



# COMPREHENSIVE PLAN

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COMPRHENSIVE PLAN STEERING COMMITTEE MEETING  
TOWN OPERATIONS CENTER– 115 INDUSTRIAL DRIVE  
DECEMBER 14, 2020  
7:00 PM

BENCHMARK

# AGENDA

- Welcome and Introductions
- Comprehensive Plan Process
- Key Trends
- Committee Discussion
- 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

- ✓ Project Initiation
- ✓ Public Engagement Plan
- ✓ Stakeholder Interviews
- ✓ Community Assessment
- ✓ Initial Public Input
- ✓ Summary of Key Issues

- Phase One: Prepare the Plan

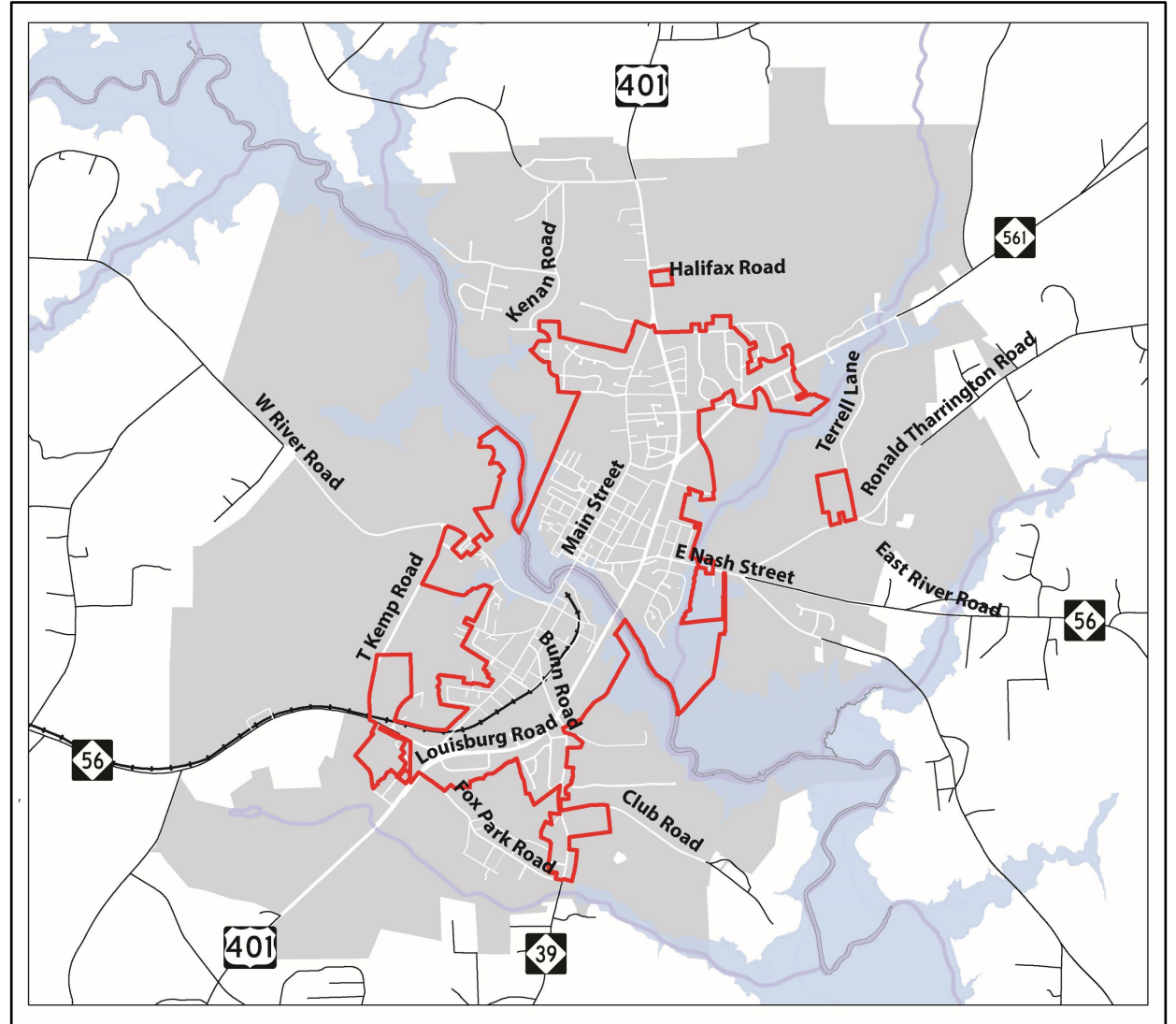
- ✓ Prepare Draft Plan
- ✓ Public Input on Draft Plan
- ✓ Develop Final Draft
- ✓ Adoption Process
- ✓ Final Deliverables

