

Grow Zebulon



Downtown Stakeholders
Focus Group
Meeting #2

September 25, 2017

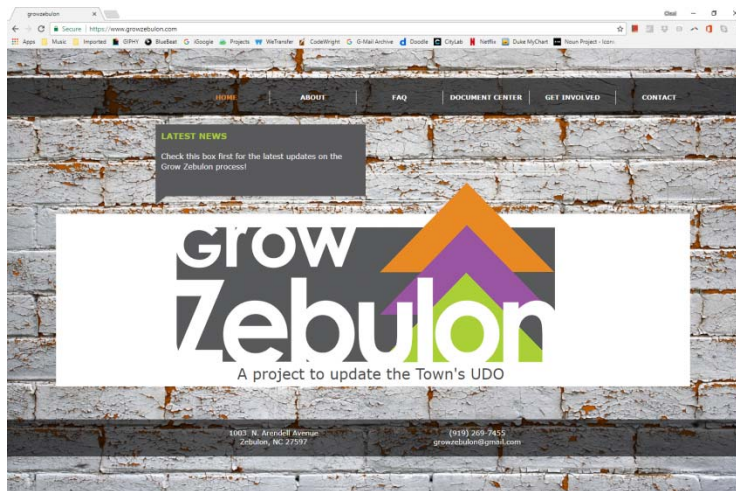
Overview

- 1. Review input from 9-12-17 Meeting**
- 2. Discussion: Downtown Standards**
- 3. Next Steps**



9-12-17 Downtown Meeting Input Summary

- Positive Attributes
- Challenges
- Other Issues



To: Mark Hetrick & Julie Spriggs, Town of Zebulon
From: Chad Meadows, CodeWright Planners
Date: September 18, 2017
RE: Downtown Focus Group Meeting #1 Summary



On Tuesday, September 12, 2017 from 6:30 to 8:30 PM, CodeWright conducted the first of three focus group meetings with the Downtown Focus Group. Seven stakeholders attended the meeting. Six are business owners; all work downtown. Several either have recently or are preparing to perform renovations on a building downtown. Attendees included:

Downtown Focus Group Members

Brian Bullock
Nelle Carroll
John Muter
Prior Myrick
Dallas Pearce
Derek Pruitt
Lesley Richards

Town Staff and Consultants

Joe Moore
Donald Horton
Mark Hetrick
Julie Spriggs
Mackenzie Day
Chad Meadows
Cara Isher-Witt

Following a short presentation that introduced the project's history, goals, and outcomes, focus group members were given the opportunity to respond, round-robin style, to three questions: 'What are downtown's key challenges? What is positive about downtown? and Anything else the project team should know?'

The focus group's collective responses to each of the questions follow. Similar or related comments have been grouped according to topic, and the topics are presented in no particular order.

Key Challenges for Downtown Zebulon:

Focus group members identified ten areas that pose key challenges for the revitalization of downtown Zebulon:

1. Traffic

There is heavy and fast-moving traffic on Arendell and on Vance, but not the kind of traffic that stops to shop downtown. Large truck traffic is particularly disruptive to the feel of downtown.

2. Pedestrian-friendliness

Traffic speeds and lack of pedestrian facilities discourage walking downtown. There is a desire to see more people parking and walking from business to business downtown. While there are a few new benches downtown, focus group members would like to see more pedestrian amenities like benches and landscaping.

