



Downtown Perception Report



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Planning &
Development



DowntownRaleigh
Alliance



In Partnership with the City of Raleigh's Planning Department and the Urban Design Center, The Downtown Raleigh Alliance commissioned and funded this project as part of the Downtown Plan.

Downtown Perception Report

Executive Summary



Project History and Intent

Public engagement in Downtown planning and programs is established and will be expanded among groups that reside and/or do business in Downtown. Suburban populations, however, remain largely unknown and unidentified beyond the Citizen Advisory Councils (CACs) that meet monthly throughout the communities that make up Raleigh.

The CACs were a strategic avenue to gaining feedback from all over the city, as well as providing a way to categorize the geography of respondents. CAC leaders have access to listservs that reach many residents of the city.

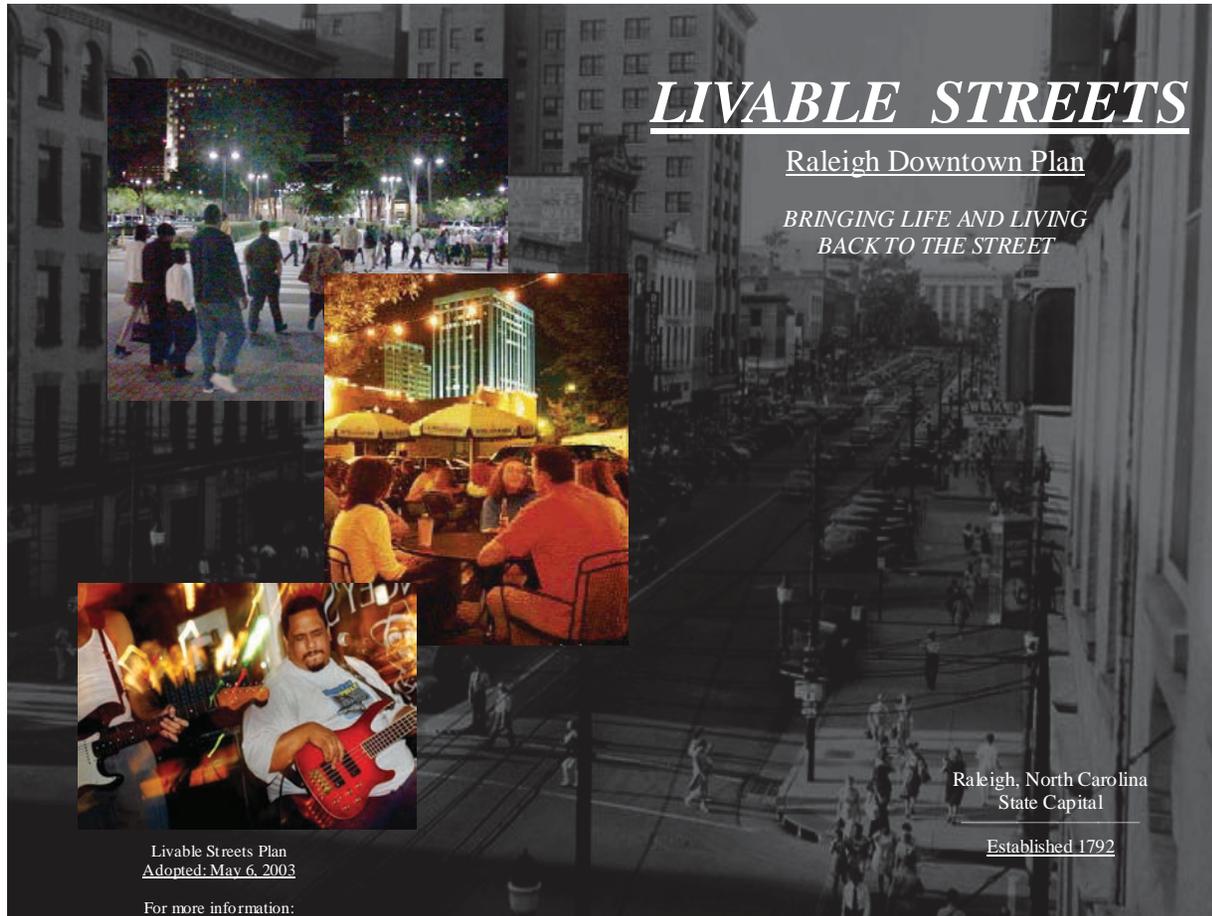
Feedback was also solicited through the Downtown Raleigh Alliance newsletter, the Downtown Living Advocates list, The City of Raleigh's neighborhood registry and Downtown mailing list.

Ideally, the planning process will be informed by input and the participation of stakeholders outside Downtown.

This effort can lead to a final plan that embraces perspectives from residents, workers, and business owners representative of the entire city, not only self-selected Downtown stakeholders.

Downtown Perception Report

Executive Summary



Livable Streets Plan 2003

Project History and Intent

Livable Streets Plan

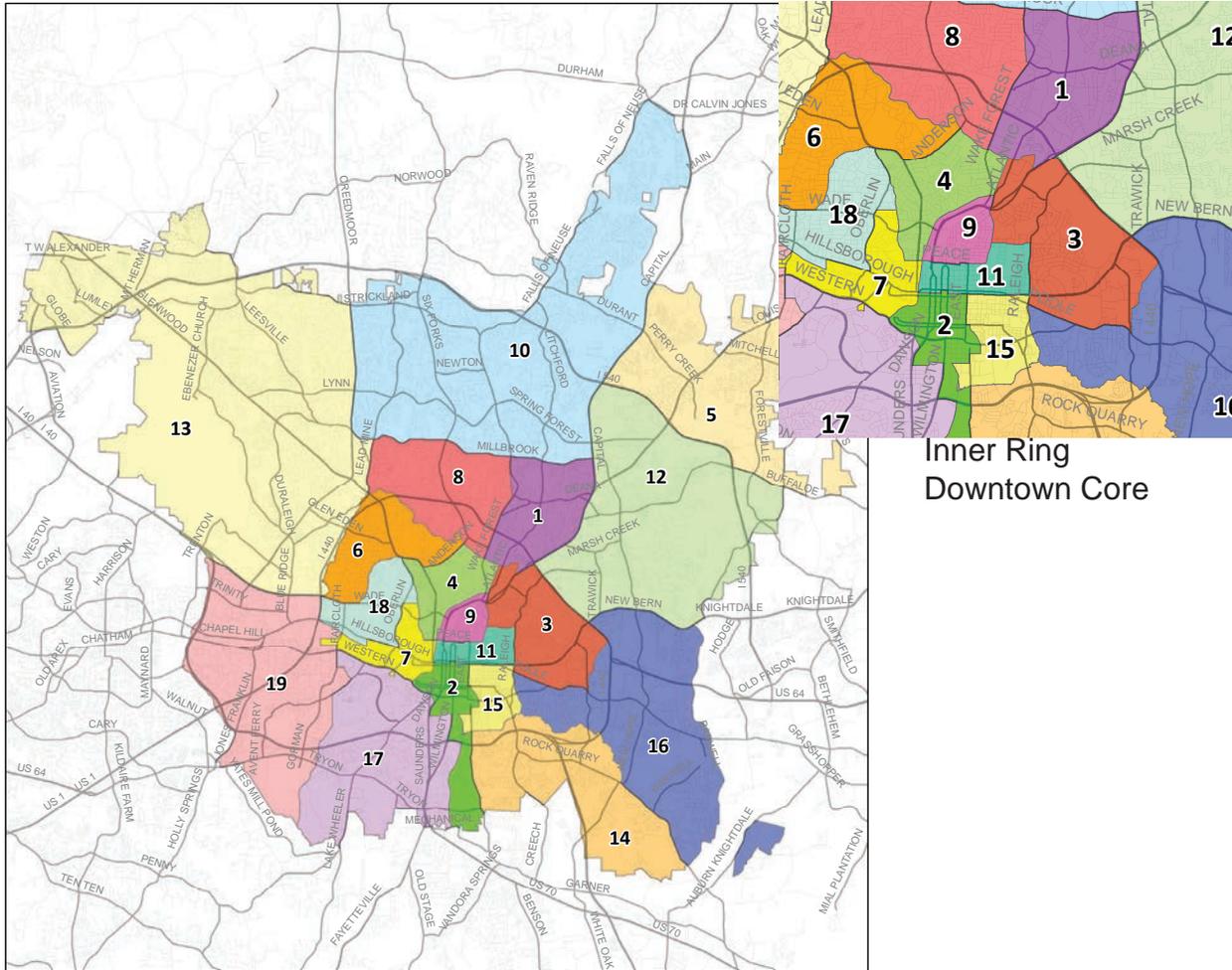
Downtown Raleigh Alliance (DRA) in collaboration with the City of Raleigh Planning and Development Department and Urban Design Center (UDC) anticipate the kickoff of the update to the Downtown Plan in Spring of 2014.

This planning process follows the successful implementation of the 2003 Downtown plan, the Livable Streets Plan. Details of the upcoming process have not been articulated as of this date, but one of the top priorities will be public engagement in the planning process and in implementing the final approved plan.

“Improve the pedestrian environment making downtown accessible to everyone. Balance the needs of pedestrians against those of the car. Create an attractive, well lit, safe environment that links office and residential uses to amenities such as restaurants, museums and other venues.”

Downtown Perception Report

Executive Summary



Citizen Advisory Councils

1 Atlantic	5 Forestville	9 Mordecai	13 Northwest	17 Southwest
2 Central	6 Glenwood	10 North	14 South	18 Wade
3 East	7 Hillsborough	11 North Central	15 South Central	19 West
4 Five Points	8 Midtown	12 Northeast	16 Southeast	

Outer Ring, Outside 440

Community Engagement

The CACs provided an effective strategy for gathering as much information as possible from citizens all over Raleigh. Invitations to participate were also sent through the Downtown Raleigh Alliance newsletter, and the City of Raleigh neighborhood listserv and Downtown mailing list.

Inner Ring Total Survey Responses: 456

2. Central
3. East
4. Five Points
7. Hillsborough
9. Mordecai
11. North Central
15. South Central
18. Wade

Outer Ring Total Survey Responses: 311

1. Atlantic
5. Forestville
6. Glenwood
8. Midtown
10. North
12. Northeast
13. Northwest
14. South
16. Southeast
17. Southwest
19. West

Downtown Perception Report

Executive Summary

Activities Arts Bars Community Dining Entertainment
Events Fayetteville Street Festivals Food Local Lots
Market Museums Music Night Life Parking Places
Raleigh Restaurants Restaurants Square Walk
Walkability

Text Analysis - Frequent Words Example

Innovating
Moving
Living
Working
Visiting
Dining, Shopping, and Entertaining
Growing up and Growing Old
Creating

RFQ Themes

Research Methodology

Downtown Perception Survey Questions:

What are your 3 favorite things about Downtown?
What are 3 ways to Improve Downtown?
What is your favorite activity in your neighborhood?

All of the participant comments (responses) were individually CODED. Codes are a way of categorizing written data to expose patterns and trends.

CODES were based on Text Analysis of the most frequent words and used key themes of the Downtown Plan Consultant Request for Qualifications.

SURVEY CODES:

Dining, Events, Moving, Public Space, Living, Retail

The survey was administered online through Survey Monkey. The survey included the key questions, demographic questions, and information about where participants live and work. The survey was distributed through numerous community contacts to reach as many participants as possible.

One survey participant was selected to win \$200 worth of Downtown gift cards, courtesy of the DRA.

Downtown Perception Report

Executive Summary



Events:
Events: First Friday, Festivals
Attractions: Museums, Theater



Moving:
Walking
Biking
Public Transit
Connections



Public Space:
Streetscape
Greenspace
Social Issues



Dining



Living



Retail

These coding categories and subcategories allowed all of the participant feedback to be meaningfully analyzed. Each participants' responses were coded based on the appropriate categories. For example, the comment "I like walking to a cafe." would be coded as "Dining" and "Moving_Walking."

Downtown Perception Report

Executive Summary

Research Methodology

Quick Facts

Survey Code Counts

	Inner Ring	Outer Ring	Total
Favorite	1186	830	2016
Improvement	1062	738	1800
Activity	519	362	881
Total	2767	1930	4697

Total Participants = about 1000

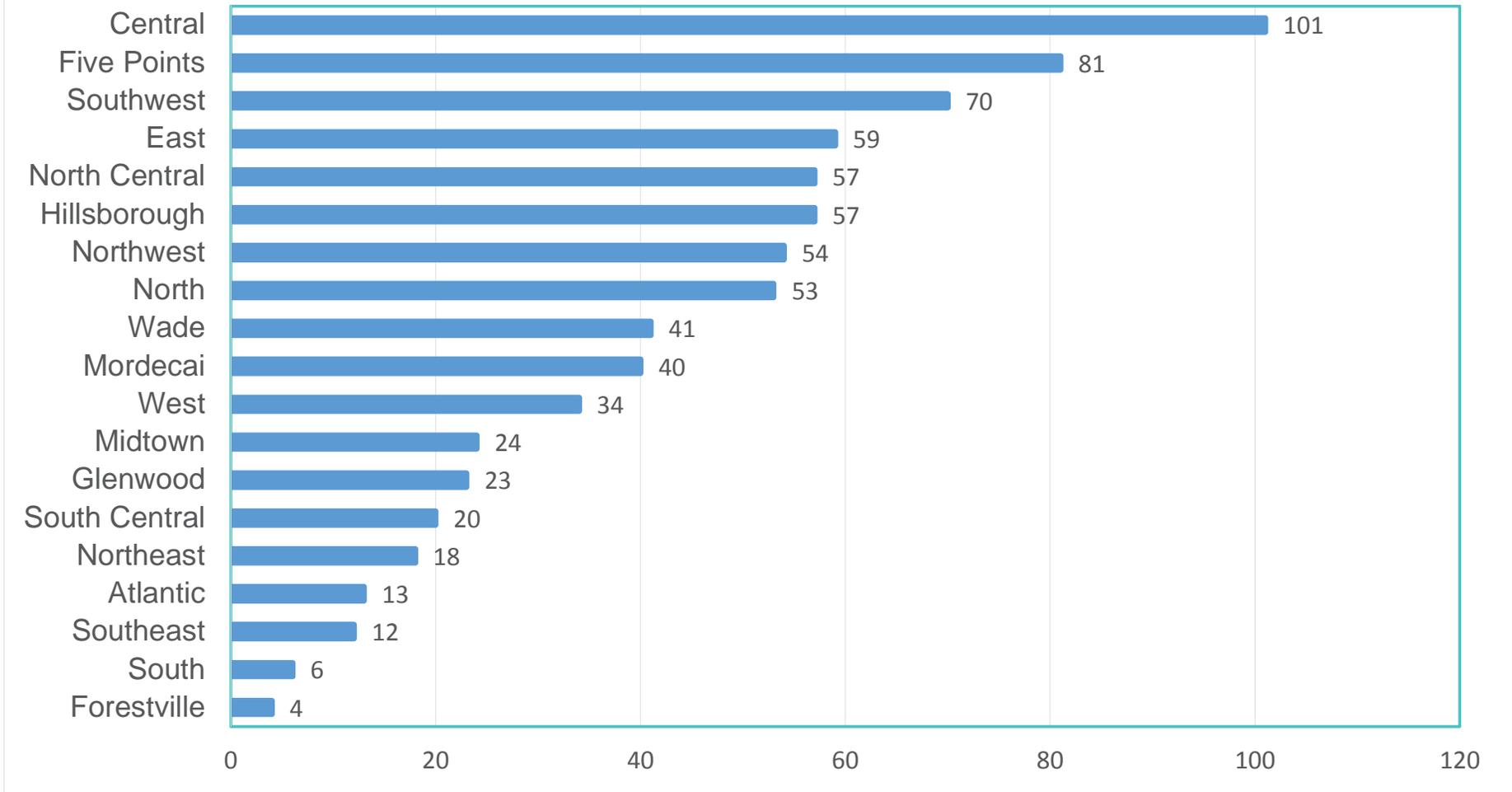
Inner Ring = 456

Outer Ring = 311

Downtown Perception Report

Executive Summary

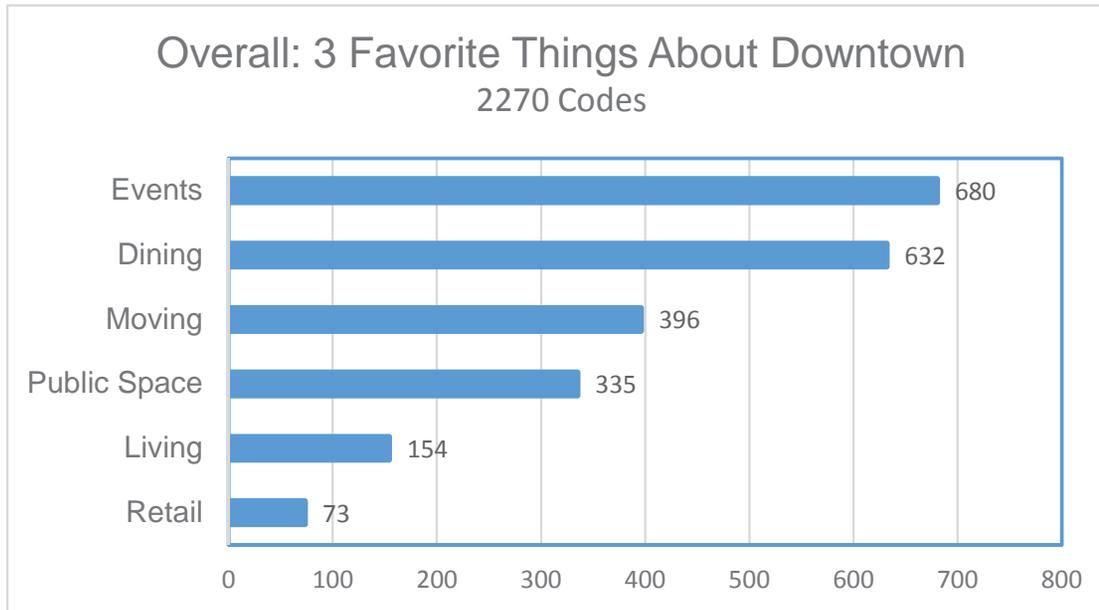
Please select your CAC:
n=767



Snapshot of CAC Participation Rates

Downtown Perception Report

Overall Results: 3 Favorite Things About Downtown



Key Findings

- Events and Dining represent the vast majority of the responses. People enjoy the events and attractions and dining choices in Downtown.
- Moving and Public Space also register as important to the citizens of Raleigh.
- Living and Retail categories were the smallest proportion of the overall responses.

“Attractiveness and completeness of having museums, shops, churches, theaters all within Downtown.”

“Always something happening!”

“Excellent and affordable restaurants, coffee, and nightlife.”

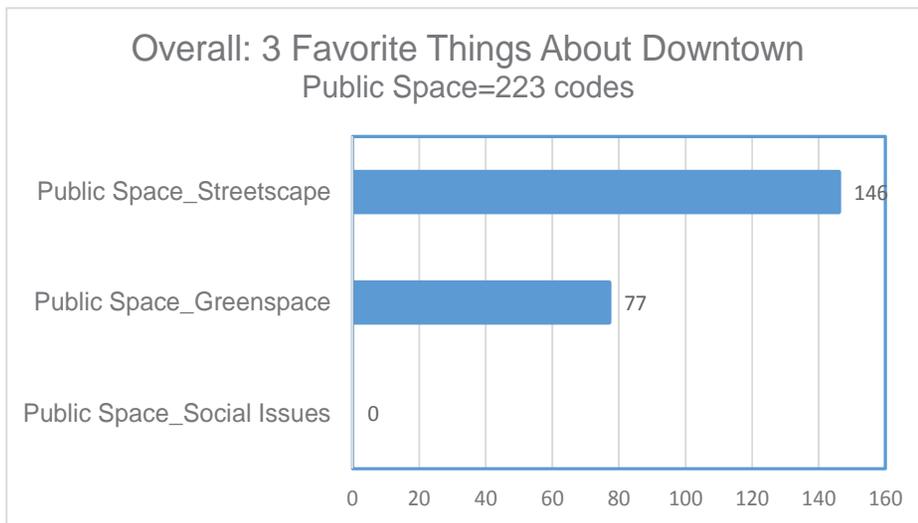
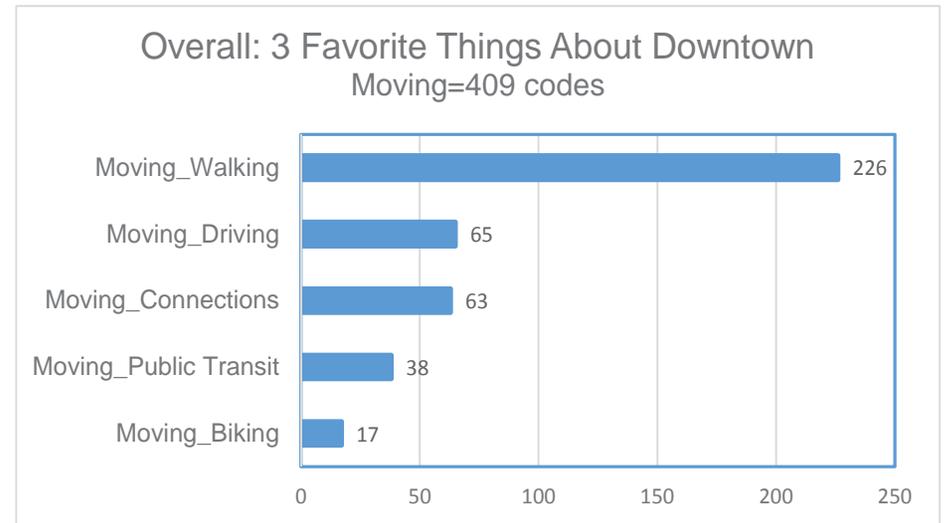
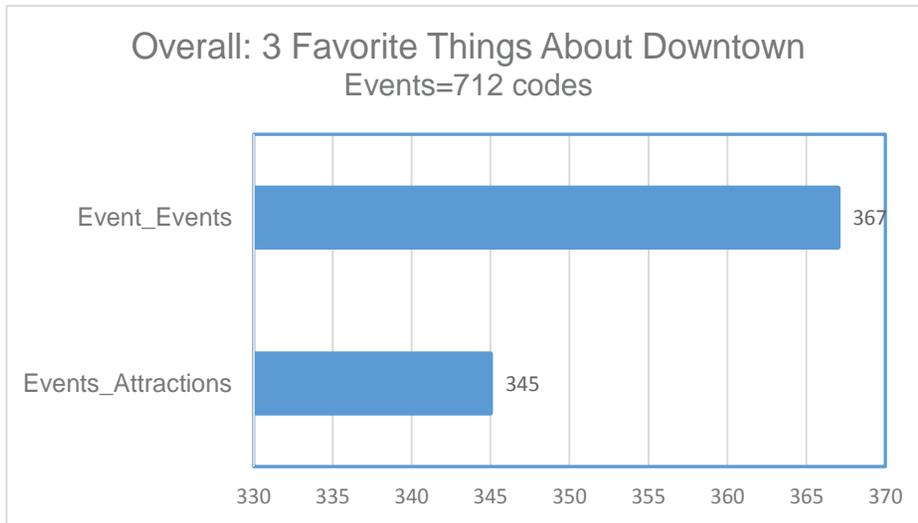
“Walkable environment.”

“Burgeoning restaurant/ bar scene (and creation of outdoor eating & drinking spaces - e.g., Raleigh Times rooftop, Boylan Bridge).”

- Participant Quotes

Downtown Perception Report

Overall: 3 Favorite Things About Downtown



Key Findings:

The favorite elements of Downtown Raleigh are the great events, dining, streetscape, and walkability.

“Variety of activities that happen through out the year. It’s great to see so many different things happening and how different they all are.”

