise buildings?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

● IF YES:

22 What is it that you find uncomfortable or undesirable?

\_\_\_\_\_  
\_\_\_\_\_

23 What is the total length of time you have worked in high-rise buildings? (Present + any previous)

- 1) \_\_\_\_\_ YRS., \_\_\_\_\_ MOS.
- 2) NR

● IF NOT EMPLOYED IN HIGH-RISE:

24 Have you ever worked in high-rise buildings?

- 1) Yes
- 2) No
- 3) NR

● IF YES:

25 For how long a period of time?

- 1) \_\_\_\_\_ YRS., \_\_\_\_\_ MOS.
- 2) NR

26 Is YOUR SPOUSE presently employed, unemployed, retired, homemaker, etc?

- 1) Employed
- 2) Unemployed
- 3) Retired
- 4) Homemaker
- 5) Other \_\_\_\_\_
- 6) NR

● IF OTHER THAN EMPLOYED SKIP TO QUESTION 50 , PAGE 6 . . .

● IF SPOUSE EMPLOYED:

27 Does your spouse work within the Colony Square Complex?

- 1) Yes
- 2) No
- 3) NR

● IF YES:

28 Does your spouse work on the Mall Levels, in the Hotel, or in the Office Towers?

- 1) Mall Levels
- 2) Hotel
- 3) Office Towers
- 4) NR

29 What type of work does your spouse do? (Probe if necessary to get at what specifically is done)

\_\_\_\_\_

30 Does your spouse find it desirable to both live and work in the same location?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

31 What does your spouse feel is the major advantage of both living and working in the same location?

\_\_\_\_\_

\_\_\_\_\_

32 Was this close proximity of residence and work place an important factor in moving to Colony Square?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

33 Is your spouse's place of employment in a high-rise building?

- 1) Yes
- 2) No
- 3) NR

● IF SPOUSE EMPLOYED IN H-R:

34 Does your spouse find there to be anything uncomfortable or undesirable associated with both living and working in high-rise buildings?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

● IF YES:

35 What is it that your spouse finds uncomfortable or undesirable?

\_\_\_\_\_

\_\_\_\_\_

36 What is the total length of time your spouse has worked in high-rise buildings? (Present + any previous)

- 1) \_\_\_\_\_ YRS., \_\_\_\_\_ MOS.
- 2) NR

● IF SPOUSE NOT EMPLOYED IN H-R:

37 Has your spouse ever worked in high-rise buildings?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

**IF YES:**

38

For how long a period of time?

- 1) \_\_\_\_\_ YRS., \_\_\_\_\_ MOS.  
 2) DK  
 3) NR

**IF NO (SPOUSE NOT WORKING IN C.S.):**

39

How far is your spouse's place of employment from C.S. in terms of the time it typically takes your spouse to get to work?

- 1) \_\_\_\_\_ MIN., \_\_\_\_\_ HRS.  
 2) DK  
 3) NR

40

What transportation mode does your spouse usually use in going to work?

- 1) Private Automobile  
 2) Car Pool  
 3) Public Transportation  
 4) Walk  
 5) Other \_\_\_\_\_  
 6) NR

41

What type of work does your spouse do? (Probe if necessary to get at what specifically is done)

42

How important to your spouse is a close proximity of place of residence and place of employment? WOULD YOU SAY very important, important, not very important, or unimportant?

- 1) Very Important  
 2) Important  
 3) Not very important  
 4) Unimportant  
 5) DK  
 6) NR

43

If it were reasonably possible would your spouse like to work within the Colony Square Complex as well as living here?

- 1) Yes  
 2) No  
 3) DK  
 4) NR

44

Is your spouse's place of employment in a high-rise building?

- 1) Yes  
 2) No  
 3) DK  
 4) NR

**IF SPOUSE EMPLOYED IN H-R:**

45

Does your spouse find there to be anything uncomfortable or undesirable associated with both living and working in high-rise buildings?

- 1) Yes  
 2) No  
 3) DK  
 4) NR

**IF YES:**

46

What is it that your spouse finds uncomfortable or undesirable?

47 What is the total length of time your spouse has worked in high-rise buildings? (Present + any previous)

1) \_\_\_\_\_ YRS., \_\_\_\_\_ MOS.  
 2) DK  
 3) NR

IF SPOUSE NOT EMPLOYED IN H-R:

48 Has your spouse ever worked in high-rise buildings?

1) Yes  
 2) No  
 3) DK  
 4) NR

● IF YES:

49 For how long a period of time?

1) \_\_\_\_\_ YRS., \_\_\_\_\_ MOS.  
 2) DK  
 3) NR

COMMUNITY TYPES IN WHICH LIVED AND HOUSING TYPES - PREFERENCES AND EXPERIENCE:

In the following questions we are interested in the different areas in which you have lived, the types of housing in which you have lived, and your preferences for each.

Which of the following types of communities have you lived in before moving to Colony Sq.?

<u>TYPE OF COMMUNITY</u>	<u>YES</u>	<u>NO</u>	<u>NR</u>	<u># OF YEARS</u>	<u>DK</u>	<u>NR</u>
Near Downtown of large city such as Atlanta?	(50) —	—	—	(51) _____	—	—
Suburbs of large city such as Atlanta?	(52) —	—	—	(53) _____	—	—
Near Downtown of medium sized city such as Savannah?	(54) —	—	—	(55) _____	—	—
Suburbs of medium sized city?	(56) —	—	—	(57) _____	—	—
Small Town?	(58) —	—	—	(59) _____	—	—
Rural?	(60) —	—	—	(61) _____	—	—

62 Which of these types of communities did you enjoy living in most?

1) Downtown, large city  
 2) Suburbs, large city  
 3) Downtown, medium city  
 4) Suburbs, medium city  
 5) Small town  
 6) Rural  
 7) DK  
 8) NR

63 Are there any special reasons why?

\_\_\_\_\_

\_\_\_\_\_

64 Which type of community did you live in immediately before moving to Colony Square?

- 1) Downtown, large city
- 2) Suburbs, large city
- 3) Downtown, medium city
- 4) Suburbs, medium city
- 5) Small town
- 6) Rural
- 7) NR

65 Was this in the local area, another part of the state, or out of state?

- 1) Local area
- 2) Another part of state
- 3) Out of state
- 4) NR

66 Which of the following residence types have you lived in before moving to Colony Square?

<u>TYPE OF RESIDENCE</u>	<u>YES</u>	<u>NO</u>	<u>NR</u>	<u># OF YEARS</u>	<u>DK</u>	<u>NR</u>
Single Family Dwelling (67)	—	—	—	(68) _____	—	—
Low-Rise Apartment (69)	—	—	—	(70) _____	—	—
High-Rise Apartment (71)	—	—	—	(72) _____	—	—
Low-Rise Condominium (73)	—	—	—	(74) _____	—	—
High-Rise Condominium (75)	—	—	—	(76) _____	—	—
Other _____ (77)	—	—	—	(78) _____	—	—

79 Which of these types of residences did you prefer?

- 1) Single Family Dwelling
- 2) Low Rise Apartment 7)
- 3) High Rise Apartment 8)
- 4) Low Rise Condominium
- 5) High Rise Condominium
- 6) Other \_\_\_\_\_

DK  
NR

80 Are there any special reasons why?

\_\_\_\_\_

\_\_\_\_\_

81 Which residential type did you live in most recently before coming to Colony Square?

- 1) Single Family Dwelling
- 2) Low Rise Apartment
- 3) High Rise Apartment
- 4) Low Rise Condominium
- 5) High Rise Condominium
- 6) Other \_\_\_\_\_
- 7) NR

82 How did you learn of Colony Square?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**COMPARATIVE DATA:**

Before going on to other parts of the interview we would appreciate your answering several questions which will be helpful to us in comparing responses of those in similar income, age, and education groups. Again, this is for comparison by group only with all specific information about any individual or household being kept confidential.

GIVE CARD # 1 :

Please tell me the number beside the appropriate response for the next three (3) questions I will ask.

83 Within what age group do you fit?

1)	1	7)	7
2)	2	8)	8
3)	3	9)	9
4)	4	10)	10
5)	5	11)	11
6)	6	12)	12

84 What is the highest level you reached in school?

1)	1	5)	5
2)	2	6)	6
3)	3	7)	7
4)	4		

85 Into what group does your annual family income fall?

1)	1	5)	5
2)	2	6)	6
3)	3	7)	7
4)	4		

RECLAIM CARD: Thank You!

