



To: MAYOR AND COUNCIL

Agenda Item #: V. B.

From: Bill Neuendorf
Economic Development Manager

Action
Discussion
Information

Date: May 6, 2014

Subject: Grandview Resident Survey, Final Report

Action Requested:

Accept final report for future consideration.

Information / Background:

The 2012 GrandView Development Framework established direction for the redevelopment of several parcels in the GrandView District. This Framework envisions a multi-use project located on the 3.3 acre site of the former Public Works facility. The example depicted in the Framework includes a public parking ramp, outdoor plaza and green space, community building and privately-owned multi-family housing. The Framework did not provide complete details of this project and did not identify specific uses of the envisioned community building.

In June 2013, the City Council convened the Grandview Community Advisory Team (CAT) to provide assistance in implementing this Framework.

To clarify questions of the CAT in September 2013, the City Council directed that a Community Facility Inventory be prepared and that a Resident Survey be implemented to better understand the needs of Edina residents and the possible uses of the envisioned community building.

The Community Facility Inventory was completed in February 2014. The Resident Survey Final Report is attached. Bill Morris and Peter Leatherman of the Morris Leatherman Company will present these findings for the consideration of the City Council.

Attachments:

Final Report packet dated 5-6-2014

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Grandview Resident Survey

Final Report May 6, 2014

In November 2013, the City of Edina engaged the Morris Leatherman Company to poll a sample of Edina households to gauge their general interest and preferences regarding redevelopment of the former Public Works site in the Grandview District.

The survey questions were prepared by the consultants based on the general direction of members of the Grandview Community Advisory Team, Edina Community Education, Edina Parks and Recreation and other City staff. The survey included three categories of questions: “value-oriented” questions, general questions regarding community facilities and specific questions intended to identify the level of resident support for potential improvements at the site.

The telephone poll was conducted in January and February 2014. Households were randomly selected in each of the four quadrants of Edina. Traditional land-lines and cellular phones were included.

This packet contains the consultant’s final report, summary charts originally presented to the Grandview CAT in February 2014, as well as the raw data results for each survey question.

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The MORRIS LEATHERMAN Company

City of Edina

2014 Residential Survey: Publicly Owned-Land and Community Development

Residential Demographics:

The typical resident lived in the City of Edina for 17.1 years. Thirty-two percent living there for less than ten years, 26% resided there for 10-to-20 years, and 42% for over 30 years. Thirty-four percent of the city's households contain senior citizens; twenty-six percent are composed entirely of seniors. Thirty percent of the community's households contain school-aged children or pre-schoolers. Fifty-nine percent reside in single family homes, while 24% reside in a townhouse or condominium, and 17% live in apartments. Seventy-five percent own their current residences; twenty-five percent rent. Women outnumber men by two percent.

The typical adult resident is 54.3 years old. Twenty-nine percent report ages under 45, 22% are 45-54 year olds, 22% are 55-64 year olds, and 27% are 65 years old or older. The typical Edina resident is also college graduate. Eleven percent are high school graduates or less, 22% have some post-secondary experience short of college graduation, and 67% are college graduates. Twenty-nine percent of the households in the community are "fiscally stressed" – that is, either their monthly expenses are exceeding their income or just meeting their expenses with no room for savings.

Perspectives on Publicly-Owned Land and Community Development:

Respondents were asked if they agree or disagreed with each of a series of nine land use statements. The table below arrays each statement with the percentage of residents who "strongly agree" with it and the percentage who "strongly disagree" with it:

Statement	Strongly Agree	Strongly Disagree
A strong sense of community is important to me.	60%	1%
The City should not sell publicly-owned land.	30%	7%
The City should create more cultural and arts opportunities for people of all ages and incomes.	29%	9%
Publicly-owned land should be retained and used for public purposes only.	29%	5%
The City should create more recreational opportunities for people of all ages and incomes.	28%	12%
The City should look for ways to generate revenue from the sale and development of vacant publicly-owned land.	28%	13%
The city has enough park space and does not need to add any more.	28%	13%

Statement	Strongly Agree	Strongly Disagree
The value of publicly-owned land is greater than the revenue that can be generated from it.	21%	6%
The City should create more community gathering spaces.	19%	14%

Clearly, a strong sense of community is key to most residents, evidenced not only in this survey but in all past city surveys. Different uses of publicly-owned land have approximately identical levels of “strong supporters:” cultural and arts opportunities, general public purposes, recreational opportunities, or revenue generation. Only conversion into additional park space has much weaker receptivity. But, there is a little more resistance to the creation of more recreational opportunities and revenue generation opportunities.

Making Edina Preeminent:

Residents were initially reminded the City of Edina’s Vision Statement is making the community “the preeminent place for living, learning, raising families and doing business.” They were then asked: “What existing public facilities in Edina, if any should the City seek to improve?” Fifty percent have no suggestions. Several facilities, however, are candidates for improvement: parks, at 11%; bicycle lanes, at nine percent; as well as Braemar Golf Course, Arts Center, Senior Center, and trails, each at six percent. Only parks and bicycle lanes reach the threshold of being modestly supported improvements.

A majority of residents could offer no suggestions about specific public facilities which the City should seek to expand or add. Only one modestly supported additions and/or improvements is mentioned: a “community center,” at 11%. “Open spaces,” “parks,” “trails,” and “bicycle lanes” are listed by between four and seven percent each.

In both categories – improvements or additions/expansions – no consensus emerges.

The Grandview District:

Eighty-six percent are either “very familiar” or “somewhat familiar” with the Grandview District in Edina; in fact, 46% are “very familiar.” The typical resident visits the Grandview District “weekly.” Thirty-six percent visits multiple times per week; 31% visit at least multiple times per month; and, 33% visit the District “monthly” or less. The principal reason for visiting the District is “shopping,” mentioned by 68%, followed by “restaurants,” at nine percent, and the “library,” at eight percent.

Forty-six percent never heard of the “Grandview Redevelopment Framework.” Thirty-five percent are at least “somewhat familiar” with the Framework, while 18% have a passing knowledge of the report. In terms of general development of this site, 37% favor including only public amenities, nine percent opt for selling for private uses, and 46% want a combination of both public and private uses. The typical Edina resident supporting a combination approach would like to see a 50%-50% split between private

and public purposes. In discussing types of public uses for the site, 30% would prefer them to be indoor facilities, six percent want only outdoor facilities, and 57% favor a combination of both.

Potential Uses for the Grandview District Land:

Respondents were read a list of twelve potential land uses in the Grandview District. The table below shows the proposed use, its overall support, and its overall opposition.