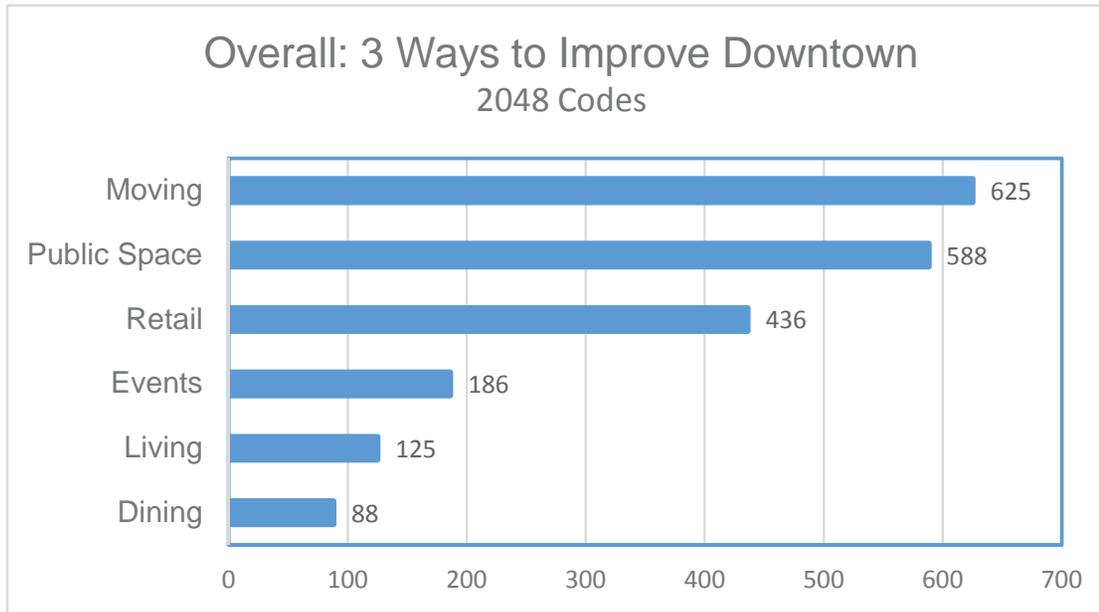
“Walkability - closeness of everything.”

“Wide Fayetteville Street sidewalks with lots of benches and planters.”

“Mix of things to do: restaurants, bars, theatre, shopping, music, etc.”

Downtown Perception Report

Overall: 3 Ways to Improve Downtown



Key Findings

- The greatest improvements are in Moving and Public Space. These two categories are often connected in participant comments, especially in comments about walking and the streetscape.
- Retail ranks third as an opportunity for improving the Downtown experience. In particular, people mention grocery stores.

“Better access via bicycle/access via greenway.” “Better bike and ped connections from outside Downtown.”
“Change perceptions about parking (there’s plenty).”

“Having a great park like the Dix campus or more little green nooks that invite you to explore or relax.”

“More engaging/active sidewalks.” “Improve connectivity between districts.”

“Find a way to compassionately address homelessness issues.”

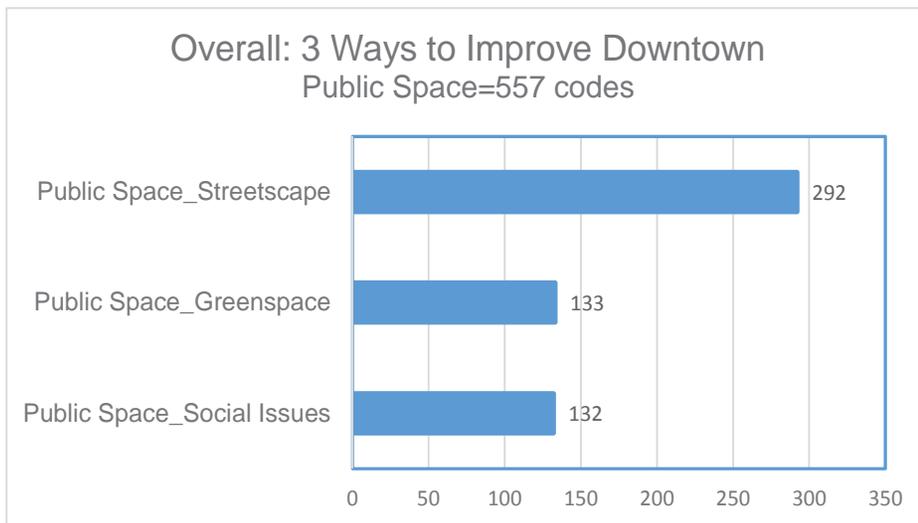
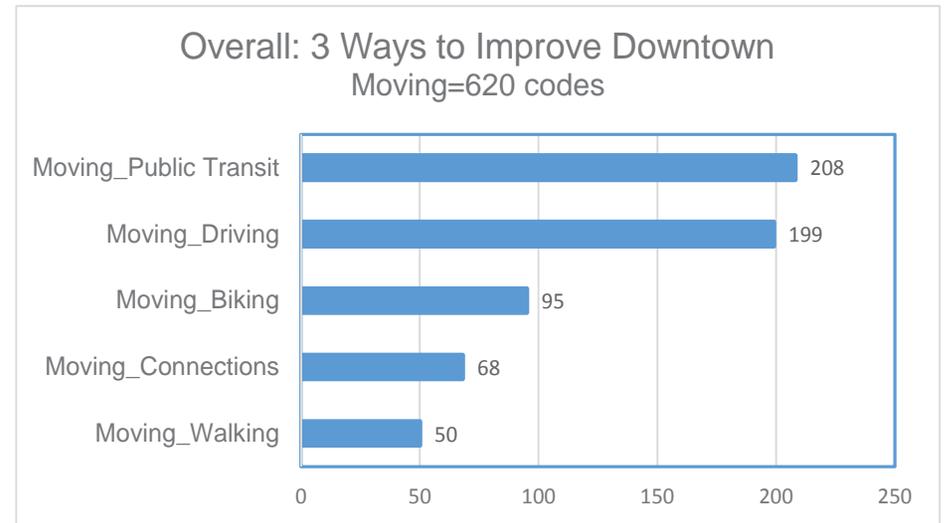
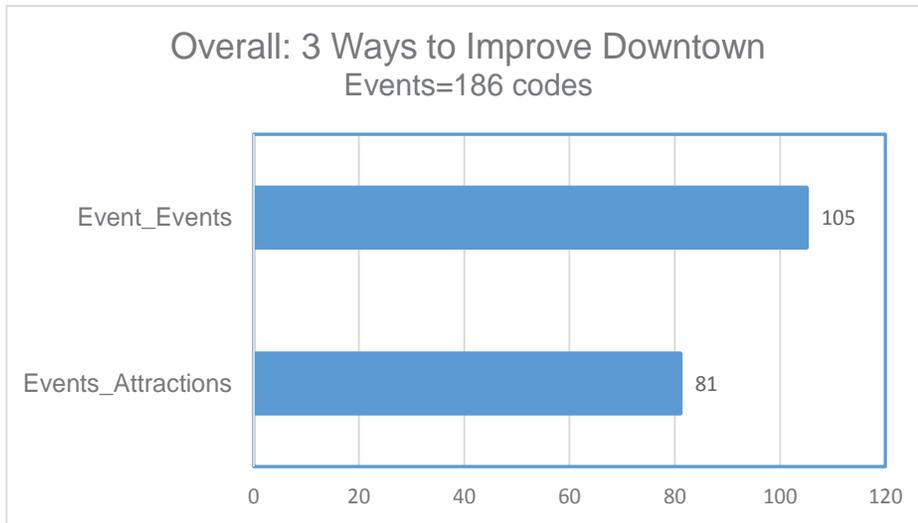
“A wider range of price points for Downtown dining options.”

“Encourage creation of retail businesses, especially a grocery store and movie theater.”

- Participant Quotes

Downtown Perception Report

Overall: 3 Ways to Improve Downtown



Key Findings:

People would like to see improvements in biking and the street environment. A lot of people mention a Downtown grocery store as well as more retail options. Social issues related to panhandling and vagrancy were notable.

“Make it easier to walk/bike, narrow streets and hostile traffic make it a challenge.”

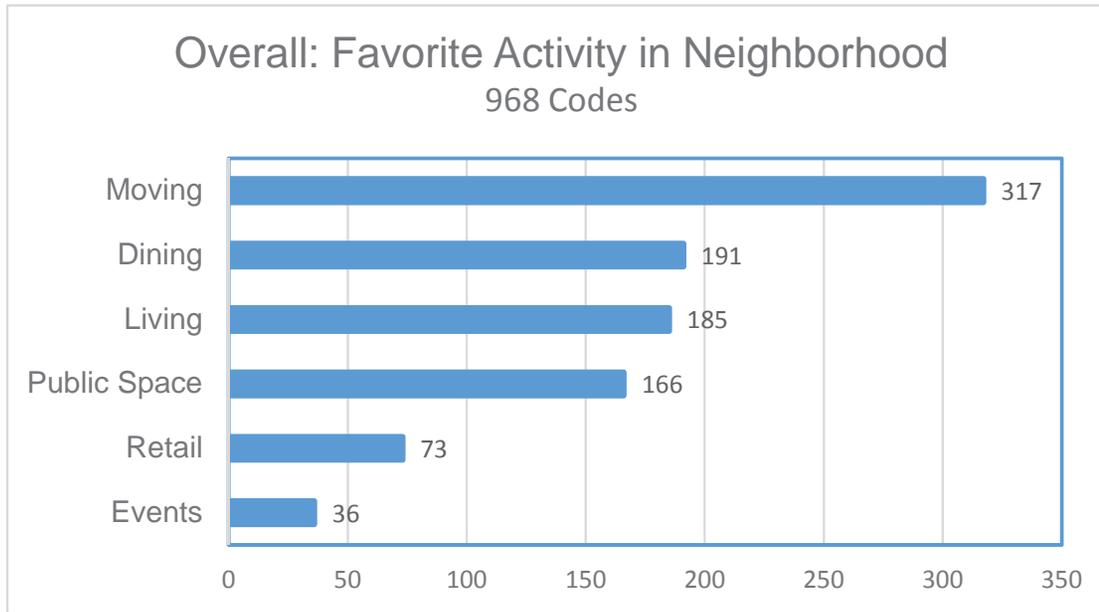
“Add more parks and green spaces.”

“Sports Arena.” “Aquarium.” “Family Friendly events.”

“Public transportation that is convenient and easy to figure out.”

Downtown Perception Report

Overall: Favorite Activity in Neighborhood



Key Findings

- Moving is by far the largest proportion of codes for favorite neighborhood activity. People enjoy walking and running around their neighborhoods, walking to restaurants, and meeting up with friends.
- Dining, Living, and Public Space were all ranked very similarly.
- Retail and Events were a much smaller proportion of the codes, suggesting that people enjoy looser unscheduled activities in their free time.

*“Go to events, walk to destination (Museums, restaurants).” “Walkability for eating, drinking, & socializing.”
“Walk, jog, bike, visit neighbors.” “Walk, ride bike and enjoy open space and quiet.”*

“Go out to eat, sit at plaza and listen to live music; take a walk; grab a coffee and people watch.”

“Walk everywhere--4-6 miles a day. I can walk to great restaurants, the bank, post office, dry cleaner, coffee, movie...I LOVE that! Also because I'm outdoors--walking and gardening a lot, I talk to walkers--nice to feel connected to others. My neighbors are awesome.”

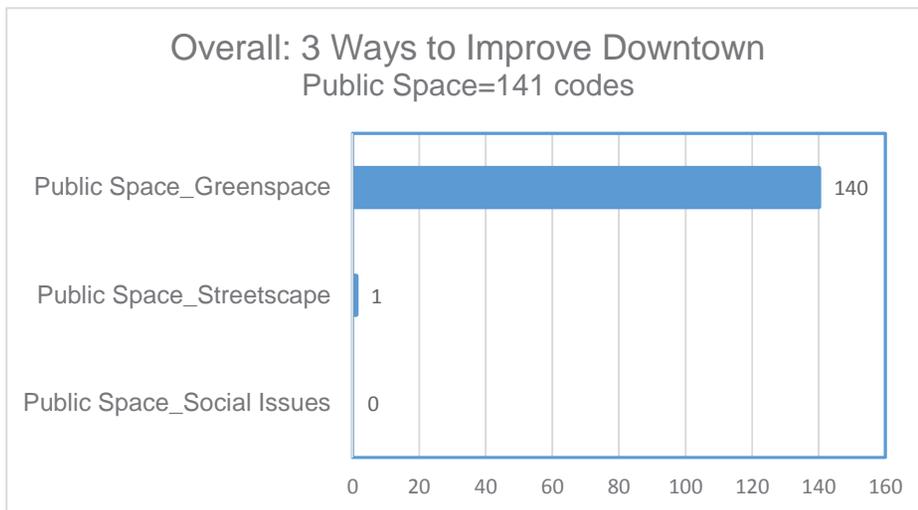
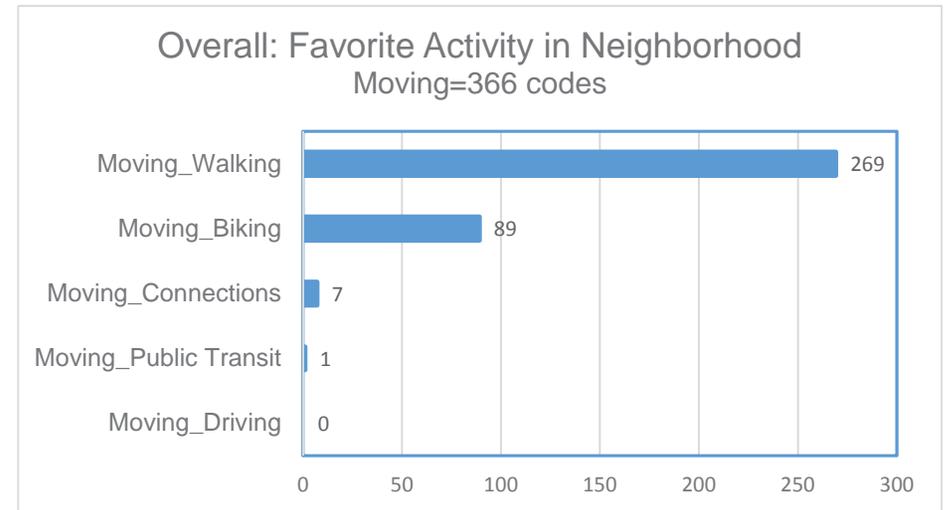
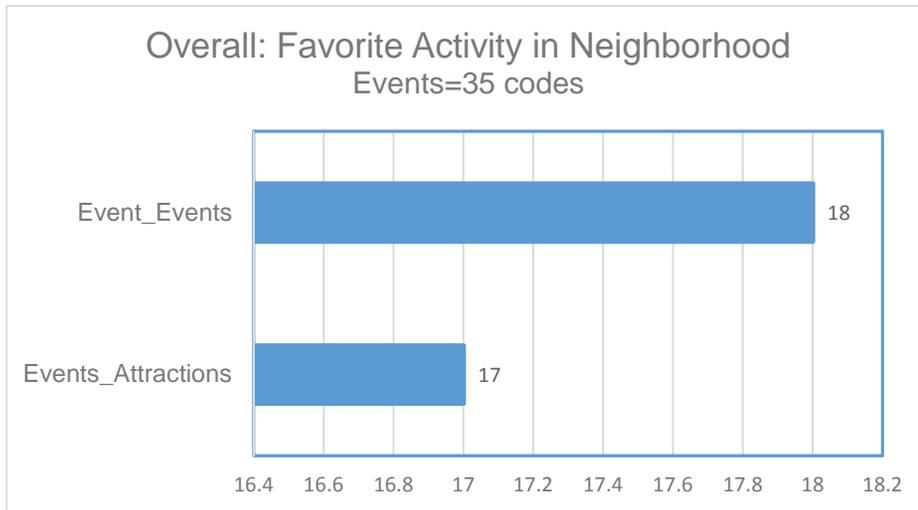
“Walk & attend CAC and Neighborhood meetings to interact with neighbors and community.”

“I enjoying walking around the neighborhood and enjoying the older homes and being able to walk to local businesses.”

- Participant Quotes

Downtown Perception Report

Overall: Favorite Activity in Neighborhood



Key Findings:

Walking is by far the most significant neighborhood activity, and is often connected to public space, events, and dining.

“Festivals (arts, food, brewgaloo, etc) just a few minutes walk away.”

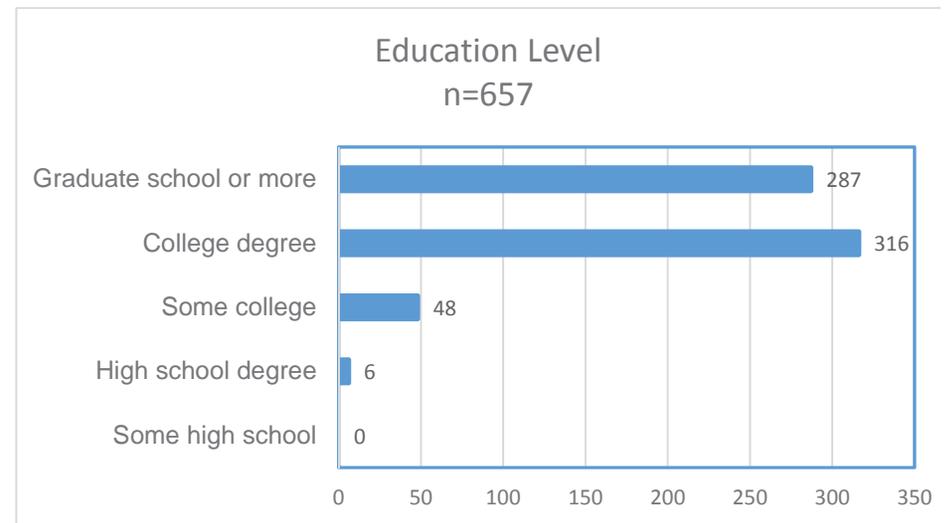
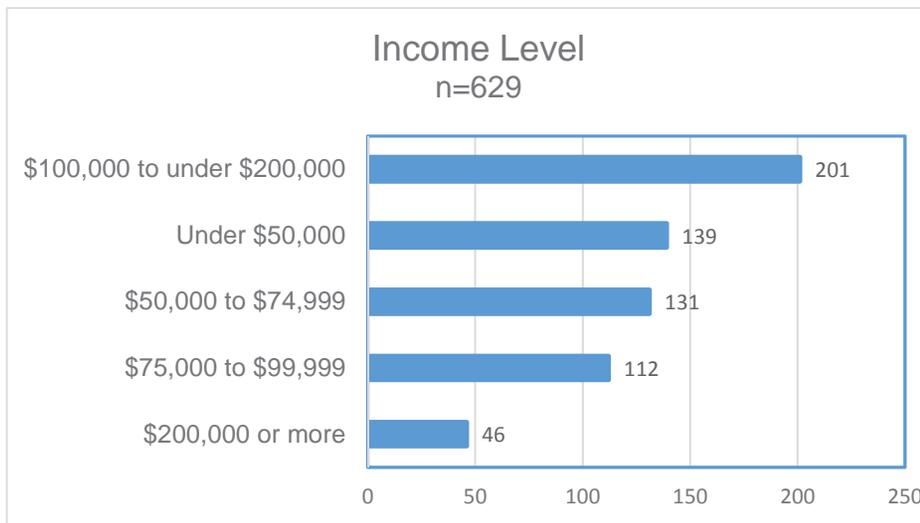
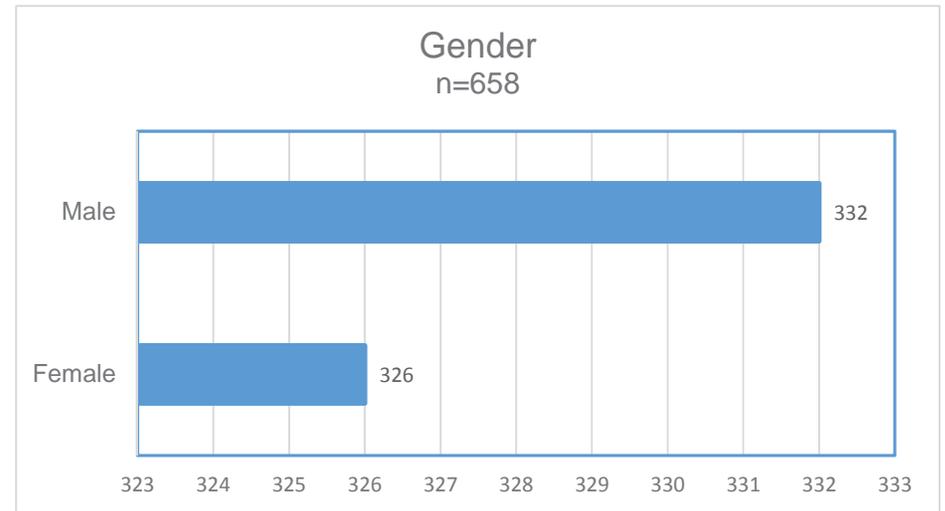
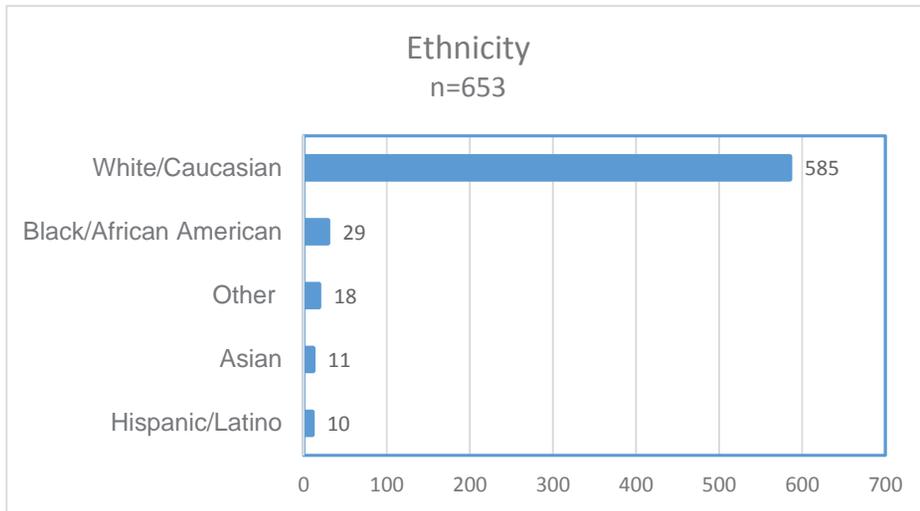
“Ability to walk to restaurants, bars, parks, etc. Catching the R- line to get to other areas of Downtown.”

“Be outside at lakes and trails. Go to restaurants and breweries.”

“Go to restaurants, cookouts, friends houses.”

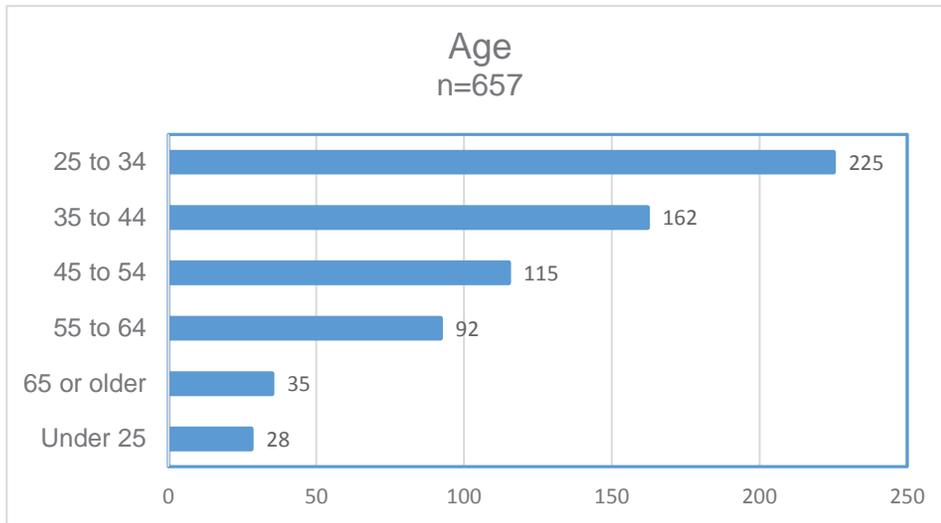
Downtown Perception Report

Overall: Demographics



Downtown Perception Report

Overall: Demographics



“Moved here from Las Vegas about a year ago to retire. We just love this city and surrounding area. The size is perfect, the people are great, and cultural activities are wonderful.”

