Leimert Park Village
20|20 Vision Initiative Survey Results January 22, 2014

A 1920s to 2020 Renaissance

www.LeimertParkVillage.org
THANK YOU!

Sponsored by:

[Logos of various sponsors]

Facilitated by:

[Logos of facilitators]
ABOUT THE 20|20 VISION SURVEY

In January 2014, the Leimert Park Stakeholders Committee launched an exciting pivotal strategy entitled the **Leimert Park Village 20|20 Vision Initiative** in order to drive the economic development of Leimert Park Village over the next 6 years in tandem with the Metro station installation. The Committee consists of property owners, businesses, residents, artist, musicians, special event planners and members of the Greater Leimert Park Village Crenshaw Corridor BID and the Empowerment Congress West Area Neighborhood Development Council.

---

**Leimert Park Village 20|20 Vision Initiative Committee:**

- **Brenda Shockley**, Greater Leimert Park Village Crenshaw Corridor BID
- **Johnnie Raines**, Empowerment Congress West Area Neighborhood Development Council
- **Clint Rosemond**, Leimert Park Stakeholders
- **Romerol Malveaux**, Planning Department re:code LA Committee
- **James Burks**, City of Los Angeles Department of Cultural Affair

**20|20 Vision Plan Facilitators:**

- **Sherri Franklin**, Urban Design Center and **Roland Wiley**, RAW International
The 20|20 Vision Initiative has 6 primary objectives:

**Objective 1:** Create Building Design and Cultural District Guidelines

**Objective 2:** Develop Pedestrian Oriented Infrastructure and Façade Enhancement Parameters

**Objective 3:** Propose Transit Oriented Development Concepts for the Public Parking Lots Adjacent to the Vision Theatre and Metro Station Site

**Objective 4:** Asset Map Leimert Park Village Development and New Business Opportunities

**Objective 5:** Develop a "Leimert Park Village" Brand Marketing and Business Development Strategy

**Objective 6:** Create an Integrated Fund and Resource Development Strategy

**Branding** a community is a unique process used by many cities, marketing firms and convention and visitors bureaus as a strategy to generate positive destination market growth. The Stakeholders Committee will conduct a series of surveys in order to identify and develop an optimal “marketing brand” to attract commercial and cultural industries to Leimert Park Village. Survey respondents play a critical role in determining what needs to be done to transform Leimert Park Village into a vibrant center of commerce, culture and entertainment.
Tourism Market:  

The surveys will be used to help identify economic development and promotion required to support creative industries and businesses that can uniquely flourish in Leimert Park Village.

Once identified, travelers, conventions, conferences, family reunions, award shows, special events and celebrations can be attracted to expend a fair share of the estimated $90 billion dollar impact they have on the national tourism economy here in Leimert Park Village.

The attraction of diverse cultures as shoppers to Leimert Park Village will provide an even greater socio-economic impact on community development, job creation and cultural preservation.

Creative Industries:  For the past 29 years, the Los Angeles Department of Cultural Affairs, LA Inc., the California Arts Council, the National Endowment for the Arts, Americans for the Arts, Otis College of Art and Design, cultural tourism agencies, conventions and visitors bureaus, the African Diaspora Heritage Trails Summit and African American Meeting Planners have produced major studies to determine the economic impact of the creative industry.

A 2012 Otis report on the creative industry indicated an estimated 664,000 jobs and $230.7 billion impact on the Los Angeles - Orange County region. America’s nonprofit arts and culture industry generated more than $180 billion dollars in economic activity yearly and generated more than 5.7 million jobs.

The question is: What role will Leimert Park Village play in the lucrative creative industry market in the years to come?
Following are the results from the Leimert Park Village Stakeholders’ initial online and hard copy survey of business and residential communities including:

Leimert Park | View Park | Windsor Hills | Baldwin Hills
Baldwin Vista | Baldwin Village | Park Mesa | Hyde Park West
Adams Cameo Woods | Village Green
Jefferson Park | Chesterfield Square | Ladera Heights

There were 347 respondents who answered at least 1 of the 39 questions. The survey was conducted from January 6 to 22, 2014.

