



Brief Orientation to the City of New Bern and the New Bern Greater Five Points Area

Historic New Bern

- Historic New Bern is a charming riverfront town
- Situated at the confluence of the picturesque Trent and Neuse Rivers.
- New Bern is centrally located along the North Carolina coast
- Serves as a crossroad for many roads that lead in all directions in Eastern North Carolina.
- New Bern has a rich history that dates back over 300 years.



New Bern, North Carolina

- Founded in 1710 by Swiss and German settlers
- 2nd Oldest City in North Carolina
- 1st Capital of North Carolina
- Population of approximately 30,300 residents (2012)



New Bern – A City of Firsts

- New Bern was the first city in America to celebrate George Washington's birthday.
- The state's first printing press in 1749.
- In 1778, the first public banking institution in North Carolina
- In 1783, the state's first bookstore opened in New Bern.
- North Carolina's first Postal Service was established in 1790.
- New Bern is home to the first Chartered Fire Department in North Carolina.
- North Carolina's First Presbyterian Church organization in 1817.
- New Bern is home to the first Roman Catholic Church in North Carolina.
- Pepsi was invented and first served in New Bern in 1898.
- The first motion picture theatre in North Carolina was built in New Bern.
- The first Registered Nurse in the United States.

Demographics

Racial Breakdown (2010 Census):

- 57.0% White
- 32.8% Black
- 5.8% Hispanic
- 3.6% Asian
- 0.8% Other

Age Brackets are very evenly distributed



Enough of the Sales Pitch, What Is The Real Reason We Are Here Today

- Like all cities, much improvement is needed.
- What we need is a transformation
- Redevelopment of its distressed housing
- Increase economic development
- Reduction in social issues.
- Provide access to higher educational opportunities, healthcare services, community services, and recreational amenities

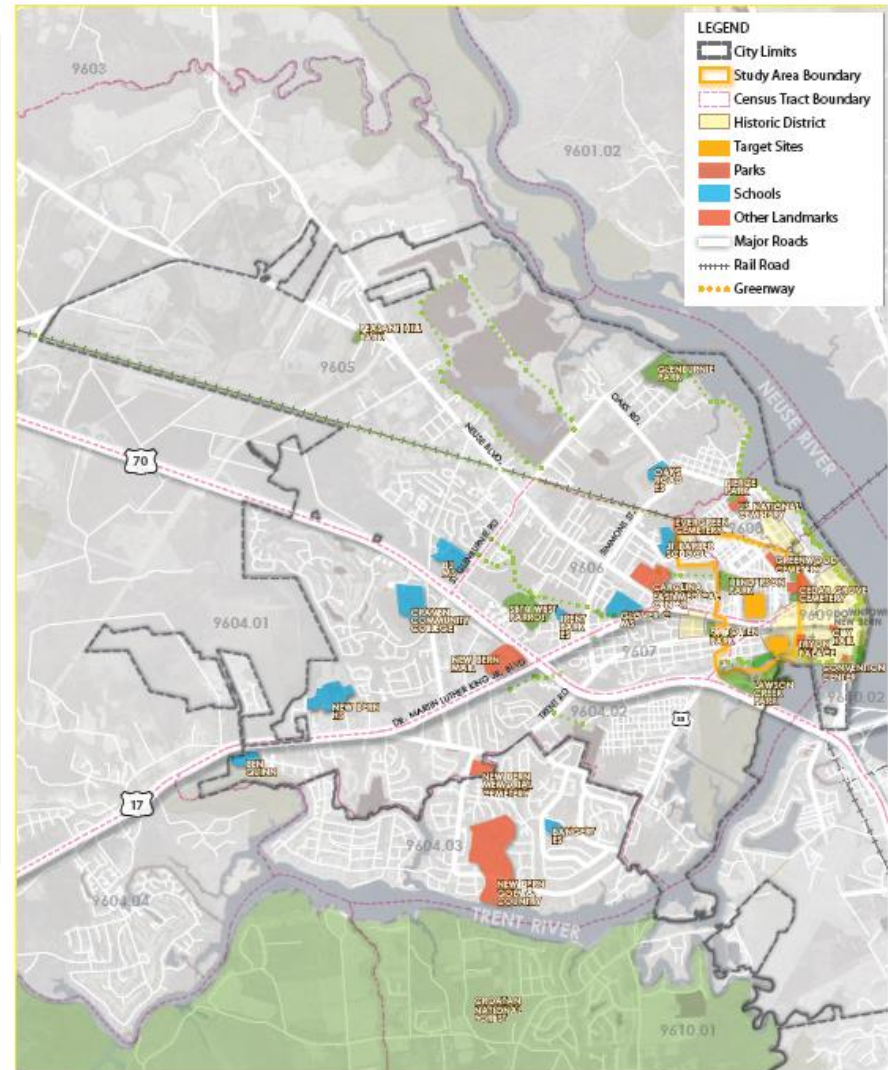


New Bern, NC

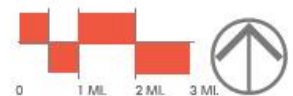
Within New Bern's over 25 square miles of jurisdiction, lies an area that in many ways has been left behind, neglected, or forgotten.

