

ROSEBORO, NORTH CAROLINA

CPNI Workshop Report

April 6-7, 2017



About CPNI

The Construction Professionals Network Institute, Inc. (CPNI) is a non-profit initiative focusing on construction industry related projects and community service throughout the State of North Carolina. CPNI volunteers its members' design and construction industry expertise as a catalyst to empower communities across North Carolina to improve their physical and economic environment. CPNI offers the comprehensive professional and technical expertise of its membership and collaborating partners in the form of workshops tailored to assist communities and engage local governments and community leaders to facilitate discussions and efforts toward redevelopment strategy, community engagement, visioning and financial considerations.

<http://www.cpni-nc.org/>

About NCGrowth

NCGrowth is an EDA University Center at the University of North Carolina at Chapel Hill founded in 2012 to help businesses create good jobs and to help communities create sustainable and equitable opportunities for their citizens. With a passionate staff and a dynamic pool of graduate student analysts, NCGrowth partners with businesses, communities, governments, and other organizations to tackle outcome-based economic development and entrepreneurship projects. NCGrowth is funded by the Frank Hawkins Kenan Institute of Private Enterprise, US Economic Development Administration, GoldenLEAF Foundation, and Z Smith Reynolds Foundation.

<http://www.ncgrowth.unc.edu/>



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Executive Summary

A two-day workshop was held in Roseboro, NC, April 6-7, 2017. During the workshop, the CPNI and NCGrowth met with Roseboro town leadership and key community stakeholders to assess the physical assets and economic conditions of the town, in addition to touring structures of interest in the downtown core and determining possible areas of redevelopment and room for growth potential. CPNI created recommendations for the town that will help to meet their economic development goals that are structured around the following themes:

- Historical Preservation
- Zoning, Streetscape, and Building Improvements
- Community Engagement
- Marketing
- Attraction of Private Investment

This report provides an accounting of workshop participants, a compilation of the community assets and needs as identified through the workshop, and a summary of the assessment generated from touring downtown structures. Following these areas are the recommendations that the CPNI team proposed, as well as actionable next steps that can be taken in the short-term and resources for the town to pursue in completion of the recommendations highlighted.



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Workshop Participants

- The CPNI Team worked with Roseboro local government and community leaders, including:
 - Alice Butler: Mayor
 - Anthony Bennott: Mayor Pro Tem
 - Cyndi Templin: Town Commissioner
 - Ray Clark Fisher: Downtown Business Owner & Town Commissioner
 - Lee Coleman: Fire Chief
 - John Swope: Sampson County Economic Development Director
 - Robby James: James Trading Co. (Owner)
 - Gary Culbreth: Hunter's Cafe (Owner)
 - Greg Butler: Retired Assistant District Attorney
 - Thomas West: Pharmacist at Walgreens
 - Lynn West: Small Town Main Street Group Coordinator
 - Sonny Sullivan: Fisher Insurance (Owner)
 - Houston Crumpler: Crumpler Pipes (Owner)
 - Brian Temple: Crumpler Pipes
 - Michael Williams: Downtown Property Owner
 - Phillip Williams: Downtown Property Owner
 - Eddie Williams: Eddie's Tire & Service (Owner)
- The CPNI Team for Roseboro consisted of the following members:
 - Mike Bedell: Balfour Beatty Construction
 - Sun Breza: ECS Southeast, LLP
 - Doug Burns: KSQ Design
 - Chuck Cardwell: SKA Consulting Engineers, Inc.
 - Stephanie Cooper: Moseley Architects
 - Pat Fogleman: CPNI
 - Carolyn Fryberger: NCGrowth
 - Phil Jones: UNC-Charlotte
 - Jim Schenck: Conner Gwyn Schenck PLLC
 - Ashley Tucker: NCGrowth

Community Assets & Needs

In the first workshop session, community stakeholders provided insights on the assets and needs of the community, which included the following:

- Community Assets

- Western side of Roseboro has a lot of land available for residential development
- Roseboro has a strong showing of community stakeholders who are invested in the wellbeing of the community
- Good relationship with Sampson County that should be leveraged
- Downtown is very walkable
- Potential of upcoming NC-24/242 interchange to increase economic base



- Community Needs

- Expansion of water and sewer capability
- Revitalization and increased vibrancy downtown
- Guidance on how to manage the growth that will result from the NC 24/242 interchange and prepare the town for development
- Correction of sidewalk design structure in downtown Roseboro
- Preserve historic housing stock
- Better engagement with downtown business owners
- Assistance with attracting developers to increase built assets in the community
- Transforming downtown businesses that are currently functioning as storage buildings and are in a state of dilapidation
- Insuring downtown commercial properties
- Identification of funds to increase water and sewer, remodel downtown buildings, and identify areas that can become housing developments

