

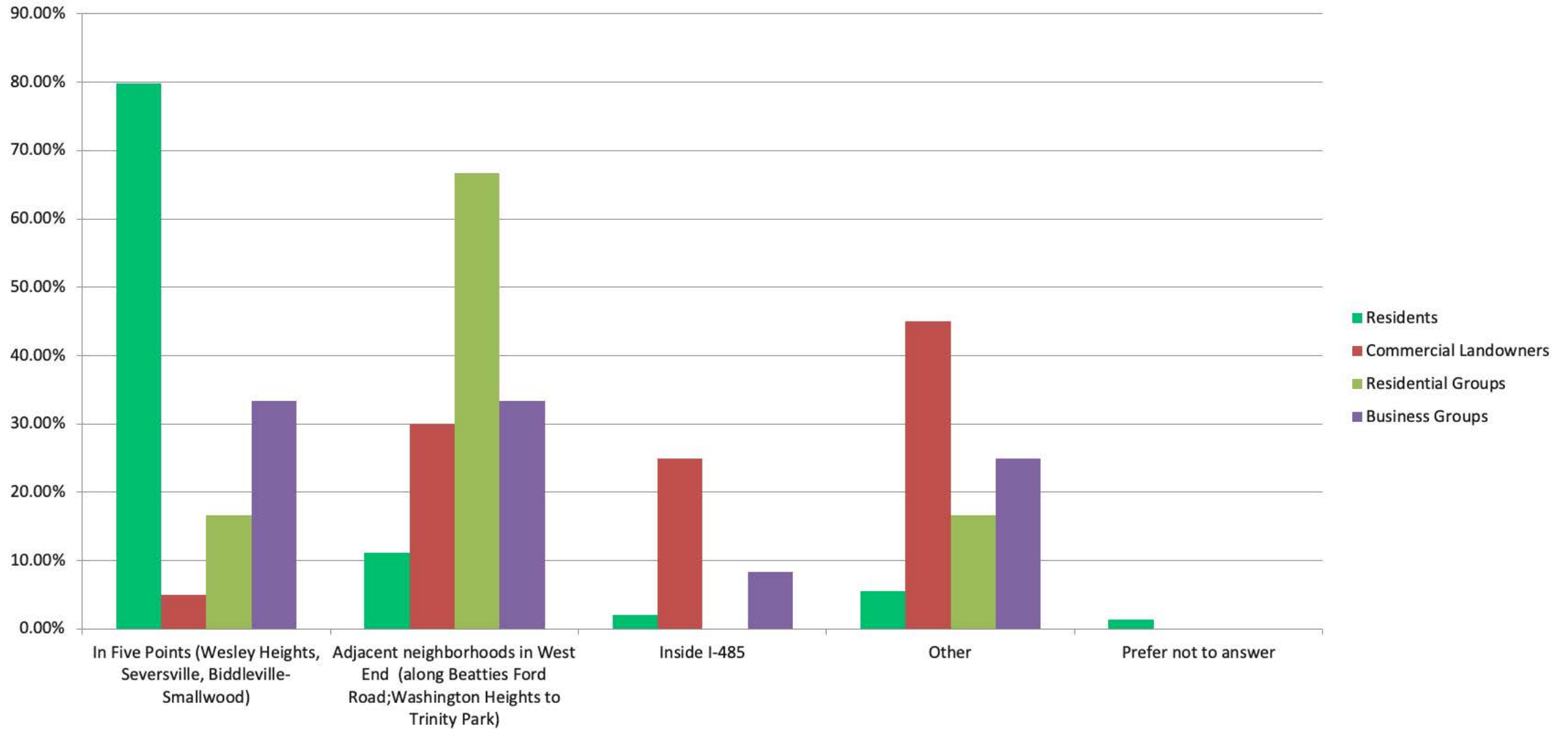
# Community Survey Results

June 15, 2020

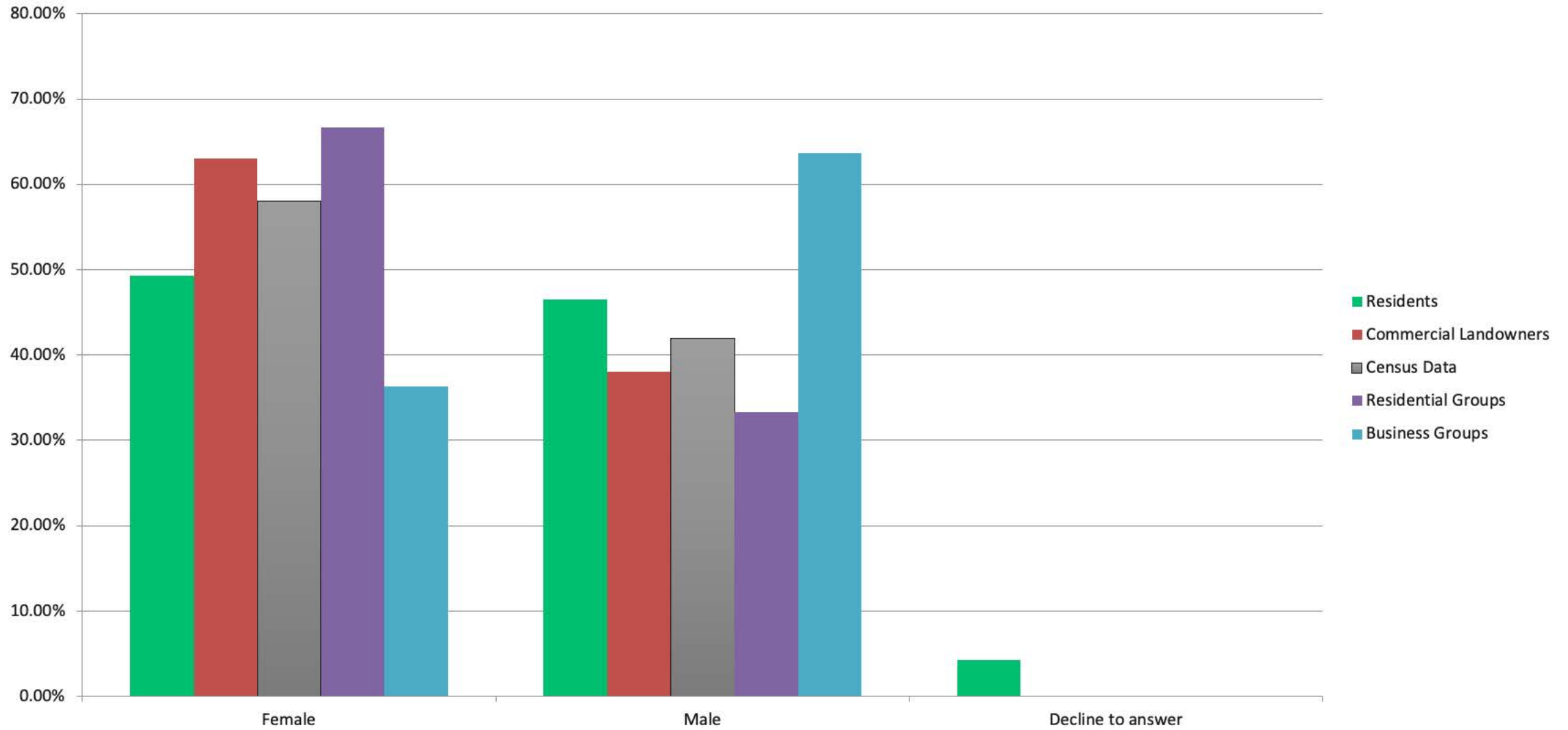
## 5POINTS *FORWARD*

**VISIONING & CELEBRATING  
THE GOLD LINE CORRIDOR  
OF HISTORIC WEST END**

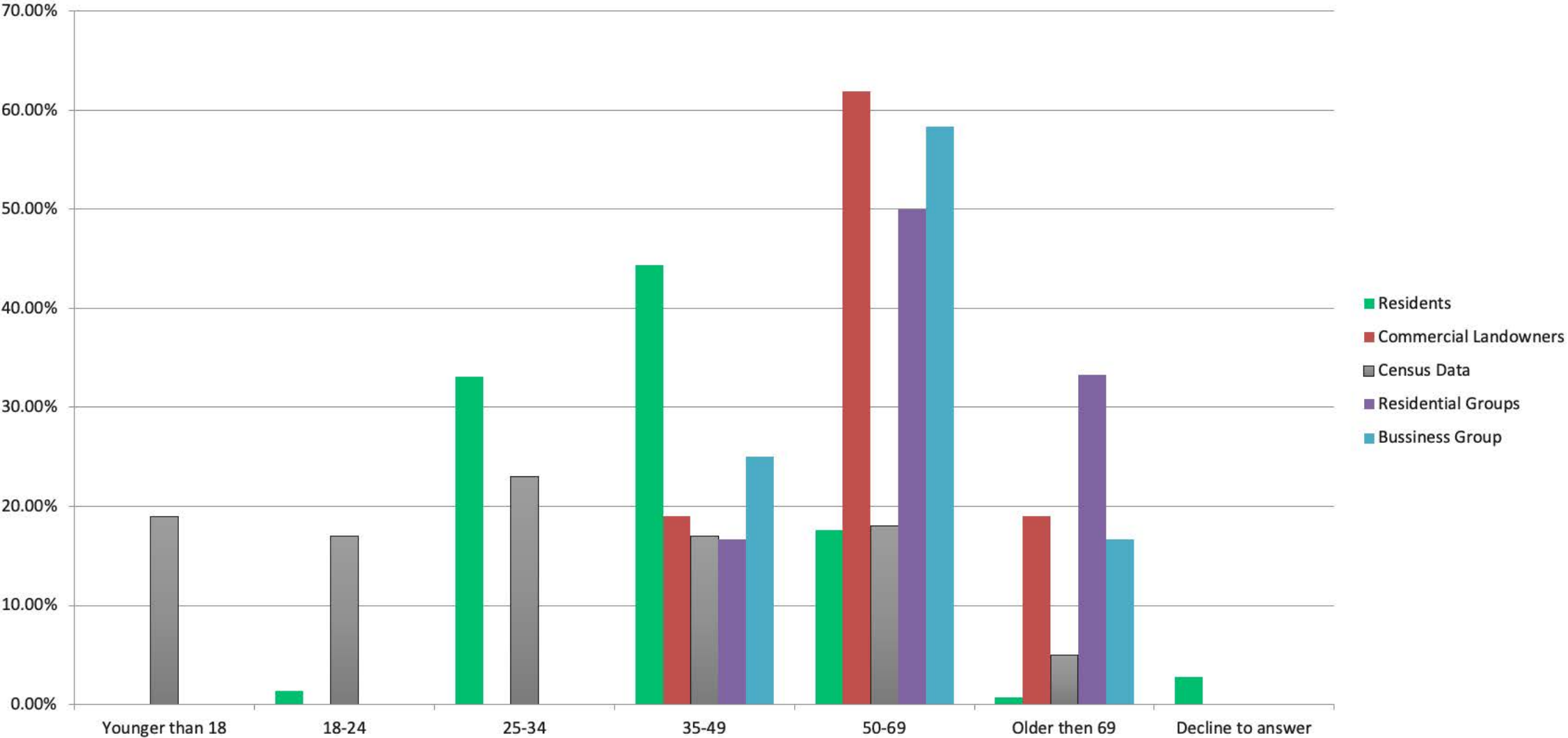
## Where do you live?



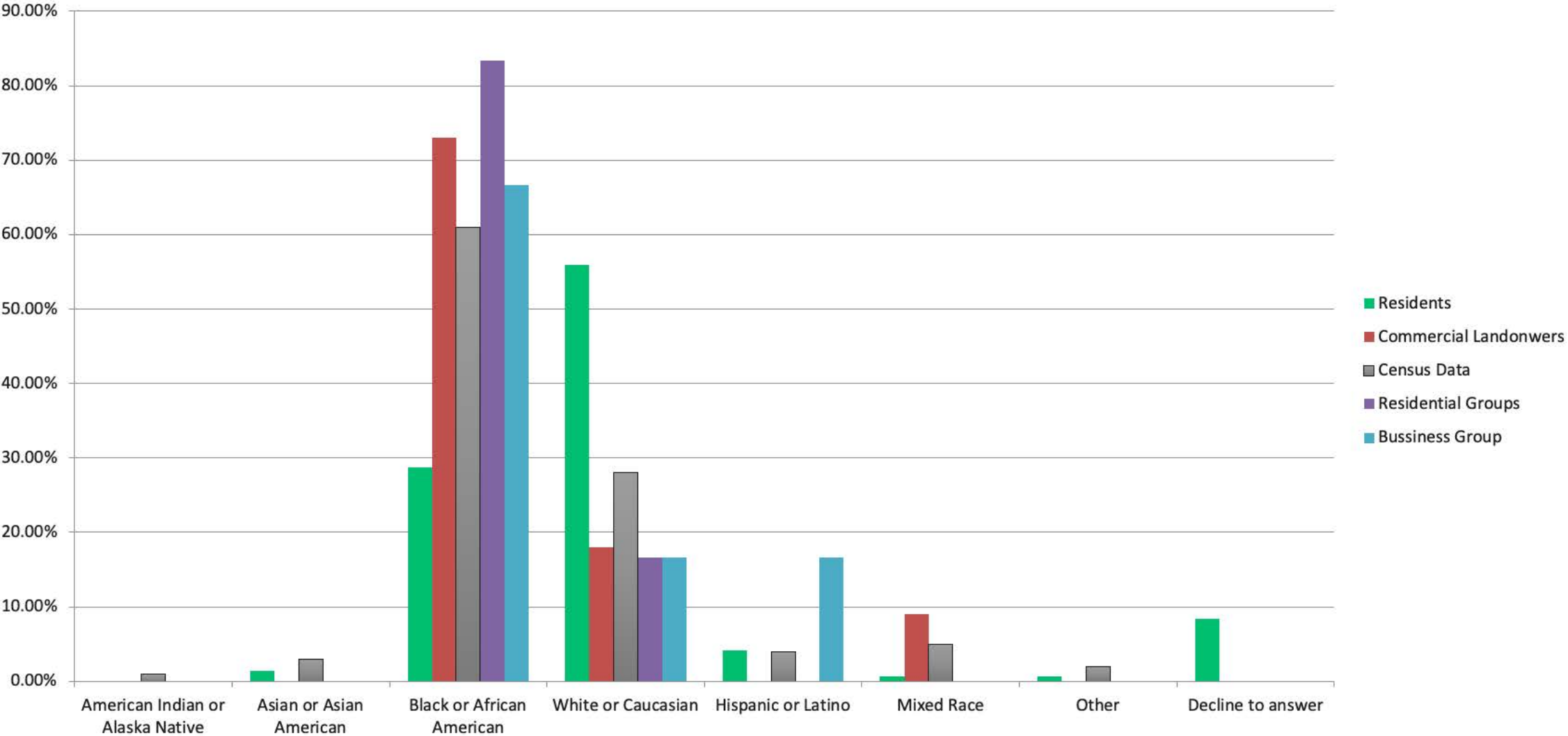
## What is your gender?



