

DOWNTOWN GIBSONVILLE REVITALIZATION COMMISSION REPORT

July 31, 2005

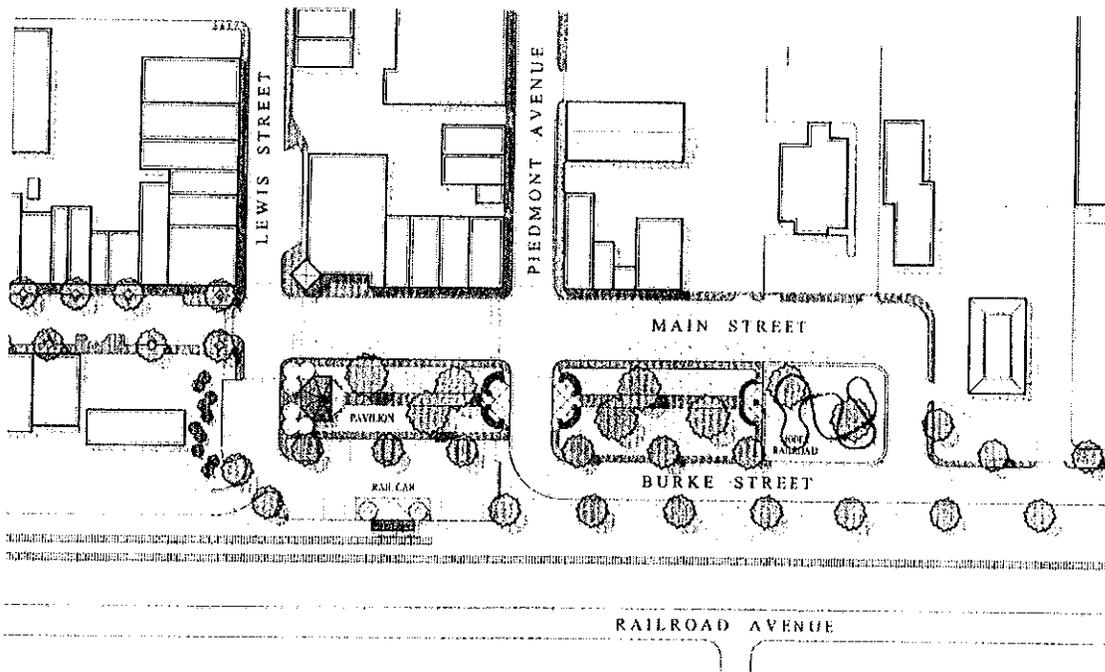


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DOWNTOWN GIBSONVILLE REVITALIZATION COMMISSION REPORT
JULY 31, 2005

Imagine you live in a small town where you could do any of the following activities:

1. You and your spouse or friends go out for dinner to a nice restaurant with a unique menu, where the owner personally manages the operation, and greets you at the door like an old friend. After dinner you go to the book store or gift shop to buy your Aunt a present, or an item for yourself. Then you stroll down the well maintained and landscaped Main Street to sit in the park, or drop by the coffee/ice-cream shop where they have live entertainment. Maybe you decided to go to the cheese/wine shop, then on to the movies.
2. OR... You take the kids out for the afternoon to see the model garden trains run after you eat the ice cream in the old time ice cream parlor on Main Street. Then go to the "hands on" kid's museum or art studio for kids.
3. OR... You don't want to spend a lot of money getting a meal after 7 PM, so you drive downtown and get a handmade hamburger or BBQ sandwich, and then stay to listen to the blue grass band.
4. OR... You are too old to drive a car, so you walk from your apartment near downtown to the barber/beauty shop, and then get a coffee and newspaper to read, while you wait for your grandchildren to visit. You can buy them a gift at the toy store, or get yourself some fresh produce at the market.

Gibsonville could be that small town, where people know your name and visitors are welcome, with some careful planning and community leadership.

Another way of looking at this problem is to ask why we should care if Gibsonville has a downtown. After all, it is really just another business area like a strip mall, so let the merchants figure out what to do by themselves and pay for any improvements, just like all the other commercial districts. Without downtown, which includes churches, library, elementary school, post office, town hall, fire station, and businesses, we would be living on US 70 in a friendless strip mall world with no sense of community. There would be NO Christmas Parade, NO Fall Festival, NO walking down the main street after dinner at a pleasant restaurant. Instead we would drive to the big parking lot at the "world wide chain food facility" to be hustled into our seat by the impersonal waiter, eat something that was factory made, then pushed back out to the parking lot so the next wave of customers could get their seats.

So this brings us to the big questions:

1. Do we need a downtown? YES.
2. Does downtown need to be improved? YES.
3. Should downtown be changed into something completely different? NO.

In order to approach this challenge in a logical way, Mayor Williams appointed a seven member Downtown Revitalization Commission in December 2004 and tasked the Commissioners to:

1. Provide detailed inventory of downtown businesses.
2. Conduct a survey of town residents.
3. Recommend improvements.
4. Assist the Town Board and Merchants Association to attract new businesses and other growth downtown.

The Commission has met for the last six months and has undertaken surveys of residents and merchants in order to gain as wide an input as possible prior to making any recommendations. This report is the culmination of many hours of work and thoughtful reflection by the Commissioners, and many other groups and individuals who have assisted the Commission in this effort as noted in the Acknowledgements. The Commission's recommendations are being submitted in the spirit of suggesting improvements rather than complaining about deficiencies. A fundamental premise of the recommendations is to "do no harm" to the basic small town nature of Gibsonville.

When the Commission first met, it was agreed that the following principles would be used to guide the Commissioners when making any recommendations to improve downtown:

1. Recognize that the nature of Gibsonville is changing due to the projected influx of 5000 new residents in the next few years.
2. High priority should be given to those projects that provide the maximum positive impact for the maximum number of Gibsonville residents.
3. Projects should enhance and not change the fundamental nature of Gibsonville's small town character.
4. Projects that bring the community together should have priority over projects that benefit a small portion of our residents.
5. Downtown Gibsonville should include a mix of businesses that would appeal to both residents and people living within a 20 mile radius, which would include Greensboro and Burlington.
6. Downtown Gibsonville will not become a site for regional "big box" type store shopping (Home Depot, Belk, etc).
7. Community projects such as museums, arts centers, teen centers, senior centers, library, farmers market, housing, and recreation center all have a place in the scope of Downtown Gibsonville.
8. Since there are limited resources, it will take years for all of the projects to be funded and implemented. Therefore it is crucial that low cost but high impact projects be chosen carefully to generate the maximum momentum for the revitalization program.

The data presented in the Preliminary Economic Analysis contained both good and bad news. Gibsonville is entering a period of positive change unlike the years after the mills closed when downtown stopped being the focal point for town residents. There are over 2,000 dwelling units approved for construction within the city limits, and an additional 5,000 units within a five mile radius of downtown. In the next few years the population of Gibsonville will likely double from 4,600 to 9,200 residents, while the nearby suburban housing developments will generate 12,500 more potential customers for downtown. These new residents will be younger, earning more, and living in more expensive houses than the current town residents. Elon University has 4,700 students now plus 800 faculty and staff who all could become more frequent customers of Gibsonville. The challenge is to manage growth without losing the essentially small town nature of Gibsonville. Downtown is the key to this image. Without a viable downtown to provide a focal point for community events and business services, Gibsonville would become just like any other boring strip mall on US 70. The good news is Gibsonville is changing, but if we don't plan now, the changes could be the bad news.

The downtown redevelopment problem is to attract the right sort of businesses, which in turn will attract more customers to downtown. A car wash may generate more cars downtown, but it is unlikely to encourage other businesses such as restaurants and shops to locate nearby. Empty

buildings are not only an eyesore, but they make it more difficult for the existing businesses to thrive.

When the Gibsonville residents' survey was compiled and reviewed we found the following major themes:

1. Most residents don't go downtown often and many never go.
2. Residents go downtown mainly to shop, to eat and to go to the Post Office.
3. Downtown businesses are friendly, and safe, but need more variety of merchandise, better hours, and more attractive buildings.
4. More businesses are needed such as pharmacy, hardware/general store, and unique family oriented restaurants.
5. Improvements should include farmers market, more off street parking, better landscape/lighting, library, recreation center, and stage for events.
6. Other ideas were sidewalk improvement, clean up industrial areas, and improve traffic flow.

The downtown Gibsonville merchants' survey is summarized as follows:

1. Half of the merchants rent their premises.
2. Most of the businesses have been in downtown over 5 years, and they don't plan to move.
3. Sales for last year are not significantly up or down compared to prior years.
4. There are 35 full time and 12 part time employees in the ten firms that responded to the survey out of a total of 50 businesses downtown.
5. For those firms that have seasonal sales the best months are May, April, December, and March.
6. The worst sales months are January, December, and April, which means that there are different seasonal fluctuations for different businesses.
7. Respondents were representative of all business types except manufacturing.
8. The average store size is 1500 square feet and the average rent is about \$1 per square foot.
9. Most firms rely on Gibsonville for their customer base and very few reported Elon University or tourism as a significant source of business.
10. Advertising varied by type of business, but generally few use radio and most use newspapers.
11. Comments were made regarding improving the appearance of the sidewalks, landscape, exterior of buildings, and the need to improve parking.

The merchants need to increase their customer base beyond the current town residents, if they are going to become more profitable. There are new residents moving into town every day who have no idea that downtown exists, nor do they have any motivation to discover downtown, when the strip malls are more visible and convenient. Elon University enrolls about 1000 new freshmen every year, and they establish their purchasing patterns early in the fall. After this initial period it is very difficult to change their shopping and spending habits. When you include all of the almost 5000 students, they collectively spend over \$3,000,000 yearly on local supplies and services that Gibsonville merchants miss the chance to provide. In addition to new residents and students there is an even bigger pool of potential customers when you consider the rapid growth of housing developments within a five mile radius of downtown. Over 5,000 dwelling units are planned or under construction in the next few years. It is not inconceivable that Gibsonville could become a "visitation destination" for the 100,000 local area residents, if Gibsonville had the right mix of businesses and marketing. Better communications and marketing are the keys to increasing business volume for downtown.

