



COMPREHENSIVE PLAN

COMPRHENSIVE PLAN STEERING COMMITTEE MEETING
TOWN OPERATIONS CENTER– 115 INDUSTRIAL DRIVE
APRIL 12, 2021
7:00 PM

BENCHMARK

AGENDA

- Welcome
- Process Update
- Review Survey Results and Background Research
- Discussion of Major Themes / Big Ideas
- Next Steps

PURPOSE OF THE PLAN

- Road Map or Blueprint for the future of the Town
- Looks at development trends, previously approved plans, demographic and economic data, and community perceptions
- Serves as the primary policy guide for decision making:
 - ✓ Land Use & Development
 - ✓ Transportation & Mobility
 - ✓ Utilities
 - ✓ Historic & Cultural Resources
 - ✓ Parks & Recreation
 - ✓ Urban Design/Placemaking
 - ✓ Economic Development
 - ✓ Capital Investments

STEERING COMMITTEE ROLE

- Intended to act as an advisory body to the Town Staff and Consultant
- Review and discuss information, ideas, and recommendations prior to public presentation
- Assist with public outreach and engagement
- Give final recommendation to the Plan prior to advancing to the Planning Board and Town Council

COMPREHENSIVE PLAN PROCESS

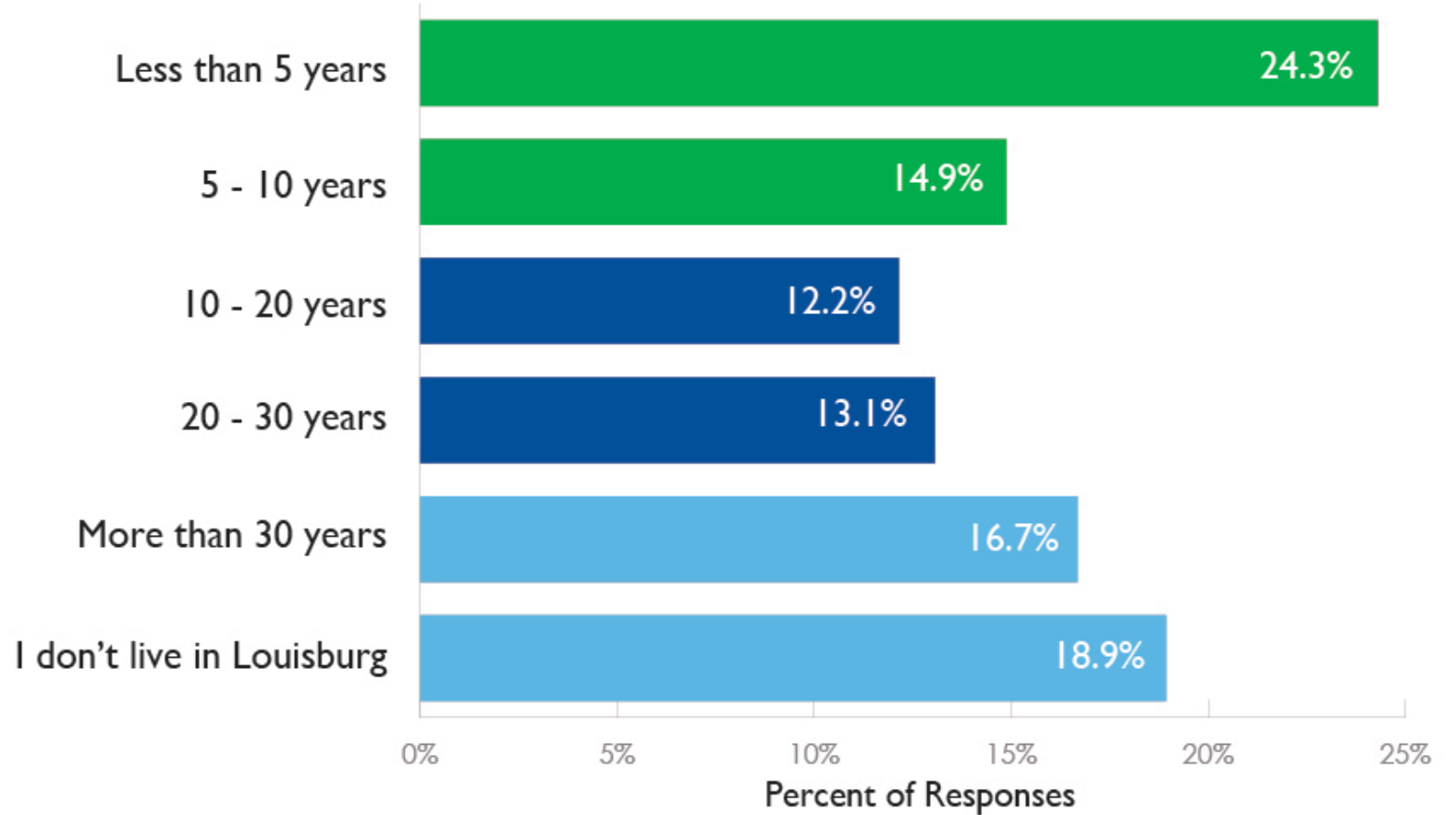
- Phase One: Path for Preparing the Plan
 - ✓ Background Research
 - ✓ Steering Committee Meetings
 - ✓ Community Survey
 - ✓ Identification of Key Issues
 - ✓ Nov 2020 - May 2021
- Phase One: Prepare the Plan
 - ✓ Drafting of the Plan
 - ✓ Steering Committee Meetings
 - ✓ Public Input on the Draft Plan
 - ✓ Adoption Process
 - ✓ June 2021 – December 2021

SURVEY RESULTS

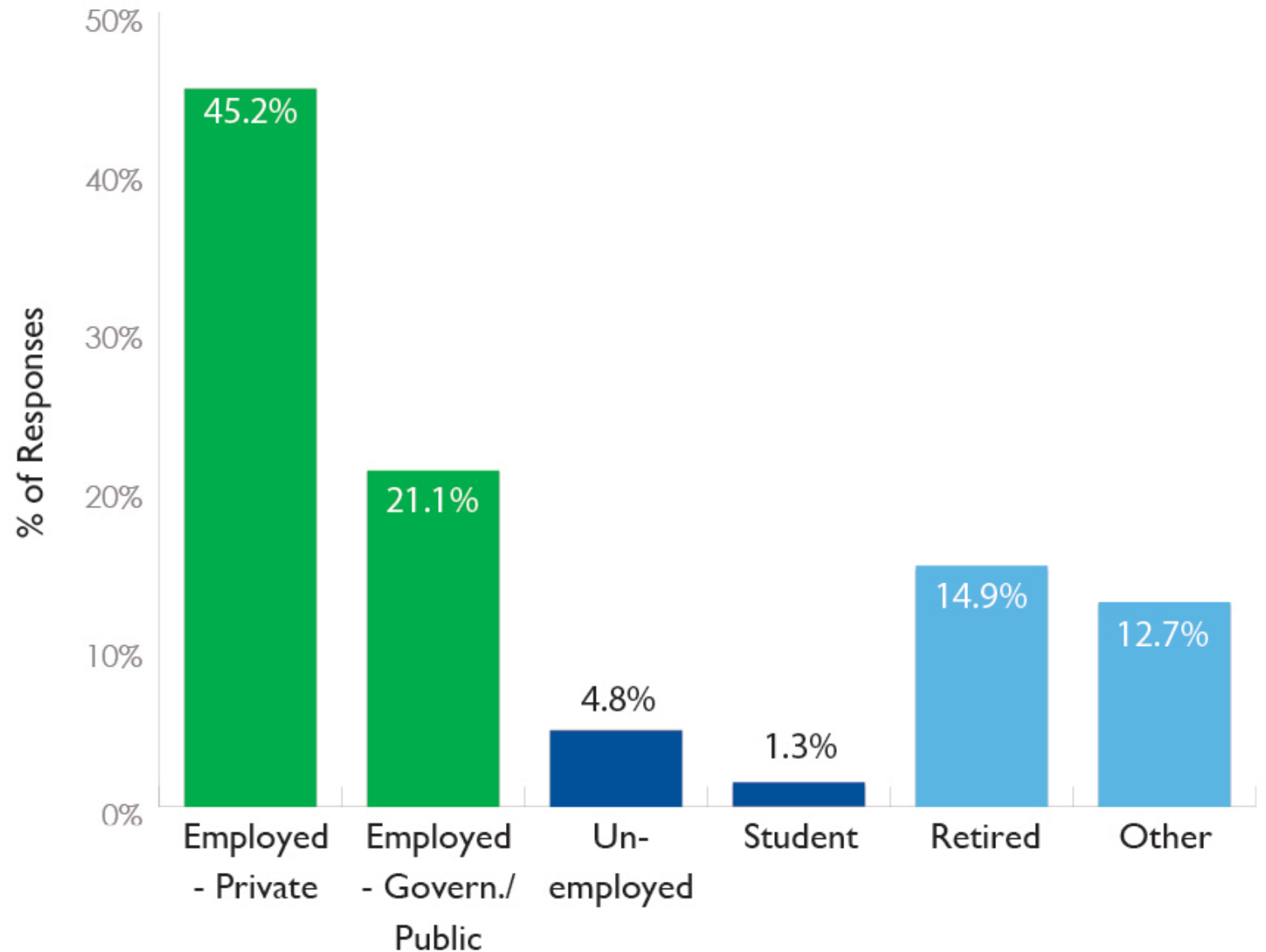
COMMUNITY SURVEY

- Open February 11 – March 12
- Announced in Newspaper Article on February 11
- Advertised on Town & Project Website
- Mailed Flyer in Utility Bill First Week of March
- 269 Total Responses

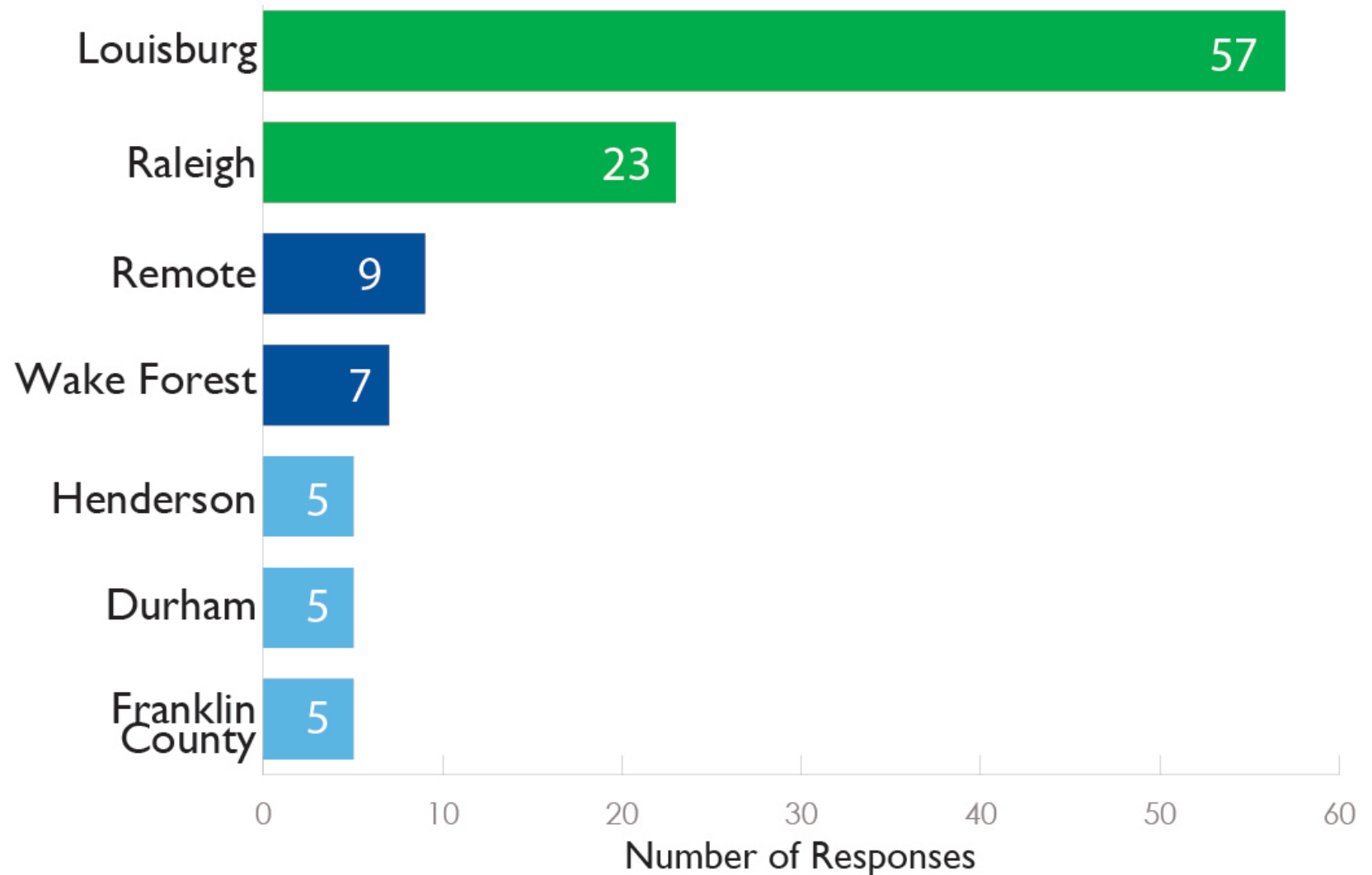
If you live in
Louisburg,
how long
have you
been a
resident?



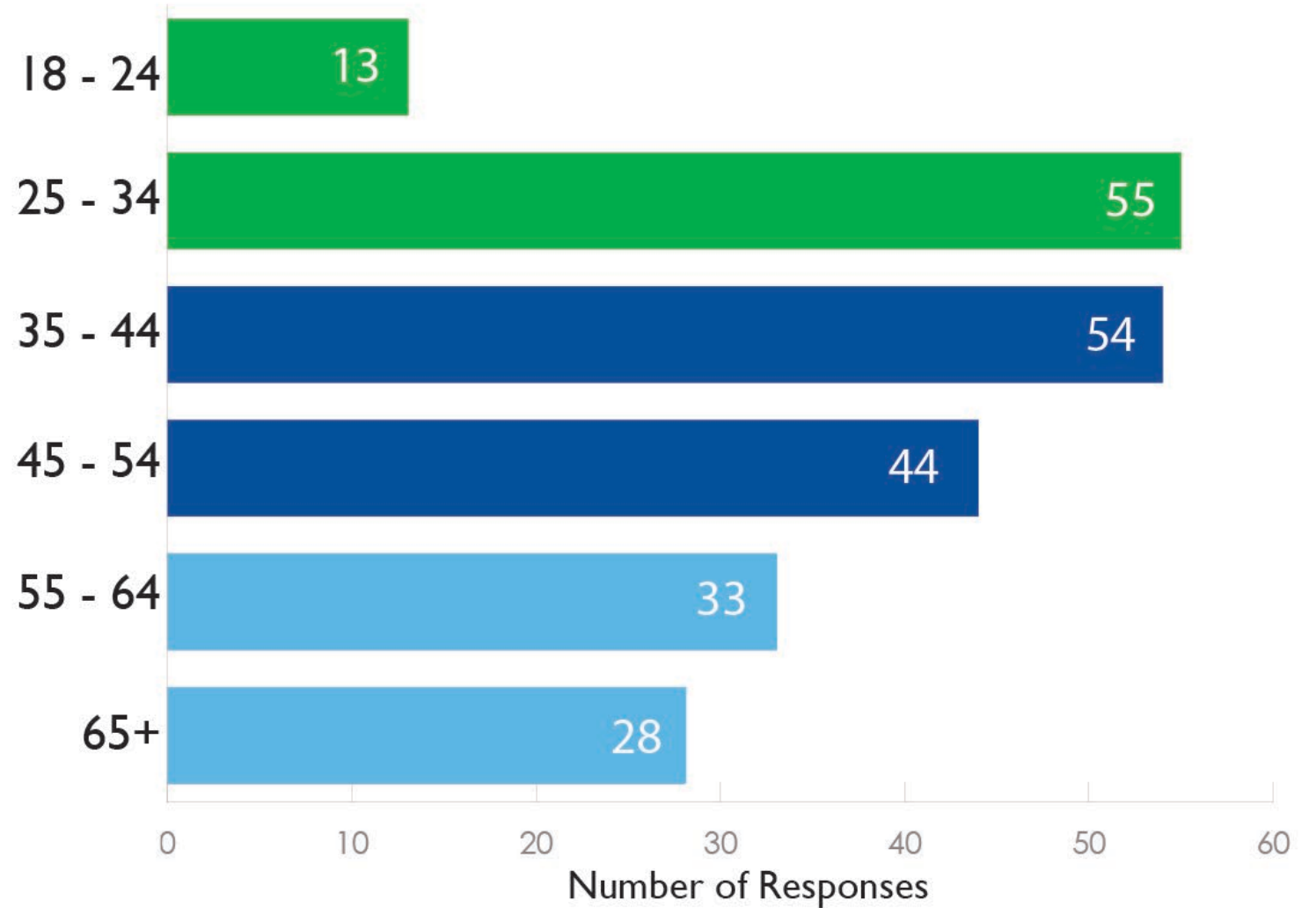
Which of the following best describes your employment situation?



If you are
employed,
where is the
location of
your
employment
(City)?

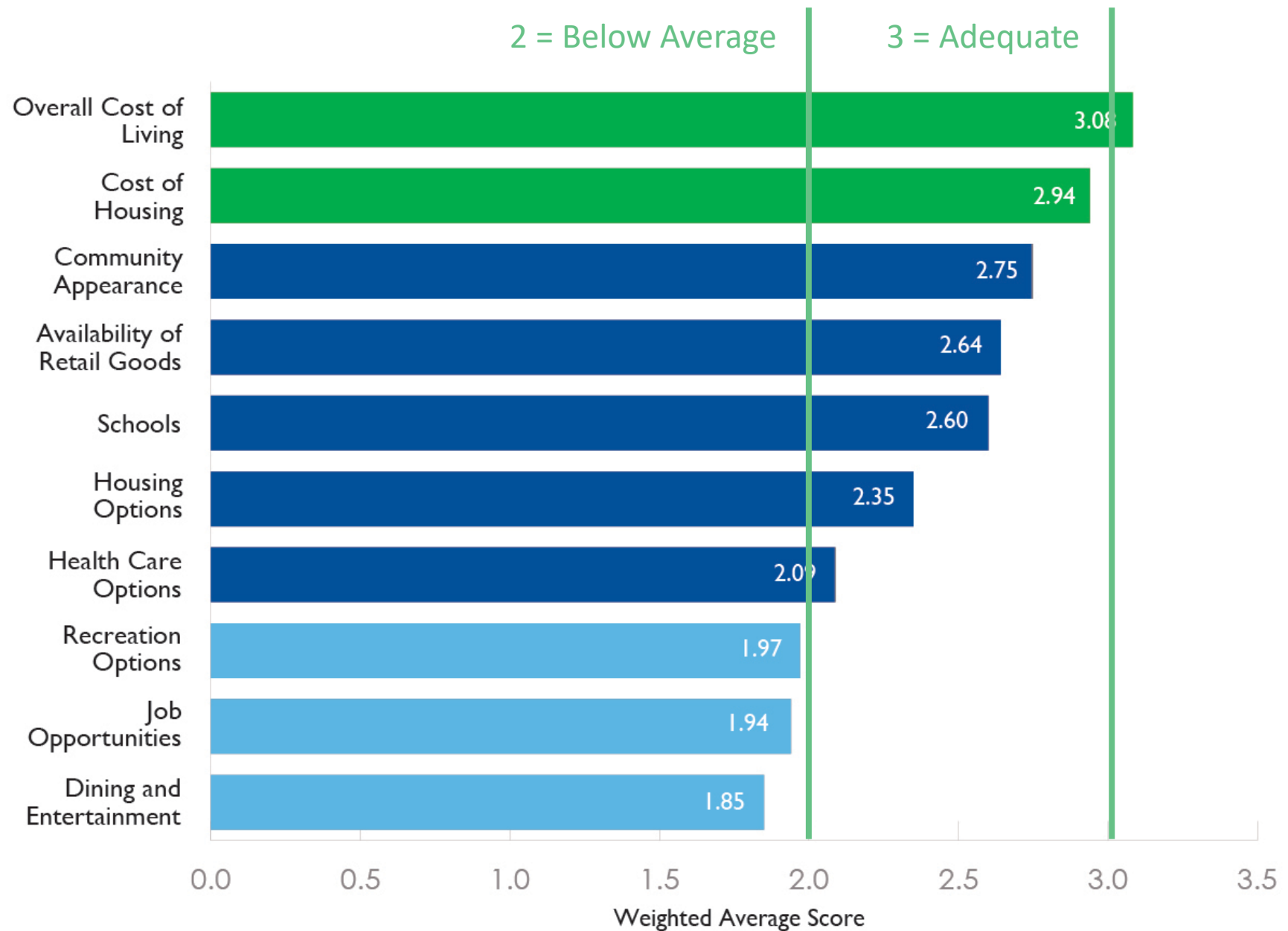


Please
indicate your
age.

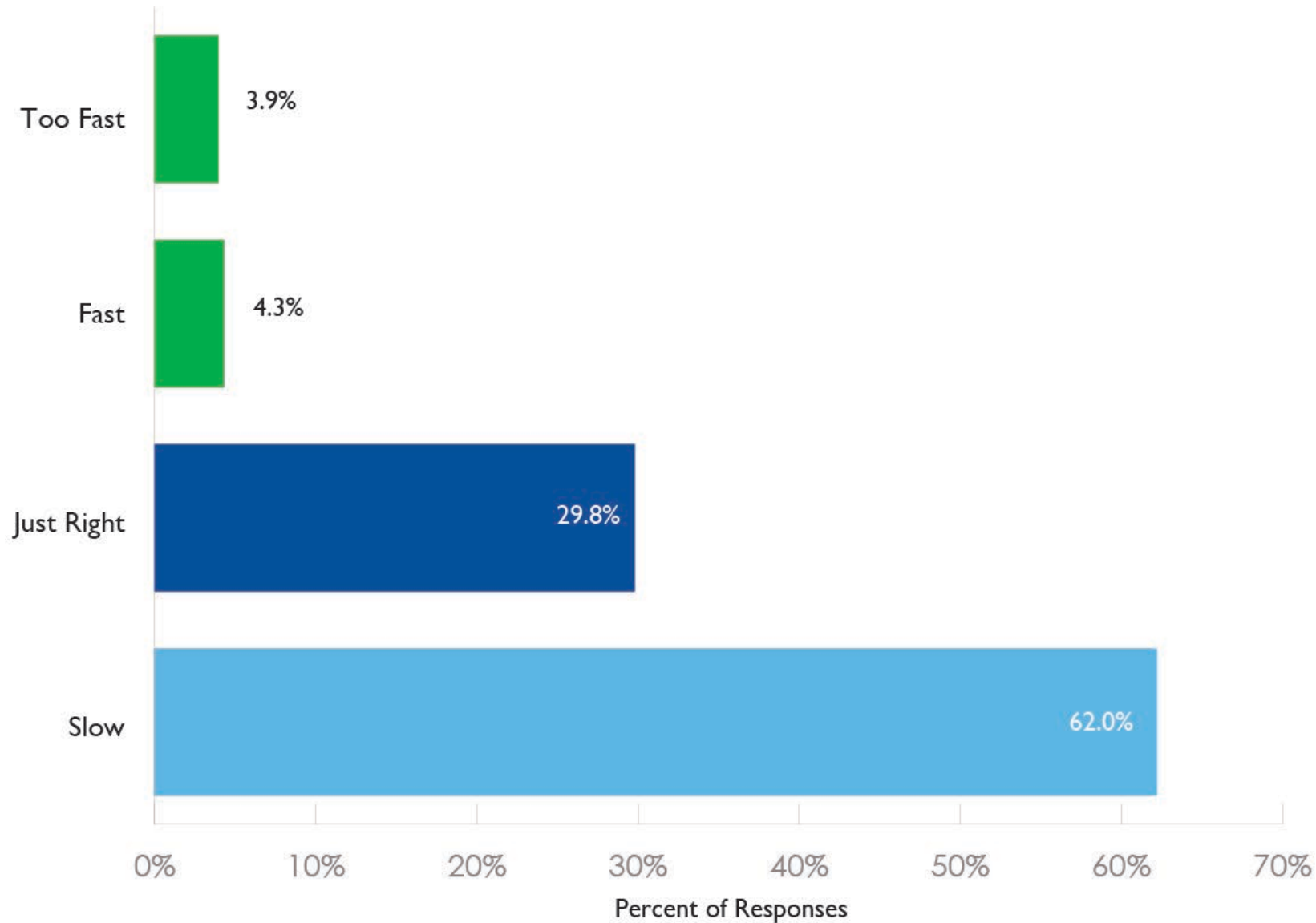


What is your perception of the following quality of life factors?

