

# Poll on Alcohol Issues and Quality of Life in East Village/Ballpark Redevelopment

*From the San Diego Alcohol Survey (2001) • Presented in March, 2002*

County residents want planners for downtown San Diego's redeveloped East Village neighborhood and the new ballpark to ensure safety and a high quality of life in the area, according to a comprehensive telephone survey commissioned by the nonprofit Institute for Public Strategies (IPS).

The poll was designed to gauge public opinion on alcohol issues in San Diego and on policies to prevent alcohol-related problems. The survey results in this fact sheet pertain to a set of questions about safety and quality of life priorities for the East Village/Ballpark redevelopment district downtown.

## **Methodology**

The random poll of 750 county residents 18 years of age and older was conducted by the Washington, D.C.-based firm of Penn, Schoen & Berland Associates between Dec. 1 and 9, 2001. The results are representative by ethnicity, age, gender, income and geography. Residents had the option to conduct the interview in English or Spanish. The survey sample's margin of error is +/- 3.5%. A subset of 225 adults who live in the East Village was also sampled. For this survey, East Village was defined as the area between 6th and 17th Streets, south of Broadway down to Harbor Drive. The public health project for which IPS commissioned the poll is funded by the County of San Diego Health and Human Services Agency, Alcohol and Drug Services.

## **Summary of Findings**

Residents of San Diego County want officials to think carefully about how redevelopment in the East Village will affect the quality of life for

both visitors and residents. San Diegans are concerned about how alcohol availability will impact the area, and they worry that underage youth will have easy access to alcohol. Residents want issues associated with alcohol availability and public consumption to be proactively addressed in the redevelopment process. They want deliberate plans for a balanced mix of retail, commercial and residential property in the revived district. In addition, San Diegans favor common sense measures defining the responsible sale and marketing of alcohol in the ballpark and surrounding neighborhood.

## **SAFETY AND QUALITY OF LIFE**

- More than 9 out of 10 San Diego County residents (91%) and nearly all East Village residents (96%) say it is important for planners to include public safety and residential quality of life considerations along with commercial development in planning for an economically strong district. More than 7 out of 10 (72%) San Diego County residents and nearly 3 out of 4 (74%) East Village residents say that addressing these issues is *very* important.

## **CONCERN ABOUT ALCOHOL ISSUES**

- Nearly 8 out of 10 county residents (79%) believe it is important for officials to attend

to issues involving potential alcohol problems in the improvement plans. A majority of East Village residents (55%), who are directly affected by the redevelopment, say that issues related to potential alcohol problems are *very* important.

### ADDRESSING POTENTIAL PROBLEMS

- Nearly 80% of all surveyed residents cite pedestrian safety, drinking and driving, sexual assault and traffic safety as *very important* alcohol-related issues that should be considered in the planning process.
- Large majorities of residents cite vandalism, assaults, public drunkenness and fights as other specific alcohol-related issues that should be addressed in the planning process and development efforts.
- 69% of residents believe that alcohol availability and consumption are concerns that need to be addressed in the redevelopment process.

### ALCOHOL MANAGEMENT AT PUBLIC EVENTS

- 68% of residents support limiting alcohol availability and consumption at special events and street festivals in the East Village area.
- 59% of residents support limiting alcohol availability and consumption in the planned "Park at the Park."
- 57% of residents support limiting alcohol availability and consumption in "Tailgate Park."

### DELIBERATE PLANNING FOR BALANCE

- 77% of residents want redevelopment efforts to include a deliberate plan for a balanced mix of retail business, commercial business and residential property. This emphasis on balanced development is why 68% support limiting the number of alcohol licenses and outlets that sell alcohol in the area.
- 66% of residents support placing conditions on establishments seeking alcohol licenses, including requiring training of staff to recognize fake IDs and underage drinkers and training to recognize when a patron is intoxicated.

### BALLPARK CONDITIONS

- San Diego County residents strongly favor practical measures that would reduce alcohol-related risks at the new ballpark and heighten the safety of the entire venue. More than 3 out of 4 of those surveyed (75%) support having a designated driver program, cutting off alcohol sales by the 7th inning and setting aside alcohol-free seating areas.



**A** nonprofit organization with local and national projects advancing public health through changes in policy and community norms, the Institute for Public Strategies has offices in San Diego and Ventura, California; Bozeman, Montana; and Tijuana, Mexico. For more information about the Poll on Alcohol Issues and Quality of Life in East Village/Ballpark Redevelopment, and related topics, contact the Institute for Public Strategies at (619) 474-8844 or e-mail [info@publicstrategies.org](mailto:info@publicstrategies.org). A copy of this fact sheet can be downloaded online at [www.publicstrategies.org](http://www.publicstrategies.org).

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