

# Grandview Resident Survey

February 27, 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.

The questions were prepared by the consultants based on the input and direction of members of the Grandview Community Advisory Team, Edina Community Education, and Edina Parks and Recreation. The survey included some “value-oriented” questions, some general questions regarding community facilities and more specific questions intended to identify the willingness of residents to fund potential improvements.

The telephone poll was conducted in January and February 2014. Edina households were randomly selected. Traditional land-lines and cellular phones were included. This packet contains raw data and a summary analysis prepared by the Morris Leatherman Company in February 2014.

Based on input from the Grandview Community Advisory Team, this information will be synthesized into a final report in March 2014.

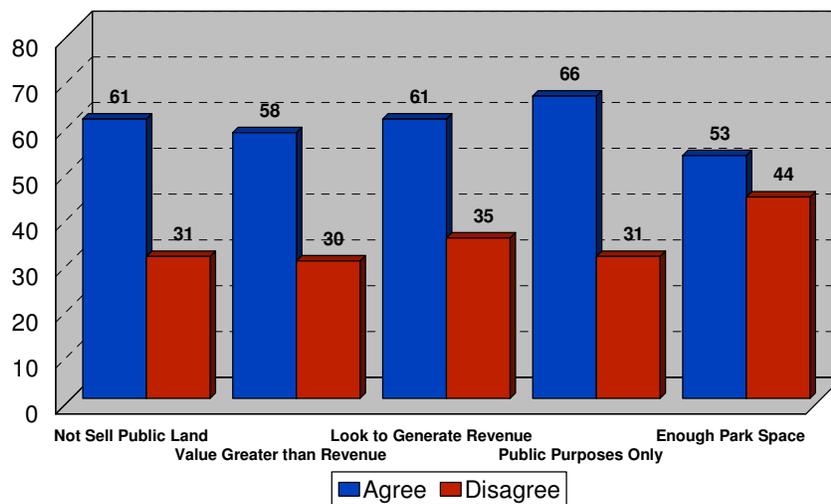
# City of Edina

## 2014 Residential Survey

The Morris Leatherman Company

### Value Statements I

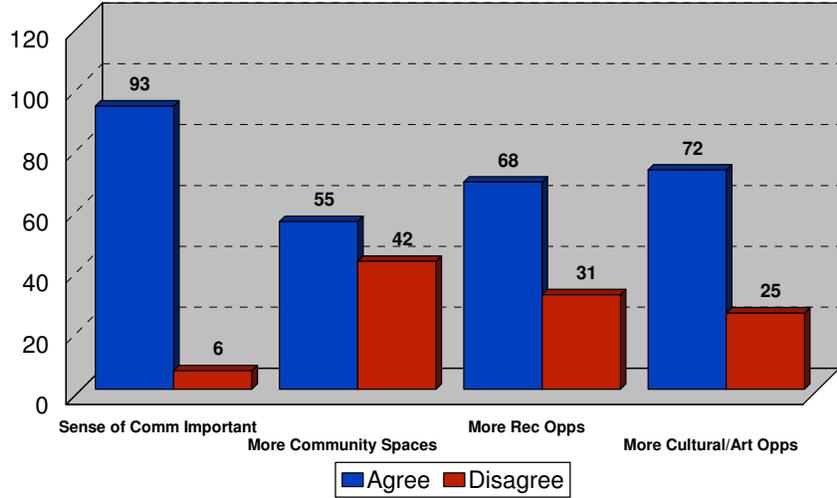
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# Value Statements II