Potential Use	Support	Opposition
An outdoor plaza or park	66%	34%
Sit-down restaurants	65%	35%
Retail shops	65%	35%
A performing arts space	64%	35%
Multi-purpose community rooms for meetings, events and classes	59%	41%
A community art center with a gallery	57%	41%
An exercise and fitness center	55%	44%
An indoor pool and water play area	53%	47%
Indoor athletic courts	53%	46%
Office space	51%	47%
Town homes and condominiums	44%	54%
Apartments	35%	64%

Of the twelve potential uses, only two register a majority in opposition: “town homes and condominiums” and “apartments.” Four uses have very strong support: “an outdoor plaza or park,” “sit-down restaurants,” “retail shops,” and “a performing arts space.” Three potential uses have conditional support – between 55%-60% with opposition in the 40%-range – “multi-purpose community rooms for meetings, events and classes,” “a community art center with a gallery,” and “an exercise and fitness center.” The three uses in the range of 51%-53% support are more controversial in terms of splitting the sample almost in half.

Next, from this list of potential uses of the Grandview District Land, respondents were asked to indicate their first and second priorities. The table below shows the proposed use, first priority, second priority, and total (first and second) priorities combined.

Potential Use	First Priority	Second Priority	Total Priority
An outdoor plaza or park	14%	11%	25%
An exercise and fitness center	13%	9%	22%
A performing arts space	12%	9%	21%
A community art center with a gallery	10%	11%	21%
Sit-down restaurants	7%	13%	20%
An indoor pool and water play area	10%	7%	17%
Town homes and condominiums	9%	6%	15%
Multi-purpose community rooms for meetings, events and classes	8%	6%	14%

<i>Potential Use</i>	<i>First Priority</i>	<i>Second Priority</i>	<i>Total Priority</i>
Retail shops	4%	9%	13%
Indoor athletic courts	5%	7%	12%
Apartments	3%	4%	7%
Office space	2%	4%	6%

Five land uses were viewed as top priorities by at least 20% of the sample: “an outdoor plaza or park,” “an exercise and fitness center,” “a performing arts space,” “a community art center with a gallery,” and “sit-down restaurants.” Five other land uses receive middling prioritization: “an indoor pool and water park area,” “town homes and condominiums,” “multi-purpose community rooms for meetings, events and classes,” “retail shops,” and “indoor athletic courts.” Finally, two land uses are considered priorities by less than ten percent each: “apartments” and “office space.” When asked which, if any, of the potential land uses they would oppose, 26% oppose apartments, while 11% oppose “office space,” and ten percent oppose “town homes or condominiums.”

New Community Center:

When informed about discussions concerning construction of a new Community Center at the former Grandview Public Works site, 53% support the concept, while 40% oppose it, and eight percent are unsure. Intense opposition and intense support are relatively equal, at 12% and nine percent, respectively. Supporters were next queried about the types of amenities they would most like to see at a new Community Center. A “fitness center” led the list with 30%. Ranked next, a “performing arts space,” at 20%, “indoor pool,” at 16%, and “meeting rooms,” at 14%, followed. “Gymnasiums” and “indoor athletic courts,” at seven percent each, rounded out the suggestions.

Fifty-eight percent of the sampled households report members would be either “very likely” or “somewhat likely” to use the facility. Using standard market projection techniques, an initial clientele of 18% of Edina households would be expected to use a Community Center at the former Grandview Public Works site.

The typical Edina resident would be willing to pay an additional \$2.70 per month in property taxes to fund the Community Center construction. While 27% would support a property tax increase of \$6.00 per month for this project, a decisive 38% would oppose any tax increase for this purpose.

Respondents were informed about the possibility the current Edina Community Center on Normandale Road could be converted back into classrooms for students as the population continues to grow. Twenty-one percent report under these circumstances they would be “much more likely” to support a new Community Center project at the former Grandview Public Works site; an additional 34% would be “somewhat more likely” to do so. Only seven percent report they would be “less likely” to support this project, while 38% felt the possibility makes no difference to their support or opposition.

Mixed-Use Project on the Grandview Public Works Site:

By a 65%-29% margin, residents support a development project at the Grandview site that includes both public and private uses. Supporters would most like to see “restaurants” or a “community center,” each at 21%, “boutique shops,” at 13%, “condominiums,” at 12%, and “big-box retail stores,” at 11%.

When informed a mixed-use project with privately-owned components on a portion of the site could reduce the potential tax impact of constructing and operating a Community Center on the same site, 18% are “much more likely” to support a mixed-use project. Thirty-five percent report they are “somewhat more likely” to do so. Twelve percent are “less likely” to support a mixed use development there, while 34% report it makes “no difference” to them.

Summary and Conclusions:

Residents tend to be very supportive of projects which foster a stronger sense of community, but also think there are different approaches to achieving this. While a solid majority believes publicly-owned land should be retained and used only for public purposes, a majority also believes the City of Edina has enough park space and does not need to add any more. Further, majorities also believe the City should look for ways to generate revenue from other types of publicly-owned land. They also think the City should create more recreational opportunities, as well as cultural and arts opportunities, for people of all ages and incomes. As a result of these simultaneously held beliefs about public land, it is no surprise that a mixed-use development project on the former Grandview Public Works site is supported by a 65%-29% majority.

Support for seven uses for the Grandview Public Works site land exceeds opposition by at least 10%; in fact, for the initial four uses itemized, support is almost twice as high as opposition. Residents express clear backing for “*an outdoor plaza or park,*” “*sit-down restaurants,*” “*retail shops,*” “*a performing arts space,*” “*multi-purpose community rooms for meeting, events and classes,*” “*a community arts center with a gallery,*” and “*an exercise and fitness center.*” *Intense opposition is registered for only one potential purpose: “apartments.”*

At this time, a Community Center does not post sufficient support to carry a referendum effort. While 53% supports the construction of a new Community Center by the City on the Grandview Public Works site in concept, 40% oppose it. In addition, the typical Edina resident would be willing to pay only an additional \$2.70 per month in property taxes to fund the Community Center construction. While 27% would support a property tax increase of \$6.00 per month for this project, **a decisive 38% would oppose any tax increase for this purpose.** One contingency does, however, significantly change the referendum picture: the conversion of the current Edina Community Center on Normandale Road back into classrooms for students in the future. *If population growth necessitates this facilities change, support in concept increases by a net 15% to a 68% majority.*

Should a new Community Center be designed, several facilities are essential for inclusion to insure acceptance by the public: a fitness center, performing arts center, indoor pool, meeting rooms, as well as indoor athletic courts and gymnasiums. Of course, the balance will need to be struck between tax cost and facilities offerings. Since, a 53% majority indicates they would be “more likely” to support a mixed use project on the Grandview Public Works site if it could reduce the potential tax impact of constructing and operating a Community Center on the current site.

