



Historic Corridor Revitalization Plan City of King Stakeholder Interview Summary

Prepared | August 3, 2009

OVERVIEW

The City of King was recently awarded a CalTrans Environmental Justice Grant (Grant) for strategic planning of the City's historic downtown. The City will prepare a Historic Corridor Revitalization Plan (HCRP) with this Grant. The HCRP will provide guidance and recommendations for enhancing business opportunities, jobs, shopping, streetscapes, and other community services and activities. A major component of the HCRP will include well-designed, appropriate civic improvements.

Accordingly, the HCRP will evaluate circulation, streetscape enhancements, and bicycle and pedestrian linkages that add value and beautify the downtown area. The HCRP will also propose new development standards for the construction and renovation of downtown buildings that protect the historic character and generate investment opportunity.

A robust and inclusive public participation process will drive the preparation the HCRP. Community input is critical to creating a community vision that reflects the City's history and strengthens community identity. Input from stakeholders is essential in developing the Historic Corridor Revitalization Plan. In fact, community outreach to typically underrepresented stakeholders is a major component of the Grant.

The City conducted personal interviews with a group of 31 community members. The one-on-one interviews provided a formal setting to gather feedback from stakeholders representing a variety of interests.

The interviews summarized in this report are a key component in understanding the community's vision of its historic downtown corridor.

The City will continue to collect input from the community via three Community Workshops (July 29th, September 23rd and another date to be determined).

NATURE OF THE INTERVIEW PROCESS

The interviews were comprised of general, open-ended questions intended to invite conversation (see [Appendix A](#) for the interview instrument). This method relies on interviewees to drive the interview session in an open, conversational manner. The aim of the interviews was to collect information regarding the community's current impression of its existing downtown and also what they envision it to become in the future.

The design for the stakeholder interviews derives, in part, from Arthur Kleinman, a psychiatrist and medical anthropologist, who established the importance of questions that are informant centered, that honor the informant's perception of a problem, and that work toward integrating multiple views of the same problem.

THE INTERVIEWS

The interviews were conducted over the course of two days (July 14 and 15, 2009). A total of 31 people were interviewed in 29 interview sessions. Interviews lasted approximately 30 minutes each.

Among interviewees, 52 percent were Business and Property Owners.

24 percent of the interviewees were representatives from Non-profit organizations.

24 percent of the interviewees were Political Official, Government and Staff currently serving the City and/or County. (See Figure 1).