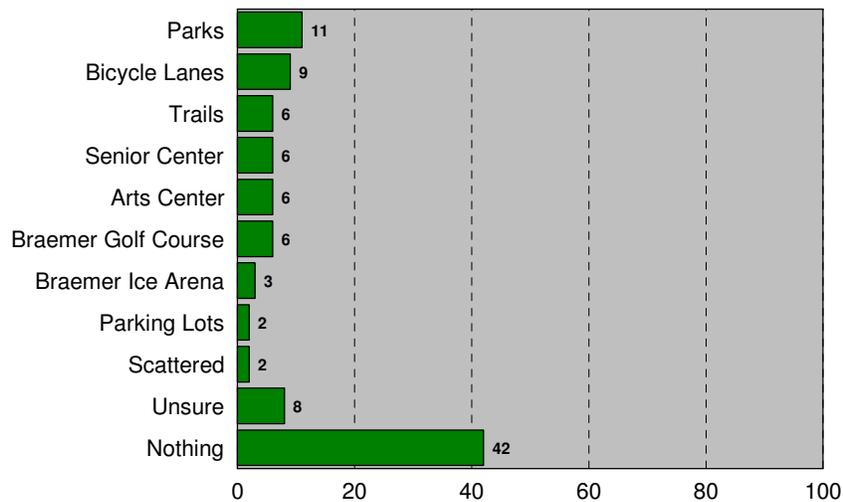
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# Facilities to Improve

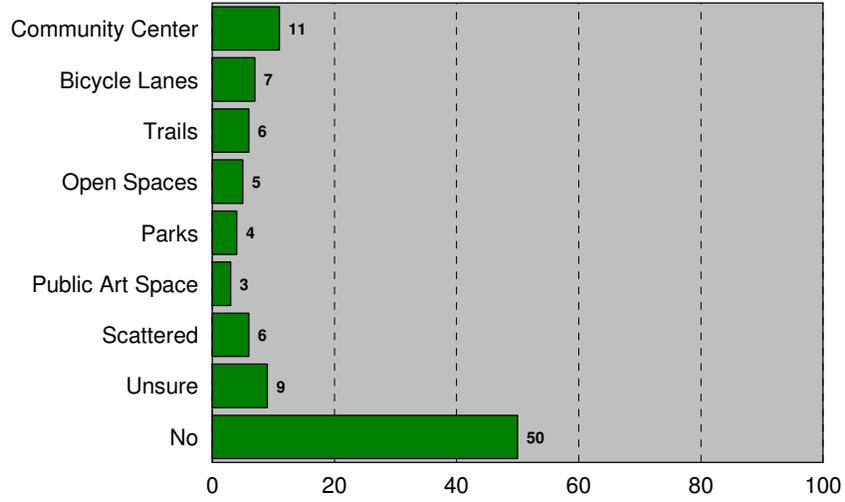
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## Facilities to Expand or Add

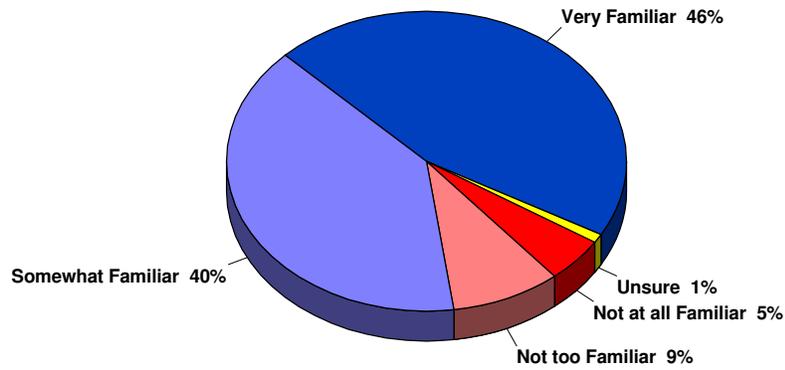
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## Familiarity with Grandview District