3. Need for a downtown "draw"

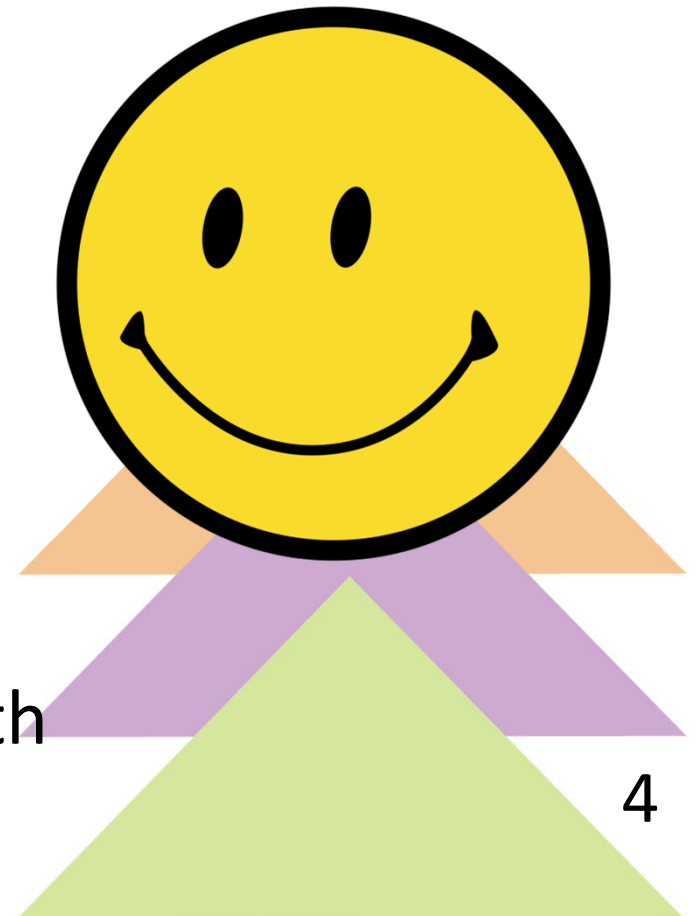
Focus group members expressed that downtown lacks a major "draw" that would bring in customers in larger numbers. There was a feeling expressed that people are so used to downtown being vacant that they don't look around when they drive past.

To achieve this, downtown needs to both have more businesses overall and a greater range of businesses that would attract different people and serve whole families. In particular, there is a

9-12-17 Meeting Input

Positive Attributes of Downtown:

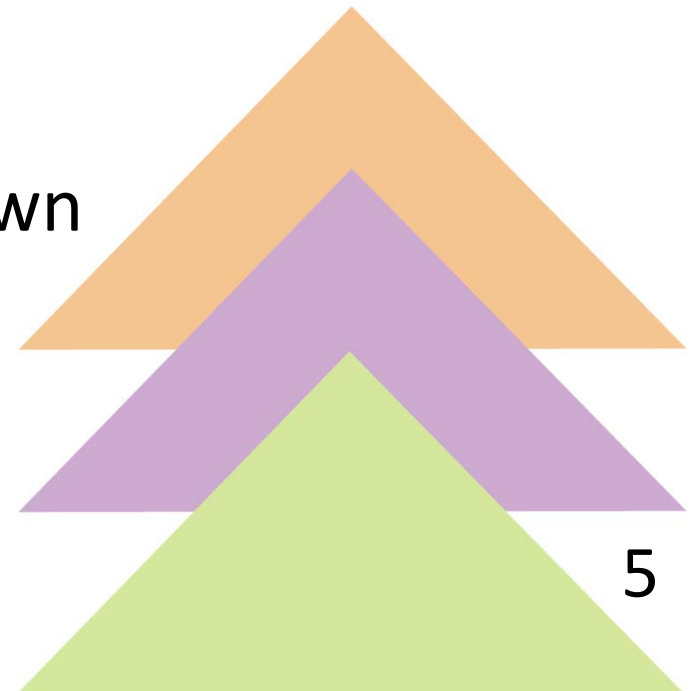
1. Town parking lot
2. Charm and feel
3. Small, compact blocks
4. Historic buildings
5. Friendly, helpful staff
6. Community consensus on desire for downtown growth
7. Staple businesses



9-12-17 Meeting Input

Key Challenges Facing Downtown:

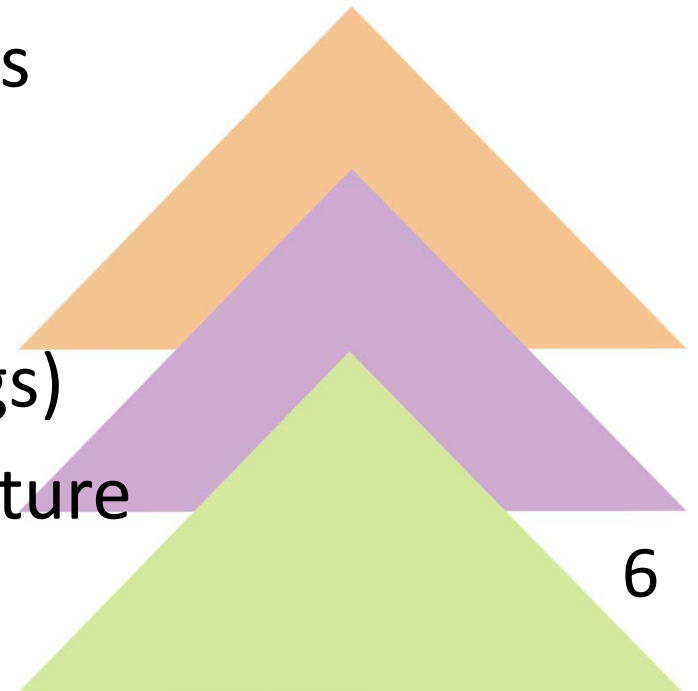
1. Fast-moving through traffic
2. Pedestrian friendliness
3. Nothing to draw shoppers/people to downtown
4. Poorly maintained vacant buildings



9-12-17 Meeting Input

Key Challenges Facing Downtown (cont):

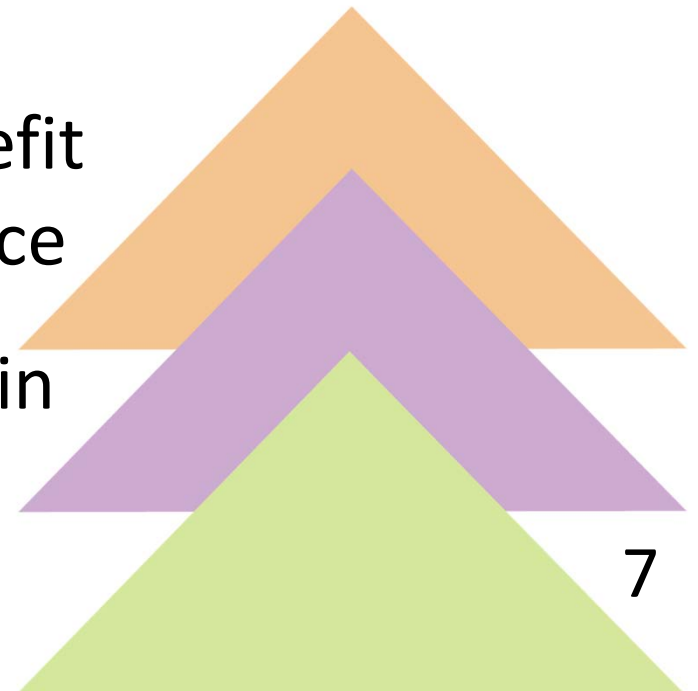
5. Appearance issues with some existing biz.
6. Need for more downtown residential
7. Parking – esp. during events
8. Safety perception
9. Building code
(applied to historic buildings)
10. Access to info on infrastructure



