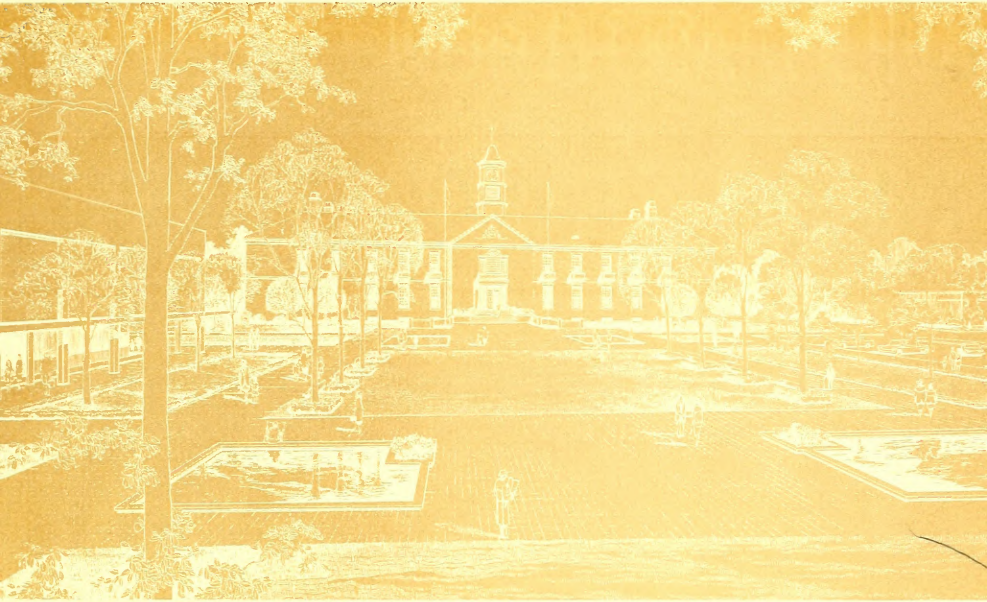


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# TARBORO, NORTH CAROLINA



## CENTRAL BUSINESS DISTRICT STUDY



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# TARBORO, NORTH CAROLINA

## CENTRAL BUSINESS DISTRICT STUDY

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The preparation of this report, was financially aided through a Federal grant from the Urban Renewal Administration of the Housing and Home Finance Agency, under the Urban Planning Assistance Program authorized by Section 701 of the Housing Act of 1954, as amended.



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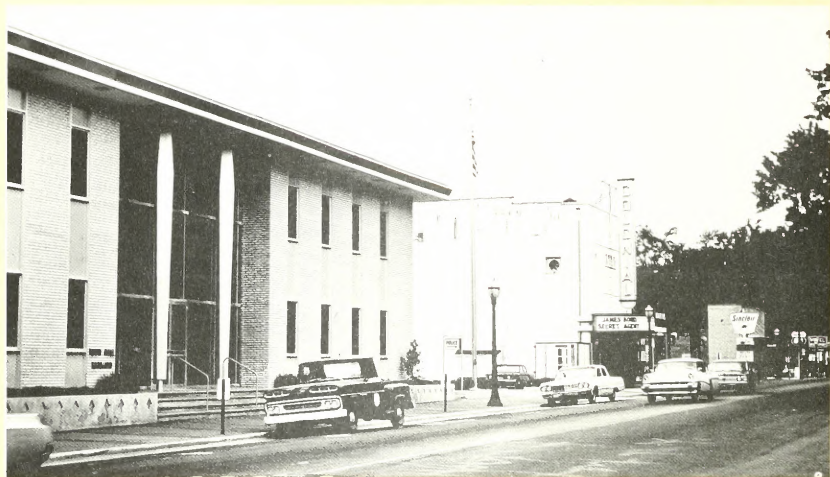
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DATE - September, 1964


-- Rendering of County Courthouse Square by  
David Holl & Associates, Raleigh, North Carolina.

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# INTRODUCTION





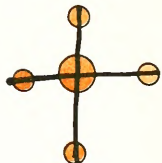
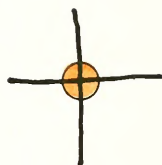
## INTRODUCTION

This report presents a Preliminary Plan for the future development of Tarbaro's central business district. In Tarbaro as in nearly every city and town across the nation, the problems of revitalizing the central business district or CBD's as city planners refer to them, are a matter of growing concern.

Today, because of good highways and short distances, central business districts are losing business to modern outlying shopping centers. In these shopping centers there are plenty of parking spaces, new buildings with attractive store fronts and well lighted interiors. Signs are controlled and relate to each other and to the building size. Often there are landscaped areas with trees, flowers, fountains and sculpture.

On the other hand, most central business districts are a product of the past, with congested streets, old buildings, inadequate off-street parking, a run-down appearance and no landscaping.

This study will analyze the characteristics of Tarbaro's central business district in order to determine their adequacy and to propose a preliminary plan for future development.





# THE CENTRAL BUSINESS DISTRICT OF TARBORO TODAY

- SITE CHARACTERISTICS
- TRADE AREA
- RETAIL SALES
- MAJOR FUNCTIONS
- TRAFFIC CHARACTERISTICS
- PARKING CHARACTERISTICS
- APPEARANCE



## SITE CHARACTERISTICS

In 1760 there was no system of roads through North Carolina and no modern means of locomotion, so that when frontiersmen moved up the Tar River in order to find farmlands and establish homes, they built their town on the banks of the river.

Today, Tarboro's central business district is still located close to the original site of the town on the banks of the Tar River.

The site is a flat area some 40 feet above the surface of the river so that except for the bridge at the end of Main Street there is no visual or functional relationship to it. The only place where the river is visible is from the bridge.

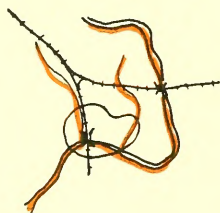
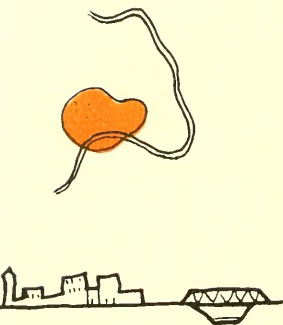
The Tar River often floods during heavy rains, but the central business district is high above this level. However, water does collect in the flood plain and in the two drainage creeks, Hendricks Creek to the west and East Tarboro Canal, which limit development in these districts.

On the western side of the central business district running parallel to Albemarle Street is the Atlantic Coastline Railroad.

Only a few of the streets in the central business district provide through access to other parts of the town because of the river to the south and the railroad and creeks to the west.

As in most old cities, streets have been laid off in a gridiron pattern. Most of the traffic moves along Main Street (U.S. Highway 64) which carries traffic across the river and east to the coast.

Tarboro's major area of development has been to the north of the Tar River, north and west along U.S. 64, so that the central business district is not in the center of the town. The small town of Princeville has developed on the south side of the river.



## TRADE AREA

A survey of Torboro merchants indicated that 57 percent of their dollar receipts come from the 8,411 residents within the town limits. The remaining 43 percent comes from persons living within Torboro's trading area.

Assuming that people will usually trade in the largest place that is easily accessible to them, outlines a trading area for Torboro which covers approximately half of Edgecombe County and small parts of Halifax, Martin and Pitt counties. This trading area includes such small communities as Conetoe, Speed, Pinetops, Palmyra, Hobgood, Hamilton, Oak City and Hossell. This area is primarily agricultural and has an estimated population of 15,000 residents.

