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# RECODE KNOXVILLE

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CENTRO HISPANO SURVEY REPORT

AUGUST 2018



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## EXECUTIVE SUMMARY

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The Metropolitan Planning Commission (MPC) was asked in 2016 to conduct a review and update of the City's zoning ordinance since Knoxville's zoning ordinance hasn't undergone a thorough review in half a century, and many of the current provisions are so obsolete that they hinder quality sustainable development.

The MPC conducts the project through the use of different resources like public workshops, open houses, and surveys to the community.

The MPC reaches different communities by partnering with other organizations like SEED and Centro Hispano. Centro was responsible for outreach to Spanish speakers, publicity, and surveys for the Spanish speaking population.

The activities conducted by Centro Hispano for RECODE KNOXVILLE included:

- **RECODE KNOXVILLE information material translation**
  - Translations of the MPC Zoning 101 guide, the introduction to the online survey, and survey from English to Spanish were made by Jacqueline Padilla, former Information and Referral Coordinator at Centro Hispano.
- **Social media communication**
  - Translations were made and posted by Jacqueline Padilla, former Information and referral coordinator at Centro Hispano in Spanish and English.
- **Community Outreach: Group talk and Zoning 101 document delivery.**
  - The project goals, activities and documentation were presented by Jacqueline Padilla and Hilda Castillo with a total of 8 community presentations at Centro Hispano discussing RECODE and talking about Zoning, and completing surveys.
- **Survey**
  - The survey questions were developed by the Metropolitan Planning Commission of Knoxville City following a long-term strategy for the City Recode.
  - Surveys were performed by Jacqueline Padilla and Hilda Castillo.
  - Jacqueline Padilla conducted community meetings and surveys at Centro Hispano with clients who attend the Centro ESL program. She conducted workshops in Spanish for 3 groups in the morning and 5 groups at night for 52 participants. These community presentations were conducted in small groups because many of Centro's Spanish speaking clients lack basic knowledge about the concept of zoning. Smaller groups, familiar with each other, were more likely to ask questions. Hilda Castillo was in charge of reaching outside communities of Spanish speakers in Knoxville:
- **Data Collected:**
  - Some surveys were performed at Centro Hispano through the computers available onsite
  - Because of the initial set-up of the online survey, we were not able to perform the survey twice on the same device, but it is available by opening a hidden window. Field surveys were completed on paper. The data collected is presented in this document.
  - Hilda Castillo performed 54 surveys on paper at 3 locations: Market Square downtown Knoxville, Chapman Highway near the Cancun Restaurant, and Sevier Avenue, South Knoxville near Pelancho's restaurant. The adequacy of the sample is supported by the fact that there were responses from 18 different zip codes, and the two largest groups of respondents were from different areas, South Knoxville 37920 and West Knoxville 37923.

## DATA COLLECTED

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92 persons completed the RECODE Survey in Spanish. 90% of respondents identified themselves as Latinos, 4% as white, 3% as indigenous, and 3% as other. The survey consisted of 13 questions, organized in 6 sections which are directly related to the main interest subjects of the Recode Knoxville Project: Neighborhoods, Corridors, Redevelopment, Neighborhood commercial areas, Sustainability and Demographic information of the respondents. The survey is 10 multiple choice questions and 3 open ended questions. The vocabulary and length of each questions was easy to understand with a main description for each section to help people to understand better the questions.

## PARTICIPANT QUESTIONS AND COMMENTS AT COMMUNITY MEETINGS

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A number of participants were unfamiliar with the definition of a duplex, condominium, apartment, and garage or basement apartments. Most respondents knew the zip code where they lived, but a large number of respondents were not familiar with the name of the area where they lived, giving answers such as near Kroger, Wendy's, or Walmart.

Lighting was identified as "very important" by 87% of respondents followed by height of buildings 77%, landscaping 75%, and parking 68%. (Q 8) There was strong support for regulation requiring preservation of trees, bushes, and open spaces. (90%, Q 9) Latino participants were excited about the prospect of allowing buildings to be used as bodegas (small grocery stores) and restaurants. More than 70% of respondents favored allowing different uses. (Q 6,7) The needs most frequently mentioned outside of survey parameters was the need for more sidewalks and more user friendly, accessible bus service. The desire for more sidewalks was at times accompanied by comments how West Knoxville received better services.