“As someone who has studied new urbanism, I always find it problematic that once urban cores become “revitalized” the middle class gets pushed out to the hinterlands of cities. We know many middle class families, like ours, that would gladly entertain living in DTR, if it was affordable.”

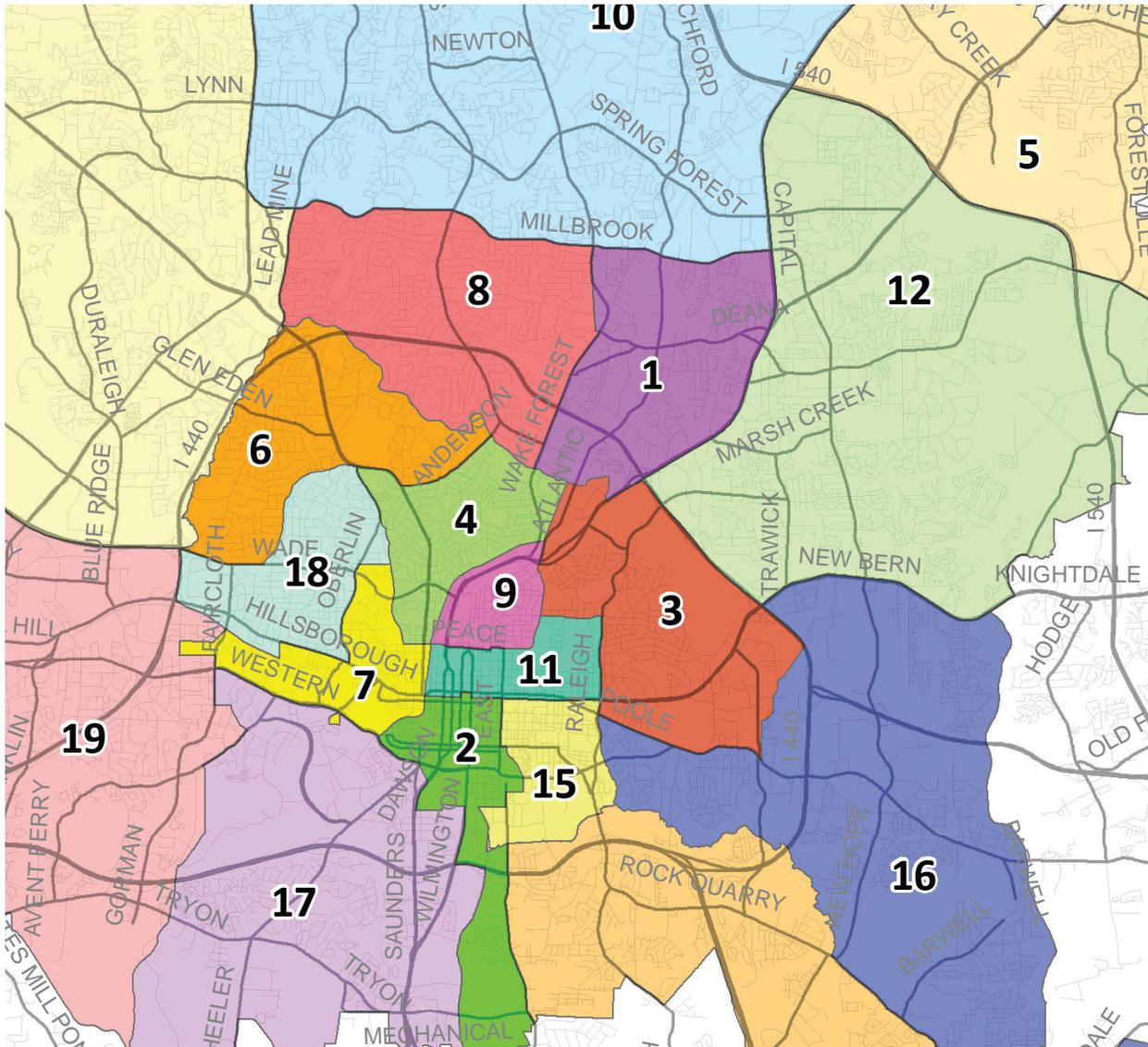
“I like Raleigh and think it has a lot to offer. When I have company come from out of town there is always something to do.”

- Participant Comments



Downtown Perception Report

Introduction: Inner Ring CACs



Citizen Advisory Council Map, City of Raleigh

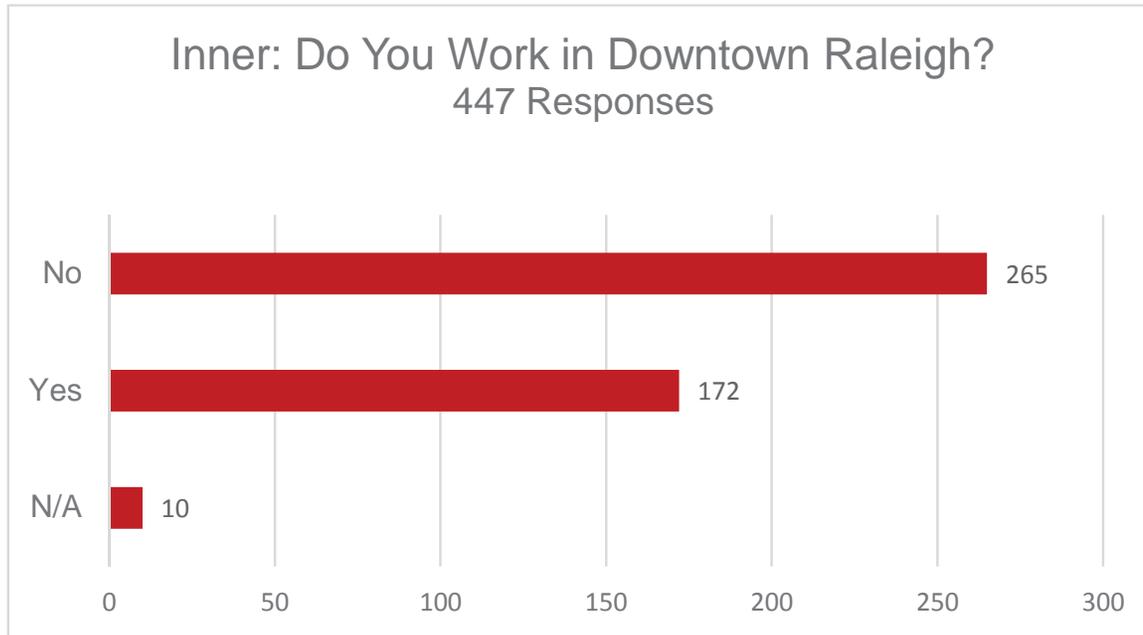
Methodology

Inner Ring CACs

- 2. Central
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Downtown Perception Report

Introduction: Inner Ring CACs

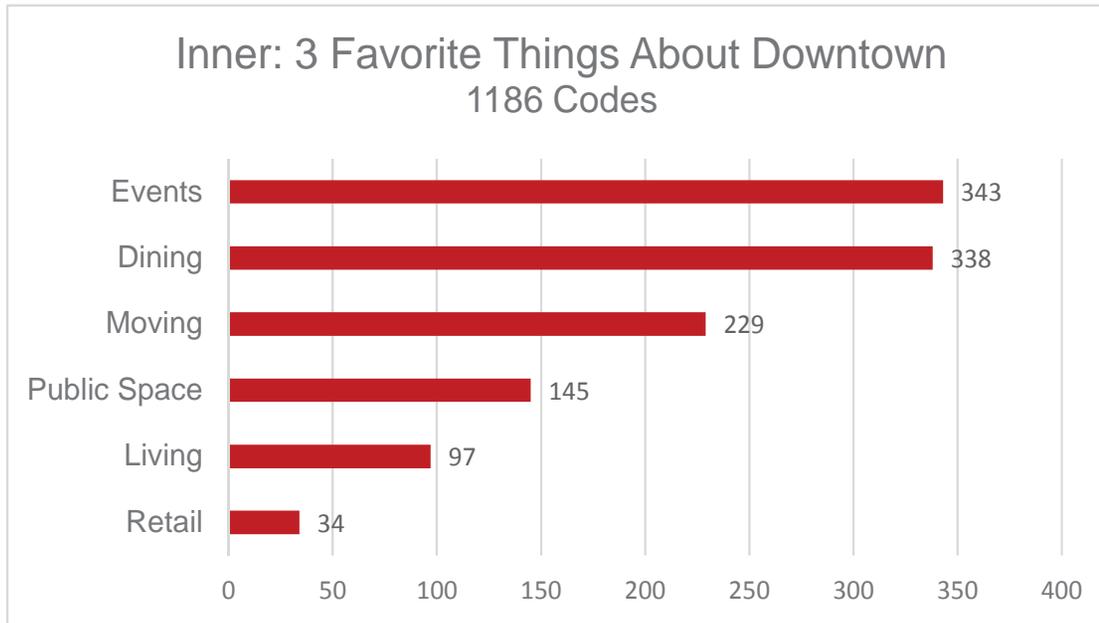


Overall Results

- Most residents of the Inner Ring do not work in Downtown. They may live and play Downtown, but the significant majority do not also work there.
- There is still a noticeable sample of people who do live and work Downtown.

Downtown Perception Report

Inner Ring: 3 Favorite Things About Downtown



Key Findings:

- Downtown residents equally enjoy two main attractions: the variety of event and dining options.
- Many residents also indicate that Moving is a key factor to the enjoyment of living Downtown.

“Mix of things to do: restaurants, bars, theatre, shopping, music, etc..”

“Variety of activities that happen throughout the year. It’s great to see so many different things happening and how different they all are.” “A lot of things to do, lots going on all the time.”

“Being able to walk places - freedom from my car.”

“Raleigh specific character (historic architecture, new design by local firms, etc).”

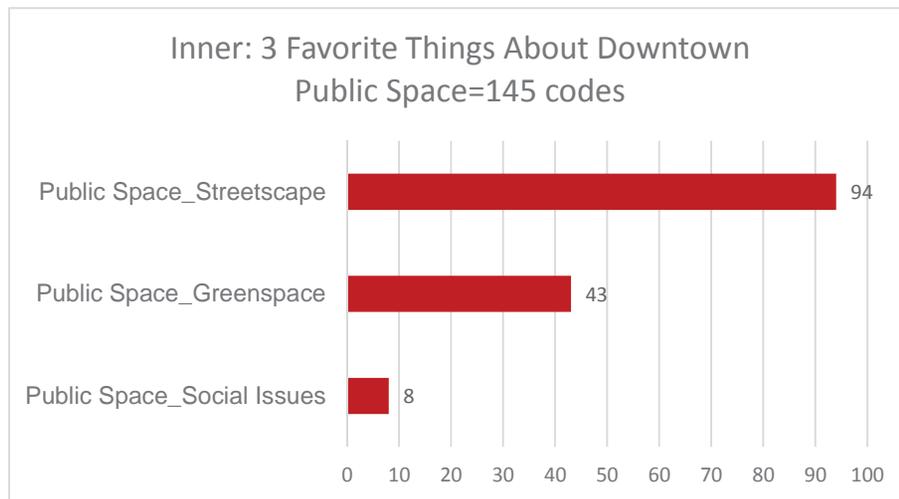
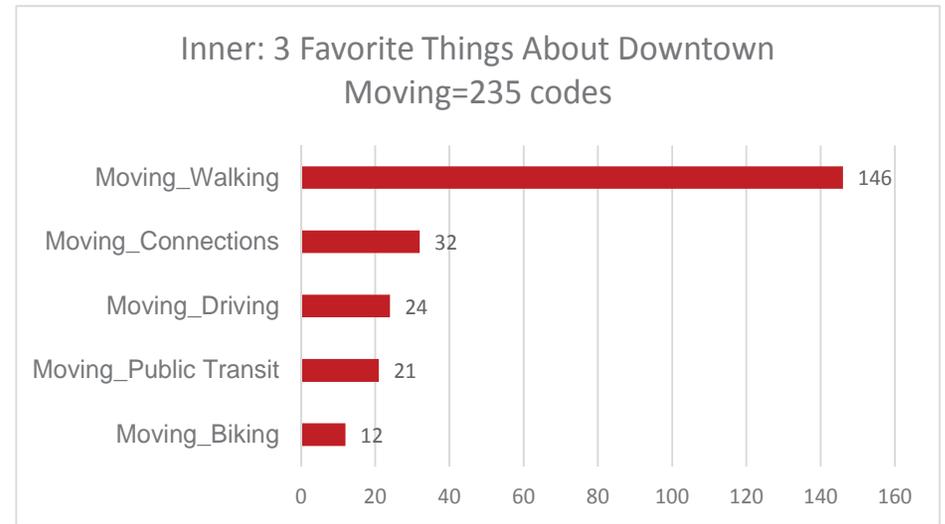
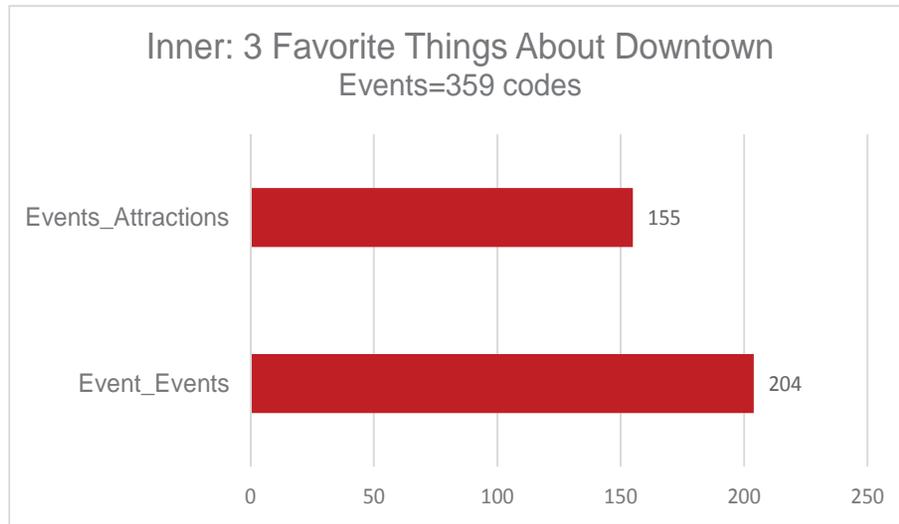
“The most diverse place in the city: people, restaurants, etc.”

“Older renovated buildings add lots of character compared to all new ‘any city USA.’”

- Participant Quotes

Downtown Perception Report

Inner Ring: 3 Favorite Things About Downtown



Key Findings:

Events, Walking, and the Streetscape are the key elements that people enjoy about Downtown.

“Good mix of activities available - museums, performing arts, festivals.”

“Able to walk to most things I need in Downtown Raleigh.”

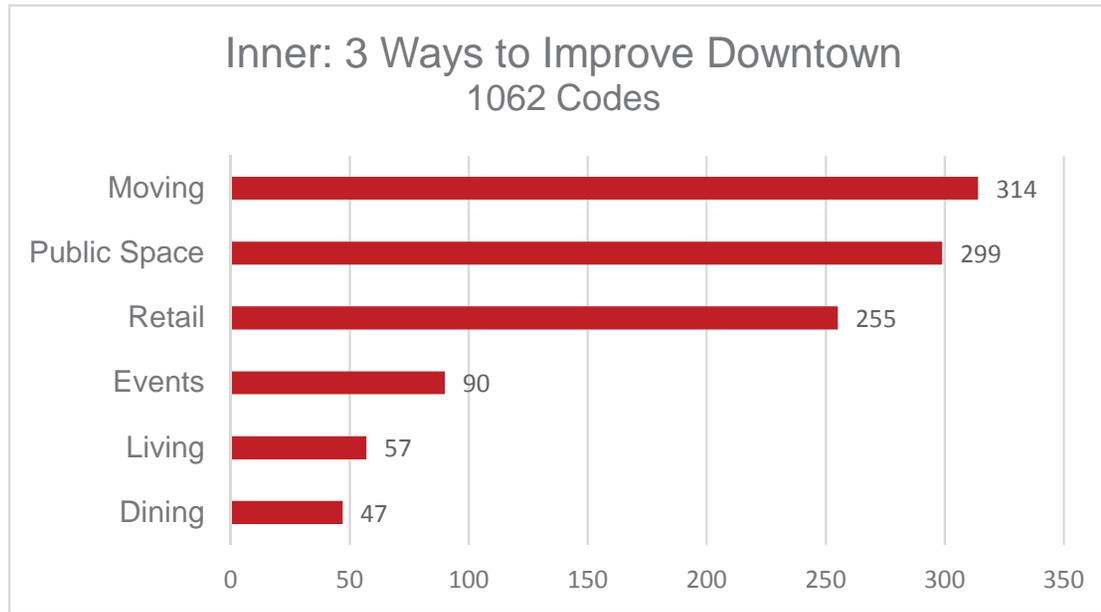
“The different types of museums that are available Downtown.”

“Interesting and pedestrian friendly scale.”

“Pleasing appearance of Fayetteville Street.”

Downtown Perception Report

Inner Ring: 3 Ways to Improve Downtown



Key Findings

- Downtown residents have strong opinions about improvements in Moving and Public Space - both are ranked about equally.
- Retail opportunities are also a great opportunity for improvement - especially people requesting a grocery store.

“Better public transportation in and around Downtown as well as connecting to areas outside of the Downtown area.”

“More pocket parks and green space.”

“Start a conversation about people using some of the parks (Nash and Moore) as a place to loiter, litter, etc.”

“Greater diversity in commerce Downtown.” “Grocery store!”

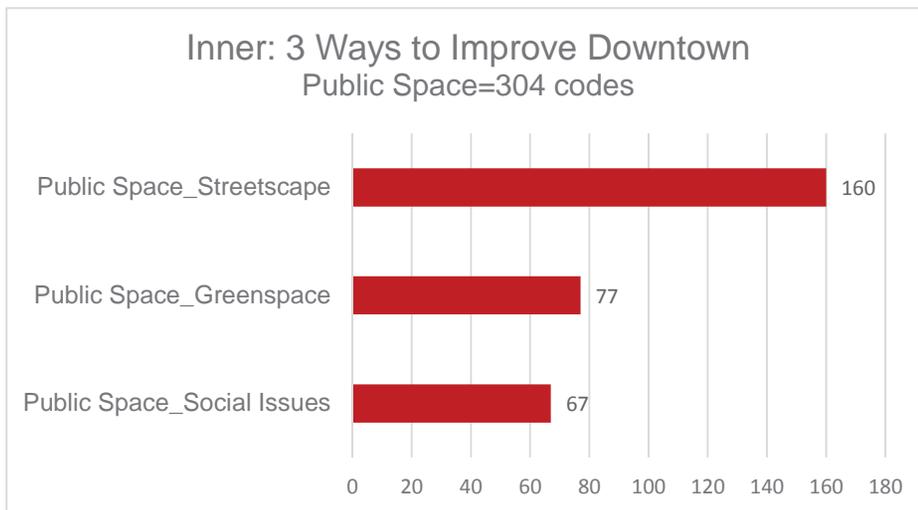
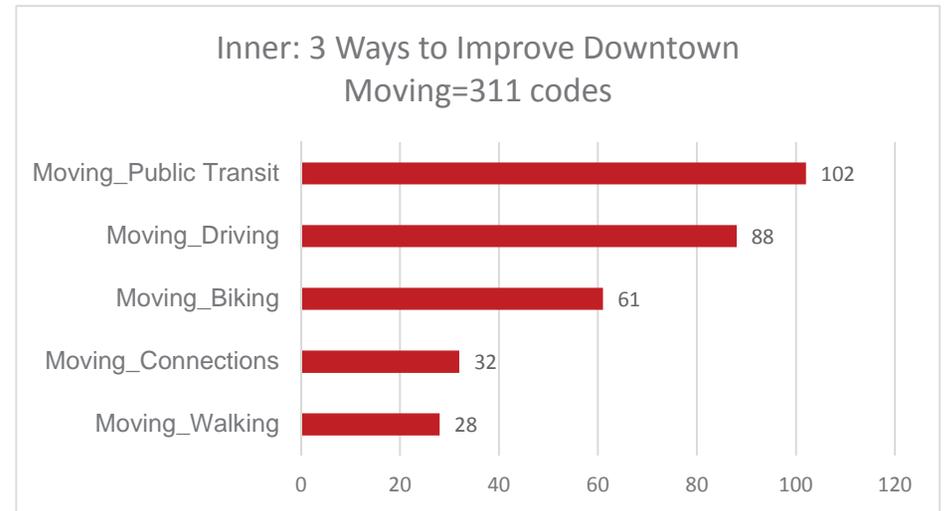
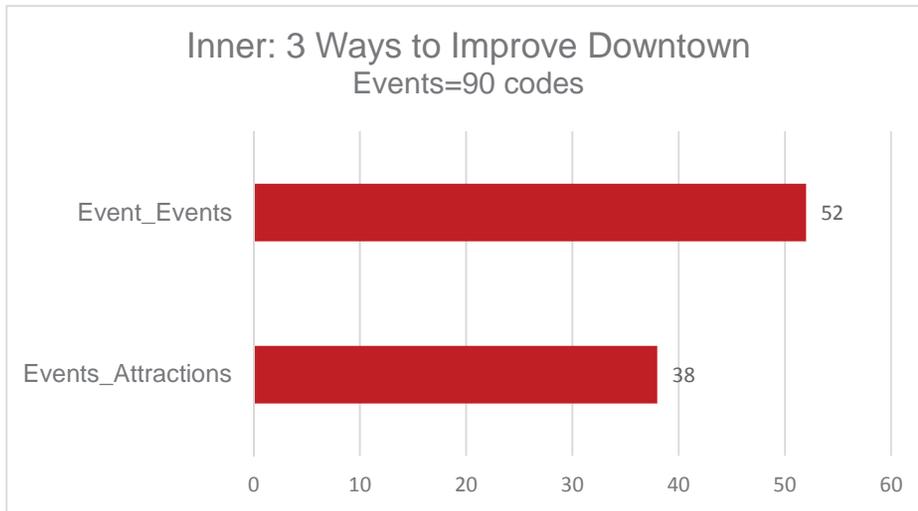
“Reduce the number of races that close down streets. It discourages and frustrates people.”

“More options for housing that are affordable and still walkable.”

- Participant Quotes

Downtown Perception Report

Inner Ring: 3 Ways to Improve Downtown



Key Findings:

The largest number of responses for improvement are in Public Transit and the Streetscape - issues that are interconnected.

"More outdoor events: concerts, markets, festivals."

"Quit worrying about providing parking and focus on mass transit starting with a decent bus system with actual bus stops."

