



*Dedicated to reviving the Madison Theater as a cornerstone of community life and economic development in Pine Hills*

## Survey Results from March 8th Community Discussion

Total Respondents	86	100%
<b>What connects you to the Madison Theatre? Why do you care about it?</b>		
1g - I care about the neighborhood and quality of life issues	78	91%
1b - I live nearby	72	84%
1h - I am interested in creating and maintaining walkable places	72	84%
1j - I am interested in making Albany a great place to live/work/go to school	72	84%
1i - I am interested in movies, theater and the arts	70	81%
1f - I am interested in historic preservation	65	76%
1c - I shop in the neighborhood	52	60%
1a - I grew up going to Madison	22	26%
1d - I work nearby	22	26%
1e - I go to college or school nearby	13	15%
1k - Other	9	10%
1l - Not sure/don't know	0	0%
<b>What is most important to you about the Madison (select one)?</b>		
2c - The pedestrian scale retail	36	42%
2b - The entertainment space	33	38%
2a - The historic building	31	36%
2d - other	16	19%
2e - Not sure/don't know	0	0%
<b>What is important to you about the neighborhood around the Madison?</b>		
3c - I can walk or bike to businesses and services	71	83%
3a - There are a variety of small businesses, services and activities	69	80%
3b - Many businesses are locally owned	49	57%
3d - I can get places easily by bus	14	16%
3f - Other	8	9%
3e - The neighborhood is of little or no importance in my opinion	0	0%
3g - Not sure/Don't Know	0	0%
<b>What uses, businesses or services should go in the Madison and its retail spaces?</b>		
<b>Ideas Targeted Towards Retail Spaces:</b>		
4 - Coffee Shop/Tea Shop/Café/Restaurant/Deli	44	51%
4 - Bookstore/Card & Book Store	37	43%
4 - Art gallery/Art Space/Framing/Art supplies	20	23%
4 - Specialty Food (Chocolates, Cheese, Fruit, Ice Cream/Gelato/Soda Fountain, Butcher, Desserts, Ethnic Food Store, Bakery, Pizza, Deli)	18	21%
4 - Kids oriented/family friendly (toys, clothing, activities)	7	8%
Items identified on four surveys: Pub/Brew Pub/Wine Bar, Clothing Boutique	4	5%
Items identified on three surveys: Crafts/Craft Supplies, Gift Shop, Liquor Store	3	3%
Items identified by two surveys: Gym, Daycare, Bike shop	2	2%
Items identified by one survey: Newsstand, Salon, Movie Rentals, Laundromat, Florist, Candle Shop	1	1%
<b>Ideas Targeted toward Theater Space:</b>		
4 - Movie theater	39	45%
4 - Live performances/performing arts center	23	27%
4 - Theater/Café	11	13%
4 - Conference center/community center/lecture space	10	12%
4 - Theater (not clear movies or live)	6	7%
4 - Museum	5	6%
4 - Library	3	3%
5 - Interested in a Follow Up Meeting	70	81%
6 - On Yahoo Group	41	48%