

Grantville Redevelopment Area Resident Survey



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Research Objectives

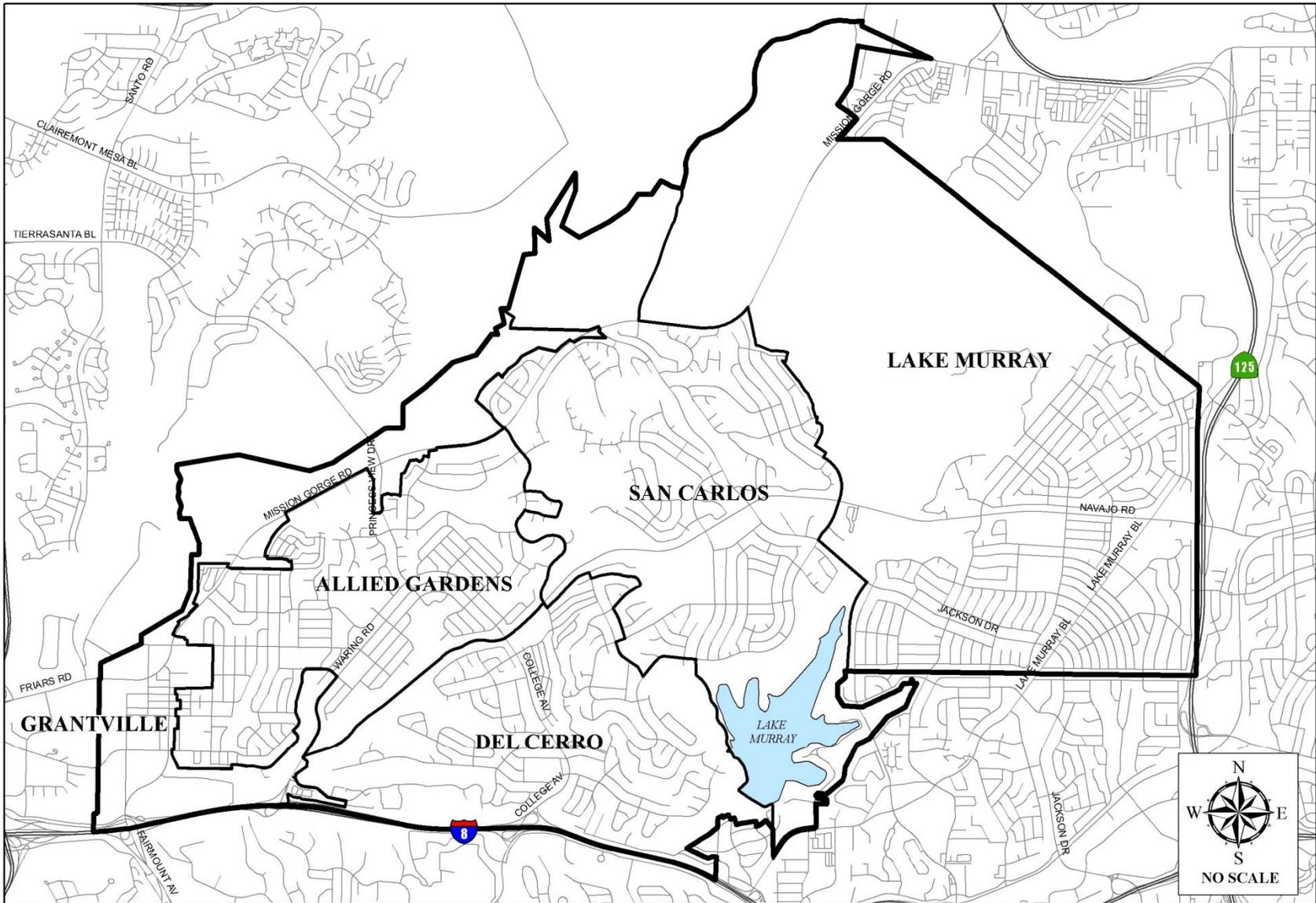


- Assess residents' perceptions regarding the quality of life in their neighborhood and issues of importance in the community;
- Evaluate residents' prioritization for transportation system improvements in the community;
- Identify residents' familiarity, use, and experience visiting the business and services in Grantville;
- Assess residents' perceptions regarding different options for rebuilding and improving the Grantville area.

Methodology



- Telephone Survey of 200 Residents
 - Universe: Residents 18 years and older in the Grantville Redevelopment Area
 - Fielded: September 13 – 16, 2008
 - Average length: 12 minutes
 - Maximum margin of error +/- 6.9% (95% confidence level)



