

## Moore Square Methods

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This investigation was conducted as part of the Landscape Architecture Foundation's 2023 *Case Study Investigation* (CSI) program. CSI matches faculty-student research teams with design practitioners to document the benefits of exemplary high-performing landscape projects. Teams develop methods to quantify environmental, social, and economic benefits and produce Case Study Briefs for LAF's *Landscape Performance Series*.

The full case study can be found at: <https://landscapeperformance.org/case-study-briefs/moore-square>

To cite:

Delcambre, Carla and Melissa Dominguez. "Moore Square Methods." *Landscape Performance Series*. Landscape Architecture Foundation, 2023. <https://doi.org/10.31353/cs1981>

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## Acknowledgments

*I want to express my gratitude to Professor Carla Delcambre (as seen in Figure 1) for allowing me the opportunity to participate actively in the community and bring this project to life. I involved my parents, husband, and kids, who supported me in conducting surveys, interviewing local businesses, and enjoying the park's food options together. I also thank the LAF team, notably Megan Barnes, for guiding my journey. I extend a special thanks to the Sasaki staff for their consistent willingness to locate resources that ensured the accuracy of my research. I am grateful to the Moore Square Staff, Jenna Kostka, and David Gill, for always being available to assist me. I also want to acknowledge Douglas Porter from the City of Raleigh and Gabriel Schumacher from Downtown Raleigh Alliance for connecting me with the right individuals.*

*However, my warmest appreciation goes to the entire Moore Square community, from the homeless individuals to the nonprofit organizations and park visitors. They welcomed me and my family into their park and made us feel like it was our own. I am incredibly proud to reside in a city that utilizes this park to connect, bond, and create cherished memories. The most valuable lesson I learned is that landscape architects bear a tremendous responsibility and opportunity to foster connections, engagement, and inspiration within communities by designing safe, accessible, and inviting spaces. When we all share a common space, we develop bonds, connections, and support for one another.*

- *Melissa Dominguez*



**Figure 1.** The Research Team is shown conducting surveys at the park in the image. Research Fellow Carla Delcambre is on the left, and Research Assistant Melissa Dominguez is on the right, accompanied by her two children. Photo by Julie Radoslovich (Carla Delcambre’s sister).

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## Research Strategy

Fostering trust within the community emerged as a crucial element. Stepping beyond familiar boundaries, engaging with others, and embracing the journey became necessary. Achieving this entailed actively participating in a range of community events at the park, such as exercise gatherings, serving breakfast for the homeless, outdoor movie nights, and frequent visits to the farmer market. The park serves as a significant hub that connects the community and has granted us valuable experiences shared with our loved ones.

*Overall methods used for this investigation included:*

**Surveys and interviews:**

Between February 1, 2023, and June 30, 2023, paper surveys, electronic surveys using QR codes, and interviews were conducted at major public events and non-event days at Moore Square. 382 paper and electronic surveys were filled out throughout these events, with not all participants answering every question (see Appendix for more information). When survey participants were asked why they didn't

answer all the questions, they responded that there were too many questions, and they didn't have the time to complete them. 61% of the survey respondents live within 10 minutes of the park, while 39% are visitors who live more than 10 minutes away.

- During 3 major public events (February 26, 2023, May 14, 2023, and June 25, 2023) with 100 or more people in the park, a booth was set up where 338 surveys were filled out. To encourage participation, chips, drinks, and candies were given away to attract individuals to the booth and complete the surveys.
- During 8 non-event days (February 19, 2023, March 26, 2023, May 3, 2023, May 5, 2023, May 10, 2023, May 12, 2023, June 13, 2023 and June 14, 2023) with fewer than 100 people in the park, 44 random individuals were approached and asked to complete the surveys; they all completed the survey.
- Additionally, informal interviews were conducted with 6 event organizers operating in the park, 28 vendors selling their goods at the park, and 23 nonprofit organizations providing services there. The objective was to understand why these vendors and organizations chose Moore Square as their location for selling or offering their products and services.

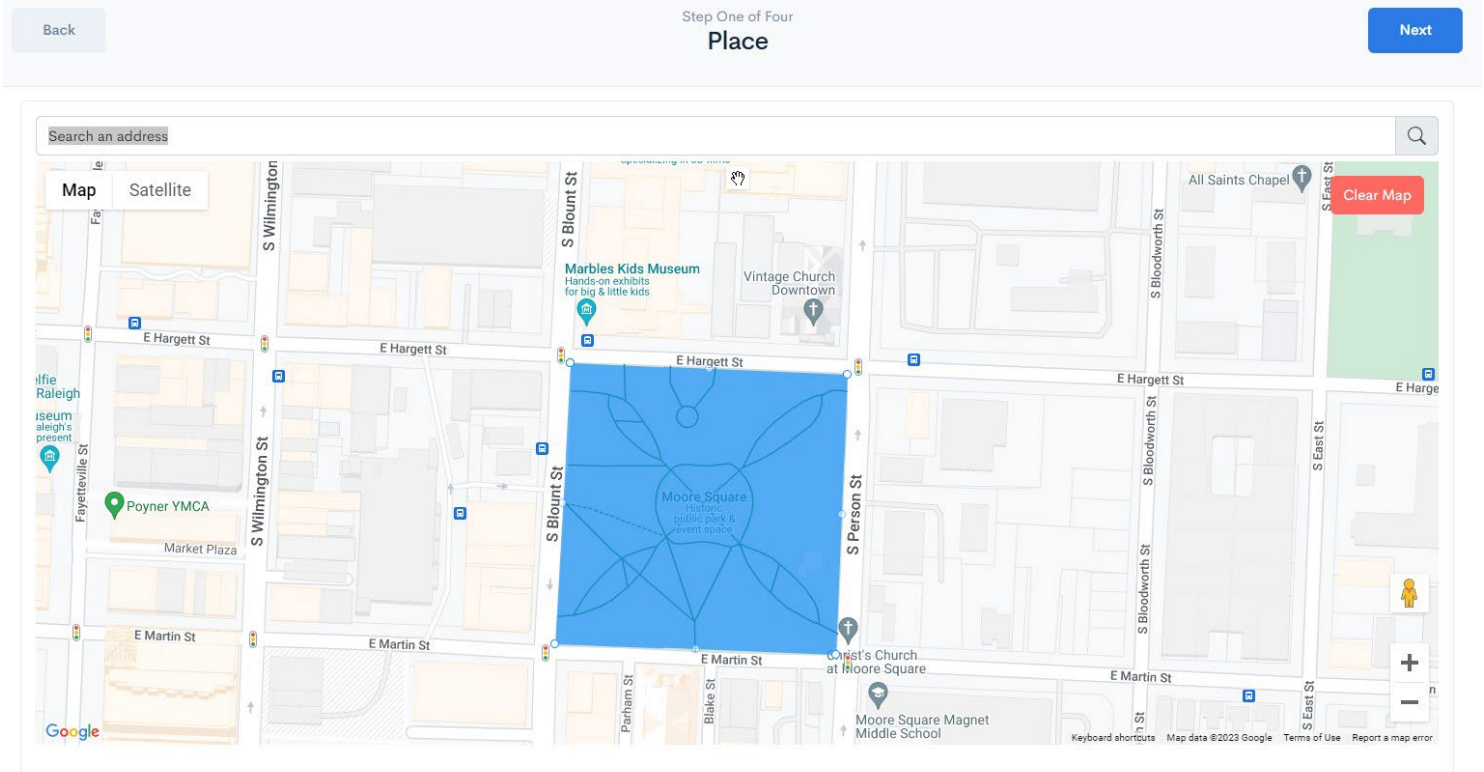
***Limitations of the surveys and interviews:***

- Limited Reach: The paper surveys were only conducted with individuals present at the park during the research team's presence. This limits the representation of park users to those who happened to be there during the survey period, potentially excluding a broader range of park visitors.
- Lack of Anonymity and Privacy: Paper surveys may lack the anonymity and privacy provided by online or confidential survey methods. Respondents might hesitate to reveal sensitive or personal information on a paper survey, potentially leading to response bias or incomplete data.
- Reluctance to Participate: Despite efforts to incentivize participation through the distribution of snacks and other items at the booth, some individuals chose not to take the survey. This can introduce potential bias if those who declined to participate have different perspectives or experiences compared to those who took the survey.
- Difficulty in Engagement on Non-Event Days: On days without a booth presence, reaching out to individuals to participate in the survey became challenging. It was difficult to engage people and encourage them to talk to the research team.
- Electronic surveys using QR Codes: Some people did not have phones. Others had older phones that could not read the QR code.
- It is important to note that not all event organizers, vendors, and nonprofit organizations operating in the park were interviewed. Due to various reasons, such as being occupied during our presence, others arrived at the park when the research team was not present.

In addition, collaboration was established with the City of Raleigh and a Real Estate Agent to get updates on the new developments near the park and use cell phone data program "NEAR" to get a more accurate number of visitors to the park.

**NEAR:**

This software efficiently pools data from all cell phone companies tracking and recording the average daily number of park visitors with cell phones, specifically focusing on their previous and subsequent

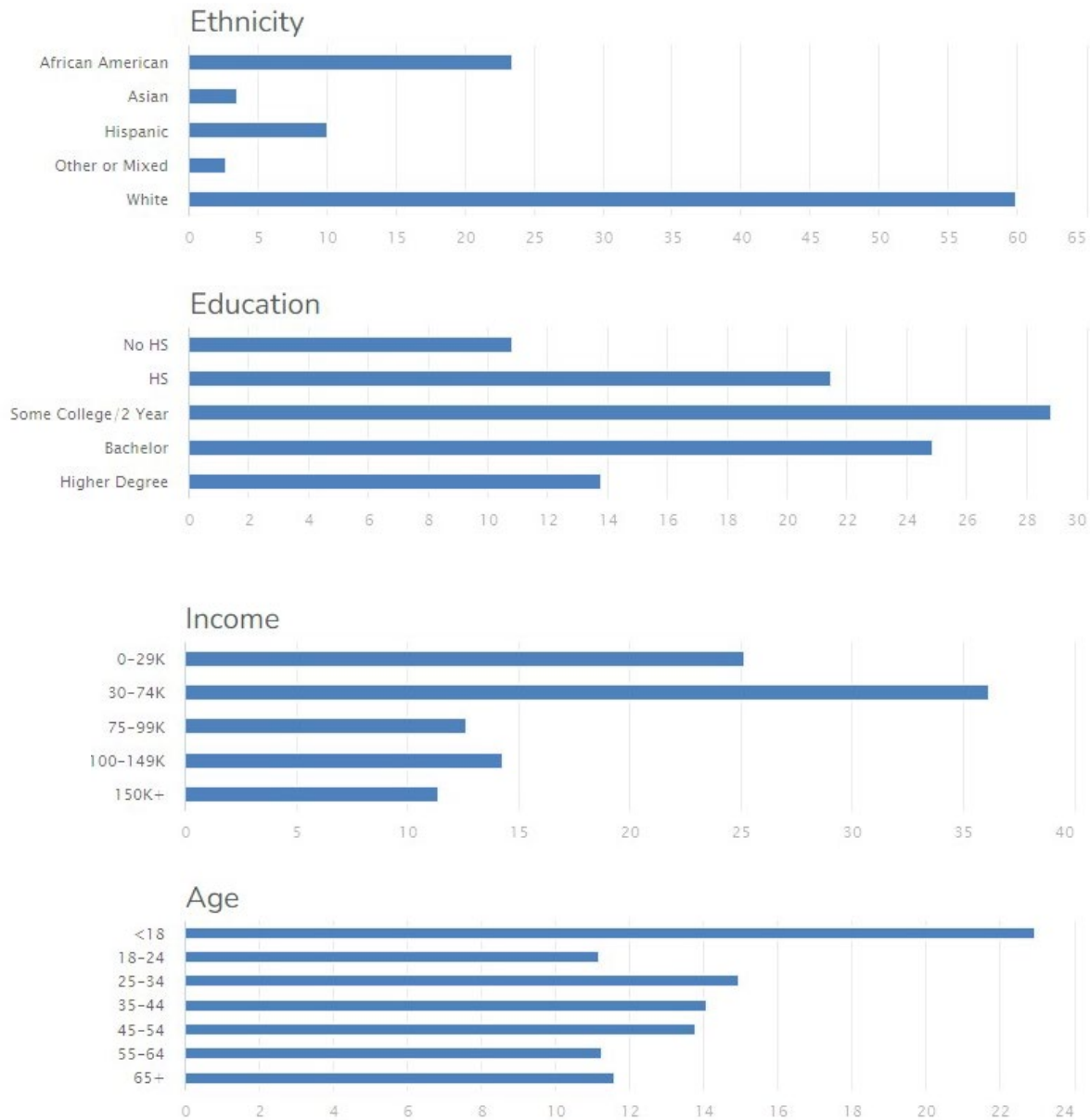


locations. To ensure data accuracy, the software can set boundaries to exclude data from individuals passing by the park in vehicles so it captures data only from those visiting the park (see Figure 2).

**Figure 2.** Setting Boundaries for Moore Square image in the cell phone software NEAR.

Utilizing this tool, the research team gained valuable insights into visitor behavior as consumers, including the places people frequent before and after their park visits. Furthermore, the software automatically provides data with demographic information about park visitors, such as their ethnicity, education, income, and age (refer to Figure 3 below).

🏠 Median Household Income: \$64,180    🏠 Median Home Value: \$223,405



**Figure 3.** Demographics of visitors to Moore Square expressed as percentages; provided by the cell phone software NEAR during the period of study

The research team accessed this software through Professor Emily McCoy from North Carolina State University. Initially, she received a complimentary one-week subscription for her students to utilize the software. However, once the trial period ended, the cost of maintaining access to the software was cost-prohibitive as a one-year subscription starts at \$20,000.



### ***Limitations of NEAR:***

- The software counts each visit to the park as a unique visitor. So, if someone visits the park 3 times in a day, the software registers it as 3 separate visitors for that day.
- The representation of vulnerable populations, such as the homeless, economically disadvantaged individuals, and children, is limited as not everyone in these groups possesses a cell phone.
- The one-week subscription limitation of the software hindered the acquisition of comprehensive data, including the average time individuals spend at the park. Moreover, the inability to extend the software usage beyond the subscription period prevented further access to additional information or data. It is important to highlight that the software subscription cost is excessively high and can only be accessed at an institutional level with corresponding funding.
- The software's data availability is limited to 2019 onwards and does not include any data from before the park retrofit. Consequently, it is impossible to compare visitation numbers before and after the park retrofit using this software.

### **Project Goals as Defined by Stakeholder Engagement Week:**

A report conducted by the City of Raleigh's Parks and Recreation, Cultural Resources Department, and Sasaki was reviewed during this research. The report covered the period from April 28, 2015, to May 8, 2015 and documented the active participation of numerous community members, estimated at between 100 to 200 individuals, who attended meetings to voice their preferences for the park and identify areas needing improvement.

### ***Based on the stakeholder engagement week report, the following are the key community desires for the park:***

- **Increase time spent in the park:** Constituents expressed concern that the majority of park visitors would either pass by the park or spend less than 10 minutes in the park. As a result, they emphasized the need for the park's new design to be appealing and captivating in order to encourage people to spend more time enjoying the park's amenities and atmosphere.
- **Access to food:** Constituents expressed their desire for food options while visiting Moore Square, and they were open to different approaches and locations for food vending. Suggestions included food trucks, food carts, the option to go to nearby restaurants, and the presence of a permanent food vendor within the Square.
- **Restrooms:** General agreement was that having restroom facilities in the park would be highly beneficial as long as they were maintained to be clean and safe.
- **Park redesign prioritized crowd management and accessibility:** One of the important design considerations for the park was to anticipate and accommodate large crowds of visitors within its boundaries, avoiding closure of the entire park during events. Prior to the park retrofit, there were only 7 events per year, but they attracted significant crowds. However, the park's design was inadequate for managing these large numbers of people, resulting in overflow onto the streets. This overcrowding issue necessitated the closure of the entire park during events and

raised safety concerns. Therefore, ensuring accessibility while effectively managing crowd sizes became a key priority during the park redesign.

- **Historical and cultural relevance:** Constituents unanimously agreed that the design of the Square should reflect Raleigh's history and culture. The Square has been identified as a critical anchor point for the South Park Heritage Walk Project.
- **Safety:** The importance of a sense of safety in the Square was emphasized. While some constituents felt that safety concerns were exaggerated, they believed the matter should still be addressed.
- **Urban context:** The businesses surrounding the park faced financial challenges, and the community saw an opportunity for Moore Square to foster collaboration with these businesses. The park was believed to have the potential to revitalize struggling businesses and improve their financial stability. There was a strong aspiration for the park to function as a venue where local businesses could generate revenue, particularly by hosting farmers' markets.
- **Beautiful and durable design:** Citizens wanted the Square to be beautiful and emphasized the importance of using durable materials for long-term sustainability. Many described the ideal design as "simple and timeless."
- **Integration of art:** Many citizens expressed a strong interest in incorporating art into the Square, including site furnishings, children's play elements, planting, and lighting.
- **Welcoming and inclusive space:** Moore Square plays a vital role as a hub where different organizations come together to support the community, including those who are homeless. The community members expressed a strong desire for Moore Square to be an inclusive and welcoming space for everyone. It was crucial to prioritize creating an environment that would make all community members, including the homeless population, feel comfortable and valued. The ultimate objective was to ensure that the park could be enjoyed by everyone, regardless of their individual circumstances.
- **Preservation of oaks:** The majority of constituents believed that the oak trees in the Square are valuable and should be preserved.

By comparing the present community feedback with the past desires documented in the Stakeholder Engagement Week report, it became possible to assess how well the park delivers what the community wanted and identify further areas for improvement.

***Source of the stakeholder engagement week report:***

Sasaki. "Moore Square Implementation Priorities Report." June 30, 2015. Accessed [April 30, 2023]. Available at: [<https://cityofraleigh0drupal.blob.core.usgovcloudapi.net/drupal-prod/COR24/moore-square-park-implementation-report.pdf>].



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## Environmental Benefits

- ***Sequesters an estimated 5,797 lbs of atmospheric carbon annually in 47 newly planted and preserved trees, 28 of which are 100-year-old oaks.***

### ***Background:***

Before the park retrofit, the community emphasized the importance of preserving as many mature oak trees as possible (see Research Strategy for more information). As a result, efforts were made to protect these trees during the retrofit, leading to the preservation of 32 historic oak trees on-site. From the completion of the retrofit through July 2023, the park has unfortunately lost 4 of these mature trees, leaving a total of 28 as of the time of study. These magnificent trees, which have stood for over a century, still grace the park's perimeter and entrance, serving as a reminder of its rich history. Overall, the park now has 47 trees, with 28 being historic oaks and 19 being newly planted.

### ***Method:***

In order to calculate the amount of CO<sub>2</sub> sequestered by the trees, the research team utilized the i-Tree MyTree software. This software required the measurement of the trunk diameter at breast height (DBH) for each tree species present in the park (as seen in Table 1). Once the DBH measurements were taken, they were entered into the i-Tree software, which provided information on stormwater management and CO<sub>2</sub> absorption.

By entering the data for all 47 trees into i-Tree, the results revealed that the trees collectively sequester approximately 5,979.34 lbs of CO<sub>2</sub> annually (refer to Figure 4). The primary contributors to this sequestration are the 28 historic oak trees, while the 19 newly planted trees are currently making a smaller impact. However, it is important to note that the value of these newly planted trees will increase over time as they continue to grow.

In addition, the research team was interested in gauging the community's perception of the trees at the site. Since the design team (Sasaki) invested considerable effort in preserving the mature oak trees, it was important to determine whether the community valued their presence. See more information in Social regarding the survey and whether the trees were valued by the community.

In summary, the trees at the site play a dual role. Firstly, they sequester a significant amount of CO<sub>2</sub> annually, totaling an estimated 5,979.34 lbs. Secondly, they have a positive emotional impact on the community, contributing to improved mental health and well-being.

**Calculations:**

**Table 1.** The research team created the table using measurements taken from the trees on the site, providing descriptions of the existing trees found on the site.

<b>Historic Oak Trees in Moore Square</b>		
<b>Quantity</b>	<b>Scientific Name</b>	<b>Trunk Diameter at Breast Height (DBH)</b>
1	Quercus phellos	45"
1	Quercus phellos	46"
1	Quercus phellos	47"
1	Quercus phellos	34"
1	Quercus phellos	41"
1	Quercus phellos	18"
1	Quercus phellos	33"
1	Quercus phellos	50"
1	Quercus phellos	43"
1	Quercus phellos	32"
1	Quercus phellos	43"
1	Quercus phellos	17"
1	Quercus phellos	20"
1	Quercus phellos	42"
1	Quercus phellos	20"
1	Quercus phellos	44"
1	Quercus phellos	37"
1	Quercus phellos	36"
1	Quercus phellos	19"
1	Quercus phellos	37"
1	Quercus phellos	38"
1	Quercus phellos	48"
1	Quercus phellos	35"
1	Carya illinoensis	27"
1	Carya illinoensis	36"
1	Carya illinoensis	37"
1	Quercus alba	35"
1	Quercus michauxii	51"
<b>Total: 28 Trees</b>		
<b>Newly Planted Trees in Moore Square</b>		
<b>Quantity</b>	<b>Scientific Name</b>	<b>Trunk Diameter at Breast Height (DBH)</b>
1	Betula nigra	12"
1	Betula nigra	13"
1	Betula nigra	13"
1	Cornus florida	8"
1	Cornus florida	6"
1	Cornus florida	11"

1	Cornus florida	18"
1	Nyssa sylvatica	14"
1	Nyssa sylvatica	12"
1	Quercus alba	17"
1	Quercus alba	11"
1	Quercus bicolor	14"
1	Quercus bicolor	16"
1	Quercus bicolor	17"
1	Quercus bicolor	18"
1	Quercus bicolor	16"
1	Quercus bicolor	20"
1	Quercus bicolor	10"
1	Quercus bicolor	21"
<b>Total: 19 Trees</b>		

# MyTree Benefits



## Tree Collection Totals

Serving Size: 47 trees

Estimated this year: \$979.91

Discover benefits of all your [community trees!](#)

### Annual values:

**Carbon Dioxide Uptake \$494.38**

Carbon Sequestered<sup>1</sup> 5,797.34 lbs

CO<sub>2</sub> Equivalent<sup>2</sup> 21,256.91 lbs

**Storm Water Mitigation \$215.32**

Runoff Avoided 24,095.59 gal

Rainfall Intercepted 181,253.07 gal

**Air Pollution Removal \$270.21**

Carbon Monoxide 27.52 oz

Ozone 1,443.09 oz

Nitrogen Dioxide 232.89 oz

Sulfur Dioxide 25.27 oz

PM<sub>2.5</sub> 103.73 oz

### Values are totals to date:

**Carbon Dioxide Uptake<sup>4</sup> \$17,127.34**

Carbon Storage<sup>4</sup> 200,845.41 lbs

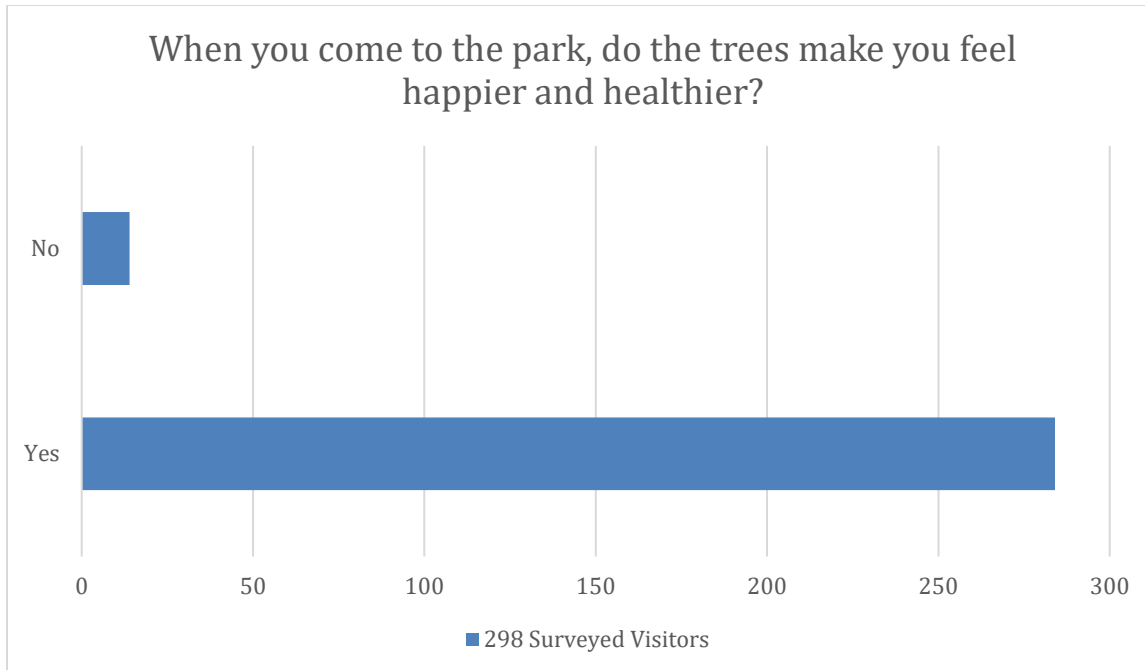
CO<sub>2</sub> Equivalent<sup>2, 4</sup> 736,433.17 lbs

Benefits are based on USDA Forest Service research and are meant for guidance only. Visit [www.itreetools.org](http://www.itreetools.org) to learn more.