Elon University students participated in several focus groups where they were asked to describe their criteria for an ideal small town, and how they would spend their time on a "perfect Saturday."

1. Students are looking for "gathering places," and they like the unique "Mom & Pop" feel of small towns
 - a. Want a small "college town" feel – a place they can visit which reminds them of their own home towns.
 - b. Like the pedestrian aspect of small towns – a place to run into friends and hang out.
 - c. Don't feel they currently get this in Burlington – too chain oriented, not intimate.
 - d. Elon offers to certain extent, but is limited and students are "bored" with it.
 - e. Looking for bars, yes, but would be happy with ice cream shop, coffee shop, boutiques.
2. Outdoor Time is important – want a "green area" adjacent to Main Street
 - f. Communal area where bands might play on the weekend
 - g. Outdoor activities – putt-putt, soccer field, golf course, swimming pool.
 - h. Park to hang out with friends, play with a dog, have a picnic – be outside.

When the students were asked to evaluate Gibsonville against their "ideal" town the following perspective was discovered:

1. Gibsonville is close to campus (only 2 miles away), but the traffic patterns are confusing and parking is not convenient.
2. The buildings look run down and not appealing.
3. It does not seem that the town wants students, since there is no effort to encourage students to go downtown.

Better communication and marketing would attract students to use the same services and businesses that residents need such as barber shops, coffee shops, auto repair, and restaurants. Students don't spend all of their discretionary money on bars and beer. They also need groceries, milk, auto parts, and personal services like other town residents. A second study of Elon students was undertaken to determine what types of businesses they would utilize. The places where they would spend money every week are:

1. Groceries.
2. General store (Wal Mart)
3. Gas station
4. Sit down restaurant.

They specifically would like to see the following business in Gibsonville:

1. Movie theatre (not the teen age monster movies, more mature films).
2. Sit down restaurant with unique menu.
3. Coffee bar
4. Ice cream/fudge/candy shop
5. Dance club.
6. Wine bar.
7. Gym fitness/yoga exercises.
8. Town park with grass area and amphitheatre

Again it is worth noting that the students' business ideas for a small town are not very different from the resident's concept. Seeking a larger share of the students' disposable spending would not fundamentally change the small town nature of Gibsonville.

The broad themes in the recommendations are to create more housing within walking distance of downtown; more business with more variety; more community events, and improved communication with residents and visitors. The eighty-three recommendations for action to be taken by Gibsonville Town Board of Alderman, Merchants, and Community leaders have been organized into the following nine groupings (the parenthetic number is the number of recommendations for each group):

1. **Administrative** (9) - Create Planning Board subcommittees for economic development and communication; Revise planning ordinances, and Expand Merchants Association to be more active in business development.
2. **Business** (18) - Suggestions for new businesses, Marketing to new customers, Technical assistance to become more profitable.
3. **Communication** (18) - Improve outreach to new residents and area visitors.
4. **Capital Projects** (6) - Create a capital improvements priority list, Seek funding for projects.
5. **Events** (6) - Enhance existing events and create new ones such as a gold rush.
6. **Appearance** (11) - Upgrade park downtown, Improve sidewalks, and Tree replacement.
7. **Parking and Traffic** (3) – More parking downtown and off street.
8. **Signage** (9) – Truck routes and visitor signage.
9. **Community** (3) – Town band, reading program, and arts council.

Each one of the recommendations includes a description of the recommendation; identifies the action agency; indicates the action to be taken; provides an estimated cost, and source of funding. Funding by the town is not needed for most of the recommendations, since NCDOT or NC Railroad funds are available. When town funds are required it is suggested that a combination of private fund raising, plus low interest US Dept of Agriculture loans be obtained. Community volunteer efforts and private funding are both desirable and necessary. Since the recommendations range from small inexpensive changes in directional signage to building a new library, it is crucial to implement those ideas that have the least cost and highest positive impact on the town. By using volunteer labor and private fund raising, the total project costs will be reduced, but more importantly there will be multiple varied opportunities for many diverse groups of residents and civic groups to become involved in community activities. In the end, the projects themselves won't be as important as the fact that residents of Gibsonville all worked together for the common good.

Unfortunately, community spirit alone cannot replace the need for money to implement the recommendations. Funding will have to be creatively accumulated, since no single source is available. The following is a listing of potential funds:

1. NC Railroad money from Smith Street closing.
2. NCDOT air quality grant funds shared with Mebane.
3. Grants such as the Readers Digest reading program.
4. Preservation tax credits for businesses and some small grants.
5. Alamance and Guilford County funds for Library.
6. US Dept of Agriculture low interest long term loans.
7. Private donations to specific projects.
8. Capital project funds from Gibsonville town budget.

Gibsonville's tax revenue base will grow as new developments and businesses move into town. These funds are derived from the 7% sales tax (Town gets 2.5%, State keeps the rest); property tax at \$0.515 per \$100 of valuation, and impact fees for new developments. Since the formulas to

determine this revenue vary depending on which county government is involved the following table is provided to illustrate the process:

COUNTY	Tax	Tax Share basis	Calculation	Income for 2004
Alamance	Sales tax	Per number of residents within city limits who live in Alamance Cty (per capita)	2255/ 219,498	\$336,000
Guilford	Sales tax	Per value of property in Guilford Cty (ad valorem)	\$297,354,000/ \$32,400,000,000	\$201,000
Both	Property tax	100% to Town. \$0.515 per \$100 property tax value	\$150,000 value home/ \$100 x \$0.515 = \$772 per year	x
Both	Development Impact Fees	100% to Town	\$500 for sewer; \$500 for water, one time	x

If sales were to double for downtown businesses, the total tax revenue for the town would not automatically double, because there are many other businesses in Gibsonville that would not necessarily benefit if downtown were to become more economically viable. Also, the Guilford County formula for sharing the sales taxes is likely to reduce the effect of sales increases in downtown Gibsonville, because the county sales volume as a whole is increasing more rapidly than downtown's, so our revenue share might actually be less. Therefore sales tax revenue won't be the primary reason downtown is revitalized. Property taxes on the other hand are not shared with the counties and will increase as the tax value of the new and old homes increases. Downtown can be a positive attractor for new residents who are looking for reasonably priced homes (\$150,000 to \$200,000 value), which are convenient to Interstate access to the nearby cities, and provide a real friendly "small town" atmosphere. The current average home value for the existing homes is \$95,000, so the projected 2,000 new homes valued at an average of \$150,000 would represent a 250% increase in the total property value. New homes will require additional town services such as police and sanitation, but the incremental increase in town services will still leave a significant net increase in town revenues over costs. Unlike other towns that don't have a good mix of home prices, Gibsonville can increase the number of reasonably priced homes without becoming a town where working people can't afford to live.

It is anticipated this report will stimulate discussion and identify other ideas that will improve downtown. Revitalization is not easy and cannot be accomplished in one year with just a few people involved. It will take years of consistent effort by many people with multiple points of view.

The following attachments are provided in the Commission Report:

1. Gibsonville Preliminary Economic Analysis
2. Summary of Results of Gibsonville Residents Survey

3. Downtown Merchants Survey
4. Elon University Students Shopping Survey
5. Summary of Elon University Student Focus Group Survey
6. Recommendations for Downtown Gibsonville.

GIBSONVILLE

PRELIMINARY ECONOMIC ANALYSIS

July 9, 2005

July 9, 2005

Gibsonville Preliminary Economic Analysis

Like many small towns in North Carolina, Gibsonville's economy was based on the hundreds manufacturing jobs in the textile mills. Downtown used to be a vibrant place, which was the primary shopping location for the town's residents. The mills have closed and they are not coming back, while the downtown is no longer the place where most residents shop. The economic engine that used to propel our town needs an overhaul, but this does not mean that we have to make radical changes that would destroy the small nature of Gibsonville.

This preliminary economic analysis was undertaken to determine what Gibsonville might look like five years from now. The following questions will be addressed as part of this study:

1. How many people will be living here?
2. What will the yearly income be for the average family?
3. How much will the average home cost?
4. What economic developments will be taking place within 5 miles of downtown?
5. What will the population distribution be by age?
6. Are there any North Carolina towns that currently have the same characteristics that Gibsonville will have five years in the future?

Gibsonville and the surrounding area are experiencing a dramatic growth in new housing developments. There are over 2000 lots approved for construction within the Gibsonville city limits (300 have been built, and construction continues on the other lots). Within five miles of downtown, outside the city limits, there are another 5000 housing units being developed and under construction. This represents a potential growth in the city of 5000 new residents and another 12,500 in the surrounding area. Gibsonville's new residents will be buying homes that will have an average cost over \$130,000, and these new family's will have an average income of over \$55,000 per year. The current average home price in Gibsonville is \$95,000 with an average household income of \$45,000. Gibsonville is located in a prime development corridor between the growing cities of Greensboro and Burlington with excellent access to the Interstate, but still retains its rural living conditions. We will continue to see residential and retail development for the next five years at least, because land values are cheaper here than in the nearby cities.

Commercial districts will spring up along US 70 as an extension of the current strip mall and fast food craze that has engulfed Church Street in Burlington. The question for downtown businesses is whether to move to the big box-big parking lot sites on US 70, or to stay in town and rejuvenate their operations. Downtown will never be the good location for a business that requires a large parking lot at the front door like Wal Mart, but it will be ideal for small specialty business that are focused on customers who want to experience a friendly small town atmosphere while they shop or dine.

Our town's population based on the 2004 census is 4600 residents. Assuming that the new residents are younger home owners who are starting their families, following table shows the breakdown by age for the current residents and a possible projection for 2010.

