

Turner Field Community Survey

Report





About the Coalition

The Turner Field Community Benefits Coalition represents impacted residents in Summerhill, Mechanicsville, Peoplestown, Pittsburgh and beyond to advocate for transparent development, inclusive planning, and community benefits related to the redevelopment of the Turner Field Stadium area. The Coalition is made up of neighborhood associations, community-based organizations, and endorsing organizations from the metro Atlanta region representing thousands of concerned individuals. We believe that the best way to ensure a positive development for the residents of our communities is to come together with one unified purpose and voice. To learn more visit www.turnerfieldcoalition.org.

Acknowledgements

The Turner Field Community Survey was funded by the SMP Community Fund, with additional support provided by the Annie E. Casey Foundation, Atlanta City Councilmember Carla Smith, and Atlanta City Councilmember Andre Dickens.

Contact Us:

P.O. Box 89032

Atlanta, GA 30312

678-607-5436

outreach@turnerfieldcoalition.org

www.turnerfieldcoalition.org



Thank You

This effort would not have been possible without the help of our Survey Team Members - the neighborhood residents who administered the community survey throughout the study area. Their door-to-door canvassing and presence at community meetings and events provided access to many. We thank you for your commitment!

Deborah Arnold

Tajerea Bryant

Queen Evelyn Clemmons

Gale Daugherty

Katterria Dunlap

Yasin O. Efundele

Gladys Freeman

Clemmie C. Jenkins

Jackie Johnson

Tamacia King

William King

Debra Lightning Reese

Nasia Reese

Doristine Samuel

Niko L. Wheeler

Catherine Prather-Williams

Roland Williams

Methodology

The community representative survey of 1,783 adults was conducted for the Turner Field Community Benefits Coalition by Sycamore Consulting, Inc. The survey was conducted through one-on-one, online and hard copy surveys from October 26 through November 21, 2015.

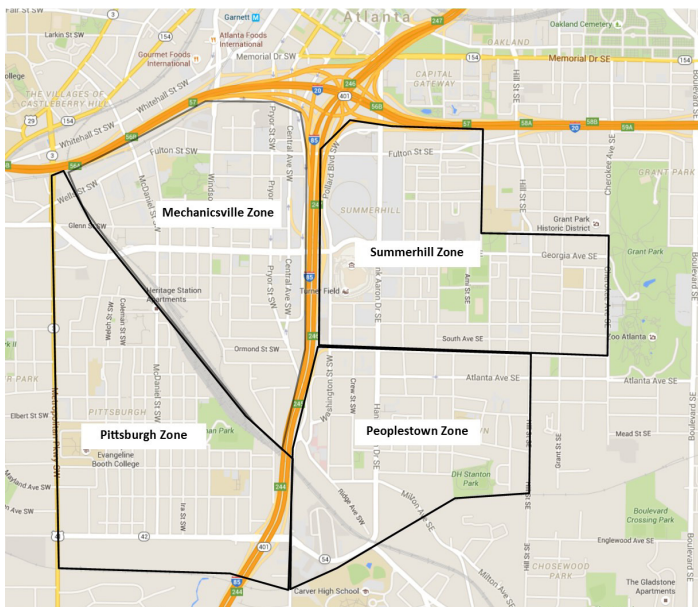
The margin of sampling error for the results of an estimated probability sample of 14,000 study area residents is +/- 5 percentage points at the 95% confidence level. Focus Group sessions were held to validate and substantiate some data points. A detailed methodology can be found in the Appendix.

What's Inside...