86 Would you also tell me whether you are married, single, separated, divorced, or widowed?

1)	Married
2)	Single
3)	Separated
4)	Divorced
5)	Widowed

**MIXED USE CONCEPT AND NEIGHBORHOOD IMPACT:**

These next questions deal with the mixed-use composition of the Colony Square Square Complex and any impact you might feel Colony Square has had on the surrounding neighborhood.

87 Do you feel the mix of office, residential, hotel, and retail such as exists at Colony Square is a good idea?

1)	Yes
2)	No
3)	DK
4)	NR

88 Do you feel a relatively high concentration of activities on a limited land area such as exists at Colony Sq. is good or would you rather see the same activities spread out over a greater land area and be in lower buildings?

1)	High Concentration
2)	Spread Out
3)	No Difference
4)	DK
5)	NR

89 Do you think the best physical location for a mixed-use development is near an urban core as is the case with Colony Square, or should it be located in a more suburban area?

- 1) Urban Core
- 2) Suburban
- 3) No Difference
- 4) DK
- 5) NR

90 Intensive mixed-use development is projected in connection with several of the proposed MARTA stations. Do you favor such developments?

- 1) Favor
- 2) Oppose
- 3) DK
- 4) NR

91 Do you feel developments like Colony Square take away from the interest and strength of the central downtown area?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

● IF YES:

92 In what way?

---



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93 Do you think Colony Square fits well into the neighborhood?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

94 Do you feel the height of the Colony Sq. buildings is too great when compared to the other buildings in the surrounding area?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

95 Would you rate the density of people making use of Colony Square as very low, low, moderate, high, or very high?

- 1) Very Low
- 2) Low
- 3) Moderate
- 4) High
- 5) Very high

96 Would you say the neighborhood surrounding Colony Square is in transition or stable?

- 1) Transition
- 2) Stable
- 3) DK
- 4) NR

97 How has Colony Square influenced the surrounding area to the NORTH of 14th St. toward Ansley Park since its first building opened in 1969

- 1) No Change
- 2) DK
- 3) NR

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---



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98 How has Colony Square influenced the surrounding area to the SOUTH of 14th St. toward 10 th St. since its first building opened in 1969

- 1) No Change
  - 2) DK
  - 3) NR
- 
- 

99 Do you consider the transition between Colony Square and Ansley Park to be successful or unsuccessful?

- 1) Successful
- 2) Unsuccessful
- 3) DK
- 4) NR

100 Do you think that Colony Square will draw new development into this area?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

IF YES:

101 What type of new development do you think this will be?

- 1) Residential
- 2) Commercial/Retail
- 3) Office
- 4) Professional
- 5) Other \_\_\_\_\_
- 6) DK
- 7) NR

102 Do you consider Colony Square to be a "LANDMARK"?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

LAYOUT OF COLONY SQUARE COMPLEX ELEMENTS/ACCESS/PARKING:

The following questions deal with the way the different parts which make up the Colony Square Complex relate to one another, access to the complex, parking, and things like that.

103 Do you feel the different parts that make up the Colony Square Complex are related to one another in a convenient way to facilitate your activities?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

IF NO:

104 How would you change them?

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105 Do you find the different level changes within Colony Square to be interesting or would you rather see everything on a single level?

- 1) Levels interesting
- 2) Prefer single level
- 3) DK
- 4) NR

● IF SINGLE LEVEL:

106 Why would you prefer a single level?

\_\_\_\_\_  
\_\_\_\_\_

107 Vertical movement between the mall levels and the main parking levels is by escalator with transition then to elevators for access to the upper floors of the residences and office towers. Do you find this to be satisfactory or unsatisfactory?

- 1) Satisfactory
- 2) Unsatisfactory
- 3) DK
- 4) NR

● IF UNSATISFACTORY:

108 How would you like it to be?

\_\_\_\_\_  
\_\_\_\_\_

109 Do signs clearly indicate directions from one point to another within the complex so you can easily get from place to place?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

● IF NO:

110 What do you see as problem areas?

\_\_\_\_\_  
\_\_\_\_\_

111 Can you move comfortably from place to place within the complex during periods of bad weather?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

● IF NO:

112 In what areas is this not possible?

\_\_\_\_\_  
\_\_\_\_\_

113 Is wind blowing between the buildings a problem or inconvenience to you?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

114 Do you feel the nearness of the Memorial Arts Center is an asset to Colony Sq.?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

115 Do you attend performances at the Memorial Arts Center or make use of its other facilities?

- 1) Yes
- 2) No
- 3) NR

116 Do you make use of public transportation in Atlanta? 1) Yes 2) No 3) NR

117 Do you anticipate the use of the MARTA rail system after the nearby Arts Center station is complete and in service? 1) Yes 2) No 3) DK 4) NR

Do you find access to the Colony Square Complex to be convenient by . . . .

Table with 4 columns: TRANSPORTATION MODE, YES, NO, DK, NR. Rows include 118 Automobile?, 119 Public Transportation?, 120 Foot?

121 How many automobiles are there in your household? 1) None 2) One 3) Two 4) Three 5) Four 6) Other 7) NR IF NONE, SKIP TO QUESTION 126, PAGE 12

122 Is the cost of your residential parking reasonable? 1) Yes 2) No 3) DK 4) NR

IF NO: 123 How should it be paid for?

124 Do you find the residential parking area to be conveniently layed out? 1) Yes 2) No 3) DK 4) NR

IF NO: 125 What changes would you suggest?

126 Do visitors have difficulty finding their way from the main parking areas to your residence unit? 1) Yes 2) No 3) DK 4) NR

● IF YES:

127 What problems do they have? \_\_\_\_\_  
\_\_\_\_\_

128 What changes would be of help? \_\_\_\_\_  
\_\_\_\_\_

129 Has the number of automobiles in your household changed since you moved to Colony Square? 1) Yes  
2) No  
3) NR

● IF NOW LESS:

130 Was this a result of being able to satisfy many of your travel related needs locally, reduced travel requirements because Colony Square is close to where you need to go, or some other reason? 1) Satisfy locally  
2) Proximity of need  
3) Other reason(s)  
4) NR

■ PUBLIC SPACES -- MALL LEVELS -- SHOPPING MALL:

The next section deals with the Colony Square public spaces, and retail mall.

131 Do you find the mall levels interesting? 1) Yes  
2) No  
3) NR

● IF YES:

132 What is it that makes them interesting for you? \_\_\_\_\_  
\_\_\_\_\_

133 What would make them more interesting to you? \_\_\_\_\_  
\_\_\_\_\_

● IF NO:

134 Why aren't they interesting for you? \_\_\_\_\_  
\_\_\_\_\_

135 What would make them more interesting to you? \_\_\_\_\_  
\_\_\_\_\_

136 How frequently are you on the mall levels? 1) Daily  
2) Several Times weekly  
3) Weekly  
4) Several times monthly  
5) Monthly  
6) Almost never  
7) Other \_\_\_\_\_  
8) NR

137) Would you rate the intensity of activity on the mall levels as very low, low, moderate, high, or very high?

1) Very Low  
 2) Low  
 3) Moderate  
 4) High  
 5) Very High  
 6) DK  
 7) NR

138) Would you like to see a greater intensity of activity taking place on the mall levels?

1) Yes  
 2) No  
 3) DK  
 4) NR

139) Do you see any conflict between activities which are taking place, or might take place on the mall levels and your privacy as a resident?

1) Yes  
 2) No  
 3) DK  
 4) NR

● IF YES:

140) What type of conflict has there been or do you project?

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141) Do you use the seating areas on the mall?

1) Yes  
 2) No  
 3) NR

● IF YES:

142) Do you find them to be comfortable?

1) Yes  
 2) No  
 3) NR

143) Are they conveniently located?

1) Yes  
 2) No  
 3) DK  
 4) NR

● IF NO:

144) Why don't you make use of the seating?

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For the following two (2) facilities we would like you to first indicate if they are available on the mall levels, and second indicate if you feel they should be available.

TYPE OF FACILITY	ARE AVAILABLE				SHOULD BE AVAILABLE			
	YES	NO	DK	NR	YES	NO	DK	NR
Water fountains?	145	—	—	—	146	—	—	—
Restrooms?	147	—	—	—	148	—	—	—

149 About what percentage of your day to day shopping needs are satisfied by the stores and shops in the Colony Square Complex?

