



# NEIGHBORHOOD SURVEY 2014

Highland United Neighbors, Inc.

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# WHAT WE DID

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In Aug. & Sep. of 2014, HUNI conducted a neighborhood survey by

- mailing it to 6,200 households
- promoting it at the Farmers Market and the White Table Cloth Dinner
- delivering it to churches, schools and local organizations, and
- emailing it to several hundred people.

We would have been wildly successful if we reached 620 people, or 10%.

**We reached 435, or 7% of the neighborhood!**

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# QUESTIONS

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The survey's intent was two-fold:

- To get feedback from neighbors. What did they want HUNI to focus on for the foreseeable future?
- To find out who we were reaching and who was responding, e.g. geographics, demographics, family structure, etc.

We asked three “Open” questions where neighbors could respond however they liked.

- Is there anything you would like to change about Highland? If so, what?
- What would you like to keep or bring back to the neighborhood? Why?
- Anything else you would like us to know?

We also selected 14 priorities and asked neighbors to rank them. They could also add an extra category if they wanted.

Please regard this survey as directional as opposed to scientifically rigorous. We're only volunteers! However, there is more than enough data to suggest we have captured the Voice of the People.

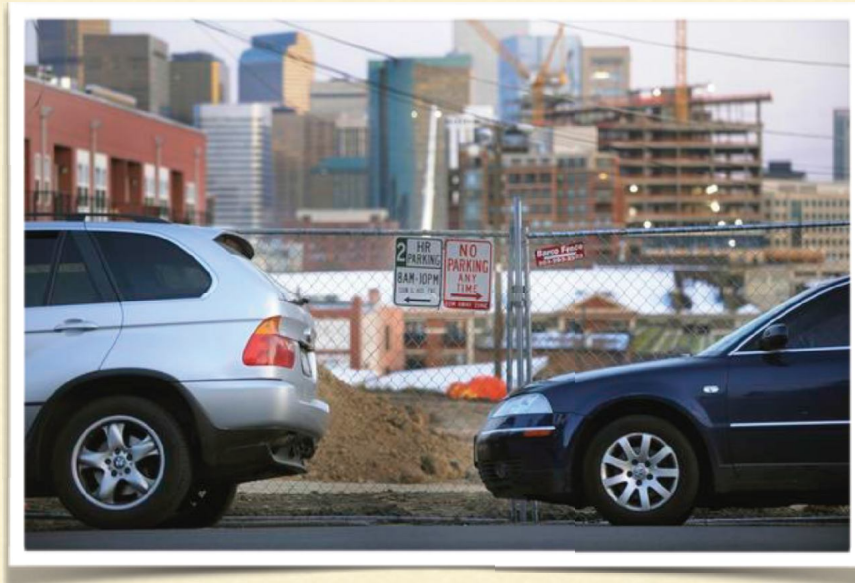


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## TOP PRIORITY: PARKING!

*Parking has gotten completely out of hand. There are more and more people moving and dining in the area and there is increasingly less space for them to park. We are fortunate to be able to walk to most of the neighborhood hot spots, but when we need to take a car it is nearly impossible to find parking during any peak times and has become an annoyance.*

**—Highland Neighbor**



# Improve the Schools

*Would love to see the quality of the schools increase.*

*Wish we had better pre-school options*

*Like many of my friends, I work in LoDo and live in Lohi and volunteer at some local elementary schools. Seems to me the Highlands are full of at risk students – opportunity for local mentors?*

*More community participation at neighborhood schools.*

**—Highland Neighbors**





# Too Much Development

*[What do you want to change?] Yes, all the development. The neighborhood is losing its character, charm and history. All the new buildings look the same; old, brick homes are being torn down for developers to make money. What is the plan?*

*The development is out of control, and, well, ugly. The styles will not last and will be dated quickly.*

*The construction is good for the neighborhood for the most part. There are some VERY unattractive developments going up. It would be great if there were some guidelines that would be upheld to maintain some standards for architecture. This is a Denver problem, unfortunately. Not just a Highlands problem.*

*Slow down rampant development of huge apartment complexes since the city of Denver has not looked at the final total effect of having 2 or 3 X population density as the “original” Highlands neighborhood.*

*We moved to this neighborhood because we liked the older homes- Development is out of control – The neighborhood is fast losing it’s unique feel – Our views of the city have been obliterated by high rise developments. It is a travesty to build modern structures in an historic district.*

**—Highland Neighbors**





# Too Much Development

You'll see below that Development ranked high on the Open Comments, but on Ranked comments it was 9th. People had Open Comments, such as the previous slide, but may not have defined it specifically as "development". Much of the comments surrounded other factors that the neighbors believed resulted from too much development:

- \* ugly homes
- \* Too much traffic
- \* Not enough parking
- \* Noise, trash urinating
- \* Loss of neighborhood character
- \* Property tax increasing
- \* Property prices increasing

Lastly, because this survey was done in both print and online, and therefore not scientifically rigorous, the ranked priorities are close enough so that one should not regard the priority order as hard and fast, but rather suggestive.





