



Town of Rolesville Main Street Vision Plan

Fall 2018

ACKNOWLEDGMENTS

The Main Street Vision Plan would not be possible without the combined efforts and support from individuals representing the Capital Area Metropolitan Planning Organization, the Town of Rolesville, and numerous community members and leaders from Rolesville and the surrounding area.



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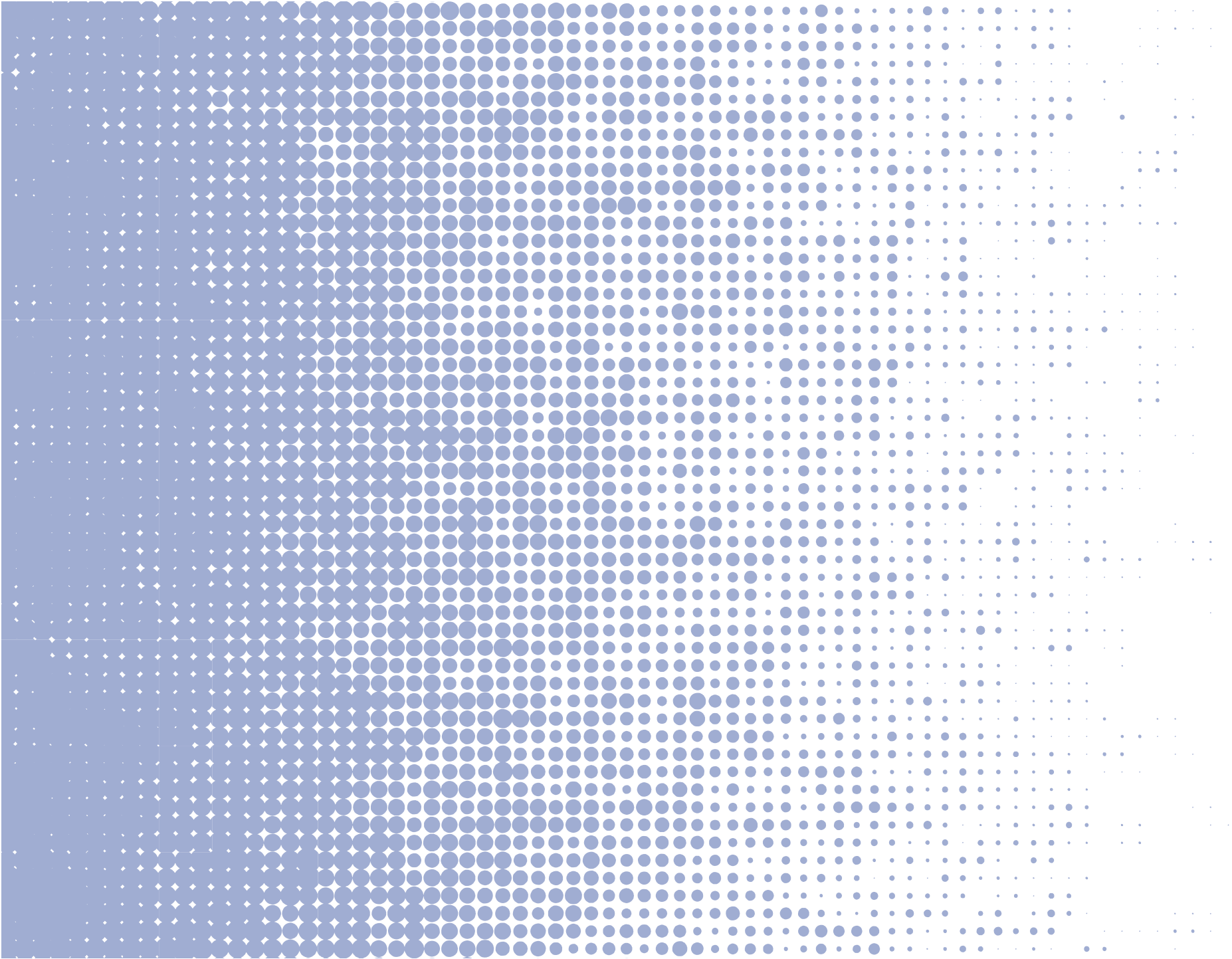
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Executive Summary

*Breaking down the purpose, the process,
and the principles that have served as a
guide for the Main Street Vision Plan for
the Town of Rolesville, North Carolina*

PURPOSE & PROCESS

why this plan, why now?

Since its founding, Rolesville Main Street, formerly US 401, predominantly served as a pass-through for all automobile traffic traveling to and from the Triangle area. The recent completion of the Rolesville Bypass, however, has had a profound impact on Main Street. Portions of Main Street have experienced a 75% decrease in daily traffic. At the intersection of Burlington Mills and South Main Street the traffic has decreased from 23,000 vehicles in 2015, to 15,000 vehicles in 2016. At the intersection of Young Street and Main Street the traffic has decreased from 14,000 vehicles in 2015 to 3,600 vehicles in 2016. The southern gateway has seen traffic decrease from 20,000 vehicles in 2015, to 9,500 vehicles in 2016. Overall, Main Street has seen a 16% reduction in the number of vehicular crashes after the completion of the bypass. This significant reduction in traffic has created a safer, more comfortable environment for drivers, walkers, and bicyclists alike. The Town had the foresight to develop this action plan to help the community grow, reestablish a true town center, and reclaim its Main Street.

It is important to note that the Vision Plan is not about what Rolesville has lost, but instead it focuses on what the Town now has to gain.

VISION PLAN

A type of report produced by planners and engineers that lays out a Vision, a specific idea or set of ideas to accomplish a goal a community or town has in mind. The best goals are specific and measurable, and VP provides a clear set of steps and tools to accomplish those goals.

The Town of Rolesville and the Capital Area MPO, together with the consulting team, began a 10-month planning process to guide both land use and transportation decisions moving forward along the entire 4.5 mile stretch of roadway. Utilizing common sense planning and design concepts proven effective throughout the country, including but not limited to context sensitive design and complete streets initiatives, the Main Street Vision Plan is tailored to Rolesville while leaning on the best practices in urban design. With the help of the local government and town planning office, the community in and around Rolesville was involved in the selection and development of both the goals and ideas presented within this Vision. It is the hope of those who have been involved that this Plan will allow for the creation of a sustainable transportation system with healthy mobility choices that in turn supports a palette of land use choices and development opportunities to enliven this important corridor.

The Vision behind this Plan is to create a safer, more successful, and more attractive Main Street for residents, business owners, and visitors alike.

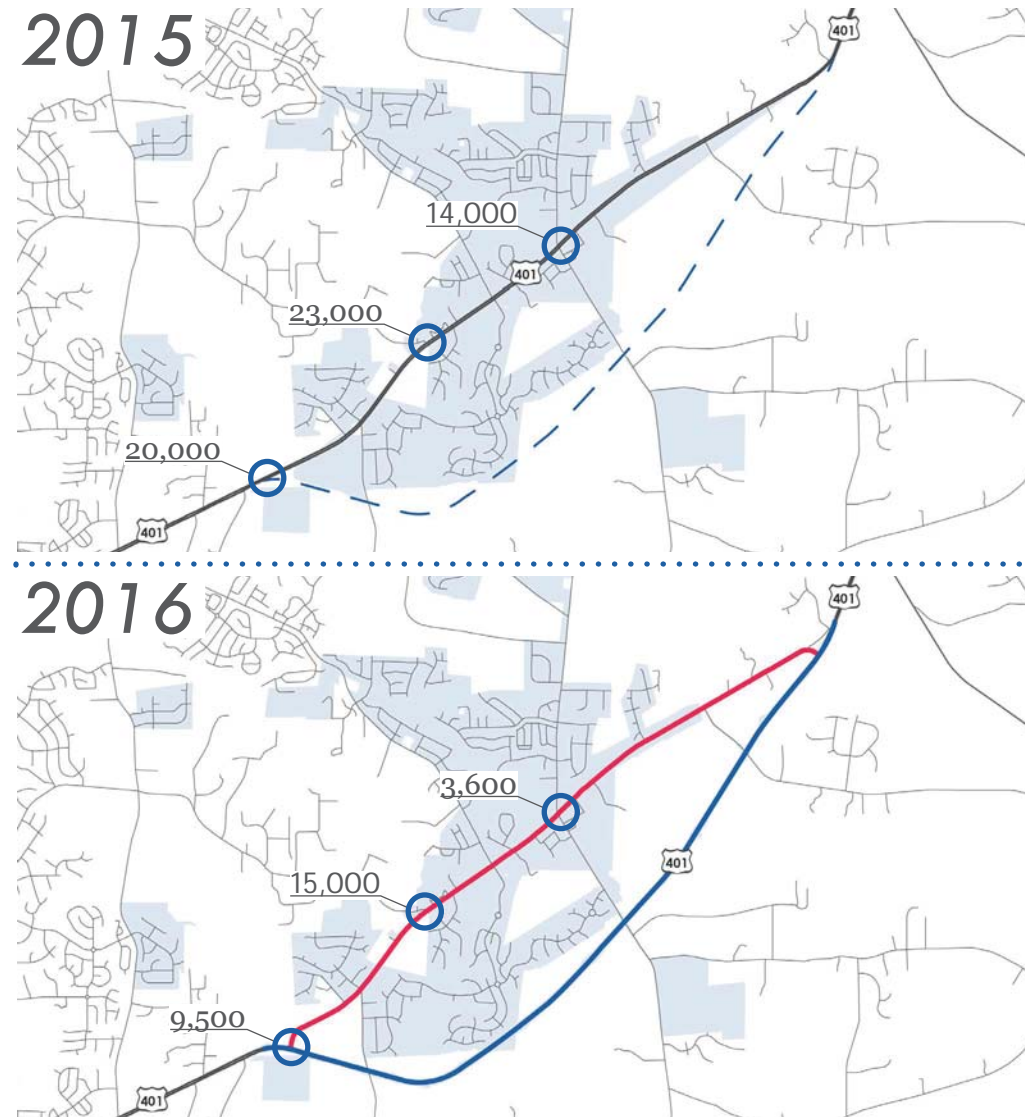


Figure 1-1: Changes in average daily traffic volume measured in 2015, before the bypass was completed, and in 2016, after the bypass was opened.

project process & timeline

The Vision Plan was completed within a 10-month time frame. The planning process used in this endeavor as divided into three distinct phases. The first phase centered on taking data inventory and analyzing the collected data. The Town of Rolesville, in working with the consultants and CAMPO, created a set of committees made up of government officials, board members, planners, business owners, and residents to guide the development of the plan while ensuring the interests of Town and their neighbors were heard. A website, survey, and mapping tool were launched online to collect feedback from the community marking the beginning of public engagement focused on Main Street that continued throughout the planning process.

The second phase, the longest and most involved, started with the first major public event, the Public Symposium. At that point, the project team shifted focus to creating and documenting meaningful public engagement opportunities and directly using that feedback in the planning and design work. The project team worked together to craft a comprehensive multi-modal Complete Streets strategy, produced a preliminary Market Analysis, completed two Catalyst Site development investigations, detailed a concept redesign for the entire corridor, and phased out an improvement and development program. It as during this process that the new ideas presented later in this report were first developed and presented to the committees and the public for feedback.

The final phase of the process focused on preparing the report and refining the recommendations for adoption. The feedback gathered from the public was utilized while the proposed solutions were refined through close work with the committees and the collaboration of professionals across fields of planning, engineering, and urban design. During this vital refinement period, every item produced, opinion voiced, and suggestion posed came together as a unified Vision to guide the Town in the coming years.



Figure 1-2: Project timeline illustrated as three phases

CORRIDOR CHARACTERISTICS

three zones

Rolesville's Main Street, though a 4-mile corridor with clear ends now with the construction of the US 401 Bypass, also called Louisburg Road, is not a monolith. From one end to the other, Main Street takes on distinctive characteristics. Early in the planning process it was noted that the volume traveled daily, adjacent land uses, building typology, and activities occurring along the roadway are different for certain segments of Main Street. These varied characteristics lent themselves to highlight two major transition points for the corridor: the two key intersections of Main Street, the Burlington Mills and Young Street intersections.

At these locations, it was evident that Main Street cannot be treated the same way along its full length because Main Street had not development the same way along its full length. Main Street is divided into three transition zones:

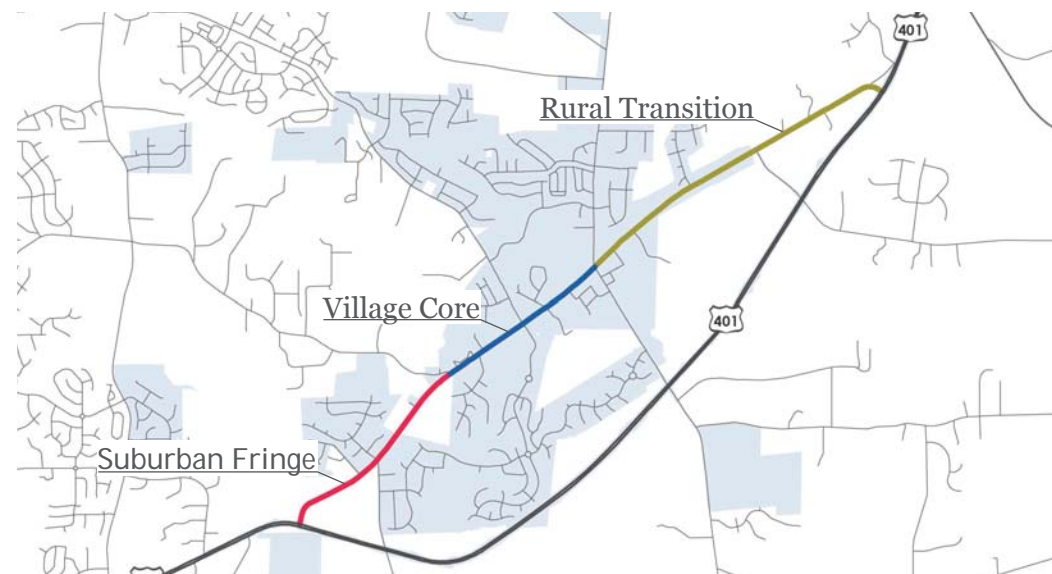


Figure 1-3: Main Street Context Zones Map

Data provided by NCDOT, CAMPO, and the Town of Rolesville was used to analyze conditions on Main Street for drivers as well as pedestrians and cyclists.

SUBURBAN FRINGE:

US 401 / LOUISBURG ROAD (SOUTH ENTRY) TO BURLINGTON MILLS ROAD
1.2 MILES

From US 401, Main Street is a 2-lane, undivided roadway and transition to 3-lanes with a center turning lane beginning at Lonnie Drive. Much of the road has no paved shoulders, sidewalks, or curb and gutter. Several subdivisions have direct access to Main Street from Lonnie Drive, Jonesville Road, and Hampton Lake Drive. No houses line the street but a few commercial businesses dot this segment, including the Bojangles drive-through restaurant. In between these few points of activity along the corridor are large parcels of vacant forested land for sale and some smaller plots used for farming.



VILLAGE CORE:

BURLINGTON MILLS ROAD TO YOUNG STREET
1.0 MILE

At the Burlington Mills Intersection, Main Street widens to a 3-lane roadway, with the center lane acting as a “suicide” lane. Various left and right turn lanes are in use to allow access to shopping centers and stores, making the cross section consist of a 4-lane road. Sidewalk continues along the north side from through the entire stretch. Sidewalk on the south side begins at Wall Creek Drive and runs north. The surrounding land uses include commercial, retail and office buildings, an elementary school, and strip malls. There is more curb, gutter, and driveway curb cuts throughout this zone than present in any other zone.



RURAL TRANSITION:

YOUNG STREET TO US 401 / LOUISBURG ROAD (NORTH ENTRY)
1.9 MILES

Single family homes, small businesses, and sidewalks line both sides of the 3-lane roadway with the center turning lane for nearly the first half mile from the Young Street intersection. At that point, the roadway becomes a 2-lane road with narrow shoulders for most of the remaining stretch. A multi-use path picks up where the sidewalk ends on the north side of the street and ends at Waterstone Lane. The houses move further back from the street and are farther apart with farmland and neighborhood streets separating them. For 1.25 miles there is no sidewalk or multi-use path on either side of the roadway.



Using statistical data provided by both the Town of Rolesville, Capital Area MPO, and NC Department of Transportation, Main Street was analyzed at both pre- and post-US 401 Bypass completion. By comparing these snapshots, the effects of the new roadway are evident on Main Street. These changes created the necessity of the Vision Plan and suggest the feasibility of a road diet for segments of the corridor.

BICYCLE AND PEDESTRIAN CRASHES

The pedestrian and bicycle crash data used here show the documented incidents when one or more vehicles was involved in a collision with one or more pedestrians or cyclists. From 2007 to 2013, there was one reported bicycle collision on Main Street and two reported pedestrian collisions just off or near Main Street.

The data suggests there is low danger to pedestrians and cyclists but it can also infer that there are a low number of accidents because there is a low number of cyclists and pedestrians utilizing Main Street. The lower use of Main Street can be due in part to perceived danger, lack of attractions or destinations, lack of amenities, and lack of infrastructure to support pedestrian and cyclist use.

2007-2013

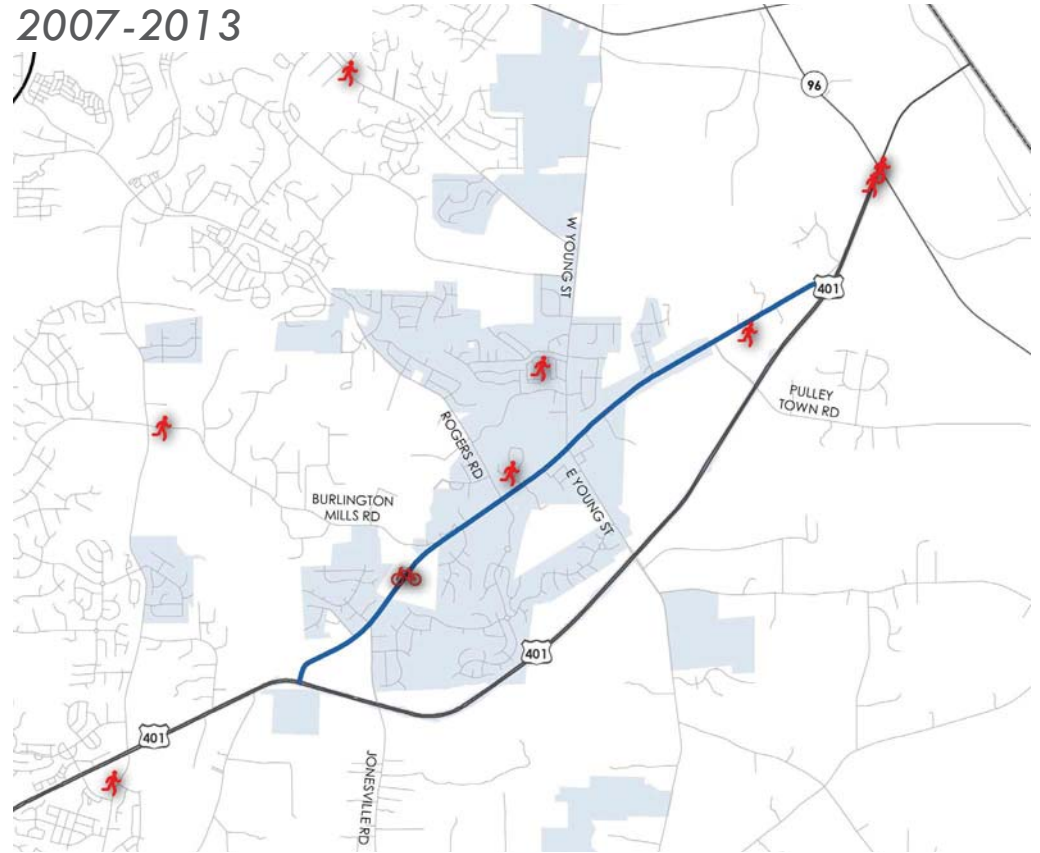


Figure 1-4: Rolesville Area Bicycle and Pedestrian Crashes from 2007 through 2013.

ROAD DIET

A comparatively low-cost solution that addresses safety concerns and benefits all users by reducing the number of lanes or re-channelizing the existing lanes to improve the functionality of the roadway. The idea is that in shrinking the area for cars, the roadway is more effectively utilized and the leftover area within the right-of-way can be dedicated to other modes of transportation, including active transportation and transit.

AUTOMOBILE CRASHES

Between 2014 and 2017, 824 vehicle crashes were reported in the Rolesville area (only about 570 are shown on the maps here). The US 401 Bypass officially opened around mid-July 2015 and from January 2014 to the opening 273 crashes took place. From opening the bypass to the end of 2016, 410 crashes took place, with the increase being explained by drivers having to adapt to the new roadway and changing traffic patterns. This is evident in the sharp decrease in crashes evident in the following year, 2017. The table below lists these numbers.

In the 1.5 years prior to the bypass opening, 27.1% of the crashes in the area were located on Main Street. In the year and half after, that percentage dropped to 9.5% and the count itself dropped by over half. In 2017, the percentage raised a bit as the number of area crashes total decreased, but number of crashes on Main Street dropped again -- this time by 38.5%.

Time Period	Area Crashes	Main Street Crashes	% Area Crashes on Main Street	% Change on Main Street
2014 - 2017 (Total)	824	128	15.5%	--
1/2014 - 7/2015	273	74	27.1%	0%
7/2015 - 12/2016	410	39	9.5%	-52.7%
2017	141	15	10.6%	-38.5%

Figure 1-5: Rolesville Crash Data; source: NCDOT

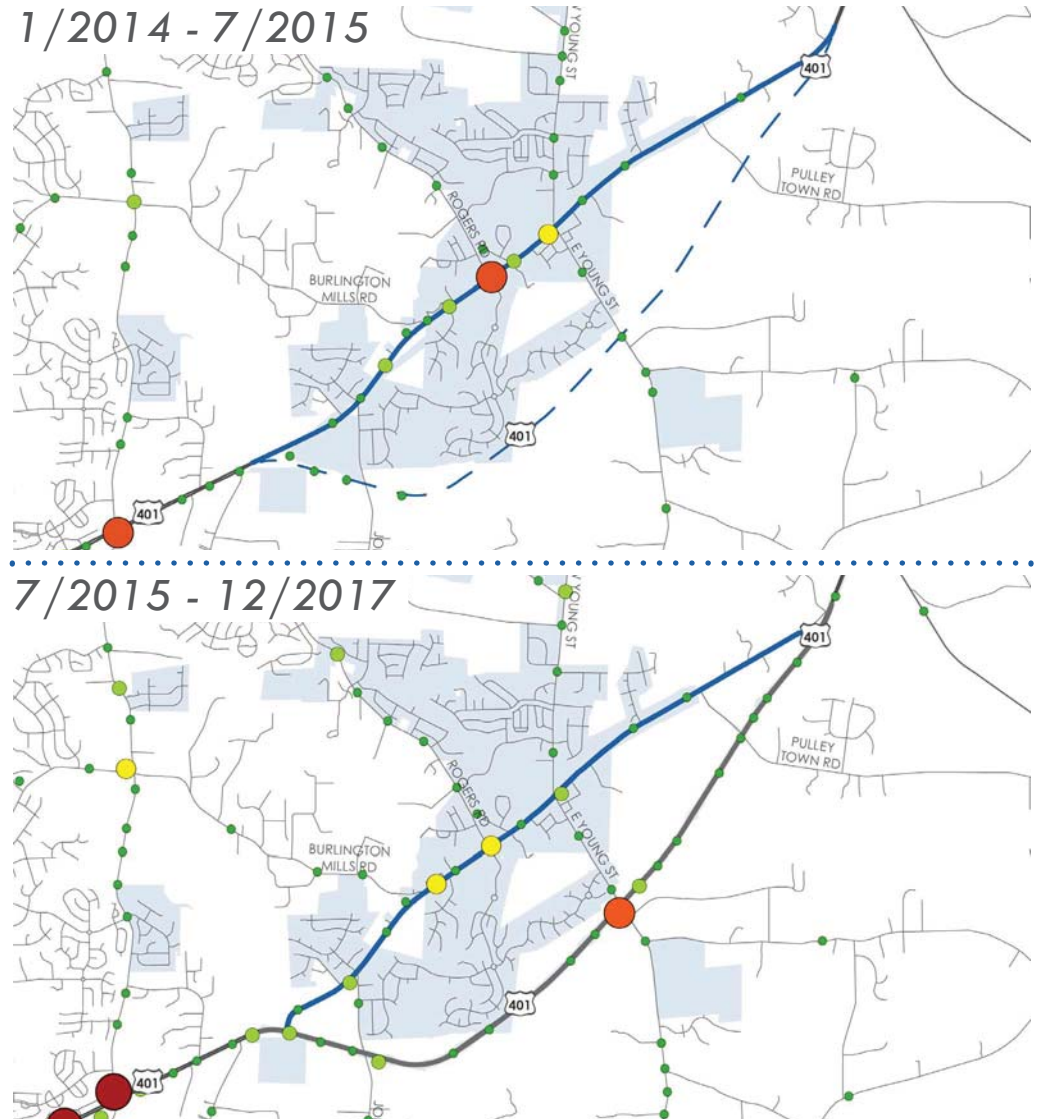


Figure 1-6: Rolesville Crash Map, Before and After US 401 Bypass Opening in July 2015

Number of Crashes

- 1 - 5
- 6 - 10
- 11 - 15
- 16 - 20
- 21 - 25
- 25+

AVERAGE DAILY TRAFFIC VOLUME

Prior to the completion of the bypass, Main Street was a main thoroughfare supporting traffic in and out of this area. The segment from Burlington Mills Road to Rogers Road alone saw an annual average daily traffic (AADT) volume of 23,000 cars. Once traffic was diverted to US 401, traffic counts on Main Street dropped from 14% to 73% in some areas.

Note: The data taken from 2015 was collected prior to the opening of the bypass in the summer of that year.

Segment	Year	AADT	% Change in Volume
US 401 (South) to Burlington Mills Road	2015	20,000	---
	2016	9,500	-52.5%
Burlington Mills to Rogers Road	2015	23,000	---
	2016	15,000	-34.8%
Rogers Road to Young Street	2015	14,000	---
	2016	12,000	-14.3%
Young Street to Pulley Town Road	2015	14,000	---
	2016	14,000	---
Pulley Town Road to US 401 (North)	2015	12,000	---
	2016	12,000	---
Young Street to US 401 (North)	2015	12,000	---
	2016	3,600	-72.6%

Figure 1-7: Average Daily Traffic Volumes, Before and After US 401 Bypass Opening in July 2015

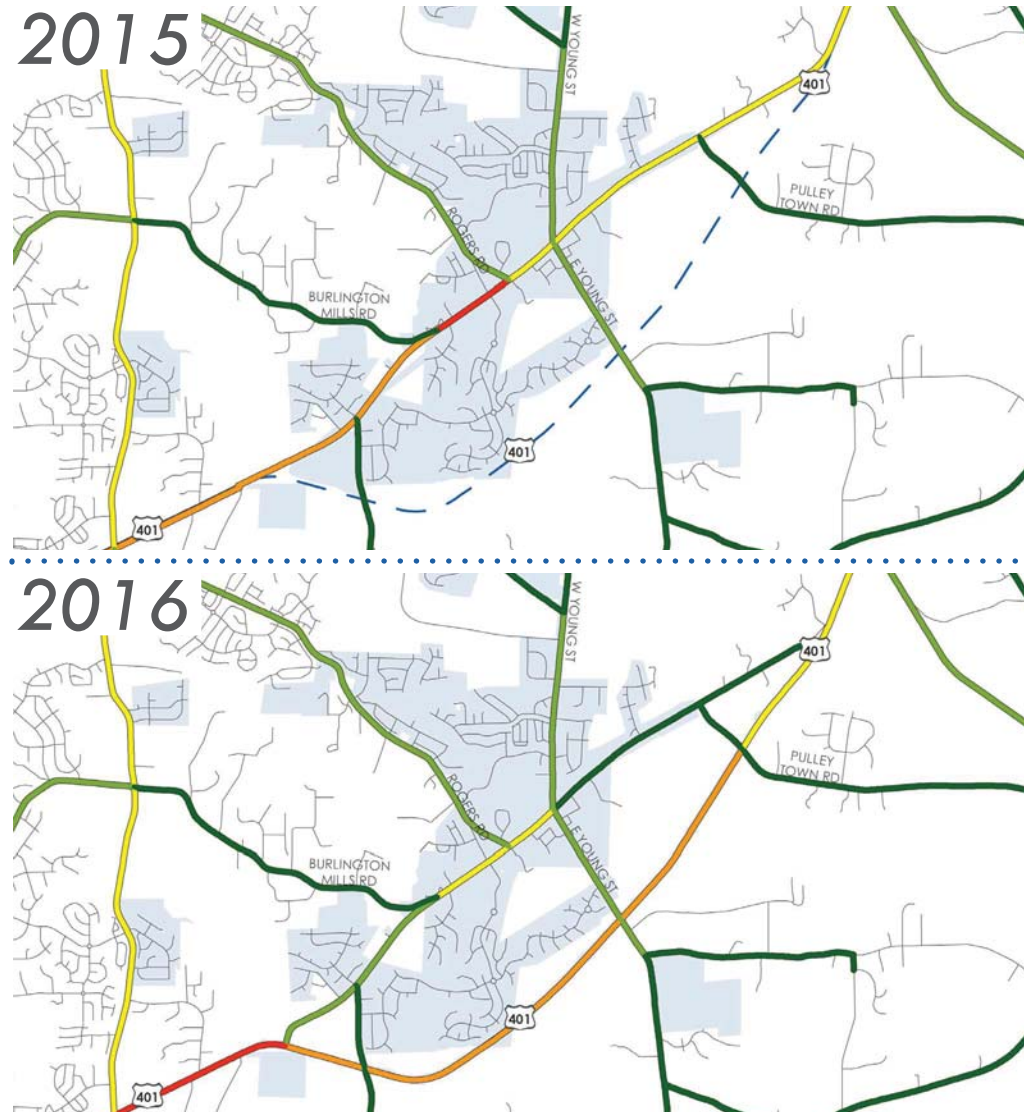
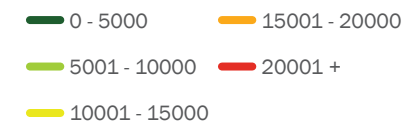


Figure 1-8: Average Daily Traffic Volumes Map, Before and After US 401 Bypass Opening in July 2015

AADT Rates



SPEEDING ON MAIN STREET

Over the course of two weeks, in partnership with the Town of Rolesville Police Department, speed trackers were deployed along Main Street to get accurate speed data. The common assumption echoed in conversations regarding Main Street is that drivers have been recklessly speeding down the corridor now that the congestion has been removed. Contrary to this belief, the average speeds stayed around 30 to 35 miles per hour. While certainly individuals were noted at speeding, average speeds were slower than the posted speed limit in some areas.

Note: 50th Percentile Speed is the speed that 50% of vehicles did not exceed and the 85th Percentile Speed is the speed that 85% of vehicles passing did not exceed.

Location	Posted Speed Limit	Average Speed	50 th Percentile	85 th Percentile	Maximum Noted
Bojangles (North Bound)	35 mph	33.23 mph	33.62 mph	38.46 mph	60.0 mph
Bojangles (South Bound)	35 mph	30.12 mph	30.47 mph	34.12 mph	54.0 mph
Main Street Park (North Bound)	25 mph	28.41 mph	28.32 mph	32.18 mph	104.0 mph
Main Street Park (South Bound)	25 mph	32.12 mph	32.31 mph	36.5 mph	54.0 mph
Little House Museum (North Bound)	35 mph	31.53 mph	32.45 mph	36.62 mph	58.0 mph
Little House Museum (South Bound)	35 mph	30.58 mph	30.42 mph	34.29 mph	57.0 mph



Figure 1-9: Speed Summary Report Table; source: Rolesville Police Department, All Traffic Solutions, Town of Rolesville

PRINCIPLES & GOALS

The principles led the project planning and design process; the goals are what the Town hopes to accomplish by following this plan.

guiding principles

With the construction and opening of the Rolesville Bypass, Main Street experienced a significant drop in traffic and congestion. Once plagued with high levels of through traffic and crashes, this corridor is now facing different challenges. Safety may still be an issue, but, more related to the speed differential due to open space and lack of traffic congestion. Another issue is the varying width of the roadway and laneage along this 4.5 mile corridor. Access management and driver predictability, if managed correctly, could make the Main Street corridor more attractive to businesses. Last but not least, the lack of bicycle and pedestrian features along this entire corridor is not supportive of safe multi-modal choices.

Though the project carries constraints, it is important to recognize that all streets serve a combination of functions, all of which are intimately tied to the travel-way, pedestrian, and building realms. The basic context zones of streets help define the role of the street and its design throughout its life-cycle. Through the stakeholder outreach, public involvement and committee collaboration, the following Guiding Principles were developed to guide the design team along the planning and design process. It was here that the core values were applied to decisions related to Complete Streets, beautification, multi-modal elements, safety and development along the Main Street corridor.