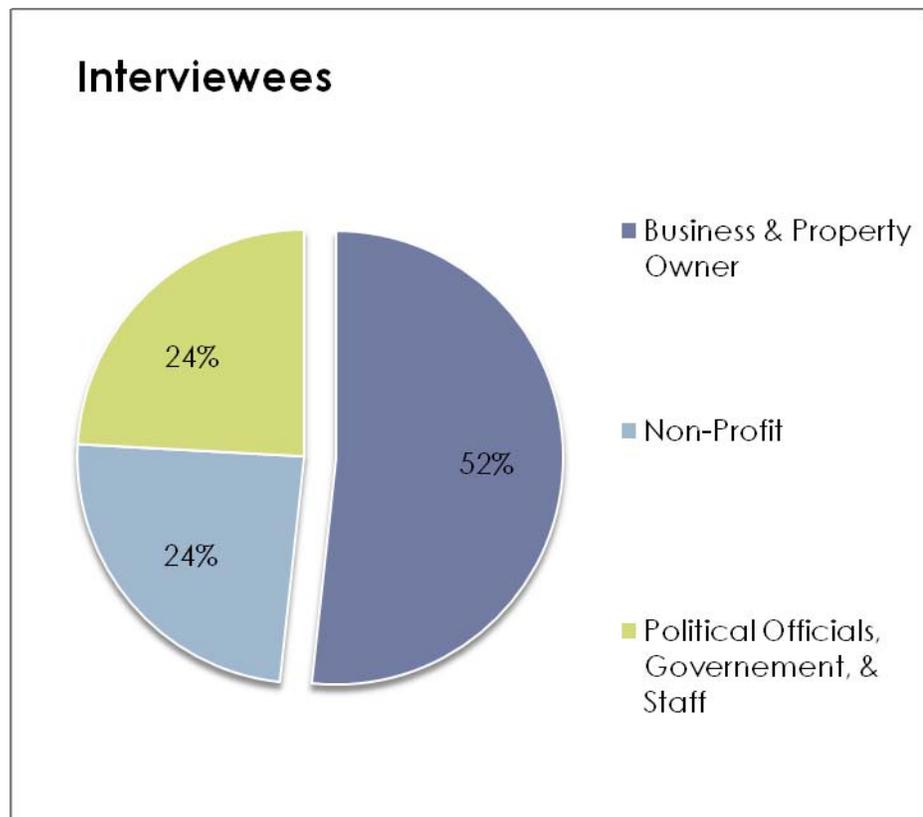


Figure 1

KEY ISSUES

“Key issues” are specific items mentioned by the interviewee as a relevant matter or point of substance with regard to the historic downtown corridor (see Figure 2). The “key issues” noted in the interview summary hold no inherent positive or negative connotation, but are issues of consideration for the Historic Corridor Revitalization Plan.

The major “key issues” were organized into primary categories and corresponding subcategories as follows:

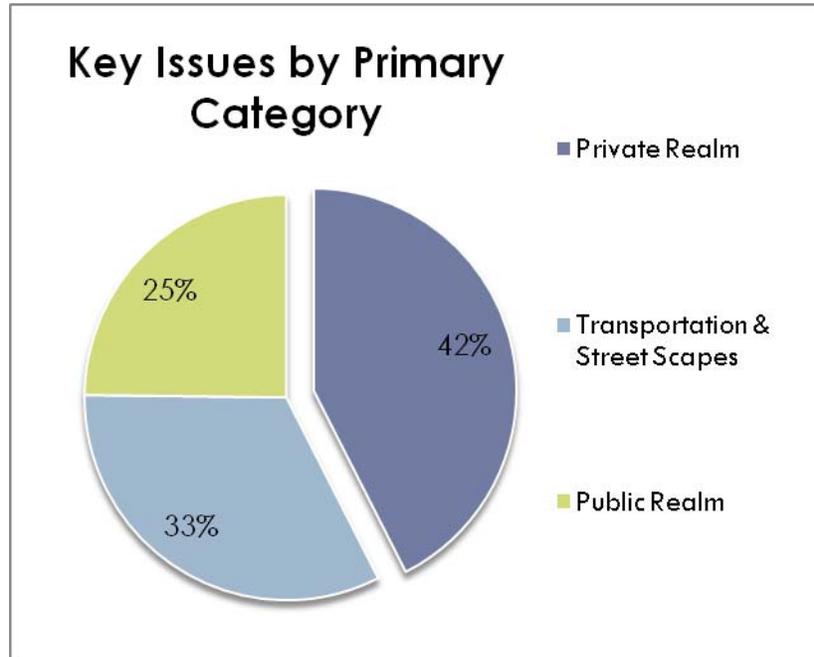


Figure 2

Primary Category	Subcategories
Private Realm	Restaurants & Services; Finance & Economics; Shopping ; Housing & Mixed Use; Architecture & Design; and Other
Public Realm	Recreation Programs & Community Center; Plaza & Parks; Festivals, Events & Entertainment ; and Other
Transportation- Streetscapes	Alternate Transportation Modes (Bus, Bike & Train); Parking ; Pedestrians; Streetscapes (Street Furniture, & Landscaping); and Other

Issues were categorized by subject without noting the interviewees opinions on how the issue should be addressed. For example, one interviewee mentioned “parking” as a problem, while most interviewees mentioned that parking was not a problem.

During the interview process the *Private Realm* represented 42 percent of the issues mentioned. *Transportation and Streetscapes* represented 33 percent and the *Public Realm* represented 25 percent of the issues mentioned. Please refer to Figure 2.

Within the *Private Realm* primary category, *Shopping* was the most frequently mentioned subcategory, accounting for 23 percent of the response; the *Restaurants and Services* subcategory accounted for 22 percent of the response.

The *Public Realm* primary category was dominated by responses in the subcategory of Festivals, Events & Entertainment at 46 percent.

The *Transportation-Streetscapes* primary category issue had the largest response for *Parking* with 31 percent of the responses, and Streetscapes (Street Furniture, & Landscaping) issues comprising 28 percent of the response.

Due to the nature of CalTrans Environmental Justice Grant, the issue of “Parking” was a deliberately asked question designed to determine if parking and pedestrian safety needs were being met with the existing conditions in City of King’s historic downtown. Most respondents stated that parking was not a problem and that pedestrian safety in the Historic Downtown was adequate.

Please see [Appendix B](#) for a complete breakdown of the results of the three primary categories into subcategories.

