



Vision Old North Needs Assessment

Steering Committee Meeting 5

September 29, 2020



AGENDA

- A. Check-In
- B. Survey Results
- C. Upcoming Schedule



PLANNING TEAM



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A sepia-toned photograph of a city street. In the foreground, a large field of sunflowers is in bloom. The background features several multi-story brick buildings with arched windows and dormer windows. A street lamp is visible on the right side of the image.

Check-In

Steering Committee Members

Survey Results



NEIGHBORHOOD SURVEY

- Neighborhood survey from July 1 – August 31
- “Soft Roll-Out” first week of July
 - Share via Facebook, NextDoor, email, etc.
- Mid-Late July
 - ✓ Postcard teaser mailing
 - ✓ Paper survey mailing
- August
 - ✓ Saturday Mornings: August 1st and 15th
 - Survey table at Crown Plaza

104: Number of surveys received

600: Number of surveys mailed

Old North Neighborhood Survey

The Old North Neighborhood survey took place from July 1 - August 31, 2020. The methodology for the survey included:

- A paper survey was mailed to approximately 600 households in the Old North neighborhood in mid-July. A stamped, self-addressed return envelope was included with each paper survey.
- A few days before the paper survey, a teaser postcard was mailed to the approximately 600 households.
- Respondents could complete the paper survey or take the survey online at www.VisionOldNorth.com.
- The survey was promoted through social media and email, including on the Facebook page of the Old North St. Louis Restoration Group.
- On Saturday August 1st and August 15th, the planning team set-up a survey table at Crown Plaza (across from Crown Candy Kitchen) to raise awareness of the survey and encourage residents and visitors to take the survey while at the table.
- As a small incentive to encourage survey participation, 100 six-dollar gift cards to Crown Candy Kitchen were randomly given out to respondents of the survey.
- The survey was targeted toward Old North residents, however visitors and workers in Old North were also encouraged to take the survey.

A total of 104 respondents took the survey. The following is a breakdown of how the survey was taken: (22) paper surveys completed at the survey booth, (23) paper surveys returned via mail, and (59) surveys completed online.

The results of the survey are included on the following pages. There are three sections or results.

1. Background information of all respondents.
2. Responses from those who live in the Old North Neighborhood.
3. Comparison of survey results based on a breakdown of respondent groups.



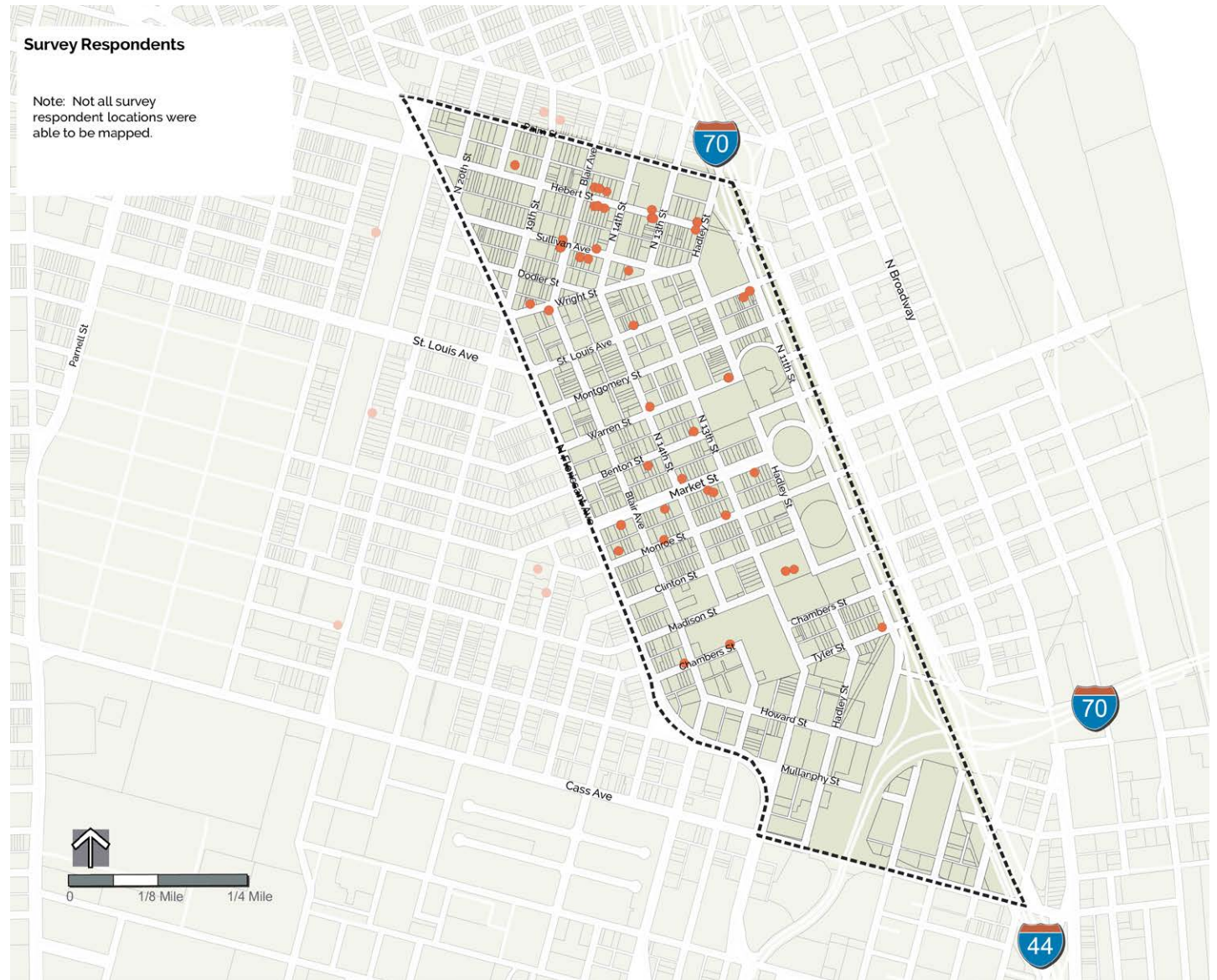
Top: Survey table at Crown Plaza on Saturday, August 1, 2020.

Middle: Visitors to survey booth taking the survey.

Left: Teaser postcard for survey.

Map of Survey Respondents

The map on the right shows the approximate locations of survey respondents. Please note that the map does not represent all respondents. Some respondents could not be mapped due to incomplete address information or issues with geocoding.

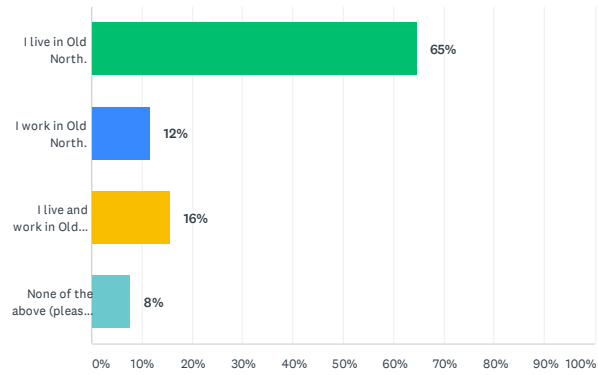


Survey Respondent Locations

SECTION 1

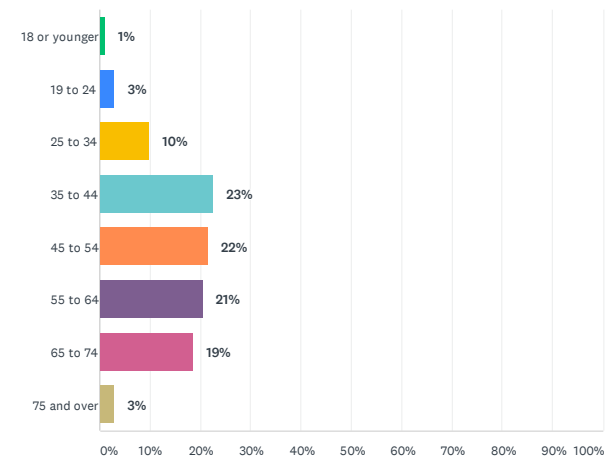
Background information on all respondents.

Q2: What best describes you?



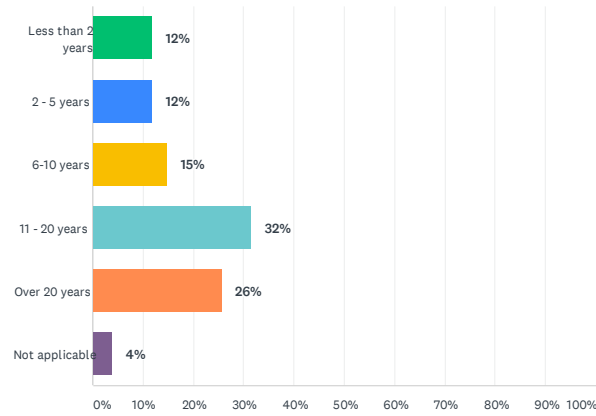
ANSWER CHOICES	RESPONSES	
I live in Old North.	65%	66
I work in Old North.	12%	12
I live and work in Old North.	16%	16
None of the above (please explain)	8%	8
TOTAL		102

Q3: What is your age?



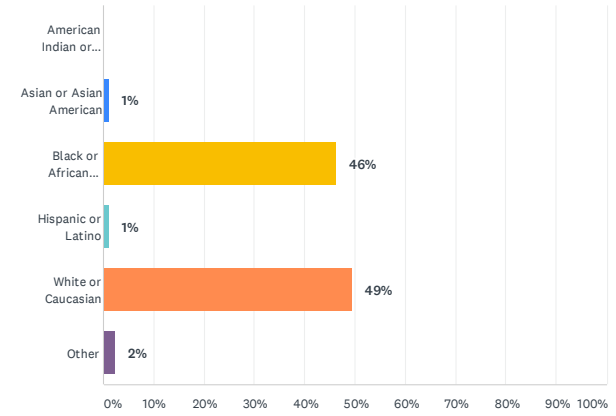
ANSWER CHOICES	RESPONSES	
18 or younger	1%	1
19 to 24	3%	3
25 to 34	10%	10
35 to 44	23%	23
45 to 54	22%	22
55 to 64	21%	21
65 to 74	19%	19
75 and over	3%	3
TOTAL		102

Q4: How long have you lived or worked in Old North?



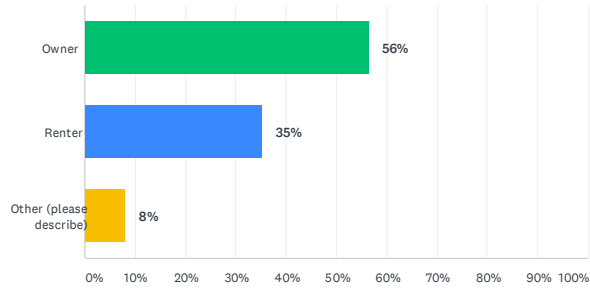
ANSWER CHOICES	RESPONSES	
Less than 2 years	12%	12
2 - 5 years	12%	12
6-10 years	15%	15
11 - 20 years	32%	32
Over 20 years	26%	26
Not applicable	4%	4
TOTAL		101

Q23: What is Your Race/Ethnicity?



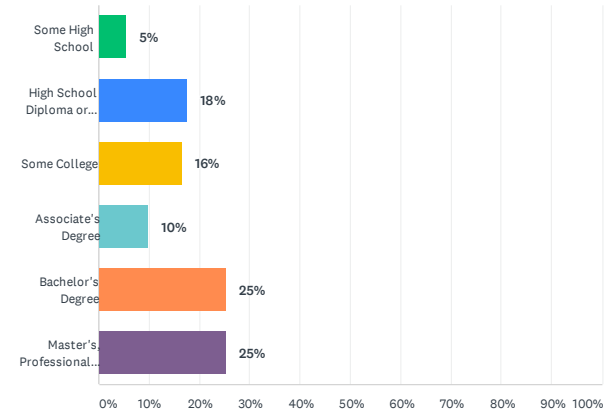
ANSWER CHOICES	RESPONSES	
American Indian or Alaska Native	0%	0
Asian or Asian American	1%	1
Black or African American	46%	42
Hispanic or Latino	1%	1
White or Caucasian	49%	45
Other	2%	2
TOTAL		91

Q25: Which of the following best describes your current housing situation?



ANSWER CHOICES	RESPONSES	
Owner	56%	48
Renter	35%	30
Other (please describe)	8%	7
TOTAL		85

Q26: What is the highest degree or level of school you have completed?



