

# COMMERCE PLACE ENGAGEMENT SUMMARY



January 2024



Raleigh  
Planning



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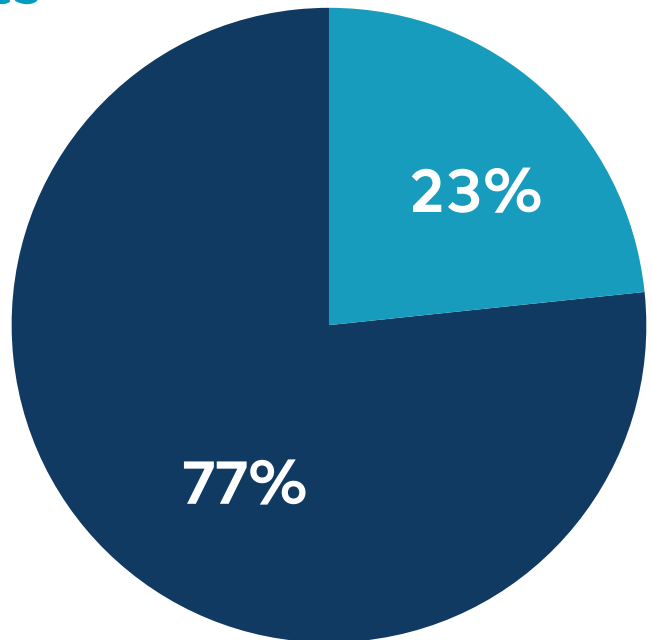
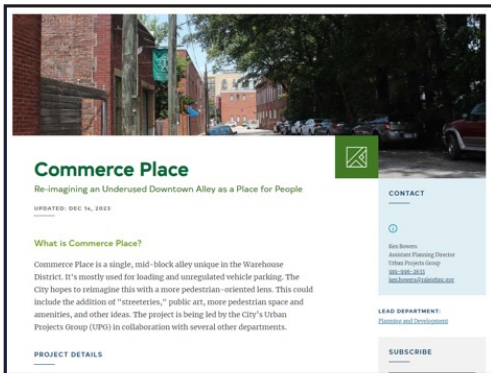
# COMMUNITY ENGAGEMENT RESULTS



# Community Engagement for the Commerce Place Streetscape Project

The City of Raleigh hosted an in-person event on November 3, 2023, to invite the public to give feedback on how to transform Commerce Place into a pedestrian-oriented street. Following the event, an online survey was posted with similar questions, to gauge interest and ideas from a wider audience. The feedback provided from both community engagement channels will be used to inform the long-term improvements to the street in the coming years.