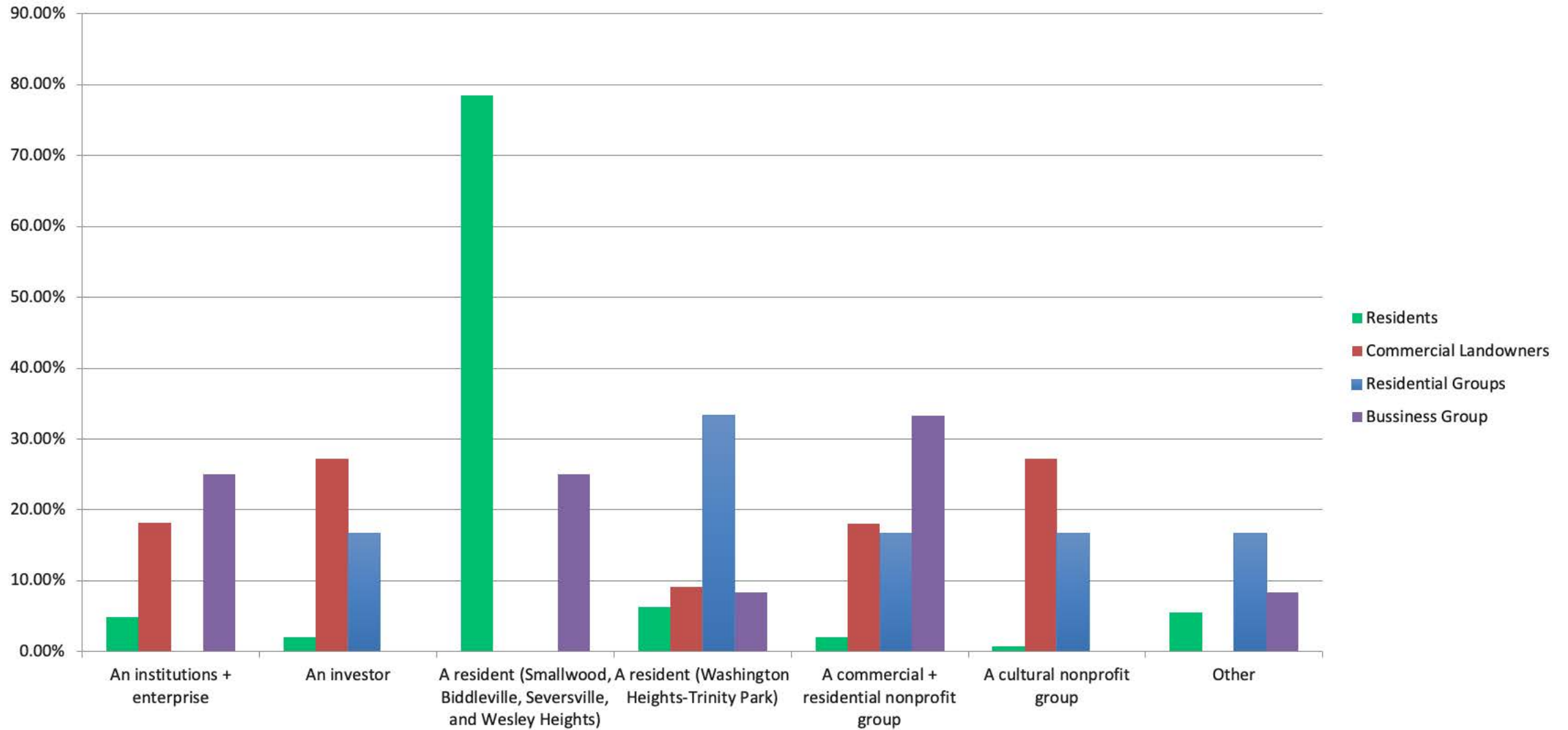
# What is your age?



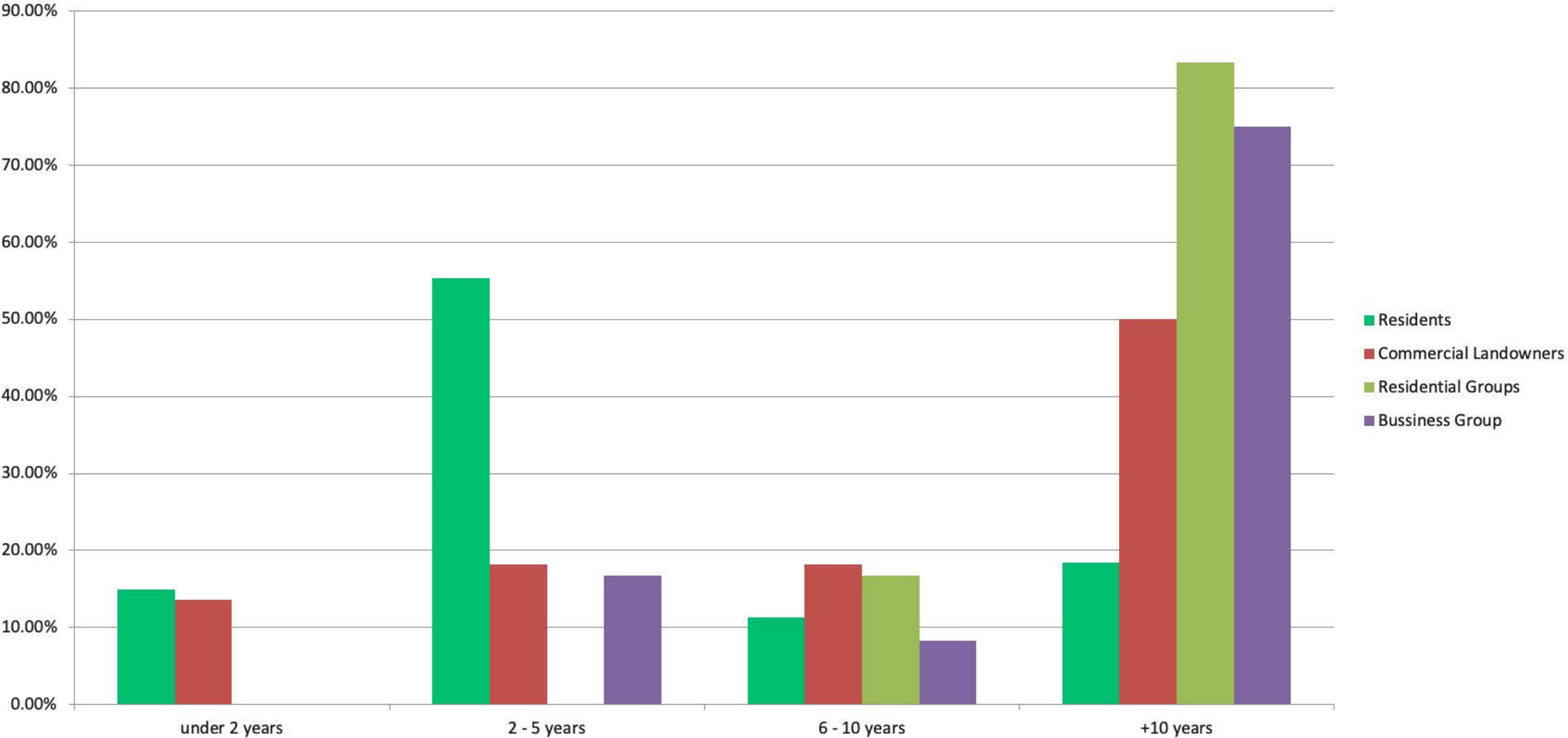
# What is your ethnicity?



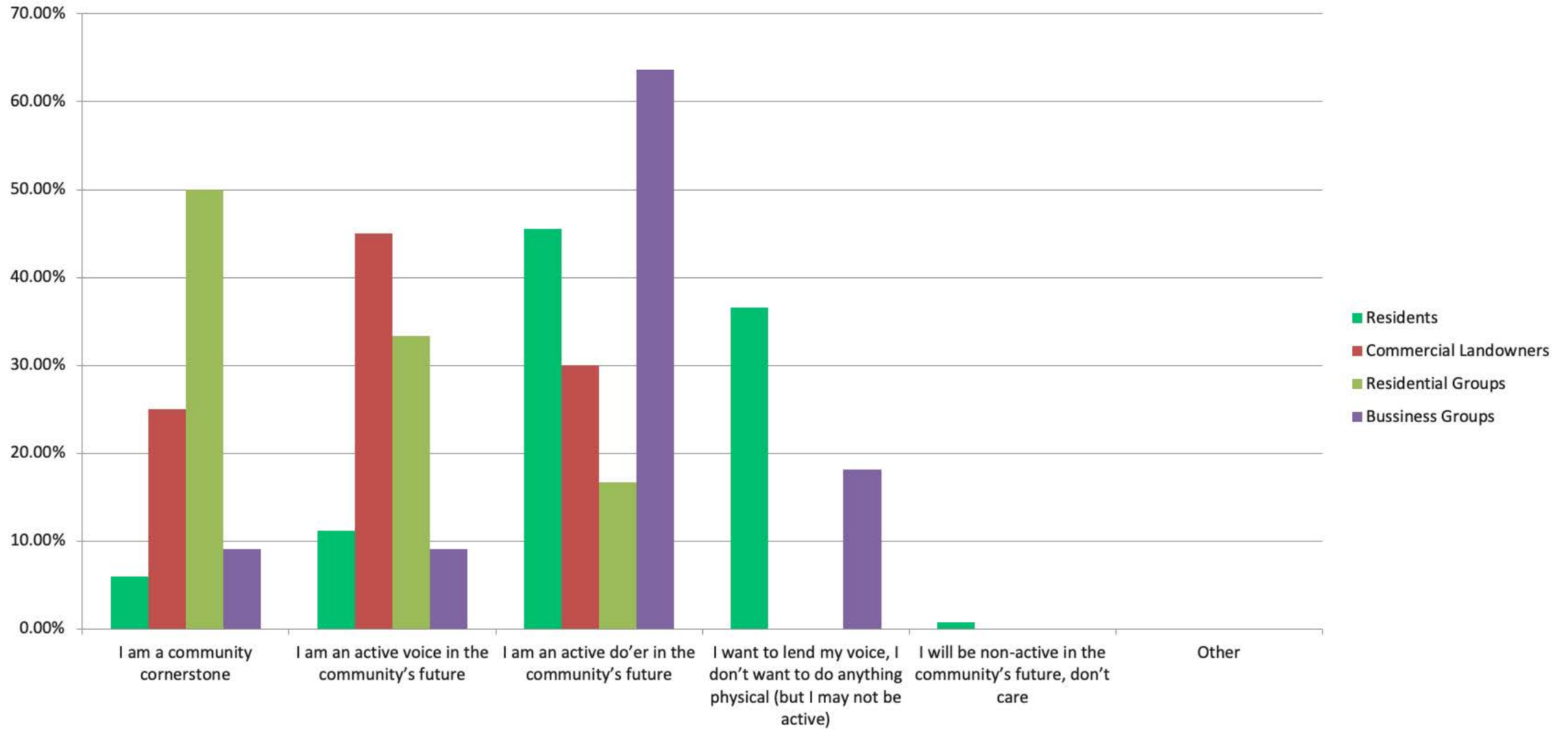
## Are you \_\_\_\_\_ in Five Points?



# How long have you been interested in the community of Five Points?



## How are you involved in the community?



# What would make you more involved?

## Commercial Landowners & Business Groups:

- I'll accelerate the redevelopment of my commercial property as we bring in new commercial stakeholders.
- Capital to deploy towards economic and cultural development.
- Communication.
- I am involved in business and planning work for the corridor. I also want to live, learn, and recreate in the corridor.
- Just getting settled into the community. Getting to know the ins-and-outs. And getting linked up with the right people.
- I am pretty involved already.
- If Enderly Park was included.
- The opportunity to be involved with assuring that we do not lose existing businesses and that we produce opportunities for economic growth for existing businesses.
- Opening a business in the fall.