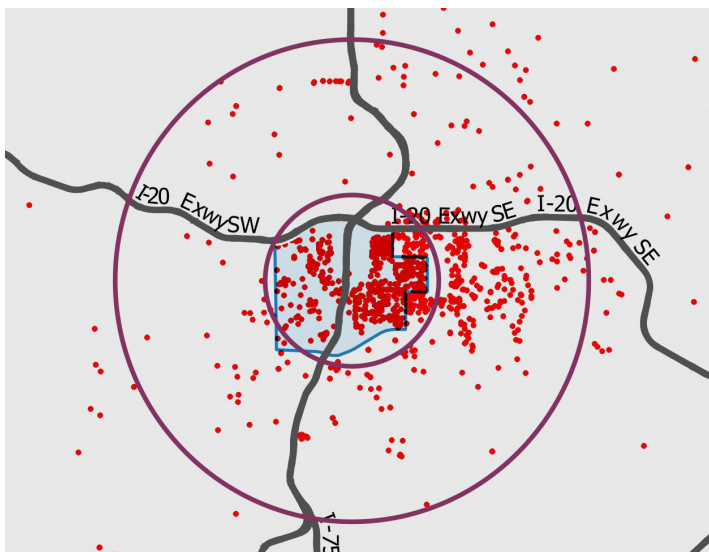
Thank You	3
Methodology	3
Who Took The Survey	4
Who We Are	5
What We Value	6
What We Envision	8
The Youth Vision	9
What Challenges Us	10
Senior Concerns	10

Who Took the Survey

It is an exciting time in our community, and people across metro Atlanta have shown an interest in what happens at and around the Turner Field Stadium. Responses were collected from across the region. The overall survey results show a high level of support for the community's vision.



The survey study area includes the neighborhoods of Mechanicsville, Peoplestown, Pittsburgh, Summerhill and a portion of Grant Park.



Most individuals who responded to the survey from outside of the study area are City of Atlanta residents from within five miles of the study area.

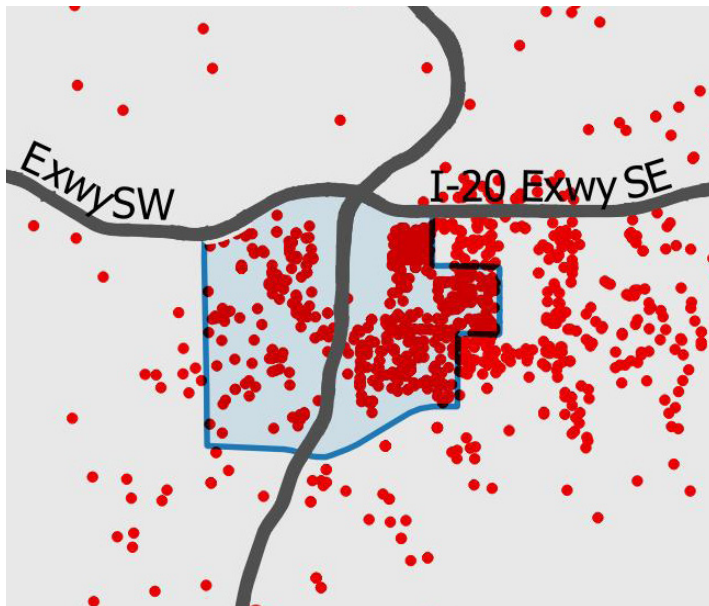
1,783 Total Responses

A Summary of Responses, Overall:

- New development should support and blend in with the surrounding neighborhoods.
- The area should be used for mixed use development.
- There is a low level of support for a casino or office space.
- Traffic and congestion are a concern if the site is reused as an athletic or major event venue.
- Having a safe place to live is a very important neighborhood quality.
- The community needs more neighborhood businesses, restaurants and a grocery store.
- Sidewalks, access to transit and ease of travel outside of the neighborhood are important transportation issues.

Who We Are

While the survey drew interest from people across metro Atlanta, the results in this report reflect the ideas and desires of those who live within the survey study area. Demographic data helps us to understand who took the survey and how representative the survey participants are when compared to the make-up of the study area.



A majority (54%) of the survey responses came from residents who live within the survey study area.

960

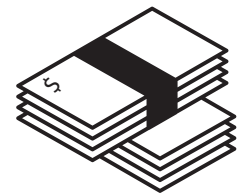
Resident Responses



58% own
42% rent

Study area statistics cite that 26% own and 74% rent their homes.