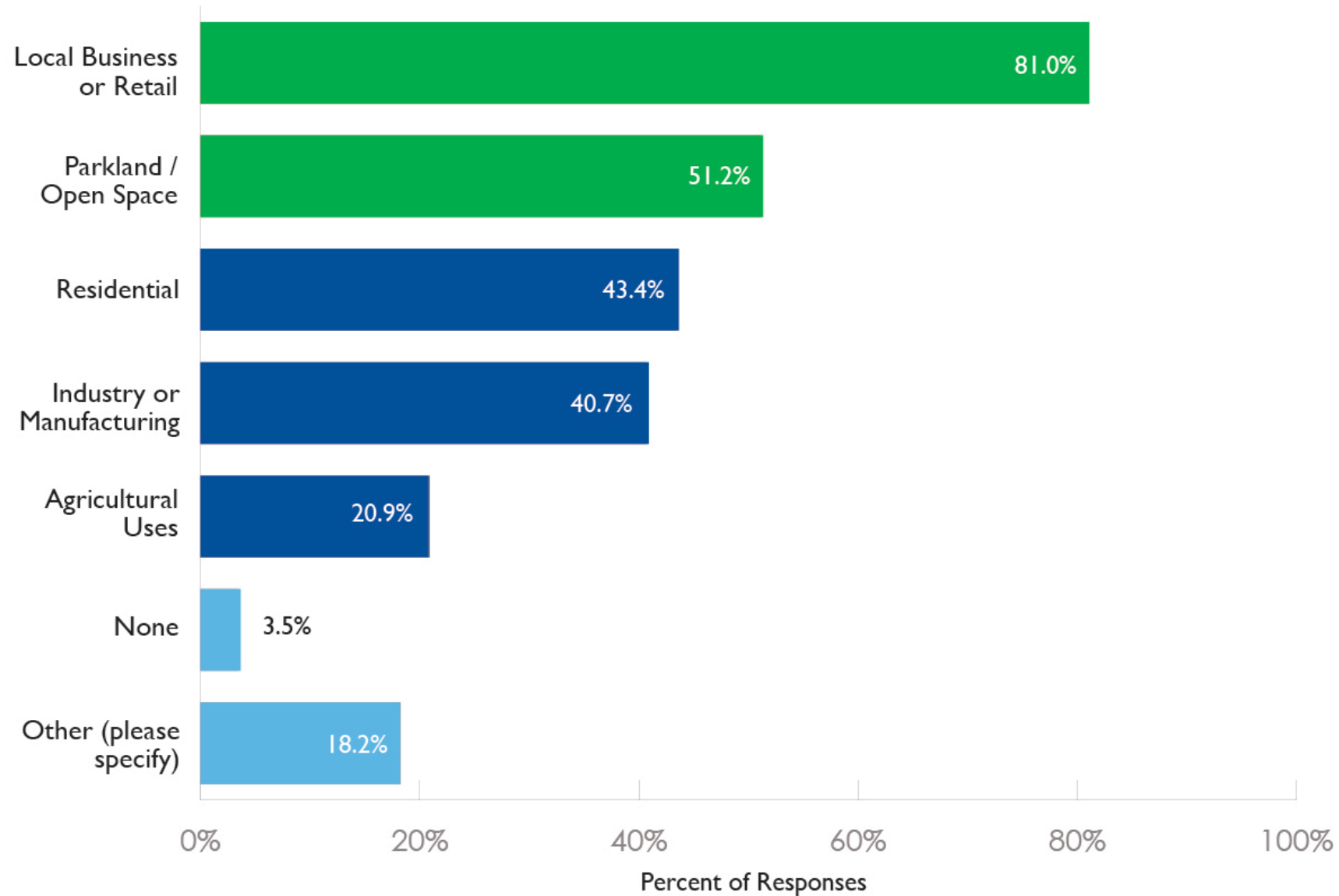
Weighted Score from 1 (Poor) to 5 (Excellent)



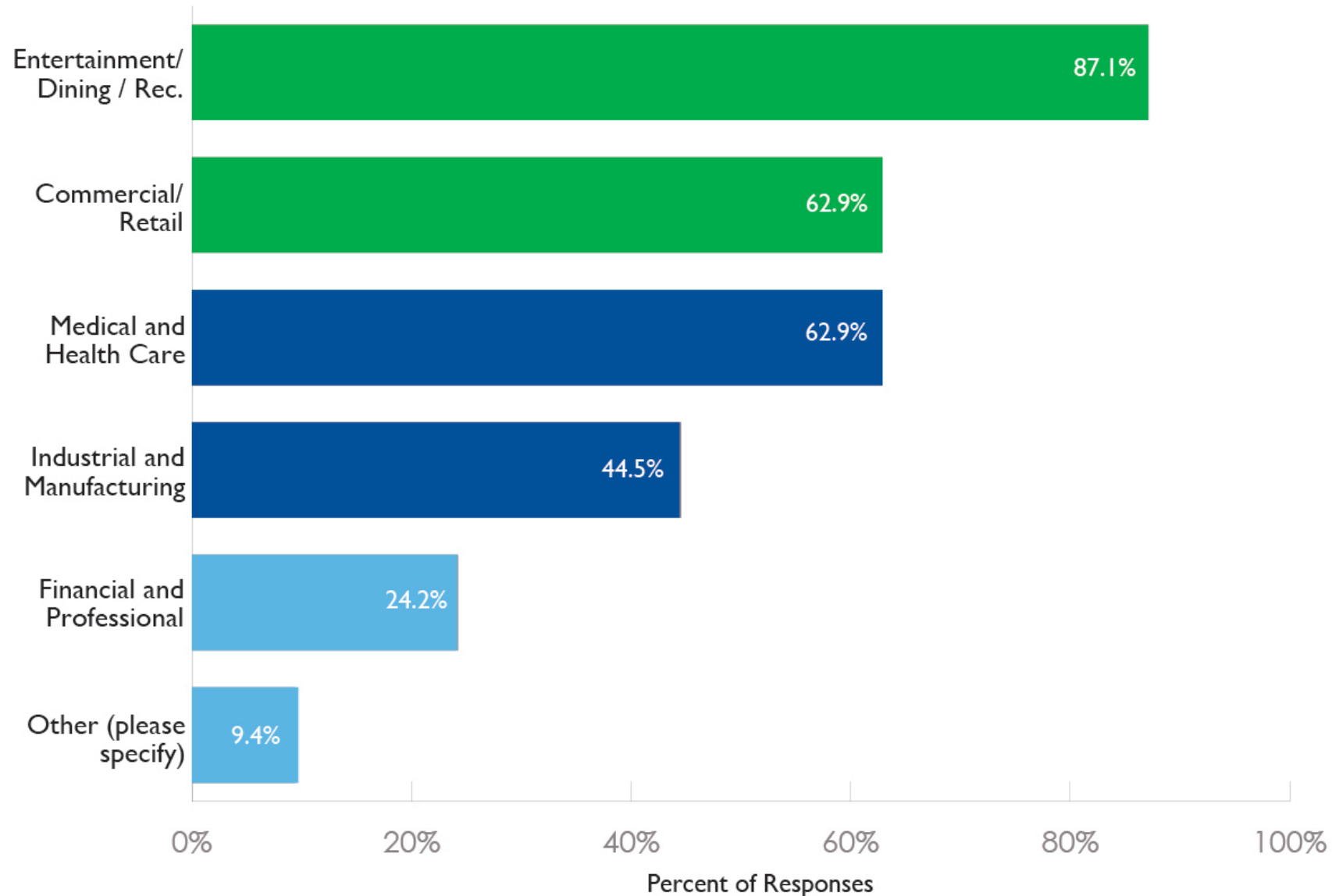
What is your perception of the pace of growth in Louisburg?



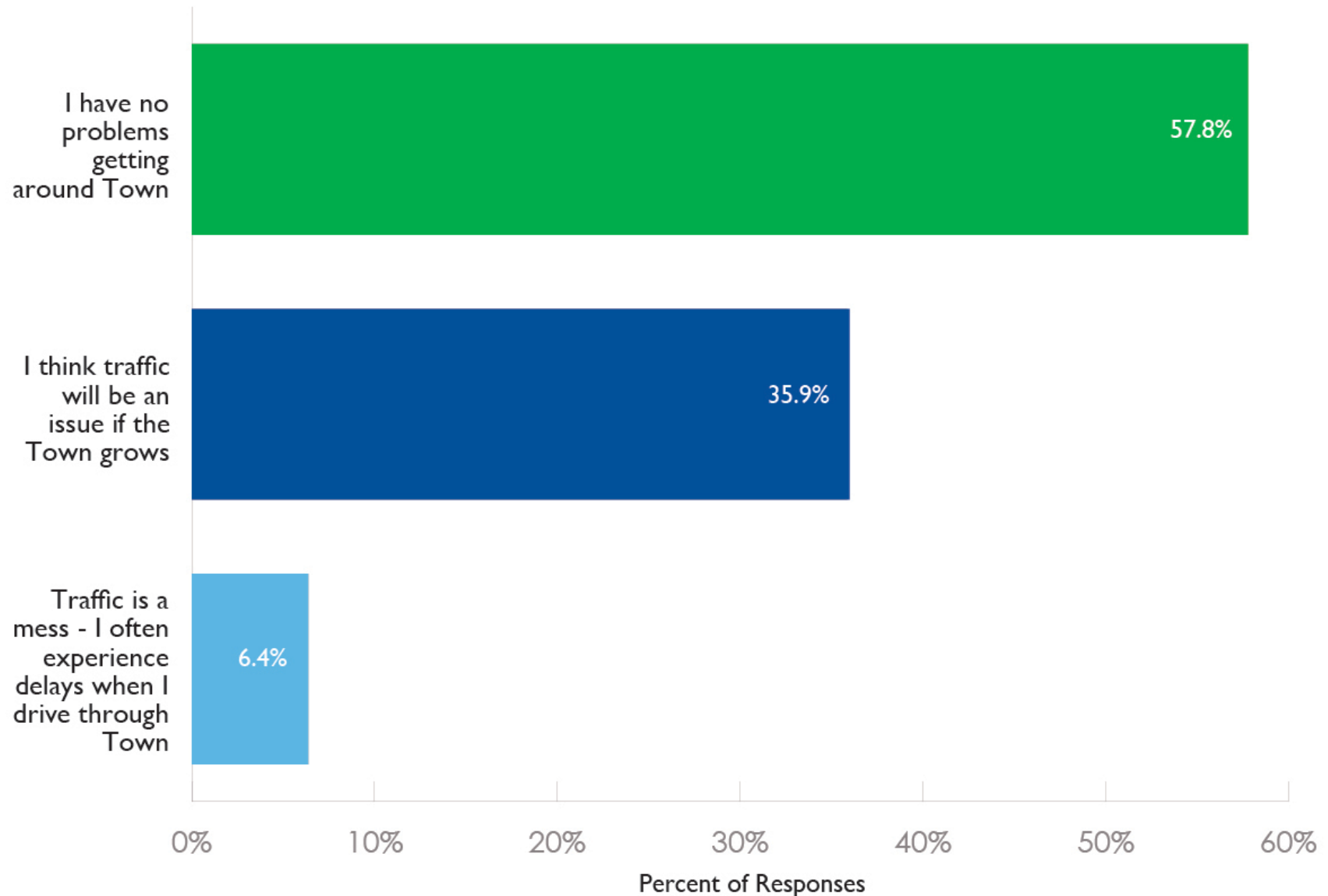
**What types
of new
development
do you
prefer?
(check all that apply)**



What types of businesses are needed in Louisburg? (check all that apply)



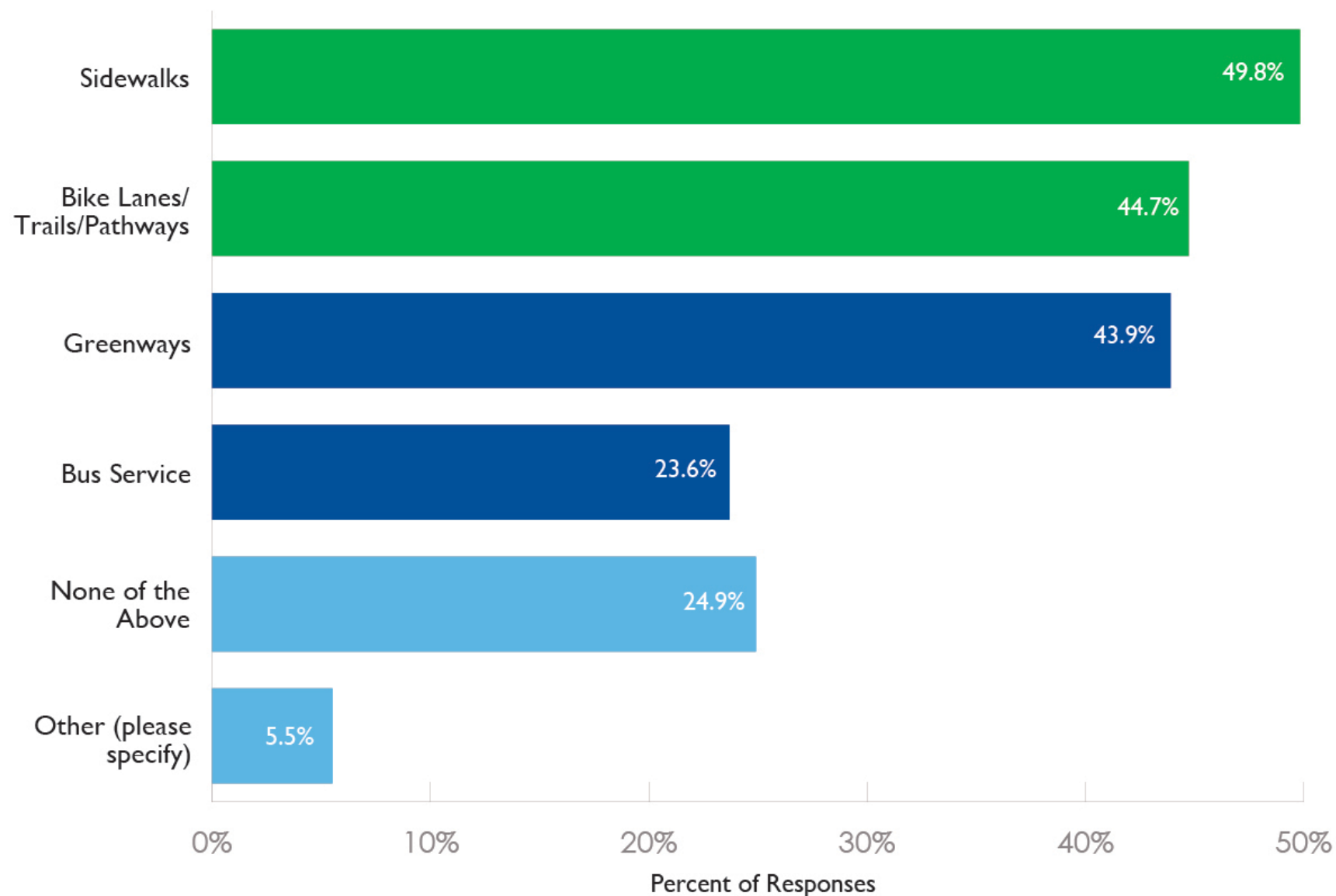
Which of the following best describes your perception of traffic in Town?



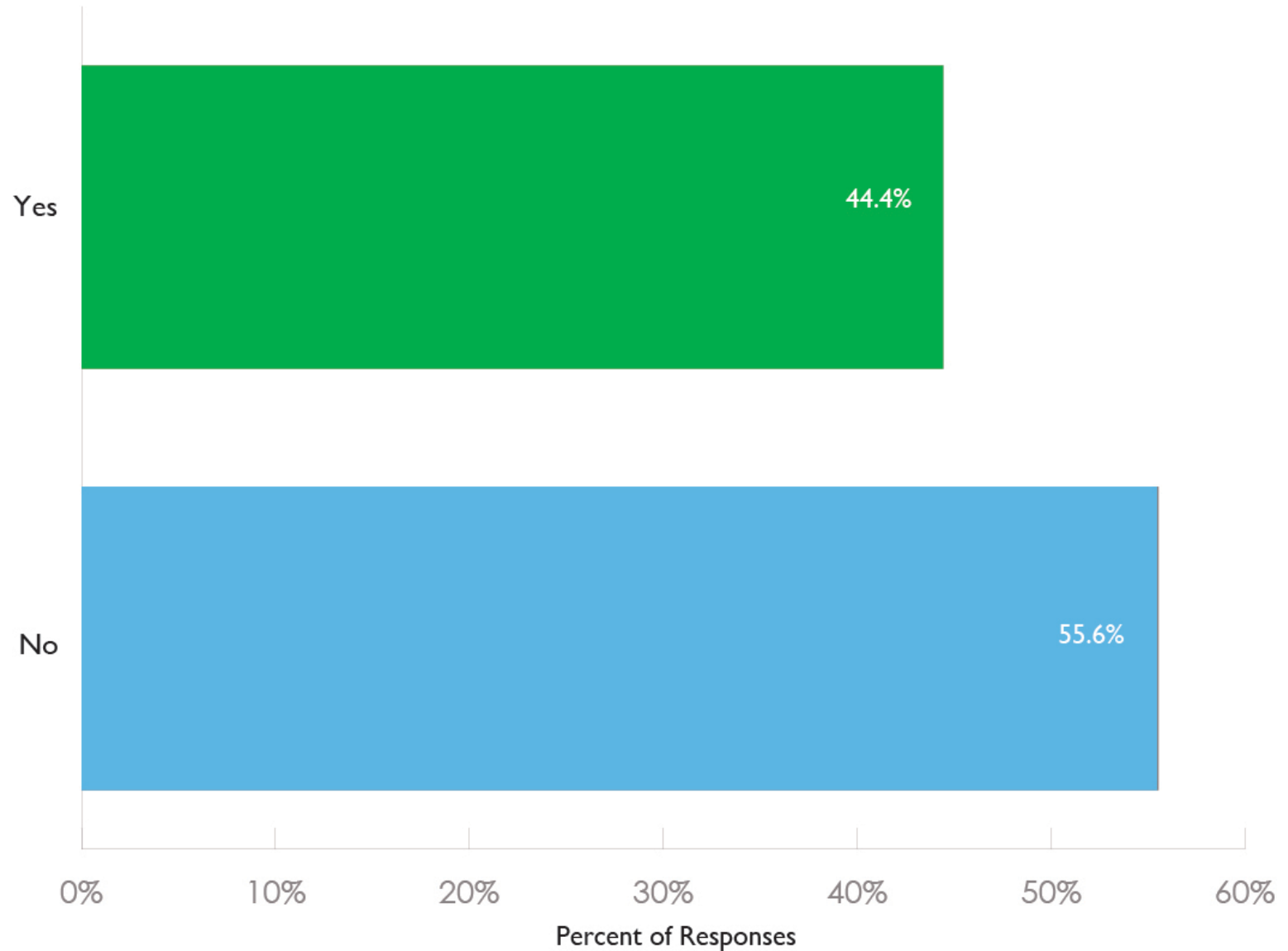
What are the
top three
transportation
-related
issues that
currently
affect you?

TRANSPORTATION-RELATED ISSUE	NUMBER OF RESPONSES
Bickett Boulevard / HWY 401 (Collisions, Light Signals, Curb Cuts, Turns, etc.)	62
None	27
Difficulty / Collisions Exiting Business on Bickett Boulevard	27
Traffic Light Timing / Lack of Sensors / Inconsistency	17
Lack of Public Transportation	17
HWY 56 E and HWY 401 Intersection	15
Speeding	13
Traffic	13
Not Enough Pedestrian Facilities	10
HWY 401 Congestion During Rush Hour	9
Poor Road Maintenance	8
Too Many Driveways On Bickett (Crossing 5 Lanes)	7
Parking (Downtown)	6
Highway 56	6
People Don't Know How to Drive	6
Stop Light at Main Street and Highway 56	6
Bickett Boulevard Intersection at CVS	6
Lack of Enforcement of Traffic Laws	5
Not Enough Crosswalks and Sidewalks on Bickett Boulevard	5
Construction Blocking Traffic (Highway 401)	4
Speeding on Main Street	4
EF Cottrell and 401 Intersection Needs a Light	4
Need to Pave the Roads	4
Intersection at Highway 401 and Walmart	4

Would you
like better
access to any
of the
following
types of
transportation?
(check all that apply)



Are you
satisfied with
the parks
and
recreation
facilities
available in
Louisburg?



