



Town of Franklinton

North Carolina

Economic Development Strategic Five-Year Plan 2019 - 2023



For the Town of Franklinton by the
North Carolina Department of Commerce
Rural Economic Division
NC Main Street and Rural Planning Center

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Acknowledgements



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Planning Assistance

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Section 1. Strategic Plan Overview

This Economic Development Strategic Plan will help give the Franklinton Town Council and responsible parties guidance for economic development improvement decisions, and for the community to take part in the implementation. The focus of the Plan is to act as a guide to help direct improvements for Franklinton. The plan will help promote the retention and expansion of existing businesses, and recruitment of new businesses.

Elected officials, Planning Board and Town staff as well as citizens, business persons, and civic volunteers will all play a key role in carrying out the goals, and actions outlined in this Plan.

Implementing the Plan actions will help improve Franklinton's long term economic conditions.

This Five-Year Plan identifies issues and impacts, and addresses Franklinton's economic development with the following:

Franklinton - Economic Development Strategic Five-Year Plan - Information

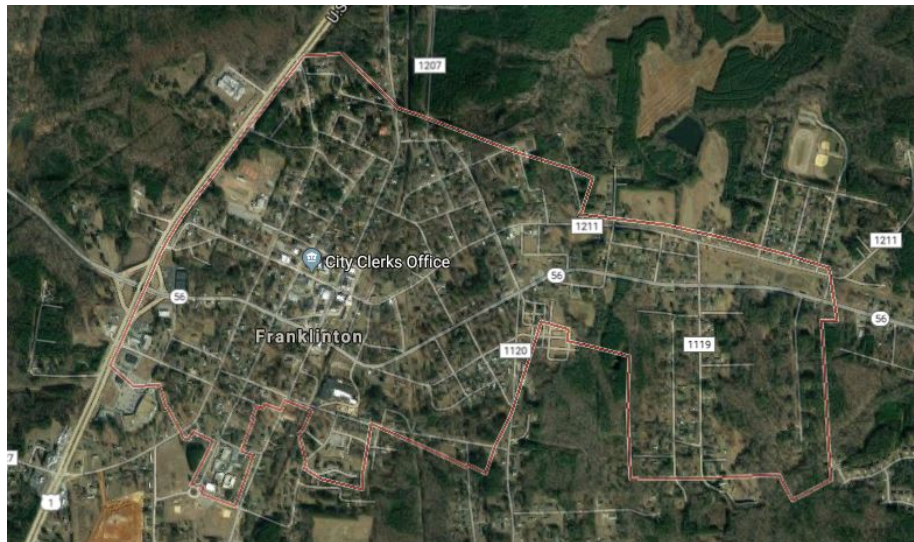
- Section 2. Economic Positioning/Vision
- Section 3. Town Development Overview
- Section 4. Current Economic Situation
- Section 5. Assessment
- Section 6. Action Plan & Strategy implementation

In the summer of 2018 the North Carolina, Department of Commerce, Rural Economic Development Division - NC Main Street and Rural Planning Center was invited to assist the Town of Franklinton in developing an Economic Development Strategic Five-Year Plan. The Town organized the Franklinton Economic Development Plan Steering Committee, made up of engaged citizens and business persons, to oversee the development of this Plan.



Comments and input were recorded from the Steering Committee (pictured above) throughout the process. The public responded to a community economic development survey. The steering committee also performed an analysis of the Town's strengths, weaknesses, opportunities and threats. A Downtown Assessment Report was also developed during this process. These inputs, processes and

reports contributed to the development of the goals, objectives, and strategy actions for the Franklinton Economic Development Strategic Plan.



Satellite Image of Franklinton Town Limits - Google Maps



View of Downtown Franklinton NC

Section 2 – Economic Positioning/Vision

Visioning is the process of developing consensus about what future the community wants, and then deciding what is necessary to achieve it. A community economic positioning/vision statement is one of the elements needed to form a forward-looking strategic framework that provides local government boards/commissions the long-term and comprehensive perspective necessary to make disciplined, tactical and incremental decisions on community issues as they arise.



Forty-two Franklinton residents and business/property owners participated in the Economic Positioning/Vision Forum on November 1, 2018 in the Town Annex Building. During their regular meeting on November 29, the *Economic Development Strategic Plan Steering Committee* developed a purposeful economic positioning/vision based on the six statements created during the Forum:

Franklinton is a welcoming small-town community, where seeds are planted, and new roots run deep. Located just north of the Triangle, our history is authentic, growth is abundant, and families and businesses flourish.

Six strategies were developed from this economic positioning/vision statement and from these, an action or Implementation Plan was developed.

Strategy 1. Downtown Revitalization

Strategy 2. Business Development/Historic Preservation

Strategy 3. Growing Population

Strategy 4. Highway Corridor

Strategy 5. Small Town

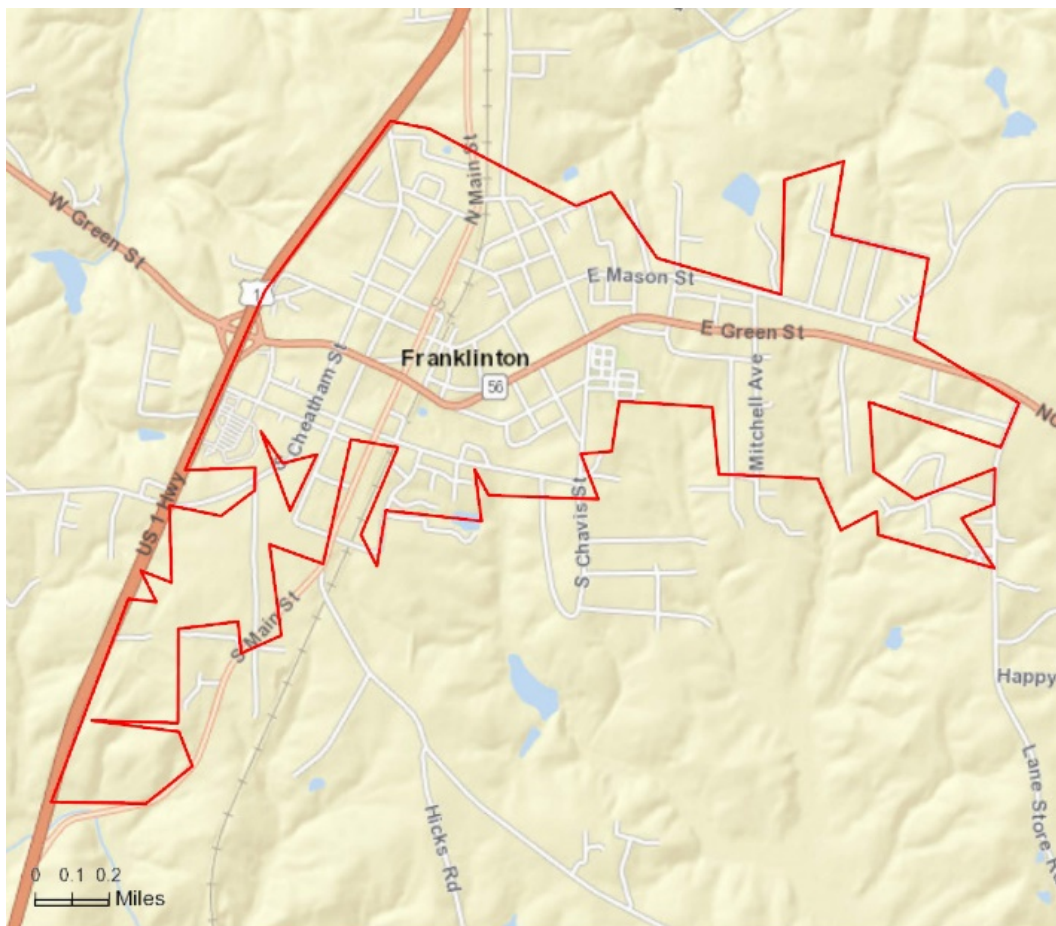
Strategy 6. Promotion

Section 3. Town Development Overview

The Town of Franklinton was incorporated December 20, 1842. Originally, Franklinton was established as Franklin Depot in 1839 on land owned by Shemuel Kearney at the intersection of the Raleigh and Gaston railroad line. Franklinton was known for many years as a rail town and later as a mill town. The old train depot remains one of the Town's most recognizable landmarks. Like Franklin County, Franklinton was named for Benjamin Franklin.

Franklinton, once home to cotton, textile and hosiery mills, still retains its small town southern charm. Main Street remains intact and still retains much of the character and architecture found in its turn-of-the-century commercial buildings. Home of the Red Rams, Franklinton boasts a high school, middle school and an elementary school. Spreading out from downtown you will find quiet neighborhoods featuring fine old homes, bungalows and mill houses.