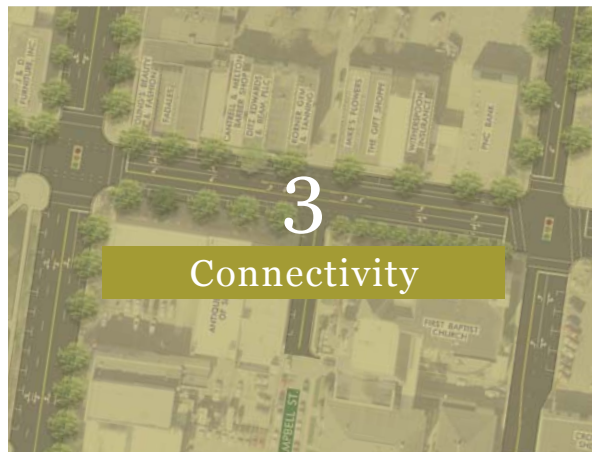
PRINCIPLES



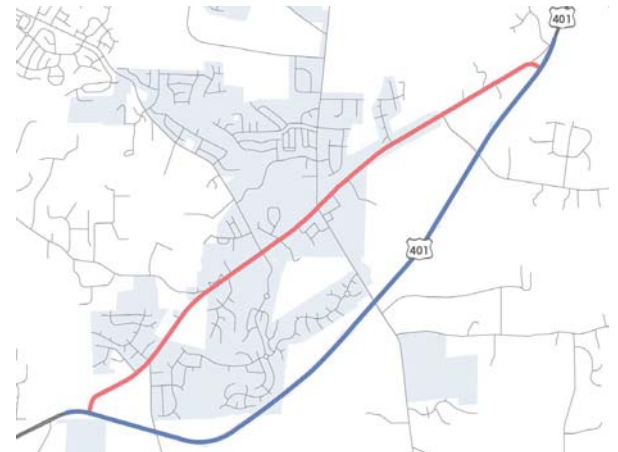
Modal Choices



Safety for All



Connectivity



Attractive Design



Quality Redevelopment

PRINCIPLE 1: MODAL CHOICES MUST BE A PRIORITY

With the inception of the Bypass, vehicular traffic has decreased significantly, providing ample opportunities to enhance the walkability and bike-ability of Main Street. Today, the vulnerability of these users is high compared to automobile drivers and passengers. The lack of bicycle and pedestrian design elements make traversing Main Street difficult and undesirable. The town desires to create an environment that puts pedestrians and cyclists first.



PRINCIPLE 2: SAFETY OF ALL USERS IS CRITICAL

Hand-in-hand with creating pedestrian- and bicycle-friendly environments is the concept that the corridor should be safe for everyone to move across and through. Many of the comments received from the public involved safety-related language, whether it be for a lack of lighting, unsafe design, or poor accommodations for pedestrians and bicyclists crossing the street. The most outstanding example of this is that 38% of the Project Symposium respondents felt that Main Street is “unsafe” or “very unsafe” today.



COMPLETE STREETS

A transportation policy and design approach focused on making sure streets are designed and constructed for everyone. A complete street makes it easy for everyone, regardless of how they travel, to use and cross the street.

PRINCIPLE 3: BEST DESIGN PRACTICES MUST BE UTILIZED FOR ACCESS MANAGEMENT & ENHANCED CONNECTIVITY

The Town continues to make good decisions for regulating subdivision connectivity, which enhances trip making and efficiency for vehicles. This is being accomplished through subdivision regulations for stub-out requirements, connectivity index, and collector street requirements. This Plan must continue these efforts towards enhancing connectivity for all modes. Today, there is a “gap” in the network connectivity for cyclists and pedestrians, in particular as it relates to Main Street. The design of Main Street has not changed over the past few decades. Access management design techniques can be used to enhance the safety and predictability of this corridor. Essential strategies to ensure the safety of all users include curb cut consolidation, median islands, cross access, and back-door connectivity will be essential for the safety of all users and making the corridor more predictable to traverse.



PRINCIPLE 4: ATTRACTIVE DESIGN MUST SUPPORT SURROUNDING LAND USES

Main Street is Rolesville’s gateway corridor. It should be walkable, active, and attractive. It connects the Bypass to the Bypass and Main Street serves as the entryway to the community’s village center, historic district, and commercial/retail development. Main Street is more than how fast vehicles can move through town, it serves as a way of getting people to jobs, residential neighborhoods, commercial areas, upholding land values, and encouraging favored redevelopment. Creating an aesthetically pleasing environment and enhancing beautification through the use of improved streetscaping details and repair/maintenance is vital to this objective.



PRINCIPLE 5: QUALITY DEVELOPMENT/ REDEVELOPMENT MUST BE SUPPORTED

The space limitations and future development trends of the corridor itself are pushing towards better urban design and place-making opportunities. With this in mind, there is a keen interest in creating a vibrant, attractive Village Center. Rolesville has charted a course towards investment in quality development, community design, and public space. This study aimed to provide quality design principles and develop catalyst sites to create a long-term sustainability in the corridor.



key goals

Early in the planning process, the project team gleaned from interactions with the community, the Town, and CAMPO a set of goals that this Vision should accomplish. These goals were brought up numerous times in one way or another, directly or indirectly. They are not markers to check off when this Vision is adopted, they are goals that when achieved will signify that the Vision for Main Street has been realized. The town motto speaks to a forward-looking Rolesville, and goals listed here bring that motto to life for the entire four-mile stretch of Main Street.

FIVE GOALS

- Create an Equitable Main Street for Everyone and Every Mode
- Promote Diverse Housing Stock for Multiple Age Groups and Income Levels
- Celebrate the Town with Clear Gateways
- Reestablish a Town Center
- Retain & Respect the Small-Town Feel

The recommendations and the action items to implement these endeavors will be detailed in the final chapters of this plan, and further support the principles and goals that have guided the Main Street Vision Plan.



*"Celebrating our
past, embracing
our future."*

-- Rolesville Town Motto





GOAL 1: CREATE AN EQUITABLE MAIN STREET FOR EVERYONE AND EVERY MODE

Main Street Rolesville is no longer about commuting to and from Raleigh. It is the vital corridor for the community. It is the connection to schools, town hall, parks, museums, grocers, and all of the other important things in town that residents and visitors need every day. As such, it is crucial that Main Street becomes a public amenity for everyone and provides safe and fair access to all users, even to support potential regional transit connections.



GOAL #2: PROMOTE DIVERSE HOUSING STOCK FOR MULTIPLE AGE GROUPS AND INCOME LEVELS

One of the top issues raised by residents of Rolesville and people who want to move to Town is the lack of diverse housing. There are few multifamily options and most of the single-family housing starts at \$300,000, well out of the budget for workforce buyers and renters. By diversifying the housing for millennials and aging retirees, the opportunity arises for more people to live, work, and shop in Rolesville, boosting the local economy and creating the opportunity for multiple generations of families to remain in the community they made a life in.



GOAL 3: CELEBRATE THE TOWN WITH CLEAR GATEWAYS

Currently, Rolesville's entries from the US 401 bypass are lackluster and the stone sign for the Town is easy to miss. The sign is about a half mile before the turn onto Main Street, and there is no real moment where visitors feel a sense of arrival. By establishing gateways and using a visual language that speaks to the Town, both on the bypass and on Main Street, visitors can be drawn in and residents can know when they are home.





GOAL 4: REESTABLISH A TOWN CENTER

Rolesville's historic downtown has seen better days. Most activity on Main Street is centered away from the Young Street intersection at the strip malls and elementary school, leaving the intersection quiet and negatively impacting the local businesses. By collaborating with land owners, business owners, and developers, the Town can revitalize this intersection and the area surrounding it to create a walkable mixed use district that is activated and engaged throughout the days and weekends.



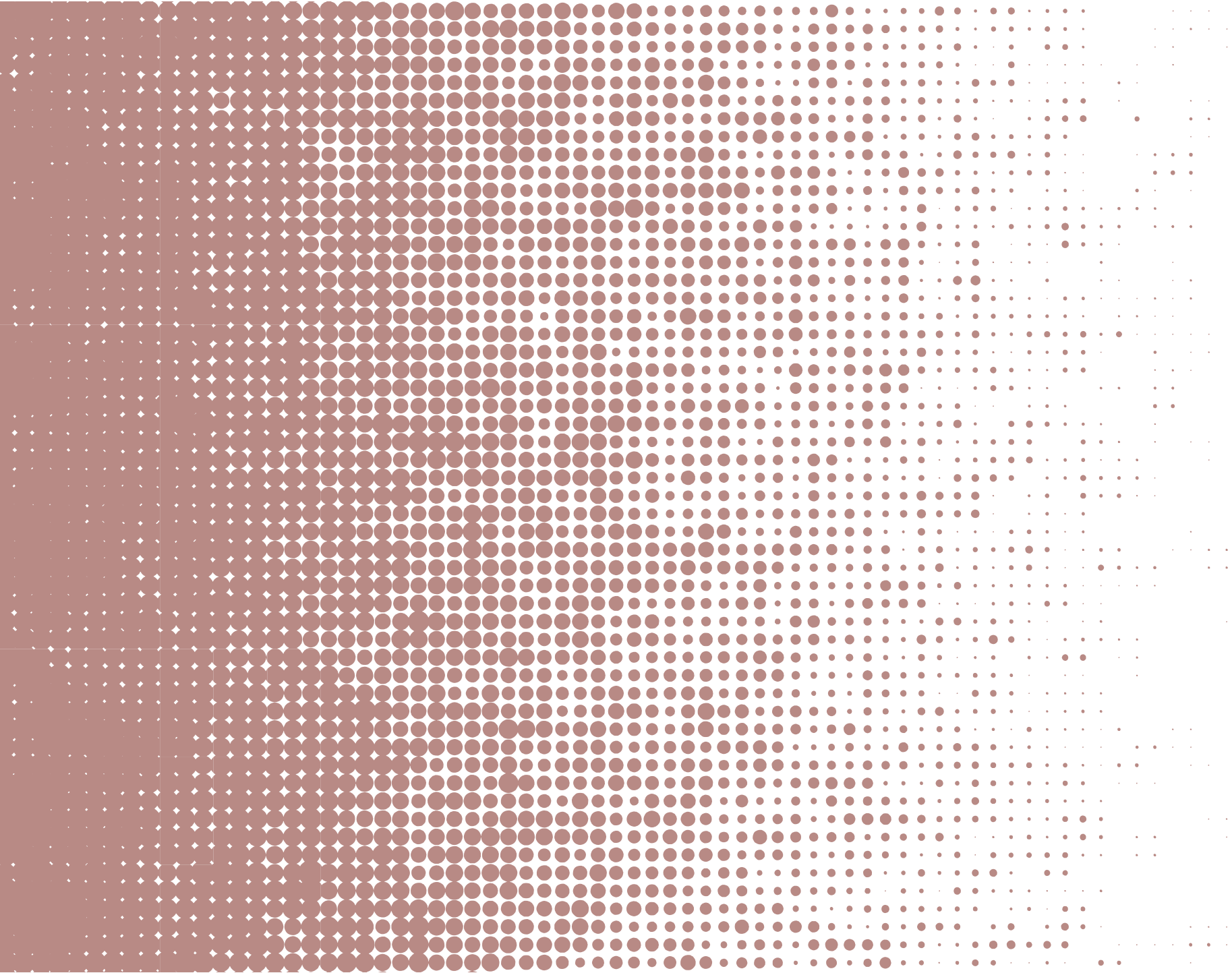
GOAL 5: RETAIN & RESPECT THE SMALL-TOWN FEEL

The Town has faced tremendous growth over the last 18 years and it is likely to continue to do so over the next two decades. With this growth comes development and redevelopment, and with that comes the risk that Rolesville might lose one of things that made it great: its small-town charm. This Vision aims to prevent that. In knowing what to require of developers, the market trends, and the highest and best use for certain sites in town, Rolesville can look to the future by planning for it now. Everything set forth in this plan aims to improve the quality of life in Rolesville while never sacrificing its small town and historic integrity. The Town can maximize on that ideology by keeping that standard for every plan and project approval that follows this Vision Plan.



EQUITY

The quality of being fair and impartial. In planning, social equity is the idea of designing cities and towns and writing policies that provide fair and equal access to livelihood, education, and resources; full participation in the political and cultural life of the community; and self-determination in meeting fundamental needs.



Building Urban Places

A look at the metrics of successful urban places and how these can be applied to Rolesville

SMART GROWTH

A brief exploration of Smart Growth and its principles excerpted from *This Is Smart Growth*. For more information, visit www.smartgrowth.org

Health, schools, taxes, traffic, the environment, economic growth, fairness, opportunity—many of the things we care about—are all affected by development decisions. . . . What, where, and how we build have major impacts on our personal lives, our communities, and our nation.

Growth presents a tremendous opportunity for progress. Communities around the country are looking for ways to get the most out of new development and to maximize their investments.

Frustrated by development that requires residents to drive long distances between jobs and homes, many communities are challenging rules that make it impossible to put workplaces, homes, and services closer together. Many communities are questioning the fiscal wisdom of neglecting existing infrastructure while expanding new sewers, roads, and services into the fringe. And in many communities where development has improved daily life, the economy, and the environment, smart growth principles have been key to that success.

When communities choose smart growth strategies, they can create new neighborhoods and maintain existing ones that are attractive, convenient, safe, and healthy. They can foster design that encourages social, civic, and physical activity. They can protect the environment while stimulating economic growth.

Most of all, they can create more choices for residents, workers, visitors, children, families, single people, and older adults—choices in where to live, how to get around, and how to interact with the people around them. When communities do this kind of planning, they preserve the best of their past while creating a bright future for generations to come.

Growth is smart when it gives us great communities, with more choices and personal freedom, good return on public investment, greater opportunity across the community, a thriving natural environment, and a legacy we can be proud to leave our children and grandchildren.

1993



2017

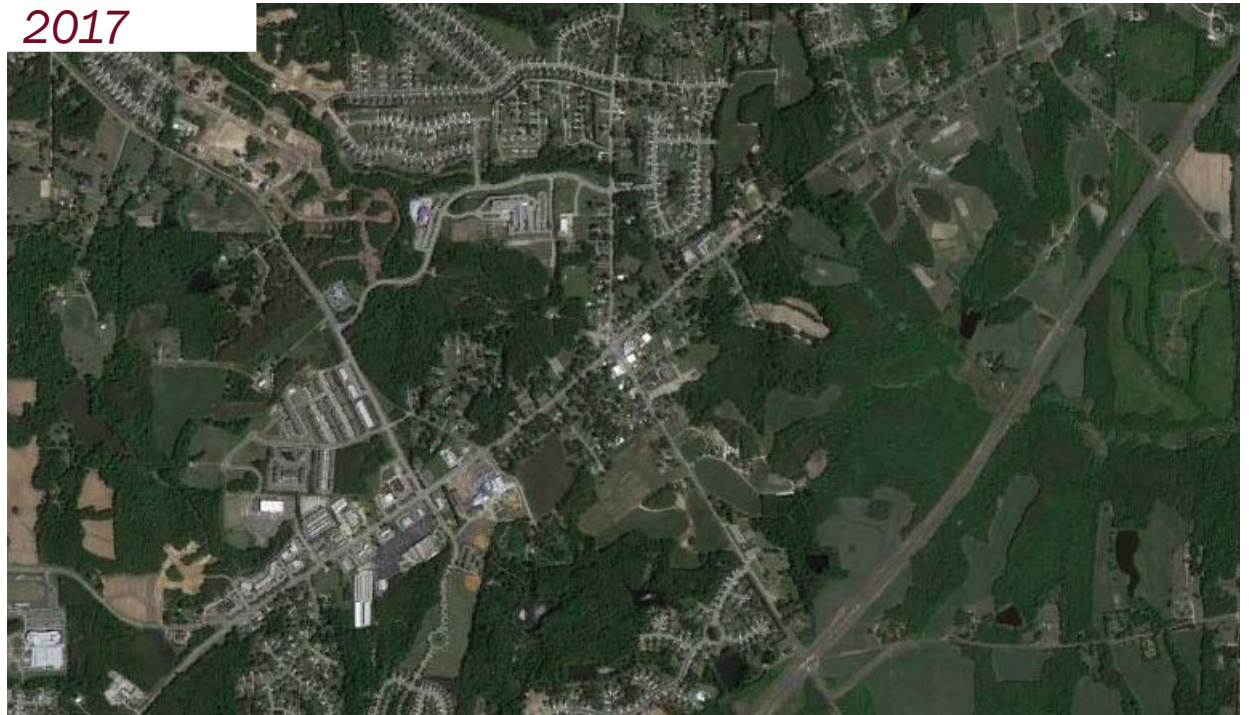


Figure 2-1: Aerials of Rolesville, courtesy of Google Earth (1993, 2017) and the U.S. Geological Survey (1993)

principles of smart growth

MIX LAND USES

Mixing land uses—commercial, residential, recreational, educational, and others—in neighborhoods or places that are accessible by bike and foot can create vibrant and diverse communities. In large part, a mix of uses attracts people to shop, meet friends, and live in urban neighborhoods like Georgetown in Washington, D.C., or small towns like Wiscasset, Maine. Mixed land uses are critical to achieving the great places to live, work, and play that smart growth encourages.



Figure 2-2: In this mixed use development, retail can provide all day foot traffic and keep people moving through into the night, maintaining a sense of safety in this area.

TAKE ADVANTAGE OF COMPACT BUILDING DESIGN

An important part of achieving smart growth, compact building helps create the convenient neighborhood centers that people want. Compact building design also presents opportunities to absorb growth and development in a way that uses land more efficiently. By using smaller building footprints for new construction, compact design leaves undeveloped land open to absorb and filter rainwater, which in turn reduces flooding and stormwater drainage needs and lowers the amount of runoff pollution.

Other benefits accrue as well. Compact communities help achieve the density

of population needed to support viable transportation alternatives. It is estimated that people will willingly walk to destinations—services as well as transit stops—located within a quarter to one-half of a mile radius. Thus, a minimum density of six to eight households per acre around bus stops would support bus service.

Furthermore, compact neighborhoods require fewer linear feet of utility lines—like water, sewer, electricity, phone service, and others—than dispersed communities do. As a result, local governments find that it is cheaper to provide and maintain many services to compact communities.



Figure 2-3: By shrinking the lot sizes, the density can be increased in a neighborhood without sacrificing quality of life and neighborhood feel.

CREATE A RANGE OF HOUSING OPPORTUNITIES AND CHOICES

By using smart growth approaches to create a wider range of housing choices, communities can begin to use their infrastructure resources more efficiently, better accommodate the housing needs of all residents, and help aging citizens remain in their homes. Housing is a critical part of the way communities grow, as it constitutes a significant share of new construction and development. More importantly, however, housing provides people with shelter and is a key factor in determining a household's access to transportation, commuting patterns, access to services and education, and consumption of energy and other natural resources.

Providing quality housing for people of all income levels is an integral component in any smart growth strategy. In addition to improving a household's quality of life, housing can ensure a better jobs — housing balance and generate a strong foundation of support for neighborhood transit stops, commercial centers, and other services, thereby mitigating the environmental costs of auto-dependent development.



Figure 2-4: Multifamily housing does not have to be walk-ups or high rises. These apartments provide the aesthetics of a single family home while multiplying the potential density.

CREATE WALKABLE COMMUNITIES

Before the mid-1900s, urban communities and neighborhoods focused on the pedestrian. They were designed to move people to their destinations. However, in the past fifty years, dispersed development patterns and the separation of uses have led to an increased reliance on personal automobiles and to an elimination of many characteristics that support walkable communities. Today, traffic engineers' and developers' arguments that sidewalks will not be used leave many new streets without sidewalks or with sidewalks on only one side. The engineers and developers are right in one sense: sidewalks by themselves will not induce walking. Other pedestrian-friendly features must be present, such as an appropriate mix of densities and uses, compact street intersections, and neighborhoods that are scaled to people.

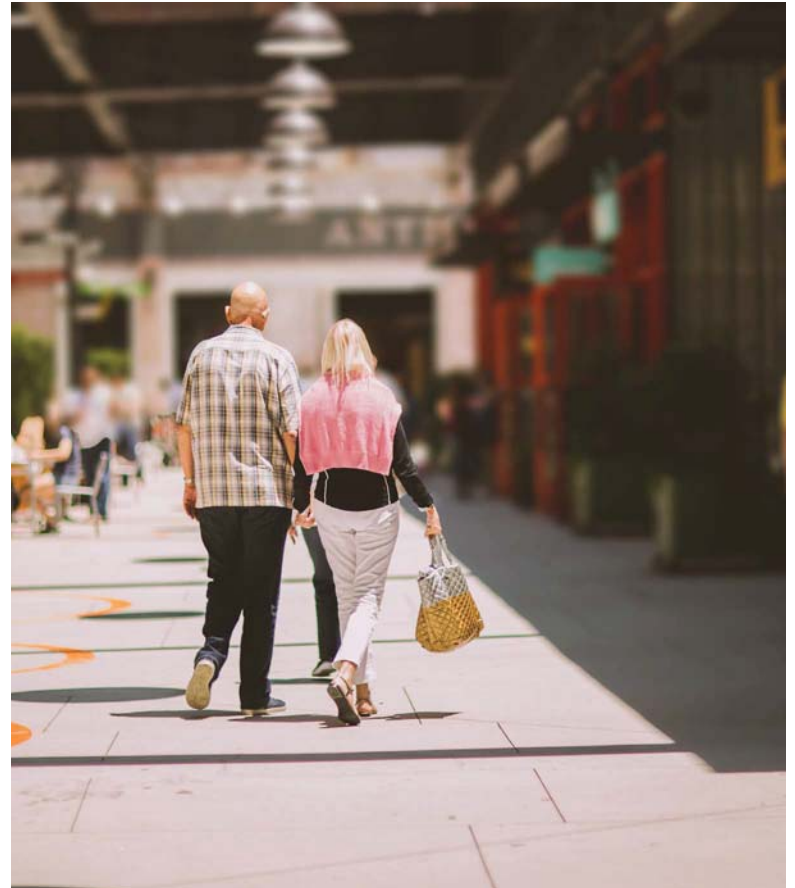


Figure 2-5: Walkable communities have many measurable benefits, from economics to public health.

FOSTER ATTRACTIVE COMMUNITIES WITH A STRONG SENSE OF PLACE

By using smart growth approaches to create a wider range of housing choices, communities can begin to use their infrastructure resources more efficiently, better accommodate the housing needs of all residents, and help aging citizens remain in their homes. Housing is a critical part of the way communities grow, as it constitutes a significant share of new construction and development. More importantly, however, housing provides people with shelter and is a key factor in determining a household's access to transportation, commuting patterns, access to services and education, and consumption of energy and other natural resources.

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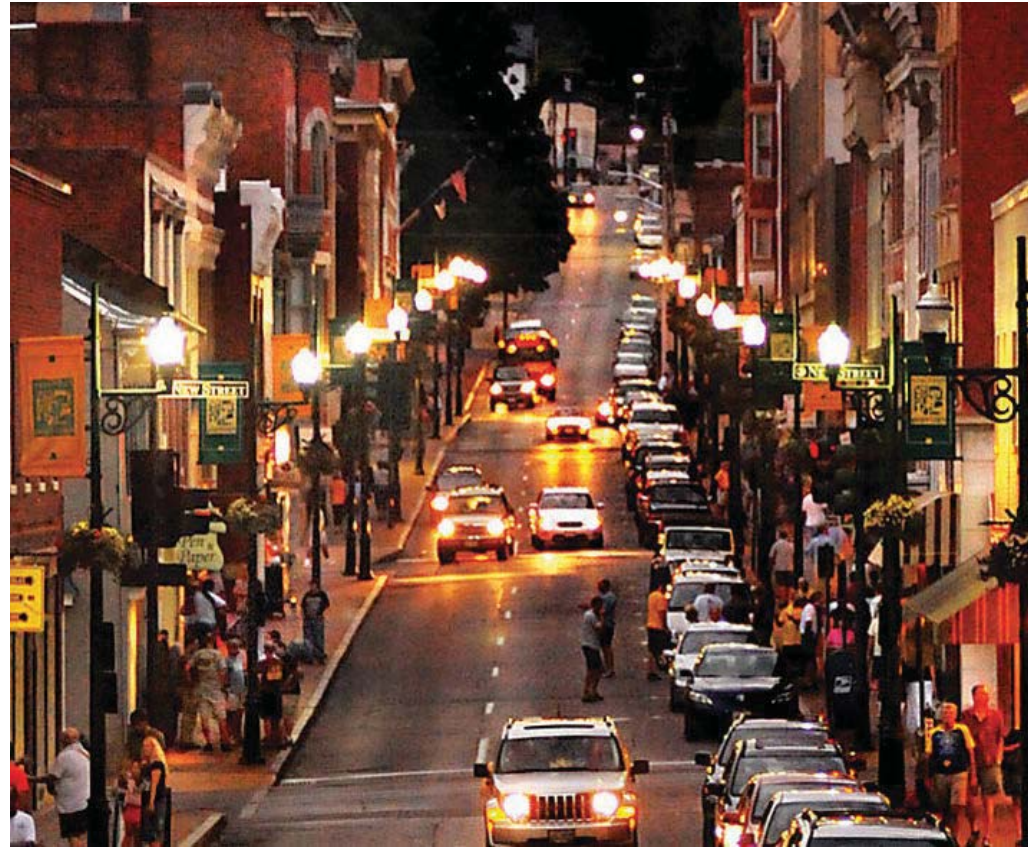


Figure 2-6: The most successful communities have their own particular sense of place; visitors know when they have found something that is unique.

PRESERVE OPEN SPACE, FARMLAND, NATURAL BEAUTY, AND CRITICAL ENVIRONMENTAL

Open space supports smart growth goals by bolstering local economies, preserving critical environmental areas, providing recreational opportunities, and guiding new growth into existing communities. Preservation of open space can have a profound impact on a community's quality of life, and therefore a region's economic prosperity. An economic analysis performed for the East Bay Regional Park District in California concluded that "the provision of open space and associated recreational and educational opportunities, environmental and cultural preservation, alternative transit modes, and sprawl-limiting characteristics, all contribute positively to the quality of life in the East Bay region." A 1997 study reported that owners of small companies ranked recreation, parks, and open space as the highest priorities in choosing a new location for their business.

Networks of preserved open space and waterways can shape and direct urban form and at the same time prevent haphazard conservation (which is conservation that is reactive and small scale). These networks, known as "green infrastructure," help frame new growth by locating new development in the most cost-efficient places. Green infrastructure also ensures that the preserved areas are connected so as to create wildlife corridors, preserve water quality, and maintain economically viable working lands.



Figure 2-7: Rolesville has a unique feature to central North Carolina: a renowned scuba park built in an old quarry. All over the region there are visible outcroppings of Rolesville Quartz and beautiful pasture lands. Preserving and highlighting these features can set the Town apart from its peers.

STRENGTHEN AND DIRECT DEVELOPMENT TOWARD EXISTING COMMUNITIES

Smart growth directs development towards communities already served by infrastructure, seeking to utilize the resources that existing neighborhoods offer and to maintain the value of public and private investment. By encouraging development in existing areas, communities benefit from a stronger tax base, closer proximity of jobs and services, increased efficiency of already developed land and infrastructure, reduced development pressure in fringe areas, and preservation of farmland and open space. In addition, the process of increasing development in existing communities can maximize the use of existing impervious surfaces, thereby improving local and regional water quality, and can create opportunities for more transportation options, which lower vehicle miles traveled and ultimately improve regional air quality. Often existing neighborhoods can accommodate much of the growth that communities require through infill development, brownfields redevelopment, and the rehabilitation of existing buildings. For example, a 1996 study found that brownfields in Detroit, Chicago, Milwaukee, and Cleveland could absorb one to five years of residential development, 10 to 20 years of industrial development, or 200 to 400 years of office space.



Figure 2-8: The center of Rolesville: Young Street and Main Street Intersection looks to redevelopment in future

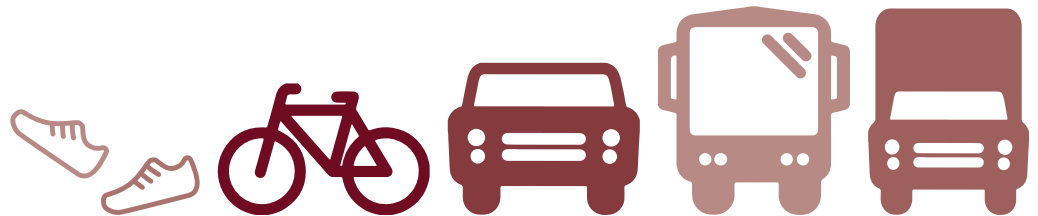
PROVIDE A VARIETY OF TRANSPORTATION OPTIONS

The science of traffic management and prediction has begun to catch up with what citizens have observed for years: new road capacity fills up almost as fast as it is constructed. Known in transportation circles as “induced demand,” studies now show that as large new roads are built, some people increase their driving to take advantage of the new infrastructure. Some studies suggest that between 60 and 90 percent of new road capacity is consumed by new driving within five years of the opening of a major road. In the short term, people may switch from using transit and carpools to traveling on the new road, and in the long term, with the increased accessibility of the surrounding land, development patterns shift to create more growth and new traffic in the area. In regions around the country, travel forecasters show that the continuation of current policies and practices is unlikely to alleviate congestion.

In response, communities are beginning to implement new approaches to transportation planning, such as better coordinating land use and transportation; increasing the availability of high quality transit service; testing of new technology like connected vehicles, creating resiliency and connectivity within their transportation networks; and ensuring connectivity between pedestrian, bike, transit, and road facilities. In short, they are coupling a multi-modal approach to transportation with supportive land-use patterns that create a wider range of transportation options.



Figure 2-9: A Rolesville resident making use of a nice afternoon to use active transportation for exercise; a snapshot of the existing multi-use path on Main Street.



MAKE DEVELOPMENT DECISIONS FAIR, PREDICTABLE, AND COST EFFECTIVE

For a community to be successful in implementing smart growth, its vision, objectives, and actions must be embraced by the private sector. The private sector is crucial to supplying the large amounts of money and construction expertise needed to meet the growing demand for smart growth developments. If investors, bankers, developers, builders, and others do not earn a profit, few smart growth projects will be built. Fortunately, government can help reduce barriers to profitable smart growth development practices. Since the development industry is highly regulated, the value of property and the desirability of a place are determined in large part by government investment in infrastructure and by government regulation.

ENCOURAGE COMMUNITY AND STAKEHOLDER COLLABORATION IN DECISION MAKING

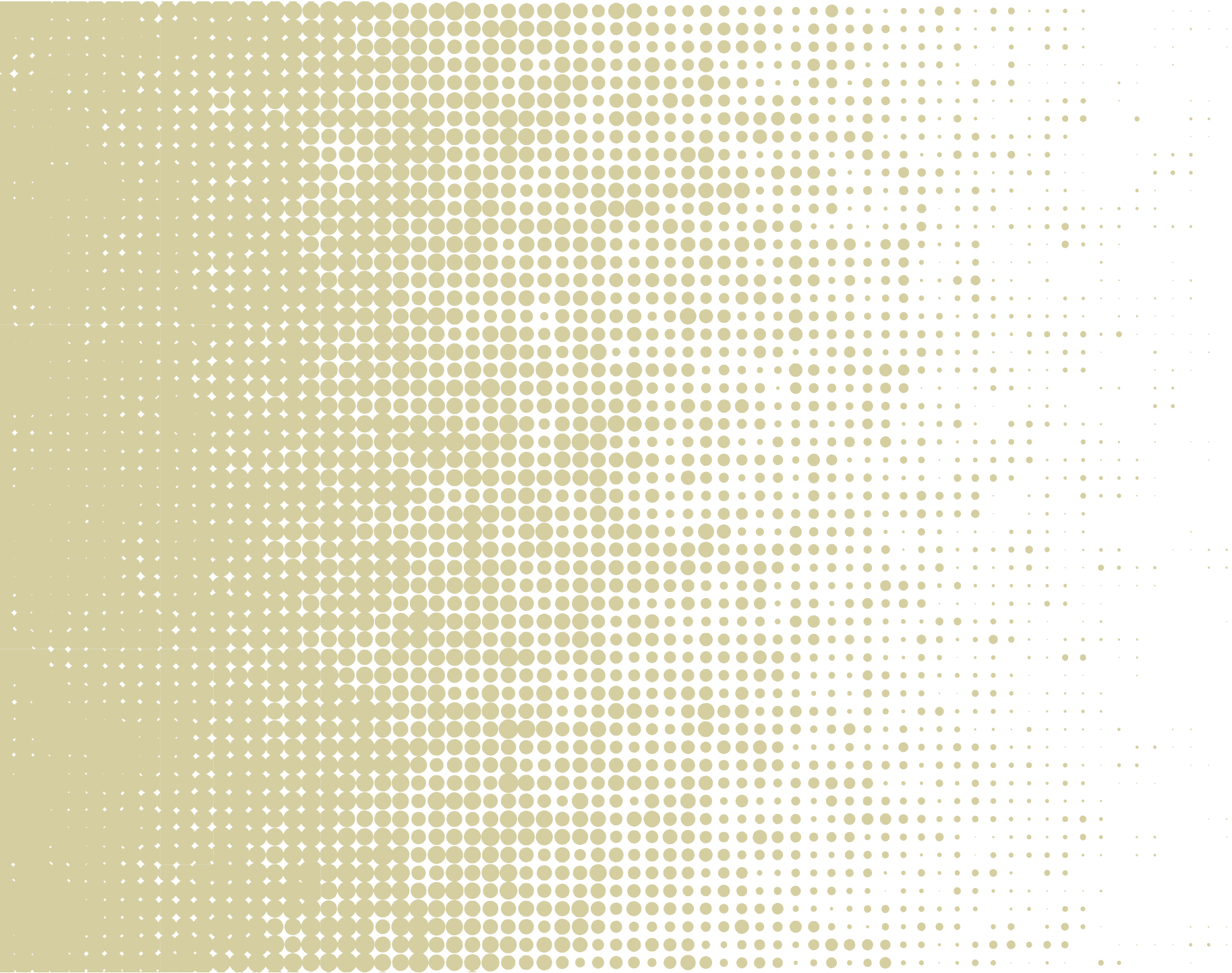
A key component of smart growth is to ensure early and frequent involvement of all stakeholders to identify and address specific needs and concerns. The range of these stakeholders is broad and includes developers, urban planners, transportation engineers, conservation and environmental groups, community development advocates, historic preservationists, commuters, students, environmental justice advocates, senior citizen organizations, children's advocacy groups, churches, parent-teacher associations, civic associations, and many others. Each is capable of contributing a unique and valuable perspective to both broad community plans and specific project designs. These perspectives are particularly critical for the construction of the mixed use, compact, walkable, and transit-rich communities that smart growth supports because these varied perspectives may represent a departure from what is conventional and familiar. The means of engaging the community and stakeholders are myriad and range from early stakeholder input in community plans to ongoing feedback and evaluation of the plan's implementation as projects are constructed. Ensuring a high level of public awareness is one of the most fundamental strategies to guarantee that community needs and possible solutions are fully considered. This strategy can help local leaders better identify and support development that meets those needs.