Methodology:

This study contains the results of a sample of 400 randomly selected adult residents residing in the City of Edina. Professional interviewers conducted the survey by telephone between January 16th and February 4th, 2014. The typical respondent took eighteen minutes to complete the questionnaire. The results of the study are projectable to all adult Edina residents within \pm 5.0 % in 95 out of 100 cases.

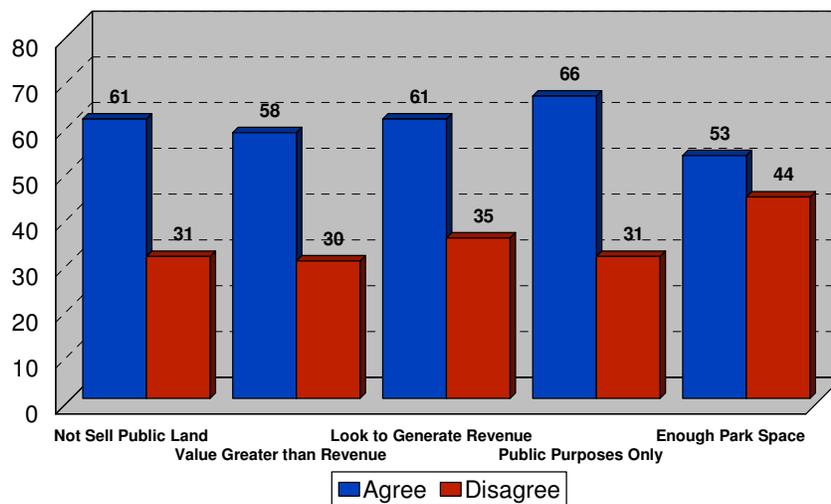
City of Edina

2014 Residential Survey

The Morris Leatherman Company

Value Statements I

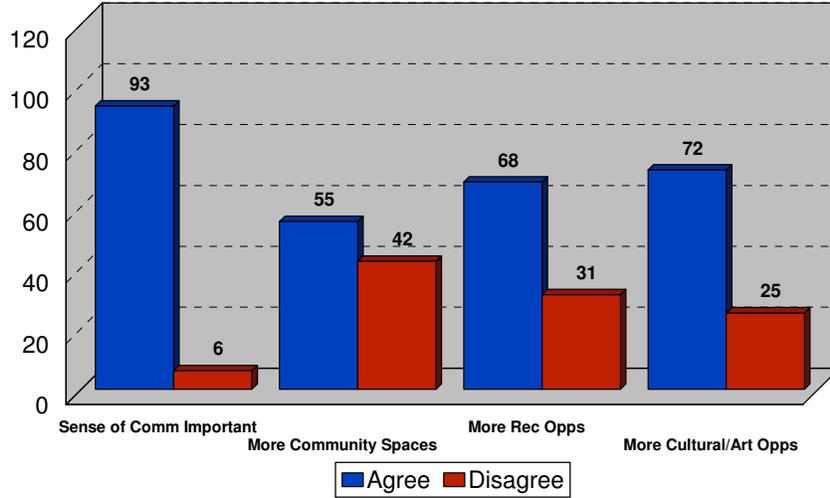
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Value Statements II

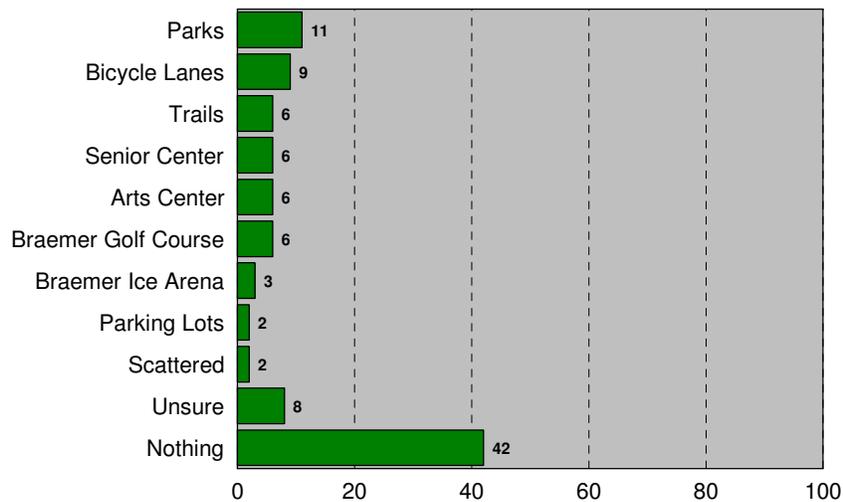
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Facilities to Improve

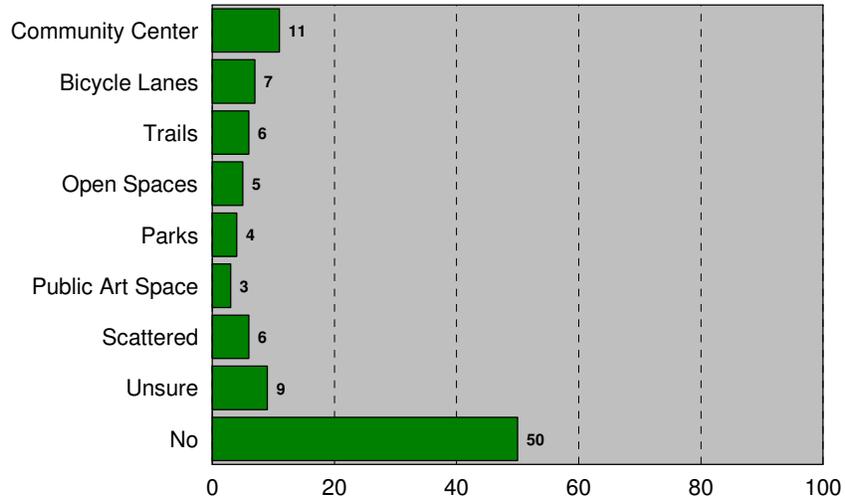
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Facilities to Expand or Add