9-12-17 Meeting Input

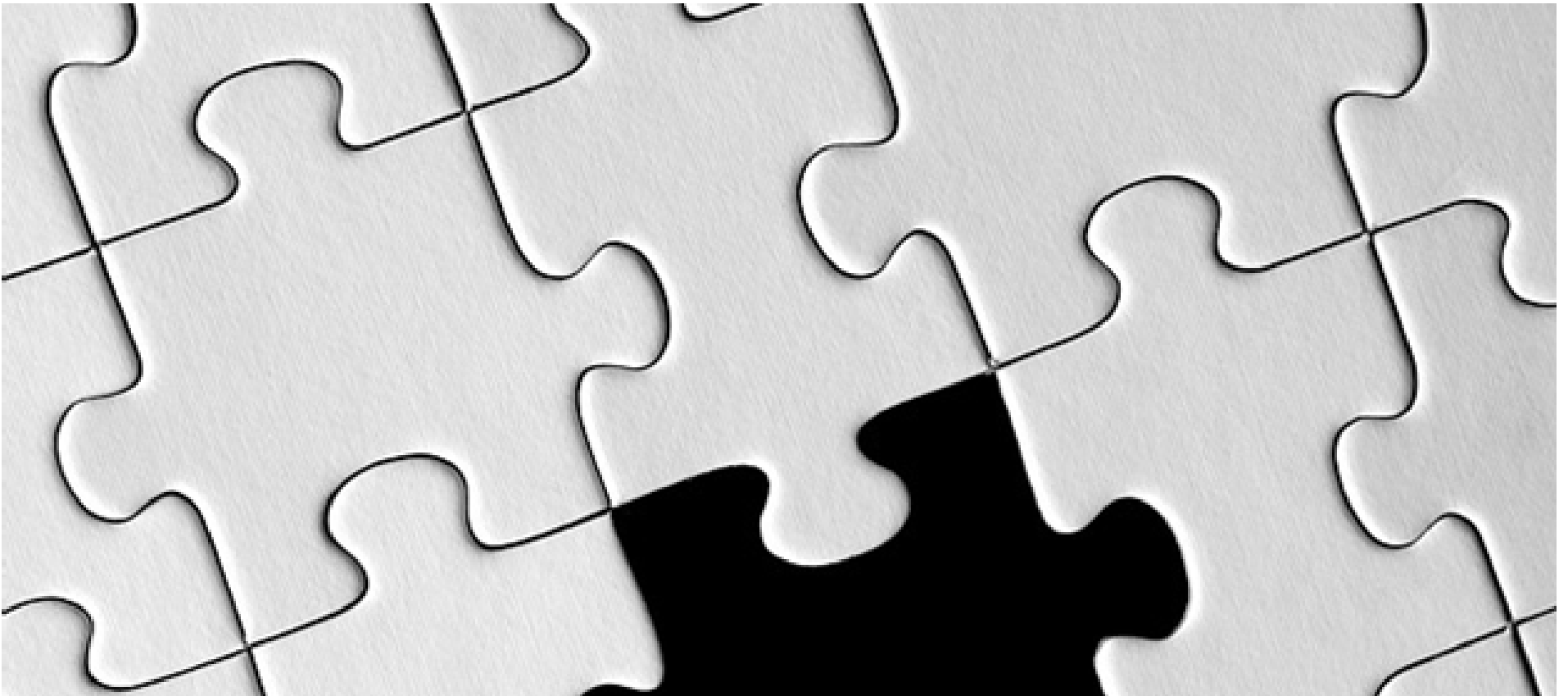
Other Issues:

- Need for a minimum maintenance code
- Business owners would benefit from Town grants & assistance
- There is no BID, MSD, or TIF in place



9-12-17 Meeting Input

What did we miss?



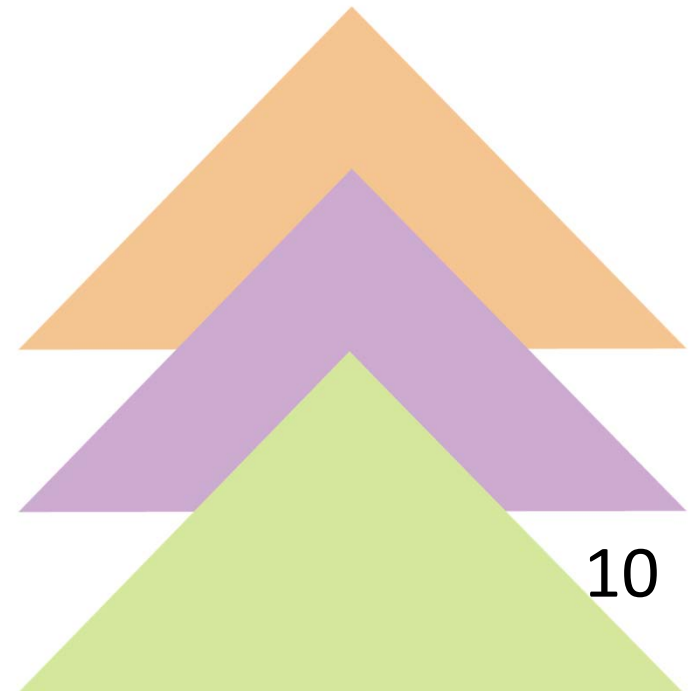
“The Stool”

- 1. Regulatory Tools**
2. Non-regulatory Tools
3. Other Actions
(like incentives)