Figure 2-10: Citizens take a look at designs concepts during the Charrette



Figure 2-11: Town residents give their input on ideas and designs at the Public Charrette held at the Fire Station



Rolesville Context

*The culmination of the research
analysis of the Town's history,
previously produced plans, and a brief
environmental assessment.*

AREA HISTORY

FOUNDING

Wake County, North Carolina is largely known for Raleigh, the State's capital, and the booming corporate hub, Research Triangle Park. Located in the northern part of the county is the Town of Rolesville, a small town community with a long history. Rolesville was incorporated in 1837, establishing it as the second-oldest town in the county after Raleigh. It was named after a local landowner, William H. Roles, who additionally was a merchant, cotton broker, cotton gin owner, and postmaster. Roles was a prominent man in the community and known throughout Wake County for his generosity and leadership.



Planning for the future of a place accomplishes little if the past of the place is never even considered.

PLANTING ROOTS

Rolesville began as a modest farming community. A fence was installed around the town to keep farm animals confined and gates were placed on the two main dirt roads that intersected at what is now downtown. Those roads what are now known as Main Street and Young Street, the main intersection in Rolesville. The fences were torn down in 1941 when Main Street (US 401) was paved. Since then, much of the agricultural land along this road between Jonesville Road and Young Street has been subdivided into residential neighborhoods and commercial centers.

Today, there is still plenty of farming in Rolesville; however it has received an exponential amount of growth in the last two decades. In 2016, the population reached 5,500, an over 500% increase from the 2000 population of around 900. As the population in Wake County continues to climb, Rolesville's proven to be on a faster track than other communities, and with this growth came congestion. Over 20,000 vehicles per day were traveling down US 401 through Rolesville's Main Street. North Carolina Department of Transportation began the construction of a bypass to Main Street in 2012 and provided the \$25 million to construct the 4-Lane, six-mile stretch with 'superstreet' intersections to move commuters around the town quickly and safely.



LOUISBURG ROAD BYPASS

Now the US-401 Bypass, also known as Louisburg Road, has been in operation for nearly 3 years. Commuters and residents have adjusted to the new traffic patterns along the bypass and Main Street. Accordingly, traffic volume on Main Street has fallen around 75% compared to volumes measured before the bypass opened. These changes have afforded town officials, planners, and business owners with the opportunity to re-examine Main Street. Through collaboration with community members, project committees, state and county officials, the Town wants to make Main Street a community asset that draws in visitors, families, and businesses. Rolesville wants to turn Main Street into a local corridor focused on multi-modal safety and quality development.



PAST PLAN REVIEW

Good plans shape good decisions. That's why good planning helps to make elusive dreams come true.

ADOPTED PLANS & POLICIES

Nearly every municipality has a set of policies and programs in place to help the government interact with private developers, other government agencies, and the public. These policies establish a community vision and are encoded in adopted plans, while others are reflected in ordinances or within the daily procedures of local staff and elected officials (both written and unwritten). Although some policies are encoded in state or federal procedures, the most influential policies are found at the local level.

The currently adopted plans for the Town of Rolesville are summarized below. These plans have had an influence on the built environment throughout the Town. Each of these plans has been taken into consideration as potentially impacting the recommendations contained in the Rolesville Main Street Corridor Study. Any suggested change to adopted plans remain the responsibility of the Rolesville Planning staff, Planning Board, and Board of Commissioners. Though the adoption of the Rolesville Main Street Corridor Study will not translate directly into implementation of the suggested changes, it will serve as a set of guidelines for successful modifications to the built environment that will help increase the quality of life, comfort, and health of residents throughout the Town of Rolesville.

With careful planning, the Main Street Corridor will be transformed. It is helpful to have previous plans that support the goals Rolesville is trying to accomplish. As these past plans below are discussed, common themes will weave throughout and serve as a basis for the corridor design. These plans intend to transform aspects of mobility, both automobiles and pedestrians. There is a strong link between the studies that will support bicycle and pedestrian facilities throughout the Main Street corridor. These past studies serve as an outline to Rolesville officials and residents, ultimately guiding the design of a new Main Street concept that truly serves the people.

TOWN OF ROLESVILLE COMPREHENSIVE PLAN (2017)

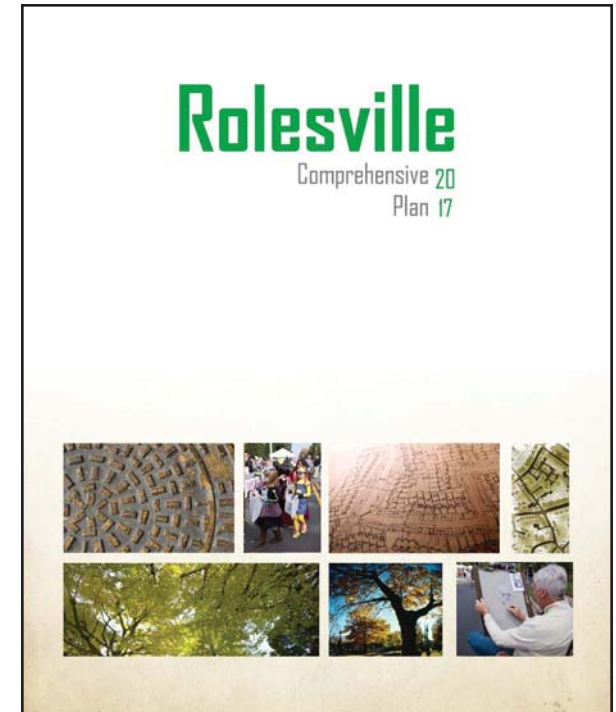
Adopted October 2017, the Comprehensive Plan as developed to help the Town get ahead of development and growth. Rolesville had become one of the fastest growing communities in North Carolina, swelling from a small farming community to a sprawling suburban area. The Comprehensive Plan examines that growth and lays out recommendations for the Town to better control when, where, and how it grows in the years to come. Recommendations focus on all aspects of the Town, including transportation and connectivity, parks and greenways, recreation centers, commercial centers, residential development, and centering a downtown. This plan also called for a Main Street Corridor Study.

RELEVANCY TO THE ROLESVILLE MAIN STREET CORRIDOR STUDY

- Recommends examining the Main Street Corridor and investing in connectivity improvements for motorized and non-motorized traffic, corridor beautification, and encouragement for a more diverse retail, commercial, and mixed-use environment.
- Recommends expanding greenways and pedestrian connectivity, in part through a development ordinance requiring greenway construction and connections to existing greenways, and adopting a Complete Streets Policy.
- Pushes for stronger design standards for developers, particularly for areas around the Bypass intersections, in particular establishing a form-based code or revised Unified Development Ordinance (UDO)

POTENTIAL ISSUES/AREAS OF IMPROVEMENT FOR THE ROLESVILLE MAIN STREET CORRIDOR STUDY

- The Comprehensive Plan recommended conducting a Main Street Corridor Study throughout the document after highlighting the importance of this area to the Town of Rolesville. The recommendations on connectivity, Complete Streets, and development presented the need for a study specifically on this corridor.



CAMPO 2045 LONG-RANGE TRANSPORTATION PLAN (MAY 2017)

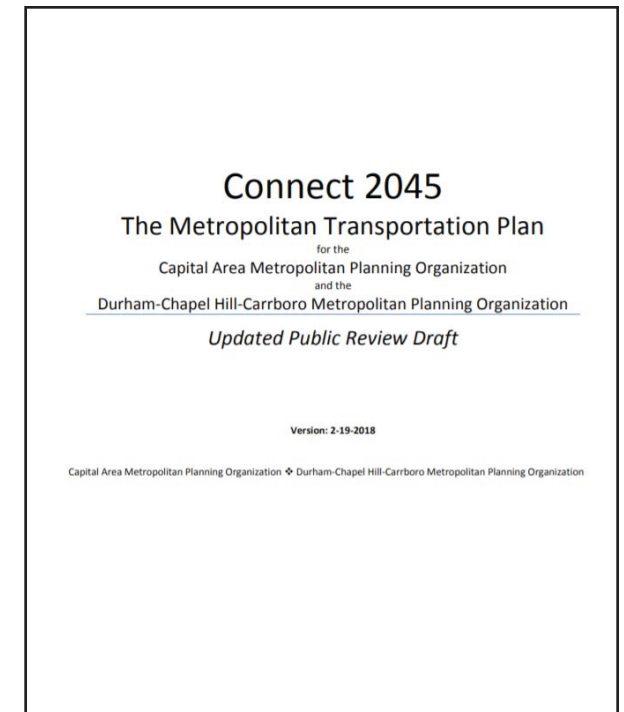
Created in 2017 by the Capital Area Metropolitan Planning Organization (CAMPO), the 2045 Long Range Transportation Plan (LRTP) identifies future highway, transit, bicycle, pedestrian, and other transportation projects which should be implemented by 2045, given expected revenues. The 2045 LRTP covers the Capital Area Metropolitan Planning Organization's planning area, which includes all of Wake County and portions of four surrounding counties.

RELEVANCY TO THE ROLESVILLE MAIN STREET CORRIDOR STUDY

- Provides a plan for future development of the transportation system in the Triangle region, including specific recommendations for mass transit (both bus and rail), bicycles, pedestrians, and roadways.
- Mass transit is recommended within the plan to extend to Rolesville through expanded bus service.
- Includes recommendations for Complete Streets, Transit Station Area Development, and Major Roadway Access Management in the context of local land use decisions.

POTENTIAL ISSUES/AREAS OF IMPROVEMENT FOR THE ROLESVILLE MAIN STREET CORRIDOR STUDY

- Rolesville's Main Street Corridor Study should build off the transit goals mentioned in the CAMPO 2045 LRTP, focusing on the "first mile/last mile" and ensuring that riders are provided with adequate connectivity from their homes to regional transit stops and stations.



CAMPO NORTHEAST AREA STUDY (2014)

The Northeast Area Study (NEAS) was focused on northeastern Wake County and southwestern Franklin County, with the study area encompassing the municipalities of Bunn, Franklinton, Knightdale, Raleigh, Rolesville, Wake Forest, Wendell, Youngsville, and Zebulon. The study was developed by the Capital Area Metropolitan Planning Organization (CAMPO) to create a vision for the area and provides a set of goals for land use and development. Special focus on transportation and development guidelines were created to protect the water protection area called the “Green Heart”.

The NEAS also evaluates transportation in the area, including walking, bicycling, and transit, providing recommendations for roadway improvement projects. Overall, the main goal of the study is to maintain a high quality of life and multi-modal mobility within the study area. Recommendations from the NEAS were incorporated into the MPO’s 2040 Metropolitan Transportation Plan and subsequent 2045 Metropolitan Transportation Plan.



RELEVANCY TO THE ROLESVILLE MAIN STREET CORRIDOR STUDY

- Focus on active transportation with complete streets. This includes recommendations for pedestrian and greenway planning, on-road bicycle facilities, and sidewalks in several key study area towns including Rolesville, which does not currently have a pedestrian plan. Recommends a focus on Downtown Areas, pointing out that Rolesville’s downtown has a unique character with the potential to spur economic development and attract visitors. Strategies focusing on Downtowns within the NEAS document include: the implementation of flexible zoning laws, improved streetscapes, and improvements to buildings to increase the aesthetics of the downtown area. Highlights the need for a diversity of transportation services to provide regional connectivity throughout the study area.
- Reinvesting in Rolesville’s main street and supporting policies that contribute to vibrant downtown in the form of streetscape projects, facade grants, pocket parks, and town facilities can spur private development/redevelopment.
- Suggests the implementation of a local Rolesville Circulator Bus Service. This could provide service for the “last mile” for commuters taking regional transportation systems to and from work.

- On-street bicycle facilities that link local greenways to existing town centers, employment sites, and other recreational opportunities should be considered a priority by Wake County, the towns, and NCDOT

POTENTIAL ISSUES/AREAS OF IMPROVEMENT FOR THE ROLESVILLE MAIN STREET CORRIDOR STUDY

- As the NEAS was a regional study, it did not cover detailed recommendations for downtown areas that could be beneficial to the Town of Rolesville and other municipalities in the study area. NEAS recommended protecting vital watershed areas, one of which is in the heart of Rolesville. Alternative methods of development in these areas will need to be explored.

TOWN OF ROLESVILLE COMPREHENSIVE BICYCLE PLAN (2012)

In 2012, Rolesville took a step towards becoming more bicycle friendly by creating its Comprehensive Bicycle Plan. The vision of this Plan was to help Rolesville become “a Town where it is safe to ride a bicycle both on and away from the roads as part of an integrated policy framework and transportation system that connects us (Rolesville’s citizens) with each other and the places we want to reach.” To meet that vision, this Plan studied the Town and its zoning jurisdiction and provided recommendations on physical infrastructure, programs, policies, and implementation concepts that will help Rolesville to improve its overall cycling environment, increase safety, and encourage more cycling for all types (skill levels) of bicyclists.

RELEVANCY TO THE ROLESVILLE MAIN STREET CORRIDOR STUDY

- Focuses on using bicycles as a tool for both connectivity/transportation and recreation.
- Highlights the need for a greenway and trail system, as well as adequate on-road facilities.
- Considers safety, and suggests educational programs to help drivers and cyclists interact in a safe manner on the roads.
- Recommends that bicycle accommodations are considered in every new development review, policy, ordinance and resolution.
- Acknowledges Main Street as a great opportunity to become cyclist-friendly connecting Young Street to Burlington Mills.
- Proposed roundabout at Young Street.

POTENTIAL ISSUES/AREAS OF IMPROVEMENT FOR THE ROLESVILLE MAIN STREET CORRIDOR STUDY

- In the connectivity goal, consider adding language to address the use of a bicycle as a tool which can support public transit to provide riders the connectivity they need to safely and easily navigate the “last mile” to and from the transit stations.
- Lack of supporting signage, sidewalks, and landscaping to support bicyclists

“Connecting streets together helps every traveler, whether by bike, on foot, by bus or by car. More connected street systems reduce travel times between points, reduce emergency response times that save lives, provide alternative ways of getting around construction/maintenance, and reduce traffic at congested intersections.”

- 2012 Rolesville Bicycle Plan



TOWN OF ROLESVILLE UNIFIED DEVELOPMENT ORDINANCE (OCTOBER 2004)

The Town of Rolesville's Unified Development Ordinance (UDO) regulates development within the Town and its extraterritorial jurisdiction in accordance with the Community Plan. These ordinances help shape Rolesville as new private development, particularly residential projects, continue to develop in the Town. These have been the main drivers for growth in Rolesville for the past decade. Within the UDO are requirements for a Neighborhood Conservation Overlay District (Section 7.1.1) and the Town Center Overlay District (Section 7.4) that protect the pre-existing character along Main Street and Young Street in the downtown area of Rolesville. The Special Highway Overlay District serves as a supplement to the existing provisions in the UDO (Section 7.6) and includes all parcels within a 25' buffer to the roadway. The Neighborhood Conservation Overlay District restricts uses to residential homes and special use permits for small businesses, whereas the Town Center Overlay District includes all uses that meet criteria set forth in the standards. To summarize, the UDO regulates the size and use of buildings, the density of homes and structures, and the development or subdivision of land. These regulations have a great impact on the development of the Town and the future of its built environment.

RELEVANCY TO THE ROLESVILLE MAIN STREET CORRIDOR STUDY

- Ordinances regulate the design of the built environment including streets, sidewalks, greenway provisions, bicycle parking in new developments, signage, landscape and appearance, subdivisions, land use, and density.
- Regulates all requirements for developments, such as parking and other plans a development must follow.
- Provides a fee-in-lieu option for greenway construction by a private developer.
- Provides a definition of "open space" as "an area (land and/or water) generally lacking in man-made structures and reserved for enjoyment in its unaltered state."
- Parking is limited to the side and rear of a structure (NCO).
- Encourages on-street and shared parking (TCO).
- Sidewalks are required along each building primary access road (TCO).
- Sidewalks should have a 6' foot wide grassy buffer, but can be waived if on-street parking is provided (TCO).

POTENTIAL ISSUES/AREAS OF IMPROVEMENT FOR THE ROLESVILLE MAIN STREET CORRIDOR STUDY

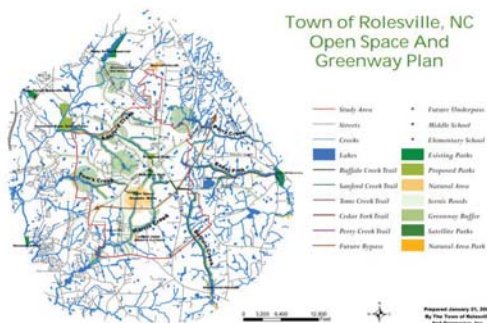
- Under section 6.2, in Special Requirements, section E, the design standards for bike paths should be updated to reflect the most recent AASHTO and/or NACTO standards. Also, a parallel bike path may not always be a good solution. Town staff should refer to the Rolesville Bicycle Plan for guidance.
- Consider modifying Section 9.11 on Traffic Impact Studies to emphasize all modes of transportation including bicycle, pedestrian, and the eventual implementation of mass-transit, in addition to vehicular transportation in terms of data collection, analysis and recommendations.
- Consider adding a requirement for bicycle parking to Section 10.1, perhaps as a percentage of vehicular parking spaces.

The Town Center Overlay District encompasses the intersection of Main St and Young Street. This Overlay protects the aesthetic qualities of the Town center of Rolesville. The provisions include commercial and residential building height specifics, location requirements and uses permitted in the area. Sidewalks are required for all commercial and mixed-use buildings as well as six-foot, grassy buffers adjacent to the sidewalk. These requirements offer safe connectivity through the downtown area. Parallel on-street parking and share parking is encouraged in the provisions, while off-street parking lots are located to the rear of buildings.

ROLESVILLE OPEN SPACE AND GREENWAYS PLAN (JANUARY 2002)

In 2002, the Town of Rolesville adopted an Open Space and Greenways Master Plan. This plan was developed with the purpose of protecting the natural and cultural resources that Town residents value most, while also supporting and enhancing its small-town heritage. The Town's Open Space Plan is consistent with a larger, comprehensive Open Space Plan for Wake County. Rolesville's adopted Open Space and Greenway Plan calls for stream buffer zones for six local stream corridors, natural and pedestrian use greenway corridors, scenic road designation for at least five key traffic corridors, and bike routes. The three principal goals of the plan are to:

1. Identify parcels and corridors of land that need protection and conservation measures;
2. Establish a comprehensive approach that will link green space lands and corridors to residential, commercial, institutional, and central business areas of the community; and
3. To define a concise set of strategies for protecting and conserving these corridors and at the same time developing public use facilities that would provide residents with access to these lands and corridors.



RELEVANCY TO THE ROLESVILLE MAIN STREET CORRIDOR STUDY

- Provides a detailed plan for future greenways and multi-use recreational trails for pedestrians and/or bicycles.
- Includes an objective to restore some of the town's natural areas, implementing restoration and demonstration projects and protecting stream banks by completing stream bank stabilization projects.
- Calls for the establishment of seven satellite parks and one natural area. Ideas to connect these parks with a greenway path through the redevelopment of Main Street.

POTENTIAL ISSUES/AREAS OF IMPROVEMENT FOR THE ROLESVILLE MAIN STREET CORRIDOR STUDY

- Language about the importance of properly designing greenway road crossings, and any transitions between greenways and on-road bicycle facilities should be added to the Greenway Trail Types section (pages 4-3 and 4-4).
- This plan should be updated by adding other recreational opportunities as well as school-based destinations.
- The plan's stance on connectivity should be strengthened by building on the successes that were seen in recent neighborhood development projects. Requiring connections between neighborhoods, extending sidewalks to the nearest corner, and requiring connections to greenway facilities are common examples of connectivity policy measures.

THE ROLESVILLE HAZARD MITIGATION PLAN

The Rolesville Hazard Mitigation Plan identifies and profiles potential hazards that could put the people and facilities of the Town of Rolesville at risk. The plan assesses hazards for the level of threat and vulnerability and develops mitigation actions from that assessment. These actions create an integrated and coordinated effort to mitigate hazards, and lessen the potential damage those hazards could cause to the economy and infrastructure of Rolesville.



RELEVANCY TO THE ROLESVILLE MAIN STREET CORRIDOR STUDY

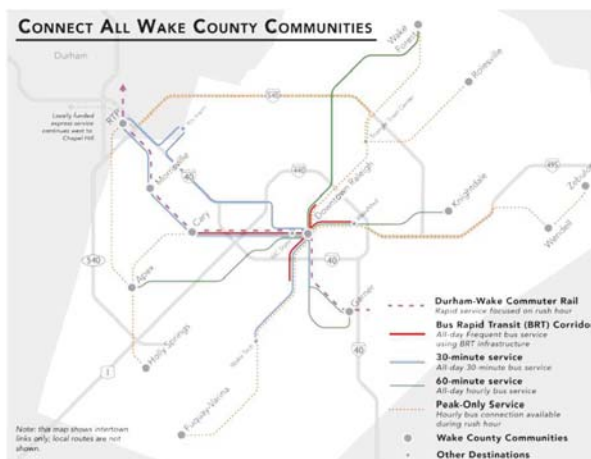
- Contains plans for the maintenance of major town transportation routes during severe winter storms.
- Develops a disaster preparedness evacuation route, which focuses on road interconnectivity, paved roads, and the widening of roads.

POTENTIAL ISSUES/AREAS OF IMPROVEMENT FOR THE ROLESVILLE MAIN STREET CORRIDOR STUDY

- There is no mention of mass transit in the Plan. Since a partnership with regional stakeholders to create regional connectivity through mass transit is part of the Town's Community Plan, Hazard Mitigation Goals should be update to include measures that ensure the safety of transit riders.

WAKE TRANSIT PLAN (NOVEMBER 2016)

The Wake Transit Plan represents the county's mission to make major transit improvements to the region. The four "Big Moves" it has laid out are: connect the region; connect all Wake County communities; create frequent, reliable urban mobility; and enhance access to transit. The main goal is to bring a transit stop within a half mile walking distance of 50 percent of the homes and 70 percent of the jobs in Wake County. Over the next 10 years the plan recommends tripling county-wide bus service, increasing the number of routes running every 15 minutes or less, and adding bus rapid transit and commuter rail services. This endeavor has been supported by the half-cent transit tax voted for by residents in 2016.



RELEVANCY TO THE ROLESVILLE MAIN STREET CORRIDOR STUDY

- The Wake Transit Plan aims to connect all of the Wake County Communities to its system. Part of this includes a Peak-Only Service line to Rolesville, providing an hourly bus service that connects the Town to the Triangle Town Center and Downtown Raleigh.
- In its move to enhance access to transit, the plan also suggests the county match funding with neighboring communities to connect rural areas to connected ones. For Rolesville, this means creating a transit connection with Wake Forest, which then connects back to Raleigh.

POTENTIAL ISSUES/AREAS OF IMPROVEMENT FOR THE ROLESVILLE MAIN STREET CORRIDOR STUDY

- The Wake Transit Plan focuses on the county as a whole and zooms in on the City of Raleigh. An exact location of the commuter bus station not suggested.

ENHANCED ACCESS TO TRANSIT



NATURAL FEATURES

As visitors travel through the Town of Rolesville and its surrounding communities, they might pick on trend in the names of streets and subdivisions. A number of places reference granite, quarries, or stone in their name. This is due the surplus of a particular strain of granite found in eastern Wake County. Rolesville Granite, a coarse-grained yellow-orange stone often seen in outcroppings in this region, takes its name from the Town of Rolesville. A massive amount is found in the bedrock underneath this region and it was mined from the former quarry that is currently Fantasy Lake Scuba Park.

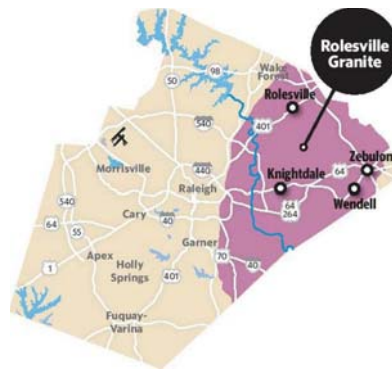






Figure 3-1: Wake County map showing location of Rolesville Granite (source, Aaron Moody, the News & Observer); deposits of Rolesville Granite seen along Main Street (Suburban Fringe segment).

Looking at the significant ecology around Main Street helps to ensure the Vision understands the region better than just from the ground up.

greenways & hydrology

The Town of Rolesville is largely outside of the flood plain, as is Main Street. A number of greenways and bike trails have been proposed along existing creeks and streams. These proposed trails would better connect Rolesville with the Wake County Greenway System. It is important to note that several of these connections are proposed to cross the US 401 bypass either at or below grade through pedestrian tunnels.

Greenways & Trails

-  Trail
-  Existing Multi-use Trail
-  Existing Greenway
-  Proposed Greenway
-  Proposed Bike Trail

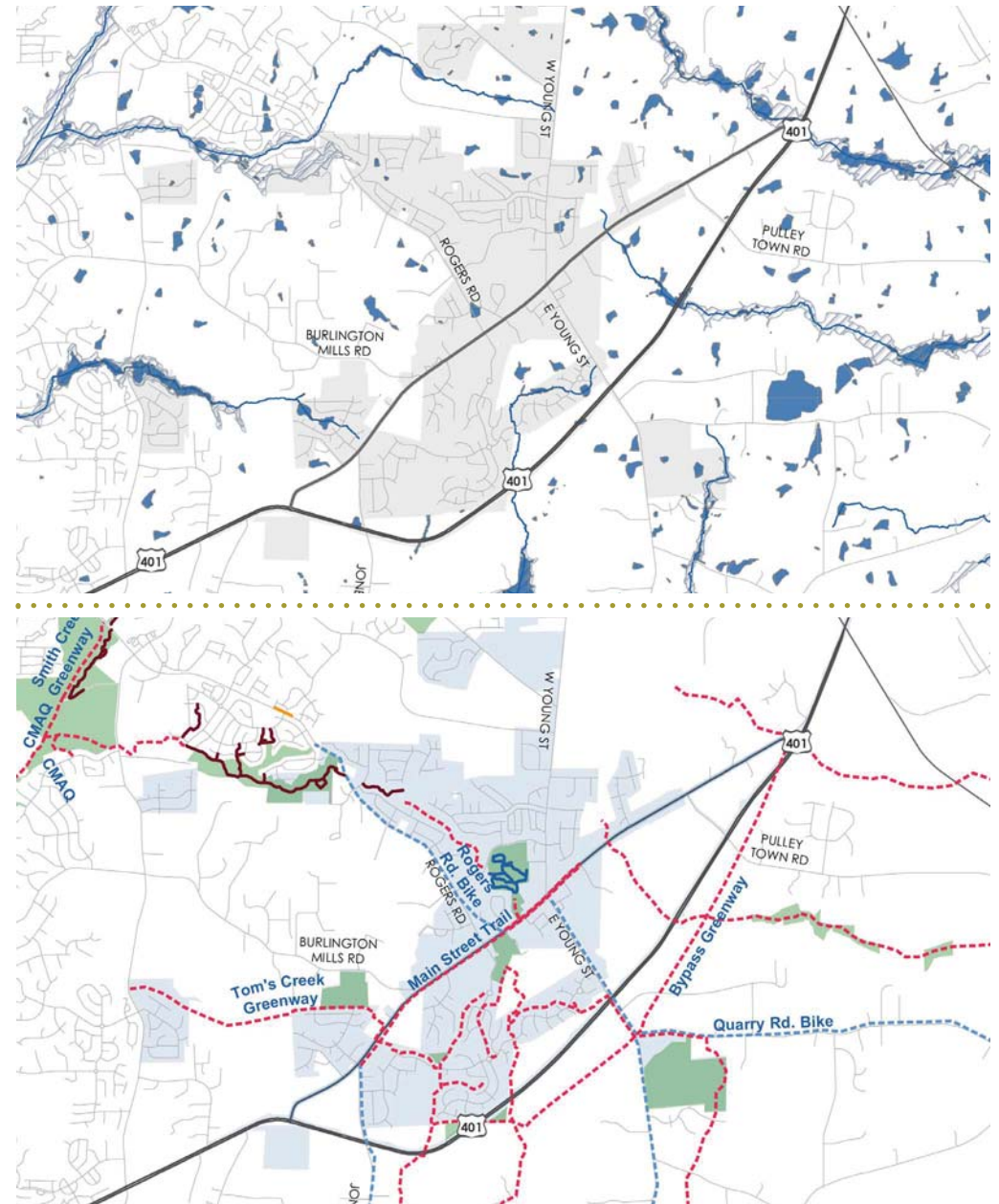
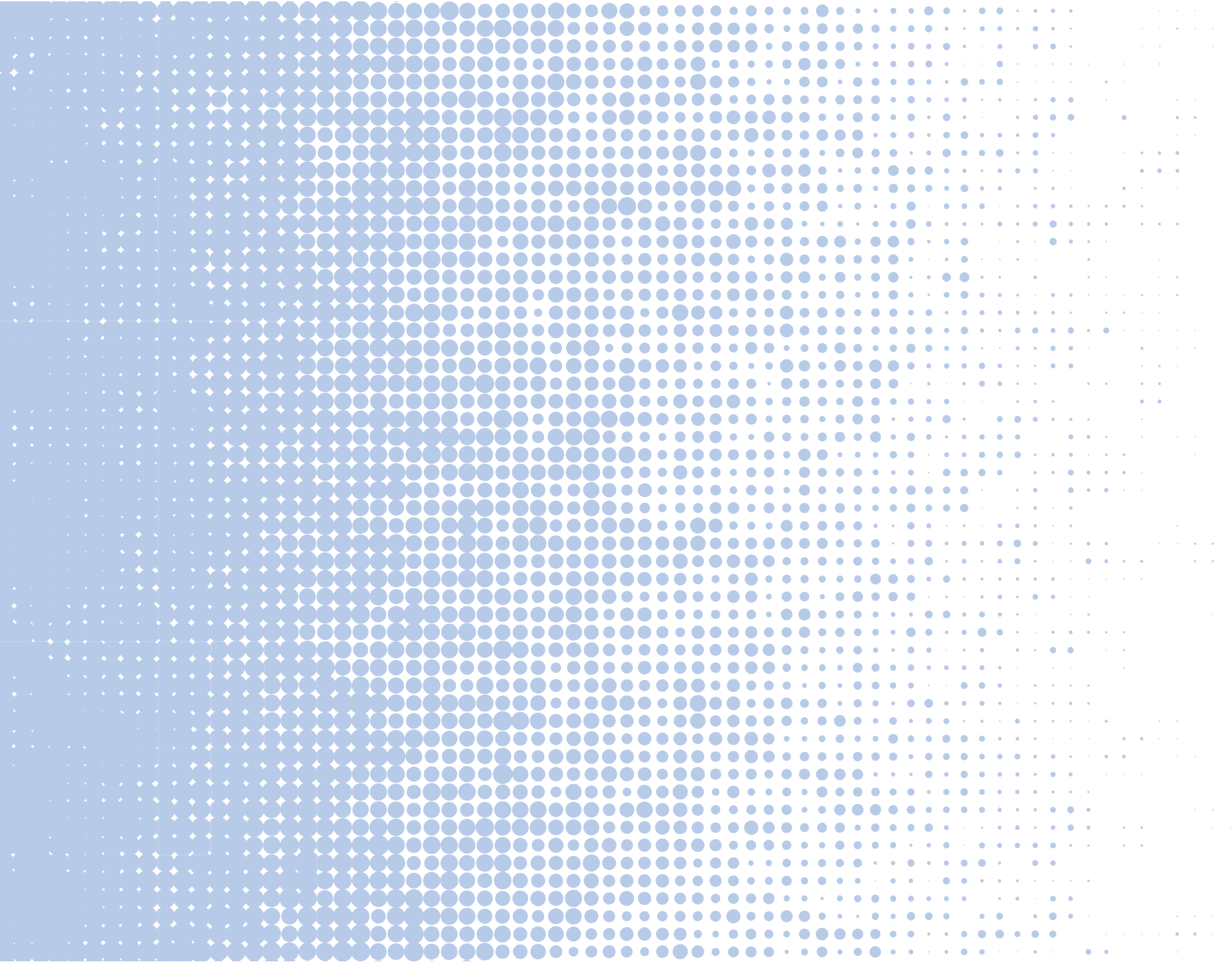


Figure 3-2: Rolesville Area Hydrology Map; Rolesville Area Existing and Proposed Trails Map.



Engagement Summary

The public engagement process was vital to the outcome of this plan and the recommendations made for Main Street. Nothing could have been accomplished without the input of Rolesville residents

IMPORTANCE OF ENGAGEMENT

In order to successfully design a Main Street for everyone, stakeholders must first be invited to the table and the drawing board.

Public engagement plays an integral role in any design or study that impacts the daily lives of community members and local businesses. Planning for a community of any size is not as successful as planning with the community; the results are stronger, implementation is harder fought for, and the community is often bonded tighter due to involvement. Aside from this, engagement provides invaluable feedback to current conditions and problems that might not be fully understood by planners, engineers, and designers looking at data alone; the human element and anecdotal evidence helps to color the project teams' view of the issues and provide better suggestions for improvement.

In the Main Street Vision Plan process, public engagement is found in all three phases. It includes committees of citizens with business owners and elected officials, a project website, an online survey and interactive mapping exercise, a public symposium, a project charrette, and an open house to present the final recommendations. In providing points of engagement throughout the process, residents are encouraged to stay involved and keep up with the project, with the intent that they can see their feedback and conversations come to life in the Vision for Main Street. Without their help, the Vision is never created and never realized. Engagement was critical to this plan.