The stakeholder interview results were also analyzed by three interviewee types: (1) **Business and Property Owners**, (2) **Non-profit**, and (3) **Political Officials Government & Staff**.

The purpose was to identify which community members were concerned with what key issues.

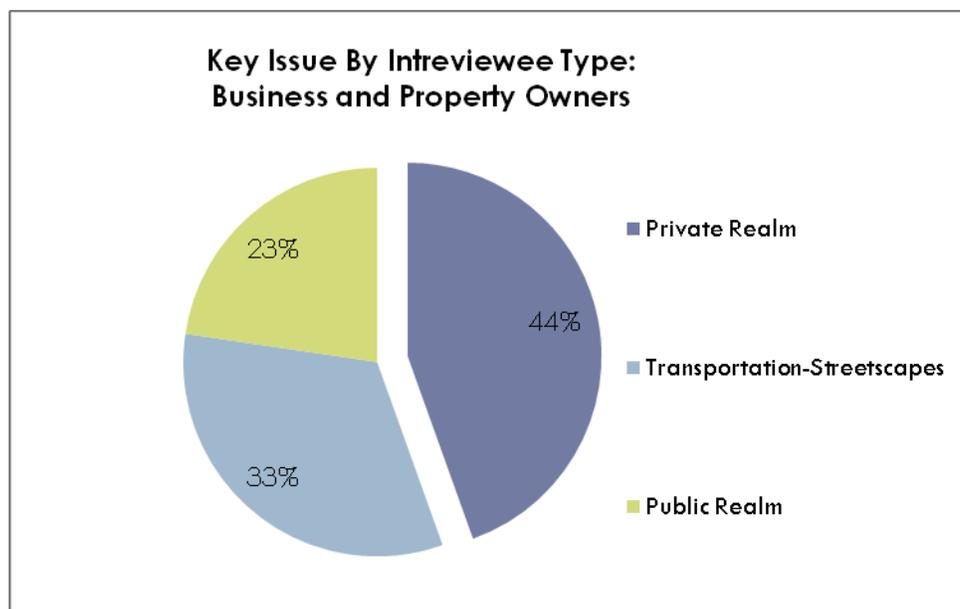


Figure 3

Generally, the three primary categories (*Private Realm*, *Public Realm* and *Transportation- Streetscapes*), were represented similarly by the three interviewee types: **Business and Property Owners**, **Non-profit**, and **Political Officials, Government and Staff** (See Figures 3, 4, and 5).

Business and Property Owners were the least concerned interviewee type with the *Public Realm* (23 percent) compared to **Non-profit** (33 percent) and **Political Officials, Government and Staff** (32 percent). (See Figure 3)

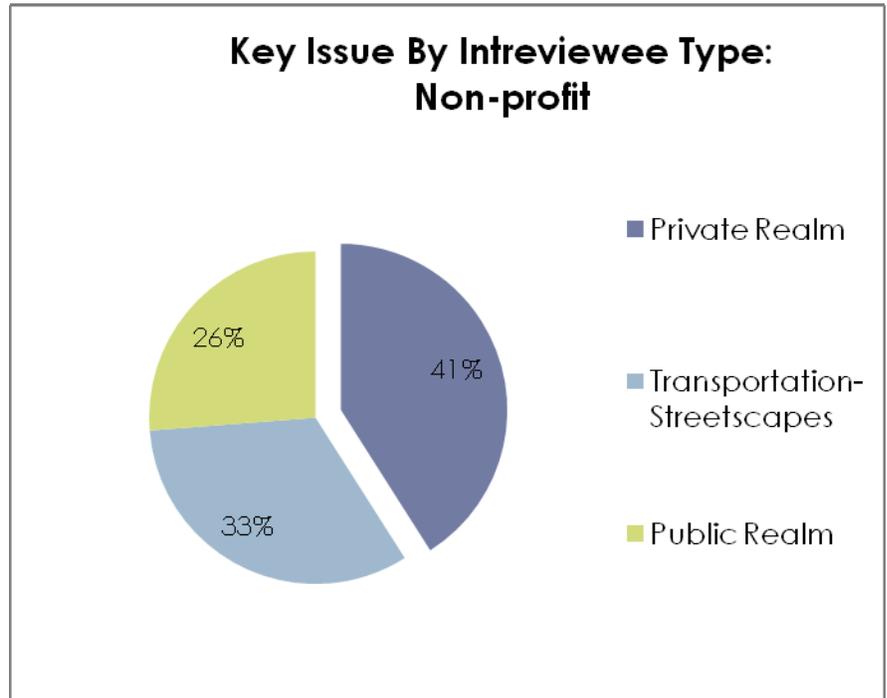


Figure 4

A slightly higher percentage of **Business and Property Owners** (44 percent) noted issues regarding the *Private Realm* than the **Non-profit** and **Political Officials, Government and Staff**, and interviewees (both at 41 percent). (See Figure 3, 4, and 5)