ANSWER CHOICES	RESPONSES	
Some High School	5%	5
High School Diploma or Equivalent	18%	16
Some College	16%	15
Associate's Degree	10%	9
Bachelor's Degree	25%	23
Master's, Professional, or Doctoral Degree	25%	23
TOTAL		91

SECTION 2

Responses from Old North residents. Includes respondents who identified as 'I live in Old North' or 'I live and work in Old North' from Question 2.

Q5: In five words or less, explain your favorite thing about living or working in Old North.

friends Crown Candy Quiet area stores neighborhood friendly Great
sense community go **community** know
neighbors walk location historical nice people close Architecture
family love

“Location.”

“Strong sense of community.”

“sense of community, just having friendly neighbors around.”

“Kind, involved neighbors. Location.”

“Friendliness of the community.”

“Friendly neighbors and neighborhood.”

“My wonderful historical apartment building.”

“Preserving / restoring old buildings.”

“Caring neighbors.”

“I can walk to most stores.”

“It’s close to my job.”

“Historical area with nice neighborhoods.”

“Close friends, family, quick access to rest of greater StL”

“It’s a quiet little community.”

“The eclectic, positive residents.”

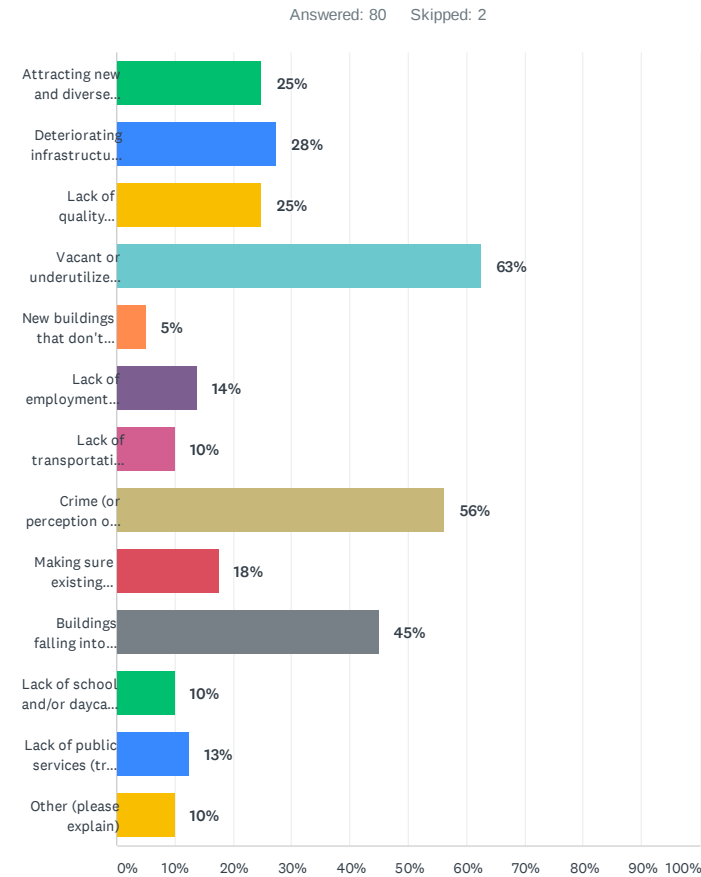
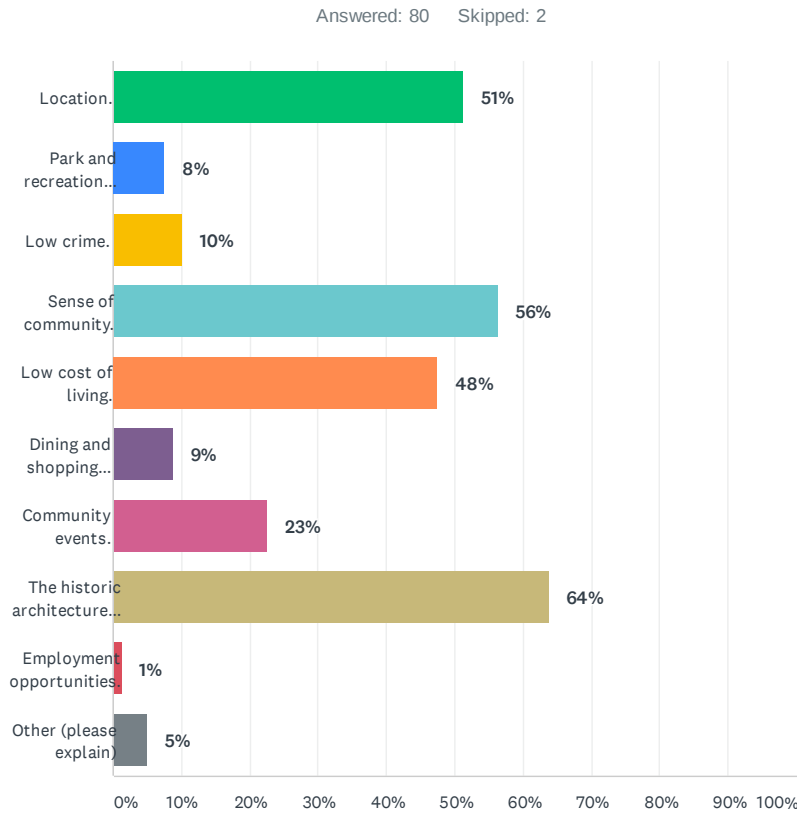
“neighbors, knowledge and historic architecture.”

“I love my neighbors.”

“This really feels like a community.....I enjoy the businesses and the festivals as well.”

Q6: What are the top three strengths of living or working in Old North? (choose up to three)

Q7: What are the three biggest challenges facing Old North in the next 10 years? (choose up to three)



1. The historic architecture and character of neighborhood. 64%
2. Sense of community. 56%
3. Location. 51%
4. Low cost of living. 48%

1. Vacant or underutilized properties. 63%
2. Crime (or perception of crime). 56%
3. Buildings falling into disrepair. 45%

Q8: If you could change one thing about the neighborhood, what would it be?

Responses are grouped by common themes. Representational quotes are included.

Crime (17 responses)

“Less crime.”

“Eliminate Gunfire”

More police presence to combat crime.”

“The gun violence is a persistent issue.”

“People shooting guns at night.”

Economic (9 responses)

“More employment opportunities.”

“Greater variety of businesses and services.”

“More shopping store - eating places.”

“More businesses for work.”

Housing Options (6 responses)

“Building the community back up with nice homes and homeowners.”

“Increased housing options at all economic levels, especially for families.”

“Nicer upscale housing.”

Deteriorating buildings, vacancies, rehabilitation (16 responses)

“Saving the deteriorating buildings, finding uses for them and money to fix them.”

“Rehab all of the vacant and uninhabitable buildings.”

“Have all the vacant buildings rehabbed and people living in them.”

“More rehabbed buildings for businesses and families (and fewer building demolished, fewer empty lots).”

Neighborhood Communication and Care (6 responses)

“Need for better communication.”

“The way others choose to care for one another.”

“The lack of caring. The government doesn't care, the people don't care, no one cares.”

“Build a strong neighborhood & association.”

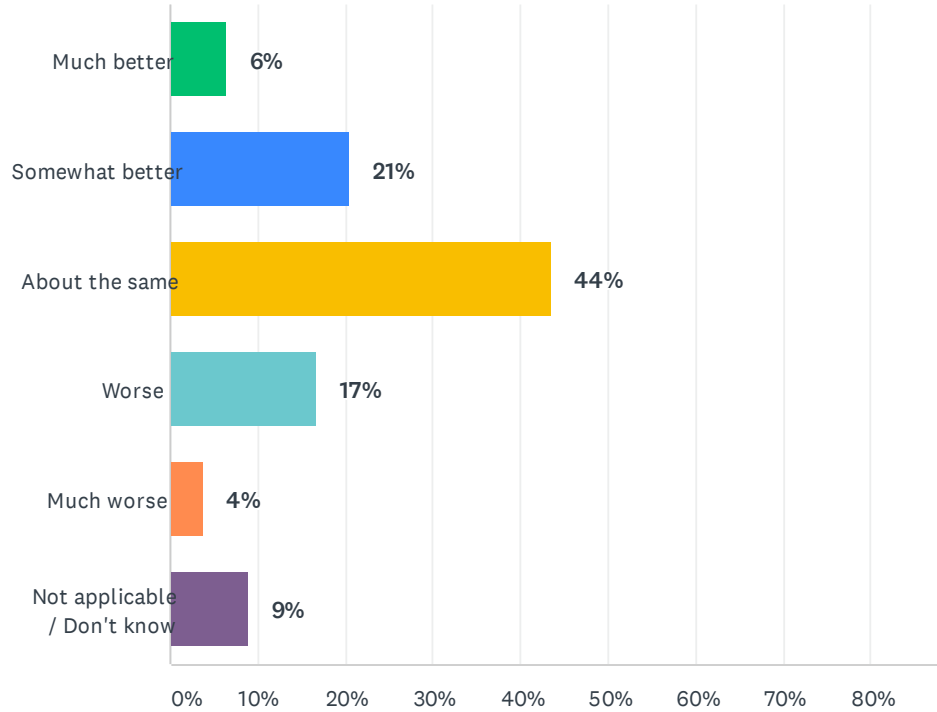
Traffic (2 responses)

“Reckless drivers.”

“Change the roads - traffic flow. Speeding cars = I will not let my kids ride bikes here.”

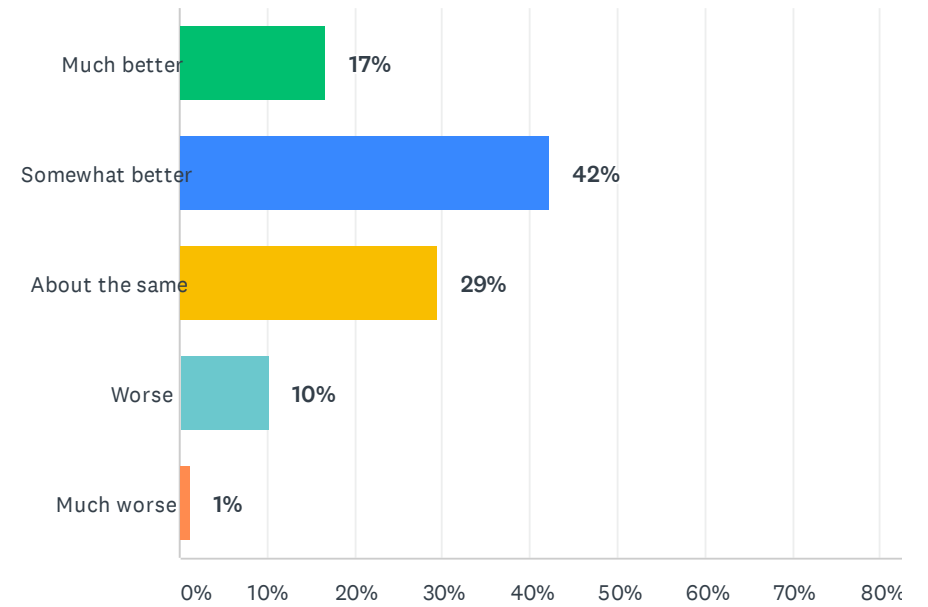
Q9: Compared to 5 years ago, how would you rate Old North as a place to live or work?

Answered: 78 Skipped: 4

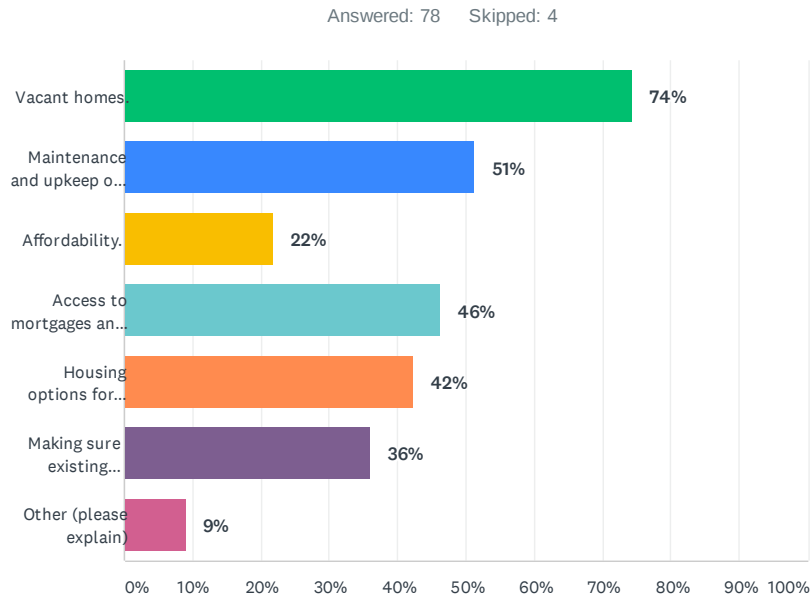


Q10: How would you rate the Old North neighborhood compared to surrounding neighborhoods?

