

Survey of Merchants in Haleiwa Town

Presented to the

North Shore Chamber of Commerce

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and the

**North Shore Neighborhood Board Traffic and
Transportation Committee**

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Executive Summary

A majority (70.4%) of the 125 merchants on Kamehameha Highway in Haleiwa Town as of January, 2007 responded to the survey. Over 95% of the respondents were merchants on commercial properties. **The vast majority of those responding (92%) agreed there was a need for continuous walkways through Haleiwa** (Table 6). Not a single property owner indicated that they would oppose the City building a sidewalk on their property (Table 7).

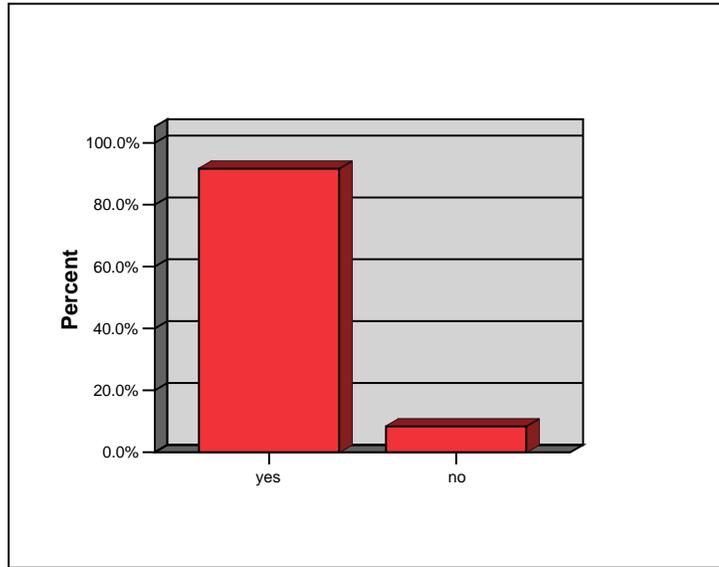
Fifty-two percent (52%) of the respondents flatly reported that existing walkways were inadequate (Table 3). About half of them said walkways were non-existent or unusable, and the other half complained that they were unsafe; frequently adding they were bad for business and/or unsightly (Table 5).

Although 48% had some kind of walkways in front of their properties that they considered *adequate for them and their customers* (Table 3), even 69% of those respondents with walks cited problems with the existing walkways and/or indicated they were unsafe or inadequate for others (Table 4).

Safety, improving business and improving the town aesthetically were the reasons given for supporting continuous walkways, in that order of importance. Most of those responding to the survey (87%) agreed that more pedestrians would benefit them and their businesses (Table 8), and 80% were concerned about disabled consumers being able to access their businesses (Table 9), but the theme of safety was repeated over and over as the most frequent response at every opportunity for open-ended comments (Table 10).

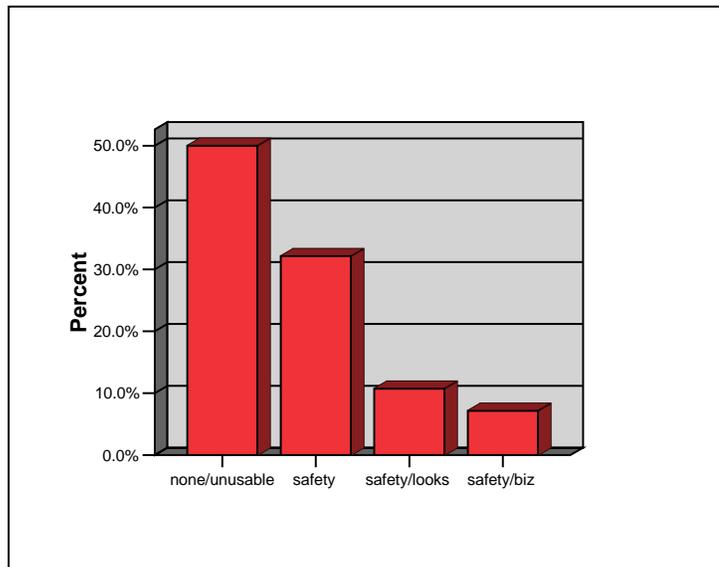
These results verify that while walkways are definitely desired and would be beneficial to support more business and a more aesthetic place to live and shop, **walkways are sorely needed to ensure basic safety for all, and especially those with special needs and challenges like physical disabilities.**

Is there a need for continuous walkways?



