COMMUNITY UPDATE

2012

PITTSBORO, NC

SMALL TOWN MAIN STREET COMMITTEE

THRIVE

in NORTH CAROLINA

THE MAIN STREET APPROACH

- ORGANIZATION
- DESIGN
- PROMOTION
- ECONOMIC RESTRUCTURING

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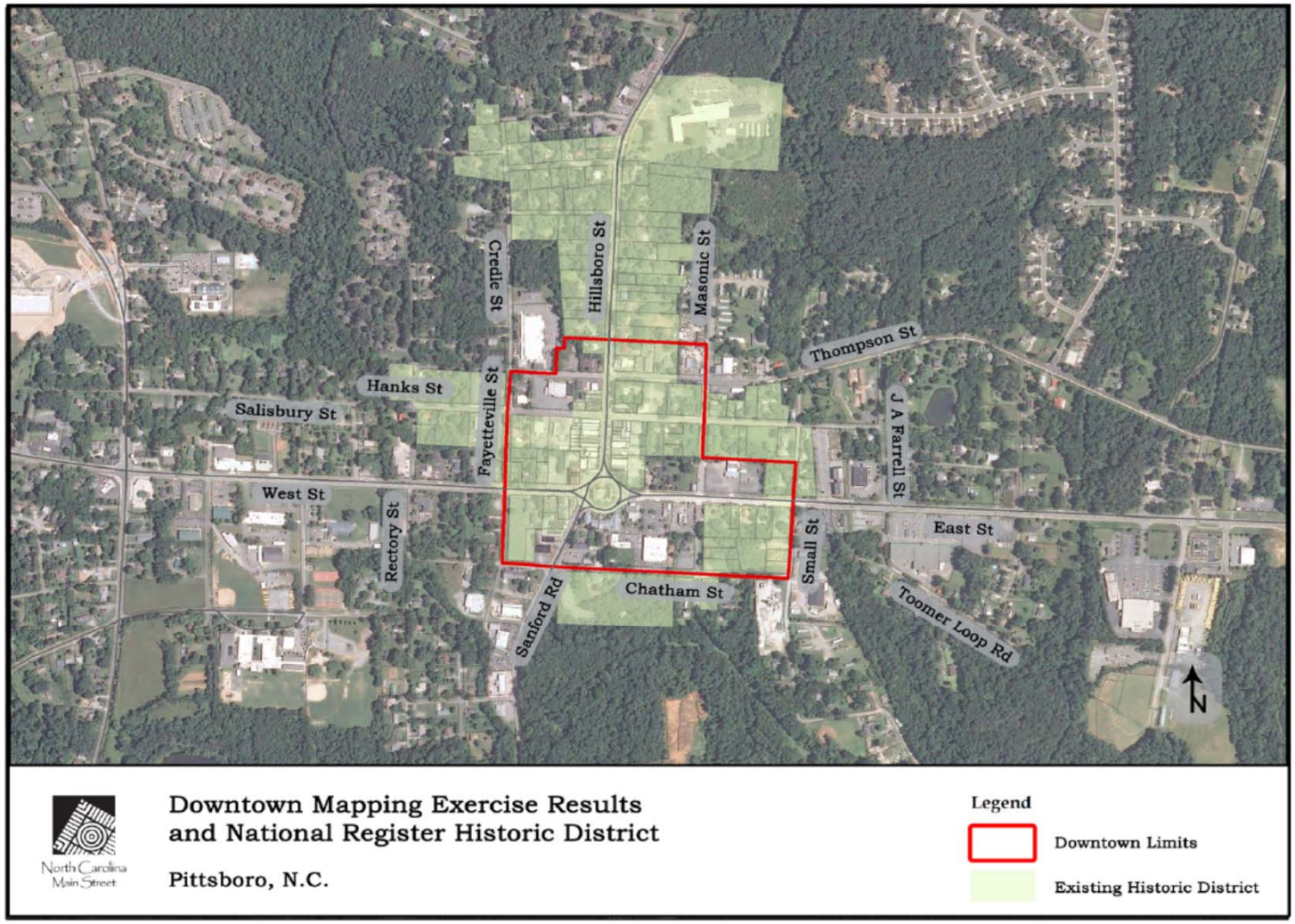
Pittsboro Target Area



ORGANIZATION

THRIVE in NORTH CAROLINA

SMALL TOWN MAIN STREET
List of Participants

Adrienne Bashita
Alicia Ravetto
Beth Turner
Bett Wilson Foley
Betty Wilson
Bill Terry
Bill WIllcox
Bob and Peggy Mowrey
Bonnie Ross
Catherine Deininger
Chris Grulke
Christine Miller
Cindy Edwards
Daniel Salgadoll
Darryl Way
Dee Reid
Deepa Sanyal
Dianne Reid
Ed Fowler
Elyse Rowley
Gary Kibler
Hugh Harrington

Mike Cross
Molly Matlock
Nikki Jaeger
Patti Dukes
Paul Horne
Phil Bienvenue
Philip Culpepper
Ray Kelley
Rita Cileo
Samantha Birchard
Sarah Carr
Shannon Plummer
Starla
Stephanie Richardson
Steve Carr
Steve Snyder
Stuart Bass
Suzi Snyder
Taylor Hobbs
Tim Goodwin
Tony Cileo
Tudy Vitaro
Wade Barber
Welford and Pat Harris

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Small Town Main Street List of Participants

Jan Nichols
Jeff Starkweather
Jennifer Terry
Jennifer Wichowski
Jim Nass
Jodi Mitchell
John and Kitty Mecham
John Justice
Justin Johnson
Karen Allen
Kate Ladd
Kevin Russell
Larry Robinson
Lesley Landis
Linda Bienvenue
Malcolm Ross
Mandy Cartrette
Mary
Mayor Randy Voller
Melanie Girard
Melissa Delbridge
Michael Fiocco

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PITTSBORO COMMITTEE

+YOU!

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PROGRAM OF WORK

THRIVE in NORTH CAROLINA

Design

N.C. Department of Commerce, Urban Development Division
Stephanie Richardson, Urban Development Design Team

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Design Work Program

Improve Sidewalks, Streets, Streetscape, Alleys, Signs, Accessibility	33
Improve Parking	27
More public gathering spaces/ parks	17
Improve Building Facades – Preserve Historic Character	16
Outdoor Art	9
Public Restrooms	7
More Public Art (murals, etc.)	4
Energy Efficient Buildings	3
Entranceways, Gateways Improved	2
Improve Traffic & Circulation (bypass)	2
Move Town Hall Downtown	1
Recycling Bins by Artists (recycled materials)	0

Design Work Program

Top 4 Items

Focus	Number of Votes
Improve Sidewalks, Streets, Streetscape, Alleys, Signs, Accessibility	33
Improve Parking	27
More public gathering spaces/ parks	17
Improve Building Facades – Preserve Historic Character	16

