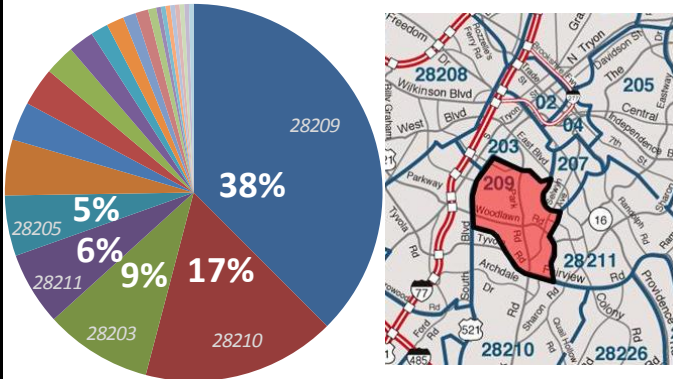# Park Woodlawn Neighborhood Rebranding Survey Results
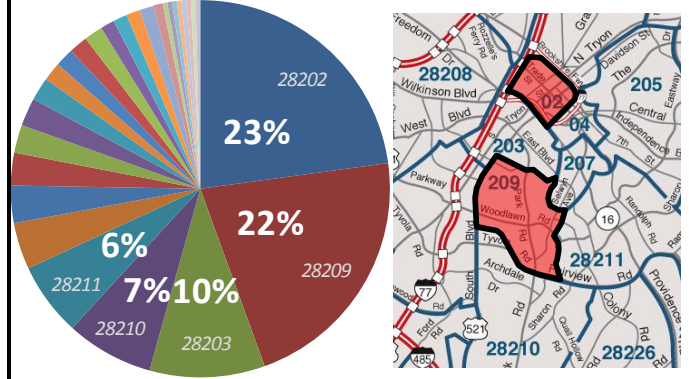## August 2015

Recent community planning meetings with those in the Park Woodlawn neighborhood have revealed the need for a clearer identity to represent the neighborhood. An online survey was created in order to collect input on possible names for identifying the neighborhood. The survey was disseminated through various media channels including the Charlotte Observer, the Charlotte Business Journal, Facebook, Instagram, and Twitter.
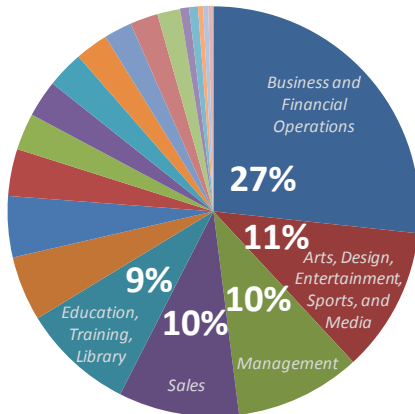
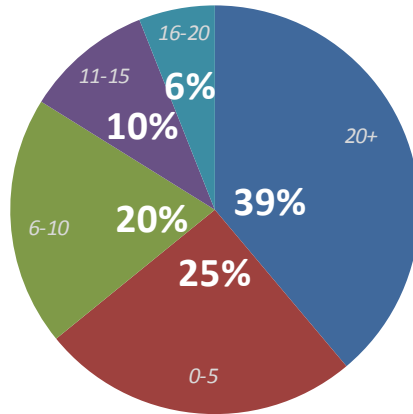## ABOUT THE SURVEY RESPONDENTS – 286 TOTAL

Home (zip code)

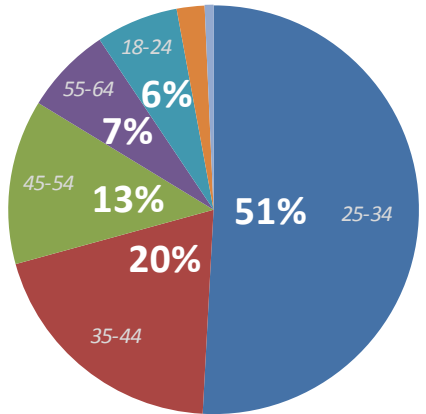- 28209 — 38%
- 28210 — 17%
- 28203 — 9%
- 28211 — 6%
- 28205 — 5%