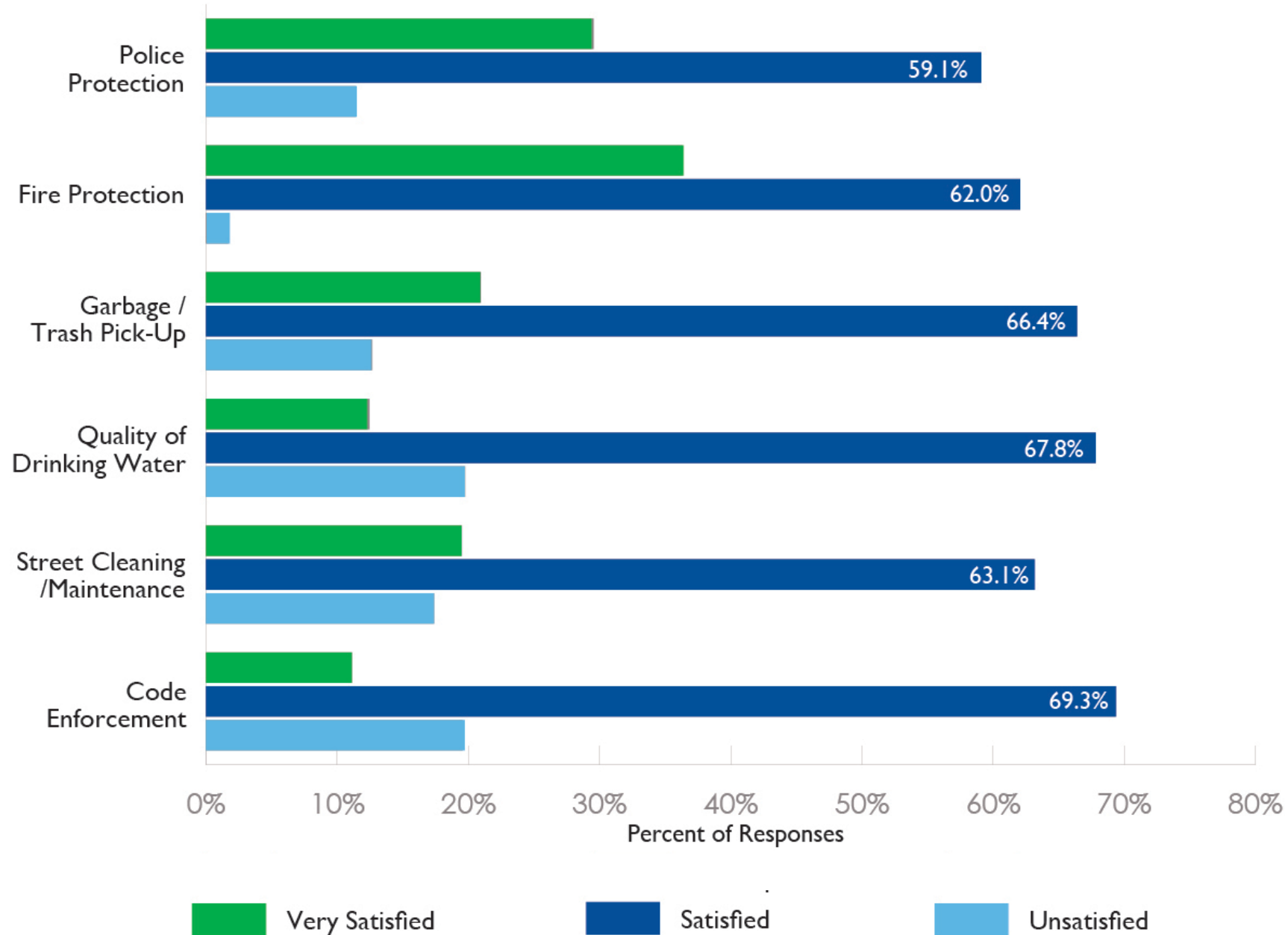
Are there
any new or
improved
types of
recreational
facilities that
you would
like to see in
Town?

NEW PARKS AND RECREATIONAL FACILITIES	NUMBER OF RESPONSES
Pool / Aquatics Center	35
Walking / Biking Paths / Greenways (and better access)	17
Bowling Alley	14
More Activities For Kids	14
More / Better Playgrounds	13
Community Recreation Center	12
A Large Multi-Functioning Park (List of Examples Provided)	9
Tennis Courts	8
Better Maintenance and Upkeep of Existing Parks Facilities	8
Basketball Courts	8
Dog Park	8
Movie Theater	7
Recreation / Sports Complex (For Leagues to Use)	7
Skate / Skateboard Park	6
Arcade / Game Center	6
Safer Parks / Improve Perception of Safety	6
A Gym	5
YMCA or Similar Facility	5
More Things For Older Kids / Teens To Do (Not Parks)	5
Softball / Baseball Complex with Lights	4
Indoor Walking Track	4
Golf Course	4
Improved Park Downtown	4

Are there
any locations
in Town
which could
use better
access to
parks and
recreational
facilities?

LOCATIONS FOR PARKS AND RECREATIONAL FACILITIES	NUMBER OF RESPONSES
No / None	20
Anywhere / All Places	9
South Main Street	5
North Side of Town	4
Improve Flooding and Add Marked Parking at Riverbend Park	4
Downtown	3
Restrooms at Parks Would Be Helpful	2
Tar River Connections	2
South Side	2
Riverbend Park	2
Going Out Toward Centerville	2
Empty Lot Across From / Adjacent to Louisburg High School	2
Wherever Virtual Learning Kids Are (Can't Use School Parks)	1
Behind Walmart	1
A Larger Park In General Would Be Nice	1
Corner Lot by the Old Ag Building and Old BB&T off Nash Street	1
Old IGA Building	1
On 39th Street, Past The Schools But Before Bunn	1
Central Location So Everyone Can Have Access	1
Wake Forest	1
Northern Franklin County	1
Anywhere Not Downtown	1
Near the Hospital	1
Franklin Court	1
North of 68, East of Hwy 69	1
Sidewalks From S Main Street to Joyner Park	1
Bridge From Joyner Park to Riverbend Park	1
There Should Be a Basketball Court Not Near the Police Department	1

Please tell us
your level of
satisfaction
with the
following
general
services
provided by
the Town.



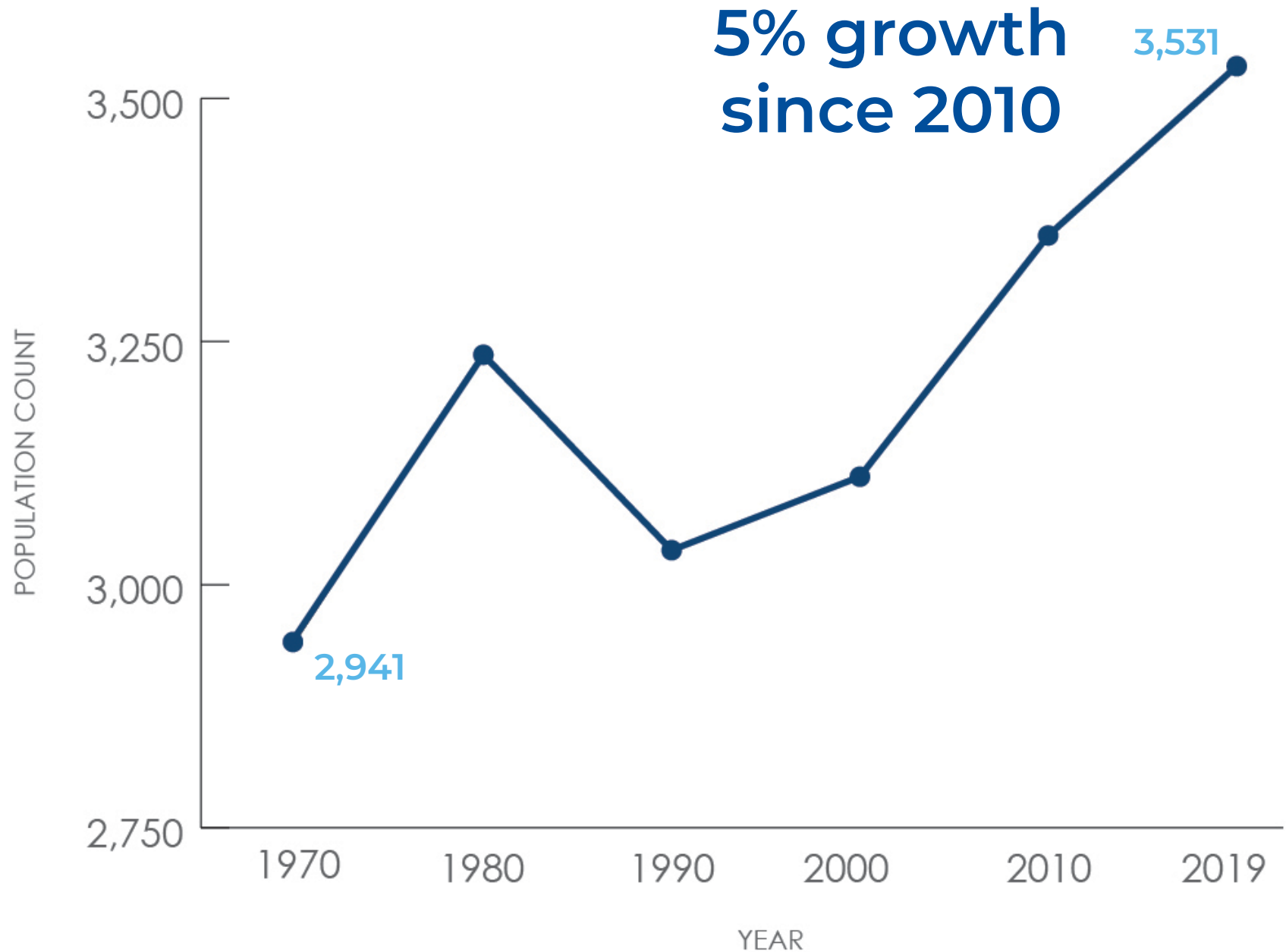
What would
you like the
Town to be
like in the
future?

FUTURE LOUISBURG	NUMBER OF RESPONSES
More Shopping and Dining Options	55
More Entertainment / Recreation	48
More Friendly / Welcoming	42
Vibrant Downtown	38
Keep Small Town Feel	32
Better Business Climate	16
Competitive Job Opportunities	12
Safe	11
More Pedestrian Amenities	11
Diverse, Inclusive, Equitable	11
Affordable	10
Get Rid of Sweepstakes Places	9
More Community Involvement / Gathering Places	7
Growing (sustainably)	6
High Speed / Better Internet	5
Clean	5
More Blue Collar Shopping Options	5
Medical Care / Affordable Health Care	4
Better Quality Housing and Services for Low Income Citizens	4
More Local Services to Assist Residents	4
Maintain Infrastructure as the Town Grows (Don't Grow Too Quickly)	4
Better Street Maintenance	4