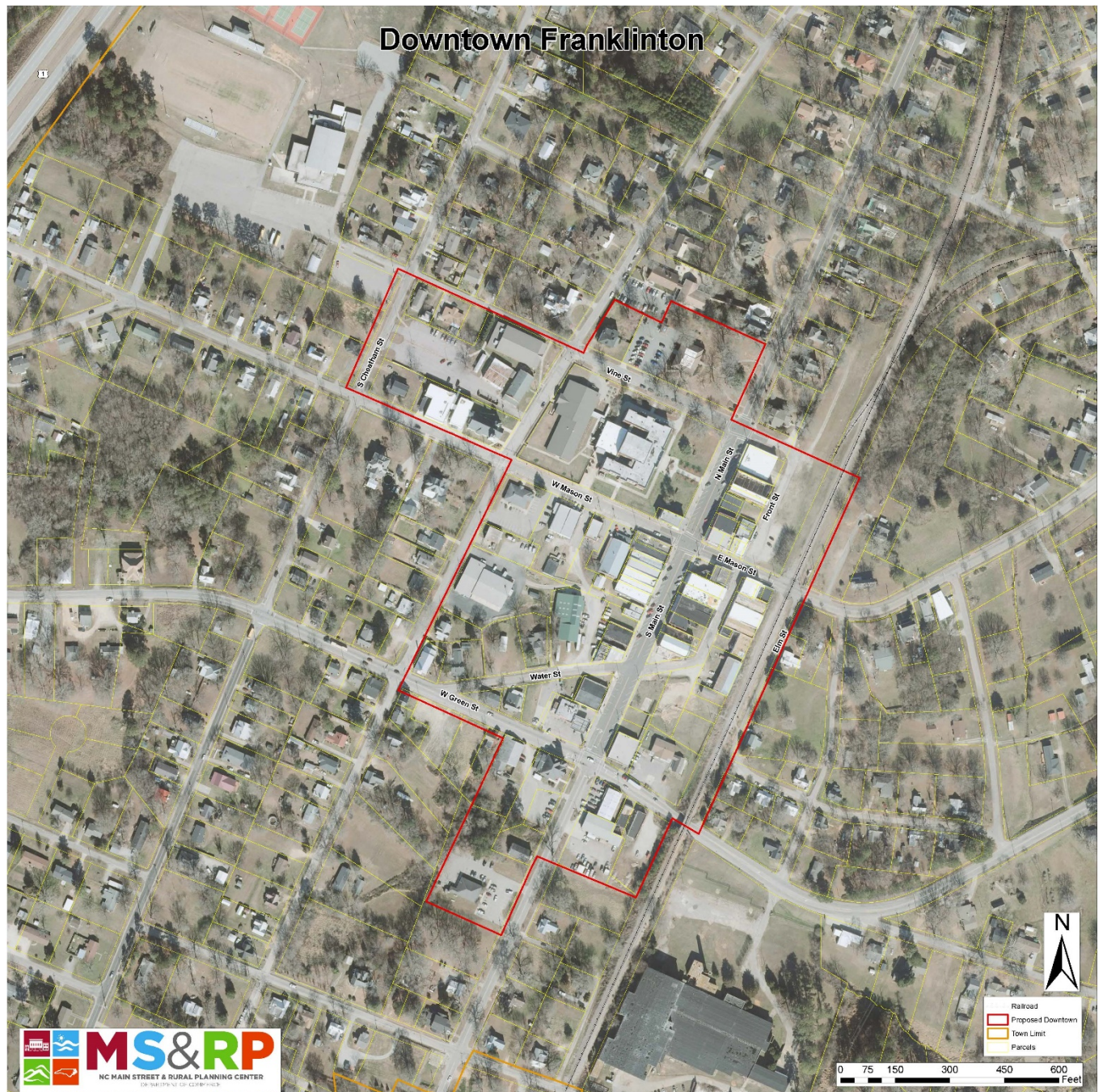
Map 3-1 Franklinton Town Boundaries



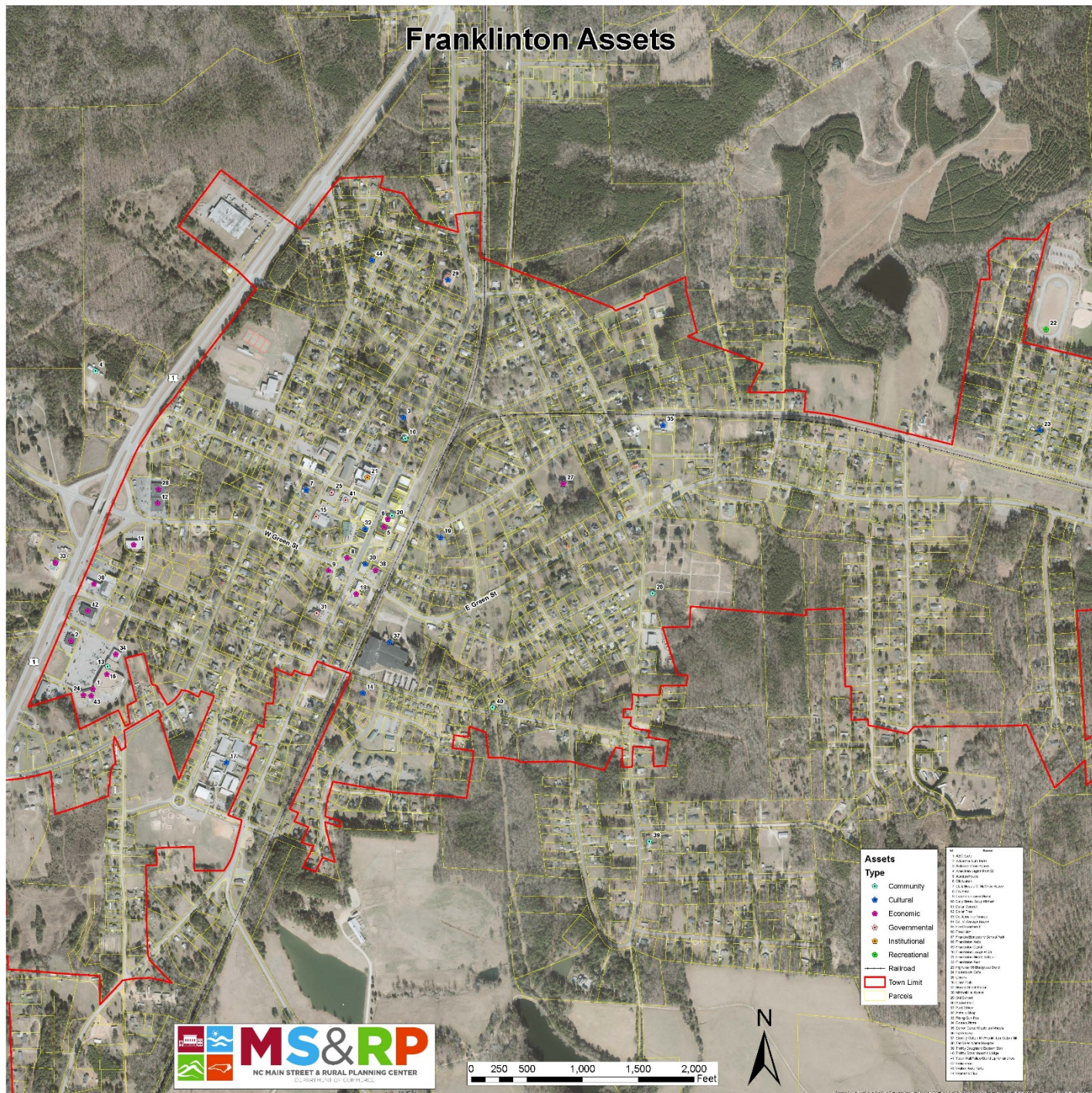
Franklinton is located at the junction of US 1 and NC 56 Highways, just 25 miles northeast of Raleigh. I-85 is just 20 minutes to the north. Triangle North Executive Airport is just 20 minutes away and just 40 minutes from Raleigh International Airport (RDU).

On this and following pages Map 3-2 shows the Proposed Downtown District and Map 3-3 shows the General Assets of Franklinton.

Map 3-2 Franklinton Downtown District Proposed Boundaries



Map 3-3 General Asset Map of Franklinton



Section 4. Current Economic Situation

This section of the Strategic Plan contains demographics, traffic counts, job and employment type, and a retail service economic assessment for the Town of Franklinton.

Population - Franklinton

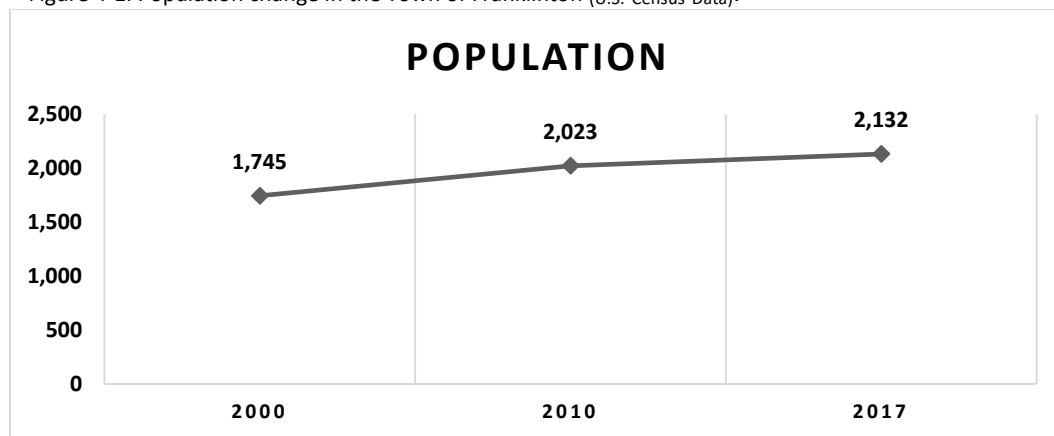
The Town of Franklinton population increased by about 22% from 2000 to 2017, with no indication of slowing down. (Table 4-1 and Figure 4-1).

Table 4-1. Franklinton population changes.

Year	2000	2010	2017
Population	1,745	2,023	2,132

Source: U.S. Census Data - ESRI

Figure 4-1. Population change in the Town of Franklinton (U.S. Census Data).



Population - Regional

The population growth from 2000 to 2017 in the regional six-county area (Table 4-2, and Figure 4-2) shows that Franklin County over the last 17 years grew 40%. Granville grew at about half that rate at 23%. Nash and Vance counties grew at 8% and 3% respectively, and Warren County remained relatively flat. Meanwhile, the neighboring county to the south, Wake, has increased population by 71% since 2000. Franklinton and Franklin County's growth is likely coming from northern Wake, specifically, Wake Forest, which has grown by 236% since 2000, with about 30,000 new residents.

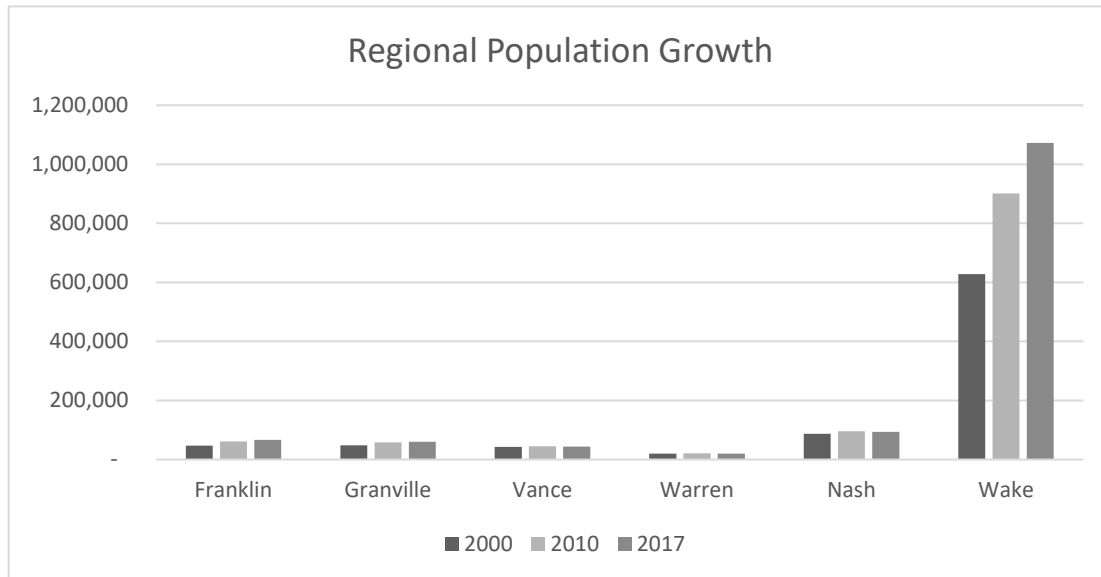
Table 4-2. Regional population growth of Sampson County and neighboring counties.

Year	Franklin	Granville	Vance	Warren	Nash	Wake
2000	47,260	48,498	42,954	19,972	87,420	627,846
2010	60,619	57,660	45,301	20,972	95,840	900,993
2017	66,168	59,557	44,211	19,883	93,991	1,072,203
2000-2017	40%	23%	3%	-0.45%	8%	71%
Growth/Year	2.4%	1.3%	0.2%	-0.03%	0.4%	4.2%

Source: U.S. Census Data-ESRI

During the 17 years' period Franklin County added approximately 18,908 net new residents.

Figure 4-2. Population growth in Franklin and surrounding counties.



Source: U.S. Census Data

Race

Table 4-3 shows the 2018 racial composition in Franklinton. Approximately 45% of the Town is white, 50% black and 6% Hispanic. Those identifying as of “some other race” and “2 or more races” are at about 2.5% each. The remainder of the population is comprised of American Indian, Asian, Pacific Islander and others, each well under 1% of the population.

Table 4-3. Racial Composition - Town of Franklinton 2018.

Race	White	Black	American Indian	Asian	Pacific Islander	Some Other Race*	2 or More Races	Hispanic
Percent of Population	44.5%	49.6%	0.4%	0.1%	0.0%	2.8%	2.5%	6.1%

Source: U.S. Census Data – ESRI *Previously known as “Other” an uncategorical statistic

Racial Trends

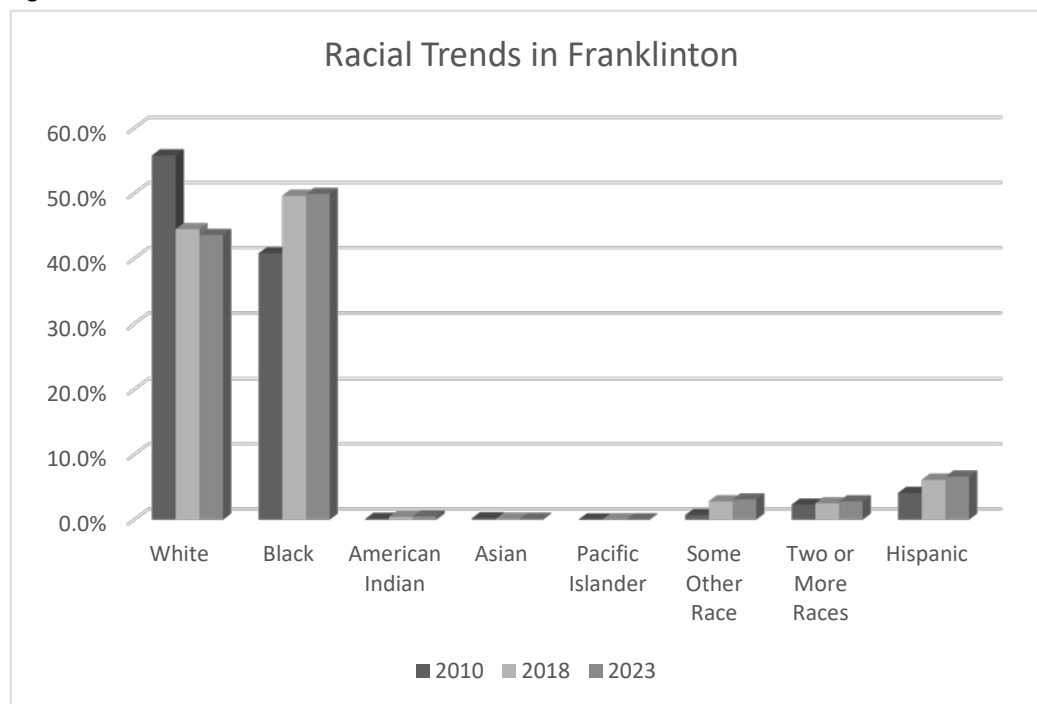
Table 4-4 and Figure 4-3 shows how Franklinton’s racial populations are trending since 2010. The white population has declined by about eleven-percent between 2010 and 2018 with a slight decline projected by 2023. The black population has increased by about eight percent since 2010 and expected to remain relatively flat through 2023.

The Hispanic population grew by two percent since 2010 and is expected to remain relatively flat through 2023. Those populations who identify as American Indian, Asian and Pacific Islander are each well under one percent with small growth expectations. Those who identify as Some Other Race have grown by three percent and Two or More Races show have remained flat at little more than two percent.

Table 4-4. Racial Trends Town of Franklinton

YEAR	2010	2018	2023	YEAR	2010	2018	2023
White	55.8%	44.5%	43.6%	Pacific Islander	0.0%	0.0%	0.0%
Black	40.8%	49.6%	49.9%	Some Other Race	0.7%	2.8%	3.1%
American Indian	0.1%	0.4%	0.5%	Two or More Races	2.3%	2.5%	2.8%
Asian	0.2%	0.1%	0.1%	Hispanic	4.1%	6.1%	6.6%

Figure 4-3. Racial Trends Town of Franklinton



Age

The census data in Table 4-5 shows that Franklinton's population has aged slightly, by 1.3 years from 2000 to 2016. By comparison, both Franklin County and the State of NC has aged by 4.6 and 3 years respectively.