Map Document: E:\GIS\POC\Community_Prospect\Navajo\Navajo_neighborhoods.mxd
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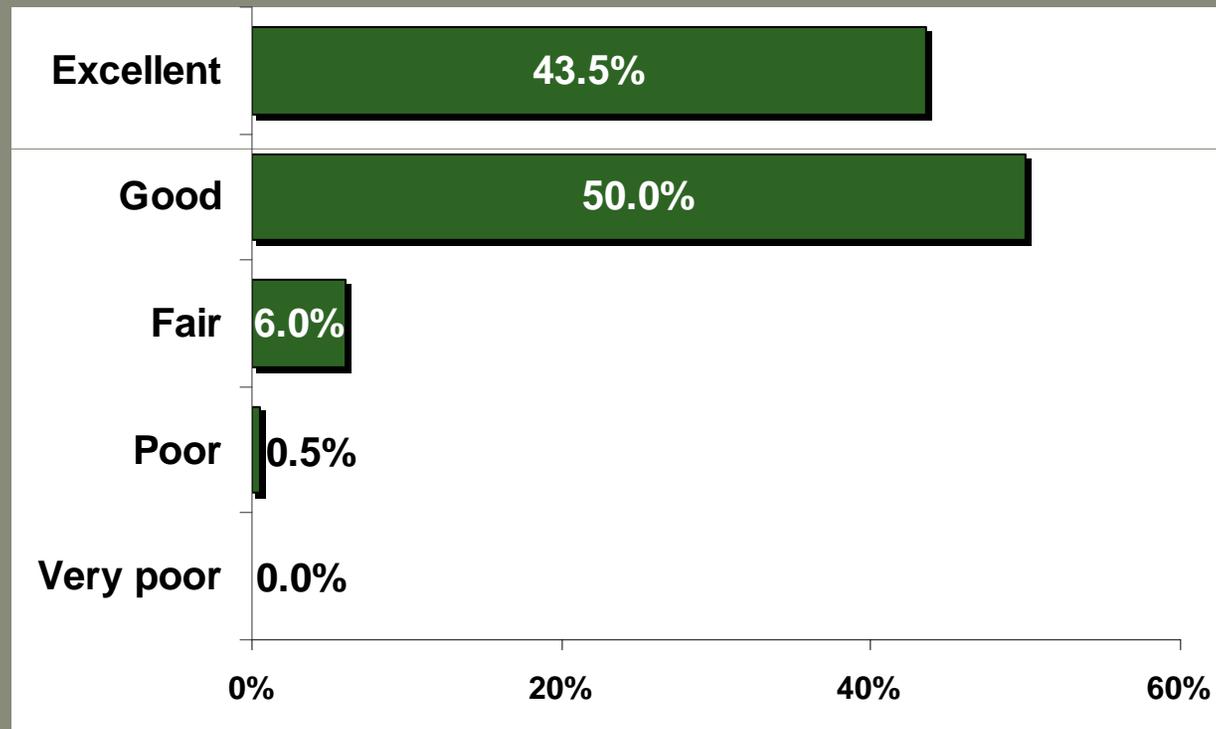
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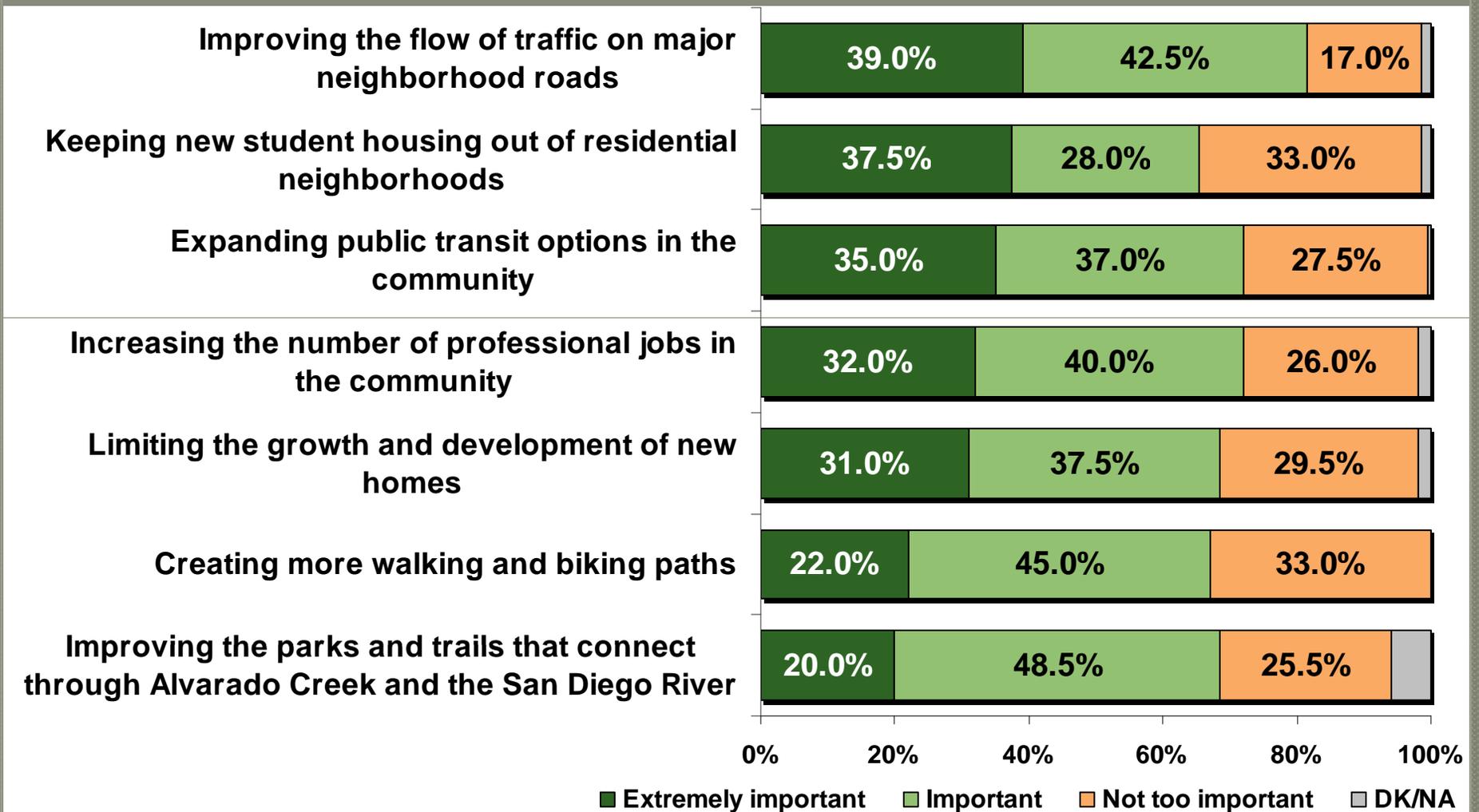
Quality of Life



