

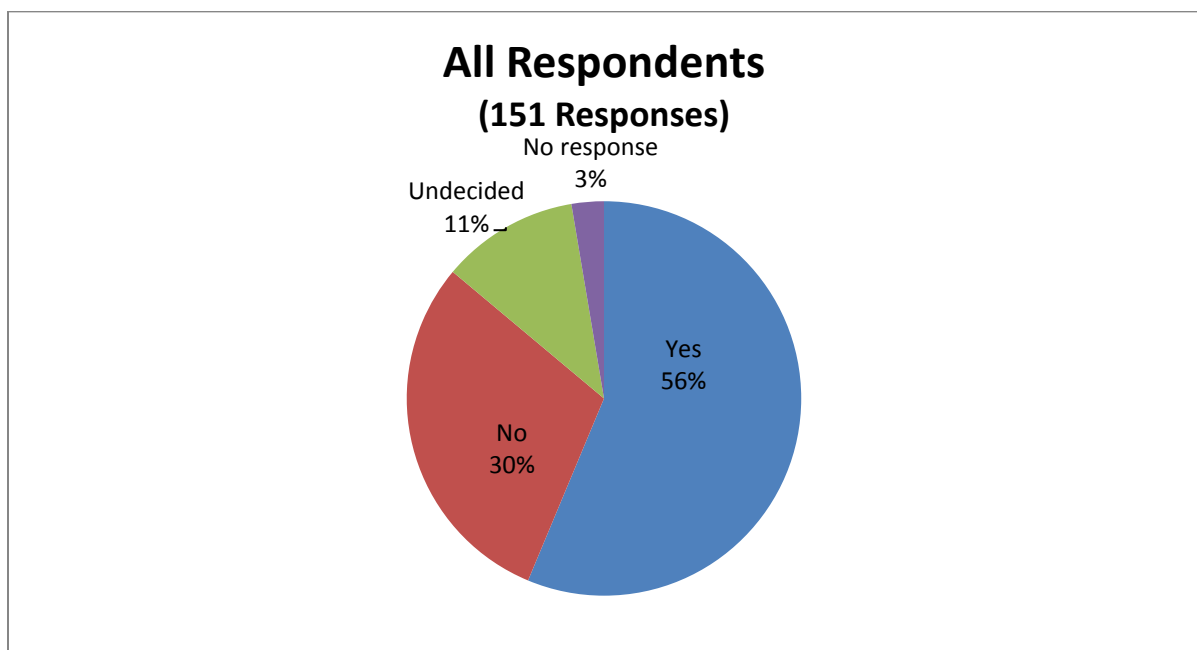
Overview

At the May 3, 2016 Workshop, Council directed staff to conduct public outreach in order to solicit feedback and comments on the proposed creation of an entertainment district in downtown Glendale. A primary component of that outreach was a survey tool used to solicit feedback from any interested parties. The survey was provided both online and in hardcopy. The survey was also provided in both English and Spanish. A copy of the survey and a full listing of all the responses received accompanies this summary report.