- 1) Less than 19%
- 2) 20% to 39%
- 3) 40% to 59%
- 4) 60% to 79%
- 5) 80% to 100%
- 6) DK
- 7) NR

150 Do you anticipate the percentage of your day to day shopping needs satisfied within the complex will increase when the retail areas have been completely leased?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

151 In what area of Metro-Atlanta do you do most of your shopping?(Include breakdown of what types of shopping takes place where if that information is provided to you)

- 1) Colony Square \_\_\_\_\_
- 2) Immed. Neighborhood \_\_\_\_\_
- 3) Ansley Mall \_\_\_\_\_
- 4) Broadview Plaza \_\_\_\_\_
- 5) Lenox/Phipps \_\_\_\_\_
- 6) Buckhead \_\_\_\_\_
- 7) Downtown \_\_\_\_\_
- 8) Suburban Malls \_\_\_\_\_
- 9) Other \_\_\_\_\_
- 10) NR

152 Have various facilities and shops being available at Colony Square reduced the frequency of your shopping related trips to other parts of the city relative to where you last lived?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

153 What facilities, shops, etc. does the shopping mall currently lack that you think would be desirable?

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154 Do you find shops located around the perimeter of the ice rink desirable for you as a shopper?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

IF NO:

155 Why not?

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156 Do you consider the ice rink a desirable part of Colony Square?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

● IF NO:

157 Why do you feel this way?

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158 Do you feel the retail shopping areas of Colony Square serve primarily Colony Square Complex residents or people from other areas of Atlanta?

- 1) Colony Square residents
- 2) Other Atlanta areas
- 3) Both
- 4) DK
- 5) NR

159 Are there convenient commercial places for you to eat within the Colony Square Complex?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

● IF YES:

160 Do you make use of them?

- 1) Yes
- 2) No
- 3) Other \_\_\_\_\_
- 4) NR

● IF NO:

161 Would you suggest the type of eating place you would like to see included in Colony Square, if any?

---



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162 Do you expect to make use of the cafeteria which is scheduled to open in the complex during the last part of March?

- 1) Yes
- 2) No
- 3) Didn't know about it
- 4) DK
- 5) NR

163 Would you say that Colony Square provides facilities which allow you to persue your recreational and leisure time interests completely, most of the time, hardly at all, or not at all?

- 1) Completely
- 2) Most of the time
- 3) Hardly at all
- 4) Not at all
- 5) DK
- 6) NR

164 What recreational or leisure time activities or facilities would you like to have been included in Colony Square which do not now exist?

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THE FAIRMONT HOTEL -- ITS FACILITIES AND SERVICES:

165

Do you feel having a hotel with its various facilities makes a positive contribution to the overall Colony Square Complex, and as a result is an important part of the whole?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

166

Are there things you would like to have been different about the hotel?

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167

Do you ever make use of the facilities or services of the hotel?

- 1) Yes
- 2) No
- 3) NR

IF YES:

Would you please tell me which facilities or services, with what frequency, and what your opinion of them is?

<u>FACILITY/SERVICE:</u>		<u>FREQUENCY:</u>		<u>DK</u>	<u>NR</u>	<u>OPINION:</u>		<u>DK</u>	<u>NR</u>
168	_____	169	_____	—	—	170	_____	—	—
171	_____	172	_____	—	—	173	_____	—	—
174	_____	175	_____	—	—	176	_____	—	—
177	_____	178	_____	—	—	179	_____	—	—

**MATERIALS AND LANDSCAPING:**

The next questions deal with construction and finish materials used in Colony Square and landscaping features.

- 180 Do you feel the use of concrete in Colony Square is over emphasized, about right, or under emphasized?
- 1) Over emphasized  
2) About right  
3) Under emphasized  
4) DK  
5) NR
- 181 What kind of feeling does the use of concrete in Colony Square cause you to have?
- 
- 
- 182 Would you like to see a wider variety of building and finish materials used within Colony Square?
- 1) Yes  
2) No  
3) DK  
4) NR
- **IF YES:**
- 183 What types of materials would you like to see used?
- 
- 
- 184 Should the use of color in Colony Sq. be increased or decreased?
- 1) Increased  
2) Decreased  
3) Kept Same  
4) DK  
5) NR
- 185 Do you feel incorporating the use of natural planting in buildings is important or unimportant?
- 1) Important  
2) Unimportant  
3) DK  
4) NR
- 186 Would you like to see more natural planting areas developed in Colony Square?
- 1) Yes  
2) No  
3) DK  
4) NR
- 187 Would you like to see more use of water made in the Colony Square public areas?
- 1) Yes  
2) No  
3) DK  
4) NR

COLONY SQUARE PLAZA SUMMARY USING SEMANTIC DIFFERENTIAL SCALES -- ARCHITECTS' EVALUATION:

GIVE CARD # 2 :

During the May 1975 American Institute of Architects National Convention, Colony Square Plaza was one of several places in Atlanta which was rated by the architects. The form shown on the card I have just given you is a reproduction of the one they used. Your responses here when compared to the responses of the architects will prove helpful in showing the architects' perception (or lack of it) of how the user will feel about a building or space. After you complete this section I will give you a copy of how the architects at the convention thought you would evaluate the plaza so you can see how close they came or how far away they were from your own ideas. The card I gave you contains a scale that will allow us to record a variation of your answers beyond an absolute yes/no, or high/low etc. We will be using cards like this from time to time during the remainder of the interview. The card contains a number of pairs of terms which are opposites with seven (7) spaces separating them. The number four (4) in the center space represents a neutral response while answering with the number of a space progressively closer to one of the terms indicates the relative strength of your response. Please indicate your evaluation of the COLONY SQUARE PLAZA in terms of the numbers under the appropriate spaces.

188	NOT AT ALL STIMULATING	(1)	(2)	(3)	(4)	(5)	(6)	(7)	VERY STIMULATING	(8)	(9)
189	NOT AT ALL LIVELY	(1)	(2)	(3)	(4)	(5)	(6)	(7)	VERY LIVELY	(8)	(9)
190	NOT AT ALL QUIET	(1)	(2)	(3)	(4)	(5)	(6)	(7)	VERY QUIET	(8)	(9)
191	NOT AT ALL INVITING	(1)	(2)	(3)	(4)	(5)	(6)	(7)	VERY INVITING	(8)	(9)
192	NOT AT ALL BORING	(1)	(2)	(3)	(4)	(5)	(6)	(7)	VERY BORING	(8)	(9)
193	NOT AT ALL SURPRISING	(1)	(2)	(3)	(4)	(5)	(6)	(7)	VERY SURPRISING	(8)	(9)
194	NOT AT ALL UGLY	(1)	(2)	(3)	(4)	(5)	(6)	(7)	VERY UGLY	(8)	(9)
195	NOT AT ALL ORDINARY	(1)	(2)	(3)	(4)	(5)	(6)	(7)	VERY ORDINARY	(8)	(9)

RECLAIM CARD: Thank You!

GIVE COPY OF ARCHITECTS' EVALUATION:

COLONY HOUSE AND INDIVIDUAL RESIDENCE-UNITS:

This section addresses physical characteristics of Colony House, and your satisfaction with Colony House as a whole and your individual residential unit in specific.

196 How long have you lived in Colony House? 1) \_\_\_\_\_ YRS., \_\_\_\_\_ MOS.

2) NR

197 Have you lived in parts of Colony House other than your present residence? 1) Yes

2) No

3) NR

● IF YES:

198 For what period of time? 1) \_\_\_\_\_ YRS., \_\_\_\_\_ MOS.

2) NR

199 What led to your changing locations within Colony House?

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200 Do you plan to move to another residence within Colony House or Hanover House in the foreseeable future? 1) Yes

2) No

3) DK

4) NR

201 Do you see Colony House and Colony Square as a permanent residence for you or one that fits your requirements for a special period of time in your life? 1) Permanent

2) Special Period

3) DK

4) NR

● IF SPECIAL PERIOD:

202 Would you tell me what this special period of time is?

---



---

203 How many adults and how many children are there in your household? (Adults would be those 18 yrs. of age and over)

ADULTS:CHILDREN:

1) One

1) One

2) Two

2) Two

3) Three

3) Three

4) Four

4) Four

5) Five

5) Five

6) Other \_\_\_\_\_

6) Other \_\_\_\_\_

7) NR

7) NR

● IF NO CHILDREN SKIP TO  
QUESTION 205 , PAGE 21

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● IF CHILDREN:

204 Where do the younger children play?

1) Residential Unit itself

2) Building Hallways

3) Building Lobby

4) Assigned areas in building

5) Colony Sq. public areas

6) Ice Rink

7) Neighborhood Park

8) School Grounds

9) Other \_\_\_\_\_

10) NR

205 Do you think Colony Square is a good place for children to live?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

● IF YES:

206 What is it about Colony Square that makes you feel this way?

---



---

● IF NO:

207 What is it about Colony Square that Makes you feel this way?

---



---

208 Do you feel the main entrance to Colony House is conveniently located relative to the other elements of Colony Square?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

● IF NO:

209 What change would you suggest that would have made the relationship better?

---



---

210 Is your residence a pleasant place to come home to?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

211 Is the Colony House Lobby a pleasant transition between "outside" and your residence unit?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

● IF NO:

212 What changes would make the transition more pleasant to you?

---



---

213 Do you make use of the stairs in Colony House? 1) Yes 2) No 3) NR

IF YES:

214 Is this by choice or necessity? 1) Choice 2) Necessity 3) NR

215 Is there sufficient storage space in your residence? 1) Yes 2) No 3) DK 4) NR

IF NO:

216 Do you find the availability of other storage space in the building satisfies your needs? 1) Yes 2) No 3) DK 4) NR

Is your home comfortable in terms of...