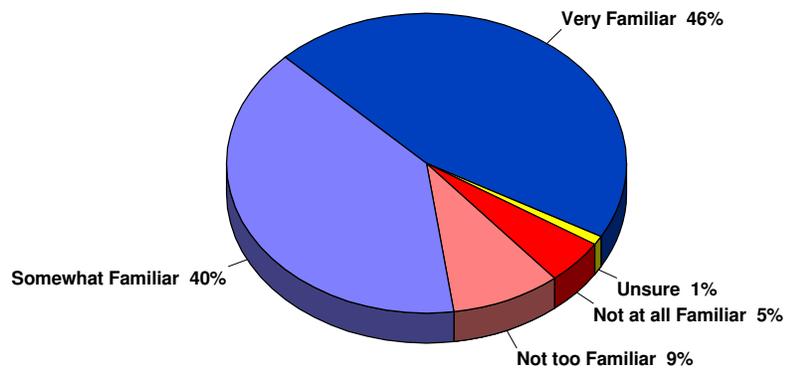
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Familiarity with Grandview District

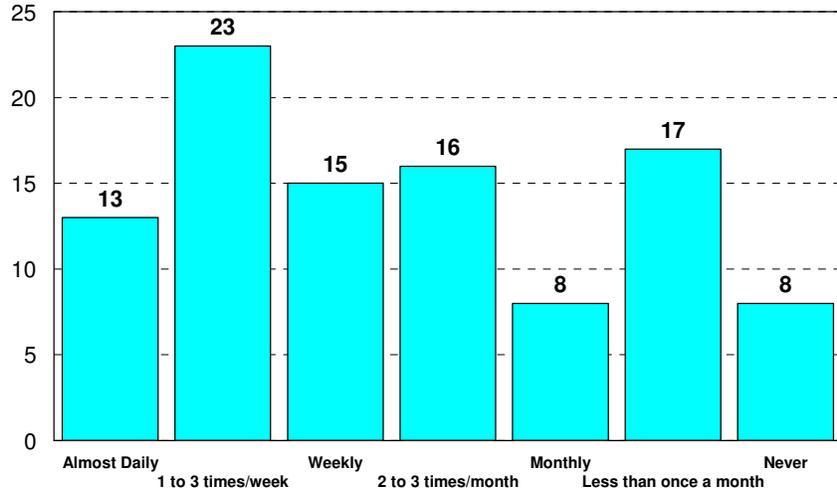
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Visit Grandview District

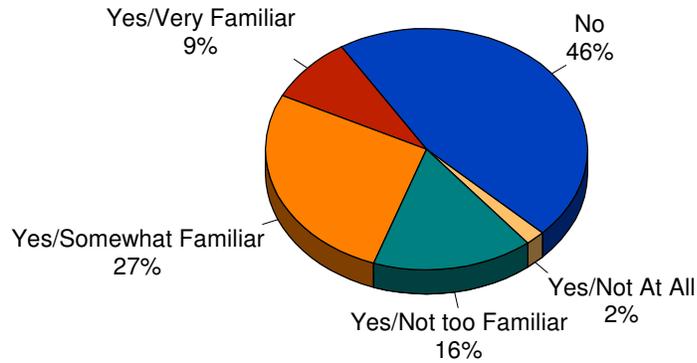
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Grandview Redevelopment Framework

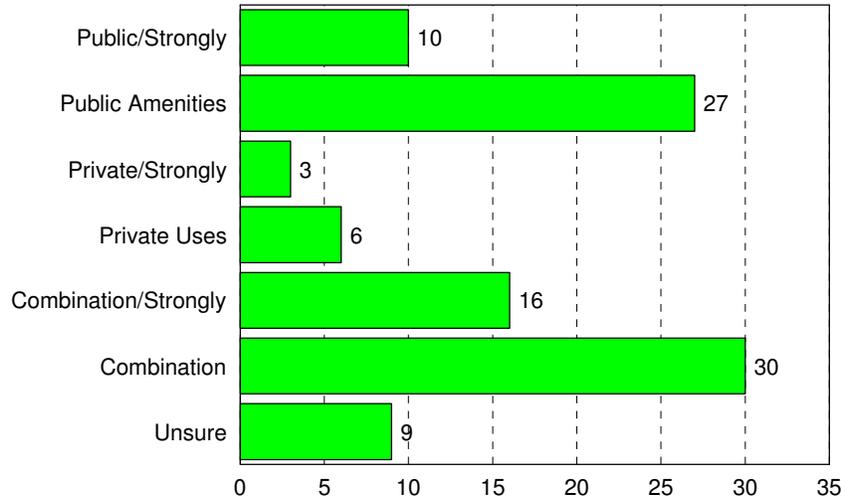
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Development Preference

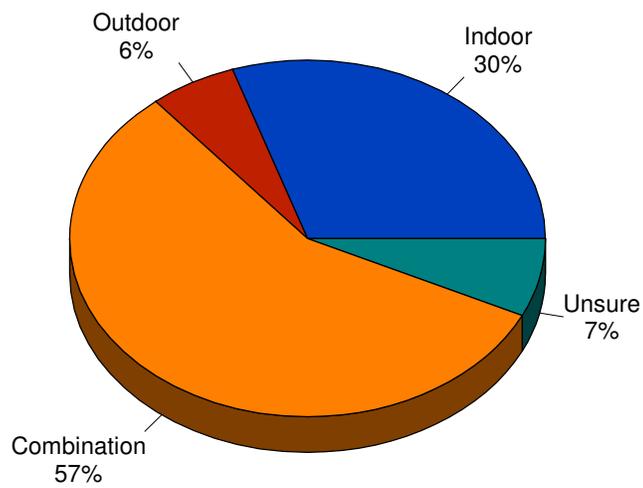
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Public Amenities Indoor vs. Outdoor

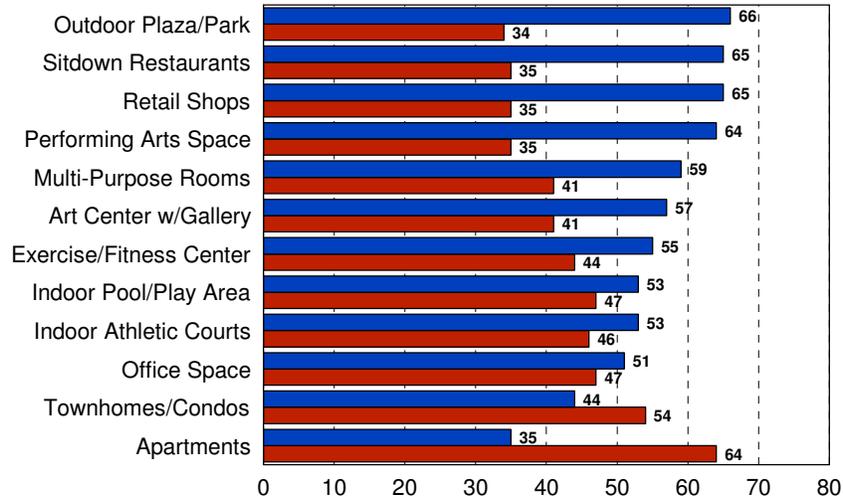
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Potential Uses for Land