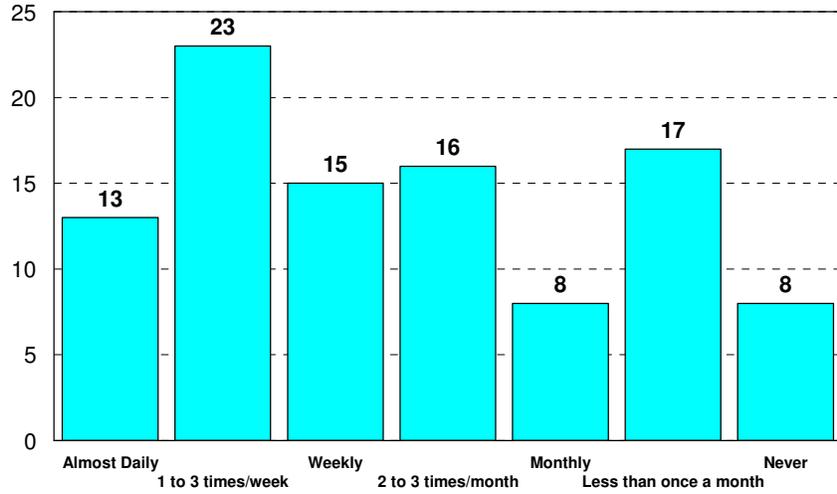
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## Visit Grandview District

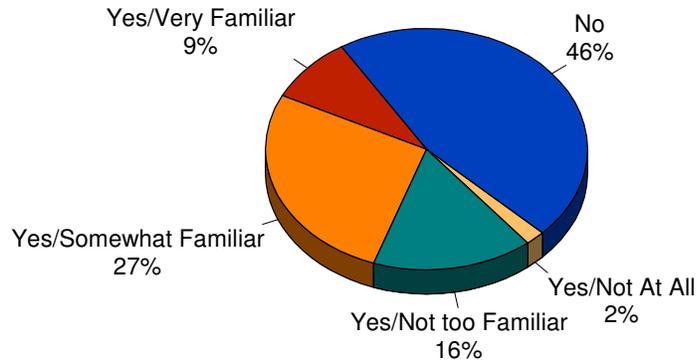
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## Grandview Redevelopment Framework

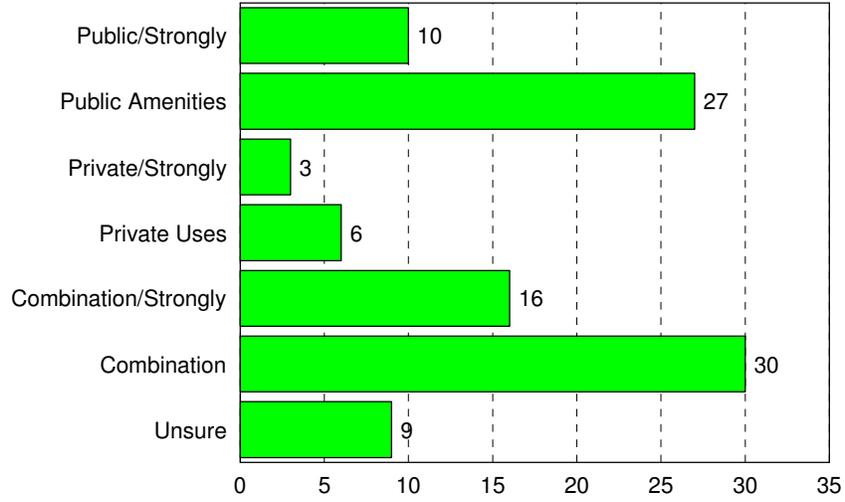
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# Development Preference