## 87 Online Survey Participants



## 284 Nov 3 Event Participants



**371**  
Total Participants



# NOVEMBER 3RD EVENT

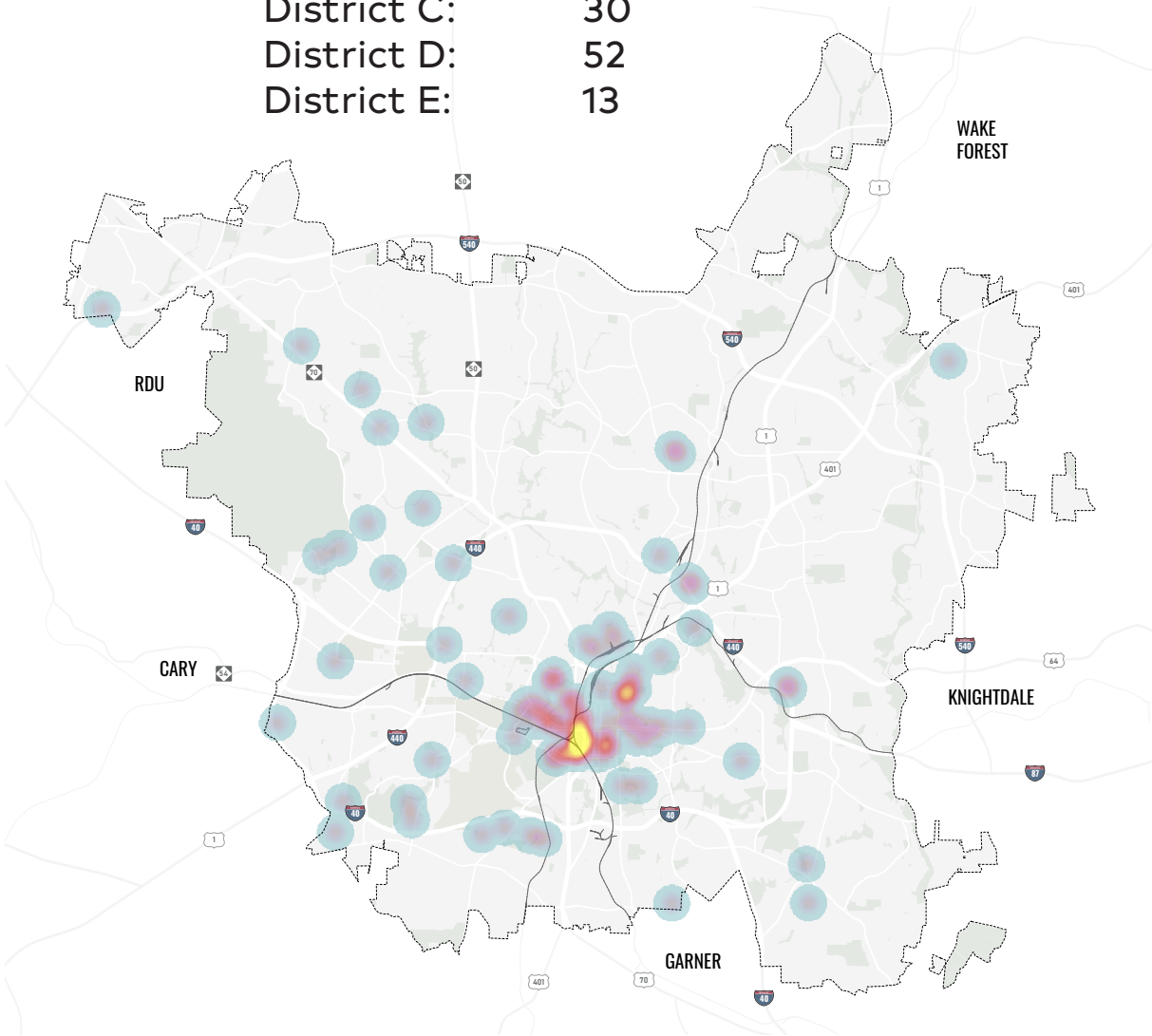


# Q What district do you live in?

Total Participants: 142

- City of Raleigh: 101

- District A: 5
- District B: 1
- District C: 30
- District D: 52
- District E: 13



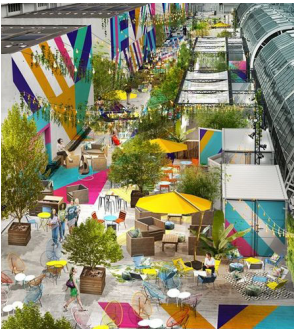
More than a third of participants in the event live in **District D**, followed by **District C**.

# Q Which design style would you most like to see incorporated into the future design of Commerce Place?



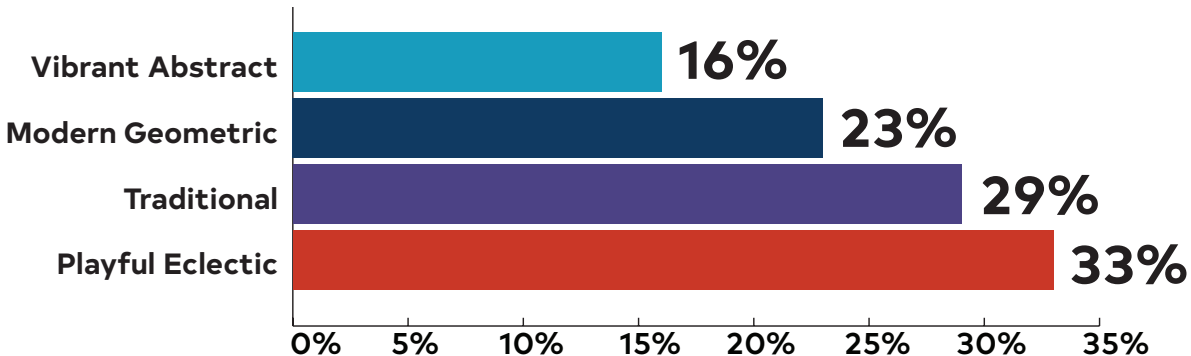
**Vibrant Abstract**  
Basic organic or angular shapes with bright splashes of color.

**Modern Geometric**  
Clean, simple angles and curves with neutral colors.



**Traditional**  
Traditional paving, light poles and furnishings to match surrounding area.

**Playful Eclectic**  
"More is more"; overlapping elements and eye-catching colors.





# Q What are your top **THREE** design elements that you would like to see incorporated into the future design of Commerce Place?



Food Trucks



Market Vendor



Public Dining



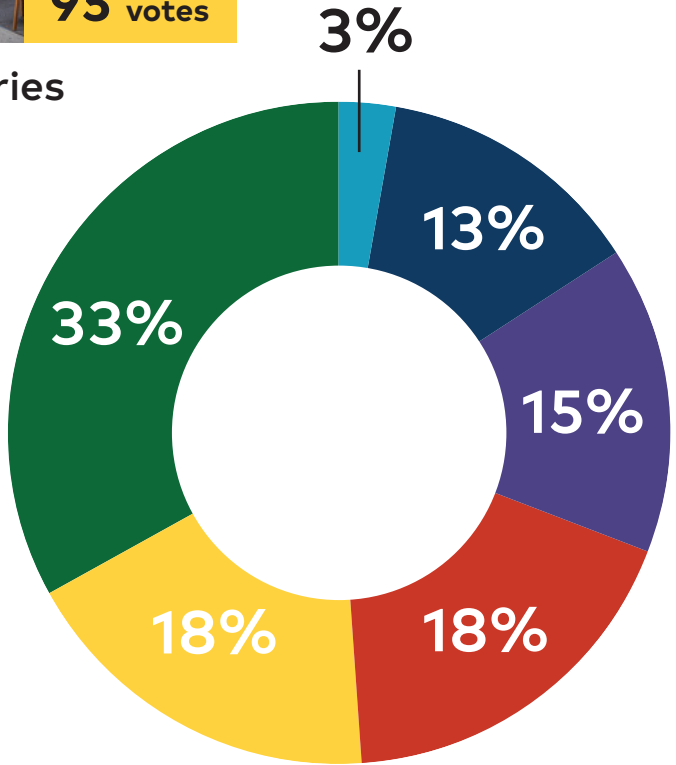
Art Elements



Streeteries



Greenery



**i** The highest priority design elements are the inclusion of **greenery, streeteries, and public art.**

# Q Which element do you like more?



Changing in Paving Textures to Infer Uses

**56%**

Activation Elements

**44%**



Most people like the changes in paving texture to infer street uses, over inclusion of activation elements.

