

Downtown Charleston, West Virginia Housing for Elders and Artists Assessment Project

FINAL REPORT

West Virginia Partnership for Elder Living, Inc.
NANCY TYLER, HEALTHCARE CONSULTANT | NANCYTYLER@LIVE.COM
PHIL SCHENK, DIRECTOR | PSCHENK@WVPEL.ORG
LISA SCARBERRY, ASSOCIATE DIRECTOR | LSCARBERRY@WVPEL.ORG

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Acknowledgments

The West Virginia Partnership for Elder Living would like to thank the following people for their assistance and cooperation in helping this project come together. We look forward to seeing new and affordable housing developed in downtown Charleston in the future.

Our thanks to:

Terry Pickett – Originator of the concept and leader of the ad hoc committee that led to the creation of the survey through which this information was compiled.

Ron Butlin, Executive Director of the Charleston Urban Renewal Authority

Key Informants: Rod Blackstone, Assistant to Mayor Danny Jones; Susie Salisbury, Vice President for Community Development for the Charleston Area Alliance; and Jennifer Pharr, sales agent and project manager for Riggs Commercial Real Estate

We also thank the nearly 500 area residents who participated in the online survey, with special thanks to those who were able to donate their time and brave the elements to participate in the focus group events. We truly appreciate your assistance in bringing these ideas to light.



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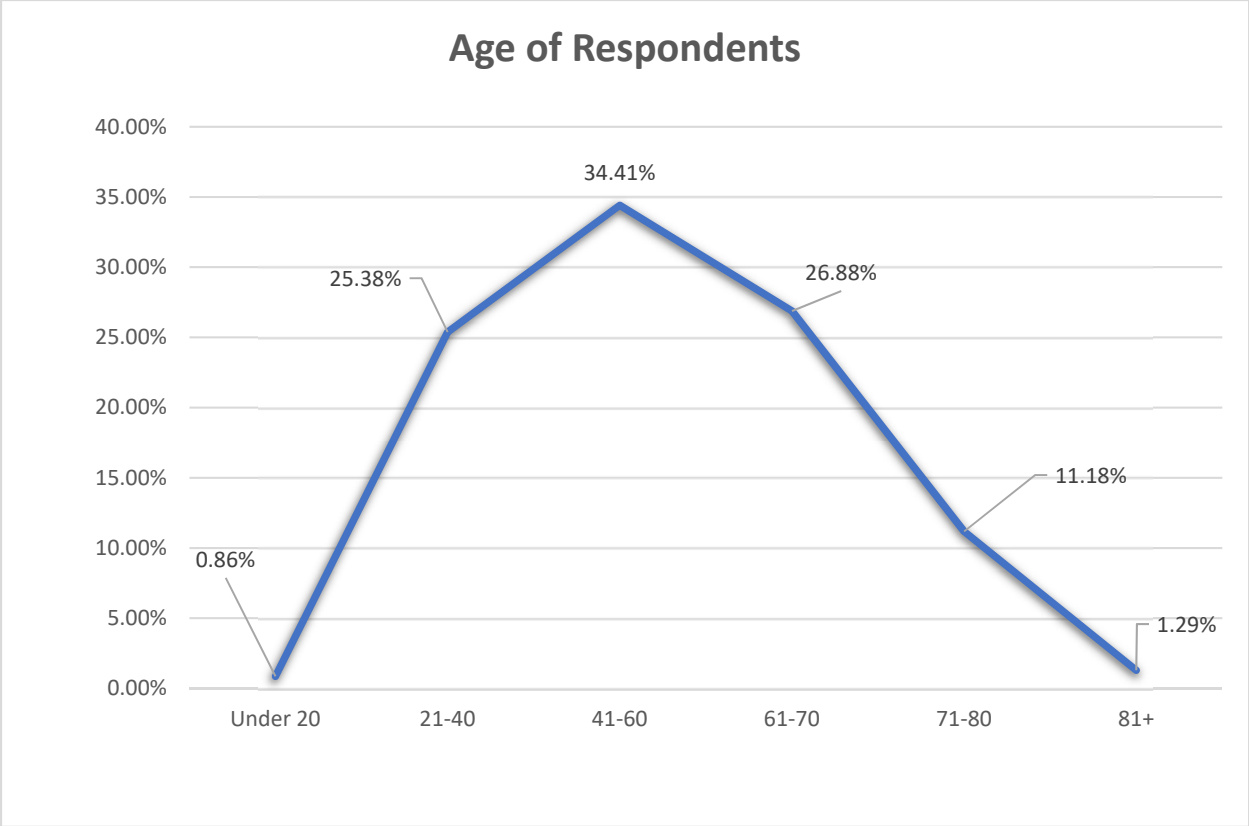
The Downtown Charleston Elder/Artist Housing Survey

In November 2017, the West Virginia Partnership for Elder Living (WVPEL) partnered with the Charleston Urban Renewal Authority (CURA) to assess the interest in various aspects of a possible residential facility in downtown Charleston. An assessment was conducted involving a survey, focus groups and interviews with key informants. This report is based on that assessment and will provide insight into the interests of area residents in a housing facility in downtown Charleston, West Virginia that could house both elders and younger people, with a possible emphasis on artists.

In the first phase of the assessment, WVPEL Director Phil Schenk and Consultant Nancy Tyler met with an ad hoc group, including Ron Butlin, CURA Executive Director and Terry Pickett, the originator of the project concept, to develop a survey reflective of the issues to be addressed and to refine the questions that would comprise the survey. Ms. Pickett brought ideas on the draft survey from other participants in an ad hoc committee she had formed around the concept. Once finalized, the survey was distributed utilizing the “snowball” method, which utilized the committee members to distribute it through their email, while asking recipients to share the survey link with others in their contact lists and so on. The survey was also posted to various social media websites and a link appeared in The Charleston Gazette newspaper. Nearly 500 respondents completed the survey, and from among those, about 120 volunteered to become a part of one of five focus groups that were scheduled.

The following information provides a brief glimpse into the survey results. *The full results of the survey are provided in attachment A and were furnished in the preliminary report of March 11, 2018.*

The CURA Downtown Charleston Elder/Artist Housing poll was completed by 470 people in February of 2018. As seen in the results document the respondents were a well-educated group, with many of the responders indicating that they held a Master’s, PhD or other post graduate degree (44%), with another 41% holding a bachelor’s degree. Although the part of the poll focused on artists, only 29.55% of the respondents cited either being a professional or semi-professional artist. The poll takers were also a well-to-do group with 47.79% claiming \$75,000 or above as their household income, 19.91% between \$40 to \$59,000 annually, and 16.37% at between \$60 to \$75,000.



The survey showed that 76.71% of the respondents lived within 10 miles of Charleston, and another 13.89% between 11-20 miles from downtown Charleston. Only 9.4% of the respondents reported being more than 20 miles from downtown. It also told us that 70.47% of these respondents were living in a house they now own with only 14.22% living in a rental apartment. Nearly half of the responders had lived where they do now for 10 years or less, with the other half having been in place for 11 to 25 years or longer. Nearly half the respondents were from a two-person household, while 28% lived alone. Larger households, from three-person to four or more totaled approximately 23%.

The survey also indicated that 28% of the respondents would like to live “right where I’m at,” but 57.52% would like to live in downtown Charleston. Some said they would like to live near Capitol Market (24.34%), some near the Clay Center (12.39%), some near the Town Center Mall (5.97%), and some (14.82%) “in a new residential development actually in the Town Center Mall” with the understanding that such a project would be difficult and lengthy to accomplish.

Approximately 1/3 of the survey’s respondents currently pay nothing toward rent as they own their home and the mortgage is paid off. Of the remaining respondents, only 4.1% reported paying less than \$400 per month while nearly 36% reported paying between \$400 to \$800. Almost 18% of the respondents reported paying between \$801 to \$1,200 in monthly rent, while 11% pay over that amount.

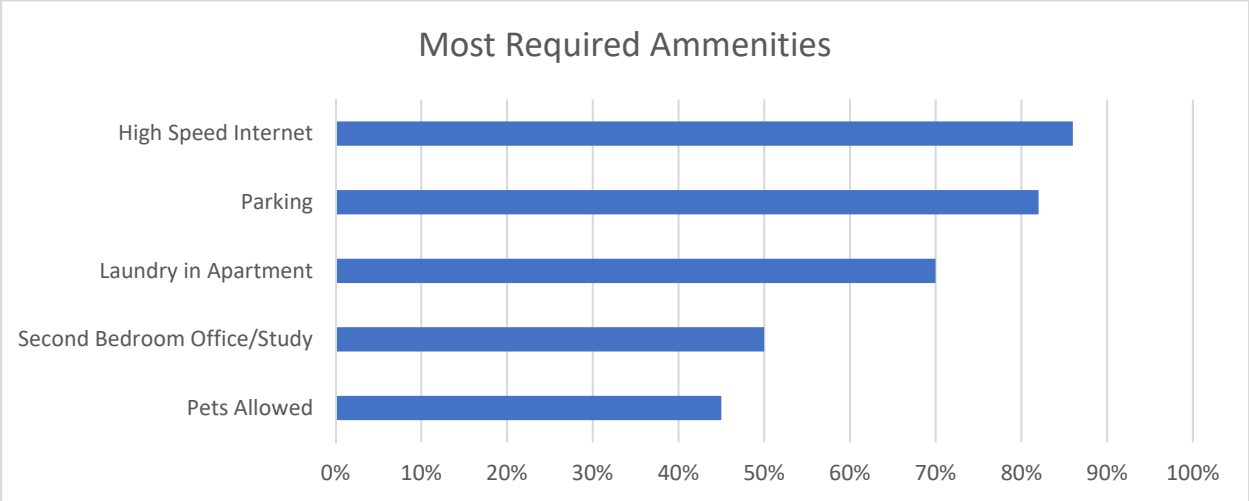
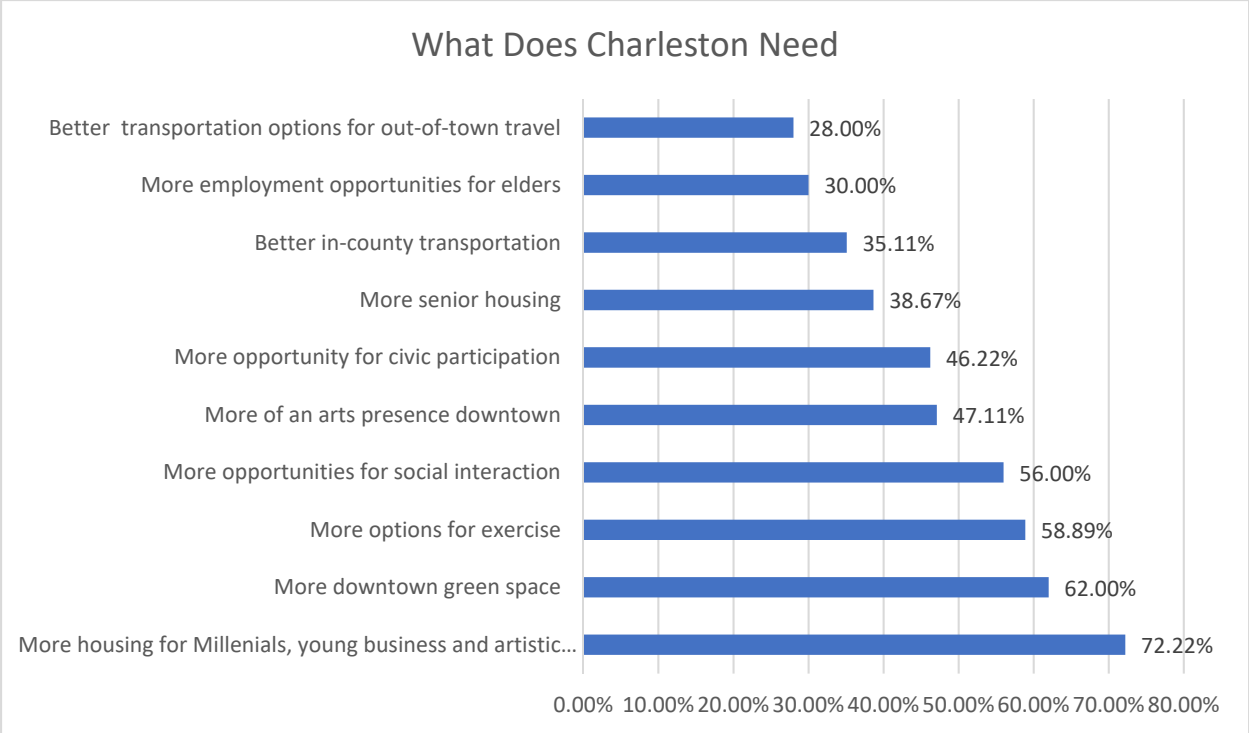
In response to what they believed they could comfortably afford in rent (not including utilities) for one month, only 7% answered less than \$400. The bulk of the responders said \$400 to \$600 (24.68%) or \$601 to \$800 (23.16%) monthly would be affordable. Nearly 19% thought that between \$801 to \$1,000 per month was affordable, 13.6% between \$1,001 to \$1,200; with 12.55% at more than \$1,200. So, a total of 55% said they could afford less than \$800 per month and 45% said that over \$800 would be affordable. Interestingly, of those respondents making \$75,000 or more, only 65% said they could afford \$800 or more.