CONTRACT OBJECTIVES	OUTCOME
Distribute 125 Community Guides	200 Community Guides distributed
Conduct 2 workshops at Centro Hispano attended by 40 Knox County residents	52 participants attended 8 workshops
Obtain 50 survey responses in Spanish	92 survey responses obtained in Spanish
Translate Zoning 101 Guide, Surveys, and introduction on MPC website into Spanish	Translations timely accomplished
Participate in Monthly Meetings/Conference Calls with MPC staff, SEED, Urban League	All meetings attended
Social Media in Spanish about RECODE	Information about Zoning, RECODE, and MPC posted on Centro Hispano Facebook page in Spanish and English

## INTANGIBLE OBJECTIVES

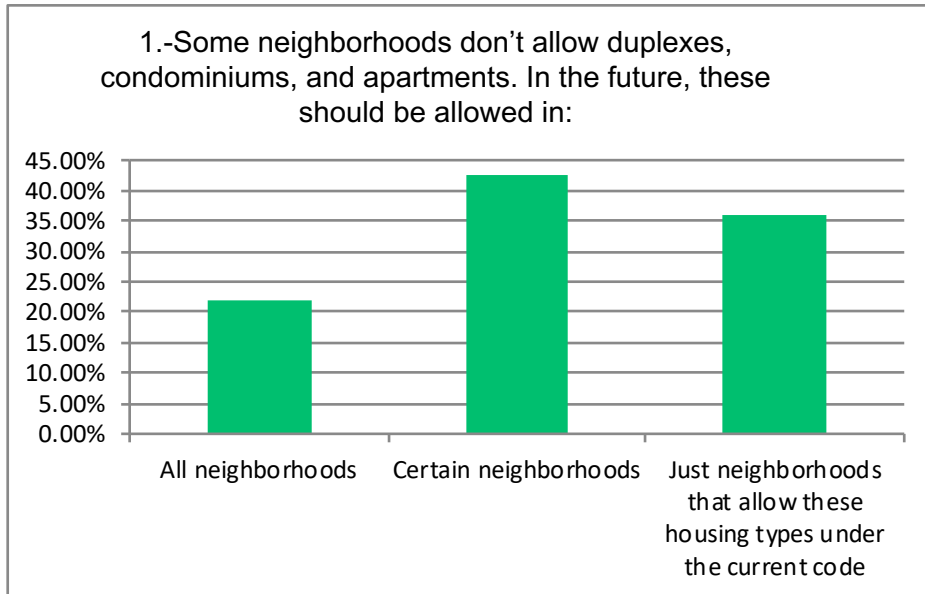
For Centro Hispano, the primary intangible objective in the RECODE project was introducing to the Knox County Latino Community the idea that someone was interested in the opinions of the Latino Community and that they could participate in what happened in their community. For many respondents, this was a novel process which they found encouraging.

## SURVEY RESULTS & TABLES

### QUESTION #1:

1.-Some neighborhoods don't allow duplexes, condominiums, and apartments. In the future, these should be allowed in:

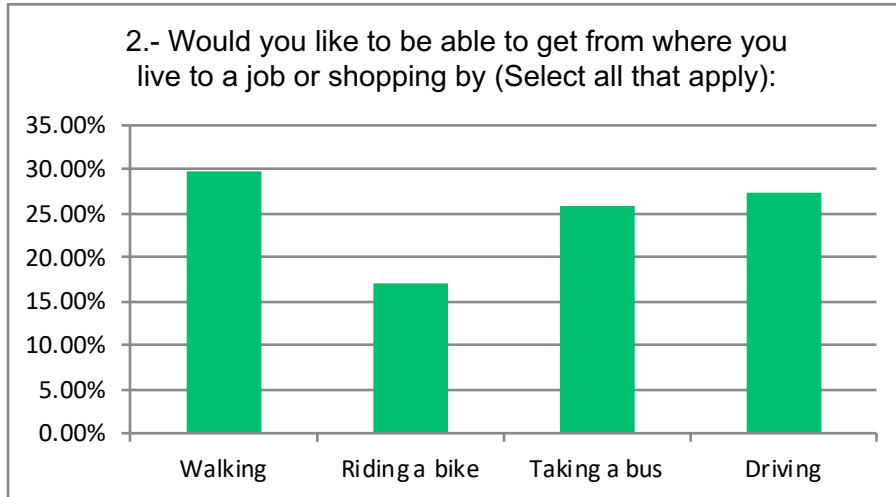
Answer Choices	Responses		Online	Paper
All neighborhoods	21.74%	20	8	12
Certain neighborhoods	42.39%	39	12	27
Just neighborhoods that allow these housing types under the current code	35.87%	33	18	15
	<b>Answered</b>	<b>92</b>	<b>38</b>	<b>54</b>
	<b>Skipped</b>	<b>0</b>		



