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Directed by: Dr. Jane H. Crow. pp. 103.

The purpose of this exploratory study was to develop a set of proposals for three blocks of neighborhood business properties bordering an architecturally and historically significant redeveloped area in Raleigh, North Carolina. Collected data indicated dominance of small, owner-managed, marginally operated businesses. Merchant responses indicated the need for more inter-merchant cooperation, and need for planned improvements of building fronts, pedestrian ways, and street use. Retailers indicated no need for merchandise improvement; however, potential shoppers disputed this claim.

A random survey of 150 potential neighborhood shoppers revealed that thirty-six percent of the businesses served less than one-fourth of the responding shoppers. Of those respondents who did patronize the area, residents proved to be the most active and significant market (100% of the resident respondents traded in the center). Students boarding in a female college adjacent to the center merited second highest consideration (62% acknowledged trading in the center), while neighboring State Office Complex workers' trade merited third-placed importance (only 25% shopped in the neighborhood center).

Fifty-one percent of the combined buyer-respondents noted basic satisfaction with the neighborhood shopping center. Convenience of location attracted most shoppers to the center. Most frequently noted shopper problems were due to lack of merchandise variety (16%), lack of parking (11%), and inability to maneuver safely in the center (11%). Found missing in the center were all types of clothing, fabrics and notions, specialty groceries, and suit-

able eating establishments. Improvement of the appearance of the physical setting was of secondary importance when compared with increasing variety and quality of merchandise. Office workers' responses noted sufficient interest (50%) to warrant further study of more and better lunch-time eating facilities offering a \$1.00-\$2.00 menu.

The researcher proposed a three-phase plan for implementing revitalization of the target commercial area: Phase I - Immediate individual attention by each business to upgrading merchandise variety and quality; improved use of existing window display space. Phase II - Formation of a neighborhood merchants' cooperative or association for action on common problems, such as (1) more advantageous and safer pedestrian and vehicular traffic within and surrounding the center; (2) basic clean-up and painting of store front areas; and (3) collective advertising. Phase III - Long range attention should be given to diversion of the increasingly heavy traffic flow along Person Street. Heavy traffic further renders the existing center unsafe and inefficient for its primary populations, the elderly and pedestrians. Efforts should be directed, rather, to the possibility of re-narrowing Person Street, or spanning the street with a manageable, visibly amenable pedestrian bridge; either effort would lend physical continuity from one side of the street to the other. Some type of visual or advertising trademark should be used to identify the center as a unit to potential shoppers who might otherwise pass by on the way to less conveniently located shopping centers in the city. Merchants should draw upon the wealth of community pride existing in Oakwood, the redeveloped area which the shopping center borders. Truly, this neighborhood business district could be "the center" of day-to-day neighborhood activity and community spirit.

REVITALIZATION OF A NEIGHBORHOOD

"

BUSINESS DISTRICT

by

Elisabeth Brown Leathers

'''

*A Thesis Submitted to
the Faculty of the Graduate School of
The University of North Carolina at Greensboro
in Partial Fulfillment
of the Requirements for the Degree
Master of Science in Home Economics*

*Greensboro
1977*

Approved by

Jane H. Clark

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APPROVAL PAGE

This thesis has been approved by the following committee of the Faculty of the graduate school at the University of North Carolina at Greensboro.

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The author's personal interest in the Person Street Neighborhood Business District began four years ago, when the realty company with which she worked began to sell a high volume of homes in the adjoining Oakwood residential area. Noting the highly professional type of person or family buying into the area, she began to sense a discrepancy between who was living in the area and what services would be available to them through this neighborhood shopping center. The effort of researching the Person Street situation became more than passing interest as the writer heard her questions echoed in the conversations of Oakwood resident leaders. This effort has been constantly reinforced by the interest expressed by many with whom her ideas have been shared, especially

Mrs. Vallie Lewis Henderson, Chairman, Home and Neighborhood Development Sponsors, Garden Clubs of Raleigh

Rev. Thomas G. Bashford, Raleigh City Councilman

Mr. and Mrs. Barry K. Poe, 1975 Chairman and Secretary, Society for the Preservation of Oakwood

Mr. G. Wesley Williams, Executive Director, Raleigh Merchants Bureau

Dr. Sarah M. Lemmon, Chairman, Department History and Political Science, Meredith College, and member, Raleigh Historic Districts Commission

Mr. Charles W. Gaddy, President, Gaddy Commercial, Inc., Commercial Realtors, and Gaddy Residential, Inc., Raleigh, N. C.

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Finally, to the cooperative merchant, resident, college student, and office worker respondents, thanks. This report is dedicated to you, with the wish that some part of its contents may enrich your environment, and thus your lives.

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CHAPTER I
INTRODUCTION

In the February 1976 issue of the Journal of Housing, a statement from the National Association of Housing Rehabilitation Organizations capsulized the feeling of those involved in the Housing systems in the United States. Addressed to all 1976 announced presidential candidates, the statement was

We are convinced that the needs of the country demand that our public and private resources be clearly aimed at saving and rebuilding upon what we have already created. We believe that a national effort focused in this direction will help the American people achieve the quality of life, the sense of security, and the confidence that are critical in this time of realism. . . . The first step toward this goal is a Neighborhood Conservation Program. . . ("Can. . .": 1976).

The 600, 700, and 800 blocks of Person Street in midtown Raleigh, North Carolina, are presently comprised of street-front shops, a small shopping center, some vacant lots and empty stores. In the past 20 years, the shops in this "strip" have done little changing. The 60's brought epidemic urban flight to the suburbs. The result was a loss of base revenue for many of the stores on Person Street. Manifestations of this loss are seen in the dated appearance of some store fronts, a generally accepted lack of dynamic growth, and in some extreme cases, permanently closed doors.

In the six year period since 1970, the surrounding residential neighborhoods have reversed a 30-year trend of consistent, negative economic growth. Because of neighborhood interest, and an influx of young, middle-income,

urban "colonists," residential Oakwood, adjacent to the Person Street Business District, has been preserved. It has been recognized by the National Registry of Historic Places, and is designated by the City of Raleigh as an Historic District, thus establishing a sense of stability unknown to the area since the 40's.

Because of the influx of "new blood" into the area, some revenue for the strip of businesses has returned. Yet, the shops continue in their previous patterns of business, with no group direction or aid. Oakwood resident leaders interviewed by this writer expressed little personal patronage of these shops. They stated, ". . . uncleanliness, . . . lack of interesting merchandise, and general lack of interest on the part of many shop owners" as main reasons for driving one to six miles to other commercial areas rather than patronizing the shops at walking distance in the neighborhood.

Two highly potential sources of revenue for these commercial properties go untapped. Within walking distance daily are the tens of thousands of state office employees who seek restaurants and cafeterias to which they presently drive further than a mile, and in which they wait in long lines for service. A junior college, housing over one thousand students, is only two blocks from the three-block business district. These two auxiliary, yet substantial, sources of income go apparently unapproached by the shop operators.

Sporadic efforts at facade renovation and new construction have tended to highlight the deteriorating condition of the surrounding establishments. The lack of group guidance and continuity serve to make ineffectiveness the norm.

Residents of the area have expressed concern, but find themselves getting little visible response from shop owners. For change to seem feasible, the proprietors must recognize the economic potentials mentioned above. Sporadic efforts of the past have met with little further results. A concerted, guided effort seems needed.

PURPOSE OF THE STUDY

The purpose of this study was to develop a set of proposals for the 600, 700, and 800 blocks of Person Street, Raleigh, North Carolina (Figures 1 and 2), to be offered to the merchants and commercial property owners therein as a guide for the revitalization and optimization of their businesses. These proposals concerned service, physical environment, and merchandise. The problem was approached as follows:

- 1. An investigation of the redevelopment process of small, neighborhood business districts was made through literature, sight visitation, and correspondence with involved persons. Specific problems addressed were merchant organization, public land use, structural optimization, pedestrian, automobile, and service vehicle traffic, and off-street parking.*
- 2. A survey of residents, college boarding students, and workers in state offices in the neighborhood was conducted to identify buyer needs and patterns in the target area; interviews with Person Street and adjoining Franklin Street merchants were also recorded.*

Figure 1. LOCATION OF THE PERSON STREET BUSINESS DISTRICT IN RALEIGH, NORTH CAROLINA.

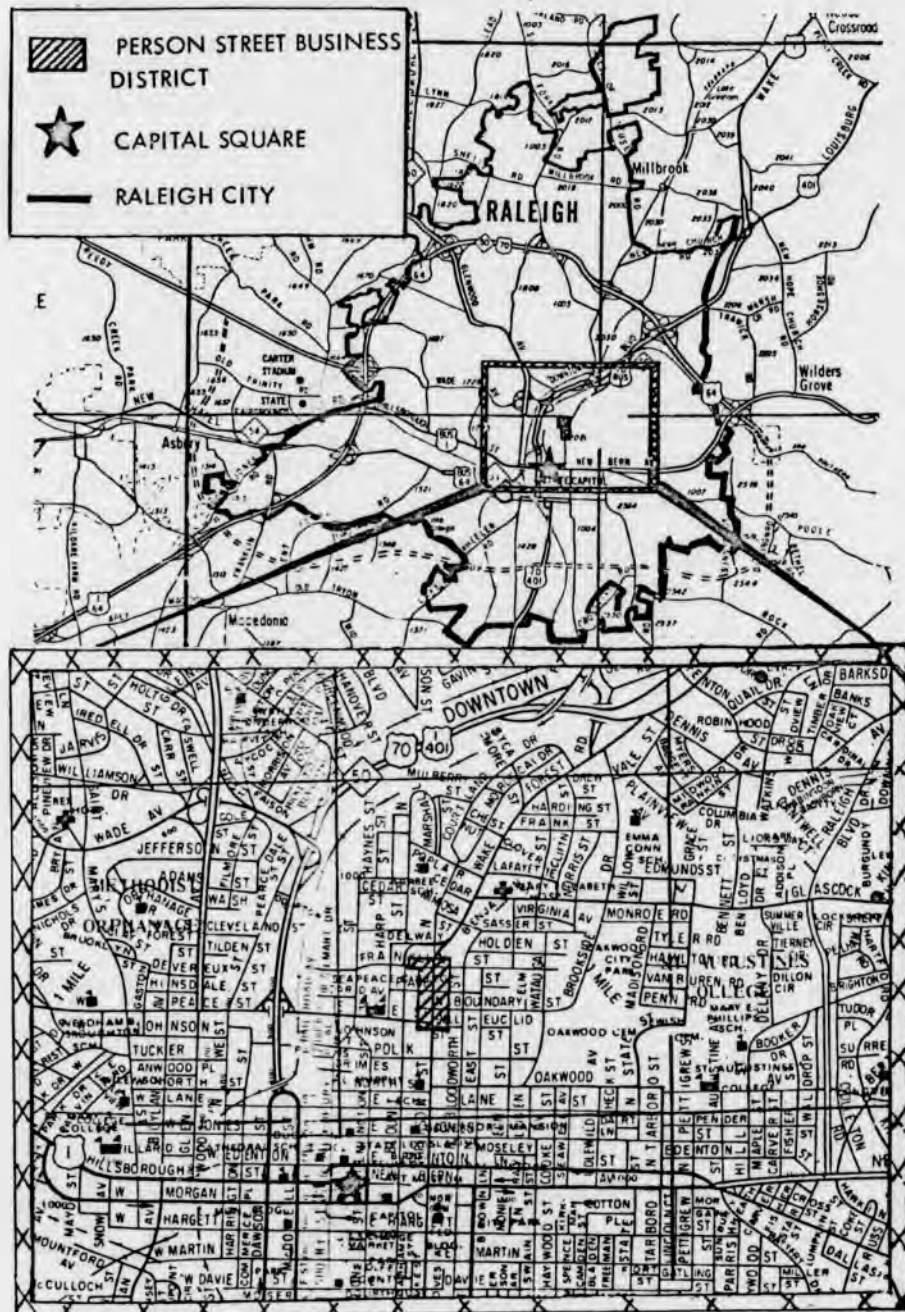
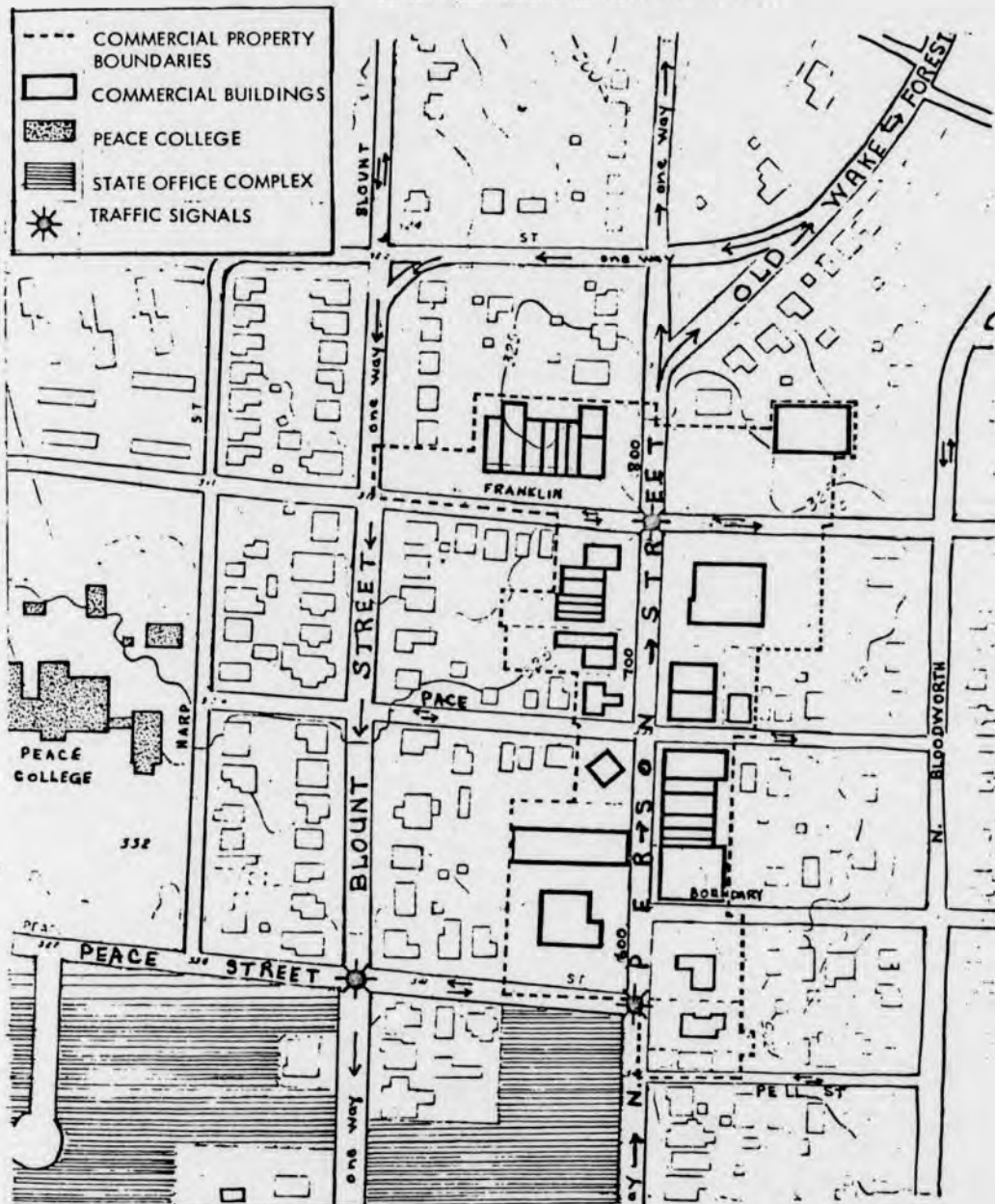


Figure 2. COMMERCIAL ZONED PROPERTIES IN THE PERSON STREET NEIGHBORHOOD BUSINESS DISTRICT.



3. *A study of visual examples of store interiors, exteriors, public and commercial walkways, open spaces, and parking facilities compatible with the predominating architecture of the target area. Examples of possible store front and interior designs for shops in the Person Street business district were produced.*

DEFINITION OF TERMS

Market - *Place where there is a demand for goods.*

Oakwood - *The historic district in Raleigh, North Carolina, bounded by Jones, Person, Franklin, and Elm Streets.*

Optimum - *The best or most favorable degree, condition.*

Person Street Neighborhood Business District - *The 600, 700, and 800 blocks of Person Street in Raleigh, North Carolina, which are zoned for neighborhood service-oriented businesses; hereafter referred to as "neighborhood business district," "Person Street Center" or simply "Person Street."*

Renovate - *To make new or like new, clean up, replace worn and broken parts, repair, etc.; to refresh; revive, to make strong again; re-establish.*

Revitalize - *To give new life to; to make better in spirit.*

Target Area - *The Person Street neighborhood, defined by the researcher as the geographical area bounded by Downtown Boulevard on the west and north, New Bern Avenue on the south, and Brookside Drive and Oakwood Cemetery on the east. Often referred to as, simply, "neighborhood" or "Oakwood-Mordecai."*

CHAPTER II
REVIEW OF LITERATURE

Oakwood Past

Earliest reference to Oakwood, the oldest continually inhabited neighborhood in Raleigh, North Carolina, was found in recorded maps of 1881 (Lemmon, 1973). From the maps and minutes of the city council, one can follow the development of the residential neighborhood from its inception as a single street developed by a Major Gedling, through extension of public services, utilities, and street maintenance. The new "arc" lighting present in Raleigh in the 1880's made this neighborhood part of "one of the best lighted cities in the state" (Lemmon, 1973: 18). Continuous street extensions typified the growth in this community in the late 1880's. A noted authority on industrialization in North Carolina described Raleigh of 1880 as ". . . refined and cultured society . . . where . . . There was enough to spare and there were no paupers" (Lemmon, 1973: 33).