Total Household Income
is nearly evenly distributed among income categories: <\$20K, \$20 - \$74,999, \$75K+



Census data estimates that 51% of the study area population earns <\$20; 38% earns \$20 - \$74,999; and 12% earns \$75K+

41% have lived in the neighborhood for 10+ years

42%

of Respondents are Male



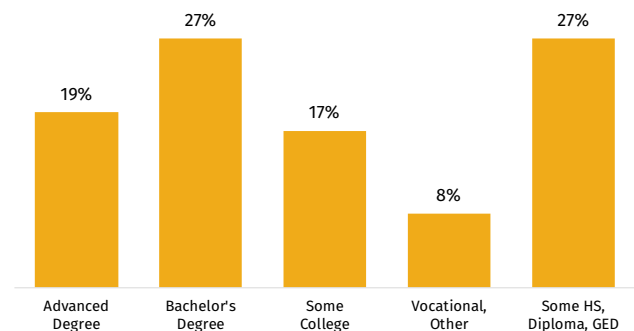
58%

of Respondents are Female

This is compared to an even 50/50 split among men and women living in the study area according to the U.S. Census.

Responses to demographic questions were optional. The percentages shown are out of the total responses received for each question which varied among questions.

Educational Attainment



Study area data cite 9% (Advanced), 13% (Bachelor's), 22% (Some College), 4% (Vocational, Other) and 50% (Some HS, Diploma, GED), respectively.

What We Value

Values are our priorities - the things that we feel are important. The survey asked people about their priorities when it comes to **neighborhood qualities**. Responses show that people value having a safe place to live. Other very important neighborhood qualities include a clean and attractive community and one that is convenient.

Safe

84%

rated having a safe place to live as a “very important” neighborhood quality.

Clean

78%

rated having a clean place to live as a “very important” neighborhood quality.

Convenient

64%

rated convenience as a “very important” neighborhood quality.

Residents also value **a community that is welcoming**. Some residents expressed that a clean, attractive and quiet neighborhood promotes a ‘welcome’ atmosphere. Others thought that it had more to do with a perception of safety, access and quality of life.

“I really want to see something that will improve the overall safety and stability of the community.”

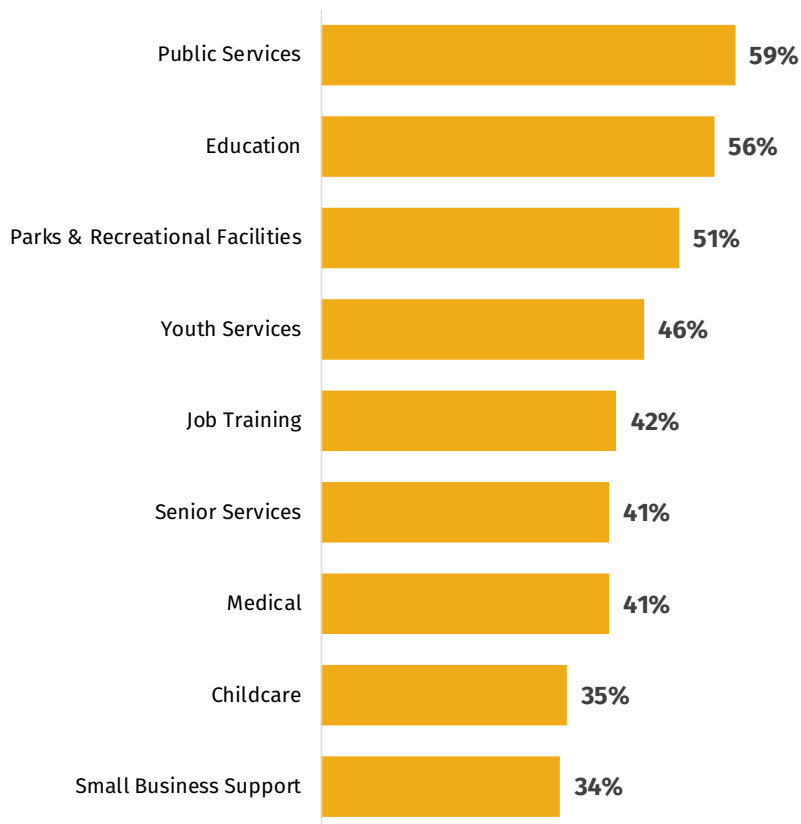
stability. access. balance. diversity.