### QUESTION #2:

2.- Would you like to be able to get from where you live to a job or shopping by (Select all that apply):

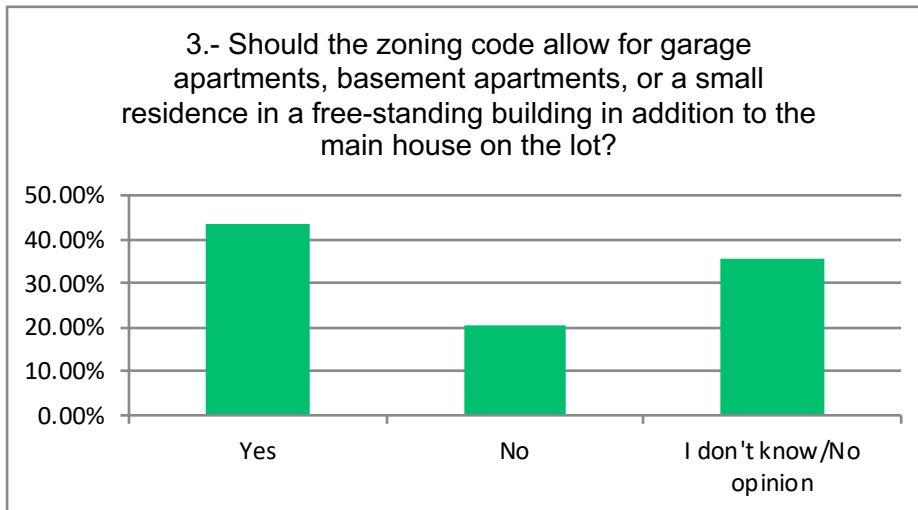
Answer Choices	Responses		Online	Paper
Walking	29.82%	51	29	22
Riding a bike	16.96%	29	21	8
Taking a bus	25.73%	44	17	27
Driving	27.49%	47	16	31
	<b>Answered</b>	<b>171</b>	<b>83</b>	<b>88</b>
	<b>Skipped</b>	<b>0</b>		



QUESTION #3:

3.- Should the zoning code allow for garage apartments, basement apartments, or a small residence in a free-standing building in addition to the main house on the lot?

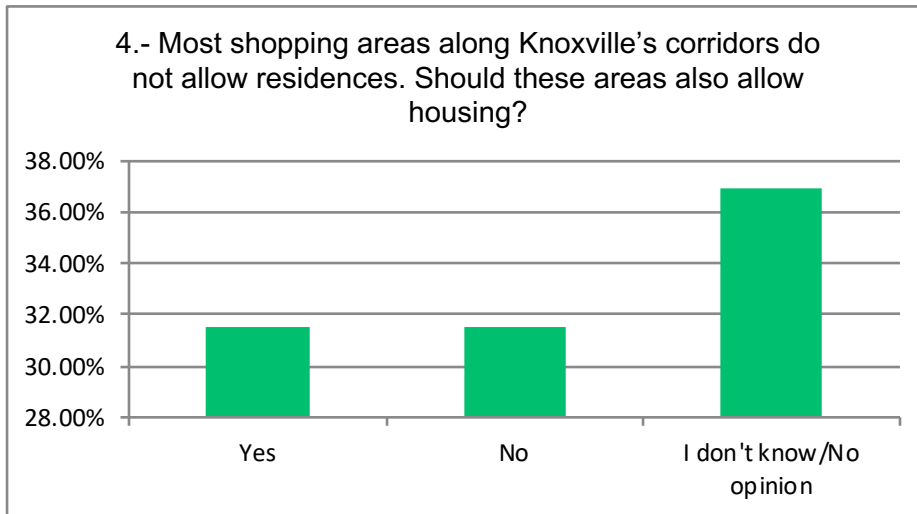
Answer Choices	Responses		Online	Paper
Yes	43.48%	40	20	20
No	20.65%	19	10	9
I don't know/No opinion	35.87%	33	8	25
	<b>Answered</b>	<b>92</b>	<b>38</b>	<b>54</b>
	<b>Skipped</b>	<b>0</b>		



QUESTION #4:

4.- Most shopping areas along Knoxville’s corridors do not allow residences. Should these areas also allow housing?