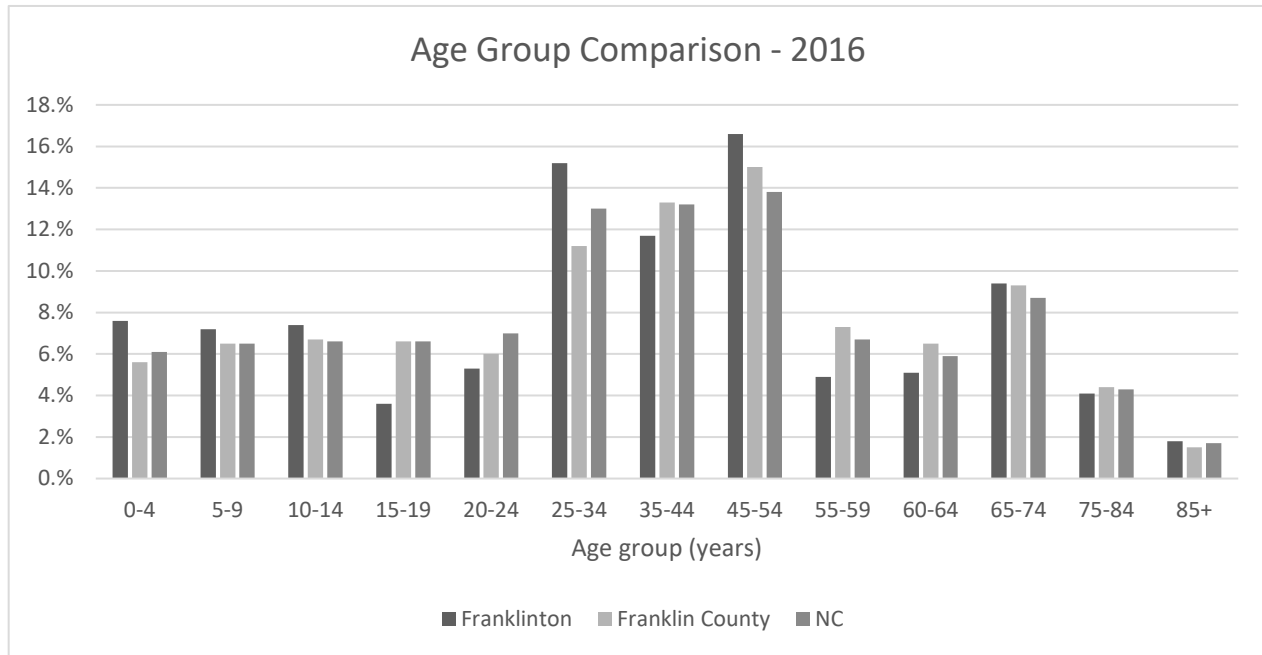
Table 4-5. Median Age Comparison 2000-2016 Franklinton, Franklin County & State of NC

Age (years)	2000	2010	2016	Change in age (2000-2016)
Franklinton	36.8	39.5	38.1	+1.3 years
Franklin County	35.8	39.1	40.4	+4.6 years
State of NC	35.3	37.4	38.3	+3.0 years

Source: U.S. Census Data – 2016 ACS Estimate

A census age group comparison is shown in Figure 4-4 for Franklinton, Franklin County, and the State of North Carolina. Generally, compared to Franklin County and the State, Franklinton has a higher percentage of young people from 0 to 14 years old, with exceptions in the 15-24-year-old range and 35-44-year-old range, where the percentages are a little lower. The town has more people in the 45-54 range than the County and State. Franklinton has fewer residents in the 55-64-year-old range than the County and State. Town, County and State are level with ages 65 and older.

Figure 4-4 Population by Age Group Comparison 2016 - Franklinton, Franklin County, and State of NC.



Source: U.S. Census Data 2012-2016 American Community Survey 5-Year Estimates

Poverty

The percentage of poverty in Franklinton is slightly more than double that of Franklin County and statewide. As shown in Table 4-6 total population poverty was 34% versus 16% for Franklin County and 16.8% statewide. Under 18 years old the poverty rate was 48% versus 20% for the County and 24% for the State; Poverty rate for those ages 65 and older was 11% which is about the same county-wide and a little higher than the state (9.7%).

Table 4-6. Persons Below Poverty (% of Population) Franklinton, Franklin County, NC - 2016

Location	Total Population	Under 18 years	18-64 years	65 years and older
Franklinton	34.1%	47.9%	34.3%	11.2%
Franklin County	16.3%	20.4%	15.9%	11.5%
North Carolina	16.8%	23.9%	15.9%	9.7%

Source: U.S. Census Data - Poverty Guidelines for 2016 are based on persons in family/household: One-\$12,071; Two-\$15,379; Three- \$18,850; Four-\$24,230;

Households

In 2000 Franklinton had 848 households, and by 2018 had increased to 893 households, or a total increase of 45 households. (Table 4-7).

Table 4-7. Number of Households Franklinton

Year	2000	2010	2018
Households	848	876	893

Source: U.S. Census Data-ESRI

Housing Units

From 2000 to 2017 the number of housing units in Franklinton (Table 4-8) grew by net 149 units. From 2000 to 2010, 176 new units were added, while between 2010 and 2017, 27 units were lost. Please note that there will likely be a gain for 2018-2020 with new apartments and single-family housing currently under construction.

Table 4-8. Housing Unit Growth Franklinton.

Year	2000	2010	2017
Number of housing units	832	1,008	981

Source: U.S. Census Data-ESRI

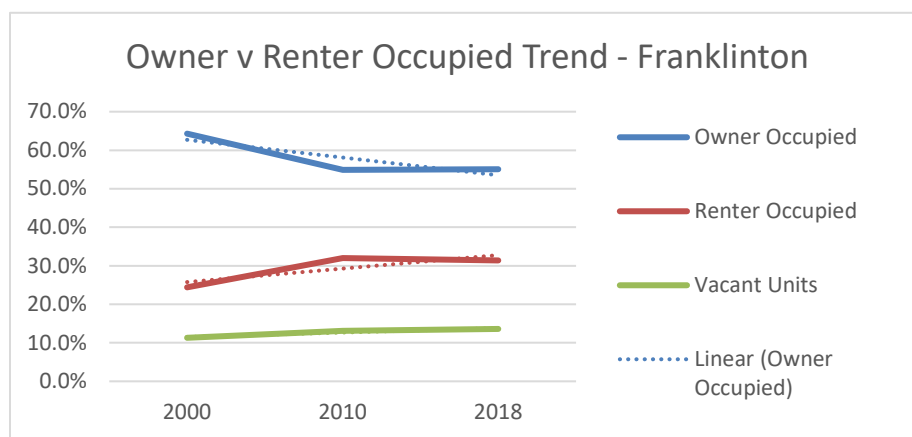
Owner/Renter Occupied Units

The owner-occupied *versus* renter-occupied ratio indicates certain levels of community stability and flexibility. It is still generally acknowledged that a higher percentage of owner-occupied housing versus renter-occupied is desirable. Franklinton seems to have a good balance – as shown in Table 4-9 below. Although there was a 9% drop of owner-occupied units between 2000 and 2010 it has remained relatively flat since then. Renter-occupied units rose by 7.6% during the same time-period. Between 2010 and 2018 there was a slight increase in both owner-occupied and renter-occupied units in Franklinton. The trend is graphically represented in Figure 4.5 below.

Table 4-9. Owner Occupied v Renter Occupied Trend - Franklinton

Occupancy Type	2000	2010	2018
Owner Occupied	64.3%	54.9%	55.1%
Renter Occupied	24.4%	32.0%	31.4%
Vacant Units	11.3%	13.1%	13.6%

Figure 4.5 Owner v Renter Occupied Trend – Franklinton



Occupancy - Vacancy

Franklinton's housing occupancy in 2016, (Table 4-10) was 81.8% occupied and 18.2% vacant. Franklinton's occupancy rate was 6.3% lower than Franklin County (Table 4-11) and 3.9% statewide, The Town's vacancy rate was also higher than Franklin County and the State.

Table 4-10. Housing Occupancy and Vacancy Franklinton – 2016.

Description	Occupied	Vacant
Total Housing Units by %	81.8%	18.2%
Number of housing units	802	179

Source: U.S. Census Data

Table 4-11. Housing occupancy and vacancy comparison – 2016.

Location	Occupied	Vacant
Town of Franklinton	81.8%	18.2%
Franklin County	88.1%	11.9%
North Carolina	85.7%	14.3%

Source: U.S. Census Data

Housing – Median Value

The median value of housing in bordering counties in 2016 (Table 4-12) was higher than Franklin only in Granville and Wake counties.

Table 4-12. Comparison of median value of owner occupied housing units – 2016.

County	Franklin	Granville	Vance	Warren	Nash	Wake
Median house value	\$134,500	\$141,200	\$96,700	\$95,100	\$120,500	\$241,600

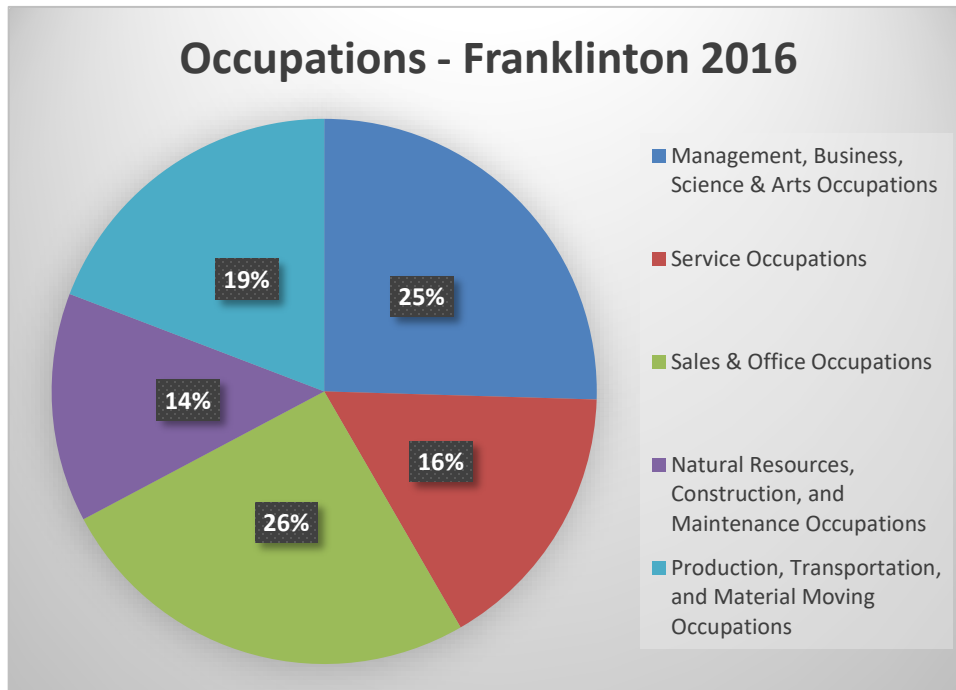
Source: U.S. Census Data

Working Occupation

Worker occupations in Franklinton are shown in the pie-chart below (Figure 4-6).

Sales and Office occupations account for 26% of Franklinton workers. Management, Business, Science and Arts account for 25% of worker occupations, Production, Transportation, and Material Moving follow at 19%; Service occupations claim 20% of workers, and Natural Resources, Construction and Maintenance the remaining 14%.

Figure 4-6. Worker occupation in Franklinton – 2016.



Source: U.S. Census Data – American Community Survey

The following Figure 4-7 shows categories of Franklinton civilian employed population 16 years and over for 2016.

The **top three fields of employment in Franklinton** are:

1. Retail Trade
2. Educational services, health care, social assistance
3. Manufacturing

Figure 4-7. Town of Franklinton civilian employed population 16 years and over – 2016.



Source: U.S. Census Data – American Fact Finder.

Unemployment

The unemployment rate for Franklin County was 4.0% in August 2018 (Table 4-13).

Granville and Wake County rates were lower than the other neighboring counties. Vance, Warren and Nash had higher unemployment rates than Franklin and the State which was 3.8%.

Table 4-13. Unemployment rates - August 2018

Counties	Franklin	Granville	Vance	Warren	Nash	Wake	NC
Unemployment rate	4.0%	3.3%	5.6%	5.9%	5.3%	3.4%	3.8%

Source: N.C. Department of Commerce

Income

Franklinton has a lower per capita income and household mean (average) income compared to Franklin County and the State. (Table 4-14)

Table 4-14. Per Capita and Mean Household Income – 2016.

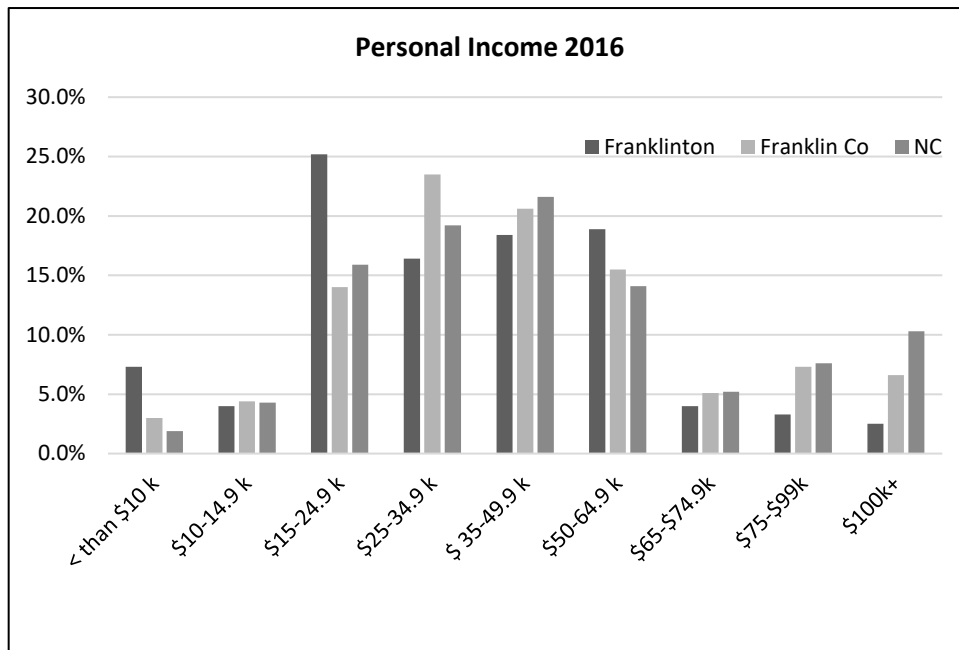
	Franklinton	Franklin Co.	North Carolina
Per Capita Income	\$16,556	\$22,394	\$ 26,779
Household Mean Income	\$43,796	\$65,605	\$ 67,367

Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates

Personal income and household income distribution 2016 for Franklinton, Sampson County, and statewide is shown in the following Figures 4-8 and 4-9. For personal income (Figure 4-8)

Franklinton has a similar or higher percentage of persons in the less than \$10K to \$25K income brackets compared to the State and Franklin County. Although Franklinton has a higher percentage of people in the \$50K to \$65K bracket, it has fewer in all the other income brackets.