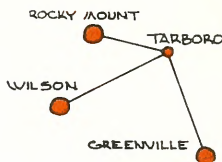
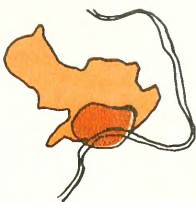
Torboro merchants in a recent survey estimated that 33 percent of their dollar receipts come from persons residing within Edgecombe County and 10 percent from the other counties.

Persons living in Torboro and within its trading area are attracted to shop in other neighboring cities where there may be a wider selection of shopping goods and specialty items not readily available in Torboro.

These larger cities are Rocky Mount, which has a population of 32,147 and is located 16 miles west, Wilson with a population of 28,753 located 26 miles southwest and Greenville with 22,860 persons located 25 miles southeast.

Torboro customers indicated that they made approximately 75 percent of their purchases in Torboro, but went to the larger cities primarily for clothes, automobiles, furniture and appliances. Rocky Mount was the city mentioned most often where individuals shopped.

A survey of customers indicated approximately 80 percent banked, went to doctors and lawyers and repair shops in Torboro. Torboro was lowest in its ability to attract persons to the town for entertainment.



## RETAIL SALES

The volume of retail sales in Torboro rose from 10.5 million in 1948 to 12.9 million in 1958. Although this is a 23 percent increase, when adjusted for inflation it only represents an increase of 2 percent.

During the same time Torboro's share of the retail sales within Edgecombe County decreased from 40 percent in 1948 to 33 percent in 1958. This can be attributed to the nearby location of Rocky Mount, better roads, more cars and the continuing competition for the consumer's dollar.

There were 110 retail trade establishments in Torboro according to the 1958 census of business or approximately 21 percent of all those within the County. These establishments accounted for approximately 33 percent of the retail sales which took place within the County.

Establishments selling automobiles, drugs, other retail products and gasoline, accounted for sales above 33 percent.

### TARBORO RETAIL SALES (1958)

Food Stores	\$3,245,000
Automobile	\$2,331,000
Other Retail	\$3,101,000
General Mdse.	\$1,986,000
Gasoline	\$ 805,000
Drugs	\$ 461,000
Apparel (estimated)	\$ 400,000
Furniture	\$ 314,000
Eating	\$ 271,000
<b>Total</b>	<b>\$12,914,000</b>

### SALES AS A PERCENT OF TARBORO TOTAL

Food Stores	25.1%
Automobile	18.1%
Other Retail	24.0%
General Mdse.	15.4%
Gasoline	6.2%
Drugs	3.6%
Apparel	3.1%
Furniture	2.4%
Eating	2.1%
<b>Total</b>	<b>100.0%</b>













### TARBORO SALES AS PERCENT OF COUNTY SALES BY CATEGORY

Food Stores	27.6%
Automobile	49.8%
Other Retail	45.8%
General Mdse.	31.5%
Gasoline	35.2%
Drugs	48.7%
Apparel	17.1%
Furniture	14.5%
Eating	19.2%

# TARBORO, N.C. CENTRAL BUSINESS DISTRICT



## EXISTING LAND USE

- |   |  |   |                                     |
|---|--|---|-------------------------------------|
|   | PRIMARY TRADE                            |   | WHOLESALE & STORAGE                 |
|  | SECONDARY TRADE                          |  | REPAIR                              |
|  | CONVENIENCE TRADE                        |  | MANUFACTURING & INDUSTRIAL SERVICES |
|  | CONSUMER SERVICES                        |  | TRANSPORTATION                      |
|  | ADMINISTRATIVE,<br>FINANCIAL, & ADVISORY |  | RESIDENTIAL                         |
|  | SOCIAL & CULTURAL                        |  | VACANT BUILDING                     |





## MAJOR FUNCTION

The central business district of Tarboro provides 4 generalized major functions or activities to the surrounding population - retail shopping, wholesale trade and storage, office and residential. These activities are contained by the open spaces of the Town Commons to the north and the river to the south.

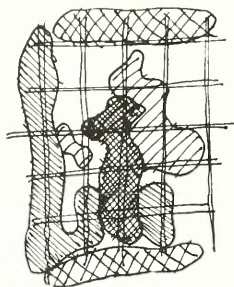
The retail shopping area is where customers may do comparison shopping for clothes, general merchandise and specialty goods. This area is located along Main Street from Church to Granville Street.

The wholesale trade and storage area which includes agricultural supplies, and utilities is located on either side of Albemarle Avenue.

Administrative, financial and advisory services are located in a diagonal pattern across the north side of the central business district. This includes the central offices of the Carolina Telephone and Telegraph Company in which 350 people are employed.

Residences have located in the area to the east along St. Andrew Street, but are gradually moving out of town.

The map on the opposite page shows how each building in the CBD is being used. These uses are defined and total areas tabulated on the following page.



**PRIMARY RETAIL** - Primary retail shopping areas are generally located in the Central Business District or in large regional shopping centers. These trade establishments sell low bulk comparison and specialty items. Primary retail establishments can be broken down into two categories: 1) stores which generate their own trade such as department stores and variety stores and 2) apparel shops, shoe stores, jewelry stores, and similar establishments which are economically dependent upon the pedestrian traffic generators -- department stores and variety stores -- for supplying potential customers.

**SECONDARY RETAIL** - Secondary retail establishments usually sell "high bulk" items such as furniture, appliances, home furnishings, automobiles, farm equipment, hardware, lumber, building materials and similar goods. Merchandise in secondary trade establishments is relatively expensive and seldom purchased by the individual customer. Due to the expensive cost of secondary trade goods, the customer is generally willing to travel longer distances to compare merchandise between widely separated competing establishments. As a result, secondary retail establishments do not have to locate in close proximity to each other; instead, they often locate at independent locations along major streets or highways. In many instances, these establishments locate in areas which adjoin the Central Business District.

**CONVENIENCE RETAIL** - Convenience retail establishments merchandise goods commonly referred to as "convenience goods." They sell merchandise such as food, drugs, and gasoline which are purchased frequently. Establishments selling these goods generally serve a smaller market area than do either primary trade or secondary trade establishments. They are frequently located in outlying neighborhood shopping areas in order to be as near as possible to their customers. Food stores and gasoline stations generally do not prosper in the intensively developed core of the CBD since they require locations with convenient access.

**ADMINISTRATIVE, FINANCIAL, AND ADVISORY SERVICES** - Administrative, financial, and advisory services include offices or establishments performing either the management or administrative duties of government, business, and welfare agencies or providing monetary and professional services for the community. These include doctors' offices, lawyers' offices, accountants' offices, banks, the city hall, the post office, and similar uses.

**CONSUMER SERVICES** - Consumer services include establishments providing services to the person. Establishments such as restaurants, barber shops, theaters, pool halls, hotels, newspaper offices, telephone offices, and similar uses are included.

**CULTURAL AND SOCIAL SERVICES** – Cultural and social services in the Central Business District include churches, libraries, and similar uses.

**INDUSTRIAL SERVICES AND MANUFACTURING** – Industrial service and manufacturing activities include all establishments engaged in manufacturing processes and all related industrial services.

**WHOLESALE TRADE, REPAIR SERVICES, STORAGE** – This category includes all wholesale activities, mechanical repair services and enclosed storage.

**TRANSPORTATION** – Transportation establishments provide for the conveyance of passengers and freight from place to place.

**VACANT FLOOR SPACE** – The vacant floor space category includes all buildings or portions of buildings which were not being devoted to any use. Floor space being used only on a part-time basis was considered as occupied floor space. All storage space, either passive or active, was considered as occupied floor space.