A good number of the respondents lived in relatively large homes, with 45.24% citing 1,501 to 3,000 square feet of living space. 24% said their homes were between 1,001 to 1,500 square feet. A small portion, less than 6% claimed 200 to 700 square feet of space, and 12.5% selected 701 to 1,000 square feet. Nearly 12% of the respondents claimed more than 3,000 square feet. When asked how much space they would like to live in, 40% of the respondents would like to have 1,001 to 1,500 square feet and another 30.5% would like something larger in the 1,501 to 3,000 square feet range. The percentage of respondents citing anything smaller or larger than those groups only totaled a little under 7%.

The preferred residence of the responders implies that ownership is important to them with 41% citing they prefer a condo that they would own, and another 32% a house that they would own. As to rentals, 21% would rent an apartment while only 5% would choose a house. The responses as to the number of bedrooms required leaned toward a great number of two (52.79%) to three (33.26%) bedrooms, with very small percentages that would only want a single bedroom living space or that would require four or more. Even among those currently living by themselves, 75% said they want two or three bedrooms.

Of the 445 people who responded to the question regarding their interest in moving, there were clear requirements. The most prevalent (86%) was that there be no maintenance responsibilities, followed by walking distance to shopping (79%), a place where friends lived (60.45%), a delivery service for groceries and other essentials (55%), in proximity to artists (51%), and no stairs (50%).

When considering transportation, nearly 97% of those who responded believed that they would use their own vehicle; however, they also said they would utilize Uber or Lyft (64.6%), with another 28.7% who would utilize taxis, nearly 25% who would utilize an autopod or pedicab, and 30% that would rely on public transportation.



Some of the items that showed up as required amenities in a new place included laundry in the apartment/home (70.43%), parking (82.34%), high speed internet (85.96%), and nearly half (49.79%) told us that a second bedroom or office/study was a requirement. The ability to have a pet also ranked high with 46.81% citing it as a requirement and 22.5% deeming it preferable. Janitorial or maintenance services also came in as a preferred amenity at 56.38%, while 28.09% chose it as a requirement. Among the things that the survey responders did not want for their new living situation, a common laundry ranked high at 62.77%, as did daycare for children at 31.49% (52.77% said they didn't care if there was a daycare on site). Surprisingly, daycare for adults ranked very low with only 1% saying it would be a requirement while 59.35% did not care and another 21.28% did not want that service where they live.

The survey also asked the responders what needed to be done in Charleston to make it more attractive to elders and young people alike. Over 300 of the responders (72%) believe that more housing for millennials, young business and artistic people would benefit the city. Another 62% believe that downtown Charleston needs more green space, 56% cite more opportunities for social interaction and 47% believed that more of an arts presence in downtown Charleston would be attractive.

Overall, we believe that the poll showed a group of well-educated people with, for the most part, a solid income base, that are truly seeking alternatives to the options now available in the Charleston area. There is solid interest in new living space in downtown Charleston.

What the Focus Groups Told Us

Following the results of the poll, WVPEL reached out to the 120 volunteers who responded to the last question on the survey which offered the opportunity to be invited to join a focus group on the subjects addressed in the survey. Because of the large number of responses, it was decided to expand the original plan of three groups and to set up a series of five focus group meetings. They were held between Feb. 21 and March 21, 2018 at the John L. Dickinson Homeowner and Community Education Center in Charleston. Although many times, the weather did not cooperate, in the end approximately 40 people participated in one of the focus groups offered.



When asked why they chose to participate in the focus groups:

- I don't think anyone is preparing very well, federal, state, or local government, for the tsunami of baby boomers who are going to be the very elderly and I think we are not doing a very good distinction of 50s vs. 80s vs. 90s, but lumping them in a big group...and I saw this as maybe a start...because nobody is prepared for it.
- It's a different feel right now and I think it's not a positive vibe, if that's the right phrase I want to use...but I think we need to do something to lift all of our spirits a little bit and I think that something like this – where we can get more people living downtown – various age groups, arts, elders – and come together.
- There are sparse options when it comes to age-friendly rentals in Charleston.
- We need to prepare for the aging tsunami and West Virginia could become the poster child.
- Looking to downsize, but also want safety such as a doorman or keycard system, and a parking garage.
- I live outside the city but would love to live within walking distance of activities in Charleston.
- There is definitely a shortage of affordable housing for millennials.
- Recently moved back to Charleston, but currently living in South Hills. I am able to walk downtown but could not find anywhere to live downtown.
- I would like to stay in the Charleston area and, at some point, to be able to transition into something like you all are talking about.
- I am looking for options closer to downtown and medical facilities.
- Want to live somewhere without stairs
- I'm living in a 3-story house with 3 sets of stairs and a heated driveway and it's wonderful, but I bought it when I was younger and it's dreadful now
- Would like to live downtown, but can't find anything that's affordable
- We've looked at a number of places, like Devonshire in Scott Depot and they're wonderful, but they're outside Charleston and we want to be in Charleston
- We appreciate being asked to give input and wanted to encourage more opportunities.



When asked if they thought new affordable (elder/artist) housing in downtown Charleston would help the city to grow:

- We need to refill the empty buildings in Charleston in order to revitalize our city.
- We need to build on what we already have like the Art Walks, Live at the Levee, the Clay Center
- There is a need for more places to get young people involved
- More business in the city, because there would be more immediate population to serve
- An elder-friendly city would attract more diverse people
- I believe the city of Charleston is already in an upswing in recent years, new housing would only add to that.
- More downtown living will bolster the people, the economy and create more positive energy
- Charleston has a lot going for it now (activities, walkability, culture, etc.) but without a more vibrant economy (e.g. jobs for Millennials) it won't grow. A vibrant downtown, helped by more people living there, could change that.
- A representative of a current project to renovate a downtown office building into an apartment building reported that there has been an exceptional degree of interest in the units.

When asked what about millennials:

- Some focus group members expressed the need to stop using "titles" to describe people
- Elders would like to be around younger people
- Currently, downtown is too expensive rent-wise for many millennials
- Multi-generational housing would be best, as long as there is sound-proofing
- I wouldn't mind being the resident grandmother

- There is definitely a shortage of millennial friendly housing

When asked if there should be priority given for artists:

- I see no need for housing specifically geared toward artists (from an artist participant)
- A multi-purpose room on site would be sufficient.
- The priority should be for multigenerational, not artists
- Look for endowments for artists to help them get studio space, but don't try to build it in to this residence
- It would be good to give priority to residences for artists



What are the most important design elements you see as necessary in downtown housing?

- The use of universal design – wider doorways, handrails, etc. would be helpful as you age or if handicapped or disabled (a common theme among all groups)
- An open floor plan (this answer was repeated in all focus groups)
- Green space – a deck, or community garden, balcony, grilling kitchen – some place to get outside (a common theme among all groups)
- Windows, natural light (a high priority for all focus groups)
- Security at access points and in parking area (another commonality)
- A solarium, or the utilization of the rooftop so that people have outside space
- A walk-in shower/tub would be useful
- Alternative energy and eco-friendly
- A mix of condos and rentals
- A combination of communal space with private space is important. A design that will promote socializing.
- Concrete floors for noise dampening, especially if multi-generational

- Close proximity to a grocery store, pharmacy – not necessarily on site, but within walking distance
- Access to public transit
- Access to parking (many mentioned on-site, or at least in easy walking distance – but need parking close enough to unload groceries, etc. – especially as they age)
- Recycling must be available
- Its own power source in case of an outage.
- Regarding walkability – there need to be benches or “cubes” to rest on throughout the building and the city to give people a place to rest

When asked what is meant by “security”:

- If not a doorman, then at least a keycard to access entrances
- If the bottom floor is to be open to the public, then the residential areas need at least a keycard (in reference to Mall repurposing)
- To know that I can safely get from parking to home would be nice
- There must be a way to assure the residential portion of the building is private
- Downtown is safe enough now

When asked about the income range:

- Rent for a 2-bedroom (no utilities) in the \$750/month range
- Rent for a 1-bedroom, \$650
- The Diocese condos are \$140k for a 1 bedroom, can’t afford that
- Rent of \$1,200/month is outrageous when you could buy for that
- The survey seems to indicate that \$700 would be a higher limit. Developing at the higher end would pay for itself, but other demographics need housing, too.
- Tried renting with extra income from my photography. When I stopped driving, my son bought a house for me on Lee Street and I pay the mortgage. My dream is to live on the river. Something comparable for a 1-bedroom on the river was \$700/month. Housing downtown at \$700-\$900 would be ideal.
- The possibility of a mixed income range would be best.

The Key Informant Interviews

Individuals with extensive experience and knowledge of a subject are often included in assessments through interviews that are more free-flowing and informal than focus groups. The key informants may have more in-depth knowledge and informed opinions of issues raised in surveys and focus groups than the respondents.

Four persons were chosen for the interviews in this assessment. They were Rod Blackstone, Assistant to Mayor Danny Jones; Susie Salisbury, Vice President for Community Development for the Charleston Area Alliance and retiring member of the Charleston City Council; Jennifer Pharr, a sales agent and project manager for Riggs Commercial Real Estate; and Terry Pickett, original organizer of this downtown elder and artist living project. In general, the interviews followed the questions put to the focus groups with some deviation.

Rod Blackstone

Mr. Blackstone often represents the Mayor on committees and projects. He has 20 years of experience with the city and has had a unique position from which to participate and observe trends and attempts at change, including a number of projects aimed at increasing downtown living. In fact, he started the conversation by saying that this is an “issue that has been circulating for a long time.” For the Mayor’s office it is more specifically a question of how to get more Millennials and “Creatives” (a term that includes artists of many modes and genres}. He acknowledges that Charleston has an aging population and supports the AARP efforts at making it an “age-friendly” city but insists that such an effort applies to all ages and that the highest priority is to bring more young adults into the population mix.

As to housing for the high population of seniors, Blackstone sees the biggest problem being accessibility. There is, he says, very little housing without stairs and without the needed amenities of universal design. Although he sees more housing being built with accessibility in the design, developers need to see that there is a demand that will bring costs into an affordable range. Without more accessible housing, he is afraid that valuable older people will leave the city. Although he is concerned that building and renovations costs might exceed the demand for apartments that make them worthwhile to create, he points out that very high-end projects (e.g. lofts near the baseball stadium, Rose City Press building) have filled fast.

As to what needs to be done to make Charleston more attractive as a place to move to for both elders and Millennials, Blackstone cites the economy. He points out that Charleston was a center for professional support for the mining industry. A prime example is the downsizing of law practices that served coal companies. This loss of professional employment has severely harmed the young adult population. He pointed out that graduates from state universities are offered jobs with much higher pay than they can get here - if they can get anything here. An obstacle to attracting people into downtown living, according to Blackstone, is the homeless and drug addicted population. He believes that a recent needle exchange program has been bad for the city.