AGE	2004 POPULATION	2010 PROJECTED POPULATION	GROWTH IN POPULATION
0-15	952	2000	1048
16-25	557	1300	743
26-35	565	1400	835
36-45	750	1500	750
46-55	683	1200	517
56-65	459	900	441
OVER 66	662	1200	538
TOTAL	4628	9500	4872

No single demographic group's projection is accurate to within plus or minus 15 percent, but the overall pattern of more younger people living in our town is likely to be correct. At the same time the current residents are aging, in addition to new older residents who will move here for their retirement.

The potential population economic base will be more than just those people who choose to live in our town. Our economic planning should include the following pools of potential revenue:

1. Current residents total 4600 in the city.
2. Current residents in the Gibsonville ZIP 10,669.
3. New residents total 4800 in the city.
4. Elon University students and staff total over 5000, just two miles away.
5. Local tourists who live within 30 minutes of downtown total over 100,000.

If you include these populations in the market analysis for Gibsonville the following demographic distribution is probable:

AGE	2010 PROJECTED POPULATION	ELON STUDENTS/ STAFF	LOCAL TOURISTS	TOTAL POTENTIAL ECONOMIC POPULATION
0-15	2000		21000	23000
16-25	1300	4700	14000	20300
26-35	1400	100	15000	16400
36-45	1500	100	16000	17500
46-55	1200	100	13000	14200
56-65	900		9000	9900
OVER 66	1200		12000	13200
TOTAL	9500	5000	100000	114500

A more detailed economic analysis will need to be done to determine the spending patterns for these various groups, but it should be obvious that basic services such as food, pharmacy, personal

services, and automotive, would be business that would attract not only the residents, but Elon University students and staff as well. The local tourism business would probably involve unique restaurants and specialty shops as well as festivals and markets. Local residents would also utilize these businesses.

As a starting point for the next economic study, Attachment A is provided as a list of the current downtown businesses, which shows that there are sixty-three firms, and 712,000 square feet of space. Most of the square footage is in the old mill buildings that are only partially used for various light commercial purposes. The inventory of businesses includes restaurants, florist, hobby shop, barber shop, tanning/hair salon, jewelers, hardware, personal services such as investments and home inspection, plus dance studio, printing shops, and grocery. These businesses are a good indicator that downtown is far from being a decayed empty shell, but it could be better. The challenge will be to identify those business opportunities that should be included downtown, and those existing businesses that could be improved. The new businesses should not change the fundamental small town character of Gibsonville. Strip malls and big box stores are not desirable additions to downtown. They should be located along US 70 with all of the other high traffic volume businesses that need large parking lots.

Attachment B is a list of all businesses in Gibsonville based on the census data, which shows that there are over 180 businesses that reported sales in 2004. These firms employed 851 people and reported more than \$180,000,000 in sales volume. The new economic engine for Gibsonville won't be a single employer like the mills were, but will be based on a wider mix of retail and service firms that would thrive in a small town setting, which has access to a growing residential population and to the Interstate highways. The potential revenue from property and sales taxes should be calculated to determine the cost versus benefit of any improvements downtown. If a vacant property is upgraded and generates sales tax, or if non-tax uses such as schools are converted to housing, then there will be more tax revenue. If existing businesses can increase their sales volume, then there will be more tax revenue. Since Guilford County uses the property value as the basis for distribution of tax revenue back to the towns, our allocation would increase as the town's property values increase.

When the Downtown Revitalization Commission compared the existing aspects of Gibsonville to an "ideal" town they found most elements were currently in place, but not necessarily in the right location or condition. Some crucial items are non-existent such as community center, and drug store. The following is a listing of the "ideal" characteristics and a brief evaluation of their current status:

Features that make a Town "Ideal" Gibsonville 2005

"IDEAL" TOWN	GIBSONVILLE CURRENTLY
1. Schools a. Elementary b. Middle c. High	Two elementary schools divided by county line (one in town and one in Elon) Two Area high schools (none in town)
2. Churches a. Multiple faiths	Very well represented
3. Ease of Traffic	Congested traffic in town with poor parking

a. Parking access b. Not congested c. Bike and walking paths	
4. Service business a. Professional (doctor, dentist, lawyer, accountant, real estate) b. Personal care (hair, tanning)	Some of each, but could be more
5. City park in center of town a. Event venue b. Relaxing atmosphere	Existing greens in town bisected and surrounded by streets, not appealing.
6. Well maintained older homes	Mostly true
7. Clean neat streets	Could be better, sidewalks need repair
8. Movie theatre	none
9. Coffee shop	Yes, but does not include casual seating area for better atmosphere
10. Newspaper	none
11. Book store	none
12. Home decorating shop	none
13. Lighting fixture shop	Yes
14. Drug store	none
15. Fire/Police/City Hall	Well placed in downtown
16. Hardware store	Existing shop could be enhanced
17. Restaurants a. Multiple levels of pricing b. Variety of food types	Growing in number and quality
18. Music shop a. Records b. Instruments	Instrument repair and sales
19. Fitness Center a. Men b. Women	Yes for both, could be enhanced
20. Community Center a. Seniors b. Teens c. Athletics d. Pool e. Gym	Center for seniors at retirement housing, but not down town. Outdoor recreation facilities good, but need indoor spaces too.
21. Library	Small and cramped with no room for meetings or community events
22. Antiqué shop	none
23. Grocery	Could be enhanced
24. Furniture	Moving out
25. Historic center a. Museum	none
26. Town information center	City hall has some info, but not much
1. Gracious street appearance	Downtown trees, lights, benches need improvement.

a. Walks, lights, benches, landscape, buildings	Most streets are gracious.
28. Barber shop	Yes
29. Post office	Yes
30. Banks & savings and loans	Yes

The last phase of this analysis is to identify any other North Carolina towns that might currently have the population and demographics that Gibsonville hopes to have in the future. By studying an existing town, we would be able to learn from their successes and mistakes, so Gibsonville could grow into the future with fewer problems. The following list of towns was used for this selection process.

Area Name	Total Population 2000	Average income	Average Housing value
NC, Gibsonville	4628	\$ 45,866	\$ 95,000
NC, Harrisburg	4562	\$ 65,086	\$ 164,100
NC, Morrisville	5142	\$ 56,548	\$ 173,200
NC, Royal Pines	5393	\$ 52,426	\$ 146,500
NC, Ogden	5540	\$ 61,684	\$ 169,600
NC, Silver Lake	5760	\$ 41,732	\$ 112,600
NC, King	5802	\$ 48,897	\$ 112,000
NC, Hillsborough	5829	\$ 40,111	\$ 117,100
NC, Butner	5844	\$ 40,341	\$ 98,500
NC, Knightdale	6017	\$ 56,021	\$ 132,600
NC, Oak Island	6529	\$ 40,496	\$ 119,400
NC, Elon	6738	\$ 41,500	\$ 123,000
NC, Trinity	6845	\$ 43,277	\$ 97,400
NC, Clayton	6879	\$ 44,750	\$ 108,800
NC, Myrtle Grove	7179	\$ 55,242	\$ 165,100
NC, Murraysville	7376	\$ 45,815	\$ 114,900
NC, Kings Grant	7838	\$ 46,643	\$ 111,300
NC, Fuquay-Varina	7884	\$ 42,903	\$ 117,500
NC, Mebane	8079	\$ 41,171	\$ 113,800
NC, Lewisville	8794	\$ 64,571	\$ 145,500
NC, Archdale	9015	\$ 41,693	\$ 100,300
NC, Holly Springs	9175	\$ 69,550	\$ 162,100
NC, St. Stephens	9200	\$ 41,790	\$ 102,900
NC, Pinehurst	9924	\$ 58,950	\$ 185,300
NC, Hope Mills	11357	\$ 40,697	\$ 85,100
NC, Indian Trail	11824	\$ 51,896	\$ 113,100
NC, Masonboro	11959	\$ 65,110	\$ 163,200
NC, Wake Forest	12550	\$ 52,307	\$ 143,500

The search criteria were as follows:

1. Population to be double Gibsonville's current 4600 = 9000 future population.
2. Average housing to be 17% higher \$95,000 = \$111,500 future average house cost.
3. Location near Interstate highways.
4. Town to straddle two county lines.
5. Growth due to housing not industry.

After applying this criteria it was determined that Mebane is the most likely match for Gibsonville, since it has the following profile:

1. Population of 8079.
2. Average home cost \$113,800.
3. Off Interstate 40/85.
4. Located in both Alamance and Orange Counties
5. Housing is the primary source of growth.

When the detailed economic analysis is done in the fall of 2005, it will be possible to determine the retail and service spending potential of Gibsonville based on the actual spending in Mebane. This will provide additional economic data for developing new businesses in Gibsonville, and better forecasting of growth opportunities. We will be able to establish spending patterns in multiple categories such as apparel, food, entertainment, toys, electronics, house hold goods, and home improvements.

In conclusion, the economic future of Gibsonville will stay positive due to residential housing developments. These developments should be implemented in a logical pattern without leap frogging in a crazy quilt pattern. This growth is likely to continue into the foreseeable future without a dramatic increase in the rate of growth. We should encourage redevelopment of downtown especially the old mills which could provide housing and consumer services in a unique setting. We should also pursue conversion of the Gibsonville Elementary School which will be abandoned in 2007. It could be housing for retirees and generate both property tax revenue as well as increase the number of people who would shop and walk in downtown.

Gibsonville should decide on what image it wants to project to the buying public both for in town and in the immediate surrounding areas. It should be the "friendly" town where you can find a unique dining or shopping experience, while having a relaxing time with your family or friends. We should compete where we can be competitive and avoid the options that are not economically sound or disruptive to our small town image.