Answered: 78 Skipped: 4



Q11: What are the three biggest issues regarding housing in the neighborhood? (choose up to three)



1. Vacant homes. 74%
2. Maintenance and upkeep of homes. 51%
3. Access to mortgages and financing. 46%
4. Housing options for keeping and attracting a diverse spectrum of residents. 42%
5. Making sure existing residents can stay in their homes long-term. 36%

Other:

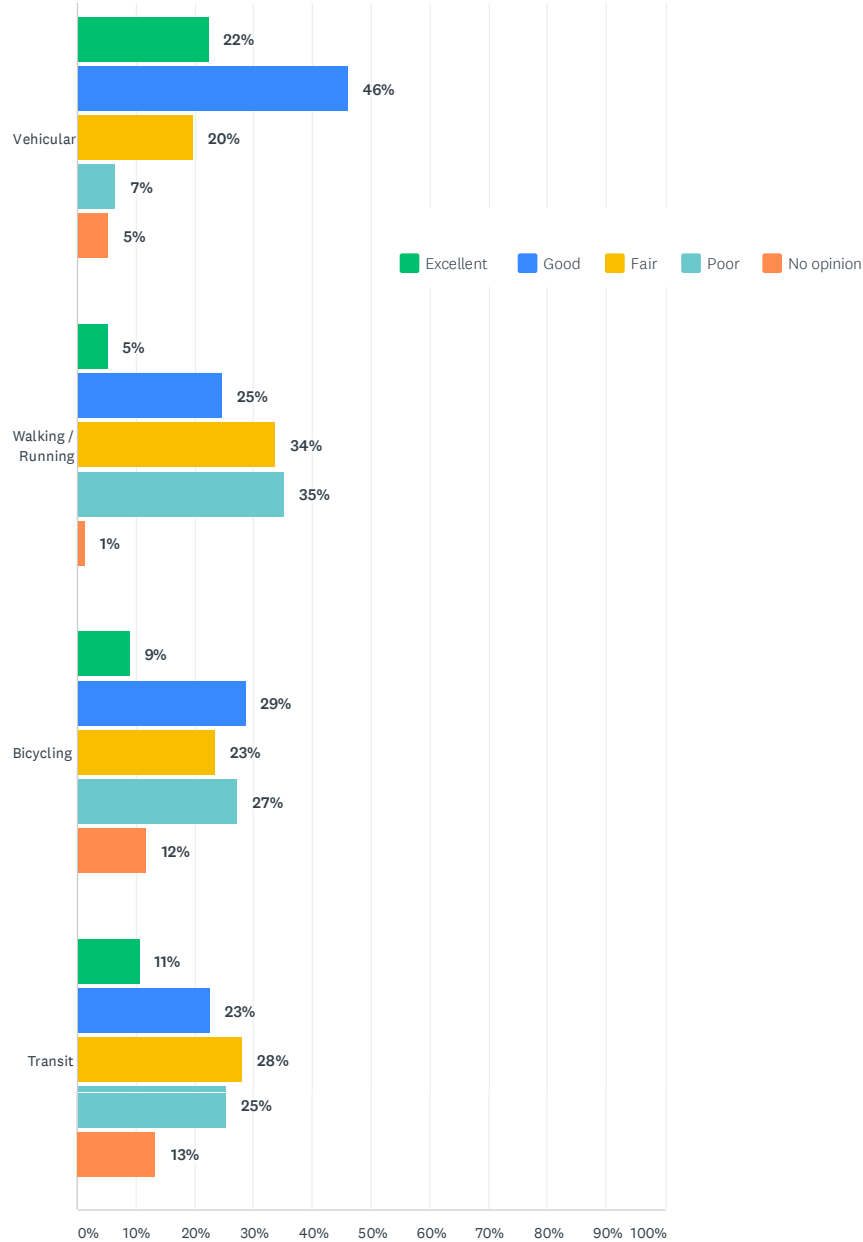
"Access to mortgages and financing for REHABS (why I didn't select option above).... rehabs are notoriously hard to get \$ for...and in this neighborhood, even trickier because the amount needed to properly rehab some of these homes is more than they will be worth once completed."

"People owning places and not doing anything with them."

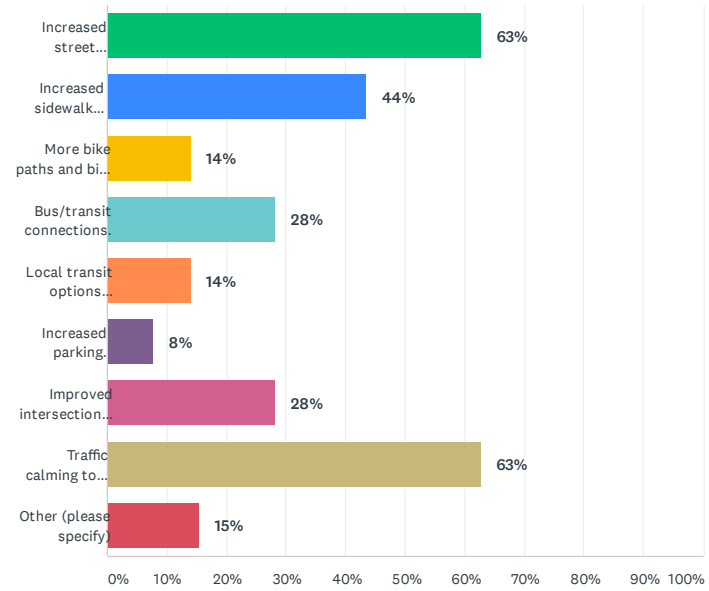
"Lack of standards requiring historic preservation."

"Property values drop = problems with realistic expectations of what it actually costs to build and maintain."

Q12: How would you rate the ease of the following modes of transportation in Old North?



Q13: What are your top three priorities for transportation in Old North? (choose up to three)

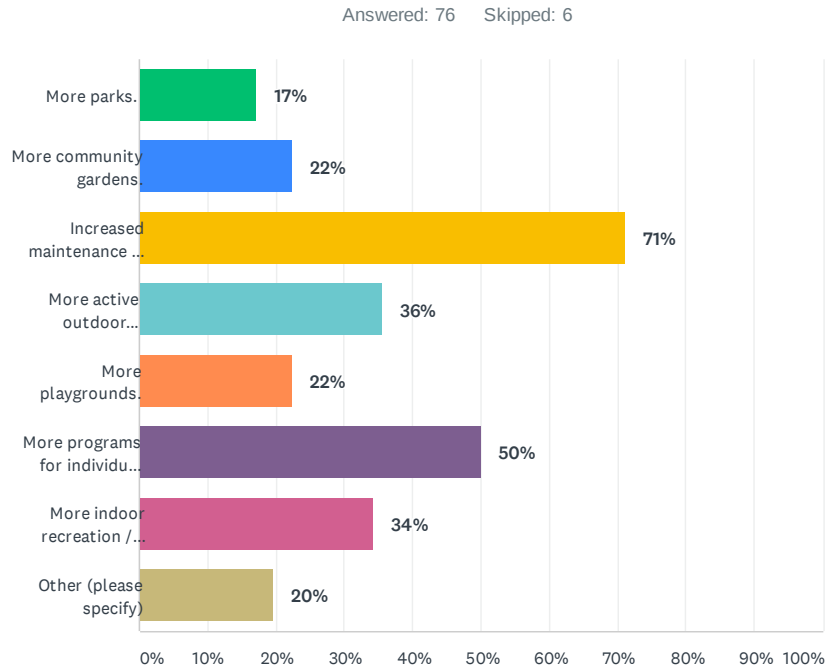


1. Traffic calming to reduce speeding. 63%
1. Increased street maintenance. 63%
3. Increased sidewalk maintenance. 44%
4. Improved intersection crossings for pedestrians and bicyclists. 28%
4. Bus/transit connections. 28%.

Other:

“Traffic calming to stop the crazy speeding, going through stop signs, racing, etc.”
 “Perhaps some way to reduce blowing by stop signs.” “People running stop signs is quite dangerous.” “Enforcement would reduce speeding.”
 “Metrolink expansion on north Florissant.” “Easier access to MetroLink.”

Q14: What are your top three priorities for parks, recreation, and open space in Old North? (choose up to three)

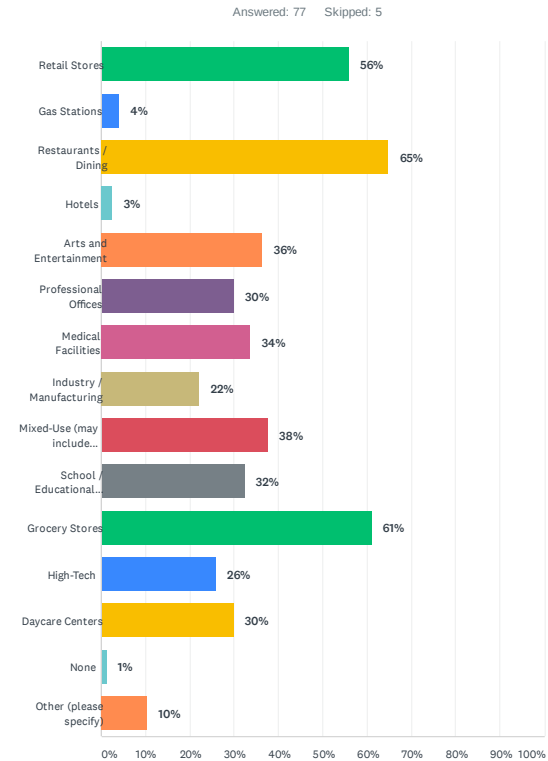


1. Increased maintenance of existing parks, open space, and gardens. 71%
2. More programs for individuals (seniors, youth, families, etc). 50%
3. More active outdoor recreation opportunities (basketball, etc). 36%
4. More indoor recreation / programming opportunities. 34%

Other:

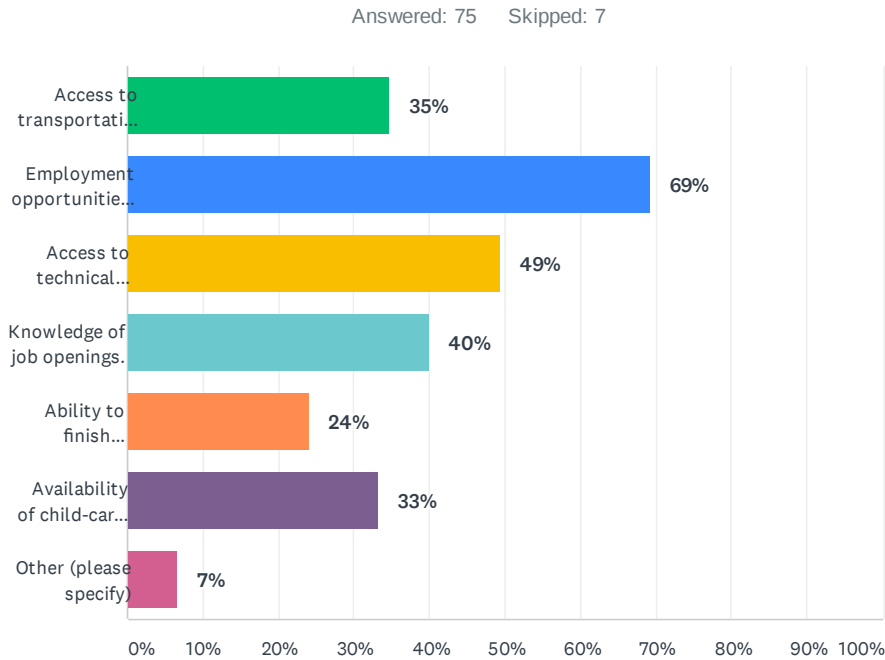
“General trash pick up (not dumpsters...but just trash in the streets, tires, etc.)..SO many neighbors work on this, but can’t keep up with it. I watch people throw trash out of their cars in front of my house on a nearly daily basis.” “Better public park maintenance.” “Clean & repair what we have, & install cameras to catch criminals and vandals.” “We have two playgrounds, but they are in very isolated parts of the neighborhood. It would be great to have a more centralized playground so kids and families could feel safe.”