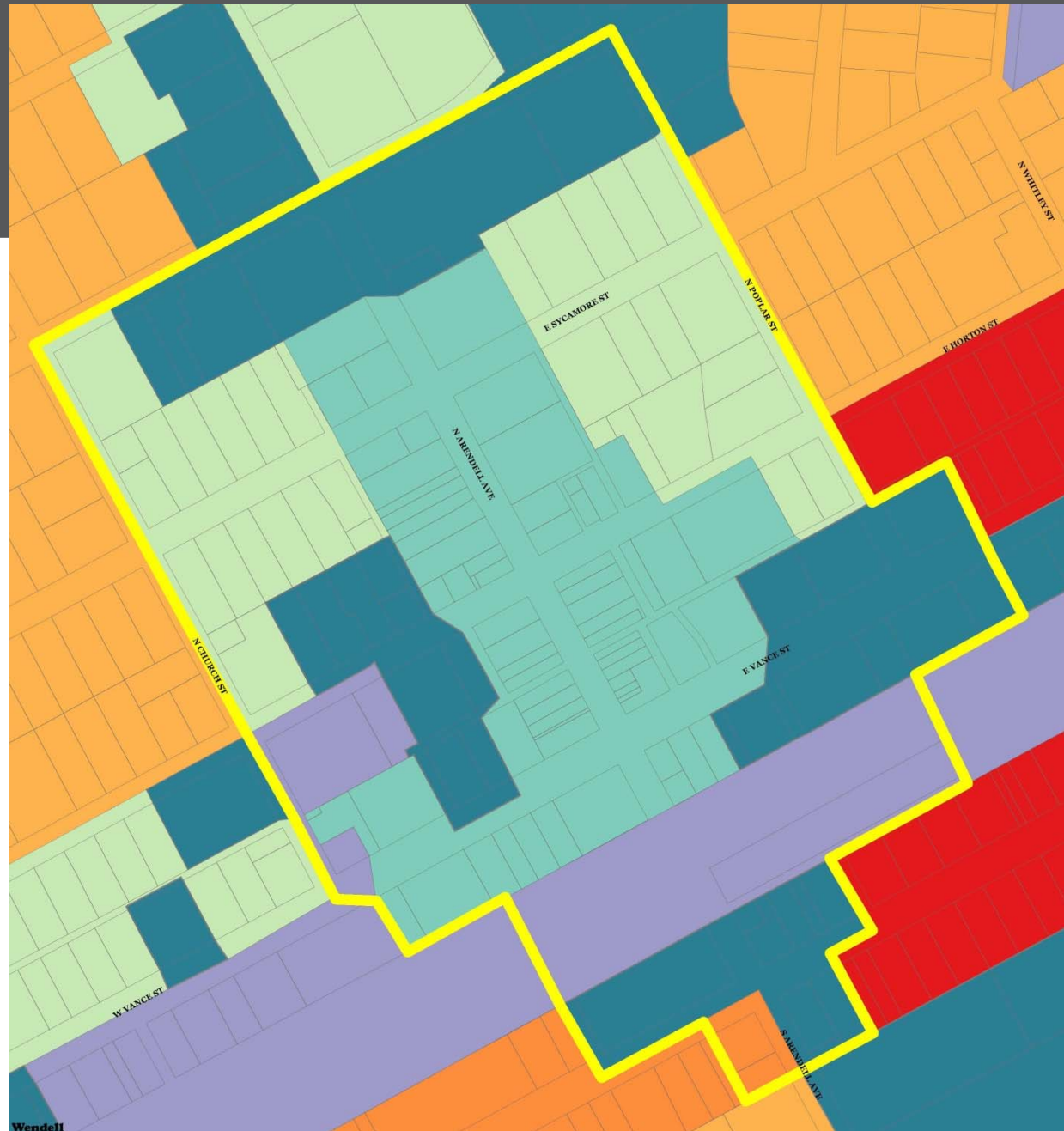


Downtown District Standards

- **Boundaries**
- **Dimensional Requirements**
- **Standards**
- **Infrastructure**
- **Uses**