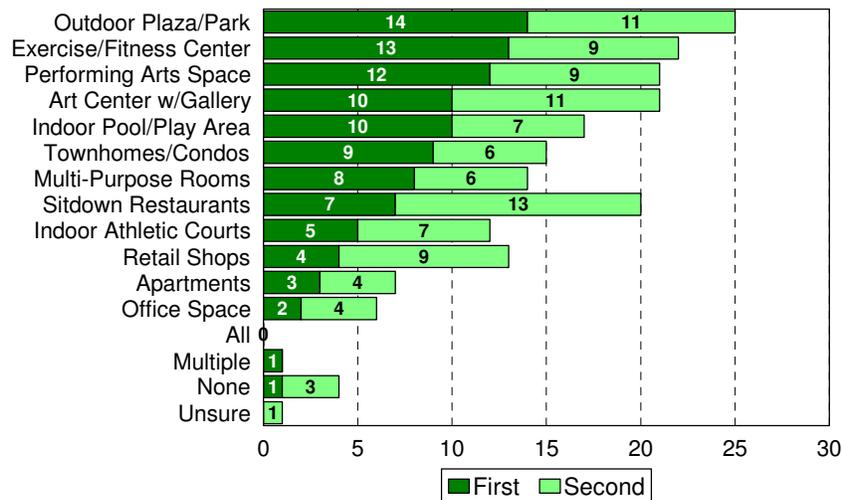
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Priority of Potential Uses

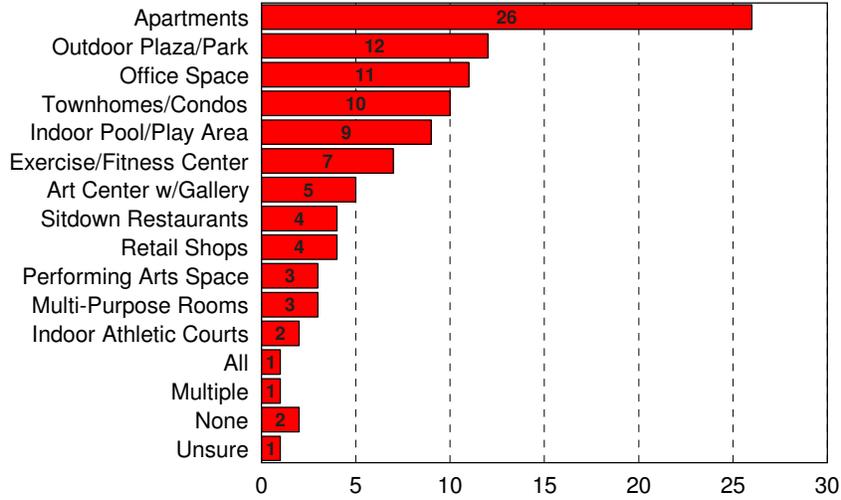
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Most Opposed Potential Use

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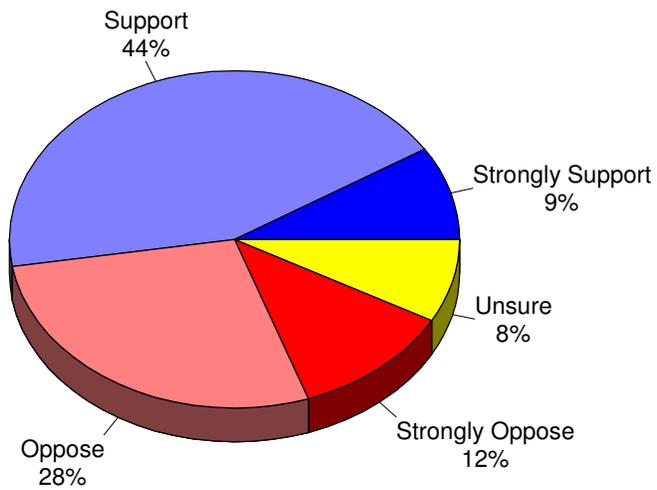


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New Community Center

2014 City of Edina

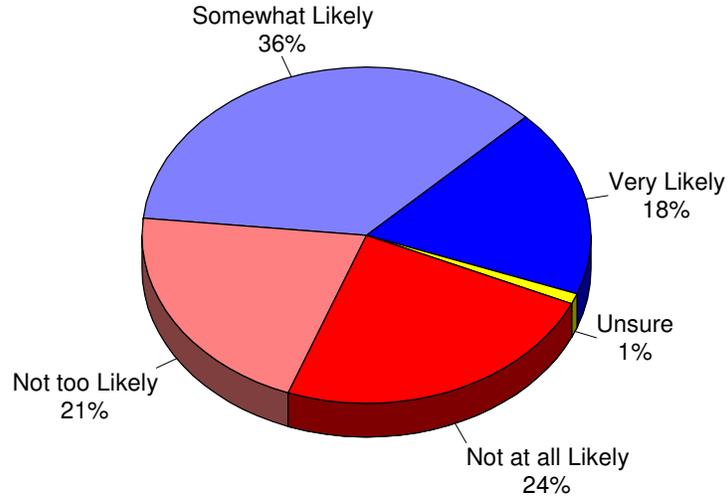
Amenities to Include (Supporters):
 - Fitness Center 30%
 - PAC 20%
 - Indoor Pool 16%
 - Meeting Rooms 14%



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Likely Use of Community Center