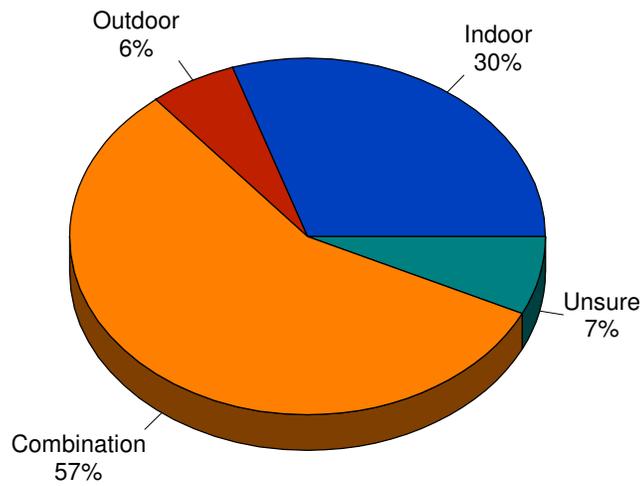
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# Public Amenities Indoor vs. Outdoor

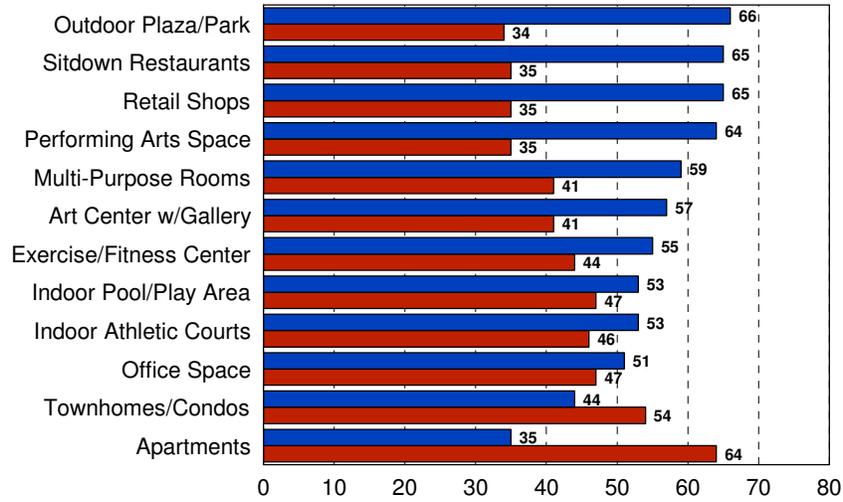
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# Potential Uses for Land

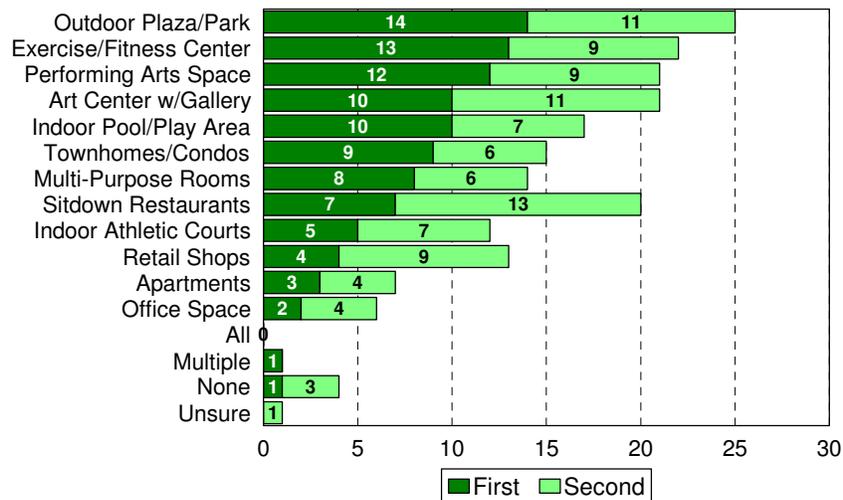
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# Priority of Potential Uses