#### CENTRAL BUSINESS DISTRICT FLOOR SPACE

Adm., Fin., & Adv. Services	207,000 - square feet
Primary Trade	72,000 - square feet
Secondary Trade	59,000 - square feet
Convenience Trade	41,500 - square feet
Consumer Service	34,000 - square feet
Vacant	31,000 - square feet
<b>Repair</b>	<b>16,500 - square feet</b>
<hr/>	
<b>Sub Total</b>	<b>461,000 - square feet</b>
<hr/>	
Manufacturing & Industrial Service	27,500 - square feet
Social and Cultural	23,000 - square feet
Wholesale and Storage	219,000 - square feet
<hr/>	
<b>Total</b>	<b>730,000 - square feet</b>

# TARBORO, N.C. CENTRAL BUSINESS DISTRICT



## PARKING INVENTORY

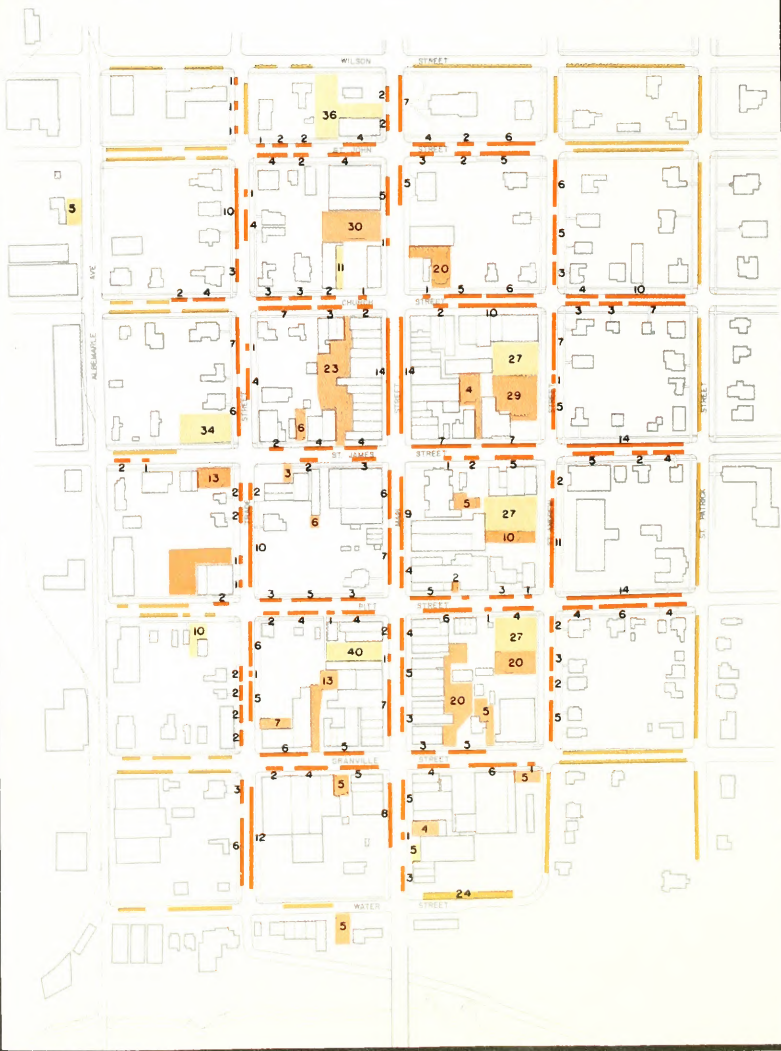
### ON-STREET

- MARKED
- UNMARKED

NUMBER DENOTES THE  
NUMBER OF SPACES

### OFF-STREET

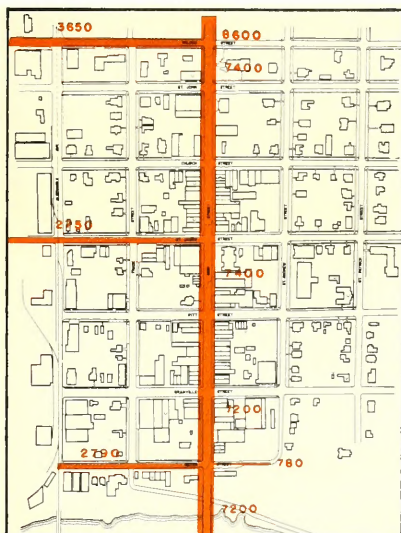
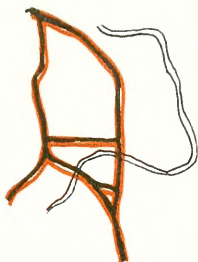
- PUBLIC
- PUBLIC FOR  
SPECIFIC USES
- PRIVATE



## TRAFFIC CHARACTERISTICS

Since Main Street is the major street into which all traffic bound for the central business district flows and because it carries U.S. 64 traffic, it is usually filled with cars. Cars block traffic as they maneuver to back into parallel parking spaces on either side of the street and the general flow of vehicles backs up behind the traffic lights located at every intersection. Main street presently carries more than 7,000 vehicles during a 24 hour period. The generally accepted standard for such a street is only 6,000 vehicles.

A new by-pass for U.S. 64 is presently being programmed which will divert through traffic off Main Street. It is to be located outside the town limits to the west of Tarboro and there will be very easy access into the central business district on both St. James and Wilson Streets.

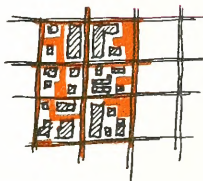


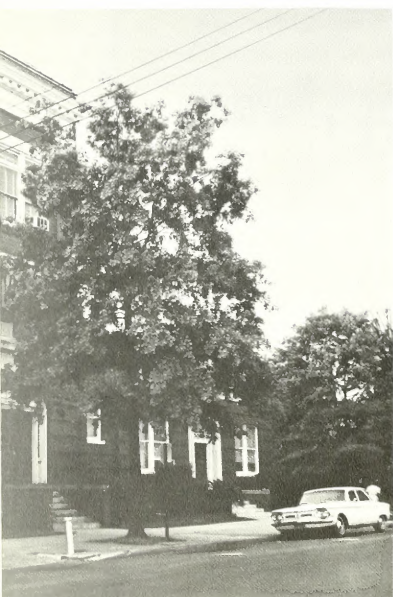
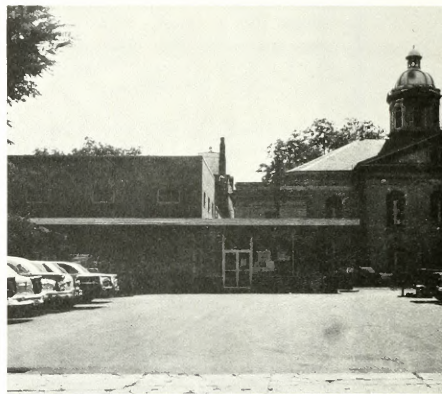
TRAFFIC VOLUMES MAP  
(NUMBER OF CARS PER DAY)

## PARKING CHARACTERISTICS

Finding a parking space in Tarboro is usually a problem. And often when a parking space is found it is not conveniently located. There are approximately 1,000 parking spaces in the central business district of which 575 are unmetered time controlled spaces along the curb, 241 are for private use in off street lots and 227 for customer use in off street lots. There are no lots for public parking. A number of the existing spaces are too far away from center of town to be desirable, while some of the others closer in are unpaved and unlighted, with clutter surrounding them. Who could expect these to be used by the lady shoppers of Tarboro. On the north side of town employees of Carolina Telephone and Telegraph absorb all possible spaces.