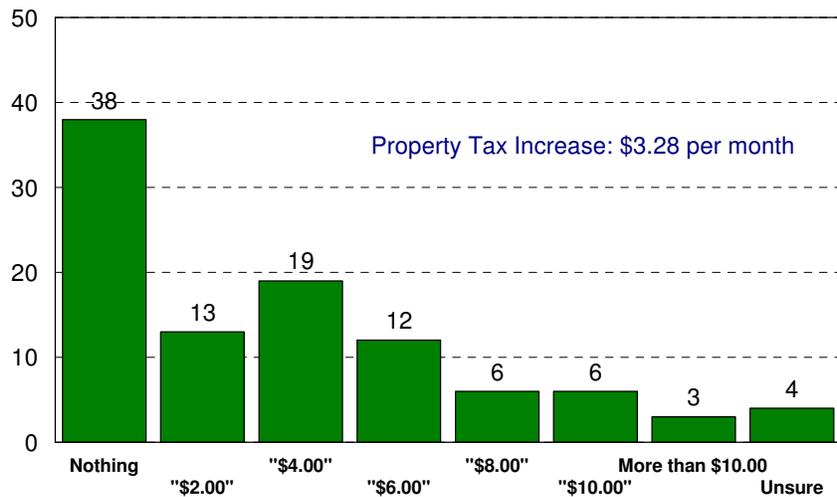
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Property Tax Increase for Community Center

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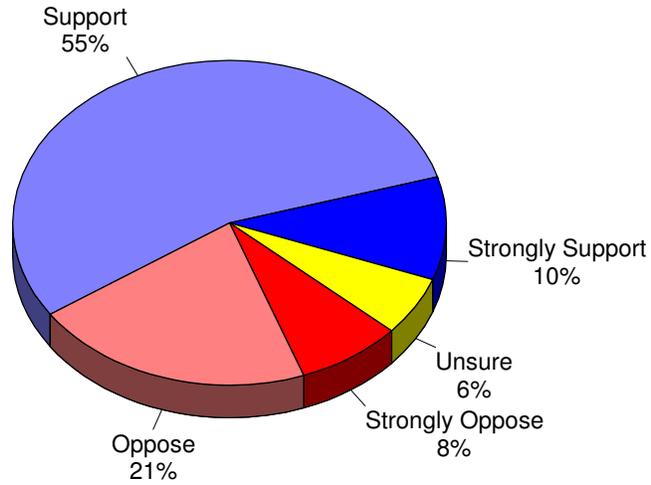


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Mixed Use Project

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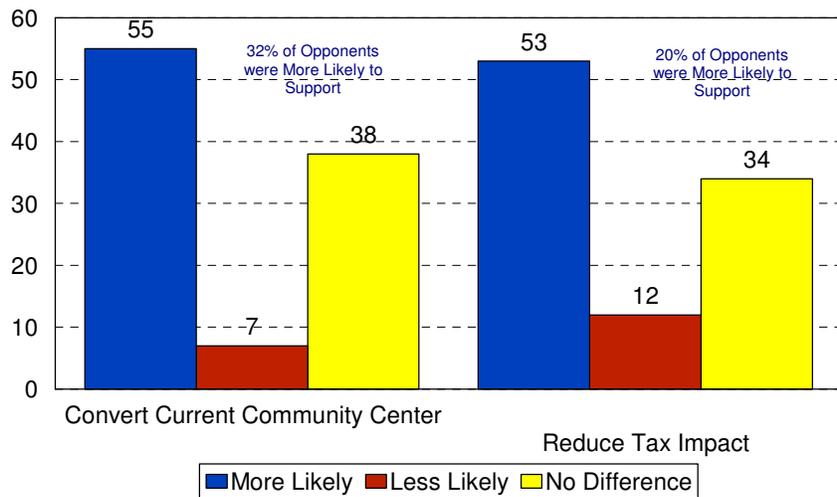
- Amenities to Include (Supporters):
- Restaurants 21%
 - Community Center 21%
 - Boutique Shops 13%
 - Condos 12%
 - Big Box Retail 11%



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Arguments

2014 City of Edina



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THE MORRIS LEATHERMAN COMPANY
 3128 Dean Court
 Minneapolis, Minnesota 55416

EDINA RESIDENTIAL
 SURVEY
 FINAL JANUARY 2014

Hello, I'm _____ of the Morris Leatherman Company, a polling firm located in Minneapolis. We've been retained by the City of Edina to speak with a random sample of residents about an opportunity for publicly owned land in the city. The survey is being taken because your city representatives and staff are interested in your opinions and suggestions. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported. (DO NOT PAUSE)

- | | |
|--|---------------------------|
| 1. Approximately how many years have you lived in the City of Edina? | LESS THAN TWO YEAR.....5% |
| | 2.1 TO FIVE YEARS.....9% |
| | 5.1 TO TEN YEARS.....18% |
| | 10.1 TO 20 YEARS.....26% |
| | 20.1 TO 30 YEARS.....18% |
| | OVER THIRTY YEARS.....24% |
| | DON'T KNOW/REFUSED.....0% |

I would like to start out by reading you a list of statements about publicly-owned land and community development in the City of Edina. For each one, please tell me if you strongly agree with it, somewhat agree, somewhat disagree or strongly disagree with it. (ROTATE)

	STA	SMA	SMD	STD	DKR
2. The city should not sell publicly-owned land.	30%	31%	24%	7%	9%
3. The value of publicly-owned land is greater than the revenue that can be generated from it.	21%	37%	24%	6%	12%
4. The city should look for ways to generate revenue from the sale and development of vacant publicly-owned land.	28%	33%	22%	13%	5%
5. Publicly-owned land should be retained and used for public purposes only.	29%	37%	26%	5%	2%
6. The city has enough park space and does not need to add anymore.	28%	25%	31%	13%	4%
7. A strong sense of community is important to me.	60%	33%	5%	1%	1%
8. The city should create more community gathering spaces.	19%	36%	28%	14%	4%
9. The city should create more recreational opportunities for people of all ages and incomes.	28%	40%	19%	12%	2%

10. The city should create more cultural and arts opportunities for people of all ages and incomes. 29% 43% 16% 9% 3%

Continuing....

The City of Edina's Vision Statement is making Edina the preeminent place for living, learning, raising families and doing business. Keeping this vision in mind....

11. First, what existing public facilities in Edina, if any, should the City seek to improve?

UNSURE, 8%; NO, 42%; BRAEMAR ICE ARENA, 3%; BRAEMAR GOLF COURSE, 6%; ARTS CENTER, 6%; SENIOR CENTER, 6%; PARKS, 11%; TRAILS, 6%; BICYCLE LANES, 9%; PARKING LOTS, 2%; SCATTERED, 2%.

12. Second, what specific public facilities, if any, should the City should seek to expand or add?

UNSURE, 9%; NO, 50%; COMMUNITY CENTER, 11%; OPEN SPACES, 5%; PARKS, 4%; TRAILS, 6%; BICYCLE LANES, 7%; PUBLIC ART SPACE, 3%; SCATTERED, 6%.

Moving on....