The Oakwood area was known as an upper-income neighborhood. It housed grocers, lawyers, wholesalers, teachers, tobaccoists, warehousemen and ginners. Most had built their own homes to shelter large families. However, as industrialism brought good things, the problems of progress--crowding by industry and industrial pollution--caused many of the wealthy families to seek homes in the suburbs. Residential succession of lower-income, more

transient types of people began. Lemmon and Syron, in The Oakwood Study (1973: 44) noted that in 1911.

As the business area expanded more and more into the older residential sections, the wealthier families would move to the suburbs, leaving the poorer paid workers who could not afford to build.

Widows who remained in the neighborhood began to rent to single men of less means than those of their surrounding neighbors--traveling salesmen, etc. This was deemed "the beginning of the end" for the Oakwood neighborhood. Instead of owners of businesses and professionals, replacements were day-laborers and transients, conductors, plumbers, and policemen. By 1915, a "hopscotch" pattern began establishing itself in Oakwood. Though some of the older, wealthier homeowners stayed, some houses had changed renters yearly since 1900. By 1931 the neighborhood had a sadly different quality, largely due to little maintenance and absentee landlords; it had very little to offer inhabitants except low rents (Lemmon, 1973: 44-47).

More was lost than met the eye. Continuous residents, now in their seventies and eighties, recalled a cohesive, friendly neighborhood where church box socials, neighborhood picnics, and a sense of community prevailed. Reminiscences revealed some tangible things which also gave Oakwood a "together" feeling. A streetcar pulled by mules was one local means of transportation familiar to all Oakwood residents of the late 1800's. Families would often ride on the "trolley" for amusement at night. The car would pick up and return patrons in the neighborhood on Polk Street (1973: 130).

The residential architecture of the period lent its own particular charm to

Oakwood streets. The five predominant types of Victorian architecture in the neighborhood--Italiante, Second Empire, Sawntwork Gothic, Eastlake, and Queen Anne--offered wide, shaded sitting porches plus deep, sun-filled windows and small, but grassed front yard, and sidewalks (Hall, 1975: 1-11). Residents noted that "...people were always welcomed to come visit, to sit on the porch and talk...A person never felt alone" (Lemmon, 1973, Vol. 1: 129). Commentator Rod MacLeish (1975: 70), in "In Praise of Porches," aptly phrased the sense of loss represented in the deterioration of places like Oakwood:

Somehow, the flat fronts of the houses we build nowadays symbolize how much we have changed. Once there was something outside the front door that held us and, at the same time, offered us. We don't think we need the porch [or an Oakwood] any longer. But that's wrong. We desperately need its embrace because once, within it, we are not aliens from ourselves and kind.

If we choose to let our older neighborhoods die an unsightly death, what do we expect to put in their place? Where do we expect tenacious older residents to live, to shop, to be sociable beings? Would the City of Raleigh fall into the "level and learn" tragedy besetting so many of our nation's cities today? There have been many cities at the same decision-making crossroads in which Raleigh found herself in 1970, when a north-south freeway threatened Oakwood's existence (Poe, 1976).

In The Urban Villagers, Gans (1962) traced the plight of a blighted urban tenement neighborhood in Boston's West End. There he found valuable central core land used for high-density, low-income rental dwellings. Developers saw this land as highly potential for expensive high-rise apartment and office

complexes. The conflict of usage was won at city hall by land developers, under the auspices of "urban renewal." The catch to the renewal was that it was more in the nature of "leveling" and clearing out all existing neighborhood structures and replacing them with new, expensive rental facilities. The process of moving the people was to be "handled" by letting them move into replacement buildings where rent would be twice as much, or to help them find places in other neighborhoods. The developers and officials failed to realize the disorganization and disorientation resulting in the lives of the existing urban dwellers. They also failed to recognize the life-long family, friendship and commerce ties which were fostered by the low rent, the high density, and the length of residence which many of the second- and third-generation Italo-American "urban villagers" had. Personal repercussions of the forced move were heard for years after the fact. The former villagers dispersed to unfamiliar city neighborhoods and suburbs. They missed what was left behind: the familiar street life, the neighborhood shops which catered to their ethnic needs, and their pre-existing social networks. They held great resentment over their lack of control over the situation.

Jacobs (1961: 15) reported this resentment in a similar case of a New York housing project tenant who said

Nobody cared what we wanted when they built this place. They threw our houses down and pushed us here and pushed our friends somewhere else. We don't have a place around here to get a cup of coffee, or a newspaper, or even to borrow fifty cents. Nobody cares what we need.

The constant state of flux of central city land use is typical, yet frustrating. Society has gone from rural life to city life, then from city to suburb. Business has decentralized, and now workers and businesses want to re-centralize again (Barnett, 1974: 127). The trend toward new "super-imposed" towns has not gained the momentum in the United States that it did in England's "New Towns" explosion after World War II. Winslow (1975: 100) depicts New Towns as lacking in human interest, as cross purposed with existing cities, and as very expensive alternatives to the sound, usable, older neighborhoods still alive today.

Newly developed housing in our country's high density areas, contrasted with new housing in cities like Helsinki, showed European planning to be far more sensitive to human needs. Europeans value central neighborhoods with convenient mass transit and small, plentiful neighborhood shops. In America we have torn these down and put up buildings of inhuman scale. We ship our people to inconvenient housing projects with few or no services. The Sweetsers (Fava, 1968: 265) perceived cars, highways, and low-density suburbs as "natural enemies, ecological competitors" of close-knit, higher density urban core neighborhoods, busses, trolleys, and neighborhood shops.

The Person Street business district began with the local pharmacy and grocery store which have served the area since the early 1940's (Bashford, 1975). It is zoned for "Neighborhood Business" and served in that character until the late 1950's. Because of the instability of the neighborhoods surrounding this three block strip of stores and because of shopper fascination with the

new shopping centers and malls, vacancies in the small shops became a recurring reality to the commercial property owners. Occupancy of the shops fell into non-neighborhood business hands. Rents were low, and the character of businesses splintered--print shops, a factory outlet and karate studio. Therefore, neighborhood residents have had a realistic marketing problem due to the lack of accessible neighborhood stores that meet their daily needs (Gaddy, 1975).

Oakwood Since 1971

With the wave of nostalgia brought on by the turbulent Sixties, the disillusionment of the early Seventies, and the emphasis on our nation's Bicentennial celebration, a renewed interest in historical architecture and lifestyle has burgeoned across the country. Fortunately, after a turn for the worse around the 20's Oakwood has had a "re-turn" for the better. Ernie Wood (1975), a feature writer for the Raleigh Times, told of the renaissance in Oakwood.

In 1971 two single men bought a huge Victorian home on the corner of Polk and East Streets. They paid \$10,000 only hours before bulldozers were to level the beautiful, but condemned and shabby, structure. They set to work and their work inspired others. Today, eager young professionals form a line of persons waiting to buy into character-filled Victorian Oakwood. This phenomenon is now being referred to by some as "the Oakwood chic." Because of the combined efforts of residents, new and old, the once-deteriorated neighborhood is stable and increasing in importance and property value.

Residents claim that of 87 homes used as single-family residences at the time of Wood's article, 35 were well-preserved, 37 had been restored, and 15 homes were under restoration, displaying the essence of Victorian charm.

Many problems were encountered by the "colonists" (as they like to call themselves): one of crisis proportion, two of consequence, and others too numerous to mention. First, personal crisis was felt by all homeowners when in 1972 a plan was announced to place a major north-south freeway through the heart of Oakwood. Initial bewilderment gave way to overt, collective anger. From this problem arose a collective organization for fighting it: the Society for the Preservation of Historic Oakwood. This group not only drew support from involved residents, but also from a concerned citizenry at large, and not leastly, from the press. Continued hearings and public pressure have resulted in the planned freeway being placed elsewhere, thus preserving the neighborhood and offering, along with economic stability, a renewed sense of community. Yet, the community had an entrenched transient rental character, and no protective measures to provide for a neighborhood character maintenance nor to keep out poor architectural renovation and high-density buildings.

The Society went to work to find symbolic recognition for the area as an historic place, thus hoping to gain the attention needed to further stabilize and optimize the neighborhood. This was accomplished in February of 1975 when Oakwood was designated as an Historic Site in the National Register of Historic Places, National Archives, Washington, D. C. Along with this honor, the city put into action an ordinance provided by Chapter 160A, Article 19 of the North

Carolina General Statutes which enabled municipalities to designate an historic commission which would oversee any historic districts within that municipality, then to designate one or more historic districts (see Figure 3). The purpose of such measures is to control the exterior character of historic areas by restricting building permits to those only in keeping with the spirit and character of the area. The Raleigh Historic Districts Commission instructed the Raleigh City Planning Department to research and set forth a set of Architectural Guidelines for Historic Oakwood (Hall, 1975). With the Guidelines, and with the down-zoning of the "multi-family" character to "single-family residential" by the city-council, the property in Oakwood was protected for posterity. Informal influence has kept neighbors in the spirit of the effort to date.

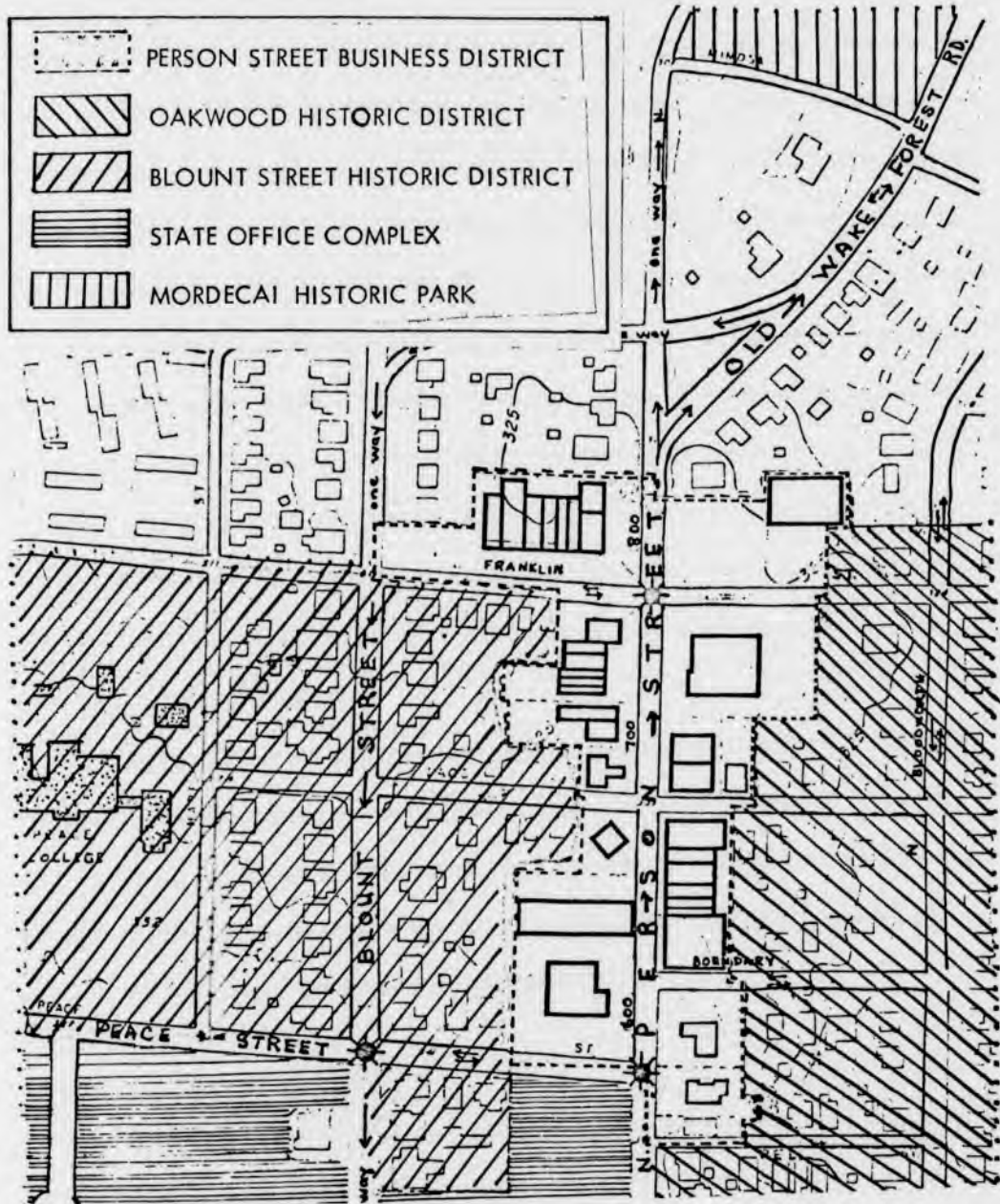
The Oakwood of 1975 is vastly different from the Oakwood of 1931 or 1971. Yet, in Linda Harris's interpretation of the general spirit of the area (Hall, 1975), she concluded that the Oakwood of today is not totally unlike the Oakwood of previously cited reminiscences. Harris viewed Oakwood of 1975 as

...a quiet, close-knit and unique neighborhood which identified itself as being a separate entity from the central areas of Raleigh. The uniqueness comes, of course, from the fact that it is the oldest continuously inhabited neighborhood in Raleigh and also from the fact that the area was accepted into the National Register of Historic Places...While Raleigh is extremely fortunate in having a Victorian neighborhood that is relatively intact, there is also a responsibility in preserving it.

Person Street Present

The present state of the 600, 700, and 800 blocks of Person Street poses economic problems for the business owners, as well as for the poorly served

Figure 3. OAKWOOD HISTORIC DISTRICT, BLOUNT STREET HISTORIC DISTRICT, AND MORDECAI HISTORIC PARK.



neighborhood residents. For the property owners and shopkeepers there exists a lowered market base and property yield (Henderson, 1975). Residents expressed an "adequate" meeting of needs by the shops in a survey in 1973 (Syron, 1973: 28). Since that time, one grocery store has closed, the hardware store moved, and a variety store followed suit. Of those surveyed in 1976, the majority of persons living in the area (53.6%) were 51 years or older. Twenty-nine percent were 65 years or older. The problems concerning the older citizen were pronounced: lack of local services and lack of efficient, independent transportation. Residents polled in the 1973 survey were asked to rate the existing public transportation system of buses. Six percent chose the term "inadequate," while 55 percent chose simply "adequate," and 30 percent said "very adequate." However the need for a further query into how many residents actually used the bus, or how often they used it, was indicated (Syron, 1973: 27).

Another factor influencing the Person Street Neighborhood Business District is the increasing amount of auto usage of Person Street. Revision of the plan for a north-south freeway through Oakwood suggests an alternative diversion to--and widening of--Person Street to handle the large volume of north-south and State Government Complex traffic.

Successful Renewal in Cities

Editor Ferebee of Design and Environment cited human needs as the chief criterion for design and planning today. Eberhard noted, according to

Ferebee's article, that "design sensibility" for architects had shifted from the "well-defined object" to the well defined object which also meets human needs (Ferebee, 1975).

Hussey (1975) reported trends from Housing and Urban Development Community Development Workshops which showed that medium-sized cities were using the new "block grant" option formerly dominated by large metropolii. Downes asserted that the areas most likely to be helped with federal funding were those which are in "in-between" stages of the deterioration cycle, rather than "healthy" or "very deteriorated" neighborhoods (Hussey, 1975).

In an interview, Raleigh environmental designer Plummer (1976) stated

It is not hard to build a new shopping center that is designed well enough to make money. If you are going to save an already troubled area, your problems are complex. You must build to meet the needs of users, and with permanence in mind or the project isn't worth the effort.

Ferebee stated (1975) that "an innovative planning approach... starts with an environmental inventory and results in land use controls..." Not through design or construction, but through analysis and legislative means, Medford Township, New Jersey, developed an award-winning preservation plan for the future.

In Tampa, Florida, a developer and architect bought and redesigned the now stylish Old Hyde Park, a revived neighborhood shopping village. This business venture involved not only buying and renovating, but also transporting various endangered, but highly desirable, structures to the site of the

now-profitable area. The team sold their idea to potential renters of the commercial spaces which are surrounded by attractive sidewalks, street furniture and greenery ("In the Community . . .," 1975).

When proposed urban renewal demolition threatened more than 4,000 elderly poor in the South of Market area of San Francisco, these tenants formed a Tenants and Owners Development Corporation (TODCO). TODCO brought a suit against the city which yielded to them 400 new housing units in the renewal area. TODCO was given architectural design responsibility, choice of architect, and eventual project management. The architectural firm, Herman Associates, was chosen by TODCO because of agreement by the firm to conduct future-user surveys to insure that the lifestyles of the elderly poor would be accommodated by the new replacement housing. Herman Associates conducted seventeen presentation sessions at which elderly discussion group volunteers were shown slides accompanied by leading questions about preferences and attitudes about building style, materials, size, arrangement, placement of doors, lobby uses, and proximity to other community structures and activities. Associates, workers and others recorded responses. These researchers found that it was difficult to "...isolate the one design variable under investigation while keeping all other material as unobtrusive as possible..." Existing, as well as specifically developed photos, were often too general, or distracting from the singular variable under scrutiny. The researchers decided that discrepancy between photos and specifically prepared sketches would create difficulties for the elderly viewer (Hartman, 1975).