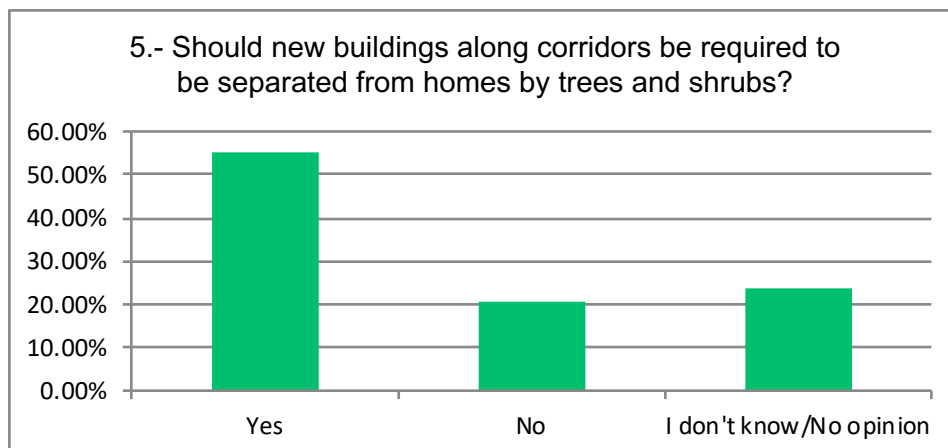
Answer Choices	Responses		Online	Paper
Yes	31.52%	29	17	12
No	31.52%	29	13	16
I don't know/No opinion	36.96%	34	8	26
	<b>Answered</b>	<b>92</b>	<b>38</b>	<b>54</b>
	<b>Skipped</b>	<b>0</b>		



QUESTION #5:

5.- Should new buildings along corridors be required to be separated from homes by trees and shrubs?

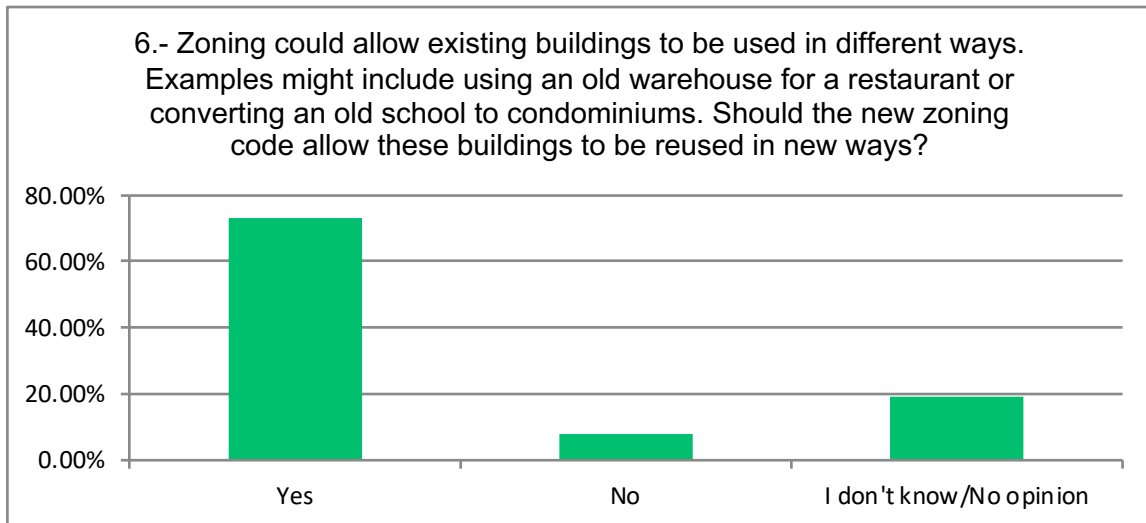
Answer Choices	Responses		Online	Paper
Yes	55.43%	51	30	21
No	20.65%	19	3	16
I don't know/No opinion	23.91%	22	5	17
	<b>Answered</b>	<b>92</b>	<b>38</b>	<b>54</b>
	<b>Skipped</b>	<b>0</b>		



QUESTION #6:

6.- Zoning could allow existing buildings to be used in different ways. Examples might include using an old warehouse for a restaurant or converting an old school to condominiums. Should the new zoning code allow these buildings to be reused in new ways?