BACKGROUND DATA

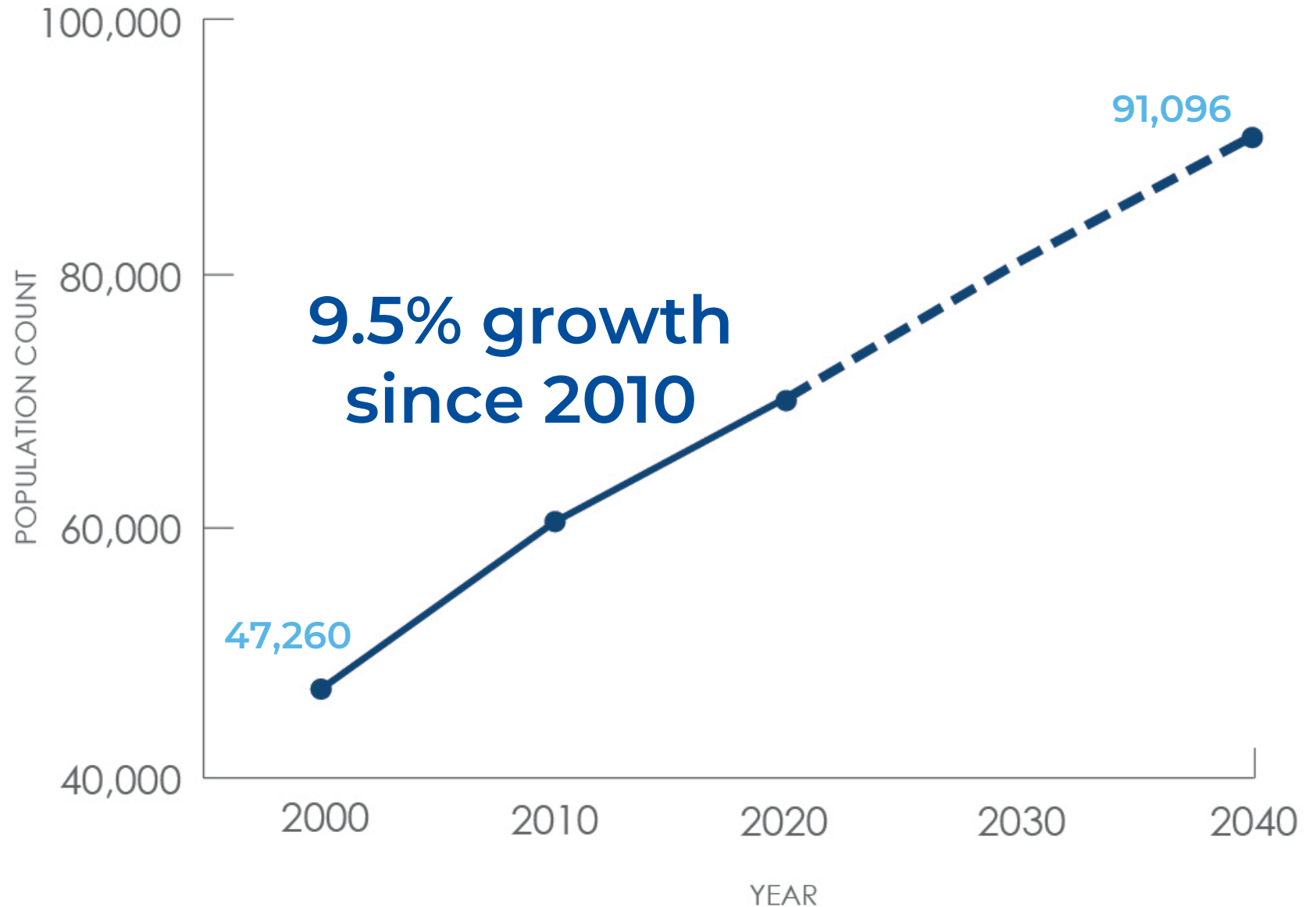
HISTORIC POPULATION CHANGE

Source: US Census Bureau,
American Community Survey,
2019



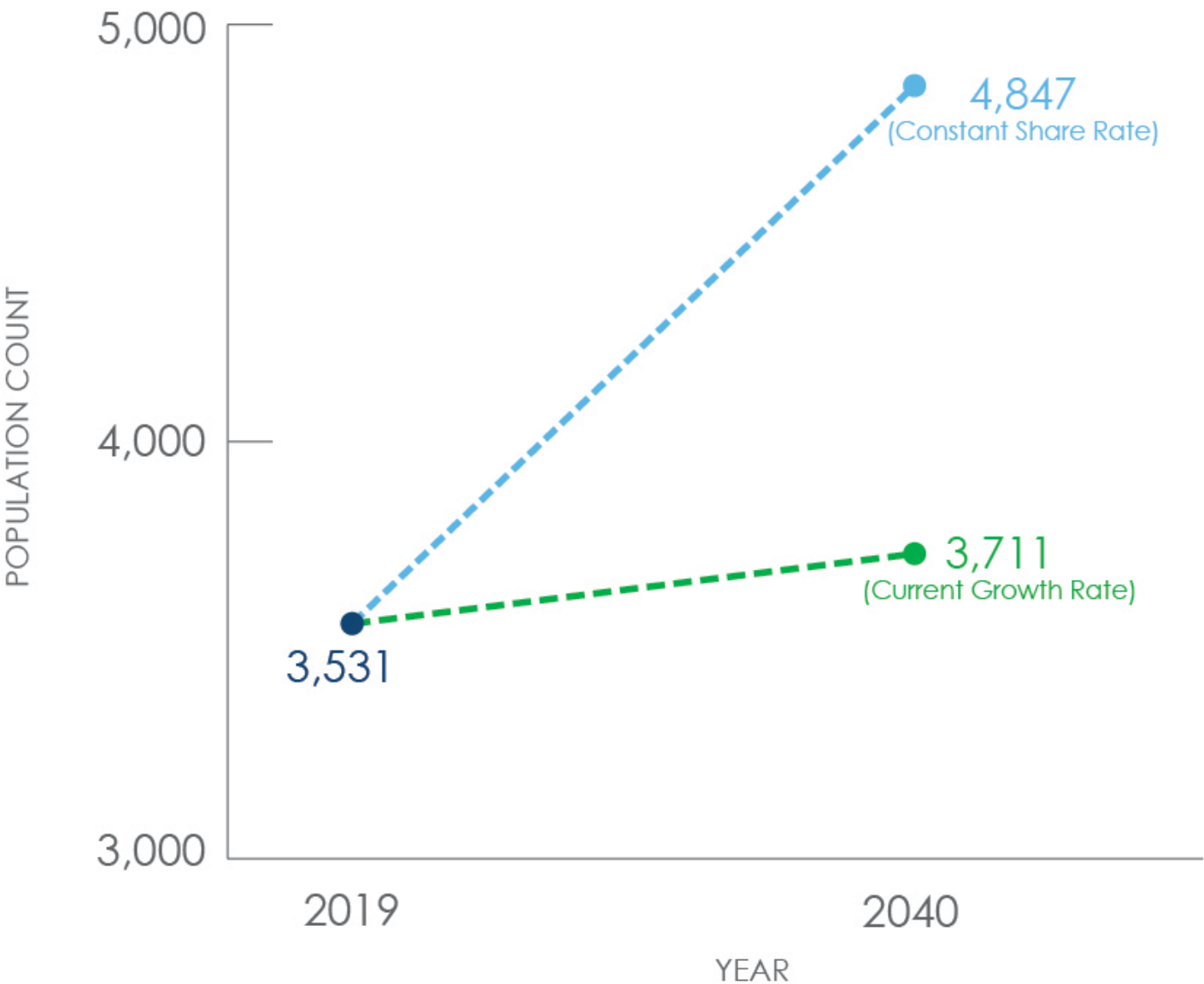
COUNTY POPULATION GROWTH

Source: North Carolina Office
of Budget & Management



POTENTIAL TOWN POPULATION GROWTH

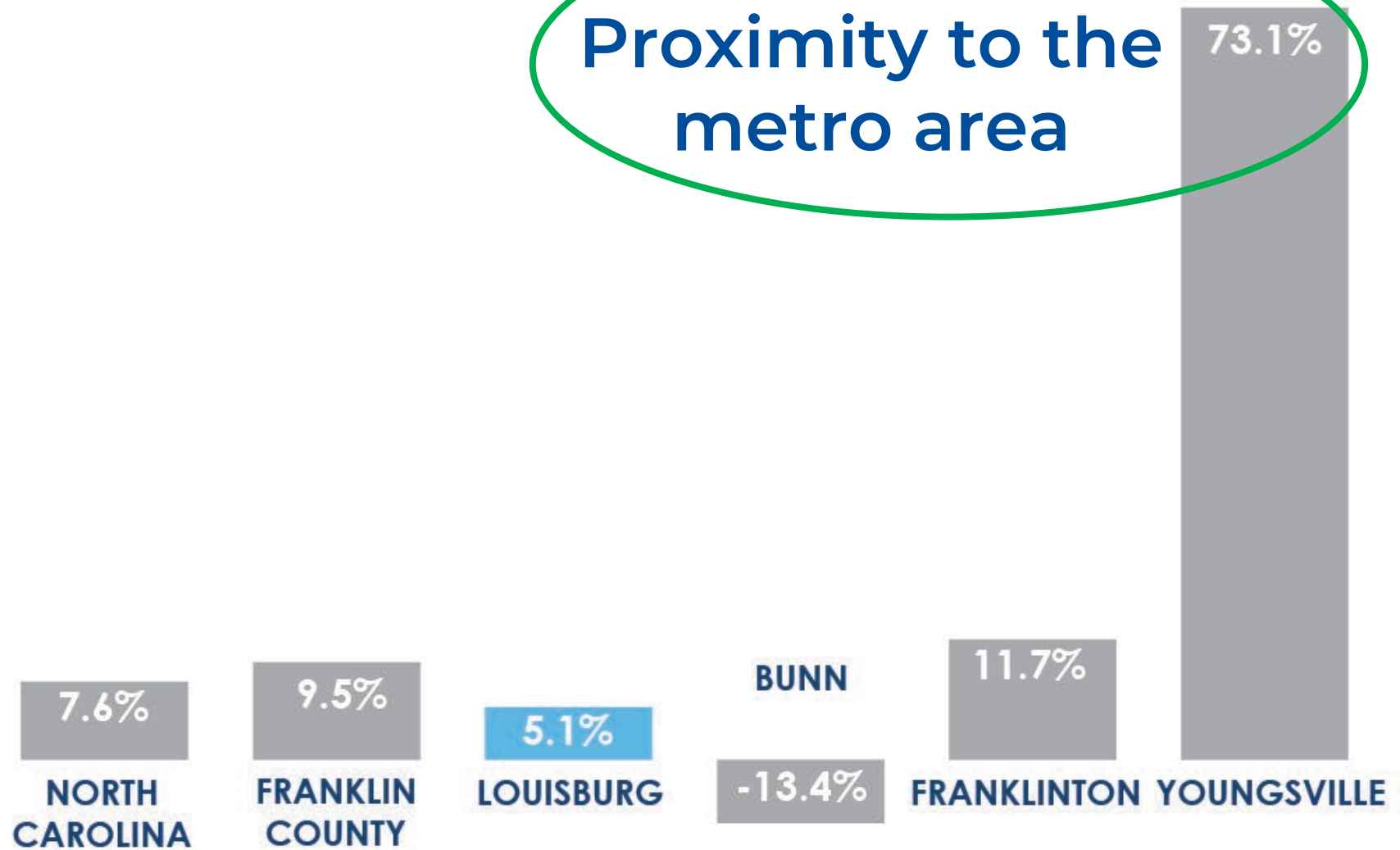
Source: Benchmark Planning



REGIONAL GROWTH COMPARISONS

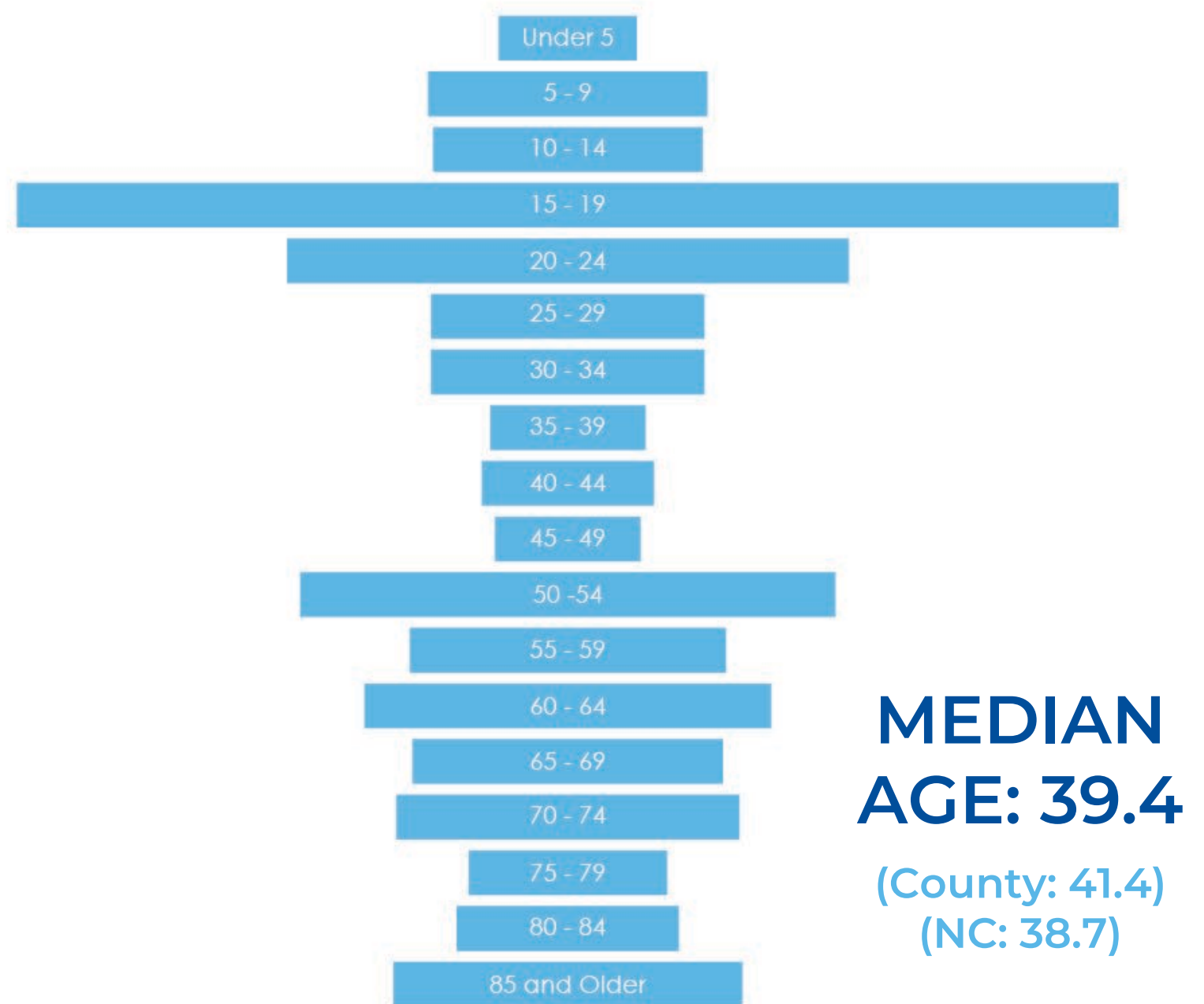
2010 – 2019 GROWTH RATE

Source: American Community
Survey, 2010 - 2019



TOWN POPULATION PYRAMID

Source: American Community
Survey, 2019



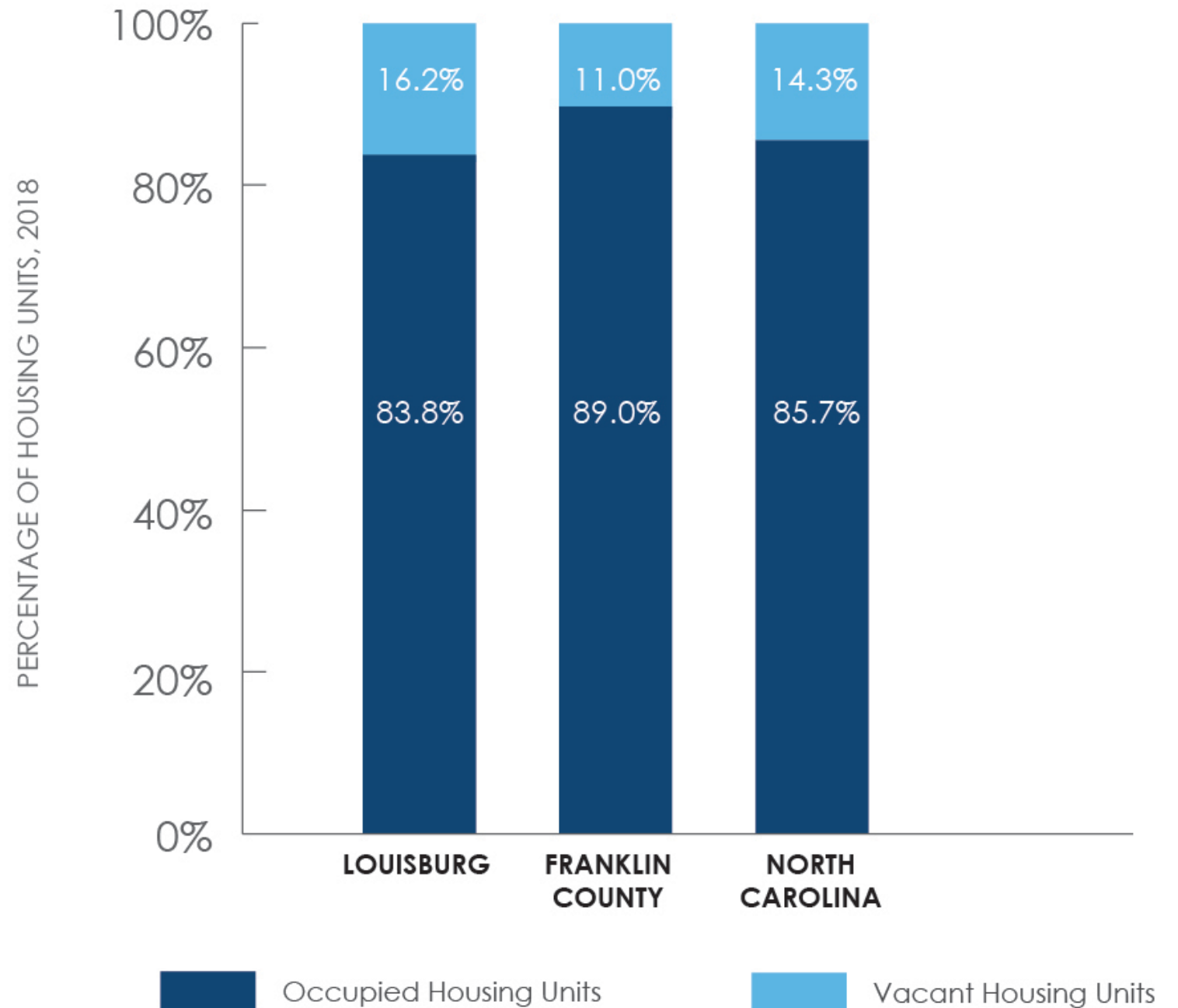
AGE GROUP COMPARISON

	Louisburg	% of Louisburg	% of Franklin County	% of North Carolina
Total	3,531	100%	100%	100%
Under 5	80	2.3%	4.2%	5.7%
5 to 19	970	27.5%	22.1%	19.2%
20 to 24	330	9.3%	3.9%	6.6%
25 to 44	509	14.4%	24.8%	25.8%
45 to 64	818	23.2%	28.0%	26.0%
65+	767	23.3%	17.0%	16.7%

Source: American Community
Survey, 2019

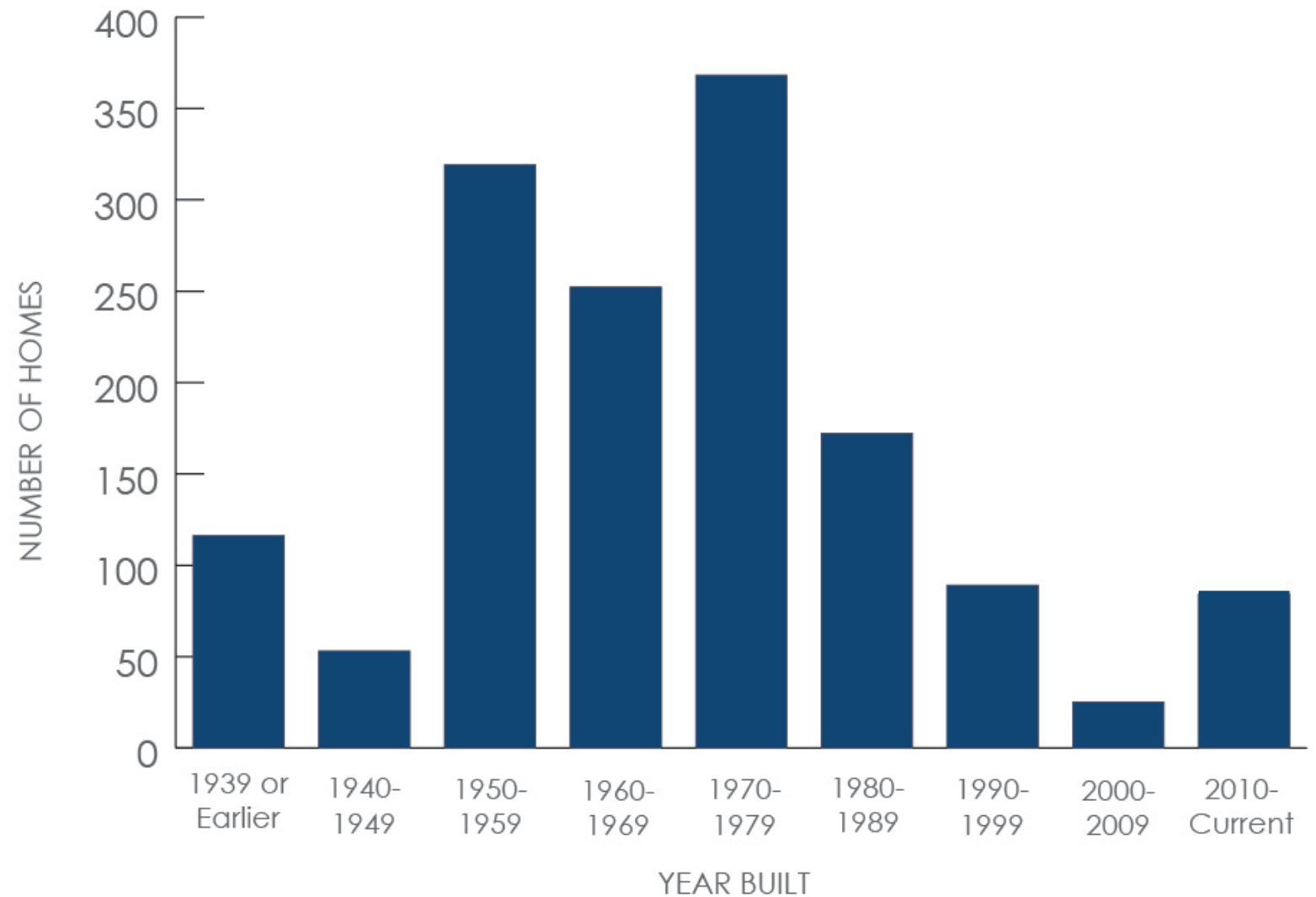
HOUSING OCCUPANCY

Source: American Community
Survey, 2019



HOUSING AGE

Source: American Community
Survey, 2019



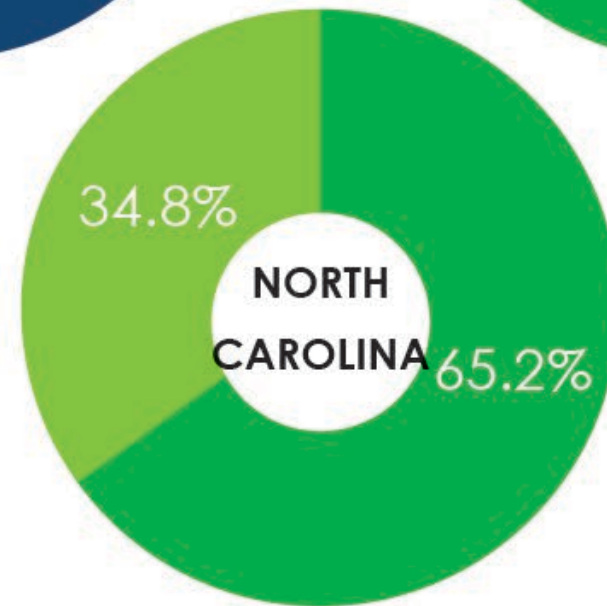
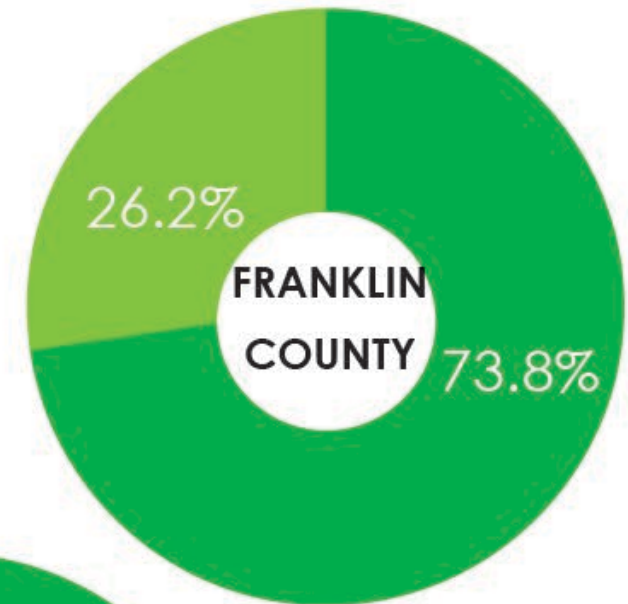
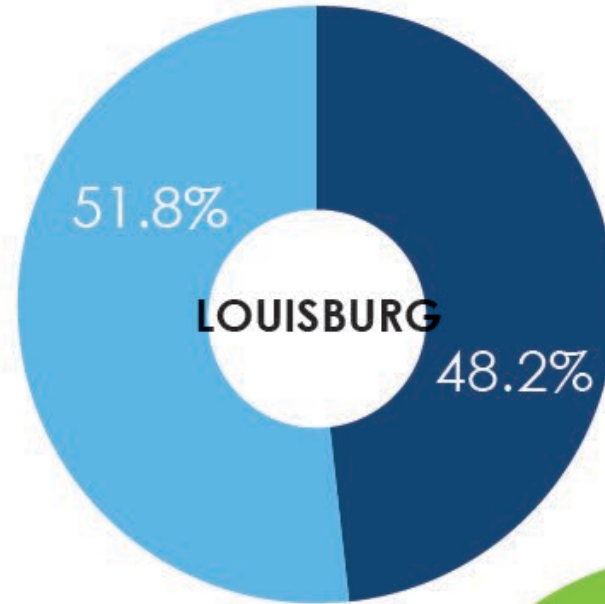
MEDIAN HOME VALUES



Source: American Community
Survey, 2019

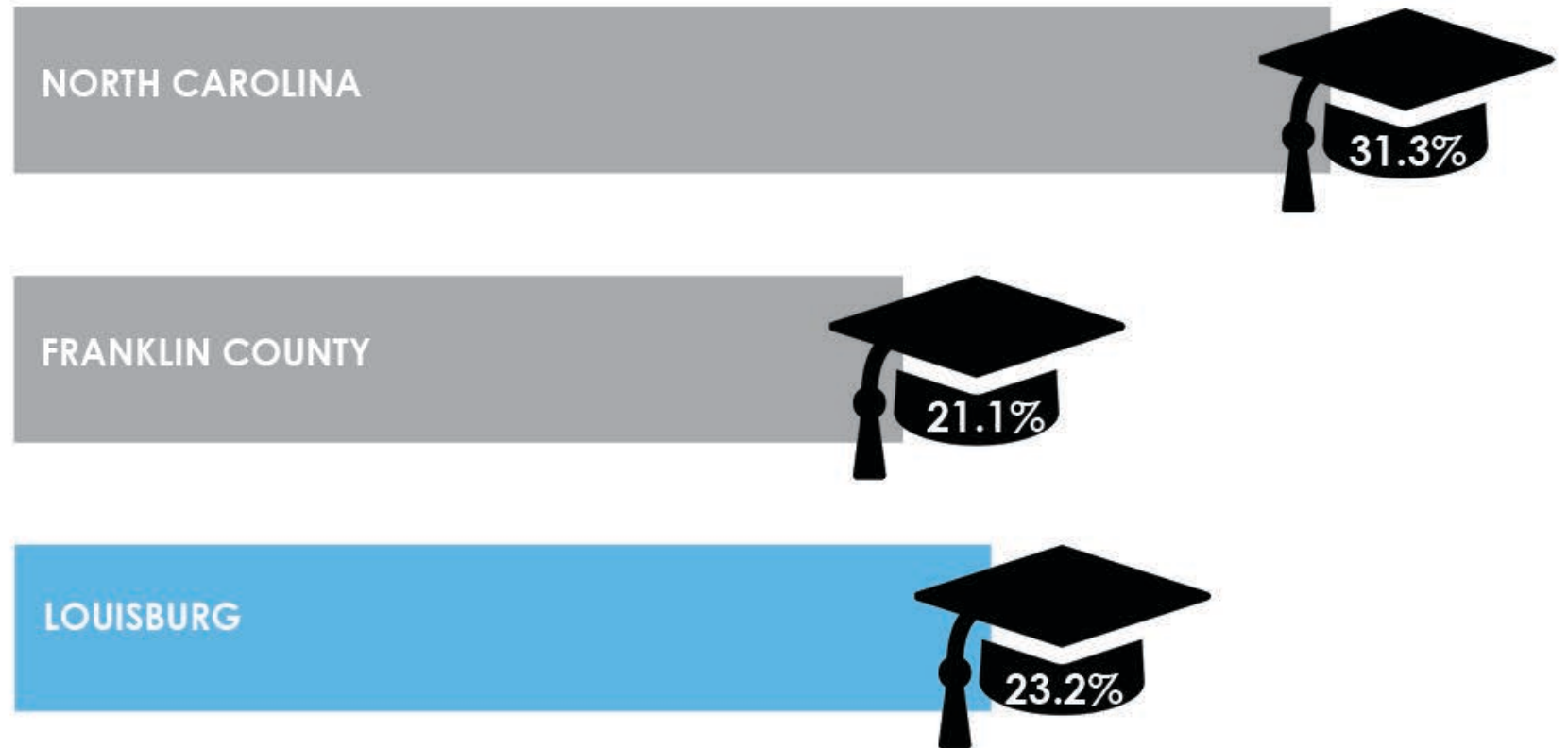
HOUSING TENURE

Source: American Community
Survey, 2019



% OF POPULATION WITH A BACHELOR'S DEGREE OR HIGHER

Source: American Community
Survey, 2019



EDUCATIONAL TRENDS 2010 - 2019



12.6%
decrease in
non-degree
population



2.1%
increase in
H.S. degree &
some college
population

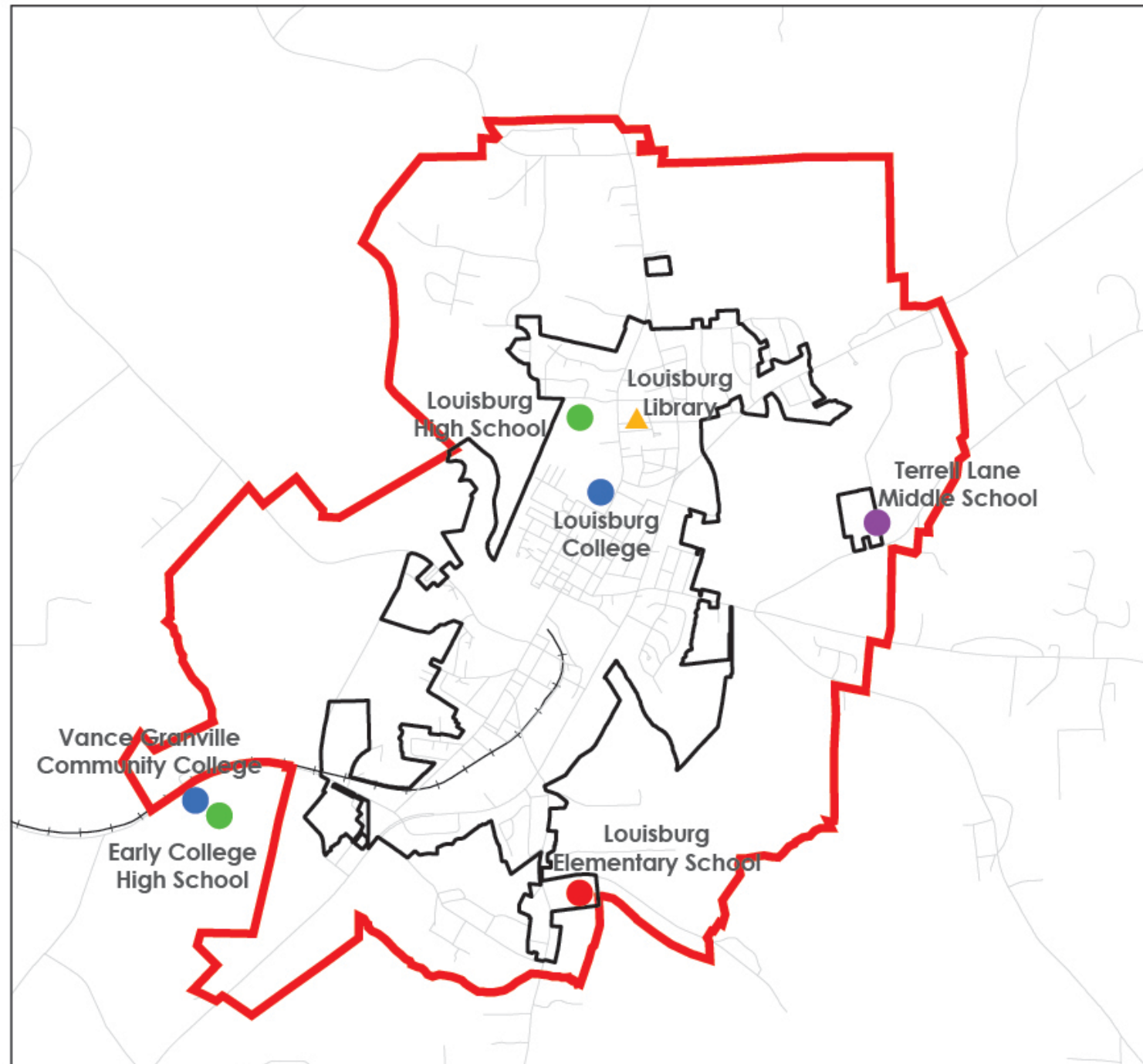


10.7%
increase
in college
degree
population

Source: American Community
Survey, 2019

EDUCATIONAL FACILITIES

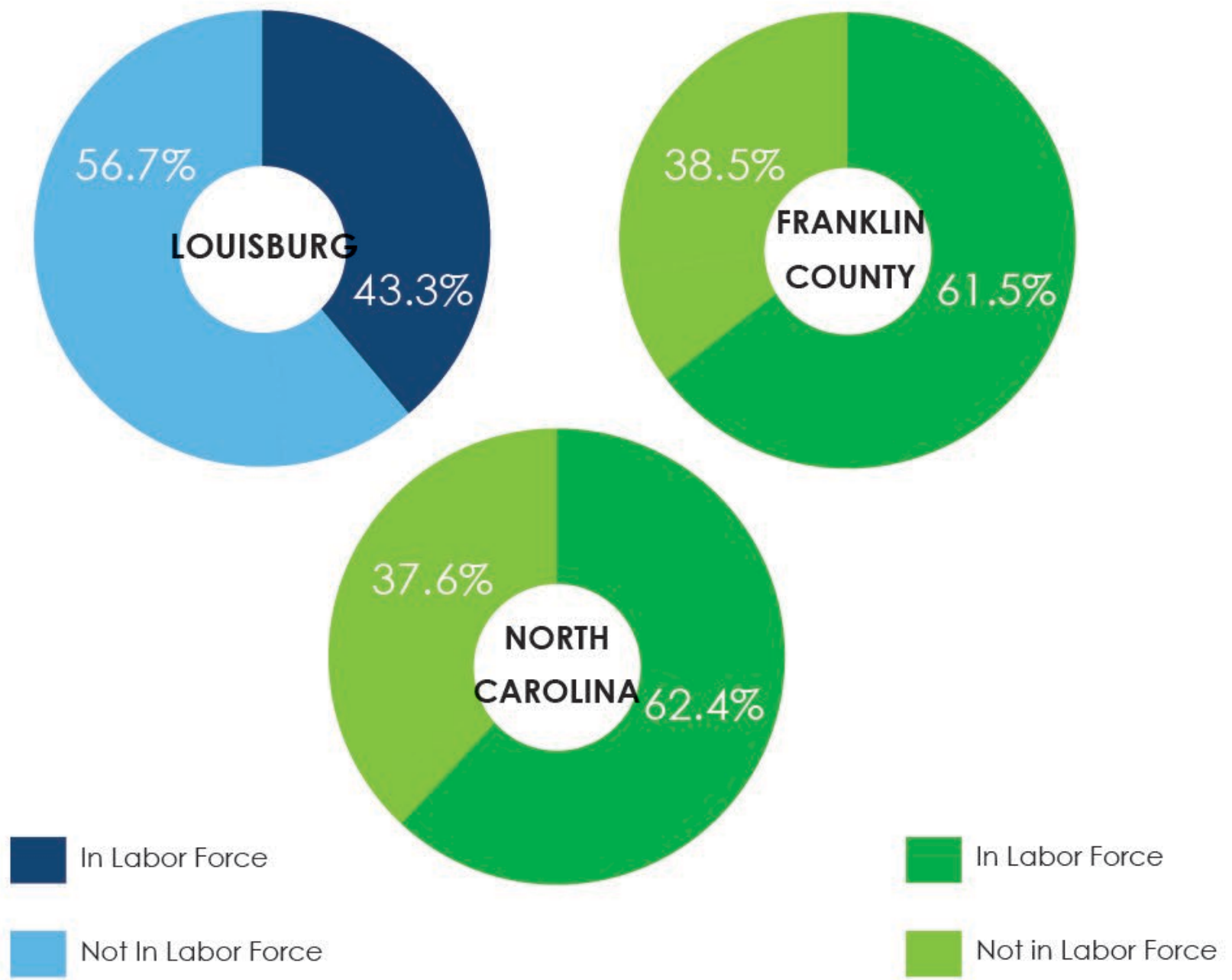
- Elementary Schools
- Middle Schools
- High Schools
- Colleges
- ▲ Libraries
- ▭ Louisburg
- ▭ Extraterritorial Jurisdiction
- Roads
- +— Railroad Track



LABOR FORCE PARTICIPATION

NOT IN LABOR FORCE: All people 16 years or older who are not classified as “employed” or “unemployed.” This includes students, unpaid family workers, retirees, seasonal workers in the off season, institutionalized people.