As a way to dive deeper into the meaning behind survey results, Focus Group sessions were held in each of the four study area neighborhoods as well as with senior and youth groups. Four concepts seemed to rise to the top of those discussions: stability, access, balance and diversity.

What We Value

The survey also asked people about how important specific **neighborhood services** are to them. The results displayed below show the percentage of study area respondents who selected “Very Important”. This data shows a direct connection between the neighborhood services that people value and what they identify as important neighborhood qualities. Public services (which includes police and fire) ranked as the most important neighborhood service. This reinforces the community value of having a safe place to live.

Important Neighborhood Services



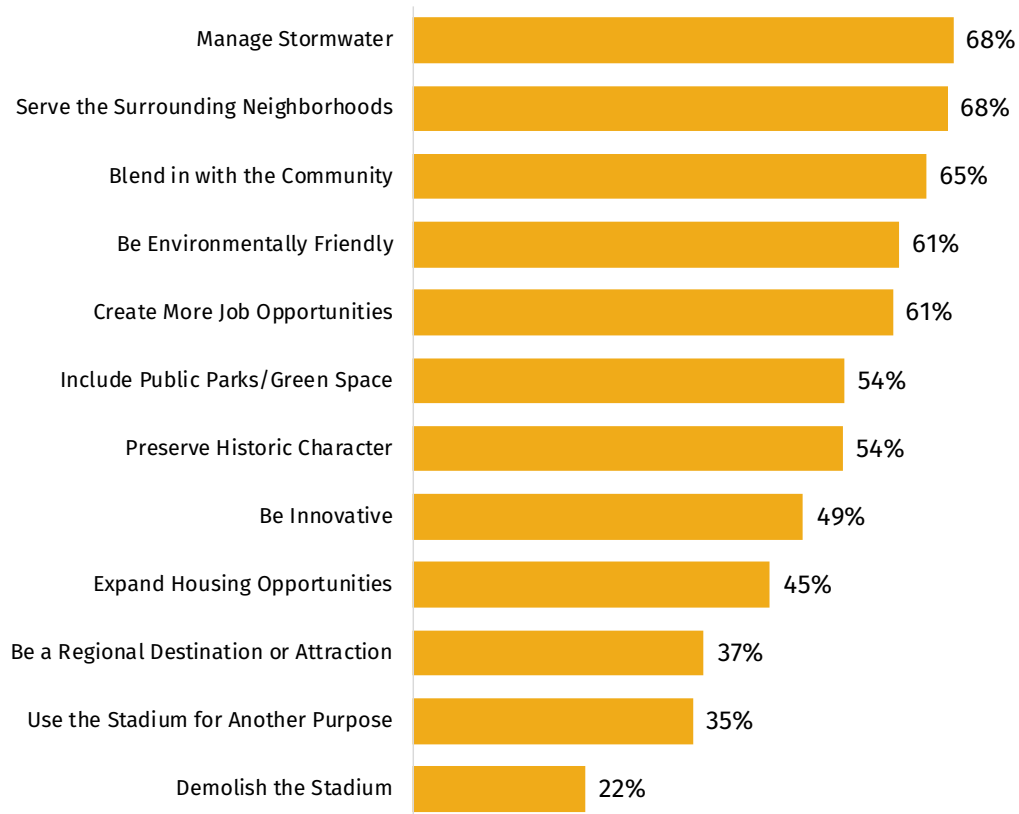
Focus Group discussions helped identify specific **education** services that are needed in the community. Higher quality education for children was regarded as a need for current residents and as an incentive for attracting new neighbors. Also of interest are opportunities for continuing education for adults.



What We Envision

The redevelopment of the Turner Field Stadium and its parking lots creates a unique opportunity for the community. It's an exciting time and people have a lot to say about how the space should be used in the future. A well integrated, mixed use development tops the list.

The New Development Should...