All monetary values are DISPLAYED in US dollars. Currency conversions are coming soon!

[+ Read the fine print.](#)

Figure 4. The results were obtained from the iTree software program.



**Figure 5.** Survey responses of 298 surveyed visitors. 284 individuals (95%) reported that the trees in the park have a positive emotional impact, leading to improved mental health and well-being. Conversely, 14 individuals (5%) expressed disagreement with this statement. The research team created the chart using data from CSI research team survey, 2023.

**Sources:**

i-Tree Tools. Accessed [June 28, 2023]. Available at: <https://www.itreetools.org/>.  
 Dominguez, Melissa and Delcambre, Carla.2023. "Moore Square". Unpublished survey.

**Limitations:**

- The i-Tree software focuses exclusively on evaluating trees and does not consider other forms of vegetation, like grass and small shrubs, despite their significant presence on the site. Furthermore, it's important to note that i-Tree is primarily designed as an estimation and predictive tool rather than providing precise measurements.
- See Research Strategy for survey limitations.

**Social Benefits**

- **Attracted 738,051 visitors in 2022, with an average of 2,022 daily visitors. 500 events are held yearly, with events driving visitor numbers especially in the fall and winter. 22% and 42% more people on average, respectively, are in the park during events (as compared to non-event times) in those seasons.**

**Background:**

Before the park retrofit, only 7 events per year were held in the park, and those events attracted large crowds. However, the park's design was unsuitable for accommodating these large crowds, resulting in

people overflowing onto the streets. This overcrowding issue forced the closure of the entire park while an event was taking place and raised safety concerns (for more information, refer to the Research Strategy). Following the retrofit, the number of events significantly increased to 500 annually, with an average of 2,022 daily visitors visiting the park for non-events and events. The park's new design incorporates a central turf accommodating up to 4,000 people. This enhancement allows the park to comfortably accommodate larger crowds while remaining open, accessible, and safe for everyone to enjoy.

**Method:**

Using the NEAR cell phone data software (refer to the Research Strategy for more information), an analysis of visitor numbers and attendance frequency at Moore Square in 2022 was conducted (see Figures 6 and 7). This year was chosen to utilize a complete year of data following the significant impact of the COVID-19 pandemic on Raleigh, North Carolina.

To examine the influence of events on park visitation, the park's annual calendar for 2022 was cross-referenced, identifying major event days. Major events were defined as those with more than 100 simultaneous park attendees, occurring on non-daily occurrences. Non-major events were characterized by fewer than 100 people present simultaneously and more frequent event scheduling, such as daily events.

The objective was to determine if events had any impact on park visitation. Upon analyzing NEAR cell phone data, it was observed that during the Spring and Summer seasons, there was minimal variation in visitation, regardless of whether major or non-major events took place in the park. However, a notable difference was observed during the Fall and Winter seasons. Park visitation increased by 22% and 42% on major event days compared to days with non-major events in those seasons (as seen in Figure 6).

According to discussions with the staff at Moore Square, colder temperatures during the fall and winter seasons tend to discourage people from attending the park. As a result, it became a priority for the park staff to continue planning events during these seasons to encourage ongoing park attendance.

**Calculations:**

By utilizing NEAR cell phone data software (refer to the Research Strategy for more information), an analysis was conducted on park attendance and event frequency categorized by seasons (Spring, Summer, Fall, and Winter). The aim was to examine the influence of weather on visitor patterns and event planning. Below are the key findings (refer to Table 2):

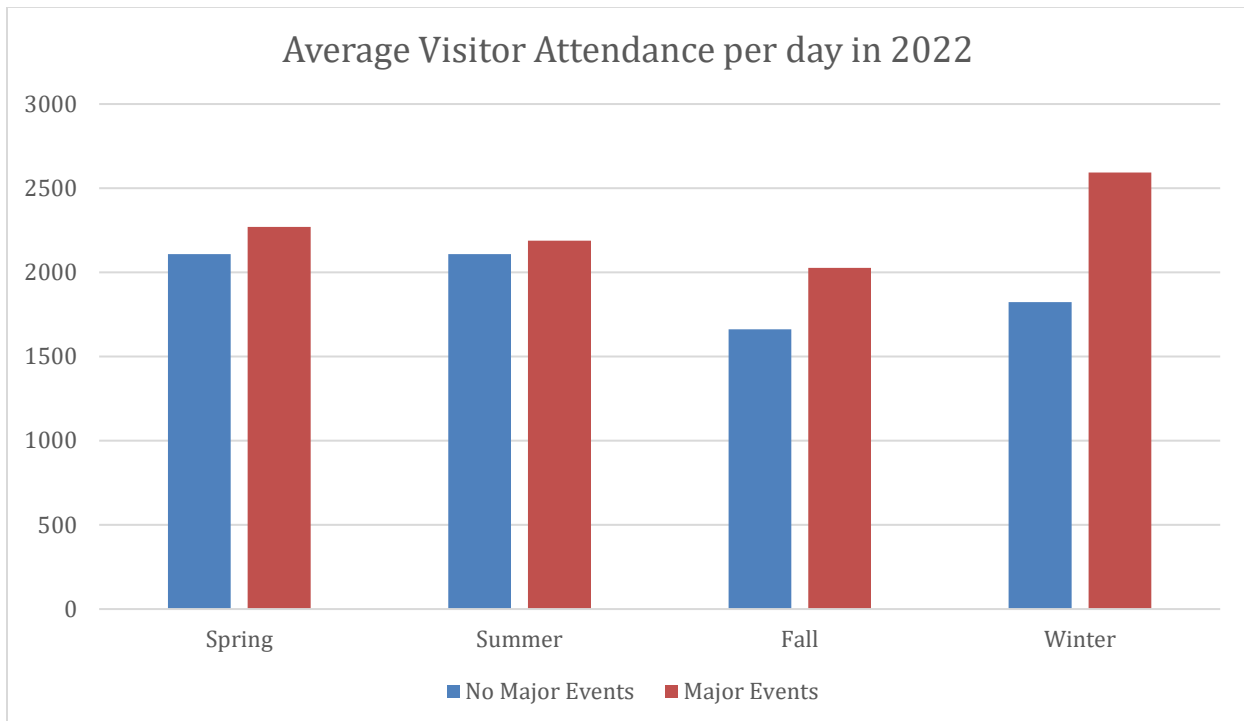
- The majority of major events occurred during Spring, Fall, and Summer, with an average of 28 major events per season. Winter had fewer major events, totaling 6.
- During Spring and Summer, there were similar numbers of people during major event days and non-major events days.
- In the Fall, there was an average increase of 22% more people in the park during major events compared to non-major event days.



- During Winter, the park experienced an average increase of 42% more people during major events than non-major events days.

Dates:	Season:	Major events:	Average visitors per day with no major events:	Average visitors per day with major events:	Percentage visitors increased from no major events to major events days:
03/20/2022-06/21/2022	Spring	28	2108	2270	8%
06/22/2022 – 09/22/2022	Summer	31	2110	2189	4%
09/23/2022-12/21/2022	Fall	26	1662	2027	22%
12/22/2022-12/31/2022 & 01/01/2022-03/19/2022	Winter	6	1824	2594	42%

**Table 2.** Major and non-major events held in Moore Square during different seasons of the year in 2022. The research team created the table using cell phone data software NEAR.

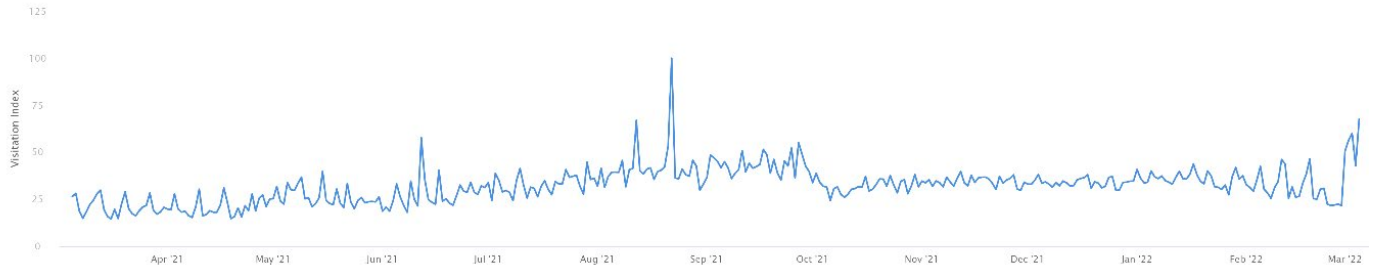


**Figure 6.** The graph displays the average visitor attendance per day in 2022, comparing non-major events to major events. The research team created the chart using cell phone data software NEAR.

#### Visitation Over Time

Visitation trends to the property, provided to an index of 100.

 near.com



**Figure 7.** NEAR cell phone data software indicates the number of daily visitors to Moore Square.

#### **Sources:**

Near. Near. <https://near.com/> (accessed 7 April 2023).

#### **Limitations:**

See research strategy for cell phone data software NEAR limitations.

- ***Promotes a sense of community, with 91% of 309 surveyed visitors reporting that the park makes them feel like part of the community. 6 event organizers reported choosing the park because of its openness and its downtown location.***

#### **Background:**

Moore Square serves as a central gathering place where various organizations collaborate to support the community, including the homeless population. Throughout the stakeholder engagement week (See Research Strategy for more information), maintaining an inclusive and welcoming environment for all community members, including the homeless, was established as being of utmost importance. The goal was to create a park that everyone could enjoy, regardless of their circumstances.

During daily events and community gatherings at the park, various of event organizers were observed operating in the park. These event organizers play a vital role in nurturing a sense of community and enabling park users to connect with one another. Engaging in fields such as athletics, art, music, dance, food vending, farmers markets, and nonprofit work, these organizations specifically chose Moore Square because of its lively downtown environment and the surrounding community.

The park's inviting atmosphere and perceived sense of safety make it an attractive destination for visitors to participate in events. Additionally, amenities such as restrooms, nearby restaurants, and free Wi-Fi enhance attendees' convenience and extended stays. The park's spacious sidewalks also serve as an ideal space for vendors to set up tents and food trucks, further enriching the overall experience and appeal of the park as a venue for community events.

#### **Method:**

Surveys were conducted (see Research Strategy for more information) where participants were asked if the park made them feel like part of the community (see Figure 8). Of the 382 surveyed visitors, 309

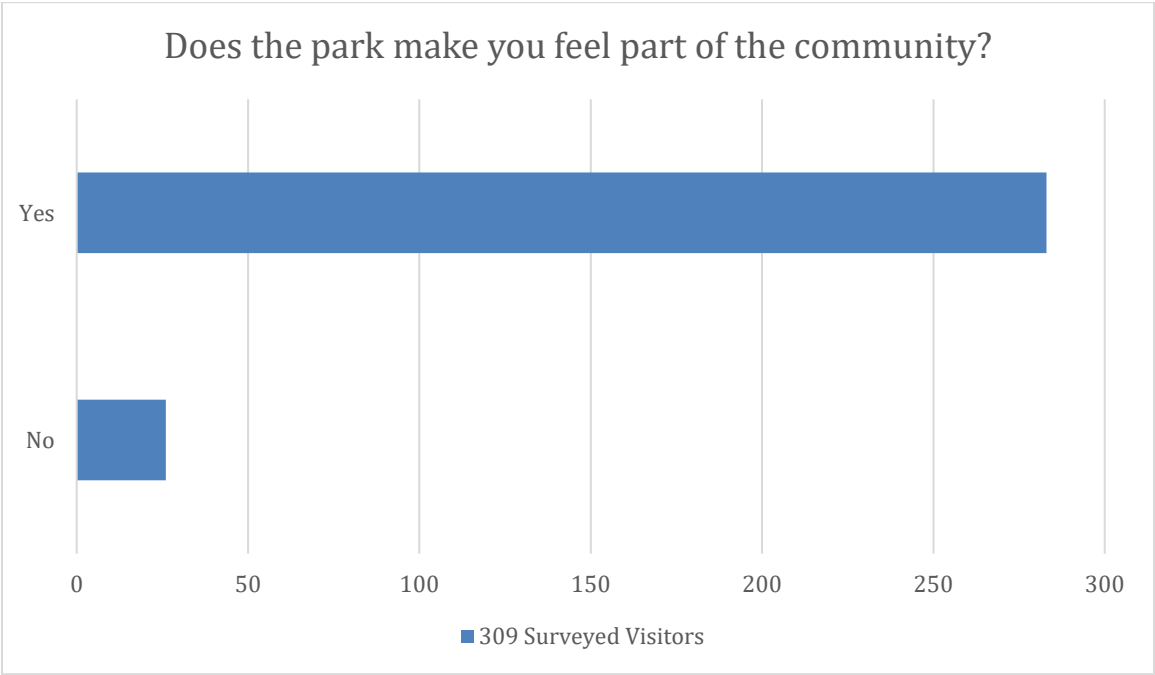
chose to respond to this question, and out of 309 people, 283 (91%) responded yes.

In addition, the research team conducted informal interviews with six event organizers who plan various events such as sports, dancing, eating, shopping, and helping (as seen in Figure 9). The questions asked of the six event organizers were: What type of community are you creating in the park? and why do you choose Moore Square as the location for your events?

Based on interviews with six event organizers, it was evident that they organized events to establish certain types of communities in the park. Their primary reason for choosing the park is its open and welcoming atmosphere, which acts as a magnet, drawing people in and encouraging active participation in events. The park's downtown location was also mentioned as a significant factor, attracting both nearby residents and workers and further enhancing the success and attendance of the events.

**Calculations:**

The data collection process involved in-person surveys (refer to the Research Strategy for more information). These surveys were subsequently analyzed using Qualtrics to gain further insights into the findings. Additionally, the research team interviewed 6 event organizers operating within the park, specifically asking for their reasons for selecting Moore Square as their preferred location. These organizations significantly impact fostering community spirit and facilitating connections among park users.



**Figure 8.** Chart summarizing the responses from 309 surveyed visitors. Among the respondents, 283 individuals stated that the park made them feel part of the community, while 26 individuals responded that the park did not make them feel part of the community. The research team created the chart using data from CSI research team survey, 2023.

**Interview Questions for the Six Event Organizers Operating in Moore Square:**

**What type of community are you creating in the park?**

**Why do you choose the park as your location for your events?**

**SWEAT GYM:** *The organization offers free running and exercise events in the park. These events typically begin with a 15-minute warm-up session, followed by a 2-mile run that covers various areas throughout the park.*

- ***Their events cultivate a sense of athletic community.***
- The park's open and inviting atmosphere, its central downtown location, which drew in both nearby residents and workers, and the availability of a spacious open lawn that allowed us to host an average of 60 to 70 people daily for exercise activities.



The Sweat Gym Team

Image Landscape Architecture Foundation (Melissa Dominguez, CSI 2023)

**RALEIGH ROCKERS BREAKDANCING MEETUP:** *The organization brings their own music to the park and conducts free classes to teach people basic break dancing moves. Participants can learn and practice these moves under the guidance of the instructors provided by the organization.*

- ***Their events foster a dancing expression community.***
- The park's openness makes it easier to attract a younger crowd to come and break dance with us. The ample concrete sidewalks accommodate large crowds of people to dance.





Raleigh Rockers Breakdancing Meetup

Image Landscape Architecture Foundation (Melissa Dominguez, CSI 2023)

**POP-UP CAROLINAS:** *The organization arranges a vibrant event in the park every first Friday of the month. They invite musicians to perform live music, organize free movie nights on the lawn, and bring together 35 local vendors and food trucks to sell their products. This organization provides a lively and enjoyable experience for park visitors, offering a variety of entertainment, shopping options, and delicious food choices.*

- ***Their events support and promote a thriving local market community.***
- We appreciate the cooperation of the friendly staff in marketing efforts, supplying a big-screen TV for free movies for the public, and including local musicians to create a soothing ambiance for shopping. Furthermore, the park's spacious sidewalks easily accommodate vendors who can set up their tents and sell their products; the park's openness attracts visitors from downtown. The family-oriented environment with a kids' play area and restrooms attract families to the park. We value the park's safety protocols, which ensure the well-being of everyone present.



Pop-Up Carolinas

Image Landscape Architecture Foundation (Melissa Dominguez, CSI 2023)

**MOORE SQUARE MARKET:** *Every Sunday the organization orchestrates a bustling event in the park, attracting an average of 35 local vendors who showcase and sell their products and services. Alongside the vendor market, they arrange engaging games and activities for kids on the lawn. Live jazz music sets the mood and adds to the lively atmosphere. This initiative by the organization provides enjoyable experiences for the community and contributes to the local area's economic enhancement.*

- ***Their events boost the local market community.***
- The spacious sidewalks in the park provide us with plenty of space to set up our tents and effectively sell our products. Additionally, the diverse range of people visiting the park makes it easier for us to reach a broad audience and sell to various individuals. Families are particularly drawn to the park due to its family-friendly atmosphere, which includes features like a splash pad and ongoing music. Moreover, the availability of diverse food options from food trucks and convenient access to restrooms makes it convenient for visitors to spend extended periods in the park.



Moore Square Market

Image Landscape Architecture Foundation (Melissa Dominguez, CSI 2023)

**FOOD TRUCKS:** *The organization is a consistent presence at almost every park event, offering diverse food options to park users. The food options available cater to various cuisines, from Mexican to barbecue, Asian to Indian, and even desserts. This diverse selection ensures that park visitors have an array of culinary choices to enjoy during their time at the park.*

- ***Their events unite a diverse community of food enthusiasts, catering to a wide range of taste buds.***
- The park's proximity to downtown draws in large crowds for the events. The park's open layout attracts many people, encouraging them to visit. The park's wide sidewalks provide a convenient spot for my food truck to park and sell food. The presence of a police officer on site ensures a safe environment. Additionally, having restrooms available makes it convenient for people to stay in the park while trying different food options and accessing necessary amenities.





Food Trucks

Image Landscape Architecture Foundation (Melissa Dominguez, CSI 2023)

**HER HEAVEN OF LIGHT:** *On special holiday occasions like Valentine's Day, Mother's Day, Christmas, and others, this organization takes part in a meaningful gesture. They distribute presents or gifts specifically to women who are experiencing homelessness. This act of generosity aims to bring joy and comfort to these women during important celebrations and demonstrate care and support for those in need.*

- ***Their events encourage community engagement and aim to support those in need.***
- We feel secure when distributing food or products to the homeless in the park due to several factors. Firstly, the park's open layout gives us a clear view of everyone present, fostering a sense of visibility and awareness. Secondly, the park enforces strict rules prohibiting fighting, smoking, and sleeping, contributing to a safer environment. Additionally, the presence of a security guard further enhances the feeling of safety while assisting others. Moreover, the park's high concentration of people in need allows us to assist more individuals in less time.

**Figure 9.** Interview responses with six event organizers operating within Moore Square. Data from CSI research team interviews, 2023.

Dominguez, Melissa and Delcambre, Carla.2023.“Moore Square”. Unpublished surveys.

Bishop Daniels, owner of Sweat Gym, interview by Melissa Dominguez, June 1, 2023, Moore Square

Organizer of Raleigh Rockers Breackdancing Meetup, interview by Melissa Dominguez, February 16, 2023, Moore Square

Ashley Jones, Co-Founder of Pop-Up Carolinas, interview by Melissa Dominguez, May 12, 2023, Moore Square

Vendors of Moore Square Farmers Market, interview by Melissa Dominguez, May 14, 2023, Moore Square

Food Trucks at First Friday Event, interview by Melissa Dominguez, May 12, 2023, Moore Square

Volunteers of Her Heaven of Light, interview by Melissa Dominguez, February 14, 2023, Moore Square

**Limitations:**

- See Research Strategy for more information on the survey and interview limitations.
- ***Supports dwell time, with 95% of 382 surveyed visitors reporting that they typically spend more than 10 mins in the park. This is attributed to added amenities like food and beverage options, restrooms, a children's play area, and a splash pad.***

**Background:**

Prior to the park retrofit, according to the stakeholder engagement week report the majority of daily park visitors would either pass by the park or spend less than 10 minutes within its premises (see Research Strategy for more information). During the stakeholder engagement week, the community expressed their desire for the park's new design to be attractive and engaging, to encourage people to spend more time there. As a result, the park's amenities were expanded to include features like bathrooms, a restaurant, a splash pad, and a children's play area. A temporary dog park was added later, even though it was not part of the park's original design. These additions were intended to create an inviting environment that would entice visitors to stay longer and fully enjoy all the park offers.

**Method:**

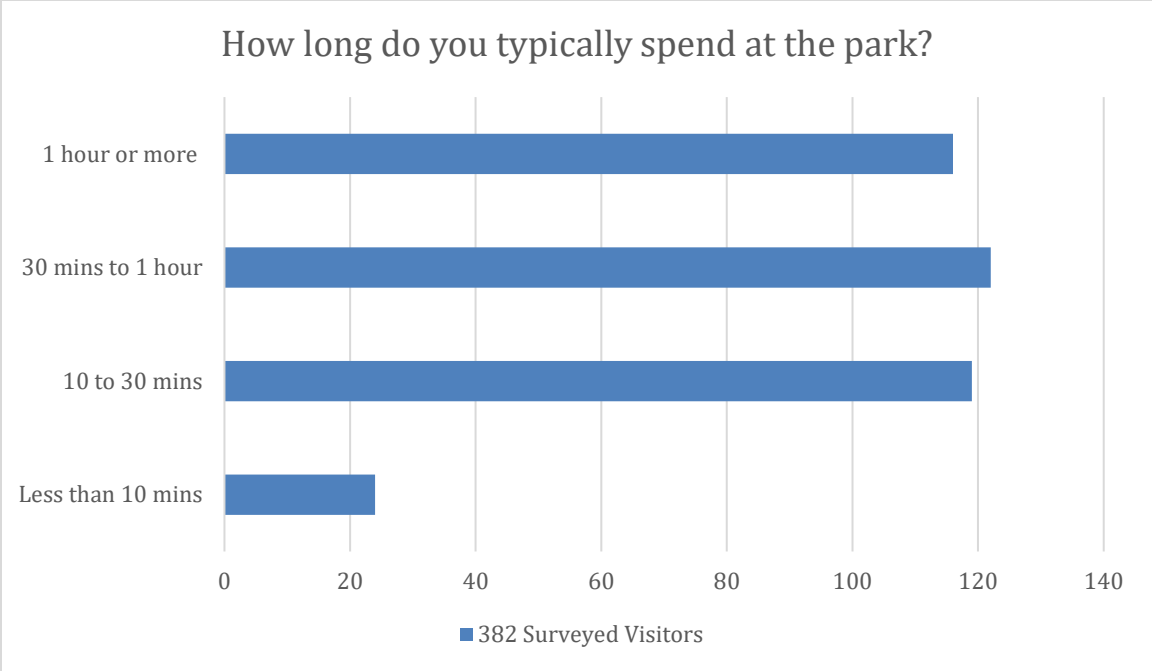
Surveys were conducted (see Research Strategy for more information) involving 382 surveyed visitors who were asked about the duration of their typical visits to the park. 357 out of 382 individuals (94%) reported that they typically spend more than 10 minutes at the park (see Figure 10). It is reasonable to assume an increase in the amount of time park users now spend in the park compared to before the park retrofit based on significant previous feedback about short dwell times.

The longer stays in the park can be attributed to the introduction of new amenities such as restrooms, a restaurant, a splash pad, a children's play area, and a dog park, as part of the park's redesigned features. These amenities have positively influenced visitors' duration of stay and overall park experience. It is worth mentioning that the NEAR cellphone data software, which was intended to provide insights into average visitation time, could not be utilized in this scenario due to the limited data available during the one-week free subscription period (see Research Strategy for more information).

Currently, the dog park is a temporary amenity (refer to Figure 11). Based on surveys conducted with 382 surveyed visitors (see Research Strategy for more information), out of which 125 respondents provided feedback on whether the park should make the dog park a permanent feature, an impressive 119 individuals (95%) expressed their desire for the dog park to become a permanent fixture within the park. In contrast, 6 individuals (5%) don't want the dog park to be a permanent feature (as seen in Figure 12).