Table with columns: CLASSIFICATION, YES, NO, DK, NR, IF NO, WHAT ARE PROBLEMS?. Rows include: 217 Being warm enough in Winter?, 219 Being cool enough in Summer?, 221 Having enough sunlight? with corresponding problem boxes 218, 220, 222.

Are the lighting levels pleasant and adequate in the following locations?

Table with columns: LOCATION, YES, NO, DK, NR, IF NO, WHAT ARE PROBLEMS?. Rows include: 223 Colony House Lobby, 225 Elevator Lobby, 227 Hallways, 229 Residence Unit, 231 Parking Garage with corresponding problem boxes 224, 226, 228, 230, 232.

233 Is living in a building the height of Colony House in any way disturbing to you? 1) Yes 2) No 3) NR

IF YES:

234 In what way? \_\_\_\_\_

235 Is there anything about the relationship of the rooms of your residence that you wish were different?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

● IF YES:

236 What would you like to see different?

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If one of the rooms in your home was to be made larger and one of the rooms was to be made smaller with the total floor area of your home remaining constant, which room would you make larger and which room would you make smaller?

237 Make Larger

- 1) \_\_\_\_\_
- 2) DK
- 3) NR

238 Make Smaller

- 1) \_\_\_\_\_
- 2) DK
- 3) NR

239 Some of the living units in Colony House are on more than one level. Do you prefer the change of levels within the living unit or do you like for everything to be on a single level?

- 1) Prefer level changes
- 2) Prefer single level
- 3) No Difference
- 4) DK
- 5) NR

● GIVE CARD # 3 :

The next questions will allow you to rate the quality of soundproofing 1) with regard to noises coming from outside the Colony Square Complex, 2) with regard to noises coming from other parts of the complex itself, and 3) with regard to noises coming from inside Colony House itself.

240 Using the card I have just given you, how would you rate the quality of the soundproofing of your residence with regard to noises coming from OUTSIDE the Colony Square Complex such as from automobile traffic, trucks, airplanes, etc.?

INADEQUATELY SOUNDPROOFED			COMPLETELY SOUNDPROOFED	DK	NR
(1)	(2)	(3)	(4)	(5)	(6) (7)

241 How would you rate the quality of the soundproofing of your residence with regard to noises coming from WITHIN THE COLONY SQUARE COMPLEX, such as from the plaza, hotel, etc.?

(1)	(2)	(3)	(4)	(5)	(6) (7)
-----	-----	-----	-----	-----	---------

(If #1 or 2 marked go to question 242 on top of next sheet)

● IF DISSATISFIED: ( #1, or 2)

242 What type of noises bother you and where do they come from?

\_\_\_\_\_  
\_\_\_\_\_

243 How would you rate the quality of the soundproofing of your residence with regard to noise from INSIDE COLONY HOUSE ITSELF, such as adjacent units, hallways, etc?

(1) (2) (3) (4) (5) (6) (7)

● IF DISSATISFIED: (# 1, or 2)

244 What types of noise bother you and where does it come from?

\_\_\_\_\_  
\_\_\_\_\_

● RECLAIM CARD: Thank You.

245 Is having a high degree of soundproofing important to you?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

246 Is your residence designed to allow there to be privacy between members of your household if they should so desire?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

247 Is having the option of privacy between members of your household important to you?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

● IF PRIVACY IMPORTANT BUT NOT POSSIBLE:

248 What changes would you suggest to allow more privacy between the different members of your household?

\_\_\_\_\_  
\_\_\_\_\_

249 Are you bothered by people looking into your residence from the plaza or from the office buildings?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

250 Do visitors coming to Colony Square to "sight-see" bother you?

- 1) Yes
- 2) No
- 3) NR

These questions deal with your feeling of physical safety or security in various locations in and around Colony Square. Using the scale please tell me how safe you feel in the different areas I will mention. ( For areas where the respondent answers with #1, or 2, ask why he/she feels unsafe in the area and what could be done to bring about a "safer" feeling)

HOW SAFE DO YOU FEEL IN . . .

- |  | <u>VERY UNSAFE --- VERY SAFE</u> |     |     |     |     | <u>DK</u> | <u>NR</u> |
|--|----------------------------------|-----|-----|-----|-----|-----------|-----------|
| 251 Your own residence unit?   | (1)                              | (2) | (3) | (4) | (5) | (6)       | (7)       |
|  | <u>IF UNSAFE:</u> _____          |     |     |     |     |           |           |
| 252 Colony House hallways?   | (1)                              | (2) | (3) | (4) | (5) | (6)       | (7)       |
|  | <u>IF UNSAFE:</u> _____          |     |     |     |     |           |           |
| 253 Colony House elevators?  | (1)                              | (2) | (3) | (4) | (5) | (6)       | (7)       |
|  | <u>IF UNSAFE:</u> _____          |     |     |     |     |           |           |
| 254 Colony House stairwells?   | (1)                              | (2) | (3) | (4) | (5) | (6)       | (7)       |
|  | <u>IF UNSAFE:</u> _____          |     |     |     |     |           |           |
| 255 The Parking Garage?  | (1)                              | (2) | (3) | (4) | (5) | (6)       | (7)       |
|  | <u>IF UNSAFE:</u> _____          |     |     |     |     |           |           |
| 256 The Colony Square public spaces?                                     | (1)                              | (2) | (3) | (4) | (5) | (6)       | (7)       |
|  | <u>IF UNSAFE:</u> _____          |     |     |     |     |           |           |
| 257 The surrounding area to the North of 14th Street toward Ansley Park? | (1)                              | (2) | (3) | (4) | (5) | (6)       | (7)       |
|  | <u>IF UNSAFE:</u> _____          |     |     |     |     |           |           |
| 258 The surrounding area to the South of 14th Street toward 10th Street? | (1)                              | (2) | (3) | (4) | (5) | (6)       | (7)       |
|  | <u>IF UNSAFE:</u> _____          |     |     |     |     |           |           |

**RECLAIM CARD:**

Thank You.

259 Is having a door-man on duty at all times a good idea and a service that is worth the cost to you?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

260 Do you enjoy living in Colony Square more now than you did when you first moved in?

- 1) More
- 2) Less
- 3) Same
- 4) DK
- 5) NR

261 Based on your experiences since moving into Colony Square, would you again select it as your place of residence?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

**IF NO:**

262 Would you please tell me your major reason why?

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263 For the money you pay do you feel Colony Square is a bargain, about right, expensive but worth it, or too expensive?

- 1) A Bargain
- 2) About right
- 3) Expensive but worth it
- 4) Too expensive

264 Would you say that the general atmosphere of Colony Square is very friendly, friendly, indifferent, unfriendly, or very unfriendly?

- 1) Very friendly
- 2) Friendly
- 3) Indifferent
- 4) Unfriendly
- 5) Very unfriendly
- 6) DK
- 7) NR

SOCIAL INTERACTION NETWORKS:

This portion of the interview deals with friendships you may have developed while living at Colony Square, and how the physical design of Colony Square may or may not influence social interaction.