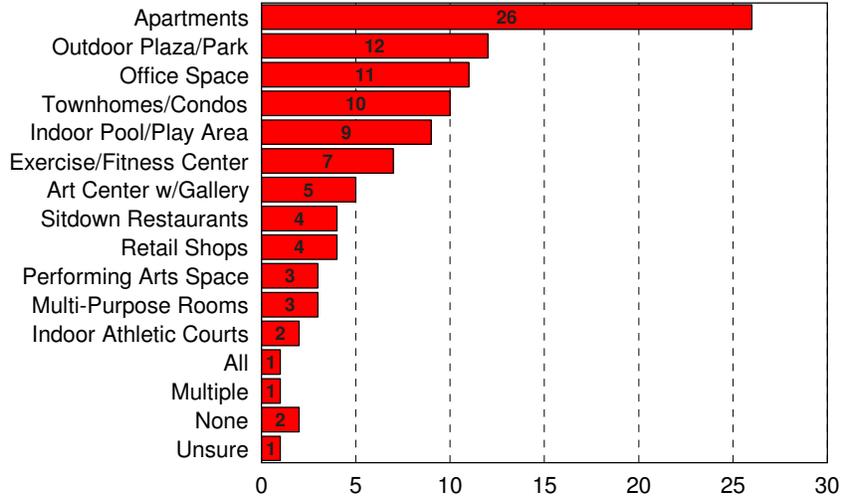
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# Most Opposed Potential Use

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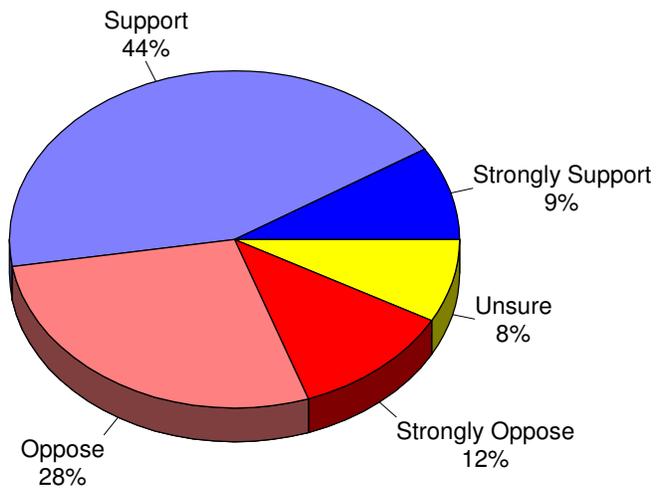


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# New Community Center

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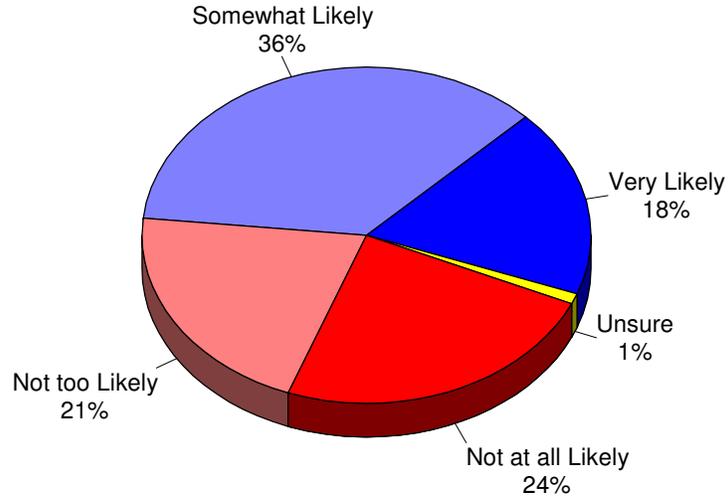
Amenities to Include (Supporters):  
 - Fitness Center 30%  
 - PAC 20%  
 - Indoor Pool 16%  
 - Meeting Rooms 14%



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# Likely Use of Community Center