To date public participation opportunities included the following and engaged over 300 individuals:

- 3 Advisory Committee Meetings
 - December 4, 2017
 - January 11, 2018
 - February 18, 218
- 1 Project Symposium (January 11, 2018)
- Four (4) Day Public Design Charrette (February 19- 22nd, 2018)
- 2 Public Open Houses
 - February 22, 2018
 - May 17, 2018
- 1 Project Website featuring
 - 1 Online Survey
 - 1 Interactive Map



Public Symposium



Informative Website



Focus Groups



Save the Date!

Open House

Date: May 17, 2018
Time: 4:30 pm - 6:30 pm
Location: Rolesville Community Center
514 Southtown Circle



Fliers

Don't forget to view the presentations and feel free to leave a comment!



Charrette Walk-Ins



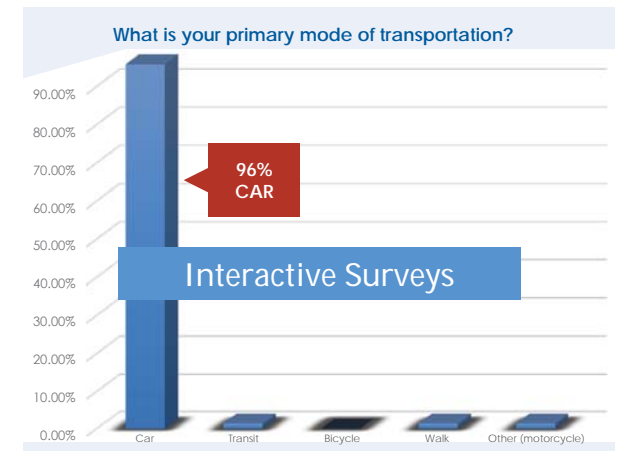
Mapping Exercises



Steering Committee



Youth Engagement



What is your primary mode of transportation?

96% CAR

Interactive Surveys

steering committee & its role

At the beginning of this process, CAMPO and Town of Rolesville worked with the project team to create the two teams that make up the steering committees that would lead the progress of the plan. The first team was the Core Technical Team, or CTT. The Core Technical Team was the essential team that drove the project. The Project Manager and Local Liaison worked closely with the Consultant Leads to set the meeting and engagement schedule as well as deadlines during the process. The team met monthly during the project process with conference calls between meetings to stay abreast in progress.

In the first meetings with the client the second team roster was created, the Stakeholder Oversight Team, or SOT. This group represented the various interests of different groups and aspects of the town and included business owners, town and county commissioners, neighborhood associations and representatives, emergency services, and representatives from various town and county boards, as well as the Mayor of Rolesville. This group met 4 times during the process.

Many thanks to the members of the CTT and SOT that helped guide this Plan.



Together, the CTT and the SOT served not only as a project oversight committee, but also as a decision-making entity throughout the life of the project. These committees helped to provide venues for sharing information, raised and discussed ideas, increased overall community participation, identified other stakeholders for focus groups, fostered communication between the community and the project team, focused and provided resources, helped to set a direction and priorities, and vetted the plan recommendations and action plan. They were present every step of the way to provide their local and specialized knowledge to the project team and were consistent in their advocacy for this Vision.

WALKING/BUS TOUR

One of the first meetings of the CTT included a Walking and Bus Tour of the entire corridor. The exercise provided direct local knowledge of the corridor early on to the project team and included the discussion of issues along the corridor that were echoed by residents throughout the process.



Figure 4-1: Members of the CTT and SOT review issues and constraints during in the charrette.

Early in the process a project website was generated (www.mainstreetrolesville.com) so residents, property owners, business owners and other stakeholders could access information and provide input throughout the process. The website featured pages dedicated to explaining the purpose of the project, the dates and locations of upcoming meetings, meeting results, related documents and images produced, photo albums of events, and ways to get involved with the project.

Among the ways to get involved were a comment box, an online survey, and an interactive mapping tool. The comment box allowed for residents to leave general thoughts or ask questions which the project team could respond to directly. The online survey featured a set of 20 questions related to traveling and living along Main Street. People were given the opportunity to voice concerns and rank priorities for the corridor. Related to that survey was an online mapping tool hosted by ESRI Online. This tool offered the ability for residents to ground their comments and ideas to georeferenced data, providing the project team with the exact location of where their concern was located and description of the problem. The survey and map were open for interaction for several months and closed when the design recommendations were completed. The results were left viewable on the website.

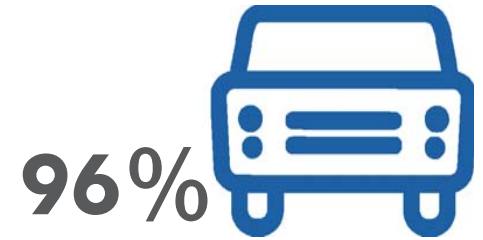
SURVEY SAYS.....

Top 3 types of development needed Restaurants, Retail, Develop a Downtown Core



80%

**Currently Dissatisfied with
Commercial Choices**



96%

Travel by car primarily



50%

Dissatisfied with crossing facilities

Top 2 needed improvements streetscaping & lighting



44%

**Dissatisfied with bicycle
safety**



public meetings

Three opportunities were provided for the public to engage directly with the project team during the Vision Plan process. These events provide invaluable interactions and allow for the design team to link ideas and solutions directly to the public for immediate feedback and allows for solutions to be proposed and explored together in real time. These meetings were held at key phases of the process: at the end of the first phase, when the team presented the early findings and various possibilities; in the middle of the second phase, so the team can present ideas and create designs and receive immediate feedback on the proposed solutions; and in the third phase while finalizing reporting to present the final recommendations and discuss the process as a whole.



Figure 4-2: Attendees of a public workshop held at the onset of the project work together to identify needs for Main St.

PROJECT SYMPOSIUM

The Public Symposium was the first large scale public meeting for the Vision Plan. The project team used this event for the first public project workshop. During this meeting, the project was introduced, with conditions inferred from data analysis and discussions with the Steering Committee, and preliminary analysis done by the project team was presented. A survey was given to the audience, and due to the use of instant push button technology, the results are shown in real time, giving everyone the opportunity to see what they said as a community. Following this exercise, the audience was split into groups and given project maps, facilitated by a member of the project team or Steering Committee. This provided the team with a large amount of public input and comments directly related to the corridor and the areas surrounding it.

Main Street Project Symposium



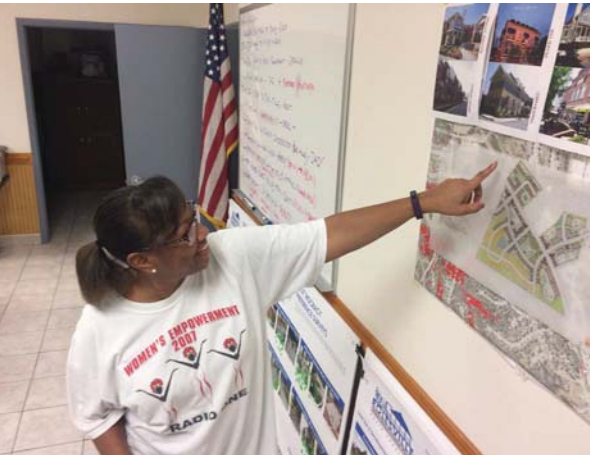
PROJECT CHARRETTE

The Charrette was the biggest and most coordinated push on the project. It required all hands on deck, everyone from the Steering Committee and the entire project team was involved and on location for a 4-day intense design and engagement effort. This was held at the Rolesville Fire Department, where the project team, consisting of planners, urban designers, landscape architects, and engineers worked together in close quarters producing much of the design and graphic work for the recommendations of the project.

While this work was taking place, in the same room Focus Groups met several times a day brought together and organized by the Steering Committee to discuss the project as it relates to certain aspects of the Town. During and after these meetings, attendees were able to look over the shoulders of the design professionals and discuss the recommendations in detail, influencing the process and ultimately affecting the final outcome and recommendations.



	Monday Day 1	Tuesday Day 2	Wednesday Day 3
8 AM		Neighborhood HOA Reps	
9 AM		Break	Open Design Studio
10 AM	Setup/ Open Design Studio		Break
11 AM		NCDOT/ Emergency Services	Historic Preservation/ Beautification
12 PM	Lunch	Lunch	Lunch
1 PM	CTT/SOT/Client Meeting	Complete Streets/ Bike / Ped / P&R	
2 PM		Break	Open Design Studio
3 PM	Open Design Studio	Open Design Studio	Break
4 PM	Break	Developers/ Realtors	
5 PM	Businesses		
6 PM	Break (Public) Project Update for Community	Client Pin-Up Session	CTT Team Pin-Up Session
7 PM		Closed Design Studio	Closed Design Studio
8 PM	Closed Design Studio		



Two public meetings were held: one on the first night to kick off the week, the second as a final wrap-up on the last day. The first meeting included a presentation with push button polling, a visual preference survey, and a funding preference exercise. Some of the results of the visual preference survey are viewed here, and directly influenced the recommendations detailed in Chapter 6. The second meeting was held on the last night to present everything that was discovered and drafted during the week. During the final meeting, the public was able to respond to the work presented and see how their feedback was incorporated in the conceptual designs and renderings.

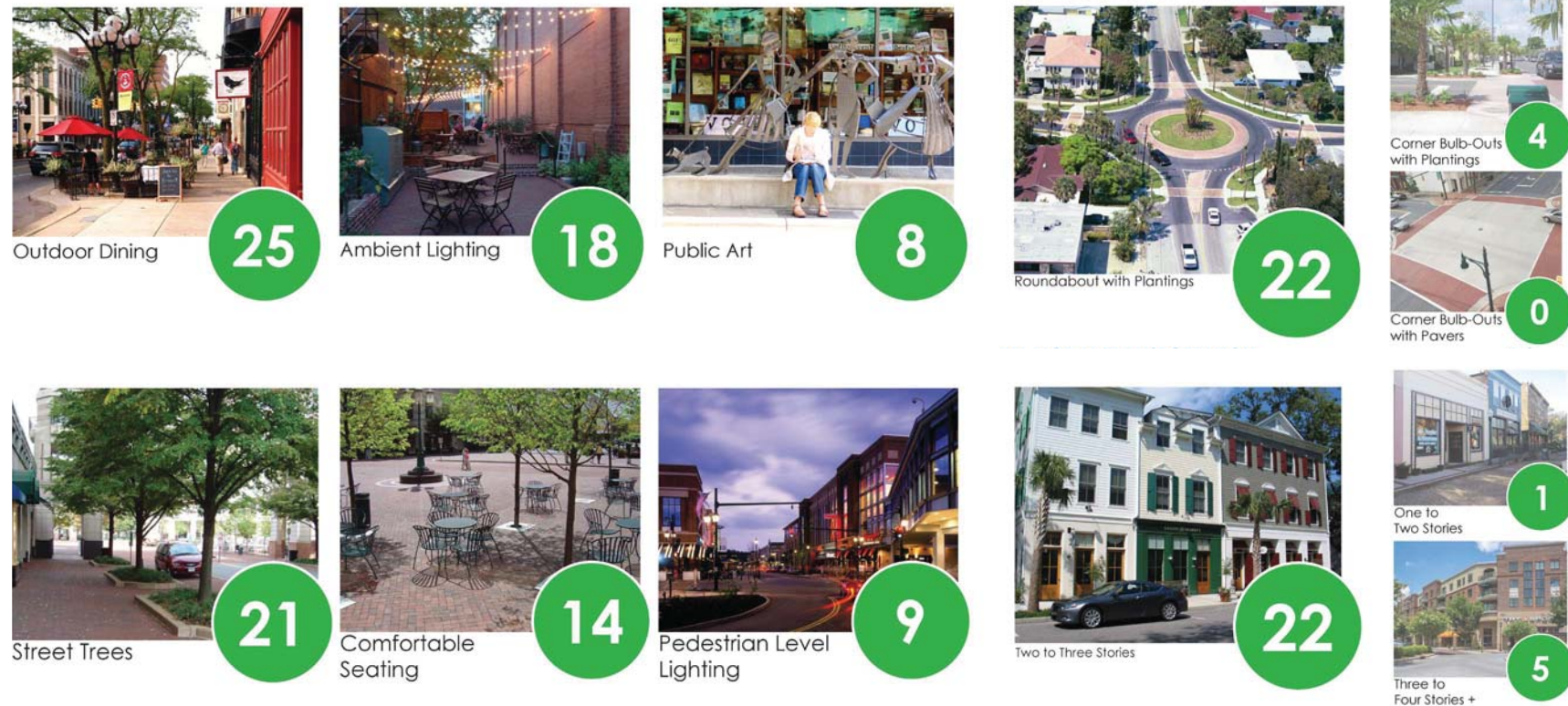


Figure 4-3: Results from the Visual Preference Survey were posted online following the Charrette. Participates were given positive green dots for each question and one negative red dot for the whole survey. Here are a selected sampling of the responses with the number of votes shown next to each image.

OPEN HOUSE

The final event, the Open House, was held for the public at Rolesville's Community Center. This open meeting allowed community members to meet with the project team, other stakeholders, and view the final concept designs along the corridor. The design team continuously refined the vision for Rolesville's Main Street after the focus group meetings and public feedback received during the charrette. Over 50 residents showed up to review the final designs which were then made available on the website.

The Open House was set up with various stations explaining different elements of the project. One station featured two boards showing possible intersections and rendered corridor section designs. The residents were asked to prioritize which intersection they wanted to see completed first by "voting" and putting a dot next to their selection. This voting visual will help the town decide which projects are the most popular among engaged residents of Rolesville; ultimately, this decision will be made through a series of discussions after the Vision Plan is formally adopted. Unique to this meeting, Wake Transit had a table set up showcasing the proposed transit routes that will positively affect Rolesville. Wake Transit members were there to explain the route maps and answer any questions.

Throughout the entire process Rolesville residents have shown a keen interest in the future plans and steps their town and county are taking towards improving their Main Street corridor. Rolesville's public engagement was notable and essential to the design and development of the Main Street Vision Plan.



Figure 4-4: The Open House flier was distributed by the town well ahead of the meeting and featured the work produced and discussed at during the Project Charrette; attendees at the Open House discuss features of the final concept design of Main Street.

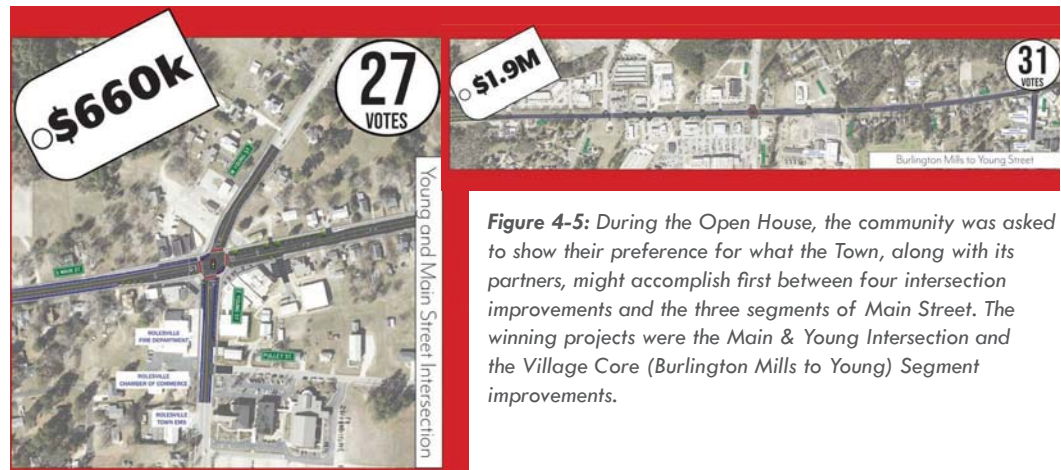
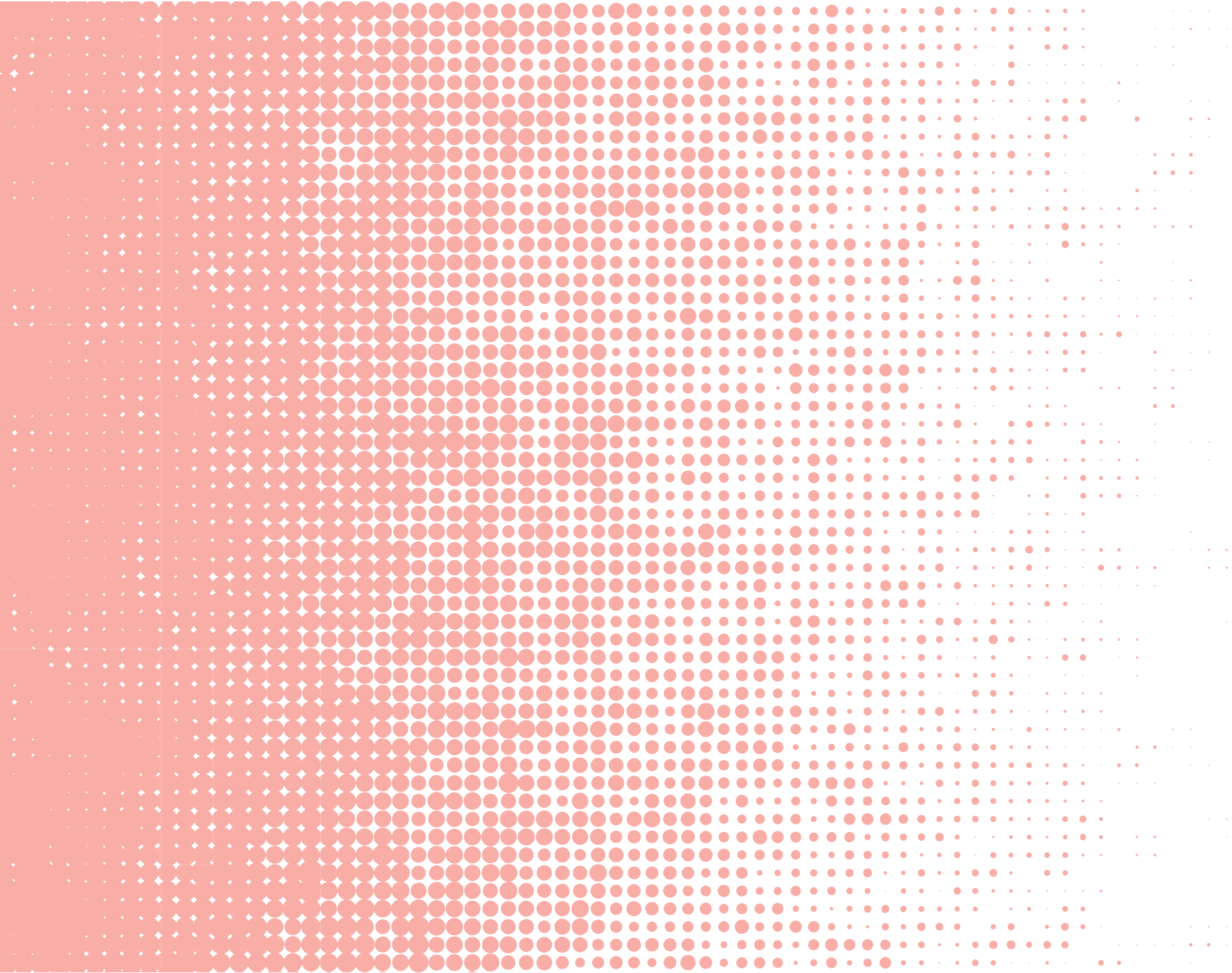


Figure 4-5: During the Open House, the community was asked to show their preference for what the Town, along with its partners, might accomplish first between four intersection improvements and the three segments of Main Street. The winning projects were the Main & Young Intersection and the Village Core (Burlington Mills to Young) Segment improvements.





Market Analysis

Market and economic analysis helps to set the stage for the Main Street Corridor Study. Various data was evaluated to determine the capacity for future growth of residential, commercial and civic uses along the corridor.

CURRENT REALITIES

In support of the goals, we conducted a series of analyses to identify the optimum approach to address land uses, public improvements and development strategies to assist in creating a vibrant and economically sustainable corridor.

The Main Street Vision Plan began with feedback from the community through a variety of venues, which revealed its wants and needs. Much of feedback suggests that the best use of the corridor would be associated with mixed-use development. The synthesis of this feedback focuses on the following areas:

- Reasonable commute to work
- Quality of life, including expanded shopping & entertainment
- Housing choices and affordability
- Lifestyle authenticity and experiences

While the Town has many locational advantages and opportunities, it also presents a variety of issues that require attention for development and investment to occur. One of the foremost findings suggest that the retail that exists no longer matches the demographic that has contributed to Rolesville's strong growth. From 2000 to 2016 the median household income for the town has grown 100%. For example, Redford Place shopping center, built in 1992, caters to a demographic that no longer matches this affluent and highly educated, suburban bedroom community.

Today's Rolesville residents are family-oriented and food conscious, while seeking engaging experiences and lifestyles. The former foundations of downtown lack the aesthetic appeal, walkability and experience that this new population seeks and is currently finding elsewhere. The following sections explain this.



DEMOGRAPHICS & ECONOMIC ASSESSMENT

When compiling this data, the most appropriate geography is used to understand the community from a macro to micro view to determine competitive advantages or disadvantages. The Main Street corridor is located within the Raleigh Metropolitan Statistical Area (MSA), Wake County, and the Town of Rolesville, NC.

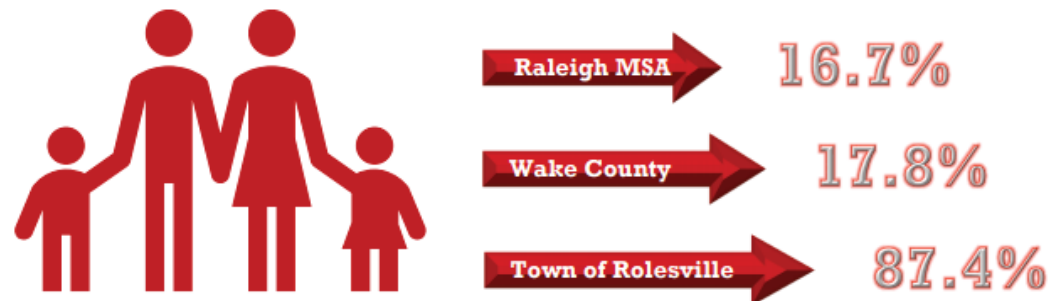
POPULATION CHARACTERISTICS

Although Rolesville is considered an old town, having been incorporated in 1837, its first 150 years of existence were characterized by slow population growth. In 1990, Rolesville had a population of 572 people, a growth rate of 3.8 people per year.

Rolesville, during this 150-year period, served as a minor trade center for the farming communities of a portion of eastern Wake County. Since 1990, Rolesville has added 6,521 people to its population.

*Rolesville is the
second oldest town
in Wake County!*

Population Growth 2010 - 2017



Demographic and economic assessment lays the foundation for determining market demand.

Farming has a much smaller footprint across the North Carolina countryside today, even compared with 1990, and particularly so in the major urban counties. While some farming still is done in the vicinity of Rolesville, the town's

change in land use and zoning indicates a departure from its agricultural past: there has been a steady conversion of the former farms into subdivisions in response to the heavy demand generated by one of the strongest regional economies in the United States.

Growth is projected to be moderate from 2017 to 2022 compared to prior years. The table to the right provides a comparative view. Important to note is Rolesville's household size relative to both the MSA and County, signifying the presence of families with children.

The town's rapid growth has also resulted in higher household income levels. Historically, much of Rolesville's households were in the lower income categories prior to the 2010 census. These households include generations that have lived in Rolesville for many years. The population growth has created more household income diversity in Rolesville. As shown below, the households indicate three primary income ranges: lower income, middle class and the affluent.

Estimated Population Growth	Raleigh MSA	Wake County	Town of Rolesville
2017 Total Population	1,319,180	1,061,504	7,093
2010-2017 Population Growth	16.7%	17.8%	87.4%
2022 Estimated Total Population	1,467,228	1,187,059	8,481
2017-2022 Population Growth	11.2%	11.8%	19.6%

Figure 5-1: Source - ESRI, Rose Associates 2017

Income, Age & Household Size	Raleigh MSA	Wake County	Town of Rolesville
2017 Total Population	1,319,180	1,061,504	7,093
2017 Median Household Income	\$65,065	\$70,106	\$77,253
2017 Average Household Income	\$89,385	\$95,007	\$92,601
2017 Median Age	36.1	35.6	37.5
2017 Average Household Size	2.60	2.58	3.10

Figure 5-2: Source - ESRI, Rose Associates 2017

2017 Households by Income		
Household Income Base		2,287
<\$15,000		4.9%
\$15,000 - \$24,999	26.8%	4.6%
\$25,000 - \$34,999		6.6%
\$35,000 - \$49,999		10.7%
\$50,000 - \$74,999	38.3%	21.0%
\$75,000 - \$99,999		17.3%
\$100,000 - \$149,999		21.4%
\$150,000 - \$199,999	34.8%	8.2%
\$200,000+		5.2%
Average Household Income		\$92,601

Figure 5-3: Source - ESRI, Rose Associates 2017

GENERATIONAL COHORTS

Unlike the Baby Boomer generation whose housing decisions were driven by job relocations, Millennials, when entering the workforce, make career decisions based upon their desired lifestyle, then revolve their job search around their chosen community. As this group ages, marries and has children, they tend to seek a different lifestyle, generally moving from urban to suburban environments, such as Rolesville. As shown above, the two most prevalent cohorts making up over 50% of the population are parents (GenX) and their children (Gen Z).

Where many communities strive to attract Millennials, Rolesville attracts a family-oriented population who seek lifestyle preferences that are described more in depth in the next section.

TAPESTRY LIFEMODE GROUPS

Lifestyle Segmentation, created by ESRI's Tapestry, combines demographic and socio-economic data to further understand the residents in a neighborhood and the consumers in an area. It assists in understanding lifestyle characteristics including housing, consumer and entertainment preferences.

The entire U.S. population is categorized within 14 Tapestry LifeMode groups, from which 65 Lifestyle Segments can be identified, grouped from rural to urban center populations. These provide in-depth information about the character of all households in the designated areas, combining demographic, social and behavior patterns. The percentage of households in the geographic areas below define the top LifeMode groups in each area that dominate the landscape and further demonstrate the diversity of the populations between these areas.

While Wake County contains all 14 Life Groups, the Town of Rolesville contains only 2, Family Landscapes and Cozy Country Living.

Town of Rolesville			
Generation	Age Range	2010 Population %	2017 Population %
Gen Z (Centennials)	0 – 16	28.1	23.7
Gen Y (Millennials)	17 – 36	21.6	22.9
Gen X	37 – 51	35.1	31.5
Baby Boomers	52 – 70	12.8	18.3
Silent Generation	70+	2.4	3.6

Figure 5-4: Source - ESRI, Rose Associates 2017

LifeMode Groups	Wake County	Town of Rolesville
Affluent Estates	22.2%	-
Upscale Avenues	7.5%	-
Uptown Individuals	3.6%	-
Family Landscapes	16.2%	87.3%
GenXurban	5.9%	-
Cozy Country Living	1.7%	12.7%
Ethnic Enclaves	11.5%	-
Middle Ground	13.0%	-
Senior Styles	2.7%	-
Rustic Outposts	1.8%	-
Midtown Singles	8.5%	-
Hometown	1.0%	-
NextWave	1.2%	-
Scholars and Patriots	3.3%	-

Figure 5-5: Source - ESRI, Rose Associates 2017

tapestry segments

The Tapestry Segments within each of these LifeMode groups show different and more specific lifestyle characteristics. Within Family Landscapes, Rolesville's population falls within the Soccer Mom segment. This Tapestry Segment comprises 10% of the households in the county, and more notably 87% of the households in Rolesville. This is significant, with almost 9 out of every 10 houses falling under this segment in Rolesville. The remaining segment in Rolesville is Green Acres, from the LifeMode Group Cozy Country Living. Green Acres represents the town's first citizens and a diminishing segment. The following are the explanations of both segments.

Soccer Moms (87%)

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.



Green Acres (13%)

The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.



labor & employment

Rolesville's history is rooted in its agricultural heritage. Development strategy begins with understanding the local labor market and the community's economic base. Local employment is assessed by many data points, including educational attainment for job readiness and the employed population. Often the percentage of civilian population aged 16 or higher that are employed or seeking employment is defined as the labor force participation rate. However, these figures do not consider those that are unemployable (due to lack of skills or minimum educational attainment), discouraged workers who have dropped out of the workforce, and the unemployed. The data below shows regional employment growth in the major sectors from November 2016 to November 2017, with Professional & Business Services leading annual growth at 7.7% followed by Financial Activities (7.3%) and Manufacturing (4.4%).

BUSINESS & INDUSTRY

There are an estimated 32,970 business establishments in Wake County, per 2016 annual estimates from the Bureau of Labor Statistics. The large majority of business establishments in the county contain less than 250 employees. The major employers in Wake County represent a diverse range of both goods and services-producing sectors. While many of the major employers are located outside of the Northeast Wake County area where Rolesville is located, the major employers (those with 500 or more employees) in Wake County and those within close proximity to Rolesville, based upon zip code, are listed on the following page.



Figure 5-6: Source - NC Department of Commerce 2017

Major Employers	# Of Employees	Location
Duke University and Health System	36,004	Durham
State of North Carolina	24,083	Raleigh
Wake County Public School System	18,554	Cary
IBM Corporation	10,000	RTP
North Carolina State University	9,069	Raleigh
WakeMed Health & Hospitals	8,943	Raleigh
Rex Healthcare	5,700	Raleigh
SAS Institute, Inc.	5,616	Cary
Cisco Systems, Inc.	5,500	RTP
GlaxoSmithKline	4,950	RTP
Lenovo	4,200	Morrisville
Fidelity Investments	4,000	Raleigh
NC Department of Health & Human Services	3,800	Raleigh
Wake County Public School System	3,692	Raleigh
Sensus (Bermuda 2) Ltd.	3,691	Raleigh
City of Raleigh	3,673	Raleigh
Conduent Inc.	3,300	Cary
Duke Energy	2,700	Durham
Quintiles	2,600	Raleigh
Spectraforce Technologies Inc.	2,600	Raleigh
Closest Proximity to Rolesville	# Of Employees	Location
Allscripts	1,550	Raleigh
Set and Service Resources, LLC	1,500	Raleigh
CaptiveAire Systems Inc.	1,100	Raleigh
ACI Support Specialists, Inc.	700	Raleigh
Valeant Pharmaceuticals International, Inc	700	Raleigh
Concord Hospitality Enterprises	600	Raleigh
CenturyLink	420	Raleigh
Facilico	320	Raleigh
Nomaco Inc.	308	Zebulon
US Food Service	300	Zebulon
St. Moritz Building Services, Inc.	300	Raleigh

Figure 5-7: Source - Town of Rolesville, US Bureau of Labor Statistics 2017

ECONOMIC BASE

Economic Base Analysis is used to determine what industry sectors drive the local economy and determine real estate demand. The underlying theme suggests that jobs drive demand for real estate. In other words, for every base industry job that is created, a multiplier effect increases overall employment, in turn increasing both population and household income. There are two types of jobs: those which export their goods and services outside the community (also referred to as basic employment), and those which service the local community (otherwise referred to as non-basic or service employment). The corresponding demand is correlated to housing and various commercial uses of real estate.

The ratio of the county percentage of employment as compared to U.S. employment, or location quotient ("LQ") identifies which basic industry sectors contribute the greatest local economic growth. The sectors with location quotients ("LQ") greater than 1.00 demonstrate higher than U.S. averages, thus the primary drivers of the local economy. Leading industries based on LQ may vary from those industries providing the highest percentages of employment.

The top sectors which account for over a third of the county's total employment include Retail Trade (13.52%), Professional & Technical Services (11.14%) and Administrative & Waste Services (10.29%). The table to the right highlights the leading economic sectors and sub-sectors in Wake County. The difference between the sectors which provide the greatest percentage of employment as compared to the county's economic base (LQ >1.00), is shown in the table to the right (those of most significance are noted in bold). For Rolesville, this suggests that its impact in the county's economic base, and commensurate real estate sectors, should focus primarily on retail and office uses when planning for future development.

Economic Base Industry Key Sectors (NAICS)			
Wake County 2016	LQ	% Employment	Product Type
Total Annual Average Employment: 451,719			
Utilities (22)	1.16	0.53%	Industrial
Construction (23)	1.22	6.70%	Industrial
Construction of buildings (236)	1.32	1.60%	
Heavy & civil engineering construction (237)	1.14	0.08%	
Specialty trade contractors (238)	1.2	4.20%	
Manufacturing (31-33)	0.54	5.54%	Industrial
Computer & electronic product manufacturing (334)	2.93	2.53%	
Electrical equipment & appliance manufacturing (335)	1.33	0.42%	
Wholesale Trade (42)	1.07	5.20%	Industrial
Merchant wholesalers, durable goods (423)	1.19	2.87%	
Electronic markets, agents & brokers	1.19%	0.88%	
Retail Trade (44-45)	1.03	13.52%	Retail
Motor vehicle & parts dealers (441)	1.15	1.88%	
Furniture & home furnishings stores (442)	1.35	0.52%	
Building material & garden supply stores (444)	1.12	1.18%	
Health & Personal Care Stores (446)	1.09	0.95%	
Sports, hobby, instrument & book Stores (451)	1.28	0.65%	
General Merchandise Stores (452)	1.05	2.81%	
Miscellaneous store retailers (453)	1.06	0.73%	
Information (51)	2.00	4.63%	Office
Publishing industries, except internet (511)	3.62	2.17%	
Broadcasting, except internet (515)	1.12	0.25%	
Telecommunications (517)	2.28	1.51%	
Data processing, hosting & related services (518)	1.51	0.38%	
Real Estate & Rental/Leasing (53)	1.19	2.10%	Office
Real estate (531)	1.25	1.62%	
Rental & leasing services	1.05	0.48%	
Professional & Technical Services (54)	1.52	11.14%	Office
Management of Companies & Enterprises (55)	1.24	2.29%	Office
Administrative & Waste Services (56)	1.39	10.29%	Office
Administrative & support services (561)	1.42	10.08%	
Arts, Entertainment & Recreation (71)	1.31	2.42%	Other
Performing arts and spectator sports (711)	1.52	0.59%	
Amusements, gambling & recreation (713)	1.34	1.79%	

NOTE: While Manufacturing (31-33) was not a primary driver, two subsectors made a significant impact on the local economy

Figure 5-8: Source - US Bureau of Labor Statistics, 2016

REAL ESTATE MARKET

Past and future real estate trends can help describe where resident and business needs are met and unmet, allowing a town to better plan for the future.