265 Did you have friends living at Colony Square before you moved in? 1) Yes  
2) No  
3) NR

266 Have you developed friendships with others on your floor here in Colony House? 1) Yes  
2) No  
3) NR

267 Have you developed friendships with others in different parts of Colony House? 1) Yes  
2) No  
3) NR

268 Do you make use of the Colony House Lobby as a place for meeting and visiting with friends? 1) Yes  
2) No  
3) NR

● IF YES:

269 Do you find it a pleasant area for this purpose? 1) Yes  
2) No  
3) NR

● IF NO:

270 Is there any special reason why you don't? \_\_\_\_\_  
\_\_\_\_\_

271 Does Colony House's physical layout make it easy to meet people? 1) Yes  
2) No  
3) DK  
4) NR

● IF YES:

272 What physical features contribute to making it easy to meet people? \_\_\_\_\_  
\_\_\_\_\_

273 How would you respond to the statement, COLONY HOUSE IS TOO "HOTEL LIKE"? \_\_\_\_\_  
\_\_\_\_\_

274 Does living in Colony Square make it easier for you and your friends to see one another? 1) Yes  
2) No  
3) No Difference  
4) DK  
5) NR

- 275) Is there much contact between you and the residents of Ansley Park?
- 1) Yes  
2) No  
3) Other \_\_\_\_\_  
4) NR
- 276) Is there much contact between you and those living to the South of Colony Square toward 10th Street?
- 1) Yes  
2) No  
3) Other \_\_\_\_\_  
4) NR
- 277) Would you say your involvement in this neighborhood is more or less than your involvement in the neighborhood where you lived before moving to Colony Sq?
- 1) More  
2) Less  
3) About Same  
4) DK  
5) NR
- 278) From a design standpoint the mall levels were thought of as a mixing area where people from all of the component parts of Colony Sq. - offices, retail, hotel, and residences - would be able to come together. In your opinion, has this been happening?
- 1) Yes  
2) No  
3) Other  
4) DK  
5) NR
- 279) Do you expect the social interaction between the parts of Colony Square to increase with time?
- 1) Yes  
2) No  
3) DK  
4) NR
- 280) Do you feel that the components of Colony Square are working as a whole or as adjacent but largely unrelated parts?
- 1) As whole  
2) Unrelated parts  
3) DK  
4) NR
- 281) Do you feel that the complete Colony Sq. Complex is your place of residence or only Colony House itself?
- 1) Colony Sq. Complex  
2) Colony House only  
3) DK  
4) NR
- 282) Does the Colony Square management sponsor any social activities?
- 1) Yes  
2) No  
3) DK  
4) NR
- IF YES:
- 283) Do you participate in them?
- 1) Yes  
2) No  
3) Sometimes  
4) Other \_\_\_\_\_  
5) NR
- 284) Are there social activities you would like to see sponsored which have not been taking place?
- 1) Yes  
2) No  
3) DK  
4) NR

**IF YES:**

285 What would you like to see happening?

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286 Is sponsoring social activities a proper management role?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

**IF NO:**

287 Do you believe this is a proper management role?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

**IF YES:**

288 What activities would you like to see taking place?

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**MANAGEMENT:**

These questions deal primarily with Colony Square management issues.

289 Would you rate the quality of maintenance within the Colony Square Complex, exclusive of Colony House, as excellent, good, adequate, poor, or very poor?

- 1) Excellent
- 2) Good
- 3) Adequate
- 4) Poor
- 5) Very Poor
- 6) DK
- 7) NR

290 What areas, if any, do you think need further attention?

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291 Would you rate the quality of maintenance within Colony House as, excellent, good, adequate, poor, or very poor?

- 1) Excellent
- 2) Good
- 3) Adequate
- 4) Poor
- 5) Very Poor
- 6) DK
- 7) NR

292 What areas, if any, do you think need further attention?

---

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293) Is it convenient to make your feelings on issues known to the Colony Square management?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

IF YES:

294) In what way is this usually done?

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IF NO:

295) Has this caused any problems?

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296) If you have voiced a complaint to the Colony Square management in the past have you been satisfied with the action taken?

- 1) No complaint
- 2) Yes
- 3) No
- 4) NR

297) Would you rate the overall construction quality of Colony Square to be excellent, good, adequate, poor, or very poor?

- 1) Excellent
- 2) Good
- 3) Adequate
- 4) Poor
- 5) Very Poor
- 6) DK
- 7) NR

IF OTHER THAN # 1 or 2 ANSWERED ABOVE:

298) In what areas are there problems?

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299) Have you been inconvenienced by living in a complex while construction is being completed?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

IF YES:

300) What has been the primary inconvenience?

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301) Does Colony Square give any special attention to the needs of the elderly or the handicapped?

- 1) Yes
- 2) No
- 3) DK
- 4) NR

IF YES:

302) What special provisions are there?

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QUALITY OF LIFE:

This section of our interview is one of the most important and consists of ten questions. There has been a great deal of recent discussion of "QUALITY OF LIFE". This term usually isn't defined in any concrete terms and as a result is hard to measure. We are attempting here to look at the phrase "quality of life" in an organized way. A number of characteristics or conditions can be identified that have a bearing on "QUALITY OF LIFE" in urban areas for most people. For the characteristics or conditions which follow I would like for you to tell me how the QUALITY OF YOUR LIVING ENVIRONMENT at Colony Square compares to the quality of your living environment at your previous residence.

GIVE CARD # 5 :

Please use the scale on the card I have given you where a low number will indicate you feel the quality of living environment was better at your previous residence, a three (3) would mean no difference, and a high number would mean a higher quality of living environment at Colony Square. I will indicate each item and then follow it with a brief explanation of the term. Your answer is the place you feel, or felt, best and most comfortable relative to each item listed.

	<u>CHARACTERISTIC/CONDITION:</u>	<u>BETTER</u> <u>PREVIOUS</u>		<u>BETTER</u> <u>COL. SQ.</u>		<u>DK</u>	<u>NR</u>	
		(1)	(2)	(3)	(4)	(5)	(6)	(7)
303	<u>SECURITY</u> - Feeling of safety in terms of freedom from crimes of physical violence and property damage.	(1)	(2)	(3)	(4)	(5)	(6)	(7)
304	<u>CROWDING</u> - In terms of density of people and buildings.	(1)	(2)	(3)	(4)	(5)	(6)	(7)
305	<u>POLLUTION</u> - Noise pollution and air pollution.	(1)	(2)	(3)	(4)	(5)	(6)	(7)
306	<u>SENSE OF "NEIGHBORHOOD" OR "COMMUNITY"</u> - The opposite of a cold or impersonal set of surroundings.	(1)	(2)	(3)	(4)	(5)	(6)	(7)
307	<u>COMMUTING TIME</u> - Time spent in getting from place to place to undertake your normal activities.	(1)	(2)	(3)	(4)	(5)	(6)	(7)
308	<u>OPENNESS</u> - Lack of confinement or closeness such as might be provided by parks or green space.	(1)	(2)	(3)	(4)	(5)	(6)	(7)
309	<u>RACIAL UNREST</u> - Friction between those of different races, nationalities, or religions.	(1)	(2)	(3)	(4)	(5)	(6)	(7)

- 310 MUNICIPAL SERVICES- Such as water, sanitation, police, and fire. (1) (2) (3) (4) (5) (6) (7)
- 311 ACTIVITY MIX- The variety of activities possible including cultural, entertainment, and recreation. (1) (2) (3) (4) (5) (6) (7)
- 312 SOCIAL OPPORTUNITIES- Ease of establishing friendship networks. (1) (2) (3) (4) (5) (6) (7)

● RECLAIM CARD: Thank You!

SEMANTIC DIFFERENTIALS - GENERAL COLONY SQUARE COMPLEX EVALUATION:

● GIVE CARD # 6 :

By way of a general summary we would like for you to evaluate the overall Colony Square Complex using the scales on the card I have just given you. Again, the closer you move to either end of the scale will indicate the strength of your answer.

							<u>DK</u>	<u>NR</u>
313	FORMAL	(1)	(2)	(3)	(4)	(5)	INFORMAL	(6) (7)
314	SPACIOUS	(1)	(2)	(3)	(4)	(5)	CRAMPED	(6) (7)
315	COMPLEX	(1)	(2)	(3)	(4)	(5)	SIMPLE	(6) (7)
316	IMAGINATIVE	(1)	(2)	(3)	(4)	(5)	UNIMAGINATIVE	(6) (7)
317	WARM	(1)	(2)	(3)	(4)	(5)	COLD	(6) (7)

● RECLAIM CARD: Thank You!