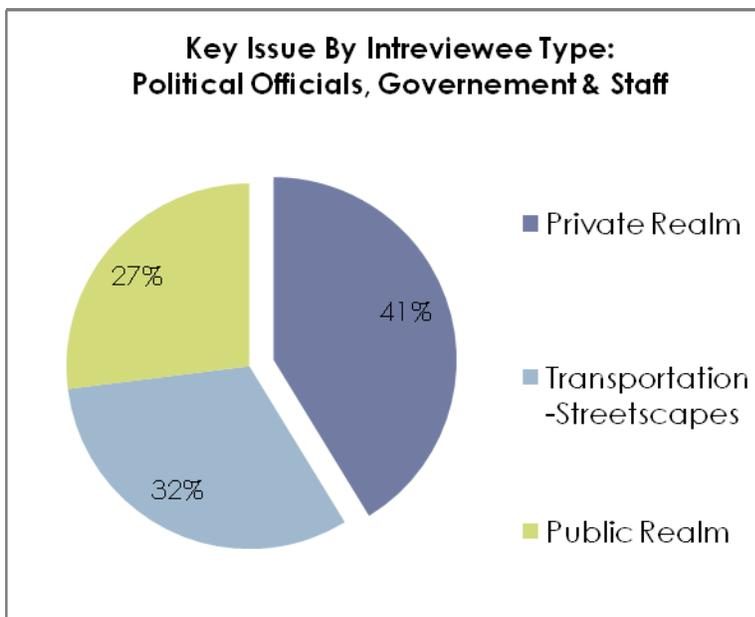


Figure 5

The most responses from all interviewee types were regarding the *Private Realm*.

The next most common response was in *Transportation - Streetscapes*.

All three interviewee types were least concerned with the *Public Realm*.

CONTACT

Please contact Doreen Liberto-Blank, Community Development Director with any questions or comments regarding the interview analysis.

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Appendix A: Interview Instrument

City of King Historic Corridor Revitalization Plan
Stakeholder Interviews, Survey Instrument

City of King/LWC
Tuesday, July 14, 2009
Wednesday, July 15, 2009

Name of
Interviewee: _____

Date: _____

Do you live in the City of King?