New Downtown District vs. Overlay



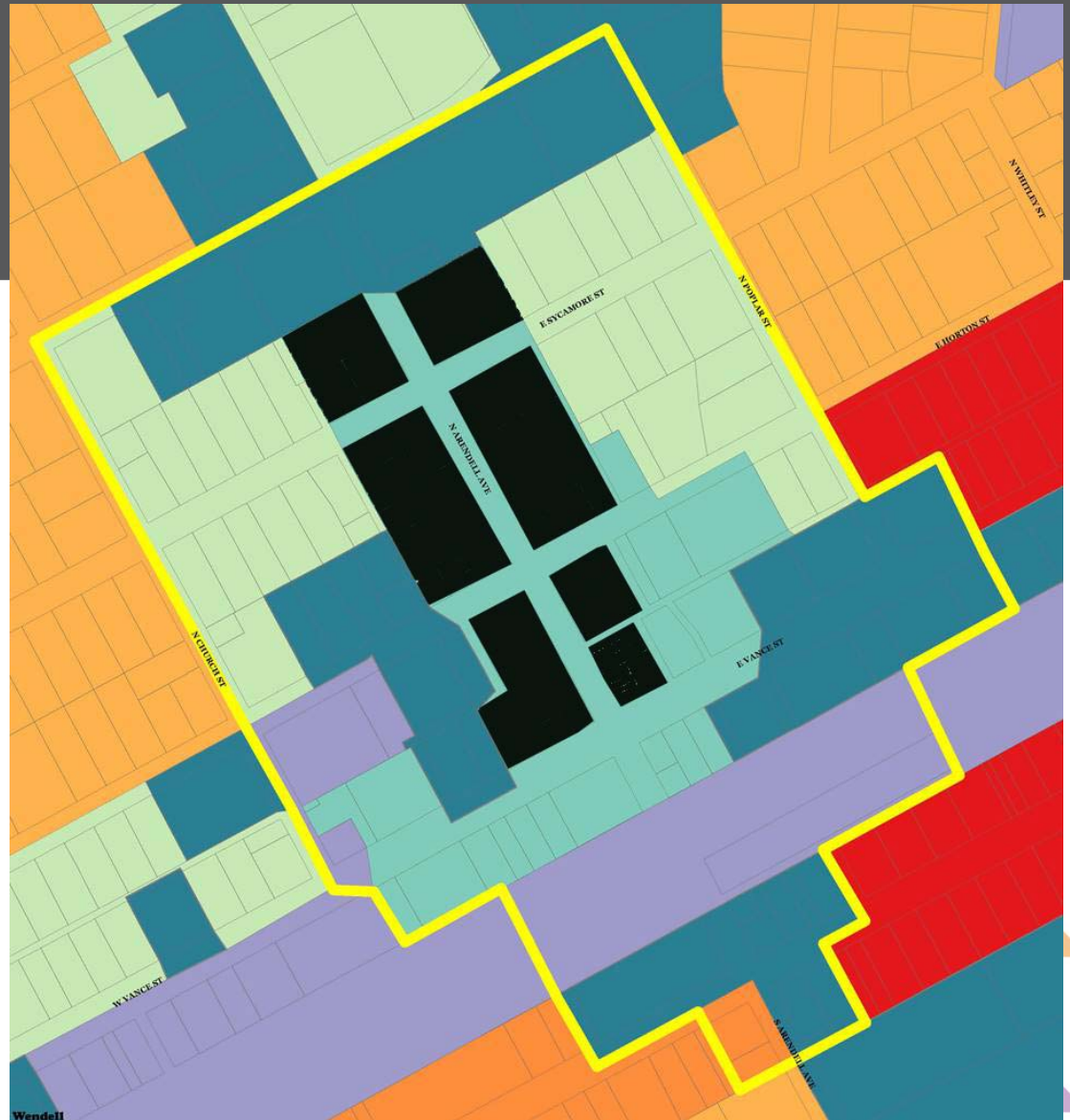
Expand the Boundary?



**Core /
Periphery?**

Establishment?

Amendment?



Dimensional Standards



Dimensional Standards

Building Placement?



Strict

Flexible



Dimensional Standards

Building Placement?