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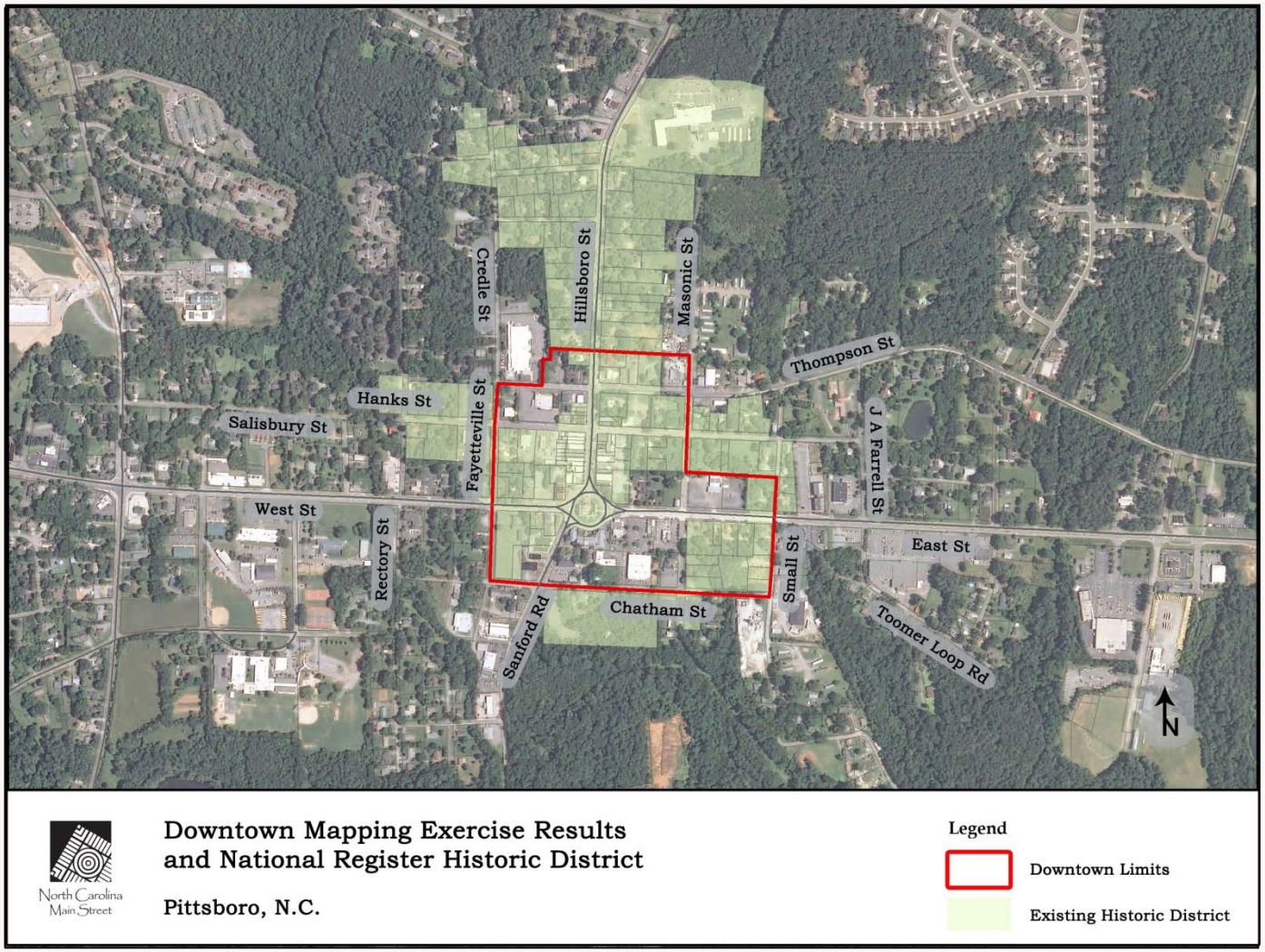
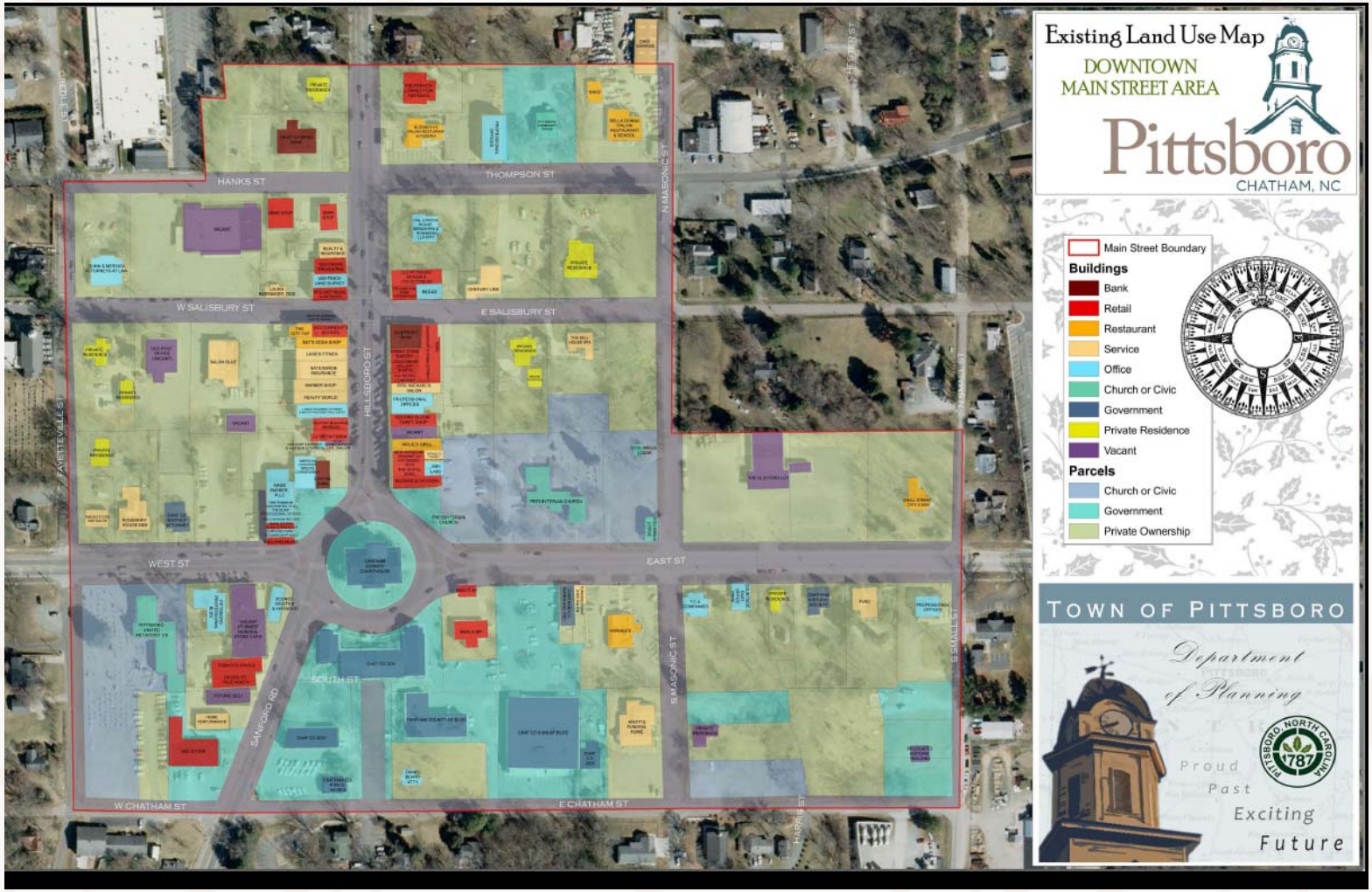
Downtown Walkabout



Downtown Map



Downtown Walkabout

Walkabout Goals:

1. To identify the downtown district as it pertains to the work of the Main Street (or Small Town Main Street) Committee. The Main Street program focuses on downtown revitalization through historic preservation therefore a geographic area of work needs to be identified in order for limited resources to be utilized to maximum effect.
2. To better understand the characteristics of a street that contribute to its success as a vibrant space.
3. To look closely at downtown's buildings and overall image with the intent of identifying overall impressions and future vision for the district.

The 8 Characteristics of a Great Street.

1. **Maintenance** – Keep it clean, probably the lowest cost activity, but also often the highest impact. This goes not only for the streets and sidewalks, but also for the storefronts and buildings.
2. **Places for People to Walk with Some Leisure** – It is on foot that we are most able to actively engage our environment and the people and business around us, a great street requires that we be able to do this comfortably.
3. **Physical Comfort** – The best streets offer respite: warmth or sunlight when it is cool and shade and coolness when it is hot as well as comfortable space(s) to gather in small groups.
4. **Definition** – Great Streets have definition, usually walls of some sort, that clearly communicate where the edges of the street are. These edges help to keep our eyes focused on the street.
5. **Qualities that Engage the Eyes**- Great Streets have variety, whether it is building design, or streetscape elements.
6. **Transparency** – Great Streets have definition but there is transparency within that definition, a way to see from the public realm (the street), into the semi-private (retail store, a restaurant, etc.).
7. **Complementary** – The buildings on Great Streets get along with each other, respecting height, volume, and design.
8. **Quality of Construction & Design** – This is a matter of materials, workmanship, and design, all with the word "high quality" before them; investing in quality products as well as quality craftsmanship leads to saving time and money in the long term.

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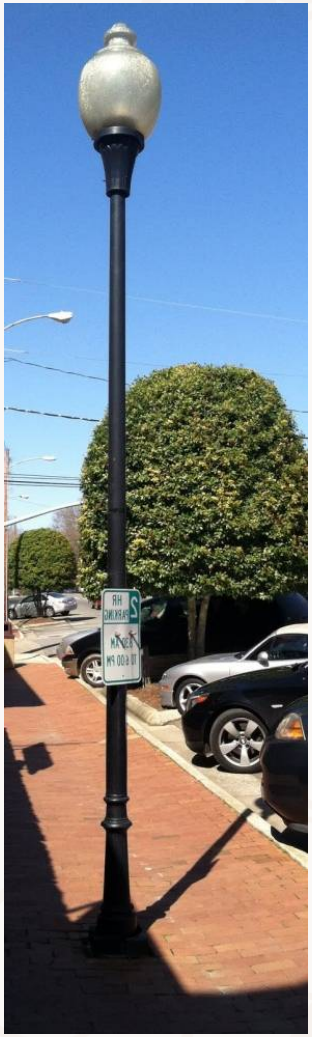
Downtown Walkabout

Downtown Walkabout

Existing Furniture



Streetscape Improvements

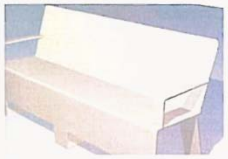
Streetscape Improvements

Streetscape Improvements

Hickory

Proposal Kit

Art on the Bench



Public Art Commission

What is "Art on the Bench"?
The City of Hickory Public Art Commission (PAC) is sponsoring its second phase of the popular "Art on the Bench" project and its goal is to commission artist's to paint 20 metal benches that will be placed in public places throughout Hickory. The benches are made by Bakers Waste Equipment Company and each artist will receive a $400 stipend for painting supplies. If a bench is not finished, it will need to be returned to the City of Hickory with the stipend.