**Calculations:**

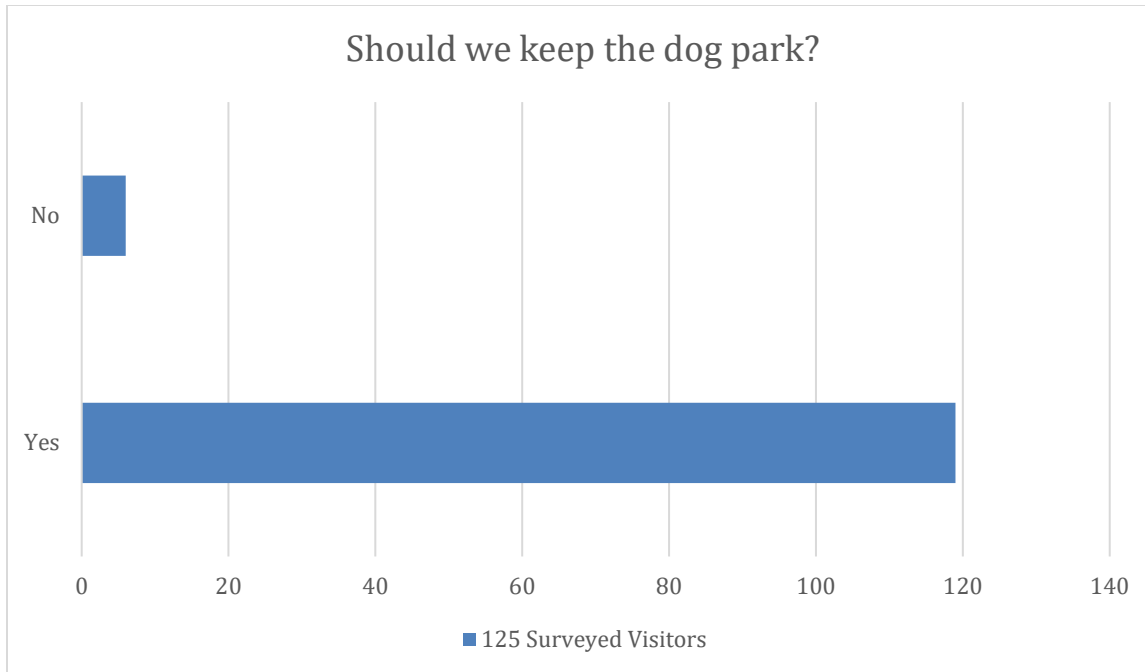
The data collection process involved surveys administered in person. Subsequently, the collected surveys were analyzed using the Qualtrics software to gain deeper insights into the findings.



**Figure 10.** The chart illustrates the responses of 382 surveyed visitors regarding the amount of time they typically spend at the park. 116 individuals said they spent 1 hour or more in the park. 122 individuals spend 30 mins to 1 hour in the park. 119 individuals said they spent 10 to 30 mins in the park and 24 individuals said they spent less than 10 mins in the park. The research team created the chart using data from the CSI team survey, 2023.



**Figure 11.** The temporary Dog Park. Image Landscape Architecture Foundation (Melissa Dominguez, CSI 2023)



**Figure 12.** The chart indicates that a significant majority of the survey visitors are in favor of making the dog park a permanent feature in the park. The research team created the chart using data from CSI team survey, 2023.

**Sources:**

Dominguez, Melissa and Delcambre, Carla. 2023. "Moore Square". Unpublished survey.

**Limitations:**

See the Research Strategy for survey limitations.

The NEAR cellphone software data could not be utilized due to the free one-week subscription's limitations, resulting in data constraints.

- ***Supports the operation of at least 1 nonprofit organization observed in the park daily over a three-month period, serving an estimated 120 to 140 people experiencing homelessness each day. 23 interviewed nonprofit organizations reported that they choose to operate in the park because of its safety and openness.***

**Background:**

Moore Square has consistently served as a central hub where various nonprofit organizations collaborate to assist the homeless community. During the stakeholder engagement week (see the Research Strategy for more information), the community expressed a strong desire to maintain a welcoming atmosphere in the park, specifically for the homeless population. Their goal was to ensure that the park remained a shared space accessible to everyone, including those experiencing homelessness.

**Method:**

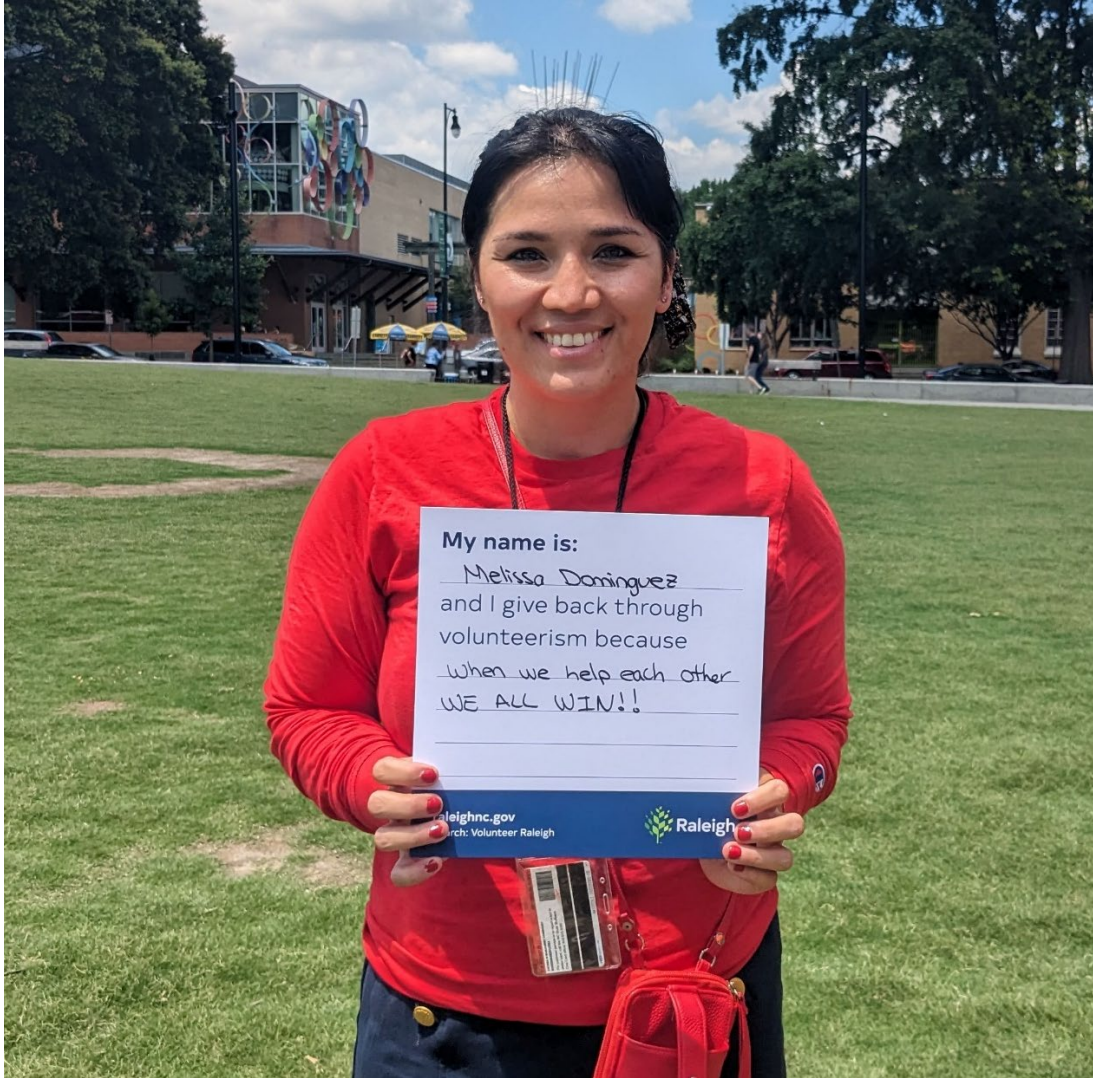
In order to understand why the homeless community specifically chose Moore Square as their gathering place, it was important to establish trust with them. The research team undertook volunteering at events organized by nonprofit organizations assisting the homeless in Moore Square to accomplish this. During these events, an average of 120 to 140 homeless individuals were observed receiving various services. Conversations were held with both the organizers of these nonprofit organizations and the individuals experiencing homelessness themselves, leading to a warm welcome and a deep connection with the homeless community in Moore Square and the dedicated support provided by the nonprofit organizations.

However, while being surrounded by the homeless community for the first time, the stigma associated with homelessness was also witnessed. Instances were observed where others exhibited fear towards the homeless, and people commonly avoided making eye contact. A specific incident occurred while volunteering at Vintage Church, where free breakfast was provided to people experiencing homelessness every Thursday at 7 am. Arriving late, there was an opportunity to wait outside with the homeless community, engage in conversations, and listen to their stories. Many of them shared experiences of having once had families but losing everything due to drugs and alcohol. They expressed gratitude towards organizations that offered them a second chance through employment opportunities or hosting Narcotics Anonymous meetings. However, it was observed that people passing by would purposefully cross the street to avoid walking on the same side of the sidewalk. When the church doors finally opened, the volunteers were mistakenly treated as homeless individuals, highlighting the stigma associated with homelessness.

This experience emphasized the fear and intimidation that often accompany the unknown. It also highlighted the importance of stepping out of comfort zones to recognize shared humanity and the realization that homelessness can happen to anyone.

In response to the incident, a commitment was made by the researcher to be present at the park every day for three months (refer to Figure 13). The objective was to gain firsthand experience of being part of the homeless community and understand how nonprofit organizations engage with and assist those in need at the park. This immersive approach provided valuable opportunities to learn from the community. Access to essential resources such as free food, mental health presentations, computer job training classes, and clothing was available throughout this period. Various nonprofit organizations dedicated to supporting the homeless in the park were actively interviewed to understand their decision to choose Moore Square as their service location and their favorite areas within the park. At least one nonprofit organization was observed operating in the park daily, assisting an estimated 120 to 140 homeless individuals daily.





**Figure 13.** Landscape Architecture Foundation Researcher (Melissa Dominguez) volunteered with the park's nonprofit organizations. Image taken by a volunteer from the City of Raleigh.

***Calculations:***

During a three-month period of being in the park, it was observed that there was consistently at least one organization present per day. On weekends, the number of organizations increased, sometimes two or even three. For instance, on weekends, there would be a nonprofit organization providing breakfast in the morning, another offering lunch in the afternoon, and yet another distributing dinner in the evening. On weekdays, nonprofit organizations typically appeared in the morning to advertise services such as mental health support or job training classes. Some organizations would also bring clothing for distribution. In the afternoon, nonprofit organizations would often bring lunches or dinners for park visitors.

During the presence of nonprofit organizations in the park, a total of 23 informal interviews were conducted (see Figure 14) with selected organizations that were available and willing to engage with the research team (for more information see Research Strategy). It should be noted that certain nonprofit organizations were not interviewed due to their heavy involvement in providing essential care and



support to individuals in need. The following presents the gathered responses from the 23 nonprofit organizations that participated in the interviews.

**Selected nonprofit organizations that visit the park to assist homeless individuals and the community.**

**Why they chose Moore Square to help:**

***Her Heaven of Light:*** They give out presents/gifts to the women experiencing homeless on special occasions, Valentine's Day, Mother's Day, Christmas, etc.

They feel secure within the park due to its open layout devoid of vegetation or structures, enabling them to have constant visibility of everyone's whereabouts. The park's significant homeless population allows them to assist more individuals in a shorter time efficiently. They appreciate the park's enforcement of rules that apply to everyone, such as no sleeping, smoking, or fighting. This creates a sense of respect among park occupants, reassuring them that others will also uphold these regulations.

***Vintage Church:*** They are in the corner of the park and provide breakfast to the homeless every Thursday.

They enjoy the park's openness, where they can attract people to attend church events and receive help. The park's corners are large and open, connecting the Church and the park.

***The Great Raleigh Cleanup:*** They come to clean the park once a month; they mostly attract teenagers from the community to volunteer to clean the park while forming relationships and giving them a sense of belonging.

They like the open and spacious park, making it easy to get other teenagers interested in volunteering to clean up the park. They feel safe knowing that police officers are around, and the park's location next to Moore Square Magnet Middle School makes it convenient to attract teenagers. After school, many teenagers hang out in the park, and sometimes they get into trouble because they don't have much to do. But with organizations like The Great Raleigh Cleanup, teenagers have a chance to do something helpful for the community while also making friends.

***Food Not Bombs Raleigh:*** They come every Sunday and provide clothes, toiletries, vegan food, and groceries to anyone in need at Moore Square. This organization mainly attracts the homeless as well as elderly people that live around Moore Square.

They value the park's spacious sidewalks, which facilitate setting up tents and tables for distributing groceries, clothes, and food to those in need. Situated downtown, the park's location is advantageous for attracting more people who require assistance. The park is equipped with numerous seating benches, particularly beneficial for individuals, especially the elderly, to sit while enjoying their meals comfortably. Additionally, the park is easily accessible, with no stairs at the entrance. This accessibility accommodates individuals using wheelchairs, canes, and strollers, enabling them to visit the park easily.

***Oak City Cares:*** They provide comprehensive assistance to the homeless in Moore Square, offering free shelter, mental and health care, children's day care, laundry service, showers, employment services, and other support. This organization receives support from the city of Raleigh to help the homeless population. Following the park's renovation, the city of Raleigh invested 10.5 million dollars in renovating and repurposing an old warehouse near the men's shelter. Currently, the city of Raleigh handles the maintenance of the building and allows Oak City Care to operate rent-free, providing services to the homeless. Oak City Cares assists an average of 140 to 180 homeless individuals daily.

<p>City Oak Cares values the park's convenient proximity to the bus station directly in front of the park. This proximity makes it significantly easier for homeless individuals to access the bus and travel to the shelter.</p>
<p><b>Advance Community Health:</b> <i>They help the homeless with health and mental care.</i> The park's proximity to the bus station enables the homeless to catch a bus to reach the necessary facilities quickly.</p>
<p><b>Haven house Services Strong Youth, Bright Futures:</b> <i>They help the homeless youth in the park.</i> The park's proximity to the bus station enables the homeless to quickly catch a bus to reach the necessary facilities.</p>
<p><b>Interact:</b> <i>They help the homeless that suffer from domestic violence.</i> The park's proximity to the bus station enables the homeless to catch a bus to reach the necessary facilities easily</p>
<p><b>Monarch:</b> <i>They offer mental health care to the homeless from the park.</i> The park's proximity to the bus station enables the homeless to catch a bus to reach the necessary facilities quickly.</p>
<p><b>SNAP:</b> <i>They offer a supplemental nutrition assistance program by Wake County.</i> The park's proximity to the bus station enables the homeless to catch a bus to reach the necessary facilities quickly.</p>
<p><b>StepUp Ministry:</b> <i>They offer an employment training Program to the homeless from the park.</i> The park's proximity to the bus station enables the homeless to catch a bus to reach the necessary facilities quickly.</p>
<p><b>Durham VA Health Care System:</b> <i>They offer veteran services assistance to the veteran homeless in the park.</i> The park's proximity to the bus station enables the homeless to catch a bus to reach the necessary facilities quickly.</p>
<p><b>Raleigh/Wake PARTNERSHIP to End Homelessness:</b> <i>They help the homeless people from the park receive help getting a place to stay.</i> The park's proximity to the bus station enables the homeless to catch a bus to reach the necessary facilities quickly.</p>
<p><b>Triangle Family Service:</b> <i>They assist families within the community surrounding the park who are currently experiencing homelessness or are at risk of becoming homeless.</i> The park's proximity to the bus station enables the homeless and families to catch a bus to reach the necessary facilities easily.</p>
<p><b>WakeMed HEART team:</b> <i>They help homeless people from the park with serious mental illness.</i> The park's proximity to the bus station enables the homeless and families to catch a bus to reach the necessary facilities easily.</p>
<p><b>Human Services:</b> <i>They help homeless people from the park with health problems.</i> The park's proximity to the bus station enables the homeless and families to catch a bus to reach the necessary facilities easily.</p>
<p><b>NC FIT:</b> <i>They help the homeless people from the park that were formerly incarcerated individuals.</i> The park's proximity to the bus station enables the homeless and families to catch a bus to reach the necessary facilities easily.</p>
<p><b>SouthLight:</b> <i>They help homeless people from the park struggling with drugs and alcohol.</i> The park's proximity to the bus station enables the homeless and families to catch a bus to reach the necessary facilities easily.</p>
<p><b>Project Catch:</b> <i>They help children experiencing homelessness from the park.</i></p>

The park's proximity to the bus station enables the homeless and families to catch a bus to reach the necessary facilities easily.

**Church in the Woods:** *They help the homeless people from the park with mental care.*

The park's proximity to the bus station enables the homeless and families to catch a bus to reach the necessary facilities easily.

**FIGS:** *They help homeless people from the park with prescriptions and medical supplies.*

The park's proximity to the bus station enables the homeless and families to catch a bus to reach the necessary facilities easily.

**Carolina Outreach:** *They help homeless people from the park with their mental health by offering free counseling.*

The park's proximity to the bus station enables the homeless and families to catch a bus to reach the necessary facilities easily.

**Easterseals/UCP:** *They help homeless people from the park with free counseling.*

The park's proximity to the bus station enables the homeless and families to catch a bus to reach the necessary facilities easily.

**Figure 14.** Informal interviews with nonprofit organizations that visit the park to assist homeless individuals and the community, using data from CSI team interviews, 2023.

**Sources:**

Oak City Cares. Oak City Cares. <https://oakcitycares.org/> (accessed 5 June 2023).

Vintage Church volunteer, interview by Melissa Dominguez, February 9, 2023, Moore Square, Raleigh, NC, (Personal interview)

The Great Raleigh Cleanup volunteer, interview by Melissa Dominguez, February 10, 2023, Moore Square, Raleigh, NC, (Personal interview)

Food Not Bombs Raleigh volunteer, interview by Melissa Dominguez, February 11, 2023, Moore Square, Raleigh, NC, (Personal interview)

Oak City Cares volunteer, interview by Melissa Dominguez, February 13, 2023, Moore Square, Raleigh, NC, (Personal interview)

Her Heaven of Light volunteer, interview by Melissa Dominguez, February 14, 2023, Moore Square, Raleigh, NC, (Personal interview)

Advance Community Health volunteer, interview by Melissa Dominguez, February 16, 2023, Moore Square, Raleigh, NC, (Personal interview)

Haven house Services Strong Youth Bright Futures volunteer, interview by Melissa Dominguez, February 16, 2023, Moore Square, Raleigh, NC, (Personal interview)

Interact volunteer, interview by Melissa Dominguez, February 19, 2023, Moore Square, Raleigh, NC, (Personal interview)

Monarch volunteer, interview by Melissa Dominguez, February 26, 2023, Moore Square, Raleigh, NC, (Personal interview)

SNAP volunteer, interview by Melissa Dominguez, March 26, 2023, Moore Square, Raleigh, NC, (Personal interview)

StepUp Ministry volunteer, interview by Melissa Dominguez, May 3, 2023, Moore Square, Raleigh, NC, (Personal interview)

Durham VA Health Care System volunteer, interview by Melissa Dominguez, May 5, 2023, Moore Square, Raleigh, NC, (Personal interview)

Raleigh/Wake PARTNERSHIP to End Homelessness volunteer, interview by Melissa Dominguez, May 10, 2023, Moore Square, Raleigh, NC, (Personal interview)

Triangle Family Service volunteer, interview by Melissa Dominguez, May 12, 2023, Moore Square, Raleigh, NC, (Personal interview)

*WakeMed HEART team volunteer, interview by Melissa Dominguez, May 14, 2023, Moore Square, Raleigh, NC, (Personal interview)*

*Human Services volunteer, interview by Melissa Dominguez, June 13, 2023, Moore Square, Raleigh, NC, (Personal interview)*

*NC FIT volunteer, interview by Melissa Dominguez, June 14, 2023, Moore Square, Raleigh, NC, (Personal interview)*

*SouthLight volunteer, interview by Melissa Dominguez, June 14, 2023, Moore Square, Raleigh, NC, (Personal interview)*

*Project Catch volunteer, interview by Melissa Domingue June 15, 2023, Moore Square, Raleigh, NC, (Personal interview)*

*Church in the Woods volunteer, interview by Melissa Dominguez, June 16, 2023, Moore Square, Raleigh, NC, (Personal interview)*

*FIGS volunteer, interview by Melissa Dominguez, June 17, 2023, Moore Square, Raleigh, NC, (Personal interview)*

*Carolina Outreach volunteer, interview by Melissa Dominguez, June 18, 2023, Moore Square, Raleigh, NC, (Personal interview)*

*Easterseals/UCP volunteer, interview by Melissa Dominguez, June 19, 2023, Moore Square, Raleigh, NC, (Personal interview)*

**Limitations:**

- See Research Strategy for more information on limitations.
- **Promotes art, with 77% of 132 surveyed visitors reporting seeing art in the park.**

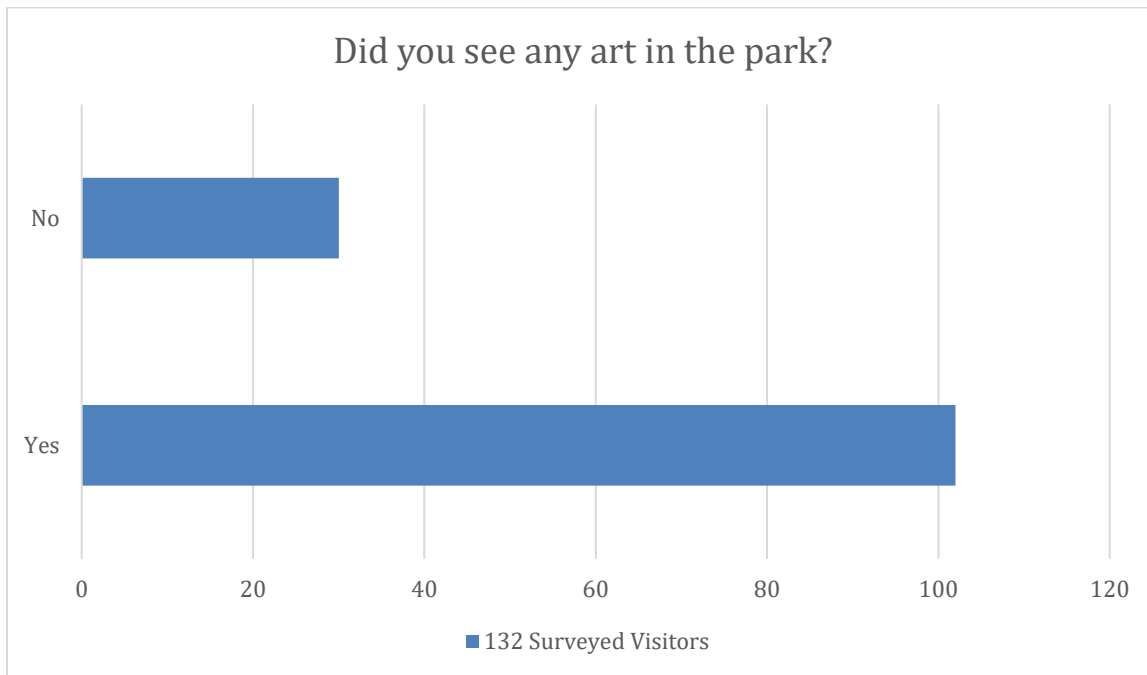
**Background:**

During the stakeholder engagement week (see Research Strategy for more information), many citizens expressed a strong interest in incorporating art into the Square.

**Methods:**

Surveys were conducted (see Research Strategy for more information). Out of 382 interviewed, only 132 participants responded to the question: Did you see any art in the park? 77% of the participants said they did see the art in the park (refer to Figure 15). Notably, two primary areas within the park feature artwork. The first is a prominent, vibrant chair that symbolizes the city of Raleigh and its unique ambiance (see Figure 16). The second area consists of a Grass Square frame displaying the inscription "Moore Square," serving as a backdrop for people to capture photographs (as seen in Figure 17).

**Calculations:**



**Figure 15.** The chart indicates that most people have observed art in the park. Of the 132 surveyed visitors, 102 confirmed that they see art in the park, while 20 participants reported not having seen any art there. The research team created the chart using data from CSI team survey, 2023.



**Figure 16.** The vibrant chair symbolizes the city of Raleigh and its unique ambiance. Image Landscape Architecture Foundation (Melissa Dominguez, CSI 2023).





**Figure 17.** The Grass Square frame displaying the “Moore Square” inscription serves as a backdrop for people to capture photographs. Image Landscape Architecture Foundation (Melissa Dominguez, CSI 2023).

**Sources:**

Dominguez, Melissa and Delcambre, Carla.2023.“Moore Square”. Unpublished survey.