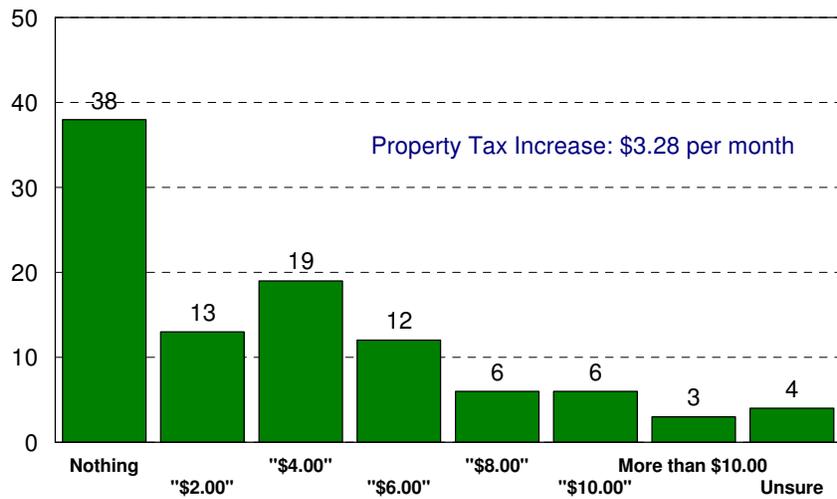
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# Property Tax Increase for Community Center

2014 City of Edina

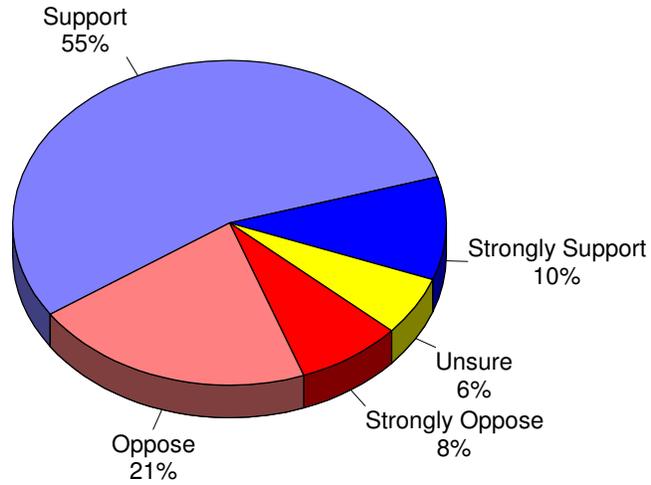


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# Mixed Use Project

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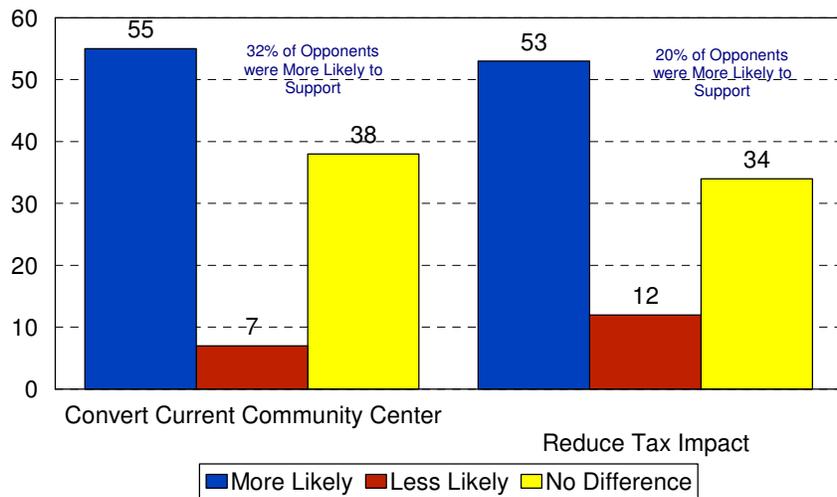
- Amenities to Include (Supporters):
- Restaurants 21%
  - Community Center 21%
  - Boutique Shops 13%
  - Condos 12%
  - Big Box Retail 11%



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# Arguments

2014 City of Edina



The Morris Leatherman Company

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%