Downtown Assessment

Following the first session, the CPNI team was given a tour of the downtown core. The main observations from this tour were that the majority of the downtown storefronts were being used as storage facilities and are mostly underutilized. The most visibly utilized part of downtown is the corner of W. Roseboro Street and SW Railroad Street, where two restaurants are located. One is Vinny's Pizzeria, a restaurant that has been recently renovated and is functioning as a retail anchor in the area. Another is Railroad Street Steakhouse & Lounge, which provides both dining and nightlife. Some additional small businesses and service companies are located in this old downtown core. These businesses are a block from Town Hall, a library, a bank and a post office. Paralleling Railroad Street is an unused railroad right-of-way currently serving as an attractive park. Highway 24, where several other businesses are located, is a short distance (three or four blocks) from the old downtown core.



Underutilized storefront in the downtown core



Downtown businesses



Vinny's Pizzeria

In addition to the underutilization, storefronts contained boarded-over windows for upper story properties. Streetscape issues include accessibility, drains in the sidewalk that were installed by the Department of Transportation, and engineering & design issues.

Despite these issues, the downtown area could have potential to be brought to viability, depending on the changes made in the area. The sessions included recommendations on downtown, as well as other areas of town, and ways to increase vibrancy.



Example of boarded-over windows

Recommendations

The next two sessions that the CPNI team conducted with Roseboro leaders consisted of brainstorming the economic, social, and environmental considerations of the town, as well as an assessment of existing conditions. In addition to the downtown assessment, recommendations arose that fit into the five broad categories listed below:

Historical Preservation

- Preserve older housing stock to keep the character of the town
- Begin historic district commission
- When considering flexible use zoning, incorporate rigidity in regards to quality and character of downtown region
- Assure that every building built within a certain district has historical integrity

Zoning, Streetscape, and Building Improvements

- Approach state Department of Transportation about correcting streetscape issues
- Incorporate historic overlay district
- Incorporate conservation overlay district
- Have flexible use zoning

- Conduct a study to determine capacity of sewer and water systems to prepare for future development
- Condition assessments need to be conducted to understand the feasibility of renovating and repairing buildings downtown
- Engage with the current county rezoning process to manage growth around interchange and widening of NC-24, try to shape development on the edge of town so that it doesn't become just an industrial strip by collaborating with the county, as well as ensuring that all of NC-24 fits into the extraterritorial jurisdiction (ETJ)



Future NC-24/242 Interchange

- Once key buildings are identified, a technical review should be conducted to understand what parking and zoning implications will impact buildings, as well as a building conditions survey to determine whether or not a building can be saved

Community Engagement

- Leverage community stakeholders with vested interests in the town (Horne Bros., Crumpler, etc.)
- Consider informal, creative industry that could be leveraged in town (quilting, leatherwork, etc.) that incorporates community talent
- Compose a visioning plan to show downtown property owners that could fuel participation through the Small Town Main Street group
- Strengthen partnership with Sampson Community College

Marketing

- Determine town's vision and incorporate marketing techniques that speak to that vision
- Host annual festivals/events to draw people into downtown – such as a spring 'bloom' festival with a plant sale. Market these events widely, specifically in Fayetteville
- Consider possibility of getting signage for the Mountains-to-Sea Trail engraved in downtown Roseboro sidewalks
- Food and recreation as an incentive – market Roseboro as a restaurant and entertainment destination
- Add flower details to line Main Street corridor – consider a public garden for events
- Developing the old railway bed into a unique attraction
- Leverage the relationship with the solar installation contractor in town to make Roseboro a model alternative energy community
- Marketing the Treehouse that will be recognizable from the Roseboro documentary
- Market existing restaurants such as Vinny's Pizzeria and Railroad Street Steakhouse and Lounge
- Potentially turning the old jail facility into a hostel or retail location such as a brewery ("Jailhouse Brewery"), snow cone shop, etc.