The PAC integrates public art into public space and helps create a visual sense of the community, and provides leadership in implementing a public art program for the City of Hickory.

Please note that the benches will be located outside. Artists are required to use a paint that can withstand varying weather conditions. The PAC requests that industrial enamel, acrylic enamel or automotive paint is used. The benches will be coated after painting and the paint needs to be compatible with the coating.

Some of the possible locations where benches could be located are: L.P. Frans Stadium (Home of the Hickory Crawdads), Downtown Hickory, Hickory Regional Airport, Downtown Hickory Farmers' Market, Lenoir-Rhyne University, and bus stops. If you have any questions, please contact Donna Cullum at (828) 261-2215 or via e mail at dcullum@ci.hickory.nc.us.

The benches will be on display at "Art on the Avenue" festival, May 2, 2009.

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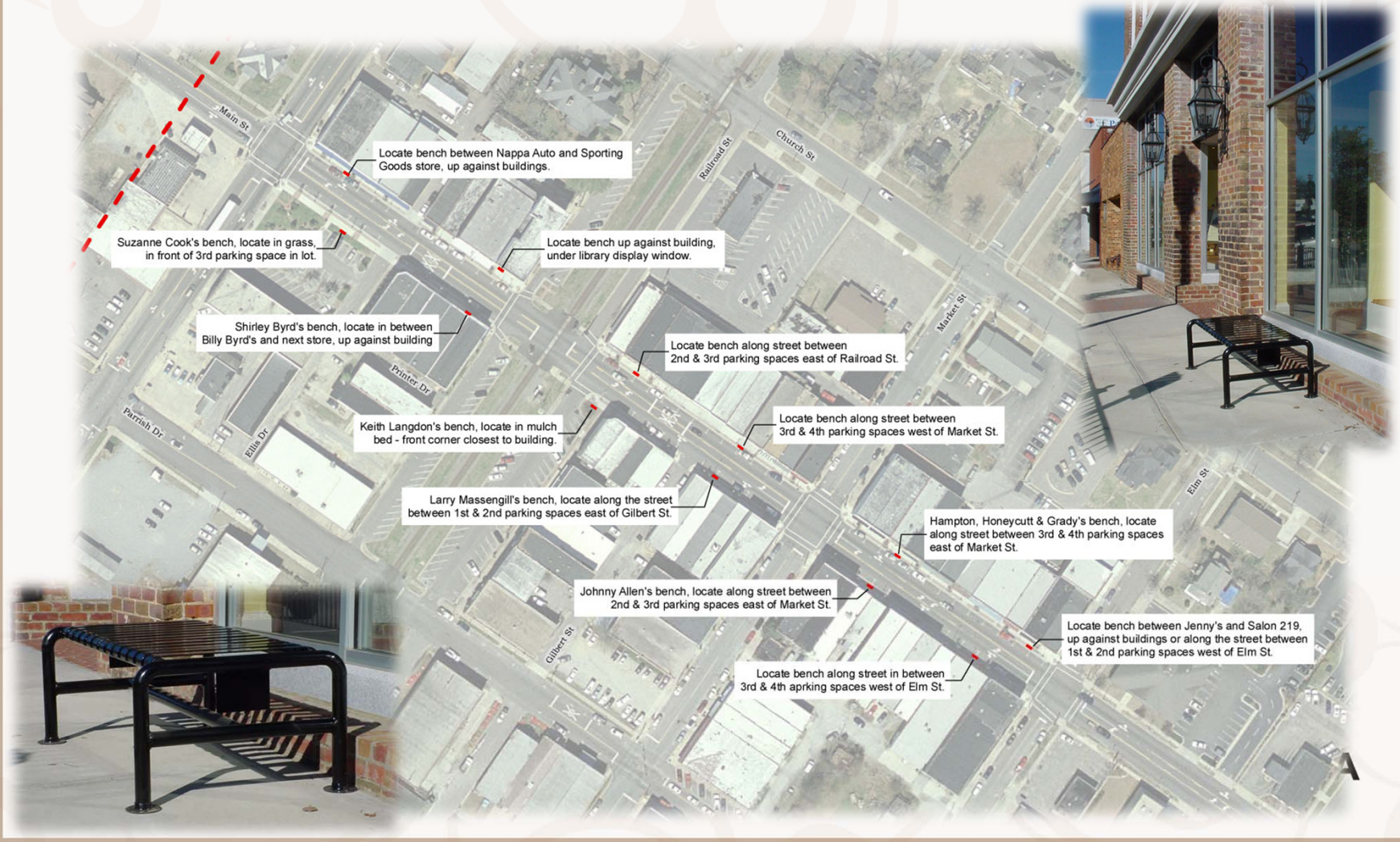
Streetscape Improvements

Hickory, NC's "Art on the Bench" project

Streetscape Improvements

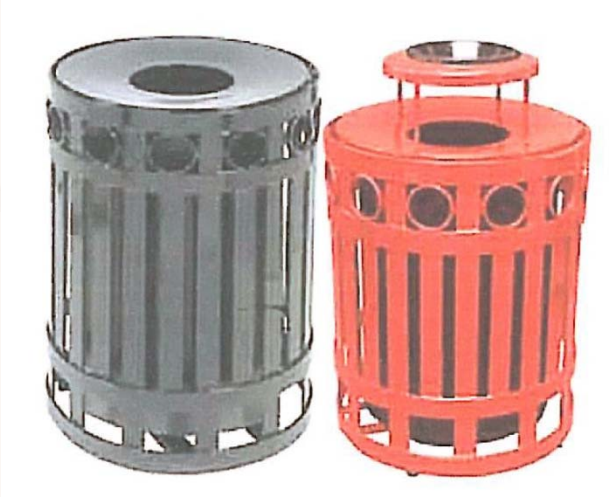
Benson, NC's downtown bench project



Streetscape Improvements

Benson, NC's downtown bench project

Streetscape Improvements



Streetscape Improvements

Streetscape Improvements

The Art of Recycling in Great Barrington, Massachusetts

www.cetonline.org/recycling_services/ArtBins_photos.php

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Streetscape Improvements

'Feed the Cow' Campaign, Lewisham, UK

www.apartmenttherapy.com/feed-the-cows-r-35625

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Streetscape Improvements

Resources:

Victor Stanley, Inc.	Site Furnishings	www.victorstanley.com
Dumor	Site Furnishings	www.dumor.com
Keystone Ridge Designs	Site Furnishings	www.krdusa.com
Carolina Recreational Products	Site Furnishings	www.carolinarec.com
PGA	Lighting	www.pgalighting.com
Sternberg Lighting	Lighting	www.sternberglighting.com
Carolina Lighting & Designs	Lighting	www.carolinaltg.com
Wrap-A-Post, LLC	Telephone Pole wraps	www.wrapapost.com

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Streetscape Improvements

Resources:

DeepRoot	Street Trees	www.deeproot.com
Greenscreen	Living Walls	www.greenscreen.com
American Classic Signs	Signs	Glen Nocik (gnocik@acsminc.com)
Downtown Graphics Network	Signs	www.boulevardbanner.com
Integrated Paving Concepts	Paving	www.integratedpaving.com
Scofield Systems	Paving	www.scofield.com
WausauTile	Paving	www.wausautile.com

