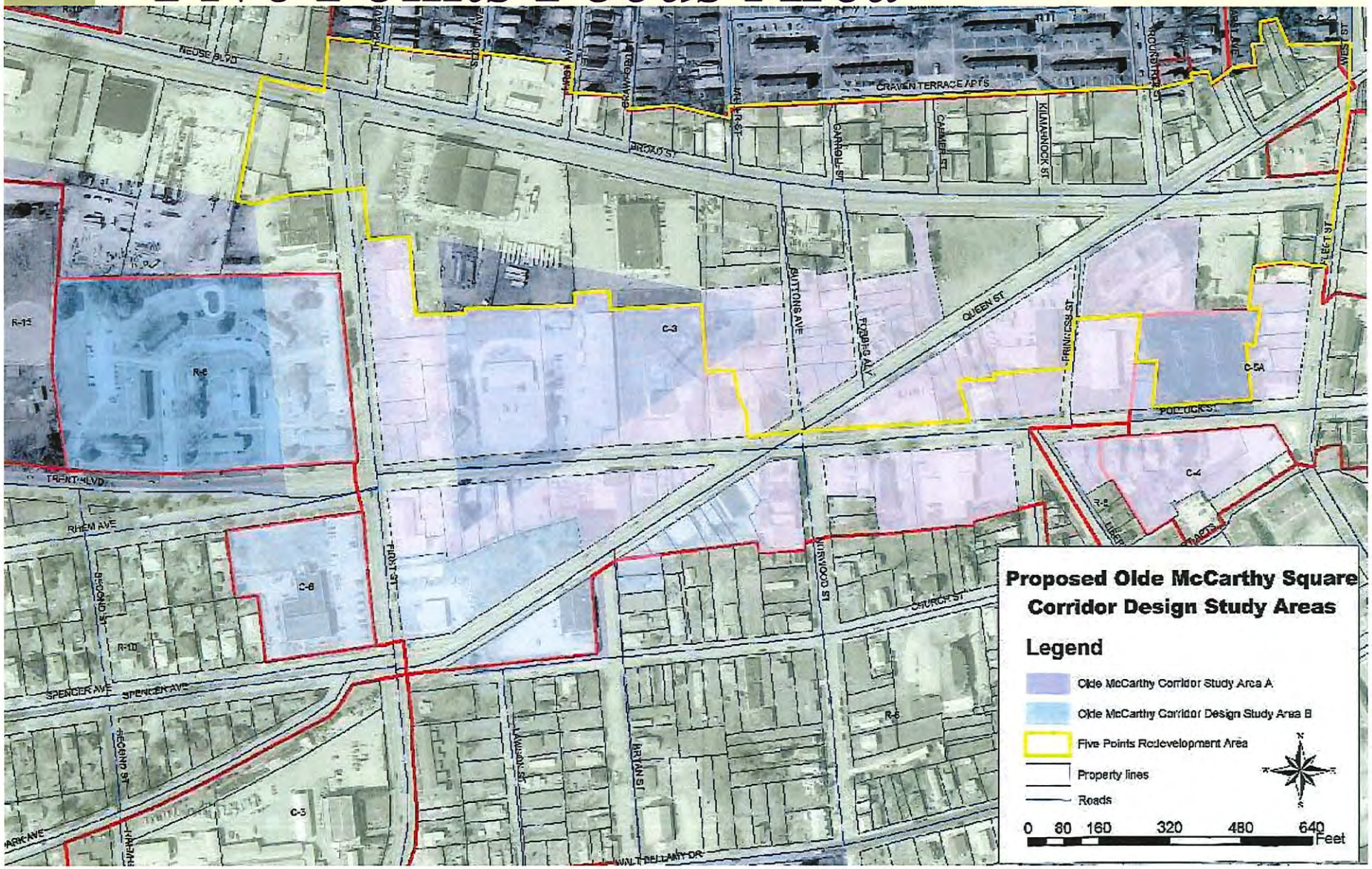
New Bern Vision 2038

Broad Street – Five Points

New Bern Chamber of Commerce Vision Subcommittee

Five Points Focus Area



Civil War, Freedom and the Era of Opportunity

- After the Civil War, New Bern became one of the premier African American cities in North Carolina
- African Americans in New Bern were elected city aldermen, state legislators, U. S. senators and representatives