As an outgrowth of the Georgetown Historic District, the Georgetown (South Carolina) Merchants' Bureau and the Wacamaw Regional Planning Commission led the planning for their Front Street revitalization Program. The planning group designated the commercial area needing help, outlined a plan of action, time-phasing, and designation of responsibilities (Swartzclough, 1976).

Savannah merchants found their downtown Broughton Street commercial district degenerating visually and economically. In 1968, a few merchants contacted the mayor's office with a plea for help. The mayor appointed a twenty-two man committee for the purpose of defining the problems. The committee was comprised of retail, business, banking, professional and support-services personnel and ex-officio personnel from the Savannah Chamber of Commerce, the Historic Savannah Foundation, and the Chatham County Metropolitan Planning Commission. The Mayor's Committee authorized a market and structure inventory. An environmental design firm was contracted to attack the problems of lack of street ambience, deterioration of store fronts, and parking. Phase I, the public space and parking phase, was coordinated to create as little congestion and disruption to immediate businesses and the entire downtown area as possible. Projected time for the renovation of public pedestrian ways and street was one month per block. The second phase concerned store front improvements for which the Historic Savannah Foundation's design professionals produced a set of criteria. Criteria for redesign were to be based on authenticity; "old" facades were to be placed on newer buildings. Older

buildings with significant architectural facades were to be refurbished as authentically as possible. Responsibility for the buildings was placed in the hands of the individual owners (Mayor's Committee, 1971).

Barnett's (1974) review of the plan for downtown Brooklyn, New York, revealed some useful ideas concerning how to organize for a revitalization campaign. Brooklyn followed the lead of other cities like Hartford, Connecticut, Baltimore, and Philadelphia, that are known for successful downtown revitalization programs. These cities used federal funding to improve their downtown areas with better access, improved and increased parking, and new buildings and apartments. Interested businessmen in Brooklyn, led by the vice president of a local department store, designated an executive director, appropriated a budget and hired staff to direct the revitalization of their business district. The Urban Design Group of New York City was retained to coordinate a planning study. This was accomplished through meetings with the downtown merchants and the new Downtown Brooklyn Development Committee. Popular "mall" type plans were rejected in favor of a workable, open pedestrian way with restricted vehicular traffic. A market survey showed need for offices and apartments. Therefore, these needs were incorporated into the master plan for revitalization (Barnett, 1974: 131).

Traffic Study

The automobile and truck are firmly entrenched elements in our modern society. However, vehicular traffic poses problems to businesses in districts whose patterns of streets and traffic were established long before the dawn of

the automotive age. The director of the Downtown Brooklyn Development Committee contracted a consulting firm that ordered a thorough vehicular and pedestrian traffic study. The results were similar in content to the thoughts of Frank and Dorrian Sweetser who said, "Figuratively the automobile and the bus or trolley [mass transit] are natural enemies, ecological competitors . . ." (Fava, 1968: 265). The Brooklyn Plan's traffic consultants found that the area needed to be redesigned to accommodate (1) the actual density of the development, (2) the kinds of trips made: foot, public transit, and car, (3) the arterial traffic separate from the local traffic, (4) automobiles and taxis away from heavy pedestrian areas, and (5) additional transitways, larger and more pleasant for harried shoppers and businessmen. They suggested mini-buses as "kind and healthful alternatives to inefficient and pollution coughing taxis." It was deemed important to get deliveries away from the congested streets; therefore, the plan included off-street loading docks and "off-hour" deliveries only. The four-lane street was to be narrowed to two lanes with bus traffic only. The sidewalks were to expand into the unused street area. Rest benches, plantings, news kiosks and bus shelters were planned to add useful personality to the walkways.

The design committee of Madison Mall in Downtown Manhattan chose to initiate its plan by closing off the area at lunchtime to see the response of shoppers and office workers, and to initiate users to the idea. The results of the initial step were reviewed and the Brooklyn Committee chose a pedestrian bridge plan instead (131-132).

Spink and Stavins (1975) recommended the use of an Average Daily Traffic survey to estimate the normal behavior requirements of a street or thoroughfare. For example, 5,000 to 25,000 cars per day would correlate to behavior requiring 30 m.p.h. speed and few interruptions. The width of the street was cited as having practical implications to drivers--indicating slow or fast pace. In the ADT and street-width system, present day Person Street would fall within the collector street category. This means that it ". . . functions to conduct traffic between major streets and/or activity centers . . . has high potential for sustaining minor retail and other commercial establishments along its route which will influence the traffic flow (Spink and Stavins, 1975: 113).

Evanston, Illinois, improved the declining nature of its downtown center by closing off a three-block long and two-block wide area and making the included streets an outdoor pedestrian mall. A local store owner said of the planted and face-lifted mall, "Physically, it looks great. Emotionally, the citizens have a new pride in their city. Economically, the upturn in business has been dramatic" (Nelson, 1973: 87). The successful effort in Evanston was again the result of interested businessmen. Lacking federal funds, the businessmen sold bonds to support the non-profit redevelopment corporation resulting from their interest (Nelson, 1973).

Parking

Parking is another problem often addressed by downtown planners and redevelopers. Since suburban shopping centers have not used meters to

regulate parking, many downtown centers have done away with them. Hollywood, Florida, merchants opted to have the city remove meters. Business then decreased, and disgruntled shoppers were quite vocal about their inability to find space (Giordano, 1975). Tate Street merchants in Greensboro, North Carolina, also found that non-regulated parking was a problem. A shopowner there stated that customers had told him they drive around the block four or five times and then leave because they can't park (Brink, 1975).

Hollywood, Florida, traffic engineers had 1975 Rockwell meters installed in their central business district with 75-minute limits; the first 15 minutes are free. One hundred-fifty other meters in the same area have five-hour limits. The parking lots were landscaped to better please the tastes of the potential shoppers. Results were increased business sales for merchants, less employee parking in metered prime customer slots, and as a nice side effect, a 200 percent increase in turnover and return rates at the centrally located library. The metering provided solid traffic control for both merchants and tourists (Giordano, 1975).

Plummer (1976) indicated that the size of a parking lot gives silent cues to shoppers. Oversized expanses of parking space indicate that merchants are interested in regional or wide-spread shoppers. The large expanses also estrange the physical neighborhood from the pedestrian ways. Parking lots, though a necessity today, can be in human scale. In speaking specifically of the Person Street area, he stated that scale should be on a neighborhood level, not a city-wide level.

Mass Transportation

Mass transit has had a revival in the past three years with increased gasoline costs and energy consciousness. Modes of transportation are still viewed by many Americans as symbols of social rank. Middle class Greensboro residents were found to reject buses as a form of suitable transportation more readily than low and upper income residents (Pratto, et al, 1974). To revamp this type of thinking, many municipalities are upgrading and even decorating their buses to better suit the aesthetic tastes of potential riders. There was a "Bicentennial Bus" in Ventura, California, the theme derived from a county-wide color scheme contest. Minot, North Dakota, has increased the reception of its old bus line with new and better management, maintenance and renovation, tight adherence to schedules, and attractive interiors (Chamberlain, 1975).

Trolleys, real reminders of the turn of the century period, have returned to Yakoma, Washington (Trolleys . . . , 1975). Bus stops are also receiving attention in mass transit plans. "See-thru" bus shelters are used in areas of Washington, D. C., to protect waiting travelers from the elements (See-Thru . . . , 1973).

Pedestrianism

The now-used walking tour of historic sites in central Raleigh gives thought to the pedestrian potential of the Person Street area of the new Capital. The shops are conveniently within walking distance of Mordecai, Oakwood,

and Blount Street residences, are five minutes from the state government complex, and are a block from Peace College. Though converted business district pedestrian malls have not fared well in central sections of huge cities, they are thought to be best suited for suburban settings, and can do reasonably well in central-city neighborhood settings, much like the Italian piazza and the British town centres or squares (Barnett, 128).

Leonard J. Normand of the Parks and Recreation Department in Monterey, California, has utilized pedestrian areas and trails with no more rise in elevation than five degrees. Park benches, restrooms, drinking fountains, landscaping, and emergency telephones are advantageous in pedestrian areas. All such details meet the needs and requirements of elderly persons and heart patients as well (American City . . . , 1975).

Colorful tile was used in the Mission District of San Francisco to line pedestrian ways leading to Bay Area Rapid Transit (BART) terminals. The sidewalk areas were appointed with trellis-covered benches and kiosks which held telephones, information centers, and flower stalls. Colorful red and blue tiles separated areas of mosaic patterns. Shopkeepers have been spurred by the redecoration of the sidewalk and surrounding public areas. They have cleaned up and painted, and, with the help of the BART terminal, have made the Mission District "come alive" again (Chamberlain, 1973).

City-Scaping

Trees and plantings should be chosen to fit the environment. Ruth Foster, Ecologist with the Boston Department of Parks and Recreation,

believes there is a perfect tree for each spot. Considered in the choice should be location, utilities (wires over and under), and ease of maintenance. Variety is more pleasing than one type for all usages. Her criteria are disease resistance, future height, shape, color, pruning needs, and whether the tree will grow in the "microclimate of that spot" (Foster, 1975).

The shoppers of downtown Evanston, Illinois, enjoy music as they walk. Speakers are hidden in sidewalk planters (Nelson, 1973: 87).

A mini-park was designed for a 72 X 73 foot area in the Anaheim, California, business district. This "people-pleasing setting" was designed to be built by local junior high school students of brick and wood, and was to include ornamental lighting and landscaping. It was designed for tired businessmen and shoppers so that they could "take a break" (Mini-park . . . , 1973).

Lighting

City street safety has always been an issue with city residents. Without adequate lighting, walking on city streets is perceived unsafe by the vast majority of our urban population. When street and parking lot lighting is inadequate, businesses take advantage of only half of shoppers' normal waking hours. New colonial lighting is credited with the success of an urban business district renewal in New Castle, Indiana. The lighting has extended business hours, spurred furthered improvements, and now illuminates stores which were quickly leased after long vacancies. The town's interested persons

formed a non-profit corporation to meet the monetary needs of the revitalization process (Barr, 1975).

Law Enforcement

In Hartman Associates' study (1975: 48) of design criteria for housing of the elderly, the concensus of responses from elderly volunteers were positive toward commercial inclusion of their building. Elderly residents were eager for development of a central street into an active pedestrian way with stores, and a "moderate amount of hustle around them." Concern was raised about the possible intrusion of undesirables and "outsiders" attracted by the proposed shops.

Gardiner (1976: 9) stated that the "design of the physical environment seems to have bearing on the 'expectation and occurrence' of fear-provoking crimes," such as stranger-to-stranger assault, burglarly, robbery, and assault. In a situation where there is a lack of easy differentiation between neighbor and stranger (such as commercial area bringing in a constant turnover of people) a casual stroller or shopper is open to "crimes of opportunity," such as purse snatching. Gardiner urges planning for urban support systems such as (1) good circulation, (2) strategic public facility location, (3) well planned parking and open space, and (4) positive zoning which provides good buffers and down-zoning between transit areas and residential neighborhoods.

Plummer (1976) has projected little hope for commercial areas that have no dwellings close by. The Georgetown, South Carolina, plan for renewal of Front Street included residential zoning for the floors above the street level

commercial establishments. This concept is expected to increase night life and visibility of the area, as well as to facilitate an "eyes on the street" type of crime deterrent.

A widely acclaimed concept in the field of law enforcement has been the return of the "beat cop." The New York City Police Street Crime Unit received a citation from the Law Enforcement Assistance Administration for its exceptional work in street safety. Robbery, personal grand larceny, and assault have been cut by officers disguised as potential victims, and by regular foot-patrolling by pairs of "beat cops." Neighborhood familiarity with the foot-patrolmen has resulted in better communication between "the street" and the patrolmen and police department as a whole ("The New . . .," 1975).

Funding

Efforts at making the downtown shopping districts of the nation's towns and cities viable and pleasing have been numerous. All required capital improvement funds. Various methods of acquiring the necessary money to upgrade, revitalize, and renovate were used.

Plummer (1976), in a personal interview, cited the success of certain commercial districts as foregone conclusion because of built-in trade from certain nearby shoppers. Such is the case with Hillsboro Square to the North Carolina State University campus in Raleigh, North Carolina. Other areas in similar situations must actively solicit business through visual attraction or advertising. Funding for physical improvements can come from many sources.

Georgetown, South Carolina, revitalization plans included levy of a special tax on Front Street commercial properties to pay for changes to the public grounds in front of their stores. Responsibility for store front and building renovation was up to the individual merchants. Development of the river bank to the rear of the strip of stores was to be the economic responsibility of the Federal Economic Development Administration, because of the importance of the waterfront. Federal Community Development grants were sought (Swartzclough, 1976).

The Broughton Street Revitalization Program in Savannah, Georgia, was given \$30,000 by the Mayor's Office and the Metropolitan Planning Commission. Merchants were to be assessed at \$233 per front foot for improvements to public lands in front of their establishments. Local banks agreed to participate by lending to proprietors, for their capital improvement, at rates below the market norm (Mayor's, 1971).

The National Urban Coalition (National Urban, 1971: 28-29) reported several programs which apply to neighborhood preservation. HUD's "Open Space Program" can provide communities 50 percent of the total funds needed toward land acquisition, 50 percent for public land beautification, and 75 percent for historic land acquisition. Fifty percent of relocation expenses for residents, businesses, and non-profit organizations can be repaid by HUD. Two-thirds of the cost of development of neighborhood facilities which house community service activities may be granted to non-profit, state, local, or federal organizations that will bear the remaining third of the expenses for

the project, and will maintain and operate the building once completed. The Urban Reinvestment Task Force is HUD's neighborhood preservation demonstration program. It is jointly sponsored by HUD and the Federal Home Loan Bank Board. Commercial projects which are outgrowths of housing renewal or revitalization are eligible for funding up to \$50,000 from the Task Force (Hussey, 1975).

SUMMARY

The thrust of neighborhood rehabilitation and revitalization should be ". . . clearly aimed at saving and rebuilding upon what we have already created" ("Can . . .," 1976). Numerous communities have made great strides in revitalizing their older urban neighborhoods. Yet, due to the fact that many businesses, like many residents, have moved out of urban core facilities, the daily needs of residents in central city neighborhoods may not be served adequately. This problem, plus the problem faced by the remaining businesses, deserves further study.

CHAPTER III

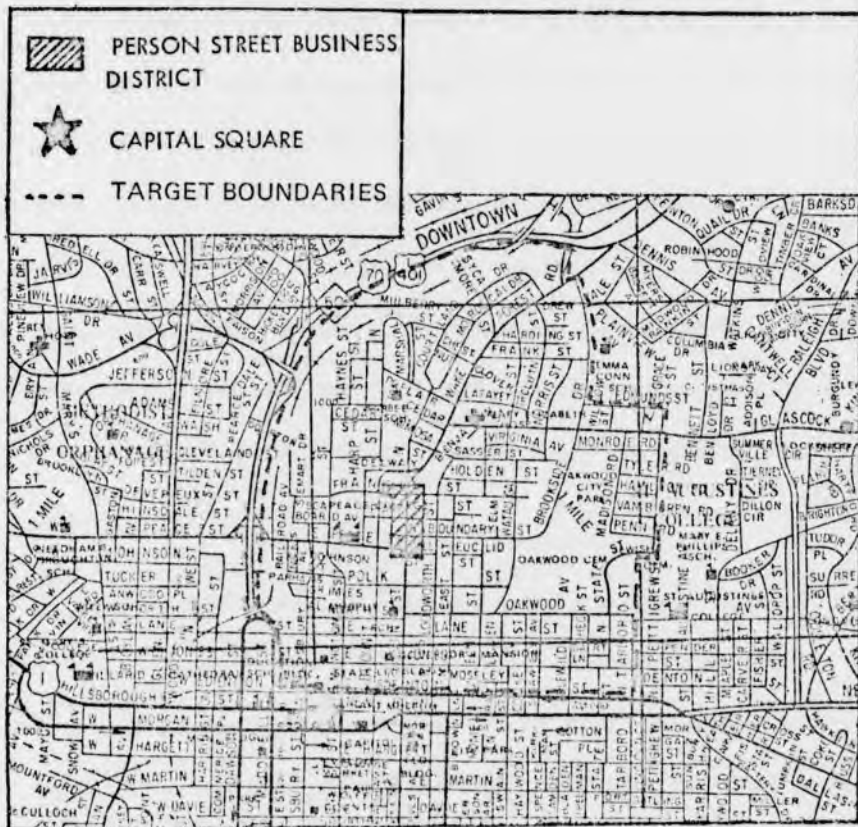
PROCEDURE

Objectives of this study were to identify among users of commercial facilities in the centrally located Person Street target area: (1) demographic factors, (2) satisfactions and/or dissatisfactions concerning targeted neighborhood businesses, and (3) visual preferences for business exteriors and public space in and around the central neighborhood shopping area. A survey of Person Street and Franklin Street merchants, target neighborhood residents, Peace College resident students, and State Office Complex workers was made to obtain data relative to buyer needs and patterns of use. Procedures in obtaining the sample, developing the schedule, collecting and analyzing the data are herein presented.