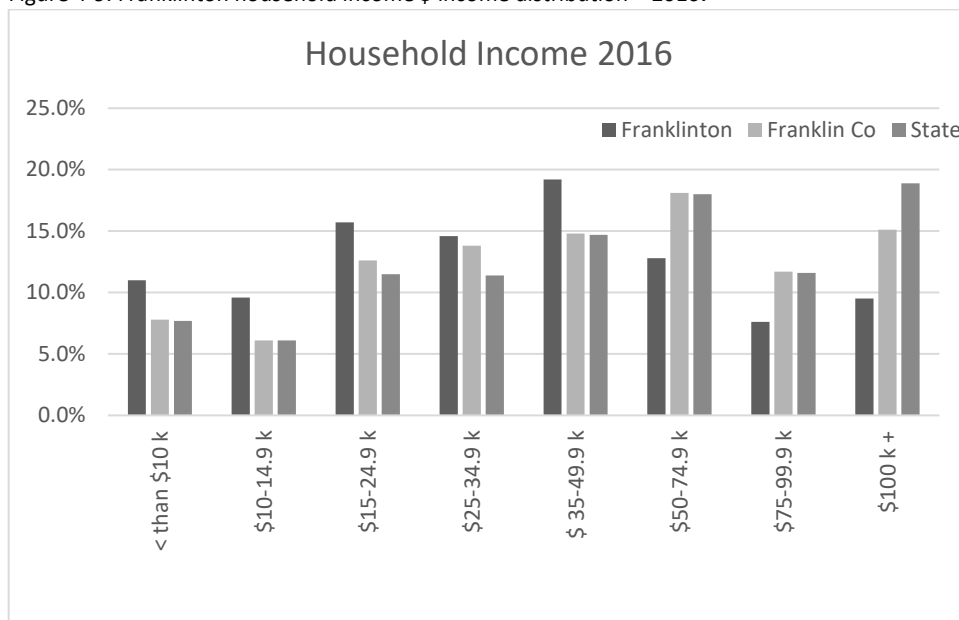
Figure 4-8. Franklinton personal income \$ distribution – 2016.



Source: U.S. Census Data

As shown in Figure 4-9 Franklinton has a higher percentage of households in all income brackets up to \$50,000 but shows a little less than Franklin County and statewide \$50,000+.

Figure 4-9. Franklinton household income \$ income distribution – 2016.

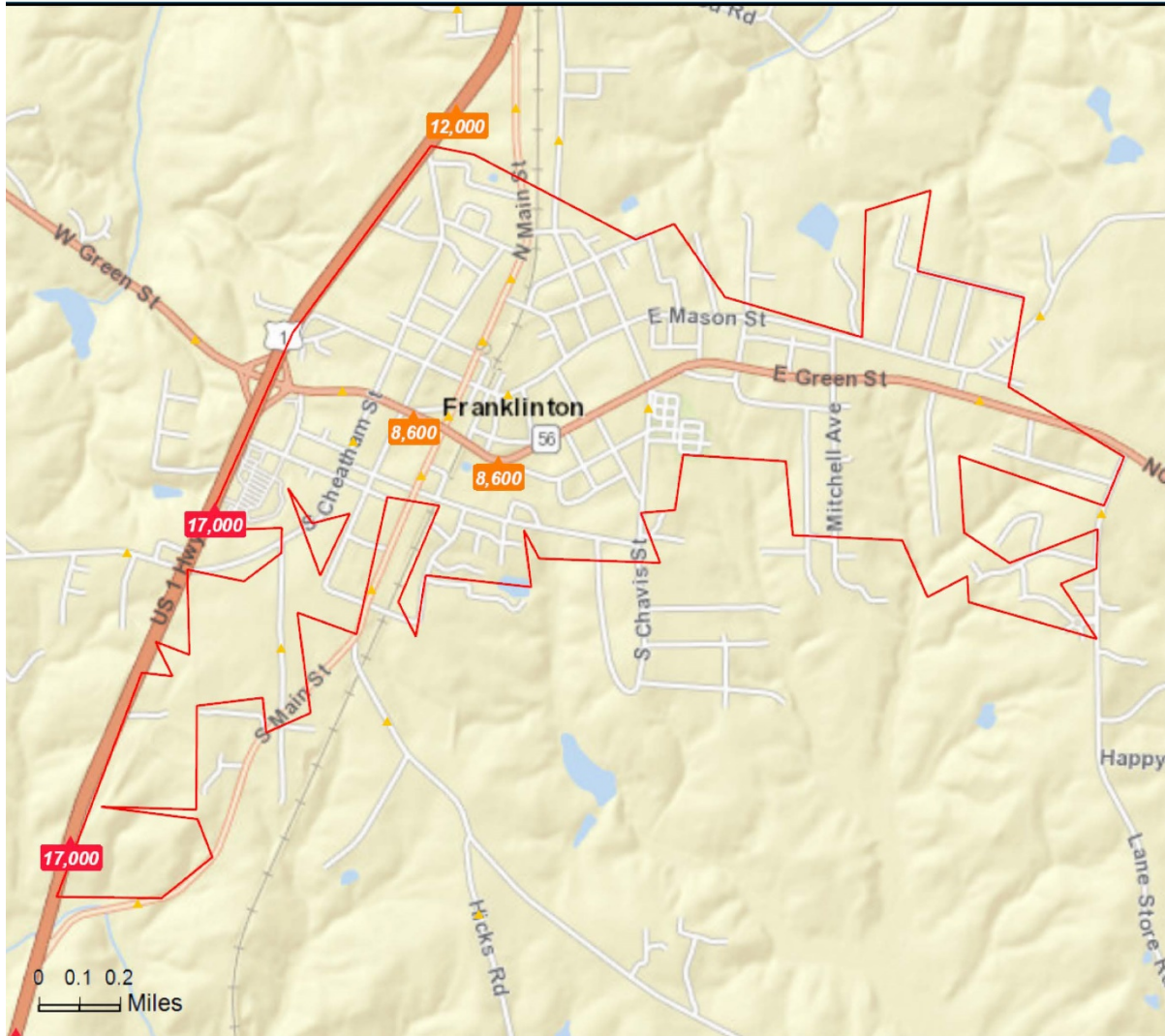


Source: U.S. Census Data

Traffic Counts

Traffic counts (Figure 4-10) show that about 17,000 vehicles travel daily along US 1 in Franklinton with about 12,000 north of town. Up to 8,600 vehicles travel along Main Street, NC 56 (Green Street) and Hicks Road.

Figure 4-10. Traffic count map of Franklinton - vehicle trips per day (NC-DOT – 2018 data).



Source: NCDOT 2018 data

Jobs – Inflow and Outflow

The map below (Figure 4-10) shows a 2015 jobs analysis with inflow and outflow where: 372 people who are employed in Franklinton and commute into the Town for work; 852 people live in Franklinton and commute outside town to go to work; and 24 people are employed and live in Franklinton.

Figure 4-10. Jobs inflow and outflow analysis of Franklinton – 2015.

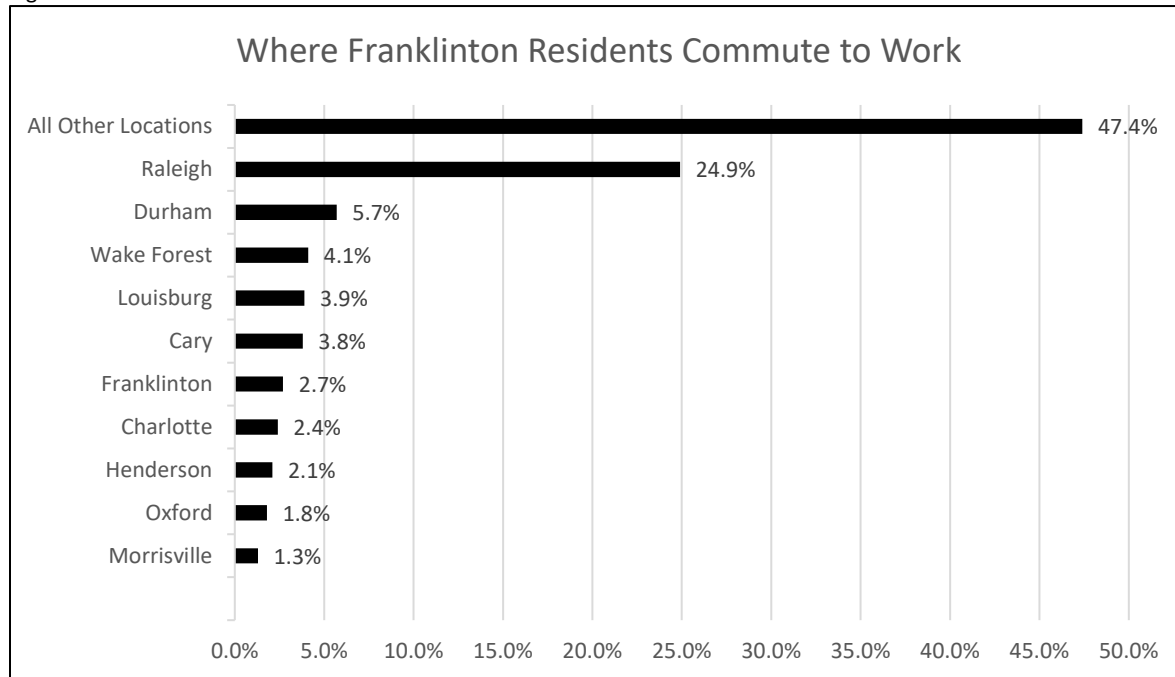


Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2015)

Commuters

Approximately 44% of the Town's working population commutes to someplace out of Franklinton to go to work for their primary employment. Figure 4-11 shows those locations with the percentage of working population. Raleigh is the largest commute destination followed by Durham, Wake Forest and Cary.

Figure 4-11 Where Franklinton Residents commute to Work



(Source: US Census – On The Map)

Largest Town Employers

The following show the top 10 employers by number of employees (Table 4-15). The top employer is *Novozymes*.

Table 4-15. Top 10 largest Employers in Franklinton by Number of Employees.

Company Name	Business Description	Employees
Novozymes North America Inc	Enzymes (Mfrs)	620
Franklin County Schools (Franklinton)	Education	177
Lindsay Precast, Inc.	Precast concrete products	74
Inter Technologies	Audio/video technology design and installation	70
Franklin Veneers Inc	Plywood & Veneers-Manufacturers	50
Food Lion	Grocers-Retail	40
PRTI, Inc.	Recycling – specializing in tire pyrolysis	35
Universal Forest Products - Franklinton LLC	Wood Containers NEC (Mfrs)	30
Katesville Pallet Mill	Sawmills (Mfrs)	20
TLC Hospice	Hospices	20

Source: NC Department of Commerce – Labor and Economic Analysis Division and Franklin County Industry List 10-31-2018

Retail Leakage/Surplus Analysis

The retail leakage and surplus analysis (or Gap Analysis) examines the quantitative aspects of Franklinton's retail opportunities and a guide to understanding retail opportunities. This is a first step in understanding market potential within the Town's Primary Trade Area (PTA), which is a 5-mile radius from the center of Franklinton.

When consumers spend dollars outside the Primary Trade Area, this is known as "Retail Leakage" referred to as Leakage throughout the report. **Retail Leakage** indicates an **unmet demand in the trade area**. This suggests the possibility the community can support additional retail for that business type. Residents, within the primary trade area, are purchasing products outside of the trade area indicating an opportunity to capture these dollars somewhere in Franklinton. (Leakage is shown as a **positive value in green** when reviewing the actual ESRI data*.)

Retail Surplus means the community's primary trade area is *capturing the local market plus attracting non-local shoppers*. Surplus doesn't necessarily imply that the community can't support additional businesses, but rather the community has possibly developed strong clusters of retail including eating and drinking establishments that have broad geographical appeal. (Surplus is shown as a **negative value in red** when reviewing the ESRI data*.)

Before drawing conclusions about potential business expansion or recruitment opportunities, qualitative considerations, using additional sources should be more closely studied. This could be additional information from ESRI data* or sources the county or regional economic development office may have. This report is based on the data collected and could serve as a starting point for a business recruitment effort.

NAICS Codes (North American Industry Classification System), a division of the U.S. Census, are the standard for use by Federal statistical agencies in classifying business establishments for the collection, tabulation, presentation, and analysis of statistical data describing the U.S. economy. Visit their website to search for the NAICS Code of specific businesses and more detail about business types. <https://www.census.gov/cgi-bin/sssd/naics/naicsrch?chart=2017>

Table 4-16 shows the total Industry summaries for the Primary Trade Area of five miles from the Town's center. The last column shows the number of businesses within PTA. For example, within the five-mile radius there are a total of 56 retail trade, food and drink businesses. 42 are retail only, 14 are food and drink related. With a Retail Gap (Leakage) of about \$129 million.

Table 4-16. Retail Industry Summary

NAICS Code	Retail MarketPlace Profile Franklinton NC (5-Mile Radius)	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap (Leakage)	Leakage/ Surplus Factor	Number of Businesses
44-45, 722	Total Retail Trade and Food & Drink	\$184,901,123.00	\$55,377,062.00	\$129,524,061	53.9	56
44-45	Total Retail Trade	\$168,065,770.00	\$50,726,318.00	\$117,339,452	53.6	42
722	Total Food & Drink	\$16,835,353.00	\$4,650,744.00	\$12,184,609	56.7	14

The *Retail Gap* represents the difference between Retail Potential and Retail Sales. The *Leakage/Surplus Factor* presents a snapshot of retail opportunity. This is a measure between supply and demand that ranges from +100 (*total leakage*) to -100 (*total surplus*). A positive value represents "leakage" of retail opportunity outside the trade area. A negative value represents a surplus of retail sales where customers are drawn in from outside the trade area.