Q15: What kind of non-residential development would you like to see in the neighborhood in the future? (Check all that apply)



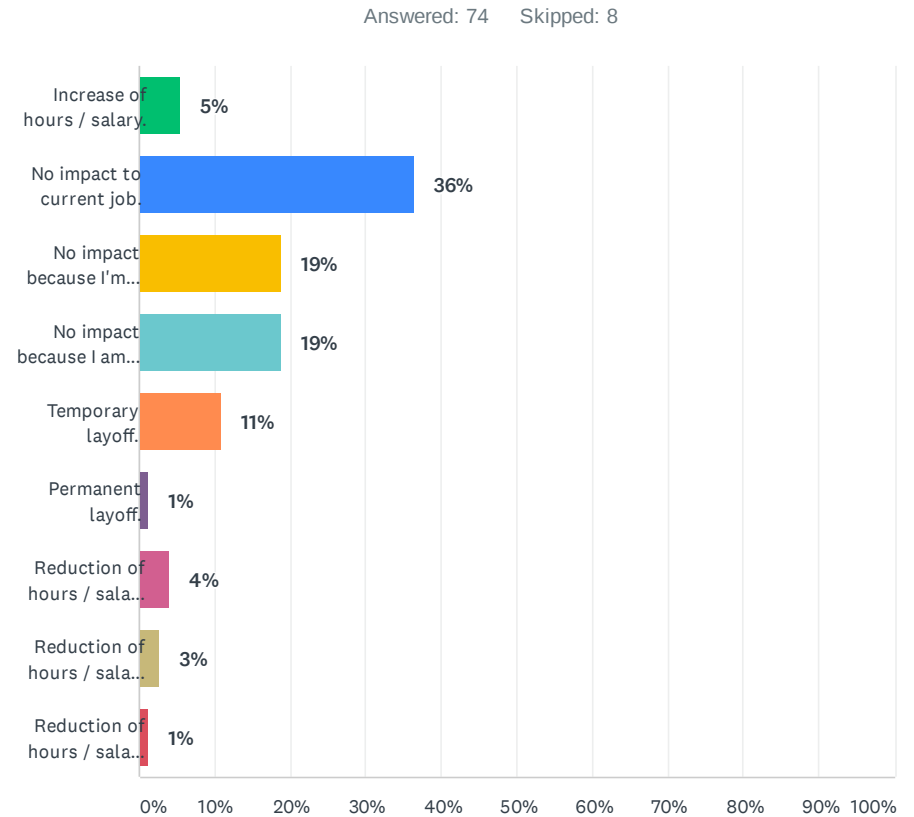
1. Restaurants / Dining. 65%
2. Grocery Stores. 61%
3. Retail Stores. 56%

Q16: What are the top issues related to job opportunities for residents in Old North? (choose up to three)



1. Employment opportunities within the neighborhood. 69%
2. Access to technical training. 49%
3. Knowledge of job openings. 40%
4. Access to transportation. 35%
5. Availability of child-care options. 33%

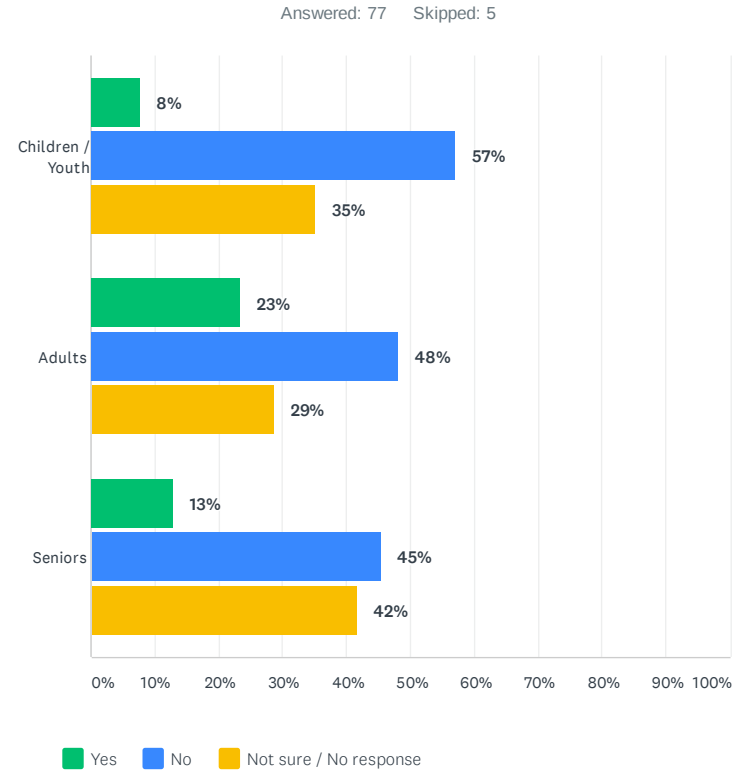
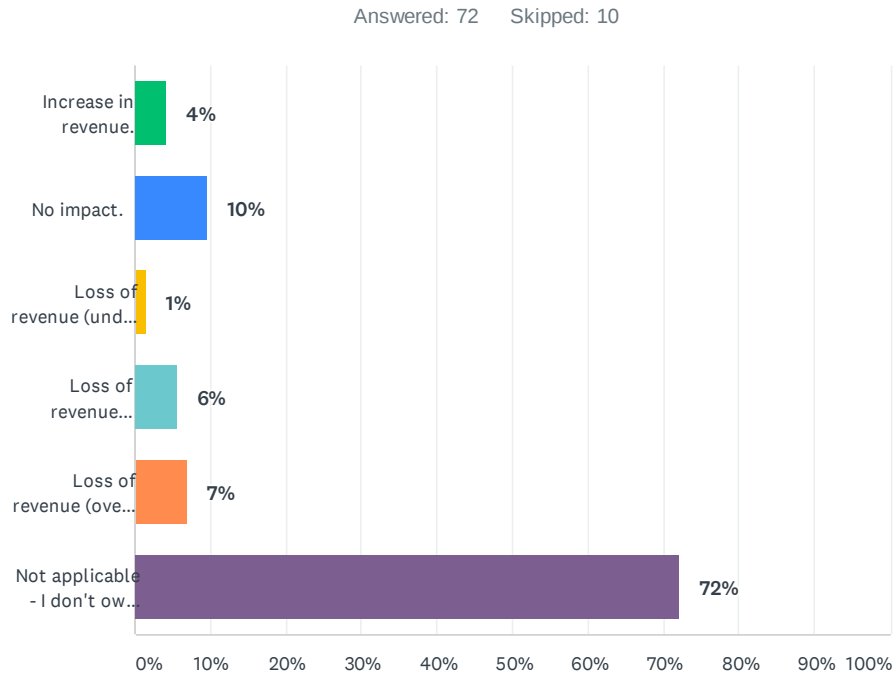
Q17: How has the coronavirus crisis impacted your job/employment status? (choose one response)



1. No impact to current job. 36%
2. No impact because I'm retired. 19%
3. No impact because I am not in the workforce. 19%

Q18: If you own a business, how has the coronavirus impacted your business?

Q19: Are there enough services and activities for the following:



Comments:

- “Other than the 2 schools and Building Futures, there is nothing regular for youth in the community.”
- “ Would be good to have organizations/retail stuff other than charity programs. Need some balance.”
- “Senior activities are on the increase thanks to the NORC. There used to be more kid camps but that has really decreased since we moved here.”
- “There should be a youth center. Kids need exercise, activities beside basketball. Not enough parks and basketball courts.”

Q20: Are there any specific needs, services, or programs you want to see happen in the neighborhood?

Responses are grouped by common themes. Representational quotes are included.

Youth Programs (11 responses)

“In general, I think we should focus on kids and promoting education.”

“Free after school program that’s in our neighborhood. Gyms for kids.”

“More ways to meet neighbors. The kids and teens really need more.”

“Youth programs for at risk youth in the community.”

“Kids and youth need MORE. In my ideal world, we would have a rec center centrally located.”

Crime / Police (8 responses)

“More police patrol due to high crime.” “More police patrolling.” “Increased resident protection by and from police.”

“Heavily increased measures against violent crime that help in the long-term, not just increase number of arrests. Better education, access to social and economical advancements, social services, etc.”

“People not buying drugs in front of my house on a weekly basis would be nice. and not shooting guns off at all hours all days.”

Community Events / Neighborhood Programs (7 responses)

“A YMCA or perhaps a community center that offered extension courses as well as other activities such as a library branch.”

“Exercise classes for seniors.”

“Programs and facilities geared to improving residents health and wellness.”

“More community experinces. Small block dinners 3-4 houses dinner party.”

Economic Development (9 responses)

More grocery stores or places for people without transportation to have easier access too.”

“We should get a day care. Lots of neighborhoods have day care and we could use a quality one. Just super practical. More businesses, less charities. Need to be a sustainable neighborhood.”

“I would like to see more grocery stores, gas stations, restaurants, and more know businesses that are like the County neighborhoods.”

Housing / Buildings (7 responses)

“Housing assistance is needed as many banks are reluctant to provide loans for properties in the area even with good credit as houses don’t sell well so the bank trouble assigning a value to properties.”

“Historic preservation. It’s maybe the strongest quality that Old North has to offer. You better manage it or it will be irreparably eroded.”

“Home repair programs.”

Maintenance (4 responses)

“More clean up of alleys and vacant lots.”

“Neglected overgrown bushes in alleyways overgrown lots no consistent maintenance. Even if lots and alleyways are cut and maintained it would give the illusion that it is cared for.”

Q21: Is there anything else you would like to share with us that we have not asked about?

“There is a lot of gun fire in late evening and early morning.”

“We’d like to see trees planted all along North Florissant—something fast growing.”

“The Crown center electronic kiosk data needs to be updated. Some home business information is inaccurate and/or the home address shouldn’t be listed.”

“There are too many not-for-profits in the neighborhood it seems. nothing against not-for-profits...but why are there SO MANY here/nearby? Sunshine Mission built these huge brand new buildings at the south end (or just outside of?) the neighborhood...but does ANYONE in the neighborhood have any contact with them? have they done anything to involve themselves with the neighborhood?!”

“With the impact of COV19, more services for the senior to have well check.”

“Any services or programs in the area need to be tailored to low-income people.”

“Previous redevelopment efforts (such as the since closed food co-op) are priced out of reach of many residents or were tailored towards subsets of the population that weren’t reflective of the residents as a whole.”

“I would like Old North to remain mainly residential and family oriented.”

“We’ve got a lot of heart and violence and need more integrated community and more buildings!”

“The city government has damaged our neighborhood by redrawing Ward lines to benefit corrupt developers and officials.”

“Old North is divided between tow wards (3rd and 5th) and doesn’t get enough political attention or advocacy by elected officials focused elsewhere.”

“I would volunteer my time to pick-up trash weekly with help from other neighbors.”

“Stray pets and/or unattended pets in the community.”

“CHRONIC illegal dumping of BOATLOADS OF CRAP in the alley between Hebert and Palm. Where are the police?”

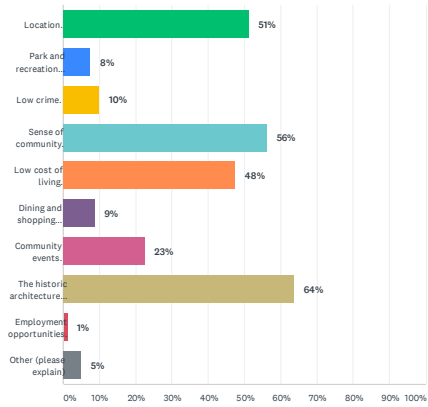
“We need lights and Bristol Place keeps saying it’s the city responsibility.”

“We have a lot of small-scale residential treatment/housing options in the neighborhood and they work pretty well, but we don’t need more. What we need most is residential investment for home ownership.”

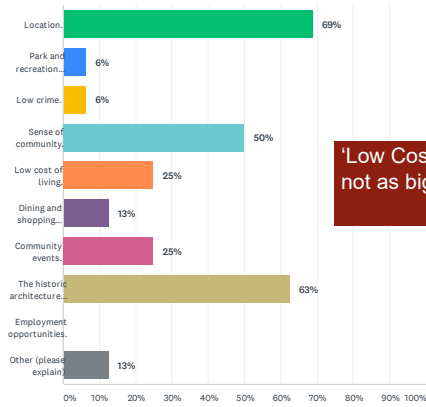
“ONSL needs to increase the tax base here in order to get more service. The neighbourhood is excellent at welcoming non-profit/service entities but it cannot be the prime focus as it will not create the environment for improvement & growth. Part of the long-term planning needs to incorporate services and housing for (potential) employees of NGA as well as those who might start businesses targeting NGA. Understandably not everyone is happy about the NGA but it seems to be happening and will be a resource that ONSL should be positioned to take advantage.”