# PUBLIC ENGAGEMENT PLAN

- Steering Committee
- Stakeholder Interviews / Listening Session
- Community Survey
- Digital / Online Engagement
- Public Meetings
- Adoption Meetings (Planning Board & Town Council)

# STUDY AREA

- Study Boundaries
  - Town Limits
  - ETJ Area



# QUICK FACTS / TRENDS

- Population Growth (Metro Area Influence)

- Louisburg (3,359 pop.)

- ✓ Nearly 4% growth from 2010 to 2018

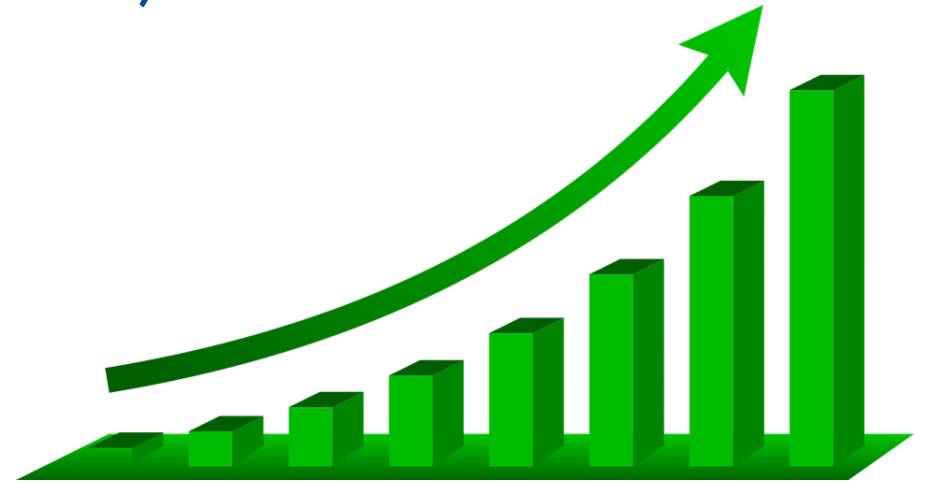
- Franklin County (64,902 pop.)

- ✓ 7% growth from 2010 to 2018

- ✓ One of the fastest growing counties in the state

- ✓ 4.6 residents a day

- ✓ 90,000 people by 2040





# QUICK FACTS / TRENDS

- County Seat
- College Town
- Downtown is revitalizing with plans underway for Depot Hill
- Historic Neighborhoods / Interest in Renovations
- Retail Hub for the surrounding area

# QUICK FACTS / TRENDS

- Industry Sectors
  - ✓ 38% employed in Education, Health Care & Social Assistance
  - ✓ 12% Construction; 12% Manufacturing; 12% Retail Trade
- Unemployment rate is similar to the state and national rates
- Population with a Bachelor's degree or higher has slightly increased

