

Town of Roseboro

Post-Workshop Report

February 12–13, 2026



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Overview

Purpose of the Report

This report documents the recommendations, observations, and discussion topics presented during the Construction Professionals Network Institute (CPNI) workshop held in Roseboro, North Carolina, on February 12–13, 2026.

The purpose of this report is to organize the workshop discussions into a clear and professional format for future reference by the Town of Roseboro. The report summarizes the recommendations made during the workshop, documents community observations shared by participants, and captures opportunities that were identified for future planning, economic development, downtown revitalization, historic preservation, recreation, and community development.

The information contained in this report reflects the discussions that occurred during the workshop and is intended to serve as a record of those conversations.

Construction Professionals Network Institute (CPNI)

The Construction Professionals Network Institute (CPNI) is a nonprofit organization that brings together professionals from a variety of disciplines to assist North Carolina communities through planning workshops and technical expertise.

CPNI workshops provide an opportunity for local officials, community stakeholders, and industry professionals to discuss community assets, challenges, and opportunities for future improvement. The resulting recommendations are intended to assist communities as they continue planning and evaluating future projects and initiatives.

Workshop Overview

The Roseboro workshop was held on February 12–13, 2026, and included discussions regarding community planning, downtown development, economic development, historic preservation, recreation, infrastructure, growth, and community branding.

Throughout the workshop, participants discussed existing community assets, identified areas for future improvement, and shared ideas intended to support Roseboro's continued development. The recommendations and observations presented in this report reflect those discussions and have been organized into two sections:

- **Workshop Recommendations** – Recommendations presented during the workshop for consideration by the Town.
- **Workshop Discussion & Community Observations** – Community information, observations, discussion topics, and opportunities identified during the workshop.



Executive Summary

The Construction Professionals Network Institute (CPNI) conducted a workshop in Roseboro, North Carolina, on February 12–13, 2026, to discuss current community conditions, ongoing initiatives, and opportunities for future development. The workshop brought together local officials, community representatives, and CPNI participants to exchange ideas and identify recommendations that may assist the Town as it continues planning.

Throughout the workshop, discussion focused on several recurring themes, including comprehensive planning, continued downtown revitalization, economic development, community branding, historic preservation, recreational amenities, and future growth. Participants also discussed existing community assets, current challenges, available grant opportunities, and potential partnerships that could support future initiatives.

Roseboro was recognized as having several strengths, including available water and sewer capacity to support future development, recent public infrastructure investments, reliable fiber internet service, an active Main Street Program, established community festivals, recreational amenities, and a historic downtown that continues to serve as the center of community activity. These assets provide opportunities to support future development while maintaining the character of the community.

Workshop discussions also identified areas for continued attention, including maintaining the Historic District, improving downtown connectivity, addressing vacant or underutilized buildings, improving sidewalks, expanding business recruitment efforts, increasing community communication and branding, and exploring opportunities for adaptive reuse of existing buildings.

Community events and recreational amenities were discussed as important contributors to Roseboro's identity. Events such as BloomFest, the Christmas Parade, *aLive in the 'Boro*, and activities at the outdoor amphitheater, along with the Roseboro Heritage Trail and nearby recreational opportunities, were recognized as assets that contribute to the community and present opportunities for additional promotion and continued investment.

The workshop also emphasized the importance of collaboration with regional organizations, educational institutions, and state agencies. Continued coordination with the Council of Governments (COG), the State Historic Preservation Office (SHPO), educational institutions, and potential economic development partners was discussed as a means of supporting future planning efforts, community engagement, and downtown revitalization.

The observations and recommendations contained in this report are organized to reflect the discussions that occurred during the workshop. The report first summarizes the community observations and discussion topics, followed by the recommendations presented for future consideration by the Town.



Workshop Discussion & Community Observations

The following section summarizes the discussion topics, community information, and observations shared during the Roseboro workshop. The information is organized by topic to improve readability while remaining consistent with the content discussed during the workshop.

Community Facts

Workshop participants discussed several existing conditions that contribute to Roseboro's ability to support future growth and community development.

The Town's water and sewer system currently has approximately **750,000 gallons per day** of available capacity, providing sufficient infrastructure to accommodate future residential and commercial development. Participants also noted that approximately **\$15 million** in grant funding has been secured for water and sewer improvements, further strengthening the Town's infrastructure.