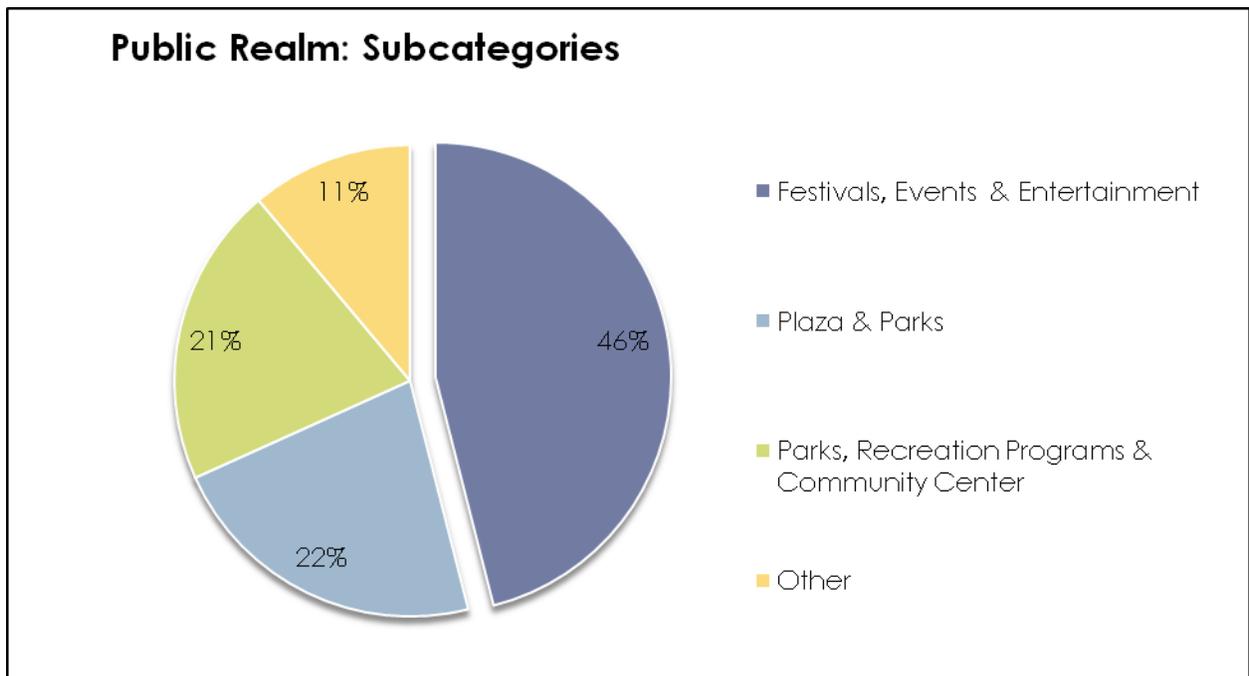
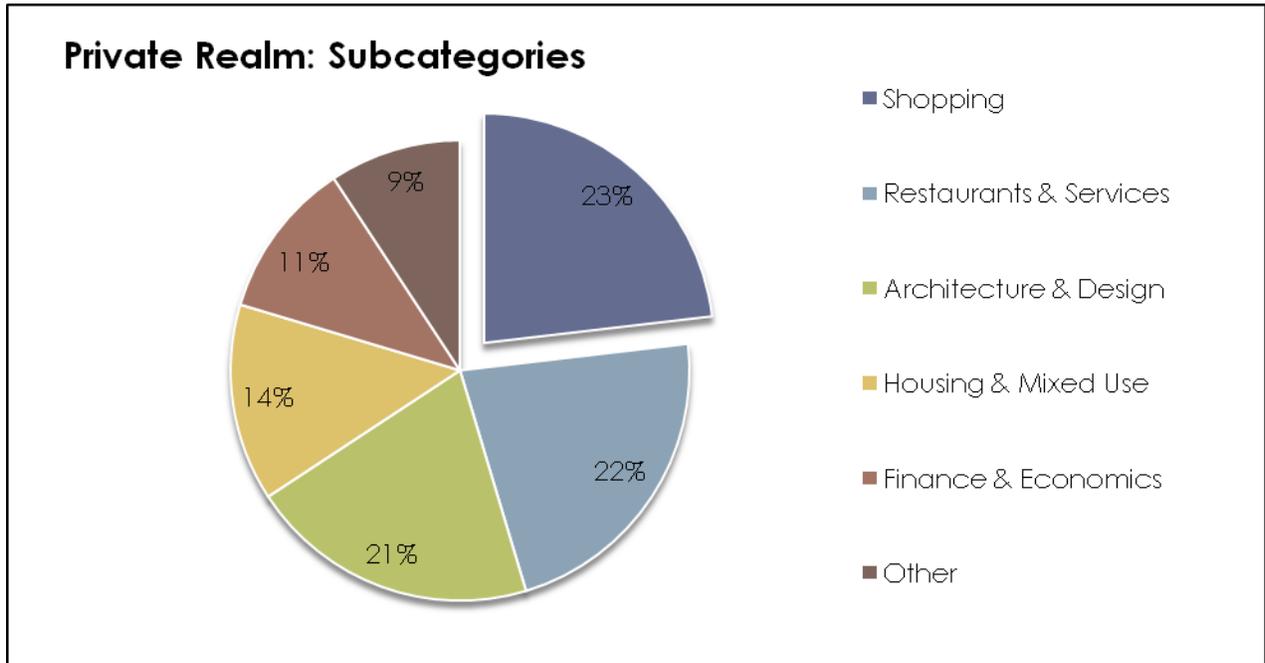
If so, how long have you lived in City of King?

If not, where did you move from? How long ago?

What is your role/profession/employment?

1. What do you consider the downtown area to be?
2. What do you like about the downtown area?
3. What do you not like about the downtown area?
4. What type of services would you like to see in downtown area?
5. What are the types of services that are successful downtown?
6. Does downtown parking work well? Can it be improved? How?
7. What is your opinion about events and downtown festivals?
8. If you could envision an ideal City of King in 25 years, what would it look like?

Appendix B: Subcategory Interview Results



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