The response of the city has been to, as Blackstone put it, “create Charleston as a place” with the kinds of attractions that will overcome the obstacles to growing the downtown area. Programs such as Live on the Levee and Festivall are part of this effort. Efforts are also being made to introduce students at the University of Charleston to the city – to make it a place they will not want to leave.

There is also an established and growing creative community here. He pointed out that a building on the near West Side has been turned into a multi-use (display and performance art) studio space. Again, the city is focused on creating a place that will be appealing to a mixed age and income population.

As to design, Blackstone advocates interesting and innovative architecture. He believes that the community’s response to the loss of the “Top of the Rock” house shows that there is a desire for new architectural directions. In his words, “innovative design attracts innovative people.”

Susie Salisbury

Ms. Salisbury believes that the type of downtown housing that this project is exploring “will stabilize downtown and that will allow city to grow.” As someone who has studied this issue with tours of what other cities have done, assessments and studies such as this one, and involvement in several programs in the city designed to improve its status, she thinks the key to making new downtown housing successful is affordable rental options. She has seen it elsewhere – “Other cities that are growing are focused on rental that’s where demand is... Other things will follow.”

The area’s dependency on natural resources and the “squeeze” on coal have made the economy suffer with, among other things, a depletion of young adults. However, she sees a number of positive things for Charleston – a good mix of businesses, restaurants, and more; a vibrancy “with lots to do”; and an age-diverse population. She does not believe that there is a bad security issue downtown but agrees that “we need to make people feel secure.”

The Councilwoman believes that any new housing should include a mix of young and old. She thinks that “infusing creatives in with young and older people presents exciting opportunities.” She cited progress in attracting and keeping creatives through projects like a new office of public art and the former bakery space. As to including art studio space in the new housing, she pointed out that noise from performers, fumes from paint, dust from woodworking, and other practicalities may make that unwise.

She is a firm believer that any new housing must be pet-friendly and include community space for gatherings. She also said the new space should have access to light and green space. Ms. Salisbury is not sure that new construction is better than renovation of existing space. She believes that available grants may make renovation less costly.

As to what constitutes “affordable,” she points to previous surveys in which she has been involved which showed that people have an unrealistic idea of what it should cost for amenities

such as exercise rooms, swimming pools, parking, and more. The survey respondents in those assessments wanted all that and rents of \$500-\$600 per month. She pointed to the Eagleview development which has shown that there are many who will pay up to \$1,500 for new, accessible housing.

Jennifer Pharr

Jennifer is a Licensed Sales Agent and Property Manager for Riggs Commercial Realty. She is involved in the development and rental of the Atlas Building as apartments in downtown Charleston. Based on an open house for the Atlas Building, over 250 people signed up for the open house. Jennifer believes that this indicates a strong interest in increased housing availability. The Riggs Commercial Realty Company has several available buildings for development. Jennifer is excited about the potential for Charleston to become an even more vibrant city attracting many to the city to participate in the amenities. She believes that mixed uses with intergenerational living is ideal. Although the survey shows a willingness to pay low rents, she believes that when people realize the cost savings in utilities from living in a complex and the cost savings of using your car much less that people will have more money available to pay for rent.

She believes that housing should include retail on the first floor, a small grocery store, a business center for resident use with computers, printers and other items as identified by residents. It should be pet-friendly, have exercise site, parking, and universal design features in all units.

Other amenities to make the city more attractive could include specialty shops such as a biking and kayaking shop that could be available to residents who want to use the river as a recreational opportunity. The waterfront should include restaurants and other specialty shops to take advantage of the beautiful Kanawha running right through the city. Trolleys with specialty rates for residents could be available to improve downtown transportation. As Jennifer described some new film businesses in the city, she felt that a media center could be a real attraction for new residents. This is a growing interest in the area already.

As new housing becomes available and new businesses respond to the increasing population, many of the currently unused spaces above retail could be made available for housing and office space. Jennifer believes there are many creative people in Charleston who need to be tapped into for innovative ideas and to identify investors to assist in community redevelopment.

Terry Pickett

Terry is a resident of Charleston that believes the city has great potential to becoming a vibrant city with young people staying and others returning. She has been the initiator of this project

with CURA to identify opportunities for growth and creativity and to bring more housing to the downtown area.

Terry would like to see housing that is environmentally friendly, creatively designed, pet friendly and has universal design features that make aging in place much easier. She is convinced that the city must grow to enable innovation and opportunity to be more a part of the city.

Terry has many ideas to bring more people to Charleston and to enable the city to thrive. She would like to see a hospitality and culinary school developed in the city. A recent discussion with a local chef who said it was very difficult to find good chefs to work in the city and that many of the area restaurants would support this, encouraged Terry to consider this as a valuable business opportunity. She has wanted to see a media center built in the city to provide more opportunities for creativity. Terry was involved in establishing a media center which had a great deal of support locally. The project was not able to raise the needed funds at that time but Terry believes it should be reevaluated and worked on again. She also believes that one of our universities should open classes in downtown Charleston to make the classes more available and to expose more young people the advantages of city life.

Ultimately, Terry believes that Charleston is, in many ways, an arts city but is not often seen as such by city leaders. There is a need for city leaders to be more imaginative and to bring forward thinking people together to think of future opportunities for development. It is hard to grow without risk. A final idea that Terry feels would bring excitement to the city is a rural/urban center to bring the interests together to create synergy and to develop joint programs that would stimulate new ideas.

Terry is committed to attracting more people to this wonderful city.

Insights and Recommendations

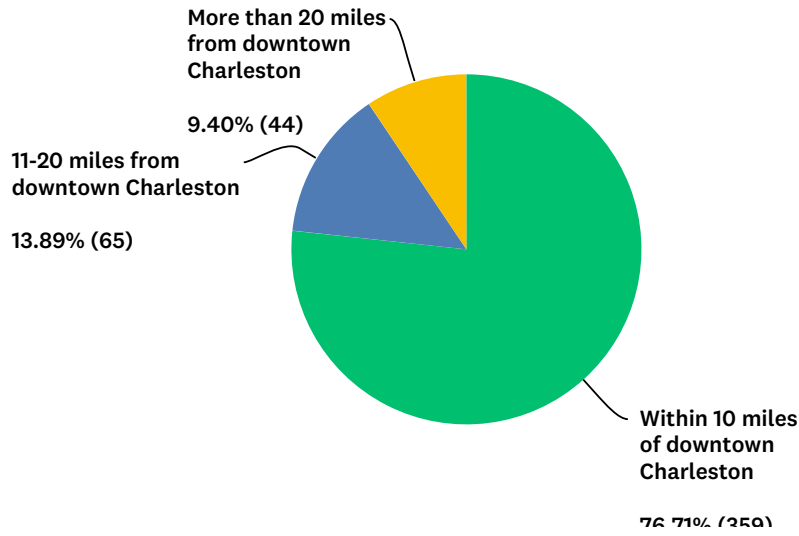
Based on the information gathered both from the survey itself, from the five focus group's participants, and the key informants, we believe that there is a demand for more housing opportunities in downtown Charleston. There seems to be consensus that such housing should be mixed generational, accessible and affordable. There is a positive feeling about Charleston as a good place to live. Many used the terms "walkable" and "vibrant" to describe it. There is, however, concern about the decline in the population of Millennials, a lack of good paying jobs for young professionals, and the availability of affordable housing downtown. It seems that the city is friendly to artists (or creatives) and should continue to support and encourage the growth of that sector. However, there does not seem to be much support for designing new housing that includes artist residential/studio space.

There is no consensus on the question of whether new housing should be new construction or renovation of existing buildings that keep a particular look to the downtown area. Nor is there consensus on whether there should be rental or condominium housing, although the assessment participants seem to lean toward rental.

The assessment shows agreement that the interior design of new housing should include extra "bedrooms" for office or study space; internet connectivity; common areas for socialization; laundry facility in the apartment; open space; universal design; natural light; outdoor access; parking on-site or within short walking distance; proximity to public transportation, shopping, the river, and green-space; pet-friendly policies; and eco-friendliness. There should be good security, no maintenance for residents, and no stairs.

Q1 Where are you living now?

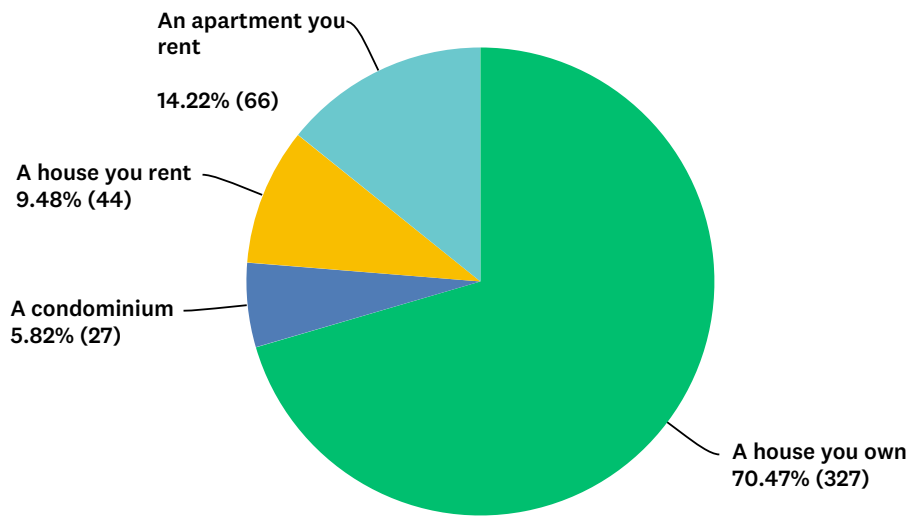
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ANSWER CHOICES	RESPONSES	
Within 10 miles of downtown Charleston	76.71%	359
11-20 miles from downtown Charleston	13.89%	65
More than 20 miles from downtown Charleston	9.40%	44
TOTAL		468

Q2 Do you live in (ownership type):

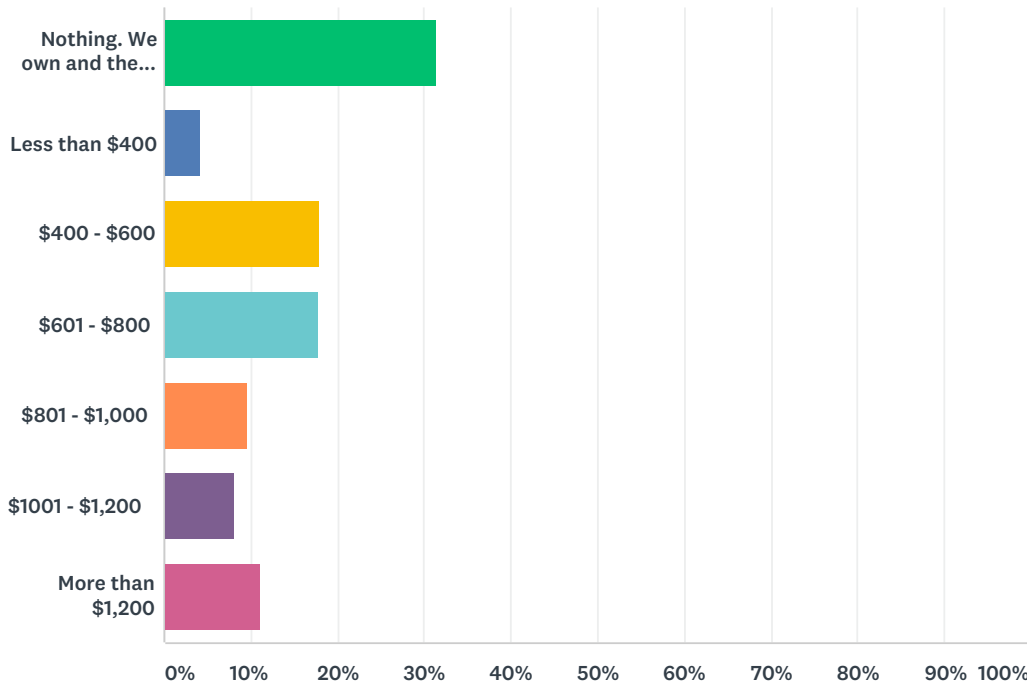
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ANSWER CHOICES	RESPONSES	
A house you own	70.47%	327
A condominium	5.82%	27
A house you rent	9.48%	44
An apartment you rent	14.22%	66
TOTAL		464

Q3 How much are you paying in rent or mortgage per month?