# Event Survey Comments

TOTAL COMMENTS: 82

## Design

Adult Swing Set:	1
Art:	1
Bike Parking:	2
Bike Share:	1
Greenery/Trees:	7
Iconic Signage:	1
No Street Parking:	2
Outdoor Dining:	1
Pavement Texture:	1
Pet Amenities:	1
Preserve Warehouse District:	8
Seating:	3
Solar Pavement:	1
String Lighting:	3
Taffic Calming:	1
Watter Bottle Station:	2
Water Feature:	1

## Street Users

ADA Accessibility:	4
Bike Friendly Street:	3
Car Free Street:	19
Pedestrian Friendly Street:	2

## Programming

Art Scene:	2
Live Music:	2
Market Street:	2
Programming & Events:	2

### Comment

I [heart emoji] the popsicles

No cars

Love the woonerf vision shown on the board

Dog stuff

[heart emoji] the popcorn!

I [heart emoji] popcorn

The place gonna be hip to the jive

Can't wait to see the space activated

No more street parking

City Market MK2

More trees !!

How about no cars at all?

Love the isicall (sic)



**Comment**

Love the objects

Don't cut the trees!!

Love the ideas

Would love to see inspo from Bryan Park/Georgetown in DC

Prom plz

Worried about wheelchair accessibility in parking

Providing a space for live music and dancing is just what we needed!

Please have a colorful, green, fun, mkt street like a mix b/t Tokyo and Copenhagen

Solar paving eco-conscience

Regular events & programs for adults/kids

Prioritize people; Maintain Warehouse District look

We need activities things to do besides eating & drinking. Please activate w/ play + art overhead (like umbrellas)

Locally owned cafes with diverse menus; no traffic; exhaust free zone

This space has great potential, and I'm glad you're looking into this! Lots of color and greenery

Incorporate a water accent

String lights overhead! Inviting, warm, friendly

Cars are the worst. Plan for people

In utilizing texture changes, please keep those of us with mobility issues in mind. i.e. wheelchair roughness, cane, crutch; etc. slick surfaces. Handicap sidewalk and parking should be considered.

I like preserving historical architecture + enlivening/updating with modern elements

Make crosswalks @ entrances be speed tables & bulb out sidewalks

Playful

No cars

Pedestrian only-bikes & people

I like the abstract and vibrant vibe

No cars

Bike parking

Places to refill water bottles

Drinking fountains

Create unique iconic branding or signage that makes it a destination great photo op!

Promenade

Coffee & outdoor book reading area

More plants please

More pedestrians more business

Bicycle parking

Adult sized swing set

More live music

Dislike the idea as a driver but like the idea more as a pedestrian

I'm very glad that Raleigh will house more opportunities to spend time outside with not necessarily spending money

**Comment**

Lots of seating would be great

Bring people to downtown so they fill our wonderful restaurants. Utilize the capacity we have: Convention Center, Red Hat Theater. Bring local artists. No trucks

Keep the Raleigh "small city" feel! Keep the art scene alive

This is great

I think string lights I like colorful stuff and playful stuff!

Preserve the aesthetic of the warehouse district & respect original architecture.

Stick to your master plan

This is fun thank you for inviting public participation

In warehouse district keep the traditional look, use more modern designs/layout in Downtown

Pedestrian only space

We would love a pedestrian-only promenade! We want more pedestrian friendly & only spaces in Raleigh.

Keep old original buildings in warehouse district & use empty space for construction

Make a pedestrian only promenade please! Also make it wheelchair accessible.

Bike friendly

Def pro changes in paving textures and reduced cars

Safe for children – no cars

Bike friendly plssss! Thanx 4 doing this

Accessible!

Keep warehouse aesthetic. Playground & shops. Woonerf! Reason is to come not shop + uniqueness too

Would like to keep the feel of the warehouse district

More density

Pedestrian only!!

Keep brick vibes neighborhood. Add cheerful color via furniture/planters; a place to have a coffee and snack where young kids play

More food drinking space and stuff for kids

Pedestrian only! (+bikes + sk8boards)

Love this idea! Outdoor dining, greenery, string lights, trees, bike share.. anything is improvement!

Promenade w/ electronic barriers that police & fire could control as needed

A place for people – no cars!

No cars. No parking! Just a place for people.

Area around commerce place should be bike friendly so people wouldn't need to drive a car here.