THE SAMPLE

The sample consisted of two groups: (1) merchants and businesses, and (2) potential patrons of those merchants and businesses. The geographic study area was defined by the researcher as that area served by zoned neighborhood businesses in the 600, 700, and 800 blocks of Person Street and the 200 block of Franklin Street in Raleigh, North Carolina. More explicitly, the research target area was defined as that area bounded by Downtown Boulevard on the north and west, New Bern Avenue on the south, and Oakwood Cemetery on the east (see Figure 4). The merchant population was

Figure 4. SURVEY TARGET AREA OF PERSON STREET NEIGHBORHOOD BUSINESS DISTRICT BUYING POPULATION.



comprised of the shop and business owners and/or managers of establishments in these three blocks of Person Street and the 200 block of Franklin Street; representatives of nineteen of the thirty-one businesses responded for a sixty-one percent return. The potential buyer population consisted of persons living or working daily in the target area. A listing of three buyer sub-groups was utilized to draw random samples of 60 Peace College resident students, 60 State of North Carolina Office Complex workers, and 125 residents of the defined area. (Due to the accessibility and cooperation afforded by the college dean and the North Carolina Department of Human Resources' Office of Youth Involvement, smaller samples of college and state worker populations were expected to yield the necessary returns of 50 questionnaires each.) A return of 50 responses from each buyer sub-group was expected and achieved.

THE SCHEDULES

Because of the diverse information being sought, four schedules (Appendix A) were developed by the researcher. These were pre-tested with Raleigh merchants and residents outside the target area. A questionnaire-interview schedule was prepared for the merchants. Three separate but interrelated questionnaires were developed to be self-administered by college residents, state office workers, and neighborhood residents.

Person Street shopping area businessmen were asked for information concerning demographics, marketing, and environmental and commercial interaction in the operation of their businesses. Demographic data about the

length of time in business, estimated square footage, and monthly rental expenses were sought. Market information was asked concerning profitability of business, potential markets, and market expansion. Data dealing with exterior appearance, parking, participation in business organizations, and cooperation among neighborhood merchants were solicited to indicate environmental and commercial interaction.

Potential buyers (neighborhood residents, college students, and state office workers) were questioned concerning demographics, patterns of market use, and response to proposed improvements in the Person Street shopping area. Only office workers were asked for lunch-time habits, since their greatest potential impact upon target businesses was suspected to be during their lunch break.

Demographic data about potential buyers' age, sex, living status, and income were collected. In order to determine patterns of market use, general questions about use of the entire shopping area were included. Subjects were then asked to identify their use of twenty-two active retail businesses with one of three terms: "Regularly," "Occasionally," or "Never" (see Appendix B). If "Never" was the response, an explanation was requested. Indications of satisfaction and dissatisfaction with the center were solicited by means of open-ended questions. Walking, riding in a car, and bus transit were contrasted for frequency of use as transportation to the shopping area.

Respondents were asked if certain improvements would cause them to increase their patronage of the Person Street Center. Specific choices included:

(1) renovation of interiors and exteriors of shops, (2) improvement of the quality of merchandise, and (3) improvement of variety of merchandise. Reaction to each specific improvement required a "yes" or "no" answer.

All respondents, both buyers and sellers, were asked to indicate a preference for a "look" or appearance for the Person Street shopping area. To enable such a visual choice, four numbered, photocopied scenes were provided (see Appendix A). The first picture portrayed Person Street as it is today; the second, a contemporary commercial street in Evanston, Illinois; third, the traditional style of commercial Front Street in Georgetown, South Carolina; and fourth, a vine-covered pedestrian way in rustic Pruneyard Shopping Complex, Mission Viejo, California. Three of the scenes were from photographs made by the researcher, while the other (the Evanston scene) was copied from the cover of American Cities magazine, November, 1973, issue.

DATA COLLECTION

The researcher individually met with and delivered questionnaires to the thirty-one business owners and/or managers between May 5 and June 3, 1976. To facilitate return of the questionnaires, and to provide opportunity for further insight into the merchant's situation, the researcher offered to administer the merchant's schedule. After repeated attempts at appointments, a schedule was left with the merchant to be self-administered and returned. During the same time period, questionnaires were delivered to the 245

combined potential buyers. A letter of introduction was enclosed, with a self-addressed, stamped envelope for return by neighborhood residents, or with instructions concerning return by collegiates and state office workers. Telephone calls were used to solicit unreturned schedules after a two-week period elapsed. The desired 150 responses (50 of each buyer sub-group) were obtained. College residents' completed schedules were collected by a student worker; state office workers' schedules were returned through inter-office mail and collected at a central point (the North Carolina Department of Human Resources' Youth Involvement Office, which awarded a research grant for this study).

ANALYSIS OF DATA

Data obtained from the respondents were coded on the schedules and transferred to computer cards for statistical analysis. The Statistical Package for Social Sciences was utilized where possible.

Computed frequencies and percentages of the independent and dependent variables for each respondent group were used to search for similarities or differences among them. Chi-square tests were performed on market use responses. Since the significant difference values were consistently less than .05, it initially appeared that there were significant differences between collegiates, state office workers, and residents. However, chi-square is vulnerable when there is a cell count of less than five for any particular cell. Since this was the case with the market use responses, there was reluctance

to value the significance of chi-square in this study. Therefore, differences based on chi-square were not included in the results of the analysis.

CHAPTER IV

RESULTS AND DISCUSSION

Demographic characteristics of the respondents and results from the data analysis are discussed in this chapter. Presentation of the data is organized under two headings by source of the data: (1) merchants, and (2) potential buyers. Merchant data consists of a description of the respondents and of business operations. Data concerning potential buyers include a description of the respondents, satisfaction and dissatisfaction concerning the Person Street Neighborhood Business District, and expressed opinions concerning potential change in the shopping area in relation to buyers' present patronage. All respondents were asked to choose an aesthetic preference among four possible architectural styles. Results are reported herein.

SELECTED CHARACTERISTICS OF BUSINESSES

Of the nineteen Person and Franklin Street merchants who responded to the survey, most operated their own businesses. Owner-management was highly dominant among the responding merchants, with 84 percent of the respondents in this category. Only about 16 percent of these businessmen had been in business in the center for more than twenty years. The greatest frequency of responses was from those in business five years or less; 26 percent had been there less than one year (Table 1). Approximately half (47%) of the businesses occupied office, showroom, and storage space of 2,000 to 7,000

TABLE 1
DEMOGRAPHIC FACTORS OF MERCHANT RESPONSES

RESPONSES	No.	%
<i>Length of time in business on Person Street (N=17)</i>		
0-6 mos.	2	12
7-11.9 mos.	1	6
1-2 yrs.	1	6
3-5 yrs.	2	12
6-10 yrs.	5	29
11-20 yrs.	2	12
20 yrs. or more	<u>4</u>	<u>23</u>
	17	100%
<i>Perceptions of present market (N=19) (multiple response)</i>		
Oakwood-Mordecai	16	84
Downtown Raleigh	11	58
Halifax Court	12	63
Peace College	14	74
State Office Complex	6	32
All of Raleigh	8	42
Greater than Raleigh	7	37

total square feet. There was a great divergence among the properties in facility and quality as evidenced by the wide span of monthly rental cost per square foot. Respondents' monthly rents were as low as \$1.00 to \$4.99 and as high as \$8.00 to \$8.49 per square foot. A large number of the respondents (8) chose not to divulge this information, or did not know.

Over half of the respondents (58%) thought their businesses to be as profitable as five years before. Of those in business as long as ten years, respondents primarily thought business was as profitable today as ten years ago. Seven of the nineteen merchant-respondents (37%) defined their present markets as "Greater than Raleigh." While sixty-eight percent saw a need to expand their selling market, only twenty-one percent claimed one or more neighborhood sub-areas in their perception of their present market. Among present market areas listed, Oakwood-Mordecai, Peace College, and Halifax Court (a government housing project) were the most frequently cited. Also mentioned were Downtown Raleigh, All of Raleigh, the State Office Complex, and Greater than Raleigh (Table 1). Therefore, the "neighborhood business" zoning of these businesses was neither reflected in the nature of the operations carried on within this center, nor in the clientele using the services.

When asked how they would go about expanding their potential market, none of the merchants indicated renovation of store exteriors and interiors as a solution. Neither did any say that a better location or better merchandise would improve his selling market. Increased advertising was expected to expand the potential for sales for forty-two percent. However, many commented

on the prohibitive cost of newspaper and other media advertising services. Ten percent responded that improved customer service would boost their selling potential. Other possibilities cited to increase sales were improved or larger sales force, more space, and obviously, more customers (5% each).

Eleven of seventeen merchant respondents (65%) indicated planned business changes of any kind in the future. One business was moving out of the center, and one was planning to go out of business entirely.

When asked if a facade and exterior change would be beneficial to business, 60 percent of the respondents answered "Yes." The actual possibility of such a facade and exterior change was affirmed by 63 percent. Surrounding parking facilities were considered inadequate or poorly planned by 42 percent, while 54 percent found parking no problem for their business operations. These responses indicate the need for positive business-street-surroundings interaction, and planning.

Three questions focused on interaction patterns concerning the target area merchants and others in the business world. Membership in the Raleigh Merchants' Bureau was nominal (11%). Approximately 21 percent reported membership in the Chamber of Commerce. Thirty-seven percent acknowledged no cooperation among neighborhood merchants, while 32 percent indicated that cooperation did exist. Many had no opinion due to short tenure in the neighborhood. The greatest frequency of those who indicated "no cooperation" was among the group whose tenure in the neighborhood was from six to ten years. Of the merchants who responded negatively, two had been there for

less than a year, and one for eleven to twenty years. An issue frequently mentioned relative to cooperation was a problem generated by widening of the street by the city a few years before. Traffic was made one-way, and the apparent effect of four northbound lanes of traffic traveling at 35 miles an hour were hazardously increased speed and volume of that traffic. Though many merchants were reported to have strongly objected to the widening, only a few proffered money to pay an attorney to try to legally stop the city from this action. Their injunction attempt failed, and the effort was costly to the few who agreed to pay. Many merchants mentioned a marked decrease in business resulting from the change in the street. They viewed the one-way aspect as a deterrent to good business, and the speed of the traffic as a deterrent to parking and walking safety. Some expressed continued hostile feelings toward the city due to their own helplessness in determining the use of the street.

Over half (58%) of the merchant-respondents indicated that they would support the formation of an Oakwood-Mordecai Merchants Association. Many of the respondents expressed caution until more facts were known concerning such a group. There was no concensus among merchants as to the benefit of such an organization. Thirty-seven percent thought such an organization would be of benefit to them, while the same proportion of respondents envisioned this to be of no help to their business. Again, lack of response may have represented caution until more facts were presented. Forty-seven percent of the respondents believed that joint advertising would be beneficial. Included

among those who either did not see a benefit, or who indicated that they did not know, were store managers who did not make store policy or who were not involved in store advertising.

CHARACTERISTICS OF POTENTIAL BUYERS

The modal age range for the primary buyer sub-group, neighborhood residents, was 65 years and older (47%); 75 percent were 50 years or older (Table 2). Females outnumbered the males two to one. Fifty-one percent of residents responding to the survey had lived within the Oakwood-Mordecai neighborhoods for longer than twenty years (Table 2). The median yearly income reported by responding residents was \$6,000, while the average yearly income was \$8,548. An equal proportion indicated incomes under \$3,000 and \$20,000 or more (Table 2). Residents' responses to household classifications indicated that 73 percent of the households were childless. Single adults comprised 56 percent of the responding total; single parents constituted eight percent of the total. Forty percent of the respondents lived alone; households of two and those of three or more were almost identical in number, 31 and 29 percent, respectively (Table 2).

College student residents had few variations among demographic factors. All were eighteen or nineteen years of age; all had at least one year in residence at the junior college for women. Forty percent had been familiar with the Person Street shopping area for two years. A majority (76%) were further than fifty miles from their families and homes. Their annual "spending money"

TABLE 2
DEMOGRAPHIC FACTORS OF MERCHANT RESPONSES

	Categories	No.	%
Age (N=49*)	Under 25	3	6
	26-39	7	14
	40-49	2	4
	50-64	14	29
	65 and over	<u>23</u>	<u>47</u>
	Totals	49	100
Tenure in Neighborhood (N=49*)	0-6 mos.	1	2
	7-11.9 mos.	3	6
	1-2 yrs.	1	2
	3-5 yrs.	7	15
	6-10 yrs.	6	12
	11-20 yrs.	6	12
	Over 20 yrs.	<u>25</u>	<u>51</u>
Totals	49	100	
Annual Income (N=42**)	Under \$3,000	4	10
	3,000-5,999	11	26
	6,000-9,999	13	30
	10,000-14,999	10	24
	15,000-19,999	2	5
	20,000 or more	<u>2</u>	<u>5</u>
	Totals	42	100
Household Classification (N=48***)	Live alone	19	40
	2 unmarrieds	3	6
	Three or more unmarrieds	1	2
	Couple with children	9	19
	Single parent with children	4	8
	Couple without children	<u>12</u>	<u>25</u>
	Totals	48	100

*One respondent chose not to answer this question.

**Eight respondents chose not to answer this question.

***Two respondents chose not to answer this question.

at school ranged between \$260 and \$1,040. Most frequently occurring weekly incomes were between \$5 and \$10 (36%); 22 percent had \$15 or more, and 18 percent had less than \$5 per week to spend. The student population was deemed an auxiliary buying population.

The second auxiliary group of buyers who daily spent time in the survey area were the State Office Complex workers. In this sub-sample, modal age was less than 40 years (Table 3). Thirty-four percent of office workers responding had lived in the Raleigh area for no more than five years. Those workers living in and around the state capital for six to ten years and those from eleven to twenty years comprised 24 and 18 percent respectively. Twenty-four percent of the respondent office workers had lived around Raleigh for more than twenty years. Reported incomes, in descending order of frequency, were \$6,000 to \$9,000 (42%); \$10,000 to \$14,999 (20%); \$15,000 to \$19,999 and \$20,000 or more (17%, respectively); \$3,000 to \$5,999 (4%). No respondent had an income of less than \$3,000. About 60 percent were female. Modal family composition was couples with one or more children (40%). Almost half (47%) lived within five miles of their offices. A slight majority owned their own home (52%).

Ninety-eight percent of the responding state office workers had an hour or more for lunch. Fifty-two percent spent \$1.00 to \$1.99 on an average week-day lunch; 31 percent spent less than a dollar, while 16 percent spent more than \$2.00. The greatest frequency of response to "Where do you eat?" (34%) either brought their own lunches or ate in the snack bar in or next to their

TABLE 3

DEMOGRAPHIC FACTORS OF STATE OFFICE WORKER RESPONDENTS

	Categories	No.	%
Age (N=50)	Under 25	11	22
	26-39	16	32
	40-49	13	26
	50-64	10	20
	65 and over	<u>0</u>	<u>0</u>
	Totals	50	100
Tenure in Raleigh (N=50)	0-6 mos.	4	8
	7 mos. -1 yr.	1	2
	1-2 yrs.	3	6
	3-5 yrs.	9	18
	6-10 yrs.	12	24
	11-20 yrs.	9	18
	Over 20 yrs.	<u>12</u>	<u>24</u>
	Totals	50	100
Annual Income (N=44*)	Under \$3,000	0	0
	3,000-5999	2	4
	6,000-9,999	19	42
	10,000-14,999	9	20
	15,000-19,999	7	17
	20,000 or more	<u>7</u>	<u>17</u>
	Totals	44	100
Household Classification (N=50)	Live alone	3	6
	2 unmarrieds	6	12
	Three or more unmarrieds	2	4
	Couple with children	20	40
	Single parent with children	4	8
	Married couple without children	<u>15</u>	<u>30</u>
	Totals	50	100

*Six respondents chose not to answer this question.