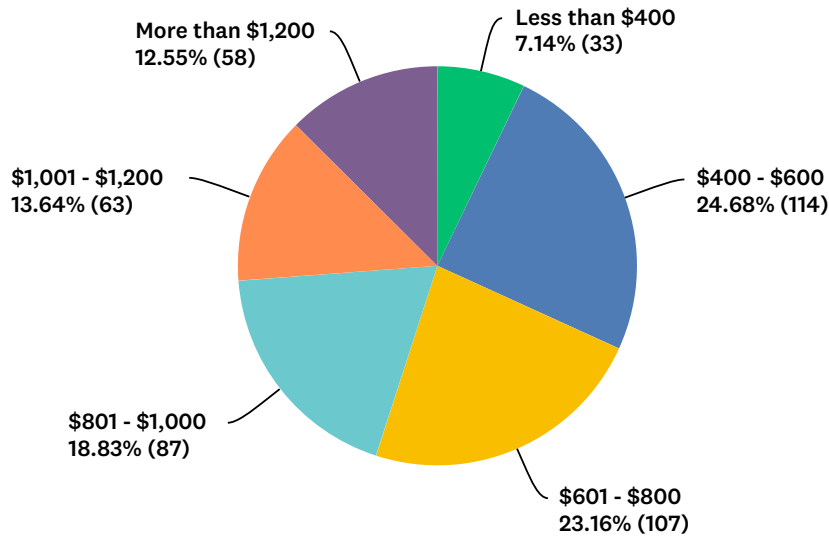
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ANSWER CHOICES	RESPONSES	
Nothing. We own and the mortgage is paid off	31.32%	145
Less than \$400	4.10%	19
\$400 - \$600	17.93%	83
\$601 - \$800	17.71%	82
\$801 - \$1,000	9.72%	45
\$1001 - \$1,200	8.21%	38
More than \$1,200	11.02%	51
TOTAL		463

Q4 I could comfortably afford rent per month (not including utilities) of:

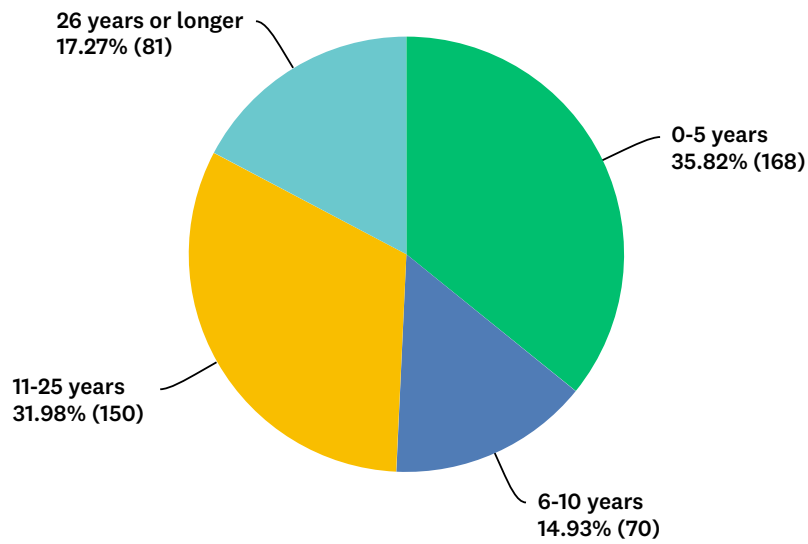
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ANSWER CHOICES	RESPONSES	
Less than \$400	7.14%	33
\$400 - \$600	24.68%	114
\$601 - \$800	23.16%	107
\$801 - \$1,000	18.83%	87
\$1,001 - \$1,200	13.64%	63
More than \$1,200	12.55%	58
TOTAL		462

Q5 How long have you lived where you do?

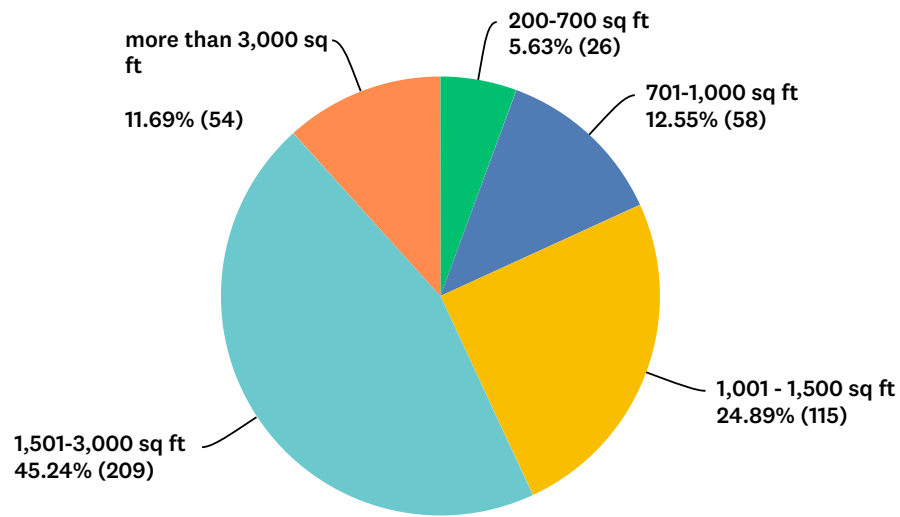
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ANSWER CHOICES	RESPONSES	
0-5 years	35.82%	168
6-10 years	14.93%	70
11-25 years	31.98%	150
26 years or longer	17.27%	81
TOTAL		469

Q6 How big is the place you live in?

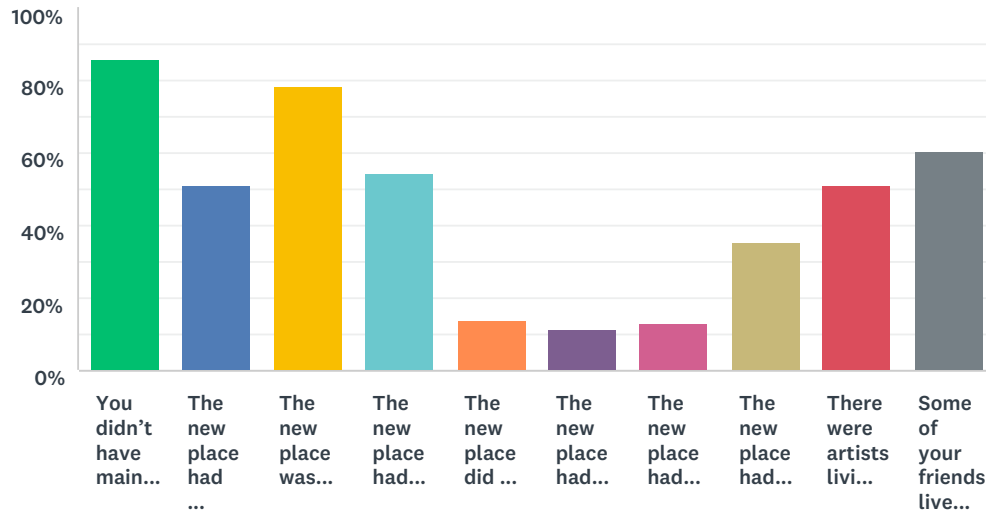
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ANSWER CHOICES	RESPONSES	
200-700 sq ft	5.63%	26
701-1,000 sq ft	12.55%	58
1,001 - 1,500 sq ft	24.89%	115
1,501-3,000 sq ft	45.24%	209
more than 3,000 sq ft	11.69%	54
TOTAL		462

Q7 Would you have any interest in moving If: ANSWER ALL THAT APPLY

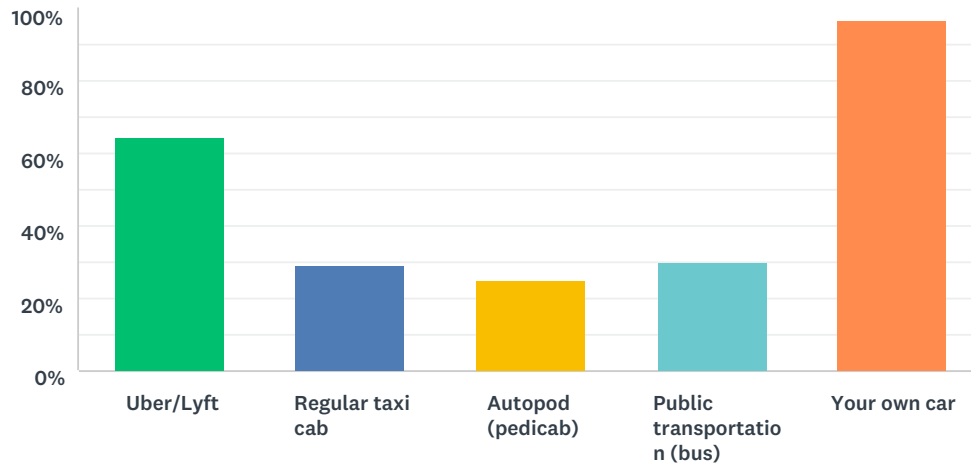
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ANSWER CHOICES	RESPONSES	
You didn't have maintenance responsibilities	86.07%	383
The new place had no stairs	50.79%	226
The new place was within walking distance of shopping	78.65%	350
The new place had delivery service for groceries, pharmacy items, etc.	54.61%	243
The new place did not allow children	13.93%	62
The new place had only people over 50	11.69%	52
The new place had only people over 40	12.81%	57
The new place had organized social opportunities	35.73%	159
There were artists living and working in the same or adjacent building	51.01%	227
Some of your friends lived in the same place	60.45%	269
Total Respondents: 445		

Q8 Do you now or would you use: ANSWER ALL THAT APPLY

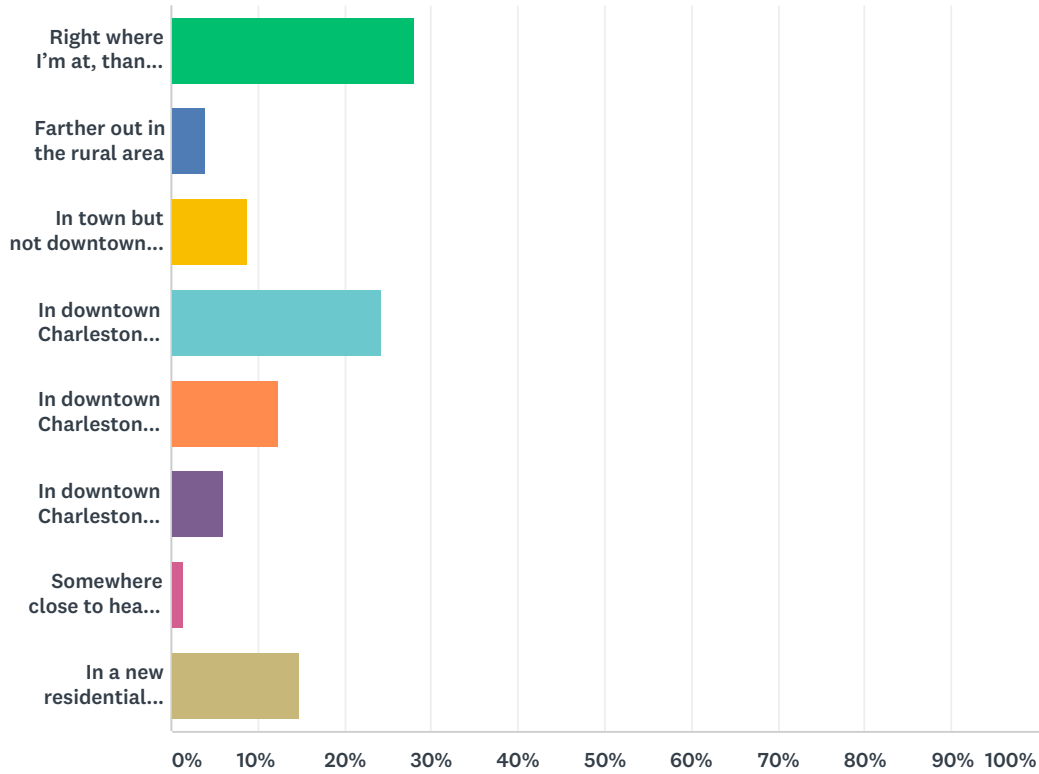
Answered: 469 Skipped: 1



ANSWER CHOICES	RESPONSES	
Uber/Lyft	64.61%	303
Regular taxi cab	28.78%	135
Autopod (pedicab)	24.95%	117
Public transportation (bus)	30.06%	141
Your own car	96.59%	453
Total Respondents: 469		