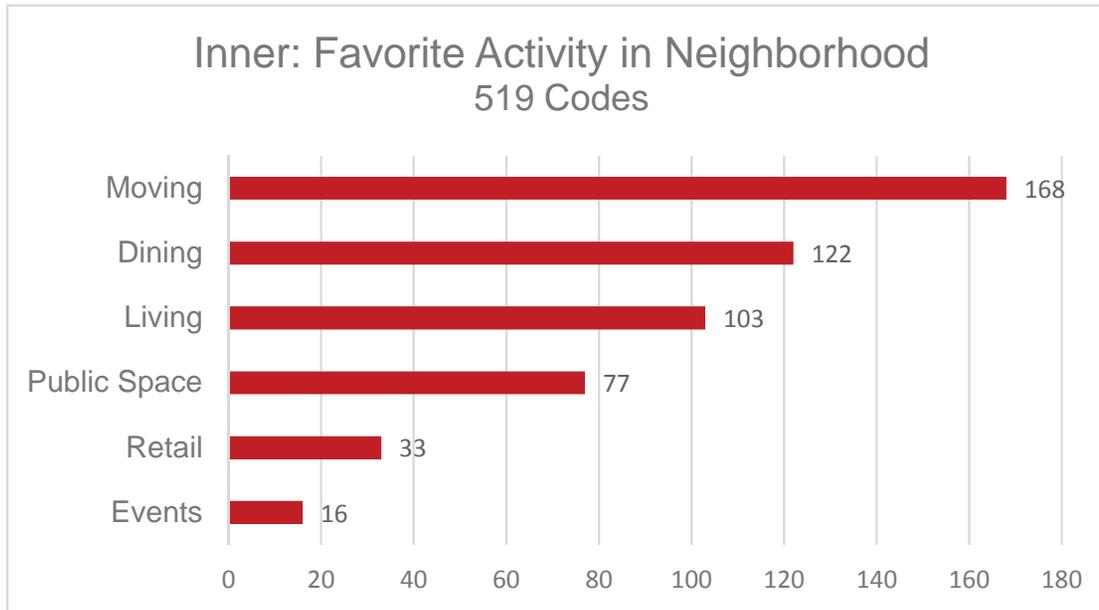
"Better multimodal transportation possibilities."

"Focus on improving visual environment such as cleaning years of accumulated grime from sidewalks and burying overhead power lines."

"Get the funding to update Moore Square."

Downtown Perception Report

Inner Ring: Favorite Activity in Neighborhood



Key Findings

- People enjoy moving around Downtown, often to enjoy the many dining options.
- Living in Downtown is often described as friendly, connected, and a great place to walk and enjoy the Downtown attractions.

“Walk, ride my bike, attend concerts, outdoor seating at restaurants.”

“WALK! I love that on one long walk I can see a president’s birthplace, the Capitol, a T-Rex, stroll through a beautiful plant nursery, enjoy Fayetteville St and whatever event is happening.”

“I love grabbing dinner and drinks at all the fantastic outdoor spaces like Raleigh Times, Landmark, or Trophy Brewing.”

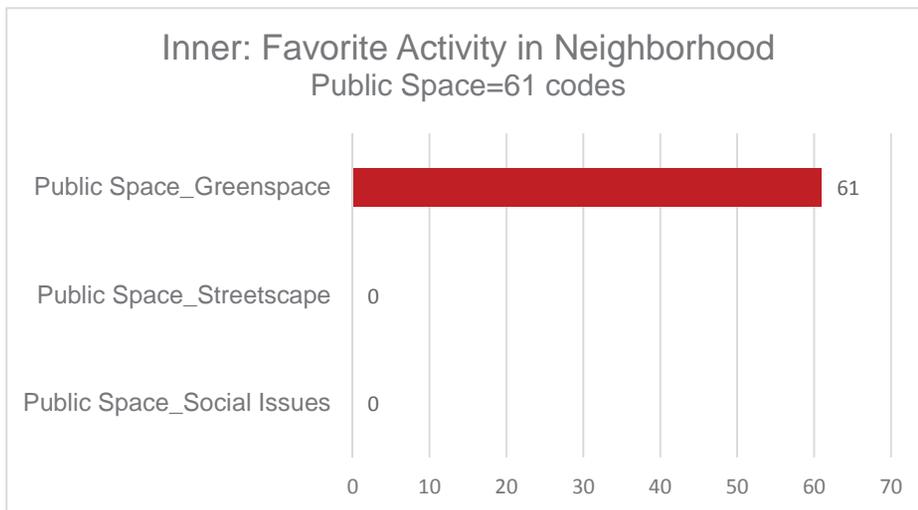
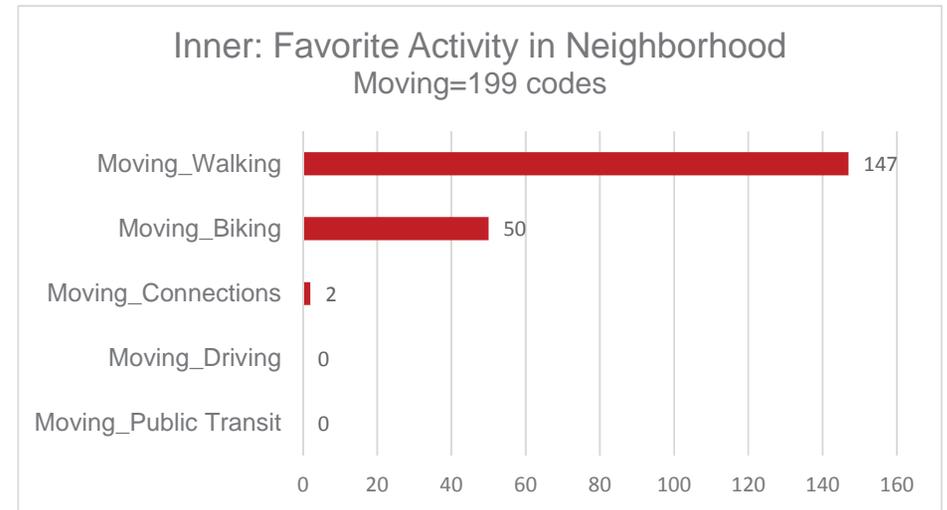
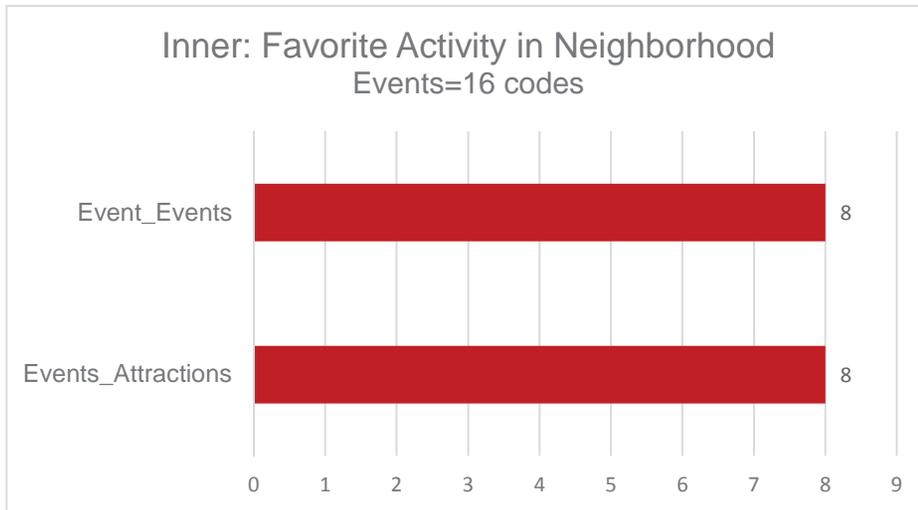
“Enjoying walking around the neighborhood and enjoying the older homes and being able to walk to local businesses.”

“Walk through meeting and greeting neighbors. Hanging out on the front porch or back patio. Sharing gardening tips with neighbors.”

- Participant Quotes

Downtown Perception Report

Inner Ring: Favorite Activity in Neighborhood



Key Findings:

The responses are very specific here. Moving is the key to Downtown play and activity - especially walking and greenspace.

“All the great free events that happen Downtown. Great food spots”.

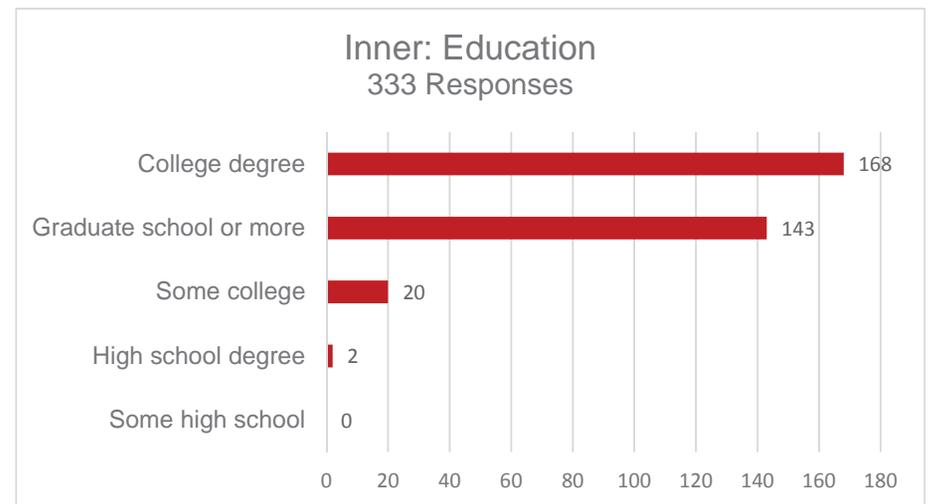
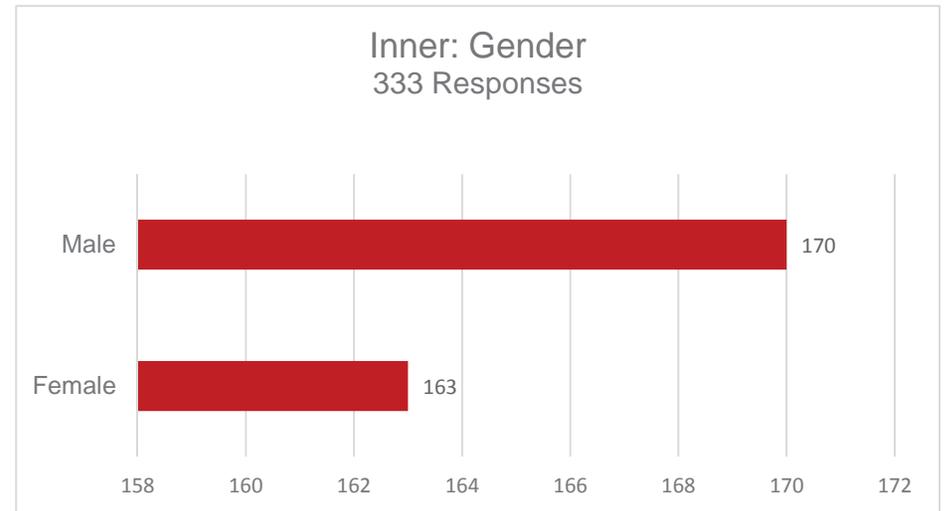
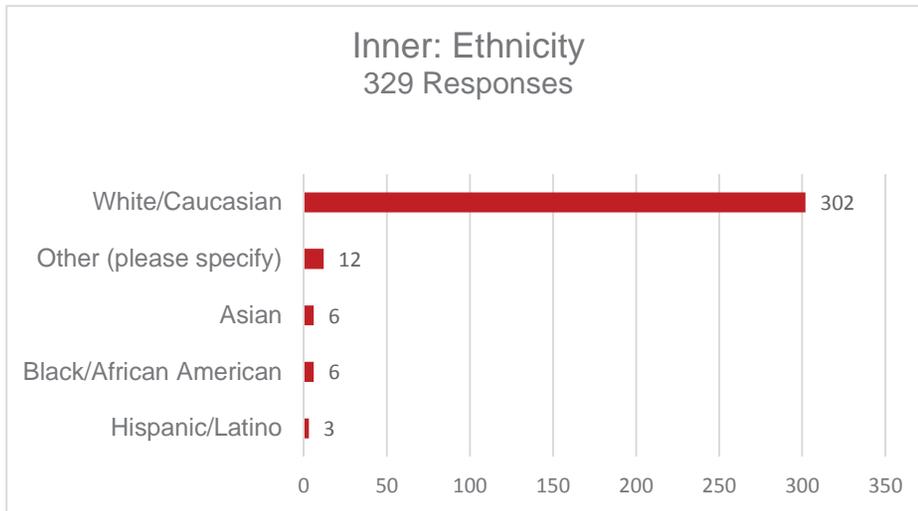
“Walk to Downtown to Marbles and then lunch or dinner.”

“Walk on the greenway, take my son to play in the parks, visit with neighbors.”

“Walking to Chavis Park and access to two neighborhood centers, Top Greene and Chavis Centers for neighborhood activities.”

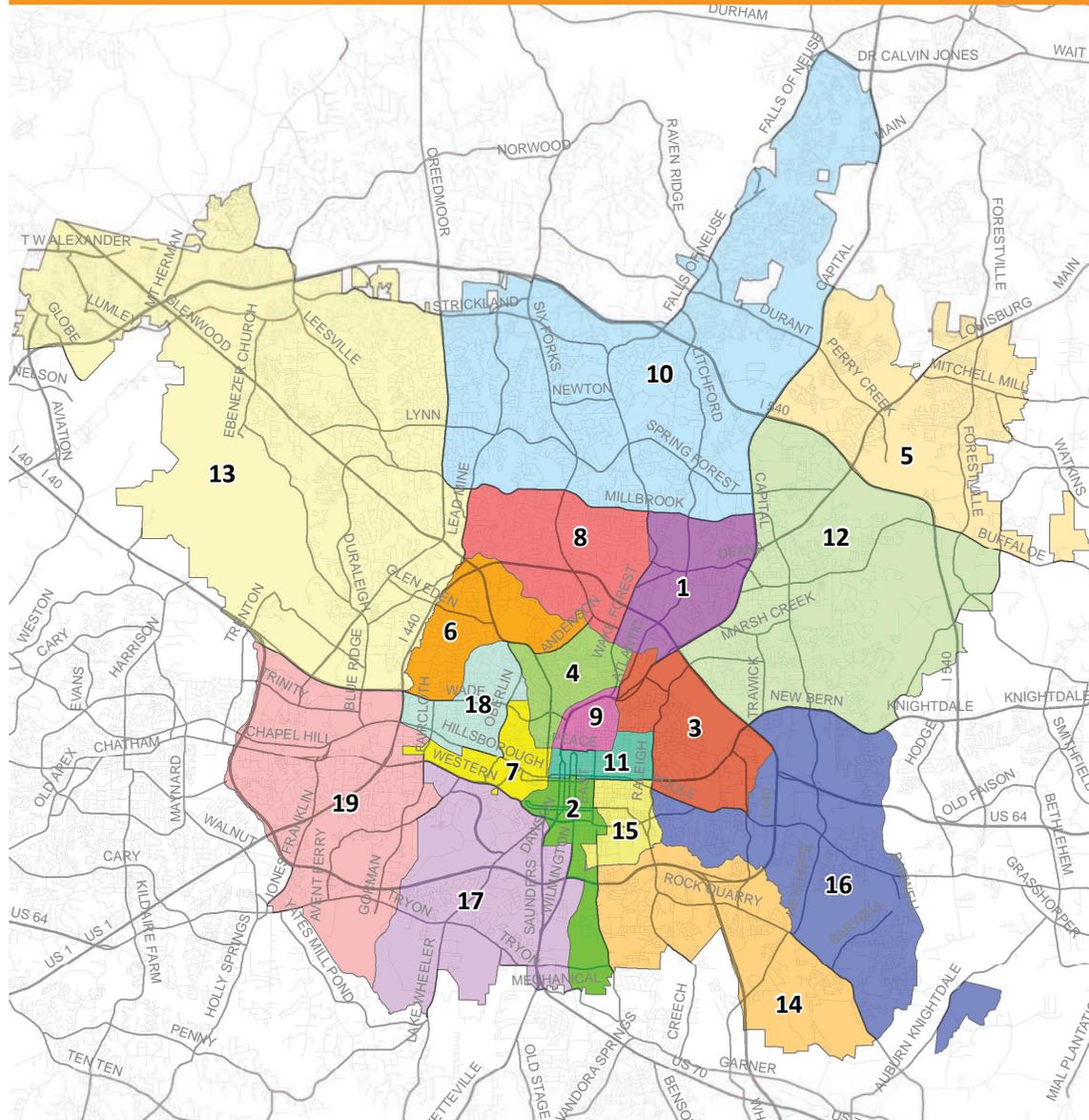
Downtown Perception Report

Inner Ring: Demographics



Downtown Perception Report

Introduction: Outer Ring CACs



Citizen Advisory Council Map, City of Raleigh

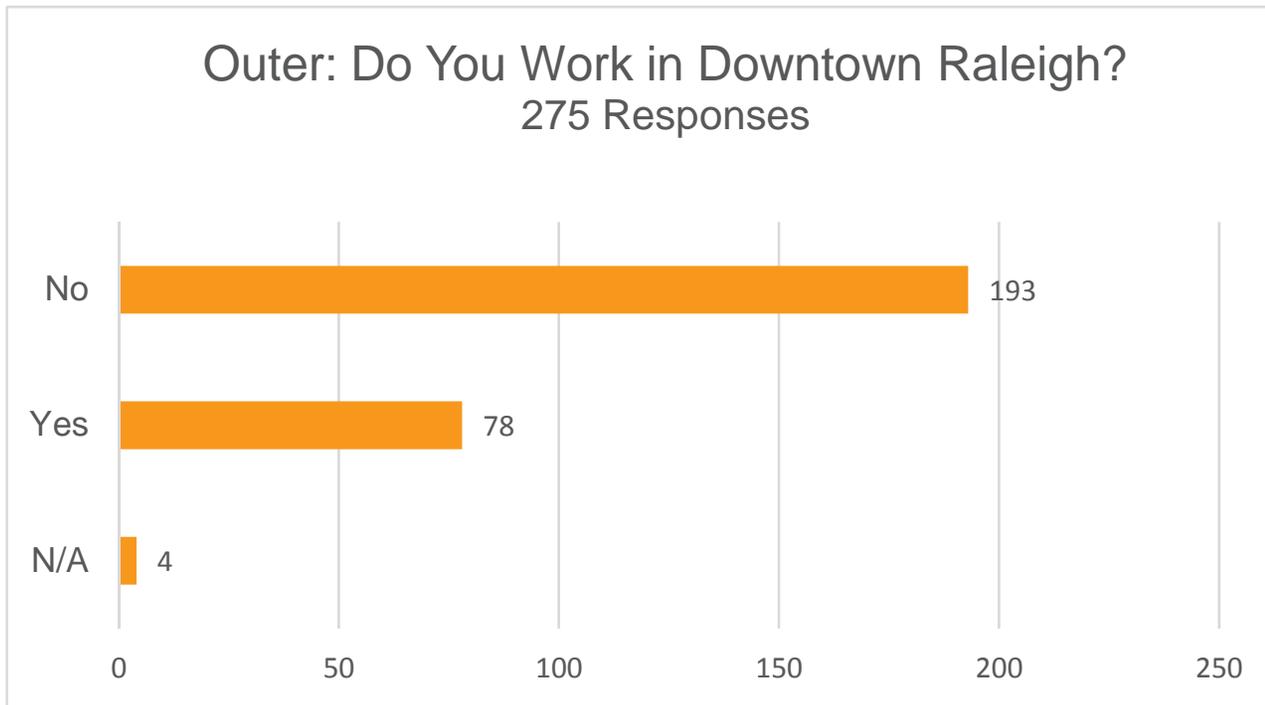
Methodology

Outer Ring CAC Neighborhoods:

1. Atlantic
5. Forestville
6. Glenwood
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19. West

Downtown Perception Report

Outer Ring: Demographics

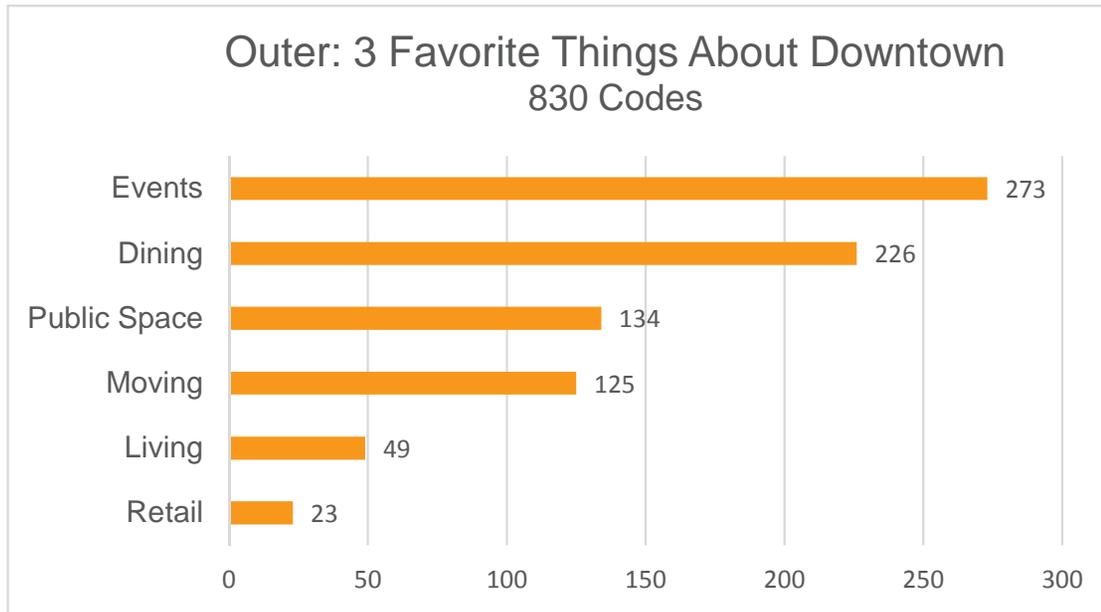


Key Findings:

- Most people who live in the outer ring do not work Downtown. This group of people would have to make a decision to come Downtown, as it's not a natural part of their work or play during the week.
- There is a good number of people who do live outside the Downtown core yet still work in Downtown.

Downtown Perception Report

Outer Ring: 3 Favorite Things About Downtown



Key Findings

- Residents of Outer Ring neighborhoods most enjoy the events and dining opportunities in Downtown.
- Public Space and Moving codes rate a significant amount of codes.
- Living and Retail codes are a small percentage of things people like about Downtown, which is not surprising given that this group lives well outside Downtown and has access to far greater options for retail.

“Diversity of places - food, museums, government, green, shopping.”

“The amount of things to do in a small space.”

“Improving entertainment that is taking place Downtown, there is starting to be more things to do.”

“More walker friendly than car friendly (not sure this is really a pro, since we have to drive to get there).”