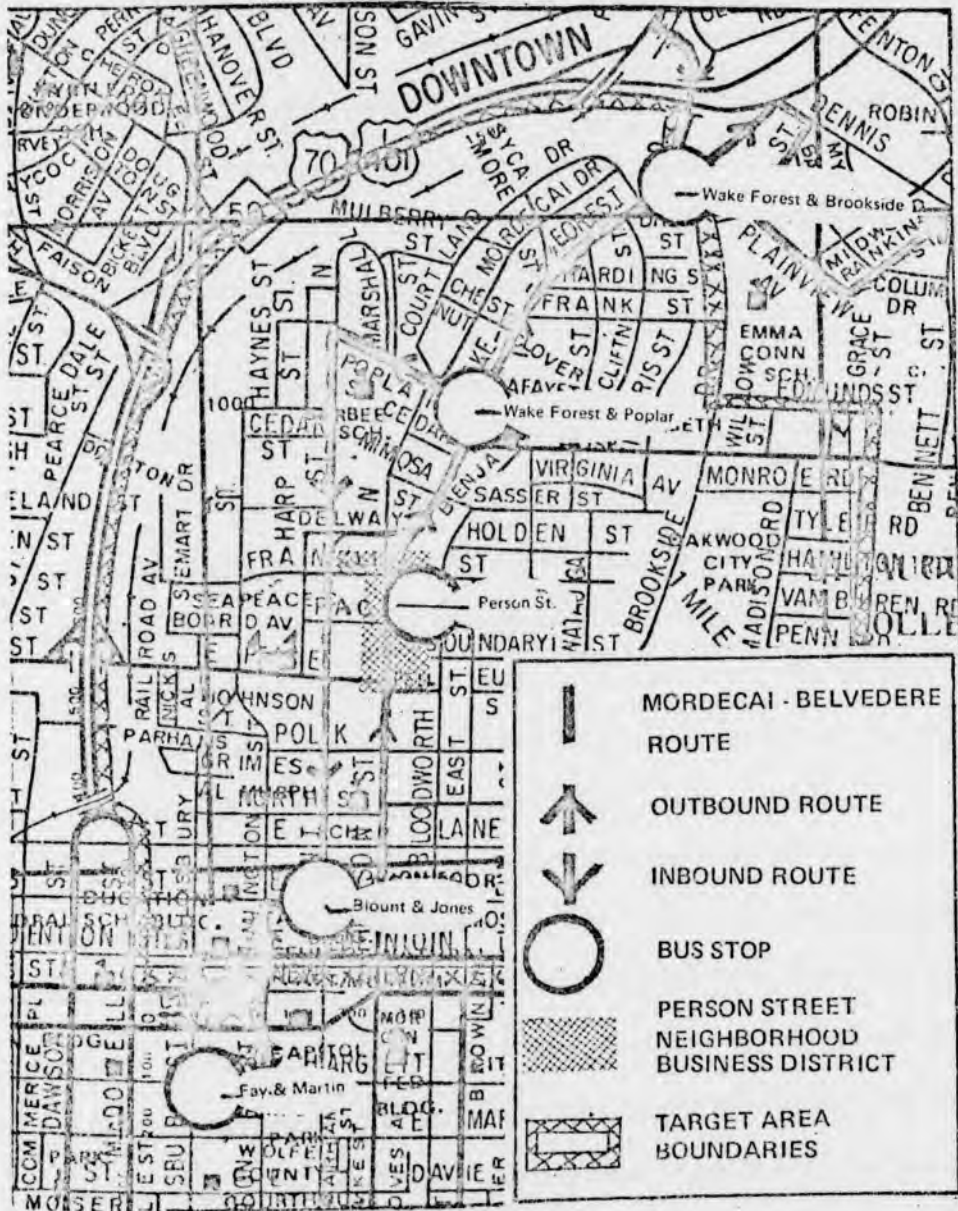
building. The next highest frequency was from those who travel further than a mile for their mid-day meal (24%). Eighteen percent said that they usually chose a place to eat that was within one mile from their office, and 16 percent responded that they went one to six blocks to the central business district for their lunch. Therefore, 69 percent of the state office workers traveled distances equal to or greater than the distance to the Person Street shopping area for their lunch.

When asked to state what percentage of the time they walked to shop in the target area, 52 percent of the responding neighborhood residents reported walking on less than five percent of their trips to the Person Street center, while 18 percent noted that they did walk on three out of four of their trips to the shopping area. Many of the neighborhood residents mentioned age as a factor in their dependence upon their own car, or on someone else to take them to shopping facilities.

Almost 96 percent of the responding residents determined that the bus was not helpful in their shopping at the Person Street center. Common complaints were: the step was too high, the bus stop was too far from their house to be convenient, it was too much trouble to use the bus when traveling with groceries, and that use of their car was a long-time habit, much quicker and much easier (Figure 5; also see Appendix B).

Forty-two percent of the responding college students reported walking to the center less than five percent of the time. However, more than one-third (36%) of the responding students indicated they walked almost exclusively.

Figure 5. RALEIGH CITY COACH (BUS) LINES' SERVICE WITHIN THE PERSON STREET NEIGHBORHOOD BUSINESS DISTRICT AND SURROUNDING COMMUNITY.



SHOPPING PATTERNS

Five general questions were designed to collect data relevant to general shopping patterns of two potential buyer-groups, the residents and the college students. (Since general familiarity with the area was not expected of the office complex workers, they were not polled on all five questions.) All potential buyer-groups were asked to specifically identify their use of twenty-two individually listed businesses operating in the target center.

General Use, Satisfaction and Dissatisfactions

Sixty-two percent of the resident college respondents affirmed that they did shop in the Person Street business district. Fifty-two percent indicated that between one and ten percent of their total shopping was done in the target center. Seventy-five percent of the polled office workers did not identify themselves as shoppers of the target center. However, more than 25 percent of the same sub-group responded positively to inquiries concerning specific business patronage later in the same questionnaire (Appendix C).

Characteristics of the center most enjoyed by neighborhood residents and college students were convenience (combined, 57%), and particular stores' services or merchandise (combined, 30%). Convenience was more important to residents, and particular stores and their services were more important to students. Other characteristics appreciated were daily need satisfaction and friendliness. Two respondents recorded that there was nothing about the center that they enjoyed.

When asked to report specific problems encountered relative to shopping in the center, 51 percent replied they had no problems whatsoever. Lack of variety (16%), lack of parking (11%), and inability to get to the center and/or to move safely within the center (11%) were specific dissatisfactions most frequently mentioned. Items or services most often sought elsewhere were clothing, fabrics, notions; brands of one item (i.e., deodorant); groceries; and restaurant services. Other desired items and services not known to be available or suitable were gifts and jewelry, shoes, hair styling, and again, restaurants.

Specific Use, Satisfaction and Dissatisfactions

By combining specific use response frequencies of the three potential buyer-groups, an indication was derived of an overall neighborhood use pattern for individual businesses (Table 4). Certain trends were significant.

Based on responses received, the grocery store enjoyed the greatest regular use, with the post office second. The doughnut shop and convenience food store were equal in use for third position. Next in descending order were the bank, pharmacy, gas station, and laundry/dry cleaner. However, when occasional use was combined with regular use, the largest percentage of potential nearby buyers utilized the businesses in the following descending order: doughnut shop, grocery store, karate and convenience food store, pharmacy and post office, speed copy shop, used car and coin shops.

Other important results were that over one-third (36%) of the

Table 4. Buyers' Trading Frequency with Specific Businesses.

<i>Business</i>	<i>N</i>	<i>% Regularly</i>	<i>% Occasionally</i>	<i>% Never</i>
<i>Barber</i>	129	8	4	88
<i>Used car</i>	133	2	54	44
<i>Coin</i>	131	2	51	47
<i>Appliance</i>	133	2	16	82
<i>Print</i>	132	*	2	98
<i>Pharmacy</i>	141	17	43	40
<i>Oriental Rug</i>	133	*	6	94
<i>Grocery</i>	144	33	35	32
<i>Donut</i>	144	22	50	28
<i>Camper-Trailer</i>	132	1	3	96
<i>Bank</i>	140	18	12	70
<i>Gas</i>	137	12	14	74
<i>Beauty Salon</i>	135	5	5	90
<i>Billiards</i>	133	*	5	95
<i>Florist</i>	137	6	40	54
<i>Laundry/Dry Cleaner</i>	138	11	30	59
<i>Speed Copy</i>	131	2	57	41
<i>Karate</i>	75	1	62	37
<i>Post Office</i>	142	27	33	40
<i>Mill Outlet</i>	134	*	26	74
<i>Restaurant</i>	134	4	16	80
<i>Quik Pik</i>	141	22	41	37

*Less than 1%.

businesses were patronized by less than a fourth of those responding to the survey. Meeting less than ten percent of the total responding market were the print shop, camper-trailer sales, billiard hall, and oriental rug store. Attracting only ten to twenty percent of the responding potential buyers were the beauty shop, barber shop, appliance store, and restaurant.

Specific reasons were given for never trading with the aforementioned businesses (Table 5). The most frequent of the negative reasons/responses for not choosing to patronize a store or business were the similarly intended "Never" and "No need" or "Not interested," and "Prefer other store/shopping center." Poor quality was mentioned as a reason for not trading with only two businesses--the mill outlet and the restaurant. One-half of the businesses were cited by a few respondents as having goods or services that were undesired or too expensive. Every business had from one to seven persons indicate they did not know it existed.

The researcher noted that when filling in the specific-use grid of the questionnaires, many respondents recorded only positive responses (i.e., regularly, occasionally), but seemingly did not mark negative responses. Therefore, one might assume that the significant numbers of no response to specific businesses were actually "Never" responses. However, no statistical weight is given to no response in this study.

Opinions Concerning Potential Change in Target Area

Fifty percent of responding state office workers expressed the opinion that they would patronize the Person Street Shopping Center if appropriate

Table 5. Reasons for Never Trading with Selected Businesses

Specific Business	Total Negative Responses	Never	Poor Quality	No need, no interest	Prefer other store/center	Didn't know it was there	Undesirable	Too Expensive	No Response
Barber	113	58	0	40	14	1	0	0	21
Used car	58	72	0	47	9	2	0	0	17
Coin	58	67	0	45	9	3	1	0	19
Appliance	109	58	0	37	10	3	1	0	17
Print	129	72	0	41	10	6	0	0	18
Pharmacy	57	36	0	6	9	3	0	3	9
Oriental Rug	124	74	0	37	8	3	0	2	17
Grocery	45	30	0	5	7	3	0	0	6
Donut	31	18	0	6	5	2	0	0	6
Camper-Trailer	126	72	0	41	10	3	0	0	18
Bank	97	52	0	19	21	4	1	0	10
Gas	101	57	0	25	11	3	2	3	13
Beauty Salon	121	61	0	35	20	3	2	0	15
Billiards	127	74	0	37	8	3	5	0	17
Florist	74	42	0	9	18	4	0	9	13
Laundry/Dry Cleaner	82	49	0	18	12	3	0	0	12
Speed Copy	53	75	0	42	8	3	0	0	19
Karate	27	47	0	18	6	2	0	0	75
Post Office	57	37	0	9	8	3	0	0	8
Mill Outlet	98	59	3	22	9	4	1	0	16
Restaurant	107	59	2	21	13	7	5	0	16
Quik Pik	9	38	0	2	9	2	0	1	52

lunch facilities were available, whereas 48 percent reported that they would not patronize the area, regardless. Of the 49 respondents to the question, "Would you live within walking distance of work if homes and apartments were available at affordable rates?", over three-fourths (77%) answered negatively. Of those answering affirmatively, almost half were between 50 and 60 years old. The next most frequent age group responding affirmatively was that group under 25 years. Affirmative responses were from persons whose family status was married couple with no children, singles living alone, singles sharing quarters with one other person, and couples with children.

When asked if a free bus system from the office complex into the Person Street shopping area would cause them to increase their lunch-time patronage, almost sixty percent of state office complex workers replied negatively. The forty percent who answered affirmatively may represent a sufficiently substantial base to warrant providing such a service on a trial basis.

The three potential buying groups were asked, "Would a renovation plan including store-front and interior improvements cause you to increase your patronage of the Person Street shopping area?" Forty-three residents responded; of that number, 39% said that such action would cause them to increase their shopping; however, 58% replied that it would not, and one respondent gave a non-committal "maybe." Sixty-four percent of the college students indicated that a facade change would encourage more shopping in the center, while 79 percent of the state office workers replied that such a change would not alter their use patterns (Table 6).

TABLE 6
 INFERRED RANK IMPORTANCE TO BUYER SUB-GROUPS
 OF POTENTIAL CHANGES TO SHOPPING AREA

Rank	Neighborhood Residents	Peace College Students	State Office Complex Workers
I	Variety* (84%)	Quality* (94%)	Renovation (79%)
II	Quality* (74%)	Variety* (92%)	Variety* (42%)
III	Renovation (39%)	Renovation (64%)	Quality* (27%)

* of merchandise.

When asked if better quality merchandise in the target stores would increase their shopping, college students overwhelmingly responded "yes" (94%), and residents strongly agreed (74%). State office workers were again unimpressed with the potential improvement (71% negative, 2% maybe) (Table 6).

Projected reaction to a greater variety of merchandise was that such action would attract more business from college students (92%) and residents (84%). Fifty-eight percent of the responding office workers said they would not change their buying habits (Table 6).

The ranked importance of potential changes by each group may be inferred by the percentage of positive responses to each particular change. For instance, residents most frequently affirmed "greater variety" (84%), then "better quality of merchandise" (74%), or "renovation" (39%). Of first importance to college students was "better quality merchandise" (94%), and almost

equal (92%) was "greater variety;" least valued was "renovation" (64%). State office workers were more impressed with renovation than were the others, making it the most frequent response among that group (79%). Greater variety of merchandise would be the change second-most likely to attract the state complex employees (42%), while improving the quality of merchandise would be the change least likely (27%) to entice office workers into these businesses, if these positive response percentages are reliable indicators. A combination of all three proposals for change (interior and exterior improvements, better quality merchandise, and greater variety of merchandise and services) solicited three times as many positive responses (75%) as negative ones.

One respondent expanded his response to the idea of a plan. He suggested that such plan be done through honest design principals, i. e. without attaching fake Victorian facades to buildings of other periods. He intuitively suggested recognizing the quality of the existing designs, and replacing poor design with good contemporary design which should be responsive to the architecture of the surrounding historic neighborhoods.

Indication of an exterior "look" or style preference was solicited through forced choice among photocopies of four contrasting commercial scenes: (1) no change--a picture of Person Street as it is today; (2) modernized central business district pedestrian mall; (3) traditional, turn of the century commercial buildings; and (4) a rustic shopping center with parking spaces directly adjacent to the strip of shops. By group preference, the merchants (53%) and residents (32%) preferred a traditional appearance. However, the

college students greatly preferred the rustic scene (76%), while the state workers preferred the modern scene (31%). Forty-two percent of the combined responses indicated a visual preference for the rustic style, while 22 percent like the traditional look, 20 percent the modern, and 11 percent (two-thirds of them residents) indicated they preferred that the area remain unchanged. Therefore, aesthetic preference data concerning a "look" or "style" was virtually inconclusive.

Perhaps nostalgia, or a territorial protectiveness (Gardiner: 9), may have prompted 20 percent of the residents to prefer leaving the center as it is today. Their choice may be a reaction to the possible increase of outsiders or tourists attracted to a newer or more attractive looking shopping area. Twenty-four percent of the residents chose not to respond to the visual preference at all. This may have been used as a method of stating "no preference," or the directions may have been confusing or unclear to many of the older subjects, or the quality of reproduction (copying) may have been a deterrent.

CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

SUMMARY

The purpose of this study was to identify the businesses within the Person Street neighborhood business district in Raleigh, North Carolina, and the needs and shopping patterns of their potential shoppers, and to propose solutions to problems surfaced in the study. A survey of 31 merchants, 60 Peace College students, 60 state office complex workers, and 125 neighborhood residents was attempted. All sample subjects were located, for at least half of their day, within the designated target neighborhood in Central Raleigh. Nineteen merchants responded to the researcher's inquiries; fifty subjects from each of three buyer sub-groups returned a total of 150 self-administered schedules designed for their sub-group. This study took place in May and June of 1976.

Characteristics of the Merchants

Owner-managership was highly dominant among the responding merchants (84%). There was a relatively frequent pattern of turnover among the businesses; over a third of the operations had been in the center less than two years, and two (10%) of the nineteen interviewees conveyed definite plans to move or terminate their businesses at the time of the interview. Rental

values of the properties were diverse, with monthly rents as low as \$1.00 to \$4.99 per square foot and as high as \$8.00 to \$8.49 per square foot. Fifty-eight percent of the merchants thought their businesses to be as profitable today as they had been five years previous to the interview. Sixty-eight percent saw a need to expand their selling market; however, few merchants included all the potential buyer sub-groups within the neighborhood in their definition of their potential selling market. Increasing advertising was expected to expand their market and selling potential for the greatest number (42%) of respondents.

Sixty-eight percent of the merchants seemed to recognize the need for store front and exterior changes; sixty-three percent indicated that such a change was possible. Forty-two percent thought parking was poorly planned or inadequate for optimum operation of their businesses. Little participation in the Chamber of Commerce (21%) or Merchants' Bureau (11%) was noted by these business operators. Over one-third (37%) of these neighborhood business district merchants said they were not cognizant of any form of cooperation among the neighboring merchants and businessmen; this was especially the belief among the group of respondents who had been in business on Person Street for six to ten years. Over half (58%) of the merchants favored the formation of some type of Person Street merchant's association, even though only 37 percent thought such an organization would benefit them personally in business.

Characteristics of Potential Buyers

Almost half (47%) of the resident respondents were 65 years or older; 75 percent were over 50 years of age. Fifty-one percent of the respondents had lived in the neighborhood for more than 20 years; 73 percent of those answering lived in households which housed no children or minors; female respondents outnumbered males two to one. Single adults were 56 percent of the total number of resident respondents, and approximately 40 percent lived alone. Median yearly income was \$6,000; average was \$8,548.

Respondents from the all-female junior college were 18 to 19 years old. Seventy-six percent were further than fifty miles from their homes. Weekly spending money was most frequently \$5.00 to \$10.00 (36%), while twenty-four percent of the students had as much as \$15.00 or more per week.

State office complex workers were predominantly of ages 40 and under (54%); sixty percent were female. While 42 percent earned more than \$6,000 but less than \$10,000 per annum, more than a third (36%) earned between \$10,000 and \$20,000 yearly. Almost all (98%) had an hour or more for lunch, and the majority (52%) spent \$1.00 to \$2.00 on weekday lunches. The largest proportion (34%) chose either to bring their own lunches or to eat in the building snack bar; 24 percent regularly ate in restaurants and food-service establishments further than a mile from work.