# What would make you more involved?

## Residents & Residential Groups:

- Planning
- I couldn't be more involved without being fully employed by the community.
- Stop doing some of the other many responsibilities I currently do
- I am already involved in the community
- More time and being better informed on how to be involved.
- Volunteer opportunities
- More opportunities
- J'Tanya needs to stop bulldozing the community's wants and needs. Her nonprofits push her personal agenda and claim that she represents the community when it isn't true.
- If my job was less demanding.
- More events
- Walkable meeting locations.
- I feel as though lot's of people have opinions, but when it comes down to getting stuff done they go silent.
- More alignment of City officials to help drive action
- Strong neighborhood leadership, more awareness of opportunities to get involved
- Regular involvement in community events and meetings. A lot of it is on me forgetting about the meetings, but I don't see much advertisement about it either
- More time on my part - need to prioritize
- More awareness of events
- Advertising of upcoming community meetings with more advanced notice (ex: instead of posting the week of the meeting, posting two weeks or even the week prior would help us plan better and be able to show up)
- Community meetings
- Better communication about community functions.
- Continued active leadership with true motives.
- More opportunities presented to be involved.
- Readily available volunteer opportunities.
- More engaged communication.
- Access to events
- Simple opportunities to be involved that don't require an extended commitment.
- Availability of opportunities, often, communication is missed.
- Emails with upcoming events.
- Better awareness of events and opportunities to participate
- Nothing. I'm already very involved.
- More time
- More opportunities to get involved.
- Inclusion of Enderly Park a little more.

# What would make you more involved?

## Residents & Residential Groups:

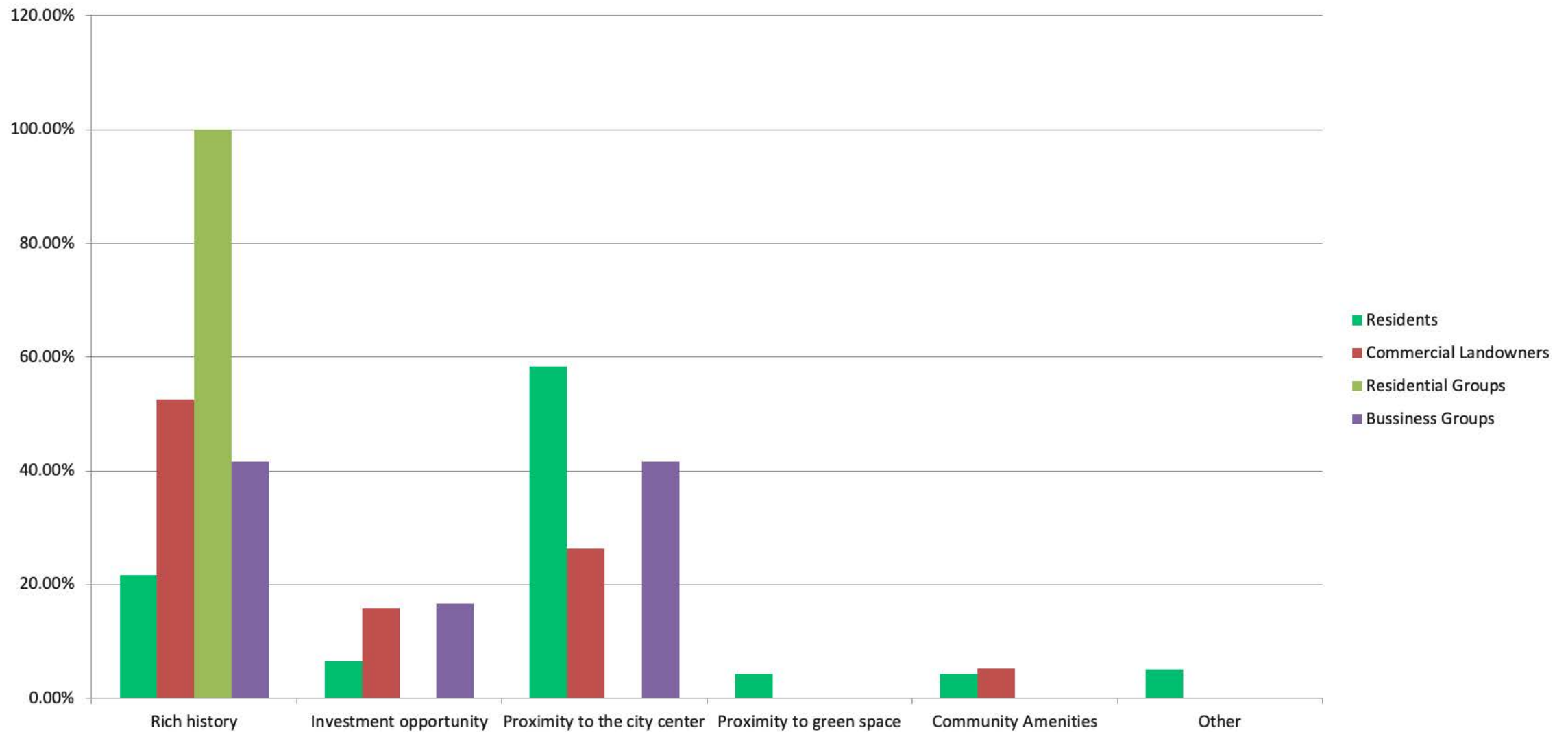
- More community-focused opportunities, places to socialize with my neighbors, family-friendly events, and activities.
- Phase 3 of the Goldline
- Seeing more visible history markers and branding.
- More synergy and investment(money and committed resources) thru 5 Points area up Beatties Ford through the entire Historic West End.
- Advance notice for scheduling
- Knowledge of how to get involved
- Widespread marketing and virtual opportunities for involvement in case I can't be there physically.
- Hosting meetings at a different time, preferably after work hours.
- Text or email groups would be helpful.
- Seeing progress, investments in green space, and new businesses locating here. It would be nice not to leave the neighborhood for things like groceries.
- Safe/family-friendly environment & attractions
- Time
- Continue to share opportunities for community involvement on social media. Being aware of ways for involvement at different levels may get more people involved.
- Action items and opportunities
- More activities
- I have two young children under three and would love to be involved in securing/promoting more amenities for families.
- Any opportunity to give back
- More clarity the intent behind things like this survey —improved communication.
- Feeling like our neighborhood (Lincoln Heights) isn't ignored, or second to the wealthier areas such as Wesley Heights, Biddleville, etc.
- More social events with likeminded people
- Better leadership to clean up the area
- A clear path towards bringing more development to the area while maintaining the neighborhood's historical elements.
- New leadership
- A centralized location like a website with info
- Better outreach
- Usage of the green space. More activities.
- Not sure
- Less complaining by neighbors and more doing.
- More communication about meetings. Advanced notice communicated in multiple areas
- Not on FB so Next Door platform helps

# What would make you more involved?

## Residents & Residential Groups:

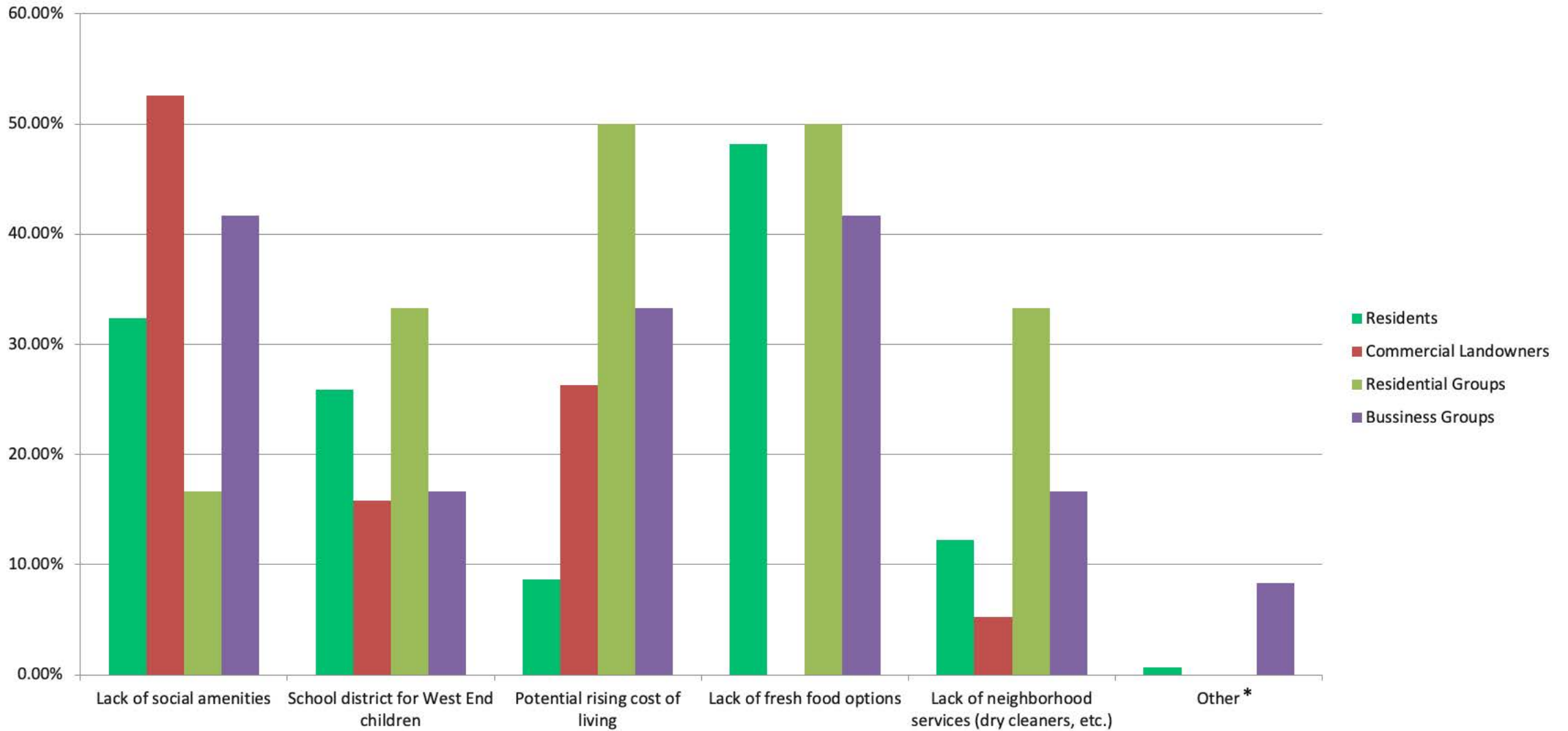
- More groups doing community enriching activities
- I'm already involved.
- More time!
- Clear direction
- More opportunity to become a part of the community. There needs to be a focus on the past, and the people and stories that make HWE so special. I would love to see more community events, more community art, and more community areas to work and play. I think a Central Park, splash pad, and game space for everyone would be wonderful. I would love to be involved in any planning or ideas.
- Can't. I'm in and out of town, taking care of family members with disabilities.
- Less focus on people with disposable incomes. It keeps being made about that. I'd prefer they focus on crime and safety. There was a brothel being run out of affordable housing. How about we get more oversight and management of the affordable housing whereby it can be policed to ensure their safety as well. I find it disturbing that when someone raises those concerns that they are immediately pegged as hating poor people. I am not wealthy, but I live within my means.
- Different community leadership
- Practical ideas that will help drive business development and growth
- More engagement from the whole neighborhood
- Better communication of events
- I am quite involved already. I am all in on making this the shining example of a tight-knit, family-oriented, multi-dimensional, and safe community.
- Please welcome diversity. It's ok to not be a long time resident.
- Information and proposed needs.
- More people engaged.
- I have children who are involved in several after school activities. Meetings are always held at times that these occur. It would be nice if I could be involved without having to be at meetings or to have those meetings at various times so I could come sometimes.
- I work nights, so that makes it hard.
- I do what I can and constantly sing the praises to all I meet of how great our community is!!
- A great plan
- Communication and asked to be included in decisions and a voice.
- Legitimate business development
- Gathering for all ages.
- Capital to deploy