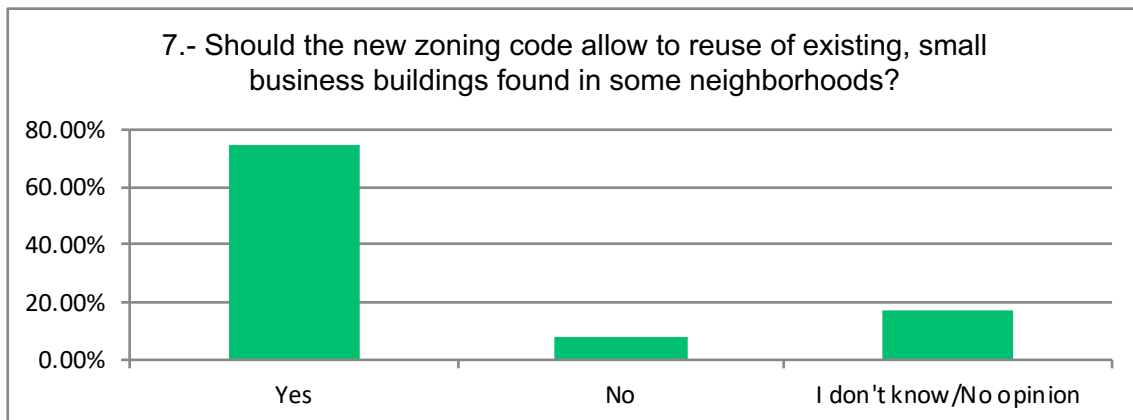
Answer Choices	Responses		Online	Paper
Yes	72.83%	67	34	33
No	7.61%	7	2	5
I don't know/No opinion	19.57%	18	2	16
	<b>Answered</b>	<b>92</b>	<b>38</b>	<b>54</b>
	<b>Skipped</b>	<b>0</b>		



QUESTION #7:

7.- Should the new zoning code allow to reuse of existing, small business buildings found in some neighborhoods?

Answer Choices	Responses		Online	Paper
Yes	75.00%	69	34	35
No	7.61%	7	0	7
I don't know/No opinion	17.39%	16	4	12
	<b>Answered</b>	<b>92</b>	<b>38</b>	<b>54</b>
	<b>Skipped</b>	<b>0</b>		

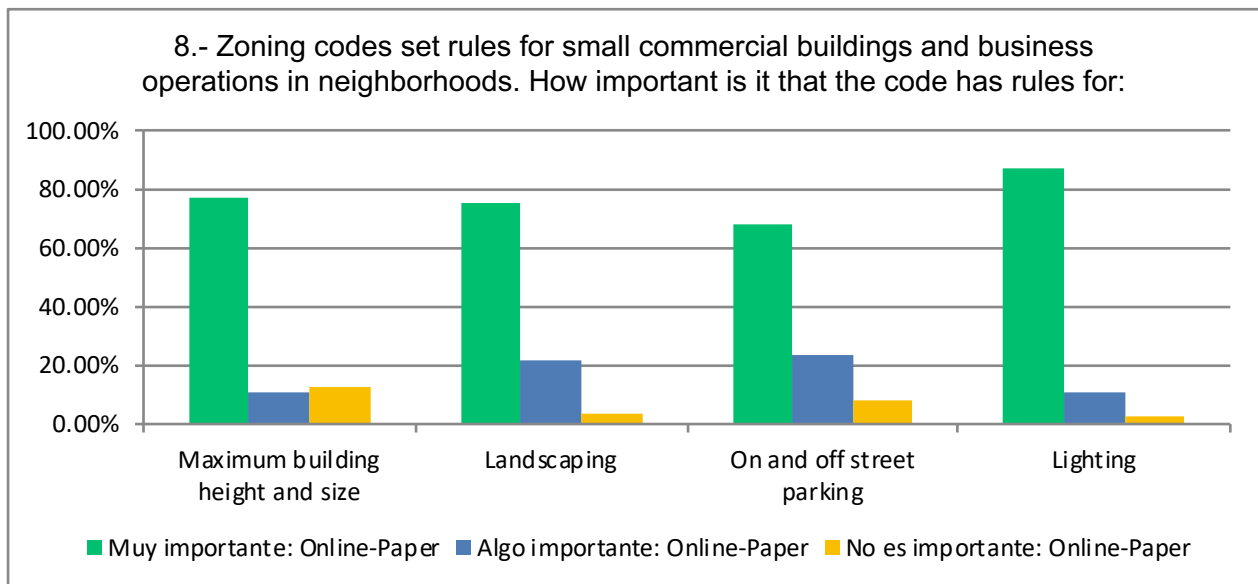




QUESTION #8:

8.- Zoning codes set rules for small commercial buildings and business operations in neighborhoods. How important is it that the code has rules for:

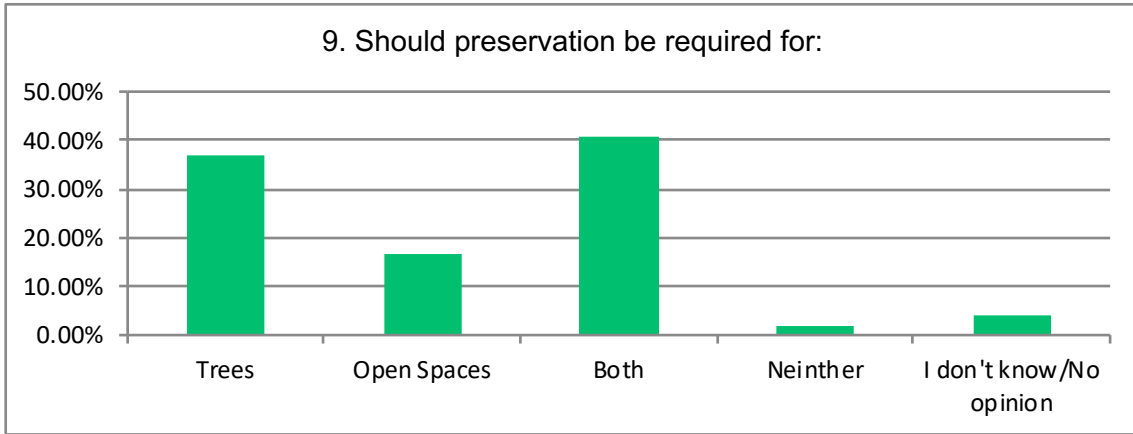
	Muy importante: Online-Paper			Algo importante: Online-Paper			No es importante: Online-Paper			Total	
Maximum building height and size	76.62%	28	31	10.39%	6	2	12.99%	2	8	77	
Landscaping	75.00%	25	38	21.43%	7	11	3.57%	2	1	84	
On and off street parking	68.24%	30	28	23.53%	5	15	8.24%	1	6	85	
Lighting	86.90%	31	42	10.71%	2	7	2.38%	2	0	84	
										<b>Answered</b>	<b>330</b>
										<b>Skipped</b>	<b>5</b>



QUESTION #9:

9. Should preservation be required for:

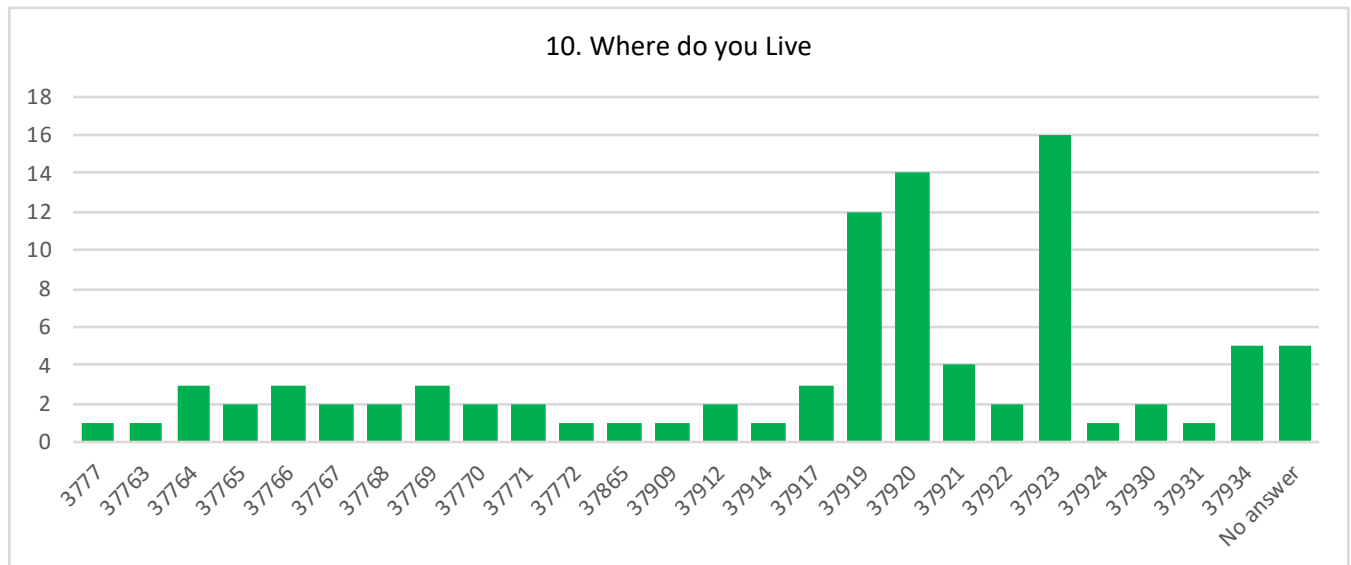
Answer Choices	Responses:	Online	Paper	Total
Trees	36.89%	10	28	38
Open Spaces	16.50%	2	15	17
Both	40.78%	23	19	42
Neither	1.94%	0	2	2
I don't know/No opinion	3.88%	2	2	4
	<b>Answered</b>	<b>37</b>	<b>66</b>	<b>103</b>
	<b>Skipped</b>	<b>1</b>		



### QUESTION #10:

10. Where do you Live?

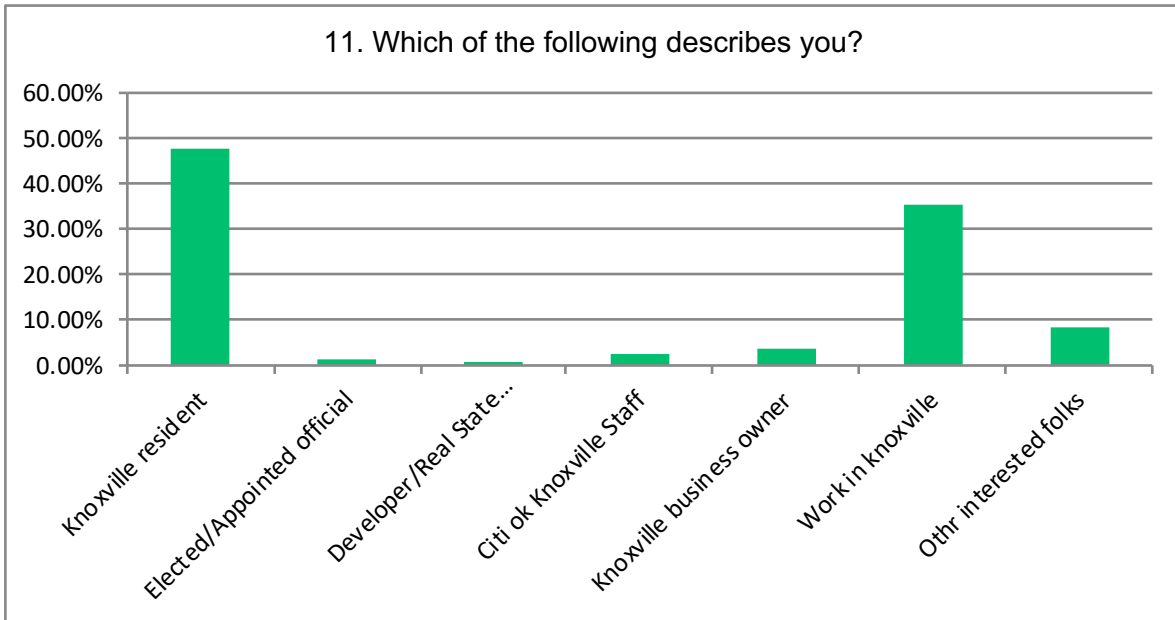
10. Where do you Live - Online and Paper							
ZIP Code	Total	ZIP Code	Total	ZIP Code	Total	ZIP Code	Total
3777	1	37769	3	37914	1	37924	1
37763	1	37770	2	37917	3	37930	2
37764	3	37771	2	37919	12	37931	1
37765	2	37772	1	37920	14	37934	5
37766	3	37865	1	37921	4	No answer	5
37767	2	37909	1	37922	2		
37768	2	37912	2	37923	16		