Q9 Would you like to live:

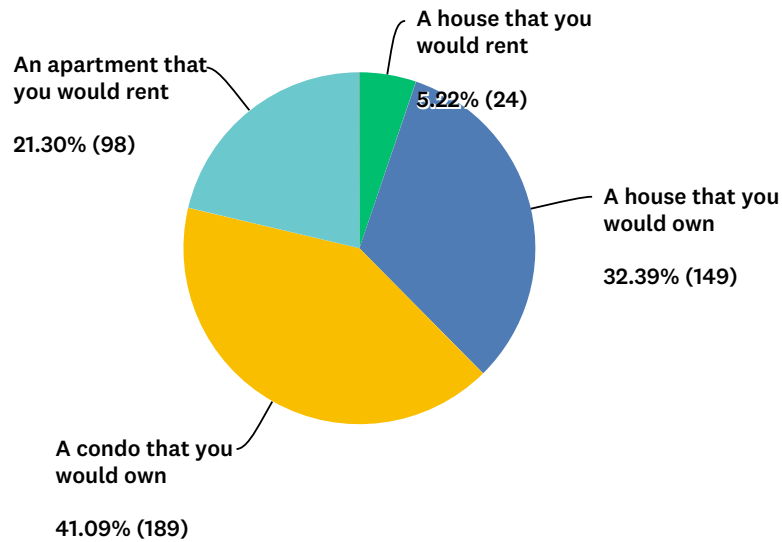
Answered: 452 Skipped: 18



ANSWER CHOICES	RESPONSES
Right where I'm at, thank you	28.10% 127
Farther out in the rural area	3.98% 18
In town but not downtown Charleston	8.85% 40
In downtown Charleston close to the Capitol Market	24.34% 110
In downtown Charleston close to the Clay Center	12.39% 56
In downtown Charleston close to the Town Center Mall	5.97% 27
Somewhere close to health care facilities	1.55% 7
In a new residential development actually in the Town Center Mall (understanding that such a project would be difficult to accomplish and take longer than other ideas to build)	14.82% 67
TOTAL	452

Q10 What type of residence do you prefer?

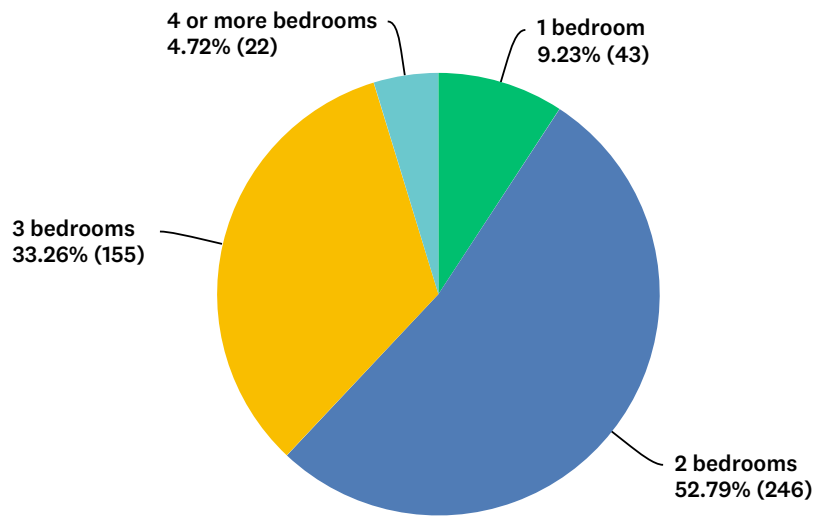
Answered: 460 Skipped: 10



ANSWER CHOICES	RESPONSES	
A house that you would rent	5.22%	24
A house that you would own	32.39%	149
A condo that you would own	41.09%	189
An apartment that you would rent	21.30%	98
A 1-bedroom apartment	0.00%	0
A 2 or 3 bedroom apartment	0.00%	0
TOTAL		460

Q11 How many bedrooms would you need?

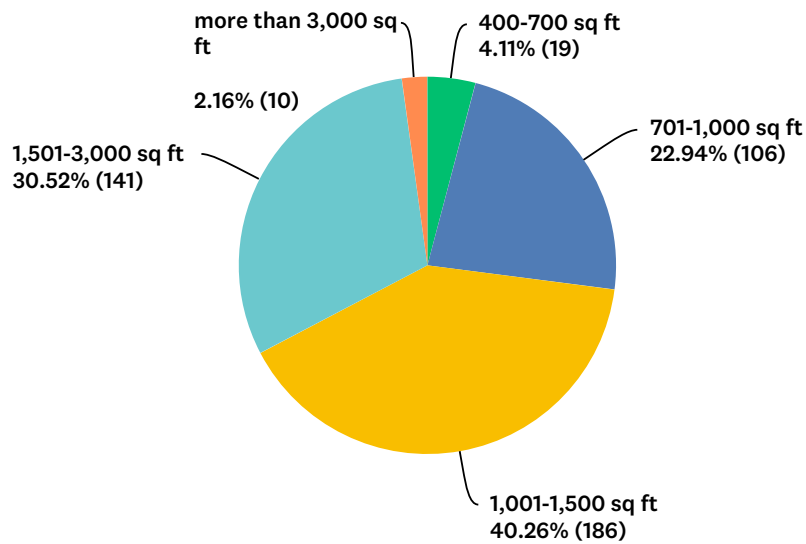
Answered: 466 Skipped: 4



ANSWER CHOICES	RESPONSES	
1 bedroom	9.23%	43
2 bedrooms	52.79%	246
3 bedrooms	33.26%	155
4 or more bedrooms	4.72%	22
TOTAL		466

Q12 How much space would you like to live in?