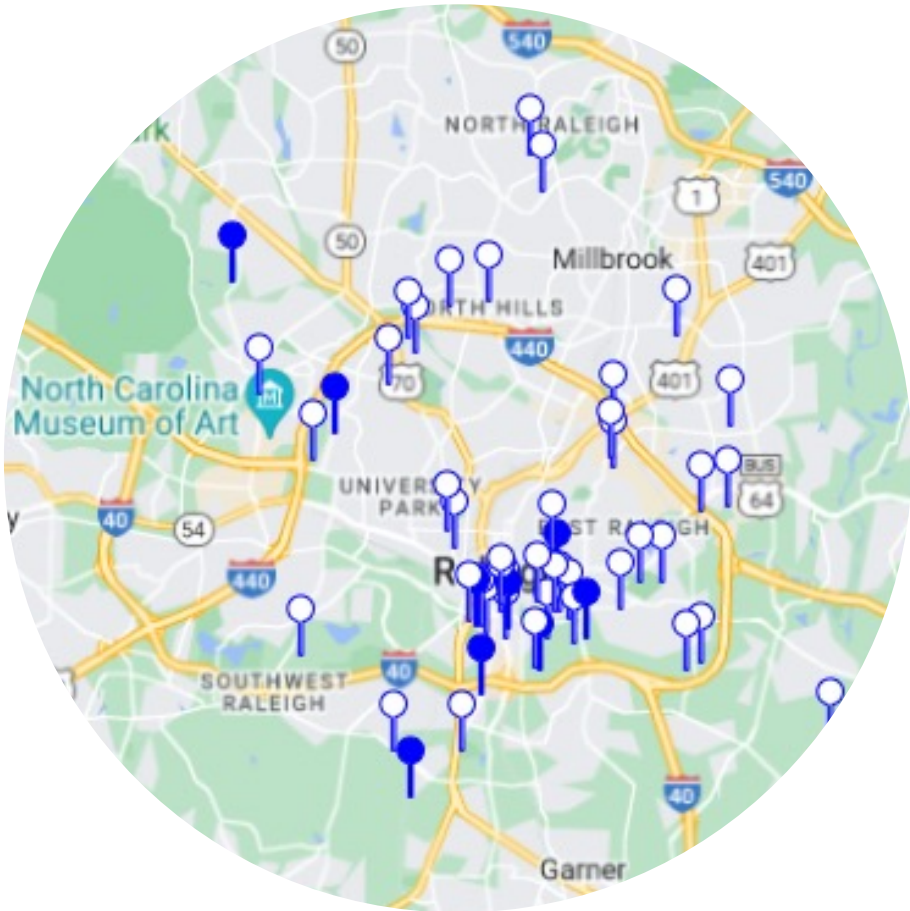
Do this thanks!

# ONLINE SURVEY



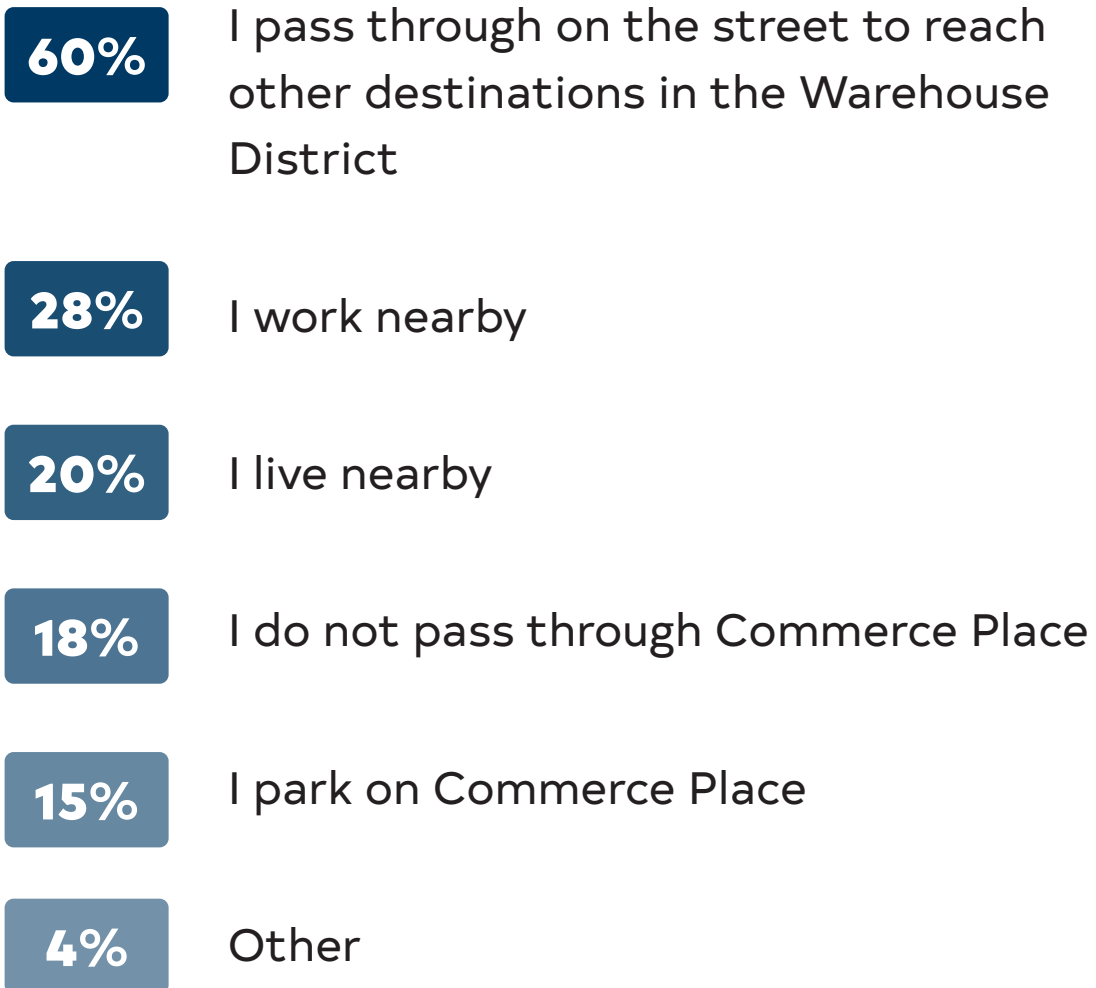


**Q** *What is your zip code?*



A quarter of participants are from Southeast Raleigh, in ZIP code **27603**.