## What do you find most attractive in the community of Five Points?



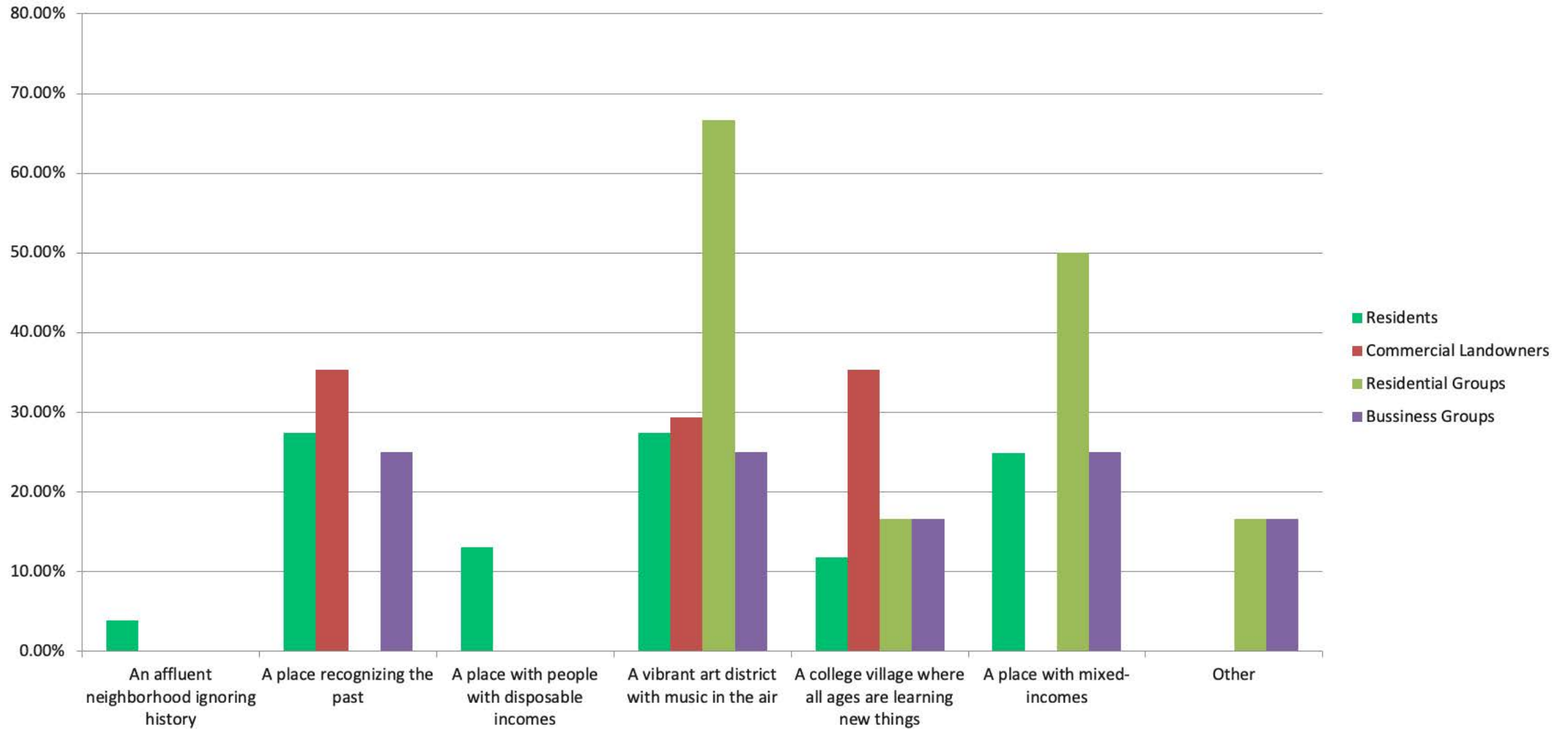
\*

## What deterrents do you see in the community of Five Points?

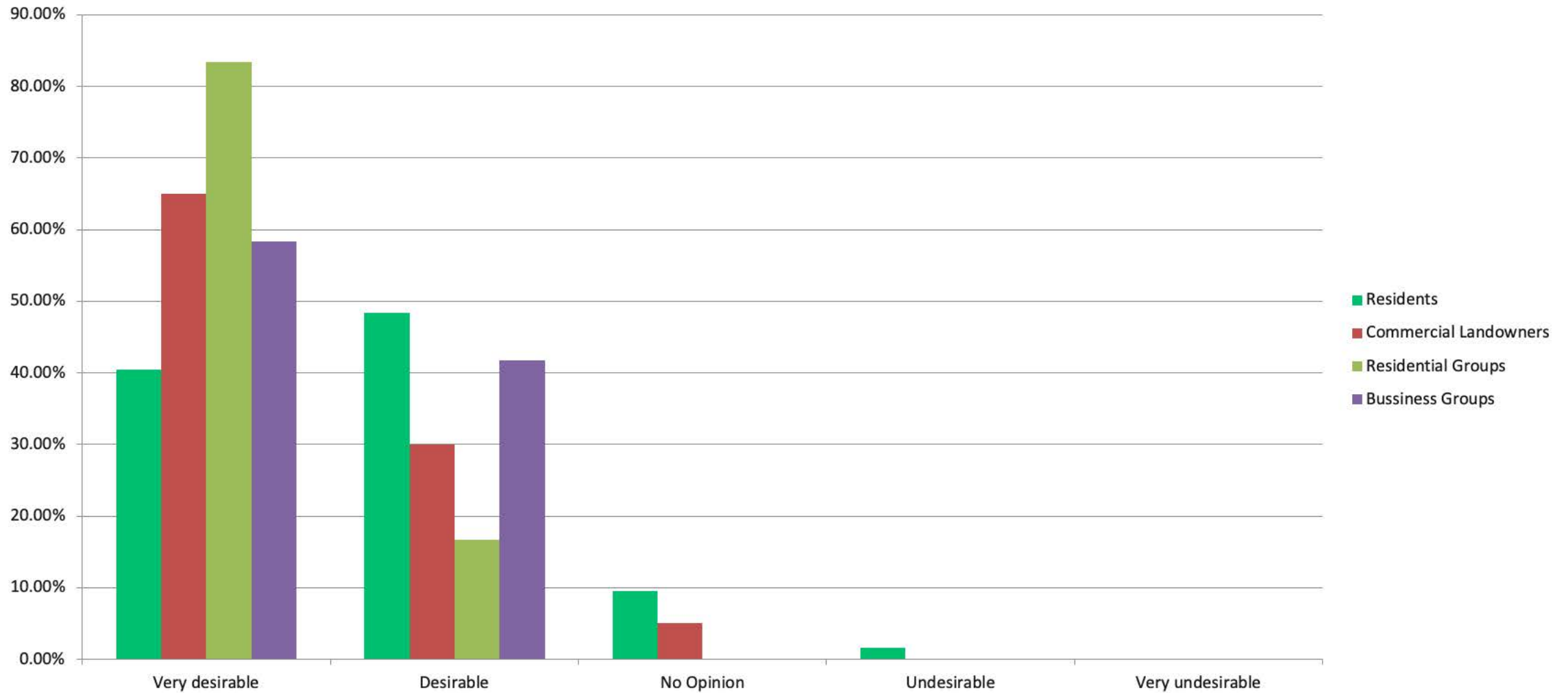


\*Crime. Lack of economic development

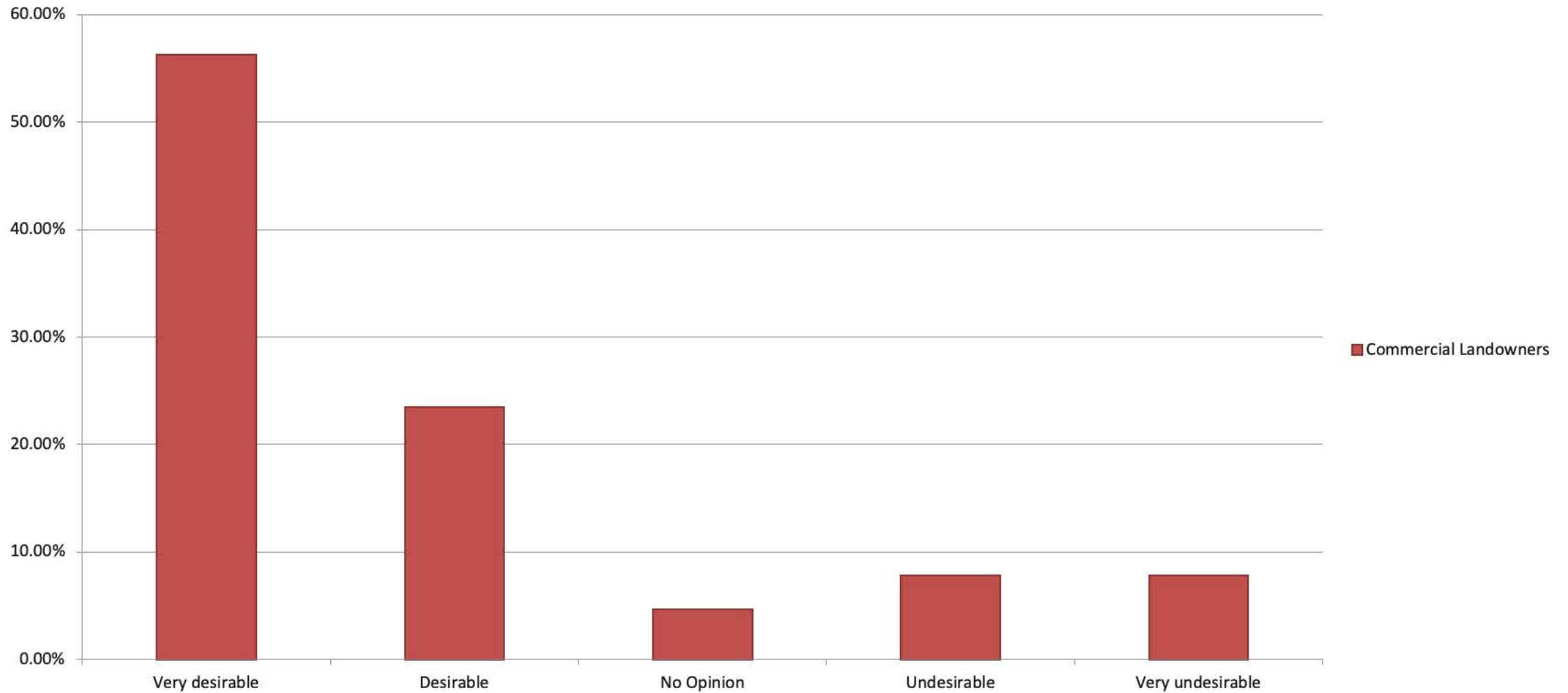
## In ten years I want the Five Points community to be.....



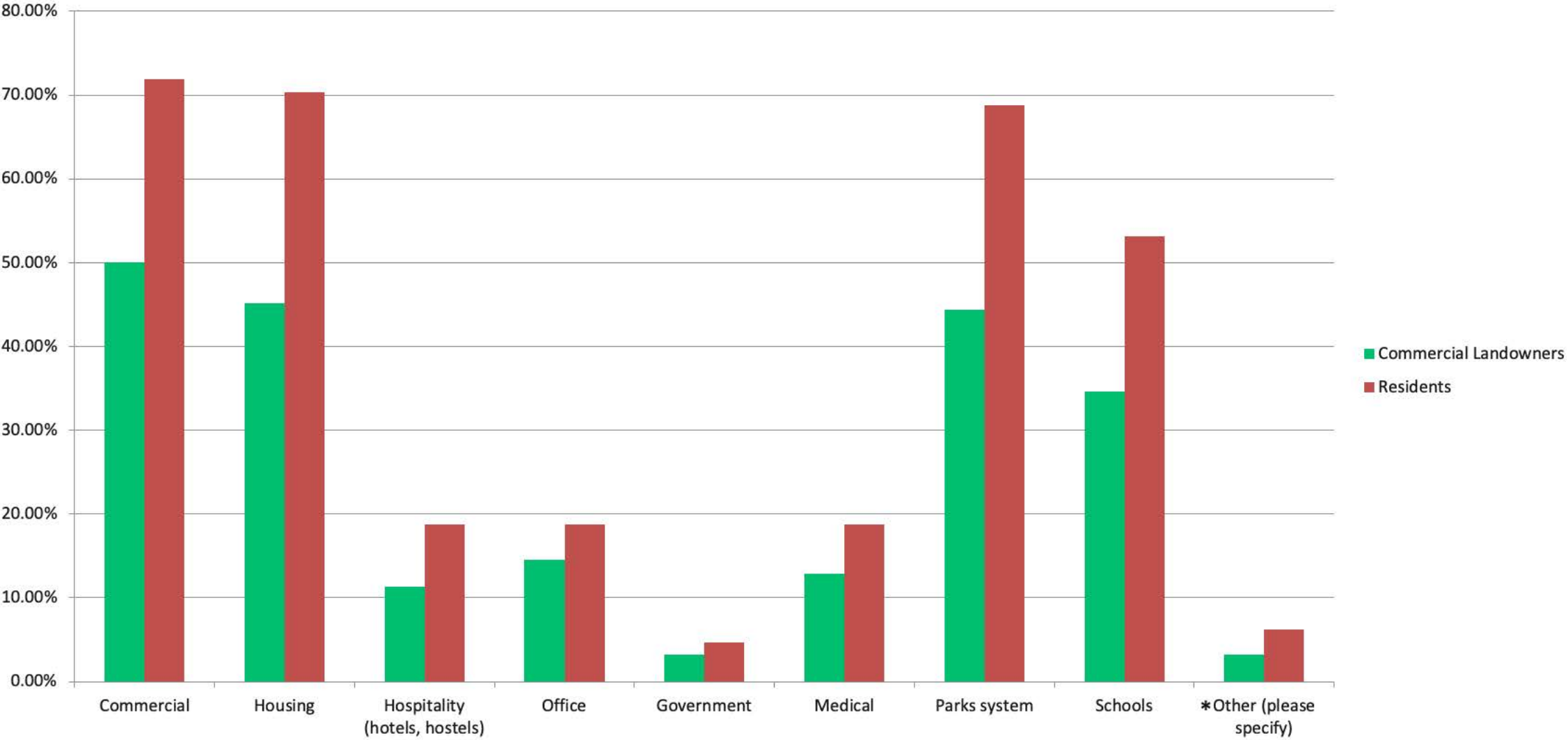
## How important is Public Art (performance, music, mural, etc.) in the community of Five Points?



