

February 28, 2013

To: Interested Parties
Fr: Jeff Liszt / Brian Stryker
Re: Survey Findings Concerning 53rd Street Experience

Since late 2007, members of the Hyde Park community have joined in conversations with public officials, the University of Chicago, the South East Chicago Commission (SECC) and various private developers about the future of the 53rd Street corridor. These conversations have taken place at visioning workshops, meetings of the 53rd Street TIF Advisory Council, other public meetings, and in smaller venues.

This January, in an effort to include the voices of more community members, the SECC, with support from the University, surveyed 502 residents of the Hyde Park and Kenwood neighborhoods about their views on 53rd Street redevelopment. Below is a summary of the results.

Key Findings

- The community uses and is engaged with the 53rd Street Corridor
- Community members are broadly supportive of redevelopment
- The community is receptive to additional density because they believe it will help bring in additional businesses
- While there is limited awareness of plans for the Mobil site at 1330 E. 53rd Street, residents believe redevelopment would help the community
- Residents are concerned about parking and public safety

This is a community that uses, and is engaged with, the 53rd Street Corridor

- More than 70% of survey respondents shop in Hyde Park at least once a week—with grocery stores, restaurants and banks being the main reasons they visit 53rd Street—and they are largely familiar with redevelopment efforts.
- While 83% of the community is familiar with the redevelopment activities on 53rd Street, the survey was the first time most had participated in related community discussions. A majority (54%) said they had not attended any community meetings or visioning sessions, and don't plan to. Only 13% said they had already attended a meeting or session.

Community members support redevelopment because they believe Hyde Park needs new retail businesses and that bringing more residents to the neighborhood will bring more businesses

- 76% of respondents believe Hyde Park needs more retail businesses and stores.

Anzalone Liszt Research conducted N=502 live telephone interviews with registered voters in the Hyde Park / Kenwood neighborhoods. Interviews were conducted between January 17-22, 2013 via landline and cellphones. Respondents were selected at random, with interviews apportioned geographically based on voter registration data. Expected margin of sampling error is $\pm 4.9\%$ at a 95% confidence level.

- Over 80% of residents say they would use new restaurants, fine dining, and a movie theater on 53rd Street.
- 70% say they would be willing to allow more residents and increased density in order to bring new businesses and improvements to 53rd Street.

Residents believe redevelopment of the Mobil site will help the community

- While only 18% of survey respondents are familiar with the proposed redevelopment of the Mobil site, 52% believe redeveloping it would benefit the community and only 7% believe that would take away from the community (41% think it would not have much impact or don't know).
- After respondents heard more details of the project, the percentage who believe it would benefit the community increased from 52% to 71%.
- Community members say the most important benefits of the Mobil redevelopment are the jobs it would create (66% say there are *very* important), and the tax revenue it would generate for improving the neighborhood (59% *very* important).
- 79% of those surveyed said it was important that the redevelopment would add dozens of new affordable apartments on 53rd Street to help longtime residents stay in the community.

Residents are concerned about traffic, parking, and public safety, but they respond strongly to plans and ideas to address these issues

- Most respondents listed traffic and parking as their top concerns related to 53rd Street redevelopment, with public safety and crime as the next most important concern.
- The most important responses to concerns over parking and traffic are 1) that the redevelopment will add 218 spaces, and 2) that it's wrong to expect one building to solve all the parking problems on 53rd Street, when what the neighborhood needs is a comprehensive plan to create more parking. More than half of residents (53%) say these are the most important responses.
- Concerns about redevelopment changing the character of the neighborhood are not widespread and are outweighed by potential economic benefits:
 - Fewer than one-quarter of residents (23%) say their first or second concern about 53rd Street redevelopment is buildings that are too tall or don't look right in the neighborhood.
 - Respondents are more concerned about the potential for new jobs and additional tax revenue to help finance neighborhood improvements (including Nichols Park), with 59% saying additional revenue for improvements is *very important*, and another 27% saying it's *somewhat important*.