“It’s A Village & It Takes One!”
What is your home zip code?

Where do you reside?

- 35% 90008
- 27% 90043
- 6% 90016
- 5% 90018

Over 340 participants responded.
In addition to those listed below, 71 respondents listed their home as “other”.

Average time of respondents living in the area: \(19.5\) years.
There were 310 responses to this question. Responses indicate that 20% of those surveyed have been in the same place 30 years or more, and 38% have been in the same place 10 years or less. (There were 13 responses of 0. These were not included in the analysis).
Income & Age Group of Participants

Some Description Text

Respondent Ethnicities

- Black/African American: 279
- Caucasian: 29
- Hispanic/Latino: 4
- Other: 17
- Native American: 2
- Chinese: 1
- Asian Pacific Islander: 1

Total respondents: 337
Education Level
of survey participants

- High School, 8
- GED, 1
- Some College, 59
- College, 98
- Some Graduate School, 29
- Trade School, 10
- Master's Degree, 110
- PhD, 19
Other Demographics
martial status; children

Among the respondents who reported having boys (137), the most frequent number was one boy. The median age was 24. Almost 10% of the boys were reported as under age 5 and 42% were under age 21. A total of 8% were age 45 or older.

Among the respondents who reported having girls (121), the most frequent number was one girl (61%). The median age of the girls reported was also 24. A total of 6% of the girls were under age 5. A total of 47% were under age 21 and 12% were age 45 or older.
Homeowners, Renters, Local Business Owners

- Renter: 84
- Home Owner: 223
- Business Owner: 24
Involvement in Local Community

- Participate in Local Community: 291
- Community Organization: 131
- Church Organization: 81
- Block Clubs: 108
- Business Improvement District: 29
- Local School: 16
- Neighborhood Council: 55
- Other: 74
WHY VISIT LEIMERT PARK

How often do you visit Leimert Park Village?
The most stated reason for visiting Leimert Park Village was to shop and support the businesses (60 responses). The most frequently given reason (reported 39 times) for not visiting Leimert Park Village was due to lack of appeal.
WHY NOT VISIT LEIMERT?

The most frequently given reason (reported 39 times) for *not* visiting Leimert Park Village was due to lack of appeal.

- **Lack of Interest in Businesses**
  - Lack of Variety, Don’t meet my needs

- **Village Appearance**
  - Seedy, Safety and Transient Concerns

- **Too Few Businesses**
  - Not Enough Patronage & More Competitive Options

- **Lack of Eateries**
  - Not Enough Healthy Foods, No Coffee Shops

- **Poor Service**
  - Inconvenient Hours of Operation

- **Lack of Advertisement**
  - Don’t Know What’s Available

- **I’m Too Busy to Go**
- **Parking Meters are a Deterrent**
- **Events Too Crowded**
- **Village Lacks Vitality**
- **Village Needs Events for Children**
- **Culturally Limited**
In your opinion, what would be the best way for Leimert Park Village to attract more shoppers and visitors? (Number of ‘Yes’ responses out of 346 Total responses)

- **Greater Pedestrian-Friendly Environment**: 190 Respondents
- **More Restaurants**: 274 Respondents
- **Consistent Hours**: 167 Respondents
- **More Retail Stores**: 212 Respondents
- **More Entertainment Events**: 199 Respondents
- **Better Lighting**: 173 Respondents
Would you bring out-of-town guests to Leimert Park Village?
268 or 85% stated, yes, they would bring visitors.
What aspects of Leimert Park Village attracted respondents?