ATTACHMENT A GIBSONVILLE DOWNTOWN MERCHANTS

JULY 05

<u>Business Name</u>	<u>Business Type</u>	<u>Street #</u>	<u>Street</u>	<u>Property Owner</u>	<u>Heated Area</u>
ABC STORE	Retail Sales ABC	110	PIEDMONT AV	FLYNN R DELENO	5100
ADAMS SIGN SERVICE	Commercial Sign Co.	300	MAIN ST West	ARNOLD LUCILLE S	1731
ARTLEY RESTORATION & REPA	Musical Instruments	213	BURLINGTON ST	ARTLEY INC	1512
B.W. MURRELL CONST CO	Construction Office	205	MAIN ST East	MURRELL BOBBY W ESTATE	988
Barbara Ann Carver	Church	139	PIEDMONT AV	BROOKBANK DAISY W	1112
BOBBY'S HOBBIES	Train Shop Retail	113	LEWIS ST	SUMMERS BOBBY LEE & PEGGY B	1950
BOBBYS HOBBYS	Hobby Shop Retail	103	BURLINGTON ST	SUMMERS BOBBY LEE & PEGGY B	1692
BODIES IN PROGRESS	Parking Lot	117	LEWIS ST	TALLEY WILLIAM G	0
BODIES IN PROGRESS	Exercise Gym	115	LEWIS ST	TALLEY WILLIAM G	2730
BOONE FURNITURE	Warehouse Bldg.	115	EUGENE ST	BOONE FURNITURE	0
BOONE FURNITURE	Parking Lot	113	EUGENE ST	BOONE FURNITURE	0
BOONE FURNITURE & HARDWAR	Furniture Retail	106	MAIN ST West	BOONE FURNITURE	4266
BOONE HARDWARE	Furniture Retail	111	LEWIS ST	BOONE FURNITURE	2340
BOONES FURNITURE	Warehouse Bldg.	115	EUGENE ST	BOONE FURNITURE	3900
Bulavard Guitars	Musical Instruments	208	BURLINGTON ST	BRAFFORD JONATHAN S	1200
Burke Manor Inn	Lodging House	303-1/2	BURKE ST	BRADY H VERNON	5116
CHARLES PHILLIPS MD	Office building 1-3 st	108	MINNEOLA ST	PHILLIPS CHARLES W JR	1980
Christopher Fair's Salon	Beauty Salon	209	MAIN ST East	TABASCO LODGE A F & A M	0
DANCE STUDIO	Dance studio	206-208	MAIN ST West	LITTEN FARMS	3870
David McKenzie	Office	112	MAIN ST West	DAVIS INCOME TAX & ACCOUNTING	3985
Davis Accounting	Accounting Office	114	MAIN ST West	DAVIS INCOME TAX & ACCOUNTING	3986
DIAMOND ROOM	FUNCTION ROOM	103	MAIN ST EAST	LITTEN FARMS	
DIXIE BELLE	Industrial Plant	138	EUGENE ST	SMITH J HAROLD TRUSTEE	78216
Dr. Valerie Padgett	Psychologist Office	116	MAIN ST West	DAVIS INCOME TAX & ACCOUNTING	3986
EDDIE'S AUTOMOTIVE	Auto Repair Service	103	MAIN ST West	HUFFMAN OIL CO	2177
EDDIE'S AUTOMOTIVE	Auto Repair Service	111	MAIN ST West	HUFFMAN OIL CO	0
EDWARD JONES	Stock Broker Office	100	MAIN ST West	LITTEN STEVEN W	2700
Faye Oldham	Church	120	MAIN ST West	SUMMERS ALMA F	1920
FIDLETY BANK	Bank	231	BURKE ST	FIDELITY BANK	4690
FOREVER FLOWERS	Florist	112-114	PIEDMONT AV	FLYNN R DELENO	0
FRANKS LOUNGE	Pool Rm. & Bar	110	EUGENE ST	GERRINGER FRANK	931
Fred Marley	Used Car Lot	108	EUGENE ST	WAUGH DONALD JAY	828
GIBS. HARDWARE & PAWNBROKER	Retail Hardware	124	MAIN ST West	BROOKBANK DAISY W	3560
GIBSONVILLE COMMUNITY BANK	Bank	220	BURLINGTON ST	GIBSONVILLE COMMUNITY SAVINGS	2631
Gibsonville Fire Department	Municipal	206	PIEDMONT AV	TOWN OF GIBSONVILLE	0
Greeson Barber Shop	Barbar Shop	126	LEWIS ST	CHEEK FAYE	1120
GREESONS PLASTICS	Plastic Fabricator	209	BURLINGTON ST	HACKETT EDNA K	2400
HAIR WORKS	Beauty Salon	104	MAIN ST West	LITTEN STEVEN W	2700
HARDBODIES GYM	Commercial	119	MAIN ST West	TAYLOR MARY M	2400
Harold Thompson	Office	110	MAIN ST West	DAVIS INCOME TAX &	3984

				ACCOUNTING	
HENDREN REALTY	Realtor Office	216	MAIN ST West	HOUSHMANDPOUR PAYMAN	1387
HOLLAND PRINTING	Printing Company	212	MAIN ST West	HOLLAND ROBERT C	6764
ITALIAN RESTAURANT	Restaurant	119	MAIN ST East	BOBBY SHARPE	3408
J & W Service	Retail Shop	115	MAIN ST East	SMALL JERRY & WANDA	3000
JACKS BAR-B-Q	Restaurant	213	MAIN ST West	ROOK EDWARD J SR	1690
JIMMY CABLES BODY SHOP	Auto Body Repair	203	BURLINGTON ST	HURSEY LARRY KENT	1145
KEN'S #2	Convenience store	313	MAIN ST West	COLLINS B KENNETH	2088
KEVIN FENTERS	Computer Sales & Sv.	107	LEWIS ST	LITTEN TONY MAXTON	1428
KIMBERS	Restaurant	232	232-NEAR W MAIN ST	JEFF YOUNGER	0
KIMBERS RESTAURANT	Parking Lot	224	MAIN ST West	JEFF YOUNGER	0
KIMBERS RESTAURANT	Restaurant	230	MAIN ST West	JEFF YOUNGER	3770
KIMBERS RESTAURANT	Restaurant	234	MAIN ST West	JEFF YOUNGER	1640
KIMBERS RESTAURANT	Parking Lot	220	MAIN ST West	PALETHORPE SARAH OWEN	0
LIGHTING ETC	Retail Lighting	115	MAIN ST West	GUNNELL RANZA JAMES JR	2400
LIL DONNIE WALKERS CARWAS	Car Wash	210	BURLINGTON ST	BRAFFORD JONATHAN S	0
LINDAS BEAUTY SALON	Beauty Salon	203	MAIN ST East	NIX NELLIE	1228
LITTEN, STEVE	vacant lot	119	EUGENE ST	LITTEN, STEVE	0
LITTEN, STEVE	vacant lot	117	EUGENE ST	LITTEN, STEVE	0
LOWES FOOD	Food Store & Retail	231	BURKE ST	PIEDMONT CENTER	31917
PATS FLOWER SHOP	Florist	111	MAIN ST East	LEWIS PAUL T	2520
PATS FLOWER SHOP	Florist	113	MAIN ST East	TEAGUE DAVID FRANKLIN	2760
PETES GRILL	Restaurant	137	PIEDMONT AV	BRAFFORD JONATHAN S	1320
POSTAL EATERY	Restaurant	130	MAIN ST West	LITTEN HOLLY MARIE	1920
Preferred Business Forms	Printing Company	219	MAIN ST East	FLYNN R DELENO	0
RAY CLAPP	Grading Contractor	214-216	WHARTON ST	SMITH J HAROLD TRUSTEE	3200
Residence	Commercial Zoned	223	EUGENE ST	DENNIS JOHN W & ONIE W	0
Residence	Commercial Zoned	224	BURLINGTON ST	WILLIAMS WALLACE B &	1336
Residential Engineering Service	Engineer's Office	204	MAIN ST West	LITTEN FARMS	3278
Rice Monolithic	Flooring Coating Contr.	120	LEWIS ST	RICE DANIEL JAMES	0
Sandy Moulton	Office	108	MAIN ST West	DAVIS INCOME TAX & ACCOUNTING	3983
Second Floor Apartment	Apartment	113-R1	MAIN ST East	TOWN OF GIBSONVILLE	0
State of NC	Office Building	111	PIEDMONT AV	RICE DANIEL J	2500
TABASCO LODGE(2nd Floor)	Civic Organization	209 B	MAIN ST East	TABASCO LODGE A F & A M	0
TAN SALON	Tanning Salon	215	BURLINGTON ST	FOSTER ROBERT ERVIN	752
TANWORKS	Tanning Salon	102	MAIN ST West	LITTEN STEVEN W	2700
TEXACO FOOD MART	Convenience store	223	MAIN ST West	COMMUNITY PRODUCTS INC	666
TICKLE FURNITURE CO	vacant lot	305	MAIN ST West	TICKLE DOROTHY E	0
TICKLE FURNITURE CO	Furniture Upholstery	301	MAIN ST West	TICKLE DOROTHY E	2760
TOWN HALL	Municipal	127	MAIN ST West	TOWN OF GIBSONVILLE	5940
TOWN HALL	Municipal	129	MAIN ST West	TOWN OF GIBSONVILLE	5400
TOWN HALL	Parking Lot	133	MAIN ST West	TOWN OF GIBSONVILLE	0
TPM Photography	Photography Studio	118	MAIN ST West	JONES L BASEL	1320
U S POST OFFICE	Postal Service	221	MAIN ST East	PUGH FAMILY LLC	3852
UNIVERSAL GARMENT CO.	Comm.Towel Service	106	RAILROAD AVE North	LINDLEY J THOMAS SR	419594
Vacant	Parking Lot	116-120	PIEDMONT AV	FEYRER WERNER	0