## How important is the repurposing of existing buildings in the community of Five Points? (Commercial only)

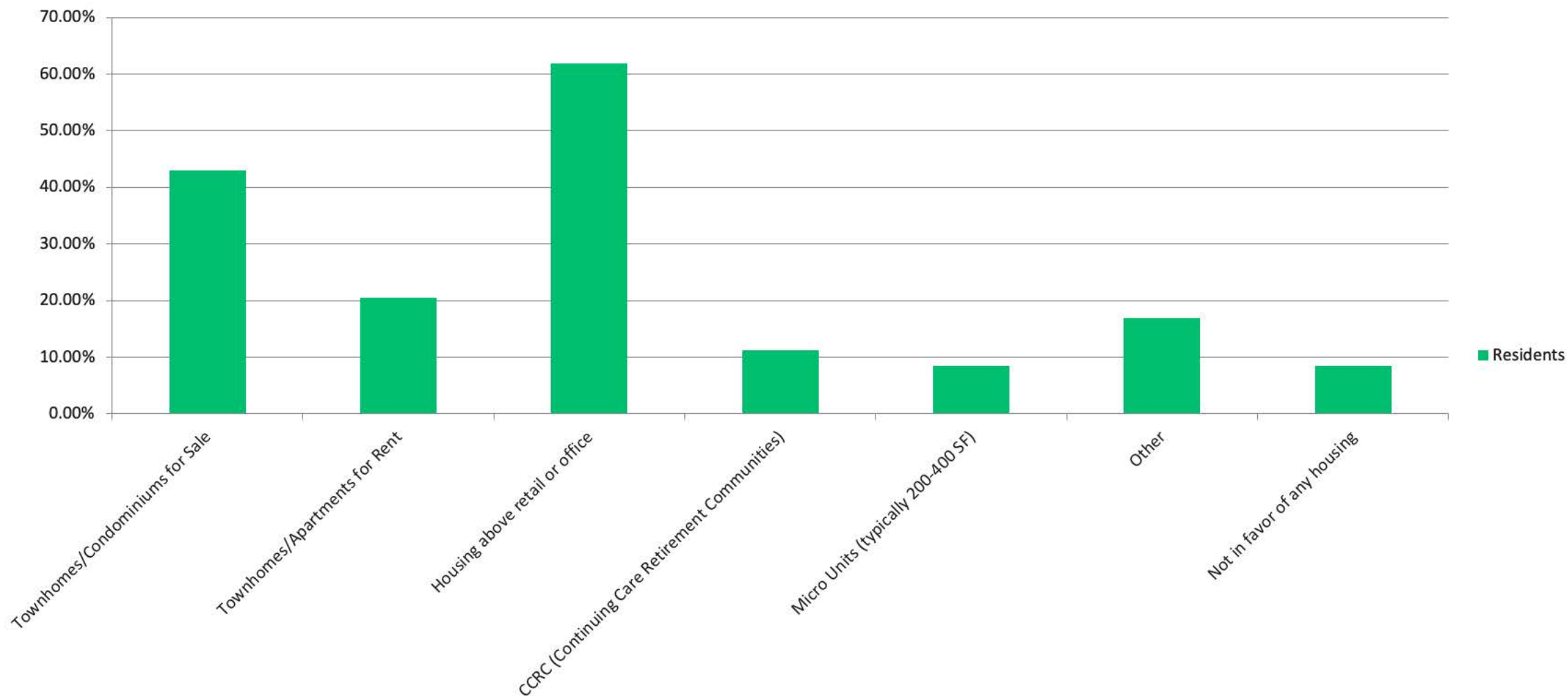


# How important is a mix of uses in the community of Five Points? (Select up to three)

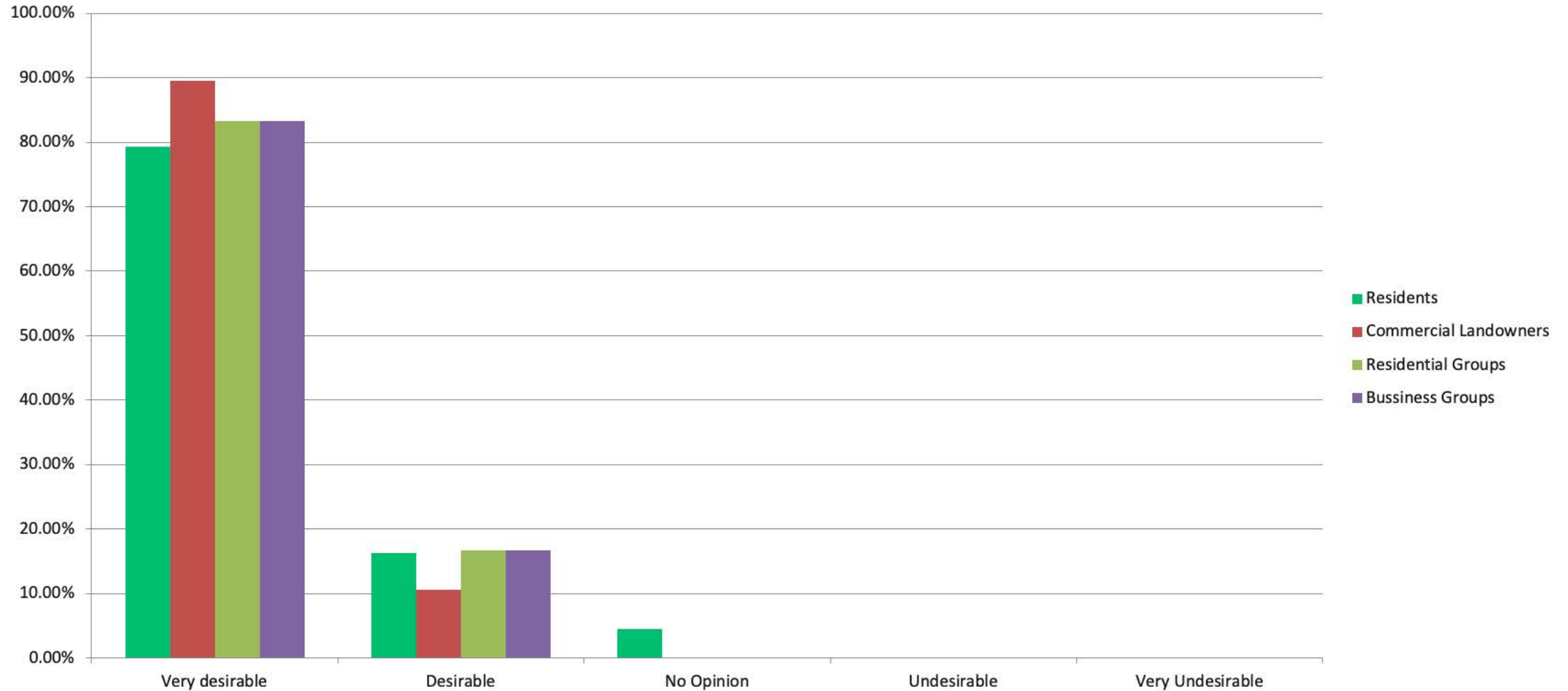


\* Grocery- Park N Shop, "Restaurants, grocery stores, coffee shops!", Retail

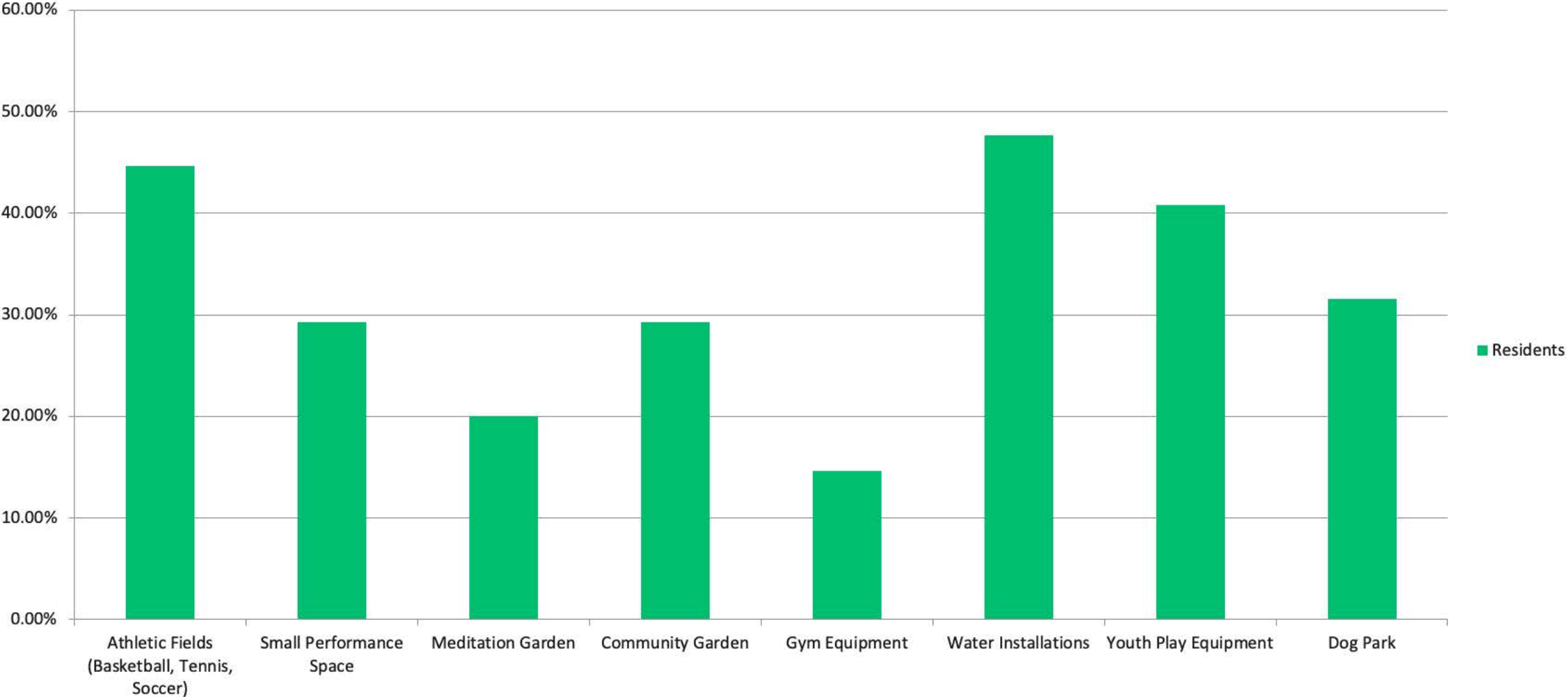
## What types of housing should be encouraged in the business district of Five Points? (Residents only)



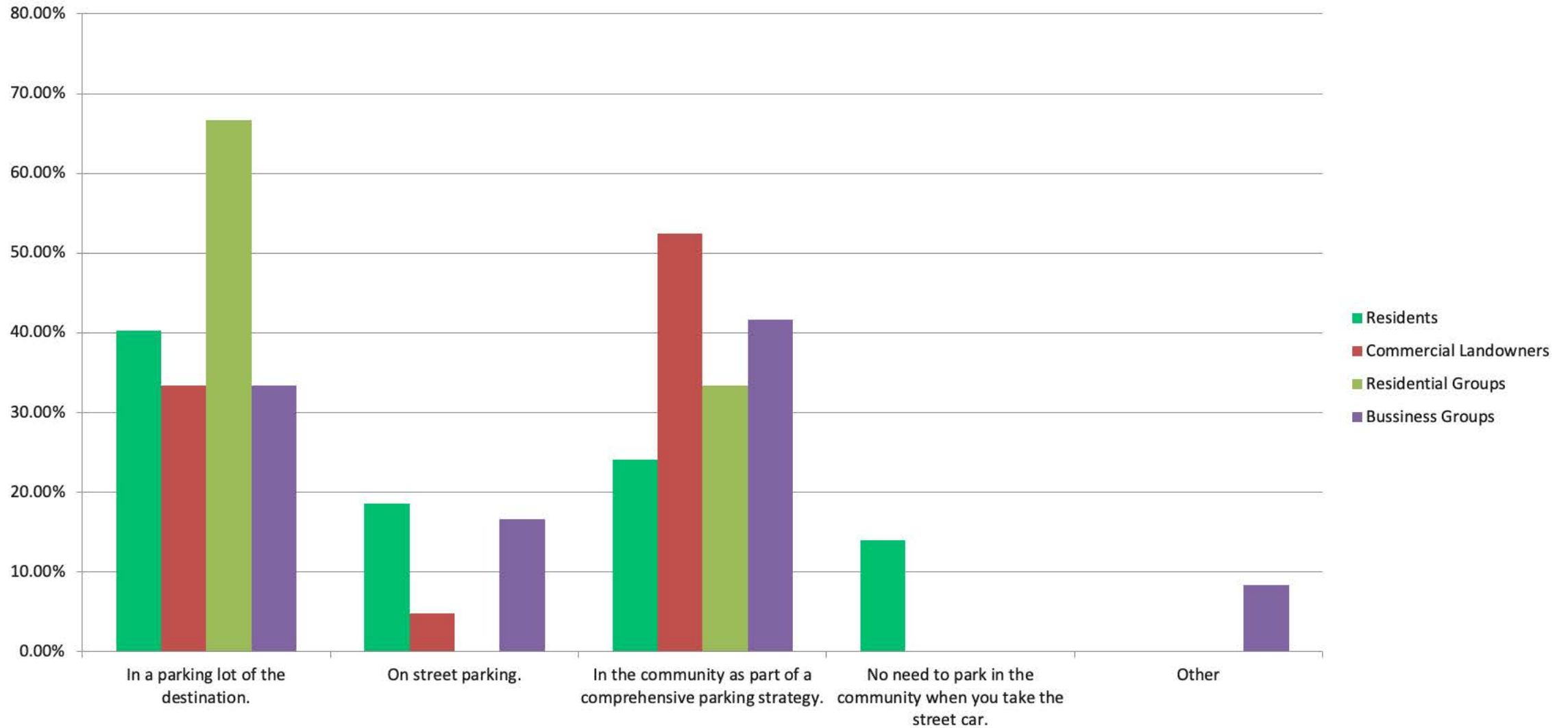
## Streetscape improvements should be provided to encourage walkability and accessibility in the community of Five Points and not just on the Goldline/Trade St.