Retail Leakage

The table below (Table 4-17) shows retail sales leakage from within the 5-mile Primary Trade Area in Franklinton in 2017. The bar-graph shows retail leakage where customers shop outside the trade area. As noted above, the retail leakage is approximately \$129 million. Table 4-17 also demonstrates Retail Potential. The information shows

information for each of the retail categories including food and drink that are “leaking” and estimates a business capturing 10% of that leakage. The estimated capture rate of 10% is intended as a starting point. Retailers or potential retailers could/should aim higher. Using an average of \$300 per square foot in annual retail sales gives us the number of square feet needed to support that business. The annual *Sales Per Square Foot* of \$300 is an average of what recent surveys from comparable studies have shown businesses are earning.

As an example, Franklinton is “leaking” approximately \$16.6 million in “Grocery Stores” and might support an additional 15,000 square feet of retail space. “Restaurants” leak approximately \$11 million and could utilize an additional 38,000 square feet of space. Other highlights include “Health & Personal Care” (\$6.2 million), Furniture & Home Furnishings” combined (\$5.3 million), “Electronics & Appliance Stores” (\$4.6 million), and “Clothing Stores” (\$4.4 million). These amounts may be enough to entice new business start-ups as well as encourage expansions of existing businesses or some niche or boutique business opportunities. Please note that “Non-Store Retailers” are listed as information only since these are usually home-based businesses.

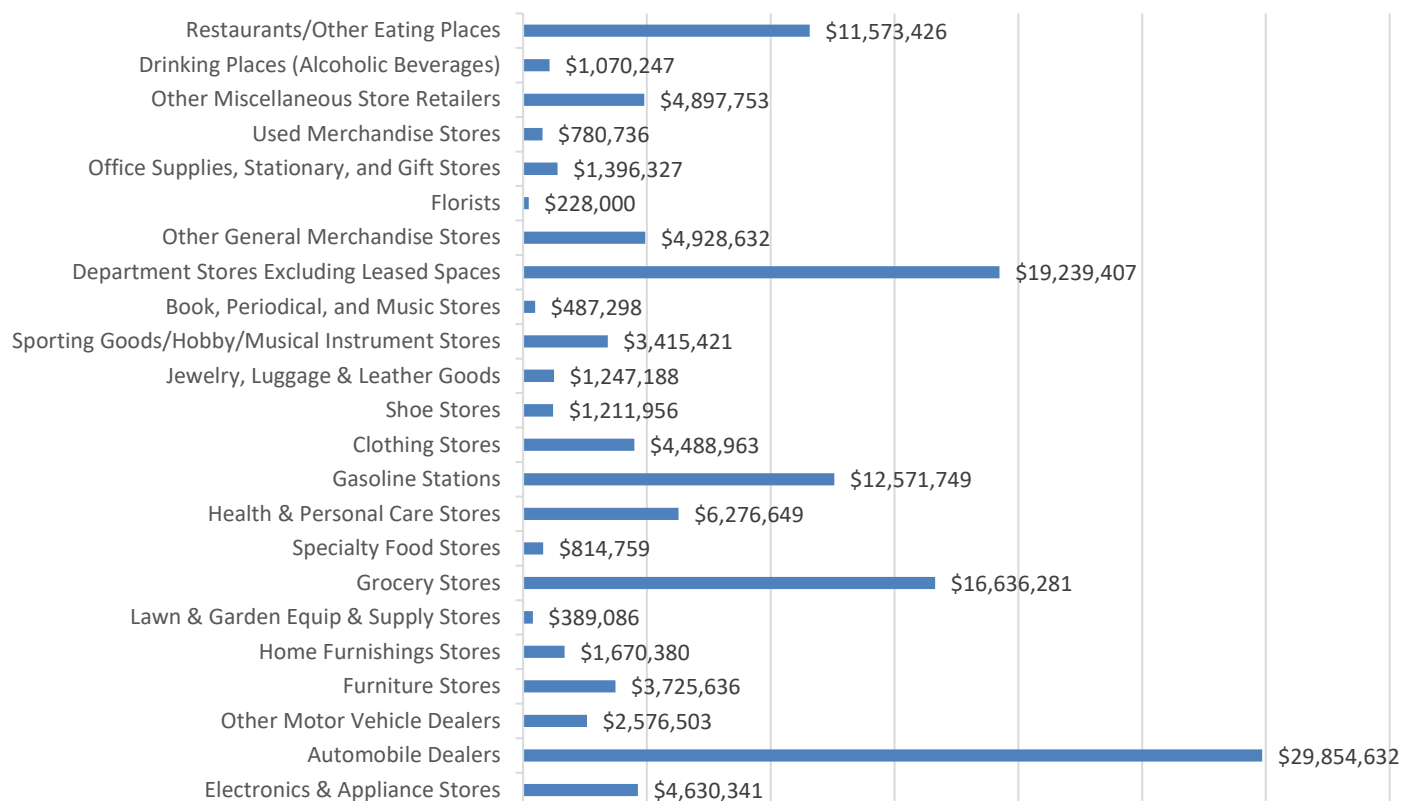
Table 4-17. Town of Franklinton Retail Leakage and Retail Potential.

NAICS Code	Retail Leakage (5-Mile Primary Trade Area)	Retail Gap (Leakage)	Est. Capture 10%	Sales per S/F	Leakage Factor	S/F Needed	Number of Businesses
443	Electronics & Appliance Stores	\$4,630,341	\$463,034	\$300	100.0	15,434	0
4411	Automobile Dealers	\$29,854,632	\$2,985,463	\$300	91.8	99,515	2
4412	Other Motor Vehicle Dealers	\$2,576,503	\$257,650	\$300	71.1	8,588	1
4421	Furniture Stores	\$3,725,636	\$372,564	\$300	100.0	12,419	0
4422	Home Furnishings Stores	\$1,670,380	\$167,038	\$300	52.4	5,568	2
4442	Lawn & Garden Equip & Supply Stores	\$389,086	\$38,909	\$300	33.7	1,297	2
4451	Grocery Stores	\$16,636,281	\$1,663,628	\$300	45.2	55,454	6
4452	Specialty Food Stores	\$814,759	\$81,476	\$300	63.9	2,716	1
446, 4461	Health & Personal Care Stores	\$6,276,649	\$627,665	\$300	41.4	20,922	2
447, 4471	Gasoline Stations	\$12,571,749	\$1,257,175	\$300	50.7	41,906	3
4481	Clothing Stores	\$4,488,963	\$448,896	\$300	85.5	14,963	2
4482	Shoe Stores	\$1,211,956	\$121,196	\$300	100.0	4,040	0
4483	Jewelry, Luggage & Leather Goods	\$1,247,188	\$124,719	\$300	100.0	4,157	0
4511	Sporting Goods/Hobby/Musical Instrument Stores	\$3,415,421	\$341,542	\$300	90.4	11,385	1
4512	Book, Periodical, and Music Stores	\$487,298	\$48,730	\$300	64.0	1,624	1
4521	Department Stores Excluding Leased Spaces	\$19,239,407	\$1,923,941	\$300	100.0	64,131	0
4529	Other General Merchandise Stores	\$4,928,632	\$492,863	\$300	47.1	16,429	3
4531	Florists	\$228,000	\$22,800	\$300	100.0	760	0
4532	Office Supplies, Stationary, and Gift Stores	\$1,396,327	\$139,633	\$300	91.9	4,654	1
4533	Used Merchandise Stores	\$780,736	\$78,074	\$300	100.0	2,602	0
4539	Other Miscellaneous Store Retailers	\$4,897,753	\$489,775	\$300	94.1	16,326	1
7224	Drinking Places (Alcoholic Beverages)	\$1,070,247	\$107,025	\$300	100.0	3,567	0
7225	Restaurants/Other Eating Places	\$11,573,426	\$1,157,343	\$300	58.9	38,578	12
	Non-Store Retailers						
4541	Electronic Shopping & Mail-Order Houses	\$1,975,889	\$197,589	\$300	100.0	0	0
4543	Direct Selling Establishments	\$691,090	\$69,109	\$300	100.0	0	0

(Source: AccessNC - ESRI Retail Marketplace Profile – 2017).

Figure 4-12. Retail Leakage Chart Town of Franklinton

Retail Gap (Leakage)



As noted earlier, Retail Surplus means the community's primary trade area is capturing the local market plus attracting non-local shoppers. Surplus doesn't necessarily imply that the community can't support additional businesses, but rather the community has possibly developed strong clusters of retail including eating and drinking establishments that have broad geographical appeal. Table 4-18 shows those retail types that are attracting consumers within the primary trade area.

Table 4-18. Town of Franklinton Retail Surplus.

NAICS Code	Retail Supply/Surplus Franklinton NC (5-Mile Primary Trade Area)	Retail Gap Surplus)	Leakage/Surplus Factor	Number of Businesses
7223	Special Food Services	(\$459,064)	(59.2)	3
4413	Auto Parts, Accessories & Tire Stores	(\$254,358)	(3.5)	5
4441	Bldg Material & Supplies Dealers	(\$5,632,661)	(19.2)	6
4453	Beer, Wine & Liquor Stores	(\$35,272)	(1.9)	1
	Non-Store Retailers			
4542	Vending Machine Operators	(\$227,850)	(42.3)	1

***Sources for information:** ESRI On-Line Reports for Business, Demographics, <http://www.esri.com/>.

Disclaimer: This report was prepared by the NC Main Street & Rural Planning Center. Information contained in the report is primarily from ESRI On-Line Business Analysis and checked against sources above. Every effort is made to ensure that the information contained within is accurate, however, no warranty is made about the accuracy of this report by the NC Main Street & Rural Planning Center or its sources.

Section 5. Assessment

Community Assets, Economic Drivers, SWOT

The following Community Assets, Economic Drivers and Strengths, Weaknesses, Opportunities and Threats (SWOT) information was collected from the Steering Committee (9/25/18) & Economic Positioning/Vision Forum (11/1/18).

Economic Assets	Cultural Assets
ABC Store	Christmas Parade
Advance Auto Parts	FrankenFest
Auction House	Franklin Elementary School Park
City Lunch	Fun in Sun
Cruisers	Highway 56 Bluegrass Band
Cutchins Family Mortuary & Cremations	Night of the Gargoyle (Mason Street Manor)
Dollar General	NR Aldridge Vann House
Dollar Tree	NR CL & Bessie G. McGhee House
Food Lion	NR Dr. JA Savage House
Franklinton Auto	NR Dr. JH Harris House (FK0008)
Hometown Café	NR Franklinton Depot (FK0284)
Location to Raleigh	NR Person-McGhee Farm
Mason Street Manor	NR Sterling Cotton Mill/Franklinton Cotton Mill
Mitchell Hardware	Old School on North Main St
Natural Gas availability	Pocket park on Main St
Novozymes North America Inc	Pottery Shop
Rising Sun Pool	Preddey Fest Bluegrass festival
Roma's Pizza	Senior Center
Speedway	Stand up for America
Tar River Animal Hospital	NR Train Depot
US 1	Woman's Club
Walgreens	
Walker Auto Parts	

Natural/Recreational	Institutional
Boys & Girls Club	Franklinton Middle School
Franklin County Track	Louisburg College (nearby)
Franklinton Park	New High School
Parks & Recreation	Vance-Granville Community College
Winding Back Roads (Cycling)	

Community	Governmental Assets
Daily Bread Soup Kitchen	ABC Store
Dr. Adrienne Touncil	Fire Department
Lions Club	Library
Meals on Wheels	Police Department
Senior Center	Post Office
Thrifty Daughters Eastern Star	Street Department
Thrifty Sons Masonic Lodge	Town Hall
American Legion Post 52	Town Hall Annex
Franklinton Lodge #123	Water (County)

Franklinton Economic Drivers

ABC Store
 Franklinton Pre-Owned
 Hometown Café
 Main Street Auction
 Manor on Mason
 Novozymes (North American HQ)

SWOT Analysis

This section was informed by the Steering Committee, participants in the Economic Positioning/Vision Forum, stakeholder interviews and public survey.

Strengths	Weaknesses
Accessibility from all directions	Buildings not available
Affordable Real Estate	Communications to citizens
Community Events	Downtown appearance
Community Spirit	Employment opportunities
Downtown layout	Entertainment options limited
Historic buildings/architecture	Fear of change (people)
Land availability	Infrastructure (aging)
Natural gas availability	Lack of building upkeep in downtown
New developments	Lack of coffee shop
Open-Blank Slate	Lack of daycare
Parks & Recreation	Lack of fresh produce
Positive people - friendly	Lack of grocery store variety
Proximity to Kerr Lake	Lack of public transportation
Proximity to state capitol	Lack of thriving businesses (downtown)
Proximity to US 1 and NC 56	Limited food options
Safe community	Owners unwilling to improve, sell
School system	Poverty levels
Sense of Community	Reputation
Small town feel	Roads
Small town vibe	Sidewalks
Town government	Street condition/maintenance

Tree City USA
Walkability

Vacant and rundown buildings downtown
Walkability

Opportunities	Threats
Code enforcement	Drug issues (coming in from adjacent counties)
Downtown upgrades	Gang activity
Economic timing	Quality of schools
Farmers Market	Railroad crossings/rebuilding
Festivals and Events	Unwanted business types
Greenway	US 1 widening
Grocery Stores	Water allocation - county
Housing availability	
Increased internet by businesses/residents	
In-fill development	
Land availability	
Neighborhood growth	
New business start-ups	
Population growth	
Proximity/location	
Retail stores	
Rural appeal	
Strong broadband	
Theater	
Urban burnout	
US 1 Corridor Plan	
Vacant buildings	

Results of Economic Development Strategic Plan Survey

21 Franklinton residents, property and business owners (about 1% of the population) participated in a public survey that was posted online between October 17, 2018 and January 9, 2019. Paper copies were available at various locations around the Town of Franklinton during that same period.