Variable

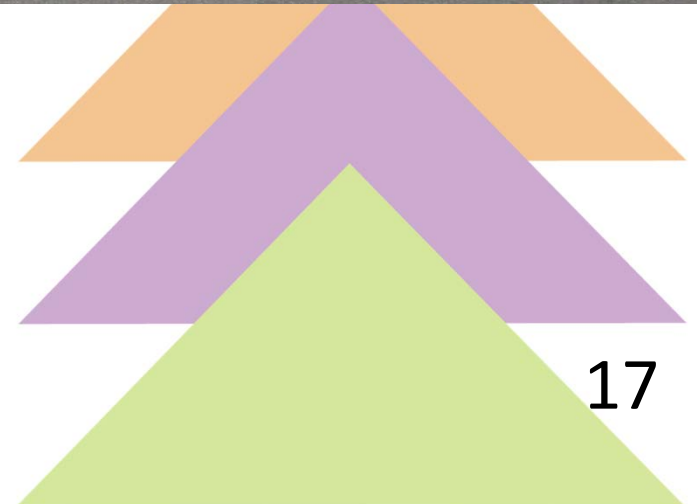


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Dimensional Standards



Side & Rear Yards?



Minimum / Maximum Height?



Dimensional Standards

Maximum Floorplate?



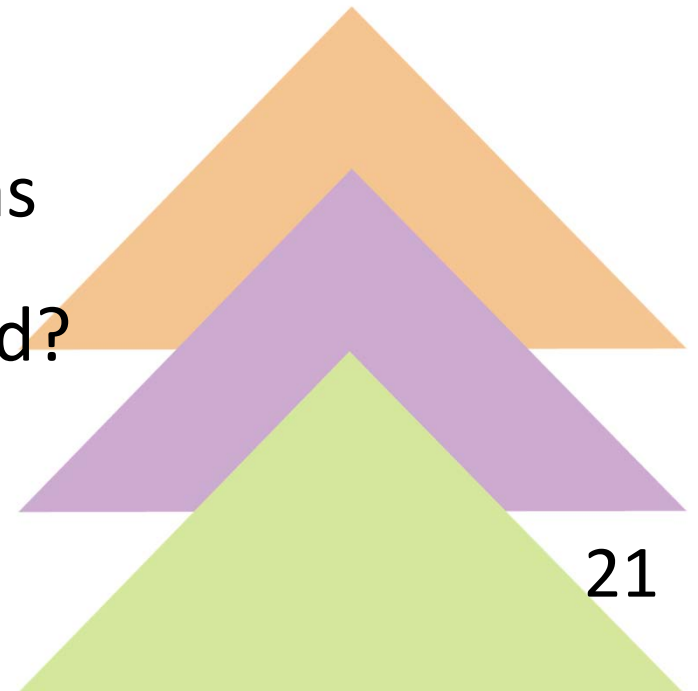
Dimensional Standards



Limits on Impervious Surface?

Development Standards

- Parking – Count, Location?
- Loading – Need standards?
- Landscaping – Needed?
- Open Space – Gathering areas
- Lighting – Site lighting needed?
- Signs – Size, Placement?
- Screening – Equipment?