Satisfactions and Dissatisfactions

In reference to general use of the Person Street neighborhood business district, 100 percent of the responding residents did some trading within the

center; college students (62%) were the second most active patrons of the center. Though state office workers claimed the least use (25%), responses to specific businesses exhibited greater use than did their responses to questions aimed at general information. Qualities of the center most appreciated by potential buyers were convenience (57%), presence of specific stores (Quik Pik, Winn-Dixie), and merchandise available (30%). Also valued were the provision for daily necessities, and friendliness. Qualities buyers most frequently found to be unsatisfactory were lack of variety in merchandise (16%), lack of parking (11%), and lack of safety or ease of passage among the stores (11%). A great majority reported incurring no problems while shopping in the center. Items or services most often reported missing were suitable clothing, fabrics, and notions; variety of brands of particular items; shoes; restaurant facilities; and hardware items.

Only eighteen percent of the residents reported walking on the majority of their trips to the center. The advanced age of many was a factor in dependency upon their cars or on other persons to get them to and from the center. For the same reason of age, and because of the inconvenience of transporting groceries and packages, the city bus system was decisively rejected (96%) as an aid to residents in shopping in the neighborhood business district (Figure 5). Though the greatest frequency of responses by students (42%) indicated that most of them walked less than five percent of their trips to Person Street, 36 percent of the students did walk on more than 90 percent of their neighborhood shopping expeditions.

By looking at buyers' use of specific stores, an overall neighborhood market efficiency pattern was indicated. A statistically significant number of businesses (36%) received sales from less than one-fourth of the potential neighborhood buyers. More than 25 percent of the business attracted less than one-tenth of the total responding market. Specific reasons for not shopping with neighborhood businesses were most frequently "No interest," "No need," or "Preferred other shopping area or store" (Table 5).

Opinion Concerning Potential Change in Target Area

Fifty percent of the responding state office workers projected that they would use the Person Street neighborhood business district if appropriate lunch facilities were available; few (23%) would live within walking distance of their work if there were suitable housing in this neighborhood. Of the workers who answered that they would live in the neighborhood, almost half were between 50 and 60 years old; also interested were those under 25 years of age. A free bus to and from the office complex at lunchtime would encourage almost 40 percent of the workers to patronize the center more frequently.

A renovation plan including store front and interior improvements was projected to cause 64 percent of the collegiates, 39 percent of the residents, and 21 percent of the office workers to increase their shopping in the neighborhood business district. Better quality merchandise would cause more patronage by 94 percent of the students, 73 percent of the residents, and 27 percent of the office workers. Greater variety of merchandise available in the center would

attract more business from the college students (92%) and residents (84%); fifty-four percent of the workers said their patterns would not change with more variety.

Buyers and merchants indicated visual preferences for potential facade and public grounds changes in the Person Street neighborhood business district. Combined responses most frequently indicated preferences for the wood and greenery of the rustic scene (42%); however, this was primarily due to its preference by the college students, a very transient group. The merchants and neighborhood residents gave priority to a traditional appearance. The traditional scene was the second-most preferred (22%), then the modern (20%). Eleven percent of the total (two-thirds of them residents) preferred that the area remain unchanged.

CONCLUSIONS

This study was exploratory in nature; therefore, many factors not considered in the analysis of this research may have influenced the resulting patterns and opinions. However, the following conclusions were drawn concerning the responses in this study:

1. Considerable lack of response to the study by the operators of the small businesses in the target area, plus lack of cooperative spirit among the merchants indicated independence, complacency, or perhaps, frustration within their businesses. The apparent results were inadequate services to their patrons, and inefficient utilization of the

- potential in their own business investment of time, energy and money.*
2. *There was a prevailing recognition of the need to expand the potential market for sales, yet few businesses recognized (or claimed) all the potential neighborhood markets at hand. Increased advertising was expected to boost sales, but little thought was noted concerning improvements in products, service, or appearance of the store or business. Inefficiency or complacency was evident in the number of stores patronized by less than 25 percent of the combined respondent-buyer populations.*
 3. *There was recognition of the need for better cooperation among a majority of the neighborhood merchants. One basis for that cooperation may be joint advertising, which would cause positive impact among the four to fourteen percent of the responding potential buyers who were not aware of the existence of each of the stores specified.*
 4. *Managers of businesses with absentee owners displayed little authority to determine necessary merchandise changes or advertising needs. Their limited powers also made cooperation among the neighboring merchants difficult. A need for more owner-management attention to these problems is indicated.*
 5. *Potential buyer-defined patronage of the center indicated that residents are the primary market for the Person Street and Franklin Street shops. College students and state office workers ranked second and third, respectively, in importance; but they are highly potential auxiliary*

markets for the neighborhood business district.

6. *Abu-Lughod's (1960) survey results in "A Survey of Center City Residents" concerning "overrepresentation" of the elderly were upheld by the results of this study. The majority of resident respondents were older, female, and single or widowed. The majority of residents expressed belief that the center responded to their general needs, and noted less need for improvement of store appearances than did other groups. Some of the hesitancy toward change may be a result of territorial protectiveness, or fear of "outsider" influence or danger.*
7. *Comparison of reported target area household income figures with 1969 figures from the City of Raleigh (Stephens Associates, 1973: 3-4) indicated predominantly low incomes among the resident sub-group; the responding residents' median annual income was \$6,000 and mode was \$3,584, while Raleigh as a whole had a median of \$10,850 and a mode of \$11,701. (The 1969 figures have surely increased due to the inflated economy of the early 1970's.) The 1970 Census level of poverty for Raleigh was \$2,320 for a one- to two-member family. All responding college students had annual spending money which fell below this poverty level, as did four of the fifty responding residents.*
8. *The lack of safety in the center was cause for concern, especially due to the age of many of the residents and the high incidence of females in the area. The need for better lighting at night, foot patrol by police, and better regulation of vehicle traffic and parking were indicated.*

The need for more and better regulated crosswalks was indicated by the potential buyer responses. Walkways need to be made safer by separating parking from sidewalks (i. e., in front of florist, finance company, and post office), and by erecting a knee-high wall protecting pedestrian ways from the busy street traffic. A long-term plan might include a pedestrian bridge which would span the street above hazardous traffic, as proposed for the Brooklyn Plan in the literature. However, no such measure is immediately indicated. The problems to businesses caused by the one-way nature of the street should be addressed again by the city council. Any legal costs should be borne by all who stand to benefit from the potential change--all center merchants.

9. *The potential for lunch-time income from the State Office Complex workers was substantial enough to merit more intensive study by existing and potential restaurateurs and grill operators. To be considered are the time workers are allowed for lunch (one hour) and the indicated price range of purchased lunches (generally \$1.00 to \$2.00). Ambient pedestrian ways and outdoor rest areas, plus more attractively used store-front displays, would probably attract more lunch-time shoppers, and historic site visitors as well.*
10. *Present city bus services were not meeting the needs of the responding resident buyers due to too few and scattered stops, and inability by elderly citizens to maneuver the high steps successfully. Direct bus service to and from the office complex would boost the potential for*

mid-day trade with complex workers, provided that timing of the stops was synchronized to the peak demand hours between 11:30 a.m. through 2:00 p.m. weekdays, and that access to the bus was convenient. Timing and convenience of scheduling would boost shopper use of the transit system throughout the target area. Such increased scheduling might be encouraged by an initial financial subsidy of the affected merchants, or their association (a tax deductible business expense).

11. *The wide diversity in commercial square footage rents indicated equal diversity in the quality of the individual business properties and facilities in the area.*
12. *Merchants generally recognized the need to improve the appearance of the center. However, buyer and merchant responses to aesthetic preference for a "look" or style for the area were inconclusive, indicating less need for facade changes than the researcher had estimated. The neighborhood buyer survey did indicate, however, a primary and immediate need to increase the variety of merchandise, followed by need for improvement in the quality of that merchandise. A short-term revitalization plan should first attack these two deficiencies. Then, such a plan should expand to address the need for inexpensive cleaning up and painting of store fronts to revitalize the appearance of the area. Such action would outwardly reaffirm merchants' interest in potential clientele. A long-term plan might include structural changes; however, the immediate indicators do not suggest such measures at present. Pedestrian, vehicle,*

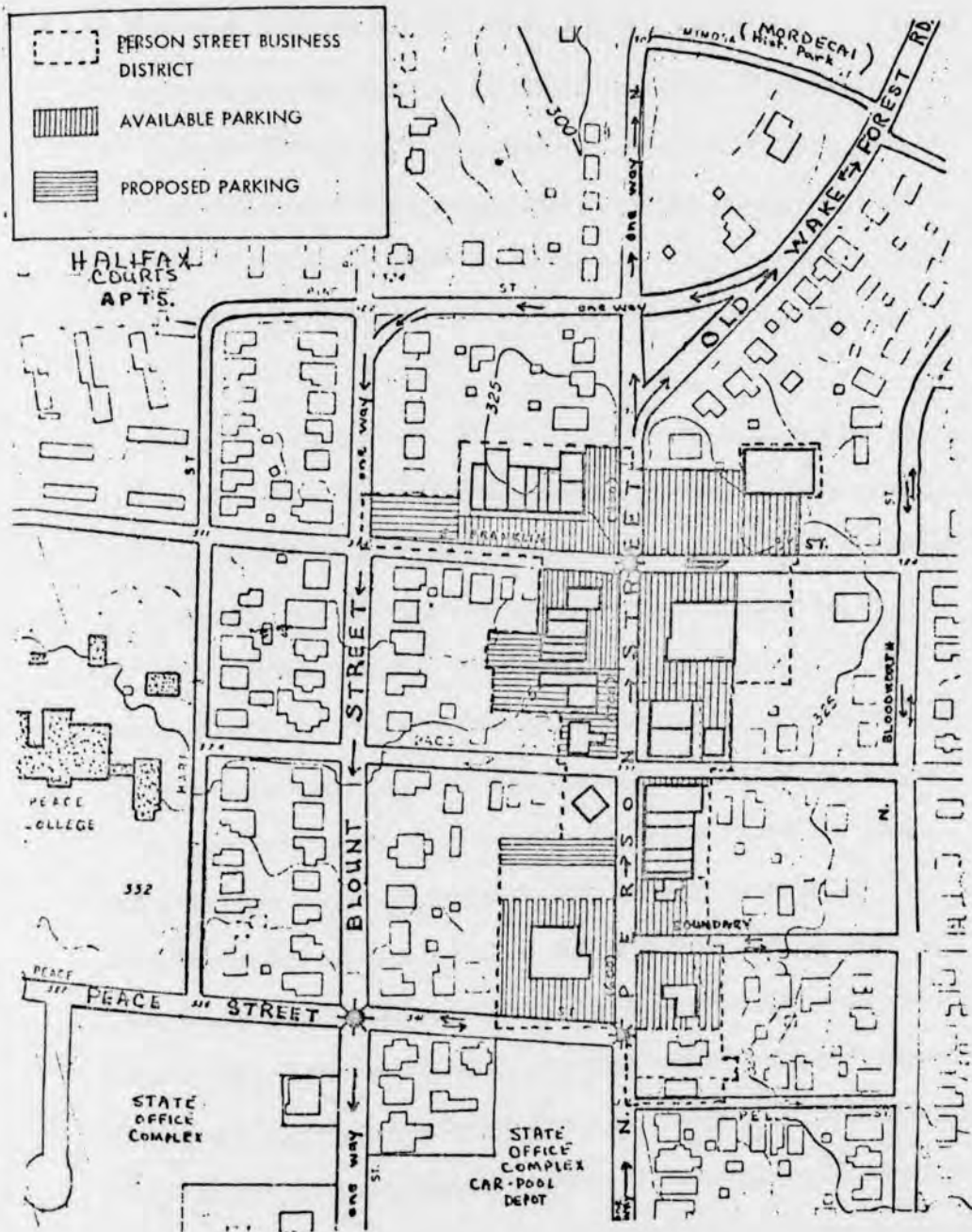
and parking safety should be given priority attention. The present trend in traffic safety planning is separation of vehicular and pedestrian traffic whenever feasible. Possibilities of taking parking off the street to now-vacant lot space behind the stores should be studied (see Figure 6).

RECOMMENDATIONS

The purpose of this exploratory study was to develop a set of proposals or recommendations for three blocks of neighborhood commercial properties bordering Oakwood, an architecturally and historically significant residential area in Raleigh, North Carolina. Using data collected in a neighborhood survey of 19 merchants, 50 residents, 50 college students, and 50 State Office Complex workers, conclusions were drawn which prompt the following recommendations:

- 1. Business and property owners in the target area should become aware of the potential buying markets close at hand. Of primary concern should be the buying power of the resident population; secondly, that of the student population; and thirdly, the potential lunch-time business from State Office Complex workers. Individual businesses should periodically gather their own market data concerning their specific merchandise and services. In selection of merchandise, and in services to be rendered, consideration should be given to the low income and older aged persons prevalent in the neighborhood. Furthermore, the astute merchant will attend to the needs of the young, more affluent*

Figure 6. AVAILABLE PARKING FOR PERSON STREET NEIGHBORHOOD BUSINESS DISTRICT.



- residents moving into the area--the student population and others.*
2. *A merchants' and property owners' task force should be formed to explore the need for and uses of a neighborhood merchants' organization in the Person Street area. A few of the specific subjects for study should be joint advertising, attraction of stable, mutually beneficial businesses (especially restaurants and coffee shops), present and potential center appearance, shopper parking and pedestrian safety.*
 3. *Continued concern over the increasing traffic and hazardous speed of vehicles on Person Street should be conveyed to the city traffic engineering and planning departments, and to influential officials and resident leaders. Off-street parking and safe separation of pedestrian and vehicular traffic is urgently indicated (see Figure 6).*
 4. *Center businesses should make the city bus system aware of the lack of service rendered to their potential customers, particularly the aged within this central city area. Center businesses should explore the necessity of an initial subsidy to the bus company to encourage increased scheduling and service to the area. Other civic agencies, such as the local Council on Aging, should be contacted concerning help with transportation for the neighborhood elderly and handicapped.*
 5. *Businesses and/or a future neighborhood merchants' organization should draw from the wealth of community pride and concern found in Oakwood and Mordecai resident organizations. This type of support and informal*

idea input would be invaluable in actualizing any plans for facade improvement, buyer-needs satisfaction, or public space improvement and safety. Volunteers' free services and expertise might be available for public space improvement or surveying public opinions and needs.

6. *A centrally located community information board or stand would be one of many simple and inexpensive additions to the center which would express a healthy interest of businesses in the community which they serve. A combination public toilet and covered bus stop might be considered.*
7. *A time-usage study should be made to explore merchant and potential buyer attitudes concerning the likelihood of profitable, safe, after-dark shopping in the neighborhood center. The Public Safety Office would be a valuable resource in such a study. Foot patrol from the city police force or a merchant-paid guard should also be considered. Improved placement of parking facilities and of lot and street lighting should be considered in a comprehensive feasibility study of expanded hour operations.*
8. *A study of the present and future need for more and different types of housing in the target area should be made. Special attention should be given to the needs of the elderly, singles, and childless couples-- those whom literature and study results indicated as the primary consumers of central city businesses and housing, thus developing or maintaining a lifestyle. Individually owned townhouses would be a*

viable choice. Without provision for adequate housing, the city core will be heavily impeded in achievement of its full potential. Provision at such valuable density property would offer a different lifestyle, readily available--entertainment and convenience for the purchaser, and a new revenue and tax base for the city.

9. *A more descriptive name for the center might afford the businesses better public identification and cohesion for the area. One such name suggestion is "History Bridge," reflecting the fact that this neighborhood business center is a physical link or "bridge" between Oakwood, Blount Street Historic Districts, and Mordecai Park (see Figure 3).*
10. *A long-range plan for business growth and capital improvement of the three target blocks of Person Street should be formulated. Continued awareness of who are primary core users (singles under 25, childless couples, and those over 50 years of age) is essential to plan formulation. A three-part, time-phased plan of action based on the importance of suggested changes indicated by the responding potential buyers should be developed.*

PHASE I: Immediate priority should concern individual businesses' improvement of merchandise variety and quality, and also greater visibility through advertising.

PHASE II: Secondly, a short-range priority should concern interior, exterior, and public space revitalization. Helpful measures should be simple and relatively inexpensive. Examples are cleaning and

"sprucing up" exterior, interior, and public space; painting facades lighter, more visible colors to combat the drab appearance now present. An improved use of window display areas would better attract passers-by.

PHASE III: Finally, attention should be centered on possible long-range capital improvements such as building structure and facade changes; addition of street furniture, information/toilet kiosks, bus shelters, and appropriate landscaping; closing of the street to vehicular traffic or resort to use of a pedestrian bridge to span over the potentially hazardous traffic; attracting more night-time business by improved street and parking lot lighting, utilizing safety patrolmen, upgrading restaurant and entertainment facilities; encouraging land developers to build middle-income, multi-family or high density homes in the neighborhood to add to the shopper base and tax base, and to contribute to the stability of the area as a whole. The primary market for such housing would be singles under 25, childless couples, and those over 50 years of age. Their needs should be considered early in the planning stage.

- 11. Continued improvement of data gathering instruments should be attempted. Specifically included in later instruments should be more detailed questions concerning income, education level, and reasons respondents have for choosing to live or to do business in central city locations.*
- 12. Further study should be made into the potential market of shoppers*

attracted through Capital City tourism (Oakwood and Mordecai Park are on the Capital City Walking Trail), and of the types of businesses and/or merchandise that would be supported by such tourist trade.