Five Points of the Past

- Lively and Bustling
- Street car down Queen Street
- Residence of Mayor
- Victorian houses
- Gracious fountain as center of a square
- Lots of small shops
- Strong family/religious foundation
- Self sufficient community

Turning point in the 1950s

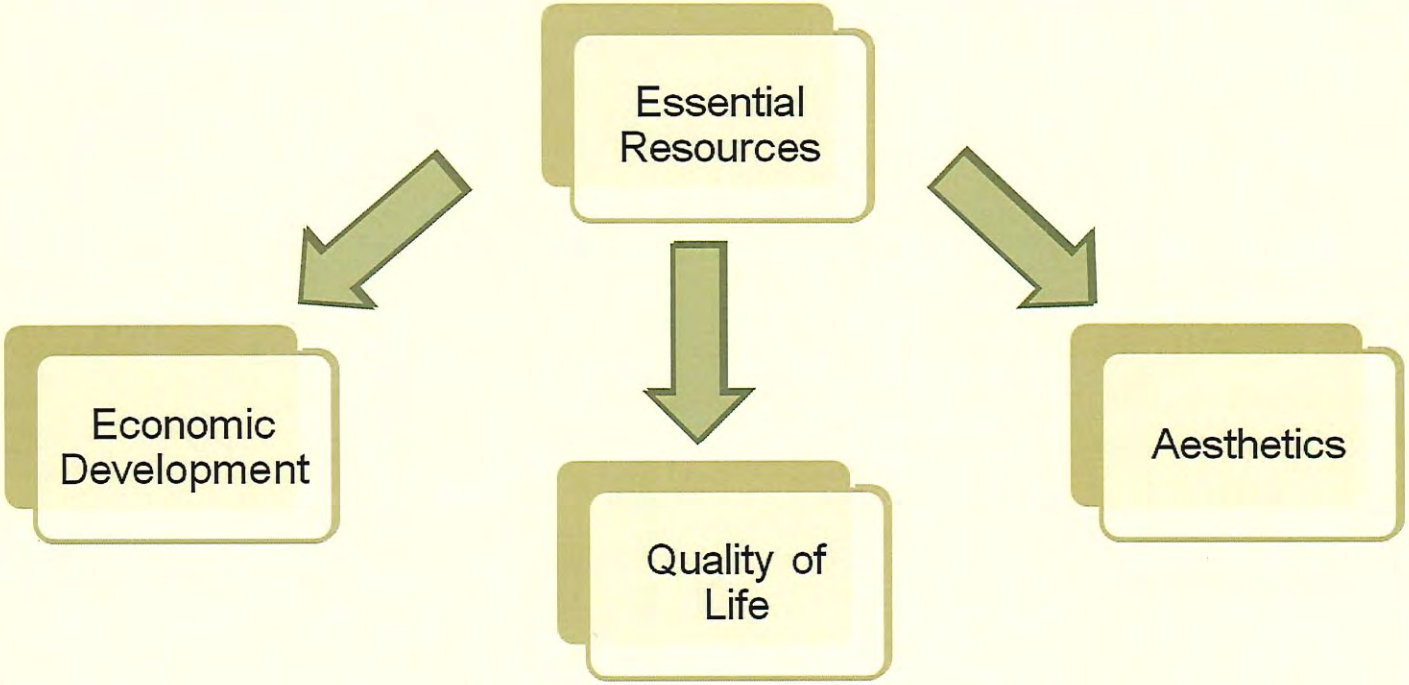
- Widening of Broad Street
- Removal of:
  - The Olde McCarthy Square fountain
  - Trolley tracks
  - And numerous historic structures