**Limitations:**

- See Research Strategy for more information on the survey limitations.
- ***Promotes health and well-being, with 95% of 298 surveyed visitors expressing that the park’s trees make them feel happier and healthier.***

**Background:**

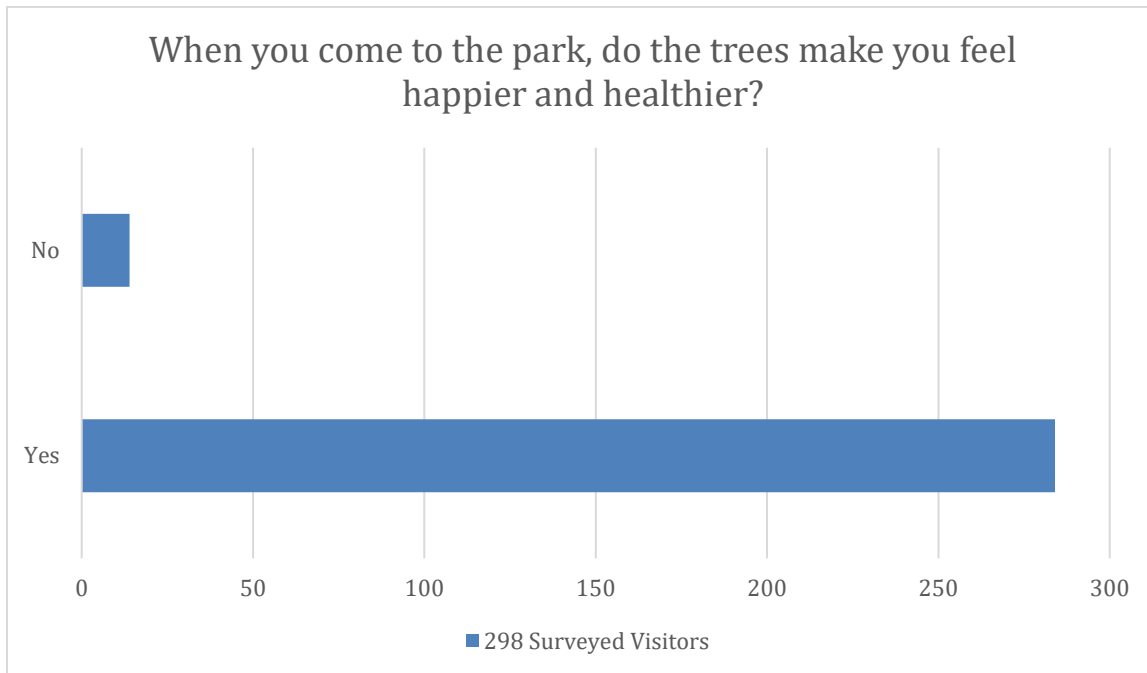
Before the park retrofit, the community emphasized the importance of preserving as many mature oak trees as possible (see Research Strategy for more information). As a result, efforts were made to protect these trees during the retrofit, leading to the preservation of 32 historic oak trees on-site. From the completion of the retrofit through July 2023, the park has unfortunately lost 4 of these mature trees, leaving a total of 28 as of the time of study. These magnificent trees, which have stood for over a century, still grace the park's perimeter and entrance, serving as a reminder of its rich history. Overall, the park now has 47 trees, with 28 being historic oaks and 19 being newly planted.

**Method:**

The research team was interested in gauging the community's perception of the trees at the site. Since the design team (Sasaki) invested considerable effort in preserving the mature oak trees, it was

important to determine whether the community valued their presence. To accomplish this, a survey was conducted among 382 park users (for more details, refer to the Research Strategy). One of the questions posed to the respondents was whether the trees made them feel happier and healthier when they visited the park. Out of the 382 individuals surveyed, 298 provided an answer to this question. Among the 298 respondents, 284 individuals (95%) stated that the trees made them feel happier and healthier when they visited the park, while 14 individuals (5%) expressed that the trees did not have such an effect (see Figure 18).

**Calculations:**



**Figure 18.** Survey responses of 298 surveyed visitors. 284 individuals (95%) reported that the trees in the park have a positive emotional impact, leading to improved mental health and well-being. Conversely, 14 individuals (5%) expressed disagreement with this statement. The research team created the chart using data from CSI research team survey, 2023.

**Sources:**

i-Tree Tools. Accessed [June 28, 2023]. Available at: <https://www.itreetools.org/>.  
Dominguez, Melissa and Delcambre, Carla.2023. "Moore Square". Unpublished survey.

**Limitations:**

- See Research Strategy for survey limitations.
- ***Reduced crime incidents within a one-block radius by 44%, with drug-related crimes 6.5 times lower after the park was retrofitted.***

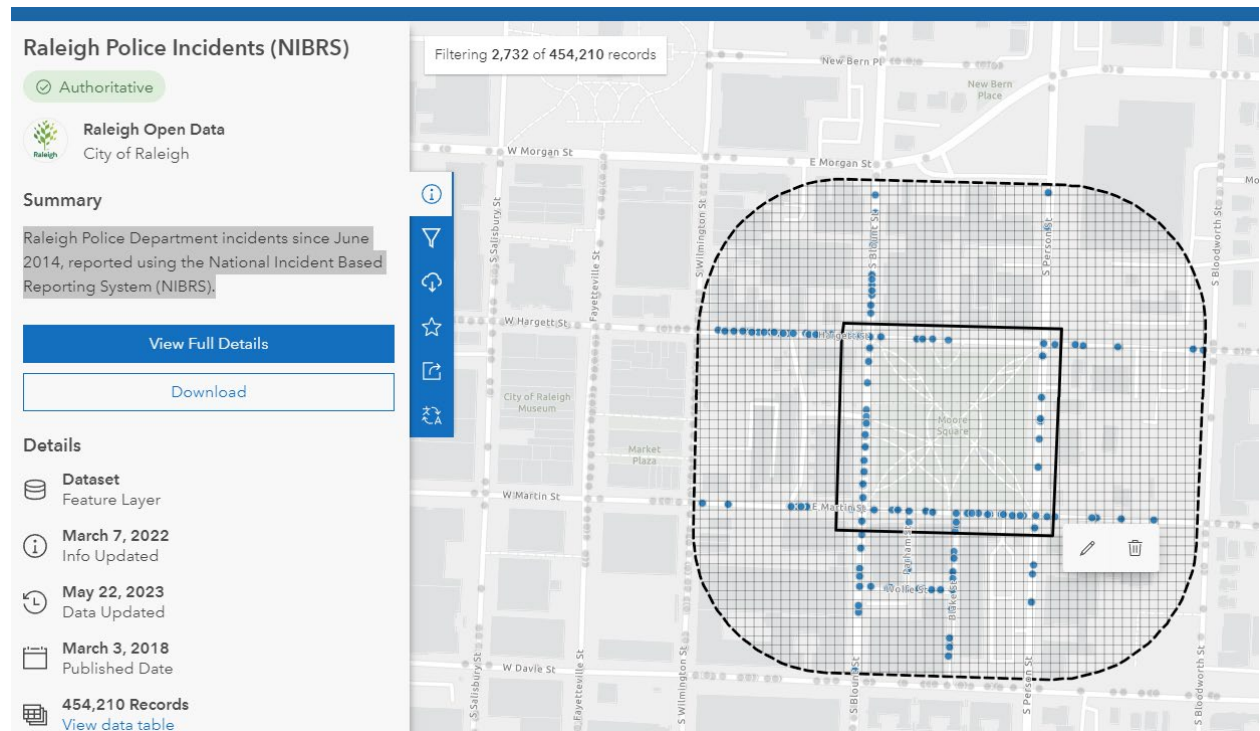
**Background:**

In 2018, Moore Square underwent a retrofitting process due to safety concerns raised by the public and neighboring businesses facing financial challenges (for more information, refer to Research Strategy). The perception of Moore Square being unsafe was widespread, but the community emphasized that safety measures should not restrict access to the square for anyone, including individuals experiencing homelessness.

**Method:**

In the analysis of the crime impact of the park retrofit, data from the Raleigh Police Department's National Incident-Based Reporting System (NIBRS) was utilized. To ensure comprehensive coverage, a one-block radius (500 ft) around the park was focused on from all directions (as seen in Figure 18). This radius was selected to encompass a reasonable area where the park could influence crime. To establish a baseline, crime reports from 2017, prior to the park retrofit, were compared to those from 2022 (refer to Table 3), after the completion of the retrofit (refer to Figure 19). The entire year of 2017 was examined to gain an understanding of the levels and types of crime present in the park's vicinity prior to any changes. When analyzing the post-retrofit years, the years affected by the COVID-19 pandemic were excluded. This decision was made due to reduced activity in downtown Raleigh during that period. To compare crime rates after the park retrofit, the entire year of 2022 was considered as it provided the most recent and comprehensive data for the analysis (see Figure 20).

**Calculations:**

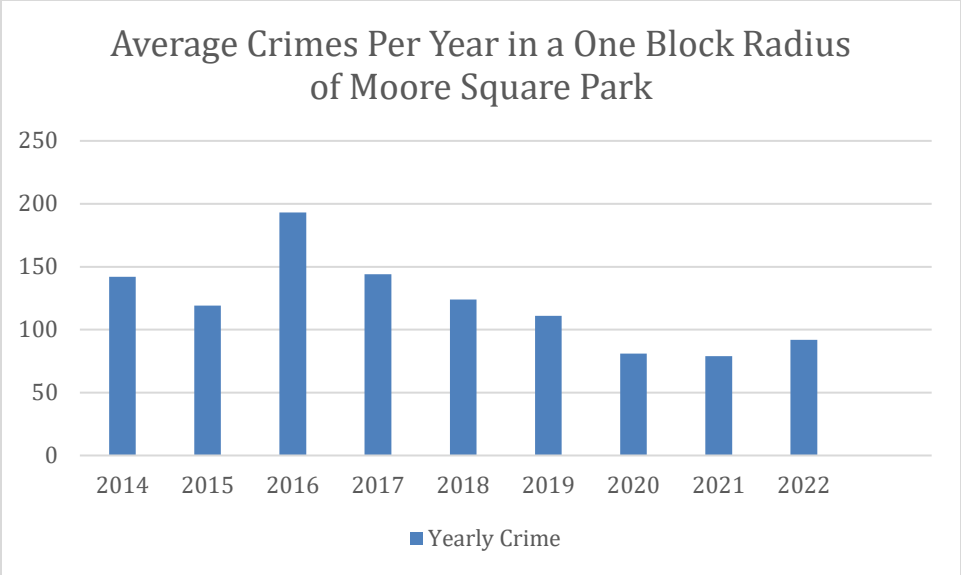


**Figure 18.** Crime map displaying incidents recorded within a one-block radius of Moore Square on May 23, 2023. Map from the Raleigh Police Incidents (NIBRS) website.

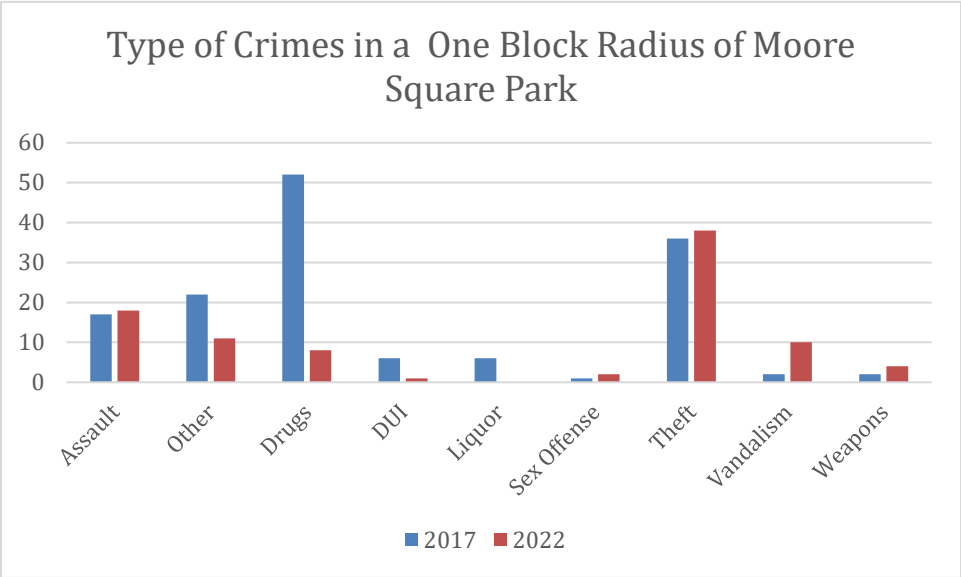


**Table 3.** Crime table presenting the types of crimes reported by the police before and after the park retrofit, based on data collected on May 23, 2023. The research team created the table using the Raleigh Police Incident (NIBRS) website data.

Type of Crimes	2017	2022
Assault	17	18
Other	22	11
<b>Drugs</b>	<b>52</b>	<b>8 (6.5-times decrease compared to 2017, or 84.6%)</b>
DUI	6	1
Liquor	6	0
Sex Offense	1	2
Theft	36	38
Vandalism	2	10
Weapons	2	4
<b>Total Crimes Reported per year</b>	<b>144</b>	<b>92 (44% decrease compared to 2017)</b>



**Figure 19.** Crime chart displaying the average number of crimes per year, derived from data collected on May 23, 2023. The research team created the chart using the Raleigh Police Incident (NIBRS) website data.



**Figure 20.** Crime chart illustrating the types of crimes reported by police officers before and after the park retrofit, based on data collected on May 23, 2023. The research team created the chart using the Raleigh Police Incident (NIBRS) website data.

**Sources:**

Raleigh Police Department. "Raleigh Police Incidents (NIBRS)." <https://raleighnc.gov/safety/raleigh-online-crime-mapping>. Accessed 05/22/2023.

**Limitations:**

- Data Accuracy: The crime data relies on accurate reporting by the police, but errors or omissions can affect reliability and completeness.
- Data Availability: The website may have limitations regarding the types of crimes included and delays in data updates.
- Geographic Boundaries: Please note that the geographic boundaries displayed on the website for crime incidents may not be entirely accurate. Some incidents may appear to be within the park's designated 500ft boundary, but they may be slightly outside of it.
- Level of Policing: At Moore Square, there is an average of 48 hours per week of coverage by an off-duty Raleigh Police officer. This increased police presence has significantly impacted reducing illegal activities compared to the lower level of policing observed before the park retrofit.
- ***Increases perceptions of safety, with 88% of 376 surveyed visitors reporting that they feel safe due to good visibility across the park, the presence of crowds during events, and the police officer on site.***

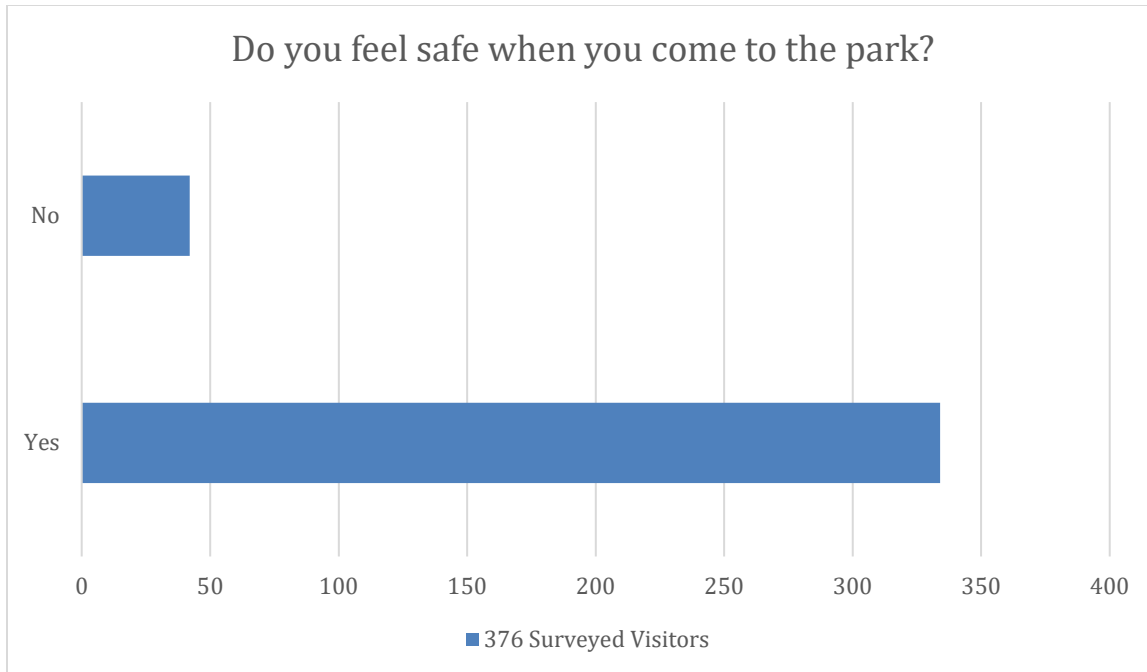
**Method:**

Paper surveys were conducted (for more information, refer to the Research Strategy). A total of 382 surveyed visitors were asked about their perception of safety, but 376 survey visitors answered this particular question. The research team found it important to inquire about participants' experiences during park events and non-event times. It was observed that the atmosphere felt different when events were happening at the park compared to non-event times, with a greater sense of safety during events. This perception was particularly influenced by the presence of more non-homeless individuals than homeless individuals. During park events with larger crowds, the homeless individuals blended in, contributing to the overall perception of safety. On the other hand, when there were no events and the homeless population outnumbered others, the park was perceived as less safe (as seen in Table 4). The study also identified specific areas where people felt unsafe, namely the children's playground (refer to Figure 22) and the bathrooms, when homeless individuals were present.

In summary, out of the 376 participants who answered the question about their perception of safety, 334 (88%) individuals felt safe in the park, while 42 (11%) reported feeling unsafe (see Figure 21).

**Calculations:**

The data was collected through a traditional paper survey administered in person and later analyzed using Qualtrics for further examination.



**Figure 21.** The perception of safety chart based on the surveys shows that out of the surveyed visitors, 334 individuals felt safe in the park, while 42 individuals felt unsafe. The research team created the chart using data from CSI research team survey, 2023.



**Figure 22.** The children’s playground is an example of an identified area where people felt unsafe when homeless individuals were present. The research team interviewed individuals in the picture, and they identified as homeless. Photo Landscape Architecture Foundation (Melissa Dominguez, CSI 2023).

**Table 4.** The table displays people's survey responses regarding the specific areas within the park where they felt safe or unsafe. The research team created the table using data from CSI research team survey, 2023.

<b>Examples of what the surveyed visitors wrote in their surveys:</b>	
<b>What part of the park makes you feel safe?</b>	<b>What part of the park makes you feel unsafe?</b>
When they activate park spaces	The homeless make me feel unsafe.
When there are lots of people, I feel safe	I don't feel safe at night
Balance of people (Homeless and not homeless)	I don't feel safe when the homeless are at the playground.
Parks Openness	I don't feel safe when people are looting.
the open lawn makes me feel safe	I don't feel safe at night near the bathrooms
water fountain	Do not like people preaching loudly.
Around the square burger restaurant	
Police in the park makes me feel safe.	
I feel safe at the games and playgrounds.	
Tables	

**Limitations:**

See research strategy for survey limitations.

**Sources:**

Dominguez, Melissa and Delcambre, Carla.2023. "Moore Square". Unpublished survey.

## Economic Benefits

- ***Contributed to increased property values surrounding Moore Square by 80% from 2018 to 2021 when adjusted for inflation. Property values around a comparable park a half-mile away increased by 38% during the same period.***

**Method:**

Table 5 shows that the Wake County Real Estate Data website was utilized to evaluate the land value of each property surrounding Moore Square from 2018 to 2021. The objective was to assess the direct financial impact of the park's retrofitting on 107 parcels located within one block from the park. However, only 54 parcels had recorded property values prior to the park's retrofitting, limiting data availability. Only the 54 parcels with the necessary information were considered for analysis as shown in table 5.

For comparison, Table 6 shows a similar park in downtown, Nash Square Park (located 0.5 miles away). Nash Square has a design and condition similar to Moore Square prior to its retrofitting. The Wake County Real Estate Data website was used to evaluate the land value of 65 parcels surrounding Nash Square Park from 2018 to 2021. 17 parcels had available data located within 1 block of Nash Square were selected. Figure 23 shows the map of all the parcels selected for this analysis.



The land value from FY18 was adjusted for inflation from FY21. According to the U.S Bureau of Labor Statistics, the inflation rate from this period was 5.5%. Land values from FY18 were adjusted accordingly to account for this inflation.

**Sample Calculation:**

**214 S Blount St**

**FY2018**

\$1,305,493

**FY2018 Adjusted for inflation**

\$1,305,493 x 1.055 = \$1,377,295

**Percent Increase**

$(\$2,616,214 - \$1,377,295) / \$1,377,295 \times 100 = 90\%$

The analysis results were striking: parcels within one block of the park experienced a substantial 80% increase in value when adjusted for inflation. In comparison, parcels within one block of Nash Square saw a comparatively lower 38% increase.

Given the notable rise in property values around Moore Square, it's crucial to examine the potential effects of gentrification on the community. While gentrification presents complex challenges to assess, property owners near the park appreciate the increased values. However, local renters are concerned about growing rental prices. Gathering data to measure potential community displacement has been difficult. Still, the numerous nonprofit organizations and robust community support surrounding Moore Square might help offset these impacts, thanks to the sense of community the park promotes.

**Calculations:**

**Table 5.** The research team used the Wake County Real Estate Data website to determine the parcel values of certain parcels located within one block of Moore Square.

<i>Parcels within one block of Moore Square</i>	<i>FY 2018</i>	<i>FY 2018 Adjusted for inflation</i>	<i>FY 2022</i>	<i>Percent increase from 2018-2022 (%)</i>
339 Blake St,	\$ 349,802	\$ 369,041	\$ 454,850	23
210 S Bloodworth St,	\$ 196,020	\$ 206,801	\$ 436,036	111
214 S Bloodworth St,	\$ 196,020	\$ 206,801	\$ 436,036	111
218 S Bloodworth St,	\$ 78,390	\$ 82,701	\$ 174,374	111
224 S Bloodworth St,	\$ 78,390	\$ 82,701	\$ 174,374	111

226 S Bloodworth St,	\$ 78,390	\$ 82,701	\$ 174,374	111
228 S Bloodworth St,	\$ 58,815	\$ 62,050	\$ 130,831	111
101 S Blount St,	\$ 685,199	\$ 722,885	\$ 1,046,445	45
114 S Blount St	\$ 906,449	\$ 956,304	\$ 1,395,394	46
120 S Blount St,	\$ 736,473	\$ 776,979	\$ 1,133,733	46
124 S Blount St,	\$ 793,045	\$ 836,662	\$ 1,220,820	46
122 S Blount St,	\$ 849,747	\$ 896,483	\$ 1,308,107	46
210 S Blount St,	\$ 28,351	\$ 29,910	\$ 130,931	338
212 S Blount St,	\$ 718,081	\$ 757,575	\$ 1,439,038	90
214 S Blount St	\$ 1,305,493	\$ 1,377,295	\$ 2,616,214	90
216 S Blount St,	\$ 391,708	\$ 413,252	\$ 784,984	90
224 S Blount St	\$ 484,703	\$ 511,362	\$ 983,376	92
305 S Blount St,	\$ 804,800	\$ 849,064	\$ 927,390	9
313 S Blount St,	\$ 1,135,554	\$ 1,198,009	\$ 1,307,506	9
225 E Davie St,	\$ 3,365,865	\$ 3,550,988	\$ 4,528,730	28
108 E Hargett St,	\$ 1,436,345	\$ 1,515,344	\$ 2,185,482	44
111 E Hargett St,	\$ 2,300,117	\$ 2,426,623	\$ 3,498,677	44
112 E Hargett St,	\$ 2,122,146	\$ 2,238,864	\$ 3,474,682	55
115 E Hargett ST,	\$ 1,001,191	\$ 1,056,257	\$ 1,569,058	49
119 E Hargett St,	\$ 1,737,880	\$ 1,833,463	\$ 2,699,057	47
126 E Hargett St,	\$ 658,755	\$ 694,987	\$ 814,853	17
133 E Hargett St	\$ 382,863	\$ 403,920	\$ 875,707	117
201 E Hargett St	\$ 6,657,985	\$ 7,024,174	\$ 8,895,086	27
330 E Hargett St	\$ 1,165,630	\$ 1,229,740	\$ 3,350,960	172
200 E Martin St	\$ 1,181,024	\$ 1,245,980	\$ 1,339,275	7

208 E Martin St	\$ 573,442	\$ 604,981	\$ 719,681	19
220 E Martin St,	\$ 313,061	\$ 330,279	\$ 389,295	18
224 E Martin St	\$ 795,799	\$ 839,568	\$ 994,450	18
313 E Martin St	\$ 1,038,885	\$ 1,096,024	\$ 2,365,776	116
317 E Martin St,	\$ 122,265	\$ 128,990	\$ 390,793	203
319 E Martin St,	\$ 764,910	\$ 806,980	\$ 2,541,201	215
323 E Martin St,	\$ 156,825	\$ 165,450	\$ 521,008	215
325 E Martin St,	\$ 156,825	\$ 165,450	\$ 521,008	215
327 E Martin St,	\$ 117,630	\$ 124,100	\$ 390,793	215
208 E Morgan St,	\$ 1,076,294	\$ 1,135,490	\$ 1,237,262	9
214 E Morgan St,	\$ 513,329	\$ 541,562	\$ 628,949	16
126 E Morgan St,	\$ 1,602,660	\$ 1,690,806	\$ 2,457,019	45
219 S Person St	\$ 1,178,502	\$ 1,243,320	\$ 2,344,459	89
105 W Wilmington St,	\$ 731,681	\$ 771,923	\$ 1,180,650	53
113 S Wilmington St,	\$ 1,894,667	\$ 1,998,874	\$ 2,915,200	46
117 S Wilmington St,	\$ 4,438,707	\$ 4,682,836	\$ 8,895,186	90
135 S Wilmington St,	\$ 1,201,582	\$ 1,267,669	\$ 1,892,848	49
137 S Wilmington St,	\$ 2,108,619	\$ 2,224,593	\$ 3,069,663	38
209 S Wilmington St,	\$ 313,469	\$ 330,710	\$ 405,026	22
211 S Wilmington St,	\$ 402,478	\$ 424,614	\$ 1,092,711	157
219 S Wilmington St,	\$ 335,727	\$ 354,192	\$ 452,207	28
223 S Wilmington St,	\$ 900,787	\$ 950,330	\$ 1,578,020	66

237 S Wilmington St,	\$ 1,200,895	\$ 1,266,944	\$ 1,954,317	54
220 Wolfe St,	\$ 676,185	\$ 713,375	\$ 891,612	25
<b>The average percent increase from 2018 to 2022: 80%</b>				

**Table 6.** The research team used the Wake County Real Estate Data website to determine the parcel values of certain parcels located within one block of Nash Square Park.