Demographics (Who Took the Survey)

Most of the respondents were homeowners (50%) and commercial business owners (50%) in Franklinton. 25% work in Town, 15% were home renters and frequently shopped in Franklinton. 5% identified themselves as commercial business tenants.

67% were female and 39% were male. Most of the respondents were 45-54 years old (39%); 55-64 years old (28%); 65-74 years old (17%); 25-34 years old (11%) and 35-44 years old (11%).

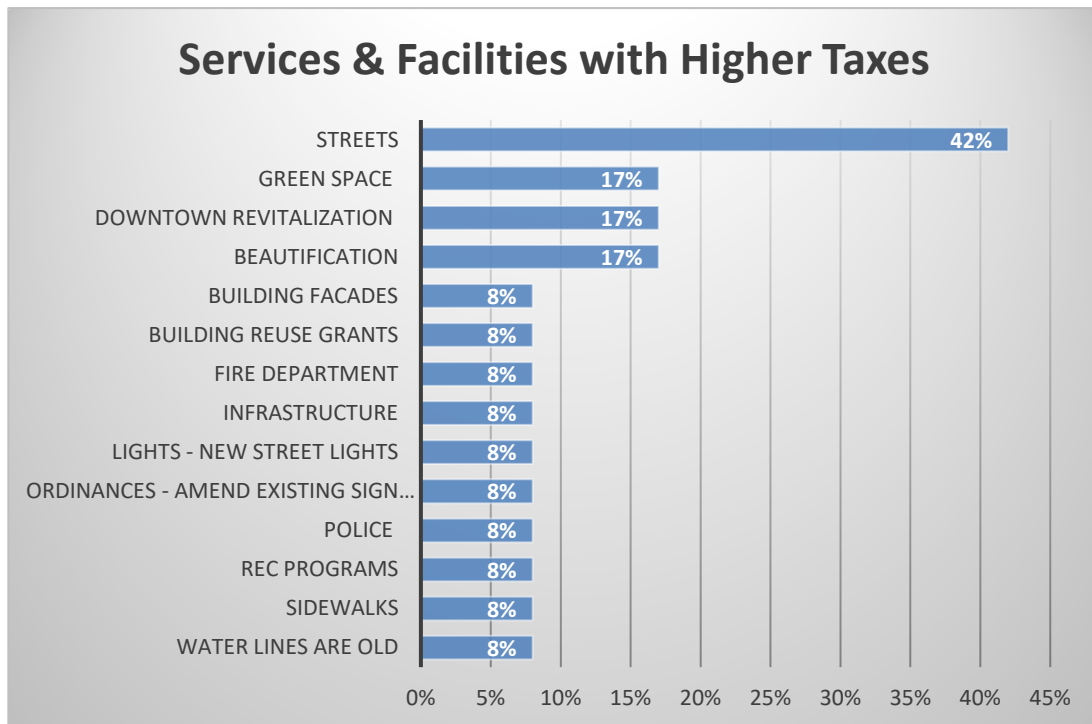
Safety

Franklinton provides a sense of safety as a community with 78% of the respondents saying they feel safe in Town. 28% had no opinion. 83% said they feel safe in Downtown, 17% had no opinion and 6% disagreed. All the respondents thought the traffic safety in Town was fair to excellent. Police and Fire Departments provide good to excellent service according to 89% and 88% of the respondents respectively.

Services

Respondents indicated there is a need to improve street maintenance (44% poor) while 39% thought maintenance was fair to good.

There was also a very positive indication in the survey sample that there might be support to invest in Town services and facilities. In response to the question “*Would you be willing to pay higher taxes or bonds to improve Town services or facilities*” 76% responded yes, while 29% responded no. Not surprisingly, *Streets* was the most commonly listed for improvement (42%), with *Downtown Revitalization*, *Beautification* and *Green Space* each at 17% and a number of others at 8% each.



Amenities

There were six questions about the amenities within the Town of Franklinton. *Access to High Speed Internet (Broadband)* was good to excellent at 67%. *Availability of Day Care/After School Care* was good to excellent for 34% of the respondents, but 47% thought it was fair to poor. 88% of respondents thought *Availability of General Health Care within Town* was fair to poor and only 6% thought availability was good. *Walkability of Town* was split at 45% excellent to good and 45% fair to poor and 17% had no opinion. When asked about taking *Advantage of Recreational Activities in Franklinton*, 50% of respondents said they do not take advantage at all; 33% very occasionally; 6% more than 5 times a month and 17% said they use recreational activities less than 5 times per month. For *Recreational Services in Franklinton* 40% said they were fair; 20% said they were good and 20% said they were poor and 27% had no opinion.

Image

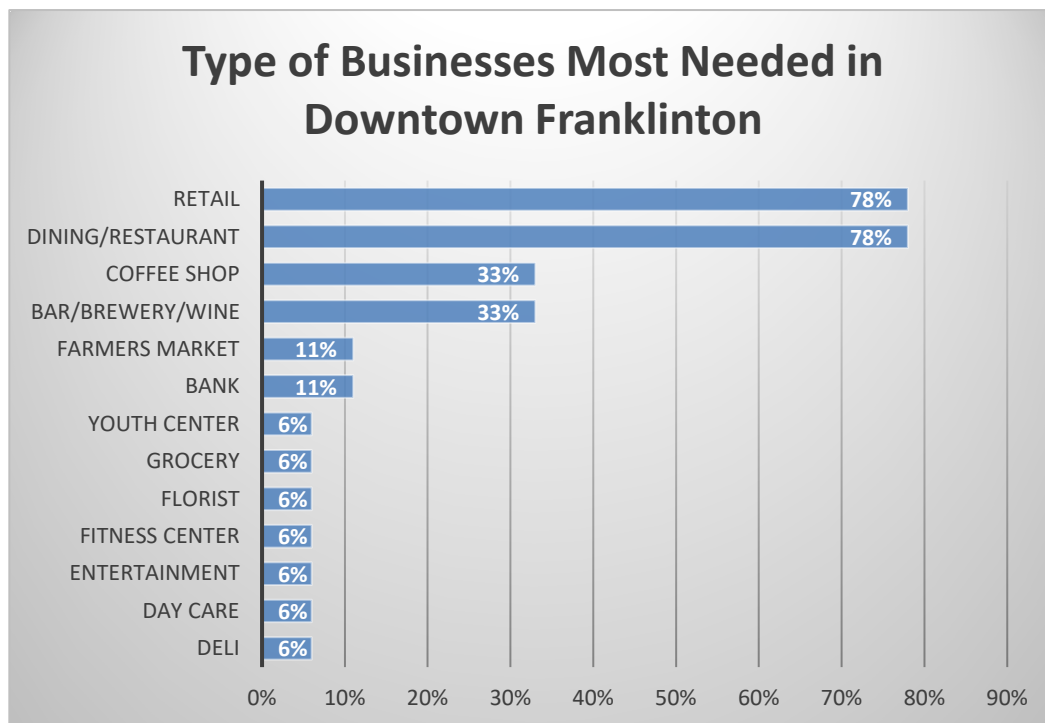
When asked about the *Overall Image of Franklinton as a Town*, 66% indicated it was fair to poor (33% each); 28% had no opinion and 11% indicated it was good. But Franklinton has a great *Sense of Community* with 83% of respondents ranking it good to excellent 17% said it was fair. Only 6% had no opinion.

Appearance

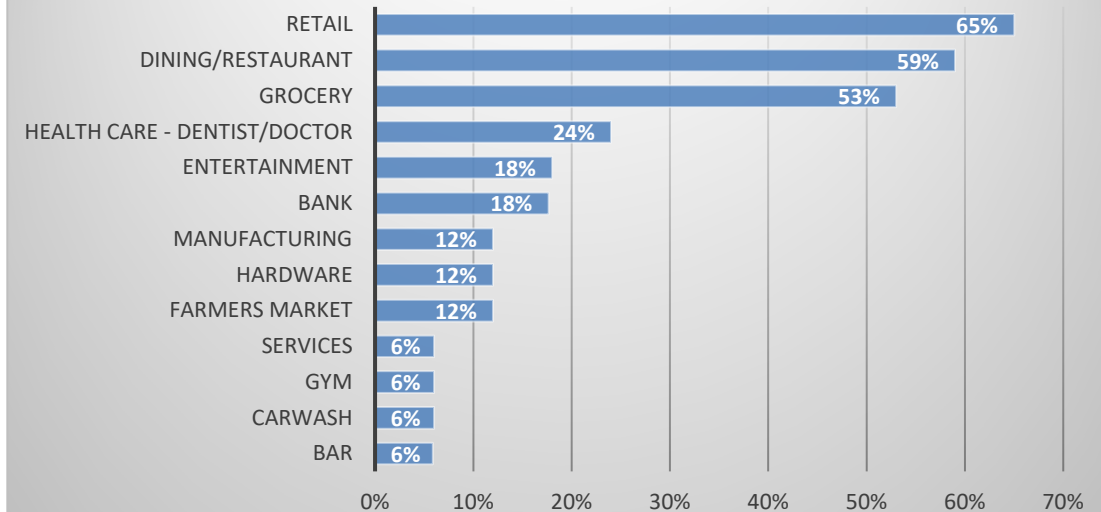
The *Overall Appearance of Residential Development* in Town was viewed favorably at 61%, (*Fair* 33%, *Good* 22% and *Excellent* 6%) but other areas did not fare as well. *Quality of Town's Curb Appeal* was viewed as poor by 56% of the respondents and 39% fair. The appearance of the *Downtown District* was seen as poor by 82% and fair by 18%. *Retail/Commercial Development Appearance Overall* is ranked as poor by 53% and fair 12%. 6% said they thought it was good. Again, most were supportive of investing in Town when asked *Are you in favor of the Town prioritizing existing & building additional sidewalks?* 94% of the respondents said yes!

Business

Respondents were asked to indicate up to three types of businesses they would like to see in Franklinton proper and in Downtown Franklinton. Not surprisingly, retail businesses and restaurants significantly led in both areas. Grocery and health care (dentist/doctor) followed in Franklinton, and coffee shops, bar/brewery/wine followed in downtown. More details are found in the charts below.



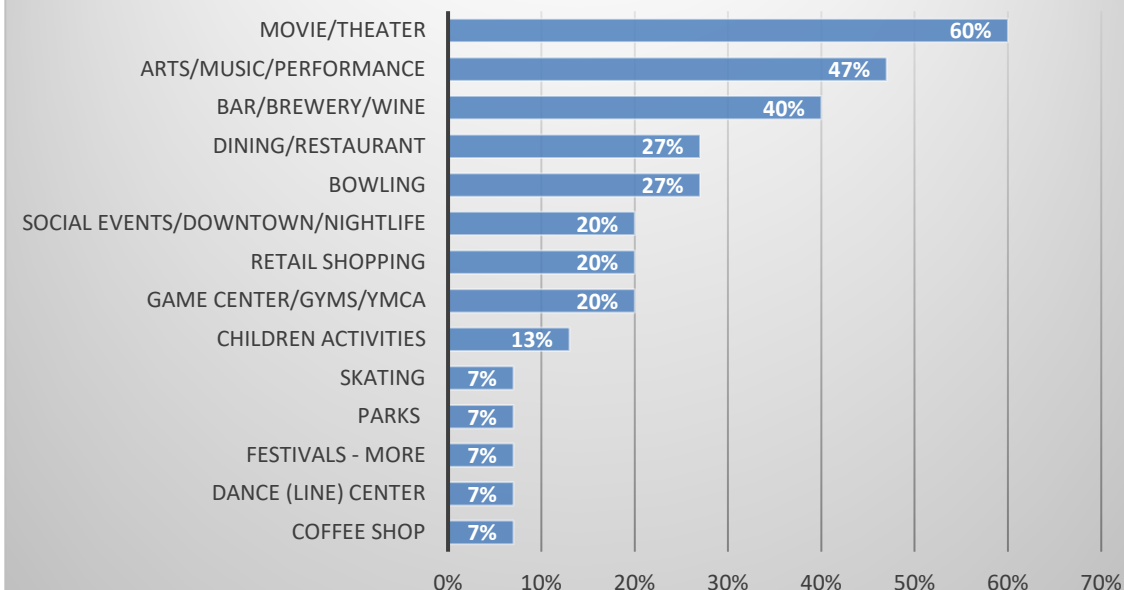
Types of Businesses Most Needed in Franklinton



Entertainment

When asked to *Rate the availability of entertainment options in Town* 83% ranked availability as poor and 17% said it was fair. Respondents were also asked *What type of entertainment opportunities would you like to have in Town* and were able to list up to three types. Movies, Arts/Music/Performance were the top two with bar/brewery/wine a close third. Restaurants and bowling also ranked reasonably high.

Types of Entertainment Desired in Franklinton



Online survey with Project Committee and Stakeholders

What is distinctive or unique about Franklinton?
Franklinton is small with a lot of potential to grow.
Our proximity to highway one makes our downtown very accessible and we are very close to Kerr lake.
Our town has so much room to grow, and room to grow is becoming a problem for other towns.
We are in a perfect location for growth with two main highways running through the town.
We have a great downtown spot with plenty of opportunities for business with large store front sidewalks and plenty of parking within walking distance to downtown.
It is quaint, on the rail road tracks and has a hometown feel.
It's not growing like Wake Forest or Youngsville but its turn to do so seems to be here now. It has many of the assets to make that happen.
Franklinton has a Small-Town feel that I really like.
The potential to become a hotspot with the ability to maintain the small-town feel.
proximity to Raleigh and US 1, small town feel
The history and, currently, the prevalent "small town" feel that many people search for.
My home town, a peaceful rural place with great potential for controlled growth.
Room for growth. Real estate costs are reasonable for development.
It is a blank slate where all is possible. Only need is for a direction to be chosen and then executed with conviction.