Results Summary

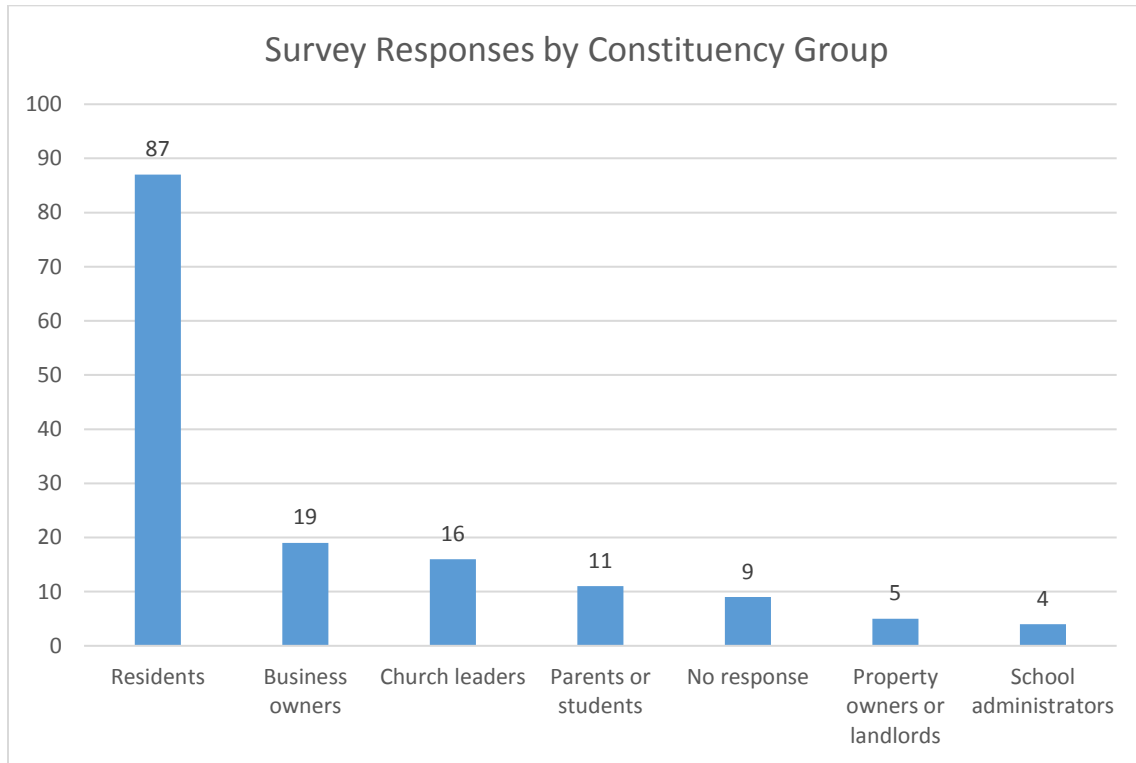
56% of all respondents reported that they were in favor of the creation of an Entertainment District in downtown Glendale. Of the 151 survey responses received, 85 indicated they supported the proposal, 45 indicated that they did not support the proposal, 17 indicated that they were undecided, and 4 provided no response. Further evaluation of the survey data showed that there were differing levels of support among different constituency groups with 92% of business community respondents, 56% of resident respondents, and 36% of church/school/parent/student respondents in support of the proposal.

Those in favor generally discussed the opportunity to draw more people into downtown, the opportunity to attract more diverse businesses, the increased entertainment options it would offer for Glendale residents and visitors, and the opportunity for increased economic development and downtown revitalization. Common issues raised by those not in support included concerns about drunk driving, undesirable behavior and fights, the closeness to schools, and a desire to keep the quaint, family-friendly environment currently in downtown Glendale. There was particular concern about the possibility of liquor stores opening near schools.



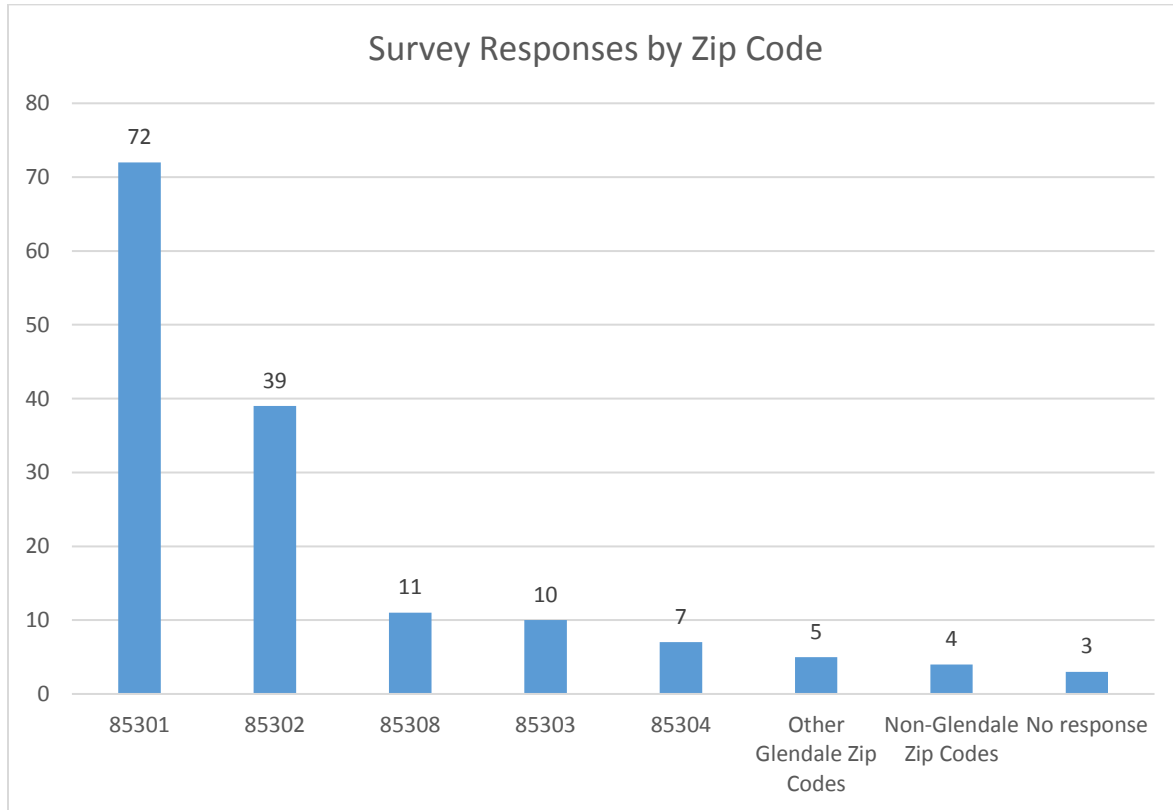
Number of Responses by Constituency Group