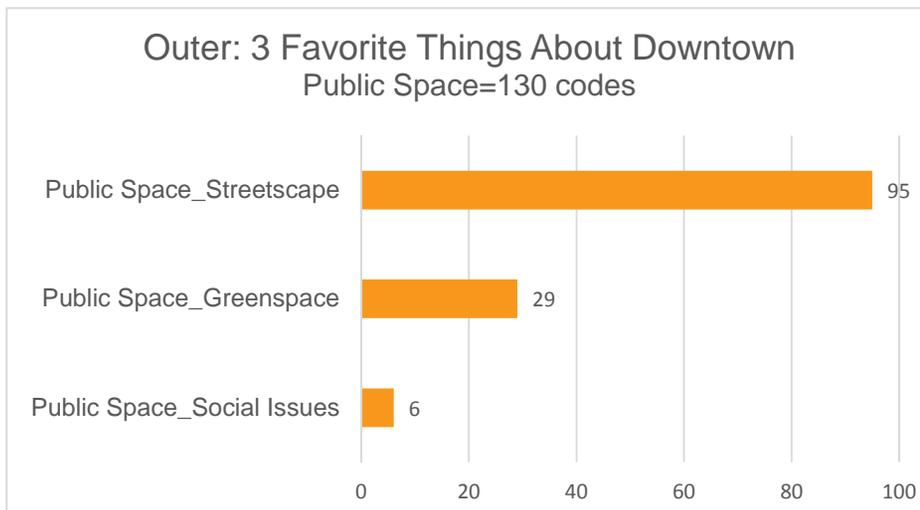
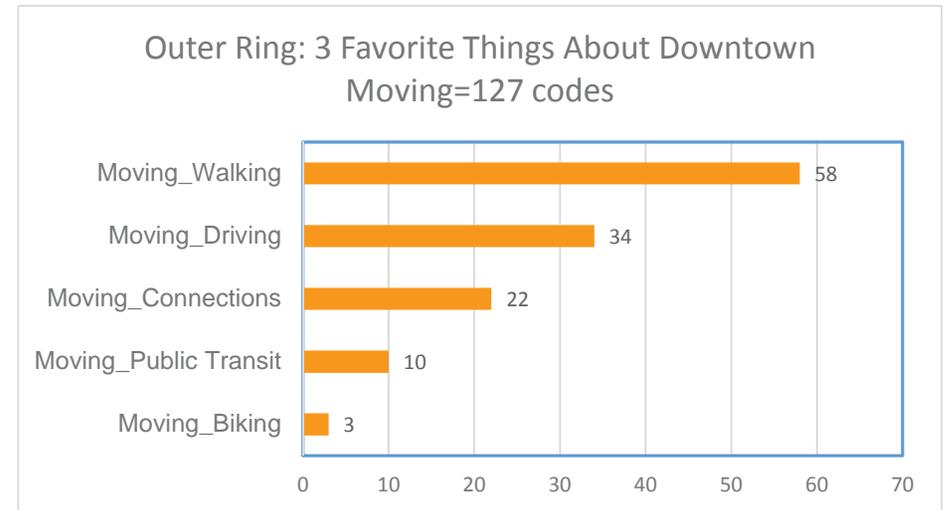
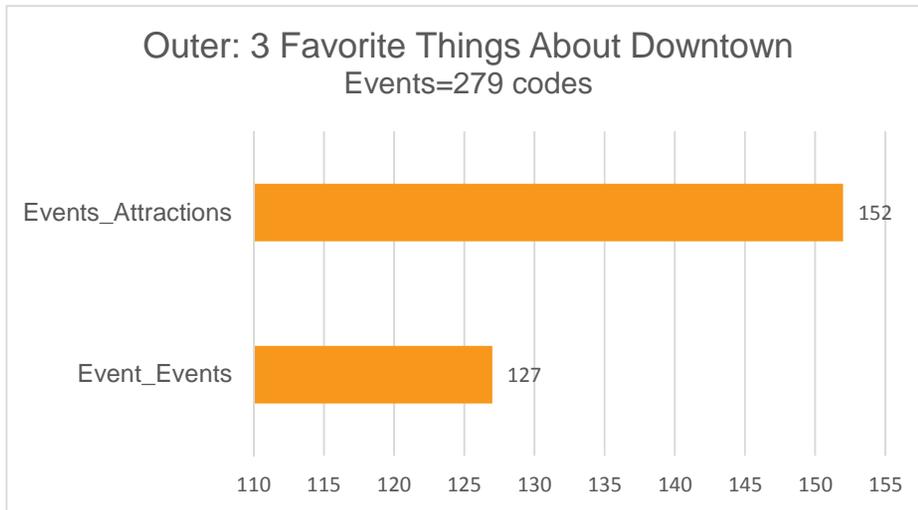
“I love all of the activities like First Friday, etc.”

“Fayetteville Street (restaurants and streetscape).”

- Participant Quotes

Downtown Perception Report

Outer Ring: 3 Favorite Things About Downtown



Key Findings:

There is a strong response for events. Public Space and Streetscape are also important.

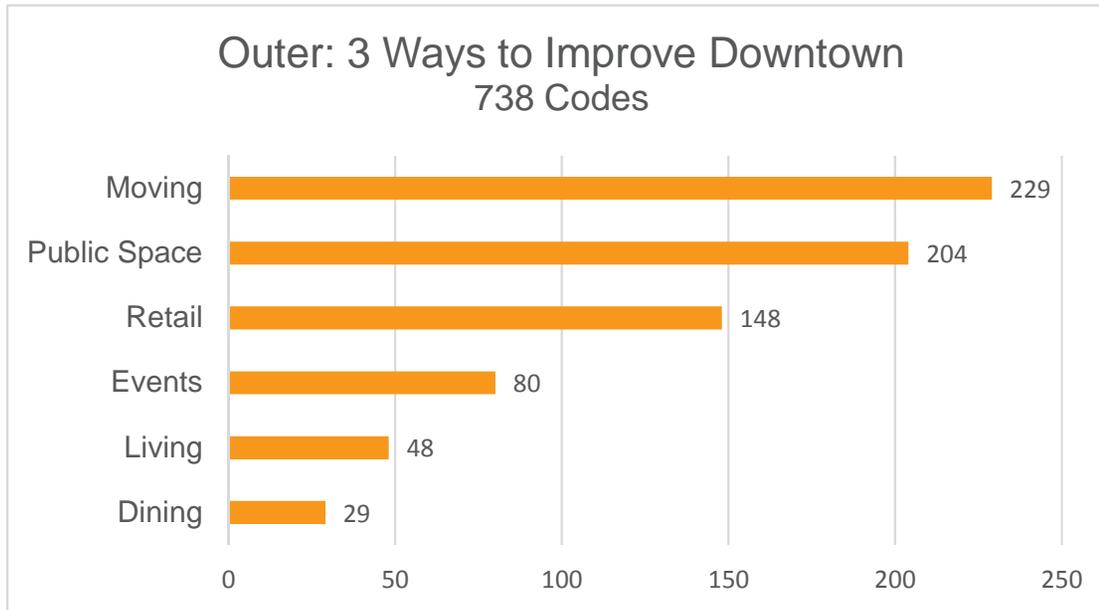
“First Friday and other free arts/cultural/music events.”

“Being able to walk to a lot of different places.”

“The beautiful street design for most of the streets of Downtown and a beautiful sidewalk for pedestrians on Fayetteville Street, which increase sense of place and makes a pleasant environment.”

Downtown Perception Report

Outer Ring: 3 Ways to Improve Downtown



Key Findings

- The data showed two very strong areas for improvement: Moving and Public Space.
- Participants mention improvements like bike lanes, clean and litter-free streets, parking options, better signage, revitalized green spaces like Moore Square, better connections in and out of Downtown, and improved public transit amenities.

“Improved walkability/rideability (bikes).” “More pedestrian and bicycle amenities.”

“Pedestrian connectivity.”

“Improve cleanliness around transit stops/Moore Square Station.”

“More street/pedestrian scale interest - like small scale storefronts, not big parking decks/monotonous blocks.”

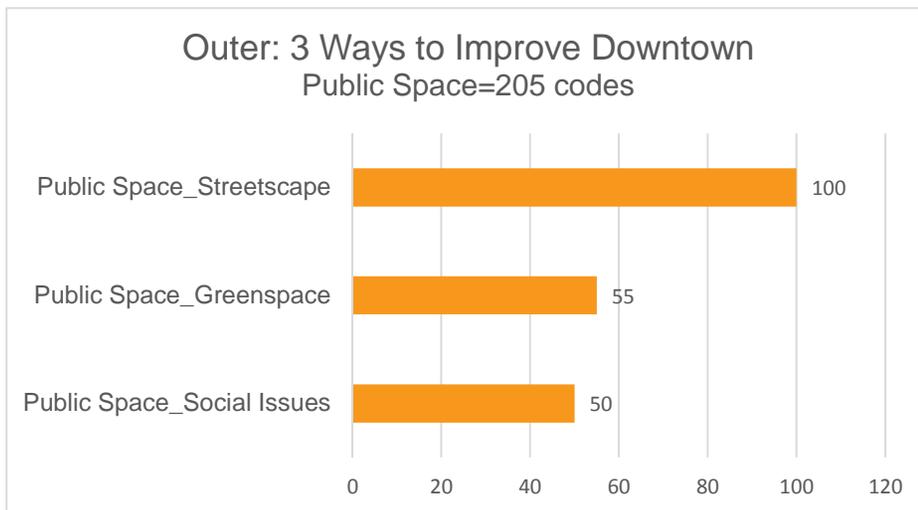
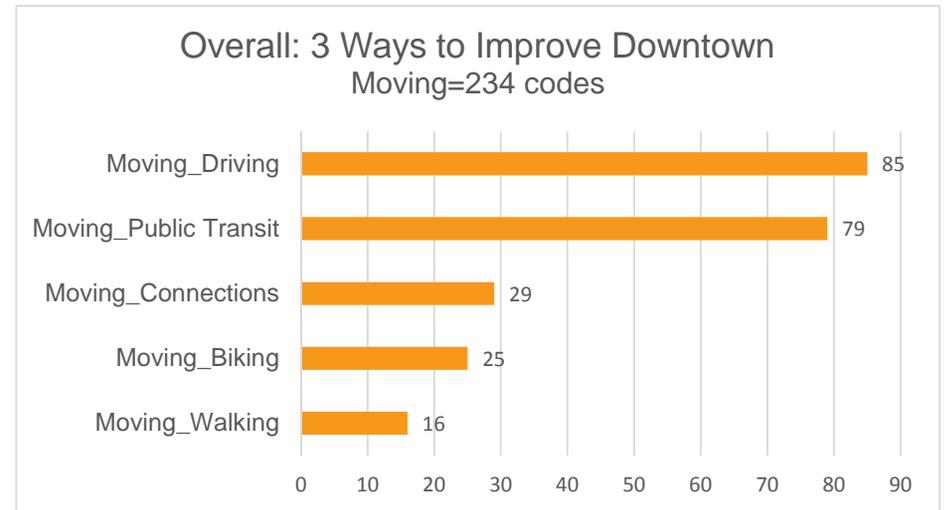
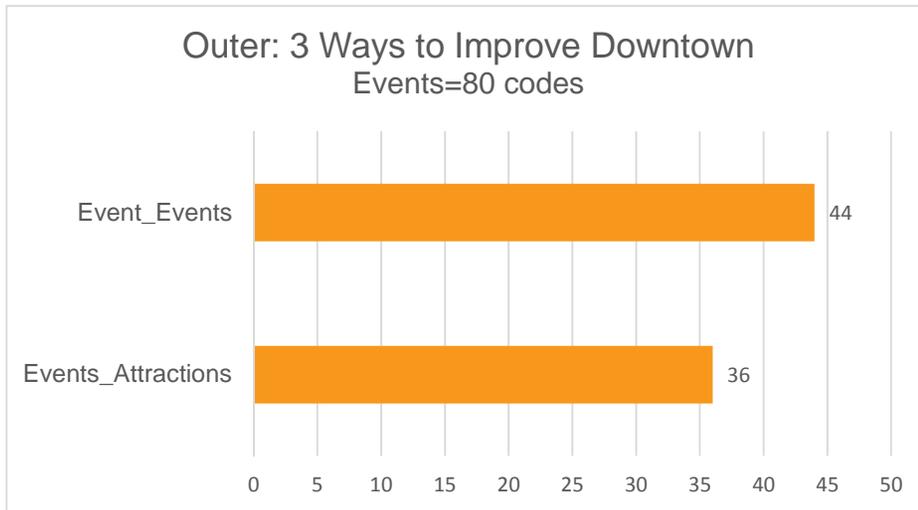
Improve Moore Square as a focal point and identity for Downtown.”

“Increase retail storefronts: clothing, accessories, electronics.”

- Participant Quotes

Downtown Perception Report

Outer Ring: 3 Ways to Improve Downtown



Key Findings:

The numbers show the strongest response for Moving. Public Space and Streetscape are also important.

"More reasons to come besides eat/drink."

"Easy access free parking."

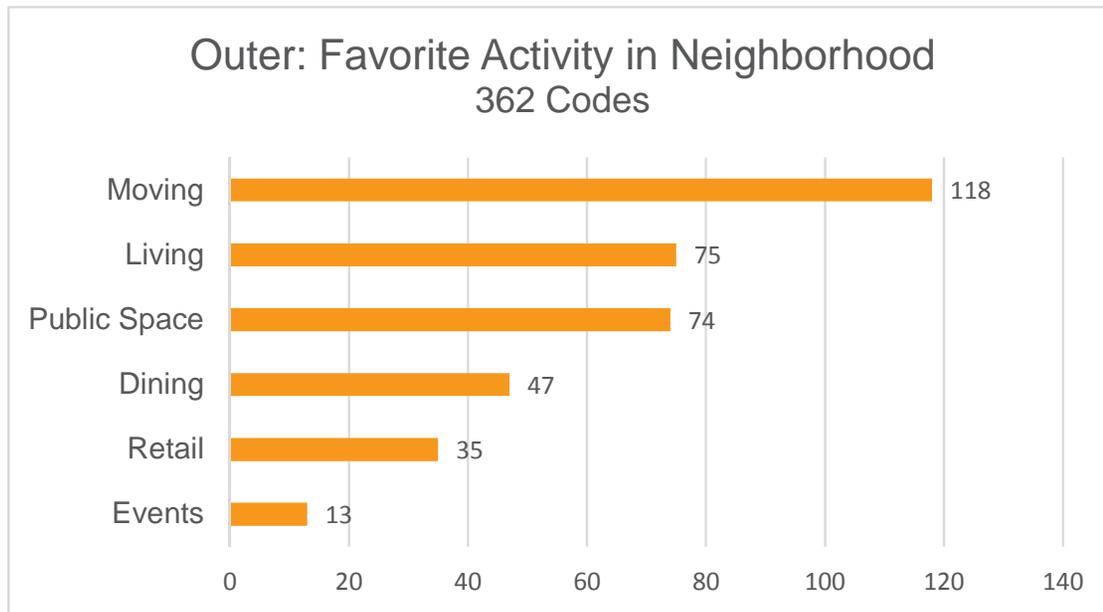
"DTR needs better public transportation."

"Increase family-friendly park/green space."

"More benches/outdoor hangout space other than Fayetteville Street."

Downtown Perception Report

Outer Ring: Favorite Activity in Neighborhood



Key Findings

- Outer Ring residents enjoy active activities in their neighborhoods - like walking, biking, and visiting parks.
- Participants enjoy the community and neighborhood connections. Activities are often social, like meeting with friends to play or eat.
- Greenspaces are a critical element for free time activities.

“Walking - walking to shopping, restaurants, parks.” “Walking and meeting neighbors.”

“I like shopping or grabbing an ice cream and window-shopping outside on a nice day, though living at the Tryon Road/South Saunders intersection usually means that I need to drive elsewhere to find a place to walk around, like Cameron Village.”

“Go to the parks.”

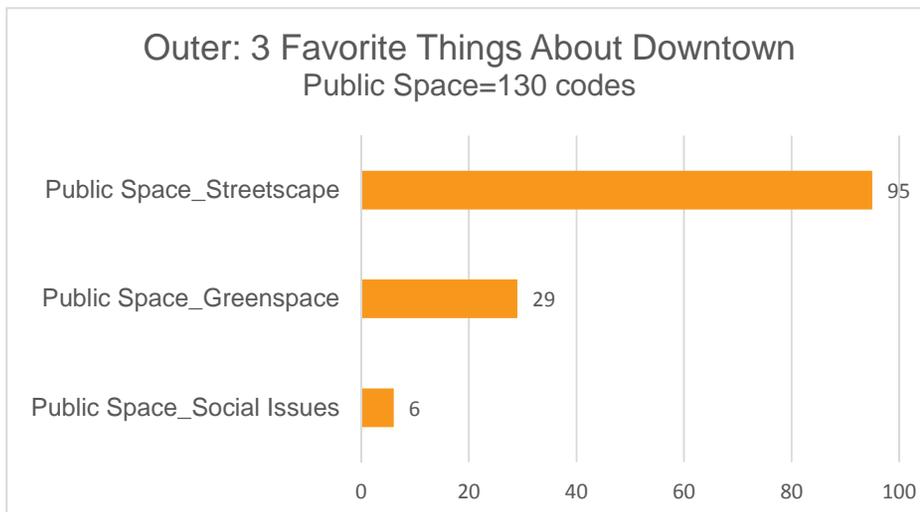
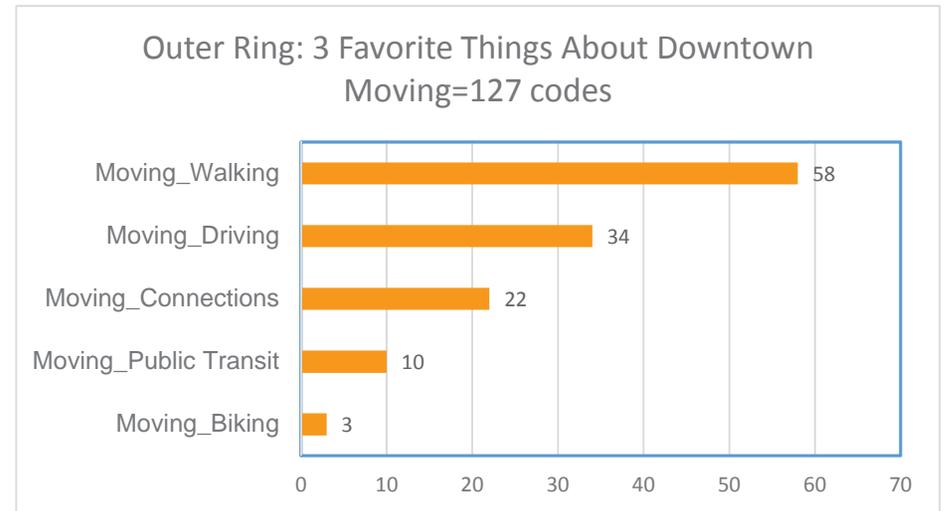
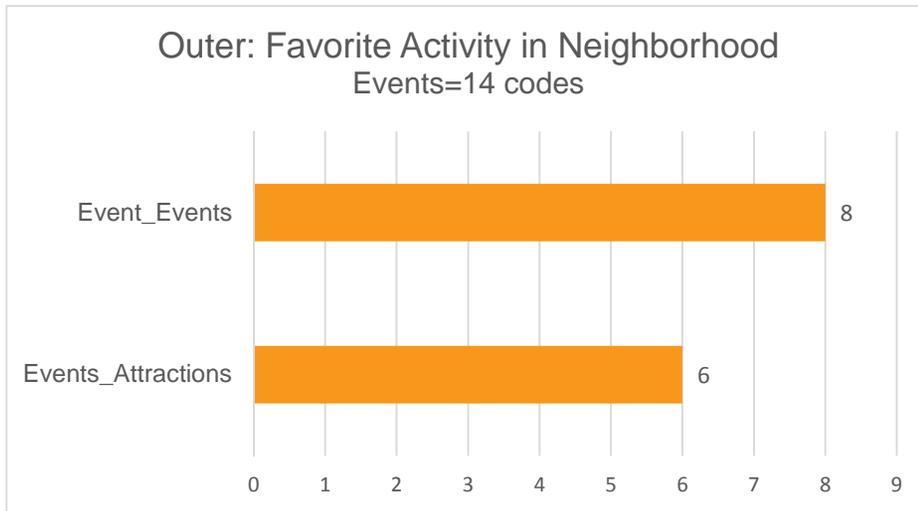
“Walking Raleigh Greenways and parks; shopping; going out to dinner.”

“Spend time with friends and neighbors.”

- Participant Quotes

Downtown Perception Report

Outer Ring: Favorite Activity in Neighborhood



Key Findings:

Walking and the Streetscape spaces are key elements of Outer Ring residents' favorite activities.

"The activities they plan in my subdivision and I LOVE North Hills!!!!"

"Cycling, brewing, walking, exercising."

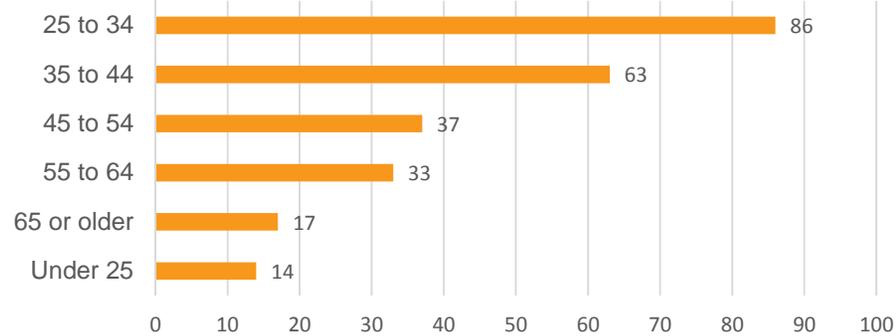
"Visit Shelley Lake Park, walk and bike on the greenways; visit playgrounds."