SECTION 3

Comparison of survey results based on a breakdown of respondent groups.

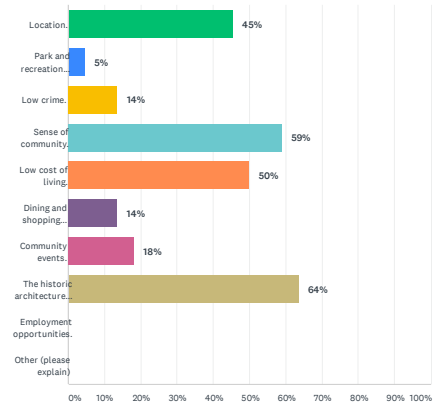


ALL Old North Residents



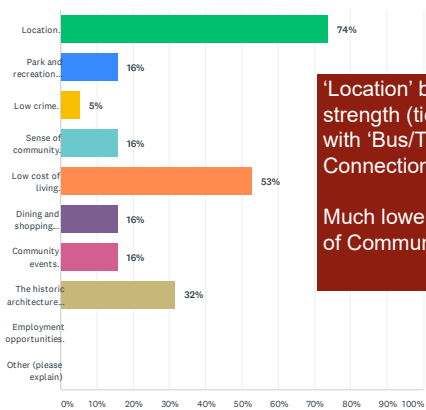
New Residents (Five Years or Less)

'Low Cost of Living' not as big of strength



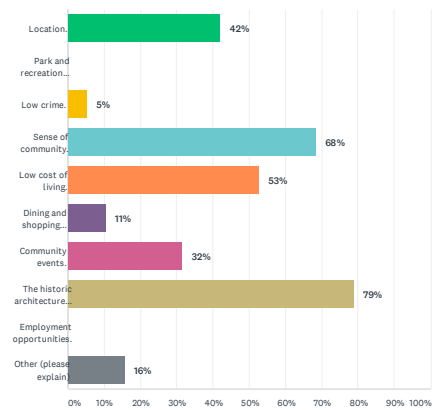
Long-Term Residents (More than 20 Years)

Q6: What are the top three strengths of living or working in Old North? (choose up to three)

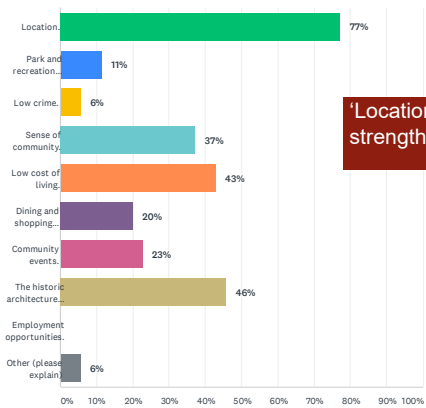


Education: High School Diploma or less

'Location' biggest strength (ties with 'Bus/Transit Connections' Q13)
Much lower 'Sense of Community'

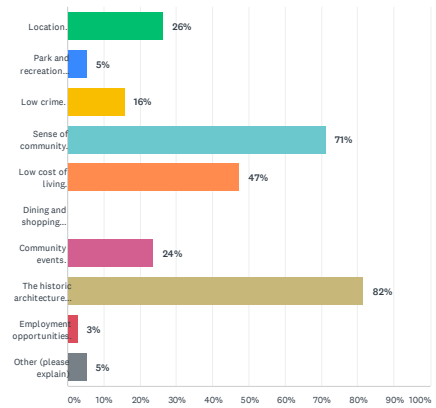


Education: Master's, Professional, or Doctoral

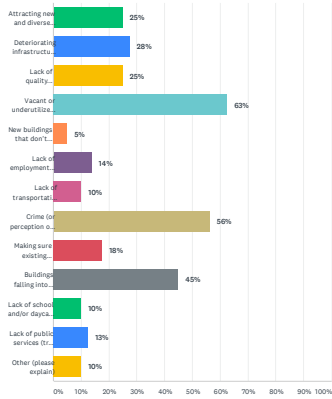


Black or African American

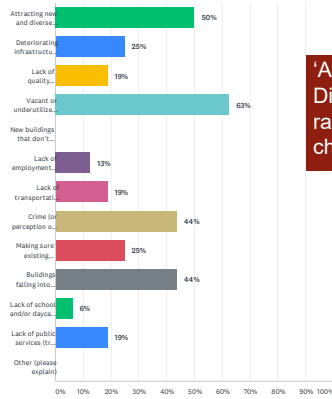
'Location' biggest strength



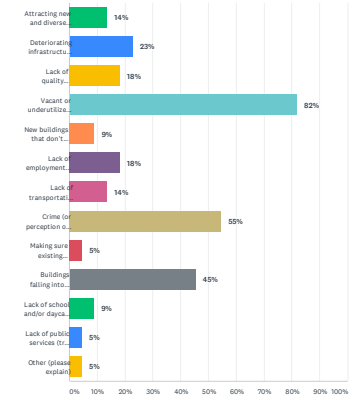
White or Caucasian



ALL Old North Residents



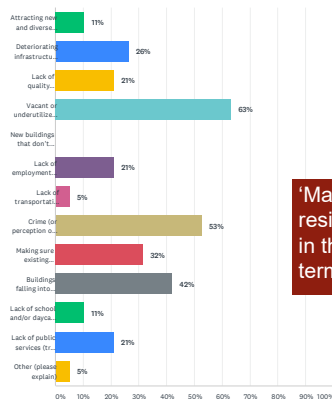
New Residents (Five Years or Less)



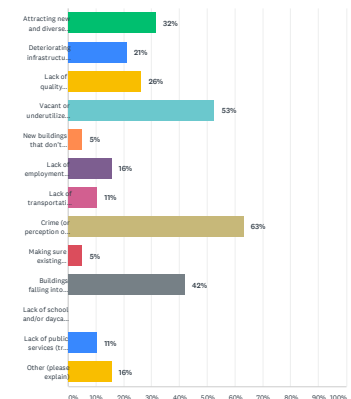
Long-Term Residents (More than 20 Years)

'Attracting New and Diverse Residents' ranked 2nd biggest challenge.

Q7: What are the three biggest challenges facing Old North in the next 10 years?
(choose up to three)

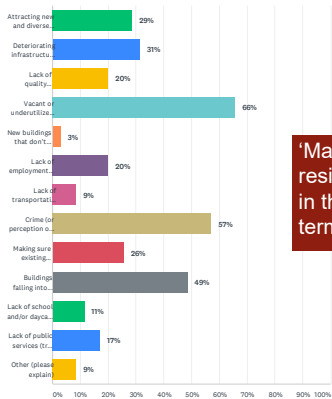


Education: High School Diploma or less

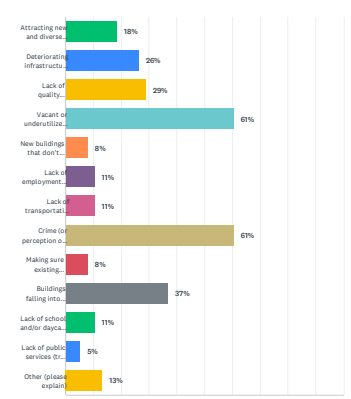


Education: Master's, Professional, or Doctoral

'Making sure existing residents can stay in their homes long-term' ranked 4th

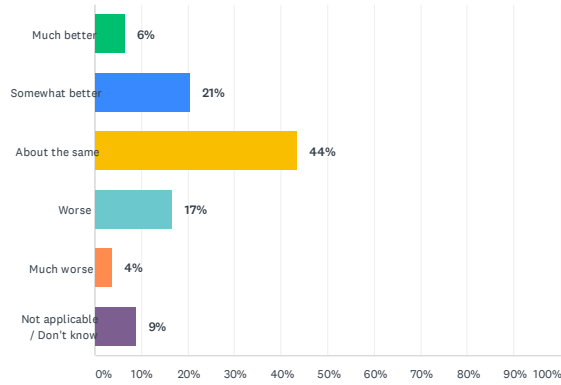


Black or African American

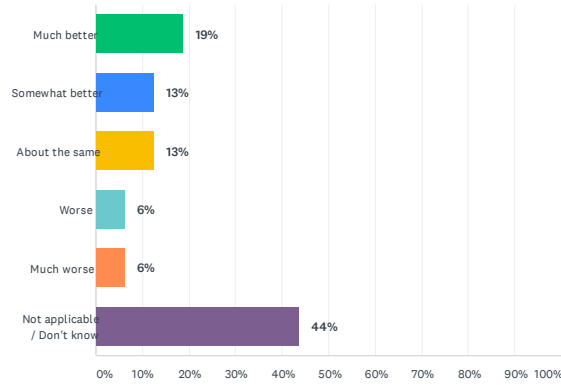


White or Caucasian

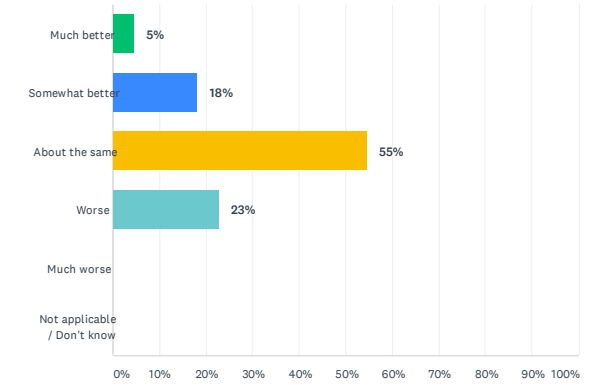
'Making sure existing residents can stay in their homes long-term' ranked 4th



ALL Old North Residents

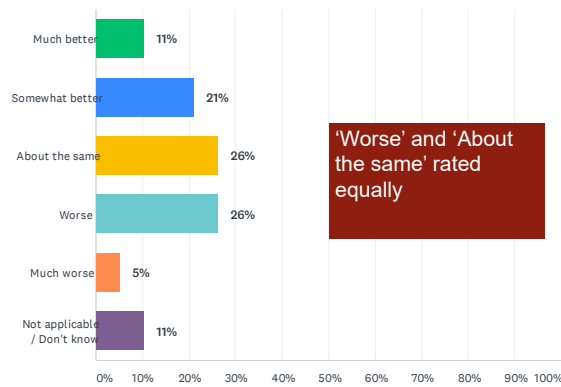


New Residents (Five Years or Less)

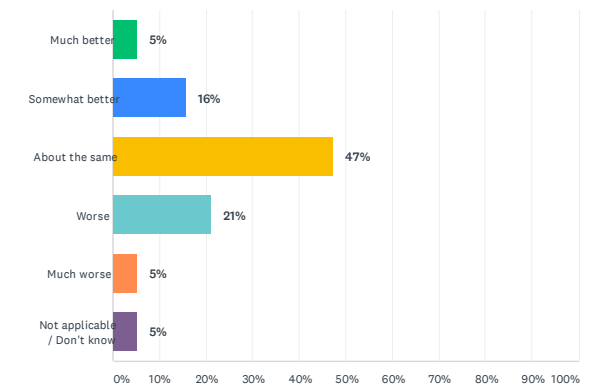


Long-Term Residents (More than 20 Years)

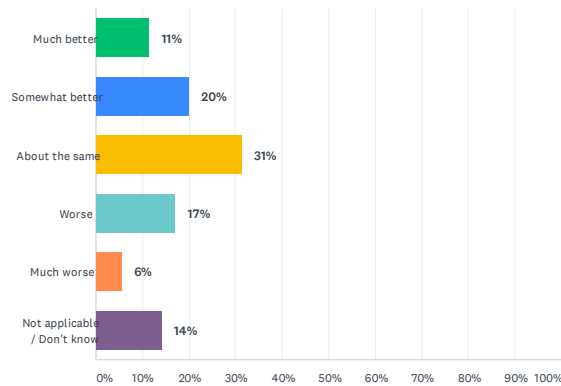
Q9: Compared to 5 years ago, how would you rate Old North as a place to live or work?