Vacant lots instead of busy commercial area

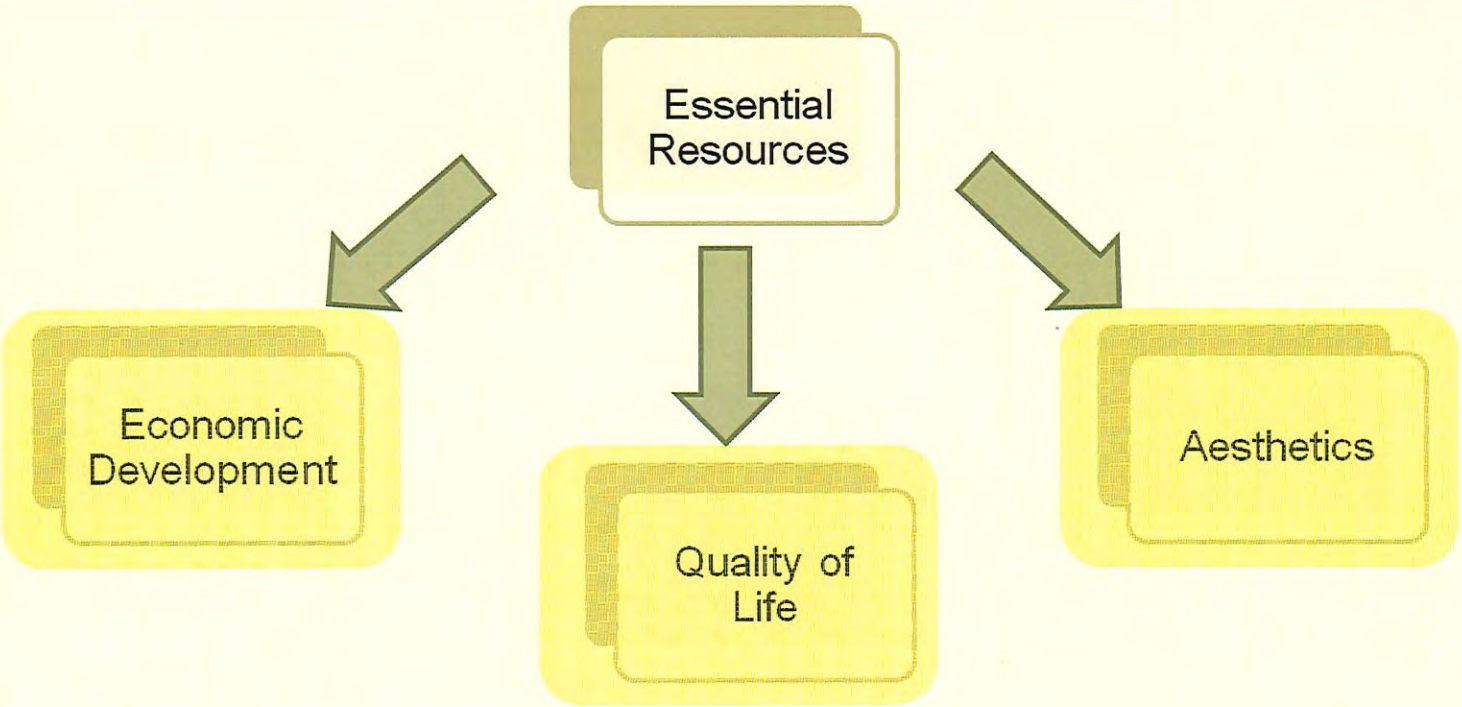
Electric cables instead of street car

Concrete medians instead of trees and greenery, broken and cracked pavement

Vision 2038 Major Categories



Essential Resources



Economic Development Specialist

- Lays the Foundation for the future
- Specialist reports to City Manager

Duties include:

- Focus on building new economic base in Five Points/Broad Street area
- Seeks out new business and investment opportunities
- Provides assistance to existing businesses
- Successful track record writing grants; familiar with HUBZone regulations and funding

