

## PROSPERITY VILLAGE CNIP FOCUS GROUP CONCLUSIONS

### PRIVATE SECTOR FOCUS GROUP

The private sector focus group included the participation of 9 individuals. The group responded to all of the prepared questions and held very thoughtful discussion throughout the polling process. There were a few major themes which resulted from both the polling questions as well as our observation of the discussions. These themes were based on providing increased livability, better connectivity, job growth and transformative change.

#### **Major Themes - Private Sector Focus Groups (in order highest to lowest priority)**

1. Transportation
  - Vehicular
  - Public Transit - lower interest
2. Connectivity (in order from high priority to low priority)
  - Vehicular
  - Pedestrian
  - Greenway
  - Bike
3. Form Based Codes
4. Aesthetics (no particular order)
  - Landscape/Streetscape
  - Architecture
  - Gateway Entry
  - Lighting
5. Open Space
  - Central Park / Village Open Space
  - Neighborhood Park
6. Developer Incentives
  - Density incentives for developers that include public open space in development
  - Public/Private Partnerships

The group nearly unanimously agreed that fewer larger projects would be the best use of the available money. The group suggested a consistency with local plans, cost and environmental impacts were the most important factors when considering ranking potential capital improvement projects.

The group suggested the potential for greater density, I-485, demographics and available land are reasons the prosperity village area is attractive for development. The group felt place making, a dynamic core, potential open space and connectivity were all areas that would make the village into a special place.

### **Opportunities and Constraints**

The group suggested the density, the new community plan and potential for development incentives were all good opportunities that will help lead to successful developments. The main constraints centered around the community's fractured network, vision and ownership as well as overcoming the fear of multi-family.

The group seemed to agree with the suggested development outlook by the year 2030 within the prosperity village area. They identified the greatest development demand in the area as Rental and M.F. Housing and Retail second.

The group suggested the best ways to impact the community economically and create a compact pedestrian oriented village was through form based codes, increased connectivity and open space.

## **PUBLIC SECTOR FOCUS GROUP**

The public sector focus group included the participation of 11 individuals. The group responded to all the prepared questions and held very thoughtful discussion throughout the polling process. Obviously each public sector agency has their own agenda, but they agreed that in any area where public safety could be increased, priority should be given. The option of developing a library was discussed. The idea of public/private partnerships to leverage the available bond money for a real return on the investment was discussed. The draft Prosperity Hucks Area Plan was discussed and the biggest concerns were getting the consensus of the community members and the level of control the plan will have in directing future developments. There were some major themes which resulted from both the polling questions as well as our observation of the discussions. These themes were based on providing increased livability, better connectivity, job growth and transformative change.

### **Major Themes - Public Sector Focus Groups (in order highest to lowest priority)**

1. Transportation
  - Vehicular
  - Public Transit
2. Connectivity (in order from high priority to low priority)
  - Vehicular
  - Pedestrian
  - Greenway
  - Bike
3. Aesthetics (no particular order)
  - Landscape/Streetscape
  - Architecture
  - Gateway Entry
  - Lighting
4. Open Space
  - Central Park / Village Open Space
  - Neighborhood Park
5. Government Facilities
  - Library
  - Fire/Police

The group agreed a mixture of large and small projects would be the best way to invest the bond money in the community. The group suggested a consistency with local plans, cost, environmental impacts and increased value were the most important factors when considering ranking potential capital improvement projects.

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The group suggested developing a job center, access to Uptown, a library and mixed use development are all possibilities that make the village area an attractive location for development.

### **Opportunities and Constraints**

The group suggested the open land, I-485 access, the CNIP effort and Park and Recreation were the current greatest opportunities for the community. The main constraints centered around the current zoning - stigma of I-485, current traffic conditions and competition from other centers.

The group seemed to agree that the best overall public investments were transportation/connectivity open space and aesthetics. They all agreed with the idea of leveraging the public investments.

The group voted 3:1 that a library should be considered for the community.

Transportation, transit and connectivity seemed to be a major part of the discussion throughout the process.

## RESIDENTIAL SECTOR FOCUS GROUP

The residential sector focus group included the participation of 17 individuals. The group was unable to respond to all the prepared questions. Long rounds of discussion were held throughout the polling process. While observing the discussions we noticed some people displayed confusion over the CNIP process as well as some whom did not like the idea of the draft Prosperity Hucks Area Plan as it was proposed. These people also suggested they did not want bond money spent on items such as storm water, sewer and water utilities as they felt these should be funded by their traditional sources.

There was also another group of people that were very much in support of the draft Prosperity Hucks Area Plan, but were worried about the actual ability of the plan to direct development into its intended direction. These people understand development pressure is real and unavoidable. They agreed they would rather work with the developers to guide the development into a land use pattern, scale and aesthetic appeal which suit their objectives. Some major themes were noticed from the residential sector focus group.

### Major Themes - Residential Sector Focus Groups (in order highest to lowest priority)

1. Transportation
  - Vehicular
  - Public Transit - lower interest
2. Connectivity (in order from high priority to low priority)
  - Vehicular
  - Pedestrian
  - Greenway
  - Bike
3. Aesthetics (no particular order)
  - Landscape/Streetscape
  - Architecture
  - Gateway Entry
  - Lighting
4. Open Space
  - Central Park / Village Open Space
  - Neighborhood Park
5. Government Facilities
  - Library
  - Fire/Police/EMS

The group leaned slightly to the use of multiple small projects as the best way to invest the available funds. The group suggested a consistency with local plans,

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increased value, usage and private property rights were the most important factors when considering ranking potential capital improvement projects.

The group felt there are not sufficient government services supporting the community and the community lacks sufficient job opportunities. The group wants a greater mix of retail uses, but at the same time feel there are sufficient housing choices.

### **Opportunities and Constraints**

The group ran out of time prior to getting into these questions.