Source: American Community Survey, 2019



HOUSEHOLD INCOME COMPARISON



Source: American Community
Survey, 2019

HOUSEHOLD INCOME COMPARISON

	North Carolina	Franklin County	Louisburg
Median Household Income, 2019	\$54,602	\$55,193	\$41,250
Median Household Income, 2010	\$45,570	\$43,710	\$20,975
Change Median Household Income, 2010 - 2019	19.8%	26.3%	96.7%
Per Capita Income, 2019	\$30,783	\$27,294	\$21,528
Per Capita Income, 2010	\$24,745	\$21,331	\$15,506
Change Per Capita Income, 2010 - 2019	24.4%	28.0%	38.8%

Source: American Community
Survey, 2019

KEY INDUSTRY SECTORS

Source: American Community
Survey, 2019

INDUSTRY SECTOR	NUMBER OF WORKERS	PERCENT OF WORKERS
Agriculture, Fishing, Hunting, & Mining	0	0.0%
Construction	31	2.6%
Manufacturing	56	4.7%
Wholesale Trade	44	3.7%
Retail Trade	216	18.0%
Transportation, Warehousing, & Utilities	21	1.8%
Information	0	0.0%
Finance, Insurance, Real Estate, & Rental	38	3.2%
Professional, Scientific, Management, & Administrative	87	7.3%
Educational, Health Care, & Social Assistance	492	41.1%
Arts, Entertainment, Recreation, & Accommodations	148	12.4%
Public Administration	53	4.4%
Other Services	12	1.0%
TOTAL (WORKERS 16+)	1,198	100%

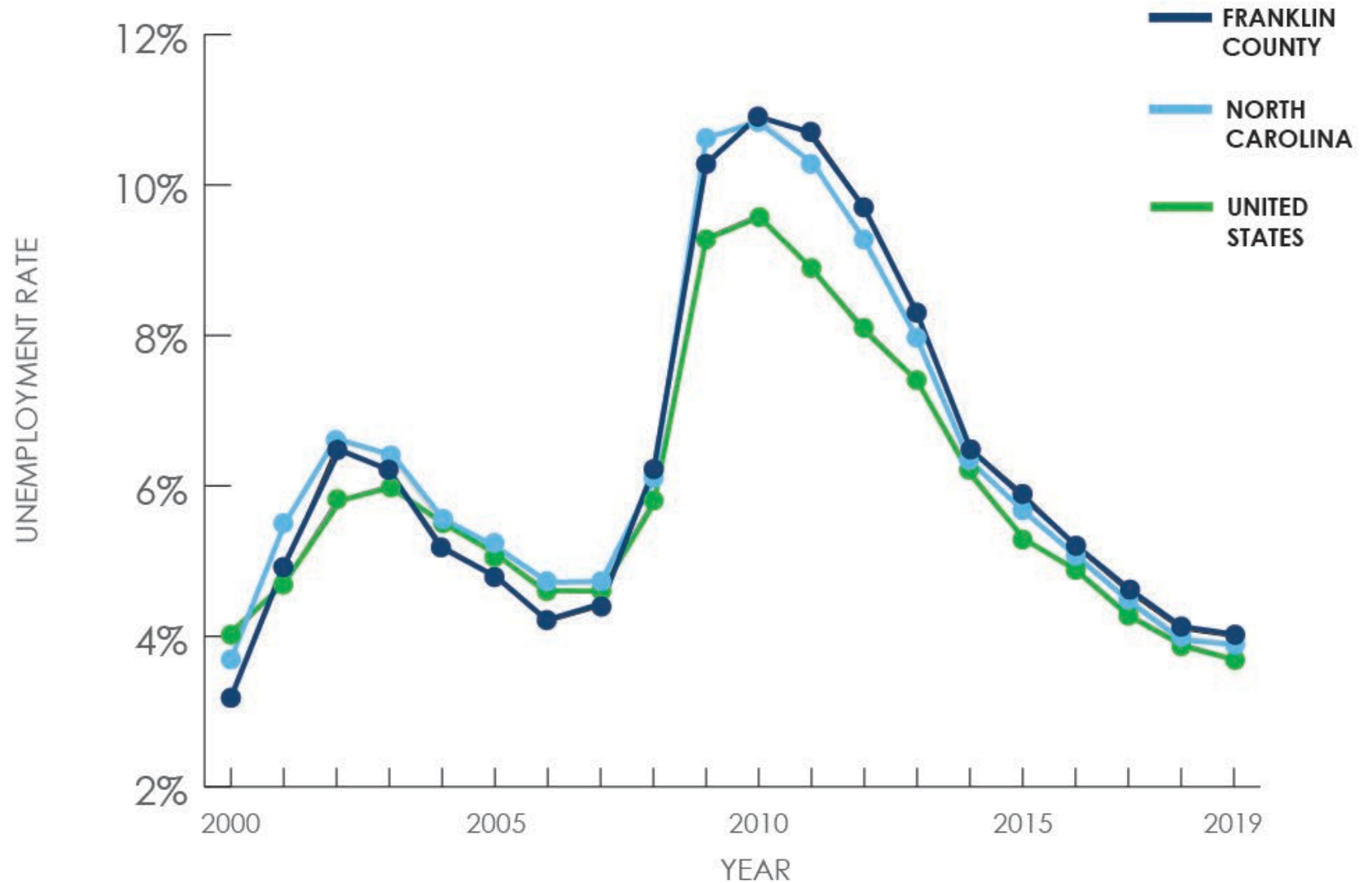
OCCUPATION CATEGORIES

OCCUPATIONAL CATEGORY	NUMBER OF WORKERS	PERCENT
Management, Business, Science, and Arts	487	40.7%
Service Occupations	291	24.3%
Sales and Office Occupations	161	13.4%
Natural Resources, Construction, and Maintenance	31	2.6%
Production, Transportation, and Material Moving	228	19.0%
TOTAL (WORKERS 16+)	1,198	100%

Source: American Community
Survey, 2019

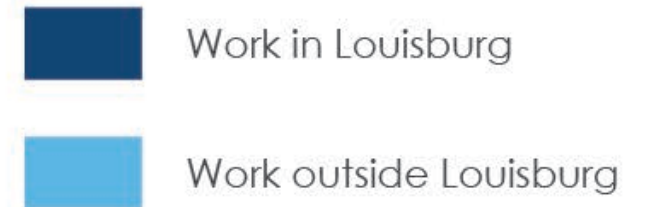
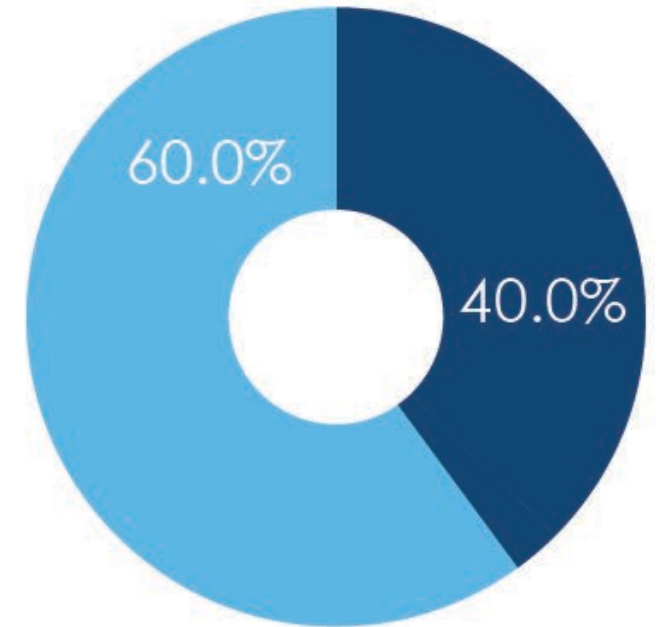
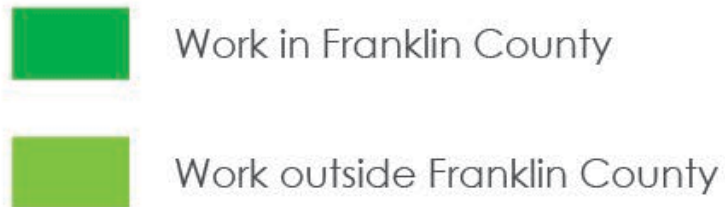
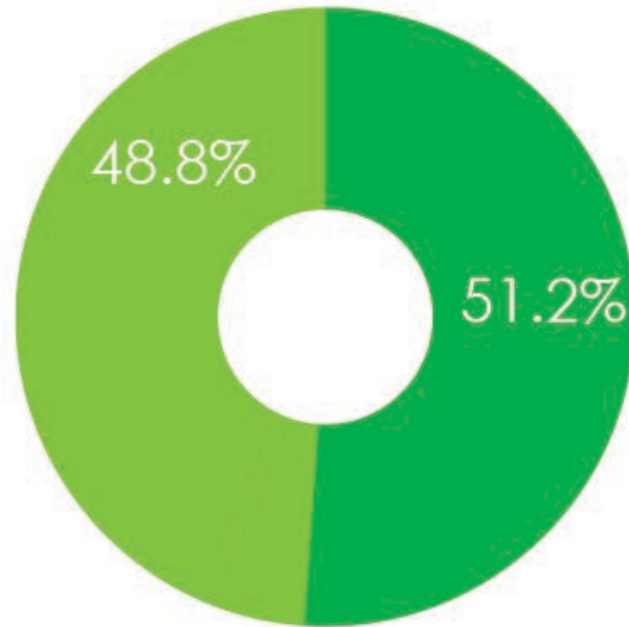
UNEMPLOYMENT RATES

Source: Federal Reserve Bank
of St. Louis, 2000 - 2019



PLACE OF EMPLOYMENT

Source: American Community Survey, 2019

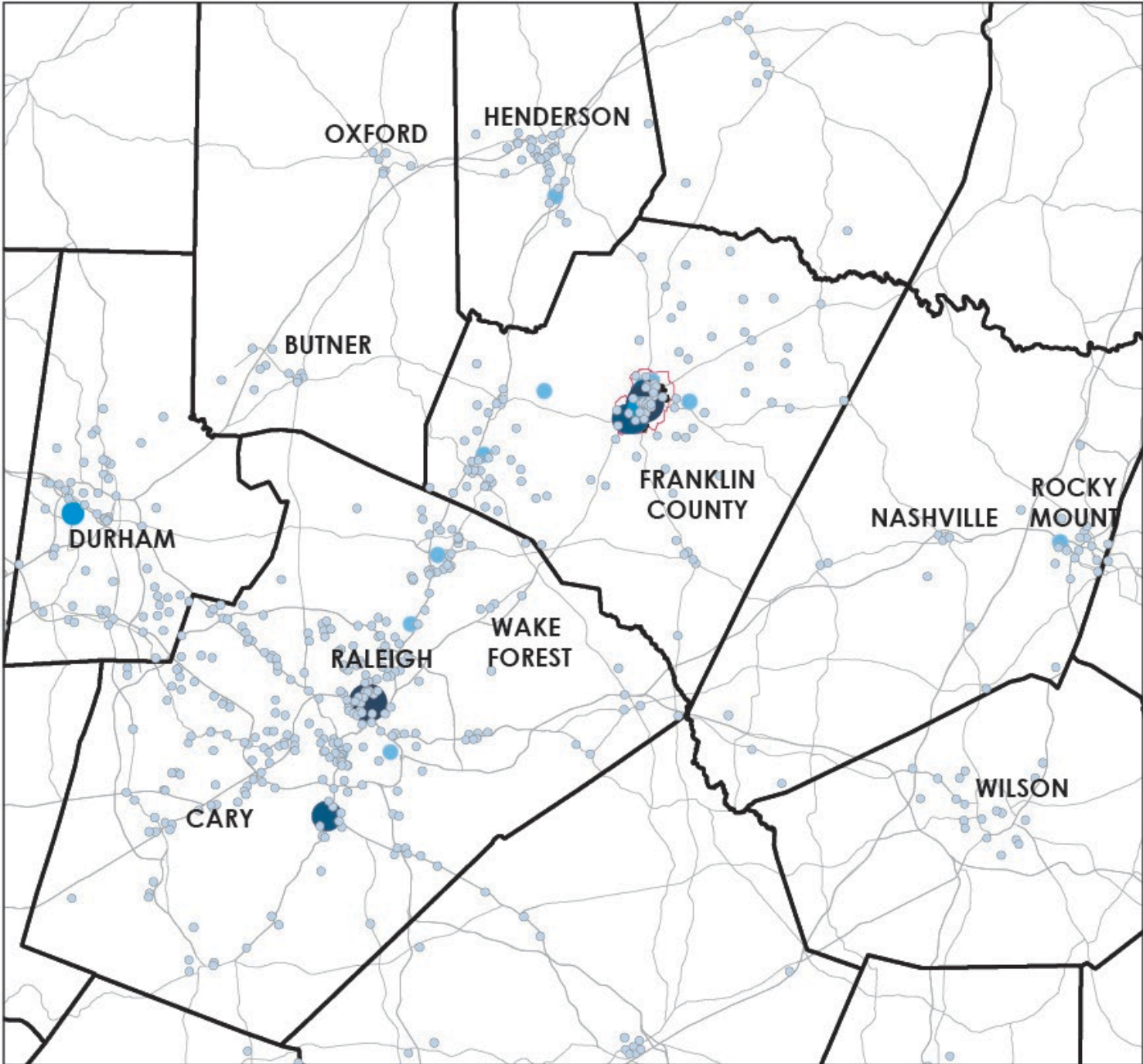


WORK LOCATIONS OF TOWN RESIDENTS

Number of Jobs



TOTAL JOBS	COUNT	SHARE
Less Than 10 Miles	352	23.6%
10 - 24 Miles	302	20.1%
25 - 50 Miles	509	33.9%
More Than 50 Miles	337	22.4%



COMMUTE TIMES

NORTH CAROLINA

24.8 minutes



FRANKLIN COUNTY

33.3 minutes



LOUISBURG

29.0 minutes



Source: American Community
Survey, 2019

MEANS OF TRANSPORTATION TO WORK



81.5% DROVE ALONE



10.5% CARPOOLED



5.1% OTHER



0.4% USED PUBLIC
TRANSPORTATION

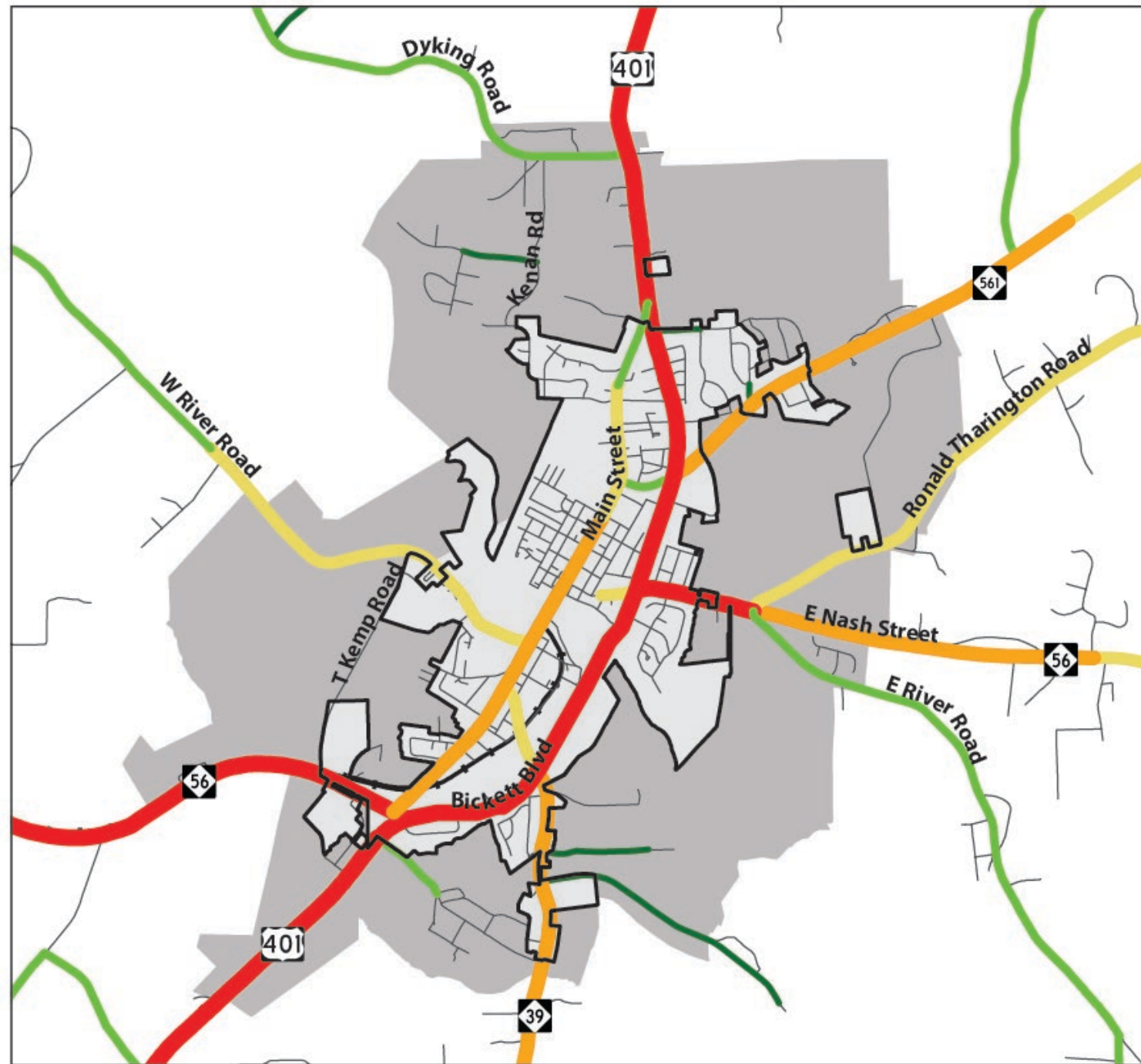
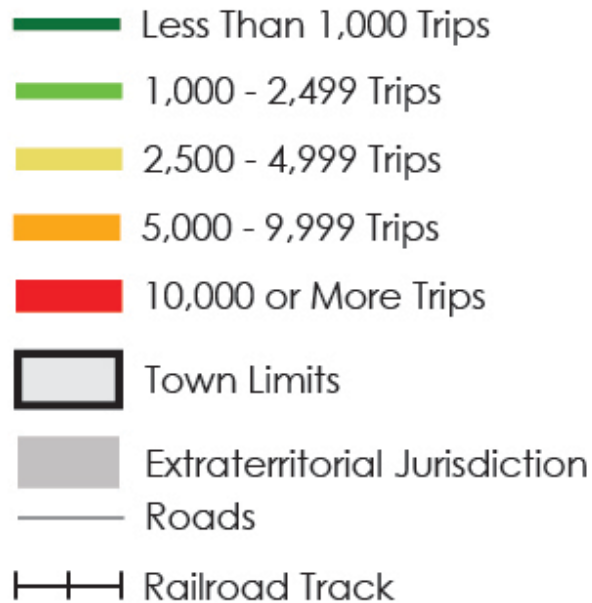