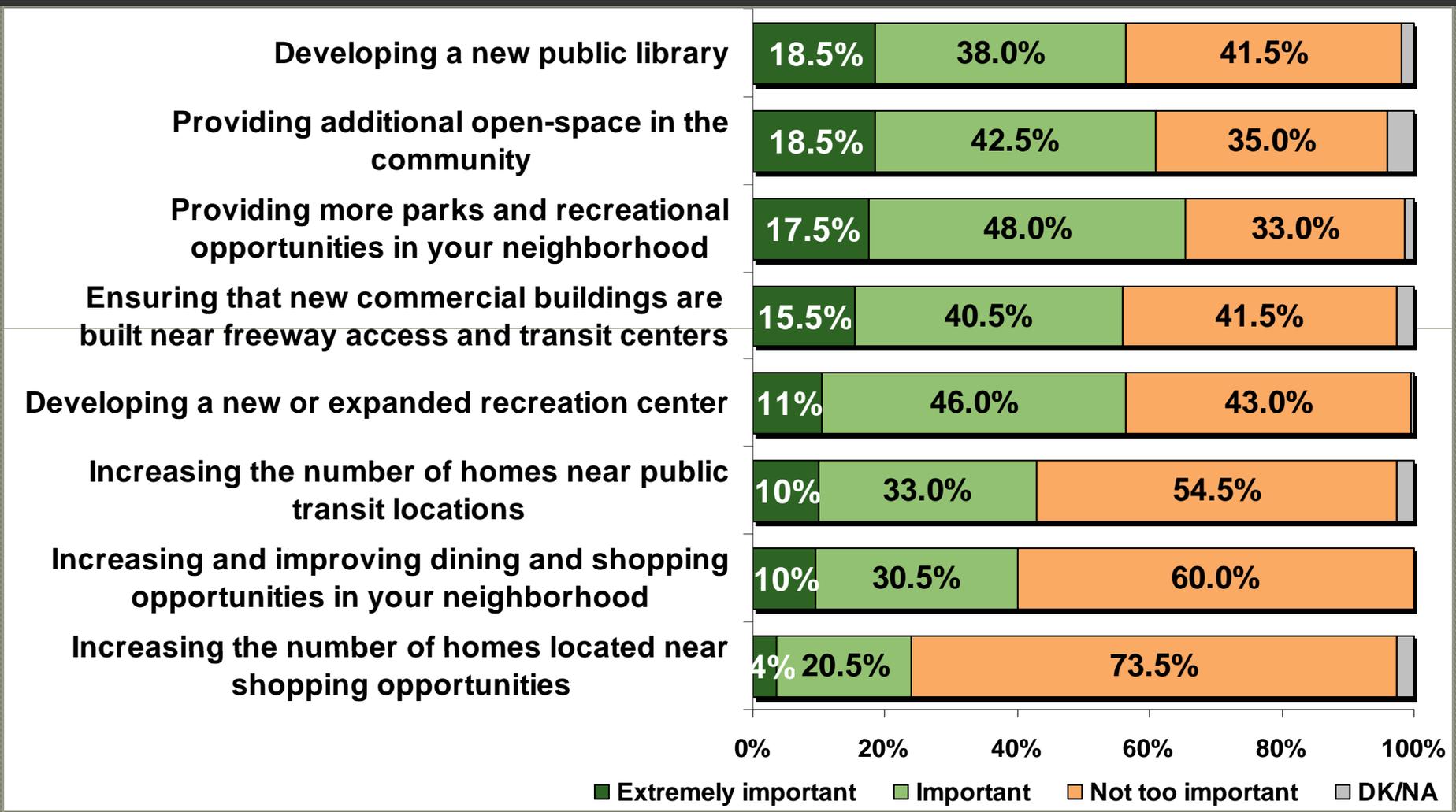
94% of residents feel the quality of life in their neighborhood is “Excellent” (44%) or “Good” (50%)