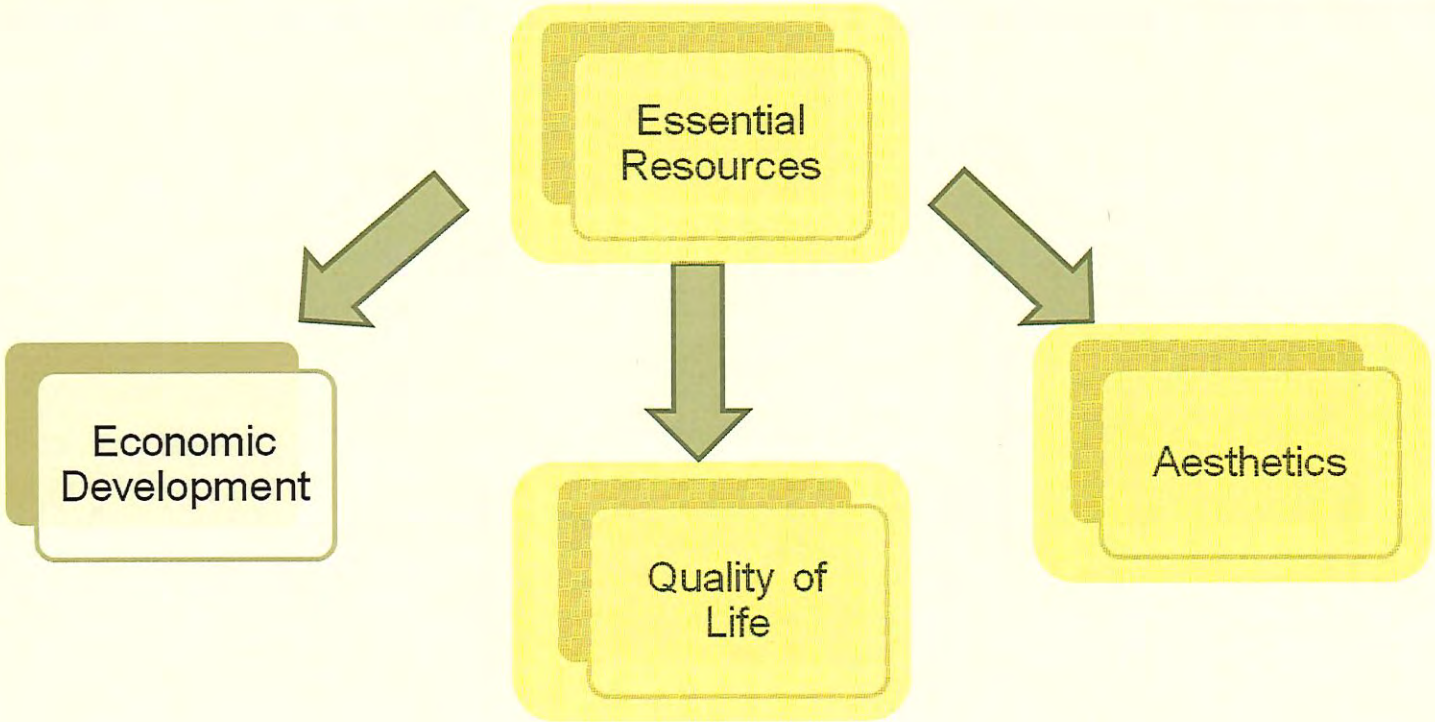
Safety

- Police substation
- Better lighting
- Sidewalks
- Bicycle paths
- Signage
- Off street parking

New and Affordable Public and Private Housing

- City of New Bern purchases abandoned houses for rehabilitation or rebuilding
- Build affordable housing to provide transition opportunity from pubic housing to ownership and rental
- Assimilate public housing into local neighborhoods

Economic Development



Economic Development - "Uptown"

- Business Incentives
- Multi-purpose Community Center
- City Offices
- Tourism, Hotels, and Lodging
- Restaurants and Small Business Outlets
- Arts

Multipurpose Community Center

- Community events
- Training center - teach computer skills, vocational skills, carpentry, mechanics
- Daycare Academy

Artist District

- Create synergy with local artists and students
- Increase public art projects i.e. murals