13. *Similar studies should be made (at least annually) concerning small businesses and their users' needs and satisfactions, both in the Person Street area and in similar neighborhood centers in other areas. The essence of business is finding and meeting customers' needs. Today the buying public expects clean, attractive, diverse, and safe shopping sites. With cooperative, creative effort, the Person Street neighborhood shopping center merchants can well meet the immediate and future needs of the local neighborhood shopper, and many of the aesthetic and retail needs of the city-wide shopper and the tourist-shopper as well. In a world of commercial grand scale, there is a place for the human-scale of a neighborhood shopping center.*

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APPENDIX A

*SAMPLE SCHEDULES AND ACCOMPANYING
COVER LETTERS*

Society for the Preservation of Historic Oakwood

POST OFFICE BOX 11137 • RALEIGH, NORTH CAROLINA 27604



April 29, 1976

Dear Sir:

Elisabeth Leathers, a Masters candidate at the University of North Carolina at Greensboro, is doing a survey of merchants, residents, State office workers and college students in the Oakwood/Mordecai area. As part of this survey, she is interested in gathering information about the Person Street business district. The information gained in her survey will enable her to do a study of the current business structure and the future market potential of the area.

As you know, the Oakwood neighborhood has undergone a change in the past few years. The importance of the neighborhood to all Raleigh has been recognized, and the prestige and prosperity of the area continues to increase. Ms. Leathers has followed this progress for a long period of time, and is interested in making a factual study which would indicate the direction of growth in the commercial sector of our community. The results of her study should be very beneficial to all the businesses in the Person Street business district. I believe that it is to the benefit of all of us in the Oakwood/Mordecai area to give her our help and cooperation.

Ms. Leathers will soon be calling on you for a personal interview. I would appreciate your cooperation with her in this research program.

Carolyn S. Parlato

Carolyn S. Parlato
Chairman, Society for the Preservation
of Historic Oakwood, Inc.

CSP:sb

MEMBER NATIONAL TRUST FOR HISTORIC PRESERVATION
MEMBER HISTORIC PRESERVATION SOCIETY OF NORTH CAROLINA

MERCHANTS/1

Name: _____ Store: _____

Business Address: _____ Type of Business: _____

Length of time in business on Person Street/Franklin Street: _____

Estimated square footage of selling space: _____ storage and office _____

Cost per square foot per month/year: _____ Total monthly rent \$ _____

Does this include utilities? Yes _____ No _____

What business preceded you in this building or space (be specific)? _____

#####

1. Is your business as profitable as it was 0-5 years ago? Yes _____ No _____
 As it was 6-10 years ago? Yes _____ No _____
 As it was 11-15 years ago? Yes _____ No _____

Explain your answers: _____

#####

2. _____ What do you define as your store's potential market?

- | | | |
|----------------------|-------------------|--------------------------|
| (a) Oakwood-Mordecai | (c) Halifax Court | (e) State Office Complex |
| (b) Downtown Raleigh | (d) Peace College | (f) All of Raleigh |
| | | (g) All of the above |
| | | (h) A combination of |

3. _____ Do you see a need to expand your selling market? (a) yes (b) no

4. _____ How would you do this? _____

Other comments: _____

#####

MERCHANTS/2

5. *Have you any business plans for change in the near future (of any sort)?*

6. *Do you think an overall facade and exterior plan for the Person Street Business District would help attract business? (a) yes (b) No*

7. *Do you feel such a change in the area is possible? (a) yes (b) no*

Explain your answer: _____

#####

8. *Does your business suffer because of poorly planned or lack of parking? (a) yes (b) no*

If "yes," please explain: _____

9. *Are you a member of the Raleigh Merchants' Bureau? (a) yes (b) no*

10. *Chamber of Commerce? (a) yes (b) no*

11. *Is there any cooperation among the neighborhood merchants?*

(a) yes (b) no Explain: _____

12. *Would an Oakwood-Mordecai Merchants' Association be supported by you? (a) yes (b) no*

13. *Would such an Association be beneficial to you? (a) yes (b) no*

Comment: _____

14. *Would you consider joint advertising with neighboring, non-competitive shop owners? (a) yes (b) no*

May 14, 1976

NCIO

Dear Residents:

Included is a copy of a questionnaire for you to complete. It is being sent to you so that your ideas and habits will be considered in a study of the Person Street Shopping Area.

You are one of sixty residents chosen at random for this study. The study is paid for through a student grant from the North Carolina Internship Office with funds from the N. C. Bicentennial Commission. The project, called "Revitalization of a Neighborhood Shopping Center," has been approved by the former and present presidents of the Society for the Preservation of Historic Oakwood, by Councilman Thomas Bashford, by the director of the Raleigh Merchants' Bureau and by Oakwood Garden Club HANDS as being in the public interest.

Please return this by return mail. Time is of the essence.

Please call me if you have problems.

Sincere thanks,

*Elisabeth B. Leathers
Project Coordinator
782-2590*

EBL:av

Enclosures

RESIDENTS/2

More specifically, indicate your patronage of the following Person Street Shopping Area businesses with an "X" in one of the first three columns. If you answer "Never" please fill in the following two columns.*

<i>I shop</i>	<i>Regu- larly</i>	<i>Occa- sionally</i>	<i>Never</i>	<i>*Why</i>	<i>*I prefer (specify store/place)</i>
10. Barber Shop					
11. Used Car Lot					
12. Coin Shop					
13. Tuttle's Appliances					
14. Chamblee's Print					
15. Person St. Pharmacy					
16. Oriental Rug Store					
17. Winn-Dixie					
18. Krispy Kreme					
19. Camper Trailer Sales					
20. First Citizens Bank					
21. Gulf Service Station					
22. Beauty Shop					
23. Billiard's Hall					
24. Florist					
25. Laundry/Dry Cleaner					
26. Speed Copy Shop					
27. Karate Studio					
28. Post Office					
29. Mill Outlet					
30. Restaurant					
31. Quik Pik					

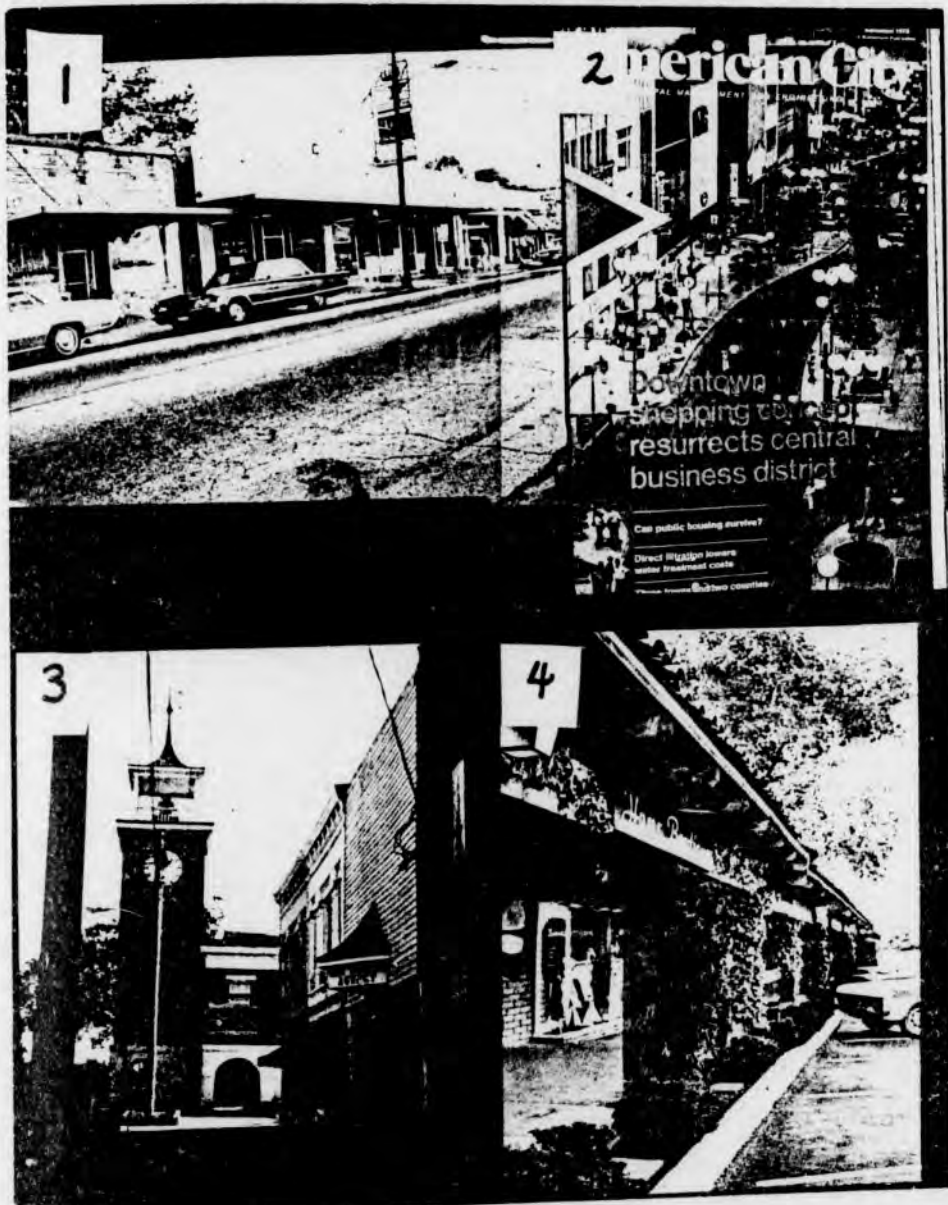
RESIDENTS/3

32. ___ Would a renovation plan including store front and interior improvements cause you to increase your patronage of the Person Street Shopping Area? (1) Yes (2) No
33. ___ Would a plan for better merchandise in existing stores cause you to increase your patronage of the Person Street Shopping Area? (i.e., quality) (1) Yes (2) No
34. ___ Would a plan for different and more merchandise in existing shops and stores cause you to increase your patronage of the Person Street Shopping Area? (1) Yes (2) No
35. ___ Would a plan including store front and interior improvements and introduction of new shops plus better merchandise in the existing stores cause you to increase your patronage of the Person Street Shopping Area? (1) Yes (2) No

RESIDENTS/4

36. _____ Please choose one of the following to best represent your preference for a "look" or appearance for the Person Street Shopping Area.

(1) No change (2) Modern (3) Traditional (4) Rustic





North Carolina Department
of Administration

JAMES E. HOLSHOUSER, JR., GOVERNOR • BRUCE A. LENTZ, SECRETARY
INTERNSHIP OFFICE

Youth Involvement Office

April 7, 1976

Ms. Janice Edwards
Dean of Students
Peace College
Raleigh, North Carolina 27603

Dear Dean Edwards:

The North Carolina Internship Office is conducting an experiential learning program for North Carolina college students entitled "Contribute Then Celebrate: Student Projects for the Bicentennial Celebration." One of the participants, Ms. Elizabeth Leathers, a graduate student at UNC-G, is developing a comprehensive rejuvenation plan for the small business district of the 600, 700 and 800 blocks of Person Street.

Part of her project work includes conducting a survey of area residents, students and state government office workers (i.e., the area buying market) to determine their response to such a revitalization plan, their willingness to shop there, etc.

To include Peace College students in this survey, she would need a list of those students living on campus and their dorm addresses. I would appreciate your making such a list available to her, as the survey is an essential part of her total project work. Ms. Leathers' address is 309 McIver Street, Greensboro, NC 27403.

If you have any questions concerning her project, or the program in general, please call me at 829-5966. Thank you for considering this request.

Sincerely,

Nancy

Nancy Mayer Babits
Program Coordinator

NMB:cw
Enclosure

bcc: her

hope this helps.

STUDENTS/1

1. Age .
2. Years at Peace .
3. How far away is your family's home from this campus?
(1) 0-14 miles (2) 15-34 miles (3) 35-49 miles (4) 50+ miles
4. My weekly spending money (whether supplied by your or your parents) is: (1) \$.00-4.99 (2) \$5.00-9.99 (3) \$10.00-14.99 (4) \$15.00+
5. Do you patronize the Person Street Shopping Area (meaning hereafter the commercial section of Person Street, inclusive of the shops from Peace Street north to the small shopping center at the corner of Person and Franklin Streets)?
(1) Yes. If so, complete questions 6-10.
(2) No. If so, skip to question 11.
6. Estimate what percentage of your shopping you do in the Person Street Shopping Area. (Please include eating out and services.)
(1) 0% (2) 1-10% (3) 11-25% (4) 26-50% (5) 51-75% (6) 76-100%
7. When you go to the Person Street Shopping Area you walk % of the time.
When you go to the Person Street Shopping Area you ride % of the time.
What do you enjoy most about the Person Street Shopping Area? _____

8. What problems, if any, do you have with shopping the Person Street Shopping Area?

9. What services/merchandise do you seek elsewhere because you cannot find them in the Person Street Shopping Area?

STUDENTS/2

More specifically, indicate your patronage of the following Person Street Shopping Area businesses with an "X" in one of the first three columns. If you answer "Never" please fill in the following two columns. *

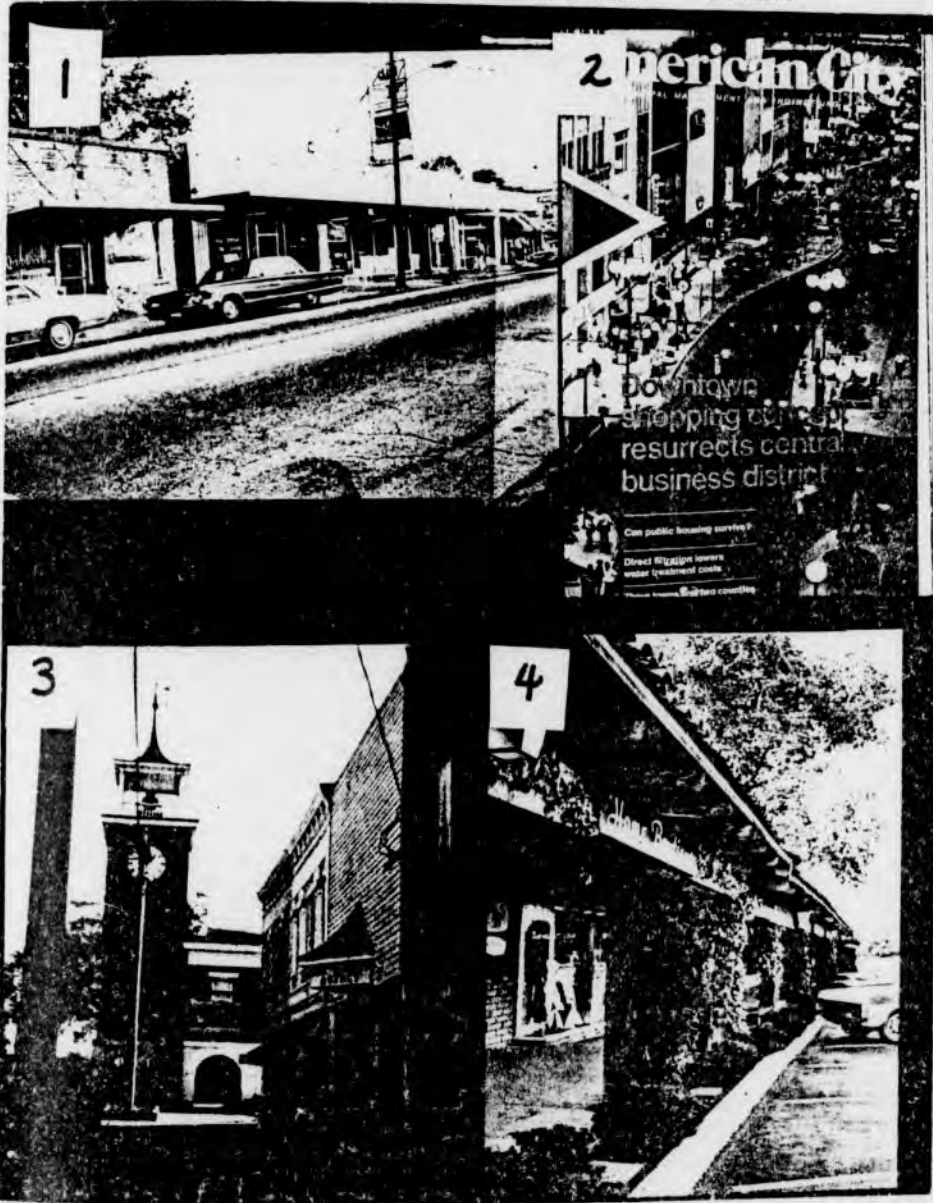
<i>I shop</i>	<i>Regu- larly</i>	<i>Occa- sionally</i>	<i>Never</i>	<i>*Why</i>	<i>*I prefer (specify store/place)</i>
10. Barber Shop					
11. Used Car Lot					
12. Coin Shop					
13. Tuttle's Appliances					
14. Chamblee's Print					
15. Person St. Pharmacy					
16. Oriental Rug Store					
17. Winn-Dixie					
18. Krispy Kreme					
19. Camper Trailer Sales					
20. First Citizens Bank					
21. Gulf Service Station					
22. Beauty Shop					
23. Billiard's Hall					
24. Florist					
25. Laundry/Dry Cleaner					
26. Speed Copy Shop					
27. Karate Studio					
28. Post Office					
29. Mill Outlet					
30. Restaurant					
31. Quik Pik					

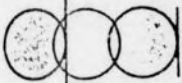
32. ___ *Would a renovation plan including store front and interior improvements cause you to increase your patronage of the Person Street Shopping Area? (1) Yes (2) No*
33. ___ *Would a plan for better merchandise in existing stores cause you to increase your patronage of the Person Street Shopping Area? (i.e., quality) (1) Yes (2) No*
34. ___ *Would a plan for different and more merchandise in existing shops and stores cause you to increase your patronage of the Person Street Shopping Area? (1) Yes (2) No*
35. ___ *Would a plan including store front and interior improvements and introduction of new shops plus better merchandise in the existing stores cause you to increase your patronage of the Person Street Shopping Area? (1) Yes (2) No*

STUDENTS/4

36. _____ Please choose one of the following to best represent your preference for a "look" or appearance for the Person Street Shopping Area.