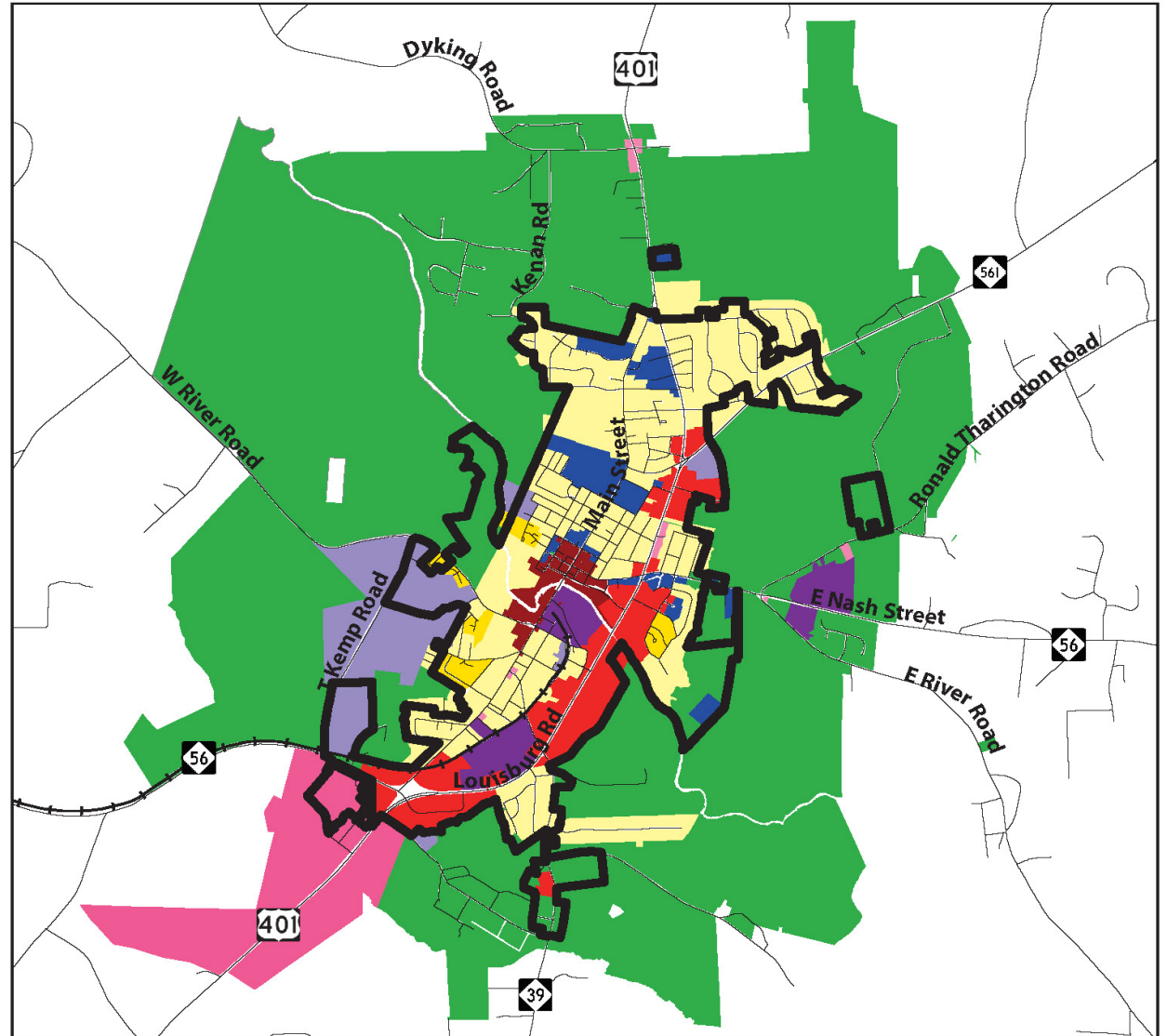
# QUICK FACTS / TRENDS

- Average home value in Louisburg is higher than the County
- 49% renter occupied vs. 51% owner occupancy
- Significantly lower median & per capita income than County and State
- Average family is able to afford a home