ROLESVILLE'S LOCATION

The impact of the Interstate 540 loop around the central core of the Raleigh region cannot be understated. With multiple interchanges serving Wake County, Interstate 540 serves the many communities which commute to the major employment centers in and around Raleigh, which are primarily located within the City of Raleigh, the Research Triangle Park and the Town of Cary.

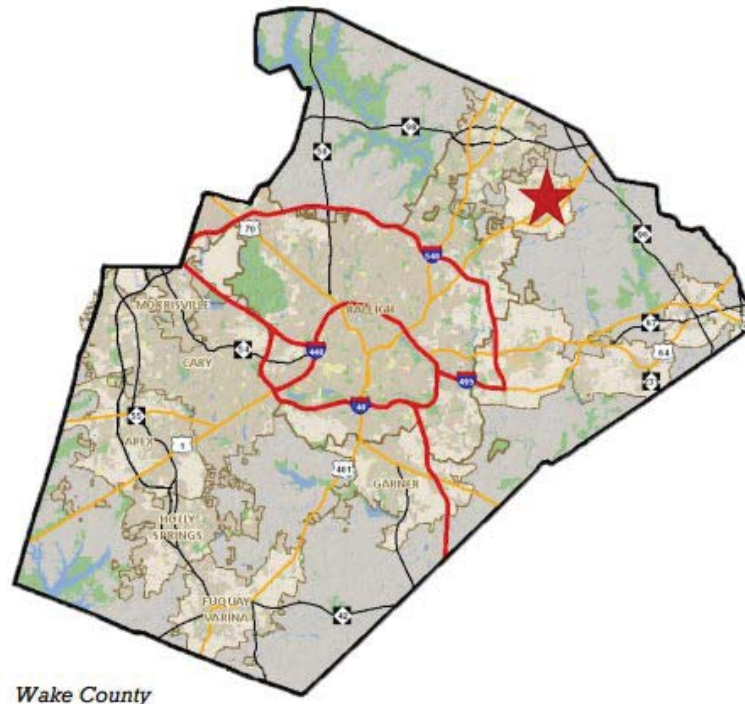


Figure 5-9: Map showing Rolesville's position relative to interstates and metropolitan areas.

COMMUTING PATTERNS

Provided by the US Census and NC Commerce Department, this data provides insight as to the flow of workers both into and out of Wake County. The average commute time for Wake County residents is 22.8 minutes. While nearly 55% of county residents work within Wake County, almost 44% commute from other surrounding counties. The map to the right suggests that each day there is a net inflow of approximately 101,501 workers that commute to work in Wake County.

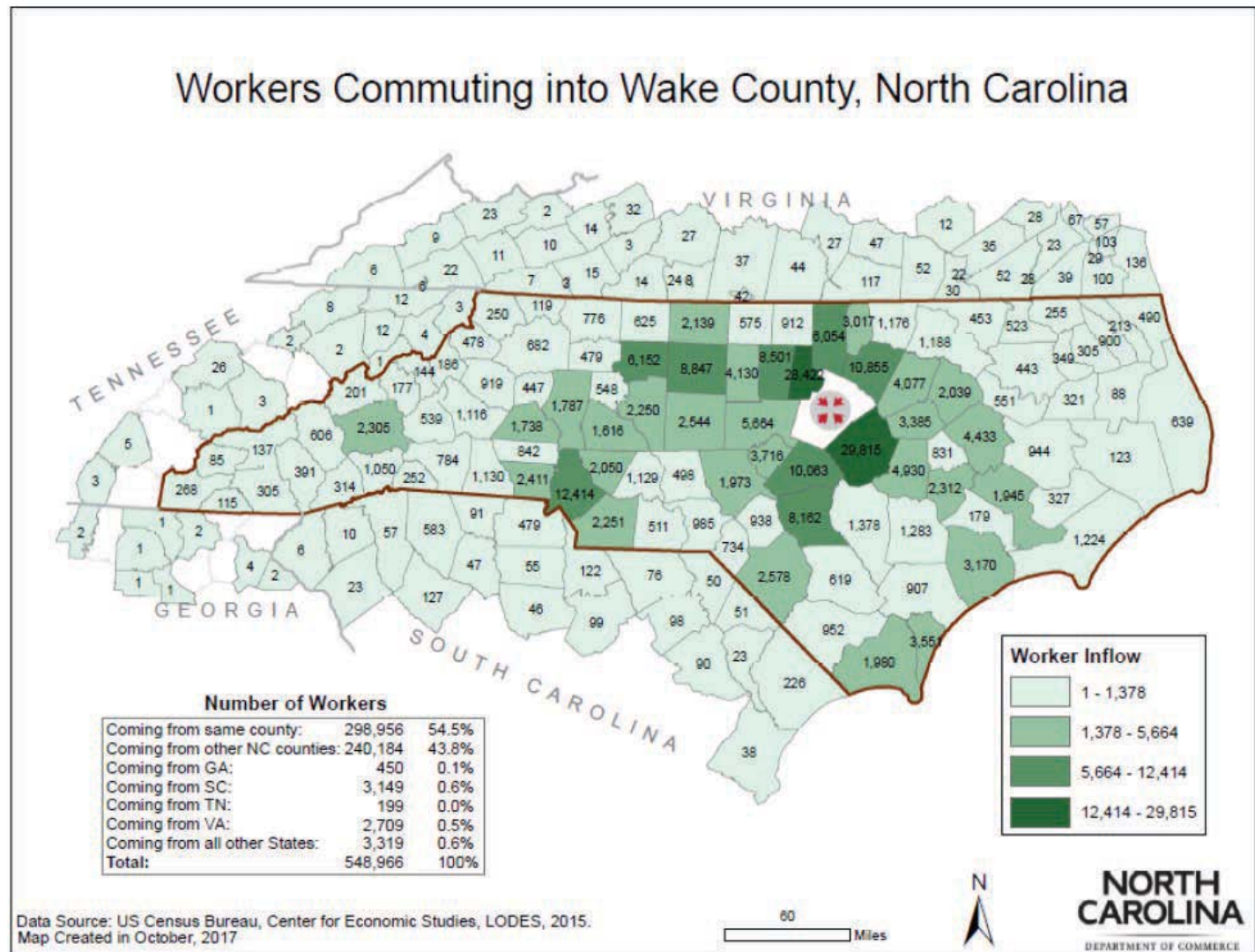


Figure 5-10: Map illustrating commuters within the Wake County area who live outside the county and drive into Wake County for work each day.
Source - AccessNC, Wake County Commuting Report, Primary Jobs 2015

TRADE AREAS

Trade areas are defined by the distance within which a location may attract employees or consumers. Within each trade area, thresholds are measured to determine adequate capacity, or demand, for a particular use. Often trade areas are defined by a radius distance around a site in terms of miles. While a useful benchmark, trade areas are more accurately defined based upon drive-time, which is dictated by traffic volumes, convenience and the number of alternative options within the trade area.

Larger destination-oriented uses such as major employers, colleges/universities, hospitals and major retail centers for furniture, clothing, specialty items and automobiles have a larger trade area, or distance that a consumer would be willing to drive - generally 20+ minutes or more.

Local employment and small service businesses for purchases made for daily living, such as gas, food, drugs, grocery and household items, and local services, draw from a smaller, more convenience-oriented, trade area. The average consumer will generally not travel more than 10+/- minutes for these purchases and services.

The location of the corridor and commuting patterns found throughout the county indicate that the primary trade area be defined within a 10-minute drive time. The secondary trade area includes a 20-minute drive time surrounding each catalyst area, providing access to major employers in the region. These highlight opportunities for both convenience-oriented and destination-oriented uses. Due to their proximity to each other, the corridor trade areas substantially overlap. Therefore, the central Burlington Mills Road intersection is used for the purposes of understanding the overall market.

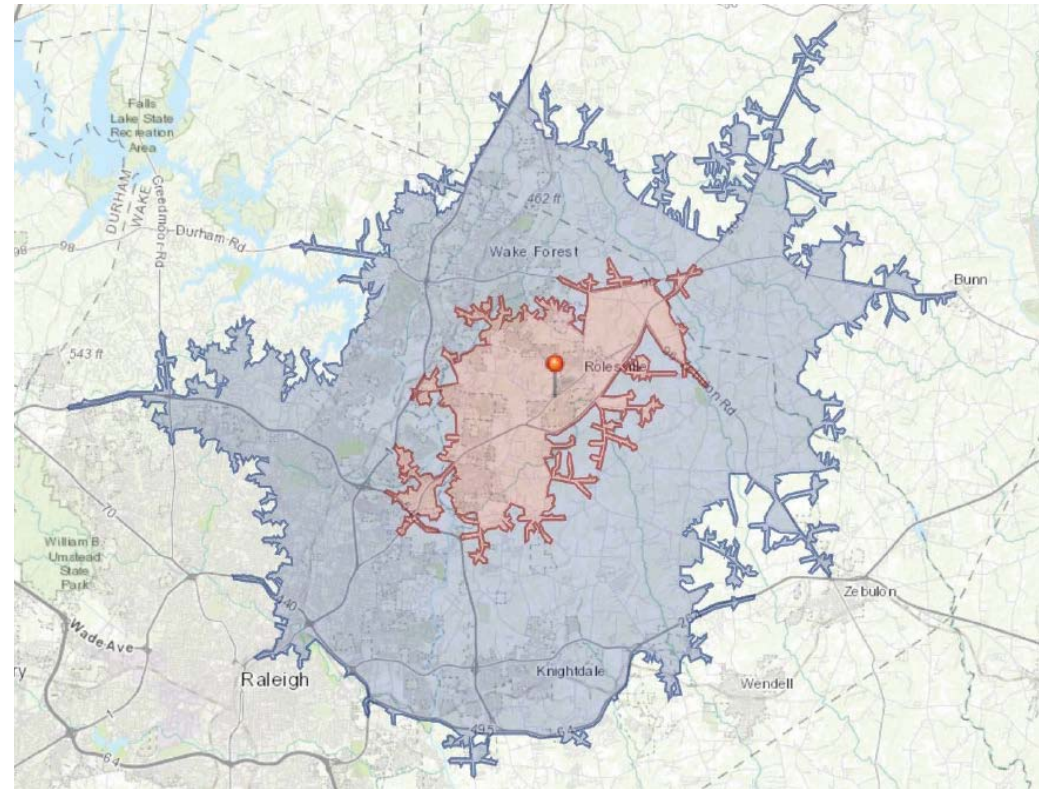


Figure 5-11: Primary (10-minutes) & Secondary (20-minutes) Trade Areas from Burlington Mills and Main Street Intersection. Source - ESRI, Rose Associates 2017

REAL ESTATE PRODUCT TYPES

Real estate market data represents both a snapshot in real time and prevailing economic cycles and real estate trends. Current and proposed future land use strategies are benchmarked against these trends as demand for space is driven by several factors including, but not limited to, the local economy and job growth, transportation, infrastructure, land entitlements and quality of life.

Real estate data is tracked by product type and submarkets, which may include specific geographic areas, such as counties, cities or census tracts. These are important elements when determining local market capture in the context of the larger regional marketplace. CoStar, a national commercial real estate data provider, tracks and reports product supply data within the region by major metropolitan areas (MSA) and each county or submarket within these MSAs. The data includes the total square footage of space for each product category, as well as available space (vacant space and vacancy rate), absorption of vacant space and average rental rates. Industry standards suggest that low vacancy rates (5% or below) indicate full occupancy or market equilibrium, while high vacancy rates (10% or above) suggest product oversupply.

WORK SPACE (INDUSTRIAL AND OFFICE) DEMAND DYNAMICS

The successful recruitment of new business generally results in demand in the form of work space, such as office and industrial buildings. The next generation of space reflects the behaviors and attitudes of a changing workforce and impacts the design of traditional office and industrial space. New work environments are less formal structures that are flexible and offer open spaces where workers can collaborate or perhaps be used for light assembly. These structures may look more

like a brewery or coffee house than a traditional office or industrial building, as the workspace environment has now become a recruiting tool.

The emphasis on business attraction and expansion for the basic industries (those noted above with LQ substantially higher than 1.0) suggest that of the 18,238 new jobs in Wake County from 2015 to 2016, 62% of its employment is basic, or exporting their goods and services outside of the market. This points primarily to office, professional and flex industrial uses in Rolesville. Additionally, other industries such as healthcare and education services may diversify the landscape and drive demand for institutional space, where other amenities and complementary uses exist. The corridor's location and adjacencies to major transportation networks and employment centers make it well positioned to drive additional employment in the Main Street Corridor.

Based upon annual county job growth and an estimated capture rate for Rolesville, annual square footage demand estimates can be projected using the county's percentage of employment sectors that correlate with industrial and office uses. Given the existing submarket supply absorption data, conservative capture rates for each product type as it relates to job growth is estimated. Based upon current estimates of space demand per employee, the results in total demand are shown in the table below.

Product Type	Industrial	Office/Flex
Submarket Capture	5%	5%
Annual Demand (sq ft)	83,245	41,651

Figure 5-12: Source - Rose Associates, NC Commerce, US Bureau of Labor Statistics

CURRENT INDUSTRY TRENDS

The current economic cycle will continue to drive companies to the southeastern United States in search of lower operating costs, skilled labor and quality of life characteristics found in this region. Traditional industry clusters in manufacturing and healthcare are transforming, developing opportunities for new work environments. As these industries continue to evolve, business leaders are demanding advanced workforce skills, adequate transportation infrastructure and support services in their location and operation decisions.

The Main Street corridor could emerge as a desirable and viable business location, including education and workforce development opportunities aligned with modern facilities in which to operate. New office, professional and flex workspace that addresses emerging technologies and a new workforce must be constructed for future economies.

SHOPPING & ENTERTAINMENT (RETAIL USES)

The retail industry is dramatically changing and exercising caution as it focuses on profitability over expansion through new store openings. Retail formats are shifting from traditional malls and shopping centers to mixed-use and more urban Main Street formats. The residents, respondents and stakeholders in the Main Street corridor clearly want expanded options for this type of shopping, dining and entertainment. The corridor provides opportunities to provide new lifestyle environments that appeal to residents, as well as visitors traveling to and through the area.

Estimates Income, Age & Household Size	Raleigh MSA	Wake County	Town of Rolesville
2017 Total Population	1,319,180	1,061,504	7,093
2017 Median Household Income	\$65,065	\$70,106	\$77,253
2017 Average Household Income	\$89,385	\$95,007	\$92,601

Figure 5-13: Source - ESRI, Rose Associates 2017

RETAIL DEMAND DYNAMICS

The demand dynamics for retail differ from office and industrial uses, as demand comes primarily from population, household and income growth, most often attributed to job growth. Income levels throughout Wake County are healthy (as shown below):

In addition to population and income, the volume of automobile traffic is an important factor for the success of retail. The 2017 annual average daily traffic volume collected by NCDOT indicates that the traffic volumes to support retail have diminished substantially since the completion of the US Highway 401 Bypass. Therefore, strategies to improve this dynamic are critical to the success of retail along the corridor.

Employment in retail industry sectors (Retail Trade and Food Services) totals 13.52% in Wake County, contributing to its economic base, providing jobs and bringing consumer expenditures to the region. Given the dynamics of the corridor serving convenience-oriented businesses, the trade areas around the north and south catalyst areas include 10- minute drive times. Consumer expenditures outline the average dollars spent in major retail segments on an annual basis within each trade area and assess both demand and supply factors based upon consumer incomes and spending. These are used to determine gaps in the market for each segment.

RETAIL SUMMARY

While demand dynamics support additional commercial product development in the economic nodes, physical limitations, watershed protection and zoning may limit development in these areas. Consumer trends and the preponderance of mixed-use and infill development throughout the region also suggest that in addition to retail, dining and entertainment, additional housing may also be considered to be integrated and support other product types. Housing markets and options are further detailed in the next section. While the primary focus of the study is transportation, existing and future land uses will influence the corridor. There are currently reductions during peak a.m./p.m. commute times in the corridor, thus transportation improvements and land use development decisions based upon regional development pressures must consider the experience for all users.

Regional and super-regional shopping venues are dominant throughout the region. Main Street's neighborhood shopping destinations are largely supported by drive-by traffic and local residents. The corridor can support additional retail uses; however, these are limited by obsolescence and competition from neighboring shopping venues. Therefore, retail should be considered in Main Street and/or mixed-use formats, with entertainment or employment uses integrated. These could include both re-development of existing single-story retail sites and new space, interconnected with other uses to create synergy. Locating new and revitalized retail on Main Street will increase the potential for future growth, in both the residential and daytime (employment) populations.

“Millennials are expected to drive growth in suburban shopping as they age, form families and seek places to live as affordability concerns rise in urban areas. Developers of suburban destinations want to create mixed-use districts that have an urban feel and are walkable.”

*- Garrick Brown, Cushman &
Wakefield, 2016 ICSC Convention*

housing dynamics

The dynamics of housing nationally are evolving. The mobility rate in the U.S. has decreased since the 2008 recession, and mobility is greatest among the young. Meanwhile the number of older households (baby boomers and seniors) is increasing rapidly. Seniors have low mobility rates as compared to the young. The South attracts more than half of the demand for new housing, according to Robert Seigel Associates, a research and consulting firm that tracks housing data. His research suggests that communities should try to understand the potential importance of corporate decision-making on where people (workers) want to live. This has been most evident with the Amazon HQ2 search. While many major metros made the list, some smaller markets, including Raleigh, made the

2017 Rolesville Housing Data Summary		
Number of Households		2,287
Average Household Size		3.10
Number of Households		
Owner Occupied		78.4%
Renter Occupied		16.7%
Vacant		4.8%
Median Household Income		\$77,253
Median Home Value		\$271,117
Median Age		37.5
Value of Owner Occupied Housing		
Less than \$150,000		11.6%
\$150,000 - \$299,999		46.6%
\$300,000 - \$499,999		35.0%
\$500,000 or more		7.0%
Households by Income of Owner		
Less than \$50,000		26.1%
\$50,000 - \$99,999		38.3%
\$100,000 - \$149,000		21.4%
\$150,000 or more		13.4%

Figure 5-14: Source - Community Profile, US Census, ESRI, Rose Associates 2017

shortlist.

The table to the left, below, provides a snapshot of the housing market in Rolesville. Basically, this is a description of middle America. The relatively high household size suggests that people who live in Rolesville are characterized as being from the more traditional notion of a household: two parents with children, many of whom are school age. Nationally, a little less than 25% of the households have school age children in them. Home ownership is also quite high. This is probably more of a function of the housing stock than anything else. More surprising is that a little over 25% of the home owners have an income of less than \$50,000 a year.

Rolesville Single-family Building Permits (2003-2014)			
Year		# Of Buildings	Average Cost
Pre-recession:			
2003		42	\$131,900
2004		87	\$130,100
2005		197	\$171,100
2006		210	\$213,000
2007		227	\$212,000
Total Buildings		763	
Recession:			
2008		114	\$183,800
2009		25	\$217,100
2010		65	\$189,900
2011		63	\$231,200
Total Buildings		267	
Post-recession			
2012		152	\$287,800
2013		323	\$228,700
2014		175	\$221,100
Total Buildings		650	
Houses Added (2003 - 2014):		1,680	

Figure 5-15: Source - Town of Rolesville, Wake County, Rose Associates

HOUSING SUPPLY

Today, most people probably think of Rolesville as a new town, and that is basically true. It's a place where most of the housing stock is less than 20 years old (see table) and where the residents living in those houses are the epitome of the middle American dream. The population is largely young, employed, home owners rather than renters, highly educated with good incomes. The momentum in new housing construction seems to have regained the momentum it had pre-recession.

However, some things are missing in this otherwise attractive place. What little retail that exists is more appropriate for relatively low wealth households than an area that is rapidly becoming among the elite housing communities in Wake County. The data on home sales show that in 2000, Rolesville had a higher average sales price than only 4 other Wake County towns; in 2010, it had a higher average sales price than 7 other Wake County towns (including Raleigh); and, in 2016, it had a higher average sales price than 9 other Wake County towns (including Durham and Raleigh) and Wake County as a whole.

HOUSING DEMAND

Housing demand is driven by two factors: employment growth and population growth, which in turn results in household growth. New residents will continue to be attracted by jobs in the region or those relocating for lifestyle preferences. They may also choose an area based on affordability. An industry benchmark for housing based on employment suggests that for every 100 new jobs, 80 new housing units are needed. Demand based on anticipated annual job growth suggests more robust demand than population growth over a five-year period. This provides a range (90 – 176 units per year) for housing demand for Rolesville (see table), which over a 10-year build out period totals an average of approximately 1,330 housing units.

Employment to Resident Housing Summary	Wake County	Town of Rolesville
Total Businesses	37,285	159
Total Employees	521,423	1,361
Total Resident Population	1,061,504	7,093
Employee/Resident Population Ratio	0.49	0.19
Annual Estimated Employment Growth	18,238	220
Annual Estimated Housing Demand	14,590	176
Employment to Resident Housing Summary	Wake County	Town of Rolesville
2017 Total Population	1,061,504	7,093
2022 Estimated Total Population	1,187,059	8,481
Added Population	125,555	1,388
2017 Average HH Size	2.58	3.10
Housing Unit Demand (2017 – 2022)	48,665	448

Figure 5-16: Source - ESRI, Rose Associates 2017

FUTURE HOUSING CONSIDERATIONS

The most obvious place to start re-imagining the future of Rolesville is how to increase population density, how to diversify the housing product, and how to diversify the population. This is not a housing centric report; therefore, the intent is just to plant some ideas that might be considered in achieving these goals.

The existing housing stock in Rolesville is almost all detached single-family units, which, of course, attracts the very people who have and are moving into these units. However, recent demographic changes suggest that the town may diversify the single-family detached housing stock. A little less than 25% of the households in the US have a school age child. Evidence is already beginning to come to light that we could be in a “baby bust” era. Therefore, this type of household is contracting rather than expanding. The two largest segments of childless households are the baby boomers (now largely empty nesters) and the millennials (many who have not yet made a permanent nest).

Interestingly, both demographic groups are looking for somewhat the same type of housing, and it is not what has been and is being built in Rolesville. Both groups are looking for a place to live where their value of “community” can be enhanced. We humans are social animals, and the experiences we have had living in traditional subdivisions has often been viewed as a detriment rather than a support for our social inclinations. For millennials this often means living in rental units (apartments) and for baby boomers, it means downsizing into smaller units such as townhomes, condos, and patio homes. For both groups, the preference is for their housing to be a part of a mixed-use community, so that some of their needs can be met by walking or biking to them. And these groups are willing - even prefer - to live in much denser developments that the typical subdivision offers.

Rolesville is well-positioned to begin making changes in housing options quickly. The development pattern shows major subdivisions with gaps between them. These gaps, infill development, are exactly the kinds of places where modest-sized apartment complexes, townhome communities, perhaps condos and patio homes would fit perfectly. Mixing some retail and service uses into this infill development would serve not only the new, more dense communities but also the major subdivisions around this infill development.



“Suburban growth is turning in the opposite direction. Instead of moving away from large cities, it is turning toward them. The fastest growing markets tend to be located around cities. It is moving toward the center of metros areas, not toward the edges.”

- Robert I. Seigel

CORRIDOR DEVELOPMENT STRATEGIES

Based on the market analysis, strategies for corridor areas are recommended for future development.

REAL ESTATE USES

Rolesville seems to have embraced its role as a bedroom community; however, like most such places, it has a goal of balancing that residential growth with an increase in commercial activities, particularly appropriate retail for its growing population, business activities, office space, and perhaps some industrial and manufacturing activity. The dominant labor force is employed in white collar jobs, which suggest office uses over industrial development. The summary of proposed commercial real estate uses provides guidelines for the type and amount of product to consider in long-term planning:

Product Type	% County Employment	Rolesville Employment Capture Rate	Annual Demand (sq ft)	Supply 2017 (sq ft)	Gap* (10-year estimate)
Office	30.45%	5%	41,651	21,000	206,510
Industrial	17.97%	5%	83,245	295,000	499,470
Retail	13.52%	5%	39,946	242,000	159,784

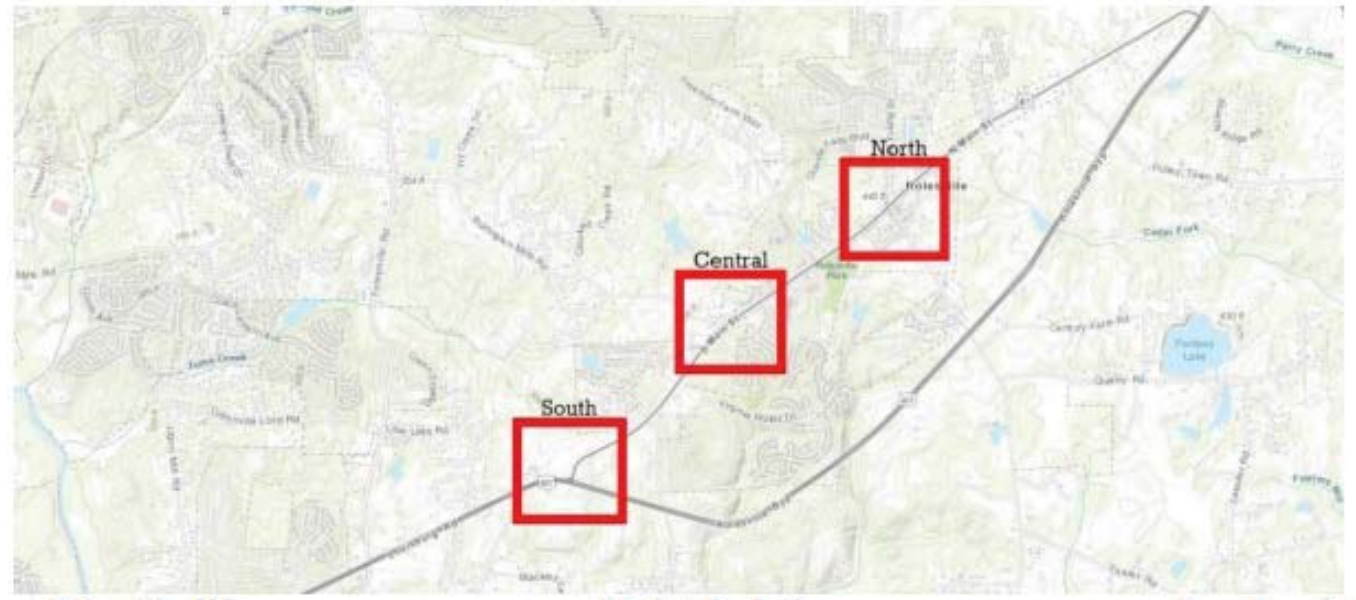
* Gap is estimated including demand, supply and annual absorption

Figure 5-17: Source - Rose Associates, NC Commerce, US Bureau of Labor Statistics

While growing and diversifying the commercial inventory, it should also diversify its housing to maintain affordability and meet the needs of future residents. This includes approximately 1,330 additional housing units over the same 10-year period. Where should this development be located? We identified targeted trade areas along the corridor in which there are existing central places, or centers of influence, and transportation patterns, existing infrastructure/investment, proposed redevelopment and available property ripe for development.

CATALYST SITES

The Bypass intersection with Main Street serves as a gateway to the community. The length and character of the Main Street corridor evolves from highway commercial to suburban residential and to the original downtown. Three targeted areas were identified as having the greatest potential for catalyst site redevelopment from which to build place-based strategies for economic development and to anchor Main Street to both its past and its future. These are shown on the map here, and described in further detail on the following page.



CATALYST

An agent that provokes or speeds significant change or action. A Catalyst Site or Project is a one or several projects done in an coordinated effort that together create a change in an area. This can be negative or positive, but the change is evident and the effects can be long-lasting. Here, the goal is to create positive catalysts for Rolesville.

Area:		North - Town Center Core (Main & Young)	Central - Lifestyle Village (Main & Burlington Mills)	South - Gateway Mixed-Use (Main & US 401 South Entry)	All Areas
Corridor Development Strategies	Residential	1. Improve connectivity of roads, bike and pedestrian lanes to adjacent neighborhoods.	1. Support market rate housing development with mix of product types: townhomes; apartments; senior housing.	1. Improve connectivity of roads, bike and pedestrian lanes to adjacent neighborhoods.	1. Facilitate expanded new housing options along the corridor.
		2. Connect town center and neighborhoods to park.	2. Improve connectivity of roads, bike and pedestrian lanes to adjacent neighborhoods.	2. Incorporate apartments, lodging/ senior care housing.	2. Evaluate impacts and improve connection/transition between commercial and residential uses.
		3. Housing product to continue low density residential to incorporate fabric of existing neighborhoods	3. Housing product to incorporate higher densities.	3. Incorporate wayfinding signage to Main Street and the town center/downtown.	3. Involve local realtors in housing initiatives and provide a housing forum for discussions
	Retail	4. Incorporate local service restaurants/retail into the town center plan along with or adjacent to public/civic buildings.	4. Facilitate small area plan to incorporate additional small convenience-oriented retail and public space/art.	4. Facilitate development of vacant parcels for employment and destination retail/entertainment.	4. Facilitate signage and facade improvements and/ or development of key parcels surrounding proposed road improvements. Utilize principles of creative place-making.
		5. Facilitate facade improvements for commercial structures at the Main Street intersection, including signage.	5. Improve streetscape and wayfinding connections to continue momentum from south gateway.	5. Improve streetscape and bike and pedestrian access to Main Street and adjacent neighborhoods.	5. Develop program using NC Main Street principles, and assign tasks to staff or local organizations for marketing.
		6. Revisit signage, streetscape and branding/marketing efforts for the town center.	6. Improve streetscape and wayfinding connections to continue momentum from south gateway.	6. Improve streetscape and wayfinding connections to continue momentum from south gateway.	6. Improve streetscape and wayfinding connections to continue momentum from south gateway.
	Workspace	7. Encourage the development of small scale office/professional space to support town center core retail and Main Street uses.	7. Incorporate live-work and office space for home-based business and telecommuters.	7. Facilitate and/or coordinate small area planning for mixed-use development centered around an employment campus (office/flex/ industrial) to provide jobs and balance tax base.	7. Facilitate internship opportunities between business owners, education institutions and non-profits. Evaluate state and federal grant opportunities to incentivize development.
		8. Facilitate discussions with local area schools for learning experiences and exposure to small business.	8. Provide opportunities for additional small office for service/professional services.	8. Incorporate branding/marketing plan for attraction of new business and expansion of area existing business. Initiate economic gardening program for small business.	8. Support entrepreneurship and economic gardening initiatives with economic development organizations, education institutions and local corporations involved in innovation.
	NOTES: Initial Findings/Recommendations are subject to change and revision as planning cycle continues to include stakeholder/staff meetings, and continued data collection. Not to be distributed, copied or interpreted without the entire context of the full and final market analysis and/or report.				

Figure 5-19: Source - Rose Associates

RETAIL GAP

While supply and demand for office and industrial is defined by employment and square feet, for retail, the actual dollar expenditures within each category are measured against demand within a given trade area. Negative gaps (surplus, in red text) suggest oversupply or a market where customers are drawn in from outside the area as in destination-oriented retail, while positive gaps (leakage, in green text) indicate areas of opportunity for additional retail within a given trade area. Details of surplus and leakage for all categories in the primary and secondary trade areas can be found in the tables to the right.

The population and leakage gap are greater within the South Mixed-Use trade area. Further, within each major retail industry group, there are sub-sectors that provide opportunities due to leakage in several categories. Where gaps exist in select categories, the potential expenditures must meet the income thresholds of per square foot sales. Included are those gaps in the market for non-store retailers (e.g. ecommerce/online markets) which is substantial in the secondary trade area. These sub-sectors demonstrating retail opportunities for the Main Street corridor include those seen in the table to the right.

Existing retailers and fast food restaurants in the corridor could differentiate the experience by converting traditional centers to more desirable, updated mixed-use formats and repositioning the existing retail mix to include the above sub-sectors. The success of retail along Main Street is dependent upon the continued momentum of local population and income growth.