Attracting Development

- Hold informal meetings with land developers to understand their needs and the opportunities they see in Roseboro
- Create a master plan
- Work with county to coordinate development around highway corridor
- Connect with university and developer resources to drive economic development in town
- Promote Roseboro as a bedroom community in the low-density areas of town for families and younger retirees
- Connection with UNC's Development Finance Initiative (DFI), Self-Help Credit Union, and developer resources as identified by CPNI for technical assistance

Next Steps

Conducting Detailed Parcel Analysis

NCGrowth will be partnering with Roseboro and providing the service of a parcel analysis to the town. The parcel analysis will contain information on land use, property ownership, utilization, building/land value, and other metrics to understand the trends, patterns, and themes of the town that will be of interest in the private development process.

Meeting with a Developer

CPNI will provide Roseboro local government leadership with developer contact information and help the town to facilitate the process of holding informal meetings to understand what the private development process is like and how to prepare for investment.

Marketing Downtown Events and Visioning Process

Many of the recommendations above are concentrated around the promotion of assets that Roseboro already has, and contains changes such as marketing downtown events and incorporating small design details, such as flowers. In addition, the creation of a vision that highlights who Roseboro wants to be is very important, as those areas will highlight how Roseboro responds to development in the area and what is important to the structure and narrative of the town. Conducting a visioning process that will provide key outputs on the town and what is important to the community can guide how the town will grow.



Resources

Listed below is contact information for some of the resources that were mentioned during the workshop as being potential sources of assistance for the town. CPNI or NCGrowth can make an introduction to contacts and organization listed below.

Development Finance Initiative (DFI)

DFI partners with local governments in North Carolina to attract private investment for transformative projects by providing specialized finance and development expertise. They can provide assistance to the town in the form of real estate finance and structuring, including identification of investors, lenders, tax credit equity sources and other partners, advising on public-private partnerships and development incentives, creation of Requests for Proposals (RFPs) to attract private development into underserved areas, etc.

Christy Raulli
Associate Director
919.843.7736
raulli@sog.unc.edu
<https://www.sog.unc.edu/resources/microsites/development-finance-initiative>

Self-Help Credit Union

Self-Help is a credit union and a certified community development financial institution (CDFI). They act as a community development lender and real estate developer with a mission to create and protect ownership and economic opportunity for all. Self-Help provides services to communities to develop and manage commercial real estate and supporting historic revitalization. They also build and rehabilitate homes and commercial properties in disinvested communities around the state. Their closest branches in Southeastern NC are located in Kinston, Laurinburg and Wilmington.

Lee Albritton
Kinston Branch Manager
252-520-6602
lee.albritton@self-help.org
<https://www.self-help.org/>

Historic Preservation

North Carolina State Historic Preservation Office, Restoration Services Branch

The Restoration Services Branch of the State Historic Preservation Office provides a variety of technical preservation services to the public and to governmental agencies, including coordination of federal and state historic preservation tax credits for rehabilitations of historic buildings. See their website for more information on tax credits and assistance the office can provide to owners of historic buildings.

Jeff Adolphsen, Senior Restoration Specialist and Regional Officer for Southeastern NC
919-807-6572

Jeff.Adolphsen@ncdcr.gov

<http://www.hpo.ncdcr.gov/rebranch.htm>

Developer Resources

Sampson County Home Builders Association

P.O. Box 67

Clinton, NC 28329

Club President: William Goodrich, WGoodrich@embarqmail.com

Executive Officer: Ann Gainey, AnnGainey@centurylink.net

National Association of Home Builders

The National Association of Home Builders provides guides for towns and land developers. See for instance this Land Development Checklist:

<http://www.nahb.org/en/research/~/media/887C0A886D0644248ECBAAF501CE18B0.ashx>

<https://www.nahb.org/>

North Carolina Clean Energy Technology Center

The N.C. Clean Energy Technology Center, at N.C. State University, advances a sustainable energy economy by educating, demonstrating and providing support for clean energy technologies, practices, and policies. It also administers the Database of Incentives for Renewables & Efficiency (DSIRE), a resource providing financial incentives and policies.

<https://nccleantech.ncsu.edu/>

nccleantech@ncsu.edu

919-515-3480

Strong Towns

Roseboro might consider joining a small-town support network such as Strong Towns.

Phone: 844-218-1681

1511 Northern Pacific Rd. Rm 206

Brainerd, MN 56401

www.strongtowns.org

ACEC Coalitions

Pre-development advice for most developers is provided by development consultants or civil engineers for a fee. The American Council of Engineering Companies has established the Land Development Coalition to provide support and assistance to land developers. A membership directory on their website lists three members in Raleigh, one in Greenville and one in Wilmington.

1015 15th Street NW, 8th Floor

Washington, DC 20005

Phone 202-347-7474

Fax 202-898-0068

www.acec.org/LDC/