# ZONING & LAND USE

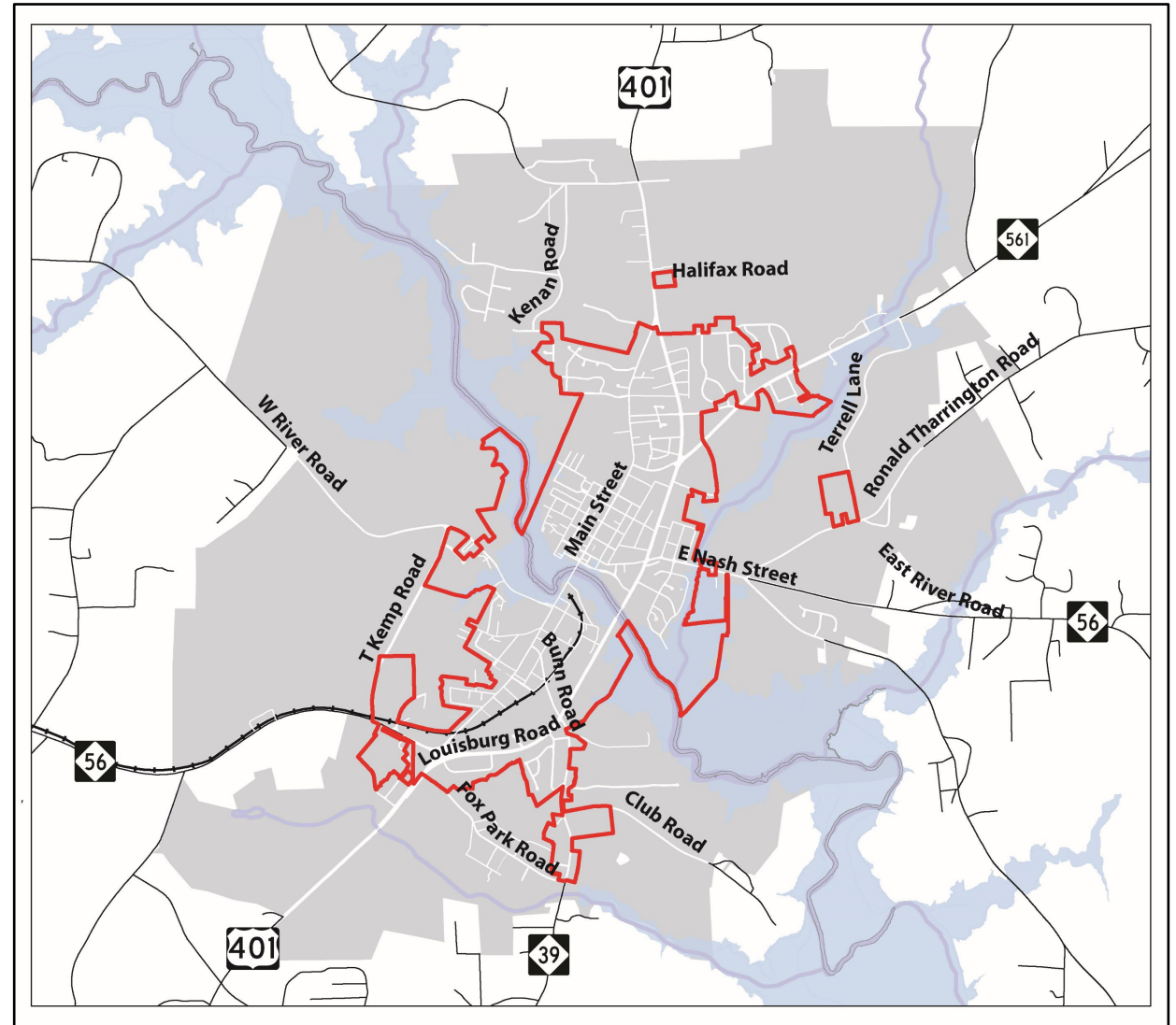
## • Zoning Map

### Zoning Districts



# FOCUS AREAS

- Downtown
- Bickett Boulevard
- Connecting to the River
- Housing & Neighborhoods



# COMMITTEE DISCUSSION

What are the Town's major strengths?

# COMMITTEE DISCUSSION

What are the Town's primary challenges /  
weaknesses?

# COMMITTEE DISCUSSION

What opportunities do you see for  
Louisburg?



# COMMITTEE DISCUSSION

What do you think the Town could be in  
the future? 5 years, 10 years?

# NEXT STEPS

- Future Committee Meetings
  - ✓ Format - In-person / Virtual
  - ✓ Day / Night?
- Stakeholder Interviews / Listening Sessions
  - ✓ Ideas for Interviews
- Community Survey



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