## *How do you experience commerce place?*



Most participants in the Online Survey experience Commerce Place mainly as a through street to other Warehouse District destinations.

# Q Which design style would you most like to see incorporated into the future design of Commerce Place?



8 votes

**Vibrant Abstract**  
Basic organic or angular shapes with bright splashes of color.



15 votes

**Modern Geometric**  
Clean, simple angles and curves with neutral colors.



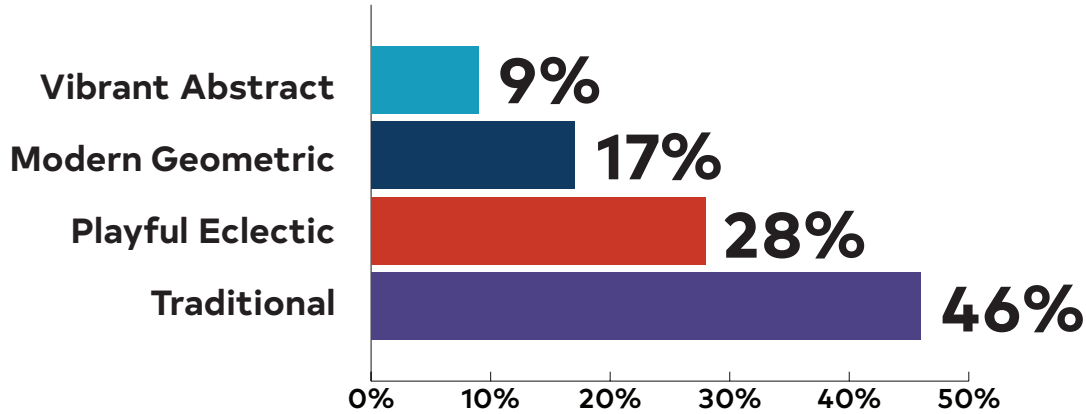
24 votes

**Playful Eclectic**  
"More is more"; overlapping elements and eye-catching colors.

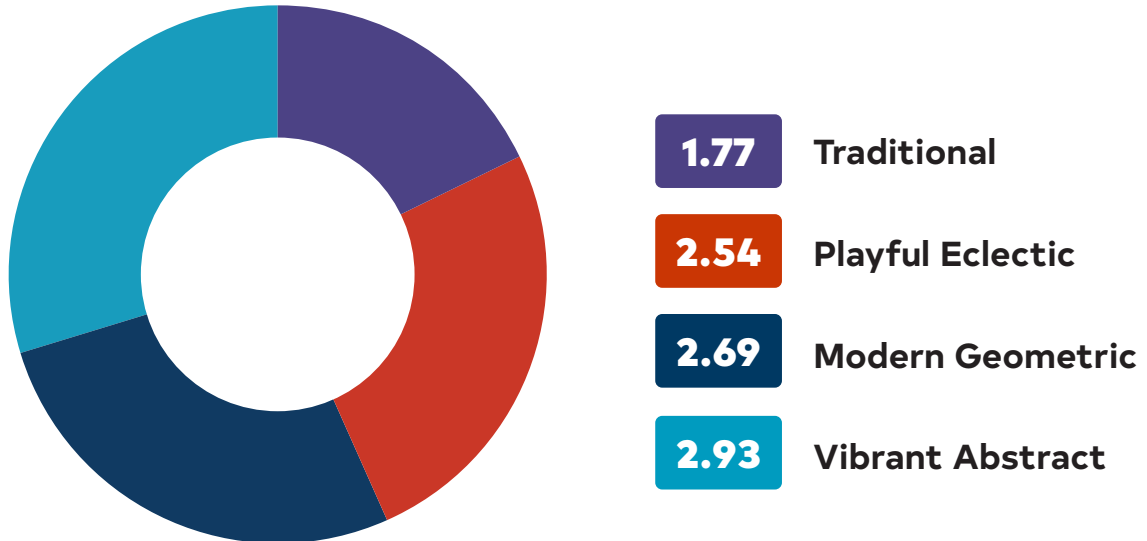


40 votes

**Traditional**  
Traditional paving, light poles and furnishings to match surrounding area.



**Q** *How would you rank each of these design styles, Based on your preferences for commerce place?*



*“A blend of Traditional and Modern geometric. It should make people want to check it out without losing the character of the warehouse district”*

*“Brick+Modernity”*

*“It should appear unique and be easily identified as Raleigh.”*

*“Traditional with prioritizing nature, keep or add trees and plants.”*

*“Traditional but with art along the walls. More lighting but don’t take away the driving cut thru.”*

*“We really should prioritize people over vehicle parking! Love the idea of making the street more plaza or park like!”*



Comments focused on remaining consistent with the Warehouse District with some modern amenities.