As you may know, the Grandview District is located near Highway 100 and Vernon Road. There are a number of businesses, including Jerry's Foods, Edina Family Physicians, Eden Avenue Grill, Starbucks and Davannis. The Edina Senior Center and public library are also located here. There are several apartment and condominium buildings in the District.

13. How familiar are you with the Grandview district in Edina - are you very familiar, somewhat familiar, not too familiar or not at all familiar?
- | | |
|-------------------------|-----|
| VERY FAMILIAR..... | 46% |
| SOMEWHAT FAMILIAR..... | 40% |
| NOT TOO FAMILIAR..... | 9% |
| NOT AT ALL FAMILIAR.... | 5% |
| DON'T KNOW/REFUSED.... | 1% |

14. How often do you visit the Grandview district - almost daily, one to three times a week, weekly, two to three times a month, monthly, less than once a month, or never?
- | | |
|-------------------------|-----|
| ALMOST DAILY..... | 13% |
| ONE/THREE TIMES WEEK.. | 23% |
| WEEKLY..... | 15% |
| TWO/THREE TIMES MONTH.. | 16% |
| MONTHLY..... | 8% |
| LESS THAN ONCE MONTH.. | 17% |
| NEVER..... | 8% |
| DON'T KNOW/REFUSED.... | 0% |

IF RESPONDENTS VISITS DISTRICT, ASK: (N=369)

15. What is your primary purpose when you visit the Grandview District?

SHOPPING, 68%; LIVE IN AREA, 4%; RESTAURANTS, 9%; LIBRARY, 8%; SERVICE BUSINESSES, 4%; MEDICAL OFFICES, 2%; SENIOR CENTER, 2%; SCATTERED, 2%.

From 2010 to 2012, a large group of residents prepared a potential vision for future changes that may occur in the Grandview District. The effort culminated in the formal adoption of a "Redevelopment Framework" for Grandview District.

16. Have you heard of the Grandview Re-development Framework? (IF "YES," ASK:) How familiar are you with the City's vision of the Grandview Re-development Framework - are you very familiar, somewhat familiar, not too familiar or not at all familiar?
- | | |
|-------------------------|-----|
| NO..... | 46% |
| YES/VERY FAMILIAR..... | 9% |
| YES/SOMEWHAT FAMILIAR.. | 27% |
| YES/NOT TOO FAMILIAR.. | 16% |
| YES/NOT AT ALL FAMI.... | 2% |
| DON'T KNOW/REFUSED.... | 0% |

As you may know, the city's public works repair facility used to be located in the Grandview District. These operations were relocated to a modern facility in 2010. The former public works site is currently vacant and the city is considering potential uses for this three acre parcel of land.

17. Do you think the development of this site should include only public amenities, should it be sold for private use or should there be some combination of public amenities and private use? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|------------------------|-----|
| PUBLIC/STRONGLY..... | 10% |
| PUBLIC..... | 27% |
| PRIVATE/STRONGLY..... | 3% |
| PRIVATE..... | 6% |
| COMBINATION/STRONGLY.. | 16% |
| COMBINATION..... | 30% |
| DON'T KNOW/REFUSED.... | 9% |

IF "COMBINATION/STRONGLY" OR "COMBINATION," ASK: (N=184)

- | | | |
|-----|--|---------------------------|
| 18. | Approximately what percent of the available land should be developed for public use? | 25% OR LESS.....15% |
| | | 26% TO 49%.....23% |
| | | 50%.....34% |
| | | 51% OR HIGHER.....23% |
| | | UNSURE.....5% |
| 19. | If public uses were developed on the site, would you prefer them to be indoor facilities, outdoor facilities or a combination of both? | INDOOR.....30% |
| | | OUTDOOR.....6% |
| | | COMBINATION.....57% |
| | | DON'T KNOW/REFUSED.....7% |

I would like to read you a list of potential uses for the land. For each one, please tell me if you strongly support it, somewhat support, somewhat oppose or strongly oppose it. (ROTATE)

	STS	SMS	SMO	STO	DKR
20. An outdoor plaza or park.	22%	44%	23%	11%	1%
21. Multi-purpose community rooms for meetings, events and classes.	17%	42%	25%	16%	1%
22. An exercise and fitness center.	23%	32%	27%	17%	2%
23. An indoor pool and water play area.	20%	33%	26%	21%	1%
24. Indoor athletic courts.	21%	32%	26%	20%	2%
25. A performing arts space.	26%	38%	22%	13%	2%
26. A community art center with a gallery.	23%	34%	23%	18%	3%
27. Sit-down restaurants.	22%	43%	15%	20%	0%
28. Retail shops.	20%	45%	20%	15%	1%
29. Town homes and condominiums.	13%	31%	24%	30%	3%
30. Apartments.	9%	26%	24%	40%	2%
31. Office space.	11%	40%	21%	26%	3%
32. Please tell me which one, if any, of those potential uses you would place as the top priority?					
33. Of the remaining potential uses, which one would you rank as the second priority?					
34. Is there any one potential you are most opposed to? (IF "YES," ASK:) Which one?					

	TOP	SEC	OPP
AN OUTDOOR PLAZA OR PARK.....	14%	11%	12%
MULTI-PURPOSE COMMUNITY ROOMS FOR MEETINGS, EVENTS CLASSES.....	8%	6%	3%
AN EXERCISE OR FITNESS CENTER.....	13%	9%	7%
AN INDOOR POOL AND WATER PLAY AREA.....	10%	7%	9%
INDOOR ATHLETIC COURTS.....	5%	7%	2%
A PERFORMING ARTS SPACE.....	12%	9%	3%
A COMMUNITY ART CENTER WITH A GALLERY.....	10%	11%	5%
SIT-DOWN RESTAURANTS.....	7%	13%	4%
RETAIL SHOPS.....	4%	9%	4%
TOWN HOMES OR CONDOMINIUMS.....	9%	6%	10%
APARTMENTS.....	3%	4%	26%
OFFICE SPACE.....	2%	4%	11%
ALL (VOL.).....	0%	0%	1%
MULTIPLE (VOL.).....	1%	0%	1%
NONE (VOL.).....	1%	3%	2%
DON'T KNOW/REFUSED.....	0%	1%	1%

Continuing....

Some people have been discussing the possibility of a new Community Center in Edina. The former Grandview public works site has been mentioned as one possible location.

35. Do you support or oppose the construction of a new Community Center by the City of Edina on the former Grandview public works site? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|-------------------------|-----|
| STRONGLY SUPPORT..... | 9% |
| SUPPORT..... | 44% |
| OPPOSE..... | 28% |
| STRONGLY OPPOSE..... | 12% |
| DON'T KNOW/REFUSED..... | 8% |

IF "STRONGLY SUPPORT" OR "SUPPORT," ASK: (N=212)

36. What types of amenities would you most like to see in a new Community Center on the former Grandview public works site?