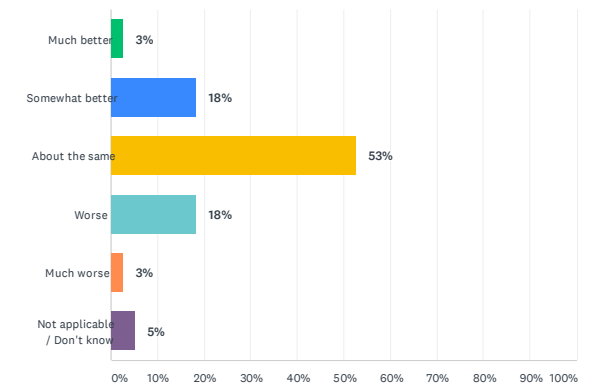
Education: High School Diploma or less



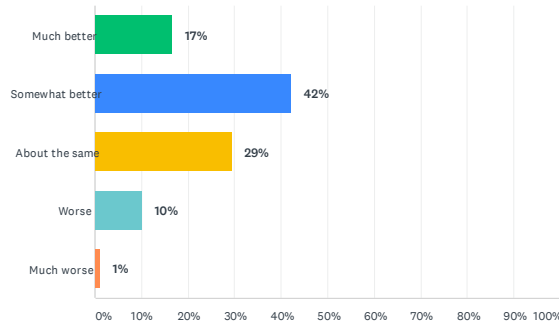
Education: Master's, Professional, or Doctoral



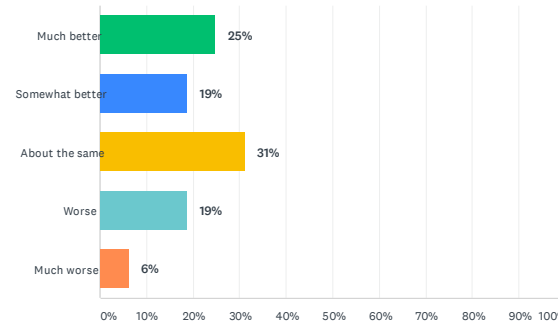
Black or African American



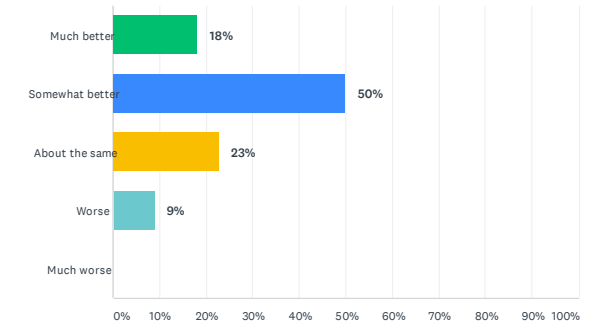
White or Caucasian



ALL Old North Residents

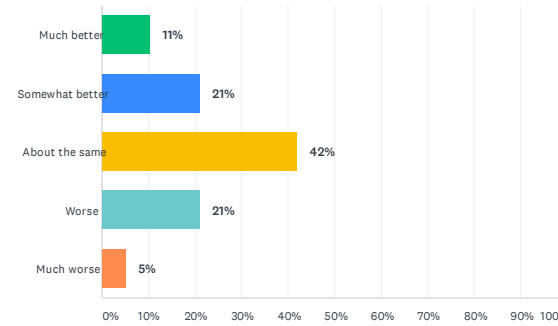


New Residents (Five Years or Less)

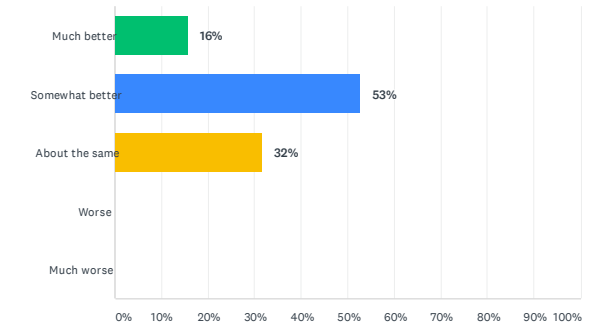


Long-Term Residents (More than 20 Years)

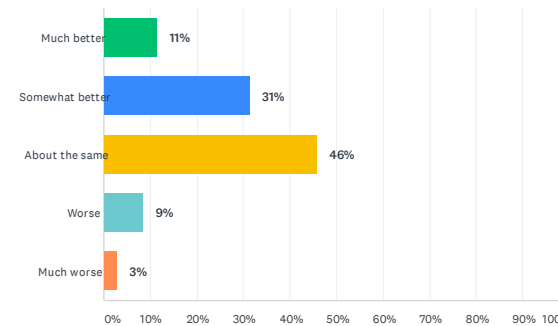
Q10: How would you rate the Old North neighborhood compared to surrounding neighborhoods?



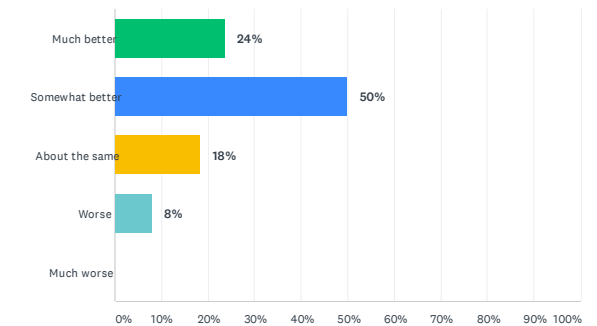
Education: High School Diploma or less



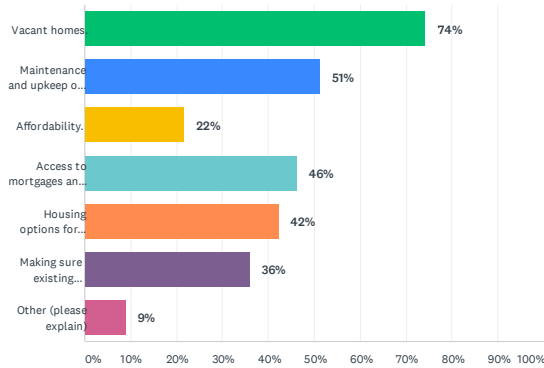
Education: Master's, Professional, or Doctoral



Black or African American

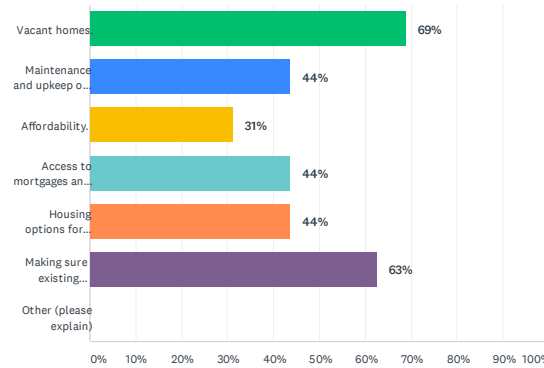


White or Caucasian

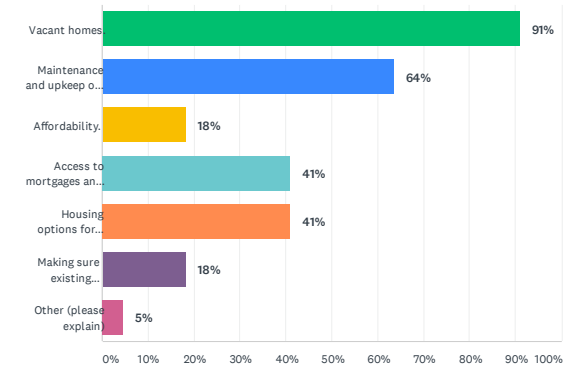


ALL Old North Residents

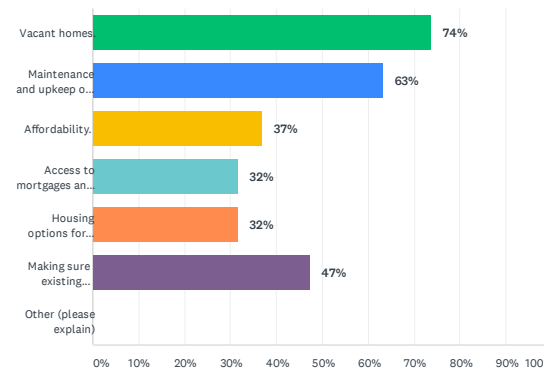
Q11: What are the three biggest issues regarding housing in the neighborhood? (choose up to three)



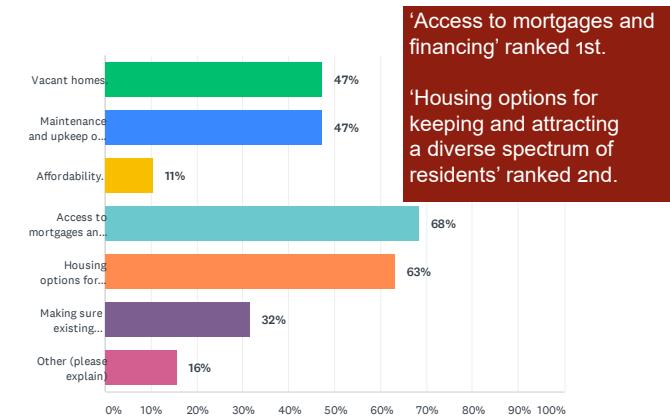
New Residents (Five Years or Less)



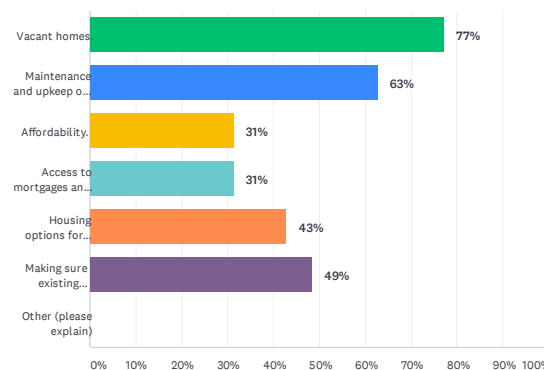
Long-Term Residents (More than 20 Years)



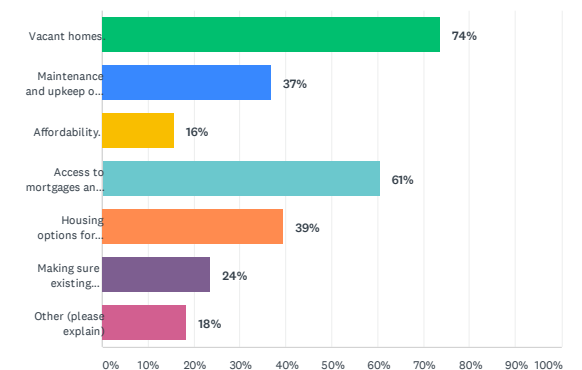
Education: High School Diploma or less



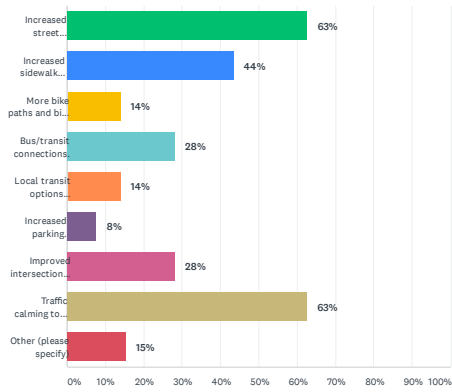
Education: Master's, Professional, or Doctoral



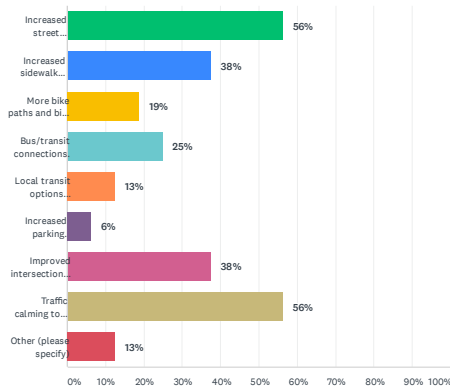
Black or African American



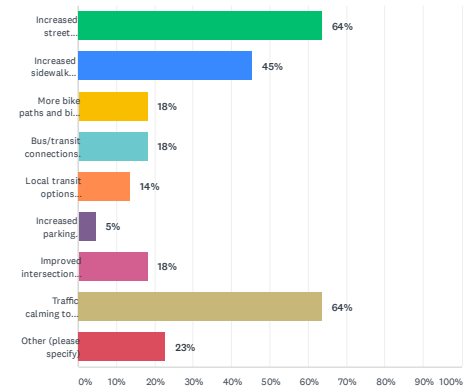
White or Caucasian



ALL Old North Residents

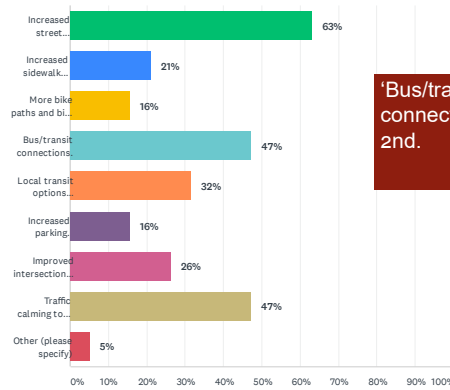


New Residents (Five Years or Less)