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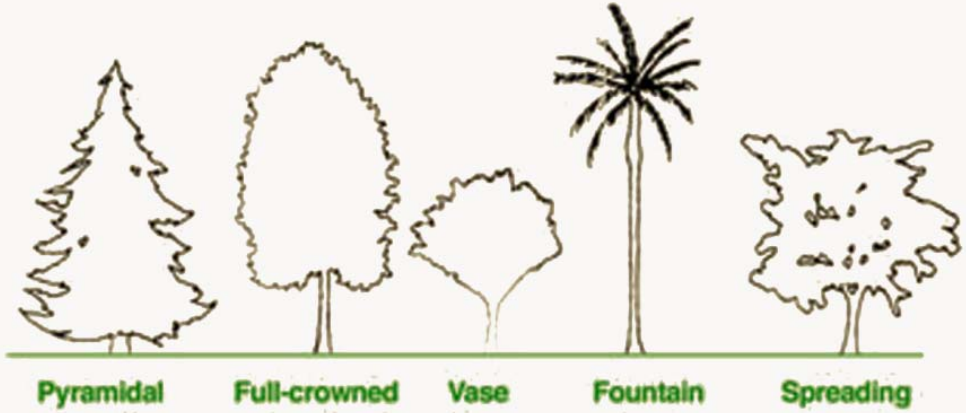
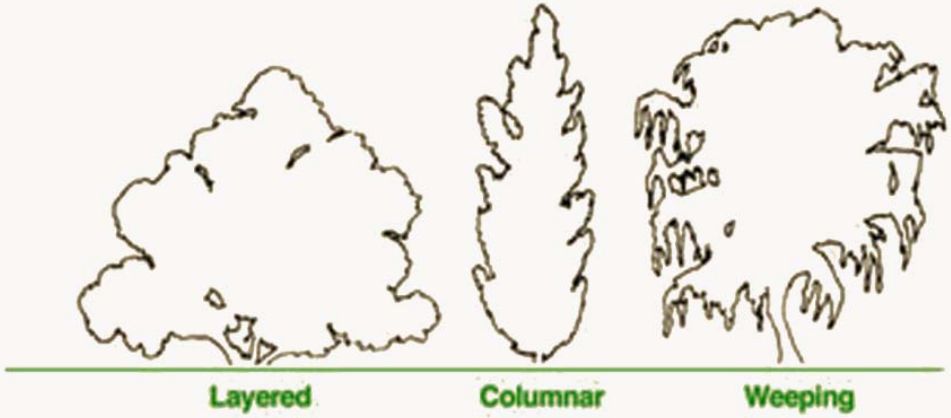
Street Improvements

Trees - Appropriate form & height:





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Street Trees

SMALL TREES: Mature height less than 35 feet tall (suitable for planting under utility wires)								
TREE SPECIES		SHAPE	GROWTH RATE			VISUAL INTEREST	ENVIRONMENTAL TOLERANCE	PROBLEMS
Scientific Name	Common Name		Slow	Medium	Fast			
Acer campestre	Hedge maple	Rounded	•			Fall Leaf Color	High pH/Drought/ compaction	
Amelanchier arborea	Serviceberry	Rounded		•		Fall Leaf Color, Fall Leaf Color, Flower Color		Specify tree form. Good alternative to crapemyrtle.
Cercis canadensis	Eastern redbud	Rounded			•	Fall Leaf Color, Flower Color	pH adaptable	
Chionanthus retusus	Chinese fringetree	Rounded	•			Flower Color		
Cornus kousa	Kousa dogwood	Rounded	•			Fall Leaf Color, Flower Color	Acidic soils	
Crataegus viridis	Green hawthorn	Rounded		•		Fall Leaf Color, Fall Leaf Color, Flower Color	PH adaptable/ Drought/Wet soils	
Halesia tetraptera	Carolina silverbell	Rounded		•		Fall Leaf Color, Flower Color	Acid soils	Specify tree form. Good alternative to crapemyrtle.
Lagerstromia spp.	Crapemyrtle	Rounded			•	Fall Leaf Color, Fall Leaf Color, Flower Color, Flower Color, Flower Color, Flower Color	Wet soils	Over planted and often unnecessarily topped.
Maackia amurensis	Amur maackia	Rounded	•			Flower Color	Drought/pH adaptable	
Malus spp.	Flowering crabapple	Rounded		•		Fall Leaf Color, Fall Leaf Color, Flower Color, Flower Color, Flower Color, Flower Color	Wide range of soils/Salt/ Compaction	Specify tree form; fruit litter problem; scab is a problem for many species
Pistacia chinensis	Chinese pistache	Rounded		•		Fall Leaf Color	High pH	
Prunus caroliniana	Carolina Cherrylaruel	Pyramidal			•	Flower Color	Drought/pH adaptable	Avoid poorly drained sites
Prunus virginiana	Chokecherry	Narrow			•	Fall Leaf Color, Flower Color	Drought/Salt	Avoid poorly drained sites
Syringa reticulata	Japanese tree lilac	Pyramidal		•		Flower Color	Drought/pH adaptable	

Key: Fall Leaf Color
Flower Color

Street Trees

MEDIUM TREES: Mature height between 35 feet and 50 feet tall								
TREE SPECIES		SHAPE	GROWTH RATE			VISUAL INTEREST	ENVIRONMENTAL TOLERANCE	PROBLEMS
Scientific Name	Common Name		Slow	Medium	Fast			
Acer rubrum	Red maple	Rounded		•			Wet soils/compaction	Tends to have cankers under heavy stress; Over planted.
Aesculus hippocastanum	Horsechestnut	Rounded	•				PH adaptable/salt tolerant/compaction	Susceptible to leaf blotch and scorch
Aesculus x carnea	Red horsechestnut	Rounded	•				Compaction/acidic soil	
Carpinus betulus	European hornbeam	Narrow		•			Dry soils/pH adaptable	
Carpinus caroliniana	American hornbeam	Pyramidal	•				Acidic soils	Sensitive to drought and compacted soils
Celtis laevigata	Sugar hackberry	Rounded		•			Wet soils/compaction /salt	Intolerant of high pH
Corylus colurna	Turkish filbert	Narrow		•			Drought/pH adaptable	
Juniperus virginiana	Easter redcedar	Pyramidal		•			Drought/High pH/ Compaction/Salt	
Koelreuteria paniculata	Goldenraintree	Rounded		•			Drought/Salt/High pH	
Phellodendron amurensis	Amur corktree	Rounded		•			Drought/Wet soils/pH adaptable	Fruit may be a problem on females
Prunus sargentii	Sargent cherry	Narrow			•		Drought/Salt/Acid soils	Avoid poorly drained sites. Japanese beetles

Key: Fall Leaf Color
Flower Color

THRIVE in NORTH CAROLINA

http://ncforestservice.gov/Urban/pdf/NC%20Urban%20Tree%20List.pdf

Street Trees

Resources:

North Carolina Forest Service – Urban and Community Forestry

Has 3 regional specialists, can assist w/ tree inventories, can assist w/ street tree selection, offers "Urban Forestry Grant Program"

http://ncforestservice.gov/Urban/Urban_Forestry.htm

Tree City USA – (Arbor Day Foundation)

Provides tree education, awards, tree (and sign) guidelines

http://www.arborday.org/programs/treeCityUSA/index.cfm

*There are 74 NC communities in this program; 29 are also "Main Streets." Of the 29, 4 have been "Tree Cities" for 32+ years! Way to go Brevard, Edenton, Farmville and Wake Forest.

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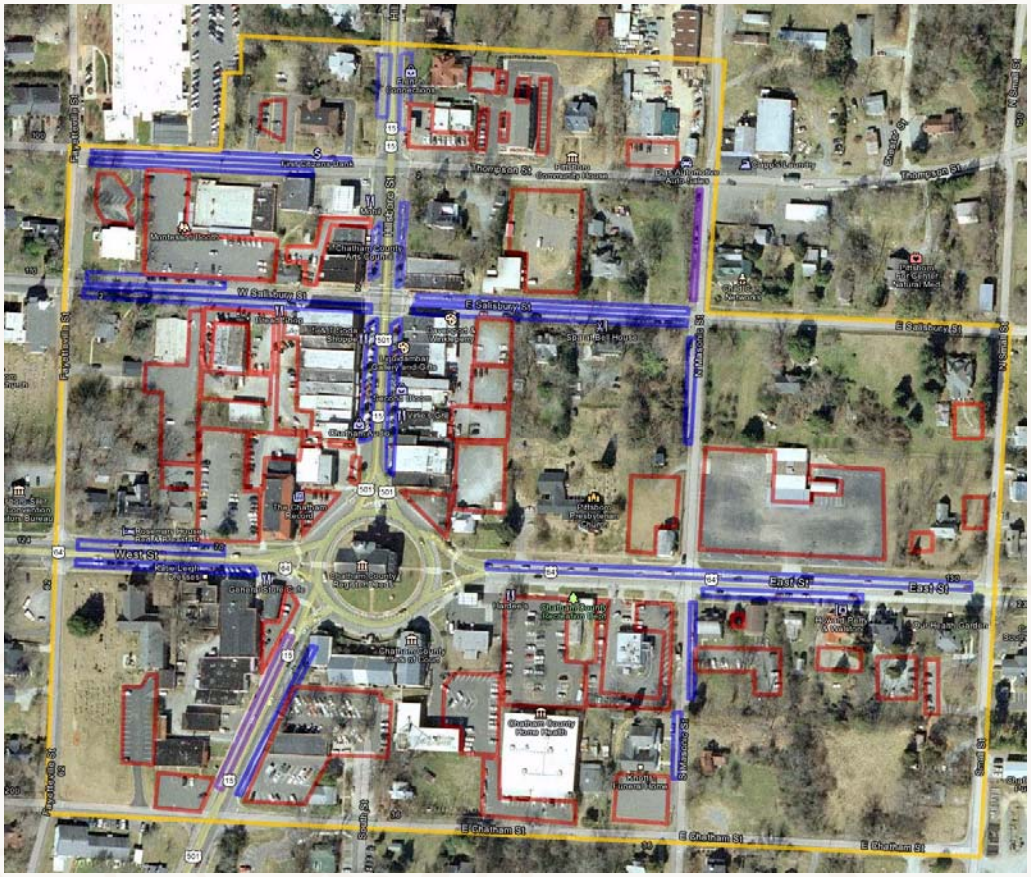
Streetscape Improvements