**GENERAL SUMMARY:**

Again, by way of a general summary;

318 What things do you like BEST about Colony Square?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

319 What things do you like LEAST about Colony Square?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**ANOMIA SCALE:** Enlarged Srole anomia scale with Christie additions to offset possible agreement response set.

Our specific questions dealing with Colony Square have been completed. We believe that this study will be a worthwhile contribution to the understanding of and development of urban living environments. In order that we might have a link between this study and "Community Studies" done by other researchers, we would like to conclude the interview with a last series of questions. The set of statements which follows is a duplication of a widely recognized attitude scale which will serve as a common denominator between our study and work done by others in related fields.

**GIVE CARD # 7 :**

The following are some statements regarding public issues -- some people agree while others disagree -- THERE ARE NO RIGHT OR WRONG ANSWERS. Please give us your opinion about these statements telling whether you agree or disagree by indicating the number associated with the location on the scale which represents your opinion.

<u>STATEMENT :</u>	<u>DISAGREE</u>	<u>AGREE</u>	<u>DK</u>	<u>NR</u>
320 Most people will go out of their way to help someone else.	(1) (2) (3) (4) (5)	(6) (7)		
321 Most public officials are not really interested in the problems of the average man.	(1) (2) (3) (4) (5)	(6) (7)		
322 Nowadays a person has to live pretty much for today and let tomorrow take care of itself.	(1) (2) (3) (4) (5)	(6) (7)		
323 In spite of what some people say, the lot of the average man is getting worse, not better.	(1) (2) (3) (4) (5)	(6) (7)		

	<u>DISAGREE</u>	<u>AGREE</u>	<u>34</u>	<u>DK</u>	<u>NR</u>		
324 Most people can still be depended upon to come through in a pinch.	(1)	(2)	(3)	(4)	(5)	(6)	(7)
325 It's hardly fair to bring children into the world with the way things look for the future.	(1)	(2)	(3)	(4)	(5)	(6)	(7)
326 These days a person doesn't really know whom he can count on.	(1)	(2)	(3)	(4)	(5)	(6)	(7)
327 Most people really don't care what happens to the next fellow.	(1)	(2)	(3)	(4)	(5)	(6)	(7)
328 If you try hard enough you can usually get what you want.	(1)	(2)	(3)	(4)	(5)	(6)	(7)
329 Next to health, money is the most important thing in life.	(1)	(2)	(3)	(4)	(5)	(6)	(7)
330 You sometimes can't help wondering whether anything is worthwhile.	(1)	(2)	(3)	(4)	(5)	(6)	(7)
331 To make money there are no right and wrong ways anymore, only easy and hard ones.	(1)	(2)	(3)	(4)	(5)	(6)	(7)
332 The average man is probably better off today than he ever was.	(1)	(2)	(3)	(4)	(5)	(6)	(7)

● RECLAIM CARD: Thank You!

● EXPRESSION OF THANKS FOR COOPERATION, CONTRIBUTION, AND PATIENCE.

■ OBSERVATION: The interviewer is to answer the following questions.

- 333 Sex of respondent?
  - 1) Male
  - 2) Female
- 334 Race of respondent?
  - 1) White
  - 2) Non-White
- 335 Floor level?
- 336 Type of residence?
  - 1) Single level APARTMENT
  - 2) Split level APARTMENT
  - 3) Single level CONDOMINIUM
  - 4) Split level CONDOMINIUM
- 337 Cooperation of respondent?
  - 1) Very good
  - 2) Good
  - 3) Fair
  - 4) Poor

■ COMMENTS: (Back)

EXHIBIT S: COLONY HOUSE MAIL INTERVIEW SCHEDULE

GEORGIA INSTITUTE OF TECHNOLOGY  
ATLANTA, GEORGIA 30332

COLLEGE OF  
ARCHITECTURE

COLONY HOUSE RESIDENTS:

Progress to date of our interview efforts in Colony House are:

Colony House Condominiums

68% of interviews completed  
7% of interview attempts declined  
25% unable to contact to arrange interview time or  
contacted but without interview time scheduled

Colony House Apartments

27% of interviews completed  
5% of interview attempts declined  
68% unable to contact to arrange interview time or  
contacted but without interview time scheduled

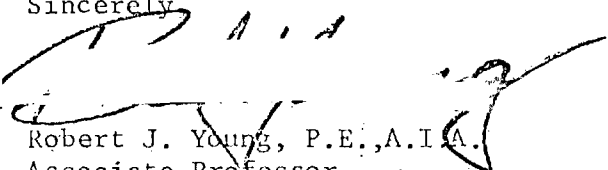
I'm delighted that in the vast majority of cases interviews were scheduled and taken when we were able to contact Colony House residents.

A major problem exists in that in a number of cases (yours included) we have either been unable to reach you by telephone or if reached a specific time was unable to be scheduled.

The quality of our research obviously is linked to the number of interviews successfully taken. I feel good about the progress to date, but would very much hope to benefit by additional information. I have gone through the original interview schedule and prepared a reduced edition which is enclosed. It should take about 15 min. to complete. It will greatly help the study if you could complete it and return to me in the stamped envelope I have provided. The information I now have is being prepared for computer analysis and I will be able to add on to the end of the run any information I have back by about June 25, 1976.

I won't bother you again, but do take the liberty to again request your assistance. All information is confidential as to source, and I will look forward to sharing the results of this study with all who participate.

Sincerely,

  
Robert J. Young, P.E., A.I.A.  
Associate Professor

cc: Mr. James Cushman

CASE #	QUESTION	RESPONSE	TAB. CODE
	Are <u>YOU</u> presently employed, unemployed, retired, homemaker, etc?	<input type="checkbox"/> Employed <input type="checkbox"/> Unemployed <input type="checkbox"/> Retired <input type="checkbox"/> Homemaker	2
	What type of work do you do?	_____	5 17
	How far is your place of employment from Colony Square in terms of the <u>TIME</u> it typically takes you to get to work?	<input type="checkbox"/> Work within Colony Square _____ MIN., _____ HRS.	3 15
	What transportation mode do you usually use in going to work?	<input type="checkbox"/> Private Auto <input type="checkbox"/> Car Pool <input type="checkbox"/> Public Trans. <input type="checkbox"/> Walk	16
	How important to you is a close proximity of place of residence and place of employment?	<input type="checkbox"/> Very Important <input type="checkbox"/> Important <input type="checkbox"/> Not Very Important <input type="checkbox"/> Unimportant	8 18
	<u>IF EMPLOYED IN A HIGH-RISE</u> (5 stories or more in height): Do you find there to be anything uncomfortable or undesirable associated with both living and working in high-rise buildings?	<input type="checkbox"/> Not working in High-Rise <input type="checkbox"/> No <input type="checkbox"/> Yes, _____	9 10 11 20 21 22
	<u>IF NOT WORKING IN COLONY SQUARE</u> : If it were reasonably possible would you like to work within the Colony Square Complex as well as living here?	<input type="checkbox"/> Working within Colony Square <input type="checkbox"/> Yes <input type="checkbox"/> No	19
	Is <u>YOUR SPOUSE</u> presently employed, unemployed, retired, homemaker, etc?	<input type="checkbox"/> Employed <input type="checkbox"/> Retired <input type="checkbox"/> Unemployed <input type="checkbox"/> Homemaker	26
	What type of work does your spouse do?	_____	29
	How far is your spouse's place of employment from Colony Sq. in terms of the <u>TIME</u> it typically takes to get to work?	<input type="checkbox"/> Spouse works within ColonySq. _____ MIN., _____ HRS.	27 39
	How important to your spouse is a close proximity of place of residence and place of employment?	<input type="checkbox"/> Very Important <input type="checkbox"/> Important <input type="checkbox"/> Not Very Important <input type="checkbox"/> Unimportant	32 42
	<u>IF SPOUSE EMPLOYED IN A HIGH-RISE</u> ( 5 or more stories in height): Does your spouse find there to be anything uncomfortable or undesirable associated with both living and working in high-rise buildings?	<input type="checkbox"/> Not working in High-Rise <input type="checkbox"/> No <input type="checkbox"/> Yes, _____	33 34 35 44 45 46
	<u>IF SPOUSE NOT WORKING IN COLONY SQUARE</u> : If it were reasonably possible would your spouse like to work within the Colony Sq. Complex as well as living here?	<input type="checkbox"/> Spouse working in Colony Sq. <input type="checkbox"/> Yes <input type="checkbox"/> No	43