<i>Parcels within one block of Nash Square Park</i>	<i>FY 2018</i>	<i>FY 2018 Adjusted for inflation</i>	<i>FY 2022</i>	<i>Percent increase from 2018-2022 (%)</i>
322 W Davie St,	\$ 229,132	\$ 241,734	\$ 455,826	89
111 W Hargett St,	\$ 3,618,140	\$ 3,817,138	\$ 4,150,593	9
122 W Hargett St	\$ 915,505	\$ 965,858	\$ 1,222,690	27
321 W Hargett St	\$ 2,394,647	\$ 2,526,353	\$ 3,204,428	27
327 W Hargett St,	\$ 963,519	\$ 1,016,513	\$ 1,758,270	73
213 S Harrington St,	\$ 496,620	\$ 523,934	\$ 853,490	63
217 S Harrington St,	\$ 297,538	\$ 313,903	\$ 511,740	63
215 W Martin St	\$ 791,472	\$ 835,003	\$ 928,481	11
217 W Martin St	\$ 403,774	\$ 425,982	\$ 470,769	11
301 W Martin St	\$ 2,227,474	\$ 2,349,985	\$ 2,399,542	2
320 W Martin St	\$ 243,982	\$ 257,401	\$ 356,331	38
<b>The average percent increase from 2018 to 2022: 38%</b>				



**Figure 23.** Map displaying the parcels selected. The parcels marked in red are those located within one block of Moore Square. The parcels marked in yellow are those located within one block of Nash Square Park, which shares a similar design and condition to Moore Square before its retrofit. The research team created the map using data from the Wake County Real Estate Data website.

**Sources:**

Wake County Government. Wake County Government. <https://www.wake.gov/> (accessed 5 June 2023).  
 Bureau of Labor Statistics. "Inflation Calculator." Accessed [June 28, 2023]. Available at: [https://www.bls.gov/data/inflation\\_calculator.htm](https://www.bls.gov/data/inflation_calculator.htm).

**Limitations:**

- Of the 107 parcels located within one block of Moore Square, the research team could only use 54 parcels, for which all the data was available on the Wake County Real Estate Data Website. Similarly, out of the 65 parcels within one block of Nash Square Park, the research team could only utilize 17 parcels with complete data accessible through the Wake County Real Estate Data Website.
- It is important to note that other factors contribute to increased property values around Moore Square. Ongoing redevelopment activities in downtown areas also influence the rise in property values. Therefore, it is not solely attributed to the retrofit of Moore Square.
- ***Contributed to a 600% increase in the number of residential real estate sales within 3 blocks of Moore Square when comparing pre-announcement to post-announcement periods. The average price per square foot increased from \$228 to \$353.***

**Method:**

Ellie Shrode, a Residential Real Estate Broker from Choice Residential Real Estate specializing in Downtown Raleigh, provided collaboration for this analysis (see Figure 24). Ellie has access to Triangle



MLS, a real estate software used by professionals to gain in-depth knowledge about the property market. Triangle MLS offers advantages such as better data, direct access to MLS listings, advanced search features, collaboration and networking capabilities, and customized market reports and analytics. These benefits make it a valuable tool for real estate professionals compared to public resources like Zillow.

Ellie investigated the sale of residential properties within a three-block radius before and after the City of Raleigh announced its plans to retrofit Moore Square (as seen in Figure 25). The analysis covered six-year period, from January 1, 2010, to February 1, 2016, for the pre-announcement phase, and from February 1, 2016, to June 5, 2023, for the post-announcement phase. This timeframe was chosen to allow sufficient time to observe trends.

The results of the investigation were remarkable. Prior to the park retrofit announcement, only 10 residential properties were sold within the specified time frame. These properties spent an average of 52 days on the market, priced at \$227.85 per square foot (refer to Figure 26).

In contrast, after the announcement (starting in 2016) until the present day (June 5, 2023), a total of 62 residential properties have been sold. These properties spent an average of 24 days on the market, priced at \$353.38 per square foot (see Figure 27).



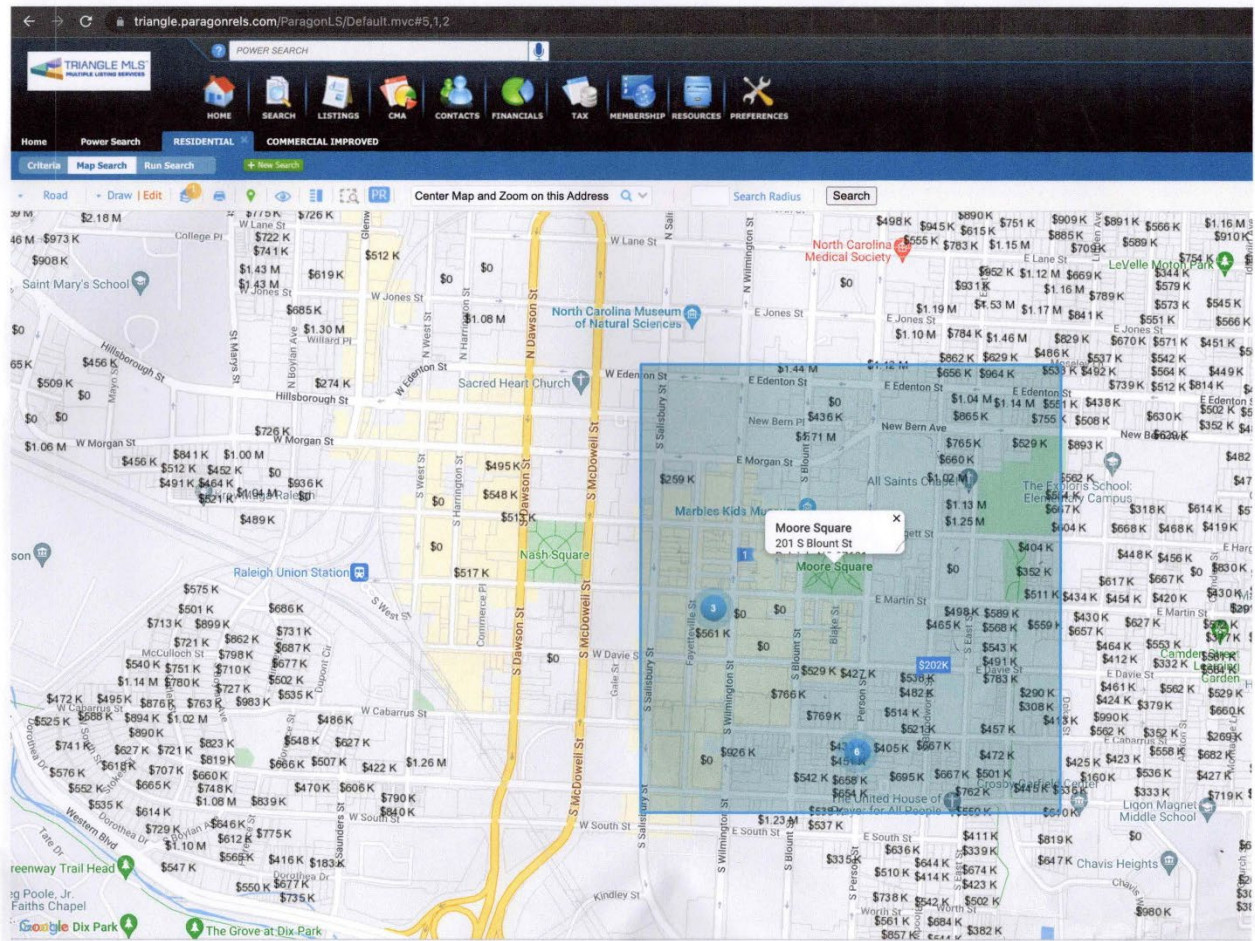
**Figure 24.** Ellie Shrode, a Residential Real Estate Broker from Choice Residential Real Estate specializing in Downtown Raleigh, provided collaboration for this analysis. Image obtained Ellie Shrode’s LinkedIn page <https://www.linkedin.com/in/ellie-shrode-4bb295210/>

***Calculations:***

Within a three-block radius of Moore Square, only 10 residential properties were sold in the six years before the announcement of the park’s retrofitting (January 1, 2010, to February 1, 2016). These properties had an average price of \$227.85 per square foot.

In the six years following the announcement of the park’s retrofitting (February 1, 2016, to June 5, 2023), the number of residential properties sold significantly increased to 62. This represents a remarkable 600% increment compared to the previous period. Additionally, the average price per square foot also rose to \$353.38.

In summary, there was a notable surge in residential property sales and prices within a three-block radius of Moore Square following the announcement of its retrofitting.



**Figure 25.** Map showcasing residential properties that were sold within a three-block radius. The data for this map was obtained using Triangle MLS, a professional real estate software. Real Estate Agent Broker Ellie Shrode conducted the analysis.



CMA Summary Report

01/01/2010 - 02/01/2016

RESIDENTIAL Summary Statistics			
High	Low	Average	Median
LP:\$419,500	\$202,000	\$301,200	\$283,500
SP:\$405,000	\$202,000	\$299,280	\$283,500

RESIDENTIAL - Sold

Number of Properties: 10

Num	MLS #	PropDesc	Address	Subdiv	Beds	TotBths	YrBlt	SPLP	LvngAreaSF	DOM	LP	LP/LvngAreaSF	SP	SP/LvngAreaSF
1	2030568	SF	324 E Davie Street	Not in a Subdivision	2	2	2015	1.00	1,140	13	\$202,000	\$177.19	\$202,000	\$177.19
2	1954201	TWNHS	524 S Person Street	The Ten at South Person	2	3	2015	1.00	1,450	118	\$269,000	\$185.52	\$269,000	\$185.52
3	2032987	TWNHS	540 S Person Street	The Ten at South Person	2	3	2015	1.02	1,450	0	\$268,000	\$184.83	\$273,650	\$188.72
4	2033490	TWNHM	536 S Person Street	The Ten at South Person	2	3	2015	1.00	1,450	0	\$283,500	\$195.52	\$283,500	\$195.52
5	2032989	TWNHM	516 S Person Street	The Ten at South Person	2	3	2015	1.00	1,450	0	\$283,500	\$195.52	\$283,500	\$195.52
6	1954210	TWNHM	532 S Person Street	The Ten at South Person	2	3	2015	1.00	1,450	120	\$283,500	\$195.52	\$283,500	\$195.52
7	2032984	TWNHM	552 S Person Street	The Ten at South Person	2	3	2015	1.02	1,450	0	\$283,500	\$195.52	\$288,150	\$198.72
8	2013551	Other C	301 Fayetteville Street	PNC Plaza Condominiums	1	1	2011	0.95	896	130	\$320,000	\$357.14	\$305,000	\$340.40
9	1648841	Other C	301 Fayetteville Street	PNC Plaza Condominiums	2	2	2009	1.00	1,384	84	\$399,500	\$288.66	\$399,500	\$288.66
10	1679280	Other C	301 Fayetteville Street	PNC Plaza Condominiums	2	2	2009	0.97	1,384	57	\$419,500	\$303.11	\$405,000	\$292.63
Avg					1	2	2013	1.00	1350	52	\$301,200	\$227.85	\$299,280	\$225.84
Min					1	1	2009	0.95	896	0	\$202,000	\$177.19	\$202,000	\$177.19
Max					2	3	2015	1.02	1450	130	\$419,500	\$357.14	\$405,000	\$340.40
Med					2	3	2015	1.00	1450	35	\$283,500	\$195.52	\$283,500	\$195.52

Figure 26. Residential summary statistics for the period between January 01, 2010, to February 01, 2016, were compiled by real estate agent Ellie Shrode.

CMA Summary Report

02/01/2016 - Present

RESIDENTIAL Summary Statistics			
High	Low	Average	Median
LP:\$1,400,000	\$419,000	\$714,879	\$697,000
SP:\$1,463,061	\$412,950	\$710,220	\$677,250

RESIDENTIAL - Sold

Number of Properties: 62

Num	MLS #	PropDesc	Address	Subdiv	Beds	TotBths	YrBlt	SPLP	LvngAreaSF	DOM	LP	LP/LvngAreaSF	SP	SP/LvngAreaSF
1	2156277	SF	534 E Lenoir Street	Not in a Subdivision	3	3	2017	0.99	1,490	0	\$419,000	\$281.21	\$412,950	\$277.15
2	2148488	Other C	537 New Bern Avenue	Not in a Subdivision	2	3	2017	0.99	1,496	0	\$479,925	\$320.81	\$474,500	\$317.18
3	2206978	SF	516 S East Street	Not in a Subdivision	3	3	2018	1.00	1,622	0	\$475,000	\$292.85	\$475,000	\$292.85
4	2206726	SF	518 S East Street	Not in a Subdivision	3	3	2018	1.00	1,622	0	\$475,000	\$292.85	\$475,000	\$292.85
5	2112129	EU	533 New Bern Avenue	Not in a Subdivision	2	3	2017	0.84	1,600	0	\$575,975	\$359.98	\$485,000	\$303.13
6	2205165	Other C	533 New Bern Avenue	10 Arros	2	3	2018	0.98	1,496	0	\$499,900	\$334.16	\$489,900	\$327.47
7	2148480	EU	537 New Bern Avenue	Not in a Subdivision	2	3	2017	0.87	1,585	0	\$565,675	\$356.89	\$489,975	\$309.13
8	2148477	EU	537 New Bern Avenue	Not in a Subdivision	2	3	2017	0.85	1,585	0	\$576,375	\$363.64	\$492,575	\$310.77
9	2205166	Other C	533 New Bern Avenue	10 Arros	2	3	2018	1.00	1,496	0	\$495,000	\$330.88	\$495,000	\$330.88
10	2205167	Other C	537 New Bern Avenue	10 Arros	2	3	2018	1.00	1,496	0	\$497,500	\$332.55	\$497,500	\$332.55
11	2149912	Other C	533 New Bern Avenue	To Be Added	2	3	2017	0.98	1,496	0	\$515,000	\$344.25	\$502,500	\$335.90
12	2205168	Other C	537 New Bern Avenue	10 Arros	2	3	2018	1.00	1,496	0	\$514,900	\$344.18	\$514,900	\$344.18
13	2362660	EU	537 New Bern Avenue	10 Arros	2	3	2018	1.00	1,530	2	\$560,000	\$366.01	\$560,000	\$366.01
14	2148471	EU	533 New Bern Avenue	Not in a Subdivision	2	3	2017	0.98	1,585	0	\$575,975	\$363.39	\$565,000	\$356.47
15	2211027	TWNHS	418 Chavis Way	The Ware	3	4	2018	0.96	1,870	0	\$595,000	\$318.18	\$573,000	\$306.42
16	2363229	EU	537 New Bern Avenue	10 Arros	2	3	2018	1.01	1,542	5	\$574,500	\$372.57	\$580,000	\$376.13
17	2203266	TWNHS	402 Chavis Way	The Ware	3	4	2018	0.98	1,870	0	\$595,000	\$318.18	\$585,000	\$312.83
18	2202783	TWNHS	404 Chavis Way	The Ware	3	4	2018	0.99	1,870	0	\$595,000	\$318.18	\$587,000	\$313.90
19	2203282	TWNHS	406 Chavis Way	The Ware	3	4	2018	1.00	1,870	0	\$595,000	\$318.18	\$595,000	\$318.18
20	2230066	TWNHS	414 Chavis Way	The Ware	3	4	2018	0.97	1,870	0	\$615,000	\$328.88	\$598,342	\$319.97
21	2230247	TWNHS	416 Chavis Way	The Ware	3	4	2018	1.00	1,870	0	\$599,000	\$320.32	\$599,000	\$320.32
22	2230292	TWNHS	426 Chavis Way	The Ware	3	4	2019	1.00	1,870	0	\$599,000	\$320.32	\$599,000	\$320.32
23	2230296	TWNHS	428 Chavis Way	The Ware	3	4	2019	0.98	1,870	0	\$615,000	\$328.88	\$601,000	\$321.39
24	2325241	TWNHS	416 Chavis Way	The Ware	2	4	2019	0.99	1,870	33	\$615,000	\$328.88	\$608,000	\$325.13
25	2230307	TWNHS	430 Chavis Way	The Ware	3	4	2019	0.98	1,870	0	\$625,000	\$334.22	\$615,000	\$328.88
26	2357261	TWNHS	402 Chavis Way	The Ware	2	4	2018	0.97	1,870	31	\$639,000	\$341.71	\$623,000	\$333.16
27	2223848	TWNHM	420 Chavis Way	The Ware	3	4	2018	0.93	2,030	0	\$699,000	\$344.33	\$650,000	\$320.20
28	2202318	TWNHM	412 Chavis Way	The Ware	3	4	2018	0.98	2,000	0	\$664,900	\$332.45	\$652,000	\$326.00
29	2202308	TWNHM	400 Chavis Way	The Ware	3	4	2018	0.98	2,030	0	\$674,900	\$332.46	\$660,000	\$325.12
30	2202312	TWNHM	408 Chavis Way	The Ware	3	4	2018	0.96	2,000	0	\$695,000	\$347.50	\$670,000	\$335.00

31	2230271	TWNHM	424 Chavis Way	The Ware	3	4	2019	0.96	2,030	0	\$699,000	\$344.33	\$672,500	\$331.28
32	2348814	TWNHM	408 Chavis Way	The Ware	3	4	2018	0.99	2,035	24	\$689,000	\$338.57	\$682,000	\$335.14
33	2230288	TWNHM	432 Chavis Way	The Ware	3	4	2019	1.00	2,000	0	\$695,000	\$347.50	\$695,000	\$347.50
34	2102592	TWNHS	126 S East Street	Hargett Place	2	4	2017	1.02	1,716	238	\$699,000	\$407.34	\$715,000	\$416.67
35	2430405	TWNHS	414 Chavis Way	The Ware	2	4	2019	1.02	1,870	1	\$715,000	\$382.35	\$730,000	\$390.37
36	2485656	TWNHS	426 Chavis Way	The Ware	2	4	2019	0.99	1,878	15	\$749,000	\$398.83	\$745,000	\$396.70
37	2142886	TWNHS	122 S East Street	Hargett Place	3	4	2017	1.00	1,982	87	\$746,050	\$376.41	\$746,050	\$376.41
38	2158634	TWNHS	118 S East Street	Hargett Place	3	4	2017	1.00	1,982	0	\$746,050	\$376.41	\$746,050	\$376.41
39	2203270	SF	526 E Edenton Street	Not in a Subdivision	4	3	2018	1.00	2,591	0	\$749,900	\$289.42	\$749,900	\$289.42
40	2181898	SF	524 E Edenton Street	Not in a Subdivision	4	3	2018	1.00	2,591	0	\$761,030	\$293.72	\$761,030	\$293.72
41	2203269	SF	522 E Edenton Street	Not in a Subdivision	4	3	2018	1.00	2,591	0	\$765,875	\$295.59	\$765,875	\$295.59
42	2106830	TWNHS	125 S Bloodworth Street	Hargett Place	3	4	2017	1.00	1,982	237	\$766,050	\$386.50	\$766,050	\$386.50
43	2093714	TWNHS	121 S Bloodworth Street	Hargett Place	3	4	2017	1.01	1,982	377	\$766,050	\$386.50	\$774,450	\$390.74
44	2494385	TWNHM	424 Chavis Way	The Ware	3	4	2019	1.00	1,922	3	\$785,000	\$408.43	\$785,000	\$408.43
45	2098177	TWNHS	129 S Bloodworth Street	Hargett Place	3	4	2017	1.00	1,982	25	\$787,750	\$397.45	\$788,266	\$397.71
46	2358760	TWNHS	118 S East Street	Hargett Place	3	4	2017	0.98	2,010	0	\$824,900	\$410.40	\$810,000	\$402.99
47	2181903	SF	519 New Bern Avenue	Not in a Subdivision	4	4	2018	1.00	2,983	0	\$815,000	\$273.21	\$815,000	\$273.21
48	2203272	SF	523 New Bern Avenue	Not in a Subdivision	4	3	2018	1.00	2,983	0	\$818,400	\$274.35	\$818,400	\$274.35
49	2344980	TWNHS	125 S Bloodworth Street	Hargett Place	3	4	2017	1.00	2,092	125	\$835,500	\$399.14	\$832,500	\$397.94
50	2309042	TWNHS	125 S Bloodworth Street	Hargett Place	3	4	2017	0.96	1,951	13	\$869,900	\$445.87	\$835,000	\$427.99
51	2181893	SF	521 New Bern Avenue	Not in a Subdivision	4	3	2018	1.02	2,983	0	\$818,400	\$274.35	\$835,350	\$280.04
52	2107463	TWNHM	114 S East Street	Hargett Place	3	4	2017	1.01	2,284	89	\$861,550	\$377.21	\$869,673	\$380.77
53	2357129	SF	523 New Bern Avenue	Not in a Subdivision	4	4	2019	1.00	3,336	106	\$900,000	\$269.78	\$900,000	\$269.78
54	2097975	TWNHM	130 S East Street	Hargett Place	2	4	2017	1.04	2,267	0	\$866,600	\$382.27	\$904,385	\$398.93
55	2098001	TWNHM	133 S Bloodworth Street	Hargett Place	3	4	2017	1.01	2,267	69	\$915,650	\$403.90	\$923,240	\$407.25
56	2093713	TWNHM	117 S Bloodworth Street	Hargett Place	2	3	2017	1.16	2,284	27	\$810,000	\$354.64	\$938,457	\$410.88
57	2463788	TWNHS	118 S East Street	Hargett Place	3	4	2017	0.94	2,010	5	\$1,000,000	\$497.51	\$944,500	\$469.90
58	2160748	TWNHS	150 S East Street	Hargett Place	2	4	2017	1.00	2,267	0	\$971,629	\$428.60	\$971,629	\$428.60
59	2160110	TWNHS	405 E Hargett Street	Hargett Place	3	4	2017	1.02	2,421	0	\$1,020,000	\$421.31	\$1,039,906	\$429.54
60	2182409	TWNHS	409 E Hargett Street	Hargett Place	3	4	2017	1.01	2,421	0	\$1,045,000	\$431.64	\$1,060,410	\$438.00
61	2155414	TWNHS	417 E Hargett Street	Hargett Place	4	4	2017	1.01	3,081	0	\$1,210,250	\$392.81	\$1,224,825	\$397.54
62	2151833	TWNHS	149 S Bloodworth Street	Hargett Place	4	4	2017	1.05	3,081	0	\$1,400,000	\$454.40	\$1,463,061	\$474.87
<b>Avg</b>					<b>2</b>	<b>3</b>	<b>2017</b>	<b>0.99</b>	<b>2026</b>	<b>24</b>	<b>\$714,880</b>	<b>\$353.38</b>	<b>\$710,220</b>	<b>\$349.91</b>
<b>Min</b>					<b>2</b>	<b>3</b>	<b>2017</b>	<b>0.84</b>	<b>1490</b>	<b>0</b>	<b>\$419,000</b>	<b>\$269.78</b>	<b>\$412,950</b>	<b>\$269.78</b>

2

<b>Max</b>					<b>4</b>	<b>4</b>	<b>2019</b>	<b>1.16</b>	<b>3336</b>	<b>377</b>	<b>\$1,400,000</b>	<b>\$497.51</b>	<b>\$1,463,061</b>	<b>\$474.87</b>
<b>Med</b>					<b>3</b>	<b>4</b>	<b>2018</b>	<b>1.00</b>	<b>1966</b>	<b>0</b>	<b>\$697,000</b>	<b>\$344.33</b>	<b>\$677,250</b>	<b>\$332.86</b>

3

**Figure 27.** Real estate agent Ellie Shrode compiled Residential summary statistics between February 01, 2016 and June 05, 2023.