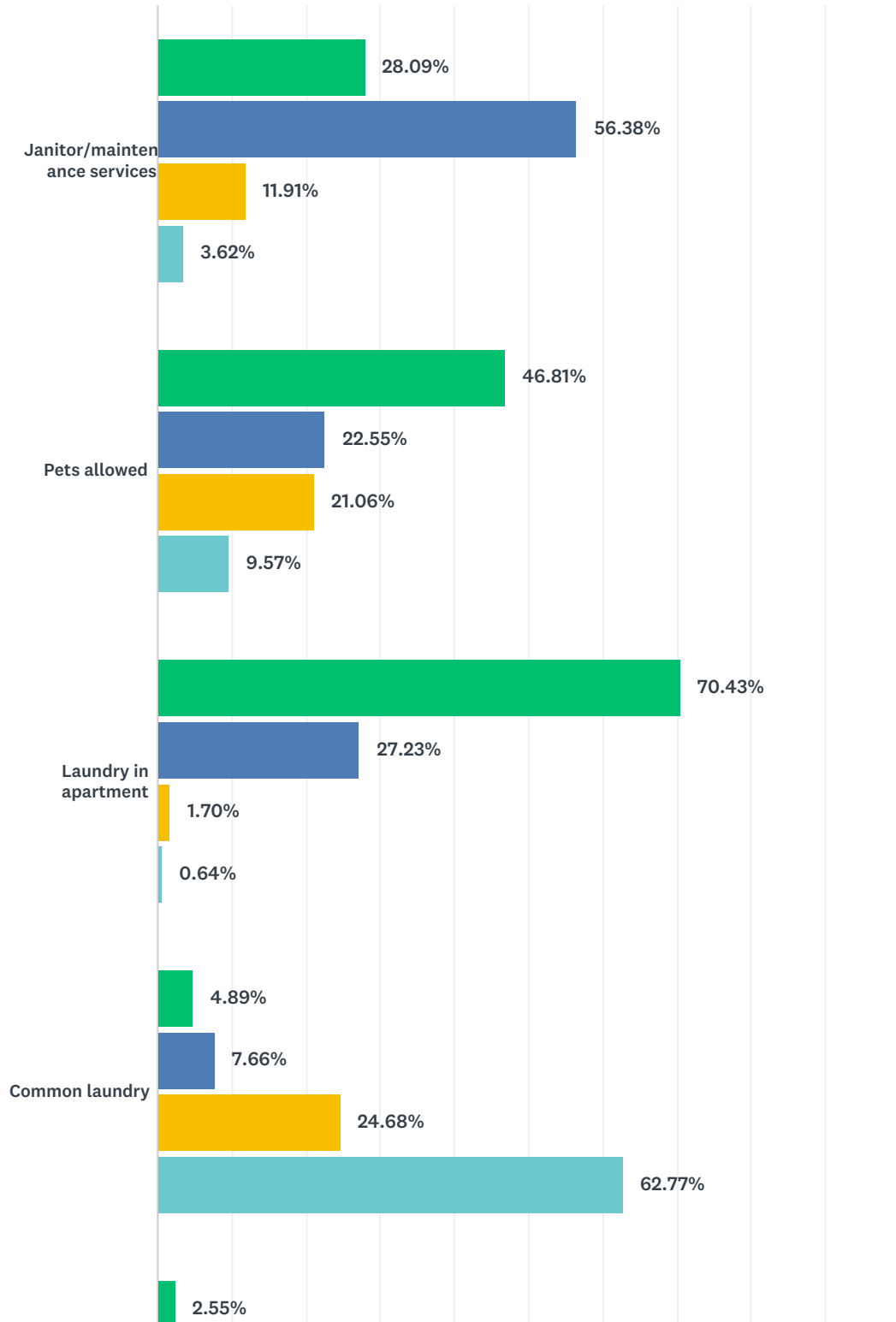
Answered: 462 Skipped: 8

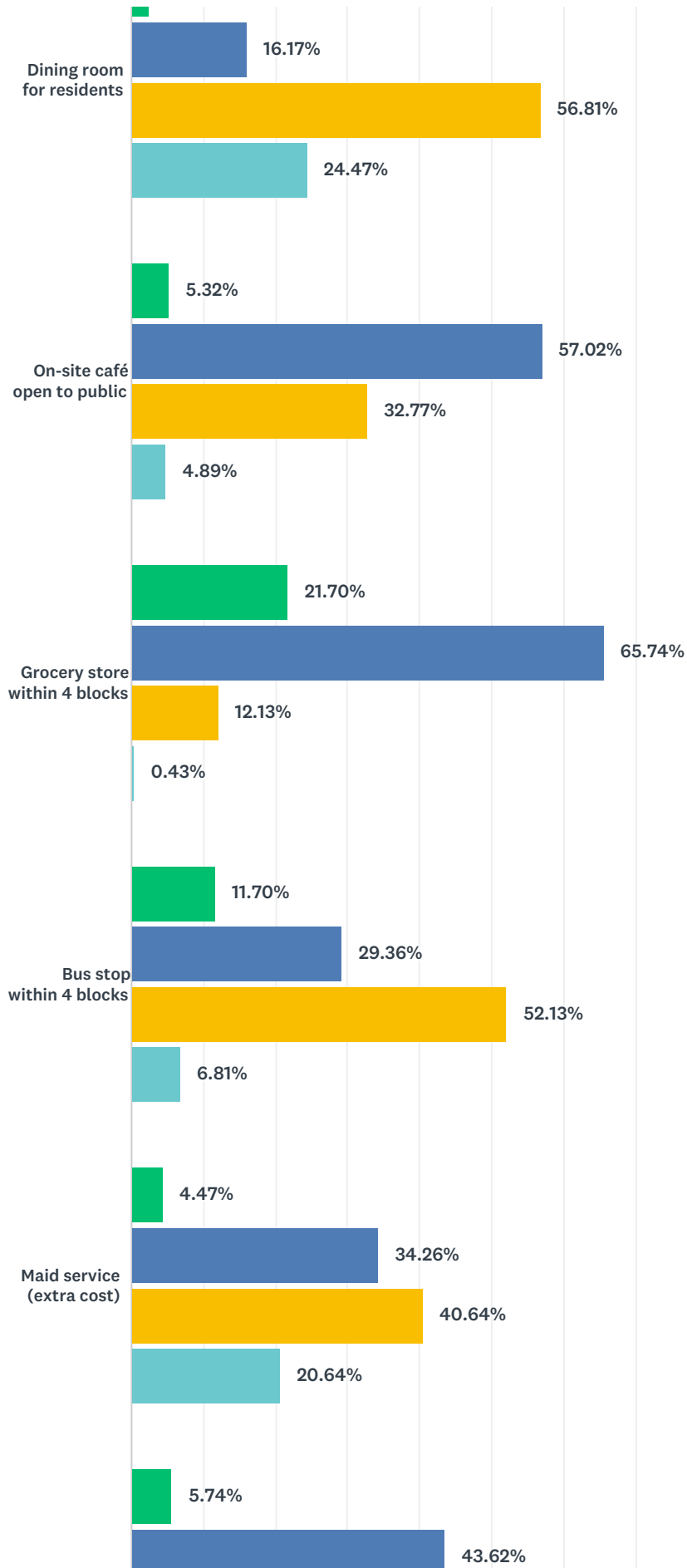


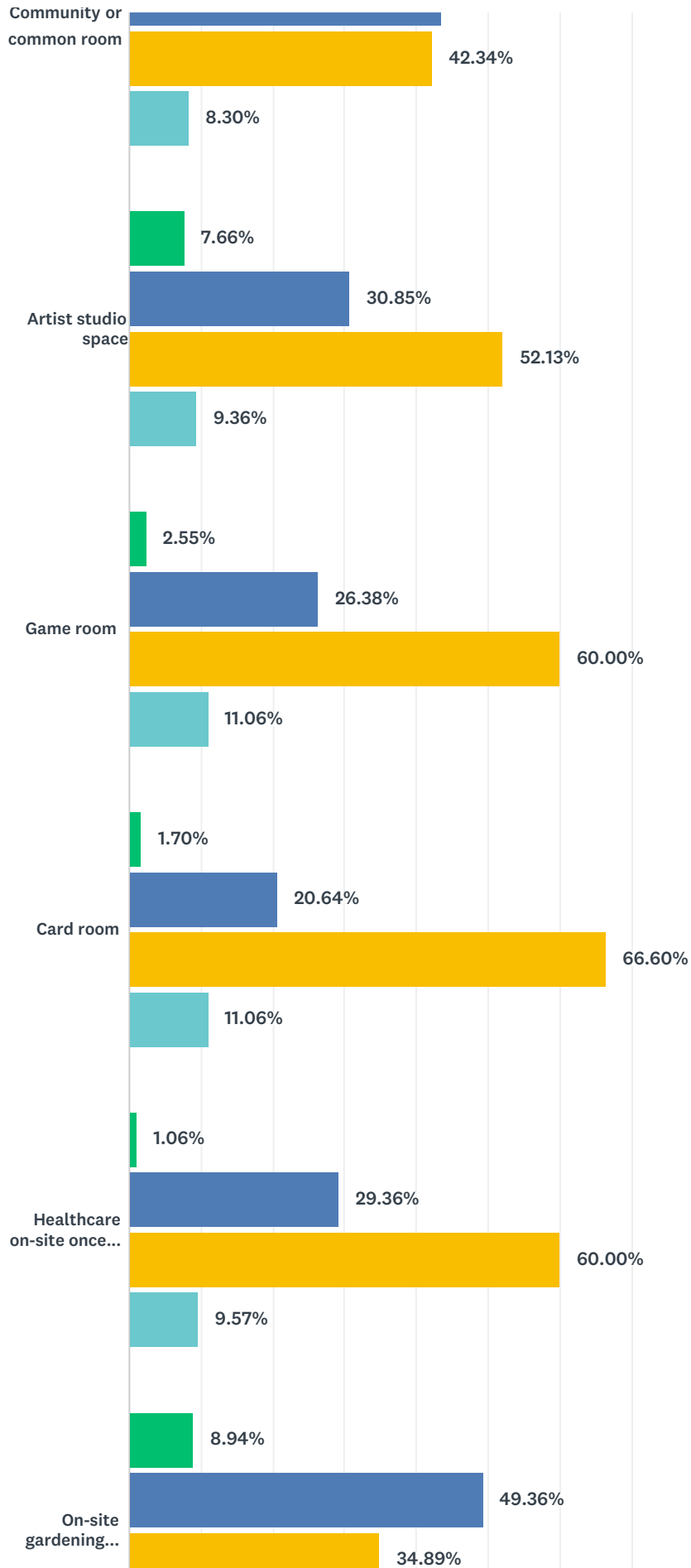
ANSWER CHOICES	RESPONSES	
400-700 sq ft	4.11%	19
701-1,000 sq ft	22.94%	106
1,001-1,500 sq ft	40.26%	186
1,501-3,000 sq ft	30.52%	141
more than 3,000 sq ft	2.16%	10
TOTAL		462

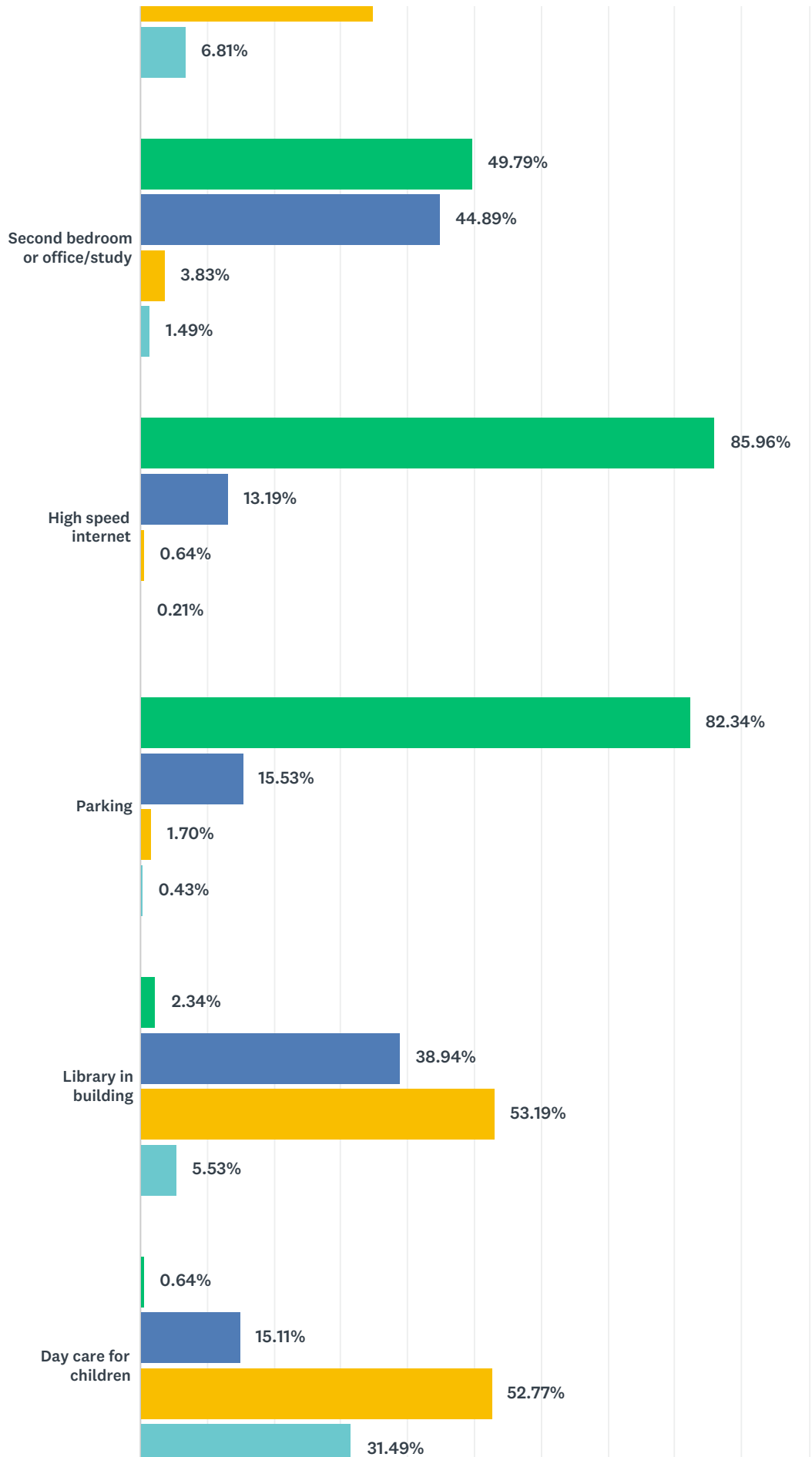
Q13 For each of the following indicate whether you would require or just like to have the following amenities in a new place you might live: NOTE THAT YOU MUST GIVE AN ANSWER ON EACH LINE. BE CAREFUL NOT TO SKIP ONE.