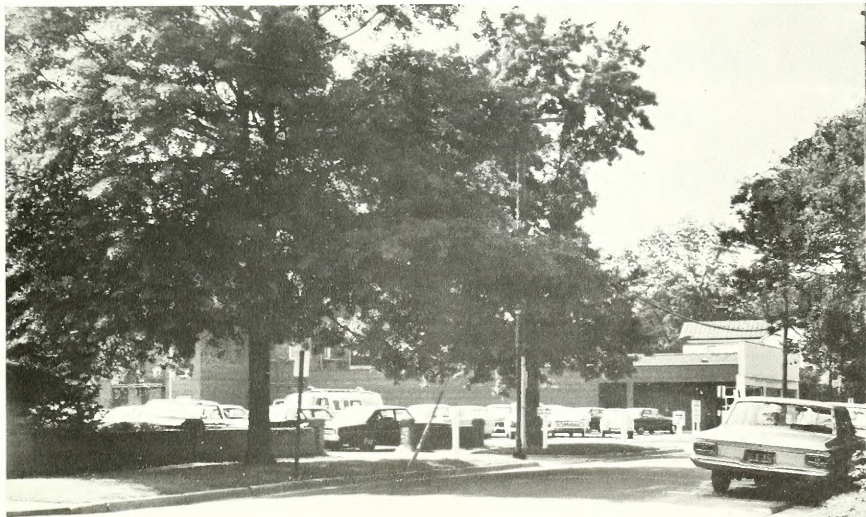
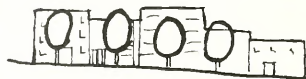
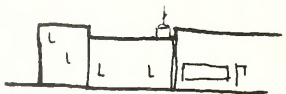
Modern methods of estimating parking requirements are by means of ratios of building floor space to parking space. Under this method there is presently about a 1 to 1 relationship. The Home Builders Council's standard for shopping centers is 1 square foot of floor space to 3 square feet of parking space so that under this ratio there would be a present deficiency of approximately 2,000 spaces. If it is assumed that the central business district needs half the parking spaces of a shopping center then there would still be an existing deficiency of 500 spaces.





## APPEARANCE

There is no consistent character or appearance to Tarboro's central business district. This is true even though there are a number of new buildings. The stimulating effect of the new courthouse, municipal building and one or two stores is lost because of their settings. The courthouse is a very large building which can never be seen as a whole because it is set so close to the street. In addition to this it faces onto the back end of a parking lot and Main Street stores. Several of the newer stores find themselves surrounded by older buildings which are not attractive, with a wide variety of canopies or awnings, and signs. The visual image which remains in one's memory is not distinguishable in any positive way from any other North Carolina commercial district. It all comes out as a sort of nondescript gray area. However, there are several small assets, one of them being the few trees that line St. James Street. These add their natural beauty to soften the bleakness of the buildings. Unfortunately, the little area of ivy with the large oak tree next to the Post Office has disappeared. This was one of the most pleasant areas within the whole downtown, and should have been preserved, not destroyed.







# THE CENTRAL BUSINESS DISTRICT OF TARBORO TOMORROW

■ SPACE REQUIREMENTS

■ PLANNING OBJECTIVE

■ PRELIMINARY PLAN

TRAFFIC & PARKING

PEDESTRIAN WAY

COURTHOUSE SQUARE

TREE PLANTING



## SPACE REQUIREMENTS

Before designing the preliminary plan, it is necessary to estimate the amount of additional space which will be needed in the future for the expansion of existing businesses and establishment of new ones. Building space requirements for the future will be determined by a number of different variables such as the population and growth characteristics of the trading area, changes in income or shopping habits of consumers, changes in the patterns of retailing and the initiative and actions of businessmen to make Tarbara's central business district more competitive with neighboring cities.

There are no specific locational trends for new development within the central business district. The new city hall and county courthouse are the newest building additions. The courthouse is generating building activity in the immediate vicinity for office space. In regard to commercial structures, Clarks Department Store on Main Street has expanded into another section of its building. Rose's Variety Store has a new building and there have been improvements in the past to Marrow-Pitt Hardware and Williams' Variety Store. These building activities do not indicate any new trend of growth in Tarbara except that Main Street is still the major street in the central business district in which commercial establishments wish to be located.

Many of these new structures have been built because of the obsolescence of existing buildings rather than any large new demand being created by population.

Past population trends indicate that Tarbara's population is not increasing significantly. However, since 1960 a number of industrial plants have moved into the planning area increasing the number of people employed in manufacturing.

This report will assume that the growth of the central business district will be directly related to the population increase planned for in the Tarbara Land Development Plan, which provided an estimated population for the town and planning area of 13,000 people. Over a 10 year period this would approximate a 3 percent increase so that this study will assume that floor space requirements should be planned for 138,000 square feet. The merchants surveyed indicated they were presently planning on increasing floor space by 28,000 square feet. In direct relationship to this floor space requirement is the requirement for off-street parking which should be expanded to take care of the existing deficiency and keep up with future needs which means providing a minimum of 845 additional parking spaces or a total for the central business district of approximately 2,000 spaces.

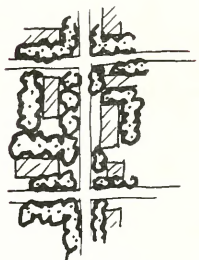
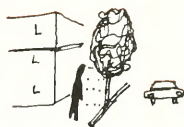
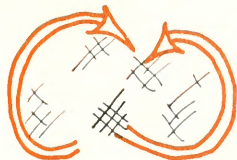
## PLANNING OBJECTIVES

Torbaro's central business district should be planned so that it will become an integral part of the everyday life of the town. There is no reason to believe that Torbaro will be anything but a small town for many years to come. For this reason, it should plan its growth accordingly. To imitate large metropolitan techniques in its growth pattern would be out of character.

One of the major attributes of small cities is a sense of scale, in that buildings are related to man and that nature follows him right into his environment. For this reason, trees and planting should be developed in the central business district to provide a greater balance with buildings and to create a more intimate scale. Tree plantings would provide a sense of uniformity and help to visually tie the area together. Certainly the functional necessities of the automobile should be recognized but they should not dominate the development of the central business district. Automobiles should either be moving on the major streets or parked in off-street parking lots which are readily accessible to shopping areas.

The central business district should be developed in an attractive manner. There should be improvements in store fronts, signs, street lighting and all the other gimmicks which decorate stores. In small cities, signs have limited value as stores have regular customers and everyone knows where each store is located.

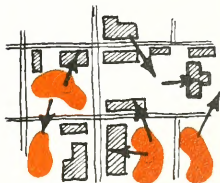
And last, Torbaro's central business district should be so developed that it provides a specific identity in which local residents may have pride and visitors will appreciate and remember. It should attempt to complement the traditional architecture and materials of the past with contemporary designs in order to make a richer visual environment.

