

PROUDLY MOVING

FONDREN FORWARD



EST. 1894

*Community Survey Feedback Snapshot
April 1, 2024*

The online response we've seen thus far:

(As of April 1, 2024)

#4,958

Page Views to Date

35.8%

Unique visitors as a percentage of Fondren's 2022 population [6,081]

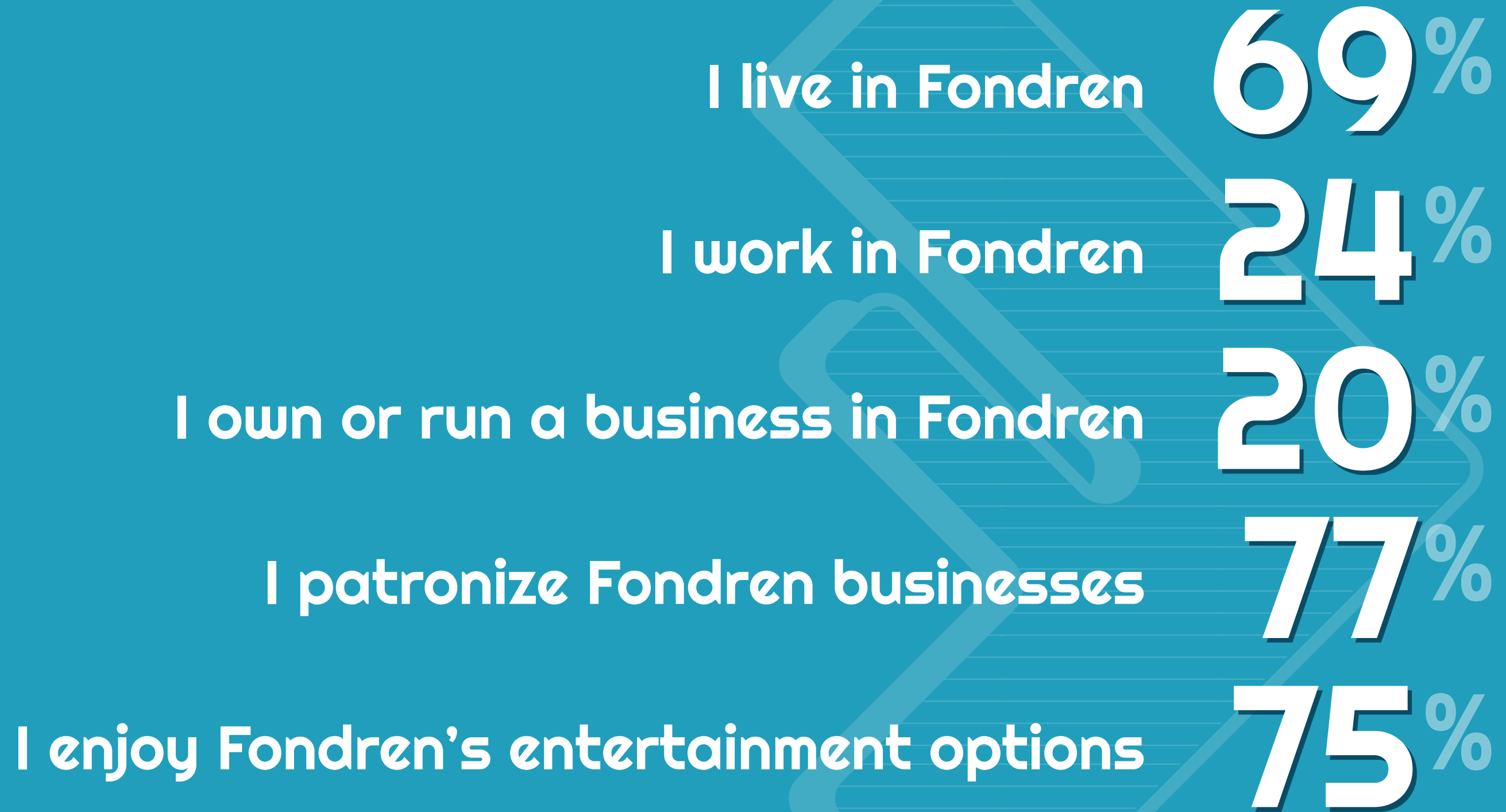
#2,175

Unique Visitors
[as derived from unique IP addresses]

451

Survey Respondents

The online response we've seen thus far:



Website Feedback Overview

1. What's going well for Fondren? What are the greatest successes of Fondren today?

- “The ability to earn pride from all Jacksonians. Fondren has made the entire city proud”
- “The Fondren area has truly grown to be a beautiful diverse area”
- “I love the walkability of the area. I ride a bike to work, the store, the post office, and dinner.”
- “Strong brand, name recognition. Seen as one of the top creative hubs for the state.”
- “Fondren is a hub of fresh new businesses / restaurants - a magnet for young people.”
- “Sense of pride in the neighborhood”
- “Fondren’s restaurants are the best; anything that suits your fancy!”
- “The Arts, Music, Food destinations are the biggest successes. The community pride is another.”
- “Relatively speaking, Fondren remains the home of the Capital City’s creative community.”
- “The restaurants, culture, food, entertainment. I love that everything is within walking distance.”
- “Its diversity and commitment to small businesses.”
- “People really care about place making”
- “Active neighborhood association; burgeoning commercial section; good communication from orgs”
- “The environment is so contagious and a blessing”
- “The notion of bringing a positive change to the city.”

2. What are the most pressing challenges that are preventing Fondren from reaching its potential?

- “Lack of communal meeting space”
- “We have a lot of churches, maybe seeing them more active in outdoor events”
- “More residential buildings are needed to create more foot traffic”
- “More posted communications within the Fondren Business District about what activities are happening and things to be excited for would be helpful in building community and spreading the word.”
- “Perhaps there could be a centralized public space that promotes all of these things.”
- “There are too many restaurants and not enough “hang out” spots.”
- “Concerns about safety, specifically at night.”
- “Lack of overall plan, homeless issues, perception of safety, derelict properties, selfish priorities among business, lack of keystone events”
- “Business district upgrades stop right past Pig and Pint. To continue growth and revitalization, improvements are needed between Meadowbrook and Northside”
- “City issues with water and still crime as well”
- “I wish more places stayed open later past 9p”
- “Developers who want to Madison-ize the neighborhood with their buildings that are devoid of the unique architectural character that makes Fondren special”
- “Crime (whether real or perception). Ex-Jackson residents perceive “coming into town” as unsafe”
- “One of the biggest challenges is that the neighborhood doesn’t have a defined gather point”

3. What values define the culture and spirit of Fondren?

- “Funkiness, pride of place - think of how many businesses include the name “Fondren” in their name, diversity, walkability, community.”
- “Funky, retro, diverse, accepting and welcomes all”
- “Creative, tolerant, progressive, authenticity”
- “The spirit of ownership of our neighborhood. We look out for each other - visit in our yards and always have something going on in our neighborhood.”
- “There’s a great sense of pride and community in Fondren. So many residents desire to see it succeed.”
- “Creativity, entrepreneurship and community.”
- “I think Fondren is all about good food, good drink, and a walkable experience that is unavailable anywhere else in Jackson”
- “People-oriented”
- “I love it and the people everyone is so cheerful”
- “It’s family friendly”
- “Lots of good, honest people here working together to better all our lives’ quality.”
- “Freedom to try new ideas”
- “Fondren has the love, grit, determination, and the all in one-ness that most communities and neighborhoods lack.”

4. What elements best express the unique character and identity of Fondren?

- “People in coffee shops and walking around the neighborhoods”
- “The light and bright colors”
- “Diversity is embraced”
- “Our many and varied community events.”
- “The architecture, old buildings alongside new ones”
- “Big trees”
- “Street activities and parades, sidewalk culture”
- “The multicultural and multi-generational people”
- “Public art, murals, and events”
- “Our homes and yards express our character. The Fondren neighborhood is certainly not a “cookie cutter” subdivision”
- “Varied housing stock, eclectic commercial businesses”
- “Historical district and the Strip”
- “Art deco architecture and public art around the neighborhood - murals/signage”
- “Gas station architecture (Only 4 of as many as 8 still remain)”
- “Yard art. Mixed business district signage and types of shops.”

5. What does Fondren lack? Which commercial businesses, services, or community amenities are missing from Fondren that, if added, would make it a more well-rounded community?

- “Small scale music venues”
- “Independent pharmacy”
- “Another locally owned-operated cocktail or wine bar. Something with an authentic soul, not an abstract, concept establishment”
- “Fondren needs a Community Center - a place to hold meetings, etc. that is affordable for all groups (those with a lot of money as well as those groups that don’t have a lot of money).”
- “I’d love to see the rental scooters I’ve seen in larger cities.”
- “An arts and craft supply store. Specialty food store”
- “Gift shops, children’s store, pet shop, nice wine bar”
- “Fondren could certainly use a fine dining vegan restaurant”
- “I think it lacks community amenities”
- “Office space to purchase as opposed to lease is a RARE commodity. I think small, professional businesses (law firms, doctors, etc) would be interested in owning a building here if that existed”
- “More upscale establishments; we need higher end boutiques”
- “Hardware store, library, swimming pool, piano bar”
- “Higher end grocery- Trader Joe’s”
- “Boys and girl club or YMCA or something for smaller children”

6. Do Fondren's current housing options support the needs of the community? Is Fondren missing specific housing types, unit types, price points, or demographics?