**Sources:**

Shrode, Ellie. "Residential Property Sales Data in the Downtown Raleigh Area." Accessed June 5, 2023. <https://triangle.paragonrels.com/ParagonLS/Default.mvc/Login>.

**Limitations:**

- This analysis was exclusively focused on residential properties, with the help of Ellie Shrode, a real estate agent specializing in residential properties in Downtown Raleigh.
- Access restrictions on the Triangle MLS website necessitate authorized login credentials, limiting access to specific users. As a result, the research team does not have access to this software and

relies solely on real estate agent Ellie Shrode to conduct the analysis using the Triangle MLS software.

- The Triangle MLS software has limited availability of historical data, particularly for older transactions or properties.
- ***Increases revenue during events by a reported 25% to 50% for 17 businesses within 2 blocks of the park. 88% of 337 surveyed visitors reported visiting nearby businesses when they attend the park events.***

***Background:***

It became evident during the stakeholder engagement week before the park's retrofit that the businesses around it needed financial support. During the stakeholder engagement week, the residents expressed their desire for the park to attract people to the area, intending that these visitors would spend money at the nearby businesses while visiting the park (see Research Strategy for more information).

***Method:***

Table 7 shows 17 business owners and managers located within a two-block radius of the park that were interviewed to assess the economic impact of the 500 park events. The objective was to determine the percentage of revenue that either increased, decreased, or remained unchanged as a result of these events. To complement the findings, cell phone data software "NEAR" was utilized to identify popular destinations before or after visiting the park. Additionally, a survey was conducted among 382 individuals, with 377 providing responses, specifically addressing their visits to nearby businesses while attending the park (For more detailed information regarding the surveys conducted and the utilization of the "NEAR" software, please refer to the Research Strategy section).

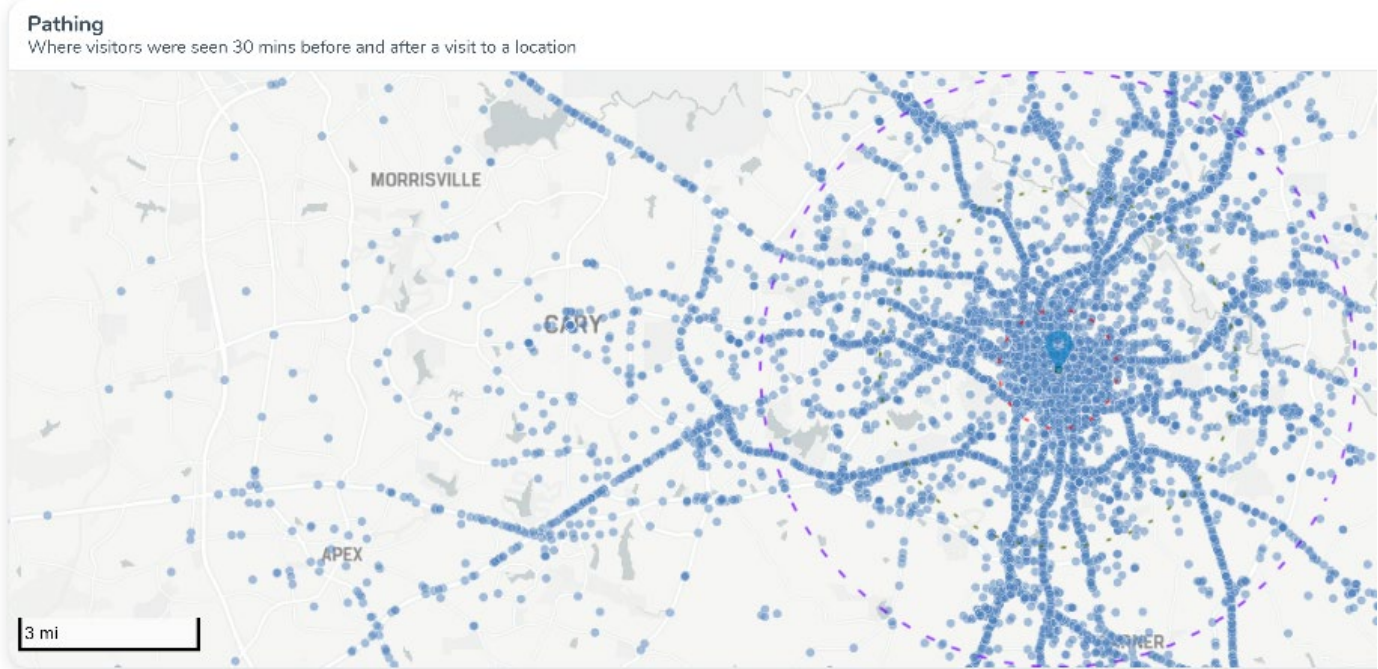
The combined findings from these different sources provided converging evidence. According to the business owners or managers interviewed, revenue either increased by 25% to 50% or they witnessed a surge in foot traffic during park events. It should be noted that these estimates were rough approximations given on the spot, without detailed reference to their financial records. Analysis of the cell phone data's "Near" feature indicated that approximately 90% of people visited businesses within a five-block radius of the park before or after attending events (see Figure 28). The survey results further supported these findings, with 331 participants (88%) confirming their visits to other businesses near the park while attending events, while 46 participants (12%) reported not visiting other businesses during park events (as seen in Figure 29). Overall, the occurrence of 500 events in the park has positively impacted the local economy in the surrounding area.



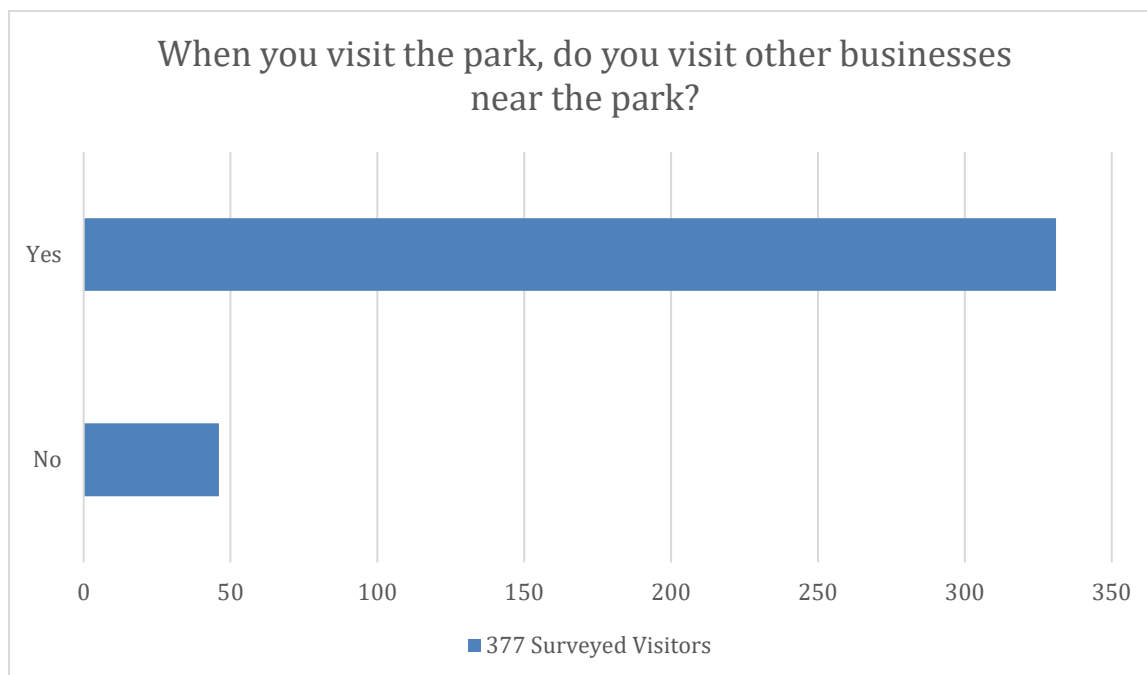
**Calculations:**

**Table 7.** Table created by the research team of 17 business owners and managers interviewed located within a two-block radius of the park.

<b><i>Businesses located within a two-block radius of the park:</i></b>	<b><i>% of the revenue that experienced an increase, decrease, or remained unchanged during park events:</i></b>
Social Status Men’s Clothing Store	Increased foot traffic to the store. Average increased revenue by 25%
The main office of City Market currently has 15 empty businesses.	These businesses are currently leased and are in the process of being renovated and preparing to open. According to the manager of Cit Market headquarters, this was primarily due to the park retrofit.
Woody’s At City Market	Average increased revenue by 25%
MOFU Dumpling Shoppe	Average increased revenue by 25%
El Rodeo Mexican	Average increased revenue by 50%
Artspace	Average foot traffic increased 4 times during park events. On days when no events were at the park, the number of people passing by ranged from 20 to 40. However, foot traffic increased to 80 to 160 individuals during park events.
City Market Artist Collective	Average foot traffic increased 4 times during park events.
Big Ed’s City Market	Average revenue increased by 35%
Vic’s Italian	Average revenue increased by 25%
Unleashed, The Dog & Cat Store at City	Average revenue increased by 25%
Reign Nail Bar At City Market	Average revenue increased by 25%
White of Raleigh Bridal Boutique	The average foot traffic doubled during park events.
42 & Lawrence	Average revenue increased by 35%
Bida Manda	Average revenue increased by 25%
Brewery Bhavana	Average revenue increased by 25%
Marbles Kids Museum	Average revenue increased by 25%
Vintage Church	During major events at Moore Square, they try to organize events outside their church premises to attract people. By advertising their church at the park, they successfully increase foot traffic to their church.



**Figure 28.** An image displaying the results generated by the software "NEAR" roughly illustrates where visitors were observed approximately 30 minutes before or after their visits to the park.



**Figure 29.** The survey results show that out of 337 surveyed visitors, 331 individuals (88%) visit other businesses near the park when they attend, while 46 participants (12%) do not. The research team created the chart using data from CSI team survey, 2023.

**Sources:**

Dominguez, Melissa and Delcambre, Carla. 2023. "Moore Square". Unpublished survey.

Near. Near. <https://near.com/> (accessed 7 April 2023).

Social Status Men's Clothing Store manager, interview by Melissa Dominguez, May 10, 2023, Social Status Men's Clothing Store, Raleigh, NC, (Personal interview)

City Market manager, interview by Melissa Dominguez, May 10, 2023, City Market, Raleigh, NC, (Personal interview)

Woody's At City Market manager, interview by Melissa Dominguez, May 10, 2023, Woody's At City Market, Raleigh, NC, (Personal interview)

MOFU Dumpling Shoppe manager, interview by Melissa Dominguez, May 10, 2023, MOFU Dumpling Shoppe, Raleigh, NC, (Personal interview)

El Rodeo Mexican owner, interview by Melissa Dominguez, May 10, 2023, El Rodeo Mexican, Raleigh, NC, (Personal interview)

Vic's Italian

Unleashed, The Dog & Cat Store at City manager, interview by Melissa Dominguez, May 10, 2023, Unleashed, The Dog & Cat Store at City, Raleigh, NC, (Personal interview)

White of Raleigh Bridal Boutique manager, interview by Melissa Dominguez, May 10, 2023, White of Raleigh Bridal Boutique, Raleigh, NC, (Personal interview)

42 & Lawrence owner, interview by Melissa Dominguez, May 10, 2023, 42 & Lawrence, Raleigh, NC, (Personal interview)

Bida Manda manager, interview by Melissa Dominguez, May 10, 2023, Bida Manda, Raleigh, NC, (Personal interview)

Brewery Bhavana manager, interview by Melissa Dominguez, May 10, 2023, Brewery Bhavana, Raleigh, NC, (Personal interview)

Marbles Kids Museum manager, interview by Melissa Dominguez, May 10, 2023, Marbles Kids Museum, Raleigh, NC, (Personal interview)

Vintage Church pastor, interview by Melissa Dominguez, May 10, 2023, Vintage Church, Raleigh, NC, (Personal interview)

#### **Limitations:**

- See Research Strategy for cell phone data software NEAR limitations.
- See Research Strategy for survey limitations.
- Business owners' or managers' perceptions of revenue changes may be subjective and influenced by various factors, making it challenging to attribute them solely to park events. It should be noted that the revenue estimates were rough approximations given on the spot without detailed reference to their financial records.
- The sample size of business owners interviewed may be limited, leading to biased results or difficulty in generalizing findings to all businesses in the area.
- Business owners may be biased towards reporting positive revenue changes, potentially overestimating the impact of park events on their revenue.

- ***Generated \$50,787 in revenue for the City of Raleigh in 2022 from rental fees and special events.***

**Method:**

In collaboration with Douglas Porter, the Program Director of Historic Sites for the City of Raleigh, valuable insights were obtained from "The Historic Resources and Museum Program Final Year 2022 Annual Report." This report provided details regarding the revenue generated by Moore Square during the year. The choice to focus on 2022 was based on it being a full year of data that remained relatively unaffected by the COVID-19 pandemic, which had resulted in decreased activity in downtown Raleigh.

According to the annual report, Moore Square contributed \$50,786.91 in revenue to the city of Raleigh, North Carolina, primarily through rental fees and special events held in 2022 (refer to Figure 30).

**Calculations:**

**Revenue**

In FY22, revenue at Moore Square totaled \$50,786.91.

**Figure 30.** Information taken from The Historic Resources and Museum Program Final Year 2022 Annual Report reporting the yearly revenue of \$50,786.91

**Sources:**

City of Raleigh. "The Historic Resources and Museum Program Final Year 2022 Annual Report." 2022. Raleigh, North Carolina: City of Raleigh.

**Limitations:**

- Data Accuracy: This data was collected by employees of the City of Raleigh, and its authenticity has been verified by the City of Raleigh, North Carolina.
- ***Contributed to the development of at least 8 new commercial and multifamily residential developments within 2 blocks of the park. 81% of 132 surveyed visitors reported that they would like to live or work within walking distance of the park.***

**Method:**

Gabriel Schumacher, the Research Manager for Downtown Raleigh Alliance, collaborated on the project. Gabriel's role involves overseeing the tracking of development projects, conducting economic and demographic research, preparing reports, and analyzing data for downtown Raleigh, NC. He provided valuable information regarding eight significant new development projects that occurred after the park underwent retrofitting. These specific projects were selected based on their size, with a focus on developments exceeding ten floors, surpassing the current building sizes surrounding the park (refer to Table 7). According to Gabriel, the park's decreased crime rate has contributed to an increase in property values around the area. Additionally, the high demand for living and working in downtown Raleigh has motivated developers to invest in properties surrounding the park. The marketing strategies for these eight new developments capitalize on their proximity to the park (as seen in Figure 32). Surveys were conducted as part of the research strategy to determine the desire to live or work within walking distance of the park. Of the 382 surveyed visitors, 132 responded, "Would you like to live or

work within walking distance from the park?" Among these 132 participants, 107 (81%) answered yes, while 25 (19%) responded no (see Figure 31).

Furthermore, insights were gathered through a conversation with Ellie Shrode, a Real Estate Broker. Ellie confirmed the high demand expressed by her clients to reside near the park. The park's green spaces and amenities have become highly sought-after by her clients, who are willing to pay a premium for the convenience of having a park within walking distance.

**Calculations:**

**Table 7.** The research team did the Table using the information on the 8 new developments provided by Gabriel Schumacher, the Research Manager for Downtown Raleigh Alliance.

<b>Developments</b>	<b>Details</b>	<b>Investment</b>	<b>Development Timeline</b>
The Acorn on Person St 415 S Blount St, Raleigh NC 27601	106 residential units		Beginning of summer 2023
The Edge 301 S Wilmington St, Raleigh NC 27601	242,000 SF of office, 8,300 SF of retail	\$75,000,000	In development (2023)
FNB Tower 501 Fayetteville St, Raleigh NC 27601	239 residential units 152,000 SF of office 11,010 SF of retail	\$118,000,000	Completed 2020
Marriott TownePlace Suites 415 S Blount St, Raleigh NC 27601	138 hotel rooms		Second phase of the residential project The Acorn on Person Street
Raleigh Union Station Bus Facility, mixed-used development 214 South Blount St, Raleigh NC 27601	18,000 SF of retail 400+ residential units 200 hotel rooms New transit facility	\$275,000,000	New transit facility Complete by mid-2025 Commercial development early 2026
VeLa Longview 220 E Morgan St, Raleigh NC 27601	30-story tower luxury apartment		
Moore Square South Site Mixed-Use Development 228 E Martin St, Raleigh NC 27601	150-160 hotel rooms 94,800 SF Hotel 14,800 SF Café 1,800 SF Artist Studio 4,000 SF Bar 45,400 SF Office Space 10,000 SF Roof Decks	\$60,000,000	Complete by 2025
Moore Square East Site 215 S Person St, Raleigh NC 27601	400 apartments (32 story) 430,330 SF 160-190 affordable housing units		Complete by 2027



	218,500 SF affordable housing 135 hotel room 96,840 SF Hotel 30,000 SF Homeless Rescue mission 5,500 SF Commercial Dining 22,000 SF grocery Store 958 parking spaces		
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**Figure 31.** Of 382 surveyed visitors, 132 responded to the question about their preference to live or work within walking distance of the park. Among these 132 participants, 107(81%) expressed a desire to be near the park, while 25(19%) participants did not prefer such proximity. The research team created the chart using data from CSI team survey, 2023.

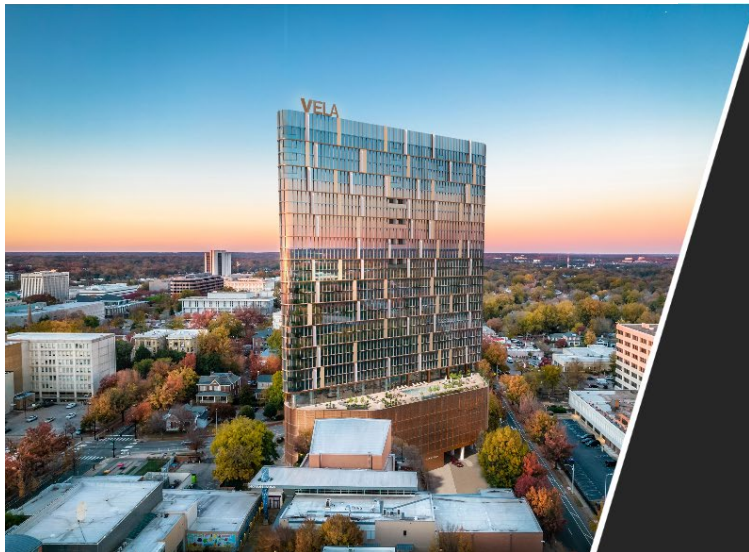
# The Redevelopment of Moore Square East & South

CITY OF RALEIGH RFP #274



REDEVELOPMENT OF +/-0.9 AC. SOUTH OF MOORE SQUARE FOR MIXED-USE DEVELOPMENT

CITY OF RALEIGH  
ATTN: RALPH RECCHIE  
ONE EXCHANGE PLAZA  
SUITE 1020  
RALEIGH, NC 27601



RALEIGH, NC

## VeLa Longview

Luxury apartments in a 30-story tower just steps away from Moore Square

**Figure 32.** Examples of a new development happening near the park advertising how close they are to the park as a marketing strategy. Gabriel Schumacher, the Research Manager for Downtown Raleigh Alliance, provided the images.

**Sources:**

City of Raleigh. "Moore Square RFP Loden East." Accessed [June 6, 2023]. Retrieved from [chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://cityofraleigh0drupal.blob.core.usgovcloudapi.net/drupal-prod/COR22/moore-square-rfp-loden-east.pdf]

City of Raleigh. "ASR-0094-2022." Accessed [June 6, 2023]. Retrieved from [chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://cityofraleigh0drupal.blob.core.usgovcloudapi.net/drupal-prod/COR15/ASR-0094-2022.pdf]

City of Raleigh. "Moore Square RFP Loden South." Accessed [June 6, 2023]. Retrieved from [chrome-extension://efaidnbnmnibpcjpcglclefindmkaj/https://cityofraleigh0drupal.blob.core.usgovcloudapi.net/drupal-prod/COR22/moore-square-rfp-loden-south.pdf]

Dominguez, Melissa and Delcambre, Carla. 2023. "Moore Square". Unpublished survey.

**Limitations:**

- See Research Strategy for survey limitations.
- New developments in the vicinity of Moore Square are quite common, and the data provided by Gabriel Schumacher represents only a small portion of the properties currently undergoing development. The selected developments were chosen specifically for their larger size, surpassing the existing building heights (ten floors) surrounding the park, in order to showcase notable growth.
- It's important to note that the park itself is not the sole driving factor behind these developments. Other significant factors include the decreasing crime rate, the rise in property values in the surrounding area, and the strong demand for living and working in downtown Raleigh. These factors have collectively motivated developers to invest in properties situated near the park, contributing to the ongoing growth and development in the area.
- ***Supports an average of 70 local businesses through farmers market events, with vendors reporting that they sell in the park due to its downtown location, open design, and feeling of safety. 91% of 28 interviewed vendors acknowledged that the success of their businesses depended on the farmer's market events hosted in the park.***

**Background:**

During the stakeholder engagement week (see Research Strategy for more information), residents communicated their desire for the park to provide a space for local businesses to generate revenue through farmers' market events. To accommodate this, the park's design needed to be flexible, allowing many people to gather. Specifically, the residents requested wide sidewalks capable of accommodating tents and food trucks, which would be strategically placed to attract visitors to the park.

**Method:**

Four weekly farmer's market events were attended in May and June at Moore Square. These events included the First Friday Market, where an average of 35 vendors set up tents and food trucks on the park's spacious sidewalks, as well as the Moore Square Market, which featured an average of 35 vendors showcasing their products and services. These farmer's market events provided support to approximately 70 local businesses.

To gain insights into vendors' preferences for Moore Square as their selling location and the significance of their weekly presence, informal interviews were conducted with 28 vendors (refer to Table 8). Consistently, vendors expressed their choice of Moore Square due to its downtown location, which attracted a diverse and concentrated population during downtown events, facilitating the sale of a variety of products. The park's openness was highlighted as a natural draw for visitors, and vendors appreciated the sense of security provided by park security personnel, creating a safe environment for families and vendors alike.

The park's ample grass area allowed for comfortable gatherings of a large number of people, while the wide sidewalks provided sufficient space for vendors to set up their tents and food trucks. Families were particularly drawn to the park's features, including play spaces for children and a splash pad. Additional amenities such as restrooms, an onsite restaurant, and free Wi-Fi contributed to visitors' comfort and prolonged stays during the farmer's market events.

When asked about the importance of selling their products in Moore Square, 91% of the vendors acknowledged that the success of their businesses depended on the farmer's market events hosted there. To further enhance their success, vendors suggested increasing marketing efforts, maintaining affordable rental fees, expanding restroom facilities, incorporating live music during the events, and establishing a children's farmer's market where young vendors could participate under parental supervision, fostering a future generation of entrepreneurs.

**Calculations:**

**Table 8.** Responses of the 28 vendors participating in the farmers market events Moore Square hosted. The research team created the table using data from CSI team interviews, 2023

<b>Questions asked to vendors during farmers market events in Moore Square:</b>		
<b>Why did you choose Moore Square as the location to conduct your business?</b>	<b>Are the farmers market events in Moore Square significant for your business?</b>	<b>What can the park staff do to increase your revenue within the park?</b>
The park attracts families improving sales.	Yes, this is all I do	More marketing
Great advertisement	Yes, I would not be here if it didn't	Keep the music on the whole time the event is on
Family environment with Music	Yes, it makes my product reach a large audience.	Bring more food options.
Staff is incredible	Yes, my sales are consistent here.	Bring more toys for the kids.
Wide sidewalks are perfect for placing my tent and selling my items.	Yes, it is an excellent way to advertise what I do in a small amount of time.	Attracts more families to the park.
Constant foot traffic from people to the park	Yes, for lots of reasons.	Organized a children's farmers market where young vendors could participate under parent supervision, nurturing a future generation of entrepreneurs.
The openness of the park attracts others to come in and shop here.	Yes, it allows me to network here.	Keep low fees to be a vendor here.
The security in the park makes it feel safe.	Yes, it allows me to have direct interaction with customers.	Provide more bathrooms to the clients.
The bathrooms and restaurants are on-site with free Wi-Fi, making people stay longer.	No, this is a seasonal event. It is very dependable on the weather.	More security in the park

The splash pad and kids' play area make it a family-friendly environment.	Yes, it increases visibility.	More advertisement.
The diversity of people increases revenue.	Yes, It allows me to target the specific audience I am looking for.	More social media advertising
A big lawn that allows a movie to play, keeping people in the park.	Yes, there is community support here.	More shade.
The strict rules, "no fighting, sleeping or smoking," makes it safer.	Yes, it allows me to test and refine new products.	Keep providing community engagement events.
Close to the bus station, making it easier for people to attend the park.	Yes, there are lots of networking opportunities here.	Keep the vendors more informed of any changes in the park.
Giant oak trees provide shade and make it comfortable.	No, the fee to be a vendor here is too high. I cannot sell enough products to compensate for that.	Provide more days for events like these.
Moore Square's reputation as a hip, active park makes it easier to sell	Yes, it allows my business to grow customers.	Be more inclusive with the vendors.
The site fee for selling my products is affordable.	Yes, I gain valuable insights.	Keep asking us for feedback.
The downtown area consistently hosts various events that attract a high concentration of people.	Yes, it gives me a strong presence within the community.	More live music
The events are well organized.	Yes, I build personal connections.	More family events
I feel safe selling my products here.	Yes, it allows me to raise awareness of what I do.	More shade.
Allows me to reach new customers I need help to reach.	Yes, the concentration of people helps my business.	More diverse cliental.
The music in the park provides an elegant, relaxing environment.	Yes, it attracts a specific demographic of health-conscious customers.	Raise awareness of the farmer's market.
The games for kids in the park attract families.	Yes, get repeat customers.	More lighting
Dog parks attract nearby residents to come to the park and purchase products.	Yes, it provides a community support feeling.	Bring more vibrant music.
Intentionally designed park for vendors to come together to sell.	Yes, it is an inexpensive way to start my business.	Do more evening farmers' markets.