UNSURE, 4%; FITNESS CENTER, 30%; GYMNASIUMS, 7%; MEETING ROOMS, 14%; INDOOR POOL, 16%; PERFORMING ARTS CENTER, 20%; INDOOR ATHLETIC COURTS, 7%; SCATTERED, 3%.

37. If a new Community Center were built at this location, how likely would you or members of your household be to use the facility -- very likely, somewhat likely, not too likely, or not at all likely?
- | | |
|-------------------------|-----|
| VERY LIKELY..... | 18% |
| SOMEWHAT LIKELY..... | 36% |
| NOT TOO LIKELY..... | 21% |
| NOT AT ALL LIKELY..... | 24% |
| DON'T KNOW/REFUSED..... | 1% |

The construction and operation of a new Community Center might possibly require additional property taxes. Suppose the City of Edina proposed a new Community Center development which you considered to be a reasonable approach.

38. How much would you be willing to see your property taxes increase to fund this construction? Let's say, would you be willing to see your monthly property taxes increase by \$____? (CHOOSE RANDOM STARTING POINT; MOVE UP OR DOWN DEPENDING ON RESPONSE) How about \$____ per month?
- | | |
|-------------------------|-----|
| NOTHING..... | 38% |
| \$2.00..... | 13% |
| \$4.00..... | 19% |
| \$6.00..... | 12% |
| \$8.00..... | 6% |
| \$10.00..... | 6% |
| MORE THAN \$10.00..... | 3% |
| DON'T KNOW/REFUSED..... | 4% |

With the population of Edina continuing to grow, there is a strong possibility the current Edina Community Center on Normandale Road may be converted back into classrooms for students in the future.

39. Knowing this, would you be much more likely to support a new Community Center project at the former Grandview public works site, somewhat more likely, somewhat less likely or much less likely to support a new Community Center project?
- | | |
|-------------------------|-----|
| MUCH MORE LIKELY..... | 21% |
| SOMEWHAT MORE LIKELY.. | 34% |
| SOMEWHAT LESS LIKELY.. | 3% |
| MUCH LESS LIKELY..... | 4% |
| NO DIFFERENCE (VOL.).. | 38% |
| DON'T KNOW/REFUSED..... | 1% |

Moving on....

Another type of development which could be located on the Grandview public works site is a mixed-use project. A mixed-use project can include a mix of all private uses, a mix of all public uses or a mix of private and public uses. There are a few examples of mixed use projects in Edina that you might already be familiar with: Centennial Lakes, which includes a public park, retail, offices and townhomes; and Edinborough, which includes indoor public recreation space, senior apartments, offices and a hotel.

40. Would you support or oppose a development project that includes both public and private uses on the former Grandview public works site? (WAIT FOR RESPONSE) Do you feel strongly that way?

	STRONGLY SUPPORT.....	10%
	SUPPORT.....	55%
	OPPOSE.....	21%
	STRONGLY OPPOSE.....	8%
	DON'T KNOW/REFUSED.....	6%

IF "STRONGLY SUPPORT" OR "SUPPORT," ASK: (N=261)

41. What types of services, businesses or amenities would you most like to see in a mixed-use project on the former Grandview public works site?

UNSURE, 9%; RESTAURANTS, 21%; BIG-BOX RETAIL, 11%; APARTMENTS, 5%; CONDOMINIUMS, 12%; BOUTIQUE SHOPS, 13%; COMMUNITY CENTER, 21%; PARK, 5%; SCATTERED, 3%.

A mixed-use project with privately-owned components like residential units or office space on a portion of this site could reduce the potential tax impact of constructing and operating a Community Center on the same site.

42. Knowing this, would you be much more likely to support a mixed-use project on the former Grandview public works site, somewhat more likely, somewhat less likely or much less likely to support a mixed-used project?

	MUCH MORE LIKELY.....	18%
	SOMEWHAT MORE LIKELY..	35%
	SOMEWHAT LESS LIKELY...	6%
	MUCH LESS LIKELY.....	6%
	NO DIFFERENCE (VOL.)..	34%
	DON'T KNOW/REFUSED.....	2%

Now, just a few more questions for demographic purposes....

Could you please tell me how many people in each of the following age groups live in your household. Let's start oldest to youngest, and be sure to include yourself....

43. First, persons 65 or over?

	NONE.....	66%
	ONE.....	20%
	TWO OR MORE.....	14%

44. Adults under 65?

	NONE.....	26%
	ONE.....	20%
	TWO.....	50%
	THREE OR MORE.....	5%

45. School-aged children or pre-schoolers?

	NONE.....	70%
	ONE.....	12%
	TWO.....	12%
	THREE OR MORE.....	6%

46. What is your age, please?

18-24.....	3%
25-34.....	10%
35-44.....	16%
45-54.....	22%
55-64.....	22%
65 AND OVER.....	27%
REFUSED.....	0%

47. What is the last grade of formal education you completed?

LESS THAN HIGH SCHOOL..	2%
HIGH SCHOOL GRADUATE...	9%
VO-TECH/TECH COLLEGE...	6%
SOME COLLEGE.....	16%
COLLEGE GRADUATE.....	49%
POST-GRADUATE.....	18%
REFUSED.....	1%

48. Do you reside in an apartment, townhouse or condominium, or a detached single family home?

APARTMENT.....	17%
TOWNHOUSE/CONDO.....	24%
SINGLE-FAMILY HOME....	59%
SOMETHING ELSE (VOL)...	1%
DON'T KNOW/REFUSED.....	0%

49. Do you own or rent your present residence?

OWN.....	75%
RENT.....	25%
REFUSED.....	1%

And now, for one final question, keeping in mind that your answers are held strictly confidential....

50. Thinking about your household finances, how would you describe your financial situation, would you say that --

STATEMENT A.....	2%
STATEMENT B.....	27%
STATEMENT C.....	51%
STATEMENT D.....	19%
DON'T KNOW/REFUSED.....	2%

A) Your monthly expenses are exceeding your income;
 B) You are meeting your monthly expenses but are putting aside little or no savings;
 C) You are managing comfortably while putting some money aside;
 D) Managing very well?

51. Gender.

MALE.....	49%
FEMALE.....	51%

52. Region of City.

NE.....	25%
NW.....	25%
SE.....	25%
SW.....	25%