(1) No change (2) Modern (3) Traditional (4) Rustic





North Carolina Department
of Administration

JAMES E. HOLSHOUSER, JR., GOVERNOR • BRUCE A. LENTZ, SECRETARY
INTERNSHIP OFFICE

Youth Involvement Office

Wednesday, May 19, 1976

MEMORANDUM

TO: State Government Workers
FROM: Gail Knierien, Director
N.C. Internship Office
SUBJECT: Enclosed Questionnaire

The attached questionnaire is being sent to you for completion as part of a random survey which is being conducted in connection with a Bicentennial project of the North Carolina Internship Office.

Please note that the Person Street Shopping Area refers only to the 600, 700, and 800 blocks of Person Street. The questionnaire is to be completed and returned to our office at 401 North Wilmington Street by inter-office mail as soon as possible.

Thank you for your cooperation in completing this form.

STATE OFFICE WORKERS/1

1. Age: (1) under 25 years (3) 40-49 (5) 65+
(2) 26-39 (4) 50-64
2. Length of time you have lived in the Raleigh Area:
(1) 0-6 mos. (3) 1-2 yrs. (5) 6-10 yrs. (7) longer than
(2) 7 mos.-1 yr. (4) 3-5 yrs. (6) 11-20 yrs. 20 yrs.
3. I live on _____
(Street name) (Neighborhood or town)
and is _____ far from this office.
(1) 0-5 miles (2) 6-10 mi. (3) 11-15 mi. (4) 16-30 mi. (5) 31+ mi.
4. My total income per month is:
(1) \$.00-249 (3) \$500-833 (5) \$1,250-1,666
(2) \$250-499 (4) \$834-1,249 (6) \$1,667+
5. Sex: (1) Male (2) Female
6. Your living status is:
(1) I live alone (4) Couple with ___ # children
(2) 2 unmarrieds sharing quarters (5) Single guardian/parent
(3) more than 2 unmarrieds with ___ # children
(6) Married couple without children
7. Do you patronize the Person Street Shopping Area (meaning hereafter the commercial section of Person Street, inclusive of the shops from Peace Street north to the small shopping center at the corner of Person and Franklin Streets?)
(1) Yes (2) No
8. Do you presently own or rent your residence? (1) Own (2) Rent
9. Would you live within walking distance of work if homes and apartments were available at affordable rates? (1) Yes (2) No

Please explain your answer: _____

STATE OFFICE WORKERS/2

More specifically, indicate your patronage of the following Person Street Shopping Area businesses with an "X" in one of the first three columns. If you answer "Never" please fill in the following two columns.*

I shop	Regu- larly	Occa- sionally	Never	*Why	*I prefer (specify store/place)
10. Barber Shop					
11. Used Car Lot					
12. Coin Shop					
13. Tuttle's Appliances					
14. Chamblee's Print					
15. Person St. Pharmacy					
16. Oriental Rug Store					
17. Winn-Dixie					
18. Krispy Kreme					
19. Camper Trailer Sales					
20. First Citizens Bank					
21. Gulf Service Station					
22. Beauty Shop					
23. Billiard's Hall					
24. Florist					
25. Laundry/Dry Cleaner					
26. Speed Copy Shop					
27. Karate Studio					
28. Post Office					
29. Mill Outlet					
30. Restaurant					
31. Quik Pik					

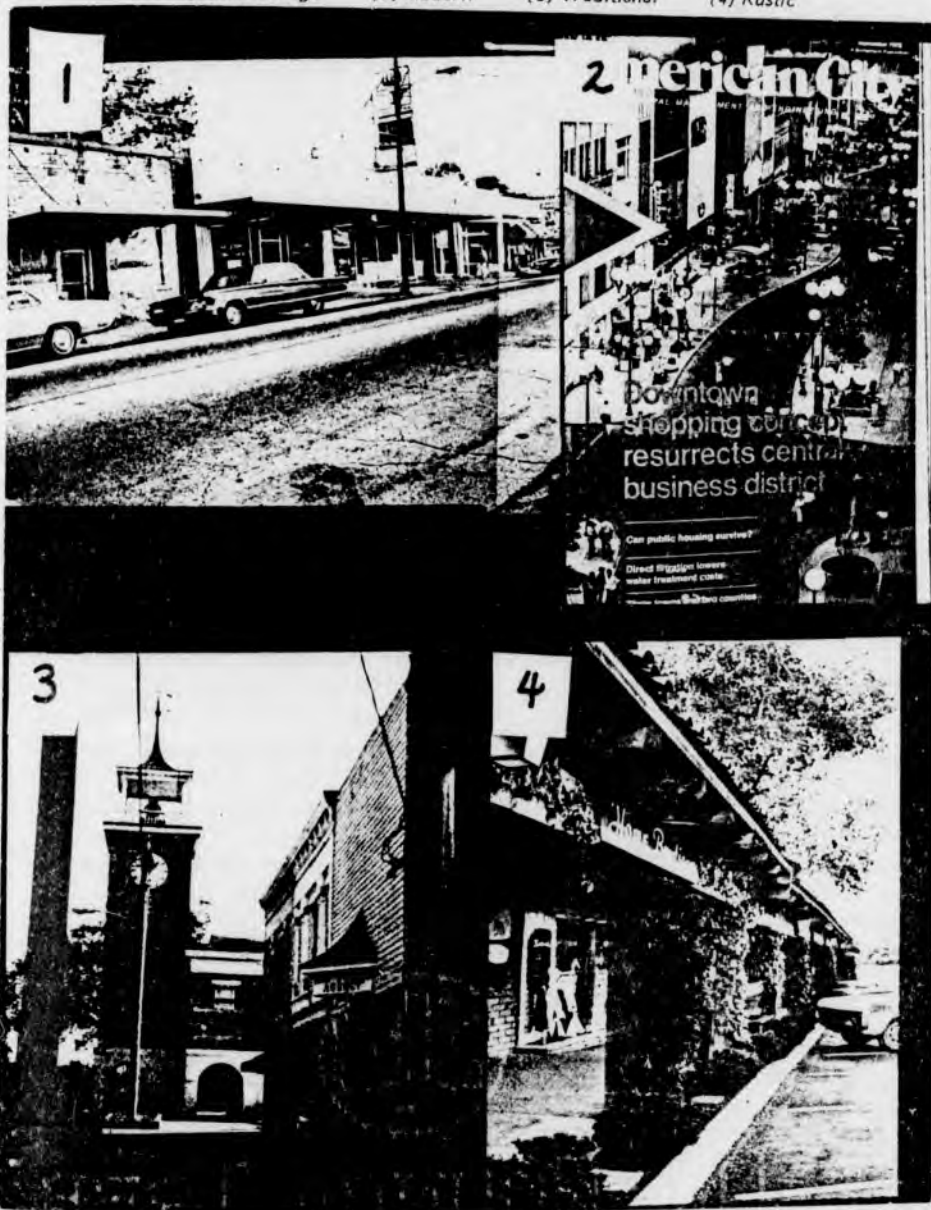
STATE OFFICE WORKERS/3

32. ___ *Would a renovation plan including store front and interior improvements cause you to increase your patronage of the Person Street Shopping Area? (1) Yes (2) No*
33. ___ *Would a plan for better merchandise in existing stores cause you to increase your patronage of the Person Street Shopping Area? (i.e., quality) (1) Yes (2) No*
34. ___ *Would a plan for different and more merchandise in existing shops and stores cause you to increase your patronage of the Person Street Shopping Area? (1) Yes (2) No*
35. ___ *Would a plan including store front and interior improvements and introduction of new shops plus better merchandise in the existing stores cause you to increase your patronage of the Person Street Shopping Area? (1) Yes (2) No*

STATE OFFICE WORKERS/4

36. _____ Please choose one of the following to best represent your preference for a "look" or appearance for the Person Street Shopping Area.

(1) No change (2) Modern (3) Traditional (4) Rustic



STATE OFFICE WORKERS/5

37. ___ How far do you go daily for lunch (an average will do)?
 (a) bring lunch or eat in building snack bar
 (b) within the block
 (c) I go downtown
 (d) within one mile
 (e) further than a mile
 (f) I travel and am out of Raleigh during lunch most of the time
38. ___ How much time to you have for lunch?
 (a) 30 minutes (b) 1 hour (c) over an hour
39. ___ How much do you spend on an average lunch?
 (a) less than \$.49 (c) \$1.00-\$1.99 (e) \$3.00+
 (b) \$.49-\$.99 (d) \$2.00-\$2.99
40. ___ Would you patronize the Person Street Shopping Area if appropriate lunch facilities were available? (a) Yes (b) No
41. ___ Would you patronize the Person Street Shopping Area if a bus service such as SCAT were available to the area? (a) Yes (b) No
42. ___ Would you live within walking distance of work if homes and apartments were available at reasonable rates in this area?
 (a) Yes (b) No

Please explain your answer: _____

** THANK YOU! **

APPENDIX B

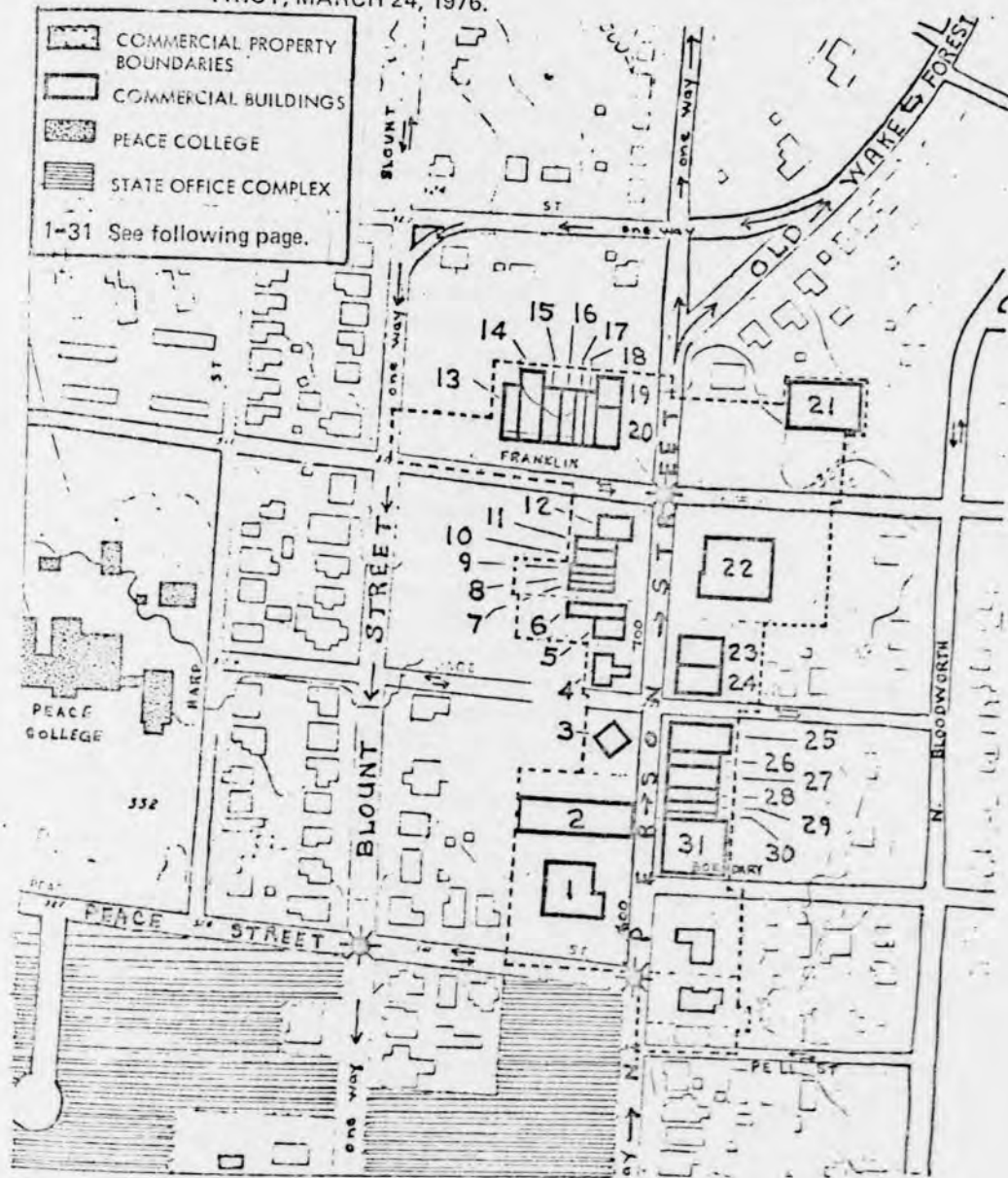
IDENTIFICATION OF BUSINESS ZONED PROPERTY

IN THE PERSON STREET NEIGHBORHOOD

BUSINESS DISTRICT

MARCH 24, 1976

Appendix B. IDENTIFICATION OF BUSINESS ZONED PROPERTIES
 IN THE PERSON STREET NEIGHBORHOOD BUSINESS DIS-
 TRICT, MARCH 24, 1976.



APPENDIX B. *Identification of Business Zoned Property in the Person Street Neighborhood Business District, March 24, 1976*

<i>Respond- ents</i>	<i>Map I.D. #</i>	
	1	<i>Krispy Kreme Donuts</i>
	2	<i>O'Briant's Camper-Trailer Sales & Parts</i>
	3	<i>(Vacant lot)</i>
	4	<i>First Citizens Bank & Trust Co. - branch office</i>
X	5	<i>Duke's Service Station</i>
X	6	<i>Billiard's Hall</i>
X	7	<i>Mordecai Florist</i>
	8	<i>Triangle Speedy Print</i>
	9	<i>(Avco Finance Company - moving)</i>
	10	<i>Parker Academy of Self Defense - karate</i>
	11	<i>U. S. Post Office</i>
X	12	<i>Mill Outlet Sales</i>
X	13	<i>(Castleberry-Edgerton Engineers - non-retail)</i>
X	14	<i>(Super Dollar Store - moving)</i>
X	15	<i>Smiths' Restaurant</i>
	16	<i>(Vacant store site)</i>
X	17	<i>Lamar Hair Styling</i>
X	18	<i>Spic 'N Span Laundry and One-Hour Dry Cleaning</i>
	19	<i>Quik Pik - convenience store</i>
X	20	<i>(The Decorative Touch - not yet open for business)</i>
	21	<i>(Vacant building)</i>
X	22	<i>Winn-Dixie Super Market</i>
X	23	<i>Oriental Rug Store</i>
X	24	<i>Person Street Pharmacy</i>
X	25	<i>Chamblee's, Inc. - printers</i>
X	26	<i>Raleigh Coin Shop</i>
X	27	<i>Tuttle's Appliances</i>
X	28	<i>(Norden Labs - pharmaceutical supplies - moving)</i>
X	29	<i>Person Street Barber Shop</i>
	30	<i>(Vacant store site)</i>
X	31	<i>Motley's Auto Sales - used cars</i>

19 (Nineteen) merchants out of 31 replied to the surveys or interviews.

Appendix C. Frequency of Trading with Specific Businesses by Buyer Sub-Groups

Specific Business	Residents				College Students				State Office Complex Workers			
	N	Regularly	Occasionally	Never	N	Regularly	Occasionally	Never	N	Regularly	Occasionally	Never
Barber	43	10	3	30	37	0	0	37	49	1	2	46
Used car	40	2	24	14	44	0	13	31	49	1	35	13
Coin	40	4	22	14	43	0	13	30	48	2	32	14
Appliance	41	3	16	22	44	0	1	43	48	0	4	44
Print	39	1	0	38	44	0	0	44	49	0	2	47
Pharmacy	47	19	22	6	45	3	31	11	49	2	7	40
Oriental Rug	40	1	2	37	44	0	4	40	49	0	2	47
Grocery	48	37	9	2	47	7	31	9	49	4	11	34
Donut	48	14	23	11	46	11	32	3	50	6	27	17
Camper-Trailer	39	2	0	37	44	0	1	43	49	0	3	46
Bank	46	22	7	17	46	2	9	35	48	1	2	45
Gas	45	15	8	22	44	0	4	40	48	1	8	39
Beauty Salon	42	5	5	32	44	0	0	44	49	2	2	45
Billiards	40	0	2	38	45	0	2	43	48	0	2	46
Florist	45	6	25	14	44	2	21	21	48	1	8	39
Laundry/Dry Cleaner	44	12	17	15	46	1	20	25	48	2	4	42
Speed Copy	40	0	25	15	43	3	13	27	48	0	37	11
Karate	27	1	11	15	0	0	0	0	48	0	36	12
Post Office	47	27	12	8	47	8	24	15	48	2	12	34
Mill Outlet	40	0	16	24	45	0	11	34	49	1	8	40
Restaurant	41	2	9	30	45	1	9	35	48	3	3	42
Quik Pik	47	14	24	9	46	16	24	6	48	1	10	37