Work (zip code)

- 28202 — 23%
- 28209 — 22%
- 28203 — 10%
- 28210 — 7%
- 28211 — 6%

Occupation

- Business and Financial Operations — 27%
- Arts, Design, Entertainment, Sports, and Media — 11%
- Management — 10%
- Sales — 10%
- Education, Training, Library — 9%

Years living in Charlotte

- 20+ — 39%
- 0-5 — 25%
- 6-10 — 20%
- 11-15 — 10%
- 16-20 — 6%

Age

- 25-34 — 51%
- 35-44 — 20%
- 45-54 — 13%
- 55-64 — 7%
- 18-24 — 6%

What do you currently call the neighborhood?

Montford — ~22%
Madison Park — ~16%
Park Road Shopping Center — ~13.5%
Park Road Shopping Center Area — ~11%
Park Road — ~10.5%
Other — ~6.5%
Montford Area — ~6%
Park and Woodlawn — ~4.5%
Park Road Area — ~3.5%
No Name — ~3.5%
Myers Park — ~2%
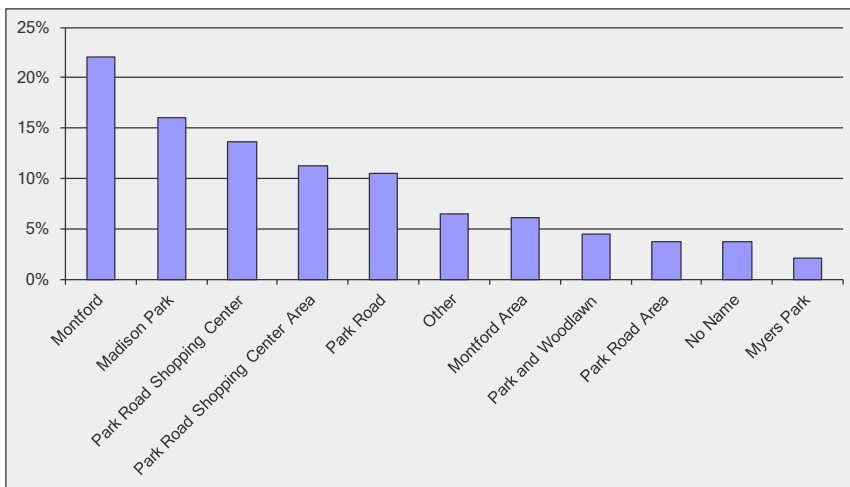
"Other" names suggested
Sedgefield
SouthPark
Selwyn
SouthPark Area
Starmount
Parkwood
Park Central
Parklawn
South End
Park City Gateway
Selwyn Park
SoMoFo
Myers Park West
Woodlawn Park
Between SouthPark and Dilworth
Myers Park Manor
Wedgewood Drive
Park Road and Abbey Place

If the neighborhood were to be rebranded, what do you feel is an appropriate name?
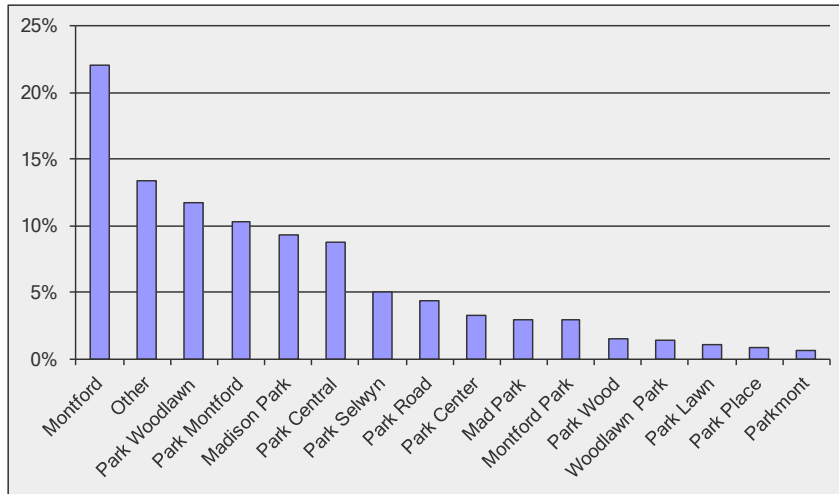
"Other" names suggested