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Market Vendor



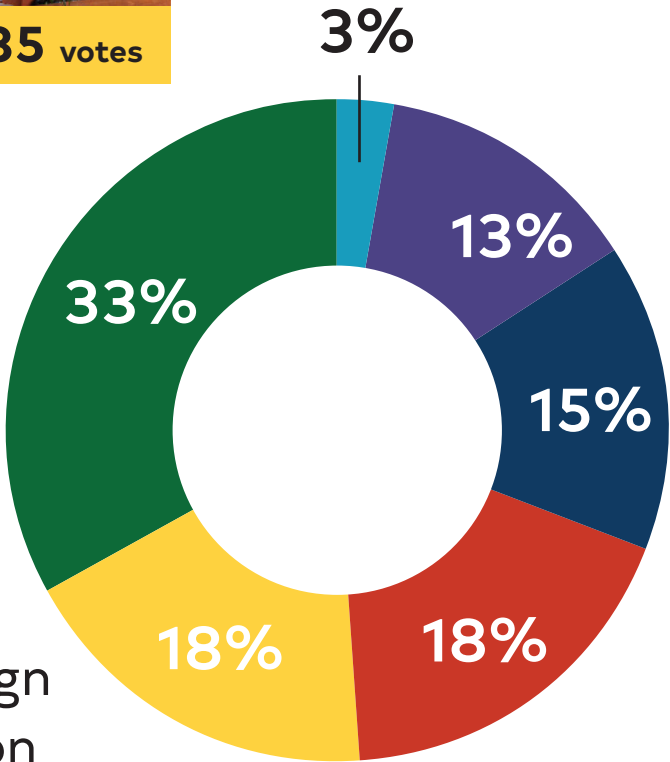
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Streeteries