Tourism

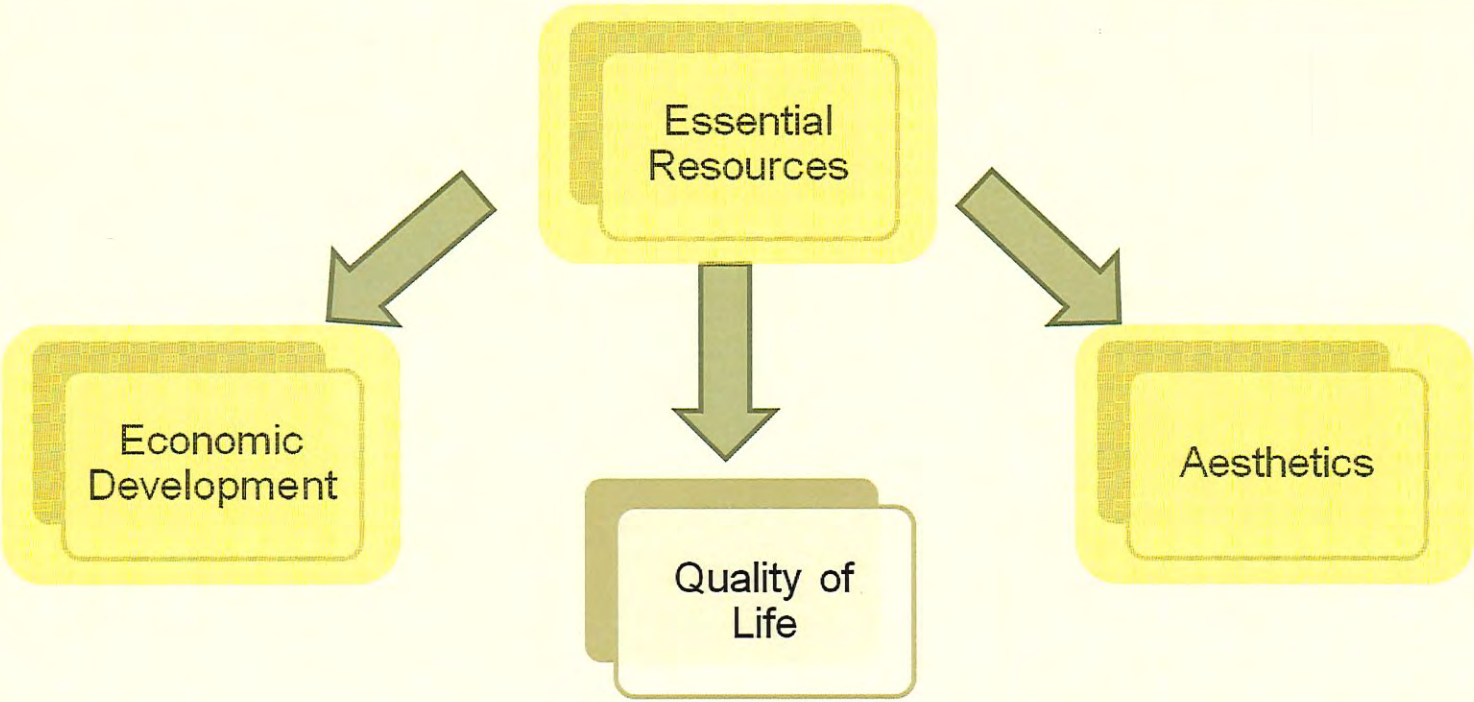
- Trail of Flames
- Architectural Tour
- Historic Churches & Cemeteries Tour
- And More to come….

Encourage entrepreneurship among local residents

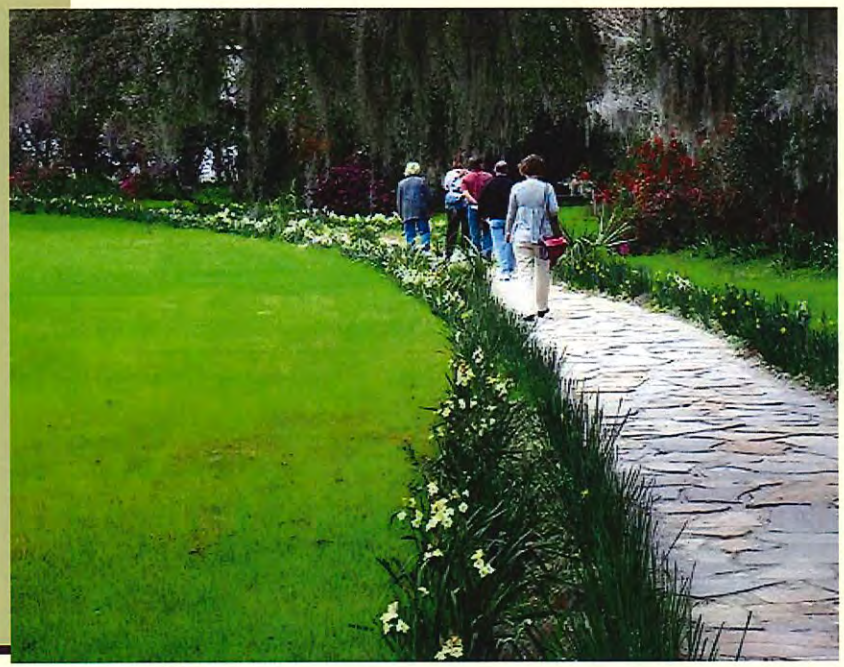
- Restaurants
- Barbershops
- Boutiques
- Beauty Parlors
- Mom and Pop shops