Catalyst Trade Areas (10-Min. Drive)	Major Industry Summary		
North Town Center Core: Pop. 30,252	Demand	Supply	Retail Gap (leakage)
Total Retail Trade and Food & Drink	\$456,963,342	\$234,879,603	\$222,083,739
Total Retail Trade (NAICS 44-45)	\$410,790,780	\$221,560,529	\$189,230,251
Total Food & Drink (NAICS 722)	\$46,172,563	\$13,319,074	\$32,853,489
South Mixed-Use: Pop. 53,702	Demand	Supply	Retail Gap (leakage)
Total Retail Trade and Food & Drink	\$761,794,709	\$461,427,003	\$300,367,706
Total Retail Trade (NAICS 44-45)	\$684,550,044	\$429,720,256	\$254,829,788
Total Food & Drink (NAICS 722)	\$77,244,666	\$31,706,747	\$45,537,919

Retail Gap Opportunities for Rolesville @ North Town Center Core		
Retail Industry Group	NAICS #	Primary (10 minute drive)
Motor Vehicles & Parts Dealers	441	\$76,706,775
Furniture & Home Furnishings Stores	442	\$14,917,808
Electronics & Appliance Stores	443	\$11,696,508
Bldg Materials, Garden Equip. & Supply Stores	444	\$24,615,946
Food & Beverage Stores	445	(\$26,883,237)
Health & Personal Care Stores	446	\$14,500,266
Gasoline Stations	447	\$25,142,395
Clothing & Clothing Accessories Stores	448	\$19,890,728
Sporting Goods, Hobby, Book & Music Stores	451	\$10,346,605
General Merchandise Stores	452	(\$2,777,718)
Miscellaneous Store Retailers	453	\$14,856,721
Nonstore Retailers	454	\$6,217,452
Food Services & Drinking Places	722	\$32,853,489

Retail Gap Opportunities for Rolesville @ South Mixed Use		
Retail Industry Group	NAICS #	Primary (10 minute drive)
Motor Vehicles & Parts Dealers	441	\$54,436,857
Furniture & Home Furnishings Stores	442	\$20,125,250
Electronics & Appliance Stores	443	\$10,597,994
Bldg Materials, Garden Equip. & Supply Stores	444	\$33,026,530
Food & Beverage Stores	445	(\$16,228,857)
Health & Personal Care Stores	446	\$21,429,702
Gasoline Stations	447	\$37,150,577
Clothing & Clothing Accessories Stores	448	\$8,579,733
Sporting Goods, Hobby, Book & Music Stores	451	\$5,121,830
General Merchandise Stores	452	\$47,376,006
Miscellaneous Store Retailers	453	\$23,275,562
Nonstore Retailers	454	\$9,938,605
Food Services & Drinking Places	722	\$45,537,919

Figure 5-20: Source - ESRI, Rose Associates 2017

••• ripe & firm analysis

A ripe and firm analysis was conducted on all parcels in the study area. To complete this analysis, a subjective windshield survey looked at each parcel and the development that currently occupies it. Individual parcels are classified into one of three categories: firm, opportunity, or ripe. This analysis is used to identify areas both likely and unlikely to change. Often, there are areas that are not clearly one or the other, and those are identified simply as opportunities.

FIRM

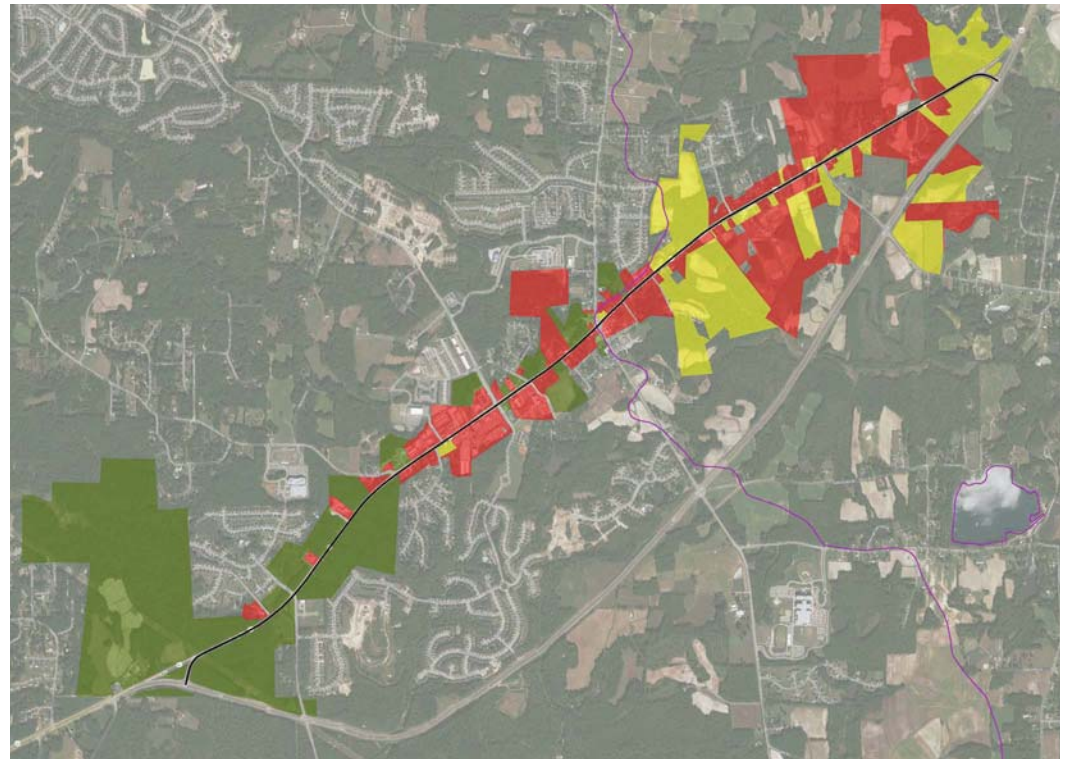
- ◉ Existing buildings with historic character and architectural significance
- ◉ Churches, schools, government buildings
- ◉ Residential properties currently occupied with structures in decent condition

OPPORTUNITY

- ◉ Underutilized property, but currently occupied
 - ◉ Current use may work but the building and/or site needs a face-lift
 - ◉ Current building/site is of value but the use needs to change to become additive to a vibrant, walkable community
- ◉ Oversized parking lot

RIPE

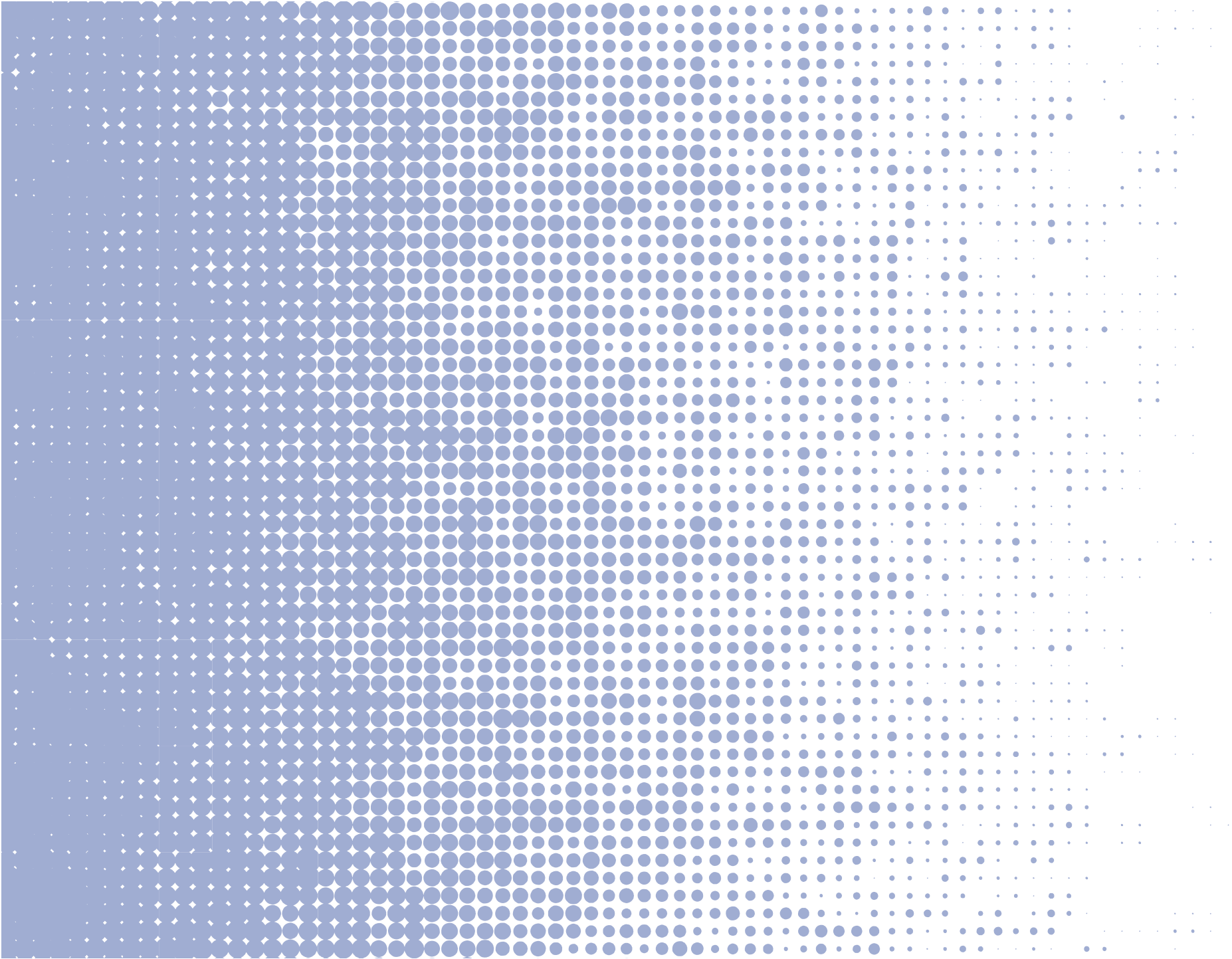
- ◉ Vacant parcel
- ◉ Property currently for sale
- ◉ Building is dilapidated to the point of no repair



LEGEND

- Ripe
- Opportunity
- Firm

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Mobility & Urban Design Recommendations

The recommendations that follow came out of months of collaboration and engagement between the Town, CAMPO, the stakeholders, and the community.

MOBILITY & COMPLETE STREETS

COMPLETE STREETS DESIGN THEMES

With the direction provided by the Steering Committee, CAMPO staff, local and county public officials and staff, the business community, and the residents of Rolesville, the project team was able to identify key planning themes to help craft the recommendations. It was only through numerous conversations and direct input on Main Street that this Vision was created and these themes were brought out. The choices made by the project team during this process were intentional to address the guiding principles introduced in the Chapter 1, the Executive Summary.



MODAL CHOICES
MUST BE A
PRIORITY

NEW SIDEWALK CONNECTIONS, MULTI-USE PATHS, AND DEDICATED BIKE-LANES ARE ADDED WHERE POSSIBLE TO ENSURE ACTIVE TRANSPORTATION HAS A PLACE ALONG THE CORRIDOR



SAFETY OF
ALL USERS IS
CRITICAL

CROSSING IMPROVEMENTS WERE MADE AT INTERSECTIONS AND MID-BLOCK IN SEVERAL KEY LOCATIONS ALONG THE CORRIDOR, ALL RECOMMENDED WITH EITHER PEDESTRIAN CROSSING FLASHERS OR A REFUGE ISLAND



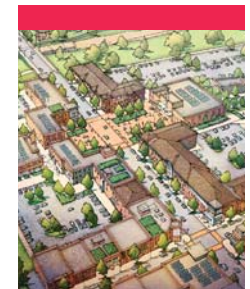
ACCESS
MANAGEMENT
& ENHANCED
CONNECTIVITY

MEDIAN INSTALLATION, DRIVE-WAY CONSOLIDATION AND PARKING LOT CONNECTIONS ARE USED TOGETHER TO PRESERVE ACCESS TO EXISTING RETAIL WHILE MINIMIZING VEHICULAR TRAFFIC INTERACTING WITH PEDESTRIANS AND CYCLISTS



ATTRACTIVE
DESIGN SUPPORT
SURROUNDING
LAND USES

BEAUTIFICATION THROUGH PAVED AND PLANTED MEDIANS, PAVED OR STAMPED CROSSWALKS, AND ENCOURAGE CONSISTENT SIGNAGE AND GATEWAY SIGNS TO CELEBRATE THE TOWN AND CONNECT VARIOUS USERS TO THE ENTIRE CORRIDOR



QUALITY
DEVELOPMENT/
REDEVELOPMENT
SUPPORTED

UTILIZING NEW SIDEWALK, BIKE LANES, AND MULTI-USE PATH CONNECTIONS AND NEIGHBORHOOD STUB-OUTS, WALKABLE RESIDENTIAL AND ACTIVATE GROUND FLOOR RETAIL IS ENCOURAGED ALONG THE CORRIDOR

The form and function of Main Street is a key part of the current issues it faces today. The Vision Plan proposes a new form to improve its functionality.

CONTEXT ZONES - EXISTING CONDITIONS

Calling back to Chapter 1, Main Street serves as the main entry in and out of town to U.S. 401 and connects the community along the thread. While it is one corridor, it serves different functions along the stretch. The four-mile corridor was segmented into three distinct zones by major intersections that mark these transitions.

- Suburban Fringe: US 401 (South) to Burlington Mills Road
- Village Core: Burlington Mills Road to Young Street
- Rural Transition: Young Street to US 401 (North)

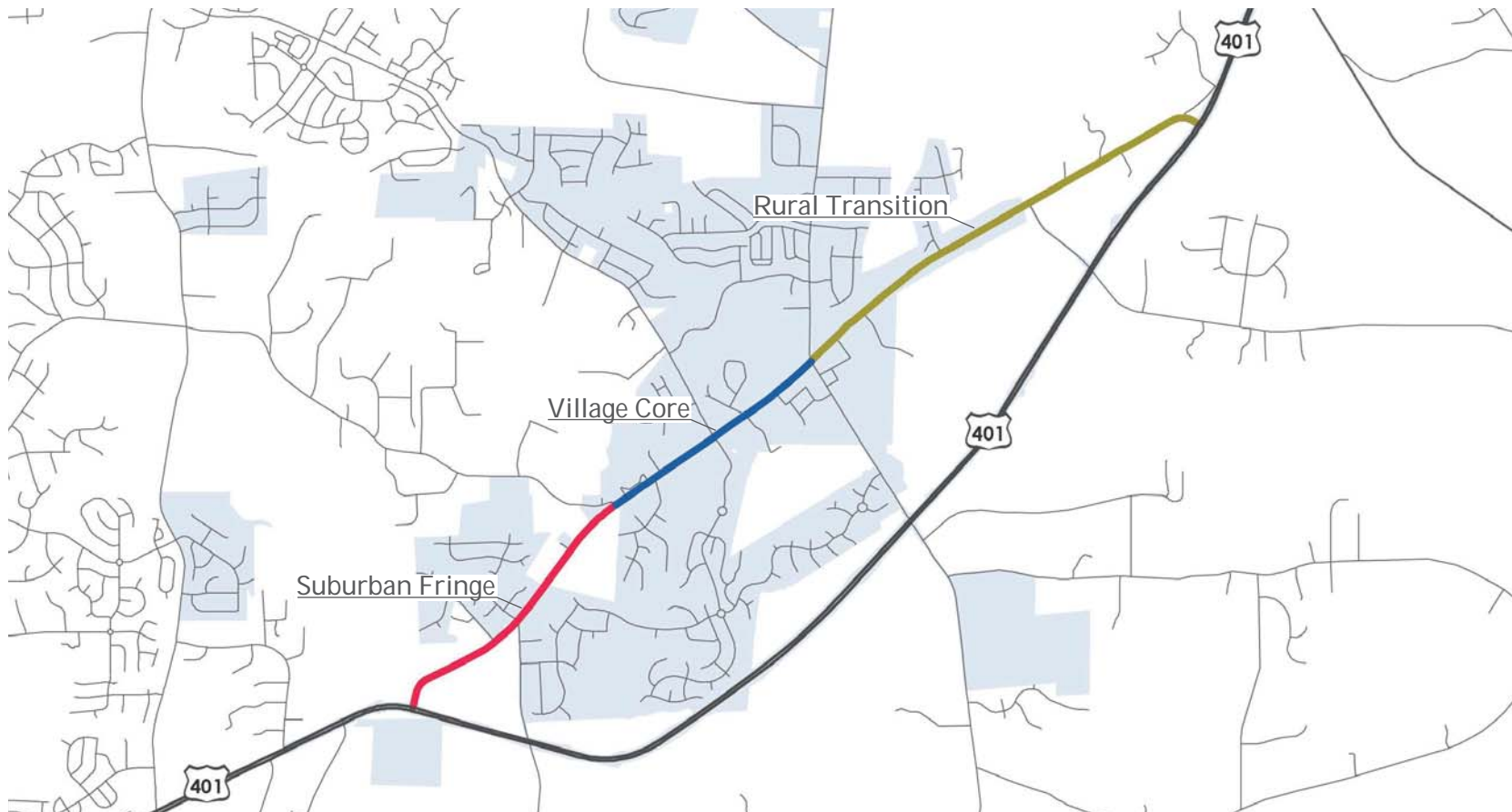


Figure 6-1: The three context zones of Main Street

SUBURBAN FRINGE:

US 401 / LOUISBURG ROAD (SOUTH ENTRY) TO BURLINGTON MILLS ROAD

LENGTH: 1.2 MILES

2016 AADT: 9,500

% DECREASE FROM 2015: -52.5%



VILLAGE CORE:

BURLINGTON MILLS ROAD TO YOUNG STREET

LENGTH: 1.0 MILE

2016 AADT: 15,000; 12,000

% DECREASE FROM 2015: -34.8%;
14.3%



RURAL TRANSITION:

YOUNG STREET TO US 401 / LOUISBURG ROAD (NORTH ENTRY)]

LENGTH: 1.9 MILES

2016 AADT: 3,600

% DECREASE FROM 2015: -72.6%



preferred access plan

When developing the concept designs for Main Street, several design considerations were assumed to create the highest value facility while addressing the connectivity issues and minimizing right-of-way impact. With the lower traffic volumes on Main Street, much of the existing roadway could now be dedicated to multi-modal and aesthetic improvements. In redesigning Main Street to improve walkability and encourage the appropriate development along the roadway, the Town of Rolesville can accommodate a higher level of bicycle and pedestrian activity, mobility and safety improvements.

The following design criteria were used when designing the Main Street improvements:

- Design Speed: 25-35 MPH.
- Lane widths: 11 ft
- Cross slope: 2%.
- Shoulder widths: 1.5 - 2 feet wide (Suburban Fringe, Rural Transition), curb and gutter (when applicable)
- Multi-use Path/Side path: 10-foot wide for bicycle and pedestrian use.
- Sidewalks: 6-foot wide sidewalk preferred, 4-foot minimum (with planting strip)
- 5-foot wide bike lanes (buffered or protected when applicable (Village Core))

-  **Gateway Treatments** (ie. branding, entryway, traffic calming, welcome.)
-  **High-Quality Intersection** (ie. high visibility crosswalk, ped countdowns, street trees, ADA, ped level lighting.)
-  **Pedestrian Crossing**
-  **Potential Planted Median**
-  **Complete Streets Focus Area**
-  **Collector Street Connectivity**



Figure 6-2: Preferred Access Plan. Large, violet circles indicate a 5-minute walk radius.

The Preferred Access Plan shows the overall design concept for the Main Street Corridor. Capped with gateway treatments at both ends, the corridor is lined with medians, controlling turning movements and making traffic patterns more predictable. Pedestrian crossing locations were pinpointed in all three segments. High quality intersection redesigns were placed at the major intersections on the corridor: Forestville Road, Burlington Mills Road, Rogers Road and Young Street. Spacing standards are set for gateways (every 2 miles), high quality intersections (every 2800 feet to 3400 feet), and pedestrian crossings, (every 1200 feet to 1400 feet)

MAIN STREET CONCEPT DESIGNS

These concepts will lay the groundwork for the redesign of Main Street; they are presented as direction before a formal construction document is created.

The design considerations for each section of the roadway are described first followed by the concept designs, engineered using AutoCAD™. This section shows graphically (see cross-section for each Context Zone), how the typical cross sections developed for this project are used to create a context-sensitive and seamless set of design solutions that addressed the specific needs of various corridor segments. Photo-simulations of what the proposed result might look like are provided as well.

suburban fringe

RECOMMENDATIONS

- Rebuild Main Street into a 2-lane divided roadway with a meandering 10' - 12' side path from US 410 Bypass to Burlington Mills Road;
- Install canopy street trees as appropriate;
- Planted median should be accommodated where width of roadway provides space (i.e., greater than 28' width), using the continuous left turn lane where appropriate.
- Use brick or stamped monolithic median where width cannot accommodate a planted median (greater than 8' width).
- Gateway Entrance: Construct a one-lane roundabout at the intersection of Lonnie Drive.
- Jonesville Road Intersection: Install a traffic signal with high visibility crosswalks, pedestrian countdowns, street trees, and pedestrian level lighting.

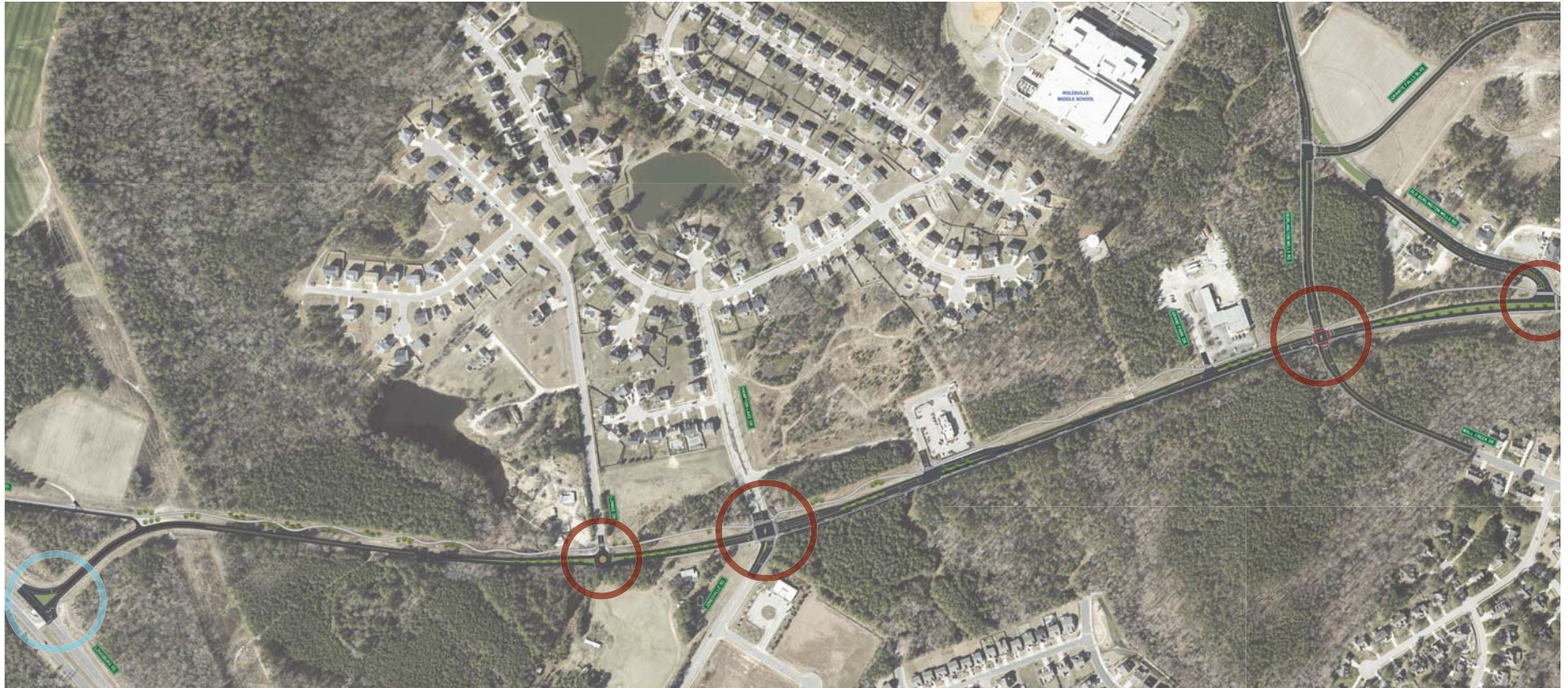
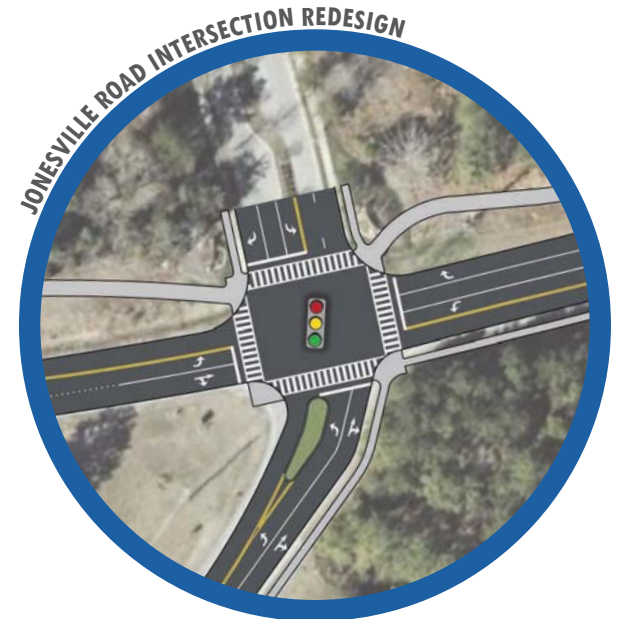


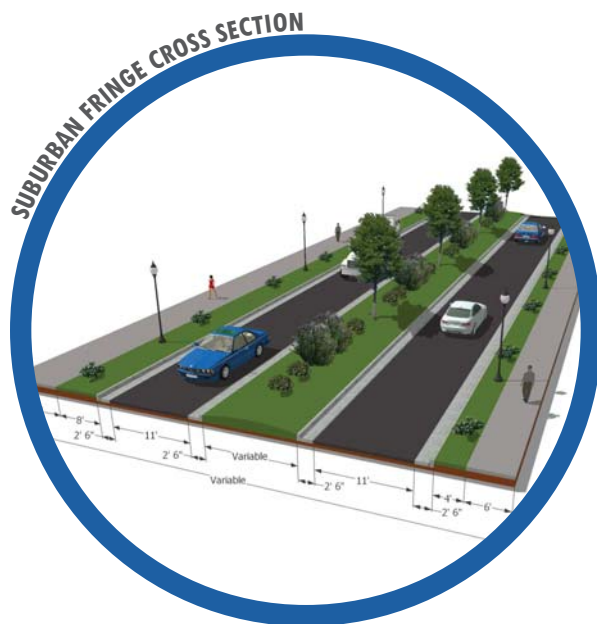
Figure 6-3: Rendered Concept Design of Main Street from the Southern Exit at US 401 to Burlington Mills Road.

- Construct 6' sidewalk from Jonesville Road north to Burlington Mills Road.
- Realign Burlington Mills Road to address problematic skew, creating a new intersection with Main Street;
- Old Burlington Mills Intersection: Install a planted median and convert the intersection to a right-in/right-out operation. Install high viz crosswalks and a pedestrian crossing flasher at Main Street pedestrian crossing. Construct a cul-de-sac at the end of Old Burlington Mills Road or connect through to Granite Falls Blvd.
- New Burlington Mills Intersection: Install a traffic signal with high visibility crosswalks (brick pavers), pedestrian countdowns, street trees, and pedestrian level lighting;
- Connect Wall Creek Drive to new intersection at Burlington Mills/Main Street (including sidewalk on one side).



Figure 6-4: Proposed Cross Section - Suburban Fringe





GATEWAY MONUMENT AT MAIN AND US 401



EXISTING



PROPOSED

Figure 6-5: In the proposed entry to town at the end of Main Street, a large stone monument celebrating the arrival into Rolesville was created and placed in a prominent and visible location at the turn. Native plantings with seasonal flowering are encouraged to beautify this gateway into town.

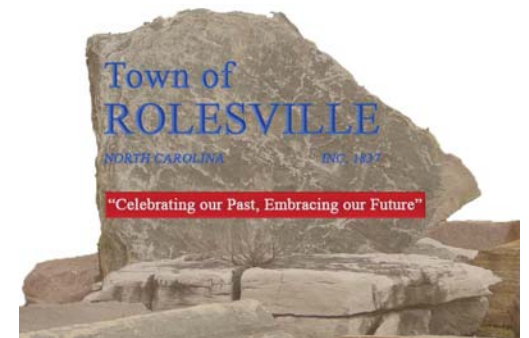
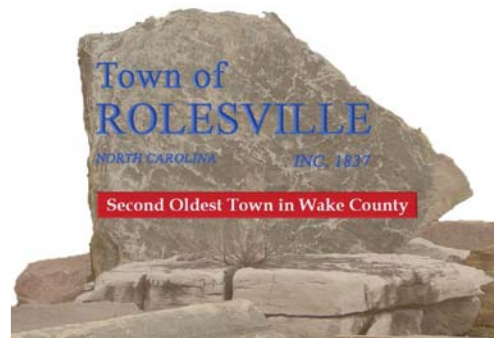


Figure 6-6: Conceptual custom Town of Rolesville signs, engraved onto rough cut Rolesville Granite boulder featuring the town motto or facts about the Rolesville.

BURLINGTON MILLS INTERSECTION REDESIGN



EXISTING



PROPOSED - PHASE 1



PROPOSED - PHASE 2

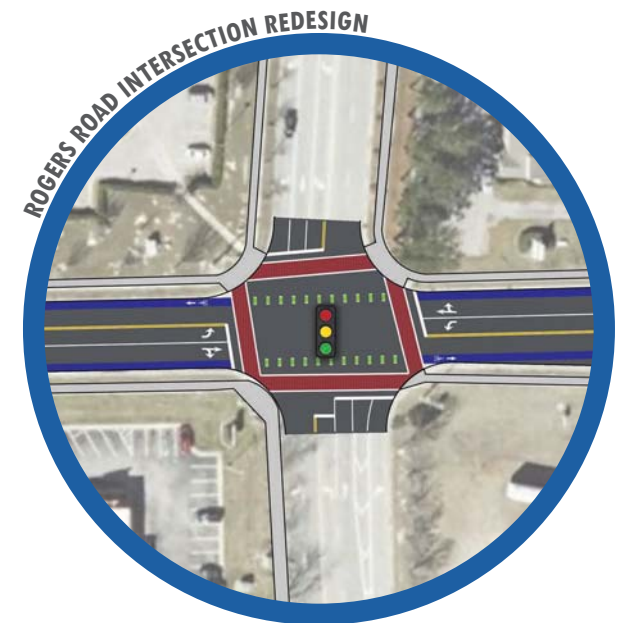
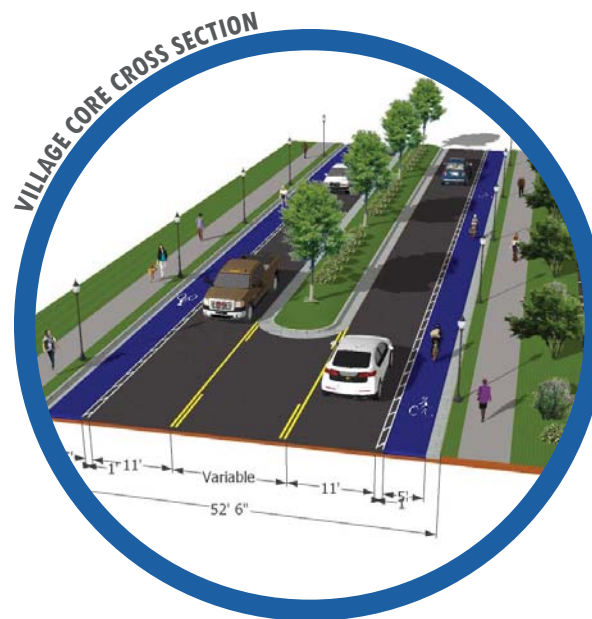
Figure 6-7: The Burlington Mills intersection is the entry point to the second segment of Main Street, the Village Core. In the first phase of this intersection, sidewalks, crosswalks, and multi-use path are added to provide safe pedestrian and cyclist movement from the Suburban Fringe to the Village Core, where the bulk of Rolesville's commercial amenities and civic spaces are located. A planted median is constructed to protect turning movements and pedestrians crossing Main Street. In the second phase, Burlington Mills Road has been realigned (see the Catalyst Sites for more details). In this phase, the median is widened and extends across the intersection, restricting turning movements, and allowing pedestrians to cross on the north side of the intersection.

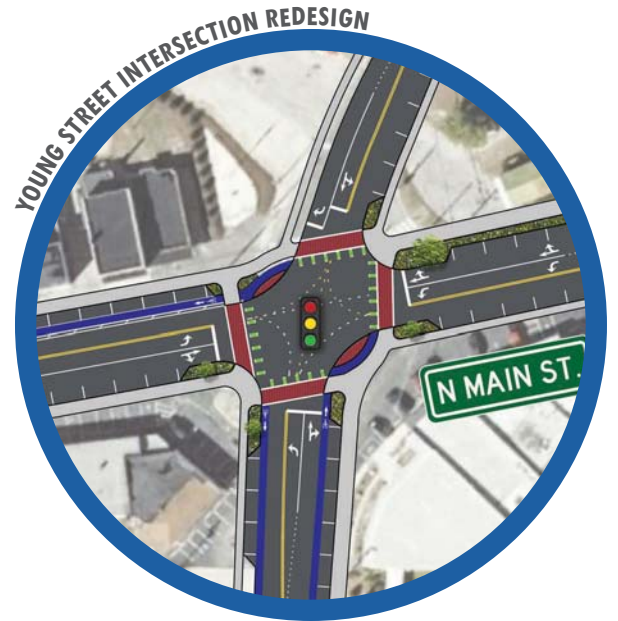
RECOMMENDATIONS

- Rebuild Main Street (within existing curb to curb) into a 2-lane divided and 3-lane roadway with continuous sidewalks from Old Burlington Mills Road to Young Street. Include pedestrian level lighting and buffered/protected bike lanes through this segment of Main Street.
- Install canopy street trees as appropriate
- Planted median islands should be accommodated where width of roadway provides space (i.e., greater than 28' width), using the continuous left turn lane where appropriate.
- Apply driveway consolidation where appropriate
- Install high viz crosswalks and green bike lanes across all intersections within this segment of Main Street
- Rogers Drive Intersection: Install high visibility crosswalks (brick pavers), pedestrian countdowns, street trees, and pedestrian level lighting.
- Young Street Intersection: Install high visibility crosswalks (brick pavers), pedestrian countdowns, street trees, and pedestrian level lighting. Construct a protected intersection (bikes). Add angled parking (short term without redevelopment) and parallel parking (long term with development)
- Install crosswalk with a pedestrian refuge at Storage Drive, School Street and in front of Main Street Park. Each location would include a manual flashing beacon.
- Eliminate the exclusive right turn lane at School Street



Figure 6-8: Rendered Concept Design of Main Street from Burlington Mills Road to Young Street.