Downtown Perception Report

Outer Ring: Demographics

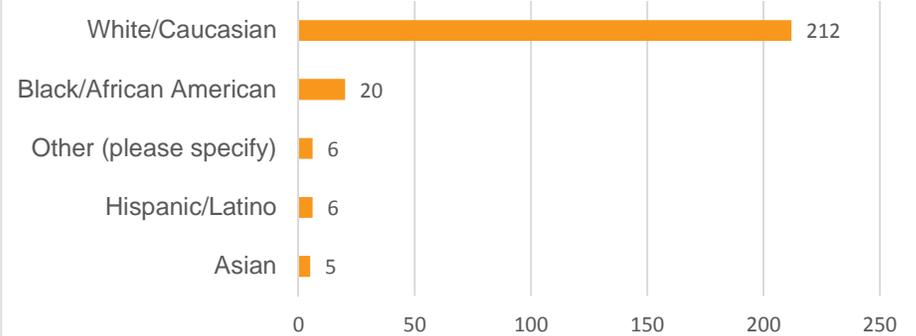
Outer: Age

250 Responses



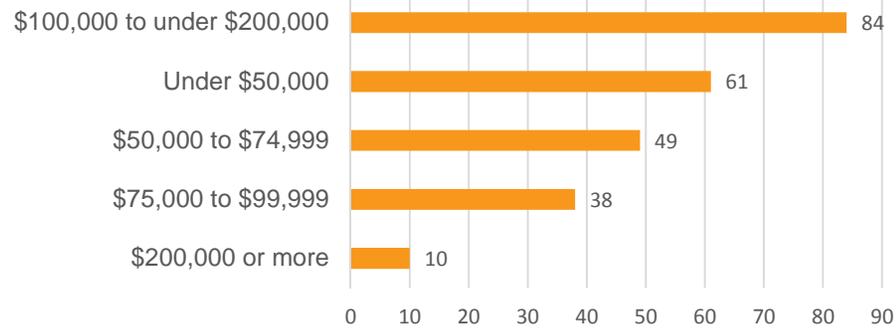
Outer: Ethnicity

249 Responses



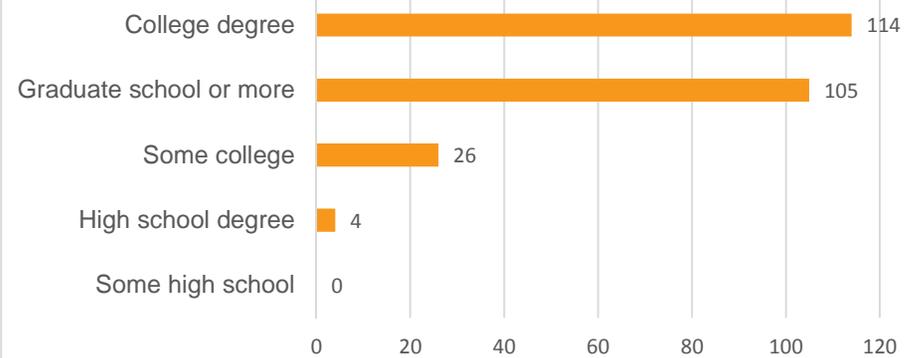
Outer: Income

242 Responses



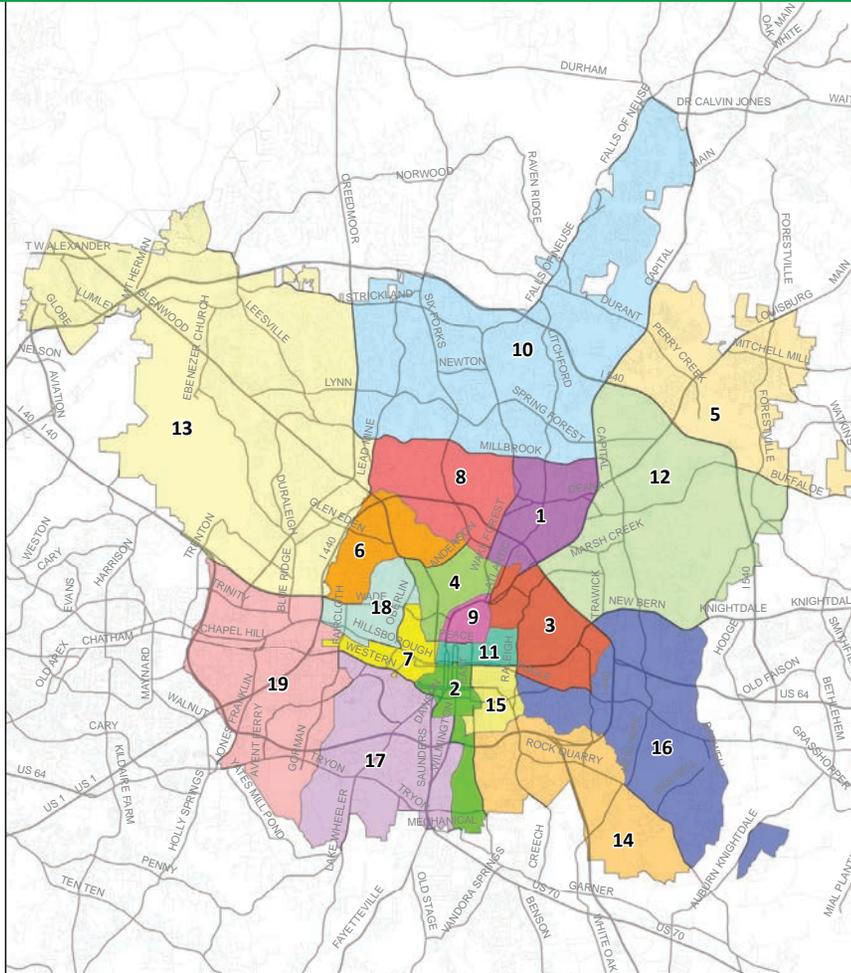
Outer: Education

249 Responses



Downtown Perception Report

Introduction: Comparison CACs



Citizen Advisory Councils

1 Atlantic	5 Forestville	9 Mordecai	13 Northwest	17 Southwest
2 Central	6 Glenwood	10 North	14 South	18 Wade
3 East	7 Hillsborough	11 North Central	15 South Central	19 West
4 Five Points	8 Midtown	12 Northeast	16 Southeast	



Citizen Advisory Council Map, City of Raleigh

Methodology

Inner Ring

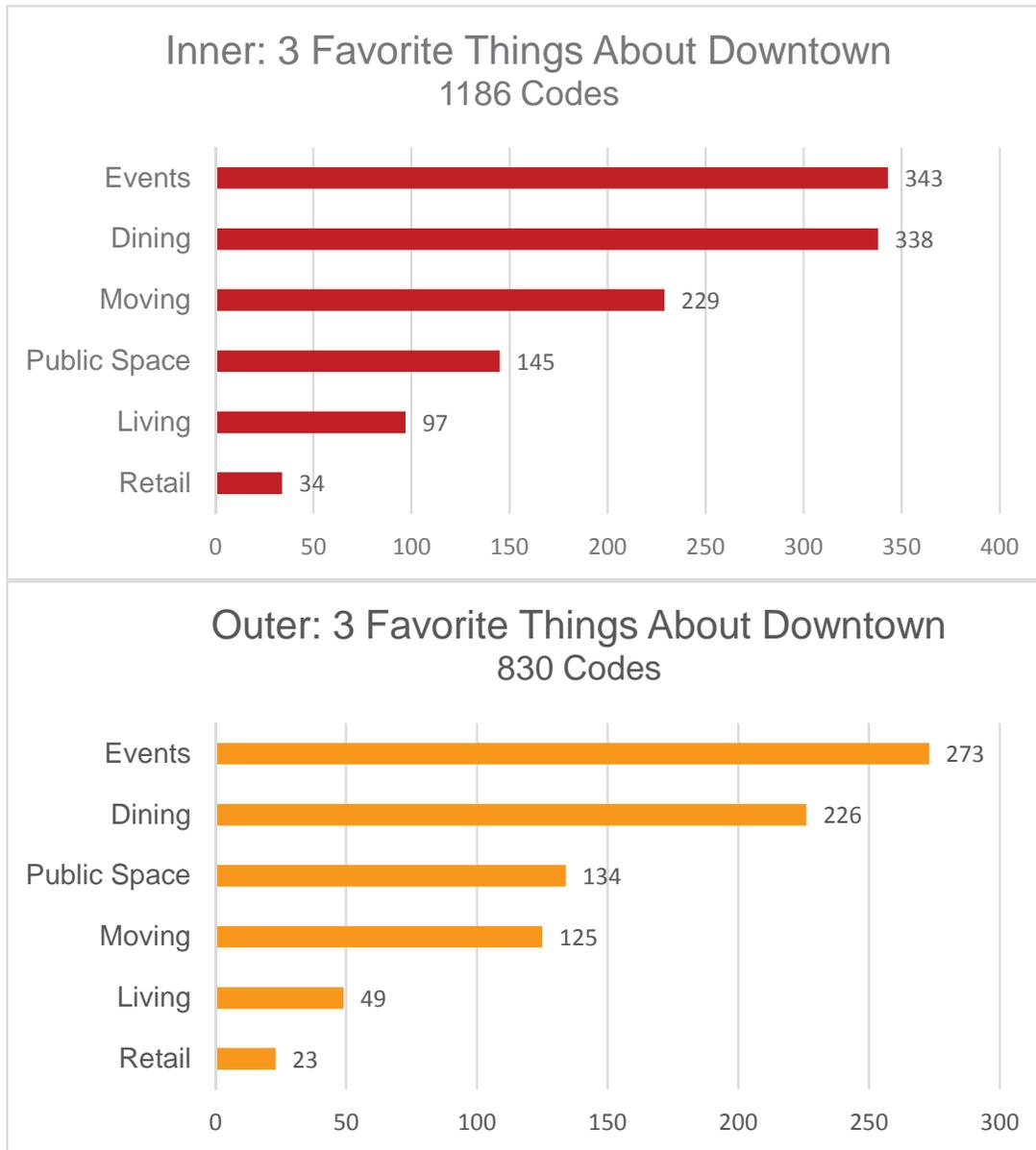
Participants **456**

Outer Ring

Participants **311**

Downtown Perception Report

Comparison: 3 Favorite Things About Downtown



Key Findings

- Both groups agree that Events and Dining are favorite elements of Downtown Raleigh.
- Public Space and Moving switch places for these groups. Inner Ring rates Moving as third with a significant response. Public Space comes in next with a smaller portion of the comments.
- Outer Ring responses show a much closer relationship between Public Space and Moving - the two are almost tied.
- Living and Retail Codes are the lowest count in both groups.

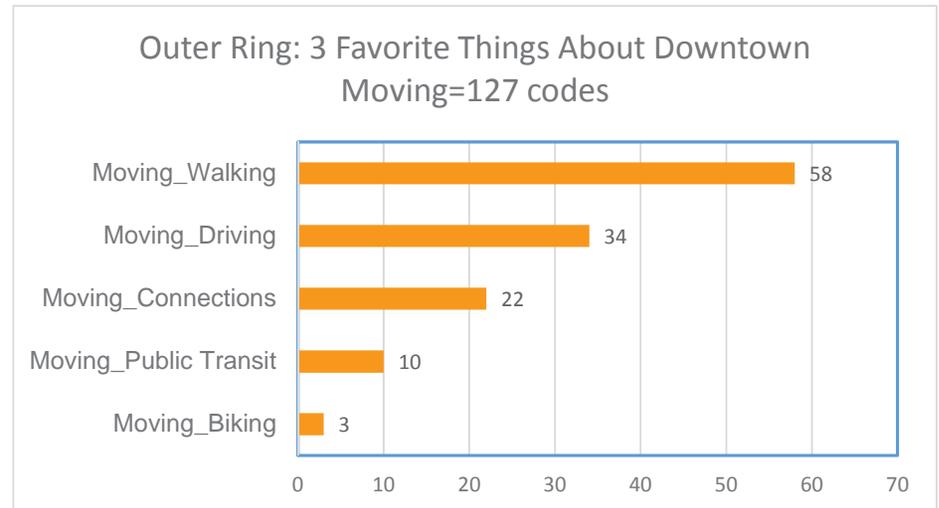
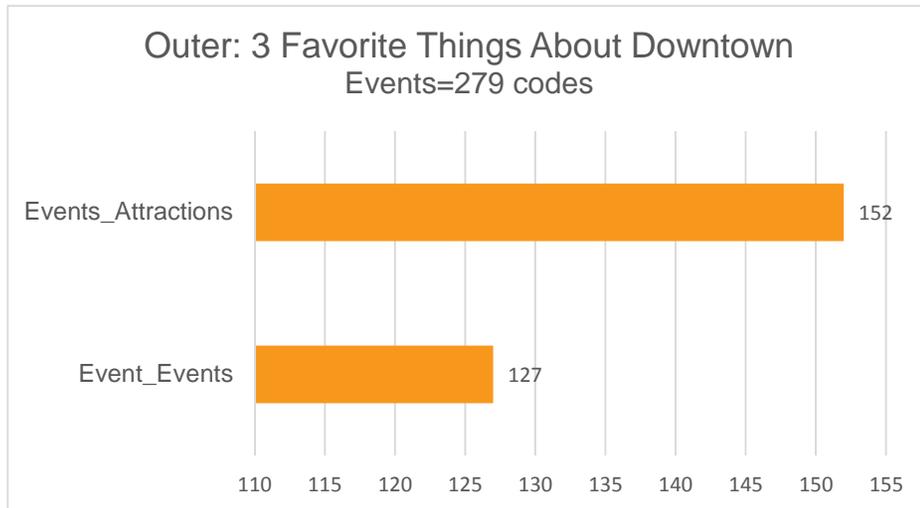
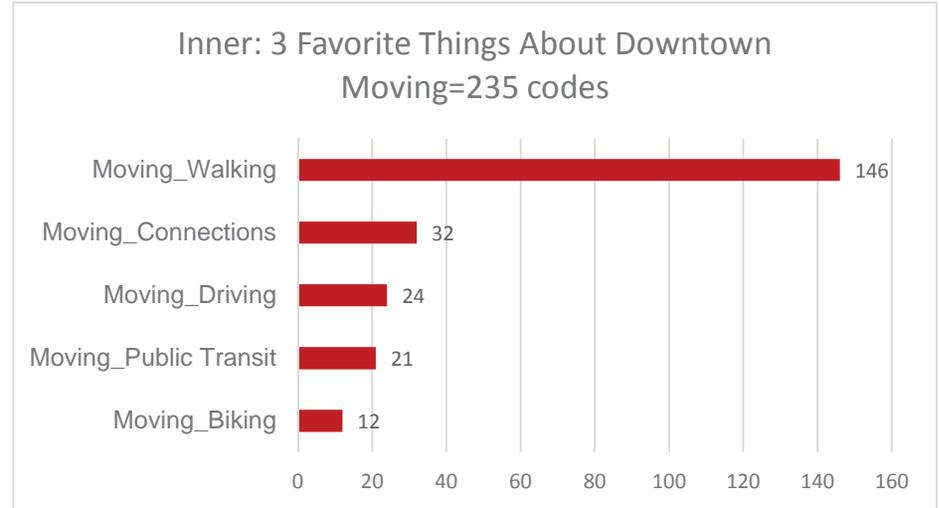
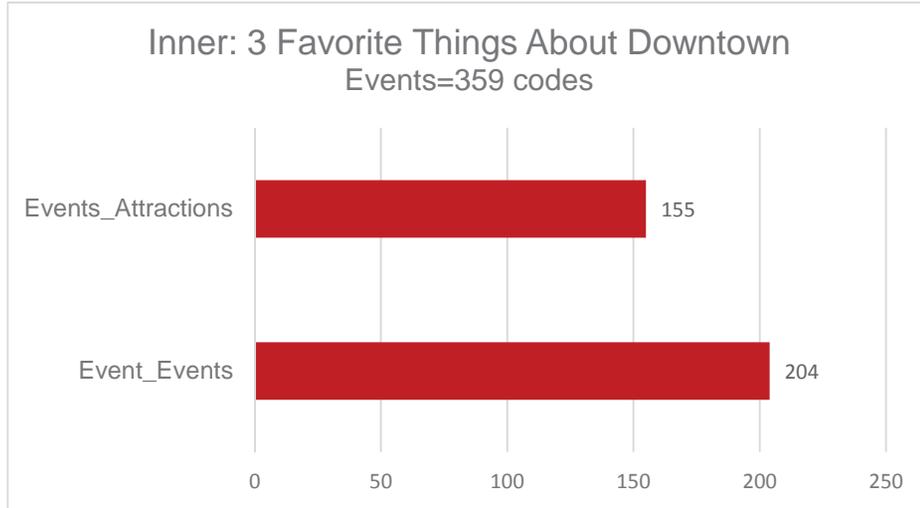
“The eclectic events, like the food truck rodeos, First Friday, & Oak City 7.”

“Variety of quality eating establishments.”

- Participant Quotes

Downtown Perception Report

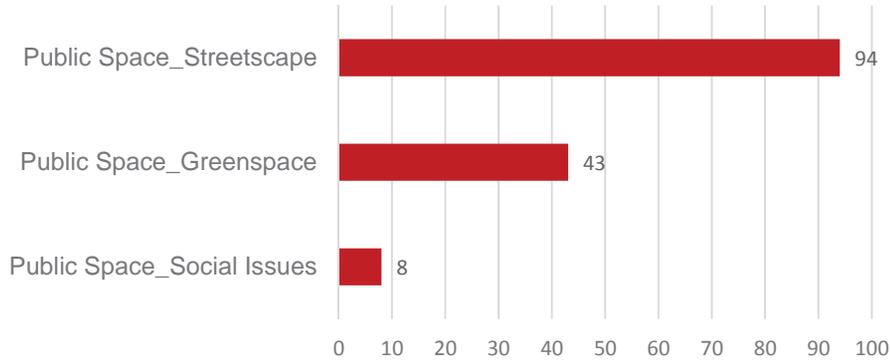
Comparison: 3 Favorite Things About Downtown



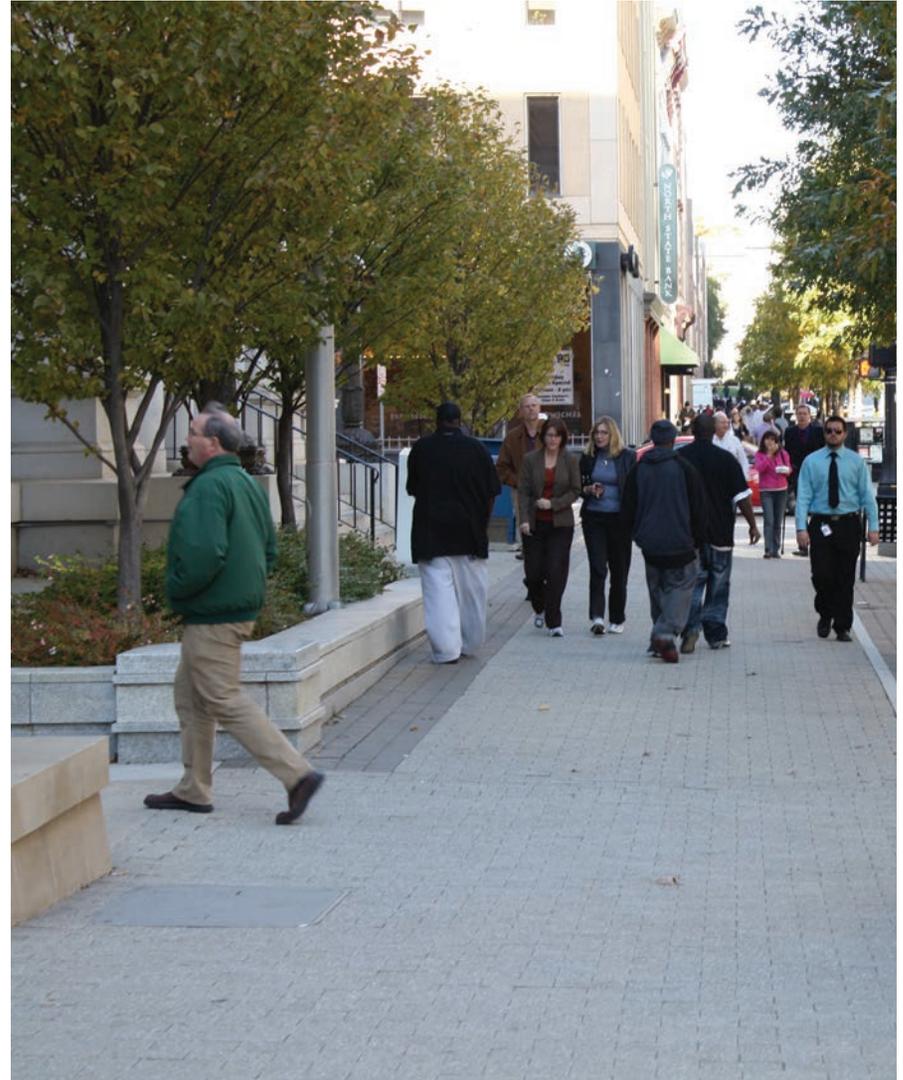
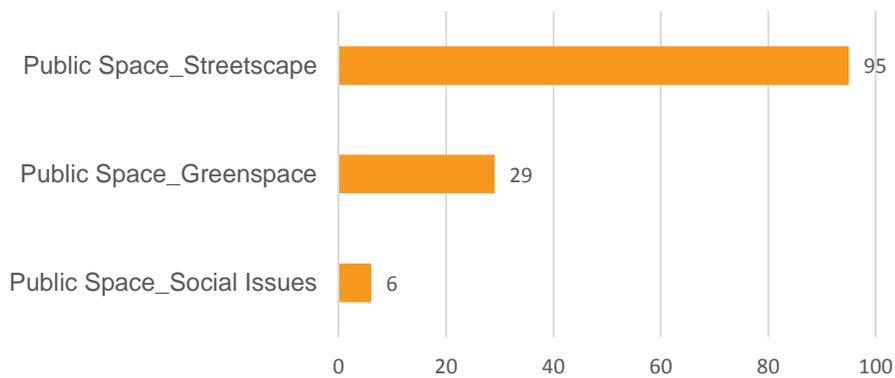
Downtown Perception Report

Comparison: 3 Favorite Things About Downtown

Inner: 3 Favorite Things About Downtown
Public Space=145 codes

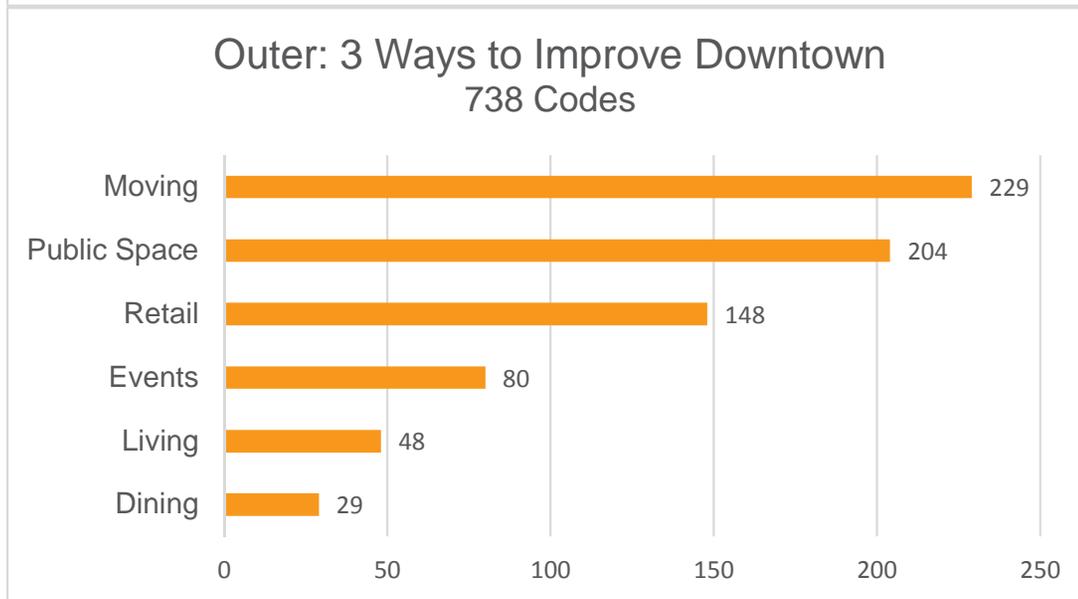
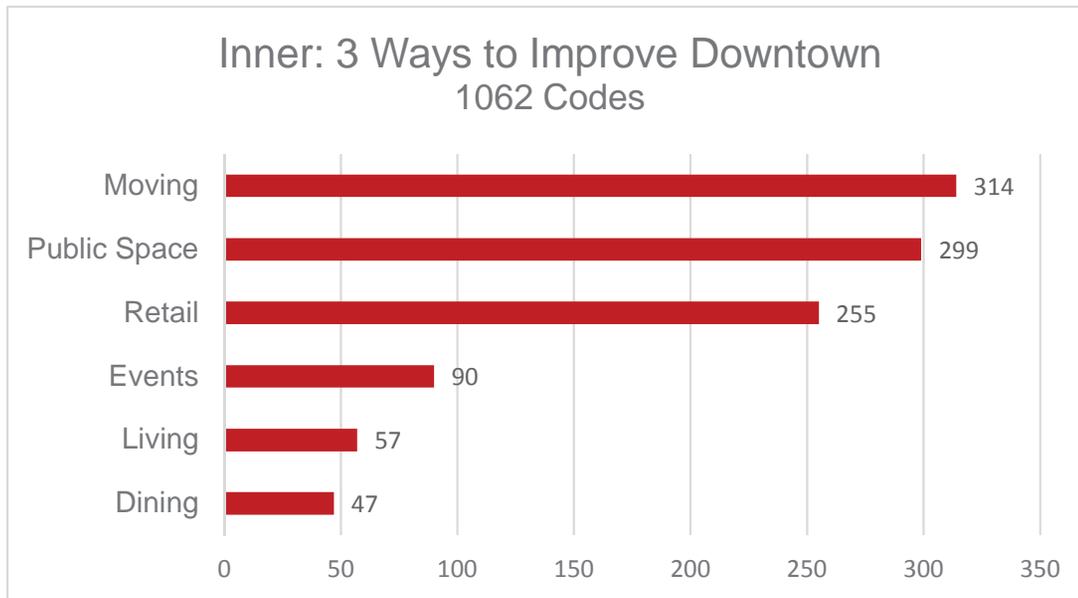


Outer: 3 Favorite Things About Downtown
Public Space=130 codes



Downtown Perception Report

Comparison: 3 Ways to Improve Downtown



Key Findings

- Both groups rank the areas for improvement in the same order!
- Key improvements include investing in Public Transit and Connections, Renovating Moore Square, and focusing on walkability.
- Note that Retail ranks third in both cases. There is a desire for better retail, such as grocery stores.
- Events are ranked fourth, with respondents requesting more festivals, family-friendly events, and better ways to communicate and plan for events.

“Better transit options to/from downtown from outside Raleigh.”

“Clean up Moore Square.”

