



Contact:
Paul Levikow
(619) 246-8131

For Release:
April 21, 2020

VISITORS TO CHULA VISTA'S BROADWAY WANT IMPROVEMENTS THAT BOOST BUSINESS, PUBLIC HEALTH AND SAFETY

IPS South Bay conducted survey to guide area improvement

Well-maintained streets, better lighting and an increase in law enforcement presence were the top three priorities suggested to improve the business district along the Broadway business corridor in Chula Vista, according to a recent survey.

The Institute for Public Strategies (IPS) launched the survey in December in partnership with Envision Broadway, an effort promoted by a group of community, business and city leaders. The survey sought feedback from residents and visitors to Chula Vista on their perception of the area.

When asked about the quality of shopping along Broadway, respondents cited concerns about safety, graffiti, dilapidated buildings, litter and too many liquor stores. This is consistent with other reports by local businesses regarding fears about the number of similar high-risk businesses along the corridor and the concern that they are attracting crime and violence to the area and draining much-needed police resources.

IPS South Bay works together with partners to improve community conditions that contribute to alcohol and substance use in both neighborhoods and business corridors, such as Broadway in Chula Vista. Issues of interest include how liquor stores are handling business practices such as sales to youth, or those already inebriated, or certain advertising.

Alcohol marketing frequently targets youth and is shown to increase underage drinking. Irresponsible business practices can greatly impact the health, safety and neighborhood quality of life.

"The amount of cannabis stores makes me uncomfortable to eat on Broadway," said a respondent who was asked about the quality of dining in the area. "Clear out illegal pot shops, I can smell weed as people drive by or smoking at bus stops," another respondent said.

On a more positive note, the Broadway shopping experience was excellent or good, according to more than half of those surveyed and 95% felt safe or somewhat safe shopping during the day. Sixty-seven percent felt safe shopping in the area after dark. Almost all of the diners (97%) felt safe or somewhat safe visiting restaurants during the day, while 74% felt safe after dark.

Anyone who works in, lives in or frequents the South Bay area was encouraged to answer a few questions about their experience while shopping, dining and visiting businesses along Broadway. More than 400 responses were collected as of February 2020. Chula Vista residents made up 94% of the responses.

The objective was to gauge the frequency of residents visiting the Broadway corridor, determine their quality of shopping and dining experiences, identify safety concerns and have them share solutions and work together to promote safe neighborhoods.

The information will assist business owners and Chula Vista city officials as they plan for the future of the area in an effort to keep up with the \$1.4 billion Bayfront redevelopment project and provide an opportunity for revitalization.

“As the resort and convention project begins to transform the Bayfront, the Broadway corridor will serve as the gateway to west Chula Vista,” City Councilmember Mike Diaz said. “Our goal is to make Broadway vibrant, welcoming, and a safe destination for shopping, dining and lodging.”

The area is home to several family-owned businesses including shops, restaurants, specialty stores and service-related businesses.

“It’s time to create a cohesive plan where everyone will stay connected, addressing critical needs and wants,” business owner Max Zaker said. “Let’s get past the conversation stage and move into action.”

Anyone wishing to get involved with Envision Broadway and its SUD prevention efforts, and to request the survey results can contact Jovita Arellano by email at: jarellano@publicstrategies.org

#

IPS is a nonprofit organization with a vision for safe, secure, vibrant and healthy communities where everyone can thrive. Its mission is to work alongside communities to build power, challenge systems of inequity, protect health, and improve quality of life.