2.4% WORKED
FROM HOME

Source: American Community
Survey, 2019

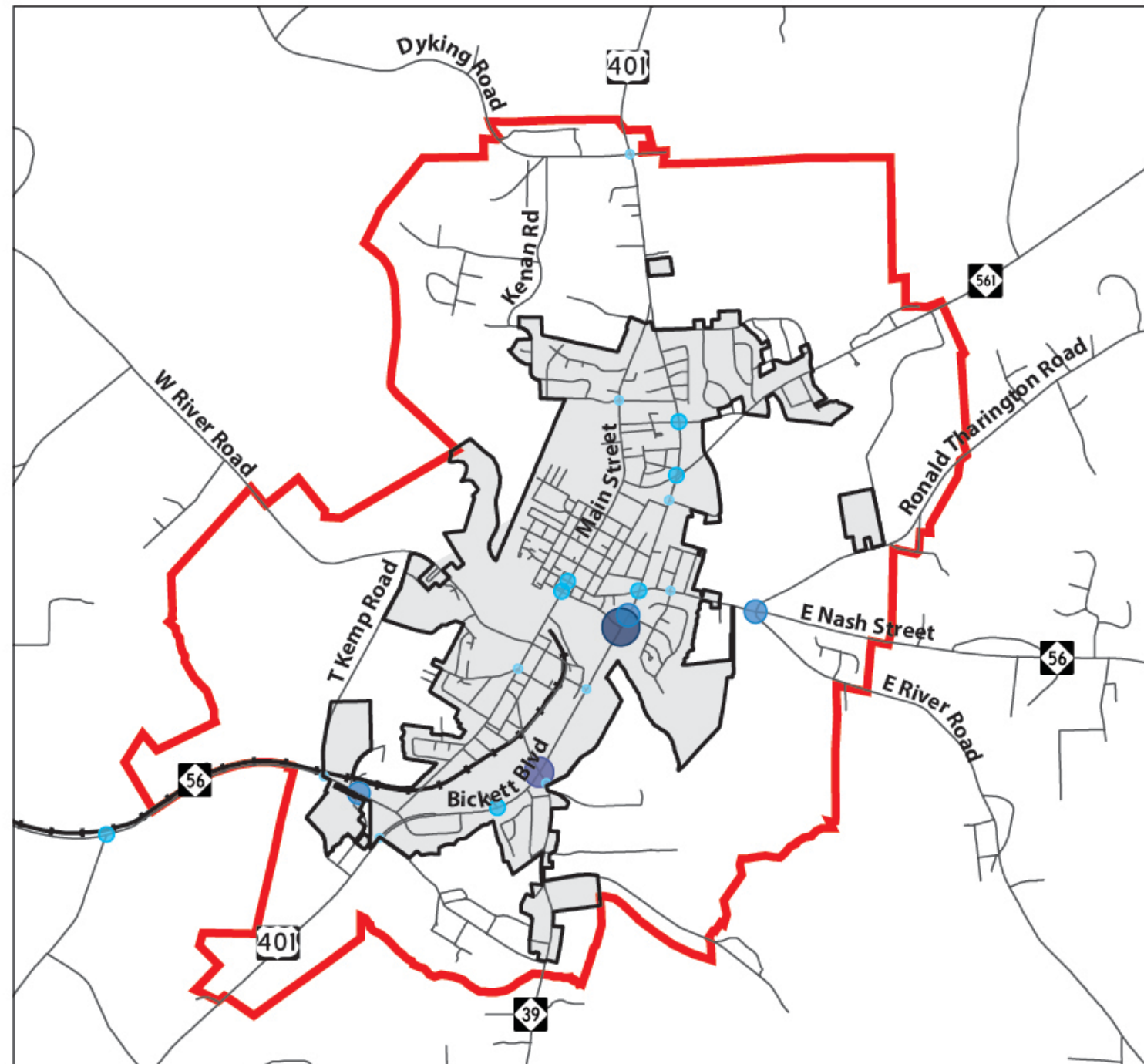
DAILY TRAFFIC

2018 Average Trips Per Day



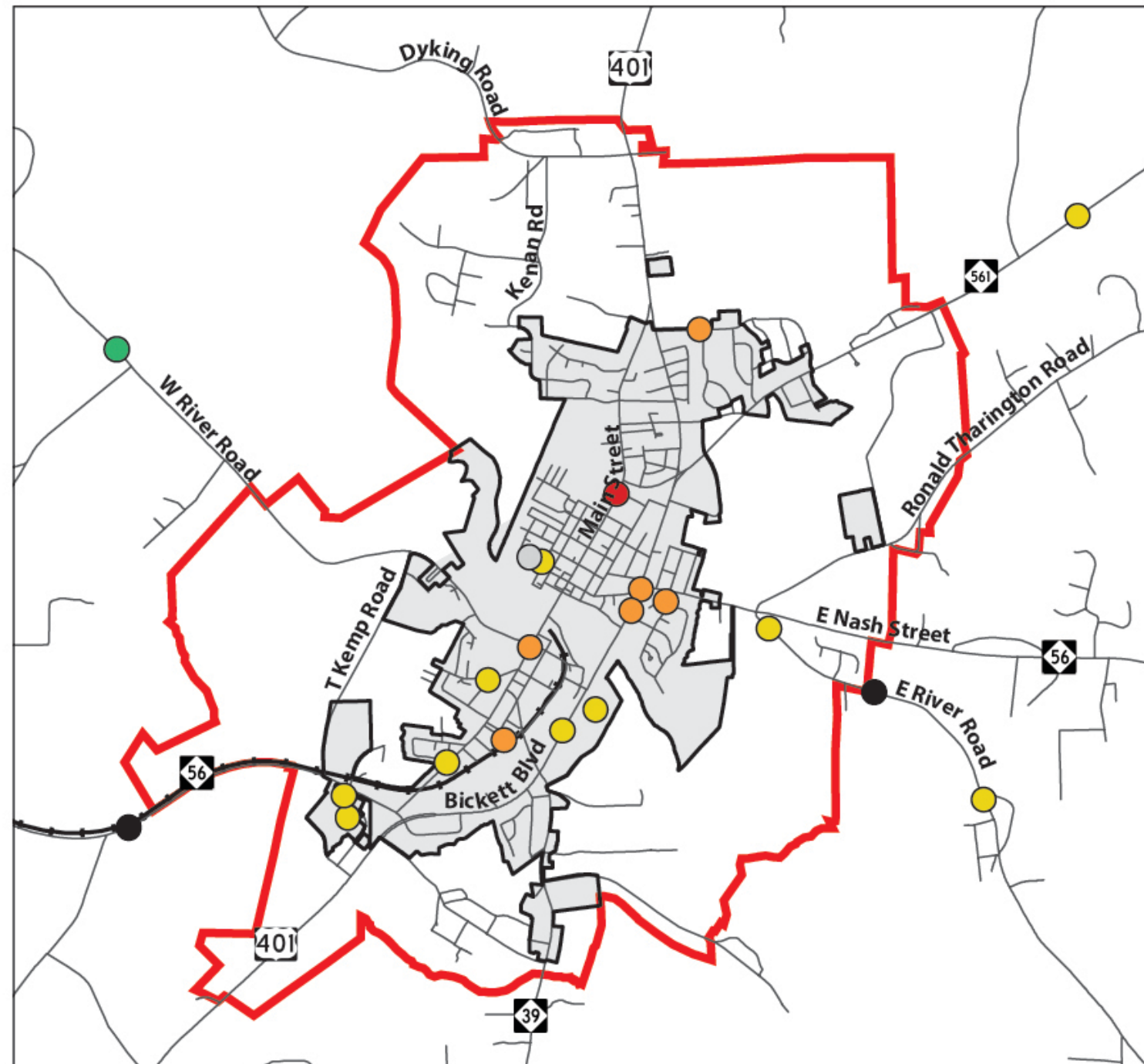
VEHICLE CRASHES

2014 - 2018 Crashes

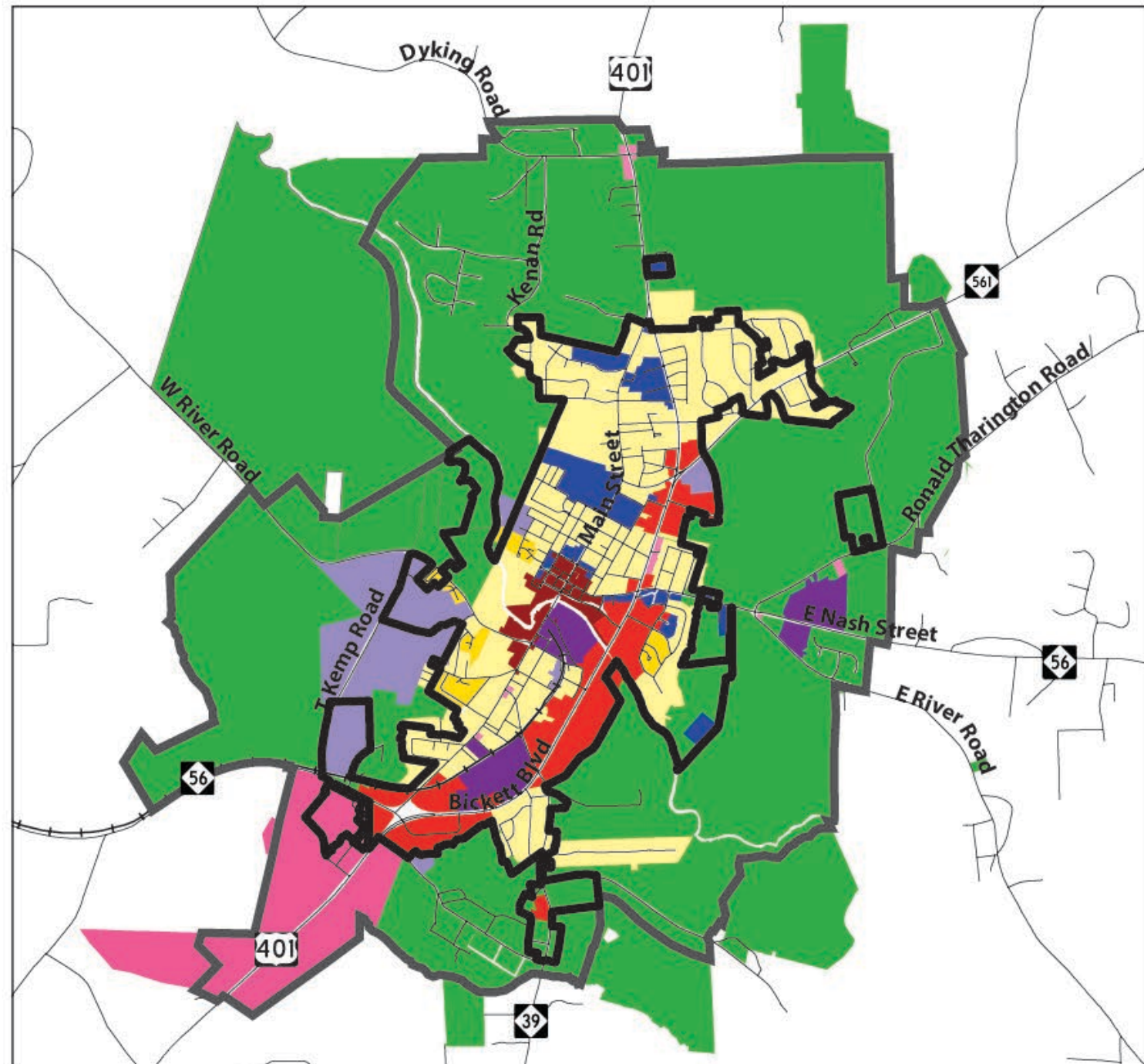
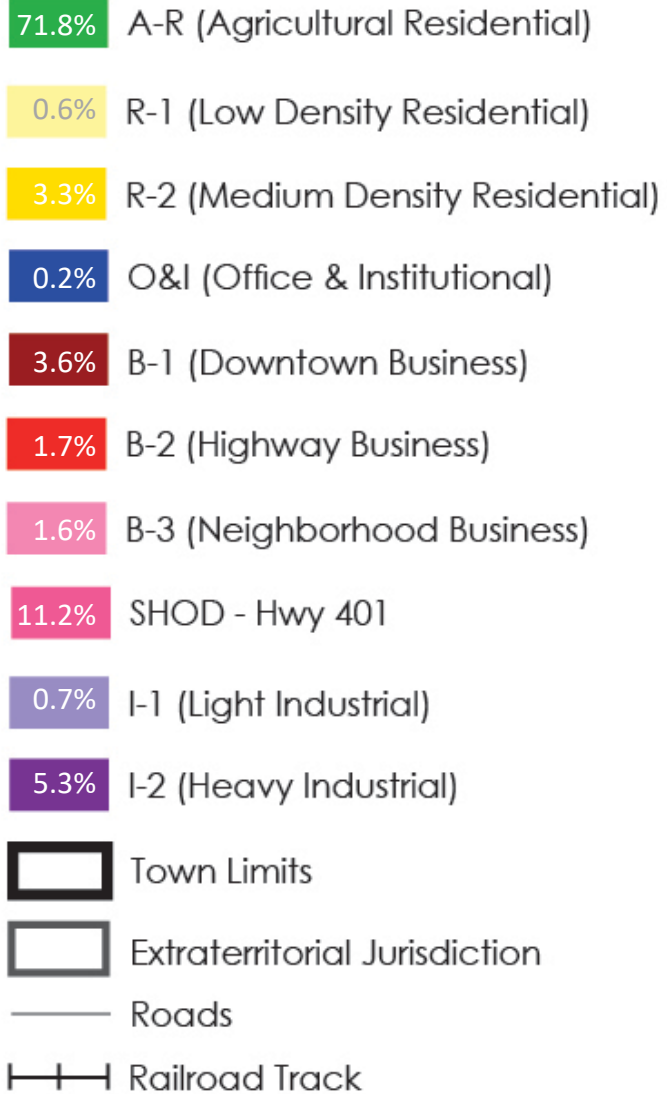


PEDESTRIAN CRASHES



2007 - 2018 Crashes

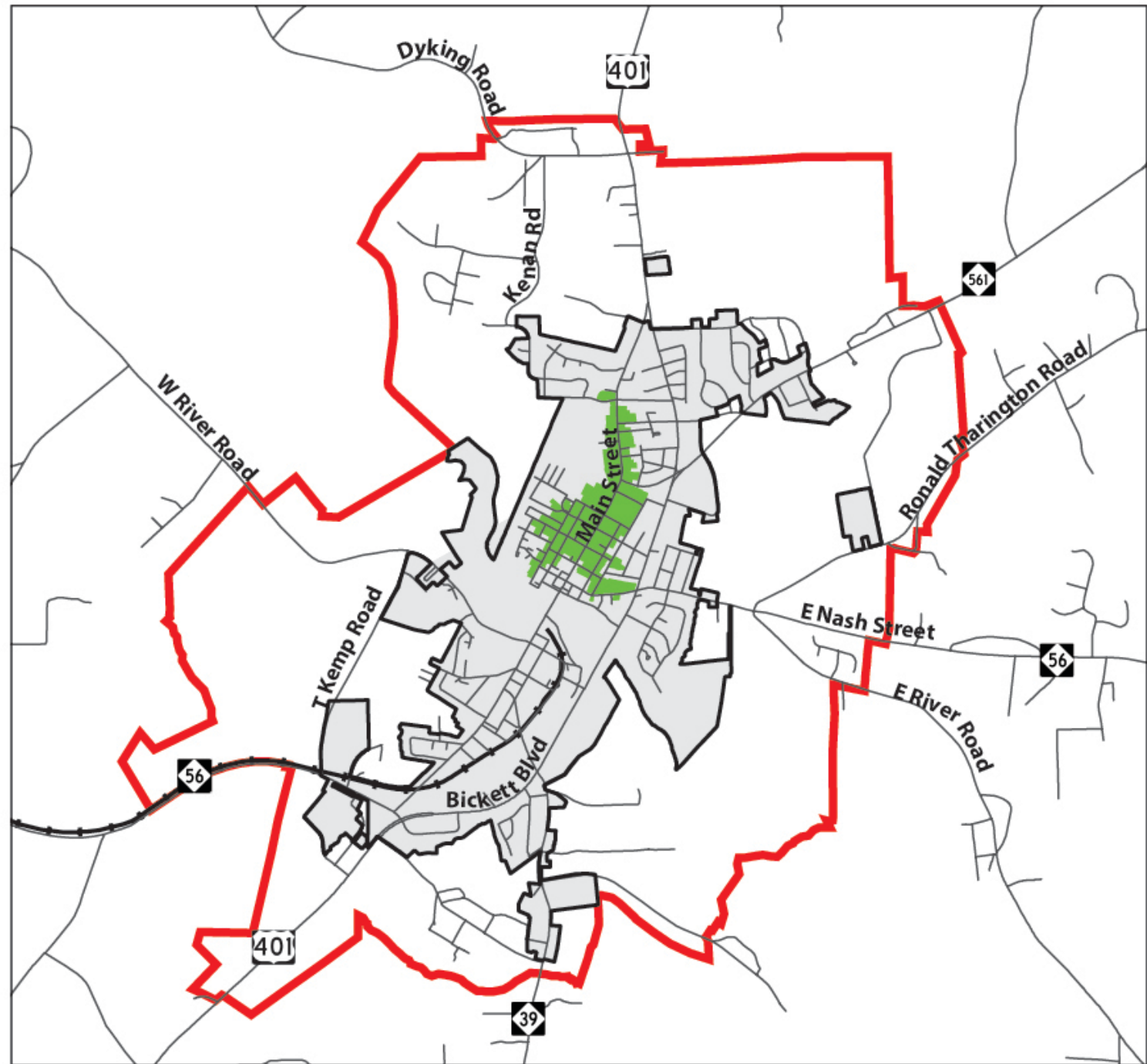


ZONING DISTRICTS

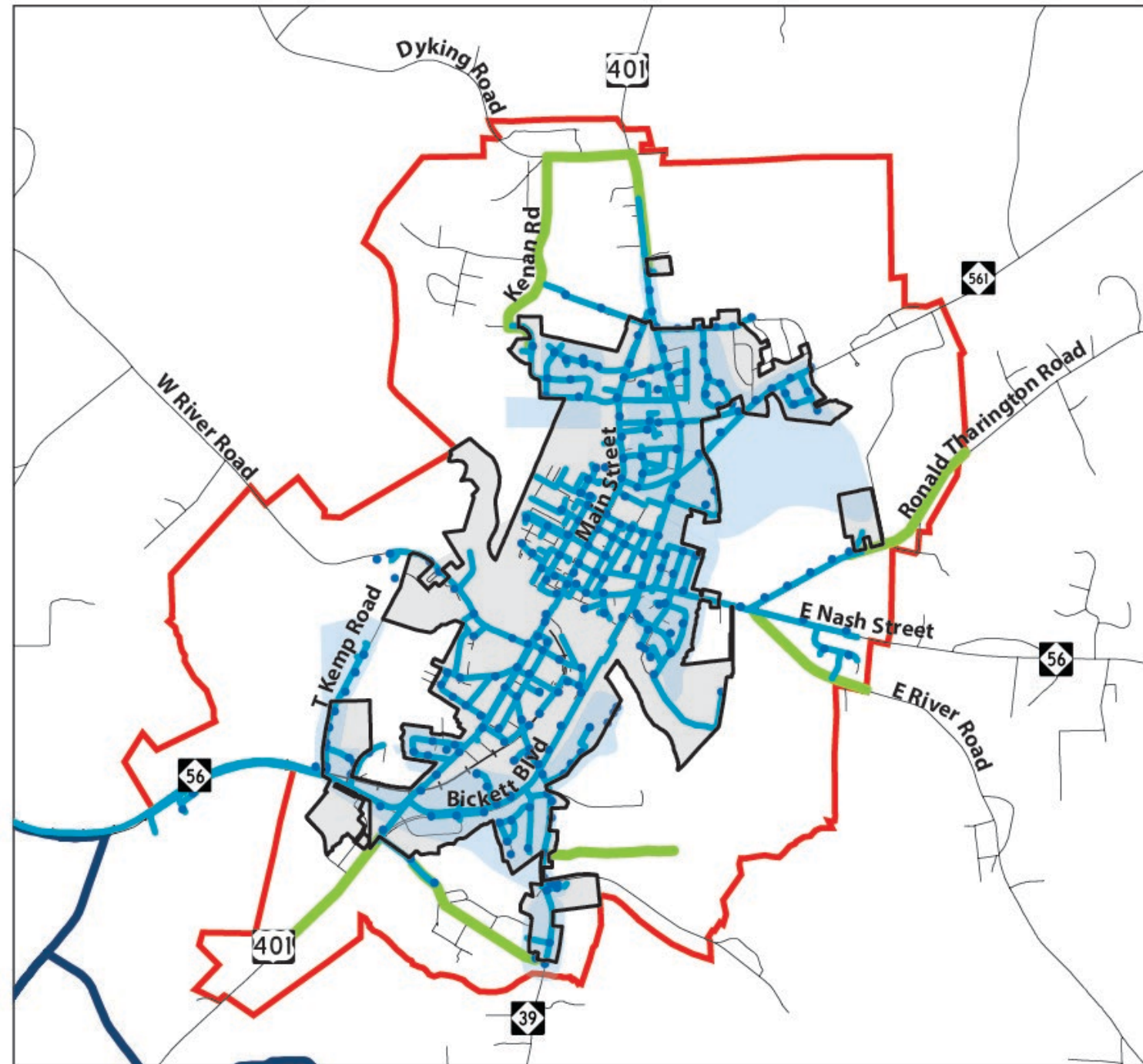
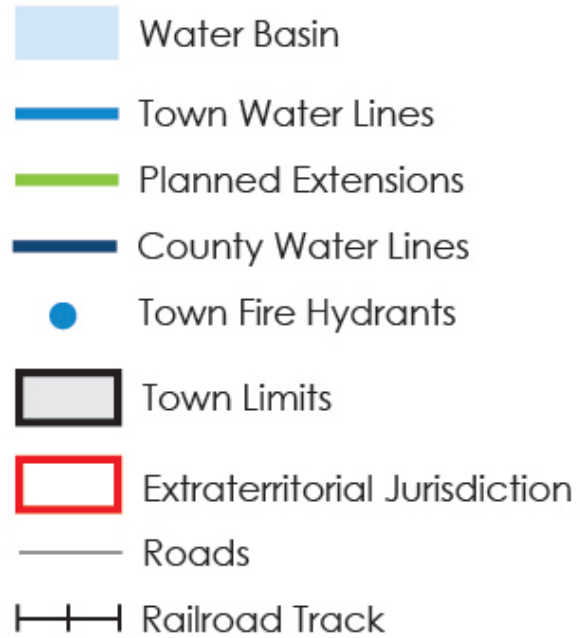


HISTORIC DISTRICT

-  National Register Historic District
-  Town Limits
-  Extraterritorial Jurisdiction
-  Roads
-  Railroad Track