BIKE LANE ON MAIN STREET AT YOUNG STREET



EXISTING



PROPOSED

Figure 6-9: For the majority of the Village Core segment, Main Street is lined with dedicated bike lanes on both sides. Here, just east of the Main and Young Street intersection, new infill development is shown. Keeping with size of the existing buildings and encouraging small local retail and dining establishments, a vibrant downtown can be established without sacrificing the small town feel of Rolesville.

YOUNG STREET INTERSECTION REDESIGN



The intersection of Main Street and Young Street was an early area of interest in the design and planning process of the Main Street Vision Plan. One idea that was initially put forth from previous planning efforts was creating a roundabout to better handle the flow of traffic. The roundabout idea (Option A) was discussed throughout the public engagement process.

During the project charrette, both a one-lane roundabout and a traditional intersection were tested. The roundabout would fit, but would impact the potential for creating on-street parking, limit direct pedestrian and cyclist movement, and greatly impact location of curb and gutter, existing sidewalks, and existing buildings. The positive impacts that roundabouts can create in calming traffic and moving cars through an area did not outweigh the impacts it would make on the potential to use place-making and urban design to support the walkability and economic potential of Main and Young. For these reasons, the traditional intersection (Option B) is preferred.

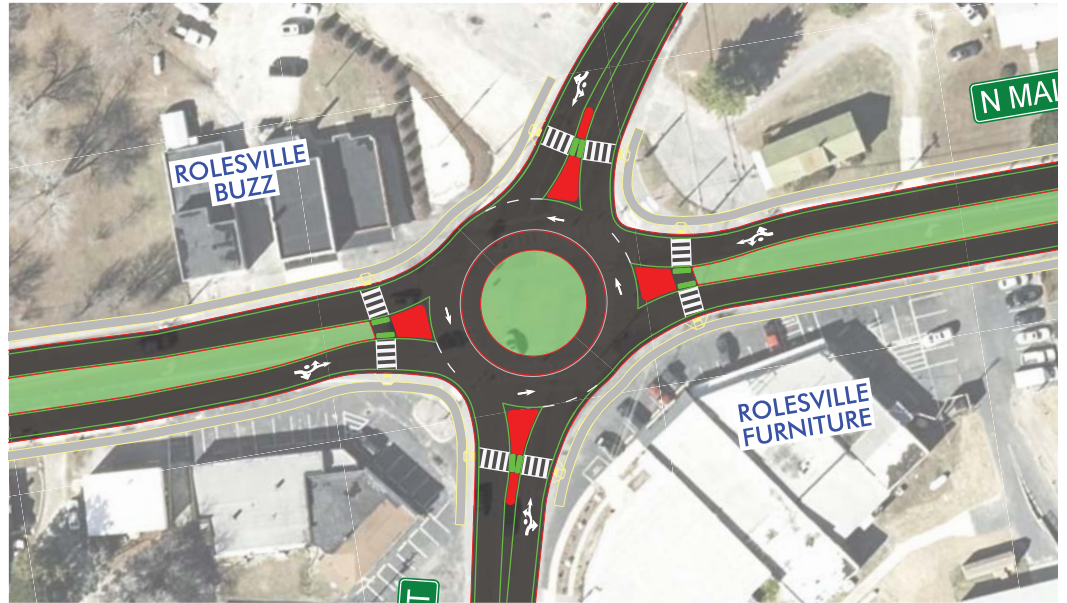


Figure 6-10: Main Street and Young Street Intersection Existing Conditions, Preliminary Roundabout Design, and Proposed Design

The improvements to this intersection are proposed in two distinct phases: Phase 1, before redevelopment and Phase 2, in concurrence with building redevelopment. In Phase 1, angled on-street parking is suggested for storefronts with parking areas along the edge of Main Street. This allows for businesses to retain a portion of their existing spaces while development suggested just off Main Street and the bike and pedestrian connectivity along the corridor is improved. In the second phase, the angled parking is reconfigured to parallel and the sidewalk is extended to support quality redevelopment on the adjacent parcels. This will be discussed in greater detail in the Catalyst Site Development section of this chapter.

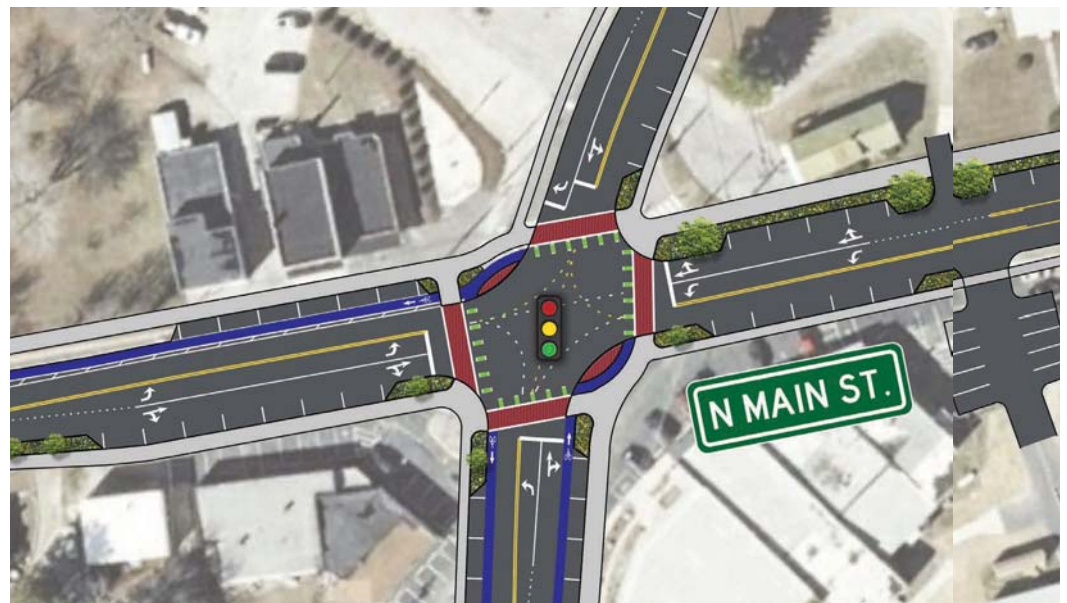


Figure 6-11: Main Street and Young Street Intersection Proposed Phase 1 and Proposed Phase 2 designs

RECOMMENDATIONS

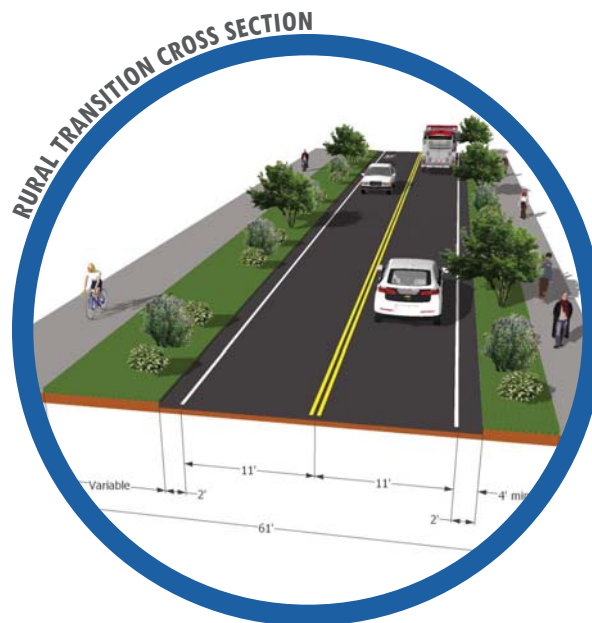
- Install a continuous 10' - 12' side path on the north side of Main Street from Young Streets to the US 401 Bypass (i.e., connect to the existing underpass).
- Install pocket plantable medians within the existing three lane sections where appropriate.
- Install 6' sidewalks on the east side of Main Street from Young Street to the US 401 Bypass
- Construct pedestrian crossovers (with pedestrian refuge) at three locations along Main Street, including Waterstone Drive and Pulley Town Road



Figure 6-12: Rendered Concept Design of Main Street from Young Street to the Northern Exit at US 401.



Figure 6-13: Proposed Cross Section - Rural Transition





PULLEY TOWN ROAD PEDESTRIAN CROSSING



EXISTING



PROPOSED - PHASE 1

Figure 6-14: At any of the pedestrian crossings proposed along Main Street, high visibility ladder style crosswalks are utilized in tandem with push button or step activated solar powered pedestrian crossing flashers. Here at the Pulley Town Crossing, the continued multi-use path can be seen with pedestrian level lighting and signage celebrating the Town of Rolesville lining the approach from the northern connection at US 401. In the first phase, the major change is the addition of the pedestrian crossing and the multi-use path. In the second phase, the medians proposed for this segment of Main Street have been completed and users of the multi-use path can cross through a planted refuge island, creating greater safety for walkers and cyclists traveling to and from the heart of Rolesville.



PROPOSED - PHASE 2

CATALYST SITES & DEVELOPMENT DATA

greenfield development at burlington mills road

EXISTING CONDITIONS & CONTEXT

Largely undeveloped greenfield parcels characterize this section of Main Street. Burlington Mills Road currently intersects at a severe angle onto Main Street at a signalized intersection. Existing residential developments including Carlton Pointe, Wall Creek, and Cedar Lakes join these undeveloped parcels to the east. Some street stubs are available for future connections; however, there are also cul-de-sacs that prevent a connected street system. A limited number of out-parcel sites have developed along Main Street in this area in an auto-centric form with parking lots along the frontage and buildings setback more than 100' from the street. The context of Main Street and the development pattern in this area is characterized as a suburban transitional area. The Market Analysis report codified this areas as the Central Development Area.



While three development locations were identified in the Market Analysis, the two most promising sites were explored in the Vision Plan.

WHAT THE MARKET IS TELLING US

The market analysis reveals this as an area suitable as a housing village (or lifestyle village) that builds on the existing residential fabric yet expands the diversity of the offerings. The current pattern is exclusively single family residential. A limited amount of neighborhood convenience mixed use development could be supported with an approach to housing that is multi-generational.



PROPOSED DEVELOPMENT PATTERN

The multi-modal transformation of Main Street will be a key component of the walkability for the proposed development. The other key transportation move is rerouting Burlington Mills Road, a recommendation of the 2017 Comprehensive Plan. The alignment shown differs slightly from the plan because of the higher traffic volumes on Burlington Mills Road. Granite Falls Boulevard is currently proposed to intersect with Main Street and Burlington Mills Road would then intersect with Granite Falls Boulevard, as indicated by the dashed line.

Where possible, the proposed street network connects to the existing neighborhoods stubs. The tree-lined blocks created are generally 400 feet in length to ensure walkability for residents. Many of the homes are alley fed which creates a continuous stretch of uninterrupted sidewalk along the public street edge. The removal of driveway cuts makes a much safer and more attractive environment for pedestrians and bicyclists.

The plan takes a sensitive approach to the environmental influences of the site including avoiding steep topography and incorporating stormwater best management practices. These include rain gardens, bioretention basins, and pervious pavement.

The development pattern focuses limited mixed use buildings at select gateways along Main Street with parking in the rear. The remainder of the Main Street frontage development is multi-family housing including townhomes, a senior living care facility, and apartments. The development transitions to narrow lot single family units as the street network connects to the existing neighborhoods. This residential village should incorporate any logical greenway connections along with opportunities for urban gardens and pocket parks for residents.

KEY RECOMMENDATIONS

- Promote the development of a mixed income residential village near Burlington Mills Road with a variety of housing densities.
- Encourage a multi-generational neighborhood near Burlington Mills Road that allows for aging in place along with walkable amenities and access to services.
- Enhance connectivity in the Burlington Mills Road area by making street connections to the existing transportation network and ensuring new streets are created with multi-modal consideration.

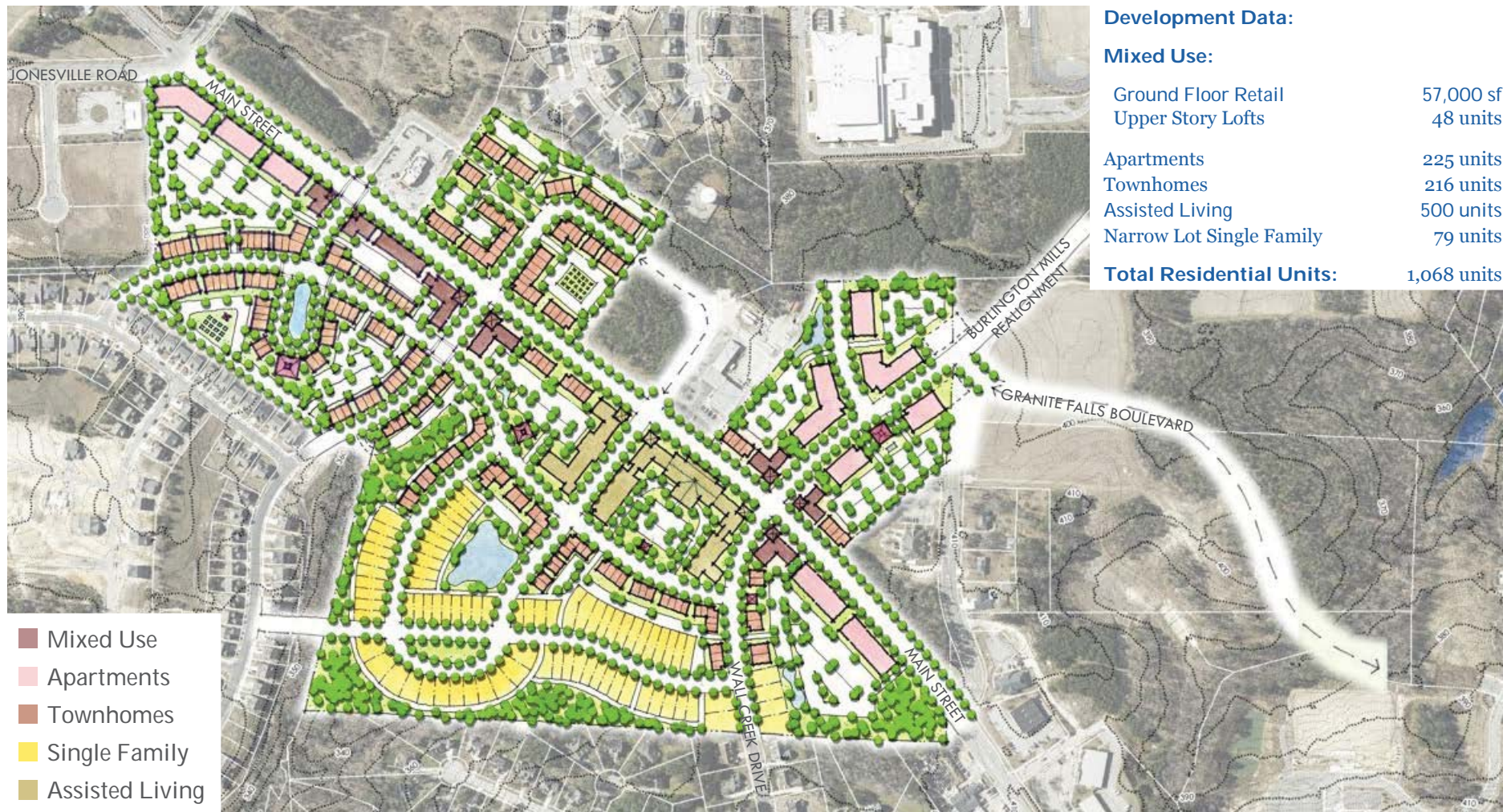
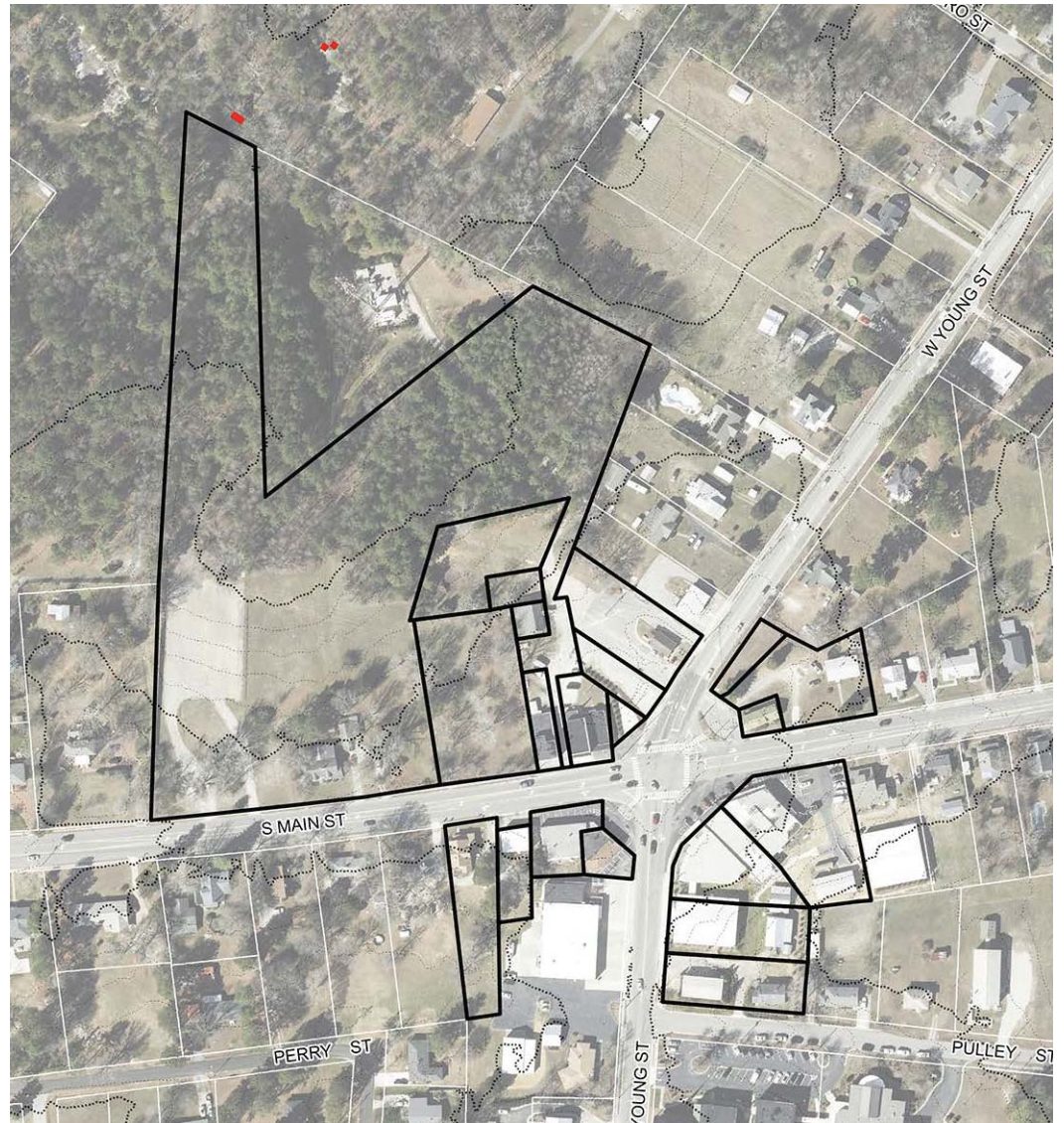


Figure 6-15: Greenfield Development at Burlington Mills Road.

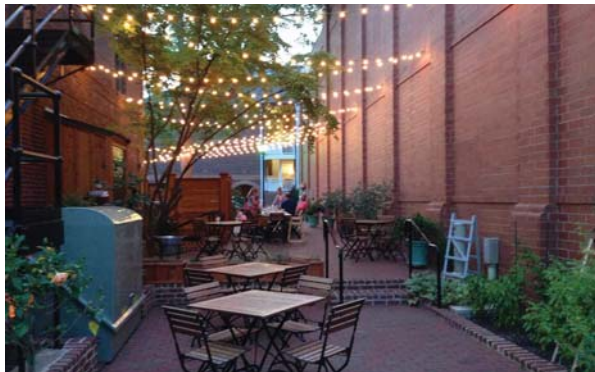
EXISTING CONDITIONS & CONTEXT

The intersection of Main Street and Young Street is the historic and emotional center of the Town of Rolesville. The original buildings at this crossroads have either burned or have been relocated. The Rolesville Furniture Company is the major retail tenant of the area. As addressed in the transportation recommendations, the intersection's configuration does little to contribute to creating a walkable downtown. In fact, the expansive crosswalks, lack of pedestrian signals, limited curbing, and free right turns create a hostile environment for pedestrians and cyclists. A multitude of overhead utilities also create visual clutter in this area. The Main Street Park is a civic anchor in the downtown core and is adjacent to a large tract of vacant land currently owned by the Town. The housing in this area is a mix of historic and ranch style homes. Also, two local elementary schools are within a ten-minute walk of the intersection of Main Street and Young Street. The Market Analysis codified this site as the North Development Area.



WHAT THE MARKET IS TELLING US

The market analysis encourages this area to celebrate the original downtown (or town center core). With the furniture industry as the retail anchor, the addition of small-scale shops, boutiques, and dining options is desirable. These improvements would need to be well-connected to housing and civic space.



PROPOSED DEVELOPMENT PATTERN

The town center plan begins with the multi-modal transportation improvements outlined in this chapter. Improving walkability and safety in this area is vital to the success of the private businesses that exist today and are proposed in the plan. A phased approach is taken to respect the existing furniture store while noting the possibility of future redevelopment of those buildings. The intersection design affords more development friendly corners that can truly frame the “Main & Main” experience.

PHASE 0



PHASE 1



PHASE 1A



PHASE 1B



PHASE 2



Figure 6-16: Phase 0 - Existing auxiliary furniture store building at Main and Young. Phase 1 - The existing buildings are refreshed and updated with staged displays out front, without any major redevelopment; a channelized bike lane coming down Main is shown, along with aesthetic improvements and signage. Angled parking is made available for shoppers as the curbs have moved into the wide roadway. Phase 2 - The existing building changes from retail oriented to service oriented with a restaurant opening, with no major building redevelopment. Across the street the building with garage doors has been retrofitted as a brewery. Phase 3 - A false half-story is added to the building to match with the taller buildings across the street and create a better sense of enclosure. Phase 4 - In the final phase, redevelopment occurs with a new mixed use building featuring street level retail and office space and apartments available on the second floor replacing the original structure. The angled parking is converted to parallel and the bike lane and crossing has shifted to the roadway.

The program for this area includes several proposed civic structures (i.e. Town Hall, Police Department, Library, Community Center). The exact combination and placement of facilities will need to be determined, but the illustrated intent is to site those buildings near the rear of the town property. This allows more active ground floor retail frontage along Main Street. This configuration does not diminish the importance of building high quality civic structures; instead, it celebrates their location by placing them as the terminus of a new town center boulevard. They will serve as destination anchors and daytime employment centers that boost the overall economic activity of the development. An alternative approach is to program these civic spaces as larger retail or entertainment centers (i.e. movie theater, larger specialty stores, organic grocery store). The draw for these uses continue after the close of business hours and bring more tax income and employment to the Town.

The parking for this area should be established using a shared use strategy. All parking should be available to serve both public and private development. The addition of on-street parking wherever feasible will be necessary to support retail success. A new shared lot is illustrated adjacent to the Main Street Park property to serve that facility along with overflow parking needs for the town center.

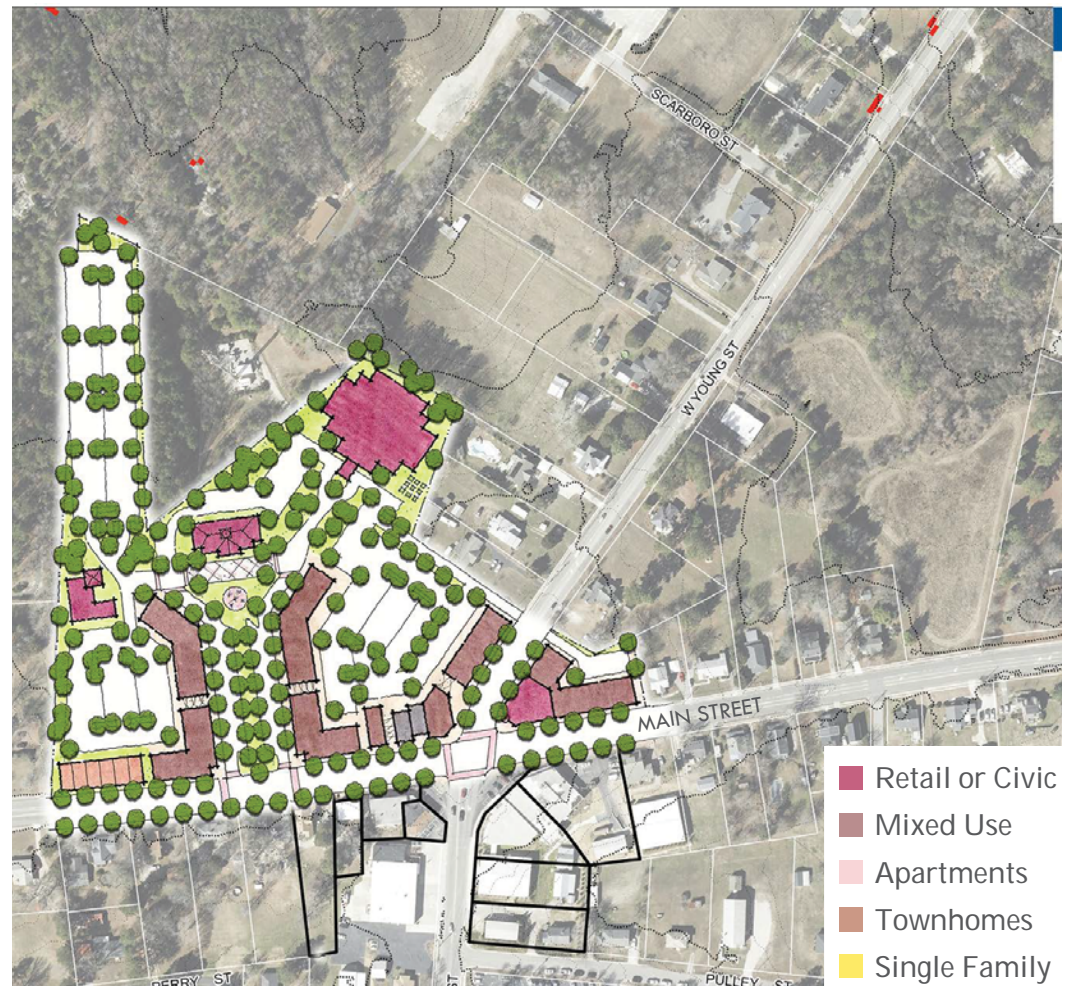


Figure 6-17: Phase 1 - Through the acquisition and development of vacant land, density can be generated by applying the highest and best use to parcels along this intersection. This can be accomplished without sacrificing parking availability by utilizing on-street parking and shared-used parking lots.

Balancing the vision for the town's vacant property with both public and private investment is the fiscally responsible approach to its development. The private development should be positioned along Main Street and the new town boulevard leading to Town Hall and be required to include active ground floor uses. Future phases illustrate the new two-story development replacing the existing furniture store buildings; however, the furniture store would still be a desirable ground floor tenant in those new buildings. Proposed mixed use structures should be two to three stories with office and/or residential on the upper floors. The plan does not suggest the extension of this core a great distance in any direction which keeps everything within an easy five-minute walk. This also preserves the historic residential patterns leading up to this intersection. The scale of this quaint small town Main Street as essentially two blocks is a true asset. Many downtowns struggle because it is hard to sustain block after block of these small, independently owned shops. Rolesville can have a re-imagined town center that is compact, vibrant, and highly walkable.

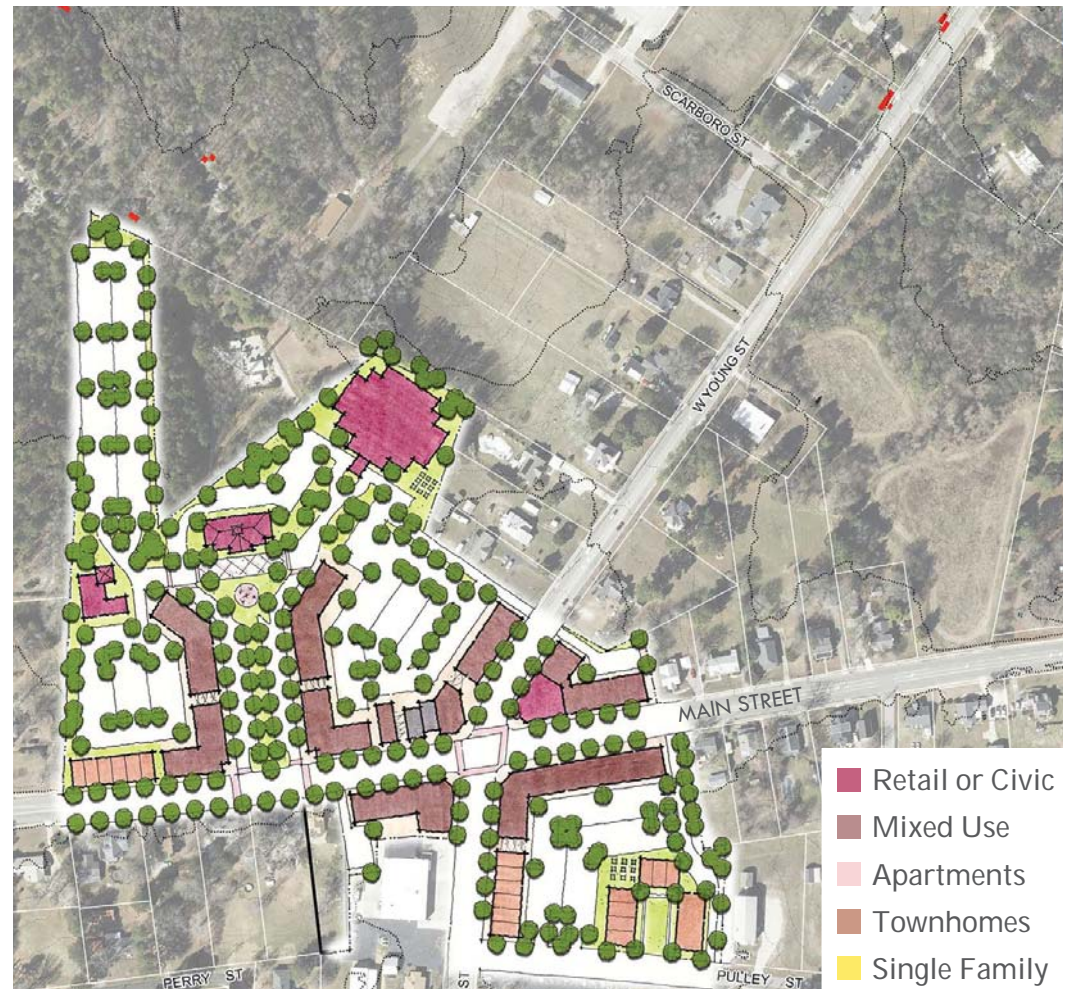


Figure 6-18: Phase 2 - By building along the street, the roadways become better public spaces that people will want to occupy and spend time and money in shops along Main and Young.

Infill residential opportunities are also illustrated with higher density options within walking distance of the town center. Upper story lofts, townhomes, and narrow lot single family offer a range of price points and appeal to both the millennial generation and retirees seeking a low maintenance, active lifestyle. Residential streets should be constructed with sidewalks and street trees; additionally, homes should be alley-loaded whenever possible. All proposed streets should make connections to existing infrastructure whenever possible. An alternative site plan that relocates the proposed community center and allows better street connectivity for visitors and transit users.

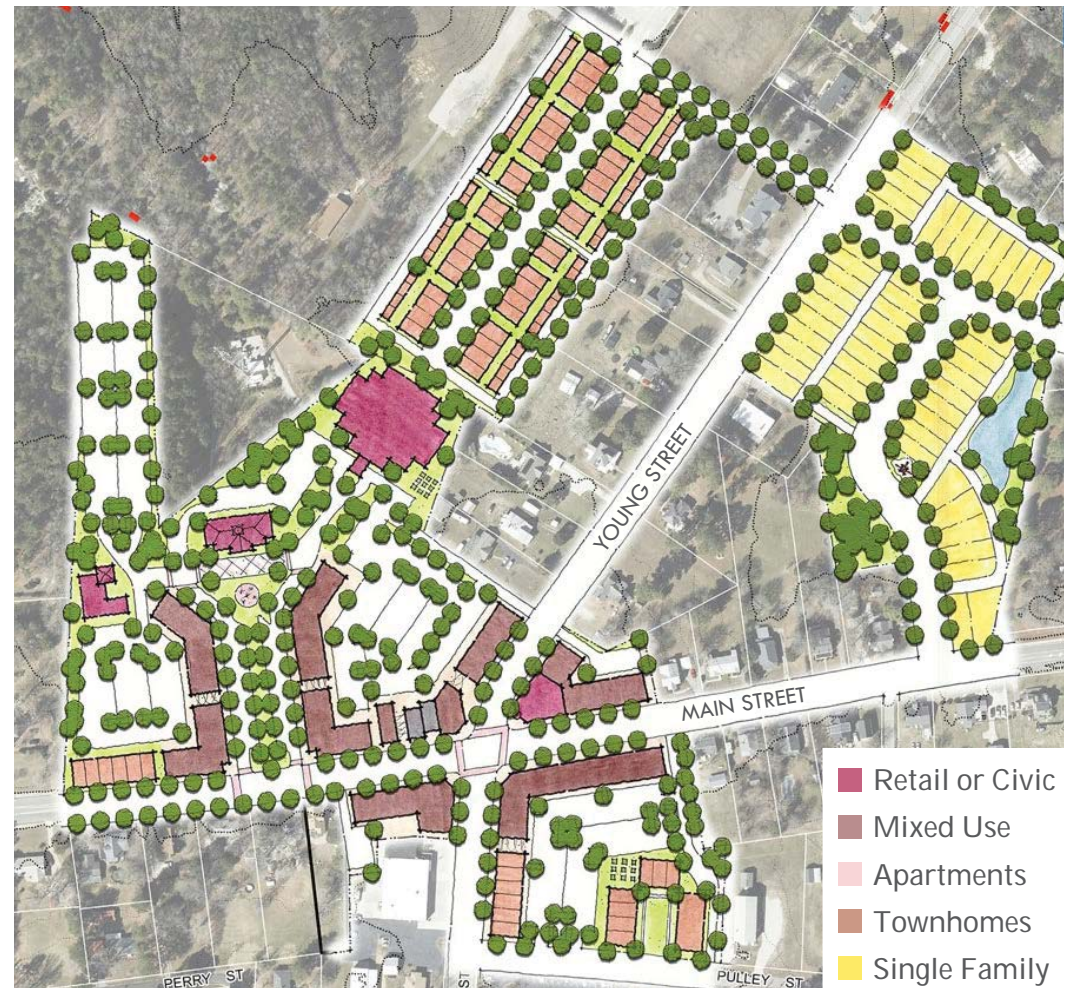


EXISTING



PROPOSED

Figure 6-19: Residential infill can be discrete; this proposed duplex meshes well with the existing brick ranch style houses just off of Main Street.