Development Standards

- Architectural Standards



Development Standards



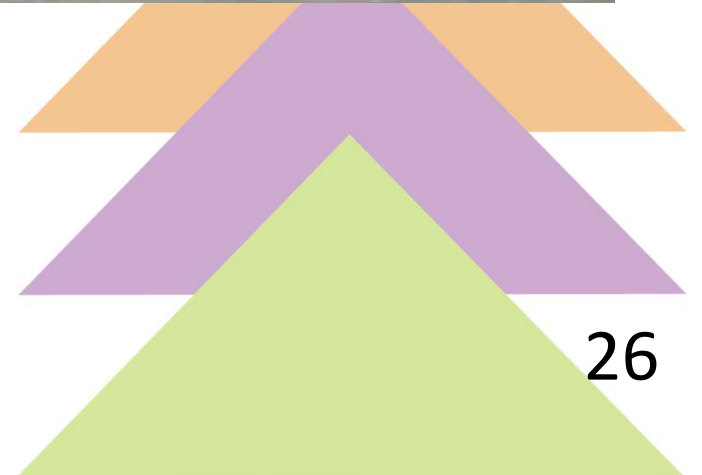
Architectural Standards



Architectural Standards

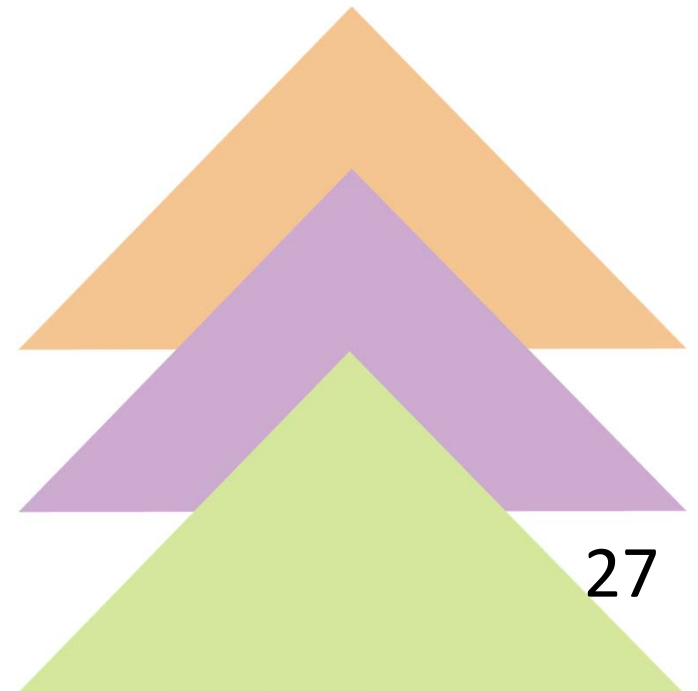


Architectural Standards



Infrastructure

- Sidewalks
- Alleys
- Water/sewer retrofit
- Street lights
- Street trees
- Street furniture
- Street section
- On-street parking



Sidewalks

- Responsibility
- Specification
- Incentives for exceeding minimum specification



Alleys – Water/Sewer

- Retrofit?



Streetscape

- Street Trees
- Street Lights
- Street Furniture



On Street Parking



Uses



Uses

- Do we need to limit density?
- Outside of some basic prohibited uses, do we care?
- Consider requirements for 1st floor buildings built to commercial specification, but allow residential
- Parking structures??

Maintenance/Appearance



Maintenance/Appearance



Maintenance/Appearance



Other Issues

- Downtown presence on Hwy 98
- Influence of railroad tracks
- Importance of a catalyst site

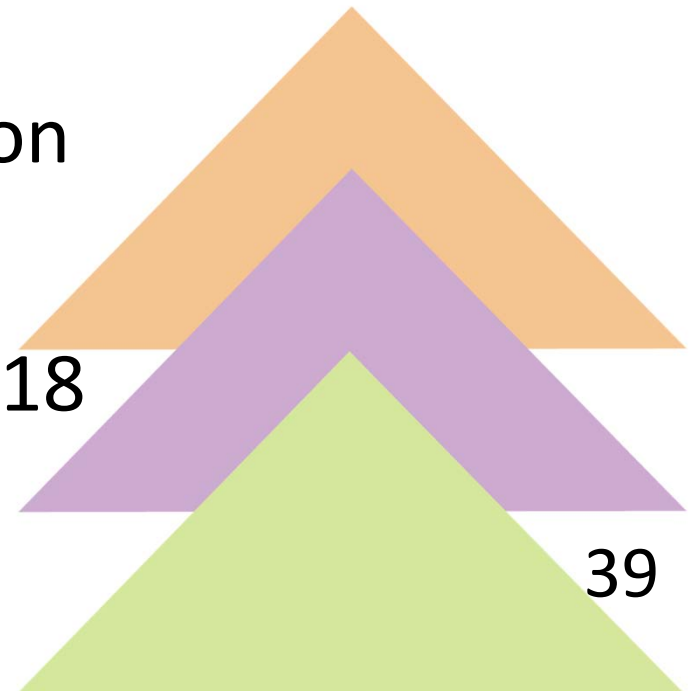


Discussion



Next Steps

- Schedule Update: Next meeting for Downtown Focus Group is now **TBD – late November**
- GROWZebulon table at Zebulon Night Out on October 10th
- Initial draft of UDO: Spring 2018



Thank you for attending!



Grow Zebulon

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GROWZebulon Goals

1. Implement adopted policy guidance
2. Preserve Zebulon's "small-town" character
3. Revise the Town's zoning district line-up
4. Unify the zoning and subdivision provisions
5. Promote safe and sustainable infrastructure
6. Ensure a predictable and efficient review process