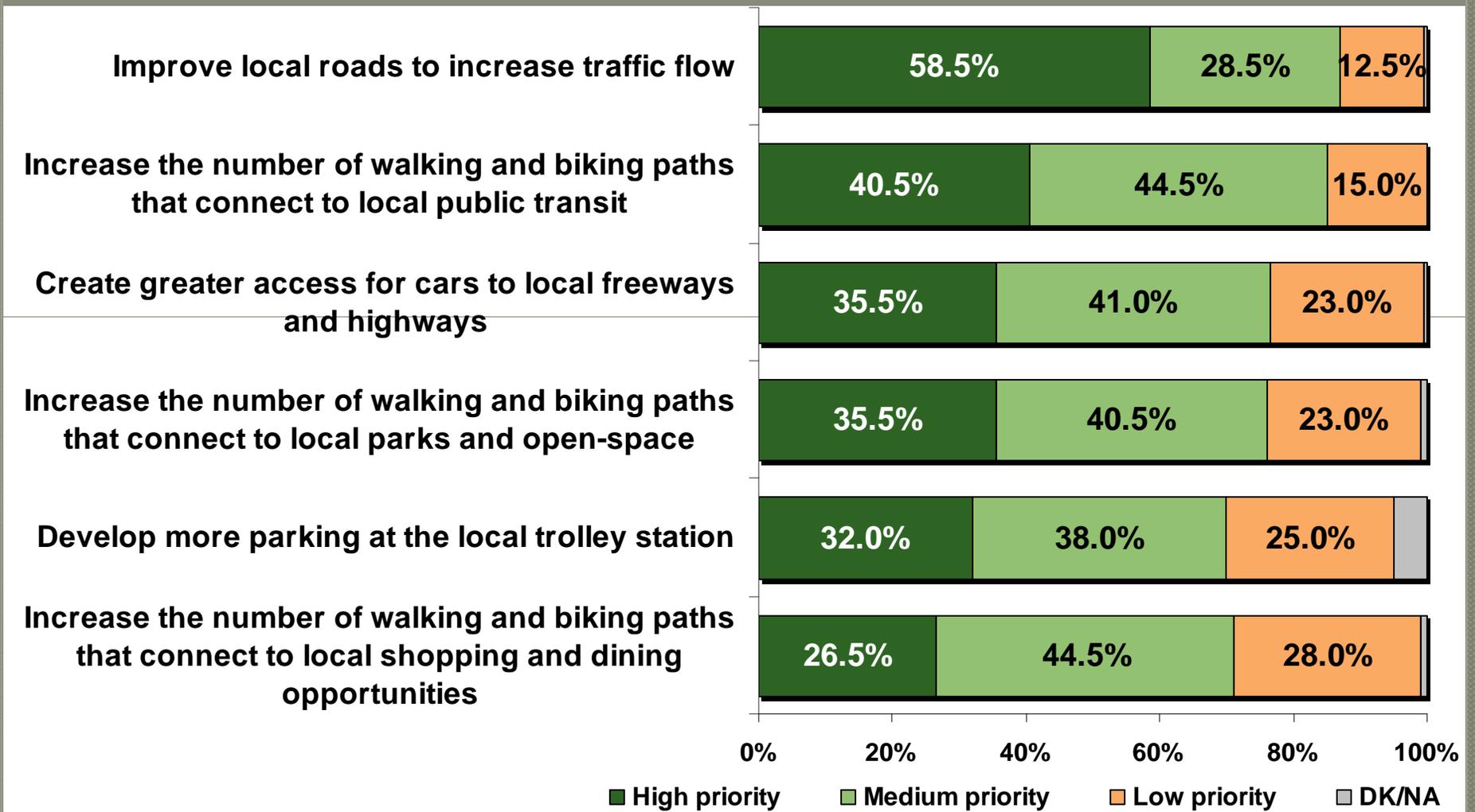
Issues of Importance (Top 7)



Issues of Importance (continued)



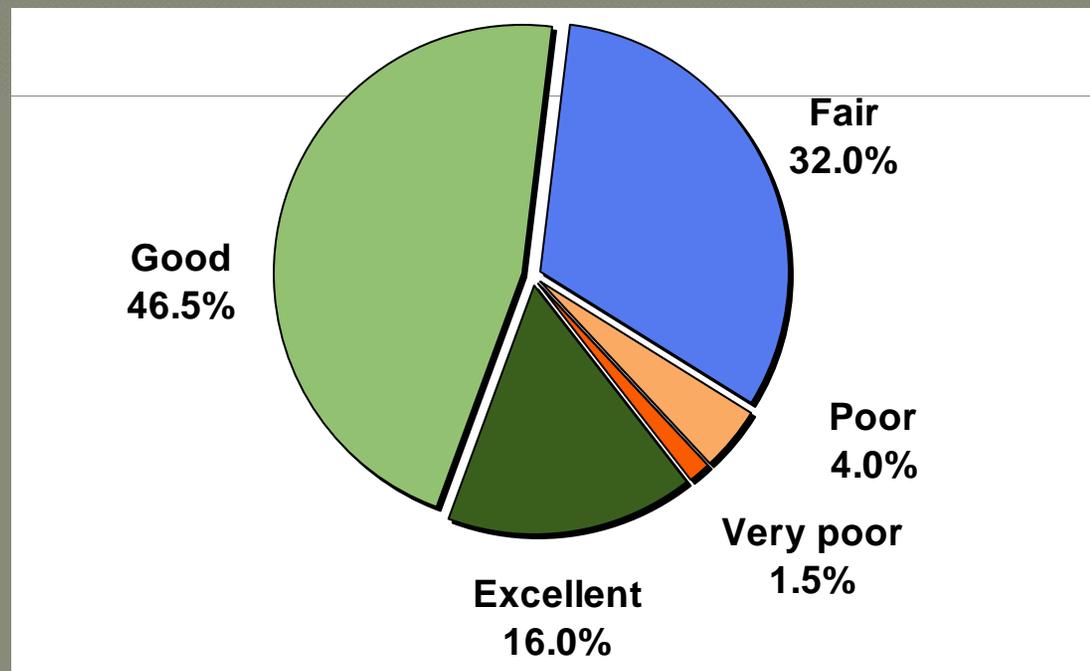
Prioritization for Community Transportation Improvements