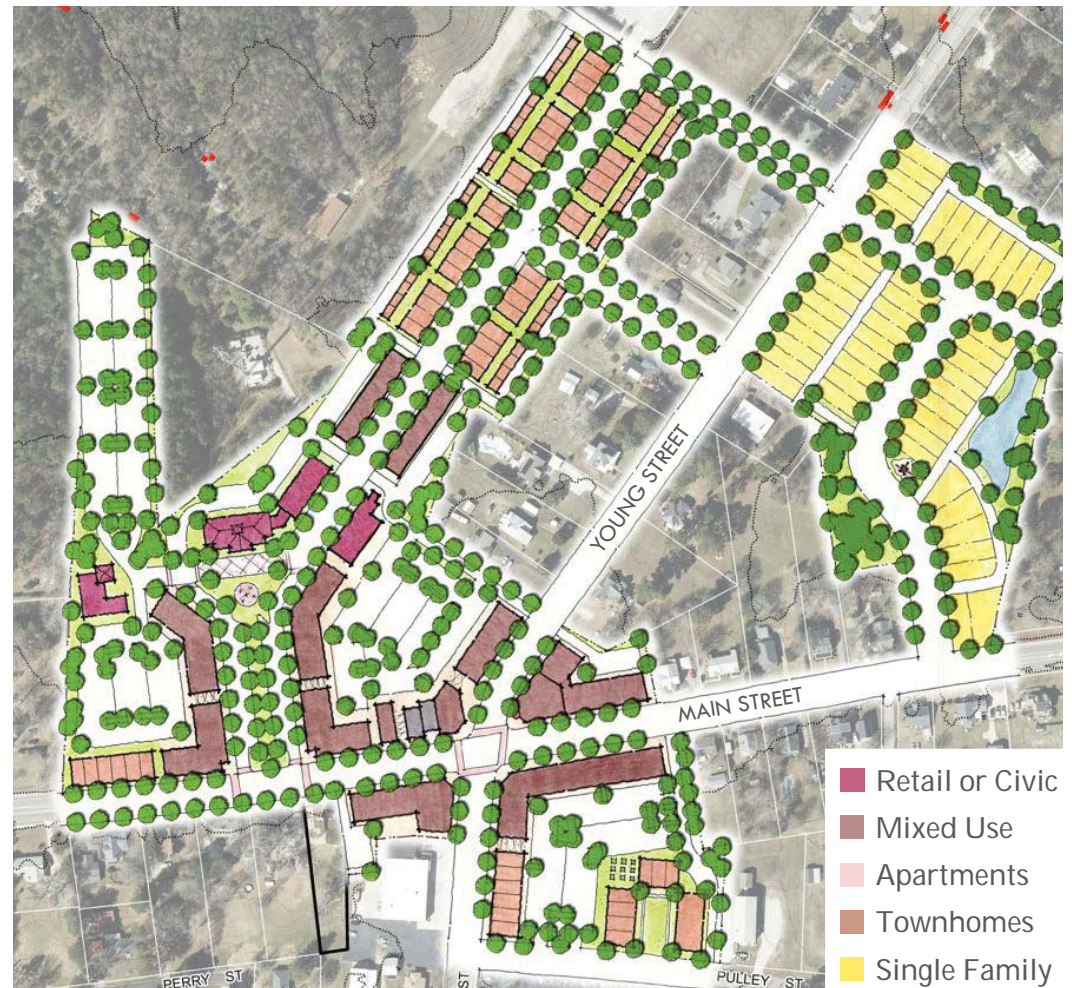
Development Data:	2-3 stories
Civic/Anchors:	92,600 sf
Retail/Office:	94,500 sf
Residential Units:	176 units

Figure 6-20: Phase 3A - Continuing with the development of the previous phase, single family lots are proposed along a new street connecting across Young Street.

A variety of quality public spaces should be incorporated into the town center area. The Main Street Park is a tremendous asset to the town, but the downtown also needs smaller spaces to support programming of varying scales. The plan illustrates a new town boulevard which is essentially a linear urban park with plantings, seating, and an interactive splash fountain in front of town hall. The street adjacent to this area should be detailed as a festival street that could be blocked off for events.

The public space strategy also encourages the spaces in between to be highlighted as pedestrian alleyways detailed with string lights and movable outdoor seating. Also, several areas are noted as potential locations for community gardens. The public realm along the proposed mixed use buildings should include the following:

- Wide sidewalks (minimum 14')
- Street trees planted in wells with under sidewalk root capacity provided
- Benches
- High quality bus shelter to support local transit service
- Pedestrian scale street lights
- Interesting and varied retail signage (including sandwich board)
- Buried utilities
- Movable outdoor dining chairs/tables
- Wayfinding signage



Development Data:	2-3 stories
Civic/Anchors:	50,800 sf
Retail/Office:	114,100 sf
Residential Units:	190 units

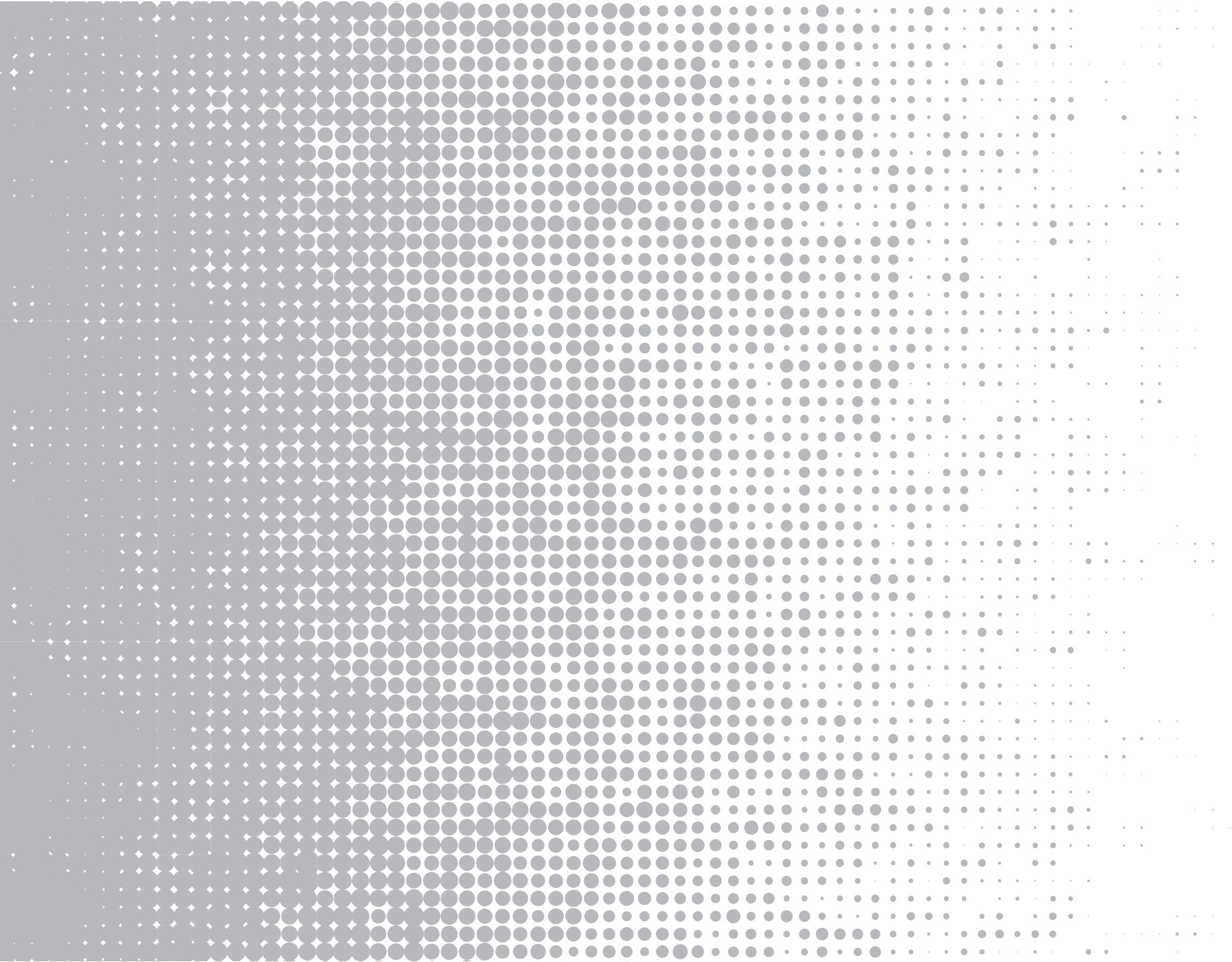
Figure 6-21: Phase 3B - In this Alternate development, the streets are better connected to create a manageable loop that affords an improved street network connectivity for potential transit systems that loop within the Town of Rolesville and connect Rolesville with Wake County.

KEY RECOMMENDATIONS

- Establish a form-based overlay district to guide development along the Main Street corridor that focuses on creating a vibrant, walkable place.
- Improve walkability and safety in the town center area by transforming Main Street into a Complete Street.
- Reserve the frontage along Main Street for mixed use buildings with active ground floor uses and place high quality civic structures at the rear of the town's property.
- Implement on-street parking in downtown, and develop a shared use strategy for all surface parking in the town center area that serves both public and private development.
- Balance the development of the town's vacant property with both public and private investment as a fiscally responsible approach.
- Encourage mixed income, high quality infill housing within the core of downtown.
- Create a variety of public spaces in downtown to support programming of varying scales.



Figure 6-22: The intersection diagram above shows an aerial view of Main and Young as shown in the proposed scheme of Main and Young in Phase 3. The incorporation of angled and parallel parking and the channelized bike lanes are evident at each corner. For reference, the top corner (top image) in the aerial is the facing corner in the rendered image (bottom image).



Policy & Success

*Just as important as the design itself,
the Main Street Vision Plan cannot
be realized without knowing the steps
necessary to take it from Vision to Reality.*

IMPLEMENTATION & ACTION ITEMS

Unfortunately, everything can not happen at once, and construction can feel never ending. With a phased approach, the Town can be excited about the improvements.

The ultimate success of the Rolesville Main Street Vision Plan rests on the ability of local and state officials and leaders to carry out the recommendations of the plan. This effort is made easier by describing a series of defined steps, or action items, to move the process forward, both in a policy standpoint and physical improvements. In addition, defining the cost and potential funding mechanisms will allow a framework or “blueprint” for implementation. From inception, the guiding principles for Main Street were to reinvent itself into a modally active, attractive, and economically vibrant corridor. Our objective was to develop cost-effective recommendations (at a variety of scales) that set the stage for additional improvements to Main Street in the future. Projects should focus on public spending that yields a return on investment from the private sector. The quality of private investment in both design and community amenities will have a profound impact on the attractiveness of the corridor. Successful and sustainable development will come only through a cooperative effort between public and private ventures.

The Rolesville Main Street Vision Plan recommends the implementation of a variety of items related to development and transportation. A phased strategy for carrying out this project is suggested in the subsequent sections. Each goal is met with a recommendation and a time frame for completion. The phased strategy is based on various components such as implementation logistics, financing, construction operations, and public input.



••• policy action items

BEST PRACTICE DEVELOPMENT GUIDANCE

Any guidance for future development should ensure that the character of the Main Street corridor is retained while promoting its historical character; creating desirable economic growth through infill development and redevelopment; and preserving transportation mobility and safety for every type of user by promoting density and a complementary mix of uses that could support future transit service. Private and public development actions must be designed to coordinate with these objectives for the corridor to work in the ways that the public and stakeholders suggested. The following is provided as guidance, but is not adopted as part of any overall ordinance changes by the Town of Rolesville. It is understood, that the Town may develop a new form-based code in the near future. At a bare minimum, creating a form-based overlay district specific to the Main Street corridor will provide direct guidance to future redevelopment efforts along this important gateway. Applying these recommendations, whether through ordinance, design standard, or policy modifications, would typically require partnership between land owners, developers of property, the Town of Rolesville, and the North Carolina Department of Transportation.



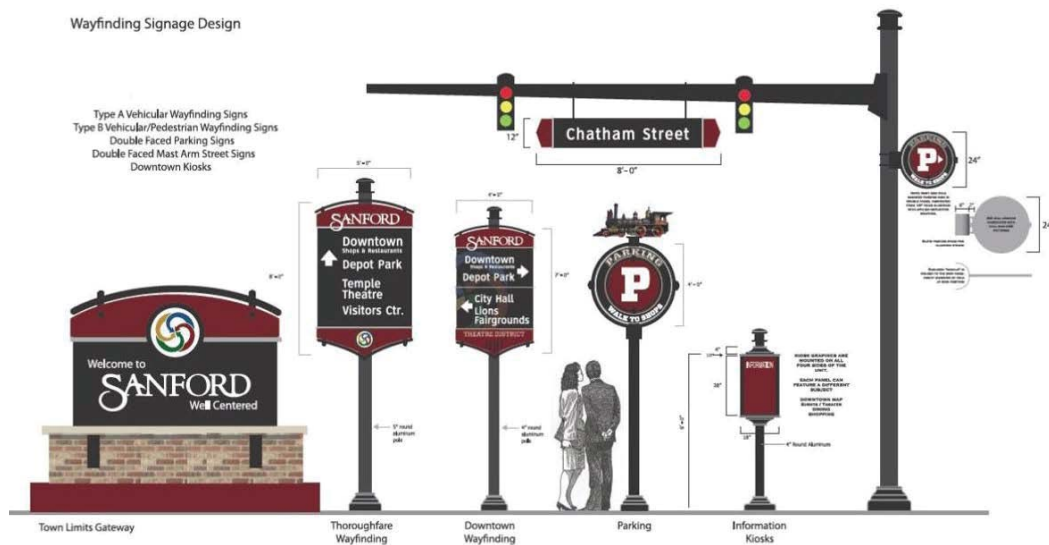
INTERIM POLICY ACTION ITEMS: CELEBRATE DOWNTOWN

The interim recommended policy measures are a focus on creating a vibrant and active downtown for Rolesville centered around the Main Street and Young Street intersection. Towns that ignore their historic and cultural centers often become “Anyplaces, USA,” without defining character. Redevelopment will be guided and encouraged by a new, mixed-use development code, strengthened standards, and a continuing commitment to create diverse retail and housing options. The Town is actively working on reestablishing the Main & Young intersection as the true center of Town.



- Establish a form-based overlay district to guide development along the Main Street corridor that focuses on creating a vibrant, walkable place. It is understood that the Town may initiate a form-based code for the entire town. However, in lieu of this effort, a step-by-step guideline (by CMAP and Form-Based Code Institute) is provided in the Appendix. This guide is based on the SmartCode (DPZ). See <https://formbasedcodes.org/codes/> for corridor examples. **(Responsible Party: Town)**
- Improve walkability and safety in the town center area by transforming Main Street into a Complete Street. **(Responsible Party: Town, NCDOT, CAMPO)**
- Reserve the frontage along Main Street for mixed use buildings with active ground floor uses and place high quality civic structures at the rear of the town’s property. This includes dedicating funding (local, State) to redesigning key intersections for crosswalks, lighting, street trees, and dedicated bike facilities, to allow safe crossing of Main Street. In addition, the Town must look for opportunities to “close the gap” on sidewalks and enhance the greenway system along Main Street as indicated in the Design Concepts. Lastly, the Town should work closely with the development community to ensure that safe and healthy access for bicyclists and pedestrians are integrated in any future development/redevelopment along Main Street. **(Responsible Party: Town, Developers)**
- Implement on-street parking in downtown (as depicted in concept designs), and develop a shared use strategy for all surface parking in the town center area that serves both public and private development. **(Responsible Party: Town, Developers, NCDOT)**

- Balance the development of the town's vacant property with both public and private investment as a fiscally responsible approach. The idea is to create a walkable safe environment by working with the private sector to develop a mix of uses including civic, mixed use and residential variety of housing. For an example, see: <https://formbasedcodes.org/content/uploads/2014/04/beaufort-boundary-street-redevelopment-district.pdf> (**Responsible Party: Town, Developers**)
- Encourage mixed income, high quality infill housing within the core of downtown. (**Responsible Party: Town, Developers**)
- Adopt a resolution and policy that supports the idea of Complete Streets town-wide. An example of mixed housing in support of transit oriented development is: <https://formbasedcodes.org/content/uploads/2014/02/columbia-pike-code-contents.pdf> (**Responsible Party: Town, CAMPO**)
- Provide improved signage agency-wide to make it easier to find parks, facilities, and greenways. (**Responsible Party: Town**)



MID-, LONG-TERM POLICY ACTION ITEMS:

MAIN STREET PLACE-MAKING

There are few places along Main Street that we can celebrate today. The Main Street Park and the Little House Museum are certainly a couple of quality examples. However, residents and visitors often reference very few places that attract them to Main Street. Creating or attracting quality destinations and activities that embrace walkability and vibrant centers is the key to success of any downtown. Simply defined: great places attract great people.



- Create a variety of public spaces in downtown to support programming of varying scales. This includes utilizing public space for community activities like festival streets, food trucks, prototyping, siting/resting areas, and playgrounds. **(Responsible Party: Town)**
- Promote the development of a mixed income residential village near Burlington Mills Road with a variety of housing densities. This involves working with and guiding private development towards implementing the principles of the catalyst site design characteristics, including scale, character, and a mix of uses. **(Responsible Party: Town, Developers)**
- Encourage a multi-generational neighborhood near Burlington Mills Road that allows for aging in place along with walkable amenities and access to services. This includes requiring the development community to incorporate a mix of housing (e.g., assisted living, patio homes, small lot, etc.) into the site plan and proforma for this type of master plan while providing potential tax incentives to qualified developers. **(Responsible Party: Town, Developers)**
- Enhance connectivity in the Burlington Mills Road area by making street connections to the existing transportation network and ensuring new streets are created with multi-modal consideration. Continue to require stub outs to new development and subdivisions with signed "Future Street Extension". Also, create and adopt Complete Streets design standards as a requirement for future connectivity and development. **(Responsible Party: Town, Developers, NCDOT)**
- Expand greenways and connectivity by proactively pursuing grants (i.e., Safe Routes to School, Bike/Pedestrian planning grants, etc.) and using the Town's General Fund revenues for these important connections. **(Responsible Party: Town)**

- Continue to create a close-knit system of secondary streets or collector streets using dedicated funding through a bond referendum and working with the development community. The Towns Comprehensive Transportation Plan should be updated to include a collector street analysis and network enhancements. **(Responsible Party: *Town, Developers*)**
- Create a diversity of new housing and ensure high quality and limited locations for multi-family units. The Town should work with developers and provide Market Analysis information that support the diversity of housing need. The Town should consider providing tax incentives to developers that provide a mix of housing options in their proforma and site plans. **(Responsible Party: *Town, Developers*)**
- Create more capacity in the local parks and active recreation programs. This effort could include establishing a volunteer program with the community that works directly with the Parks and Recs department on special events and festivals. Also, general fund revenues should be set aside for construction of the active park located near the north terminus of Main Street and US 401. **(Responsible Party: *Town*)**
- Adopt stronger design standards to ensure that the area around the US 401 Bypass intersections and gateways develop with quality design and reflects well upon the Town. This effort may be included in a branding and implementation plan. **(Responsible Party: *Town, Developers*)**
- Implement a financial incentives program to encourage businesses to relocate or stay in Rolesville. The idea is that local investment in the downtown usually attracts local businesses that are sustainable over time. Providing tax incentives and facade grant programs may be a catalyst for such investment. **(Responsible Party: *Town*)**
- Include language in development ordinance to require set-asides of rights-of-way for future transit stops. **(Responsible Party: *Town*)**

estimated costs summary table

The table below lays out the major projects proposed in the Main Street Vision Plan: the three segments of the corridor and four specific projects. The costs of the corridor projects do not include the costs of the intersection projects listed; the total cost is listed at the bottom.

Main Street Vision - Estimated Costs Summary			
Corridor Projects	Project Description	Length (miles)	Estimated Construction Costs
Suburban Fringe: South Bypass to Burlington Mills	Rebuild as 2-Lane divided roadway with planted or brick paved medians. Construct a 10'-12' meandering side path and a 6' sidewalk, add street trees where appropriate, and construct a visible monument sign at the US 401 entrance to Main Street. High visibility crosswalks and pedestrian countdowns are used at intersections. Improve streetscape with pedestrian level lighting with signage where appropriate and landscaping along side paths and sidewalks.	1.2	\$3,100,000
Village Core: Burlington Mills to Young Street	Within the existing curb and gutter, reduce Main Street from 5-Lane undivided with a center lane to a 2-Lane divided and 3-Lane. The outer lanes are converted to protected or buffered painted bike lanes and the median is planted or brick paved or stamped when applicable. High visibility crossings and pedestrian countdown signals are used at intersections and at mid-block crossings with refuge islands where possible. Improve streetscape with pedestrian level lighting with signage and landscaping along side paths and sidewalks.	1.0	\$1,900,000
Rural Transition: Young Street to North Bypass	Extend existing 10'-12' meandering side path to the US 401 pedestrian underpass with pedestrian level lighting and signage along the length, install planted or brick paved or stamped medians where possible, construct 6' sidewalk to connect Pulley Town Road to Young by sidewalk, and construct pedestrian crossings at key intersections with pedestrian signal flashers and refuge islands. Improve streetscape with pedestrian level lighting with signage where appropriate and landscaping along side paths and sidewalks.	1.9	\$3,600,000
Intersection Projects	Project Description		Estimated Construction Costs
Lonnie Drive Roundabout	Construct a one-lane, planted roundabout at Lonnie Drive, acting as both a traffic calming device and a marker to celebrate the Town of Rolesville. Improve streetscape with pedestrian level lighting with signage and landscaping along side paths and sidewalks.		\$815,000
Burlington Mills Road Realignment	Realign Burlington Mills Road by connecting the roadway to an extended Wall Creek Drive at Main Street. Capping the existing Burlington Mills Road with a roundabout and connecting Granite Falls Place to Burlington Mills. Improve streetscape with pedestrian level lighting with signage and landscaping along side paths and sidewalks.		\$3,200,000
Rogers and Main Street Intersection	Improve crossing conditions with brick or stamped crosswalks and denoted bicycle crosswalks used with the existing pedestrian countdown signals at this intersection. Prioritize pedestrian crossings during peak times for school commute. Improve streetscape with pedestrian level lighting with signage and landscaping along side paths and sidewalks.		\$90,000
Young and Main Street Intersection	Improve the intersection in a phased approach in tandem with redevelopment. Construct a dedicated bike lane on both sides of Main, angle-in (phased) and parallel parking (final), and brick paved or stamped crosswalks with bike lane crossings. Improve streetscape with pedestrian level lighting with signage and landscaping along side paths and sidewalks.		\$660,000
Main Street Vision Total Estimated Cost			\$13,365,000

Figure 7-1: Estimated Cost Summary Table

FINANCING & INCENTIVES

The Vision Plan is only realized through a team effort. With all of the moving pieces around the corridor, using incentives is recommended to encourage everyone's cooperation and support.

Expenditures play an essential role in implementation. The Town should take opportunities to leverage local funds to access state, federal, and private funds in order to achieve this vision. The following are several funding sources to help with implementation.

- Grants & Programs
- Facade Improvement Incentive Grants and Loans
- Public Private Partnerships
- NCDOT Spot Safety and Hazard Elimination Funding
- Small Business Loan Revolving Loan Fund
- North Carolina Capital Area Metropolitan Planning Organization (CAMPO) Locally Administered Projects Program (LAPP)
- NCDOT Strategic Transportation Investment law (STI)
- Bond Referendum
- Main Street America
- Community Development Block Grants (CDBG)

These are explained in greater detail on the following pages.

GRANTS & PROGRAMS

The Town of Rolesville will need to tackle the implementation of the plan recommendations as funding allows and by utilizing creative financing and incentive packages. The implementation matrix in this chapter outlines whether an action item it will be taken care of with private or non-city funding. [Federal Grants: <http://www.reconnectingamerica.org/resource-center/federal-grant-opportunities/>]

FACADE IMPROVEMENT INCENTIVE GRANTS AND LOANS

Up to \$500 in matching grants per facade for painting/maintenance; up to \$500 in matching grants per sign for new and unique signage; up to \$2000 per facade for renovations. All are at a 1:1 match. Awning replacement is available as a 0% interest loan on a first come, first serve basis and amounts granted are dependent on the amount of funding. [Wake Forest Example: <https://www.wakeforestnc.gov/facade-improvement-grant-program.aspx>; Raleigh Example: <https://www.raleighnc.gov/business/content/PlanDev/Articles/UrbanDesign/FacadeGrant.html>]

PUBLIC PRIVATE PARTNERSHIPS

Public/Private Partnerships are designed to accomplish a combination of goals related to economic and community development efforts, some of which have been identified in this plan. Public funds must only be made available to those projects determined otherwise unfeasible or unachievable “but for” the combined efforts of public and private participation. The overlay district boundaries should outline areas within the town determined to be key economic growth areas. The projects must comply with community adopted standards and program guidelines established for that area. [Urban Land: <https://urbanland.uli.org/development-business/nine-practices-successful-publicprivate-partnerships/>]

NCDOT SPOT SAFETY AND HAZARD ELIMINATION FUNDING

These funding programs represent smaller type projects (i.e., intersection safety, corridor access management, etc.) that do not necessarily require a lot of funding or acquisition of right-of-way. NCDOT uses a cost-benefit analysis to justify specific projects. Good examples of this type of project (from this plan) would be Main Street/Rogers Road intersection, Lonnie Drive roundabout or the Main Street/Young Street intersection. [<https://connect.ncdot.gov/resources/safety/pages/nc-highway-safety-program-and-projects.aspx/>]

SMALL BUSINESS REVOLVING LOAN FUND

The Town of Rolesville should consider the creation of a revolving loan fund for small businesses. Federal and state funds are often available to assist in funding this type of program which is set up as a competitive, low interest loan program. New or expanding small businesses that employ individuals that meet established goals and criteria would be eligible. [U.S. EDA, Economic Development Administration: <https://www.eda.gov/rlf/>]

NORTH CAROLINA CAPITAL AREA METROPOLITAN PLANNING ORGANIZATION (CAMPO) LOCALLY ADMINISTERED PROJECTS PROGRAM (LAPP)

The LAPP program was adopted by CAMPO in 2010 to be used to prioritize transportation related projects to receive federal funding. Coordination with CAMPO will be needed for funding obligation for federal projects. Recommendations from this Vision Plan that are LAPP eligible include roadway improvements, intersections, and bike and pedestrian improvements. [<http://www.campo-nc.us/funding/locally-administered-projects-program>]

NCDOT STRATEGIC TRANSPORTATION INVESTMENT LAW (STI)

STI allows NCDOT to use funding to enhance transportation infrastructure as well as supporting a higher quality of life for a municipality. STI established the Strategic Mobility Formula that allocates revenues through a factor-based scoring technique. The projects that are scored with the STI are within the current State Transportation Improvement Program (STIP). The STIP identifies funding information and scheduling for transportation projects statewide. While the travel time savings from the implementation of the Main Street Vision Plan improvements are likely not sufficient to score well in the State's SPOT STI prioritization, it is possible that some smaller intersections or greenway/multi-use path projects could compete successfully. Rolesville should coordinate with NCDOT and CAMPO to align appropriate projects onto the State Transportation Improvement Program. [<https://www.ncdot.gov/strategictransportationinvestments/>]

BOND REFERENDUM

Bonds are a borrowing technique used by local governments to fund public facilities and infrastructure. This type of financing allows the cost of a facility to spread over time so that generations of users contribute a proportionate share of the investments. Bonds generally have lower interest rates than private loans and they can also provide necessary local revenue to match state or federal sources. [Wake Forest Example: <https://www.wakeforestnc.gov/bond-referendum-faqs.aspx>]

MAIN STREET AMERICA

The Main Street Program works with municipalities to encourage preservation-based community revitalization. As a member of Main Street America, communities are given resources, solutions and connections to build and revitalize the downtown area. Town leadership may consider becoming a member to obtain benefits. [<https://www.mainstreet.org/>]

COMMUNITY DEVELOPMENT BLOCK GRANTS (CDBG)

This program provides communities with resources to address community needs. CDBG grants work to ensure affordable housing to vulnerable populations. Seventy percent of the CDBG grants must benefit low and moderate-income persons. [https://www.hud.gov/program_offices/comm_planning/communitydevelopment/programs/]

The table shown here expands on the estimate costs summary with information on potential funding sources and the likely time frame for when the project should be conducted.

Main Street Vision - Action Plan Matrix				
Corridor Projects	Project Description	Estimated Construction Costs	Funding Source	Time Frame
Suburban Fringe: South Bypass to Burlington Mills	Rebuild as 2-Lane divided roadway with planted or brick paved medians. Construct a 10'-12' meandering side path and a 6' sidewalk, add street trees where appropriate, and construct a visible monument sign at the US 401 entrance to Main Street. High visibility crosswalks and pedestrian countdowns are used at intersections. Improve streetscape with pedestrian level lighting with signage where appropriate and landscaping along side paths and sidewalks.	\$3,100,000	State & Town	6-10 years
Village Core: Burlington Mills to Young Street	Within the existing curb and gutter, reduce Main Street from 5-Lane undivided with a center lane to a 2-Lane divided and 3-Lane. The outer lanes are converted to protected or buffered painted bike lanes and the median is planted or brick paved or stamped when applicable. High visibility crossings and pedestrian countdown signals are used at intersections and at mid-block crossings with refuge islands where possible. Improve streetscape with pedestrian level lighting with signage and landscaping along side paths and sidewalks.	\$1,900,000	State, Town, CAMPO & Grant	1-5 years
Rural Transition: Young Street to North Bypass	Extend existing 10'-12' meandering side path to the US 401 pedestrian underpass with pedestrian level lighting and signage along the length, install planted or brick paved or stamped medians where possible, construct 6' sidewalk to connect Pulley Town Road to Young by sidewalk, and construct pedestrian crossings at key intersections with pedestrian signal flashers and refuge islands. Improve streetscape with pedestrian level lighting with signage where appropriate and landscaping along side paths and sidewalks.	\$3,600,000	State & Town	10+ years
Intersection Projects	Project Description	Estimated Construction Costs	Funding Source	Time Frame
Lonnie Drive Roundabout	Construct a one-lane, planted roundabout at Lonnie Drive, acting as both a traffic calming device and a marker to celebrate the Town of Rolesville. Improve streetscape with pedestrian level lighting with signage and landscaping along side paths and sidewalks.	\$815,000	State, Town, Private, CAMPO & Grant	1-5 years
Burlington Mills Road Realignment	Realign Burlington Mills Road by connecting the roadway to an extended Wall Creek Drive at Main Street. Capping the existing Burlington Mills Road with a roundabout and connecting Granite Falls Place to Burlington Mills. Improve streetscape with pedestrian level lighting with signage and landscaping along side paths and sidewalks.	\$3,200,000	State & Private	6-10 years
Rogers and Main Street Intersection	Improve crossing conditions with brick or stamped crosswalks and denoted bicycle crosswalks used with the existing pedestrian countdown signals at this intersection. Prioritize pedestrian crossings during peak times for school commute. Improve streetscape with pedestrian level lighting with signage and landscaping along side paths and sidewalks.	\$90,000	Town, CAMPO & Grant	1-5 years
Young and Main Street Intersection	Improve the intersection in a phased approach in tandem with redevelopment. Construct a dedicated bike lane on both sides of Main, angle-in (phased) and parallel parking (final), and brick paved or stamped crosswalks with bike lane crossings. Improve streetscape with pedestrian level lighting with signage and landscaping along side paths and sidewalks.	\$660,000	State, Town, Private, CAMPO & Grant	1-5 years

Figure 7-2: Action Plan Matrix

MOVING FORWARD

In order for this Vision Plan to be successful, it needs to be enacted. Throughout the planning and design process, stakeholders were involved and were vocal in expressing their ideas, interests, and concerns surrounding the future of Main Street and the Town of Rolesville. Without the contribution and participation of individual residents, business owners, property owners, the emergency services community, Town Planning Staff, Town Board Members, the mayor, and the Capital Area MPO, this Plan would not have seen a successful outcome.

Moving forward, this Vision cannot be realized overnight, and it certainly can not get off the ground without local individuals owning this vision and championing these recommendations. It takes the actions of community members, business and property owners, and policy makers putting their collective efforts, dollars, votes, and their voices behind this plan to bring it to reality. With such action, the decision makers and stakeholders can work together with developers and government officials at the regional, state, and federal levels to revitalize Main Street as a healthy and vibrant community asset. Through this continued collaboration, Main Street Rolesville can become a place where people want to live, shop, play, and visit for years to come.