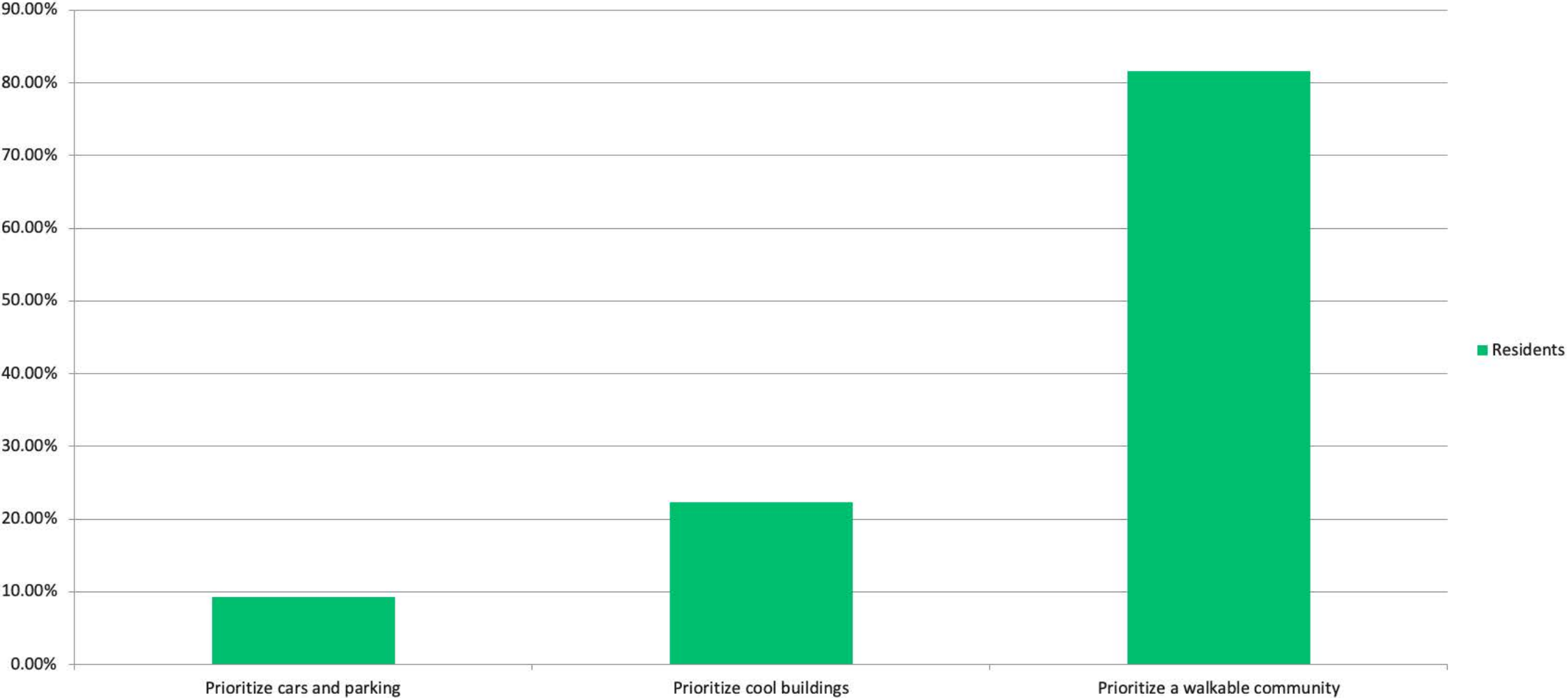
What would you like to see in a park?  
(Select up to three. Residents Only)



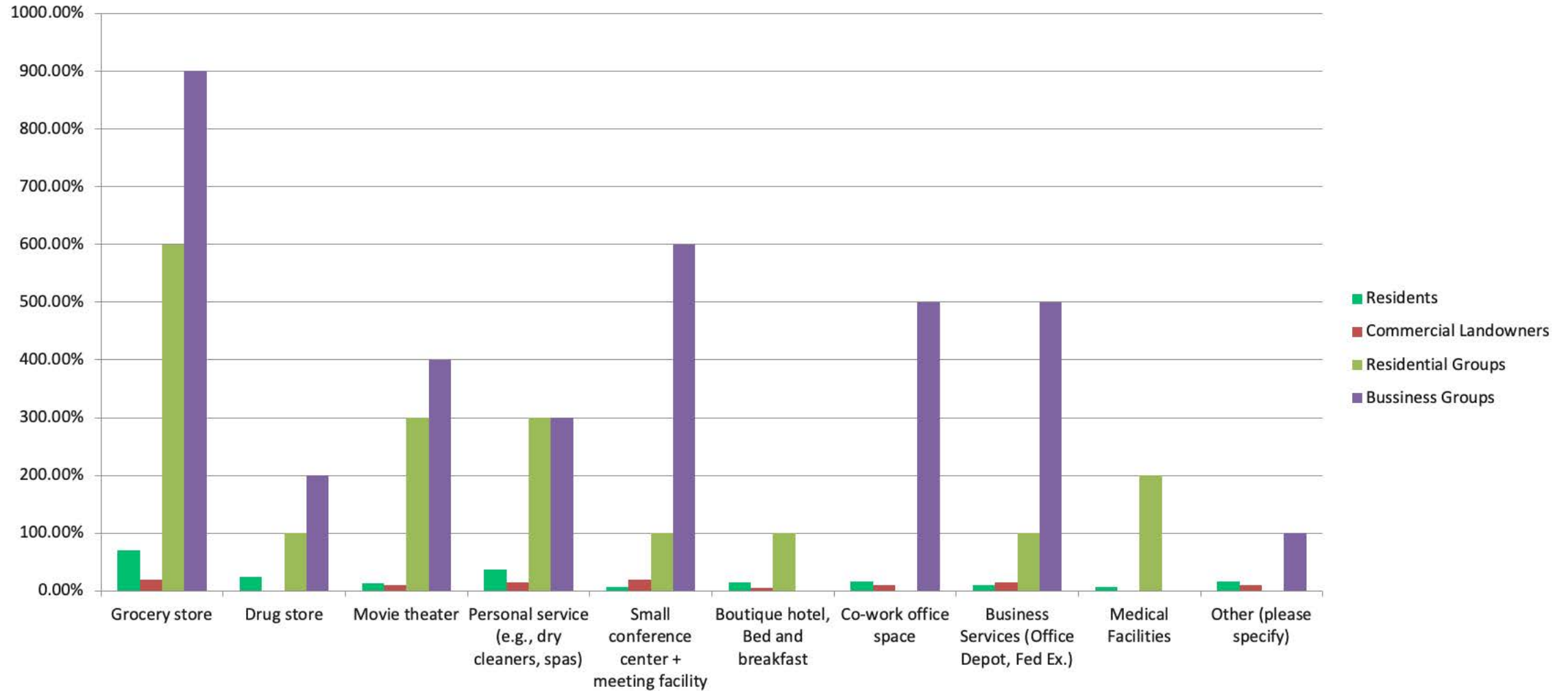
## What will be the best place to park in the community of Five Points?



What is the best utilization of land?  
(Residents only)



## Which kinds of new commercial development would you like to see in the business district of Five Points? (you may select up to three)



### Open ended answers (word cloud)

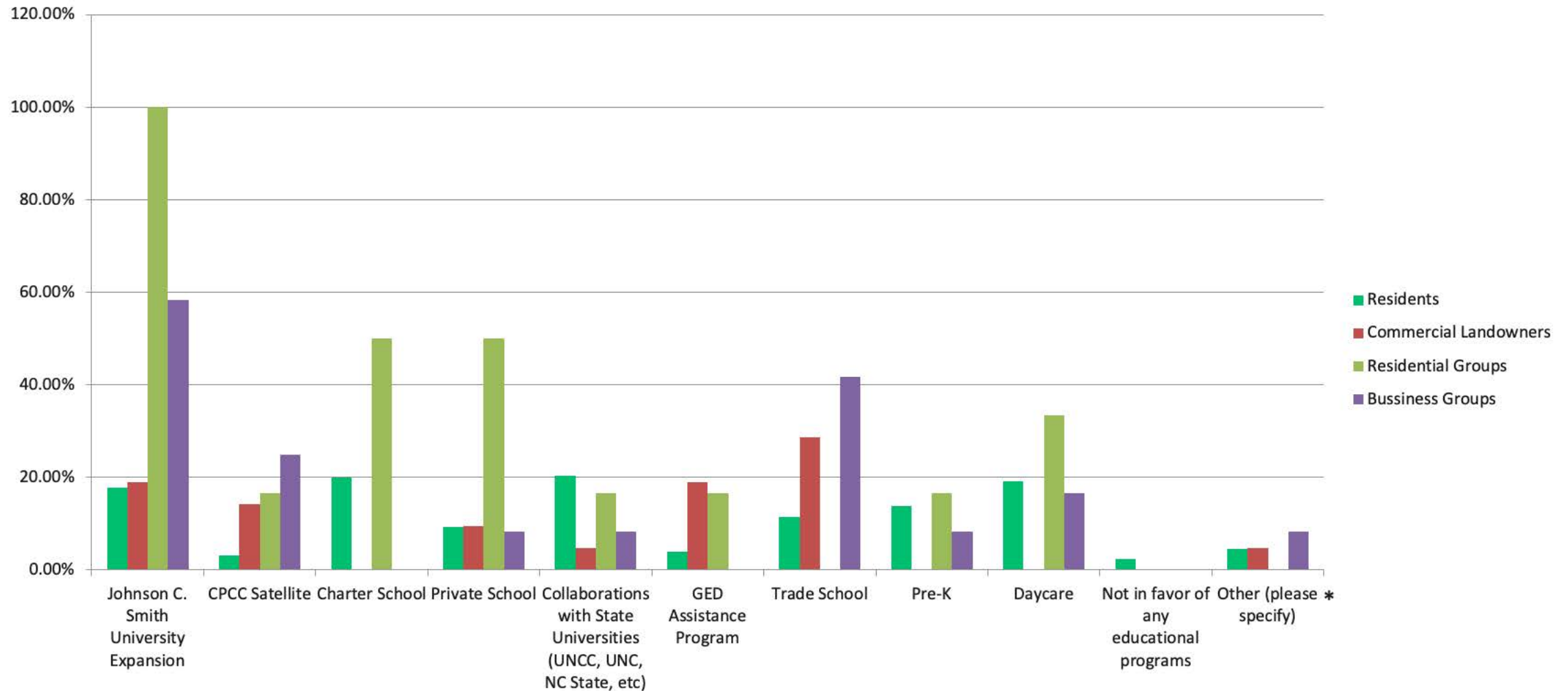
A word cloud visualization of the text 'restaurants' and associated terms. The word 'restaurants' is the largest and most prominent, rendered in a dark green, lowercase, sans-serif font. Surrounding it are various other words in different sizes, colors, and orientations, including 'coffee', 'place', 'unique', 'space', 'ice', 'medical', 'gift', 'clothing', 'hold', 'meetings', 'shop', 'businesses', 'stores', 'facilities', 'office', 'bars', 'rent', 'indoor', 'space/parties', 'students', 'cowork', 'necessarily', 'use', 'small', 'cream', 'hours', 'children', 'shops', 'bar', 'food', 'areas', 'pizza', 'great', 'co-working', 'well', 'jcsu', and 'well'. The words are scattered across the page, with some appearing in larger fonts and others in smaller fonts, creating a dynamic and visually engaging composition.