There are lots of people in the park where people attract people.	No, I have other businesses.	Make the dog park permanent.
Wide sidewalks, big open lawn	Yes, I gain partnerships.	Plant more flowers.
The park attracts wealthy clients.	Yes, it increases my sales.	Utilize social media more.

**Sources:**

28 Moore Square vendors, interview by Melissa Dominguez, Moore Square, Raleigh, NC (Personal interviews)

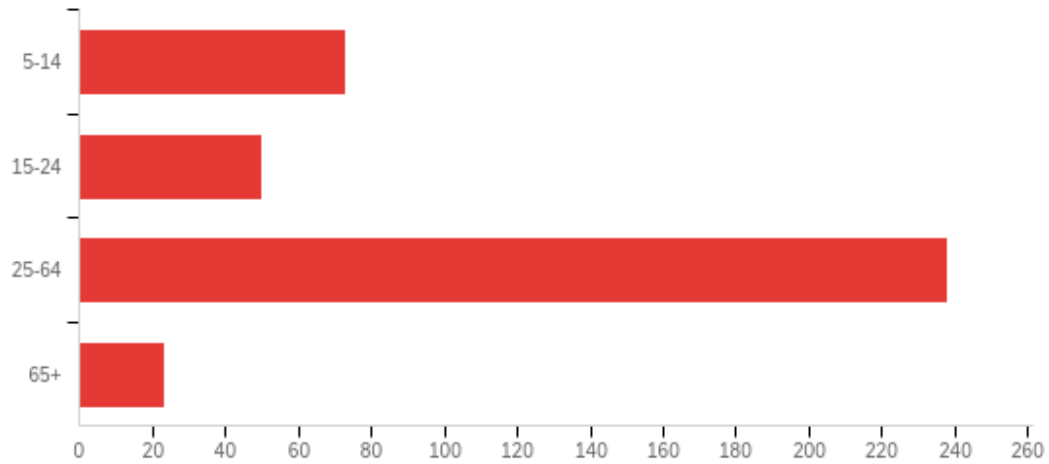
**Limitations:**

- The research team was not able to interview all vendors in a farmer’s market due to them being often busy with their booth operations, making it challenging to find sufficient interview time.
  - Different vendors participate in the weekly farmers market events, and it should be noted that not all vendors were available for interviews during the research team's presence at the events.
-

## Appendix: Survey

Below are the results from all questions included in the survey.

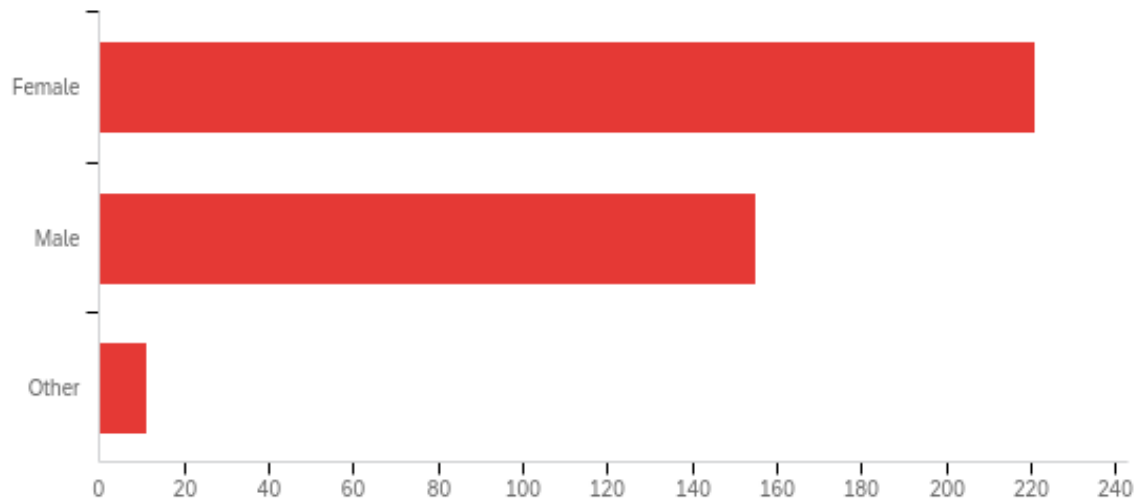
### Q1 - What is your Age



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your Age	1.00	4.00	2.55	0.86	0.75	384

#	Answer	%	Count
1	5-14	19.01%	73
2	15-24	13.02%	50
3	25-64	61.98%	238
4	65+	5.99%	23
	Total	100%	384

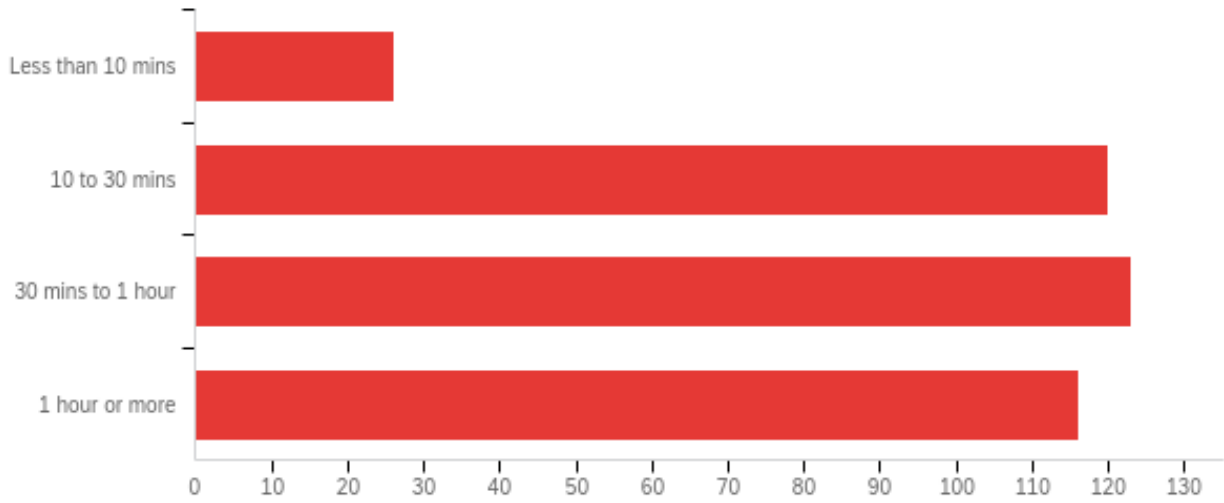
**Q2 - How do you identify:**



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How do you identify:	1.00	3.00	1.46	0.55	0.31	387

#	Answer	%	Count
1	Female	57.11%	221
2	Male	40.05%	155
3	Other	2.84%	11
	Total	100%	387

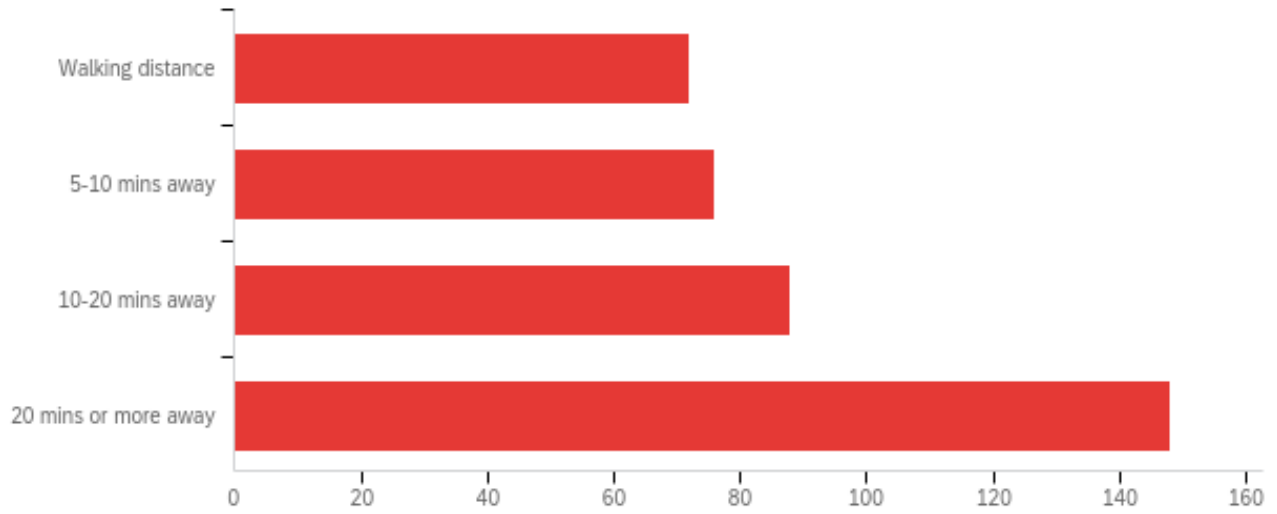
**Q3 - How long do you typically spend at the park?**



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How long do you typically spend at the park?	1.00	4.00	2.85	0.93	0.86	385

#	Answer	%	Count
2	10 to 30 mins	31.17%	120
3	30 mins to 1 hour	31.95%	123
4	1 hour or more	30.13%	116
1	Less than 10 mins	6.75%	26
	Total	100%	385

**Q9 - How close do you live to the park?**

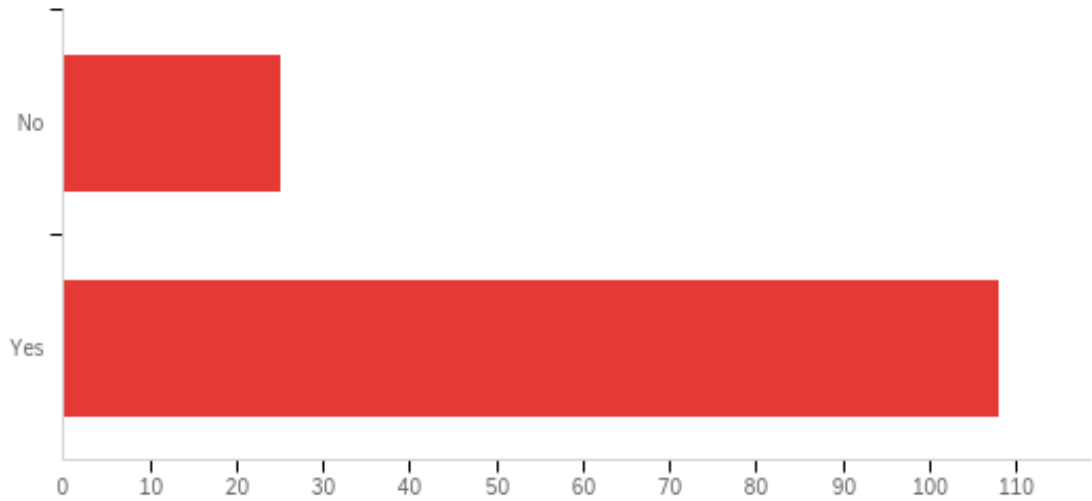


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How close do you live to the park?	1.00	4.00	2.81	1.14	1.30	384

#	Answer	%	Count
1	Walking distance	18.75%	72
2	5-10 mins away	19.79%	76
3	10-20 mins away	22.92%	88
4	20 mins or more away	38.54%	148
	Total	100%	384



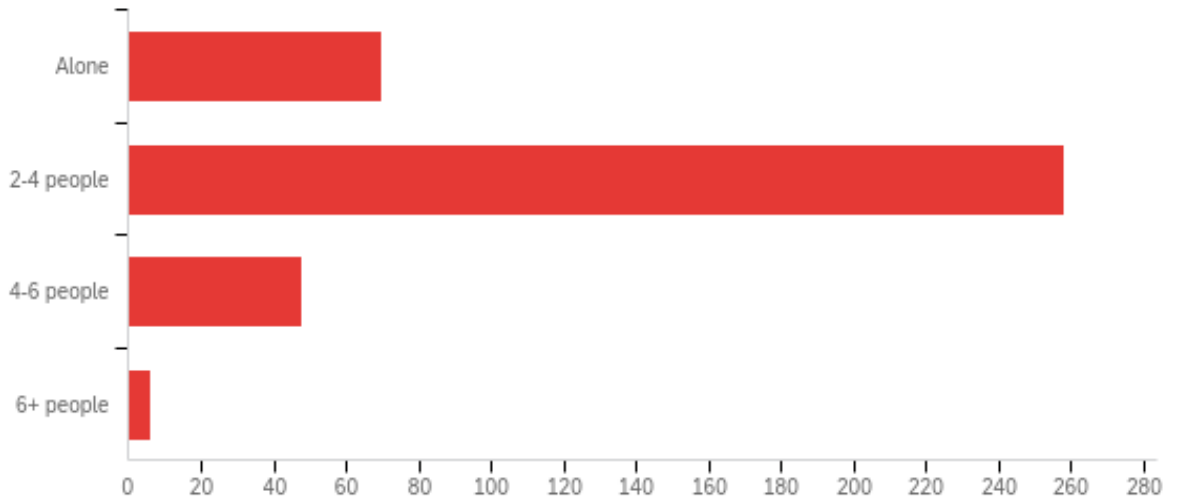
**Q8 - Would you like to live or work within walking distance from the park?**



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Would you like to live or work within walking distance from the park?	1.00	2.00	1.81	0.39	0.15	133

#	Answer	%	Count
1	No	18.80%	25
2	Yes	81.20%	108
	Total	100%	133

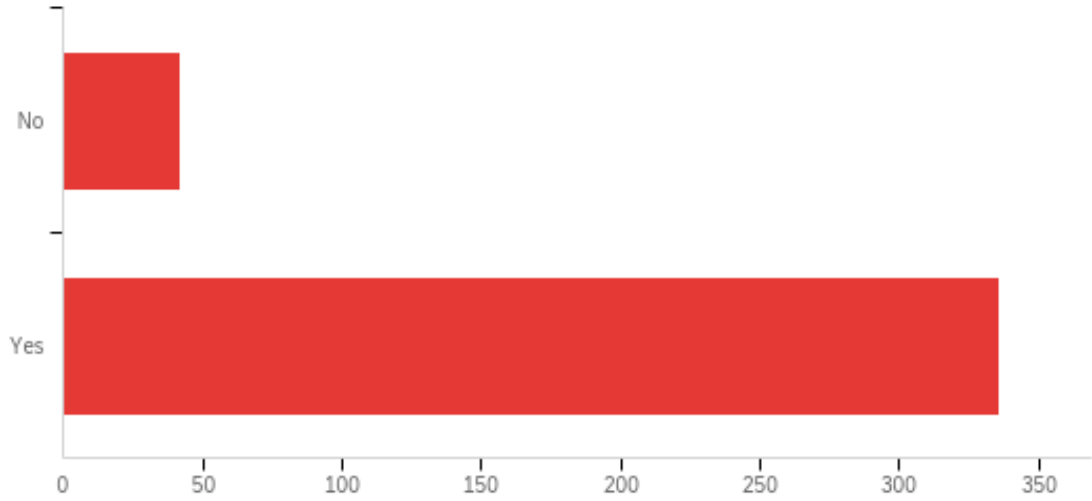
**Q4 - Do you usually come to the park alone or with other people?**



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you usually come to the park alone or with other people?	1.00	4.00	1.97	0.61	0.37	382

#	Answer	%	Count
1	Alone	18.32%	70
2	2-4 people	67.54%	258
3	4-6 people	12.57%	48
4	6+ people	1.57%	6
	Total	100%	382

**Q5 - Do you feel safe when you come to the park?**



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you feel safe when you come to the park?	1.00	2.00	1.89	0.31	0.10	378

#	Answer	%	Count
1	No	11.11%	42
2	Yes	88.89%	336
	Total	100%	378

## Q7 - What part of the park makes you feel safe or unsafe?

What part of the park makes you feel safe?

---

when they activate park spaces

---

when there are lots of people I feel safe

---

when the park is full of people it feels safe

---

when lots of people are in the park

---

water fountain

---

very open, lots of people, help me feel safe

---

unsafe-homeless safe-events

---

to close to Raleigh bus station

---

the restaurant

---

the police makes me feel safe

---

the people make me feel safe

---

the open lawn makes me feel safe

---

the music makes me feel safe

---

the more people are here the more safe i feel

---

the homeless make me feel unsafe

---

tables

---

safer during events with more people

---

police in the park

---

playground openness

---

openness-light feels safe during the day

---

openness

---

openness

---

openness

---

openness

---

openness

openess

---

openess

---

open space makes me feel safe

---

open space

---

open areas

---

open

---

open

---

only within the park

---

not well lit at night

---

night

---

music, water fountain

---

lots of people

---

lights make me feel safe

---

i dont feel safe at night

---

homeless people make me feel unsafe

---

homeless people does not make me feel safe

---

homeless people around the park make me feel unsafe

---

homeless

---

homeless

---

homeless

---

everything

---

everything

---

events makes me feel safe

---

during the day I feel safe, at night no

---

during daytime I feel safe

---

do not like people preaching loudly

---

day times I feel safe, night time I do not

---

day safe night not safe



corners where religious people are

clean and lots of people

being with my family

balance of people

around the restaurant square burger

anywhere

When there is lots of people

Very well lit, police presence, family activities there

The trees

The square part of the park makes me feel safe. It is also very family oriented. My friends have big dogs and visit here.

The grass

The flowers

The concrete walking space

The businesses and nice people around

## THE EVENTS

Police presence and there's always someone around

Police everywhere

People

People

Other children or parents

Open, beautiful

Open lit walk ways

Open area, heavy foot traffic, young families

No comment

Most all

Market

Lights and open space

Lighting

It's mostly the people who are here at night

---

I have only attended the farmers markets so far and was happy to see officers walking the market. I don't think I would spend time alone in the park without an event.

---

I feel safe in the park when there are events happening.

---

I feel safe because I am a guy. For a girl, she would not feel safe. There are some crazy characters here.

---

I feel safe because God is with me. I don't live in fear.

---

I feel safe at the games and playgrounds

---

I don't feel safe when the homeless are at the playground

---

I don't feel safe when people are looting

---

I don't feel safe at night near the bathrooms

---

I appreciate the growers market and how family friendly the park is.

---

Events

---

Coming during the day

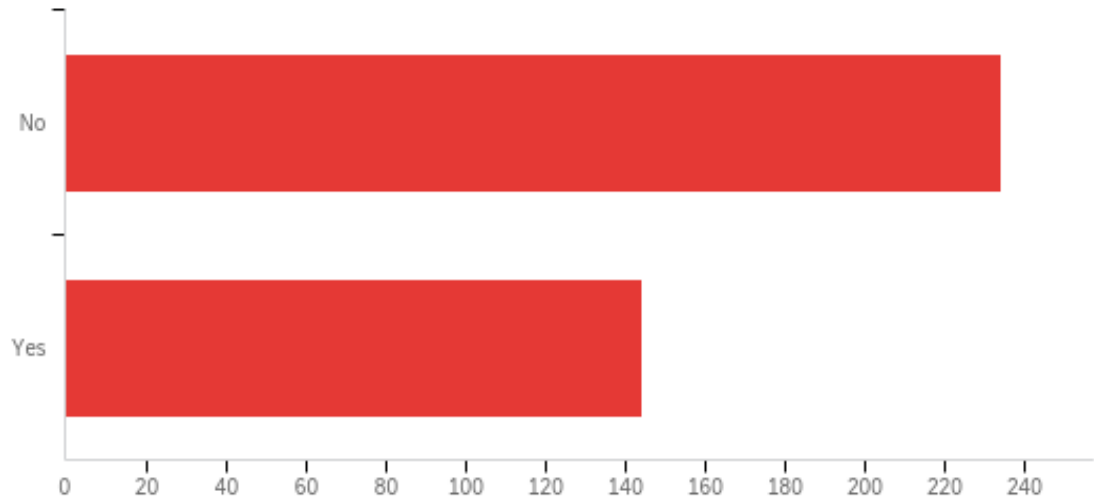
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All

---

All

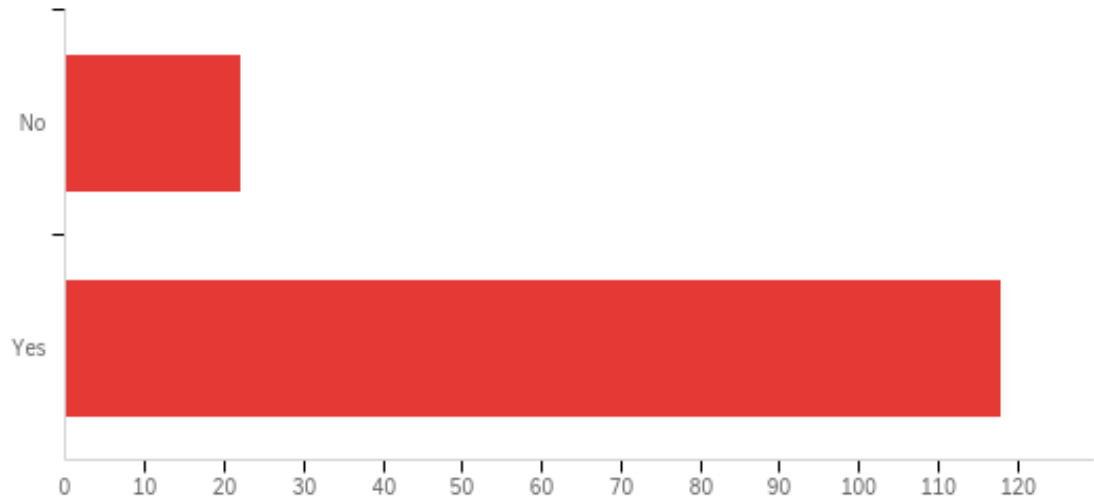
**Q6 - Have you seen any signs of the park that tell you about its history?**



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you seen any signs of the park that tell you about its history?	1.00	2.00	1.38	0.49	0.24	378

#	Answer	%	Count
1	No	61.90%	234
2	Yes	38.10%	144
	Total	100%	378

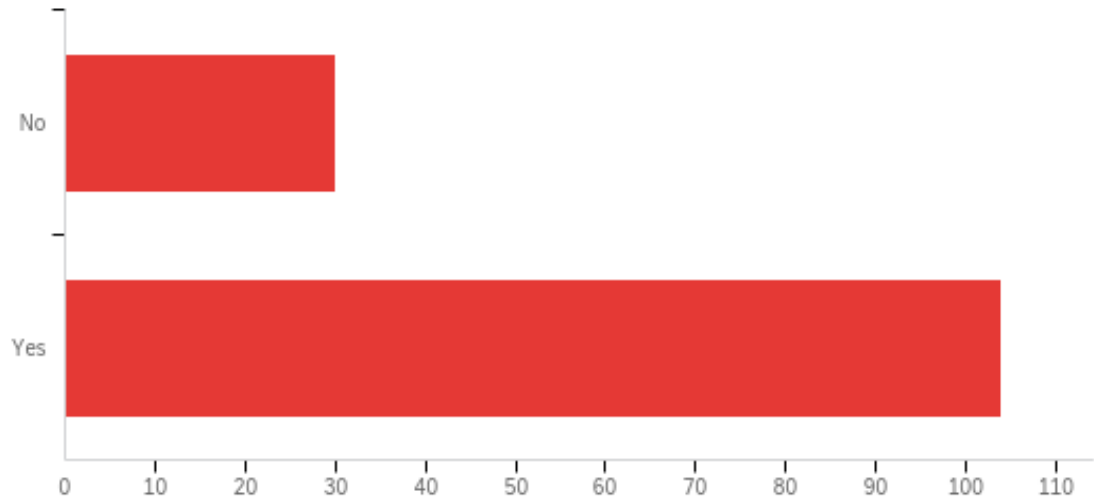
**Q10 - Would you like to know the history of the park?**



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Would you like to know the history of the park?	1.00	2.00	1.84	0.36	0.13	140

#	Answer	%	Count
1	No	15.71%	22
2	Yes	84.29%	118
	Total	100%	140

**Q11 - Did you see any art in the park?**



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Did you see any art in the park?	1.00	2.00	1.78	0.42	0.17	134

#	Answer	%	Count
1	No	22.39%	30
2	Yes	77.61%	104
	Total	100%	134

## Q12 - What is your favorite part of the park?

What is your favorite part of the park?