5 Points Village Shops

Quality of Life



Parks & Playgrounds

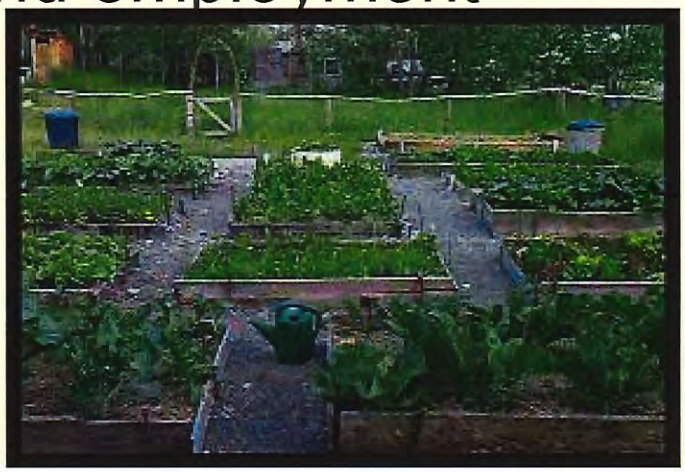


Outdoor Markets - Diversity

- Find venue for outdoor market in Five Points
- Open 7 days a week
- Available for farmers, artists, craftspeople, florists and local merchants
- Could include tables for outdoor café to encourage community gatherings

Community Garden

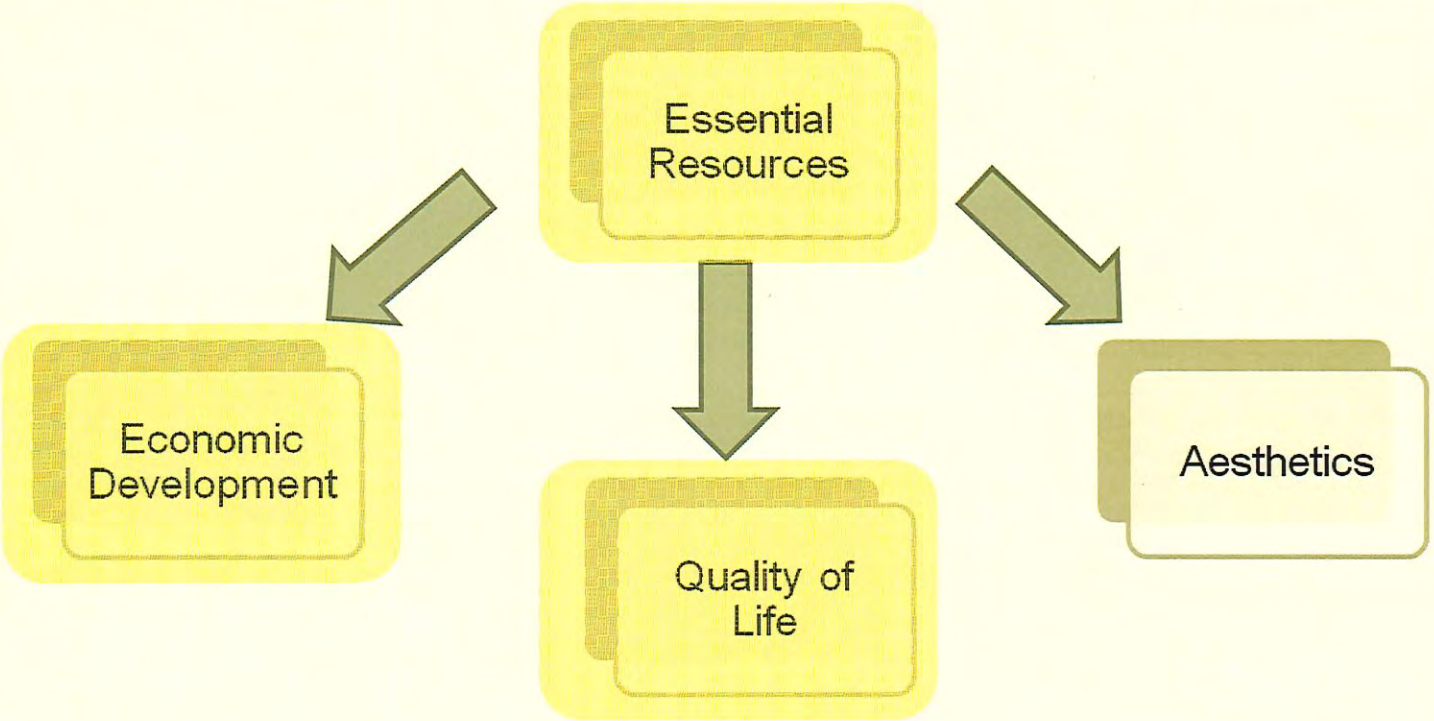
- Open to all members of the community
- Land for growing vegetables and flowers for sale in the market
- 4-H Club would provide educational opportunity for children
- Source of income and employment