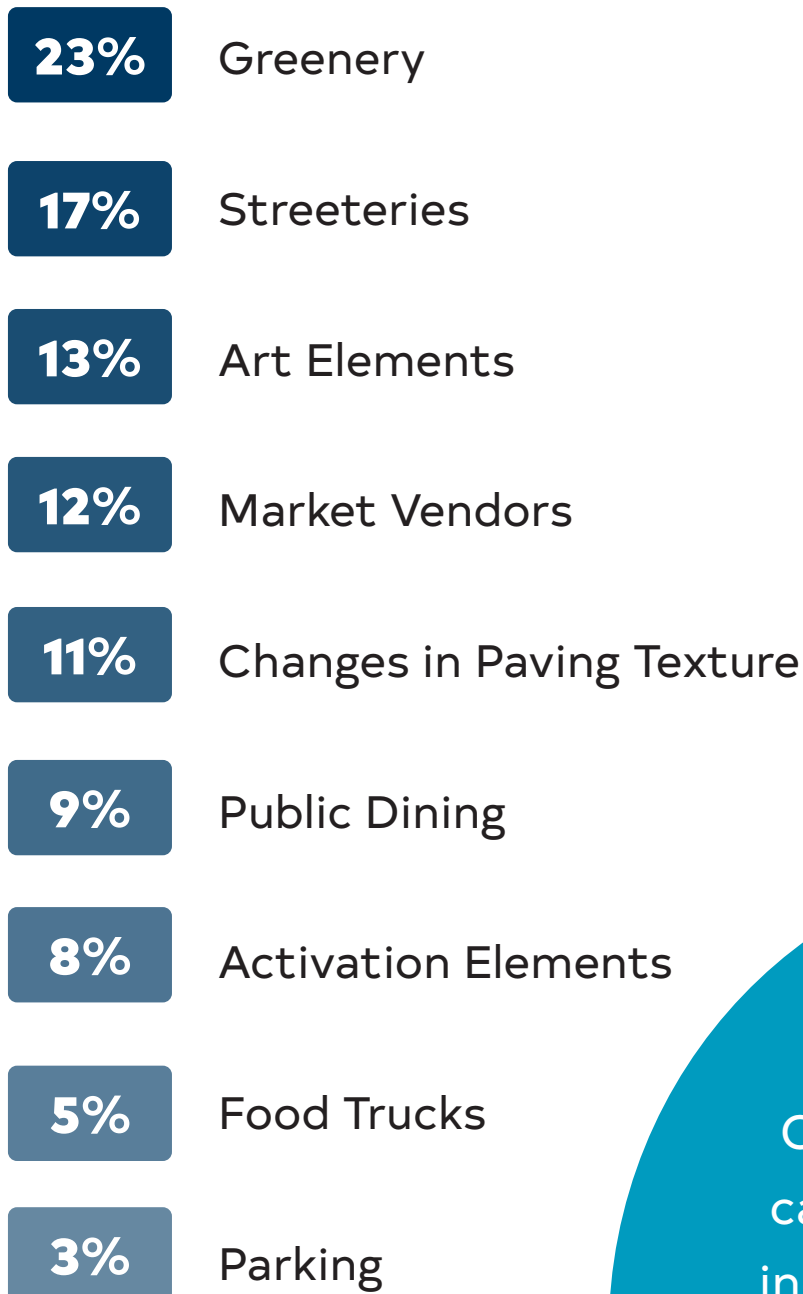


Greenery



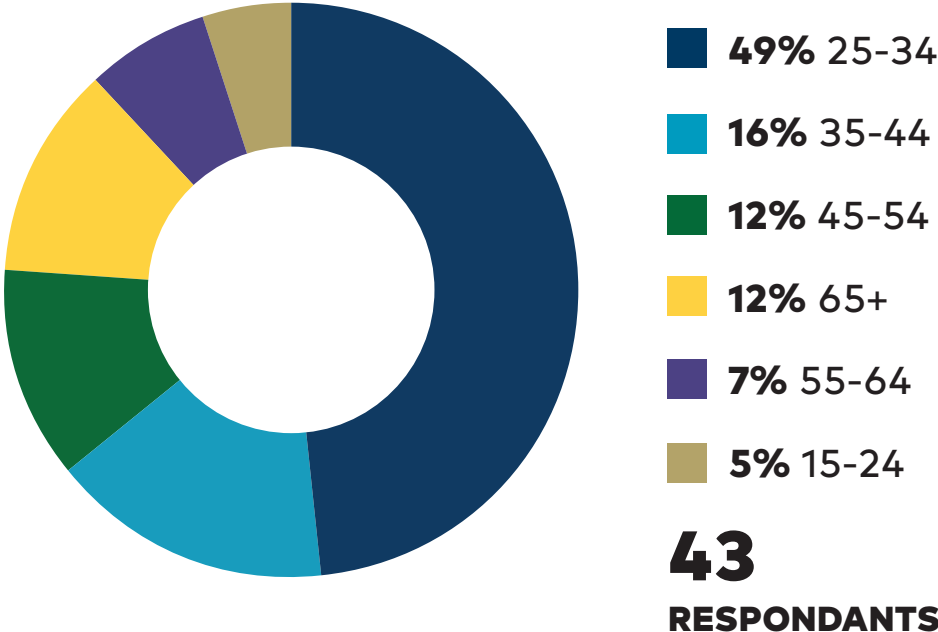
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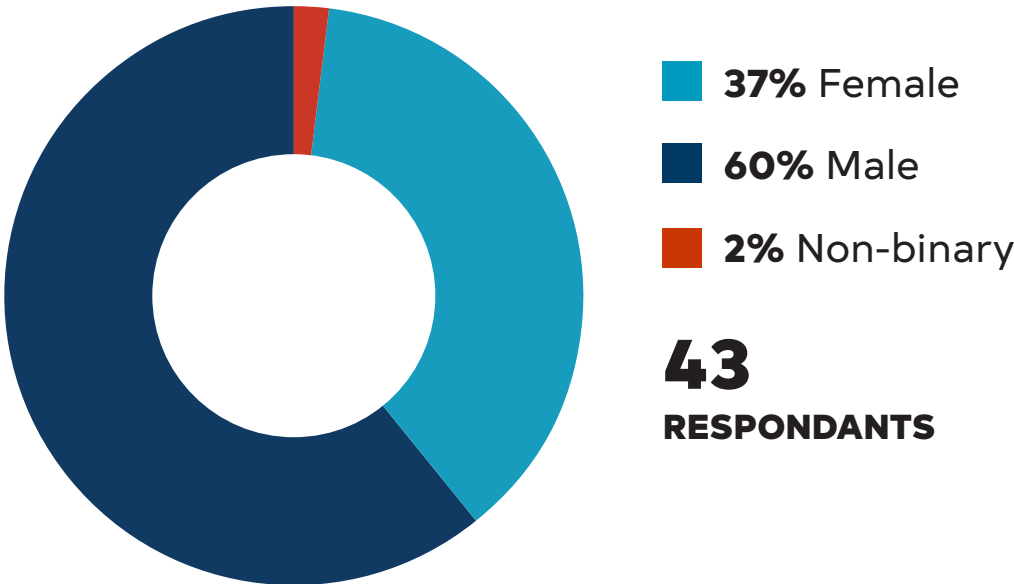


Online respondents care most about the inclusion of **greenery**, **streeteries**, and **art elements**.

**Q** *What is your age?*



**Q** *What is your gender identity?*



# COMBINED SURVEY RESULTS





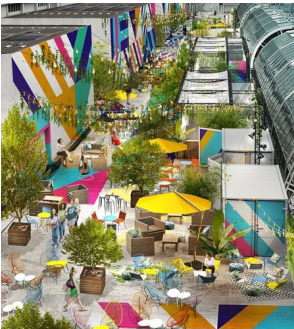
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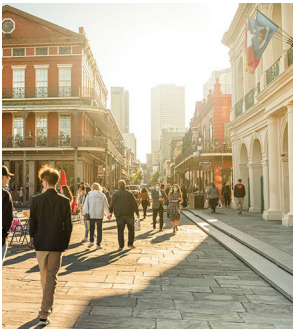
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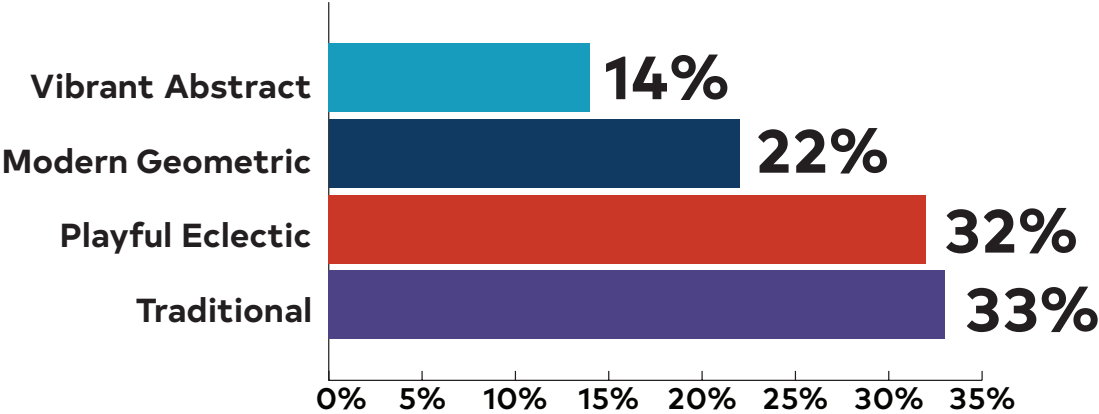
**Modern Geometric**  
Clean, simple angles and curves with neutral colors.