Roseboro has a population of approximately **1,164 residents**. Participants also discussed the community's demographic composition, noting a significant elderly population and the importance of better understanding demographic trends as future planning efforts move forward.

Additional community assets discussed during the workshop included reliable fiber internet service, recently completed investment in a new fire department facility, and contracted police services that continue to provide public safety for the community.

Downtown & Main Street

Downtown Roseboro was a recurring topic throughout the workshop and was recognized as an important community asset with opportunities for continued investment and revitalization.

Participants discussed the ongoing Small Town Main Street Program and the work currently being completed through that initiative. Existing efforts include façade improvement grants and downtown branding enhancements. Additional branding elements currently underway include decorative trash receptacles, banners, brick pavers, and other streetscape features intended to strengthen the appearance and identity of downtown.

Workshop discussion also noted that while many community amenities and public buildings are located within or near downtown, they appear visually and physically disconnected. Improving connectivity between these destinations was identified as an opportunity to create a more cohesive downtown experience.

Several challenges were also discussed, including deteriorating sidewalks, vacant storefronts, absentee property ownership, and the future use of the G.C. Thomas Building adjacent to Town Hall. Participants noted that redevelopment of the building would require engineering and architectural evaluations as well as identification of appropriate funding sources.

Community Events

Community events were discussed as an important part of Roseboro's identity and as opportunities to bring residents and visitors into downtown.

Participants highlighted several annual events currently held within the community, including **BloomFest**, which attracts approximately 5,000 attendees each year, the **Christmas Parade**, and **aLive in the 'Boro'**. The Town also hosts events and concerts at the outdoor amphitheater and has installed public art, including the Rose Sculpture, that contributes to the community's character.

Workshop discussion noted that the Town already has power sources available to support outdoor events and festivals. Participants recognized these events as existing community assets and discussed their role in promoting downtown activity and community engagement.

Parks, Trails & Recreation

Participants discussed Roseboro's existing parks and recreational amenities, as well as opportunities to increase awareness and connectivity between these resources.

The **Roseboro Heritage Trail** was identified as one of the Town's primary recreational assets. Discussion included the Town's existing easement connecting to Western District Park and the opportunity to extend connections to nearby recreational areas.

Participants also discussed access to **Berry Bay Preserve**, located just outside the Town, which offers approximately five miles of trails. Improved connections between the

Heritage Trail, Western District Park, and Berry Bay Preserve were identified as opportunities to expand recreational access.

Workshop discussion also noted that Western District Park is the primary park serving the area through Sampson County Parks and Recreation and includes a walking track. The Town also maintains a smaller local park, and participants discussed opportunities for additional park development in the future.

The Heritage Trail's existing one-mile walking loop was recognized as an asset, and discussion also referenced the Mountain-to-Sea Trail, noting that through-hikers currently stay at the Roseboro Fire Department while traveling through the area. Participants discussed the Mountain-to-Sea Trail and noted that through-hikers currently stay at the Roseboro Fire Department while traveling through the area.

Economic Development

Economic development was a recurring topic throughout the workshop.

Participants discussed Roseboro's role as the primary business center for western Sampson County and noted that residents from neighboring communities rely on Roseboro for shopping, healthcare, and other services. Existing businesses discussed during the workshop included grocery stores, medical offices, dental offices, and the community's dialysis center.

Discussion also addressed the absence of a local bank and the impact this has on businesses. Participants noted that the nearest banking services are located in Salemburg and Clinton, while also discussing the possibility of future banking services returning to the community.

Retail recruitment was another topic of discussion. Participants referenced existing retail gap market data as a resource for identifying business opportunities and discussed potential commercial uses that could strengthen downtown. One concept presented during the workshop envisioned multiple storefronts under common ownership with a mix of restaurants, retail space, event facilities, hospitality, and lodging to encourage additional downtown activity.

Participants also discussed the importance of continuing to attract new businesses while supporting existing commercial areas.

Growth & Development

Workshop discussion included current and anticipated residential growth within and around Roseboro.

Participants noted that nearby communities are experiencing residential development, including approximately 40 new homes in Salemburg, 50 homes near Lakewood that have been annexed by Salemburg, approximately 20 new homes within Roseboro, and additional residential development planned on the western side of Town.

Discussion also included housing prices within the range of approximately **\$225,000 to \$325,000**, which participants identified as an active segment of the local housing market.