Public Transportation

- Inner City shuttle connecting commercial and residential areas…
- This will reduce traffic on Broad Street, MLK and Neuse Blvd

Aesthetics


Essential Resources
Economic Development
Quality of Life
Aesthetics

Gateway to New Bern

- Recognize gateway to New Bern with international flags signifying uptown area and our diverse community
- Distinctive Lighting
- "Entrance to our Past" "Five Points Rising"

Fountain

- A portion of the triangle at Queen & Pollock Streets should be acquired by the City as a site for the replacement of the fountain that existed in the 40's.

Intersection at Queen and Pollock St

A joint venture between public and private entities

Landscaping & Streetscaping

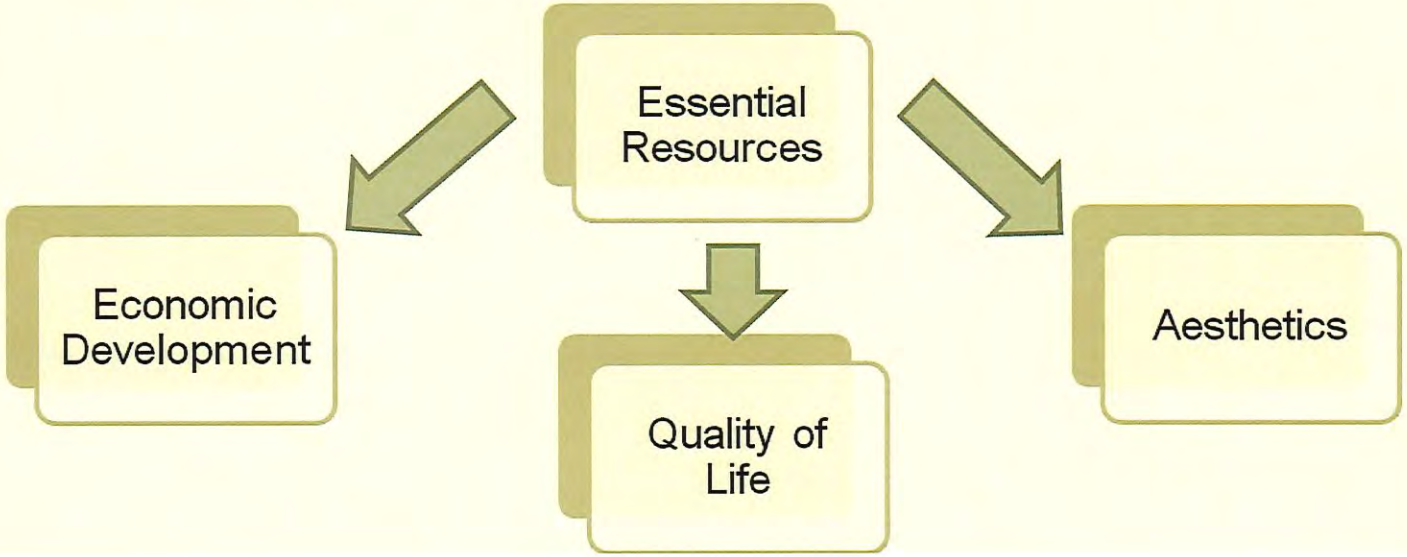
- Sidewalks & Benches

Historic Markers and Monuments

Electric Cables Buried Underground

Conclusion

- Five Points will be a destination and not a "pass through."
- People will desire to visit Five Points because of its rich history, quaint shops, artistic culture, and overall beauty.



Focus Group Members

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- Connie Sithens
- Nancy Hawley
- Kathy Adolph
- Valerie Digman-Facilitator