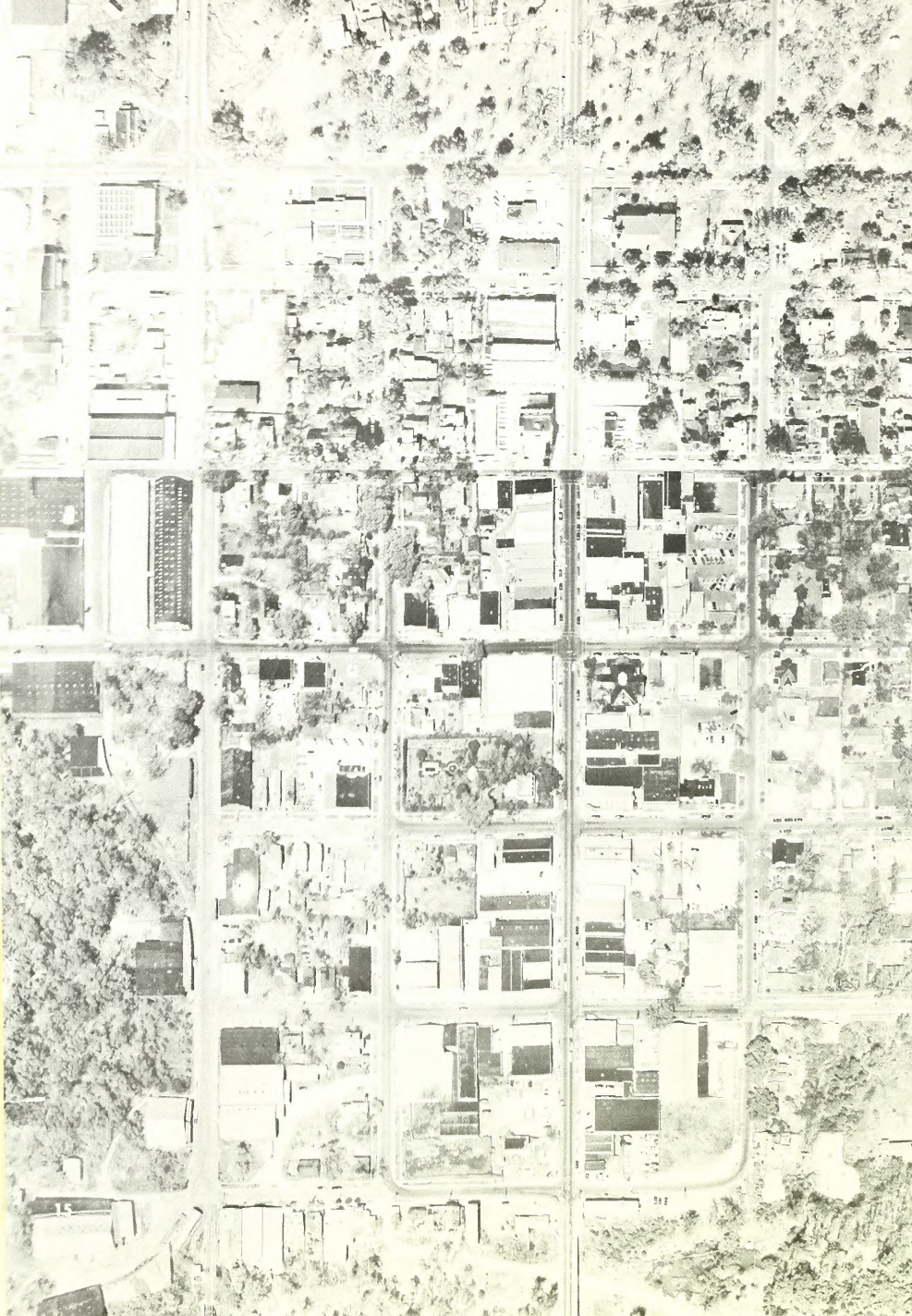


## PRELIMINARY PLAN

The preliminary plan for the future development of Torbaro is primarily concerned with providing a more efficient and attractive relationship for the different functions occurring in the central business district.

The proposed improvements relate to those actions which the Town should initiate in contrast to decisions made by private property owners. The Town should be concerned about the development of the streets and the major circulation system for traffic, for the development of off-street parking in order to get congestion off the streets, for the construction of sidewalks, installation of street lights, trees and landscaped areas. The Town should also take the initiative to provide the guide lines and regulations along which private property owners might improve their store fronts, and provide complementing signs and possibly even copopies.



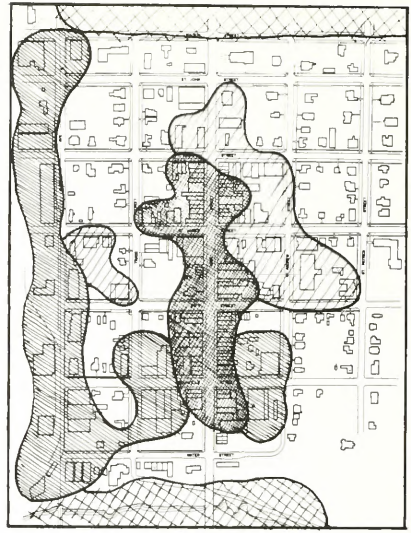


# TARBORO, N.C. CENTRAL BUSINESS DISTRICT







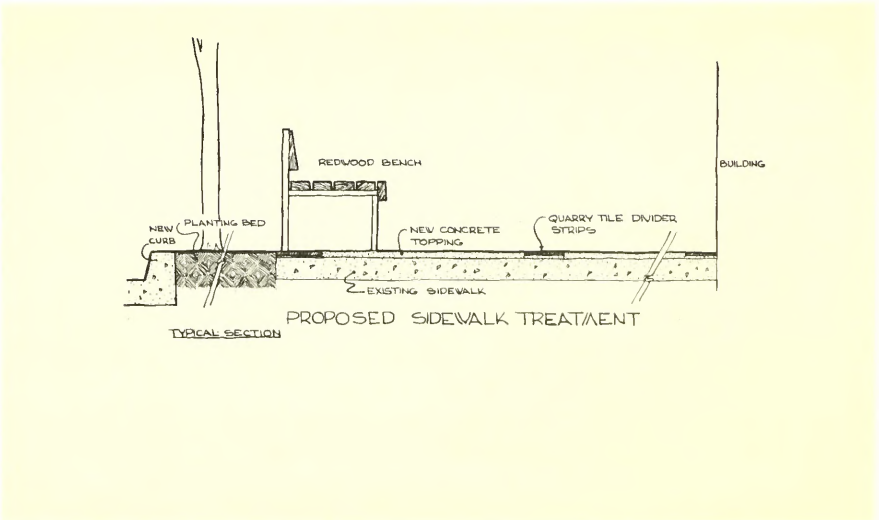


**BUILDINGS TO BE REMOVED**



**FUNCTIONAL AREAS**

-  RETAIL SALES
-  OFFICES
-  WHOLESALE AND INDUSTRIAL
-  PARK



## TRAFFIC AND PARKING

There are no major changes or re-routing of traffic in the proposed traffic circulation system for the central business district (with the exception of the closing of St. Andrews Street in front of the courthouse). As already noted, the new bypass will take through traffic off Main Street. However, in the future, it might be necessary to take parking off Main Street as it will continue to be the most heavily traveled street.

Off-street parking has been proposed to the rear of the stores facing Main Street. Since most of the traffic will be moving along Main Street these areas will be easily accessible by side streets and entrances. Off-street parking areas have been located so that they are convenient to all the different parts of the central business district.

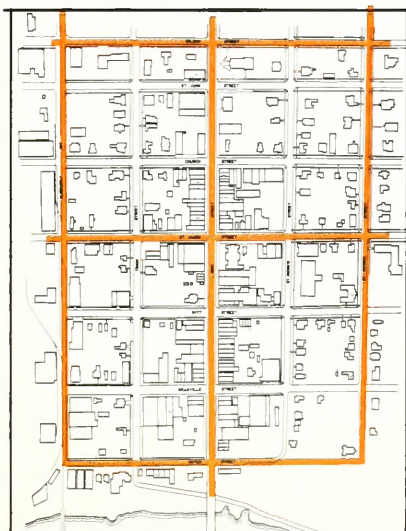
Attractive pedestrian walkways have been proposed in each block leading from the parking spaces to the shopping area on Main Street.

## PEDESTRIAN WAYS

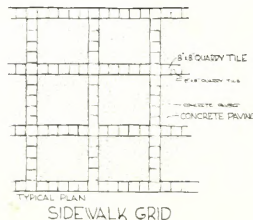
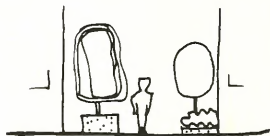
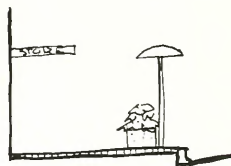
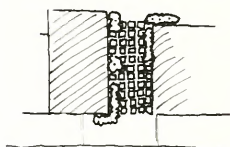
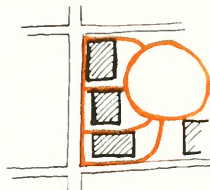
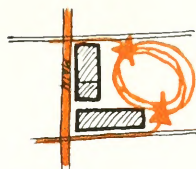
Except for the new brick sidewalks around the courthouse the standard concrete pavement throughout the central business district does not contribute to the Town's appearance.