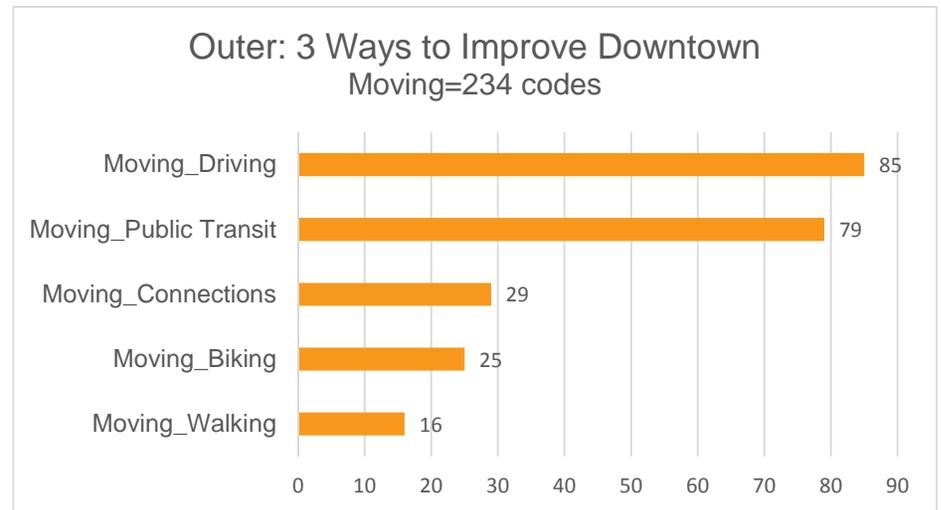
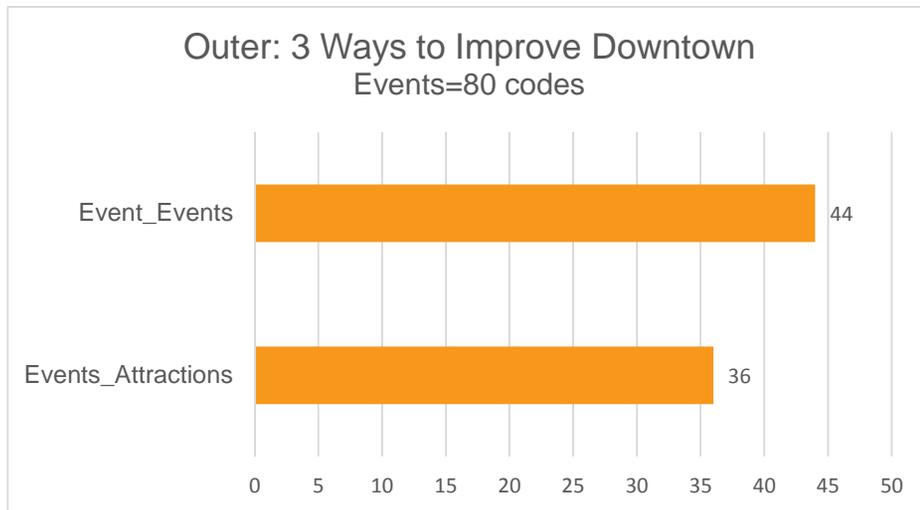
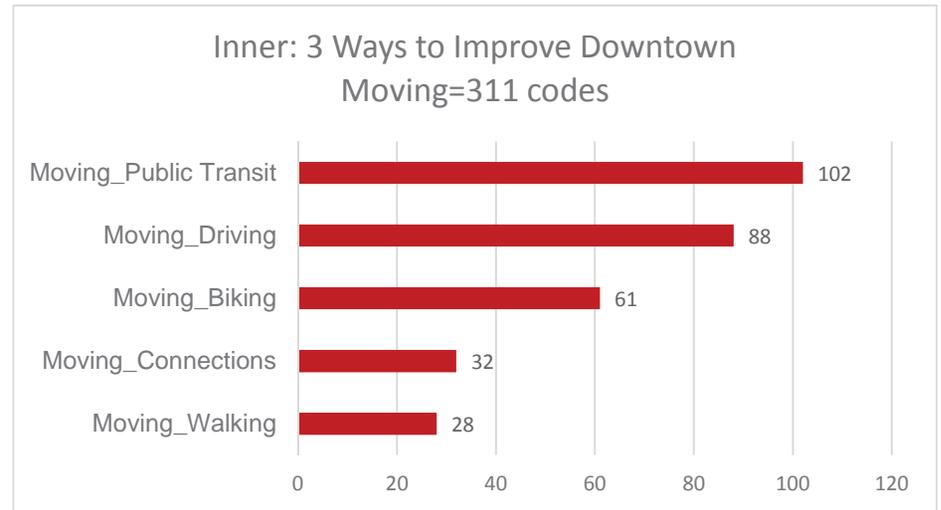
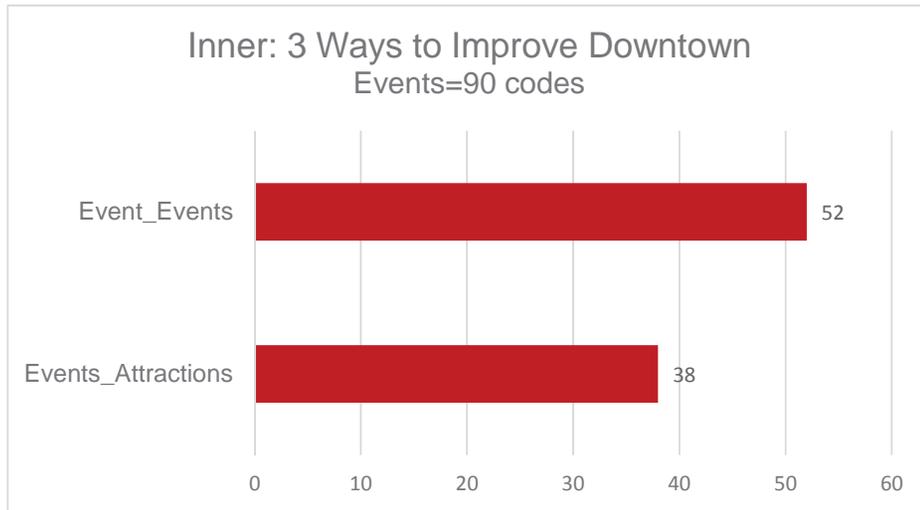
“Make it safer for pedestrians - many dangerous conflict spots between cars and pedestrians.”

“More retail/shopping.”

- Participant Quotes

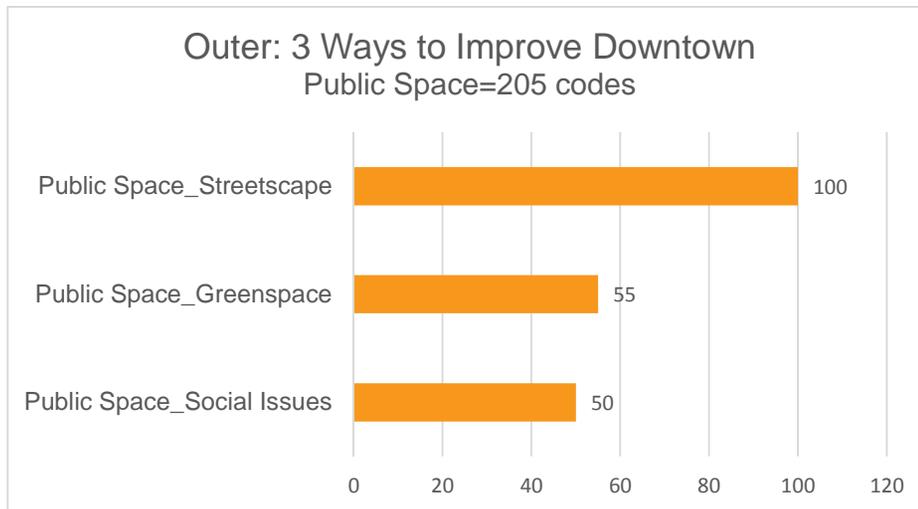
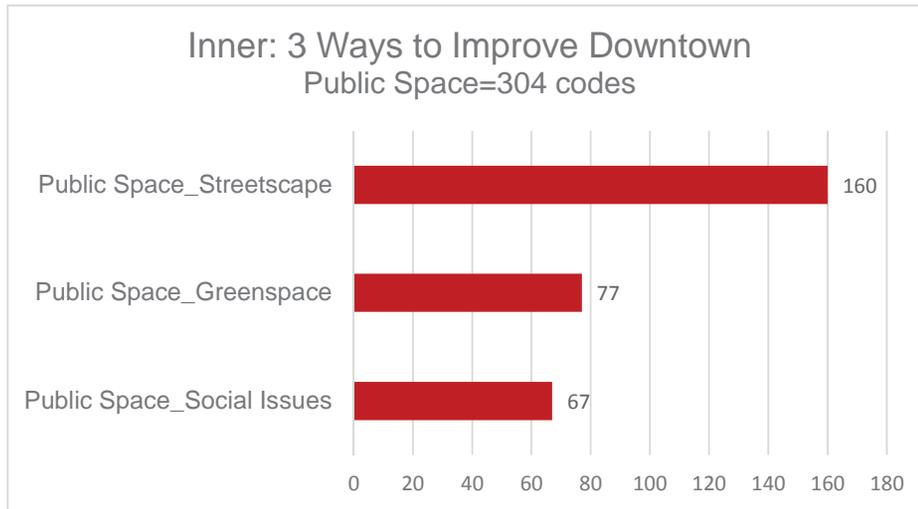
Downtown Perception Report

Comparison: 3 Ways to Improve Downtown



Downtown Perception Report

Comparison: 3 Ways to Improve Downtown



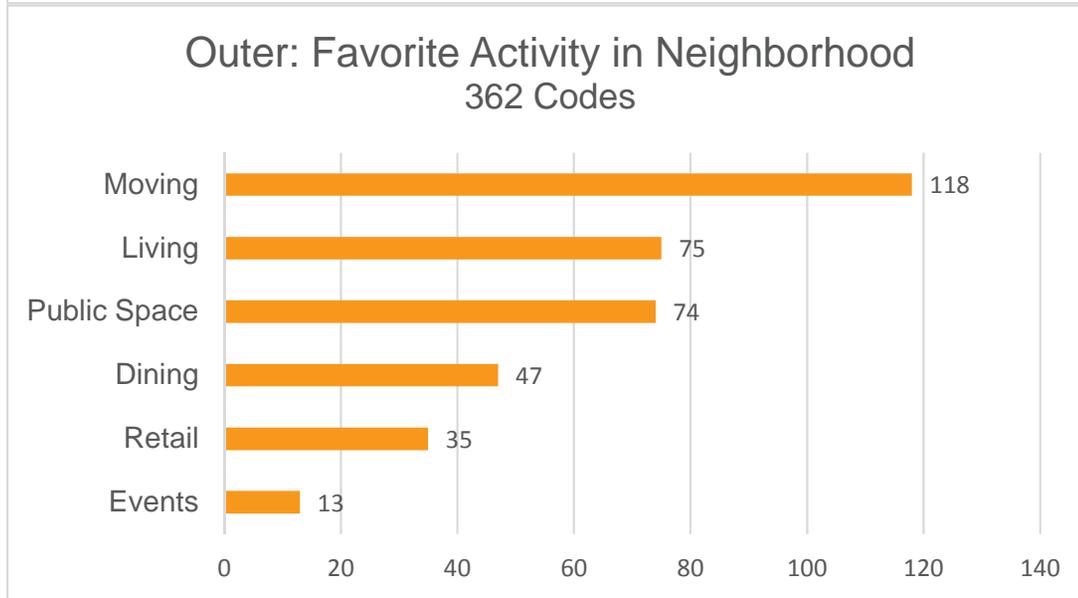
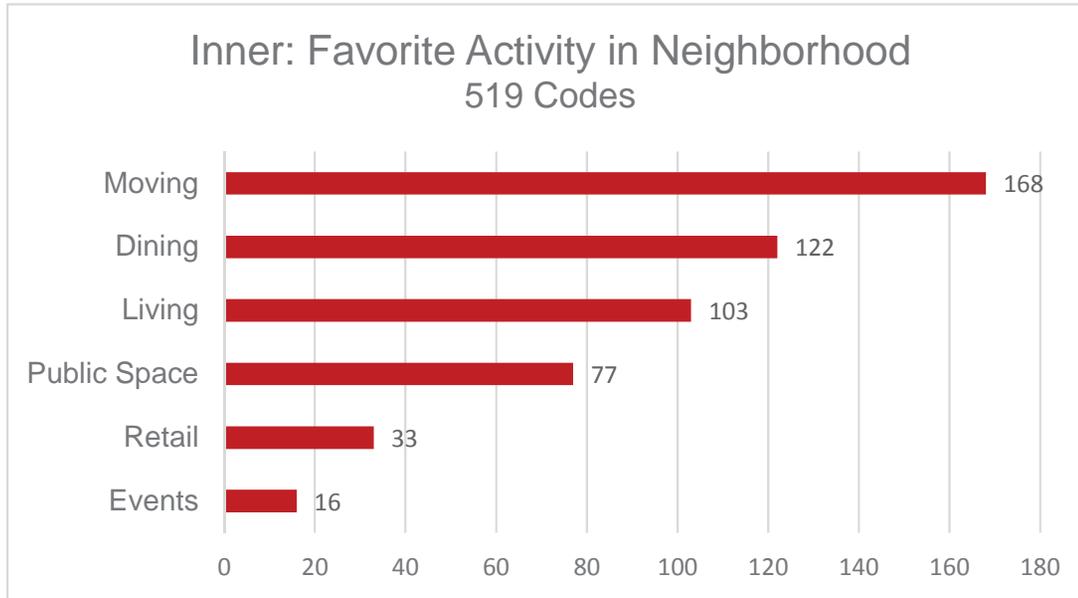
"I like Downtown Raleigh a lot but it seems to be teetering on the edge of success/failure. I've only been here a few years but it seems like it just needs more. Things now are pretty much on Fayetteville street and that's it. There needs to be more development on neighboring streets to expand the area. While restaurants have been helping with this, no other businesses have been helping. Also, there really is no reason for me to bring my child past the Marbles museum."

"Redevelopment of vacant/unappealing areas."

- Participant Quotes

Downtown Perception Report

Comparison: Favorite Activity in Neighborhood



Key Findings

- Both groups enjoy Moving around their neighborhoods as their favorite activity. People talk about walking in particular, and walking is often paired with socializing, dining, and greenspaces.

- The Inner Ring seems to really enjoy going out to eat as a key way to play. Dining ranks fourth for the Outer Ring.

- Living ranks very high for both groups, with many comments about the social fabric and connections that make Raleigh a friendly city.

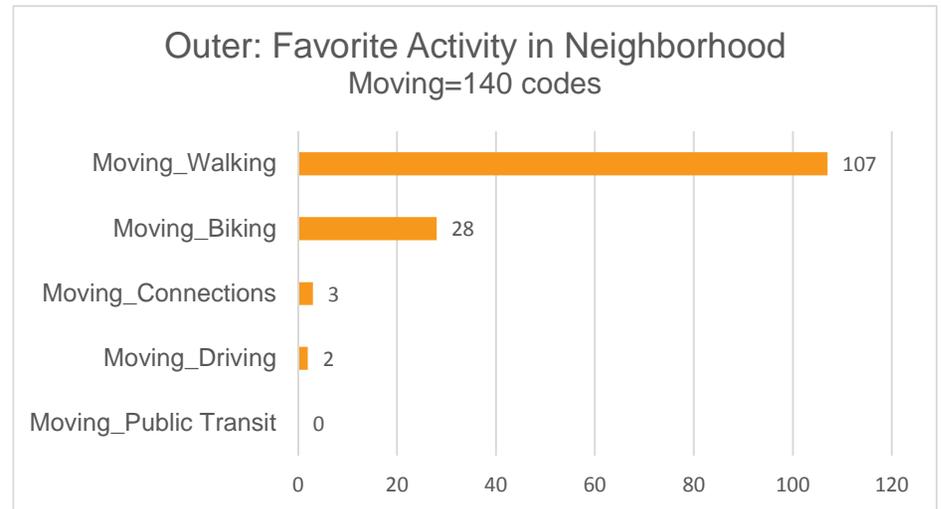
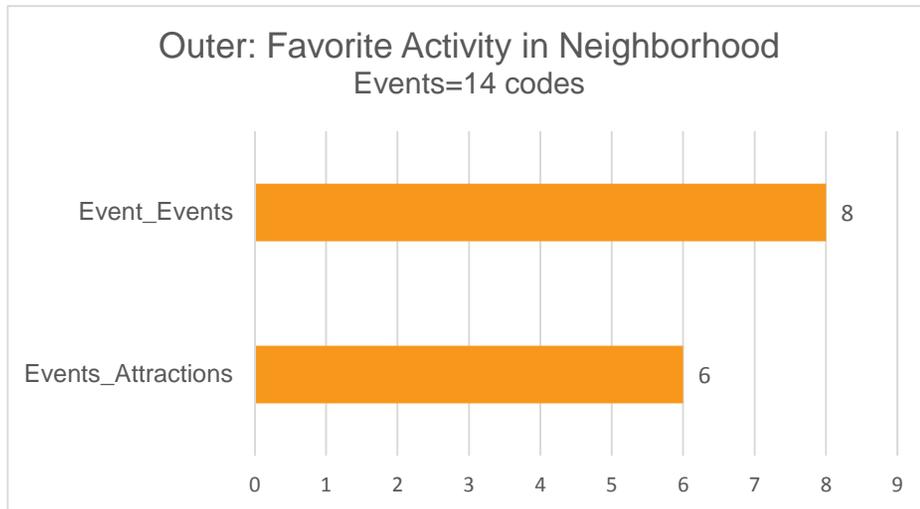
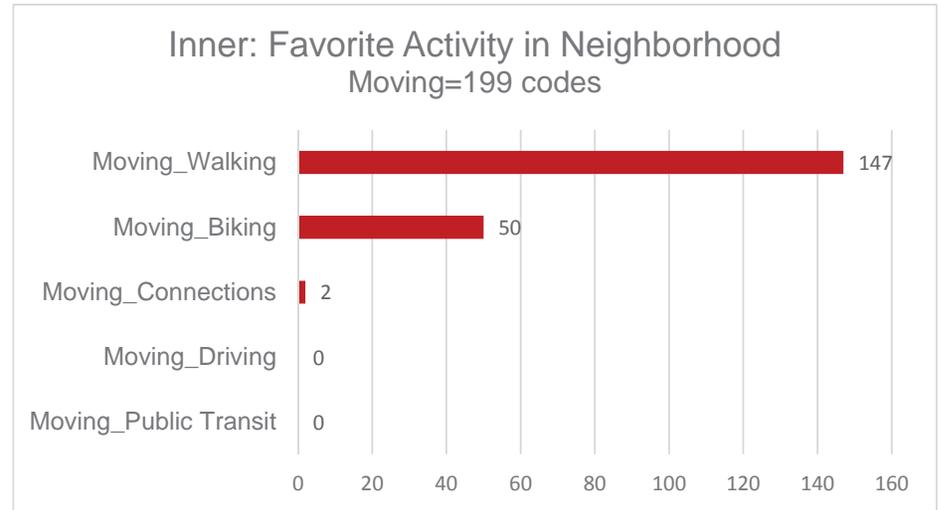
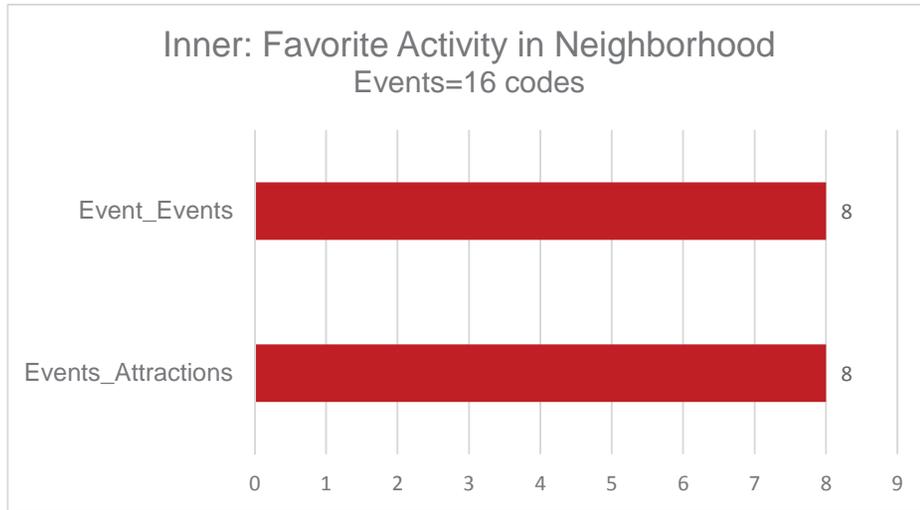
- Events were a very small overall portion of the responses, indicating that people like rather loose and free activities, often close to home.

"I enjoy walking or sitting on a bench and watching people. I enjoy shopping and eating out."