# Which kinds of new commercial development would you like to see in the business district of Five Points?

Open ended answers (Individual)

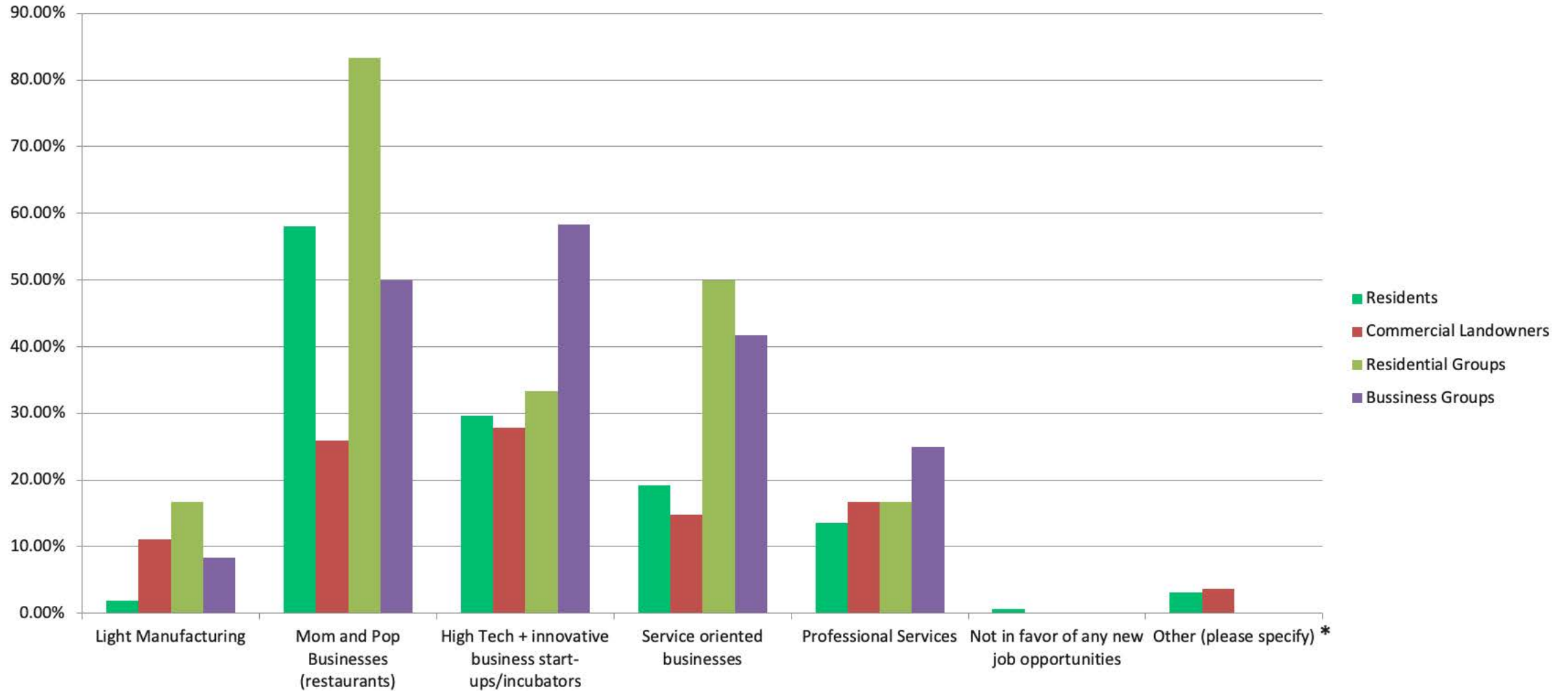
- Casual Dining
- Good food options
- Restaurants
- Coffee shops & restaurants!
- Retail
- Restaurants
- More food options
- Restaurants
- Restaurants/ bars / coffee / ice cream
- Unique Children's indoor space/parties and food
- Coffee shop, pizza place
- Bar and restaurants
- Restaurants
- Restaurants, small businesses, clothing stores, gift shops
- Bars, Restaurants
- Office space for rent. Not necessarily coworking.
- Restaurant / brewery
- Coworking areas where you can hold meetings, office hours, etc. It would be great for JCSU students to use, as well. Medical facilities as well
- Restaurants
- Restaurants
- Restaurants
- Bars and restaurants
- Restaurants
- Mixed-use retail/restaurant/office. and public gathering spaces/common market areas
- Restaurants & Retail & Common Markets
- Restaurants
- Restaurants

## What kinds of educational programs would you like to see in the community of Five Points?



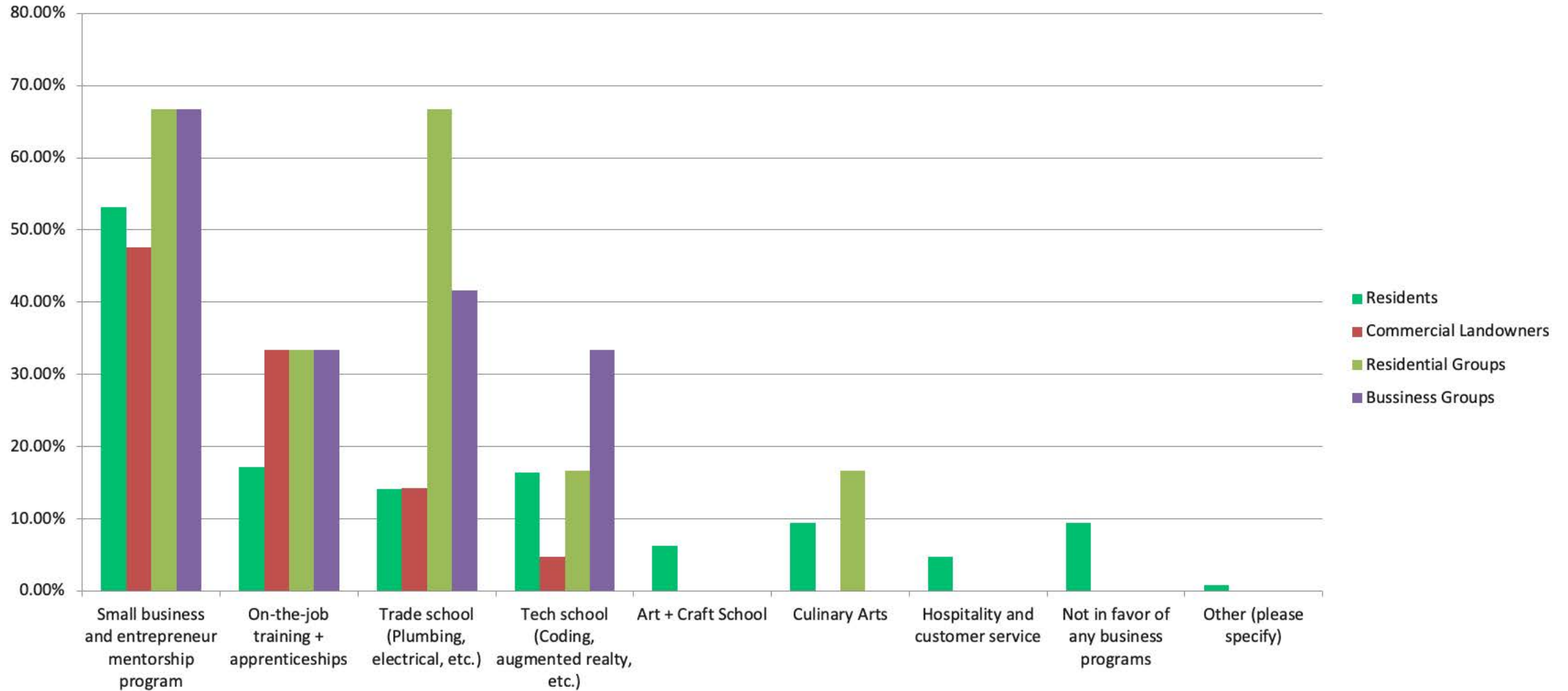
\* "We need JCSU expansion, day care, pre-K, and expansion of Bruns", "equality of facilities and staff", "Arts and music classes for adults and not necessarily affiliated with a university or community college", "Music, Arts, and tech"

## What kinds of new job opportunities would you like to see in the community of Five Points?

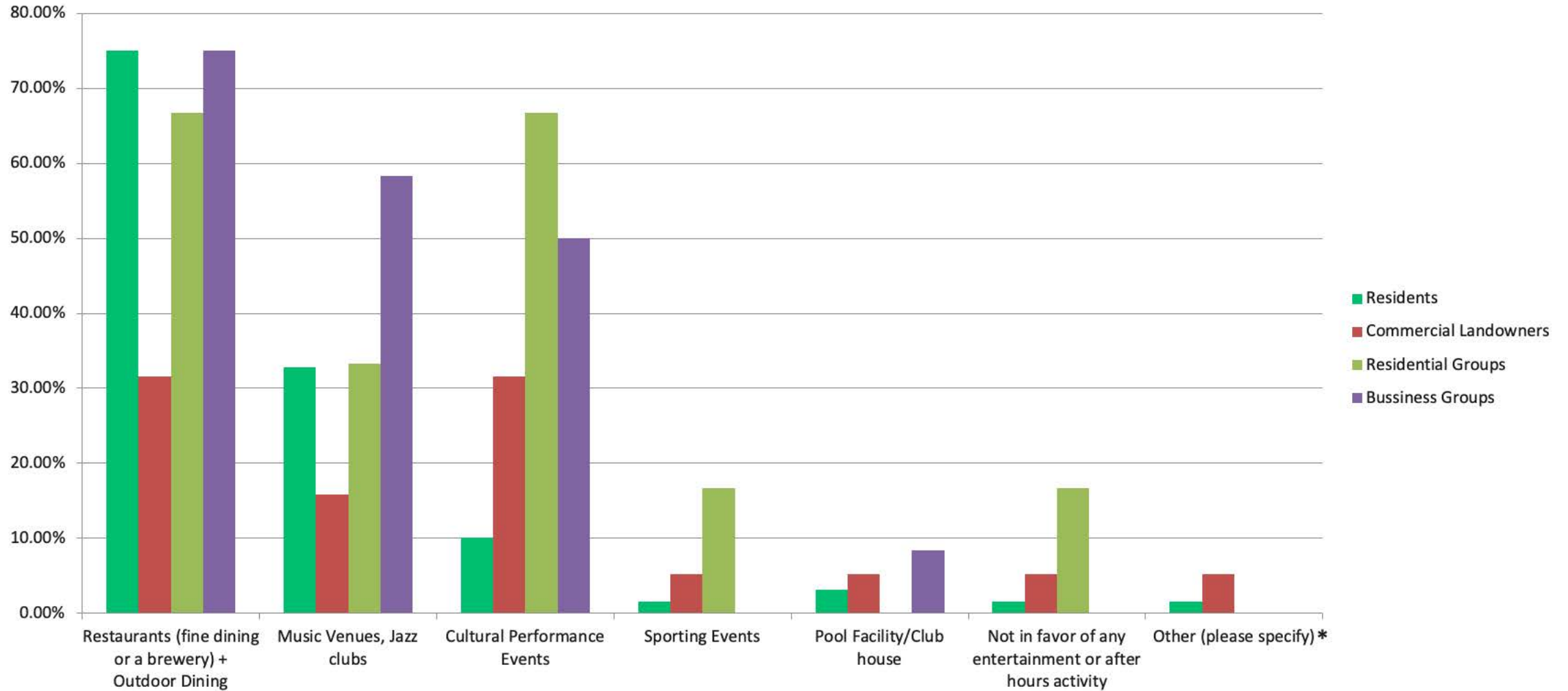


\*" Innovative businesses, and mom and pop places can work well together." "Grocery Store" "Local shops"