Park Road Heights	MaPa
Park Mont	PaMo
Madison Place	MoPa
Madison Park	Montford Abbey
Central	Parklawn
MoFo	Parkview
SoPa	Selwyn Abbey
Park & Runnymeade	Seneca Park
Magnolia	SouthWood
Montford at the Park	SoDil Park
Sparkleberry	WoodMont
A Walk In The Park	PWM
Woodford Park	Park Village
ParkSouth	Park Crossing
Park Grove	ParkWoodMont
Montford Lanes	The PRA
Sugar Hill	Park End
Olde Park	Park Walk
Woodmont Park	Park Connect
Park Element	Park Slope
Contemporary Park	Abbey Park
Mod Park	Parkwood Place
Queen's Park	Parkwood
Queen's City Park	Abbey Park
Parks City	WooPa
Park Square	

Parkwood Place	WoodPark	City Lawn	P-Lawn	Madison City
Parkwood	Park City Gateway	Green Lawn	MadWoodPark	Central Park
Center Park	Graham Village	The Selwyns	Selwyn Park	Tri-Park
East Park	Montpark	Settlement	Park Road Park	Park Row
Park Heights	Park City	South Lawn	Park Charlotte	Freedom Acres
Park Hill	Montford Trail	Haven	MidPark	Park Center

What do you love about the neighborhood?

Walkability
Shopping, dining, and entertainment amenities
Proximity to parks and greenway
Proximity to Blue Line
Proximity to SouthPark, Dilworth, Uptown, South End
Proximity to I-77
Proximity to airport
Bike lanes
Park Road Shopping Center
Mix of housing options and businesses
Mix of age demographic
Montford Drive
Relaxed atmosphere
History
Convenience
Local retailers/restaurants/bars
Trees
Easy parking
Architecture
Affordability
Schools
Churches
Vintage authentic feel
Sidewalks
The people
Family friendly
Old Charlotte feel
Lots of energy
Small town feel
Quiet residential streets
Diverse population
Lack of pretension
Neighborhood density
Nightlife
Livability
Sense of community

What do you think is missing in the neighborhood?

Pedestrian crossings
Bike lanes
More sidewalks and planting strips
More pedestrian friendly urban design
Extension of the Greenway
More housing
More parking
More restaurants
Improved walkability and connectivity
More green space
Neighborhood branding and identity
Better schools
Neighborhood park and playground
A neighborhood association
Live music venue
More eclectic retail
Upscale shopping and restaurants
Bicycle parking
More signalized intersections on Park Road
Specialty grocer
Pet friendliness
Pedestrian safety zones
More local retailers
More density and development
Dog park
Brewery
More public transportation
Street art
Class A office space
A hotel
Swimming pool
More local character
Food truck gathering location
Gym/fitness center
Mid-price restaurants
Community events

Do you have any additional comments?

Great neighborhood with a lot of potential
Build on what the neighborhood already has
Make the neighborhood more upscale
Connect to Ashbrook neighborhood
Involve neighborhood associations in re-branding
Promote multiple connections to Greenway extension
Happy to see this part of town receiving attention
Don't let it become like SouhPark
Integrate new project into existing neighborhood
New development should be mixed-use
Excited about new development
Walkabiliy needs to be emphasized
Improve street parking
Additional density must be done tastefully
Add "entertainment nights" similar to Alive after Five
Create a bike lane connection from Lynx to Greenway
New buildings should reflect neighborhood architecture