In total, 151 survey responses were received over a 9-week period. The majority of the responses were submitted online (130) and 21 were received in hardcopy. The following chart shows the number of survey responses received by Constituency Group.



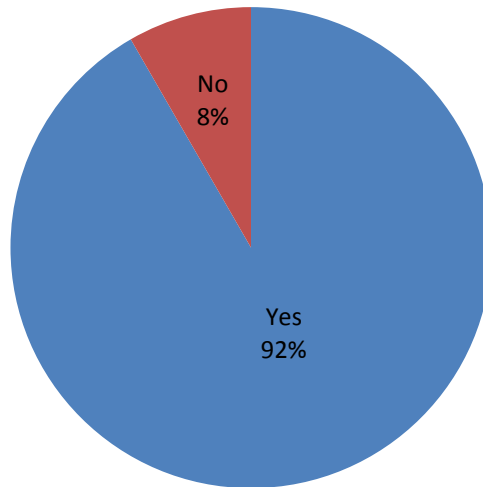
Number of Responses by Zip Code

The majority of the responses received (48%) were from the 85301 zip code which includes the proposed entertainment district area and an additional 33% of responses were received from the 85302 and 85303 zip codes which represent the neighboring areas. The following chart shows the number of responses received by zip code.



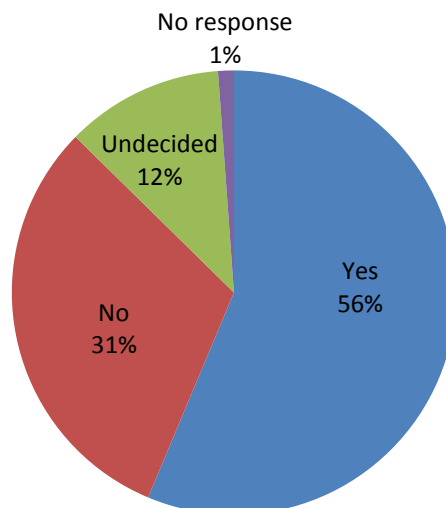
Responses by Constituent Group

Business Community Respondents (24 Responses)

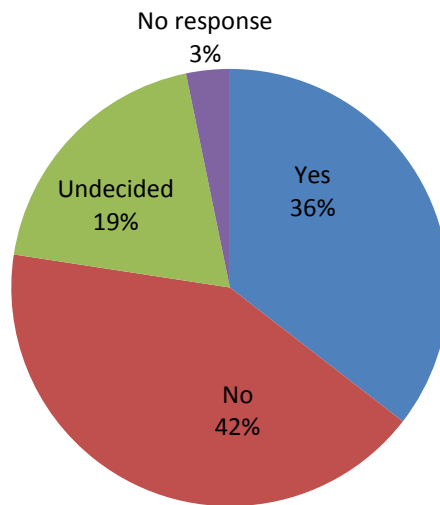


*Includes Business Owner and Landlord/Property Owner constituent groups

Resident Respondents (87 Responses)



Church and School Respondents (31 Responses)



*Includes Church Leader, Parent/Student, and School Administrator constituent groups