Improve parking



Parking decks

Hillsborough Parking Deck

Rams Head Plaza Chapel Hill

TRIVE in NORTH CAROLINA

Public Gathering Spaces

- Private gathering space

- Public Square - Southern Village

Southern village green

Improve Building Facades
(Preserve Historic Character)

Façade Improvements

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Façade Improvements

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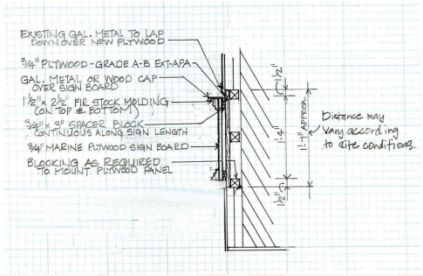
Façade Improvements

Signboard Detail



WORK DESCRIPTION ▪ Second Bloom

- Remove metal canopy and supports.
- Remove all shake shingles.
- Make any needed repairs to masonry, matching to original bricks and to original mortar mix, which should be softer than its surrounding brickwork. Do not use too high a quantity of Portland cement in mortar mix.
- Remove flower boxes and deteriorated wood from bulkheads.
- Install 4" square ceramic tiles in bulkheads as shown. Color should match Benjamin Moore's Taupe ▪ 2110 -10.
- If transom windows (right above storefront) are missing, then replace with new wood windows as shown.
- Remove false muntins from entrance door.
- Scrape, sand, caulk and prime millword. Paint **two topcoats in a high gloss finish** as follows:

  door frames: Southfield Green ▪ HC-129
  door + transom window framing: Burnt Cinnamon ▪ 2094-10.

  Colors are from Benjamin Moore's *Color Preview* paint chart.
- Install a signboard, using specifications in detail as shown. Dimensions will vary according to building conditions. The painted flowers in the background are a suggestion only; the image is from a Marimekko cloth (which is copyrighted). But I do recommend some kind of overall floral pattern, rather than the one flower currently used with your sign. The flowers can be bigger and more stylized, but using them - and the font style (called *Identity*; it is a free font that can be downloaded from online) - will give your storefront **instant** curb appeal and a new, modern look. Finally, amongst the flowers, use the Southfield Green paint color.
- Install a fire retardant awning on a rigid metal frame as shown. Awning shall have a 35—45˚ slope, a 12" valance and open ends. Use Coastline Plus' Jade fabric (#857234), or an equal in another brand.

North Carolina Main Street

68 Hillsboro Street ■ Pittsboro

27 February 2012

PITTSBORO
PROMOTIONS WORK PROGRAM
2012/2013

How Do We Tell Our Story?

THRIVE
in NORTH CAROLINA

PROMOTIONS WORK PROGRAM 2012

- **Promote local history, arts, foods and sustainability**
- **Branding Campaign**
- **Focused events featuring local artists, musicians and public art**
- **Coop marketing with local businesses**

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CAPITAL BAN
FIRST SUNDAY
12 - 4 PM
Crafts
Music
Food
FUN - FUN - FU

Promotions projects

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BRANDING

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in NORTH CAROLINA

WEB SITE

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EVENTS

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We Need Everyone

- Volunteers to plan & execute the events
- Officials to set up & run events
- Business Owners to join together
- Sponsors for the marketing campaign
- Ideas, suggestions, and input from everyone!

LET'S ALL JOIN IN TOGETHER TO HELP IMPROVE IT!

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PITTSBORO ECONOMIC RESTRUCTURING WORK PROGRAM 2012/2013

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PITTSBORO ECONOMIC RESTRUCTURING WORK PROGRAM

- **More businesses, business variety, recruitment-retention**
- **Develop a downtown "destination"**
- **Business Incentives**
- **Renovate Buildings**
- **Market Study**

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ECONOMIC RESTRUCTURING WORK PROGRAM

FIRST STEP

- Conduct Market Study
  - Identify Business Opportunities
  - Identify Development Opportunities
  - Identify Appropriate Incentives

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ECONOMIC RESTRUCTURING

- **Economic restructuring** strengthens your community's existing economic assets while diversifying its economic base. This is accomplished by retaining and expanding successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners and attracting new businesses that the market can support. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district. The goal is to build a commercial district that responds to the needs of today's consumers.

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ECONOMIC RESTRUCTURING

- Understanding Current Economic Conditions
- Baseline Data Development & Management
  - Tax Values
  - Parking Database
  - Business Inventory, Building Inventory
  - Number of Employees, Residents
  - Demographic Profile
  - Downtown Business & User Surveys
  - Market Analysis

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ECONOMIC RESTRUCTURING

- Strengthening Existing Businesses
  - Educate Existing Businesses
  - Identify Business Resources
  - Offer One-On-One Business Assistance
  - Host Business Improvement Seminars
  - Communicate Market Opportunities
  - Comprehensive Promotion Plan Through Promotion
  - Improving the Physical Environment Through Design

THRIVE NORTH CAROLINA

ECONOMIC RESTRUCTURING

- Finding New Economic Uses
  - Mixed Use Development
  - Codes and Ordinances
- Developing Financial Incentives & Capital for Building Rehabilitations & Business Development
- Grants
- Loans
- Tax Credits

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ECONOMIC RESTRUCTURING

- Monitoring the Economic Performance of Downtown
  - Tracking Baseline Data Annually
  - Tracking Statistics (façade improvements, building rehabs, jobs, businesses, investment)
  - Telling the Story Through Organization

THRIVE in NORTH CAROLINA

THE SIX FACTORS

1. Market Conditions and Business Climate
2. Business Mix
3. Real Estate Availability and Condition
4. Physical Environment and Amenities
5. Availability of Capital and Financing
6. Business and Development Assistance

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BUSINESS AND DEVELOPMENT PLAN

2012

Downtown Pittsboro North Carolina

NC Main Street Center
NC Department of Commerce
Urban Development Division
Pittsboro Small Town Main Street Committee