Rating for Balancing Existing Land Uses



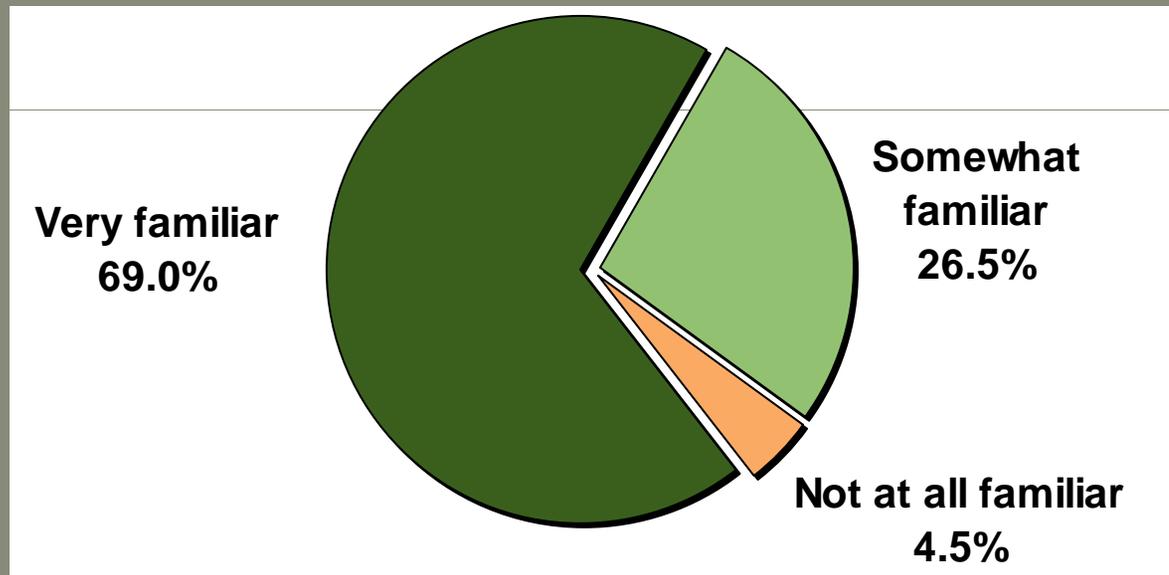
63% of residents rate the balance of existing land uses in the community - residential, commercial, industrial, & recreational - as “Excellent” (16%) or “Good” (47%)



Familiarity with Grantville Area



Over two-thirds of residents are “Very familiar” (69%) with the business and commercial area called Grantville