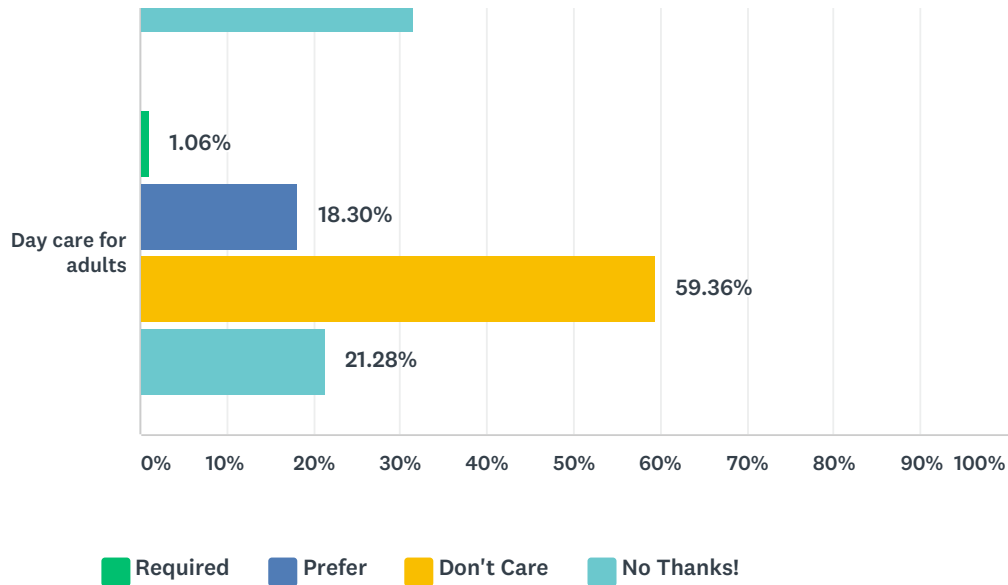
Answered: 470 Skipped: 0









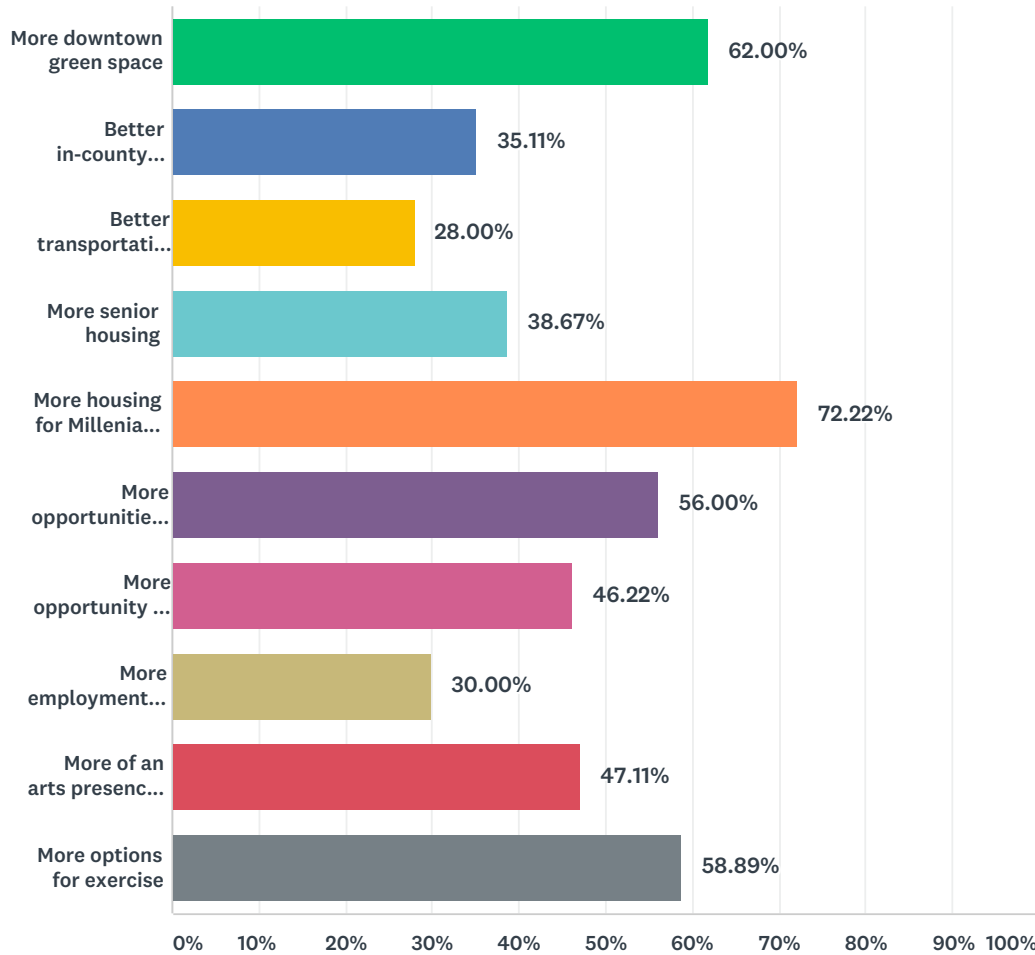


	REQUIRED	PREFER	DON'T CARE	NO THANKS!	TOTAL
Janitor/maintenance services	28.09% 132	56.38% 265	11.91% 56	3.62% 17	470
Pets allowed	46.81% 220	22.55% 106	21.06% 99	9.57% 45	470
Laundry in apartment	70.43% 331	27.23% 128	1.70% 8	0.64% 3	470
Common laundry	4.89% 23	7.66% 36	24.68% 116	62.77% 295	470
Dining room for residents	2.55% 12	16.17% 76	56.81% 267	24.47% 115	470
On-site café open to public	5.32% 25	57.02% 268	32.77% 154	4.89% 23	470
Grocery store within 4 blocks	21.70% 102	65.74% 309	12.13% 57	0.43% 2	470
Bus stop within 4 blocks	11.70% 55	29.36% 138	52.13% 245	6.81% 32	470
Maid service (extra cost)	4.47% 21	34.26% 161	40.64% 191	20.64% 97	470
Community or common room	5.74% 27	43.62% 205	42.34% 199	8.30% 39	470
Artist studio space	7.66% 36	30.85% 145	52.13% 245	9.36% 44	470
Game room	2.55% 12	26.38% 124	60.00% 282	11.06% 52	470
Card room	1.70% 8	20.64% 97	66.60% 313	11.06% 52	470
Healthcare on-site once or twice a month	1.06% 5	29.36% 138	60.00% 282	9.57% 45	470
On-site gardening opportunity	8.94% 42	49.36% 232	34.89% 164	6.81% 32	470
Second bedroom or office/study	49.79% 234	44.89% 211	3.83% 18	1.49% 7	470

High speed internet	85.96% 404	13.19% 62	0.64% 3	0.21% 1	470
Parking	82.34% 387	15.53% 73	1.70% 8	0.43% 2	470
Library in building	2.34% 11	38.94% 183	53.19% 250	5.53% 26	470
Day care for children	0.64% 3	15.11% 71	52.77% 248	31.49% 148	470
Day care for adults	1.06% 5	18.30% 86	59.36% 279	21.28% 100	470

Q14 What, in your opinion, needs to be done to make Charleston more attractive to elders and young people alike as a place to live or that already makes it attractive as a place to live? ANSWER ALL THAT APPLY

Answered: 450 Skipped: 20

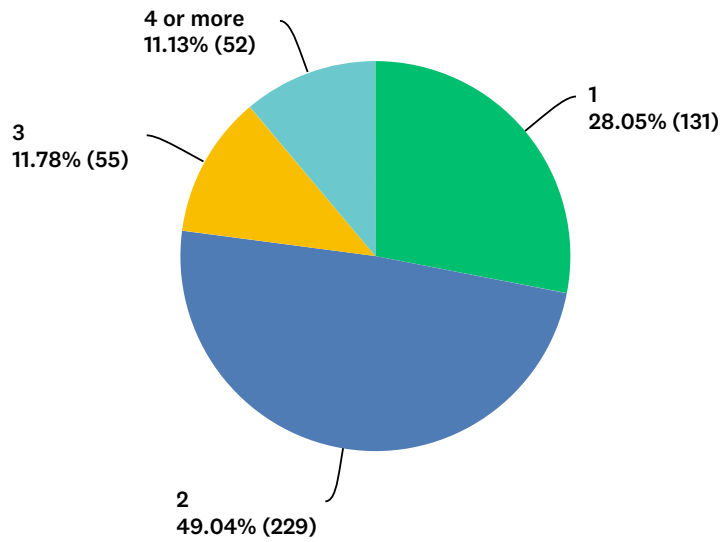


ANSWER CHOICES	RESPONSES	
More downtown green space	62.00%	279
Better in-county transportation	35.11%	158
Better transportation options for out-of-town travel	28.00%	126
More senior housing	38.67%	174
More housing for Millennials, young business and artistic people	72.22%	325
More opportunities for social interaction	56.00%	252
More opportunity for civic participation	46.22%	208
More employment opportunities for elders	30.00%	135
More of an arts presence downtown	47.11%	212

More options for exercise	58.89%	265
Total Respondents: 450		

Q15 How many people (including yourself) are in your household?