# Support Local Businesses

*More neighborhood/family friendly businesses.*

*I don't like the new businesses taking over.*

*Love watching the continued improvements and love that many of the original businesses remain.*

*Small family business: alterations, flower shops, more services. We have plenty of bars and restaurants.*

*Neighborhood Market (veg. Staple items) continue to encourage independent businesses.*

**—Highland Neighbors**





# TOP PRIORITIES

## Ranked

5.6	Education/Schools
5.6	Parking
5.7	Supporting Local Business
6.2	Public Safety/Policing
6.5	Traffic
7.2	Representing all diverse neighborhood groups
7.4	Kids activities & Events
7.5	Public & Private Transport
7.6	Slowing the increase of Development
7.9	Social Events
8.1	Graffiti
8.7	Increasing the # of Bars/Restaurants
8.8	Slowing the increase of BarsRestaurants
9.6	Increasing Development

## Open Comments

	Parking
	Too much Development
	Trash/Weeds/urinating
	Traffic/Dangerous intersections
	We need a grocery/corner store
	bike parking/lanes, etc.
	Many long term residents and Latinos feeling alienated.
	The Hirshorn park baseball diamond isn't being used

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# LATINOS AND LONG-TERM RESIDENTS FEEL ALIENATED AND DON'T LIKE HOW THE NEIGHBORHOOD IS CHANGING.

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I, and my family, are frightened and upset by the rate of growth and staggering gentrification of our familial neighborhood of 5 generations. To the eldest of us, it's almost unrecognizable. Leaving our youngest dissociated with our community and ostracized. "Get the Latinos out of Highlands!" I've lost faith in the good conscience of the local realtors. How can this continue? The names of our streets themselves remain testament enough of rightful place here. Should we pack for Westminster?

We have enjoyed living in Highlands for almost 15 years now but no longer find it meeting our needs. It is becoming too dense, less diverse, too "young" for our tastes, and too trendy. We will be looking to move. Our block of single –family homes, owner-occupied, has changed to some rentals and some VRBOs. That greatly impacts our quality of life (increased noise, parking, and less care.)

Why do you ask if I'm Latino? Does that make a difference for your survey? It shouldn't! I have lived in the community for over 50 years and my children were educated in the schools here in North Denver. Are they trying to "push out" the latinos in the Highlands area? Most of the Latinos here own their own homes and have lived here for a long time. Some have inherited these homes from parents!

**—Highland Neighbors**



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# WE LIVE WHERE WE WORK

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28% of residents either work or own a business in Highlands.

*HUNI supports both the local businesses and the local residents because, quite often, residents are business owners or work in the neighborhood.*



*HUNI should embrace LoHi and support businesses*

*I don't like the new businesses taking over.*

*Business patrons do not live in LoHi the residents do!*

*Keep small, locally owned businesses!*

*Are you a merchant's organization or a home owner's organization? I can't tell which and you can't be both.*

**—Highland Neighbors**

# OPEN QUESTIONS

Is there anything you would like to change about Highland? If so, what?

We took the answers to each of the three Open Comment questions and created a word cloud so that you, the reader, could get a sense of the words used in the hundreds of responses we received for each question.





Anything else you would like us to know?



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# THANK YOU, VOLUNTEERS!

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Many thanks to the survey committee: Vanessa Barcus, Alicia Smith and Monique Elwell and to Rebecca Hunt, our President, who supported us through this process.

Also thank you to the volunteers who helped hand tabulate this: Courtney Brunkow, Phillina, Krista Brown and Amber Karsian. With 247 print surveys it was a big undertaking!

And survey respondents, we appreciate the thanks, too! It means a lot. We really want to know what you think.

*I'm super confused how you volunteers managed to put together more survey stuff than the business I work at. The packet was quite professional and everything, I was impressed.*

*I have attended a number of the PCD meetings and find them valuable and appreciate the dedications and efforts of its members.*

*Thank you for the farmers market!*

*Thanks for sending this out, you are really helping to make this a better environment. .*

*Thanks for all the work your organization does to keep the Highlands a great place to live & visit.*

**—Highland Neighbors**



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# WHAT WE DID

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We mailed the survey in English and Spanish to 6,200 households in the 80211 zip code, we emailed and distributed the survey to churches, and local businesses throughout the neighborhood during the months of August and September.

- 480 people responded—435 (7%) were within the Highland boundaries!
- About 38% mailed their response in, 16% returned them at events and 46% responded online.
- We spent ~\$9,000, or ~\$21 per responding neighbor.

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# WHO DID WE REACH?

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A smattering (3%) of those who don't have internet. (I estimate that Highland has between 3% and 14% of Households without internet.)

15% Latinos (according to the 2013 Census the 80211 zip had 39%)

Most of the neighbors responding were between 23 to 55, which correlates with census data. About 4% of the respondents were above the age of 71 and 12% were between 56 and 70.

The majority of neighbors responding (47%) lived here for less than 5 years and 21% lived here for more than 15 years. (Many made a fervent point to mention that they had been here for over 40 years!)



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# WHAT'S NEXT?

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You can find the detail of this survey at [www.DenverHighland.org](http://www.DenverHighland.org)

We are distributing this survey to the city council, the mayor, the governor, various city departments (police, zoning, etc.), HUNI and it's volunteers, local papers and more. (Feel free to forward to whomever you think should read this.)

We are desperate for a Volunteer Coordinator to help recruit volunteers to help us execute some of the issues outlined in this survey. If you would like to volunteer for this position, please email [Monique.Elwell@DenverHighland.org](mailto:Monique.Elwell@DenverHighland.org). Thank you!