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DOWNTOWN PITTSBORO

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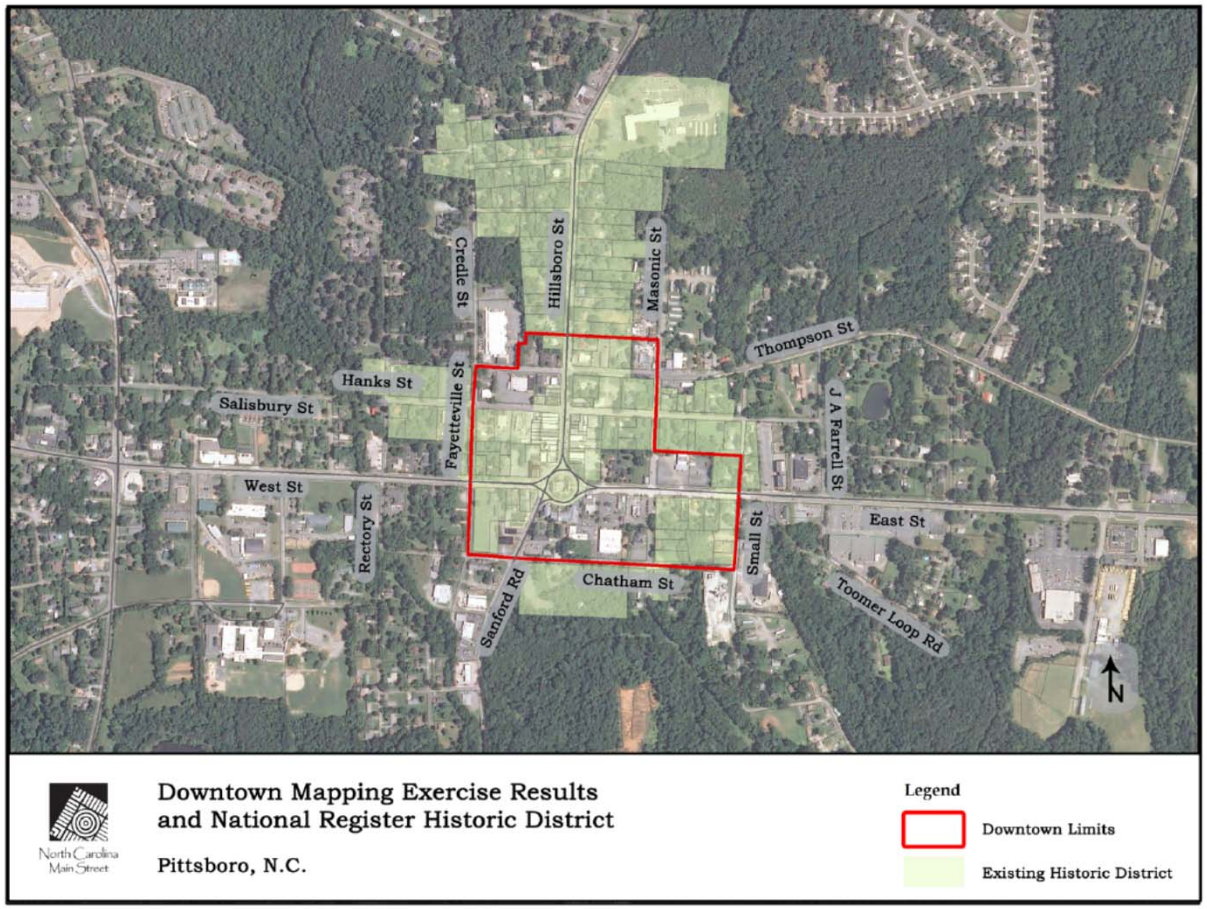
Pittsboro Target Area



DRIVE NORTH CAROLINA

ECONOMIC RESTRUCTURING

ECONOMIC – Creation of Economic Value ("Profit")

- Public and Private Investors

ECONOMIC DEVELOPMENT – Adding Value ("Profit)

- Jobs
- Sales
- Tax Revenues
- Property Value
- Income (rents, etc.)

ECONOMIC RESTRUCTURING – Adapting to current realities of the marketplace

THRIVE in NORTH CAROLINA

THE SIX FACTORS OF ECONOMIC RESTRUCTURING

- There are six basic factors that should be considered when undertaking economic activities.
- Without an understanding of these factors, it will be impossible to determine the direction that economic activity must take in order to bring about a successful effort.

THRIVE in NORTH CAROLINA

FACTOR 1. MARKET CONDITIONS AND BUSINESS CLIMATE

- Assessing this factor helps determine the status of the retail, residential and office markets and their potential in your downtown.
- Information gathered related to retail sales, occupancies and rents is used to develop materials for assisting existing businesses and attracting new businesses to downtown.

THRIVE in NORTH CAROLINA

OBSERVATIONS: Market Conditions

	2000	2010	Growth
• Town Population	2,226	3,743	68%
• Population (1-mile)		2,751	
• Population (5-miles)		8,525	
• Population (10-miles)		27,858	
• Per Capita Income (1-mile)		$23,725	
• Per Capita Income (5-miles)		$24,159	
• Per Capita Income (10- miles)		$28,297	

THRIVE in NORTH CAROLINA

OBSERVATIONS: Market Conditions

- Gross area retail sales below local potential within the ten mile radius
- "Leakage" in several retail categories
- Strip retail along East Street
- Competition from Raleigh, Apex, Chapel Hill, Cary

THRIVE in NORTH CAROLINA

OBSERVATIONS: Retail (non-auto) (not cumulative)

	1-Mile	5-Miles	10-Miles
• Retail Sales	$ 80 mil	$123 mil	$191 mil
• Potential	$ 25mil	$ 76 mil	$297 mil
• Surplus/ Leakage	+$ 55 mil	+$47 mil	**(-)$ 104 mil**

THRIVE in NORTH CAROLINA

OBSERVATIONS: Retail

- 40 +- Retail Business in Downtown District
- 57 +- Retail businesses within 1-mile
- 90 +- Retail Businesses within 5-miles
- 140 +- Retail Businesses within 10-miles

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OBSERVATIONS: Retail

- Downtown provides goods and services to a **Primary Trade Area of 5 miles**

And a

Secondary Trade Area of 10 miles

THRIVE in NORTH CAROLINA

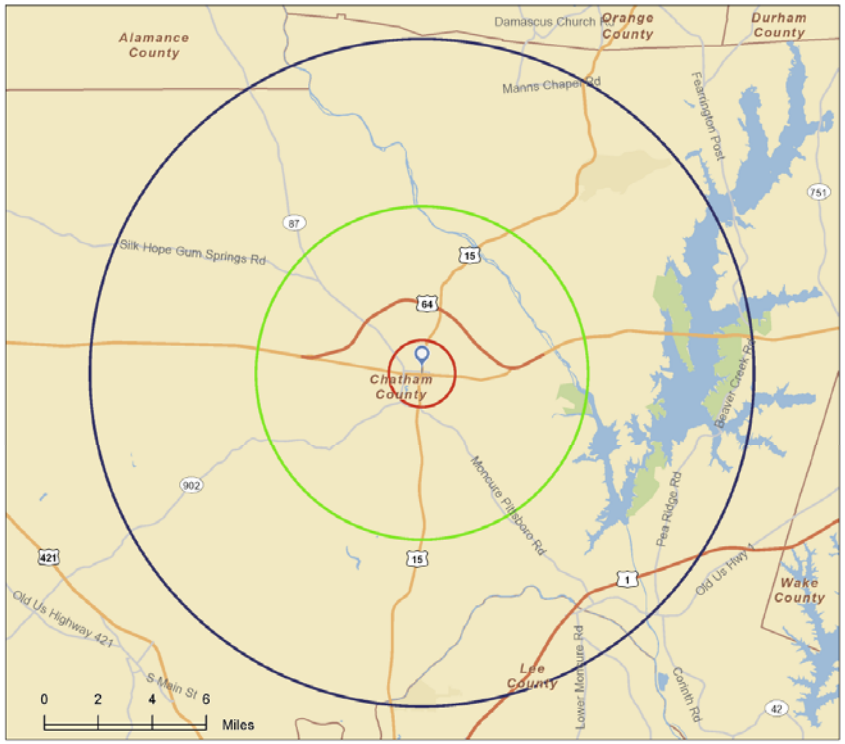
Pittsboro TRADE AREA 10 Miles

esri

Site Details Map

Downtown Pittsboro
44 Hillsboro St, Pittsboro, NC, 27312
Ring: 1, 5, 10 Miles

Latitude: 35.72081
Longitude: -79.17711



This site is located in:

City:	Pittsboro town	**County:**	Chatham County
State:	North Carolina	**Census Tract:**	37037020800
ZIP Code:	27312	**Census Block**	370370208002
CBSA:	Durham-Chapel Hill, NC Metropolitan Statistical Area (20500)		

October 26, 2011

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www.esri.com/ba 800-447-9778 Try it Now!

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OBSERVATIONS: Retail

- Remaining **$104 million** in potential sales within the ten mile radius to be captured. Lost to strip shopping and other towns

Primarily In:

- **Food Service** (restaurants) **$ 28 million**
- **General Merchandise** (Dept) **$ 29 million**
- **Food and Beverage** (grocery) **$ 17.7 million**
- **Furniture/Appliances** **$9.8 million**
- **Health and Personal Care** (Drug Store) **$ 8.6 million**
- **Clothing and Accessories** **$ 4.6 million**
- Could potentially support up to **100,000+- square feet** of additional retail space at **15%** capture of lost sales.