- Arts & Culture: 213
- Family Environment: 102
- Nightlife: 42
- Meeting Place: 134
- Music: 159
- Drum Circle: 95
- Special Events: 152
- Connection to Diaspora: 166
A wide range of “brick and mortar” businesses were represented in responses to this question with the most frequented businesses including Eso Wan Bookstore (visited by 46 respondents), The World Stage (26), KAOS Network (17), Ackee Bamboo (15), Phillips Barbeque (13), and Zambezi Bazaar (13).
Venues and events attracting the most number of visits from respondents in 2013 included the African Art & Music Festival (with 164 respondents in attendance), the Martin Luther King Jr. Festival (140), the Book Fair (125), the Art Walk (124), Black History Celebrations (104), and the Pan African Film Festival (103).
MOST VISITED VENUES 2013

KAOS Network

World Stage

Vision Theater

Regency West
Phase I renovation of the Vision Theatre is complete and now houses the Manchester Jr. Arts Center designed to provide creative industry skill development for youth. All phases of construction will be complete in 2016. What types of performances and events would you attend at the Vision?
FRANCHISE or MOM & POP

which do you prefer?

77%
Non Franchise

Respondents expressed the desire to keep the “quaint feel of the village”.

35%
Mom & Pop

65%
Mix of Both Franchise & Mom/Pop

88% YES
Live/Work Space

Suggested uses: Photography Museums Eateries Art Galleries Private Practices Technology/Media
**DESIREABLE BUSINESSES**

New businesses participants would like to see in the Leimert Park Village.

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sit Down Restaurants</td>
<td>164</td>
</tr>
<tr>
<td>Health Food</td>
<td>137</td>
</tr>
<tr>
<td>Coffee/Tea</td>
<td>126</td>
</tr>
<tr>
<td>Bakery</td>
<td>118</td>
</tr>
<tr>
<td>Grocery</td>
<td>96</td>
</tr>
<tr>
<td>Museum</td>
<td>96</td>
</tr>
<tr>
<td>99 Seat Theater</td>
<td>85</td>
</tr>
<tr>
<td>Fitness/Spa</td>
<td>81</td>
</tr>
<tr>
<td>Movie Theater</td>
<td>71</td>
</tr>
<tr>
<td>Clothing</td>
<td>68</td>
</tr>
<tr>
<td>Technology</td>
<td>64</td>
</tr>
<tr>
<td>Conference Space</td>
<td>63</td>
</tr>
<tr>
<td>Music Venue</td>
<td>60</td>
</tr>
<tr>
<td>Nightclub</td>
<td>57</td>
</tr>
<tr>
<td>Hotel</td>
<td>48</td>
</tr>
<tr>
<td>Office Space</td>
<td>47</td>
</tr>
<tr>
<td>Furniture</td>
<td>41</td>
</tr>
<tr>
<td>Music Equip</td>
<td>26</td>
</tr>
</tbody>
</table>
UNDESIREABLE BUSINESSES
New businesses participants would not like to see in the Leimert Park Village.

Barbershops
Beauty Supply
Fast Food
Marijuana Shops
Pawn Shop
Tattoo Parlors
Nail Shops
Liquor Stores
Wig Shops
Gun Shops

There was a cluster of comments around uses perceived to be already in abundance which included wig/weave shops, beauty supply/shops and fast food chains.
Activities in Leimert Park Plaza are governed by a covenant that does not allow vending. What recommendations would you make to enhance allowable passive activities in the Plaza?
TRAVEL TO LEIMERT
How do you, or would you, travel to Leimert Park Village?

Vehicle: 239
Bike: 107
Walk: 185
Taxi: 7
LAX Crenshaw Line: 62
Bus: 47
Would you use the new Leimert Park Village Metro light rail station to connect to other regional locations such as Long Beach, Compton, Pasadena or Inglewood?

- Yes: 154
- No: 28
Comments regarding why participants would not park in an underground structure echoed safety concerns. Many stated that they would only park in a structure if there was adequate security or policing of the area.
TRAFFIC CONCERNS
Sentiments expressed.