- "Fondren needs to have lower-income housing for people who live on fixed incomes (teachers, police officers, fire fighters, etc.), and the housing doesn't need to be segregated into one part of the neighborhood; it should be incorporated throughout the area."
- "More high density walkable could be an asset"
- "I've said for years that Fondren needs affordable/ safe housing for Med Students and young professionals."
- "Small, manageable housing units focused on easy, frequent, neighborly interaction."
- "I think an apartment complex offering lower rates than the Meridian would help fill a gap in living accommodations that would benefit the neighborhood in the long run."
- "...well thought through architecturally appropriate (esthetic and scale) mixed used developments."
- "Places for students to rent are needed."
- "There could maybe be more apartments for UMMC students."
- "We need Residential High Rise Apartments/Condos. I would love to see both high end luxury type and I would also like to see a more moderate price for students and young families."
- "Lack of ADA Accessible and affordable housing forces people into nursing homes when they'd rather stay in the neighborhoods of their choice"
- "Housing for working families is always needed. Single or multi - unit housing"
- "Town houses would be nice"

7. What kinds of parks, plazas, and recreational open spaces would improve life in Fondren? Where should these new spaces be added?

- “An outdoor music venue would be great.”
- “I definitely would like to see Fondren Park more utilized for pop-up shops and neighborhood activities and fun. A few more good, clean, fun live music would be great with maybe outdoor movie days there.”
- “Would like to see bike paths connected with others in the city, More pocket parks in underlined lots in visible areas”
- “Fondren would benefit from a central gathering place or park for the community to gather.”
- “Splash pads for children”
- “A dog park”
- “A place similar to a town center, where parents can bring kids, let them run around while parents have a cocktail. It needs to be close to the business portion or “heart” of Fondren”
- “A SAFE park with a splash pad would be ideal - also would like to see a dog park”
- “People with small children LOVE outdoor spaces with turf and activities where there children can play”
- “An open area where you can walk around outdoors with a beer while kids eat pizza and ice cream”
- “An event space”
- “Would love to see a Biergarten style park where large groups could hang together and grab casual drinks.”
- “Green space for outdoor concerts but needs to be in a safe area”
- “Along the walking path we could use tennis, paddleball, basketball courts open days and nights”

8. What events and programming would enhance life in Fondren?

- “Some Sunday afternoon things (concerts, book fairs, etc) would definitely be a good idea”
- “More public concerts and festivals around the arts would bring more people into Fondren”
- “I would like to see something like an Art Walk”
- “Now that the theater is open, a film festival would be great, too.”
- “Shakespeare in the Park”
- “Outdoor movie night”
- “Art pavilion for community craft/art experiences.”
- “More educational opportunities for the public at large.”
- “Bring back the beer festival?”
- “Bring back Fondren first Thursdays with streets blocked off”
- “A film festival and a music festival”
- “Comedy shows”
- “Things for the youth, classes that are active and share knowledge”
- “We can take better advantage of events like JSU and Millsaps/Belhaven games”
- “Children’s events; senior events”

9. What is a city, neighborhood, or place that you enjoy from which Fondren could learn important lessons? Please provide specifics.

- “Cities in Spain have lovely town squares that encourage community.”
- “More walkability and lively outdoor venues like Cotton District in Starkville”
- “The Dog Park in Montgomery, Alabama impressed me as a great place for people to gather with their pets.”
- “Belhaven Town City. It attracts successful businesses and a wonderful customer base.”
- “Asheville is known for food and funky vibes and locally owned shops- would like to see Fondren become a destination like that.”
- “Downtown Hattiesburg has some great art areas... the Pocket Museum which is an alleyway that is decorated for holidays, and an old Sanger theater that has shows, and an outside area to make your own music using different materials like pipes, metal sheets”
- “Fayetteville, AR (placemaking and walking/biking trails being connected to bus system).”
- “Belhaven. They are using their business area to create space for people to mingle and visit.”
- “Ocean Springs’ downtown has lots of public art and unique public spaces. Seems to attract tourists due to it’s architecture and vibe”
- “Art galleries in downtown Winston-Salem, NC.”
- “Birmingham. Clean green spaces like Railroad park”