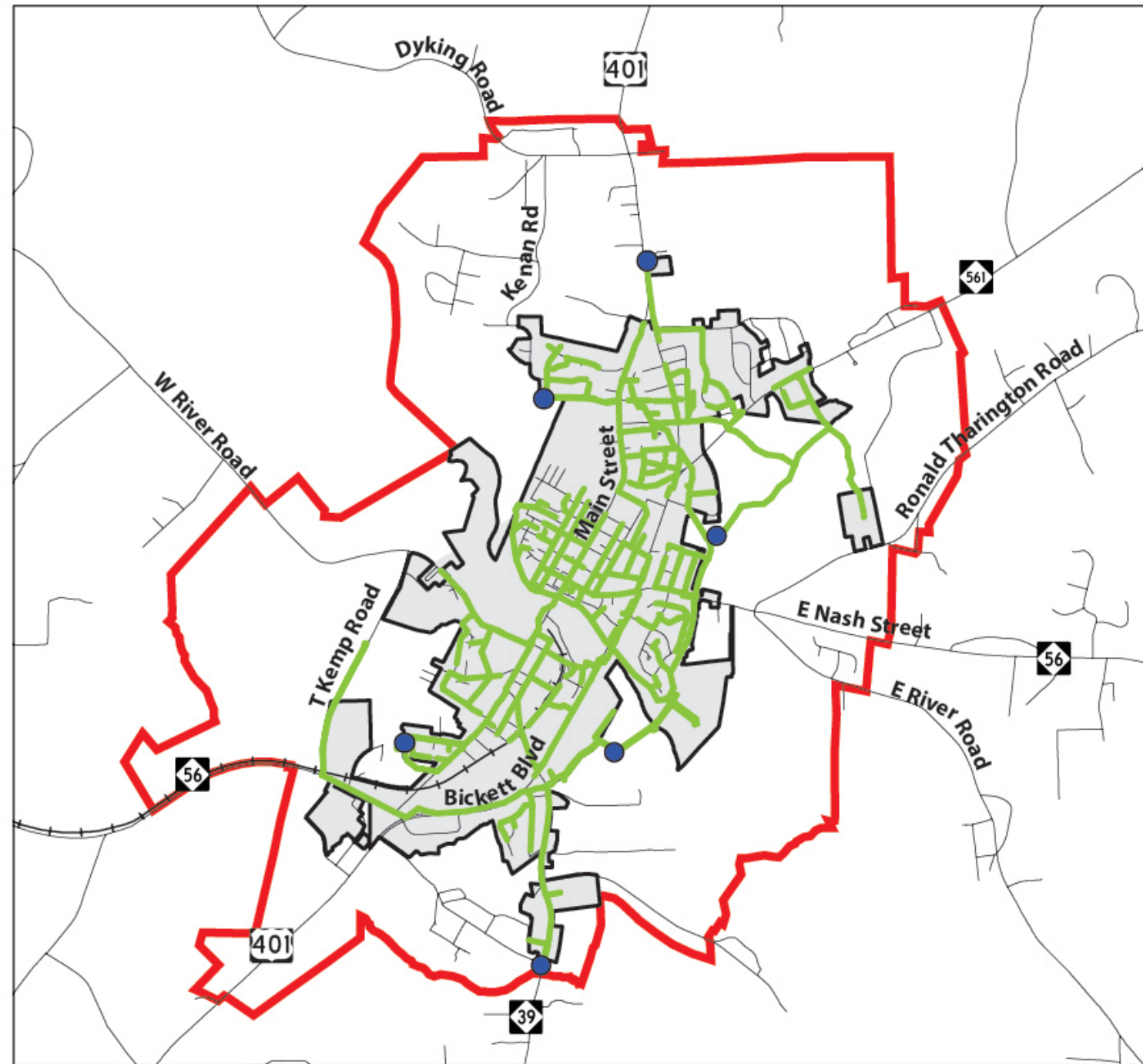


WATER SYSTEM



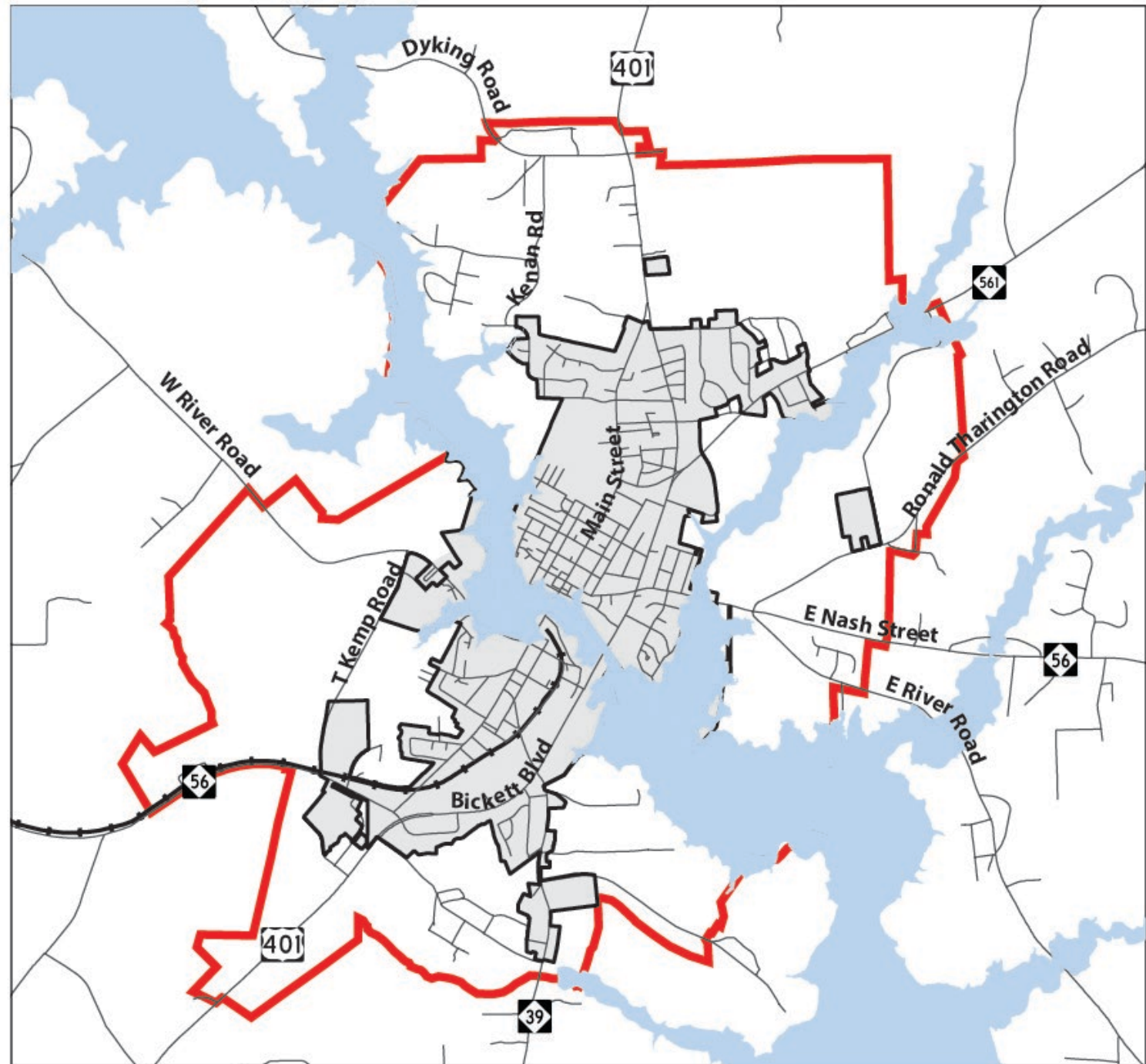
SEWER SYSTEM

- Town Sewer Lines
- Town Pump Stations
- Town Limits
- Extraterritorial Jurisdiction
- Roads
- Railroad Track



FLOODPLAIN

-  Floodplain
-  Roads
-  Town Limits
-  Extraterritorial Jurisdiction
-  Railroad Track



TOPOGRAPHY

Elevation



High: 560 feet

Low: 90 feet



Town Limits



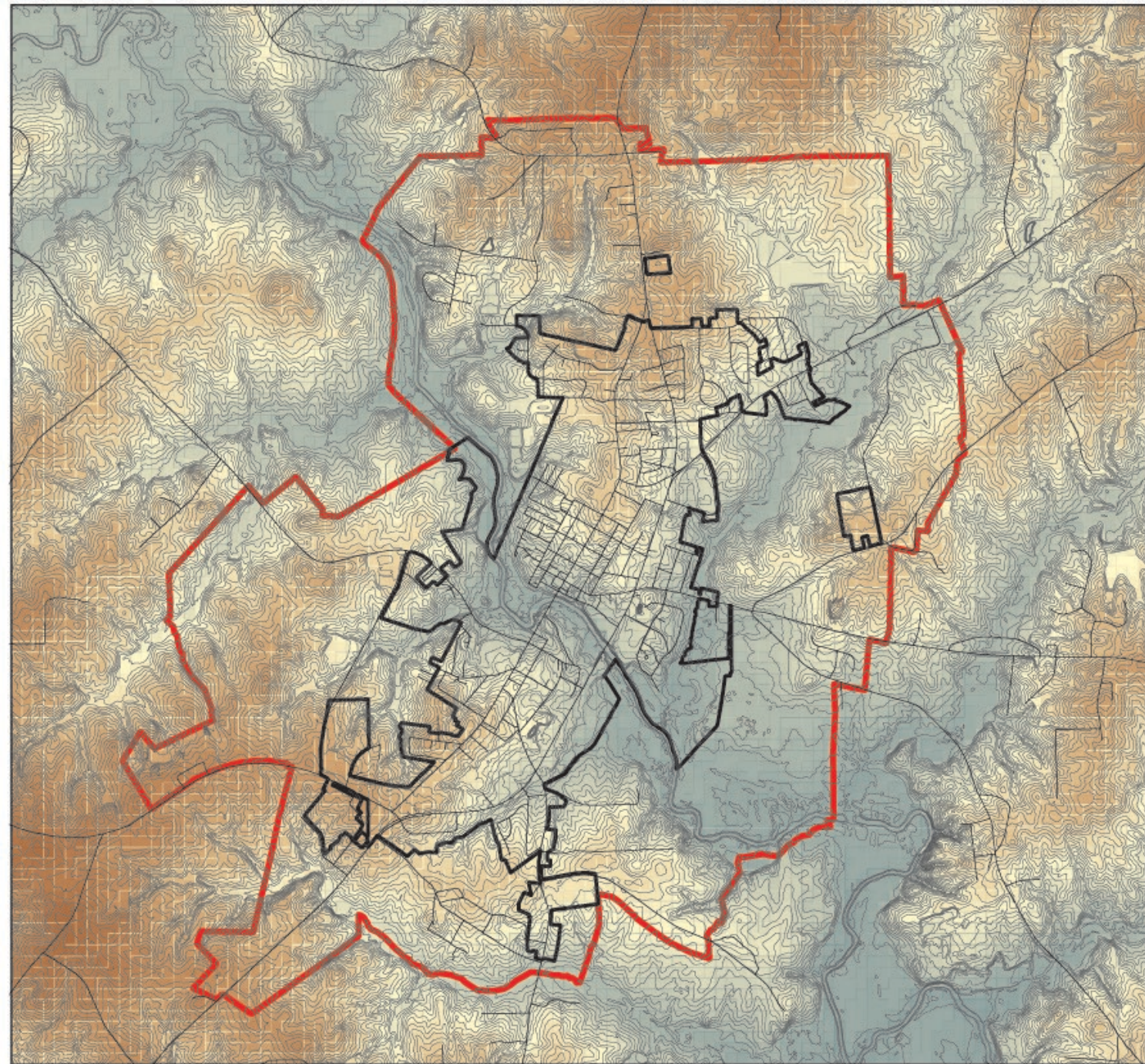
Extraterritorial Jurisdiction



5' Contour Lines

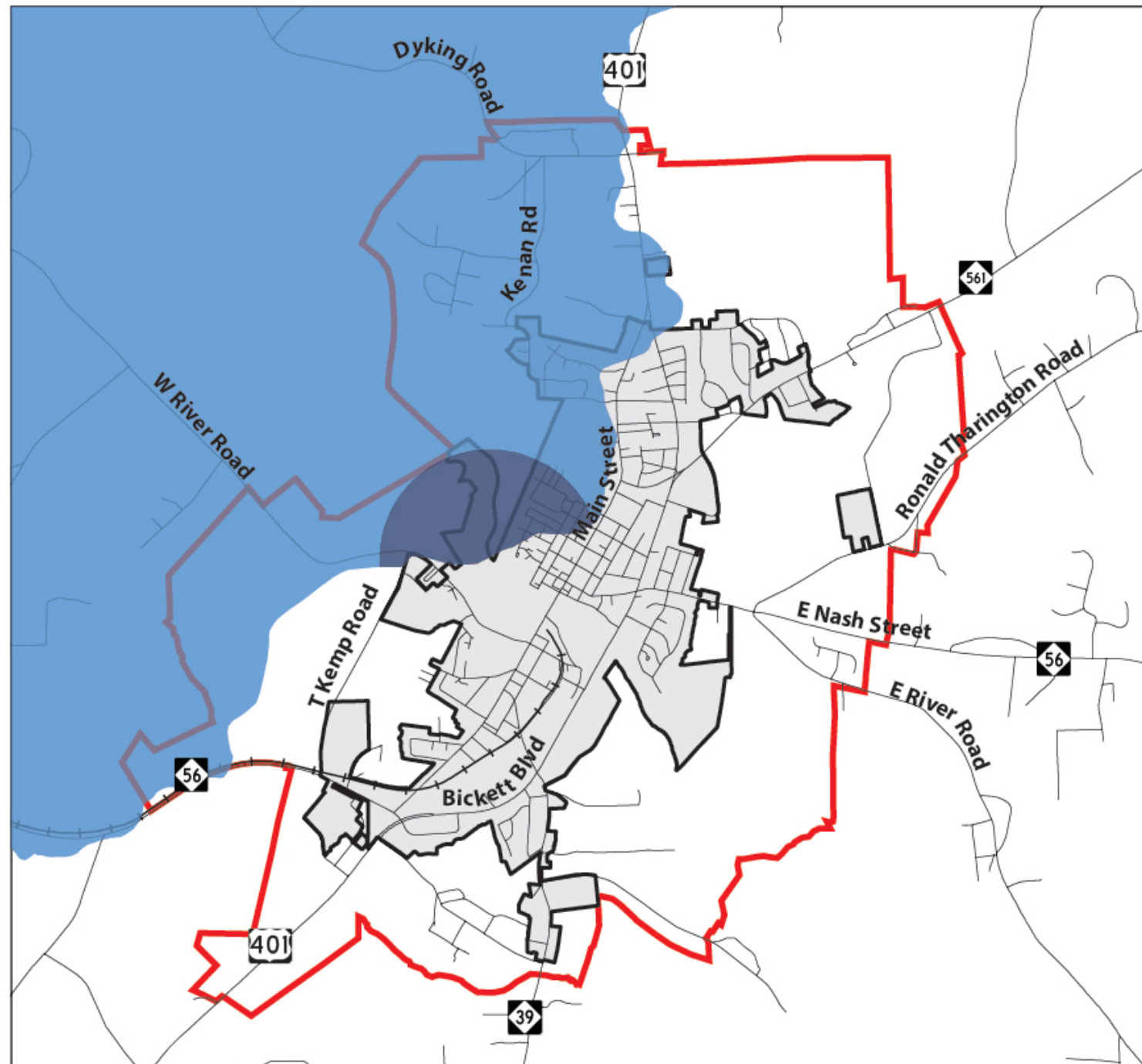


Roads



WATERSHEDS

-  Cape Fear River, WS IV (Critical Area)
-  Cape Fear River, WS IV (Protected)
-  Town Limits
-  Extraterritorial Jurisdiction
-  Roads
-  Railroad Track



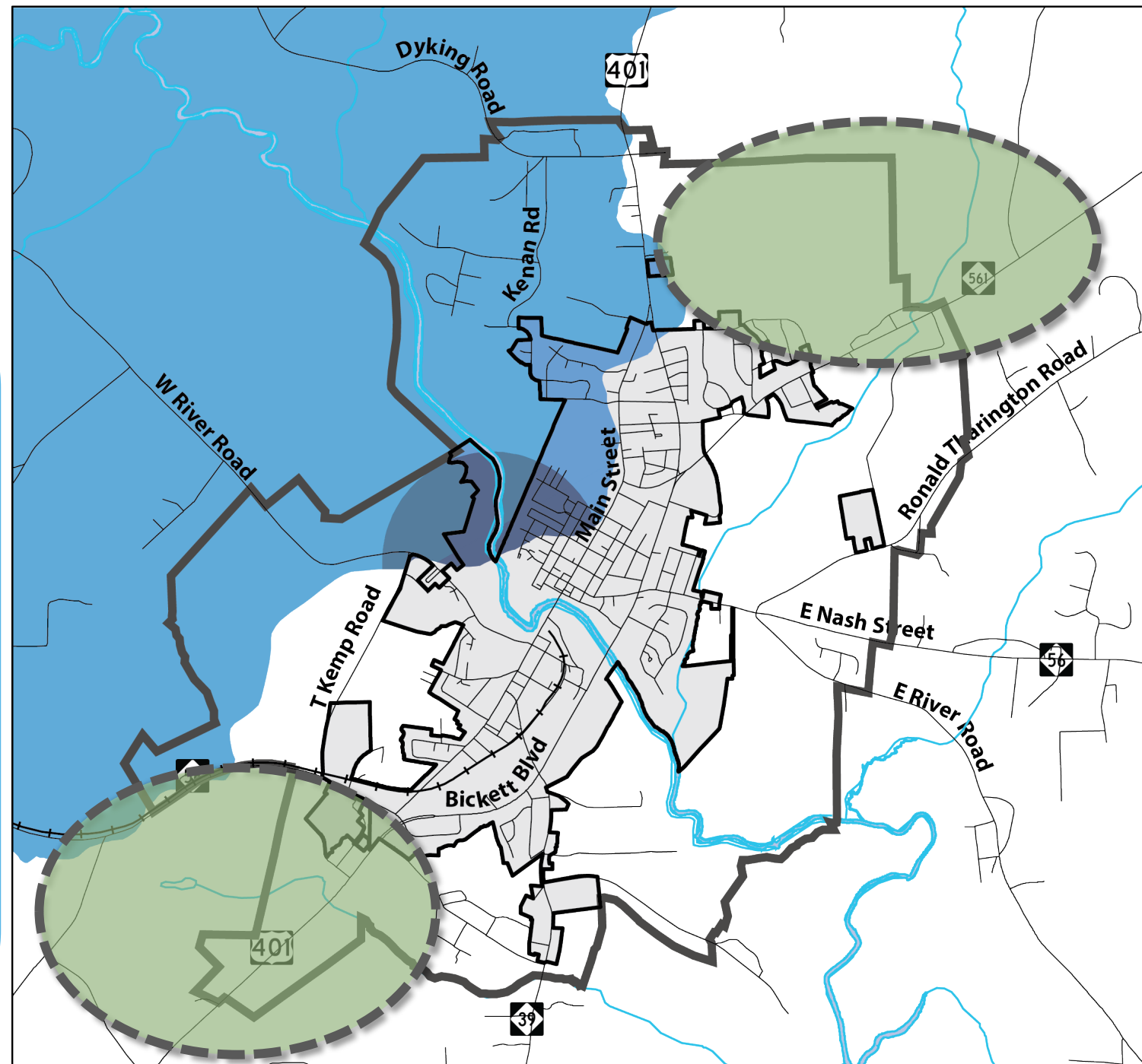
MAJOR THEMES

MAJOR THEMES



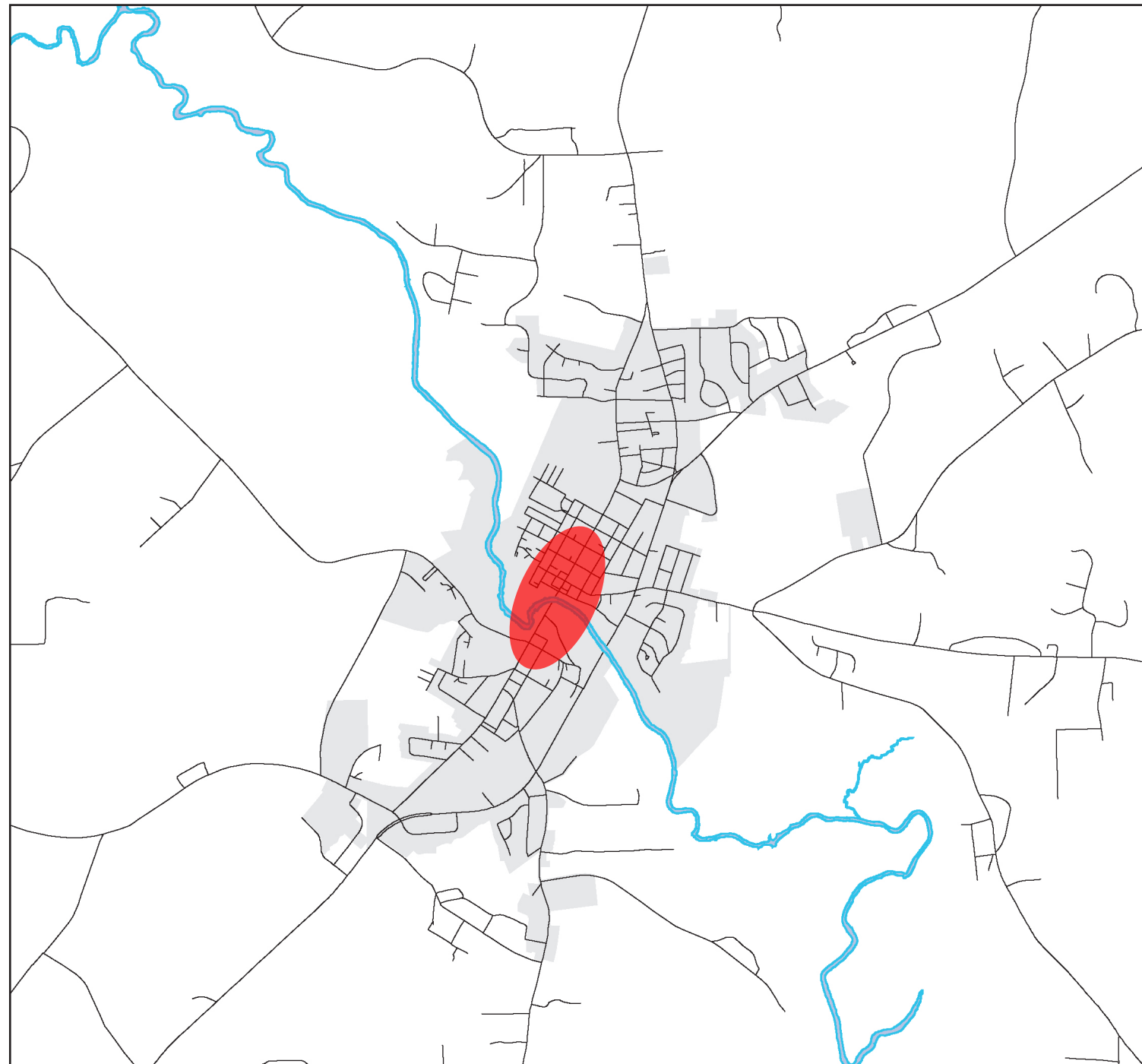
SMALL TOWN LIVING

- Desire for limited growth
- Desire for more local business and retail growth
- Quality and appearance of new growth is important
- Maintain the small town charm
- Infill growth
- Northeast area and Southern area (Hwy 401 & Hwy 56) are most likely areas of major growth / expansion