It is proposed that new standards for sidewalks be adopted throughout the downtown area, especially for Main Street. These sidewalks should be widened so that there is room to develop a landscaped setting for the area. The sidewalk itself could be constructed of concrete with a grid pattern of brick, quarry tile, or stone paving. The combination of these materials will provide a greater variety and help integrate the traditional brick with the modern concrete.

Widening the sidewalk area will provide adequate space for landscaping and planting along the street edge. It is important to have street trees and planting to soften the cold face of buildings and help bring the natural beauty of the Town right into the central business district.



MAJOR CIRCULATION SYSTEM





## COURTHOUSE SQUARE

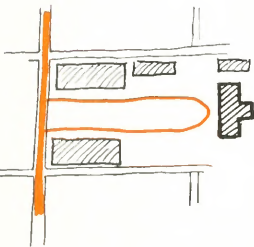
One of the most important aspects of the preliminary plan is the proposed creation of "Courthouse Square". At present time, the very beautiful new courthouse is located in such a manner that visitors passing along Moin Street would never know it existed. Such an investment in time, money and talent should not be hidden on the back streets of Torboro.

It is proposed that "Courthouse Square" be created running from Moin Street to the front of the courthouse. Unfortunately two large buildings would have to be purchased and removed, but this would more than be worth the investment in creating a beautiful area which would create a vista from Moin Street to the entire front of the building. Also St. Andrews Street, for the one block in front of the courthouse would have to be closed to automobile traffic.

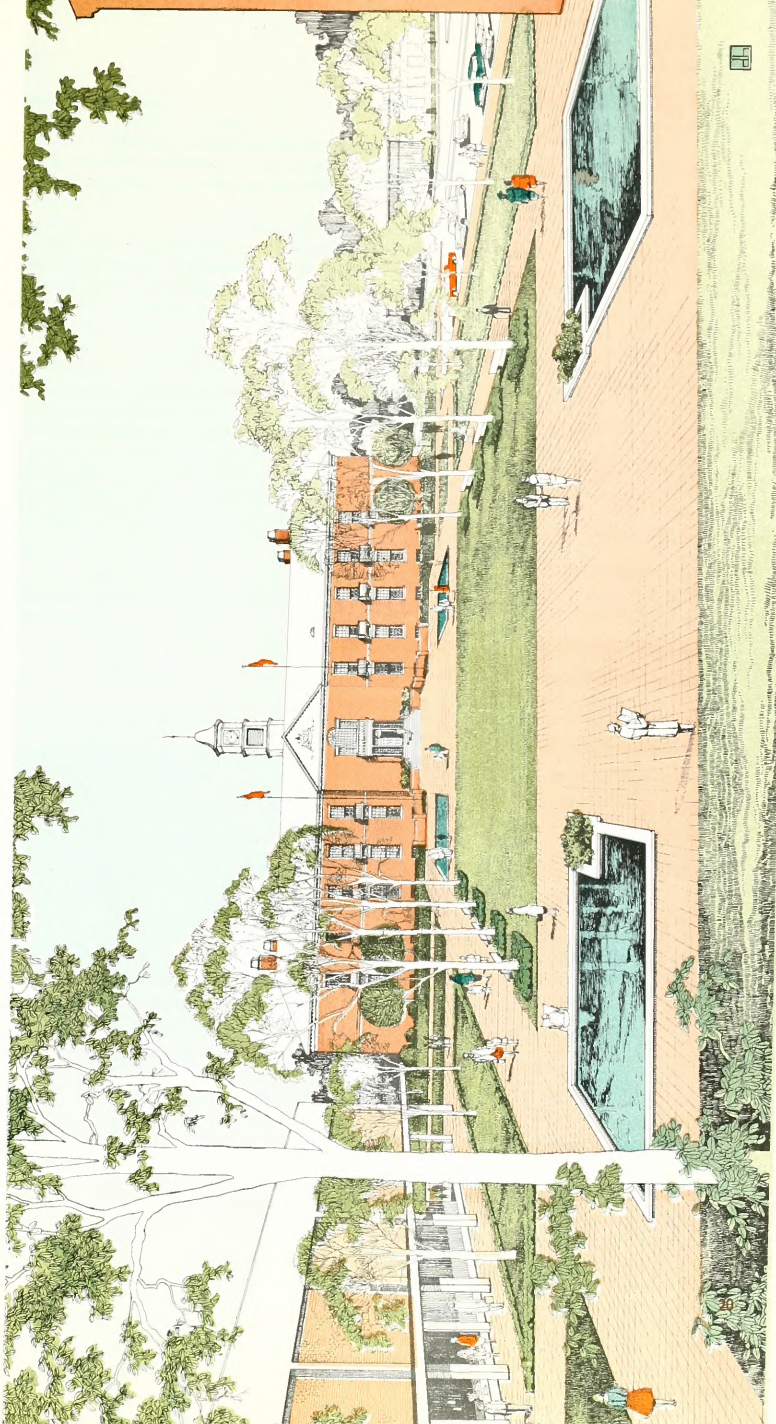
"Courthouse Square" would have a number of advantages in addition to a beautiful site for the courthouse. It would provide a useful shopping and civic area. The Square could be used for many different community and county activities. There could be art shows in the Spring when people want to get outside; band concerts in the Fall when high school football is in the air and choir groups from local churches at Christmas.

But most important "Courthouse Square" would become an identifying feature of Torboro which people all over North Carolina would remember and many come to visit.

The proposed plan for "Courthouse Square" is designed to help blend the traditional and the modern. Our lives are filled with a rich heritage from the past and with the exciting explorations in contemporary design. There is no reason to isolate these facts, but to try and bring them together in such a manner that they complement each other and thereby create a more exciting environment. We can not go back to the days of Williamsburg, but we can remember them. To attempt to construct old buildings in this manner would be only an act of poor imitation. It is necessary to preserve as much of the past which is valuable visually and to create new and modern building forms to complement them.





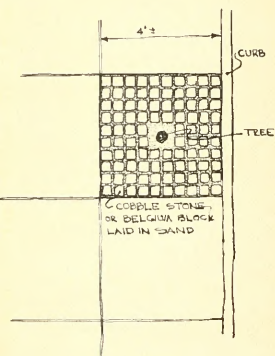




## TREE PLANTING

A tree planting program for the Torboro central business district should be adopted. The few trees that already exist there are very pleasant and all efforts should be made to preserve and add to them.

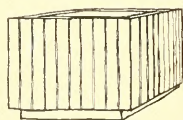
Trees should be selected which fit the area in which they are planted. Only certain small trees whose roots do not seriously affect utilities and whose size does not eventually cause danger to neighboring buildings and overhead utilities, should be used in street planting. Larger trees may be selected for planting within "Courthouse Square," or other open, larger areas.



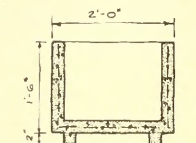
PLAN

Trees may be planted in the ground within the sidewalk area by taking out a square (usually 4 feet) of the concrete paving. A neater more attractive planting is accomplished when the soil around the tree is covered with some material, brick, cobblestone, river pebbles - set in a sand base. The drawing below shows cobblestones around a tree. Trees may also be planted in large containers. These are available in many shops and materials - concrete, wood, fiber glass, all of which seem to work well.