The workshop also addressed development opportunities adjacent to the Town limits. Participants discussed approximately 100 existing homes that are located outside the Town but within close proximity to municipal water and sewer services. Approximately 220 acres of adjacent land were also discussed as an area that may present future development opportunities.

Additional discussion focused on Roseboro's proximity to Fort Bragg and the potential influence of regional employment on future residential growth.

Communications & Community Identity

Communications and community identity were recurring topics throughout the workshop. Participants discussed the importance of increasing awareness of Roseboro's assets, community events, and quality of life.

Discussion centered on how to better communicate Roseboro's identity beyond the local community. Participants described Roseboro as a "best kept secret" and noted the importance of promoting the Town through community events, downtown improvements, social media, and other communication efforts.

Participants also discussed highlighting Roseboro's location within the region, noting its proximity to Raleigh, Fayetteville, and Wilmington. Participants discussed promoting Roseboro's quality of life, downtown improvements, and community accomplishments through continued communication efforts.

The importance of recognizing and communicating community accomplishments as projects are completed was also discussed.

Community Facilities & Adaptive Reuse

Workshop discussion included several potential future uses for existing facilities to meet community needs while making use of existing buildings.

Participants discussed potential future uses for the former school property, including recreation space, senior programming, and community activities. Ideas discussed during the workshop included pickleball courts, a senior center, and continued use of the gymnasium and cafeteria for community activities.

The possibility of converting portions of the former school into workforce housing was also discussed. Participants noted that historic tax credits and public-private partnerships could be explored if redevelopment of the property is considered.

Additional discussion included the potential for Head Start or other educational programming to utilize portions of the building as a learning center.

Participants also discussed working with Sampson Community College, Sampson Regional Medical Center, and local school districts to better understand workforce needs and identify opportunities for future collaboration.

The workshop also included discussion regarding the community library and opportunities to reimagine its future use to better serve the community.

Additional Community Discussion

Several additional topics were discussed during the workshop that provided context for the community and future planning efforts.

Education

Participants noted that schools within the district have experienced challenges and that these conditions can make it more difficult to attract new residents. Discussion also noted the presence of several private schools and an increasing number of families choosing home-school education.

Healthcare

The workshop recognized Sampson Regional Medical Center as an important regional employer. Participants also discussed workforce housing in relation to healthcare employees and local school systems.

Religious Institutions

Participants noted that Roseboro has a significant number of churches that continue to serve the community. Discussion included changes in congregation sizes, with some churches experiencing declining membership while others continue to grow.

Community Services

Participants discussed the community's dialysis center and other existing services available within Roseboro. The workshop also noted that homelessness was not identified as a significant issue within the Town and that there is currently no homeless shelter located within Sampson County.



Workshop Recommendations

The following recommendations were presented during the CPNI workshop and reflect the discussions held on February 12–13, 2026. The recommendations have been organized into narrative form while maintaining the intent and content of the workshop notes.

Comprehensive Planning

Workshop discussion included the recommendation that the Town develop a Comprehensive Plan to guide future growth and development.

Discussion also included the potential development of an Overlay District or Planned Unit Development (PUD) for approximately 200 acres adjacent to the Town. Participants noted that planning for this area could help guide future development as opportunities arise.

Downtown Development & Community Appearance

Participants discussed continuing efforts to strengthen downtown Roseboro through the Main Street Program and existing downtown improvement initiatives.

Workshop discussion included continuing façade improvement efforts, branding enhancements, decorative streetscape elements, and improvements that strengthen connections between downtown destinations.

The workshop also discussed the future of the G.C. Thomas Building. Participants recommended completing engineering and architectural evaluations to determine the building's condition before considering future redevelopment opportunities.

Communications, Branding & Community Partnerships

Workshop participants recommended expanding community branding and communications efforts.

Discussion included partnering with educational institutions to assist with communications and marketing initiatives. Institutions discussed during the workshop included Fayetteville State University, Appalachian State University, North Carolina

State University, the University of North Carolina at Chapel Hill, the University of North Carolina at Charlotte, and Sampson Community College.

Participants also discussed the importance of communicating community accomplishments, promoting local events, and increasing awareness of Roseboro throughout the region.

Historic Preservation

The workshop included discussion regarding the Town's Historic District and opportunities to increase awareness of historic preservation programs.

Participants recommended coordinating with the State Historic Preservation Office (SHPO) and the Council of Governments (COG) to provide public education regarding historic preservation and available Historic Tax Credits.