EMPLOYMENT AND THE RELATIONSHIP BETWEEN PLACE OF EMPLOYMENT AND PLACE OF RESIDENCE

IF YOU ARE EMPLOYED

IF SPOUSE, AND IF SPOUSE IS EMPLOYED

COMMUNITY & HOUSING TYPE EXPERIENCE	Which type of community did you live in immediately <u>before</u> moving to Colony Square?	<input type="checkbox"/> Downtown, large city <input type="checkbox"/> Suburbs, large city <input type="checkbox"/> Downtown, medium sized city <input type="checkbox"/> Suburbs, medium sized city <input type="checkbox"/> Small town <input type="checkbox"/> Rural	64
	Was this in the local area, another part of Georgia, or out of state?	<input type="checkbox"/> Local Area <input type="checkbox"/> Another part of Georgia <input type="checkbox"/> Out of State	65
	Which residential type did you live in most recently <u>before</u> coming to Colony Square?	<input type="checkbox"/> Single Family Dwelling <input type="checkbox"/> Low Rise Apartment <input type="checkbox"/> High Rise Apartment <input type="checkbox"/> Low Rise Condominium <input type="checkbox"/> High Rise Condominium	81
	How did you learn of Colony Square?	_____	82
MIXED USE CONCEPT AND NEIGHBORHOOD IMPACT	Do you feel the mix of office, residential, hotel, and retail such as exists at Colony Square is a good idea?	<input type="checkbox"/> Yes <input type="checkbox"/> No	87
	Intensive mixed-use development is projected in connection with several of the proposed MARTA stations. Do you favor such developments?	<input type="checkbox"/> Favor <input type="checkbox"/> Oppose	90
	Do you feel developments like Colony Square take away from the interest and strength of the central downtown area?	<input type="checkbox"/> No <input type="checkbox"/> Yes, _____ _____	91 92
	Do you think Colony Square fits well into the neighborhood?	<input type="checkbox"/> Yes <input type="checkbox"/> No	93
	Do you think that Colony Square will draw new development into this area?	<input type="checkbox"/> Yes <input type="checkbox"/> No	100
	<u>IF YES:</u> What type of new development do you think this will be? (Check all you feel to be applicable)	<input type="checkbox"/> Residential <input type="checkbox"/> Commercial/Retail <input type="checkbox"/> Office <input type="checkbox"/> Professional	101
LAYOUT OF COLONY SQUARE	Do you feel the different parts that make up the Colony Square Complex are related to one another in a convenient way to facilitate your activities?	<input type="checkbox"/> Yes <input type="checkbox"/> No	103
	Do signs clearly indicate directions from one point to another within the complex so you can easily get from place to place?	<input type="checkbox"/> Yes <input type="checkbox"/> No	109
	<u>IF NO:</u> What do you see as problem areas?	_____	110

LAYOUT OF COLONY SQUARE: ELEMENTS/ACCESS/PARKING	Is wind blowing between the buildings a problem or inconvenience to you?	<input type="checkbox"/> Yes <input type="checkbox"/> No	113
	Do you make use of public transportation in Atlanta?	<input type="checkbox"/> Yes <input type="checkbox"/> No	116
	Do you anticipate the use of the MARTA rail system after the nearby Arts Center station is complete and in service?	<input type="checkbox"/> Yes <input type="checkbox"/> No	117
	How many automobiles are there in your household?	<input type="checkbox"/> None <input type="checkbox"/> Three <input type="checkbox"/> One <input type="checkbox"/> Four <input type="checkbox"/> Two <input type="checkbox"/> Other _____	121
	Is the cost of your residential parking reasonable?	<input type="checkbox"/> Yes <input type="checkbox"/> No	122
	<u>IF NO</u> : How should it be paid for?	_____ _____	123
	Do visitors have difficulty finding their way from the main parking areas to your residence?	<input type="checkbox"/> Yes <input type="checkbox"/> No	126
	Has the number of automobiles in your household changed since you moved to Colony Sq?	<input type="checkbox"/> Yes <input type="checkbox"/> No	129
<u>IF NUMBER NOW LESS</u> : Was this a result of being able to satisfy many of your travel needs, locally, reduced travel requirements because Colony Sq. is close to where you need to go, or other?	<input type="checkbox"/> Satisfy locally <input type="checkbox"/> Proximity of need <input type="checkbox"/> Other reason(s)	130	
PUBLIC SPACES AND SHOPPING MALL	Do you find the mall levels interesting?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	What would make the mall levels <u>more</u> interesting for you?	_____ _____	133 135
	How would you rate the intensity of activity on the mall levels?	<input type="checkbox"/> Very Low <input type="checkbox"/> High <input type="checkbox"/> Low <input type="checkbox"/> Very High <input type="checkbox"/> Moderate	137
	Do you see any conflict between activities which are taking place, or might take place on the mall levels and your privacy as a resident?	<input type="checkbox"/> Yes <input type="checkbox"/> No	139
	<u>IF YES</u> : What type of conflict has there been or do you project?	_____ _____	140
	About what percentage of your day to day shopping needs are satisfied by the stores and shops in the Colony Square Complex?	<input type="checkbox"/> Less than 19% <input type="checkbox"/> 20% to 39% <input type="checkbox"/> 40% to 59% <input type="checkbox"/> Above 60%	149

PUBLIC SPACES AND SHOPPING MALL	Have various facilities and shops being available at Colony Sq. reduced the frequency of your shopping related trips to other parts of the city relative to where you last lived?	<input type="checkbox"/> Yes <input type="checkbox"/> No	152
	What facilities, shops, etc., does the shopping mall currently lack that you think would be desirable?	_____ _____	153
	Do you find shops located around the perimeter of the ice rink desirable for you as a shopper?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	Do you consider the ice rink a desirable part of Colony Square?	<input type="checkbox"/> Yes <input type="checkbox"/> No	156
	Do you expect to make use of the cafeteria which has recently opened?	<input type="checkbox"/> Yes <input type="checkbox"/> No	162
	To what extent does Colony Sq. provide facilities which allow you to persue your recreational and leisure time interests?	<input type="checkbox"/> Completely <input type="checkbox"/> Most of the time <input type="checkbox"/> Hardly at all <input type="checkbox"/> Not at all	163
	What recreational or leisure time activities or facilities would you like to have been included in Colony Sq. which do not now exist?	_____ _____	164
FAIRMONT HOTEL	Do you feel having a hotel with its various facilities makes a positive contribution to the overall Colony Sq. Complex, and as a result is an important part of the whole?	<input type="checkbox"/> Yes <input type="checkbox"/> No	165
	Are there things you would like to have been different about the hotel?	_____ _____	166
MATERIALS AND LANDSCAPING	Do you feel the use of concrete in Colony Sq. is over emphasized, about right, or under emphasized?	<input type="checkbox"/> Over emphasized <input type="checkbox"/> About right <input type="checkbox"/> Under emphasized	180
	Would you like to see a wider variety of building and finish materials used within Colony Sq?	<input type="checkbox"/> Yes <input type="checkbox"/> No	182
	Should the use of color in Colony Square be increased, decreased, or kept the same?	<input type="checkbox"/> Increased <input type="checkbox"/> Kept Same <input type="checkbox"/> Decreased	184
	Do you feel incorporating the use of natural planting in buildings is important?	<input type="checkbox"/> Important <input type="checkbox"/> Unimportant	185
	Would you like to see more natural planting areas developed in Colony Square?	<input type="checkbox"/> Yes <input type="checkbox"/> No	186
	Would you like to see more use of water made in the Colony Square public areas?	<input type="checkbox"/> Yes <input type="checkbox"/> No	187