What Brought or Keeps You Here in Franklinton?
I grew up in Franklinton. I want to see Franklinton grow.
Being close to wake forest, Raleigh and the affordable housing.
The small-town feel.
Family, small town atmosphere and we owner several properties here.
Lived here entire 63 years except for 10 years in Florida and able to commute to Raleigh for work.
I was raised in the town of Franklinton. And, I still have many family members and friends that are here.
The people, the small-town feel, the potential, the landscape...
Location and community spirit
I was born and raised here and have built many friendships over the years.
I am also a member of the fire department and currently looking to buy a home in the area.
My parents and my inherited house. I moved back to Franklinton in my retirement.
Home town and real estate investment for 60+ years
I am working on a piece of land that is 125 acres trying to develop a mixed-use neighborhood

Franklinton's Greatest Strengths
The citizens are the greatest strength.
Affordable housing, and an optimistic future.
Community.
Its downtown structure and potential.
Small town, easy access and availability to many things, people
Other than the Small-Town feel, right now, Franklinton has the great opportunity to grow.
Location, proximity to Raleigh, Durham, RTP, and easy access to the northeast and west; the people; the potential to “do it right” In regard to growth and change; community; affordability; historic.
The citizens, Recreation department. Location to Wake Forest, Louisburg, Raleigh
OPPORTUNITY. There is so much potential. Main street needs some revitalization, as do other parts of the downtown area, but they stand to be great assets in the future.
Location. Easy access to the Raleigh/Durham area including airport, cultural facilities, shopping, and job opportunities. Quiet rural setting
Blank slate, in the path of growth, US1

External Threats
Growth that is coming towards Franklinton. We must plan correctly for the growth that is headed towards Franklinton.
Drugs moving through the highway 1 corridor.
The county having the final decisions with our water and sewer allocations.
Water and sewer has been sold to the county. Growth from Wake County creeping into the area and we are not prepared for the growth. Nor do we have a business stimulation plan in place.
Growth that will inevitably occur and change the small-town nature of the town, but, if properly managed, isn't necessarily a threat. The railroad was noted as a threat in the last meeting, but it is one of the most under-utilized assets of not only Franklinton but Franklin and adjacent Counties in its ability to bring in businesses/jobs.
Gangs and drugs.
Housing overgrowth, traffic, crime (drugs, gangs)
Drugs and gangs from nearby towns. Lack of reliable water source.
Traffic and congestion bound to move this way from the growing city of Raleigh.
Overgrowth and haphazard growth
Drugs
Water and sewer availability

Greatest Challenge?
Preparing for the growth headed our way.
Water
Smart Growth
Growth and embracing the growth in lieu of trying to "control" the growth. We should be embracing, planning and steering the growth, not control or curtailing the growth. Perception is reality in most visitor/consumers eyes. Franklinton must be perceived as a town embracing growth.
Managing the growth that will occur due to proximity to Triangle region. Having necessary infrastructure, especially water/sewer, to make it possible and support it.
Unwanted businesses (like an outdoor gun range that's open to the public).
Franklinton is faced with the challenge of keeping up with the increasing population and the problems/challenges that come with it, while at the same time bringing in the right businesses to foster the type of change that the people (native and new) desire, to keep the small town feel without being stuck in the past.
Water availability
Leadership and proper economic development. It is critical to bring the right businesses to Franklinton and in the right places to best maximize the opportunity we have.
Poor and/or inexperienced leadership
Infrastructure
Not focusing on a direction that can be pursued with deliberate conviction and focus so the limited resources available today get wasted and the process has to be re-started later.
People must be brought together through strong leadership. Just have to take first step, stick to it, focus on a vision and it will happen.

Opportunities?
Too bring in more jobs and affordable housing.
Downtown buildings business and crime.
Growth, residential and commercial.
Lots of housing coming to area which opens up opportunity for retail and restaurant growth. IF possible, offer incentives or grants for existing buildings to freshen them up and up-fitted/retro fitted for retail and food.
To be able to manage the growth if start now and plan properly. Franklinton is going to change from what it used to be as a mill town.
With 3 new housing developments on the rise, Franklinton will have new residents that are also new to this area. Franklinton has a great opportunity to bring in restaurants, stores, and, various forms of entertainment (without losing its small town feel). Hopefully new businesses will come to Franklinton and provide employment opportunities for those living here.
To do it right from the get-go; business growth; educational growth; medical opportunities; Franklinton is a blank slate and if done carefully, can become a thriving town where the locals have a renewed spirit.
Affordable housing options and future retail and dining options.
Development of land, promoting businesses and increasing community involvement.
Reestablishment of thriving local business. Intelligent growth
Everything. The Town can be recast easily

What Would Improve Quality of Life?
We need more jobs restaurants and things for the youth too do.
A healthy and thriving downtown, a bank, and a Harris Teeter or a Publix
More services for the citizens, retail, dinning. Improved streets and sidewalks for citizens to enjoy.
More homes and businesses and people to call Franklinton home and work in the area, not just commute to Raleigh every day. Maybe local bus transportation, like Wake Forest has to Raleigh, that gives people the opportunity to have a job in Raleigh if they can't get one in Franklinton.
New businesses that the citizens would support. This means that the citizens should definitely be involved somehow in the process. Also, again, entertainment!
The ability to work, study, play and shop without having to go to neighboring towns/counties. Bringing in and fostering locally-owned businesses that will employ people for better/higher pay. Quality shopping, dining, entertainment, cultural activities (ex. Clothing, non-fast food restaurants, etc.). Parks, hiking trails, greenways. Gyms. Community center. Shopping centers that have curb appeal. Farmers market.
community involvement
Restaurants, entertainment, shopping and more options for community activities.
More local activities for children and adults. More retail services
People involvement
A vibrant and growing business community drawn there by many new residential roof tops and the revenue that brings to the Town.

What Type of Commercial-Small Businesses are Suitable in Franklinton?
Bowling alley movie theater youth complex restaurants
Restaurant, brewery, flower shops, and coffee shop
Dinning, brewery, coffee/sandwich shop.
Any type that creates jobs, preferably manufacturing and more than just service-related jobs although those are important as well.
Corner Drugstore, Clothing store(s), Movie Theatre, Bowling Alley, Bingo for Seniors, Quality Restaurants, Exercise Facility...
Higher quality retail and dining, locally owned shops and boutiques, professional businesses and offices, cafes, breweries, shopping centers with the curb appeal of a small town
Antique stores, big box stores, restaurants, breweries
Restaurants and stores. Some amount of industry.
Bank, pharmacy, restaurant, theater, arts and crafts center
First businesses that cater to consumers

What is One Thing Franklinton Could Do to Create Better Paying Jobs?
Recruit companies too come to Franklinton that offer good pay and benefits.
Recruit tech jobs and create a business park
Make the town an attractive community from an appearance standpoint as well as services/opportunities provided (such as community activities, etc.) to where people and especially business owners want to not only live but locate here.
Bring in new business that the citizens would support. Also, a company like Amazon, etc.
Do more to support the people in the community to create jobs in the small business sector and make Franklinton a more attractive place to live in ways that are relevant to the existing population and building on its existing strengths. Developing amenities that attract highly skilled and highly educated residents, which in turn will bring jobs seeking these people.
Promote the town
Tax incentives and revitalization of downtown area.
Provide incentives to attract a downtown draw. Start with better code enforcement to eliminate disrepair and improve roads
More jobs, factories
Encourage industrial employment

What Are Franklinton's Workforce Development, Training & Educational Needs?
Franklinton needs too partner more with Novozymes too off more jobs to the citizens of Franklinton.
Education needs to be improved elementary on up, work force needs to have jobs that they can be excited about working instead of dead-end jobs (McDonald's Hardee's, etc.). Maybe a trade school in town
Trade, partnership with local Biochemical industry (Novozymes). Reach out to other industries in the surrounding area to find out what their needs are as far as employees.
I think those needs will be based on what direction the town goes in. Currently the town has bio engineering companies, which is highly specialized and educated on a university level. We have some retail/customer service jobs currently and could greatly benefit from customer service and hospitality training. Most often these job types are the first impressions given to visitors or potential business/home buyers. And decisions are made by the overall vibe of a town. The vibe starts at this level. Customer Service and Hospitality are a must!
Franklinton has nearby schools and community colleges to provide the necessary educational and training needs. There is a need to improve/promote the image of Franklinton area schools which, as I understand, do a good job educating students but that has not been the past outside image of Franklinton schools.
Not sure. Would need to do some research on this.
A technical school separate from the college system that teaches the trades as early as 9th grade is greatly needed (ex. BOCES in NY).
more opportunities for training and education.
More economic education to help the people of the town better themselves and, in turn, better the town as a whole. Also, important to increase youth involvement in educational/recreational programs.

What is Your Perception or Image of the Town?
The Town of Franklinton needs a major facelift. The downtown area is basically extinct with old run- down buildings.
I was told by people you don't want to move to Franklinton that place is a dead end and always will be. People need to see there is a future here
The Town has a lot of potential. Our services are few and far between.
"Poe Dunk" town with potential to grow if given the correct direction and tools to utilization-proper leadership.
It is a community that has changed from what it used to be and is in the beginning stages to redefine itself and grow.
Franklinton needs serious help! It appears to be afraid of growth. Franklinton is being left in the dark ages.
It is lacking
just getting by
Good effort but there is more to be done, especially in terms of revitalization and promotion of business growth.
A place to live and work somewhere else
Positive

In your opinion, how is Franklinton viewed by the businesses located in the county?
The downtown area is basically none existent. The buildings are run-down, and the rent is too high.
Dead end
We are viewed as a dead town with lots of growth potential.
It is a respected poor little town.
Better to invest money elsewhere but that does seem to be changing over the past several years with new home construction that's occurring.
Franklinton has gotten lost in the mix. It does not stand out. It has very little to offer at the moment. Prime place for growth.
It's a prime location, but barren and rundown.
outside customers
Lacking in resources and poorly positioned geographically (in comparison to Youngsville and Louisburg especially).
Scale of 1-10, Rate 4
We have a favorable view but cannot speak for others

How is Franklinton viewed by other organizations (i.e. towns, nearby counties, state, federal government) with whom you collaborate?
Like a dumping ground for troubled youth and a pass-through town not worth fixing up
Poor little town, but great potential. They need to utilize the tools and skills available to them and grow and grow a little more.
Small, not growing, depressed area, appearance of Main Street store-fronts is a negative and helps enforce that image.
For many years now, folks have been talking about Franklinton and its lack of desire to grow.
Lower class, economically disadvantaged, affordable, rundown, unwilling to change
as a town ready to explode
Run down and in need of change/modernization.

How could Franklinton improve its communication and outreach to local citizens?
Town officials need to do more to get the citizens to come out to Town Hall Meetings.
Updated web page, social media of every kind, get realities to start a buzz
Updating and posting frequently on the town website.
More presences on Social Media with interactive website. Mass communication system via telephone, text and email.
Town of Franklinton used to post local news and events on the local cable channel. Maybe provide bulletin boards in various locations around town.
A phone tree would work very well (in & out of the Franklinton town limits). Everyone needs to be involved. Let all of the citizens of Franklinton know what's happening! Invite them to be a part of Franklinton's growth. You just might be surprised by the hidden jewels in this town.
Keep the website up to date, increase social media presence, email distribution lists and weekly updates, newsletters...
Town website and town events
Host events in central locations (schools, park, etc.) that are both fun and inviting but also informative. Provide entertainment for children while educating parents.
Focus on local needs and encourage citizen participation

Franklinton Economic Development Strategic Implementation Plan 2019 - 2023

Section 6. Strategy Implementation (Action Plan)

Introduction

Franklinton's Economic Positioning/Vision:

Franklinton is a welcoming small-town community, where seeds are planted, and new roots run deep. Located just north of the Triangle, our history is authentic, growth is abundant, and families and businesses flourish.

Strategies

1. Downtown Revitalization/Historic Preservation
2. Business Development
3. Growing Population (*Infrastructure/Utilities*)
4. Highway Corridor
5. Small Town (Hometown)
6. Promotion

ACTION PLANS

The last part of the *Franklinton Economic Development Strategic Plan* are the action plans. The main components of the action plan are the strategies and recommendations, for each goal. Components of each strategy are:

- *Recommendations*
- *Responsible Parties*
- *Time Frame*
- *Partners/Resources*

The action plans are the heart of the *Franklinton Economic Development Strategic Plan* because they specify how the Strategic Plan will be implemented. As with most action plans, they may change over time as projects are implemented and results are reported. Therefore, it is expected that the Strategic Plan will be a working document that can be easily updated and modified in response to Town accomplishments and the changing needs of the Town.

The Town Manager and Town Council should review and incorporate these strategies/recommendations in their annual work planning and budgeting processes.

**Recommendation reflects the Town of Franklinton 20-Year Land Use Plan*

***Recommendation reflects the Franklinton 2019 Downtown Assessment*

¥ Recommendation reflects both Land Use Plan & Downtown Assessment

Franklinton Economic Development Strategic Implementation Plan 2019 - 2023

1. Downtown Revitalization/Historic Preservation

Economic Positioning/Vision: Franklinton is a welcoming small-town community, where seeds are planted, and new roots run deep. Located just north of the Triangle, our history is authentic, growth is abundant, and families and businesses flourish.