Discussion also included maintaining the Historic District and encouraging continued preservation of historic resources within downtown Roseboro.

Economic Development & Tourism

Participants discussed opportunities to continue supporting economic development within Roseboro.

Recommendations included exploring the creation of an Economic Development Corporation (EDC) to assist with economic development initiatives and continuing to use retail market information when evaluating future business opportunities.

The workshop also discussed Roseboro's existing community events, outdoor amphitheaters, restaurants, and downtown businesses as assets that contribute to the community. Participants discussed Roseboro becoming an entertainment destination through festivals, concerts, food, and other community events.

Grant Opportunities

Workshop participants discussed several grant programs and funding sources that may support future community projects.

Funding sources identified during the workshop included:

- Community Development Block Grant (CDBG)
- Rural Transformation Grants
- Parks and Recreation Trust Fund (PARTF)
- Department of the Interior Historic Preservation Grants
- Anonymous Foundation
- Foundation For the Carolinas
- Z. Smith Reynolds Foundation

Participants also discussed continuing to work with regional and state partners when pursuing grant opportunities.



Conclusion

The Construction Professionals Network Institute (CPNI) workshop provided an opportunity for Town officials, community representatives, and CPNI participants to discuss Roseboro's existing conditions, community assets, and opportunities for future development.

During the workshop, participants shared observations regarding downtown development, community branding, historic preservation, recreation, economic development, infrastructure, and future planning. Recommendations were also presented for consideration by the Town and have been organized within this report to reflect the discussions held during the workshop.

This report serves as a summary of the workshop proceedings and documents the recommendations and observations presented during the February 12–13, 2026 workshop. It is intended to provide the Town of Roseboro with an organized record of those discussions for future reference.

Acknowledgments

The Construction Professionals Network Institute (CPNI) extends its appreciation to the Town of Roseboro for hosting the February 12–13, 2026 workshop.

CPNI also thanks the elected officials, Town staff, community organizations, business owners, residents, and workshop participants who contributed their time, knowledge, and perspectives throughout the workshop. Their participation and discussion provided the foundation for the observations and recommendations documented in this report.

The willingness of community members and local leadership to share information and participate in open discussions contributed to the success of the workshop and the development of this report.

Resources

Professional Organizations	Contact	Additional Information
Urban Land Institute	https://uli.org/	
American Institute of Architects	https://www.aia.org/	
American Society of Landscape Architects	https://www.asla.org/	
American Planning Association	https://www.planning.org/	
American Institute of Certified Planners	https://www.planning.org/aicp/	
American Society of Civil Engineers	https://www.asce.org/	
American Council of Engineering Cos of NC	https://www.acecnc.org/	

Non-Profit, State, University Organizations

NC State Historic Preservation Office

League of Historic American Theatres

UNCG Ctr for Community-Engaged Design

Project for Public Spaces

Contact

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

www.lhat.org

<https://iarc.uncg.edu/cc-ed/nc-main-street/>

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

Additional Information

A non-profit dedicated to helping people create and sustain public spaces that build strong communities. They have extensive web resources as well as examples of successful placemaking projects that can serve as inspiration. DFI partners with local governments to attract private investment for transformative projects by providing specialized finance and development expertise. They are a good organization to engage in transforming sites owned by the city. They charge a fee for service and offer pro-bono assistance through classes.

Development Finance Initiative

<https://dfi.sog.unc.edu/>

N.C. State University College of Design

UNCC College of Arts & Architecture

Meg Calkins, FASLA
mecalkin@ncsu.edu, 919-515-8342

Deborah Ryan, ASLA
deryan@uncc.edu, 704-687-0123

Professor and Head of the Department of Landscape Architecture
Professor of Architecture and Urban Design, Director of the Master of Urban Design Program

Potential Funding Sources

Parks and Recreation Trust Fund (PARTF) Grants

Contact

<https://www.ncparks.gov/more-about-us/parks-recreation-trust-fund/parks-and-recreation-trust-fund>

Additional Comments

-Funding Cycle: Applications due in May; granted in August
 -Award Amount: Maximum \$500,000; the applicant must match 50% of the total cost
 -Project Types Funded: Local governments can apply to acquire land for parks and build recreational facilities for use by the public.