Vacant	Parking Lot	122-124	PIEDMONT AV	FEYRER WERNER	0
Vacant	Vacant Bldg.	200	MAIN ST West	LITTEN FARMS	3278
VACANT	VACANT	207	MAIN ST East	TABASCO LODGE A F & A M	0
Vacant Building	Commercial Zoned	106-108	PIEDMONT AVE	MURRELL B W CONSTR CO INC	0
Vacant Lot	Vacant Lot (GB)	132-134	LEWIS ST	BROOKBANK DAISY W	0
Vacant Lot	Vacant Lot	128-130	LEWIS ST	CHEEK FAYE	0
Wade's Jewelers	Retail Jewelry store	101	MAIN ST East	LITTEN FARMS	0
Walker & Bullard	Attorneys Office	229	MAIN ST East	WILLIAMS WALLACE BERRY SR	1800
Werner Feyrer	Light manufacturing	125	PIEDMONT AV	FEYRER WERNER	14224
Werner Freyrer	Vacant Lot	120	LEWIS ST	FEYRER WERNER	0
WILLIAM& CARLIE	Jewelry Store	201	MAIN ST East	SHARPE BOBBY R	3840
				total square feet	712509

SUMMARY RESULTS OF GIBSONVILLE
RESIDENTS
DOWNTOWN IMPROVEMENTS QUESTIONNAIRE

April 2005

**SUMMARY RESULTS OF GIBSONVILLE RESIDENTS DOWNTOWN IMPROVEMENTS
QUESTIONNAIRE**

The Downtown Gibsonville Revitalization Commission is conducting this survey. We are going to use your responses to create a downtown improvement plan, which will be presented to the Board of Aldermen this summer.

Downtown should be the heart of Gibsonville, but it needs improvements if it is going to be the place where you would choose to socialize, shop, and get services. Gibsonville should maintain its small town style, but it needs to have carefully planned changes to become more appealing and economically stable. Please give your opinions and comments to these questions.

1. How often do you shop downtown? (Check just **ONE**)

- a) 33 Every day
- b) 5 3-6 times a week
- c) 35 1-2 times a week
- d) 4 3-6 times a Month
- e) 13 1-2 times a Month
- f) 7 Almost never
- g) 26 Other (write in) _____

2. What is the **MAIN** reason you visit the downtown business area? (Check just **ONE**).

- a) 33 Shopping
- b) 5 Banking
- c) 35 Eating
- d) 4 Work
- e) 13 Personal business
- f) 7 Events/festivals
- g) 26 Other (write in) Post office 12 _____

3. What **other** things do you do downtown? (Check **ALL** that apply).

- a) 52 Shopping
- b) 22 Banking
- c) 66 Eating
- d) 3 Work
- e) 41 Personal business
- f) 53 Events/festivals
- g) 23 Other (write in) Post office 10 _____

4. How would you rate the following downtown items?

ITEM	GOOD	FAIR	POOR
a. Parking	37	55	31
b. Attractiveness of buildings	33	74	16
c. Attractiveness of area (walks, lights, signs)	45	63	15
d. Safety	77	38	8
e. Friendliness of salespeople	98	23	2
f. Variety of merchandise	17	53	53
g. Price of merchandise	23	91	9
h. Business hours	37	70	16

5. What types of stores or services would you use if they were located in downtown? (List as many as you want) Drug-35, Hardware-19, Restraunts-17, Clothing-16, Variety/Dollar-16, Fast food-15, Grocery-12, Gift-11, Coffee-8, Books-8, Bank-7, Ice Cream-6, Farmers Market-6, Misc: Bakery, Dry cleaner, Movie theatre, Dress, Shoe repair, Shoe store, Library, Antiques, Cafeteria, Auto parts, Exercise facility, Rec center, News stand, Nail shop, Crafts, Ladies boutique, Lingerie, Spa, Taxi service, Gourmet shop, Jewelry, Hair salon, Movie rental, Music, Car wash, Outdoors store, Sports bar, Motel, Consignment. _____

6. How important are the following to improving the downtown area?

ITEM	VERY Important	SOMEWHAT Important	NOT Important
a. More stores/services	87	32	4
b. Attractive buildings	66	45	12
c. Friendly salespeople	87	30	6
d. More off street parking lots	63	54	6
e. Attractive sidewalks, lighting, signage	85	35	3
f. Extended business hours	47	67	9
g. Price of merchandise	62	58	3
h. Variety of merchandise	92	30	1

7. What do you think of the following possible improvements to downtown?

IMPROVEMENT IDEA	GOOD IDEA	DON'T CARE	BAD IDEA
a. Downtown street landscape, benches, and lights.	90	28	5
b. Farmers market weekly with special events every month (vegetables, garden plants, and crafts)	110	11	2
c. Expand Library to include more services (computers, meeting rooms, art gallery, museum)	82	34	7
d. Recreation center (Gym, Teen Center, Senior Center)	92	28	3
e. Walking trail from Cummings St to Huffines St beside the railroad to connect Cook Road area residents to downtown.	61	51	11
f. Housing for retirees within walking distance of downtown	80	39	4
g. More off street parking	91	32	
h. Downtown park with stage for events and concerts	82	34	7
i. Improve existing sidewalks to downtown	90	31	2
j. YMCA/YWCA (community programs, fitness)	76	42	5
k. Children's learning center (crafts, art, learning)	83	36	4
l. Improve traffic so there are less roads cutting through the downtown park on Main Street.	69	48	6
m. Improve the outside appearance of the downtown buildings, but preserve the traditional look of downtown.	99	21	3

8. Do you have any other ideas to improve downtown? (List as many as you want). More shops- 12, Sidewalks-10, More restaurants-9, Clean up industrial area-7, Fix streets-6, Parking-6, Entertainment-5, Better store fronts-5, Traffic-4, Misc: Bike lanes, Street lights, Community events, Landscape, Park, Benches, Children's activities, Lower speed limit, Library hours, Business hours, Doctors, Public transportation, Banks.

9. What is your gender? 73 Female, 48 Male.

10. What is your approximate age?

- a) 4 15 to 25 years of age
- b) 9 26 to 35
- c) 23 36 to 45
- d) 30 46 to 55
- e) 38 56 to 65
- f) 19 Over 66 years of age

Please return this survey by **APRIL 8, 2005** to Gibsonville Town Hall.
129 West Main Street

Attention: Town Manager Mr. Delano Flynn.

Thank you for helping make Downtown Gibsonville a better place.

RESULTS OF GIBSONVILLE
MERCHANTS SURVEY

June 2005

Results of Gibsonville Downtown Merchants Survey

As part of the Downtown Gibsonville Revitalization Commission's effort to determine ways to improve the vitality of the downtown shopping area, a business survey was made of the downtown merchants in May 2005 to find out more about their plans, problems, and ideas for improving downtown. Gibsonville has approximately 50 firms in the downtown area which cover a wide range of businesses ranging from automotive and manufacturing to retail sales and professional services. Attachment #1 lists both the business and the property owner as of March 2005. There were ten responses to the survey, which is a reasonable 20 percent rate of reply. Attachment #2 contains the survey questionnaire and the summary of the replies to each question. Every question was not necessarily answered by every respondent, which is typical of a mailing survey.

The following is a summary of the survey data:

1. Half of the merchants rent their premises.
2. Most of the businesses have been in downtown over 5 years, and they don't plan to move.
3. Sales for last year are not significantly up or down compared to prior years.
4. There are 35 full time and 12 part time employees in these nine firms.
5. For those firms that have seasonal sales the best months are May, April, December, and March.
6. The worst sales months are January, December, and April, which means that there are different seasonal fluctuations for different businesses.
7. Respondents were representative of all business types except manufacturing.
8. The average store size is 1500 square feet and the average rent is about \$1 per square foot.
9. Most firms rely on Gibsonville for their customer base and very few reported Elon University or tourism as a significant source of business.
10. Advertising varied by type of business, but generally few use radio and most use newspapers.
11. Comments were made regarding improving the appearance of the sidewalks, landscape, exterior of buildings, and the need to improve parking.

Opportunities and recommendations based on the merchant's survey are as follows:

1. Improving the facades of the businesses will be more difficult because renters do not have an incentive to spend their own money to improve the landlord's property. Kimbers Restaurant is a perfect example of this problem. Now that the occupant of the property is the owner, significant improvements have been made to both the interior and exterior of the building.
 - a. If the property owner improves the premises then the rent usually goes up.
 - b. If the renter improves the property then when the lease expires those funds are lost, plus the owner might raise the rent anyway.
2. There is no single time of the year that has the worst sales volume for merchants, so it will be difficult to determine when special events should be scheduled to benefit the maximum number of businesses. It appears that every business has a post Christmas slump in January, but it is logical to assume that the fall season of festivals and seasonal holidays makes up for this.
 - a. A late spring event in April or May might be appropriate for a town festival prior to the summer's heat and family vacations.

- b. Maybe more, smaller events should be considered that don't result in closing Main Street, such as weekly blue grass concerts in the town park on Main Street.
- 3. In order to grow the business volume for Gibsonville's downtown there are three sources of new customers that are not currently being targeted:
 - a. New Gibsonville residents are moving into houses daily along US 70, but they don't even know where downtown is. Advertising should be tailored to reach them when they move in, before they become set in their shopping habits. (See Communications Group recommendations).
 - b. Elon University has 5000 students who need the types of shops and services that our downtown has to offer without changing the essential small town nature of Gibsonville. These students spend over \$3,000,000 every year on things like haircuts, tanning, food, gas, clothing, coffee, and entertainment. Every year in late August a new class of freshmen arrives and quickly forms their lifestyle patterns for shopping and services. (See Communications Group recommendations). Most students obtain their shopping information from fellow students. It is crucial that the opinion setting group of students be identified quickly for our advertising campaign; otherwise we will lose another year of business opportunity.
 - c. Tourists are the third group of customers that we don't currently seek out. Tourism is not necessarily based on people who drive here from New York once every 3 years. There are over 100,000 potential day trip customers who live within 45 minutes of downtown, who could become regular customers if the right mix of retail sales, restaurants, and a visitor friendly atmosphere were created in downtown.
 - i. We need to change our "image" in the local media from the town with sewage overflowing in the streets, barking dogs, and homes without fire department protection, to the place where families want to go a spend the afternoon eating ice cream and seeing the festival, or couples what to dine out and shop for unique gifts. (See Communications Group recommendations).

