

EAST CENTRAL REVITALIZATION SURVEY RESULTS

The East Central Revitalization survey of business owners and/or managers was conducted on March 23, 24, 25, 28, 29, 30, and 31, 1994. (Survey attached for reference.) A total of 89 businesses participated in this study.

GEOGRAPHICAL AREAS:

- AREA 1:** Area 1 extended from Girard Boulevard to Carlisle Boulevard and to the north to Monte Vista and Campus Boulevards, and to the south to Silver Avenue.
- AREA 2:** Area 2 extended from Carlisle Boulevard to Washington Street, and to Copper Avenue to the north and Silver Avenue to the south.
- AREA 3:** Area 3 extended from Washington Street to San Mateo Boulevard, and to Copper Avenue to the north and Silver Avenue to the south.

SURVEY DISTRIBUTION:

AREAS 1 AND 2:

Surveys were distributed to one business per block on both the north and south sides of Central Avenue. Approximately one survey per every 2 blocks were distributed to businesses on the side and end streets, i.e. Monte Vista, Campus, Silver and Copper Avenues. This distribution varied in cases where residential uses dominated the side and end streets. There were 21 surveys distributed in Area 1, and 22 surveys distributed in Area 2.

AREA 3:

Surveys were distributed to every business on both the north and south sides of Central Avenue. Approximately one survey per every 2 blocks were distributed to businesses on the side and end streets, i.e. Silver and Copper Avenues. This distribution varied in cases where residential and parking uses dominated the side and end streets. There were 46 surveys distributed in Area 3.

SURVEY METHODOLOGY:

Businesses were approached by two (2) surveyors from Dekker/Perich and Associates, an architectural and planning firm. The surveyors identified themselves and requested to speak to the owner or manager. If they were not available, the surveyor returned at a different time, or interviewed an employee confident in speaking on behalf of the business. The purpose of the survey was explained to the participants, as being part of the East Central Revitalization study/plan being prepared for the City of Albuquerque by Dekker/Perich and Associates. Surveys were read aloud to the participants by the surveyors and the responses were recorded by the surveyors.

Participants varied slightly from the three areas surveyed. In Area 1, 57% of the participants were owners, Area 2, 68% were owners, and in Area 3, only 30% were owners. The remaining participants were predominantly managers, with a few employees speaking on behalf of the business.

SURVEY RESULTS:

Question 1: *What are the most critical issues or concerns for the area?*

Area 1: Approximately 57% of the respondents stated that transients were a critical issue; 48% said crime; 38% said physical decline and parking; 19% stated they needed more foot traffic, and 14% stated that lighting was a concern.

Area 2: Approximately 68% of the respondents stated that crime was a critical issue; 64% said that transients and physical decline were concerns, 32% stated that prostitution was a concern, and 9% stated that lighting was a concern.

Area 3: Approximately 50% of the respondents stated that transients were a concern; crime & graffiti, 48%; physical decline, 43%; prostitution, 30%; and lighting and traffic, 20%.

	AREA 1	AREA 2	AREA 3
• Transients	57%	64%	50%
• Crime	48	68	48
• Parking	38	23	0
• Physical Decline	38	64	43
• Prostitution	0	50	30
• Lighting	14	23	20
• Foot Traffic	19	0	0
• Traffic	0	0	20

Question 2: *What type of businesses would you like to see operate in the area?*

Area 1: Approximately 43% of the respondents stated that they would like to see more retail businesses, and businesses that generate foot traffic; 24% stated that they would like to see more restaurants/cafes in the area. Miscellaneous responses were a gas station, day care center, night time events, a bar, and retail which included a hardware store, grocery store, and auto parts.

Area 2: Approximately 73% of the respondents stated that they would like to see "authentic food" restaurants in the area; 55% of the respondents stated that they would like to see more antique shops; 23% said they would like to see any upgrade in businesses; 14% said more small retail; and 9% stated that they would like to see more office uses. Miscellaneous businesses were support services for Nob Hill, women owned businesses, gay/lesbian owned businesses, art galleries, businesses oriented toward young people, video arcade, theatre, and spa.

Area 3: Approximately 41% of the respondents stated that they would like to see more retail and uses that stimulate foot traffic. Approximately 17% said antique shops; 15% said office uses; 13% said more discount stores; 11% said more restaurants and tourist attractions, and 20% stated that they had no preference for businesses and were satisfied with the existing mix of uses. Miscellaneous businesses listed were fast food restaurants, grocery store, police station, bank, a park, art galleries, youth center, and SeaWorld.