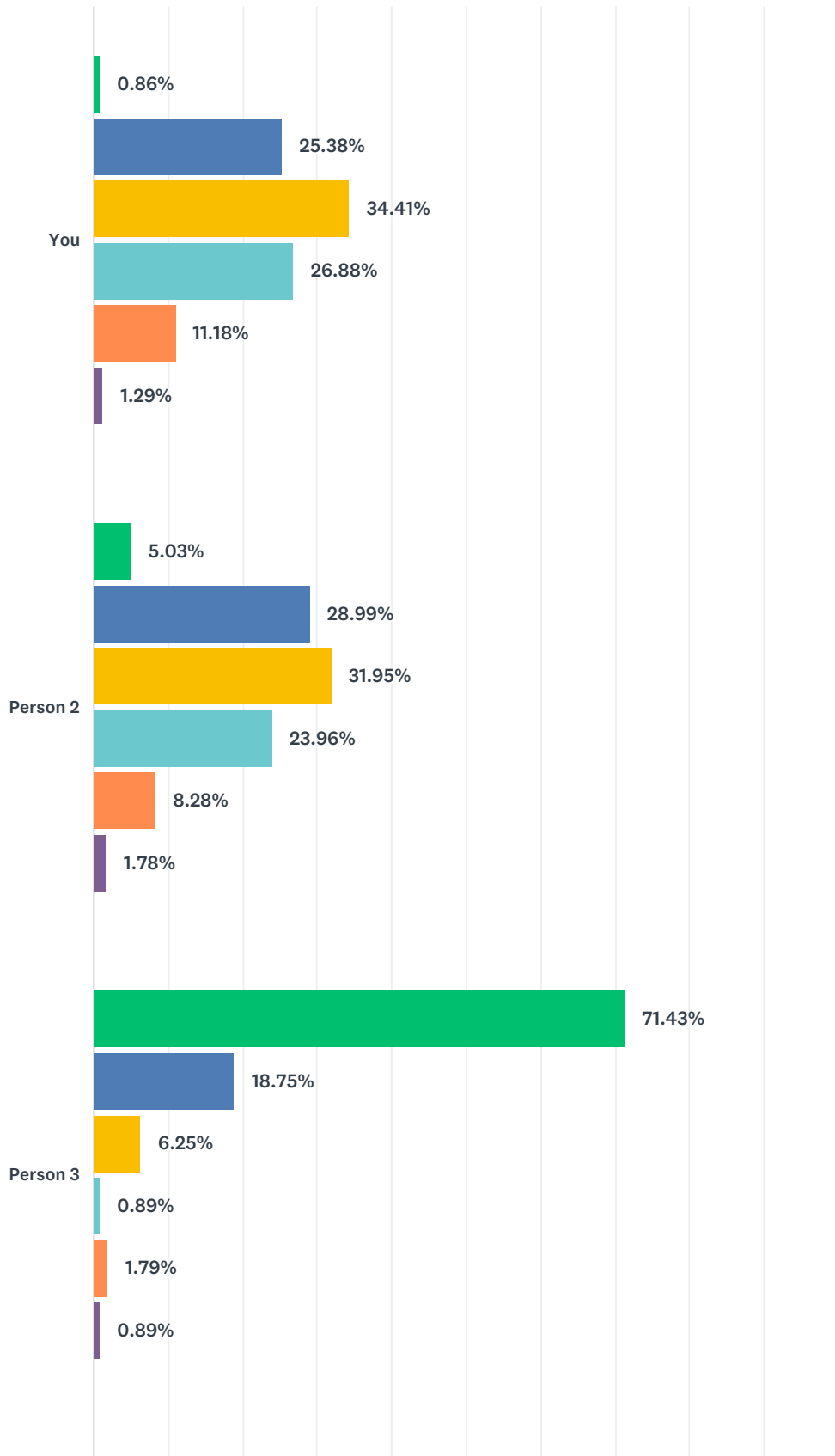
Answered: 467 Skipped: 3

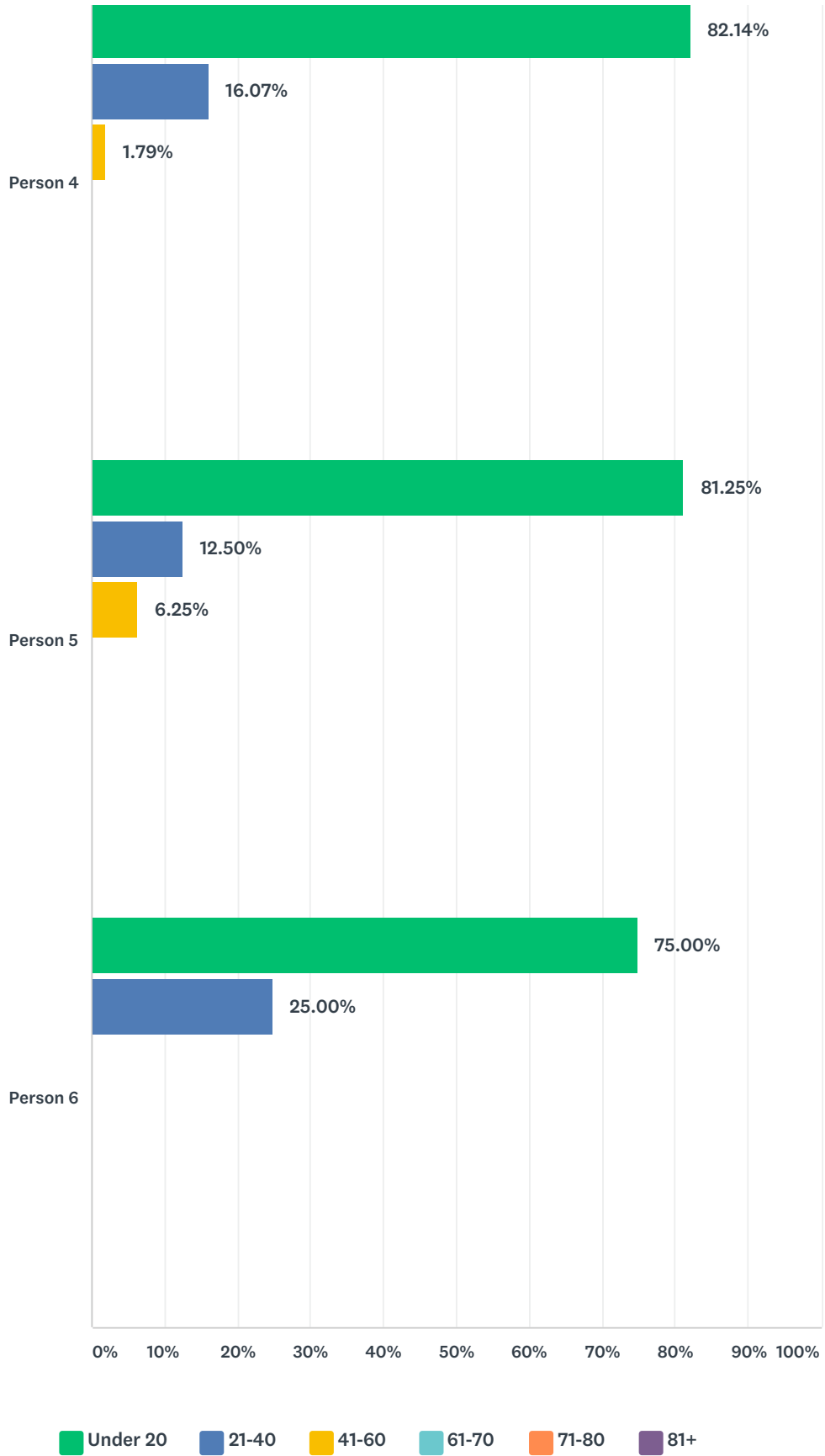


ANSWER CHOICES	RESPONSES	
1	28.05%	131
2	49.04%	229
3	11.78%	55
4 or more	11.13%	52
TOTAL		467

Q16 What are the ages of people in your household including yourself?

Answered: 467 Skipped: 3



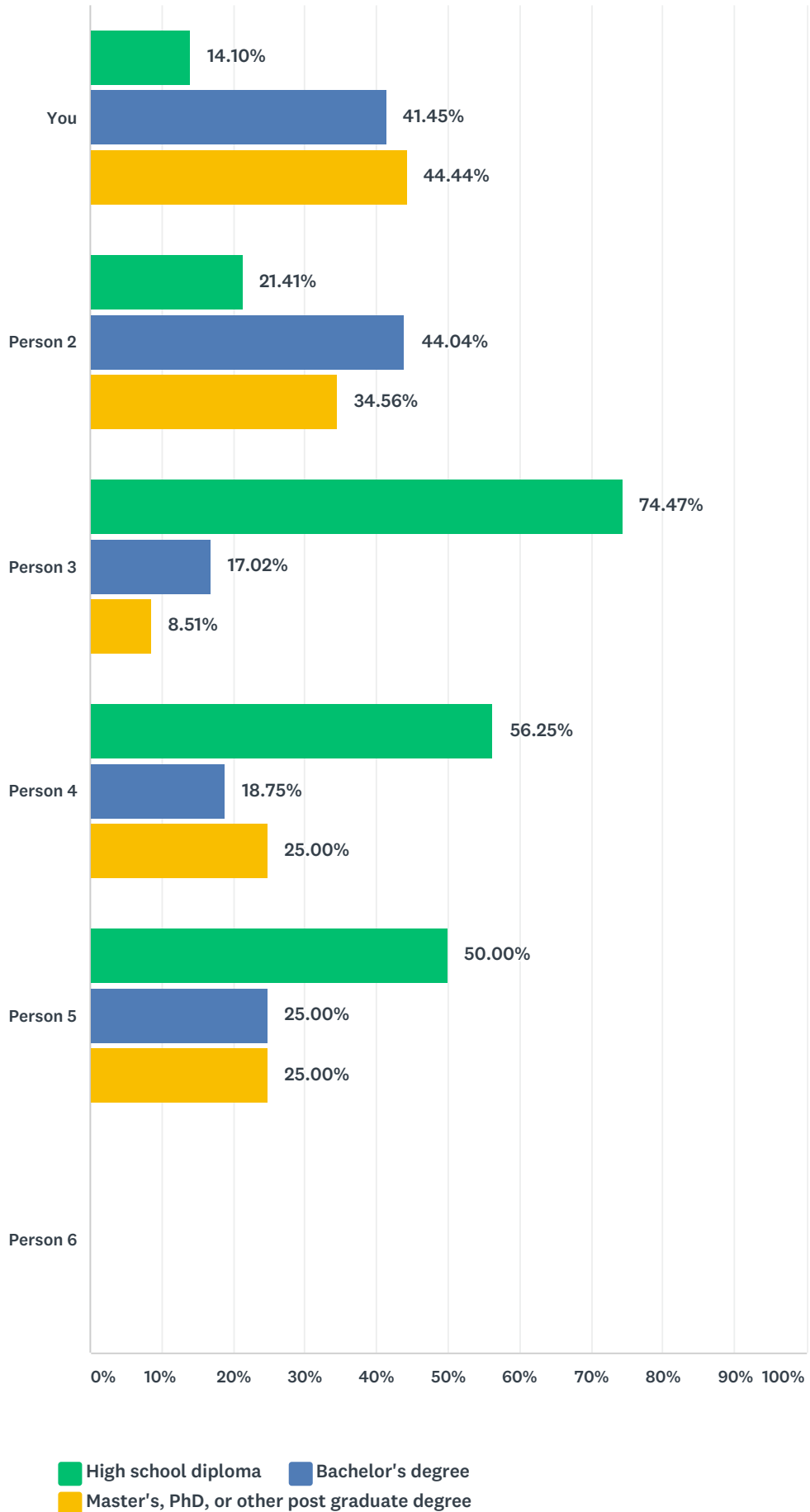


	UNDER 20	21-40	41-60	61-70	71-80	81+	TOTAL	WEIGHTED AVERAGE
You	0.86%	25.38%	34.41%	26.88%	11.18%	1.29%	465	2.52
	4	118	160	125	52	6		

Person 2	5.03% 17	28.99% 98	31.95% 108	23.96% 81	8.28% 28	1.78% 6	338	2.41
Person 3	71.43% 80	18.75% 21	6.25% 7	0.89% 1	1.79% 2	0.89% 1	112	1.36
Person 4	82.14% 46	16.07% 9	1.79% 1	0.00% 0	0.00% 0	0.00% 0	56	1.18
Person 5	81.25% 13	12.50% 2	6.25% 1	0.00% 0	0.00% 0	0.00% 0	16	1.19
Person 6	75.00% 3	25.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4	1.25

Q17 What are the educational attainments of the people in your household?

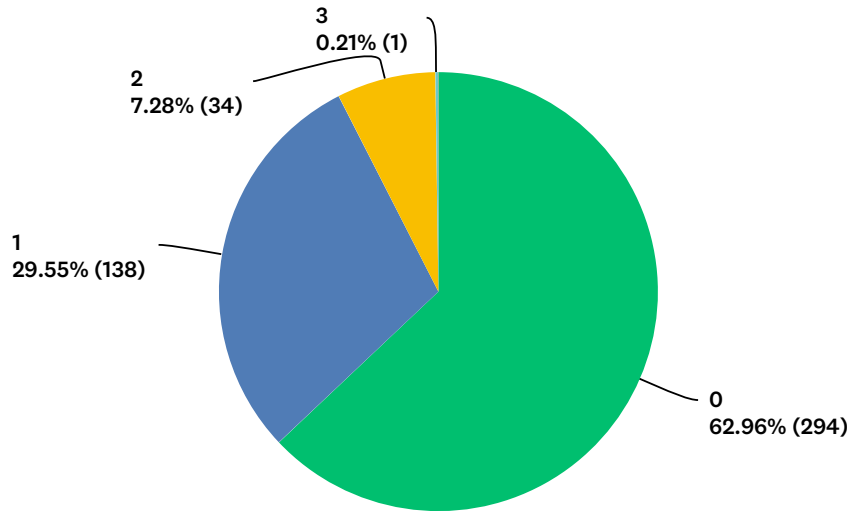
Answered: 470 Skipped: 0



	HIGH SCHOOL DIPLOMA	BACHELOR'S DEGREE	MASTER'S, PHD, OR OTHER POST GRADUATE DEGREE	TOTAL	WEIGHTED AVERAGE
You	14.10% 66	41.45% 194	44.44% 208	468	2.30
Person 2	21.41% 70	44.04% 144	34.56% 113	327	2.13
Person 3	74.47% 35	17.02% 8	8.51% 4	47	1.34
Person 4	56.25% 9	18.75% 3	25.00% 4	16	1.69
Person 5	50.00% 2	25.00% 1	25.00% 1	4	1.75
Person 6	0.00% 0	0.00% 0	0.00% 0	0	0.00

Q18 How many members of your household (including yourself) are professional or semi-professional artists?

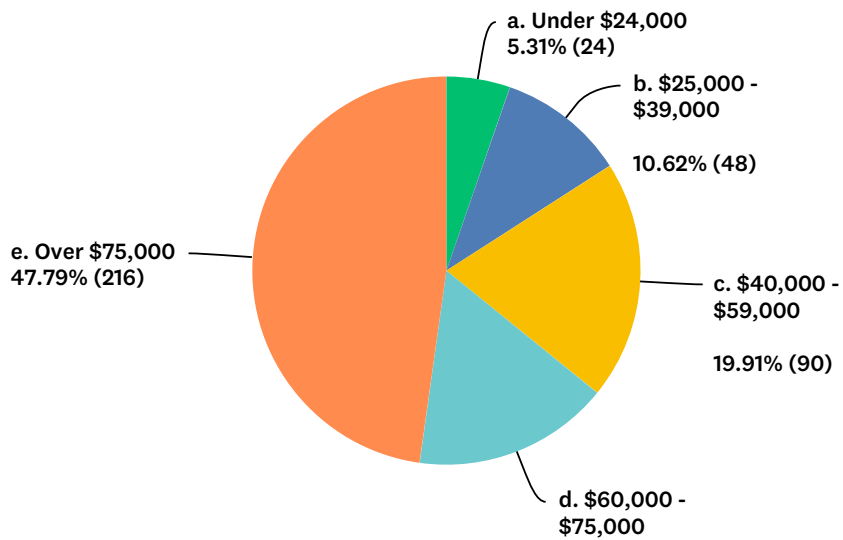
Answered: 467 Skipped: 3



ANSWER CHOICES	RESPONSES	
0	62.96%	294
1	29.55%	138
2	7.28%	34
3	0.21%	1
4 or more	0.00%	0
TOTAL		467

Q19 What is your annual household income?

Answered: 452 Skipped: 18



ANSWER CHOICES	RESPONSES	
a. Under \$24,000	5.31%	24
b. \$25,000 - \$39,000	10.62%	48
c. \$40,000 - \$59,000	19.91%	90
d. \$60,000 - \$75,000	16.37%	74
e. Over \$75,000	47.79%	216
TOTAL		452

Q20 Are you interested in participating in a focus group to further study this idea? If so, enter your contact information below. We will get in touch when we set up the focus groups and will not share your information.

Answered: 119 Skipped: 351

ANSWER CHOICES	RESPONSES	
Name	99.16%	118
Company	0.00%	0
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	98.32%	117
Phone Number	87.39%	104