The accompanying list and illustrations provides a possible selection.



PERSPECTIVE



SECTION

CONCRETE PLANTING  
CONTAINER



## SMALL TREES

### A. *Ilex cassine* - Cassine Holly

Height 15 - 20 feet, Spread 8 - 10 feet

This pyramidal shaped tree is evergreen with fine textured foliage. Multi-trunked specimens should be used as they appear more interesting than the trees with single trunks. The Cassine holly has a medium growth rate.



A

### B. *Lagerstræmia indica* - Crepe Myrtle

Height 20 - 30 feet, Spread 10-15 feet

This handsome small tree has dull green foliage appearing in the spring, which turns a burnished copper in the fall. Throughout the summer, upright clusters of flowers, (pink, red and white) create a profusion of color. The sculpture-like appearance of the trunk and bark makes the crepe myrtle interesting all year, even in the winter after the leaves are gone. The crepe myrtle is reasonably fast growing, relatively free from disease and is long-lived. This is one of the best all round small street trees for eastern North Carolina.



B

### C. *Prunus caroliniana* - Carolina Cherry Laurel

Height 20 - 30 feet, Spread 15 - 20 feet

This beautiful small tree has the advantage of being an evergreen, or holding its leaves all year round. The lustrous, dark evergreen foliage forms a small symmetrical tree with a heavy round crown. Numerous small white flowers form in the spring and black berry-like fruits develop later. The Cherry Laurel is relatively free of insects and disease.



C

## LARGE TREES

### D. *Acer flarinanum* - Southern Sugar Maple

Height - 40 - 60 feet, Spread 20 - 30 feet

The Southern Sugar Maple has medium-textured, dark blue-green foliage which turns a brilliant yellow in autumn. Lacy yellow flowers appear in the spring on this long-lived disease free tree. Although it is a slow grower, it is an excellent street tree.

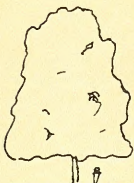


D

### E. *Ginkgo biloba* - Ginkgo Maidenhair tree

Height 50 - 75 feet, Spread 30 - 40 feet

The spreading and draping horizontal branches of the Ginkgo have dull, green, leathery foliage which turns to a beautiful yellow in the autumn. The male variety of the Ginkgo is preferred for ornamental plantings due to the ill-smelling green fruits dropped by the females in late summer. The long lived Ginkgo is rather slow growing but survives under almost any conditions.

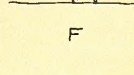


E

### F. *Quercus laurifolia* darlington - Darlington Laurel Oak

Height 60 - 80 feet, Spread 30 - 34 feet

The Darlington Laurel Oak has lustrous, green leaves which create a broad, dense, round-topped crown. This oak is a rapid grower and makes an excellent street tree. It has the additional advantage of being evergreen, with small willow like leaves.

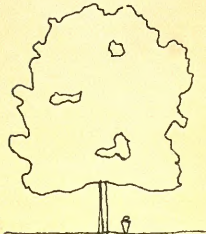


F

### G. *Platanus acerifolia* - London Plane Tree

Height 50 - 100 feet, Spread 25 - 70 feet

This tree is very similar to the sycamore and is a fine tree for city street plantings. The London Plane Tree is round-headed with wide spreading open branches. The trunk is creamy colored with mottled grey splashes; The large maple like leaves are light green and create a very dense foliage.



G

## DESIGN FEATURES

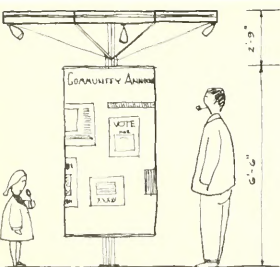
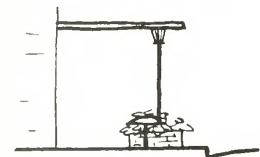
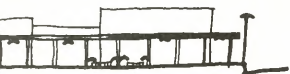
"Courthouse Square" is not the only landscaped area which is provided within the plan. A small park-like area has also been provided adjacent to the municipal building which would help create a better setting for this new contemporary building. As mentioned earlier small walkways for pedestrians are located within each block leading from the off-street parking to Main Street.

At the end of Trade Street the present recreation facilities have been expanded to include a marina for the storage of local boats and a water front recreation area, with possibly a restaurant in conjunction with the marina.

Kiosks or information centers could be placed in strategic locations throughout the Town. These could display notices of interest to the public.

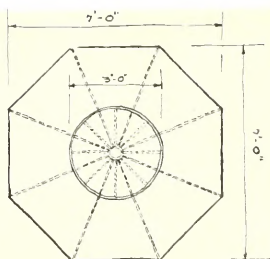
The Town for some years has been considering new lighting for Main Street. The Preliminary Plan proposes that the central business district be developed along two characteristics; 1) that planting be developed so that it will appear as a delightful town shopping area and soften the appearance of buildings and 2) that the traditional and modern aspects be so related as to complement each other.

If this is the recognized purpose then the Town should not consider putting the large mercury vapor lights which completely drown everything in light, but should attempt to select several different types of lights. In some areas there should be high standards so that lights would cover intersections, while along the sidewalks there should be lights of a lower level which would illuminate the sidewalks.



ELEVATION

KIOSK (INFORMATION CENTER)  
TYPE ONE

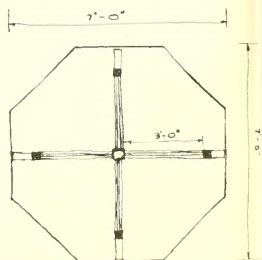


PLAN

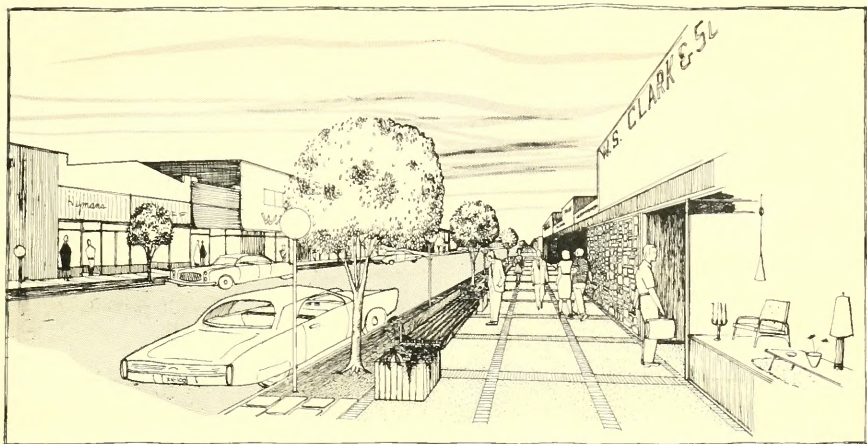
KIOSK (INFORMATION CENTER)  
TYPE TWO



PERSPECTIVE



PLAN





# APPENDIX

CONSUMER SURVEY

MERCHANT SURVEY



# CONSUMER SURVEY

## APPENDIX A

### CONSUMER AND MERCHANT SURVEYS

The Tarboro Planning Commission and Chamber of Commerce conducted a survey of people who shop in the central business district and of the merchants who have their stores located there. The purpose was to question a cross-section of the people who live in Tarboro and its trading area to learn their shopping habits and their opinions of the central business district's effectiveness as a shopping and service center. These questionnaires were distributed during the Spring of 1964, and the replies give some indication of favorable and unfavorable conditions. There were 378 replies to the consumer questionnaire and 17 replies to the merchant questionnaire.

Question 1 - Where do you buy most of the following items?