10. How would a future and improved Fondren look different than the Fondren of today?

- “More pedestrians with shops and restaurants that have more outdoor porches with year around seating that is dog friendly.”
- “A future and improved Fondren would have a few more recreational options.”
- “Having informed neighborhood citizenry - many committees and genuine engagement from lots of citizens to prevent burnout of a few”
- “I think having a community green space similar to Belhaven Town Center would be cool for gathering.”
- “A more cohesive, planned development that solidifies a Fondren branded look. A look that represents a vibrant, unique place to live, work, shop and study that is clean, well maintained and above all, safe.”
- “Implementing a thriving community garden space at the park”
- “More people out and about in business district with banners, street art, landscaping to liven it up - it’s not really pedestrian friendly.”
- “Continue to let Fondren be funky but clean it up for safe family friendly, girls night, date night, and supper club fun!”
- “Multiple areas of activity - commercial district, Fondren North commercial area, Mitchell Street”
- “An even more walk-able area”
- “I’d love to see buildings *LIKE* Fondren Corner (with the same vibe) going up with perhaps a few more floors”
- “More public art and Instagram spots could be incorporated to keep Fondren feeling young and fun”
- “Cohesive calendar of events: who has the happy hour specials today and what it include, who has a live band, who has a tasting menu”
- “Double people living in the area”
- “More mixing between area of neighborhood. Just more interactions of different kinds of people”

11. What steps could Fondren take to move towards becoming a more diverse, equitable, and inclusive community?

- “Reach out to residents in Fondren North and West Fondren to solicit ideas of interests.”
- “Continuing to expand options for our vegetarian and vegan community.”
- “Do more to promote minority-owned businesses.”
- “A shelter for the unhoused is in order. Every neighborhood in Jackson should have one. No exceptions. We cannot and should not displace people without homes. However, giving them a safe, clean place to stay, do their laundry, take showers, etc. is the least each neighborhood can do.”
- “Increased security, especially at night”
- “Rent controlled ADA accessible flats in the heart of Fondren”
- “Continue to diversify the board to reflect the community”
- “We must find solutions for the mentally ill and homeless people who permeate the community and cause distress.”
- “More support for and representation of the gay community”
- “Bridges or paths between sections of the neighborhood”
- “Doing more things to explicitly celebrate that all who are here today”
- “I believe Fondren is already diverse, equitable and inclusive. More so than any area Mississippi or bible belt community you are going to find south of Kentucky.”

12. What kinds of improvements in Fondren could help support greater Jackson to be the best city it can be?

- “I hope we can be a successful neighborhood without becoming another cool small town that loses its identity as it grows. We don’t have to have fancy design studios and barre to grow!”
- “More fun transportation options such as scooters and bike rentals”
- “Enforce good maintenance of existing properties”
- “Lead more festivals and continue to be a safe, fun place to gather in the city”
- “Help be a catalyst to turn around the brain drain issue.”
- “Special public transportation from other neighborhoods into Fondren for special events”
- “Developing our riverfront and bringing commerce and residents back to the city would be amazing!”
- “Find/create opportunities to partner with local schools, colleges, and community organizations.”
- “Perhaps a Community Center could be a valuable space much like a library where folks from Jackson proper could always be invited without the expectation of buying anything.”
- “Support our public schools by hosting events to showcase programs like the arts program at APAC”
- “Be sure city council representative is a strong leader and is willing to work with administration to accomplish goals”
- “Infrastructure... roads, water, sewer, continuing addition of safe places for folks to walk, bike ride, etc”
- “Seek out those who are already doing the work and partner with them, no need to recreate the wheel”

13. Is there anything else you would like us to know?

- I personally love the Fondren area and appreciate the hard working individuals that have made Fondren what it is today. I'm praying God's richest blessings upon it to continue to thrive!
- Parking, the ever-present issue. Some of that is the fact that people need to learn that you can't park in the front door all the time
- Fondren is large but only a small part of it is "where the action is". We need attractions throughout the neighborhood that draws people to other parts than their immediate neighborhood friends
- If the crime was under control, this area would flourish
- Expand fondrens borders, don't take the small healthy parts go big, take the parts next door that need a little work and out the work in!
- I want everyone to know that My Fondren is progressive not suppressive and welcomes people and ideas with an open heart.
- "The vision for Fondren 20-25 years ago seemed clearer -there was an appreciation of what exists in Fondren instead of a desire to overdevelop it."
- "i wish the landscaping the FRF paid for would be maintained better, especially down State street"
- "Incentives for developers that prioritize the community needs is critical. We need local, capable developers with access to patient capital to make this work. The best way to do this is to create incentives and have a strong and intelligent governing body to monitor and make deals. And - we need good processes in the city that are straightforward and transparent. There is way to much "who you know" nonsense that happens in these areas."
- "Great questions!" *Thank you!*
- "Would love to see a summary and/or compilation of these results." *You're welcome ;)*



PROUDLY MOVING
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GUARD**

PROUDLY MOVING
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PROUDLY MOVING
**BRAND
FORWARD**

PROUDLY MOVING
FORWARD

PROUDLY MOVING
**CHARM
FORWARD**

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**QUALITY
FORWARD**

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**WELLBEING
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TOURISM

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