Scott Ray & Associates, Inc.

Why are existing walkways not adequate?



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RESULTS

This section will present and discuss the results on each specific item addressed in the survey. The results will be presented in the following sections:

- Characteristics of Respondents
- Adequacy of Existing Walks and Need for Continuous Walkways
- Reasons for Supporting and Not Supporting Walkways

Characteristics of Respondents

Table 1 below shows that over 90% of those who responded were merchants. Another 21% of respondents were also owners of the property on Kamehameha Highway.

TABLE 1	
Ownership of Property	
	%
Merchant	79.3
Owner & Merchant	20.7

Table 2 shows that over 95% of the properties upon which respondents were located were used for commercial purposes. One-third (29%) of those properties were also used for residential purposes, with only 5% being lived in exclusively as residences.

TABLE 2	
Property Status	
	%
Commercial	66.3
Both	29.1
Residential	4.7

Adequacy of Existing Walks and Need for Continuous Walkways

This segment reports the results on opinions regarding the adequacy of existing walks and the need for continuous walkways. Table 3 below presents the cross-tabulation of two interrelated questions underlying views on the adequacy of existing walkways in Haleiwa.

- Do you currently have a walkway or sidewalks in front of your property/business; and
- Are the existing walkways adequate for you and/or your customers?

These results document that about one-half of respondents had some kind

TABLE 3			
Type of Respondent			
Do You Currently Have a Walkway in Front?			
	<u>Yes%</u>	<u>No%</u>	<u>Total%</u>
	(50.6)	(49.4)	(100.0)
Are Existing Walkways Adequate?			
Yes	55.5	37.8	47.6
No	44.2	62.2	52.4
Total	100.0	100.0	100.0

of walkways in front of their business, and about one-half said the existing walkways were adequate *for themselves and their own customers*. Nearly two-

thirds of those without existing frontage walks and almost one-half of those with frontage walks said that the existing walkways were not adequate for them and their customers.

Tables 4 and 5 verify that over two-thirds of those who indicated that the existing walkways were adequate for them and their customers, nonetheless perceived problems and expressed dissatisfaction with the existing walkways. A minority (31%) responded that existing walks were adequate because they had adjacent parking. The remainder, alternatively, either said that the walks had problems (62%), or that, while the walks were okay for them and their customers, they were not okay for others (8%). Responses citing no or inadequate walks

TABLE 4	
Why are walkways adequate?	
	%
Walks are adequate, but they have problems	61.5
I have parking	30.8
Okay for me, but not for others	7.7

included comments such as “they [walkways] are non-existing;” “because we have zero [walks];” and “except maybe a section that needs to be filled and graded.” Those with parking made comments such as: “clients park in my lot and enter the building from there” and “our property is only drive-in, all concrete.” Others said “for my business okay, but not for other retailers” and similar statements.

Among respondents who said at the beginning that the walks were inadequate (Table 5), 50% said there were no walks or indicated that they were not really usable. The other 50% indicated safety, either alone or in combination with walkways being needed to support aesthetics or business of the town.

TABLE 5	
Why are walks inadequate?	
	%
No walks, or simply unusable	50.0
Safety	32.1
Safety and aesthetics	10.7
Safety and business	7.1

Responses on why walkways were inadequate included the following comments: “too dangerous to drive, places to walk not identified;” “customers walk in the street and its dangerous for driving;” “residents want to walk through town without using the roadways;” “people would see more of Haleiwa shops;” “can’t walk on wet days” and “to improve aesthetics and safety.”

The results reported above underscored the extent to which merchants agreed on the need for better walkways, even when walks were adequate for their own personal circumstances. The single most salient question on the survey addressing that issue was as follows.

- Is there a need for continuous walkways throughout Haleiwa?