Traffic and parking will overflow into the nearby neighborhoods.
Not enough free parking.
Free & adequate parking needed.
Pedestrian safety.
More available parking.
DEGNAN BLVD
Re-designing the village

Widen Sidewalks
Create pedestrian-oriented concepts like sidewalk cafes or kiosks

237 Yes
26 No

This would generate more foot traffic in the Village and therefore benefit existing businesses and attract new ones, reinforcing the Village’s draw for visitors and tourist as well as surrounding residents.

Closure of Degnan
Create a plaza

177 Yes
71 No

The most frequent comments accompanying no closure responses expressed concern for the historical, cultural or design integrity of the ‘village and its relationship to the Leimert Park community. Others pointed to one or more of the following concerns: traffic congestion, affordable parking, reduced safety, and impediments to accessing residential neighborhood by car. Yet another group questioned the necessity of street closure and pointed to successful open street pedestrian areas such as Culver City, Larchmont Village, Los Feliz, Silver Lake, and Echo Park.
Do you currently visit Leimert Park Village?

In your opinion, what would be the best way for Leimert Park Village to attract more shoppers and visitors?

<table>
<thead>
<tr>
<th>Option</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consistent Hours</td>
<td>168</td>
<td>109</td>
</tr>
<tr>
<td>More Entertainment</td>
<td>200</td>
<td>101</td>
</tr>
<tr>
<td>Programs for Youth</td>
<td>144</td>
<td></td>
</tr>
<tr>
<td>More Variety of Products</td>
<td>188</td>
<td></td>
</tr>
<tr>
<td>More Nightlife Events</td>
<td>174</td>
<td></td>
</tr>
<tr>
<td>More Advertisements</td>
<td>158</td>
<td></td>
</tr>
<tr>
<td>Better Lighting</td>
<td>174</td>
<td></td>
</tr>
<tr>
<td>More Restaurants</td>
<td>275</td>
<td></td>
</tr>
<tr>
<td>More Retail Stores</td>
<td>157</td>
<td></td>
</tr>
<tr>
<td>Greater Pedestrian-Friendly Environment</td>
<td>161</td>
<td></td>
</tr>
</tbody>
</table>
VILLAGE RATINGS
On a scale of 1 to 10 (1 being the worst), how would you rate Leimert Park Village?

- Window Merchandising: 3.5
- Police Presence: 5.7
- Customer Service: 6.2
Many respondents specify using music as a theme in marketing Leimert Park Village. Other strong theme represented in responses include identifying Leimert Park Village as a “center”, “enclave” or “mecca” of Black cultural/creative expression. The theme of positive, transformative and progressive youth and young adult culture is well represented as many see Leimert Park Village as “youth-friendly” and a place that draws a distinct “hipster/yuppie” population.
### HOW DO YOU STAY CONNECTED?

Which media sites do you prefer?

<table>
<thead>
<tr>
<th>Platform</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>facebook</td>
<td>223</td>
</tr>
<tr>
<td>google+</td>
<td>79</td>
</tr>
<tr>
<td>Twitter</td>
<td>100</td>
</tr>
<tr>
<td>Instagram</td>
<td>85</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>134</td>
</tr>
<tr>
<td>MySpace</td>
<td>4</td>
</tr>
<tr>
<td>Pinterest</td>
<td>67</td>
</tr>
<tr>
<td>deviantart</td>
<td>10</td>
</tr>
</tbody>
</table>

Many respondents reported a preference for using traditional media types such as newspapers more than social media sites. Yelp, Tumblr, and YouTube were named as additional social media uses.

https://www.facebook.com/LeimertParkVillage
Many feel “Village” elongates the name too much and or sounds dated/primitive. Some want to clearly identify African cultural heritage in the name while others want to name to be inclusive of a diversity of cultures and ethnicities. Many respondents emphasize the importance of representing arts in the name.