	AREA 1	AREA 2	AREA 3
• Retail	43%	14%	41%
• Restaurants	24	73	11
• Antique Shops	0	55	17
• Office	0	9	43
• Tourist Attractions	0	0	11
• Foot Traffic	43	0	41

Question 3: *Please indicate which of the following would improve the East Central Avenue area from Glrard Blvd. to San Mateo Blvd.*

The following percentages represent the total responses from Areas 1, 2 and 3 for items perceived as critically needed or that they would make a difference in improving the area.

	AREA 1	AREA 2	AREA 3
• planned nighttime events	57%	50%	41%
• landscaping	62	68	83
• more parking	86	50	65
• closer parking	43	23	52
• more restaurants	43	50	30
• benches	52	23	41
• sidewalk repair	33	41	74
• handicap design/access	62	64	67
• lighting	90	68	89
• graphics/signage control	43	55	52
• traffic control	43	55	59
• new or renovated storefronts	66	59	80
• sidewalk vending	38	27	33
• public art	57	45	48
• bus shelters	43	41	70
• bicycle parking	48	41	54
• better security	71	73	96
• bicycle police	71	77	96
• res./retail/office mixed use	48	50	48
• reduce land use conflict	43	50	48

The items in bold above are the 5 most critically needed items for Areas 1, 2 and 3. One can see that in area 1, *more parking* was far more critical than *more landscaping*. Whereas in Areas 2 and 3, *landscaping* was more critical than *more parking*. Another difference between the areas is that "*new or renovated storefronts*" was slightly more critical in Areas 1 and 3 than in Area 2. All other critical issues were across the board, i.e. *better security, bicycle police and more lighting*.

NOTE: In evaluating those items that are the most critical to respondents, it was concluded that those items of least concern were indicated in the "*might make a difference column*" as well as those persons who stated that certain items would *make no difference at all*. These items were:

Area 1: More restaurants, sidewalk vending, bus shelters, graphics/signage control
Area 2: Closer parking, sidewalk vending, benches, more parking, sidewalk repair, and graphic/signage control.
Area 3: More restaurants, sidewalk vending, planned nighttime events, and closer parking.

There were also several respondents who identified items that they did not want to see at all. These items were bus shelters, benches, night time events, sidewalk vending, graphic/signage control. Many of these items concerned people because of the potential attraction for people to loiter and perhaps provide opportunity to commit crime, i.e. night time events drawing people to unsafe areas presently inadequately lit.

Question 4: Is there anything else that would improve the area?

This question provided an opportunity for people to reiterate their strongest opinions, as well as to add something that may not have been covered. Several miscellaneous issues not covered were:

- Change Highland High School to a closed campus.
- Slow down traffic on Central Avenue.
- Provide median cuts;
- Eliminate medians altogether on Central, and provide angled parking rather than parallel; move landscaping between sidewalk and curb.
- Eliminate gun shops.
- Eliminate motels notorious for prostitution.
- More day time events.
- More trash cans.
- Diagonal parking on Bryn Mawr.
- Improve bus service along Central Avenue.
- Language barriers between several cultures.
- Open a Boys & Girls Club.
- Central Avenue to maintain a 50's and 60's character to identify with Rt. 66 history.
- Central Avenue to be identified as Rt. 66 to minimize segregation of neighborhoods along it.

SITE- SPECIFIC ISSUES:

- Firestone parking lot being used by other businesses.
- Hiland Barber Shop at 4807-A Central has no easement behind the building to access property.
- Preserve mountail view seen from Baca's Restaurant on Central.
- Traffic moves too fast at 4400 Central.
- Highway House Motel would like a median cut for their site at 3200 Central, SE.
- Army Navy Surplus building at Wellesly and Central could be on the National Register of Historic Buildings.

NOTE:

When asked if businesses would be willing to give up their street parking on Central, the majority of respondents answered NO. However, some indicated that if there was a parking facility close by, they would consider it. Many businesses in Area 3 do not have a parking shortage, so the concern was greater for businesses in Area and 2.

When asked if businesses had a preference for construction to take place along Central Avenue, many people had different answers. Several people said no time was good. Other people said that work should be done at night. Some people stated that the work should be done faster, with 24 hour crews to start a job and finish promptly. What we heard was that the dead of winter is better for some businesses, and the summer is better for other businesses near the university, when student numbers drop. Overall, it appears that construction is a problem in this area, and should occur quickly.

SURVEY SUMMARY:

In conclusion, the major problems for the East Central area are *transients, crime, parking, physical decline, lighting, prostitution, traffic, and foot traffic*. The majority of store owners would like to see *retail, antique shops, restaurant/cafes, office use, and businesses that attract foot traffic*. Most people want to see *better security, more bicycle police, more landscaping and lighting, more parking, and new or renovated storefronts*.