Table 6 below shows that the overwhelming majority (92%) of respondents agreed that continuous walkways are needed in Haleiwa.

TABLE 6	
Is There a Need for Continuous Walkways?	
	%
Yes	91.7
No	8.3

Finally, property owners were asked the following question.

- If the community strongly supports new walkways for Haleiwa, would you consider granting the City the right to build a portion of the continuous sidewalk on your property?

TABLE 7	
Property Owners, Allow the City to Build Walks on your Property?	
	%
Yes	85.7
No Answer/Not Applicable	14.3
No	0.0

There were only a small number of property owners in the sample. Over four-fifths of those respondents clearly agreed that they would be willing to allow the City to use their property to construct walkways.

Reasons for Supporting and Not Supporting Walkways

In addition to the reasons people gave for the responses they provided that were reported above, business owners indicated that walkways would benefit their businesses by permitting greater foot traffic, especially for those with disabilities challenging their mobility. Survey respondents were then asked about the benefit of foot traffic to their business as follows.

- Would your business benefit from increased pedestrian traffic?

	%
Yes	87.5
No	12.5

The results in Table 8 above verify the significance of pedestrian traffic to businesses. Those responding overwhelmingly agreed (87%) that they would benefit from more pedestrians.

Merchants and others were then asked how the condition of Haleiwa walkways impacted the disabled community in accessing their business with the following question.

- People with disabilities (wheelchairs, etc.), the elderly, and families with baby strollers have a very difficult time safely moving through Haleiwa due to the lack of continuous walkways. Does this concern you or your business?

Table 9 below verifies that four-fifths of those surveyed expressed concern for the difficulties disabled persons encountered in getting to their businesses.

TABLE 9	
Do Difficulties of the Disabled Concern Your Business?	
	%
Yes	80.5
No	19.5

Of those who gave reasons why continuous walkways were needed, most made some reference to safety, although the leading response was to improve business, with most of those individuals making a secondary reference to safety (Table 10). About one-third simply referred exclusively to safety. Most of the comments specifying aesthetic reasons secondarily referenced safety, and some pointed out that making the town more aesthetically pleasing was good for business.

TABLE 10	
Why are Continuous Walkways Needed?	
	%
Improve Business & Safety	35.8
Safety	32.1
Improve Aesthetics & Safety	9.4
Other	15.1

Some of these responses included: “for a safe walk for all;” “somebody’s going to get run over;” “safety and business enhancement and ADA compliance;” “please for pedestrian safety;” “would make traffic safer and accommodate

walking and shopping;” “town needs to be integrated;” “preserve historic character, friendly to visitors and community, safety;” “makes sense for any town where people shop and eat;” “Main Street image requires that people can walk safe and comfortable;” “it would add to the charm, but more important for safety.”

The individuals who opposed walkways cited reasons of: “keep the country country;” “needs mostly fixing and some new walks;” and “depends on many things.”

Finally, respondents were asked to rank a fixed format list of four reasons for supporting continuous walkways and a list of four reasons for not supporting continuous walkways. Tables 11 and 12 present those results. The rankings of reasons to support walkways (Table 11) represent the average ratings by the majority of respondents who indicated support for walkways. The responses on reasons not to support walkways (Table 12), however, represent only the small handful of respondents who did not support walkways.

Safety for pedestrians/wheelchairs/drivers, etc.	1.6
Improved appearance and connect town	2.2
People will walk, window shop, buy more	2.7
Will reduce traffic in town (park & shop)	3.0

Safety, aesthetics and business topped the rankings of reasons to support walkways. Loss of parking, construction costs, and loss of business during construction topped the rankings of reasons to oppose.

Loss of parking	1.7
Cost of improvements to property owners	2.0
Negative impact of construction on business	2.0
Change in character of town	2.6

Overall these results confirm that the vast majority of the merchants and property owners strongly support continuous walkways in Haleiwa. Property owners are willing for their property to be used for walkways.

These respondents see the existing patch work of fragmented walkways as inadequate, unsafe and a detriment to business and the overall aesthetic character of the town. The primary concern is for safety, although in addition to business and aesthetic concerns in general, merchants are particularly concerned for people with disabilities.