Area includes:

- All communities that make up the Greater Duffyfield Area
- Craven Terrace
- Trent Court
- New Bern Towers
- Five Points Commercial Corridor
- Dryborough
- Pollock Street McCarthy Square Area



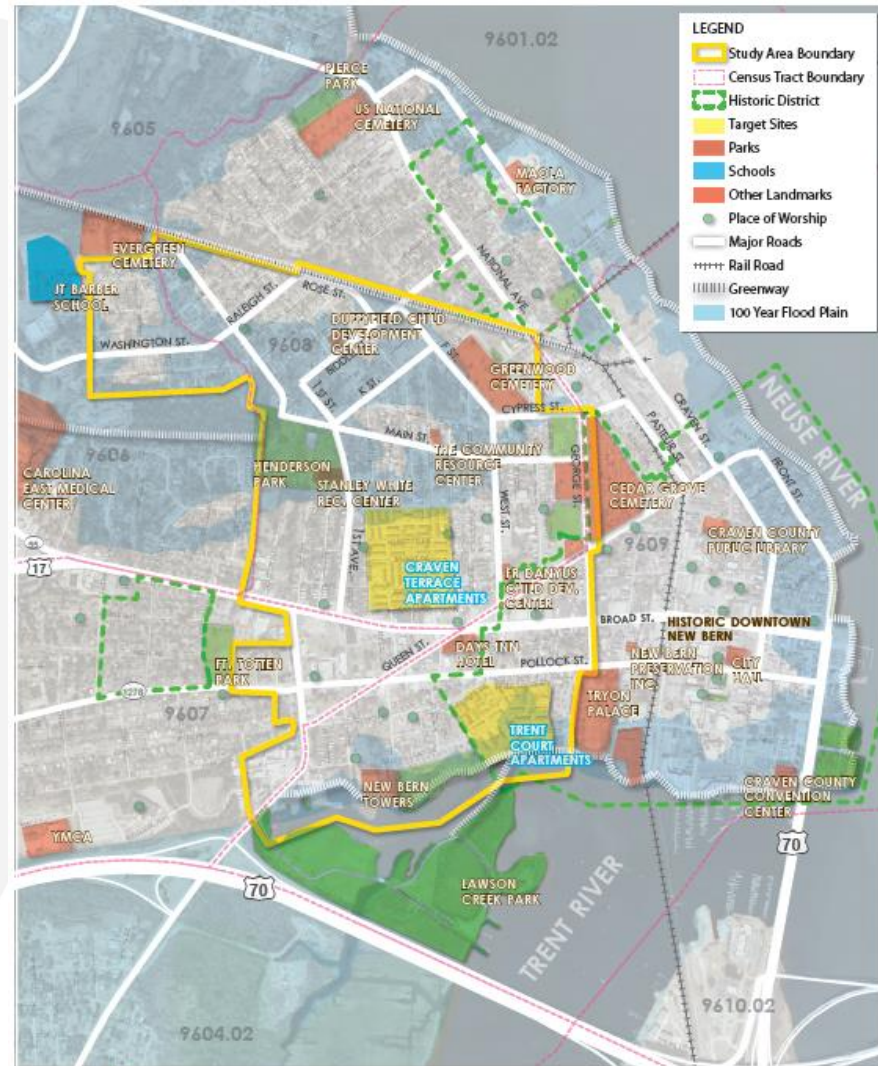
Attachment 21a:
CITY CONTEXT MAP
New Bern Greater Five Points
Choice Neighborhood Planning Initiative



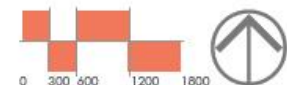
Closer View of Focus Area

This area struggles with:

- Unemployment
- High Crime
- Poverty
- Disinvestment
- Limited services and educational opportunities



Attachment 21b:
NEIGHBORHOOD CONTEXT MAP
New Bern Greater Five Points
Choice Neighborhood Planning Initiative



What's Next?

- Detailed Planning and Information Gathering
 - Goal is to:
 - Identify the problems
 - Determine solutions
 - Implement the plan that is developed
 - Evaluate to outcomes and modify as necessary