Residents feel that the future development **should blend in** with the surrounding community as well as **serve surrounding neighborhoods**. The scale of the new development was of great concern. Residents prefer a space that is accessible by all and that promotes community interaction. People favor development that is dynamic and active instead of student housing and office space. It was also very important that the new development **properly manages stormwater** to reduce flooding in the surrounding communities. Residents in the Peoplestown and Summerhill neighborhoods specifically cited stormwater management as an ongoing quality of life issue. When asked what the area should be used for when the stadium and parking lots are redeveloped, top responses included a **mixed-use community (64%)**, **affordable housing (44%)** and a **major retail shopping area (41%)**.

What We Envision

The desire for a well-balanced community was a commonly expressed vision among study area residents. The community survey captured opinions about balancing development types by providing a list and asking residents which they would like to see more of, keep at the same amount, or see fewer of in their neighborhood. The outcome of that question is as follows:

- **More:** Grocery stores, restaurants & neighborhood businesses
- **Same:** Hotels, retirement housing & attached housing (like townhomes)
- **Fewer:** Big box stores, subsidized housing & hotels

Examples of the types of neighborhood businesses residents envision more of are shown below.



the youth vision

*Youth Focus Group participants envision a new development at the Turner Field Stadium that includes **a mixture of uses**. They want a space that promotes interaction and activity. Youth envision a partnership between tenants in the new development and the community that would allow for shared spaces **like libraries, computer labs, book stores, athletic facilities and recreational spaces**.*

Youth expressed concern that new development could result in increases in property taxes and rent, which may force them to move. Teens specifically stated that they would feel “neglected” and “left out” of the new development if they had to relocate. They feel that benefits should be offered to residents who have lived in their homes for a long time so that they can afford to remain in their homes.

What Challenges Us

Challenges should be viewed as prime opportunities for growth. If we can identify potential obstacles to getting to what we envision for our community, then we can begin to develop solutions to address them.

Traffic
52%

say that traffic and congestion **concerns them most** if the stadium is reused as an athletic or major event venue.

Safety
71%

are **very concerned** about the issue of safety in their neighborhood.

Property
67%

are **very concerned** about property conditions in their neighborhood.

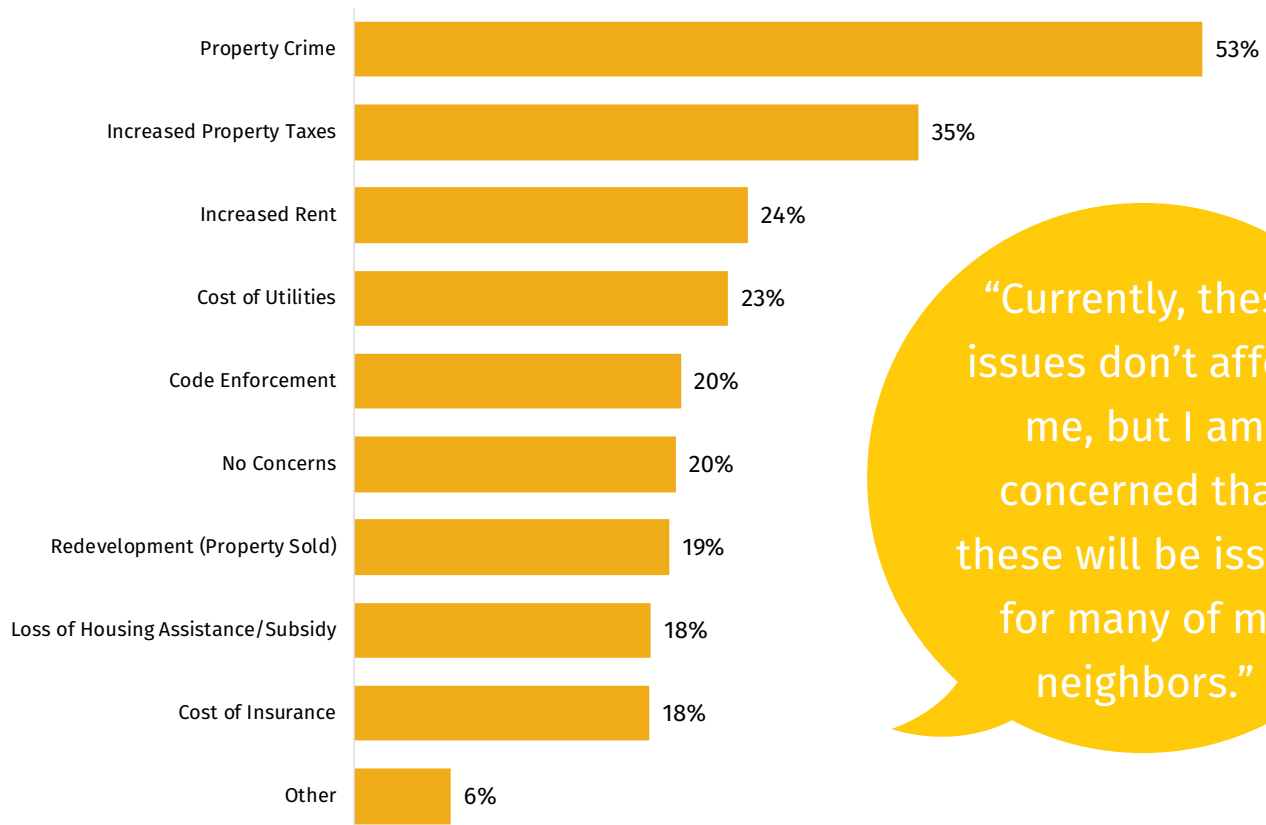
Event-day traffic and congestion has always been a concern of residents. When asked what would concern people most if the Turner Field Stadium is reused as an athletic or major event venue, **traffic and congestion** ranked higher than all other response options, combined. Residents would like to see an improved traffic plan in the future that would allow them to easily access their residences when events are in progress. When asked about their level of concern with certain issues in their neighborhood, **safety** received the highest “very concerned” rating of response options. Close behind was concerns about **property conditions** at 67%, which includes such issues as abandoned and vacant properties, litter on the ground, property maintenance and not enough grass/trees.