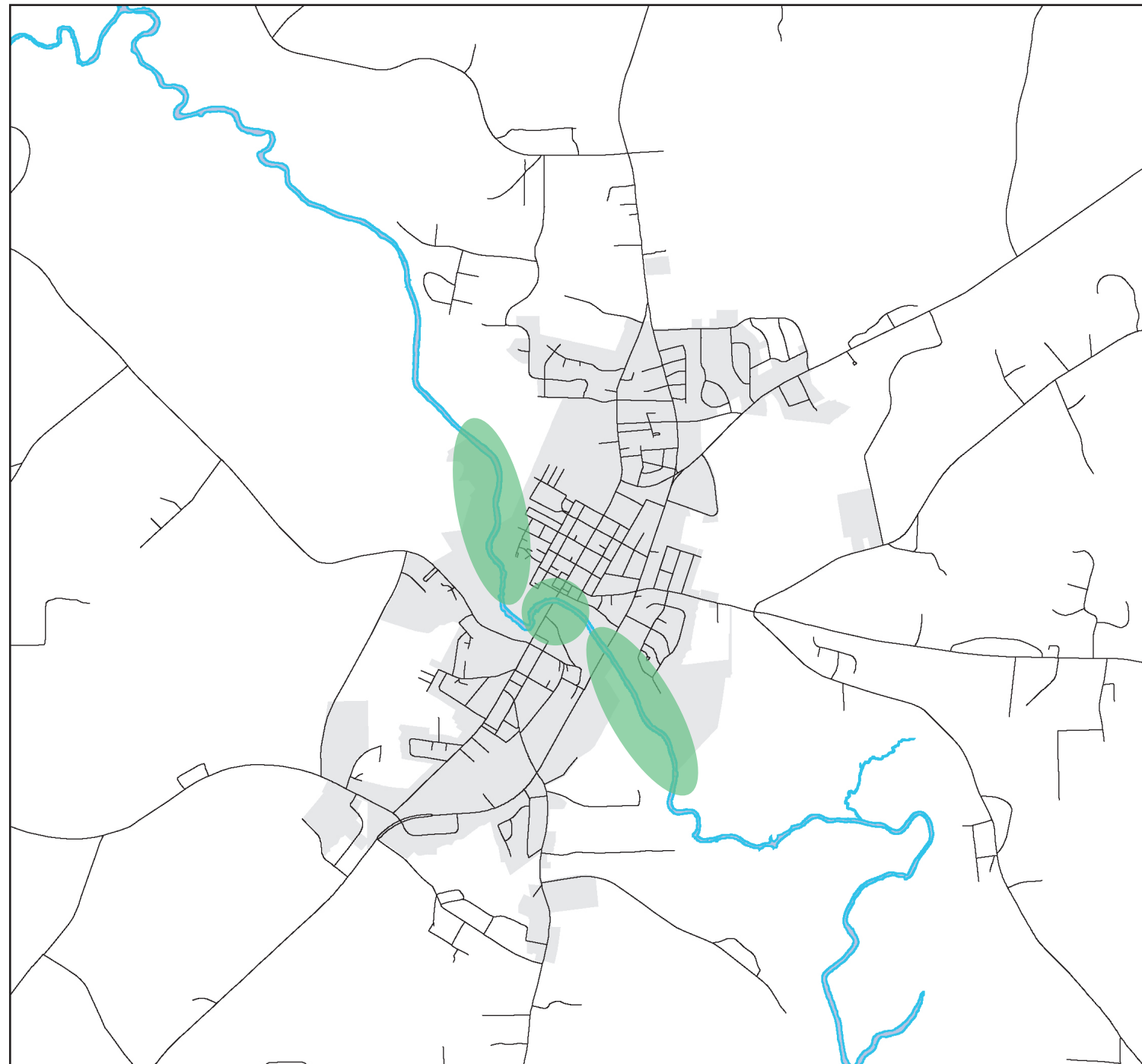
DOWNTOWN

- Entertainment / restaurants / night life
- Community gathering / events
- Local business
- Center of government
- Opportunity to connect to river
- Living opportunities
- Walkable
- Depot Hill area connection



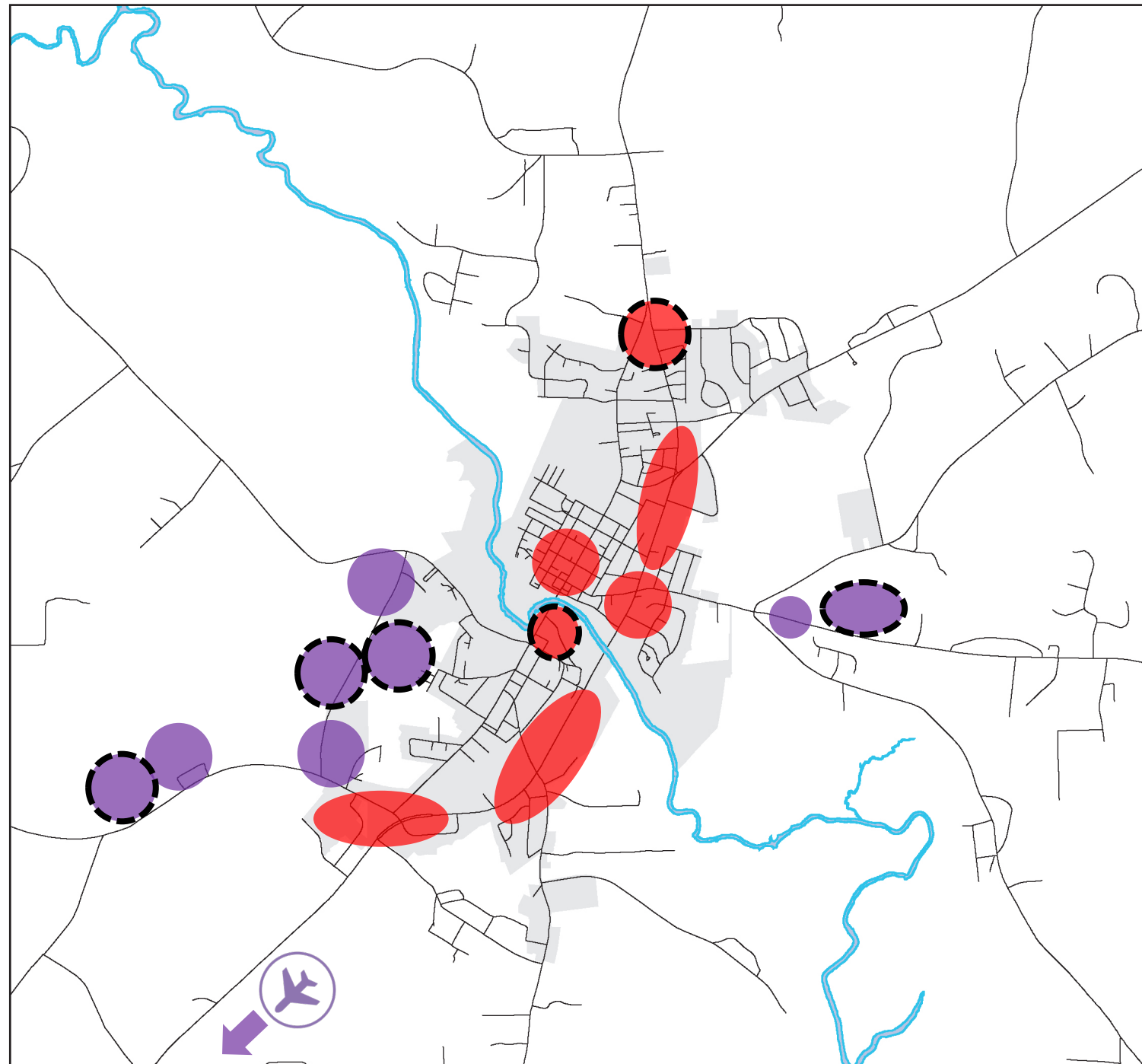
TAR RIVER

- Connect to the river
- Recreational opportunities
 - Passive and active
 - Trails
 - Kayaking/Canoeing
 - Open space areas
- Development opportunities
 - Residential
 - Commercial
 - Mixed use
- Topographical challenges
- Vegetation / Wooded areas



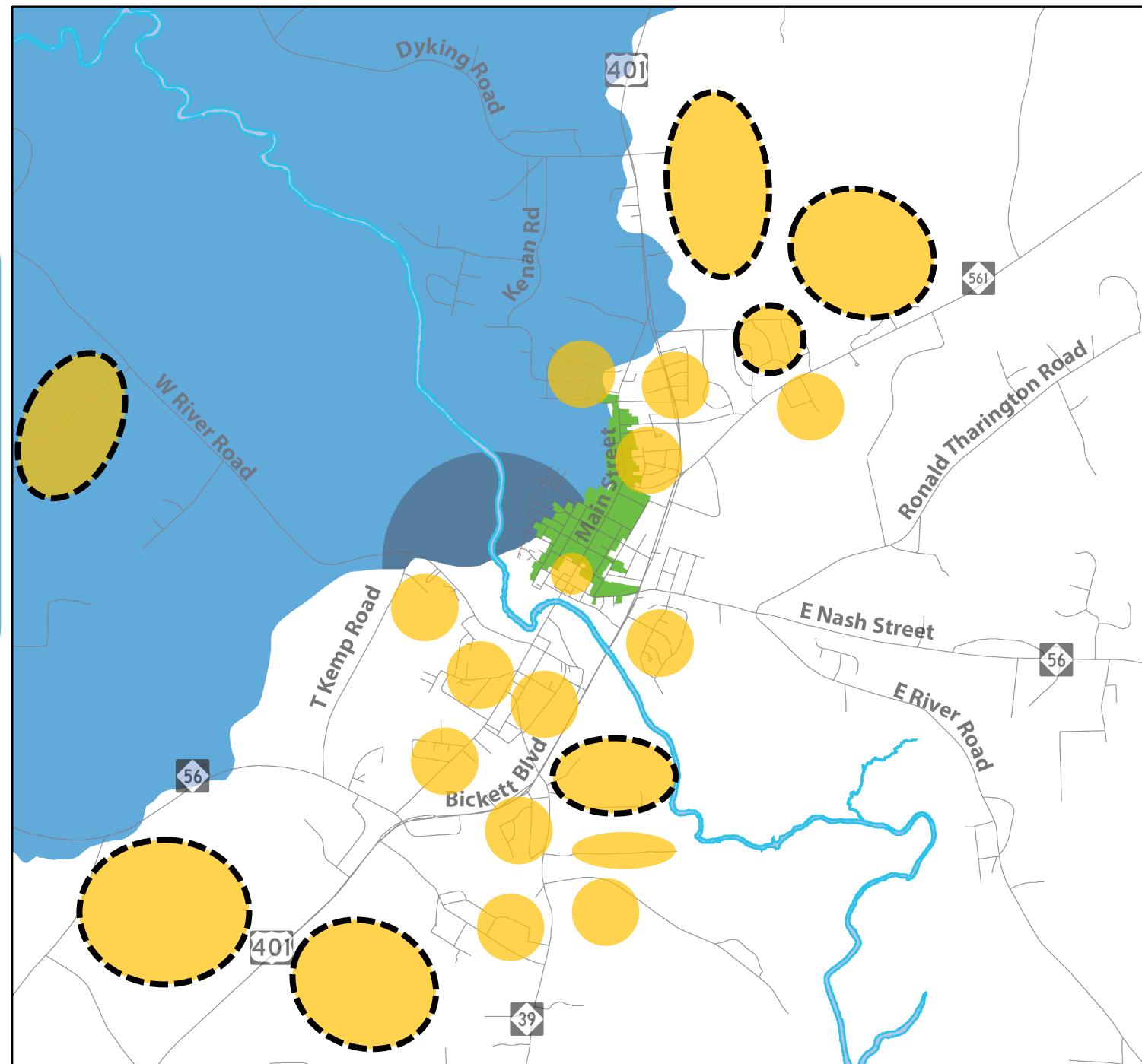
COMMERCE

- Local business / retail growth
- Increase job opportunities
- Internet improvements
- Business climate / incentives
- Lodging / Hotel options
- Appearance
- Depot Hill area
- Industrial Park
- Triangle North Executive Airport



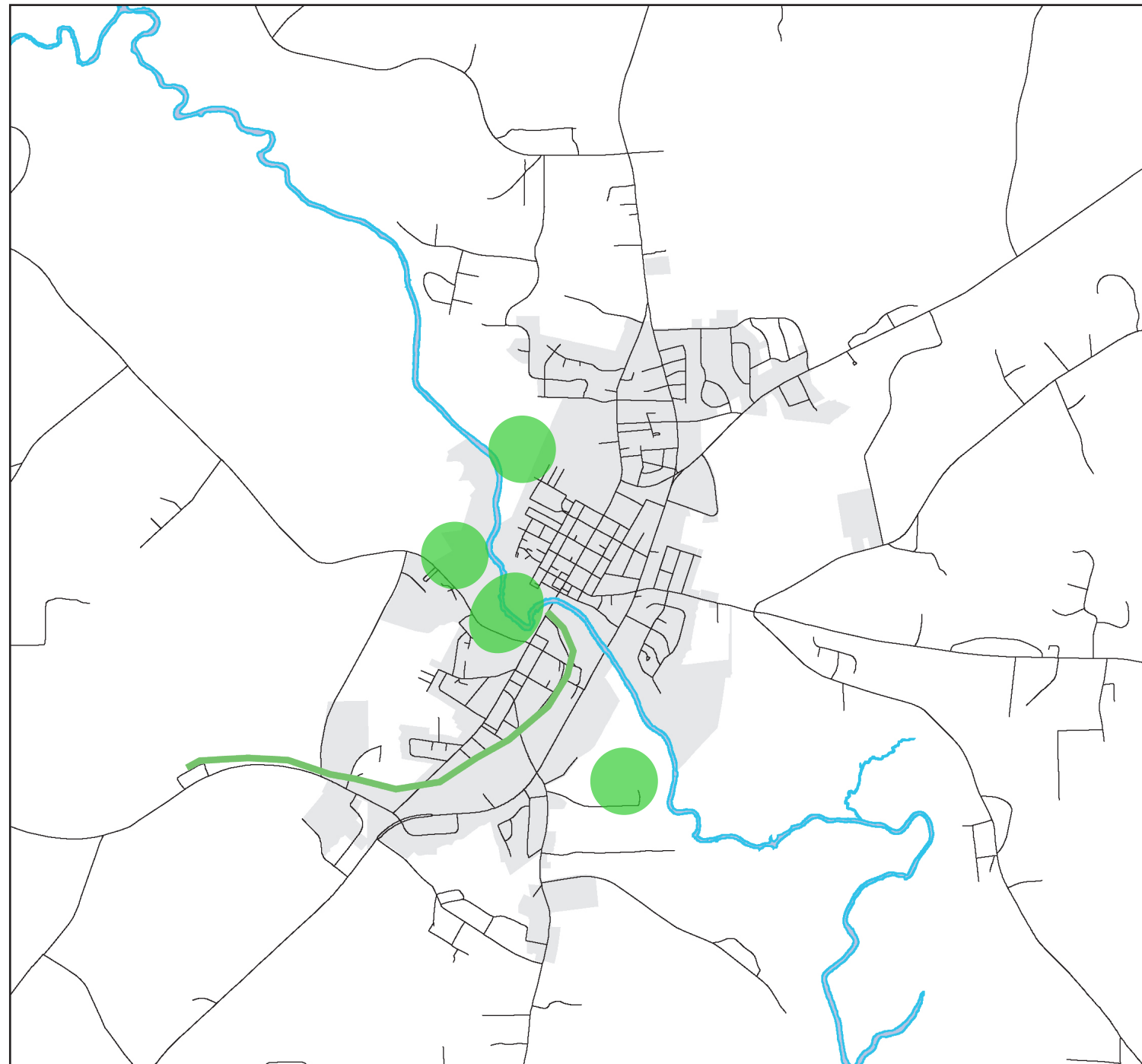
HOUSING

- Affordability (lower incomes)
- Quality of options
- Appearance / Code Enforcement
- Connectivity
- Historic District
- New subdivisions and neighborhoods



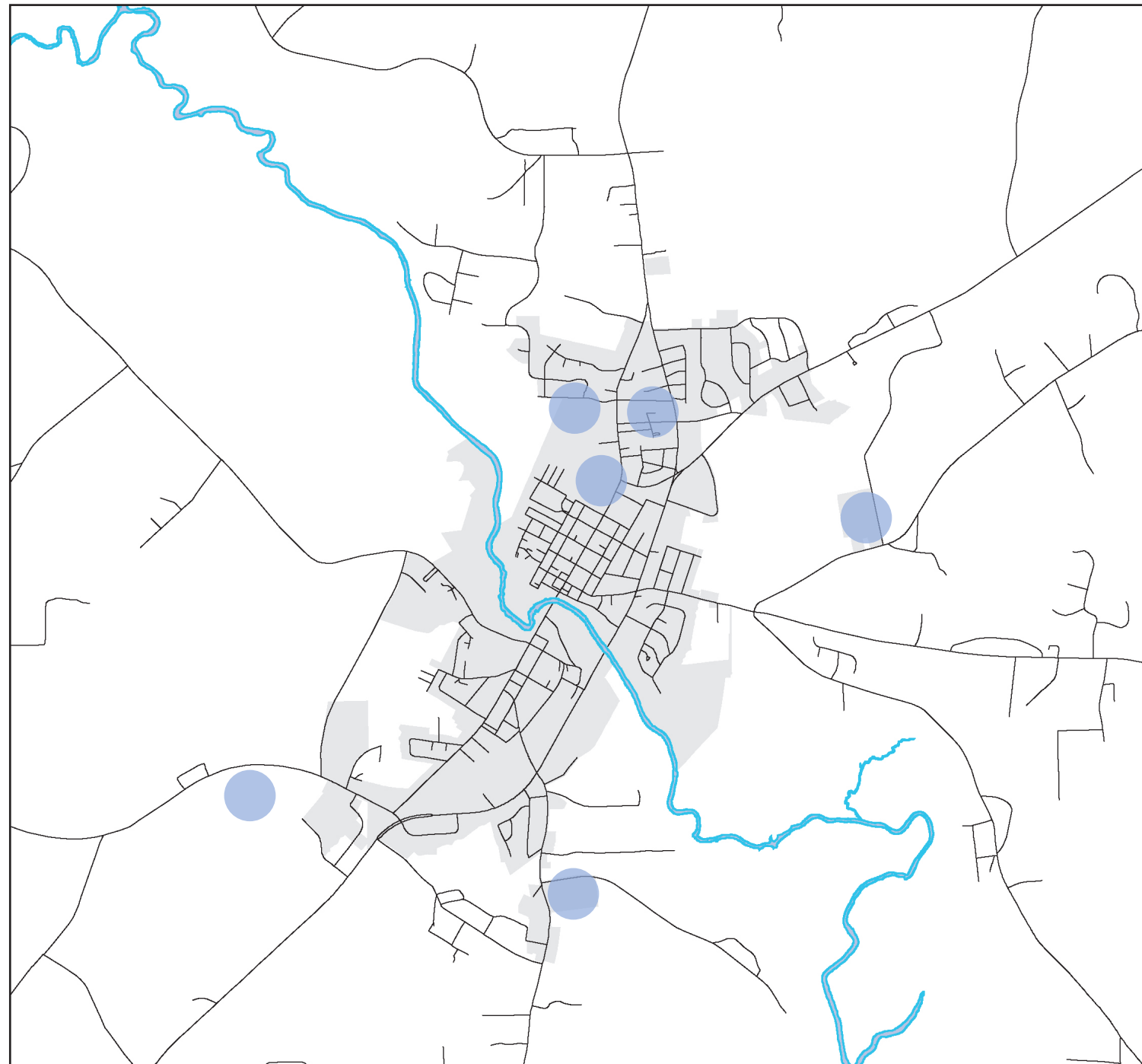
ACTIVE & HEALTHY LIFESTYLES

- Recreational opportunities
 - Trails / Greenways
 - Sidewalks
 - Indoor / outdoor facilities
 - Sports tourism
- Connectivity / locations
- Medical / health care access and options
- Local food / Farm to Table
- Opportunity to partner with County efforts



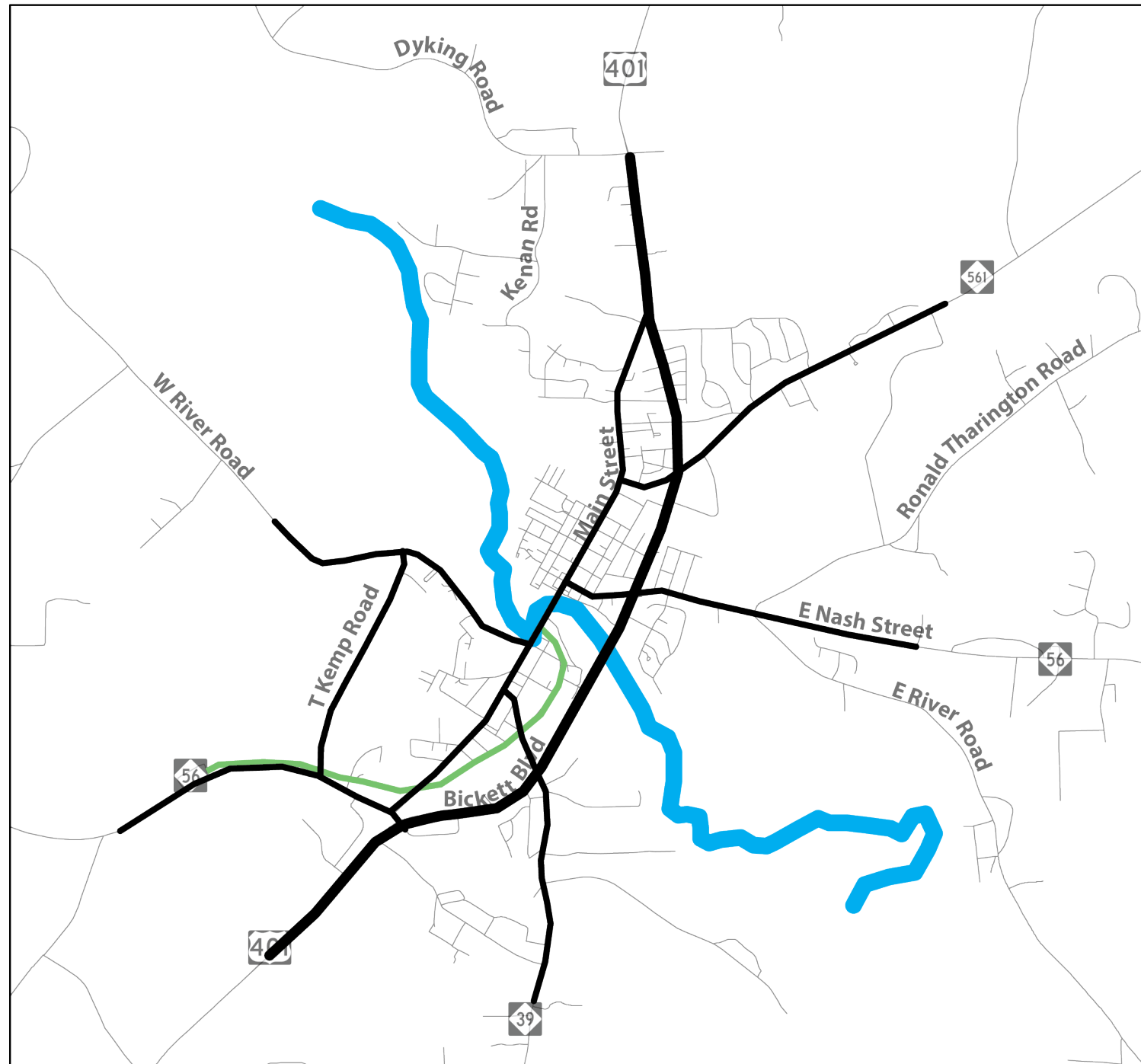
EDUCATION

- 10% increase in Bachelor Degrees
- Increase in High School Degrees
- Overall perception of schools is below average to adequate
- Louisburg College
- Community College
- Franklin County Library



CONNECTIVITY

- All modes of transportation
 - Walking / Biking / Vehicular / Transit
- Connection to Destinations
 - Businesses / shopping
 - Entertainment / Restaurants
 - Recreation
 - Schools
 - Neighborhoods
- Tar River
- History
- New Major Connections?



NEXT STEPS

NEXT STEPS

- Steering Committee Meetings
 - May/June 2021
 - Refinement of major ideas / key issues
 - Discuss a draft vision and overall direction
 - July 2021
 - Review and discuss initial draft of the Plan



COMPREHENSIVE PLAN

COMPRHENSIVE PLAN STEERING COMMITTEE MEETING
TOWN OPERATIONS CENTER– 115 INDUSTRIAL DRIVE
APRIL 12, 2021
7:00 PM

BENCHMARK