Familiarity with Grantville Area by Sub-Groups

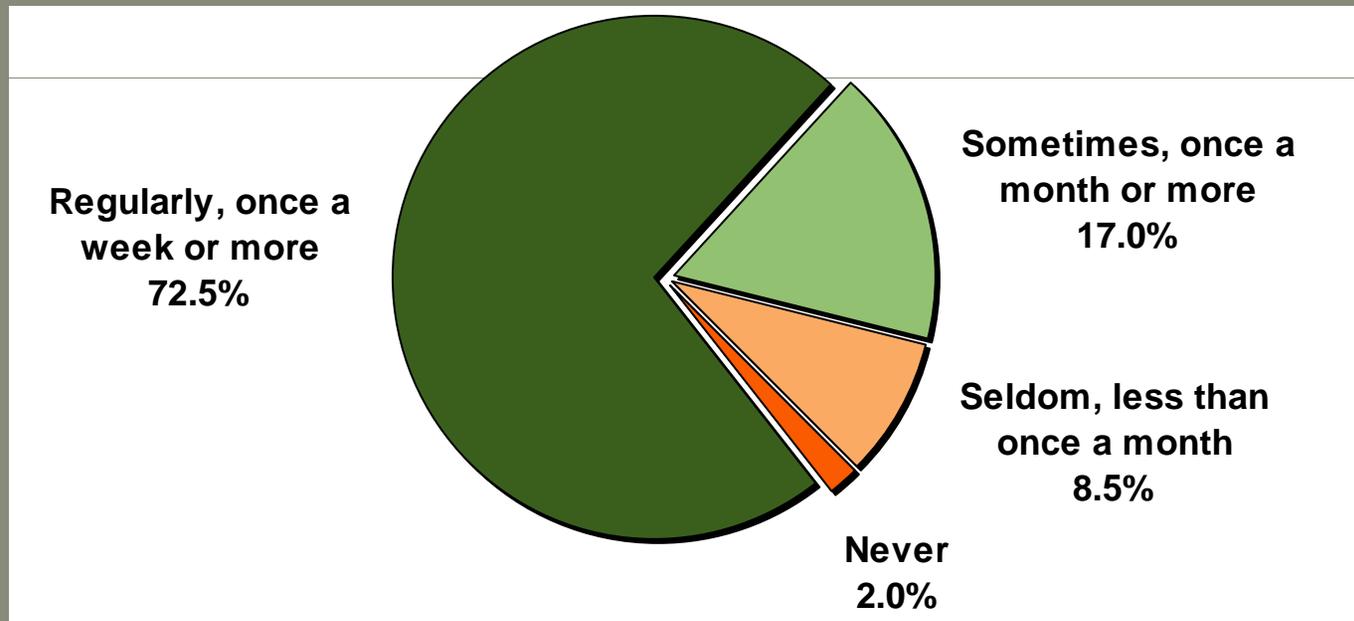


- Eighty-three percent of residents who have lived in the area for 15 years or more were “Very familiar” with the Grantville area compared with 60% of those who have lived in the area for less than 15 years;
- Homeowners indicated more familiarity with the Grantville area than renters (74% vs. 58%);
- Residents in the 18 to 29 year age group were the least likely to be “Very familiar” with the area (53%), whereas those 65 or older were the most likely (88%);
- Residents of zip 92120 indicated more familiarity with the area than residents in 92108 or 92124.

Frequency Visiting the Businesses and Other Services in Grantville



98% of residents have visited the businesses and services in Grantville, with 73% visiting them at least once a week



Frequency Visiting Grantville by Sub-Groups

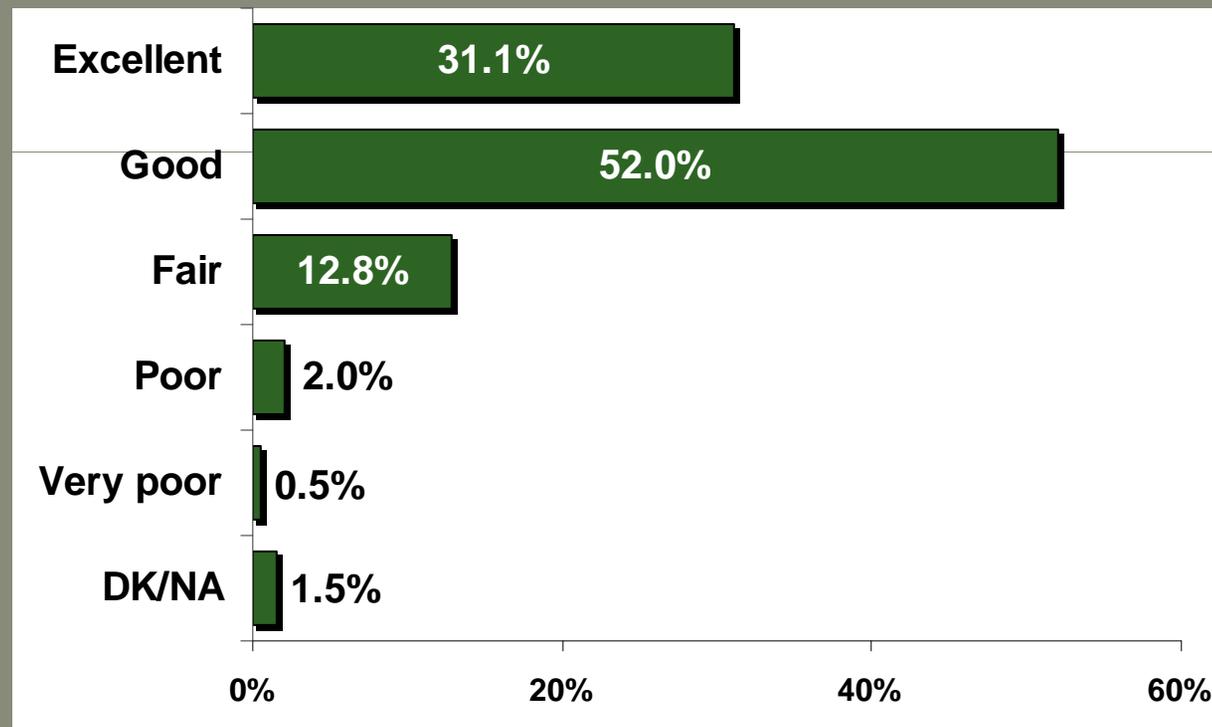


- Similar to the results for familiarity with the area, regular visitors (at least once a week) were more likely to:
 - Have lived in the area for 15 years or more; Newer residents (5 years or less) were the least likely to regularly visit;
 - Own their home;
 - Be 30 years or older;
 - Live in zip code 92120.

Experience Visiting Businesses and Services in Grantville



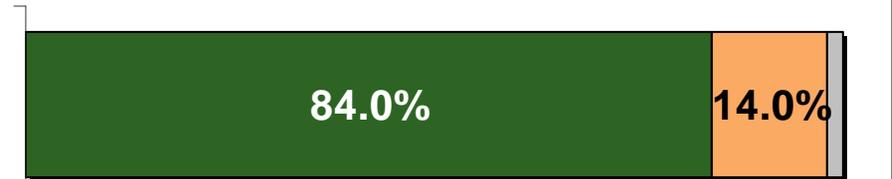
Among those who have visited the area, 83% rated their experience as “Excellent” (31%) or “Good” (52%)



Support: Options for Rebuilding and Improving the Grantville Area



Creating trails and parks in the community along the San Diego River and Alvarado Creek