CAROLINA

RETAIL POTENTIAL: 10-Miles

	RETAIL LEAKAGE ANALYSIS	PITTSBORO	Nov-11			
	AREA/MILES/RADIUS	10.00		DOWNTOWN POTENTIAL		
NAICS	BUSINESS TYPE		LEAKAGE/LOST BUSINESS	Est. Capture 15%	Est. Sales/SF	Supportable SF
4413	Auto Parts/Accessories/Tires		$3,447,502	$517,125	$125	4,137
4421	Furniture		$5,256,468	$788,470	$125	6,308
443/4431	Electronics/Appliance		$4,351,686	$652,753	$125	5,222
4442	Lawn and Garden		$412,747	$61,912	$125	495
445	Food and Beverages		$17,747,486	$2,662,123	$250	10,648
446	Health and Personal Care		$8,659,893	$1,298,984	$150	8,660
448	Clothing and Accessories		$4,631,270	$694,691	$125	5,558
4511	Sporting Goods/Hobby/Music		$1,137,130	$170,570	$125	1,365
452	General/Department Store Merchandise		$29,511,465	$4,426,720	$125	35,414
4532	Office Supply/Stationery/Used/Gifts/Florists		$433,797	$65,070	$125	521
722	Food Services and Drinking Places		$28,825,488	$4,323,823	$200	21,619
	TOTAL		$104,414,932	$15,662,240		99,946
	SOURCES:	ESRIBIS ©		(Adjusted)	NC Main Street	

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RECOMMENDATIONS: Retail

- Capture a portion of the **$104** million in potential sales within the ten mile radius.
- Increase the availability and/or marketing of
  - Food Service (restaurants)
  - Furniture and Appliances
  - Clothing and Accessories
  - Groceries, Drug Store, Office Supply, etc.
  - General Merchandise

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RECOMMENDATIONS: Retail

- Expand the offerings of existing businesses downtown
- Add stores offering these products

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CONSUMER SURVEY

How often do you shop in the downtown business district?

AT LEAST WEEKLY	**56**	**%**
MONTHLY	**23**	**%**

CONSUMER SURVEY

What is the Main reason you visit the downtown business district?

Working	13	%
Shopping	17	%
Eating	50	%
Banking	8	%
Personal Business/Other	12	%

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CONSUMER SURVEY

What Other things do you do downtown?

Shopping	**53 %**
Banking	**47 %**
Eating	**40 %**

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CONSUMER SURVEY

Where do you do most of your shopping?

Downtown	27 %
Nearby Town	47 %
Local Shopping Center	27 %

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CONSUMER SURVEY

- How would you rate the following about downtown?

	Good	Fair	Poor
Parking	27%	40%	45%
Friendliness of Salespeople	87%	10%	5%
Price of merchandise	47%	50%	0%
Variety of Goods	20%	53%	35%
Quality of Goods	67%	27%	0%
Attractiveness of downtown	37%	40%	30%
Attractiveness of buildings	27%	43%	40%
Business hours	30%	33%	40%
Safety	73%	20%	7%

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CONSUMER SURVEY

- How important are the following to improving downtown?

	Very	Somewhat	Not
Historic character	77%	20%	5%
Cleanliness/maintenance	83%	17%	0%
Focus on local customers	67%	30%	5%
Patronize local businesses	87%	10%	5%
Improve tourism	67%	23%	15%
More special events/festivals	70%	23%	10%
More jobs for locals	77%	20%	5%
Customer service	70%	30%	0%
Public impr./streets/sidewalks	77%	27%	0%
More advertising	37%	57%	10%
Reg/convenient hours	57%	40%	5%
Safety	60%	27%	5%

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CONSUMER SURVEY

What types of stores or services would you personally use downtown?

Restaurant (33%)

Specialty (13%)

Arts/Crafts (10%)

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CONSUMER SURVEY

- Where do you live?

In town	20%
Between 1 and 5 miles	34%
Between 5 and 10 miles	23%

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CONSUMER SURVEY

- What is you Zip Code?

27312	63%
27559	10 %
27517	3%
27515	3%
27510	3%

CAROLINA

CONSUMER SURVEY

How do you find out about local businesses, shopping, etc.?

Local Newspaper	**57 %**
Word of Mouth	**63 %**
Other Web/ Visit	**23 %**

in NORTH CAROLINA

Consumer Survey

- Respondent is:
  - Male 43%
  - Female **47%**
  - 15-19 0%
  - 20-25 0%
  - 26-35 3%
  - **36-50 57%**
  - **Over 50 37%**

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RECOMMENDATIONS: Retail

- Focus promotional efforts on the markets you are most likely to attract:
  - **2,246** Downtown area employees
  - **2,751** nearby residents (1 mile)
  - Visitors to other downtown businesses and downtown's "magnets" (Attractions, County Dept's, etc)
  - **3,608** Employees of local businesses and industries within 5 miles of downtown
  - **8,525** Residents within five miles of the business district
  - **27,858** Residents within 10 miles of the district
  - Other/County/outside visitors, Hwy 64, 15-501,87 etc.

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RECOMMENDATIONS: Retail

- Additional potential could come from carefully identified "niche" markets
  - "Overage" Merchandise Categories
    - Add to downtown critical mass
    - Create shopping destination
  - Tourism/Traffic Hwy 64/15-501/87
  - Targeted Zip Codes
  - Future Residential Growth
  - Specialty Shopping

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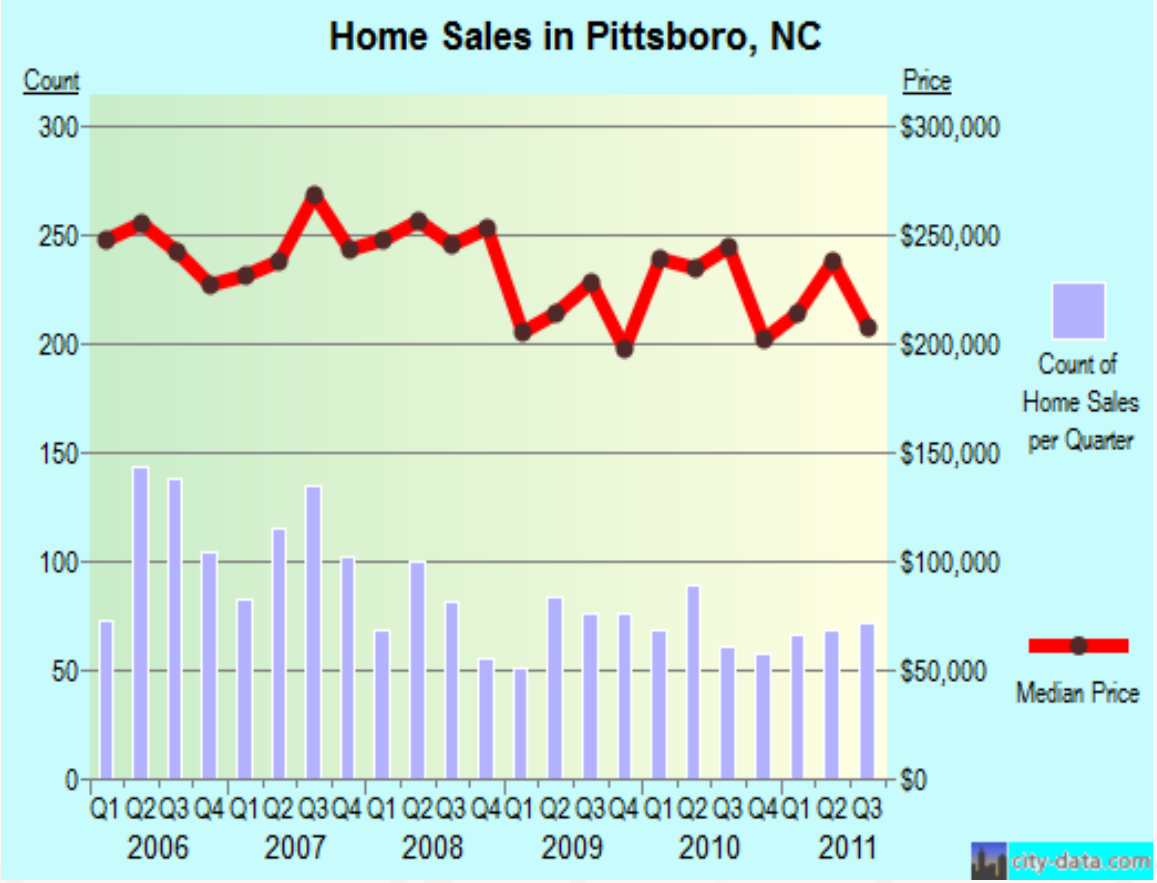
OBSERVATIONS: Residential



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OBSERVATIONS: Residential

- Estimated median house value in 2009: $213,610
- Houses: 90% occupied:
- % of renters here: 40%
- State renters: 31%
- Housing vacancy: 10%

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OBSERVATIONS: Residential

- Area median residential rentals **$752** month
- Several multi-story downtown buildings
- Mixed-use (commercial-residential) development with street levels reserved for commercial uses is a key to a successful downtown
- Residential currently permitted downtown

RECOMMENDATIONS: Residential

- Residential uses should be permitted downtown <u>above street level</u>
- The residential areas adjacent to downtown should remain as residential zoning. Primarily single family.
- Downtown property owners with vacant upper floor space should be encouraged to develop upper floor housing where feasible.