---

Water cooling station - seeing the kids having a good time

---

Trees, flowers, farmers market. Shaded seating area but that area does not feel safe.

---

I have seen people taking photos in the #mooresquare

---

The dog park

---

The field of flowers

---

I see art all the time. I don't see any of the sculptures now.

---

Trees, but they seem to be fewer and fewer.

---

Moore Square sign is new. The game in the center. The kids play a lot. The big chess pieces a hit. Puzzle and chess Thursday at lunch is great. Thursday trivia is great too. Jen and Nor organized for us. Professionals came and won gift cards.

---

Playing sports

---

Flowers

---

The playground and vegetation

---

Art

---

The greenery and water spouts

---

I like that it is a free space that I can hang out without spending money

---

The vendor booths and live music. I love the live music.

---

Dog park, pop up vendors and shops movie night, cultural events

---

The grass and water play

---

The open field

---

Open field

---

The tent market

---

I like it as a place to talk with people.

---

The flower arrangements and greenery

---

The splash pad

---

Scenery

---

Plants



Ping pong

---

The vendors and markets.

---

Fountain

---

Fountains

---

Green space!

---

the central area

---

openness

---

location in the middle of downtown

---

markets openness

---

location in the middle of downtown

---

play area

---

slide under the trees

---

dog park

---

the big chair

---

ping pong, big chair, slide

---

the lawn

---

movie events

---

the openness

---

the yard

---

walking

---

convenient outdoor space

---

shade trees

---

events, atmosphere

---

walk ways

---

watching children at the water

---

Meeting new people

---

kid activities & square burger

---

activities

---

walking

---

the skyline buildings around the park

---

play areas

---

events, slide, water

---

food

---

clean

---

the farmers market

---

relaxing under the trees

---

water fountain

---

water & slide

---

music, water fountain

---

water fountain

---

different activities it offers, ping pong, park, grass, food

---

plaza, game rentals, benches

---

walking around

---

slide / play area

---

playground

---

all

---

activities

---

markets and green spaces

---

music events

---

fun lawn games

---

fountains

---

the markets and fountains

---

the people coming to the park, staff, events, families

---

near where i live, more events music

---

people

---

music

---

openess

---

tables with umbrellas

---

the plaza in front of the restaurant

---

openness

---

openess

---

playground

---

water fountain

---

the grassy field and random toys

---

open field lawn

---

water fountain

---

trees

---

dog park, water fountain, and ping pong table

---

the games

---

the market and games

---

music stage

---

fountain, bench area

---

events

---

openness

---

staff

---

Water fountain, playground and games

---

green open space

---

playground

---

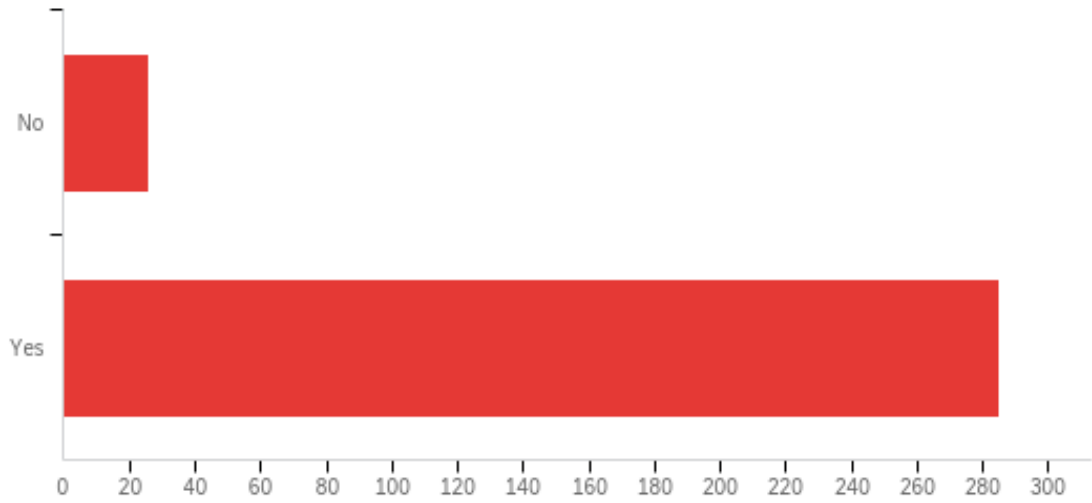
green

---

clean grass

---

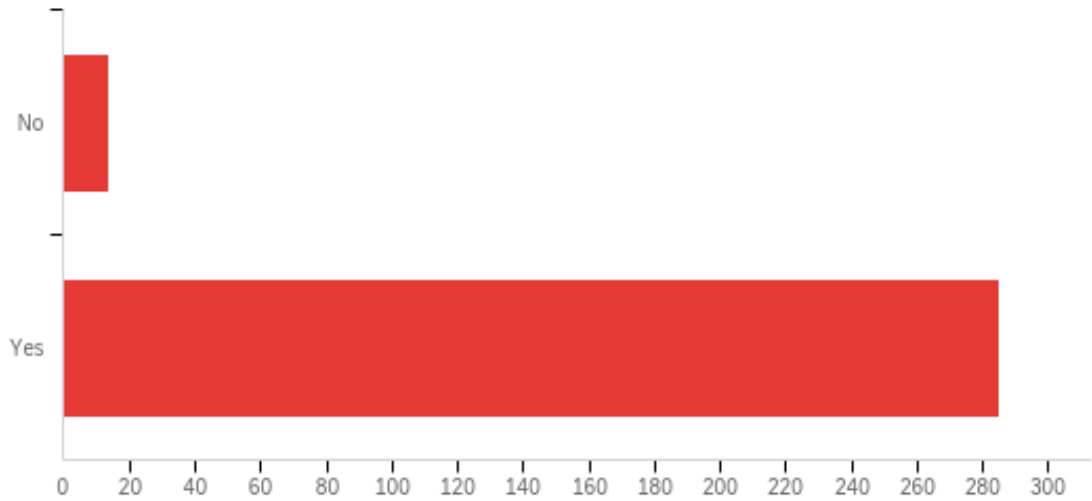
**Q13 - Does the park make you feel part of the community?**



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Does the park make you feel part of the community?	1.00	2.00	1.92	0.28	0.08	311

#	Answer	%	Count
1	No	8.36%	26
2	Yes	91.64%	285
	Total	100%	311

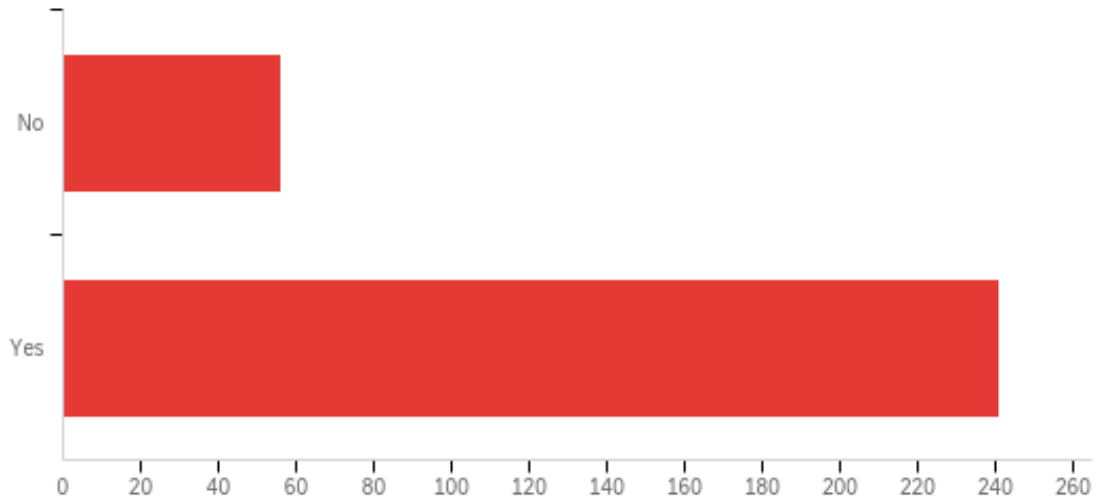
**Q14 - When you come to the park, do the trees make you feel happier and healthier?**



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	When you come to the park, do the trees make you feel happier and healthier?	1.00	2.00	1.95	0.21	0.04	299

#	Answer	%	Count
1	No	4.68%	14
2	Yes	95.32%	285
	Total	100%	299

**Q15 - Have you ever seen any animals living in the park, like birds or squirrels?**

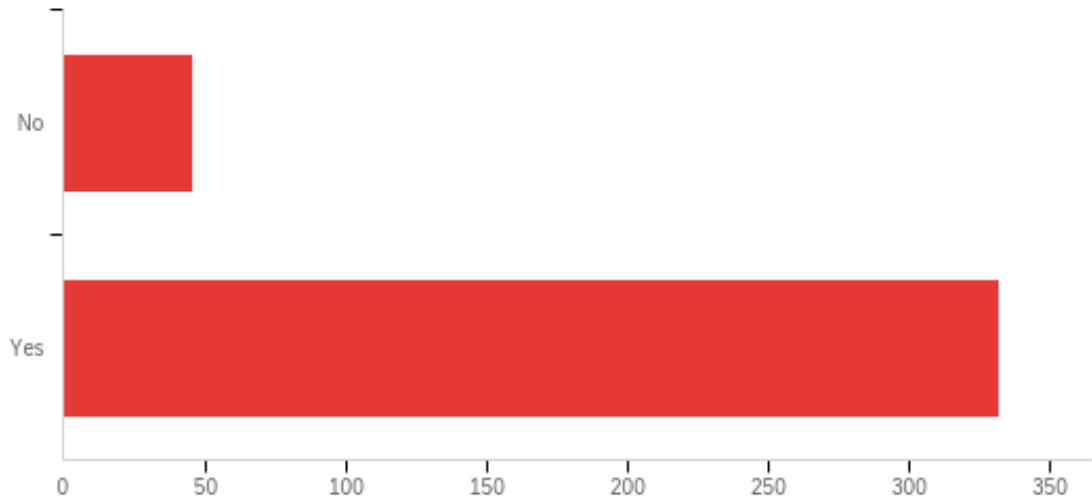


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you ever seen any animals living in the park, like birds or squirrels?	1.00	2.00	1.81	0.39	0.15	297

#	Answer	%	Count
1	No	18.86%	56
2	Yes	81.14%	241
	Total	100%	297



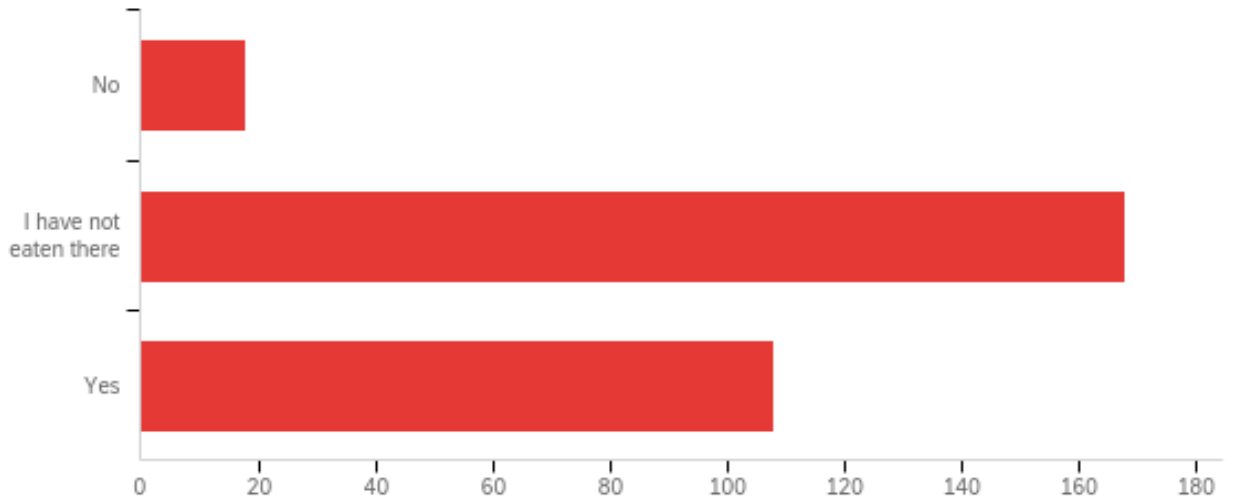
**Q16 - When you visit the park, do you visit other businesses near the park?**



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	When you visit the park, do you visit other businesses near the park?	1.00	2.00	1.88	0.33	0.11	378

#	Answer	%	Count
1	No	12.17%	46
2	Yes	87.83%	332
	Total	100%	378

**Q17 - Do you like eating at Square Burger (The restaurant in the park)?**



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you like eating at Square Burger (The restaurant in the park)?	1.00	3.00	2.31	0.58	0.33	294

#	Answer	%	Count
1	No	6.12%	18
2	I have not eaten there	57.14%	168
3	Yes	36.73%	108
	Total	100%	294

## Q18 - What types of events should the park do?

What types of events should the park do?

Live

Live music, wine tastings, local artisans, food festivals, etc.

Today there was music playing and I loved it.

Markets, live tunes, all the same stuff you are doing now

Farmers markets and art markets

I would like to see horseshoes. There are rubber type horseshoes now that would be safe for us.

Would love more movie nights. I have seen all of them.

Buskers music...different artists come on Wednesday! Open music night. People dance.

Eating

Market

The fairs always work

community outreach

More farmers markets

Live music. Jazz, old school R&B. I like all genres of music.

More mudic concerts, more culture events, movie in the park, more kids activities

cultural

Kids events, music

Concerts

N/A

More events

More free community events

I don't think the park needs events to fulfill its role as a park

Markets, community engagement events

Music

Playground, walking, vendors

Artsposure

---

More markets!

---

Music

---

Free workout classes, movie nights, live music, markets, sports pickup games.

---

Family events, History tours(collaborate with Raleigh trolley)

---

more sports activities

---

events that help the homeless people

---

fun activities

---

different food options

---

concerts

---

year round farmers market, more food trucks,

---

movies for adults

---

events with music, exercise or kid stuff more food and drinks inside park

---

family friendly events

---

family events

---

planting trees

---

story time, sign along

---

more events

---

concerts

---

more events

---

night markets concerts

---

music art festivals

---

concerts

---

all

---

music

---

all

---

sports events

---

community game / movies

kids events

---

chat & eat

---

city markets

---

family events

---

movies, concerts, food events

---

sports activities

---

movies, jazz musicians

---

gospel

---

more family thngs

---

dance events, local bands

---

kids activities

---

Jazz festival music

---

market

---

movies

---

concert, movies

---

crafts & food

---

more food events and music

---

kids fitness

---

movies, market, concerts

---

crafts

---

move the parade back

---

more free fitness

---

markets, movie nights

---

more events

---

dog events

---

kids events / play dates

---

movies

---

cultural

more diverse events

---

more festivals

---

art games competitions

---

concerts

---

movies, markets and dog events

---

community service

---

music

---

music party

---

Christian Events will be very nice

---

Gospel festivals, events that focus on hiring people job placement

---

singing

---

help the people in need

---

more cultural diverse events

---

more kid friendly events

---

live music

---

live music and movies

---

children entrepreneur, where the kids are selling their products and the parents are supervising

---

music

---

art fair

---

dog show and open mic for artist

---

more kids events

---

plant trees events

---

music

---

wine test, music festival, live local bands

---

live music

---

diverse events

---

more music

---

concerts



music

---

markets, festivals, and concerts

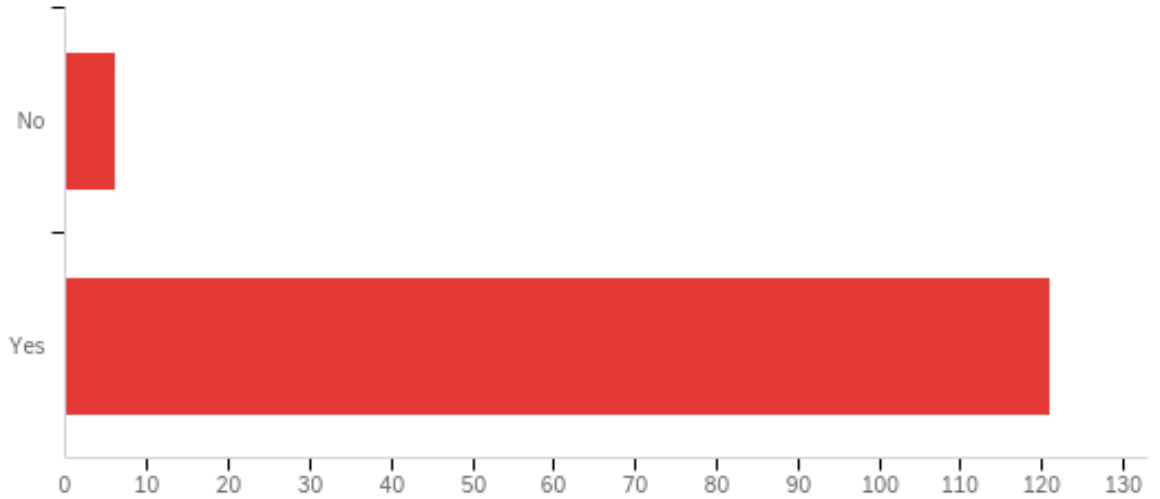
---

music

---

Diverse Events

**Q19 - Should we keep the dog park?**



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Should we keep the dog park?	1.00	2.00	1.95	0.21	0.05	127

#	Answer	%	Count
1	No	4.72%	6
2	Yes	95.28%	121
	Total	100%	127

## Q20 - What can we do to improve the park?

What can we do to improve the park?

Make sure to do activities for all races and backgrounds

Keep it safe for everyone.

The dog park should stay, but should be more permanent. The table area seemed ver hot. Shade umbrellas would be helpful. Does security regularly monitor the bathrooms? Two people washing their clothes there.

Keep keeping it clean

More events

Keep the dog park, but on one condition. People should clean after their pets. Horseshoes! The bathroom is shut down at any given time and that is hard. It makes it hard on those who use purposefully. Their should be more monitoring of the bathrooms.

More options for overhangs when it rains. The more Art the better. We want blue umbrellas that give us shade at the tables.

Bring a Christian event...they can rent the park for one day and present who they are.

The shade;plant trees

Events

Keep growing

more shaded seating

I love that it is a good space with free parking nearby with lots of things to do other than go to breweries

Walk around security is good. No vicious dogs in the park.

Love the dog park, keep it for sure!!!

Playground

Focus on safety

Expand

Safer environment

Shade trees and more seating. City of Taleigh should promote and preserve cycling access to all city parks. Raleigh city code does not prohibit cycling in parks but there are signs that prohibit it. These signs should be removed. It is not a criminal activity.

More events

Great love it

More to sit

More kid stuff

Help reduce the homeless populate.

improve historical signage

---

Bigger farmers market on Sundays!

---

keep homeless straight enforce rules, don't let them throw trash

---

playground

---

staff can be nicer

---

More historic stands and more places to sit and climb on

---

address homeless don't always feel safe between car and park

---

expand the park

---

add a playground

---

love it

---

keep it clean the park has improved

---

more water fountains to drink

---

make dog park permanent, have a dog water station and more police presence

---

water fountains to drink

---

help homeless people

---

more fun activities

---

have futsal court

---

more events

---

more events, give homeless people jobs cleaning up after the park events

---

more concerts

---

more events

---

i enjoy sitting and watch other people.

---

safety emergency contact button that calls 911 or security when needed. dog friendly park such as dog water fountains toys, etc

---

more trees

---

make dog park permanent and more secure. make it safe and stroller friendly. Movies for adults

---

more events

---

recycle

---

more family friendly events

---

more playground

More activities during the weekday and more police during the week day I often see people cursing, threatening

more trees and seating under trees

There are too many homeless people that are constantly drinking, smoking, and sleeping at the park especially where the kids playground is. Enforce more the rules to protect the kids

i love that the park is welcoming

playground

plant more trees

add kid friendly playgrounds

build a playground

more kids playground

More family events

add a bigger park

a bigger playground

put a playground

less police harassment

More playground's or places to play for kids 5-12 years old

more nature, benches so homeless people can sleep in them

enforce rules and no cigars or smoking in the park

plant some trees

more events

do more Christian events

add more wild life & dog park

love it

plant more plants

more plants

more events and farmers market year round

play ground for kids

make a bigger play ground

more shade in the summer, more free events

---

clean up the trash

---

make it a "No TTIT Zone", leave the homeless alone

---

more benches

---

add a playground with swings

---

more family events

---

plant mor flowers and trees

---

more flowers

---

more events

---

comfortable seating options, more bright colors, bigger play area, make free classes events for job training for the people in need

---

play ground for kids

---

more events

---

plant a nice flower garden

---

lower prices on food for moore square more vegetarian options and plant more trees

---

more events that promote diverse skills & talent

---

more events

---

nothing

---

more interactive games to play

---

i love the events

---

love the weekly events

---

More events

---

add a playground for kids

---

put some swings

---

Moore shade & Moore kid activities

---

park is great

---

we love festivals & events & things for kids & families

---

more events

---

more community events

more food trucks & better selection of food

---

what can we do to improve the park

---

It is a nice little green space

---

more community events

---

remove homeless people

---

more trees! Square burger employees close before the scheduled time, 20 min before close

---

more bathrooms and safety

---

more nature, trees, flowers, water the grass

---

plant trees in the middle

---

more colorful flowers

---

make the grass greener

---

you are already doing a great job

---

more lights at night

---

more grass and play ground equipment

---

more things for kids

---

flowers

---

add some trees

---

make sure park is clean

---

plant more trees, pick up trash

---

the park is perfect

---

nothing, it is perfect

---

none

---

plant more trees

---

During events make products cheaper

---

bring a fair to the park that had mechanical rides like roller coaster

---

have more events

---

more trees

---

more fun events and take care of safety



more events

---

More things for the kids to do

---

keep clean

---

more events & more lighting at nights

---

more attractions

---

great place

---

add zoo animals

---

less homeless at night

---

more food and more police

---

add a play ground for kids

---

more benches, more outreach, more community opportunity

---

more playground

---

more events

---

need a better fence at the dog park

---

more accessibly for homeless, stop gentrification

---

more activities

---

more kids play equipment

---

more flowers

---

do more to help the homeless

---

Clean up the dog park, stinks in the summer, The dog park fence line does not look good, add more activities, Need to do a better job of cleaning the sidewalks, need more tables and chairs, need to have more events

---

reduce the hate protest in the park

---

interactive exhibits for kids

---

keep events diverse

---

more kid friendly activities

---

nothing, it is already good

---

more events

---

more shade areas

---

all good

move the hebrew cult away, lower their hate volume

---

more community events & pet stuff!

---

plants more trees to protect from the sun

---

different live music events

---

swings

---

great place

---

more volunteers

---

more restaurants that offer outdoor seating around the park

---

more family fun things

---

it is great

---

nothing, it is great

---

water feature, more outdoor dining, needs more business around the park

---

everything is good

---

more activities

---

add vending machines

---

clean up the area a bit more

---

nothing

---

more events

---

singing

---

free yoga fitness class concerts

---

dislike when loud speaker & stage setup

---

everything you do is great, keep it up!

---

nothing

---

more shade

---

more things for small kids to play on

---

more shade

---

kids music toys

---

keep it activated

use a different material than metal for the slide

---

lower food prices

---

sunscreen station, Moore Square ambassadors to welcome visitors

---

use volunteer ambassadors to help anyone with questions & teach history of the area

---

use your imagination

---

more games and access to more facilities easier

---

swings obstacle course

---

keep the restrooms clean they are very dirty, and not enough restrooms for big events

---

have more events

---

Honestly more tables and chairs available for use (not just for homeless)

---

enforce the rule of no smoking. I live so close to the park that I got to meet the homeless and one day there was a guy that was walking near me that had intentions of hurting me but the homeless stepped in and protected me, forcing the man to leave me alone.

---

bigger playground

---

more music

---

Have christian events, take advantage of the religious groups that gather at the park.

---

More Staff,

---

more more food trucks that are affordable food

---

help more people in need

---

bring more people from diverse and cultural backgrounds, international festival events

---

Water filling stations

---

improve bathrooms

---

do a children business events, where the kids are selling their products and the parents are supervising

---

More live music

---

plant more trees, a bigger playground. why did you cut trees to put a lawn

---

Make the dog park permanent, free water cups, a basketball court

---

bring more trees

---

plant more trees

---

better turf or lawn

---

A formal Stage

---

more events

---

I worked in the construction of the park, I loved what it had become

---

more shade

---

enforce rules no smoking

---

It is great

---

MORE EVENTS

---

playgrounds

---

More things for the kids to do

---

park should be accesible to the poor and homeless. stop gentrification. build community

---

stop the protesters from coming to the park who only talk about hate

---

have more diverse events

---

none