- Participant Quote

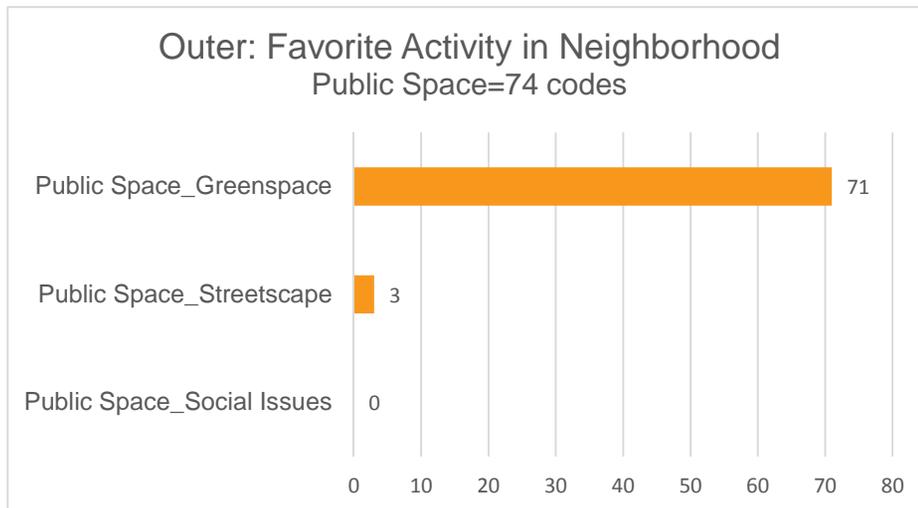
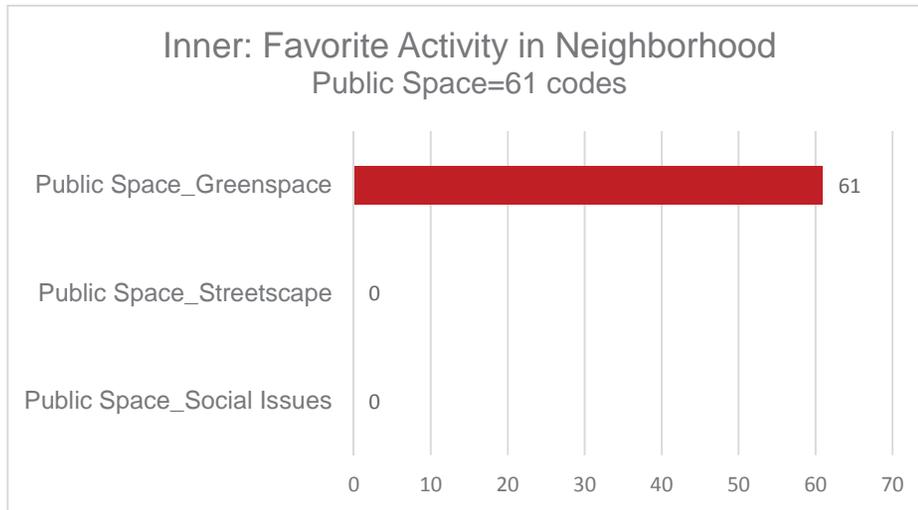
Downtown Perception Report

Comparison: Favorite Activity in Neighborhood



Downtown Perception Report

Comparison: Favorite Activity in Neighborhood



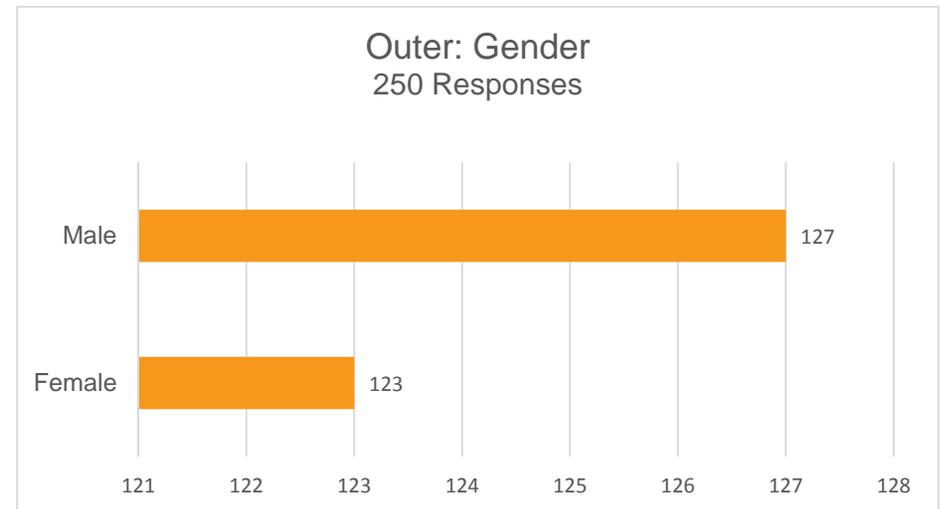
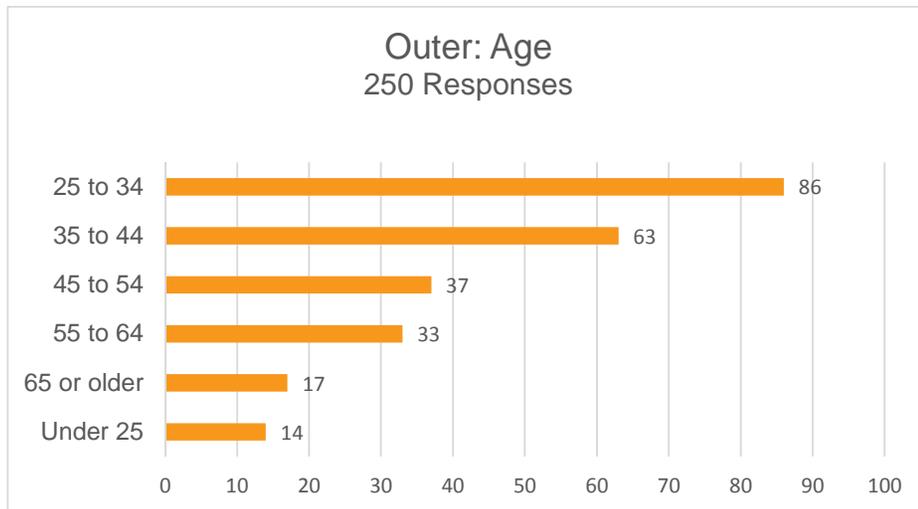
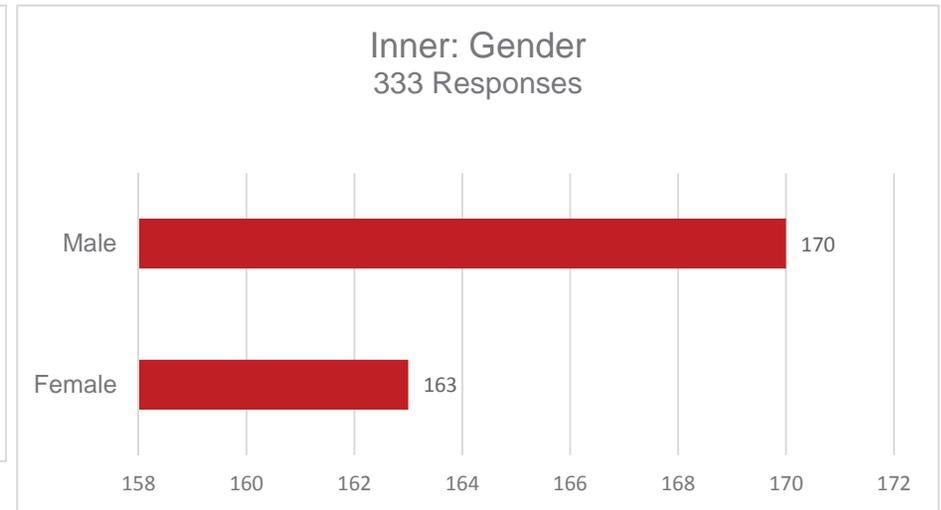
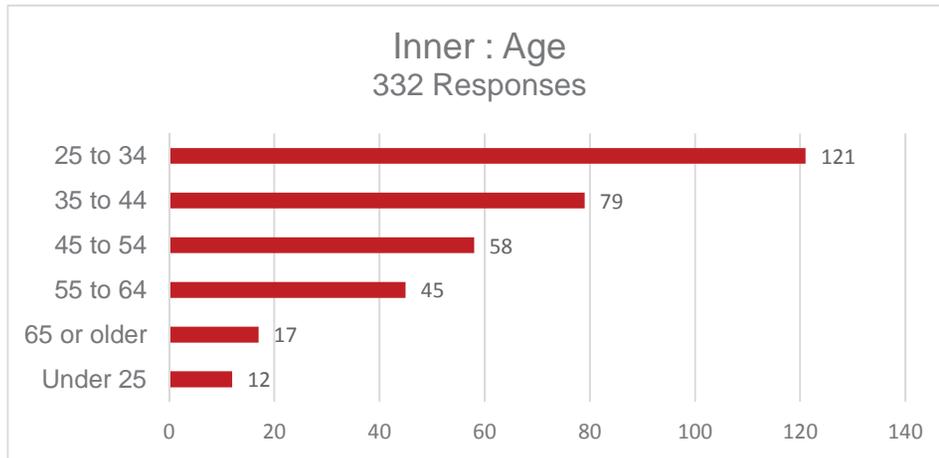
“Walk, bike, go to the park.”

“Visit Shelley Lake Park, walk and bike on the greenways; visit playgrounds.”

“Walking, especially on the greenway.”

Downtown Perception Report

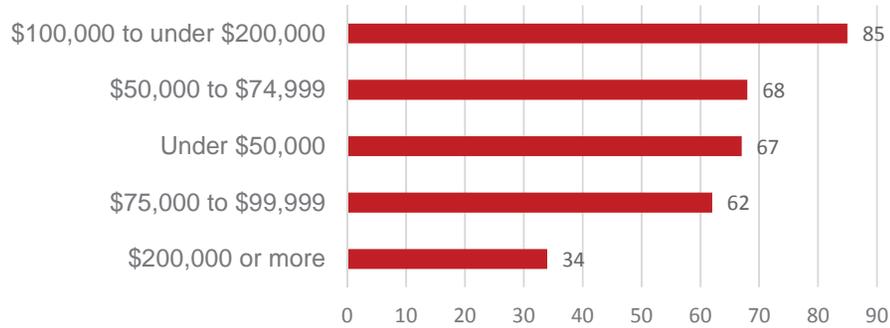
Comparison: Demographics



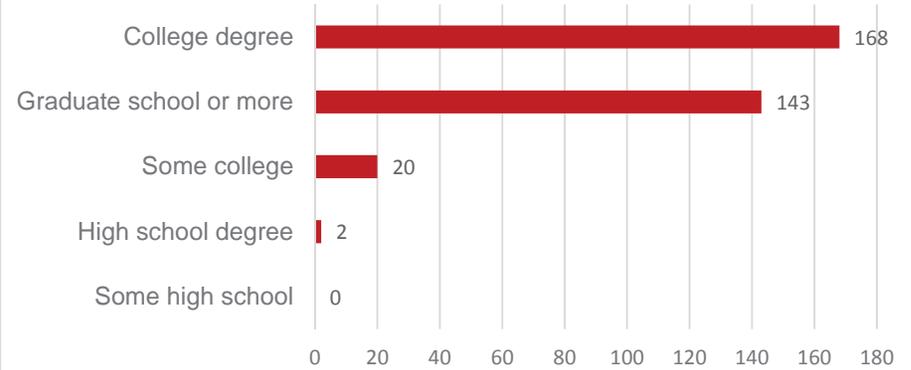
Downtown Perception Report

Comparison: Demographics

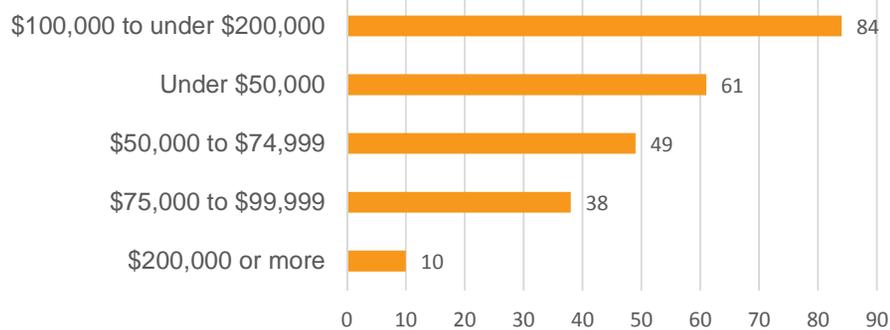
Inner: Household Income
316 Responses



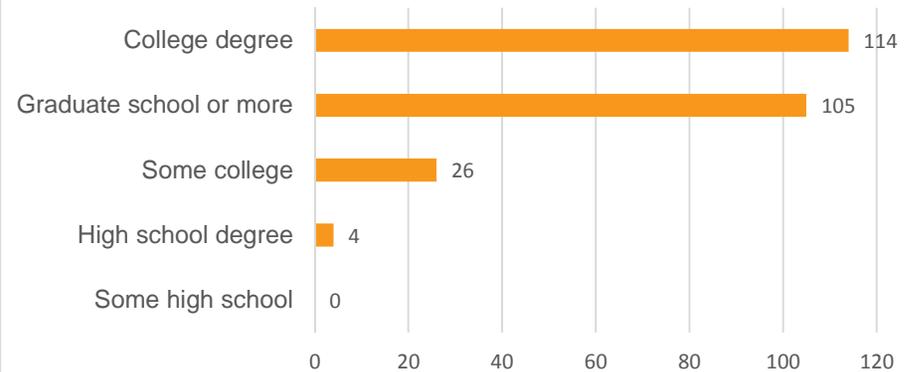
Inner: Education
333 Responses



Outer: Income
242 Responses



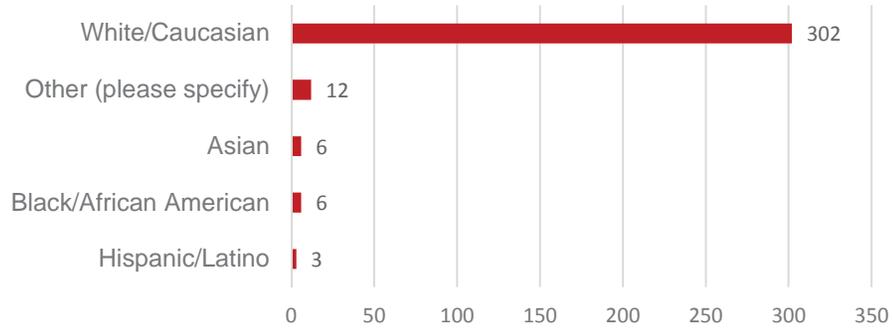
Outer: Education
249 Responses



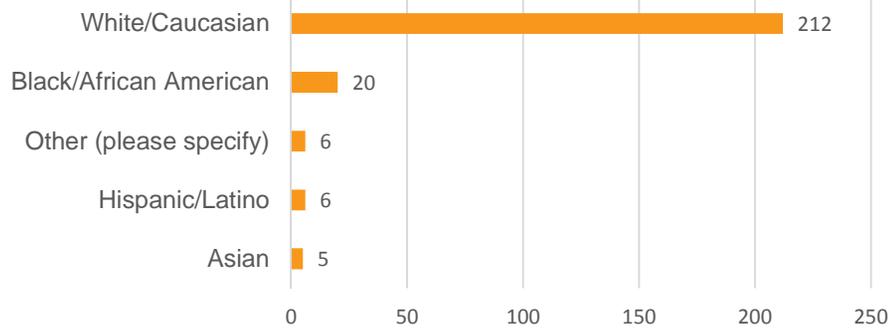
Downtown Perception Report

Comparison: Demographics

Inner: Ethnicity
329 Responses



Outer: Ethnicity
249 Responses



Downtown Perception Report Conclusion



The variety of Event and Dining opportunities are popular with everyone. This activates Downtown and draws people to the streets.

Downtown Perception Report Conclusion



All respondents ranked the areas for improvement in the same order: Moving, Public Space, Retail, Events, Living, Dining. This suggests that improvements in walkability, pedestrian environment, green spaces and streetscapes, and vibrant retail will have positive impact on Downtown.

Downtown Perception Report Conclusion



Walkability is both a favorite element of Downtown and a key area for improvement. Focusing on walkability will have great dividends. Walking is closely connected to Streetscape, Activities, Dining, Neighborhood, and Recreation. Fayetteville Street is a great model of a positive pedestrian environment. Participants would like to see more streets like Fayetteville Street.

Downtown Perception Report Conclusion



Key improvements to Moore Square and bus stops will greatly enhance the experience of Downtown. Improvements include cleanliness, addressing social issues, and providing more user amenities.

Downtown Perception Report Conclusion



"I like Downtown Raleigh a lot but it seems to be teetering on the edge of success/failure. I've only been here a few years but it seems like it just needs more. Things now are pretty much on Fayetteville street and that's it. There needs to be more development on neighboring streets to expand the area. While restaurants have been helping with this, no other businesses have been helping. Also, there really is no reason for me to bring my child past the Marbles museum."

Participant Quotes like this suggest that Downtown is at a critical point in development for the future.

Downtown Perception Report Conclusion



Great ideas from the community:

Get a grocery store.

Create water fountains.

More public art!

How about an aquarium or sports arena?

More retail options.

Pocket parks and relaxing greenspace.

Downtown Perception Report

Acknowledgements

Thank you to all the residents, employees, business owners, and visitors who participated in the Downtown Perception Survey and Listening Sessions.

We look forward to your continued engagement in the Downtown Plan Update and its future implementation.

Downtown Raleigh Alliance
David Diaz, President and CEO

Department of City Planning
Mitchell J. Silver, Chief Planning & Development Officer and Planning Director

Raleigh Urban Design Center
Grant Meacci, Planning + Design Manager
Trisha Hasch, Urban Planner + Project Manager
Beth Nooe, Architectural Designer

City of Raleigh Parks, Recreation, and Cultural Resources
Diane Sauer, Director,
Stephen Bentley, Superintendent, and Community Center staff

City of Raleigh Public Affairs
Jayne Kirkpatrick, Director

Community Services Department
Dwayne Patterson, Director
Sheila Lynch, Kevin Smith, Luis Olivieri, Charlene Willard, Jonathan Edwards, Aracelys Torrez, Stacey Lundy,
Community Specialists

Downtown Living Advocates
Jim Belt, President

Downtown Perception Report

Acknowledgements

RALEIGH CITIZENS ADVISORY COUNCIL (RCAC)

Chairperson, Will Allen III
First Vice-Chair, Paul Brant
Second Vice-Chair, Debbie Ford

ATLANTIC CAC

Chairperson, Debra Smith
Vice-Chairperson, Dave Toms
Secretary- Susan Edmonson

CENTRAL CAC

Chairperson, Sandra Cassidy
Vice-Chairperson, Robert E. Sanders
Secretary, Eyvonne Dailey

EAST CAC

Co-Chairperson, Emrys Treasure
Co-Chairperson, Debbie Ford
Secretary, Ginger Deason

FIVE POINTS CAC

Chairperson, Carole Meyre
Bill Barlow
Rachel Kincaid

FORESTVILLE CAC

Chairperson, Latika Vick

GLENWOOD CAC

Chairperson, Richard Bostic
Secretary, Margaret Link

HILLSBOROUGH CAC

Chairperson, Will Allen III
Vice-Chairperson, Tyler Craft
Secretary, Amy Witynski

MIDTOWN CAC

Chairperson, Patrick Martin

MORDECAI CAC

Co-Chairperson, Kim Gazella
Co-Chairperson, Brad Carpenter
Secretary, Dana Deaton

NORTH CAC

Chair, Joe Corey
Vice-Chairperson, Will Owen
Secretary, Daniel Smith

NORTH CENTRAL CAC

Chairperson, Octavia Rainey
Vice-Chairperson, Greg Wilson
Co-Secretary, Diane Beth
Co-Secretary, Mary Johnson

NORTHEAST CAC

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1st Vice-Chairperson, Lillian Thompson
2nd Vice-Chairperson, Paul Brant
Secretary, Erika Rosenberger

WADE CAC

Chairperson, Mike Reider

NORTHWEST CAC

Chairperson, Jay M. Gudeman
Vice-Chairperson, Catherine Tucker
Peglow
Secretary, Suzette Harrington

SOUTH CAC

Chairperson, Norman Camp
Vice-Chairperson, Charles Rodman

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Chairperson, Danny Coleman
Vice-Chairperson, Rev. Henry B. Pickett
Secretary, Margo White
Assistant Secretary, Glenda Watson
Treasurer, Nathaniel Hines

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Co-Chairperson, Bill Lynn
Co-Chairperson, Tim Sit
1st Vice Chairperson, Angela Jackson-
Mann
2nd Vice Chairperson, Dennis Gullick
Secretary, Viola Bullock

SOUTHWEST CAC

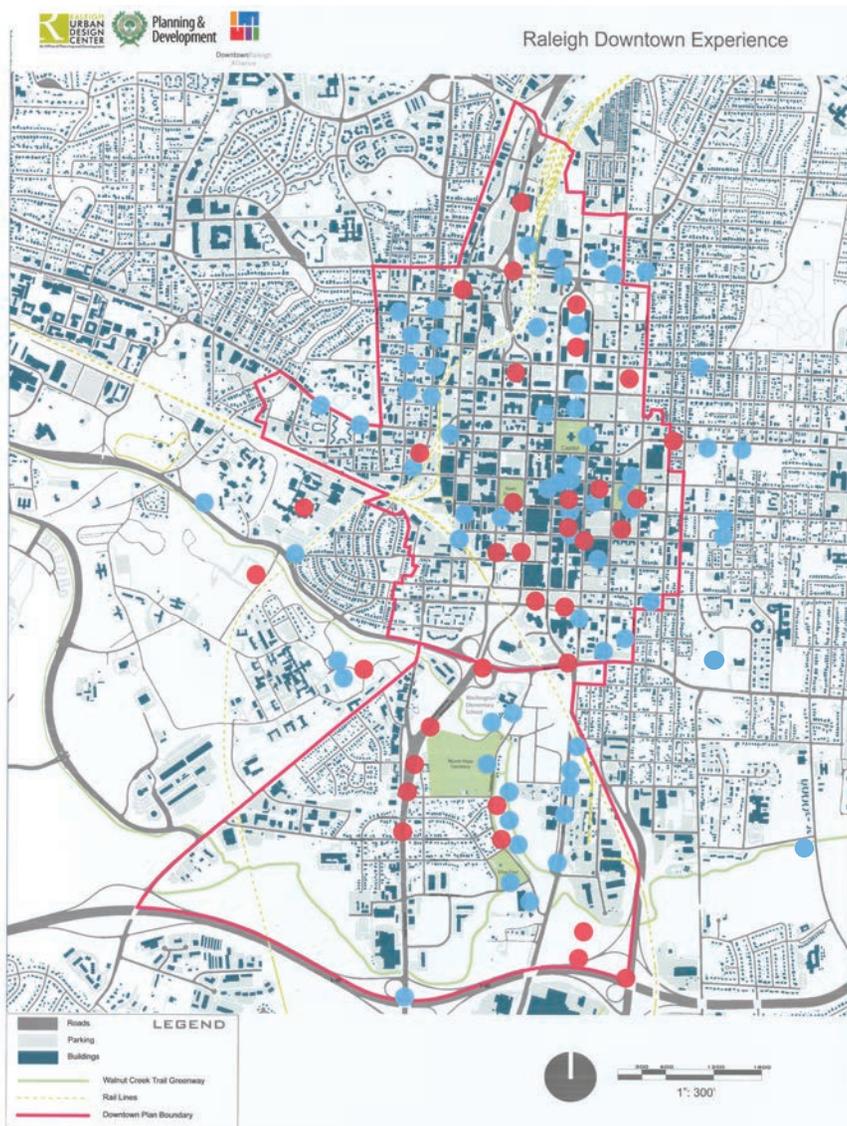
Co-Chair, Anthony McLeod
Co-Chair, Connie Crumpler

WEST CAC

Co-Chairperson, Benson Kirkman
Co-Chairperson, Jim Paumier
Vice-Chairperson, Elizabeth Byrd

Downtown Perception Report

Appendix : Raleigh Downtown Experience Map from Listening Session



Listening Sessions Downtown Experience Map

Participants in the Listening Sessions were able to interact with large maps of Downtown Raleigh.

Red dots are areas for improvement.

Blue dots are favorite places Downtown.

People also made notes on their maps to indicate their experiences.

The Listening Sessions concluded with a group discussion on favorite elements of Downtown and ways to improve Downtown.



Downtown Perception Report

Appendix : Listening Sessions



Listening Sessions Locations

July 10th
Millbrook Exchange Park and Community Center
1905 Spring Forest Road
Raleigh NC 27615
6-7:30pm

July 11th
John Chavis Park and Community Center
505 Martin Luther King Jr Boulevard
Raleigh, NC 27601
6-7:30pm

July 17th
Carolina Pines Park and Community Center
2305 Lake Wheeler Road
Raleigh, NC 27603
6-7:30pm

July 18th
Urban Design Center
220 Fayetteville Street, Suite 200
Raleigh, NC 27601
1-2:30pm

Downtown Perception Report

Appendix : Listening Sessions





Ways to Improve Downtown

- Urban grocery store
- Streetscape
- Connectors
- Bus station
- Safety of greenways
- Pedestrian improvements
- Pocket parks
- Don't create a boring place
- Reinstate original squares
- Redesign Archdale Building
- Create a retail district
- Pick strategic spots to connect activity areas
- Nothing around Boylan Brew hub
- Dead zones – useless space and no activity in spots around boyland
- Underutilized mall
- Artist spaces – low rent – for community to share like Eastern Market in DC for tourists and residents
- Dix property w/transit access and open park area
- Need Downtown dept stores/Belks, Target
- Movie theater
- Better walking areas to link development
- Clean up Moore Square bus station
- Nash Square not user friendly
- MLK and Salisbury unsafe/needs redesign
- Pigeon House Branch
- Capital Blvd could be ;more attractive
- Halifax – needs to be opened up
- Traffic Lake Wheeler Road / Connection to Western Blvd
- Interchange does not allow pedestrian crossing
- Transit station hard to get to
- Davie / Wilmington Run down
- Loitering at the Busy Bee
- S. Fayetteville Greenway ends and there is no way to continue
- Meter maids
- Traffic on Lake Wheeler
- Need walking distance signs
- More bike trails
- Interchange no pedestrian access
- Transit station hard to get to
- Loitering at Busy Bee
- S. Fayetteville Greenway ends no way to get to the other side
- Continue Lake Wheeler Rd to Downtown
- Surface lots
- Connections
- Missing connections (esp South Saunders)