Downtown does not have to "changed" radically to become as vital as it used to be when the mill was in full operation, but we do need to carefully adapt to the opportunities which are all around us without losing the essential small town nature of Gibsonville. This can be done with careful planning and not rushing to tear down and pave over downtown so it could become another strip mall or big box shopping center.

SUMMARY RESULTS OF DOWNTOWN GIBSONVILLE MERCHANTS SURVEY

As part of the Downtown Gibsonville Revitalization Commission's effort to improve the downtown shopping area, we are conducting this survey of the downtown merchants. The Commission plans to make recommendations to both the Board of Aldermen and Merchants Association this summer after gathering information from town residents and merchants.

Your responses will help us define the current status of our downtown shopping area, and provide information that will lead to a retail marketing improvement plan.

1. Do you 4 rent **or** 5 own your business space in downtown Gibsonville?
2. How long has your business been in downtown Gibsonville?
 - a. 1 less than 1 year
 - b. 1 1 to 3 years
 - c. 1 3 to 5 years
 - d. 6 Over 5 years.
3. Compared to last year, your sales this year have:
 - a. 2 increased
 - b. 3 decreased
 - c. 1 no change
4. How many people do you employ (including yourself)
 - a. 29 full time
 - b. 9 part time people.
5. On an average your three **best** sales volume business months are:
 - a. MAY 5
 - b. APR 4, DEC 4
 - c. MAR 3
6. Your **worst** sales volume business month is JAN 5, DEC 2, APR 2.
7. Your business is best described as:
 - a. 1 Eating and drinking (restaurant, café, coffee shop)
 - b. 2 Professional service (lawyer, engineer, accounting, computers)
 - c. 2 Retail sales (clothing, tools, food, furniture, jewelry, hobby)
 - d. 3 Personal service (barber, hair salon, tanning, exercise)
 - e. Manufacturing
 - f. Other
8. The size of your store is AVE 1500 square feet. (Square footage is determined by multiplying store length times store width, times the number of stories occupied by your business).

9. Your 2004 Christmas sales:
- 2 increased approximately x % over Christmas 2003. **OR**
 - 3 decreased approximately x % over Christmas 2003. **OR**
 - 1 no change from Christmas 2003.
10. If you rent, what is the monthly rent? \$ AVE \$1/sf per month.
11. Do you plan to change your business in 2005?
- Expand
 - Close
 - 1? Relocate
 - 8 Stay the same
 - If closing or relocating, why? poor parking
12. What estimated percentage of your customers come from the following categories?
- 50 % Local Gibsonville residents
 - 30 % Burlington
 - 10 % Elon University
 - 5 % Tourists (travel more than 25 miles)
 - 5 % Other
13. What estimated percentage of your advertising budget did you spend on the following types of advertising last year?
- 55 % USE Newspaper
 - 10 % USE Radio
 - 45 % USE Direct mailing
 - 45 % USE Other (describe: email, signs).
14. Any other comments you wish make?
 Clean up sidewalks, better landscape (remove trees & add plants), better parking, fix exterior of buildings, and don't leave vacant buildings vacant.

Please return this survey by April 28, 2005 to:
 Barry Raker,
 Member, Downtown Gibsonville Revitalization Commission
 100 West Main Street, Gibsonville

SUMMARY RESULTS
OF
ELON STUDENTS
SHOPPING PATTERN SURVEY

May 2005

SUMMARY RESULTS OF ELON STUDENTS

Shopping Patterns Survey

Marketing Research (414)

May 05

This survey is a class project concerning how Elon students spend their time and money off campus. Your responses to these questions can lead to improvements that will benefit you as an Elon student in the future (It will also help us get a grade in this class).

1. On an average how much money do you spend off campus weekly? (Including Phoenix cash and meal dollars).
 - a. 14 \$0 - \$20 weekly
 - b. 36 \$21- \$40
 - c. 28 \$41- \$60
 - d. 12 \$61- \$80
 - e. 6 \$81- \$100
 - f. 4 Over \$100 weekly

2. How do you normally pay for off-campus spending? (Check one)
 - a. 14 Cash
 - b. 10 Credit Card
 - c. 68 ATM/Debit card
 - d. 3 Phoenix Card
 - e. 1 Check

3. About how much of your off campus spending is made using your Phoenix Card (cash and meal dollars)?
\$ 0-10 = 58% _____.

4. How important is it to you for a store to accept Phoenix Cards? (circle one)

Not Important		Very Important
1(39)	2(11)	3(22)
		4(17)
		5(10)

5. Where do you spend your money off campus in an average week? (Check all that apply).

<u>63</u> Grocery store	<u>3</u> Club
<u>36</u> Fast Food	<u>15</u> Drug Store
<u>59</u> Sit down restaurant	<u>12</u> Coffee shop
<u>19</u> Movies	<u>64</u> Gas Stations
<u>25</u> Mall	<u>43</u> Bar
<u>80</u> General store (Wal-Mart, Kmart, etc)	<u>16</u> Clothing Store
<u>34</u> Utilities/Rent	<u>8</u> Ice cream shop
<u> </u> Other (list) _____	

6. Of the places you selected in question #5, please indicate the top three locations where you spend your weekly money the most and on what items:

NAME OF STORE

ITEMS YOU PURCHASE

na _____

SUMMARY OF ELON UNIVERSITY
STUDENT FOCUS GROUP
FINDINGS AND IMPLICATIONS

June 2005

**SUMMARY OF ELON UNIVERSITY STUDENT FOCUS GROUP
FINDINGS AND IMPLICATIONS
Gibsonville Revitalization Commission**

BACKGROUND AND PURPOSE

Because Elon students represent 5,000 potential customers for the town of Gibsonville, the Gibsonville Revitalization Commission was interested in student opinions about the town and its potential for attracting student business. Two Communications Research classes in the Elon School of Communications chose to work with the Commission as part of a class project to help find the answers. Student researchers were interested in learning the underlying values of students when it comes choosing when, where and how they spend their spare time, while also trying to get at specific opinions about Gibsonville and the types of businesses that would draw students to the town.

METHODOLOGY

A total of eight focus groups were held in March, 2005, with Elon students who had previously made a trip to Gibsonville in the past six months. One group was an all male group, two were all female and the remaining five were mixed gender. Groups were a mixture of college-aged years – freshmen through seniors. Approximately 50 students participated in the focus groups. The format for the focus groups was as follows:

- Students were asked to think about and describe their “perfect Saturday” at college – what they would do, where they would go and with whom, and why they chose those particular activities
- Next, students were asked to imagine that a town was being built five minutes from campus – specifically for Elon students. Students were asked to describe that town, how it would look, what types of businesses it would have, and the overall layout and “feel” of the town
- Lastly, students were asked to describe and discuss their opinions on the current state of Gibsonville

FINDINGS:

2. Students are looking for “gathering places,” and like the unique “Mom & Pop” feel of small towns
 - a. Want a small “college town” feel – a place they can come back to
 - b. Like the pedestrian aspect of small towns – a place run into friends and hang out
 - c. Don’t feel they currently get this in Burlington – too chain oriented, not intimate
 - d. Elon offers to certain extent, but limited and students are “bored” with it
 - e. Looking for bars, yes, but would be happy with ice cream shop, coffee shop, boutiques
3. Outdoor Time is important – want a “green area” adjacent to Main Street
 - a. Communal area where bands might play on the weekend
 - b. Park to hang out with friends, play with your dog, have a picnic – be outside

- c. Outdoor activities – putt-putt, soccer field, golf course, swimming pool
4. Proximity of Gibsonville is good – extension of the “Elon Bubble” comfort zone
 - a. Close enough for comfort level, far enough to get outside bubble
 5. Barrier – Does Gibsonville really want us?
 - a. Concerned about perceived economic/social differences
 - b. Concerned about being “college kids” in a town that seems older
 - c. Not sure they’re welcome
 - d. Might be easily bridged if town reaches out to them
 6. Current perceptions of Gibsonville – dull, bland, outdated, abandoned, uninviting
 - a. Traffic pattern totally confuses them
 - b. Some feel it’s a little sketchy and somewhat “scary”
 - c. Want it to be cleaner, more charming
 - d. Fresh coat of paint and better signage
 7. Current awareness of businesses in Gibsonville – little to none
 - a. Never promoted to students
 - b. Like the businesses they hear about
 - c. Phoenix cash mentioned repeatedly as the ultimate “Welcome Sign”
 - d. Would like events such as weekend bands, festivals, flea markets, and craft fairs.