COLONY HOUSE AND INDIVIDUAL RESIDENTIAL UNITS	How long have you lived in Colony House?	_____ YRS., _____ MOS.	196										
	How many adults (those 18 years of age and over) and how many children are there in your household?	<table style="width: 100%; border: none;"> <tr> <td style="text-align: center;"><u>Adults</u></td> <td style="text-align: center;"><u>Children</u></td> </tr> <tr> <td>___ One</td> <td>___ None</td> </tr> <tr> <td>___ Two</td> <td>___ One</td> </tr> <tr> <td>___ Three</td> <td>___ Two</td> </tr> <tr> <td>___ Four</td> <td>___ Three</td> </tr> </table>	<u>Adults</u>	<u>Children</u>	___ One	___ None	___ Two	___ One	___ Three	___ Two	___ Four	___ Three	203
	<u>Adults</u>	<u>Children</u>											
	___ One	___ None											
	___ Two	___ One											
	___ Three	___ Two											
	___ Four	___ Three											
	Do you think Colony Square is a good place for children to live?	___ Yes ___ No	205										
	Do you feel the main entrance to Colony House is conveniently located relative to the other elements of Colony Square?	___ Yes ___ No	208										
	Are the lighting levels pleasant and adequate in the Colony Square parking garage?	___ Yes ___ No	231										
	If one of the rooms in your home was to be made larger and one of the rooms was to be made smaller with the total floor area of your home remaining constant . . .												
	Which room would you make <u>larger</u> ?	_____	237										
Which room would you make <u>smaller</u> ?	_____	238											
In some of the questions which follow you will be asked to indicate your response on a scale which consists of several spaces between words or phrases of opposite meaning. The space you check will indicate the degree to which your response is associated with either of the end words or phrases. The center space represents a neutral position.													
How would you rate the quality of the soundproofing of your residence with regard to noises coming <u>FROM OUTSIDE THE COLONY SQUARE COMPLEX?</u> (such as from automobile traffic, etc)	<table style="width: 100%; border: none;"> <tr> <td style="text-align: center;">INADEQUATELY SOUNDPROOFED</td> <td style="text-align: center;">COMpletely SOUNDPROOFED</td> </tr> <tr> <td style="text-align: center;">___</td> <td style="text-align: center;">___</td> </tr> </table>	INADEQUATELY SOUNDPROOFED	COMpletely SOUNDPROOFED	___	___	240							
INADEQUATELY SOUNDPROOFED	COMpletely SOUNDPROOFED												
___	___												
How would you rate the quality of the soundproofing of your residence with regard to noises coming from <u>WITHIN THE COLONY SQUARE COMPLEX BUT EXTERNAL TO COLONY HOUSE?</u> (such as from the plaza, hotel, etc.)	<table style="width: 100%; border: none;"> <tr> <td style="text-align: center;">INADEQUATELY SOUNDPROOFED</td> <td style="text-align: center;">COMpletely SOUNDPROOFED</td> </tr> <tr> <td style="text-align: center;">___</td> <td style="text-align: center;">___</td> </tr> </table>	INADEQUATELY SOUNDPROOFED	COMpletely SOUNDPROOFED	___	___	241							
INADEQUATELY SOUNDPROOFED	COMpletely SOUNDPROOFED												
___	___												
How would you rate the quality of the soundproofing of your residence with regard to noises coming from <u>INSIDE COLONY HOUSE ITSELF?</u> (such as from hallway and adjacent units)	<table style="width: 100%; border: none;"> <tr> <td style="text-align: center;">INADEQUATELY SOUNDPROOFED</td> <td style="text-align: center;">COMpletely SOUNDPROOFED</td> </tr> <tr> <td style="text-align: center;">___</td> <td style="text-align: center;">___</td> </tr> </table>	INADEQUATELY SOUNDPROOFED	COMpletely SOUNDPROOFED	___	___	243							
INADEQUATELY SOUNDPROOFED	COMpletely SOUNDPROOFED												
___	___												
<u>IF DISSATISFIED:</u> What types of noise bothers you and where does it come from?	_____ _____	244											
Is having a high degree of soundproofing important to you?	___ Yes ___ No	245											
Are you bothered by people looking into your residence from the plaza or from the office buildings?	___ Yes ___ No ___ Unit faces on Ansley Park	249											

COLONY HOUSE AND INDIVIDUAL RESIDENTIAL UNITS	How safe do you feel inside your own residence unit in Colony House?	VERY UNSAFE _____ VERY SAFE _____	251
	How safe do you feel in the Colony Square parking garage?	VERY UNSAFE _____ VERY SAFE _____	255
	How safe do you feel in the Colony Square public spaces?	VERY UNSAFE _____ VERY SAFE _____	256
	How safe do you feel in the surrounding area to the <u>NORTH</u> of 14th St. toward Ansley Park?	VERY UNSAFE _____ VERY SAFE _____	257
	How safe do you feel in the surrounding area to the <u>SOUTH</u> of 14th St. toward 10th St?	VERY UNSAFE _____ VERY SAFE _____	258
	Do you enjoy living in Colony Square more now than you did when you first moved in?	___ More ___ Less      ___ Same	260
	Based on your experiences since moving into Colony Sq., would you again select it as your place of residence?	___ Yes ___ No	261
	<u>IF NO</u> : Would you please indicate why.	_____ _____	262
For the money you pay do you feel Colony Square is . . . .	___ A Bargain ___ About Right ___ Expensive but worth it ___ Too Expensive	263	
SOCIAL INTERACTION NETWORKS	Would you say that the general atmosphere of Colony Square is . . . .	___ Very Friendly ___ Friendly ___ Indifferent ___ Unfriendly ___ Very Unfriendly	264
	Did you have friends living at Colony Square before you moved in?	___ Yes ___ NO	265
	Have you developed friendships with others on your floor in Colony House?	___ Yes ___ No	266
	Have you developed friendships with others in different parts of Colony House?	___ Yes ___ No	267
	Would you say your involvement in this neighborhood is more or less than your involvement in the neighborhood where you lived before moving to Colony Square?	___ More ___ Less      ___ Same	277
	Do you feel that the components of Colony Sq. (offices, retail, hotel, and residences) are working as a whole or as adjacent but largely unrelated parts?	___ Working as a Whole ___ Working as unrelated parts	280
	Do you feel that the complete Colony Sq. Complex is your place of residence, or only Colony House itself?	___ Complete Colony Sq. Complex ___ Colony House Only	281

MAINTENANCE	How would you rate the quality of maintenance within Colony Sq. <u>EXCLUSIVE OF COLONY HOUSE?</u>	<input type="checkbox"/> Excellent <input type="checkbox"/> Poor <input type="checkbox"/> Good <input type="checkbox"/> Very Poor <input type="checkbox"/> Adequate	289
	How would you rate the quality of maintenance <u>WITHIN COLONY HOUSE?</u>	<input type="checkbox"/> Excellent <input type="checkbox"/> Poor <input type="checkbox"/> Good <input type="checkbox"/> Very Poor <input type="checkbox"/> Adequate	291
	How would you rate the overall construction quality of Colony Square?	<input type="checkbox"/> Excellent <input type="checkbox"/> Poor <input type="checkbox"/> Good <input type="checkbox"/> Very Poor <input type="checkbox"/> Adequate	297

SUMMARY	What things do you like <u>BEST</u> about Colony Sq?	_____	318
	What things do you like <u>LEAST</u> about Colony Sq?	_____	319

DEMOGRAPHIC DATA	Into what age group do you fit?	<input type="checkbox"/> 19 or less <input type="checkbox"/> 45-49 <input type="checkbox"/> 20-24 <input type="checkbox"/> 50-54 <input type="checkbox"/> 25-29 <input type="checkbox"/> 55-59 <input type="checkbox"/> 30-34 <input type="checkbox"/> 60-64 <input type="checkbox"/> 35-39 <input type="checkbox"/> 65-74 <input type="checkbox"/> 40-44 <input type="checkbox"/> 75 & up	83
	What is the highest level you reached in school?	<input type="checkbox"/> No formal education <input type="checkbox"/> Elementary school <input type="checkbox"/> Some high school <input type="checkbox"/> Completed high school <input type="checkbox"/> Some college <input type="checkbox"/> Completed college <input type="checkbox"/> Graduate work	84
	Into what group does your annual family income fall?	<input type="checkbox"/> \$9,999 or less <input type="checkbox"/> 10,000 - 14,999 <input type="checkbox"/> 15,000 - 24,999 <input type="checkbox"/> 25,000 - 39,999 <input type="checkbox"/> 40,000 - 49,999 <input type="checkbox"/> 50,000 - 69,999 <input type="checkbox"/> 70,000 and above	85
	Are you married, single, separated, divorced, or widowed?	<input type="checkbox"/> Married <input type="checkbox"/> Single <input type="checkbox"/> Separated <input type="checkbox"/> Divorced <input type="checkbox"/> Widowed	86
	Your sex?	<input type="checkbox"/> Male <input type="checkbox"/> Female	333
	Your race?	<input type="checkbox"/> White <input type="checkbox"/> Non-White	334

THANKS! PLEASE RETURN TO: R.J.Young, Assoc. Prof. College of Arch. Ga. Tech. Atlanta, Ga. 30332