QUESTION #11:

11. Which of the following describes you? (Choose as many as necessary)

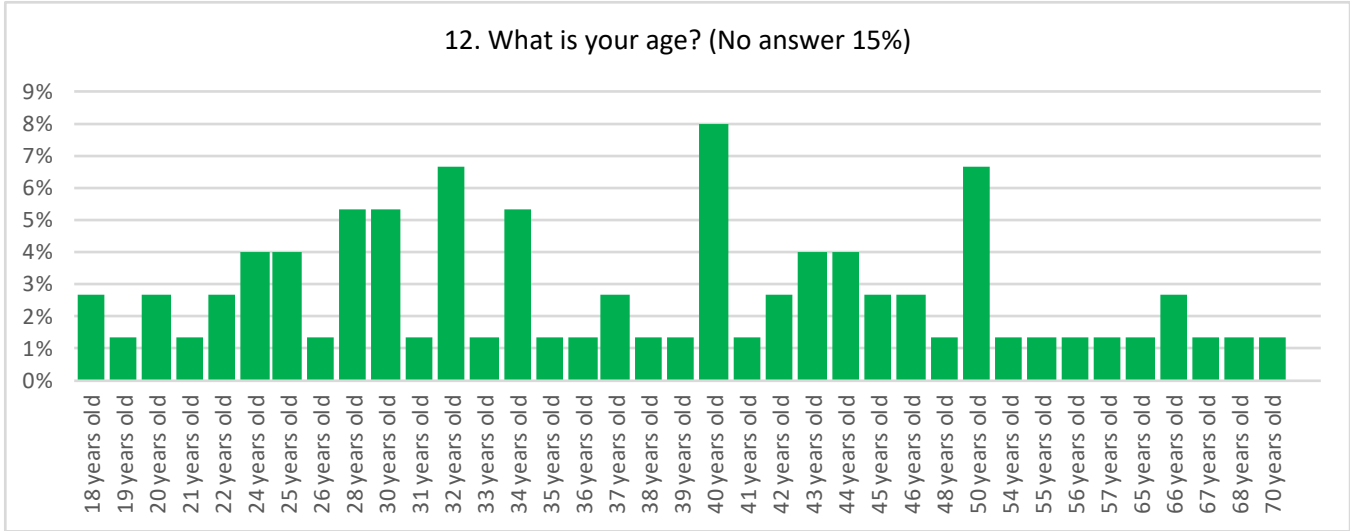
Answer Choices	Responses		Online	Paper
Knoxville resident	47.95%	70	32	38
Elected/Appointed official	1.37%	2	2	0
Developer/Real State professional	0.68%	1	1	0
Citi ok Knoxville Staff	2.74%	4	4	0
Knoxville business owner	3.42%	5	3	2
Work in knoxville	35.62%	52	18	34
Othr interested folks	8.22%	12	2	10
	<b>Answered</b>	<b>146</b>	<b>62</b>	<b>84</b>
	<b>Skipped</b>	<b>5</b>		



QUESTION #12:

12. What is your age?

Edad / Responses	
18 years old	2
19 years old	1
20 years old	2
21 years old	1
22 years old	2
24 years old	3
25 years old	3
26 years old	1
28 years old	4
30 years old	4
31 years old	1
32 years old	5
33 years old	1
34 years old	4
35 years old	1
36 years old	1
37 years old	2
38 years old	1
39 years old	1
40 years old	6
41 years old	1
42 years old	2
43 years old	3
44 years old	3
45 years old	2
46 years old	2
48 years old	1
50 years old	5
54 years old	1
55 years old	1
56 years old	1
57 years old	1
65 years old	1
66 years old	2
67 years old	1
68 years old	1
70 years old	1
<b>Total</b>	<b>75</b>



QUESTION #13:

13. Which of the following best describes your race or ethnicity?

Answer Choices	Responses	Online	Paper
African American or black	0.00%	0	0
Asian or Pacific Islander	0.00%	0	0
Hispanic or Latino	90.00%	81	33
Native American	3.33%	3	0
White	4.44%	4	3
Other	2.22%	2	2
	<b>Answered</b>	90	36
	<b>Skipped</b>	2	