senior concerns

Senior Focus Group participants expressed the need for **more senior amenities** such as a recreational facility that offers activities and social opportunities. There is **concern about displacement** due to increases in property taxes and rent. Seniors who currently walk to the West End MARTA station specifically expressed a desire for a more direct route from the neighborhoods to that destination. Seniors discussed the need to provide more services and **opportunities for neighborhood youth**. Ideas included programs for young people that cannot afford to go to college and personal development courses.

What Challenges Us

Concerns about Being Able to Stay in Home



“Currently, these issues don’t affect me, but I am concerned that these will be issues for many of my neighbors.”

Whether proven or perceived, residents in the study area neighborhoods have real **concerns about not being able to stay in their homes** in the future. Among the response options, property crime is the most prevalent concern. Some residents connect the potential of a casino with an element of crime and responded that they would likely relocate from the neighborhood if a casino is built. Others stated that crime is a current concern of theirs and are hopeful that redevelopment will have a positive impact on existing issues.

Residents expressed concern about the challenge of being able to afford to stay in their home in the future. Increases in living expenses such as **property taxes, rent and insurance** are major concerns. This coincides with the desire to construct affordable housing on the Turner Field Stadium site. Important transportation issues in the neighborhood include **ease of travel to other parts of city (62%), more sidewalks (59%)** and **access to transit (57%)**.

About Sycamore Consulting, Inc.

Incorporated in 1996, Sycamore Consulting, Inc. is a dynamic, woman-owned business enterprise based in DeKalb County, GA dedicated to providing high quality planning and environmental services to both government and private clients. The firm is a registered WBE/DBE with the States of Georgia and Alabama and a registered LSBE with DeKalb County. Possessing a wide range of experience, Sycamore provides broad-reaching and effective public involvement programs for a wide variety of complex projects, utilizing traditional public outreach techniques such as large scale public forums and workshops as well as grass roots efforts, market research, and social media. Sycamore has strong credentials in consensus building, facilitation, public opinion polling, surveys, focus groups, website development and maintenance, public information campaigns, non-English speaker outreach, and a host of other public involvement techniques that support complex technical planning work.