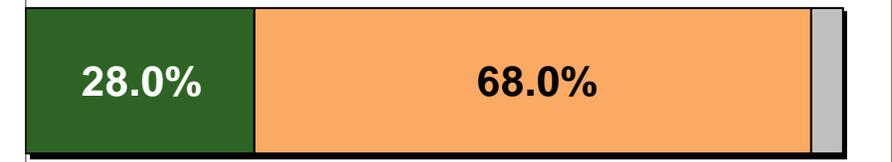
Developing mixed-use buildings that include businesses on the bottom floor and living quarters on the second and/or third floors



Increasing the height of businesses and commercial buildings along Mission Gorge and near the public transit center



Building three story and higher residential condominiums and town homes in Grantville



0% 20% 40% 60% 80% 100%

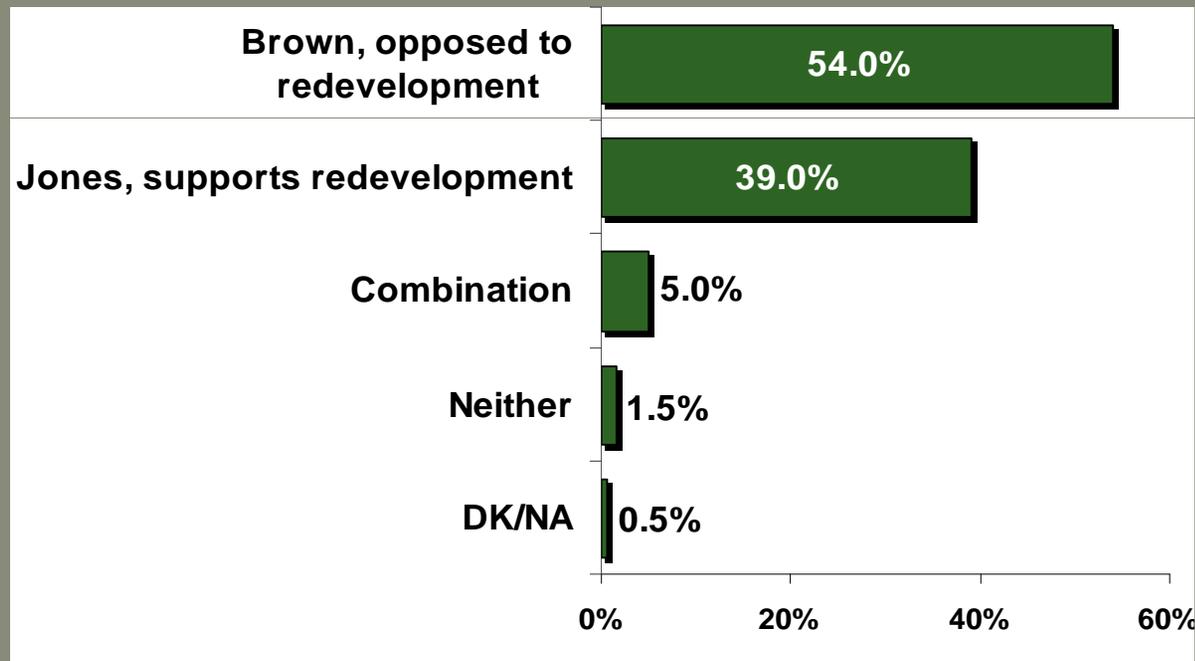
■ Support ■ Oppose ■ DK/NA



Opinion Closest to their Own



The majority of residents (54%) feel that Brown's opinion is closer to their own and that Grantville should not be redeveloped because of growth-related concerns



Opinions Read to Survey Respondents:

Jones believes that Grantville should be redeveloped so that new buildings are built higher along the corridor with new businesses and residences closer to shopping and public transit options. This vision for Grantville would also include more walking and biking paths connected to businesses and the rivers, creeks, and green-spaces in the community.

Brown believes Grantville should not be redeveloped with any new buildings which may encourage more growth and development that could increase traffic and push out small businesses that are currently in Grantville.

Support or Opposed to Grantville Redevelopment by Sub-Groups



- The majority of newer residents (less than 10 years) support the redevelopment, whereas the majority of those who have lived in the area for 10 years or more oppose it;
- Only 21% of residents 65 years and older support redeveloping, compared with 44% of younger residents;
- The majority of residents with children in their home support redeveloping, whereas the majority of those without children oppose it.

Top Issues of Importance for those who Support or Oppose Redevelopment



Support Redevelopment

1. Expanding public transit options in the community
2. Improving the flow of traffic on major neighborhood roads, such as Mission Gorge Road and Alvarado Canyon Road
3. Increasing the number of professional jobs in the community

Oppose Redevelopment

1. Keeping new student housing out of residential neighborhoods
2. Limiting the growth and development of new homes
3. Improving the flow of traffic on major neighborhood roads, such as Mission Gorge Road and Alvarado Canyon Road

Top Issues for those who Support or Oppose Grantville Redevelopment



- The top priorities for transportation improvements to the community and support for specific ideas for rebuilding Grantville were the same among those who supported or opposed the redevelopment (same rank order as the overall survey results)
- Preferences among the two groups differed somewhat with respect to the types of businesses they would like to see more of in the area, as shown below:

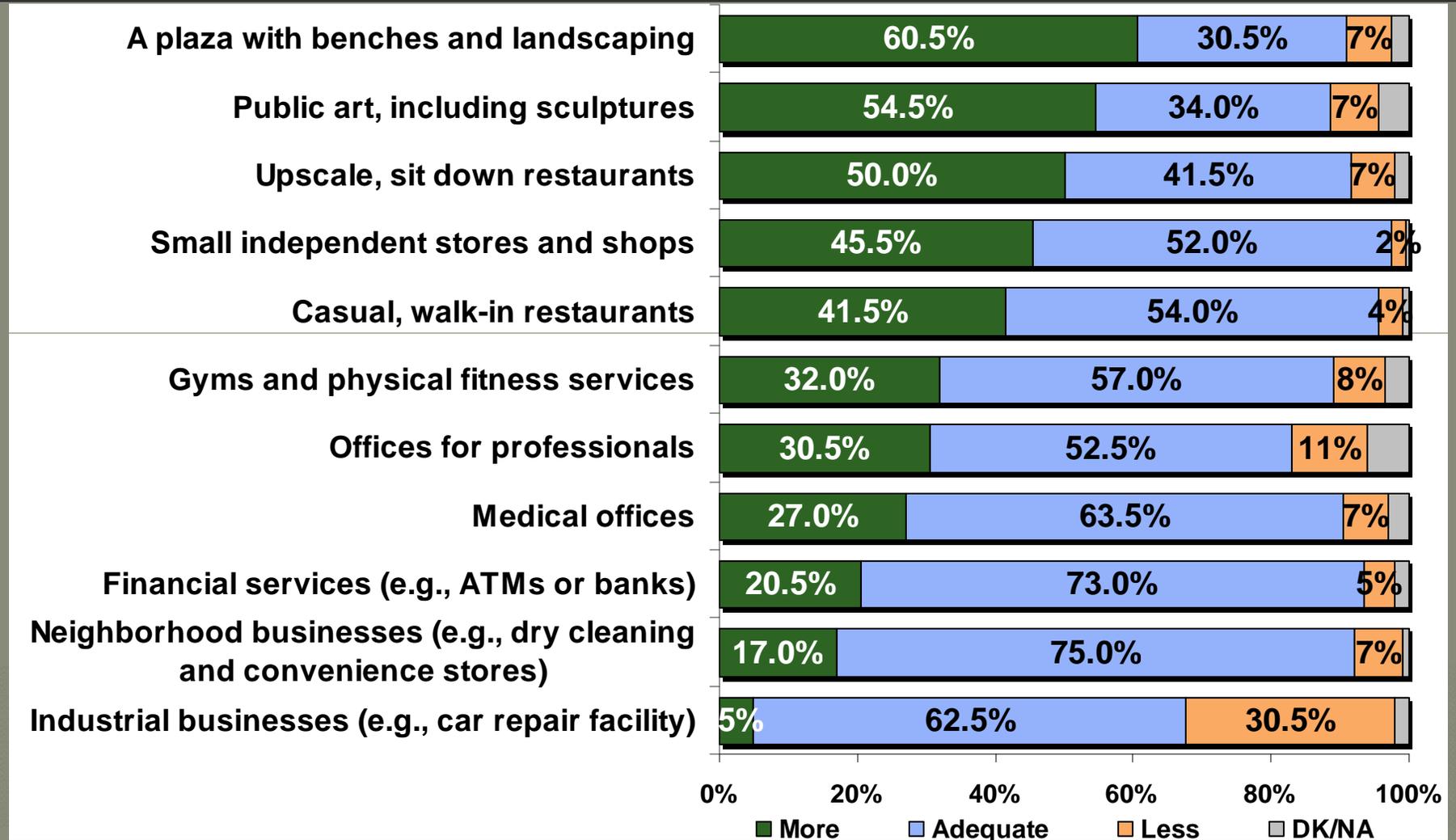
Support Redevelopment

1. A plaza with benches and landscaping
2. Upscale, sit down restaurants
3. Public art, including sculptures

Oppose Redevelopment

1. A plaza with benches and landscaping
2. Public art, including sculptures
3. Small independent stores and shops

Preferences for Businesses in Grantville



Conclusions I



- Residents agree on the importance of many items within the community, such as improving traffic flow, expanding public transit options, and creating trails & parks in the community
- However, residents don't necessarily see the benefits of redeveloping, with only 39% indicating support
- The following subgroups were the most likely to oppose redevelopment:
 - those 65 years and older;
 - residents who have lived in the community for 10 years or longer, homeowners; and
 - those without children in the home.

Conclusions II



- The majority of residents expressed support for mixed-use buildings with two or three floors, but buildings with more than three floors may encounter resistance (only 39% support for increasing the height of commercial buildings and 28% support for three story and higher condominiums)
- Twenty-seven percent of residents who support redeveloping oppose increasing the height of commercial building
- The following sub-groups were the most likely to oppose increasing the height of commercial buildings: residents who have lived in the area five years or more, home-owners, those 50 or older, and those without children in the home

Conclusions III



- Residents have a relatively positive impression of the Grantville area, with 52% rating it as “Good” and 31% rating it as “Excellent”
- The majority of residents would like to see more of the following in Grantville:
 - A plaza with benches and landscaping;
 - Public art, including sculptures; and
 - Upscale, sit-down restaurants.