Resourceful Communities

<https://www.conservationfund.org/our-work/resourceful-communities/our-approach>

Creating New Economies Fund (CNEF) provides small grants for innovative triple bottom line projects. Grants average \$8,000-\$12,000, with a maximum award of \$15,000. Funding has supported a variety of projects, including eco-tourism, youth leadership development, sustainable agriculture, alternative energy, and more

EPA Grants for Recreation Economy for Rural Communities

<https://www.epa.gov/smartgrowth/recreation-economy-rural-communities>

Assistance program to help rural communities revitalize Main Streets through outdoor recreation

American Trails Resource Directory

<https://www.americantrails.org/resource-library/directory>

Information and resources on all aspects of trail development, education, and outreach

Rural Development Assistance Grant

<https://www.rd.usda.gov/programs-services>

Program assistance is provided in many ways, including direct or guaranteed loans, grants, technical assistance, research, and educational materials.

Department of Transportation (DOT) Planning Grant Initiative

<https://connect.ncdot.gov/municipalities/PlanningGrants/Pages/Planning-Grant-Initiative.aspx>

Funding Cycle: August Call for Proposals; November deadline; February decisions Project Types: Annual matching grant program to encourage municipalities to develop comprehensive bicycle plans and pedestrian plans Federal government funds for projects that expand travel choice, strengthen the local economy, improve the quality of life, and protect the environment. Eligible projects

Transportation Alternatives (T.A.) Funds

<https://trade.railstotrails.org/index>; State DoT TA Coordinator, Johanna I. Cockburn (919) 707-2601; jjcockburn@ncdot.gov

include pedestrian and bicycle facilities, safe routes for non-drivers, and historic preservation

Economic Development

Contact

Additional Comments

NC Department of Commerce – Downtown Development and Site Development funds – Main Street Solutions Fund	https://www.nccommerce.com/grants-incentives/downtown-development-funds	-Funding Cycle: Announced in May -Award Amount: Up to \$200,000 -Project Types: Economic development planning assistance to designated metropolitans in Tier 2 and 3 counties to activate North Carolina Main Street communities; retaining and creating jobs in association with small business
Main Street Solutions Fund	Dan Becker, Main Street Grants Administrator, dan.becker@nccommerce.com , 919-814-4668	-Economic development planning assistance available for Main Street Communities and metropolitans located in Tier 2 and 3 counties -Funding Cycle: Announced in May -Program goals are to: Provide direct financial benefits to small businesses. Spur local investment in association with small business. Retain and create jobs in association with small business. -Awards up to \$200,000 to local government
Economic Development Assistance Program	https://www.grants.gov/web/grants/view-opportunity.html?oppld=306735	-Funding Cycle: Ongoing -Not eligible for non-profits with a 501 (c)(3) status -Requirements: A feasibility study establishing the presence of a critical mass of support factors, entrepreneurial demand for use, and community support for the facility; A pro forma demonstrating financial capacity to operate the facility and reach a positive cash flow within a reasonable period; and A management plan for the operation of the facility that at a minimum address -Tenant selection policy; -Tenant lease agreement terms; -Business assistance policy (identify sources of assistance); -Tenant records review policy; -Tenant graduation policy; and -Management oversight of incubator operations
Bank of America Community Reinvestment Grant	https://about.bankofamerica.com/en-us/global-impact/charitable-foundation-funding.html#fbid=rITIB8jBKxj	-Provides grants related to the needs of individuals and families and grants related to the needs of the community by addressing economic development and social progress

-Applications accepted 6/1/2020-6/26/2020		
NCGrowth's Incubator Guide	Jess Wilkinson, Economic Development Manager Jessica_Wilkinson@kenan-flagler.unc.edu 919-843-3282	NCGrowth is developing a comprehensive incubator guide to help communities determine the feasibility of business incubators in their communities. This guide provides case studies, resources, and examples of alternatives to incubators.

Real Estate development	Contact	Additional Information
North Carolina Department of Commerce Building Reuse Program	https://www.nccommerce.com/grants-incentives/building-or-site-funds/building-reuse Hazel Edmond, Building Reuse Program, 919-814-4659, hazel.edmond@nccommerce.com	Available for renovating vacant buildings or renovating and expanding buildings occupied by companies operating in N.C. for at least the last 12 months
Economic Development Partnerships of N.C.	https://edpnc.com/	
UNC Chapel Hill School of Government	https://dfi.sog.unc.edu/projects/opportunity-zones/	
Guide to Opportunity Zones		