	Strategy Recommendations	Responsible Parties	Time Frame	Resources
1.1**	Establish a sustainable, non-profit, tax-exempt downtown development organization based on Main Street® revitalization model.	Town of Franklinton	Immediate (3-6 mo.)	Main Street & Rural Planning Center (NC Commerce) NC Center for Non-Profits
1.2*	Develop and implement a downtown master plan focusing on land use, design, and other elements to help prepare the community to respond appropriately to future opportunities and challenges; and help attract quality development by assuring potential investors of the community's commitment to quality.	Town of Franklinton; Downtown Development Organization; Downtown property owners	Develop: Short (1 yr.) Implement: Medium (2-4 yrs.)	Development: Town Funds, private contributions - Planning consultants/Kerr-Tar Cog Implementation: NC Commerce Building Re-Use; other grants
1.3	Identify potential public spaces in or near downtown (parks, gathering areas, courtyards, etc.)	Downtown Development Organization	Medium (2-4 yrs.)	Town of Franklinton
1.4	Conduct a downtown parking study to assess future parking needs	Downtown Development Organization Town of Franklinton	Medium (2-4 years)	Public & Private funds
1.5**	Ordinance review – consider downtown overlay for ordinances specific to downtown (parking, design, set-backs, 2 nd floor residential, permitted downtown uses, etc.)	Downtown Development Organization Town of Franklinton	Short (1 yr.)	Main Street & Rural Planning Center (NC Commerce) Kerr-Tar COG
1.7	Increase visitors and foot traffic to the downtown district by hosting community activities, events, and festivals that focus on bringing attendees into the downtown businesses	Downtown Development Organization Downtown business owners	Short (1 yr.)	Main Street & Rural Planning Center (NC Commerce) NC Downtown Development Association (NCDDA)

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1.8**	<p>Increase number of small businesses downtown by: 1) determining number of available downtown properties (<i>inventory buildings by address, size, condition, cost per square foot, etc.</i>)</p> <p>2) Identify types of small businesses that are needed downtown: <i>a) survey existing business owners to help determine missing business types; b) analyze market leakage reports; c) recruit businesses to fill the gaps</i></p>	Downtown Development Organization	Immediate (3-6 mo.)	<p>Downtown business owners</p> <p>Main Street & Rural Planning Center (NC Commerce)</p>
1.9**	Use public investment to leverage private investment in downtown. (i.e. obtain and renovate at least one downtown building)	<p>Town of Franklinton</p> <p>Downtown Development Organization</p>	Short to Medium (1-4 yrs.)	
1.10	Increase the annual sales of locally-owned businesses by partnering with business owners to develop a directory online and print) that allows promotion of local businesses, local attractions and local entertainment.	Downtown Development Organization		

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Franklinton Economic Development Strategic Implementation Plan 2019 - 2023

2. Business Development

Economic Positioning/Vision: Franklinton is a welcoming small-town community, where seeds are planted, and new roots run deep. Located just north of the Triangle, our history is authentic, growth is abundant, and families and businesses flourish.

	Strategy Recommendations	Responsible Parties	Time Frame	Resources
2.1	Establish <i>Economic Development Committee</i> of 3-4 Franklinton representatives tasked with serving as the liaison with County, Regional & state economic development organizations/agencies	Town of Franklinton	Immediate (3-6 mo.)	Franklin County EDC; Research Triangle Regional Partnership; Kerr-Tar COG; NC Department of Commerce / Economic Development Partnership of NC (EDPNC)
2.2	Identify business/industrial sites that are infrastructure-ready and accessible to major transportation corridors – Make list of available sites available on Town website, potential investors, and to Franklin County EDC & Economic Development Partnership of NC (EDPNC) for listing on their websites.	Franklinton Economic Development Committee	Short (1-2 yrs)	Franklin County EDC; Research Triangle Regional Partnership; Kerr-Tar COG
2.3	Identify, create and promote targeted local economic development incentives to attract investors and targeted businesses	Franklinton Economic Development Committee Downtown Development Organization Town of Franklinton	Short (1-2 yrs)	Franklin County EDC; Kerr-Tar COG; Economic Development Partnership of NC (EDPNC); Main Street & Rural Planning Center (NC Commerce)
2.4	Market Franklinton and downtown to potential businesses and investors – Create a marketing and business recruitment package and website	Franklinton Economic Development Committee Downtown Development Organization	Short (1-2 yrs.)	Kerr-Tar COG; Franklin County EDC; Research Triangle Regional Partnership

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2.6	Improve the image of Franklinton through landscaping and signage ordinances to be a desirable business location	Town of Franklinton	Immediate (6 -12 mo.)	Main Street & Rural Planning Center (NC Commerce); Kerr-Tar COG
2.7	Provide information to small business owners and potential start-ups on business financing options and resources	Franklinton Economic Development Committee	On-going	Franklin County EDC; Greater Franklin Chamber of Commerce
2.8	Support continuing education and small business training programs by providing business owners information on programs, services and events of the Vance-Granville Community College Small Business Center	Downtown Development Organization Franklinton Economic Development Committee	On-going	Vance-Granville Community College
2.9	Support workforce development programs to provide job seekers with resources on employment, education, and training opportunities	Downtown Development Organization Franklinton Economic Development Committee	On-going	NCWorks Career Center; Kerr-Tar COG; Vance-Granville Community College
2.10	Work with Downtown Development Organization to develop and implement economic development initiatives in the downtown district	Franklinton Economic Development Committee	On-going	Staff/Volunteer time
2.11	Continue to implement land use policies and development regulations that are consistent with targeted economic development areas	Town of Franklinton	On-going	
2.12 [¥]	Protect and promote the historic character of the Town through the designation of a National Register of Historic Places Historic District. Compile a town-wide historic resources inventory.	Town of Franklinton	Immediate to Medium (6 mo. to 4 yrs.)	NC Department of Cultural Resources; State Historic Preservation Office; Preservation North Carolina; National Trust for Historic Preservation
2.13	Increase the annual sales of locally-owned businesses by partnering with business owners to develop a marketing directory (online and print) that allows promotion of local businesses, local attractions and local entertainment.	Franklinton Economic Development Committee Downtown Development Organization	Short (1-2 yrs.)	Locally-owned business owners; Greater Franklin County Chamber of Commerce; Franklin County EDC

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3. Growing Population (*Infrastructure/Utilities*)

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	Strategy Recommendations	Responsible Parties	Time Frame	Resources
3.1*	Conduct a <i>physical infrastructure assessment</i> to identify existing conditions and future needs for water, sewer, transportation, public safety, bicycle and pedestrian facilities (sidewalks), and parks & recreation facilities.	Town of Franklinton	Immediate (6 mo-1 yr.)	Franklin Public Utilities Kerr-Tar COG NC DOT
3.2	Include and prioritize projects from 3.1 in the Town's Capital Improvements Plan (CIP). Dedicate funding, and determine time-frames for implementation	Town of Franklinton	Short (1-2 yrs.)	<i>To be determined</i>
3.3 [¥]	Identify needed improvements/repairs to public streets (ex. Curb and gutter, drainage areas...)	Town of Franklinton	Short (1-2 yrs.)	NC DOT
3.4.	Improve safety and address stacking issues at key intersections	Town of Franklinton	Short (1-2 yrs.)	NC DOT
3.5 [¥]	Identify needed improvements to existing sidewalks, as well as needs for new sidewalks in downtown and surrounding neighborhoods.	Town of Franklinton	Short (1-2 yrs.)	Neighborhood groups; Local business owners; NC DOT

4. Highway Business Corridor

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	Strategy Recommendations	Responsible Parties	Time Frame	Resources
4.1	Expand public sewer infrastructure along US-1 to enable future development	Town of Franklinton Franklin Public Utilities		To be determined
4.2*	Create a corridor zoning overlay to improve aesthetics, access, and development along US-1*	Town of Franklinton	Medium (2-4 yrs.)	Kerr-Tar COG; Franklin County EDC; NC DOT

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5. Small Town (hometown)

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	Strategy Recommendations	Responsible Parties	Time Frame	Resources
PUBLIC SAFETY				
5.1	Continue to provide for the public safety through crime awareness and neighborhood watch programs	Town of Franklinton	On-going	Neighborhood Associations; Franklin County School District; Franklinton Police Department
5.2	Increase enforcement of loitering, drugs, and other illegal activities that pose a threat to public safety and the community image	Town of Franklinton	On-going	Franklinton Police Department; Franklin County Sheriff's Dept; Franklin County School District
COMMUNITY IMAGE				
5.3	Promote public education and awareness on community image issues, including property maintenance, littering and dumping.	Town of Franklinton Neighborhood Associations Local Business owners	On-going	Adopt-A Street Program
5.4	Enforce applicable property maintenance regulations and the Minimum Housing Code	Town of Franklinton	On-going	
5.5	Identify and enhance community gateways, including the Town, neighborhoods, and downtown entrances*	Town of Franklinton	Short (1-2 yrs.)	Downtown Development Organization; Neighborhood Improvement Associations
5.6	Identify areas for targeted residential development or re-development and market the area to developers and potential buyers.	Town of Franklinton Franklinton Economic Development Committee	Short (1-2 yrs.)	

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HOUSING				
5.7	Identify opportunities to provide for fixed-income housing needs and arrange of housing types*	Town of Franklinton	On-going	Housing developers; Habitat for Humanity
5.8	Develop neighborhood improvement plans for neighborhoods. Assist in the development of Neighborhood Improvement Associations	Town of Franklinton	Short (1-2 yrs.)	Residents
PARKS AND RECREATION				
5.9	Develop a comprehensive parks, recreation and open space plan that identifies community needs for recreation facilities, upgrades, trails and greenways	Town of Franklinton	Medium (2-4 yrs.)	Franklinton Recreation Association; Franklin County
5.10	Identify, develop and expand youth recreational facilities (public and private)	Town of Franklinton	Medium (2-4 yrs.)	Franklinton Recreation Association; Franklin County; Recreation providers

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6. Promotion/Communication

Economic Positioning/Vision: Franklinton is a welcoming small-town community, where seeds are planted, and new roots run deep. Located just north of the Triangle, our history is authentic, growth is abundant, and families and businesses flourish.

	Strategy Recommendations	Responsible Parties	Time Frame	Resources
6.1	Partner with the Greater Franklin County Chamber of Commerce to support local businesses and market downtown	Town of Franklinton; Downtown Development Organization	On-going	Short (1-2 yrs.)
6.2	Promote community events and activities that bring people to town and downtown (concerts, festivals, farmers markets, etc.) Create websites and social media for annual events	Downtown Development Organization; Town of Franklinton	On-going	- Event organizers - <i>Franklin County Arts Council</i> - <i>Greater Franklin County Chamber of Commerce</i> - <i>Franklin County Tourism Development Authority</i>
6.3	Develop a branding and marketing campaign to provide Franklinton with a unique identity regionally and statewide.	Town of Franklinton; Franklinton Economic Development Committee; Downtown Development Organization	Short (1-2 yrs.)	Branding & marketing professional

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Franklinton Strategic Economic Development Implementation Plan 2019-2023

SUGGESTED PRIORITIES – 3/19/2019

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1. Downtown Revitalization	2. Business Development	3. Growing Population	4. Highway Corridor	5. Small Town	6. Communication/Promotion
<p>1.1 Establish a sustainable, non-profit, tax-exempt downtown development organization based on Main Street® revitalization model.</p> <p>1.2 Develop and implement a downtown master plan focusing on land use, design, and other elements to help prepare the community to respond appropriately to future opportunities and challenges; and help attract quality development by assuring potential investors of the community's commitment to quality.</p> <p>1.8 Increase number of small businesses downtown by: 1) determining number of available downtown properties (<i>inventory buildings by address, size, condition, cost per square foot, etc.</i>) 2) Identify types of small businesses that are needed downtown: <i>a) survey existing business owners to help determine missing business types; b) analyze market leakage reports; c) recruit businesses to fill the gaps</i></p>	<p>2.1 Establish <i>Economic Development Committee</i> of 3-4 Franklinton representatives tasked with serving as the liaison with County, Regional & state economic development organizations/agencies</p> <p>2.4 Market Franklinton and downtown to potential businesses and investors – Create a marketing and business recruitment package and website</p> <p>2.6 Improve the image of Franklinton through landscaping and signage ordinances to be a desirable business location</p> <p>2.12 Protect and promote the historic character of the Town through the designation of a National Register of Historic Places Historic District. Compile a town-wide historic resources inventory.</p>	<p>3.1 Conduct a physical infrastructure assessment to identify existing conditions and future needs for water, sewer, transportation, public safety, bicycle and pedestrian facilities (sidewalks), and parks & recreation facilities.</p> <p>3.2 Include and prioritize projects from 3.1 in the Town's Capital Improvements Plan (CIP). Dedicate funding, and determine time-frames for implementation</p> <p>3.3 Identify needed improvements/repairs to public streets (ex. Curb and gutter, drainage areas...)</p> <p>3.4 Improve safety and address stacking issues at key intersections</p>		<p>5.5 Identify and enhance community gateways, including the Town, neighborhoods, and downtown entrances*</p> <p>5.6 Identify areas for targeted residential development or re-development and market the area to developers and potential buyers.</p> <p>5.8 Develop neighborhood improvement plans. Assist in the development of Neighborhood Improvement Associations.</p>	<p>6.3 Develop a branding and marketing campaign to provide Franklinton with a unique identify regionally and statewide.</p>

1. Downtown Revitalization	2. Business Development	3. Growing Population	4. Highway Corridor	5. Small Town	6. Communication/ Promotion
	2.13 Increase the annual sales of locally-owned businesses by partnering with business owners to develop a marketing directory (online and print) that allows promotion of local businesses, local attractions and local entertainment.	3.5 Identify needed improvements to existing sidewalks, as well as needs for new sidewalks in downtown and surrounding neighborhoods.			