## What kinds of business programs should be encouraged for a successful future of the community of Five Points?

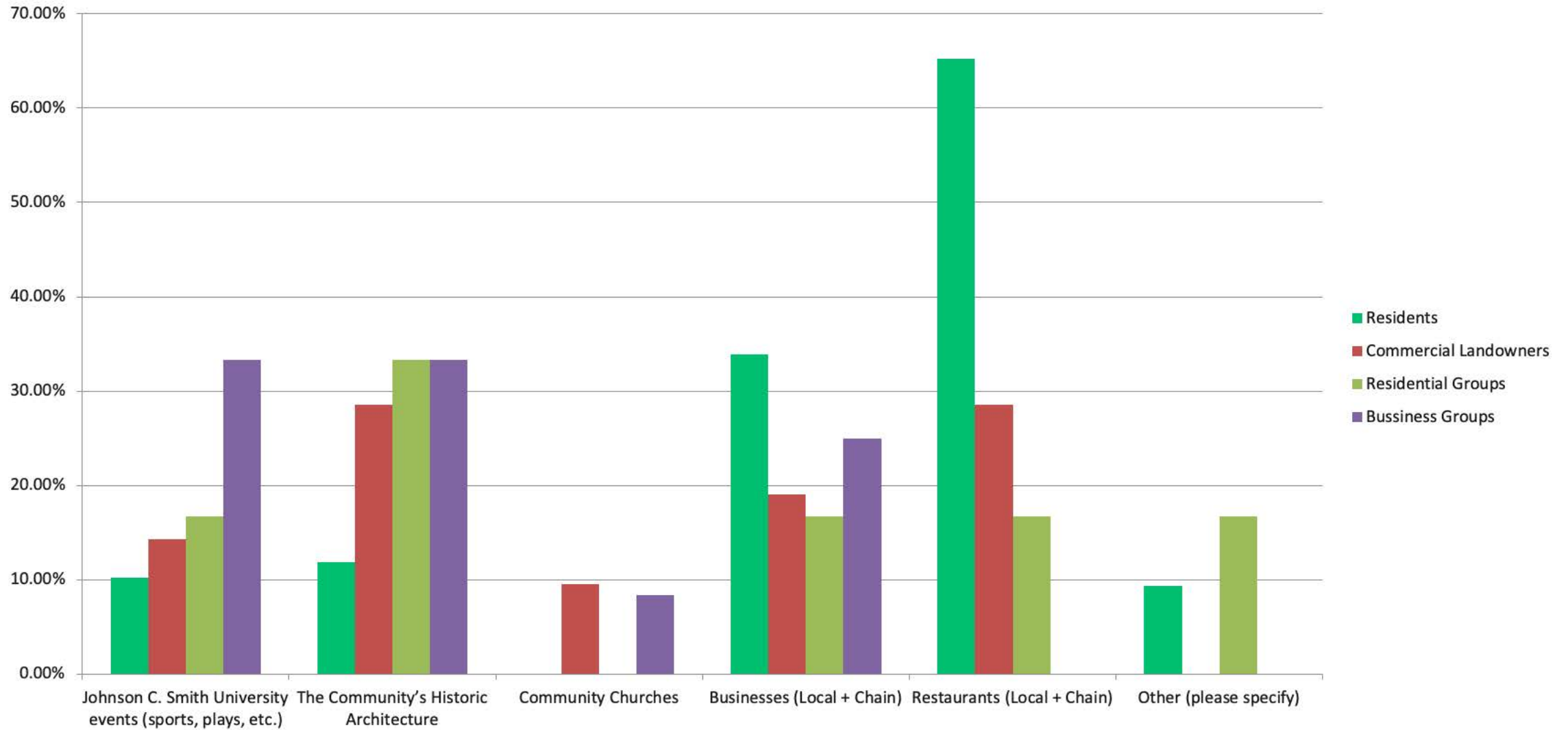


## What kinds of entertainment or after hour activity should be encouraged in the community of Five Points?

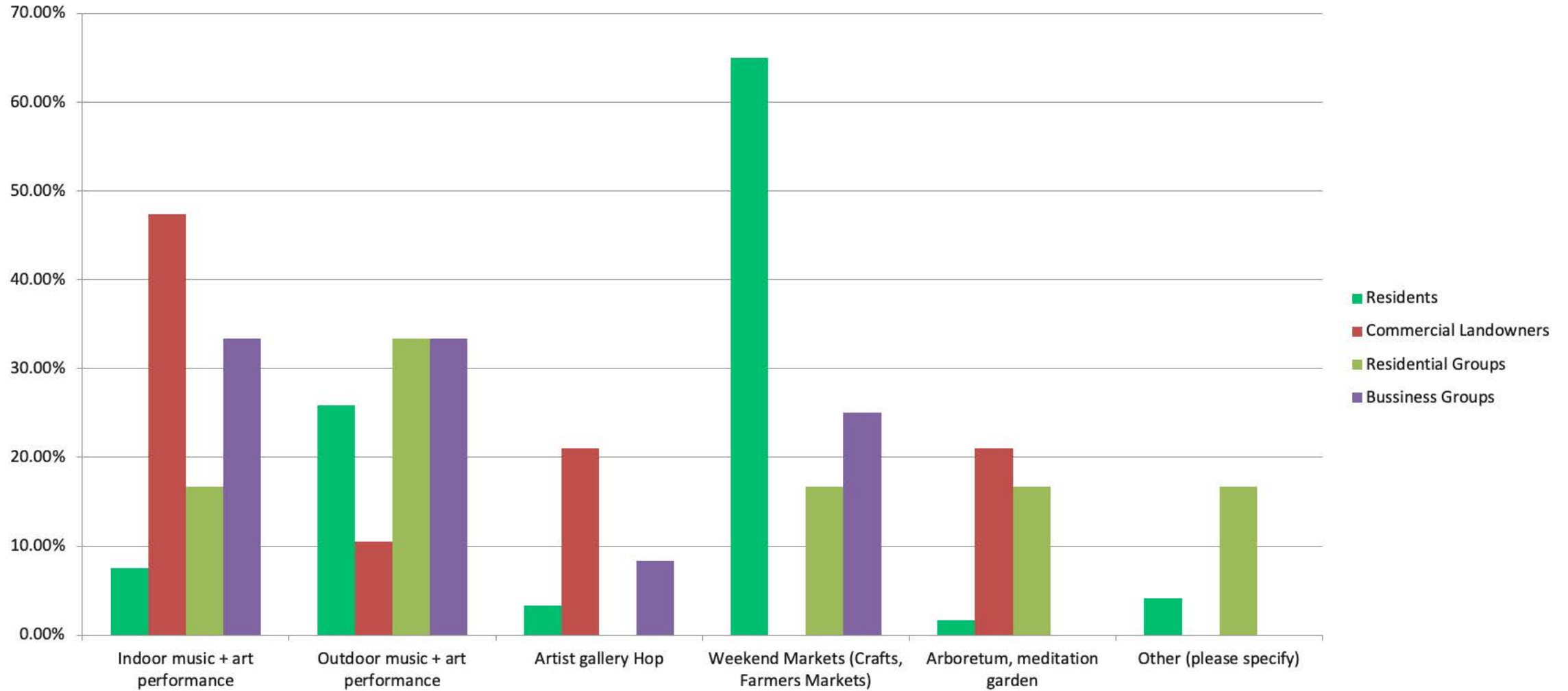


\*"Restaurants, outdoor festivals, sporting events, music" "Family-friendly events" "Bar"

## What local attractions do you believe will draw visitors to Five Points?



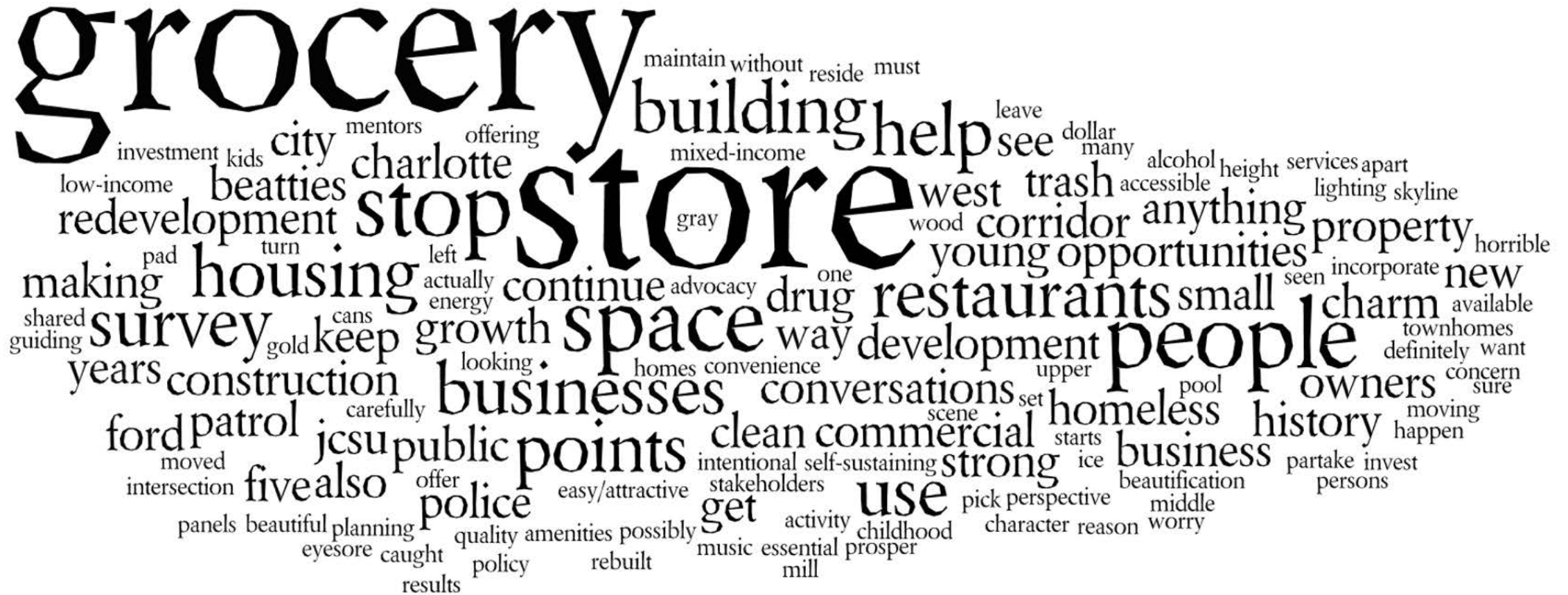
## What local events are important to the successful redevelopment of the community of Five Points?



# What local events are important to the successful redevelopment of the business district of Five Points?

Open-ended answers:

- Wall art that encourages photos - i.e., wings art in Los Angeles
- The visibility of the history that has taken place throughout the corridor
- Awesome Grocery Store
- A mix of all the of the above
- I'm not sure folks come to the West Side unless they live here. It's a hidden gem, but we need to increase development along the Gold Line corridor to spur small-business growth from visitors and residents.
- Businesses, restaurants, but there should be a focus on repurposing historic buildings for new business.
- Public parks/greenway
- Parks, community events
- No one is attracted to five points right now if you don't already live here.
- Sporting events such as tournaments



# Are there any items or concerns you would like to share with us?

- I have a concern about the lack of advocacy for phase 3 extension of the Gold Line. The economic investment needs to continue up the Beatties Ford corridor.
- I would like to see enhanced, intentional visibility of the history of the corridor, through markers and space preservation.
- I would like to keep the history of the west side.
- Why does all redevelopment stop at JCSU? When will the upper area of Beatties Ford (Lasalle) area have a chance for any type of redevelopment?
- With all the kids in the neighborhood, a splash pad would be epic! And with restaurants & breweries/coffee shops surrounding it, it would be the place to be!
- It's essential to develop businesses and services within the community ASAP to make the area self-sustaining and not turn into a bedroom community for uptown. This includes preserving zoned space as commercial/ retail
- We need more businesses.
- Definitely in need of a grocery store.
- I would like to see building height restrictions to maintain skyline city views that enhance our neighborhood's value.
- Our community desperately needs a higher quality grocery with fresh produce. We also need several restaurants/boutiques to help build a strong foundation for growth. We need to set ourselves apart by offering new energy (strong music scene and more for young families) this will help draw all the young professionals who will give our West End a name!
- It would be fair to the community for the full results of the survey to be accessible to all
- I would love to clean up the 5 Points corner. There is a lot of drug activity in the park next to churches and between the convenience store and the Dollar Tree. I have seen people passed out from drugs or alcohol over trash cans in the middle of the day. It needs to be a safe environment for our children. We shouldn't have to worry about someone stepping on a hypodermic needle on the walk to get ice cream.
- Limit the construction of modern homes without any character or charm. Incorporate low-income housing into the development of the commercial area. Focus on the development of Savona Mill to anchor the neighborhood. Invest in early childhood education. Offer grants to small business owners, especially those that live in the neighborhood, and make connections for business mentors easier and more available.

# Are there any items or concerns you would like to share with us?

- Please push for mixed-income opportunities and get the perspective of people who've been in the community for many years.
- Having more police patrol the area
- We need more police patrol and do action actually if anything happened not to show up and have a chat and leave every time even if people are caught on video, they do nothing!!
- The importance on a clean, engaging neighborhood starts with those recently moved into the neighborhood, but also those who have been here. Too often, those who reside in the neighborhood have been sold out, but their friends for whatever reason to make quick money. So those still here need to keep engaged to help preserve the charm of this beautiful neighborhood and area.
- The area needs more public trashcans
- Zoning of McMansions with no yards. Looking like a fortress. I feel lots for new construction should have larger setbacks.
- Parking and noise need to be carefully considered and addressed.
- We need local restaurants and a grocery store before anything else!
- I want this area to continue to prosper and for property values to increase. Stop being hostile to people that haven't lived here for 20 years.
- We need local restaurants and a grocery store before anything else!
- No more fried chicken restaurants. All buildings at five points plaza need to be demolished and rebuilt for more small businesses. All property owners need to pick up the constant trash left by the homeless.
- Figure out a way to stop building ugly monolithic townhomes with horrible exteriors. Gray with brown wood panels? Looks like windows boarded up.
- Full-Service Grocery Store. Full-Service Grocery Store. Full-Service Grocery Store. Full-Service Grocery Store. Full-Service Grocery Store.
- I like the idea of having a pool facility for the community, possibly being shared with JCSU.
- Create more green space with ample lighting. Beautification of public space making it comparable to southeast Charlotte making this city ONE Charlotte.
- Moving relationships with capital possessing persons of interest is paramount
- Use the survey to frame the conversations between stakeholders, but don't use the survey as a guiding tool for policy and planning.

# Are there any items or concerns you would like to share with us?

- Use the survey to frame the conversations between stakeholders, but don't use the survey as a guiding tool for policy and planning. Conversations must happen first.
- The continued homeless and drug sales and use at the Five Points intersection is an impediment to any growth in the area. The abandoned A&P building is an eyesore and the subsidized housing on Frazier needs to be upgraded.
- Make sure opportunities for affordable housing are implemented as area progresses.
- Make it easy/attractive for commuters to stop by on their way through to partake of amenities
- Need to work on crime and safety

# Survey Methodology

## **Survey Dates**

- February 27, 2020 - June 12, 2020

## **Responses by Group**

- Commercial Landowners – 62
- Residents – 188
- Business Neighborhood Groups – 14
- Residential Neighborhood Groups - 6

## **Census Data**

- 2018 American Community Survey
- Tracts 41, 45 & 47

# 5POINTS FORWARD

Design & Planning

shook kelley™  
neighboring  
concepts

VISIONING & CELEBRATING  
THE GOLD LINE CORRIDOR  
OF HISTORIC WEST END