Implications:

1. Add one or two unique, intimate gathering places
 - a. Doesn’t matter the type of business as much as the unique “hang out” aspect
 - b. Coffee shop with live entertainment on Thursday nights
 - c. Mill transformation could be one of those places.
2. Clean it up and make it look inviting – Add some green space
 - a. Mentioned lamp posts, park benches, signage, green area
 - b. Emphasis on “pedestrian”
3. Develop a communications plan directed specifically to students
 - a. Advertising in student media
 - b. Seek those students who “influence” others
 - c. Make students aware of town events (festival, car show, etc)
4. Reroute the streets
 - a. Better traffic patterns
 - b. Identify off-street parking
5. Accept the Phoenix Card
6. Make them feel welcome – and mean it
 - a. Without this, other efforts may fail
 - b. We should start with existing businesses

RECOMMENDATIONS FOR
DOWNTOWN GIBSONVILLE

Aug 5, 2005

RECOMMENDATIONS FOR DOWNTOWN GIBSONVILLE

August 5, 2005

<u>Rank</u>	<u>RECOMMENDATION</u>	<u>ACTION BY</u>	<u>ACTION TO TAKE</u>	<u>ESTIMATED COST \$</u>	<u>FUNDING SOURCE</u>
	<u>ADMINISTRATIVE GROUP</u>				
1	Apply for NC Mainstreets small town assistance program.	Mayor	1. Submit form by 29 July 05 for the assistance nomination.	\$0	
2	Create subcommittees in Planning Board to carry on the program of revitalization: 1. Appearance Improvements. 2. History/Preservation. 3. Downtown Revitalization/Economic development 4. Community Communications	Planning Board Chairman	1. Appoint subcommittees. 2. Include community and merchant membership as well.	\$0	
3	Update the town land use plan, to include the impact of Cook Road becoming a main feeder route from the Interstate.	Planning Board Chairman	1. Request assistance from PTCOG.	\$0	
4	Create a library board of trustees to raise capital funds and make the library a true community center. Review the library operation and services to determine if community needs are being met (internet access, hours of operation, etc)	Mayor	1. Appoint a Library Board of Trustees. (3 to 5 members) 2. Recommendations needed for funding and scope of program needs.	\$0	
5	Modify zoning ordinance for downtown to allow mixed uses for housing and working.	Mayor	1. Request Planning Board consider and make recommendations.	\$0	
6	Involve more community groups such as VFW, Lions Club, Seniors, 4H, churches, civic groups, garden club	Mayor	1. Request Planning Board and Merchants Association to seek more community assistance	\$0	
7	Combine resources with Elon Town such as fall festival. Or library	Mayor	1. Discuss with Elon Town Mayor.	\$0	

Rank	RECOMMENDATION	ACTION BY	ACTION TO TAKE	ESTIMATED COST \$	FUNDING SOURCE
8	Disband the Downtown Revitalization Commission. Create a subcommittee of the town Planning Board to continue the planning process.	Mayor	1. Notify Planning Board of need for subcommittees.	\$0	
9	Expand the scope of the current Merchants nonprofit Association to coordinate downtown business growth. Disband the merchants Downtown Revitalization Commission.	President Merchants Association	1. Recruit new members to the Merchants Association. 2. Expand the Merchants Association charter to include community business development.	\$0	
BUSINESS GROUP					
1	Encourage merchants to seek free assistance from Small Business Technical Training Center (SBTDC) or Elon University to increase their sales and profits.	President Merchants Association	1. Request assistance from SBTDC and Elon University.	\$0	
2	The three old mills in town should be encouraged to reinvent themselves to add tenants that will create jobs or attract visitors like Deloche.	President Merchants Association	1. Encourage existing business or recruit new business.	\$0	
3	Build more housing within walking distance of downtown.	President Merchants Association	1. Coordinate with Planning Board	\$0	
4	Encourage under utilized downtown properties to become more active. Empty buildings or blank store fronts have a negative impact on all businesses.	President Merchants Association	1. Coordinate with Planning Board Downtown subcommittee 2. Encourage existing business or recruit new business.	\$0	
5	Create a coupon packet for new residents (include town map, shopping info, town events, welcome note from mayor). Identify the likely contact points for new residents and make sure they have the packets and are trained to welcome new residents. Probably in Town Hall, Fire Department, local realtors, etc.	President Merchants Association	1. Coordinate with Town Manger.	250	Merchants

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6	Increase the use of the Diamond room or Burke Manor Inn for banquets especially those involving Elon University, and community groups.	President Merchants Association	1. Coordinate with Planning Board Communications subcommittee.	\$0	
7	Shopping options should be increased to include DRUG store, hardware, clothing, variety, ice cream, bakery, art gallery, antiques, dry goods, health food	President Merchants Association	1. Encourage existing business or recruit new business. 2. Request assistance from Elon University.	\$0	
8	Need for "fast food" after 7pm does not have to be out of town big chain corporation. Jacks could have a second shift and be " Jacks after Seven"	President Merchants Association	1. Encourage existing business or recruit new business.	\$0	
9	Add unique dining businesses such as General Store Café in Pittsboro (in an old auto shop live music, bakery, shopping, dining), or Graham Soda Shop on the town square (live music, café style food).	President Merchants Association	1. Encourage existing business or recruit new business.	\$0	
10	Build a coffee bar/ice cream/bakery shop that you can sit down in and relax while seeing a friend or listen to live music.	President Merchants Association	1. Encourage existing business or recruit new business.	\$0	
11	Create a "hands on" children's museum like Greensboro and Rutherfordton.	President Merchants Association	1. Encourage existing business or recruit new business.	\$0	
12	Create hardware store like Mast General Store, or Penn Hardware in Madison.	President Merchants Association	1. Encourage existing business or recruit new business. 2. Request assistance from Elon University.	\$0	
13	Build a bike shop.	President Merchants Association	1. Encourage existing business or recruit new business.	\$0	

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14	Create a documentary film production studio in conjunction with Elon University. Studio for producing documentaries and film festivals.	President Merchants Association	1. Encourage existing business or recruit new business. 2. Coordinate with Planning Board Downtown subcommittee and Elon University.	\$0	
15	Create a permanent community market indoors for year round craft, food, and special events like the Greensboro Curb Market	President Merchants Association	1. Encourage existing business or recruit new business. 2. Request Town Recreation Department assistance. 3. Request NC Dept of Ag assistance.	\$0	
16	Create a specialty food market like Weaver Street Market in Carrboro possibly a COOP?	President Merchants Association	1. Encourage existing business or recruit new business.	\$0	
17	Create an arts incubator like Siler City where artists can make and sell their work. This could be a nonprofit corporation or a business.	President Merchants Association	1. Coordinate with Planning Board Downtown subcommittee.	\$0	
18	Create a kids art studio with hands on experience like Greensboro, (painting, ceramic, music, theater)	President Merchants Association	1. Encourage existing business or recruit new business.	\$0	
COMMUNICATIONS GROUP					
1	Get Gibsonville economic profile data on the NC Dept. of Commerce (Business and Industry) web page, so prospective businesses can readily access town data when they are choosing a new site for their business.	Mayor	1. Direct Town Manager to submit the appropriate data.	\$0	
2	Choose one merchant each quarter to be the "official" downtown information location. Put up an "Tourist information" sign out side that is movable.	President Merchants Association	1. Select merchant.	\$100	Merchants

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3	Create a outreach plan to encourage Elon University students and staff to shop and visit town. Focus on the first weeks of September each year when the freshman arrive.	President Merchants Association	1. Coordinate with Planning Board Communications subcommittee.	\$0	
4	Update the town business map. Make it smaller not a big fold out. Include yearly event calendar. Include an enlarged downtown map.	President Merchants Association	1. Coordinate with Planning Board Communications subcommittee.	\$200	Merchants
5	Examine other town's web pages and see how ours could be better.	Mayor	1. Request Planning Board subcommittee on Community Communications to implement .	\$0	
6	Upgrade the town web page for more new resident info.	Mayor	1. Request Planning Board subcommittee on Community Communications to implement .	\$0	
7	Issue the town newsletter at least quarterly. Possibly include ads to offset cost.	Mayor	1. Request Planning Board subcommittee on Community Communications to implement .	\$0	
8	Create a community information board at the Post Office	President Merchants Association	1. Request Post Master approval. 2. Request assistance from Town if needed. 3. Create process for updating the information and policy for use.	\$250	Merchants
9	Establish a community communications program to create and maintain the image of Gibsonville as the "Friendly Town."	Mayor	1. Request Planning Board subcommittee on Community Communications to implement .	\$0	
10	Develop a media list of community journalists and send them ongoing events and positive interesting stories	Mayor	1. Request Planning Board subcommittee on Community Communications to implement .	\$0	
11	Add town history information on WEB page.	Mayor	1. Assign to Planning Board Community Communications subcommittee.	\$0	
12	Create a town history collection of photos and objects to be kept in the Library.	Mayor	1. Assign to Planning Board History/Preservation subcommittee.	\$0	
13	Add historic photos in lobby of Town Hall	Mayor	1. Assign to Planning Board History/Preservation subcommittee.	\$150	Town

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14	Create a distinctive image for Gibsonville and then consistently promote it. ("Friendly Town?")	President Merchants Association	1. Coordinate with Planning Board Communications subcommittee.	\$0	
15	Include historic photos in businesses especially restaurants.	President Merchants Association	1. Encourage businesses to participate. 2. Request Planning Board History subcommittee assistance.	\$0	
16	Paint mural listing yearly events on the side of a prominent building with good visibility from Main Street (Jack's or Holland Printing)	President Merchants Association	1. Discuss with merchants and civic groups. 2. Volunteer artist?	\$200	Merchants
17	Local tourists from Greensboro and Burlington should be encouraged to visit and spend money. We need to become a "destination" for family outings or a night out. Dine in a unique restaurant, stroll down the street to the book shop or specialty gift shop, then see a movie or go to the coffee bar for some live music.	President Merchants Association	1. Coordinate with Planning Board Downtown subcommittee2. Encourage existing business or recruit new business.	\$0	
18	Create a magnetic fridge stick on sign with town info and yearly events	Mayor	1. Request Planning Board subcommittee on Community Communications to implement.	\$500	Merchants
CAPITAL PROJECTS GROUP					
1	Renovate the elementary school into senior living units when the school moves out.	Mayor	1. Request School Board to declare existing school building as excess. 2. Request County to assign school building to Gibsonville at no cost. 3. Request developer proposals to convert building to senior housing.	\$0	Private developer
2	Create a long range capital needs plan and set funding goals for: Library/Community Center, Recreation Center, Sidewalk and lighting improvements, Town Park improvements, etc	Mayor	1. Request Planning Board develop a list of capital projects needed in the next 10 years. 2. Create a funding program to accumulate the needed funds.	\$0	