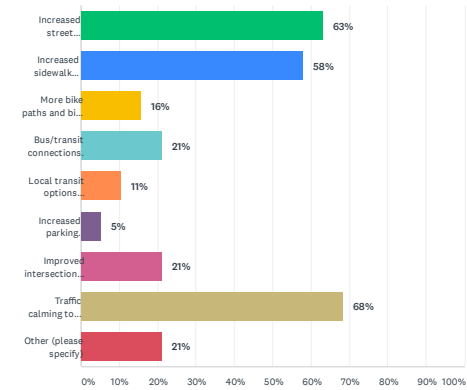


Long-Term Residents (More than 20 Years)

Q13: What are your top three priorities for transportation in Old North? (choose up to three)

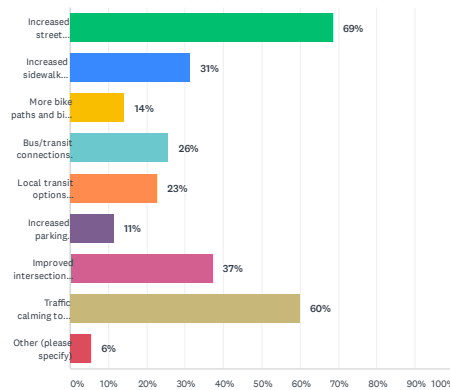


Education: High School Diploma or less

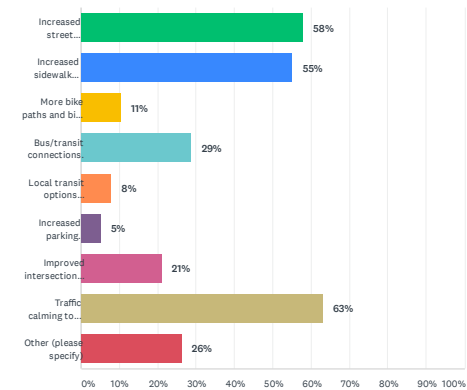


Education: Master's, Professional, or Doctoral

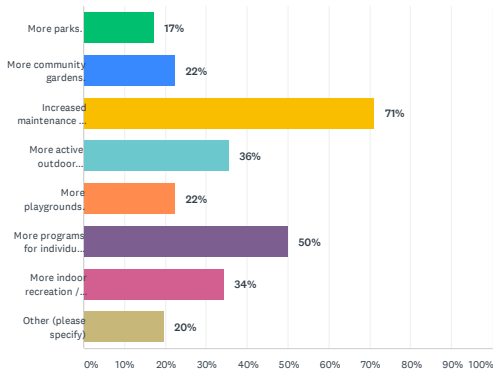
'Bus/transit connections' ranked 2nd.



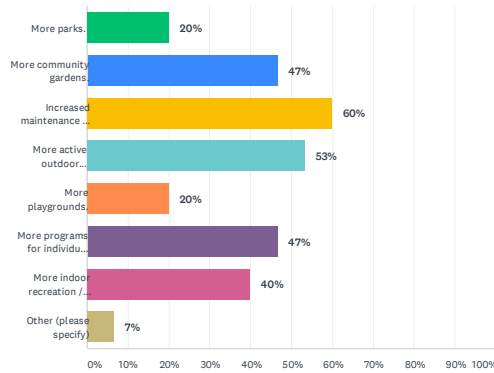
Black or African American



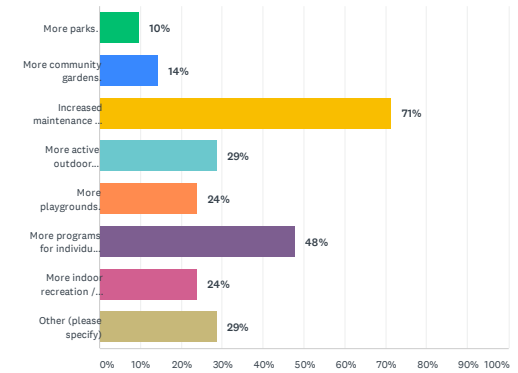
White or Caucasian



ALL Old North Residents

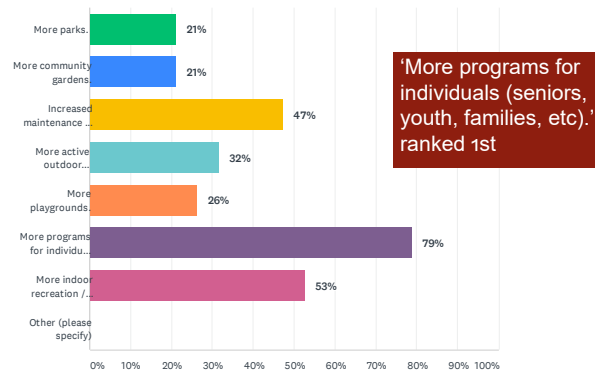


New Residents (Five Years or Less)

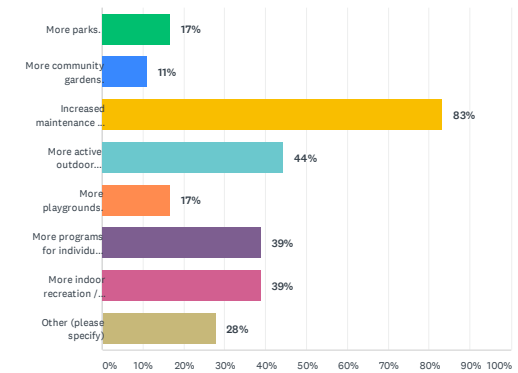


Long-Term Residents (More than 20 Years)

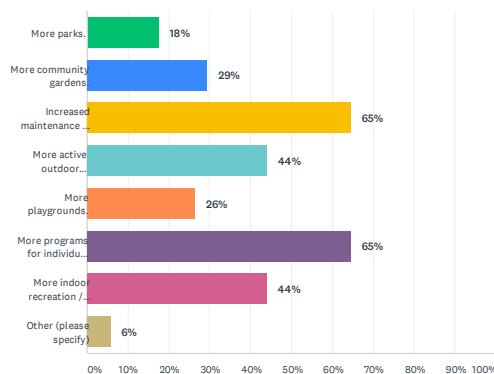
Q14: What are your top three priorities for parks, recreation, and open space in Old North? (choose up to three)



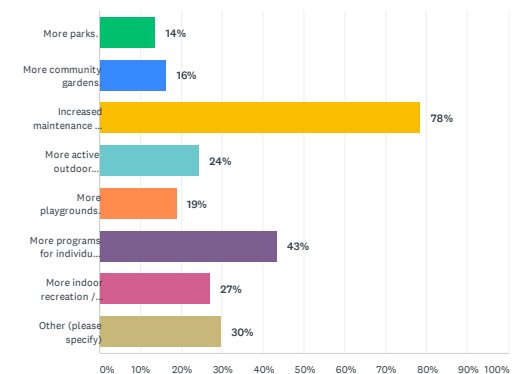
Education: High School Diploma or less



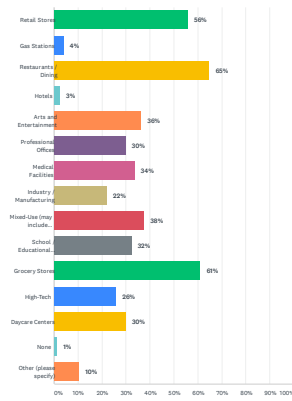
Education: Master's, Professional, or Doctoral



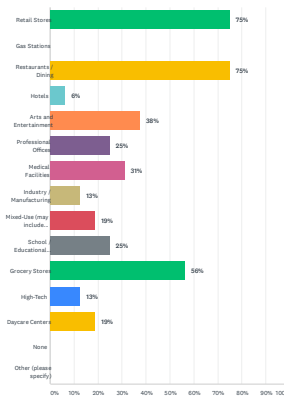
Black or African American



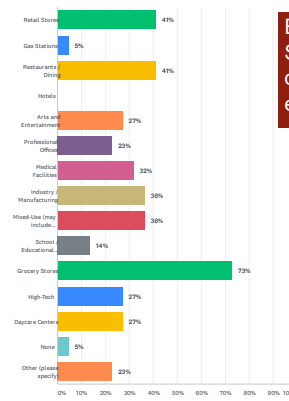
White or Caucasian



ALL Old North Residents



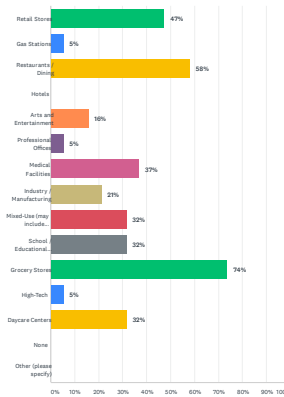
New Residents (Five Years or Less)



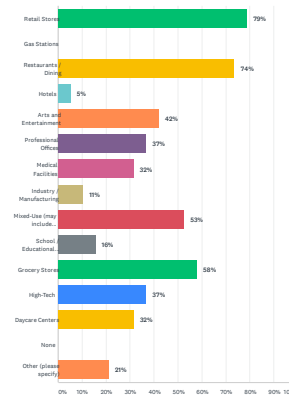
Long-Term Residents (More than 20 Years)

Except for 'Grocery Stores', other development fairly evenly ranked

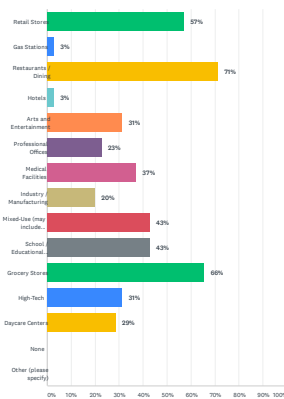
Q15: What kind of non-residential development would you like to see in the neighborhood in the future? (Check all that apply)



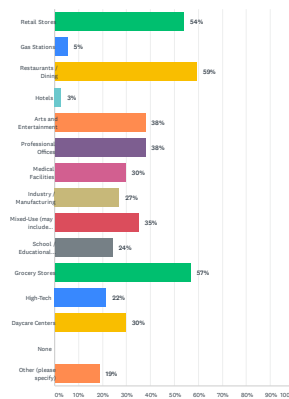
Education: High School Diploma or less



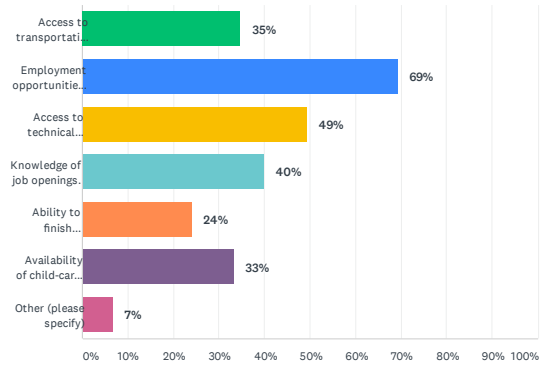
Education: Master's, Professional, or Doctoral



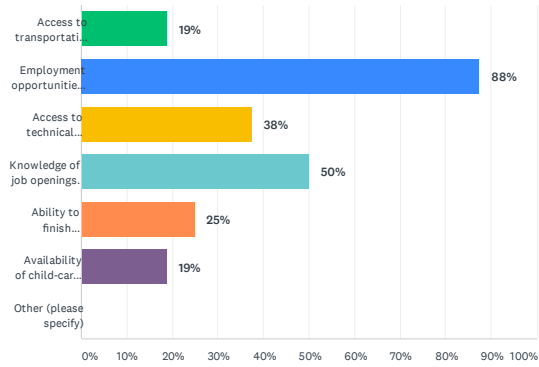
Black or African American



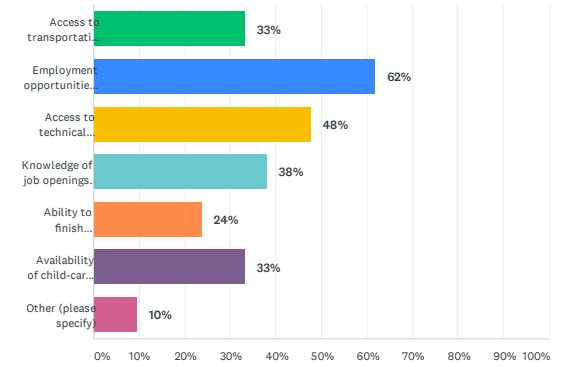
White or Caucasian



ALL Old North Residents

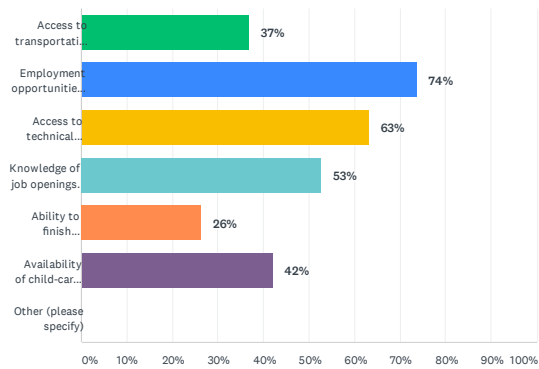


New Residents (Five Years or Less)

