

Envision Broadway

SURVEY RESULTS

OVER 400 RESPONDENTS ANSWERED
A SURVEY RELATING TO THE
BROADWAY AREA IN CHULA VISTA



30%

of consumers visit Broadway
monthly for shopping.

50%

of consumers say their shopping/dining
experience was excellent or good.

More than 25% of those
surveyed felt that
Broadway could benefit
from a revitalization.



95%

of those surveyed felt
safe on Broadway
during the day.

67%

of those surveyed felt
safe shopping after dark.



50%

of those surveyed liked
the dining quality as
excellent or good.

40%

of those surveyed said the
dining experience needed
some improvement.

WHILE THERE ARE MANY HIGHLIGHTS TO THIS BUSINESS DISTRICT,
THE FOLLOWING HAVE BEEN LISTED AS POTENTIAL AREAS FOR IMPROVEMENT.

TOP 5 IDENTIFIED CONCERNS IN THE BROADWAY AREA.



LITTER
55%



GRAFFITI/
VANDALISM
48%



LOITERING
39%



TRAFFIC
CONDITIONS
35%



ILLEGAL
POT SHOPS
34%

Let's work together to transform
Broadway, **The Gateway to the Bayfront**
into a consumer-friendly business district.

FOR MORE INFORMATION VISIT WWW.ENVISIONBROADWAY.COM