**Playful Eclectic**  
"More is more"; overlapping elements and eye-catching colors.



**Traditional**  
Traditional paving, light poles and furnishings to match surrounding area.



# IMPACT OF SOCIAL MEDIA CAMPAIGN

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# FIRST FRIDAY SOCIAL MEDIA CAMPAING

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**Total Impressions: 5,057**

- **Raleigh Planning**  
10/24/2023  
10/30/2023
- **Raleighnc.gov**  
10/30/2023



**Post Impressions: 1,254**

- **Raleigh Planning**  
10/24/2023

**Story Impressions: 195**

- **RaleighPlanning**  
11/03/2023



**Total Impressions: 447**

- **RaleighPlanning**  
10/24/2023  
10/30/2023



**Total Views: 778**

- **Raleighnc.gov**  
Project Page  
Event Page

# ONLINE SURVEY COMMENTS

## Design

Art	22
Greenery/Trees	8
Iconic Signage	1
Outdoor Dining	1
Painted Asphalt	1
Play Areas	3
Preserve Warehouse District	1
Seating	2
String Lighting	12

**71**  
Total  
Comments

## Street Users

Car Free Street	9
Keep Parking	5
No Change to Street	12
Pedestrian Friendly	1
Street	3

## Programming

Live Music	5
Market Street	9



**Comment**

Great spot for a mural and maybe some events: food trucks/band

Murals

Have Katie Stewart design do murals

Let's do a mosaic alley to hold free pop up art workshops.

Get those really awesome painters to do 3d drawings to make it look like a village in Europe or a large cat on top of a roof etc.

You have Thomas Sayers' studio in the building on the left. Maybe let him create something beautiful like his Shimmer Wall on the Convention Center!

I love this alley and use it frequently. Maybe some murals to improve the site for us neighborhood walkers.

Close it off and make it food truck alley year round with heating in winter and themed holiday events!

Murals would be nice.

A stage/venue for performances.

Closed off road on weekends or once a month for small business owners to set up tables/booths with a food truck to help promote B2B opportunities.

Murals, flower boxes, hanging lighting, bee houses, painted asphalt.

There is an area in Southern Pines called Reds Corner. They have power for several food trucks so that the trucks do not need generators. So much quieter! Tables, seating, and a set up for live music. Like Boxyard in RTP.

Food trucks or pop up shops.

Pop up shop space for small local biz and murals!

Sunday market, like England markets.

Allow art mural opportunities for the youth of Raleigh. Murals should highlight and reflect the historic past and the promising future.

Weekly Chinese/Korean barbecue on the street!

Close it to cars and make it a food truck park.

Set this up as a garage sale with music and food trucks.

Art, gardens, etc. Only pedestrian traffic.

Art, murals on the building, and possibly a greenway with benches.

Large, brightly colored murals people can get pictures in front of.

Check out E Fourth Street alley in Cleveland at E 4th Street and Prospect Avenue East. Very cool pedestrian area with alley facing businesses, on-street dining, etc.

More public art that highlights the region now and into the future. With better lighting to show it off.

Bring in RachelWritesNC to make it beautiful with a mural!

Large, brightly colored murals people can get pictures in front of.

Check out E Fourth Street alley in Cleveland at E 4th Street and Prospect Avenue East. Very cool pedestrian area with alley facing businesses, on-street dining, etc.

More public art that highlights the region now and into the future. With better lighting to show it off.

Bring in RachelWritesNC to make it beautiful with a mural!

Maybe let it be an underutilized alley and street.

Art murals and fixing the large pothole. Then leave it all alone since it's the only road in the area that's free parking for workers.

Keep the parking

**Comment**

It's free parking. Leave it alone.

Could we leave it kinda sleepy? One of the few quiet places downtown anymore.

Let it be.

Leave it alone.

Leave it alone.

Leave it for parking.

Just leave it alone.

Leave it alone.

Fix the potholes and leave it alone for parking.

Leave it be.

Leave it alone.

Leave it alone.

Leave it alone.

Make it car free and add lights across and make it a place to hang out and listen to live bands and bring your dog. Picnic tables and bar tops

Light it up like City Market

Zigzag some lights.

Lights, trees, benches, and plants.

String some lights, set up booths, make it into an arts and crafts selling spot with food trucks.

I like the idea of overhanging lights back and forth.

Add some fair lights.

Would definitely love some umbrellas/sky art installation or string lights, or both!

Lights spanning overhead!

Make it pedestrian only

Improve sidewalk and road first, leave parking on one side and allow parking during the weekday work hours. Close it to vehicles Friday after 6.

European-style pedestrian plaza with tables where I could eat my Videri ice cream with my sip and stroll wine.

Pedestrian only garden walkway with plants, trees, and hanging lights.

Pedestrian only.

Ball pit!

Kids play area.

A scaled-down version of City Plaza.

Call it Hurricane Alley and make it Canes themed.

Make it into a cool vertical urban garden space!

Community garden

Combo art and garden

Vertical gardens mounted on the brick. It needs green!

Perhaps a metal arch connecting the two buildings. It can say Warehouse District, something else, or just be decorative.

Improve the architecture, but don't make it less appealing than it currently is.

Bridge connecting the two buildings.



Raleigh  
Planning

**raleighnc.gov**

search: Commerce Place