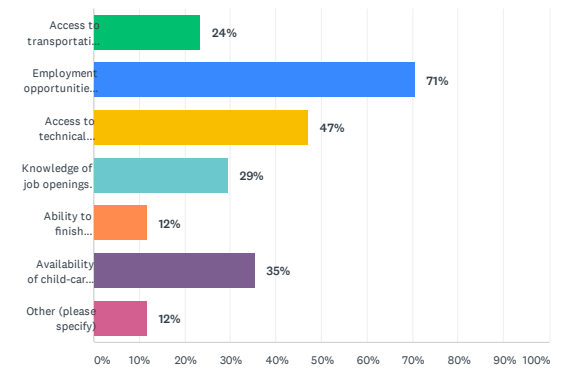


Long-Term Residents (More than 20 Years)

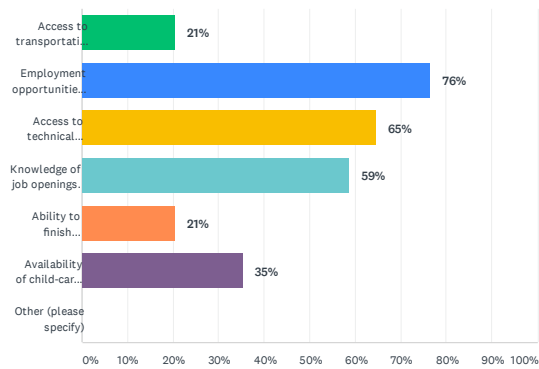
Q16: What are the top issues related to job opportunities for residents in Old North? (choose up to three)



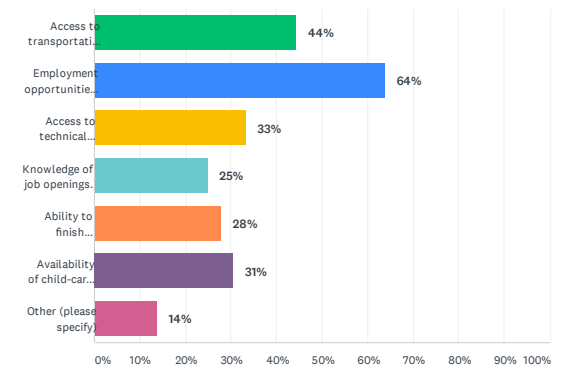
Education: High School Diploma or less



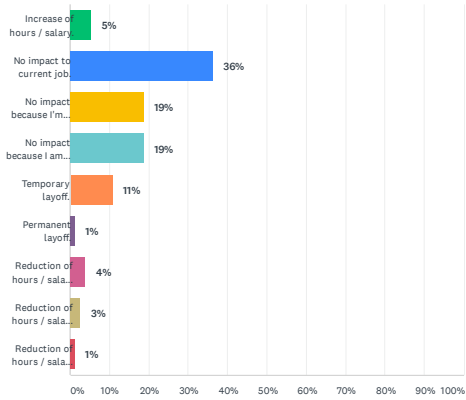
Education: Master's, Professional, or Doctoral



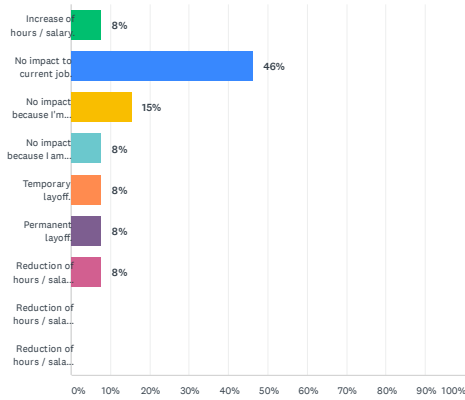
Black or African American



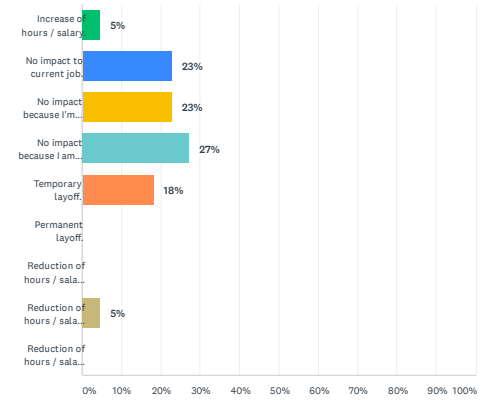
White or Caucasian



ALL Old North Residents

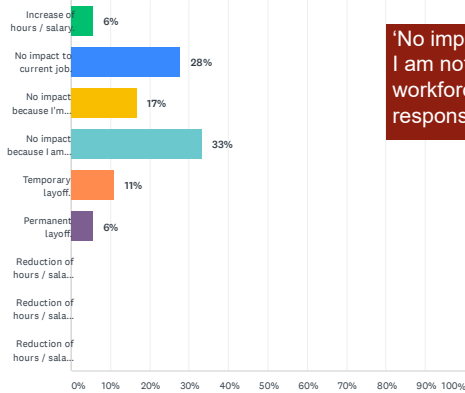


New Residents (Five Years or Less)



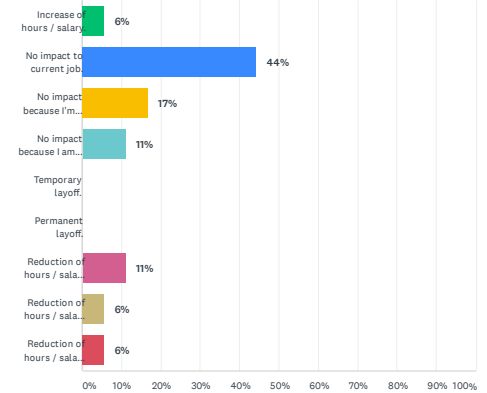
Long-Term Residents (More than 20 Years)

Q17: How has the coronavirus crisis impacted your job/employment status?

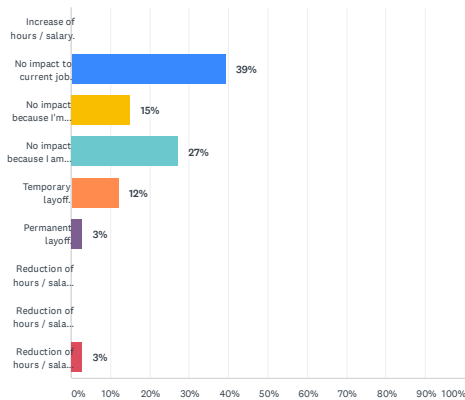


Education: High School Diploma or less

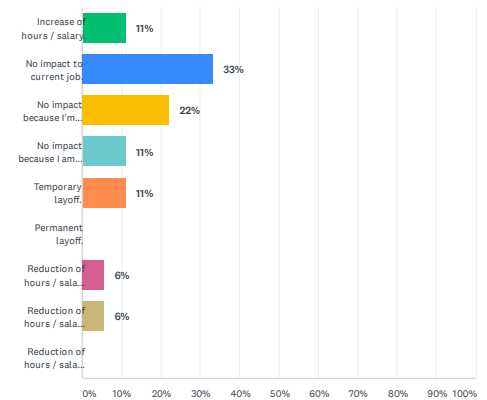
'No impact because I am not in the workforce' top response



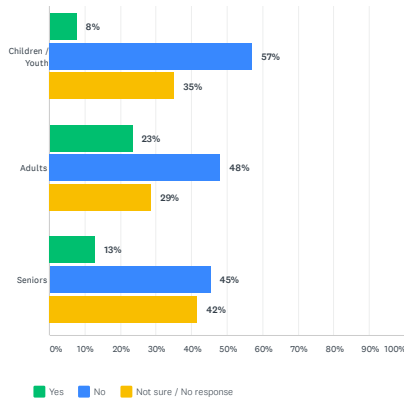
Education: Master's, Professional, or Doctoral



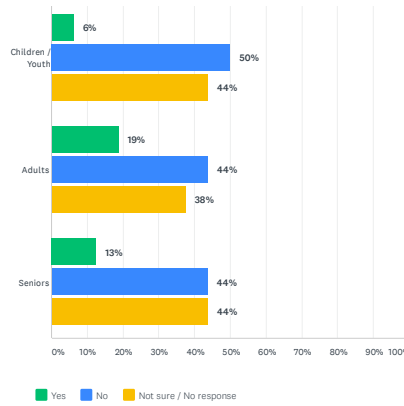
Black or African American



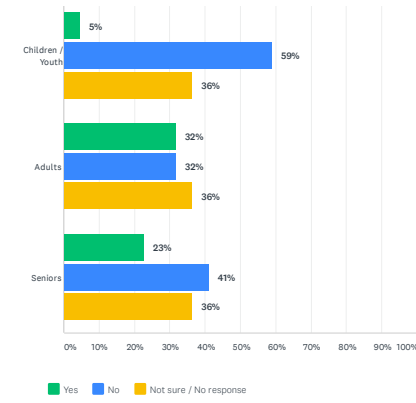
White or Caucasian



ALL Old North Residents

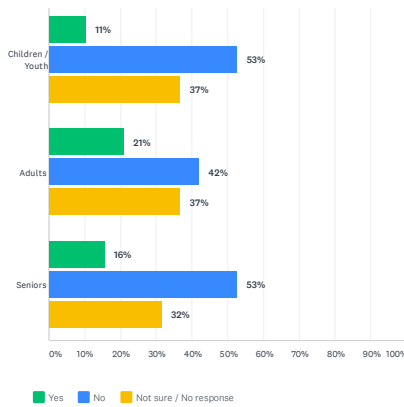


New Residents (Five Years or Less)

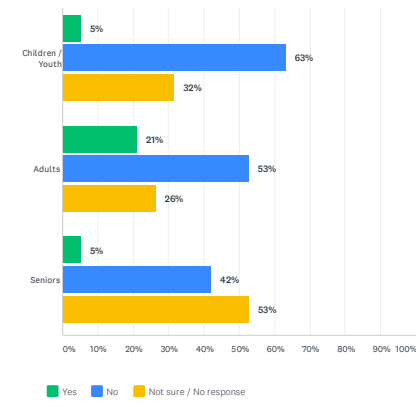


Long-Term Residents (More than 20 Years)

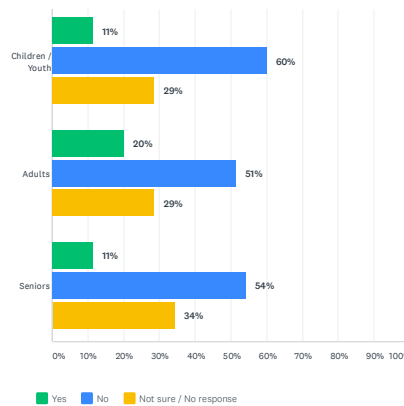
Q19: Are there enough services and activities for the following:



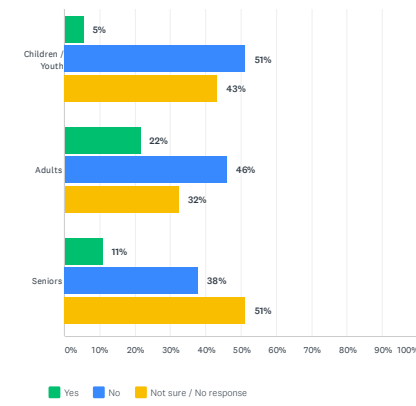
Education: High School Diploma or less



Education: Master's, Professional, or Doctoral



Black or African American



White or Caucasian

Upcoming Schedule

- Comments to Survey – Oct 9th
- Draft Report – Early November
- Steering Committee Meeting – November 17th?

A sepia-toned photograph of a city street. The scene features several multi-story brick buildings with arched windows and dormer windows. Utility poles with streetlights are visible along the street. In the foreground, there is a dense field of sunflowers. The word "Questions?" is overlaid in white text in the center of the image.

Questions?