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OBSERVATIONS: Office

- Office/government/service/institutional uses downtown
- Some occurs at street level
- Unknown market for professional offices and services

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RECOMMENDATIONS: Office

- As additional retail tenants are identified and the retail market improves, offices now located at street level should be encouraged (and assisted as necessary) to move to upper floors and/or side streets.

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SERVICE/OTHER

- 30 +-Service Businesses
  - Important Component
  - Customer Traffic
  - Employment for Special Skills
  - Variety of Services/Barber/Beauty, etc.

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FACTOR 2. RETAIL MIX

- A market assessment, consumer and merchants' survey can provide information related to the number and types of businesses currently in the downtown area.

- From this information, the potential for success of additional or different retail businesses can be determined.

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RETAIL SURVEY RESULTS

2011 Downtown Retail Survey Results				
			Rent Location	62%
Average Size (sq. ft.)	2600		Own Location	38%
Average Sales / Sq. Ft.	$87		Average Rent Per Month	$1,081
Increase in Sales During 2010	67%		Average Rent Per Sq. Ft.	$7.62
Decrease in Sales During 2010	33%		Plan to Remain Open in Following Year	92%
Average Number of Employees	3.5		Plan to Relocate or Close in Following Year	8%
Average Number of Years Open	4+		Best Months for Sales	12,10,11
Primary Customers: 1.Residents 2 Tourists 3.Employees 4. others				

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RECOMMENDATIONS: Retail Mix

- New/expanded merchandise and/or businesses of the types identified in this report should be added to the supply.

- "Cluster" businesses of similar or complementary types within given areas wherever possible

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RECOMMENDATIONS: Retail Mix

- Direct non-retail uses to side-street locations
- Build Property Value
  - Improved retail market will improve opportunities for leasing to retail businesses

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DOWNTOWN RETAIL SECRETS TO SUCCESS

- Market Driven/Financially Feasible
- Appropriately Located/Cluster/Critical Mass
- Friendly, Personal Service
- Convenient/Regular Business Hours
- Quality Merchandise
- Variety and Selection
- Attractive Facilities/Merchandising
- Targeted Marketing

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FACTOR 3. REAL ESTATE AVAILABILITY AND CONDITION

- This factor addresses the ability to recruit development and business.
- If there are no available buildings or if they are overpriced or in poor condition, then it will be difficult to carry out the revitalization effort.

in NORTH CAROLINA

OBSERVATIONS: Real Estate Availability and Condition

- Some vacant buildings
- Some "Under-occupied" (warehousing, vacant upper floors)
- Most buildings in the downtown are in good condition
- Estimated average asking price at $100 per square foot/ building and land (depending on condition)

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OBSERVATIONS:Real Estate

- Average retail rents around $ 7-8 per square foot)
- Estimated $90-100 renovation cost per square foot (depending on condition)
- Moderate development feasibility/High acquisition cost

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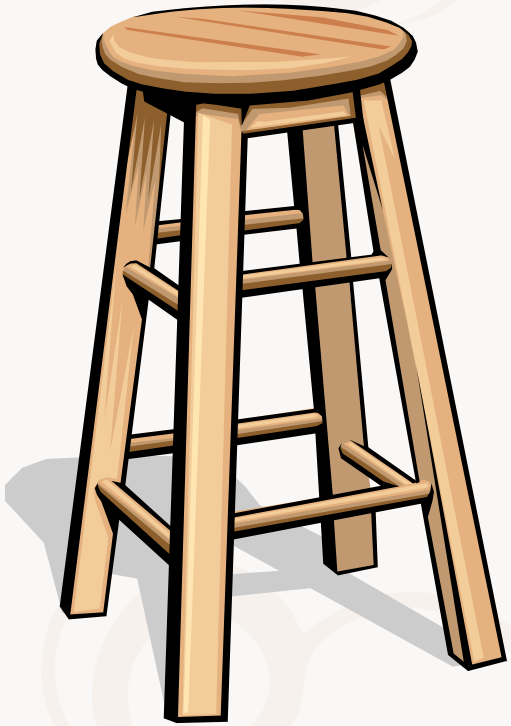
Four Legs of Development Feasibility

Property Cost

Rehab Cost



Rent

Retail Sales

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Example Tax Act Project (10yrs) (Current Market Data)

– Acquisition	$ 100.00/sf
– Renovation	$ 90.00/sf
– Investment	$ 190.00/sf
– Gross Income (rent)	$ 8.00/sf
– Less Operating Expenses	$ 2.40/sf
– Net Income	$ 5.60/sf
– Return on Investment	3 %/yr
– Historic Tax Credits	$ 3.60/sf/10 yrs
– Return on Investment	5 %/yr/10 yrs

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OBSERVATIONS: Real Estate

- With existing vacancy there is potential for redevelopment in the core business district, including some upper floor development

- There is some vacant land for future infill development.

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RECOMMENDATIONS: Real Estate

- Identify appropriate potential tenants and /or buyers and match them with suitable available properties
- Educate property owners and businesses regarding the relationship between development costs, retail sales and rent
- Utilize the NC Rehab Code

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RECOMMENDATIONS: Real Estate

- Identify potential for new development sites in the downtown business district
- Compatible design
- Develop physical and visual linkage between new development sites and existing downtown properties
- Assess impact of new commercial development outside the downtown business district

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FACTOR 4. PHYSICAL ENVIRONMENT AND AMENITIES

- The physical environment in which a business must function is critical to it's success.
- Even the best businesses will not be successful if the surrounding environment is run down, with few amenities and is difficult to access.

OBSERVATIONS: Physical Environment and Amenities

- Hillsboro Street and first block of Sanford Road in downtown offer a reasonably attractive business environment.
- Additional streetscape and building improvements are needed to enhance the downtown business district
- There are interesting buildings and development opportunities

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OBSERVATIONS: Physical Environment and Amenities

- Traffic Circle (vehicle/pedestrian issues)
- Multi-level Sidewalks
- On-street and Off-street parking/locational, identification and management issues

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OBSERVATIONS: Physical Environment and Amenities

- Although our consumer survey identified parking as an issue, parking appears sufficient for the current level of activity.

- Management improvements could improve the utilization of these spaces.

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Physical Environment and Amenities/Parking

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RECOMMENDATIONS: Physical Environment and Amenities

- Each employer should see that employees are aware of off-street parking availability and park off-street.
- Additional parking may be needed for the future and should be planned now.
- A limited parking study should be conducted.

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FACTOR 5. AVAILABILITY OF CAPITAL/FINANCING

- It is critical that adequate investment capital and attractive financing be available for downtown projects.
- In addition to public financing tools, local financial institutions must be actively involved and supportive of development and business downtown.

NORTH CAROLINA

OBSERVATIONS: Availability of Capital and Financing

- There is no specific downtown loan program offered by local banks
- The Town has no façade grant program
- No other Special Local Grant Programs:
- The heart of the business district is located in a National Register Historic District

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RECOMMENDATIONS: Capital and Financing

- A façade Grant program should be established.
- A downtown loan program should be explored with the local financial institutions.
- Additional Local downtown loan/grant programs should be established.
- Historic tax credit opportunities should be capitalized on/property owners should be encouraged to take advantage of tax credits (20% State/20% Federal) for contributing historic buildings.

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RECOMMENDATIONS: Capital and Financing

- Other possible incentives:
  - Rental Assistance grants
  - Upper-floor residential development loans
  - Commercial renovation loans
    - Possible Sources
      - Local financial institutions
      - Fundraisers
      - Town

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FACTOR 6. BUSINESS AND DEVELOPMENT ASSISTANCE

- Business and investment decisions must be made based on complete and factual information.
- One of the most important services that can be offered to potential investors, is the provision of detailed economic data, professional business and development assistance and coordinated marketing.

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OBSERVATIONS:Business and Development Assistance

- There is a local downtown revitalization organization (STMS Committee)
- Town staff handles development issues
- There is a county EDC

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RECOMMENDATIONS: Business Assistance

- The STMS organization should focus its efforts on addressing the needs of downtown constituents by filling the void between services offered by other agencies and those that need to be targeted specifically to downtown.

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RECOMMENDATIONS: Business Assistance

- The information contained in this report should be provided to current and prospective business and development prospects in order to assist them with decision making.
- Information on available property for rent or sale should be kept updated
- A joint advertising effort with local merchants should be undertaken

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Q and A

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