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3	Keep building civic facilities in the downtown for all citizens to have equal access.	Mayor	1. Restate the existing Land Use Plan goal.	\$0	
4	Relocate the library to a bigger facility and include community center rooms as well for Seniors and kids and everyone else.	Mayor	1. Add this project to the capital improvement plan. 2. Assume 5000 sf needed.	\$750,000	1. Fund raise donations 2. USDept of Ag low interest loan 3. Town funds
5	Build a recreation center to include a gym and exercise rooms. Renovate existing property for the support area and attach the gym to it.	Mayor	1. Include this project in long range capital program. 2. Appoint a Recreation Commission to assist in fund raising.	\$1,500,000	1. Fund raise donations 2. USDept of Ag low interest loan 3. Town funds
6	Create a teen center (under 15) skate boarding, paint ball, arcade, karate, competitions (card collecting).	Mayor	1. Include this project in long range capital program. 2. Appoint a Recreation Commission to assist in fund raising.	\$250,000	1. Fund raise donations 2. USDept of Ag low interest loan 3. Town funds
EVENTS GROUP					
1	Town festivals should be increased beyond the current Fall and Christmas events. Weekly blue grass bands or crafts or car shows from April to Sept in the downtown park at the new gazebo. Would not have to close main street if the Caboose park is built.	President Merchants Association	1. Discuss with merchants and civic groups.	\$0	
2	Winery business in the area should be encouraged and wine shop or wine related festival held in downtown.	President Merchants Association	1. Contact wineries to coordinate events. 2. Request assistance from NC Dept of Ag.	\$0	
3	Recreate the gold mining aspect of town and include events for a gold rush or panning for gold.	President Merchants Association	1. Propose to Merchants Association	\$0	

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4	Create a tail gate farmers market in the town park every Saturday morning.	President Merchants Association	<ol style="list-style-type: none"> 1. Encourage existing business or recruit new business. 2. Request Town Recreation Department assistance. 3. Request NC Dept of Ag assistance. 	\$0	
5	Establish a yearly bike race or distance running race.	President Merchants Association	<ol style="list-style-type: none"> 1. Consider with yearly events program. 	\$0	
6	Create a battle of the bands event in the summer in the town park	President Merchants Association	<ol style="list-style-type: none"> 1. Consider with yearly events program. 	\$0	
<u>APPEARANCE GROUP</u>					
1	Upgrade the landscape plot at town hall beside Jack's to create a town memorial mini park by adding landscape, benches, and a stone screen wall for the parking lot. Relocate all of the other memorial plaques and stones scattered downtown to this one special location. Garden Club could keep it as the ROSE GARDEN.	Mayor	<ol style="list-style-type: none"> 1. Authorize landscape design 2. Utilize town maintenance personnel and volunteer groups to build pavilion. 3. Get Garden Club to agree to maintain the roses. 	\$10,000	<ol style="list-style-type: none"> 1. Fund raised by community groups. 2. Town provides equipment. 3. Volunteer labor
2	Clean up the appearance of the industrial areas (old trailers, abandoned vehicles). Voluntary compliance with zoning ordinances is preferred.	President Merchants Association	<ol style="list-style-type: none"> 1. Request Town zoning enforcement if needed. 	\$0	
3	Repaint the caboose and repair the ramps	Mayor	<ol style="list-style-type: none"> 1. Town to provide paint. 2. Community volunteers to paint. 	\$100	<ol style="list-style-type: none"> 1. NC Railroad funds
3	Upgrade the existing town parks after the railroad land is acquired, benches, lights, landscape	Mayor	<ol style="list-style-type: none"> 1. Authorize landscape design 2. Utilize town maintenance personnel and volunteer groups to install landscape. 	\$25,000	<ol style="list-style-type: none"> 1. Town fund 2. Volunteer labor
4	Organize grant applications for senior citizens to get funds to fix up their homes	Mayor	<ol style="list-style-type: none"> 1. Request Town Manager to identify sources of funding and seek seniors in need. 	\$0	

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5	Formally establish a beautification commission to suggest ideas, raise funds, and provide volunteer labor for landscape improvements in downtown.	Mayor	<ol style="list-style-type: none"> 1. Notify Planning Board of need for this subcommittee. 2. Obtain written procedures that other town currently use. 	\$0	
6	Existing trees downtown should be removed and be replaced with fewer, but strategically located new trees. The new trees should be less dense so store fronts can be seen, and have less dropping, like South Elm Street Greensboro. (Black Locust)	Mayor	<ol style="list-style-type: none"> 1. Authorize landscape design 2. Utilize town maintenance personnel and volunteer groups to build pavilion. 	\$15,000	<ol style="list-style-type: none"> 1. Merchants to sponsor a tree. 2. Volunteer labor 3. Town provides equipment
7	Repair the sidewalks in downtown to eliminate the dead tree holes and broken concrete.	Mayor	<ol style="list-style-type: none"> 1. Authorize design for sidewalks and tree islands. 2. Get grant funds. 3. Use volunteers as much as possible 	\$30,000	<ol style="list-style-type: none"> 1. State funds with air pollution funds
8	Build a covered stage pavilion in the town park opposite the caboose similar to the one at the town cemetery. Include an open side to the pavilion for a stage for events in the park.	Mayor	<ol style="list-style-type: none"> 1. Authorize landscape design 2. Utilize town maintenance personnel and volunteer groups to build pavilion. 	\$45,000	<ol style="list-style-type: none"> 1. Town funds. 2. Volunteer labor
9	Improve sidewalks leading into downtown.	Mayor	<ol style="list-style-type: none"> 1. Request the Planning Board prioritize the needs based on the Recreation Departments survey of 2005. 	\$25,000	<ol style="list-style-type: none"> 1. State funds with air pollution funds 2. Matching funds Town
10	Provide sidewalk or bike path on Burlington Street to Cook Road, encourage Elon to add sidewalks to Cook Road as well.	Mayor	<ol style="list-style-type: none"> 1. Discuss with Elon Town Mayor. 	\$50,000	<ol style="list-style-type: none"> 1. State funds with air pollution funds 2. Matching funds Town
11	Create a merchants building façade improvement program. Encourage the owner and tenant to split the cost of enhancing the exterior of the shop. Could use a community habitat approach and have volunteers paint.	President Merchants Association	<ol style="list-style-type: none"> 1. Encourage all merchants to participate.2. Coordinate with Town Manger. 	\$0	
PARKING AND TRAFFIC GROUP					

<u>Rank</u>	<u>RECOMMENDATION</u>	<u>ACTION BY</u>	<u>ACTION TO TAKE</u>	<u>ESTIMATED COST \$</u>	<u>FUNDING SOURCE</u>
1	Increase parking by the caboose downtown and close Burke street at Piedmont so the traffic will not cut through the town park on every side.	Mayor	1. Get NCDOT to close Burke ST at the caboose. 2. Restripe parking lot per plan. 3. Install "Parking" sign on Main St.	\$2,000	1. NC Railroad funds
2	Smith Street crossing should be closed, but Springwood and Alamance Streets intersection should be improved first to accommodate the increased truck turning traffic	Mayor	1. NCDOT and NC Railroad to make study. 2. NCDOT to fund Smith St closing and landscape.	\$0	
3	Need more off street parking, with signage indicating its location.	President Merchants Association	1. Identify merchants with off street parking and encourage them to put up signs.	\$0	
<u>SIGNAGE GROUP</u>					
1	Cut back weeds and remove trash around the two wood signs "Welcome to Gibsonville" located on Westbrook Drive and NC 61	Mayor	1. Direct Town Manager to improve signage.	\$0	
2	NC DOT signs should be put up on Cook Road at Alamance and Burlington Streets indicating direction to "Gibsonville."	Mayor	1. Request to NCDOT for signs	\$0	
3	Have NCDOT install "Downtown" directional sign at Piedmont and Burlington ST.	Mayor	1. Request NCDOT install sign.	\$0	
4	NCDOT should make a truck route turning radius analysis to minimize the impact of big (60 foot) trucks driving through downtown. Truck traffic should be discouraged from using downtown, but car traffic should continue to use Main Street.	Mayor	1. Request to NCDOT for study. 2. Request NC Mainstreets Program to assist.	\$0	
5	Have NCDOT install "Truck Route" sign at Burlington and Cook Road, as well as a "140/85" sign pointing to Cook Road. Reroute large trucks off Alamance Road at Cook Rd.	Mayor	1. Request NCDOT provide study. 2. Request NC Mainstreets assistance.	\$0	

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6	Have NCDOT relocate the "Gibsonville" sign at Truckers of America on NC 61 to the intersection of US 70 and NC 61.	Mayor	1. Request NCDOT relocate sign.	\$0	
7	Signage ordinance should be revised to allow more attractive and effective signs on main street	Mayor	1. Request Planning Board and Merchants Association to review and recommend changes.	\$0	
8	Decide which roads leading to town are the "front door" where we make our first impression to visitors.	Mayor	1. Request Planning Board and Merchants Association to review and recommend changes.	\$0	
9	Add a permanent "WELCOME TO GIBSONVILLE" sign on the Whitsett walking bridge by the railroad underpass.	Mayor	1. Authorize design.	\$5,000	1. Town funds
COMMUNITY GROUP					
1	Create a community reading program with a grant from the Wallace Foundation.	??	1. Need to find a leader	\$0	
2	Create an arts council like Chatham County. Where they have an information center downtown in Pittsboro, and sell art work as well.	???	1. Need to find a leader	\$0	
3	Create a town band and give concerts in the town park in the summer	??	1. Need to find a leader	\$0	