Under each type of purchase, the four communities receiving the largest number of replies are listed. Besides Tarboro, as anticipated, Rocky Mount leads in nearly all categories. Convenience items such as food and drugs are purchased mainly in Tarboro. Fewer purchases of expensive, high bulk items such as automobiles and farm equipment are made in Tarboro.

Type of Purchase	REPLIES		Type of Purchase	REPLIES	
	Number Of Replies	Percent		Number Of Replies	Percent
GROCERIES			FURNITURE AND HOME FURNISHINGS		
Tarboro	305	80%	Tarboro	256	68%
Rocky Mount	23	6%	Rocky Mount	64	17%
Wilson	4	1%	Wilson	6	1%
Greenville	0	0%	Greenville	16	5%
Others	48	13%	Others	32	9%
WEARING APPAREL			HARDWARE AND APPLIANCES		
Tarboro	312	72%	Tarboro	264	73%
Rocky Mount	86	20%	Rocky Mount	60	17%
Wilson	8	2%	Wilson	7	2%
Greenville	4	1%	Greenville	2	1%
Others	24	5%	Others	28	7%
AUTOMOBILES			FARM EQUIPMENT		
Tarboro	201	62%	Tarboro	86	69%
Rocky Mount	46	14%	Rocky Mount	15	12%
Wilson	7	2%	Wilson	3	2%
Greenville	4	1%	Greenville	3	2%
Others	69	21%	Others	18	15%
LUMBER AND BUILDING SUPPLIES			MEDICINE AND DRUGS		
Tarboro	217	80%	Tarboro	287	79%
Rocky Mount	22	8%	Rocky Mount	23	6%
Wilson	4	2%	Wilson	4	1%
Greenville	3	1%	Greenville	3	1%
Others	24	9%	Others	46	13%
			INSURANCE		
			Tarboro	279	74%
			Rocky Mount	46	12%
			Wilson	6	2%
			Greenville	2	1%
			Others	42	11%



Question 2 - Where do you visit the following people or places most?

Services such as the hospital, bank, lawyers and repair shops are frequented most in Tarboro. Eating places and amusements are provided mostly in Rocky Mount. Only 46 percent of the replies indicated that persons visited Tarboro for entertainment reasons.

Type of People Or Places	REPLIES		Type of People Or Places	REPLIES	
	Number Of Replies	Percent		Number Of Replies	Percent
<b>DOCTOR</b>			<b>DENTIST</b>		
Tarboro	302	75%	Tarboro	288	76%
Rocky Mount	46	11%	Rocky Mount	45	12%
Wilson	4	1%	Wilson	22	6%
Greenville	9	2%	Greenville	4	1%
Others	43	11%	Others	19	5%
<b>HOSPITAL OR CLINIC</b>			<b>EATING &amp; DRINKING PLACES</b>		
Tarboro	305	80%	Tarboro	277	68%
Rocky Mount	35	9%	Rocky Mount	88	22%
Wilson	6	2%	Wilson	14	3%
Greenville	7	2%	Greenville	12	3%
Others	26	7%	Others	18	4%
<b>BANK</b>			<b>ENTERTAINMENT PLACES</b>		
Tarboro	299	82%	Tarboro	173	46%
Rocky Mount	20	5%	Rocky Mount	121	32%
Wilson	5	1%	Wilson	38	10%
Greenville	3	1%	Greenville	22	6%
Others	41	11%	Others	22	6%
<b>LAWYER</b>			<b>REPAIR SHOPS</b>		
Tarboro	213	85%	Tarboro	267	80%
Rocky Mount	18	7%	Rocky Mount	45	10%
Wilson	2	1%	Wilson	5	2%
Greenville	1	1%	Greenville	1	1%
Others	17	6%	Others	22	7%

Question 3 - Do you live in Tarboro?	<u>Number of Replies</u>	<u>Percent of Total</u>
Yes	260	68%
No	118	32%

If you do not live in Tarboro, write the name of the community in which you live.

<u>REPLIES</u>		
<u>Community</u>	<u>Number of Replies</u>	<u>Percent of Total</u>
Rocky Mount	18	16%
Wilson	1	1%
Greenville	0	0%
Others	90	83%

How many miles is this from Tarboro?

<u>REPLIES</u>		
<u>Distance</u>	<u>Number of Replies</u>	<u>Percent of Total</u>
Under 5 miles	25	23%
5 to 10 miles	25	23%
10 to 15 miles	40	36%
15 to 20 miles	12	11%
Over 20 miles	8	7%

The majority or 68 percent of the persons filling out the questionnaires lived in Tarboro. As shown above, the largest number or about 83 percent of those not living in Tarboro came from communities scattered throughout Edgecombe and the surrounding counties. The majority of the persons included in this 83 percent came mainly from Bethel, Conetoe, Fountain, Macclesfield, Pinetops, Speight Forest, and surrounding rural areas. One person indicated he lived in Scotland Neck and two persons indicated Robertsonville. There were 19 other communities excluding Rocky Mount and Wilson from which 27 persons came.

The third and final part of the question deals with the actual mileage or distance between these communities and Tarboro. There were 110 replies to this portion of the question out of a possible 118. About half of these persons stated that they lived within 10 miles of Tarboro and 83 percent indicated they lived within 20 miles.

Question 4 - How often do you come to downtown Tarboro?

The greatest number of replies indicated they made daily visits to Tarboro probably because they worked there. Only 13 percent or 49 replies showed less frequent visits to Tarboro. No response indicated visits to Tarboro only several times a year.

<u>REPLIES</u>		
<u>Frequency of Visits</u>	<u>Number of Replies</u>	<u>Percent of Total</u>
Daily	329	87%
2 or 3 times a week	31	8%
Once a week	15	4%
Once a month	3	1%
Several times a year	0	0%
This is the first time	0	0%

Question 5 - How many years have you come to shop in downtown Tarboro?

The majority or about 63 percent of the 378 replies have been shopping in Tarboro for ten years or longer, while 138 persons have shopped for either 5 - 10 years, 1 - 4 years, or 1 or less years.

REPLIES

<u>Number of Years</u>	<u>Number of Replies</u>	<u>Percent of Total</u>
10 years or longer	232	63%
5-10 years	68	18%
1-4 years	53	14%
1 or less years	17	5%

Question 6 - Approximately what percentage of your total shopping spending, not counting groceries, do you consider that you do in Tarboro?

REPLIES

<u>Percentage of Shopping Spending</u>	<u>Number of Replies</u>	<u>Percent of Total</u>
Less than 25 percent	54	15%
Between 20 & 60 percent	118	32%
Over 60 percent	196	53%

Over half or 53 percent of the 368 responses to this question designated the respondents purchase over 60 percent of all their shopping goods except groceries in Tarboro. Thirty-two percent spend between 20 and 60 percent of their total shopping spending in Tarboro. Only 15 percent spend less than 25 percent of their shopping income in downtown Tarboro.

Question 7 - Can you usually find the merchandise you need or are looking for?

	<u>Number of Replies</u>	<u>Percent of Total</u>
Yes	289	79%
No	75	21%

Of the 364 replies to this question, 289 or 79 percent of the respondents stated that they could find the merchandise they were seeking.

Question 8 - How do you rate downtown stores with regard to:

REPLIES

	<u>Number of Replies</u>	<u>Percent</u>
<u>WINDOW DISPLAYS</u>		
Excellent	18	5%
Good	181	48%
Fair	135	36%
Poor	25	7%
No Opinion	15	4%
<u>STORE FRONTS</u>		
Excellent	5	1%
Good	116	31%
Fair	181	48%
Poor	64	17%
No Opinion	11	3%

How do you rate stores from the standpoint of:

	<u>Number of Replies</u>	<u>Percent</u>
CLEAN, WELL LIGHTED INTERIORS		
Excellent	10	3%
Good	175	47%
Fair	145	39%
Poor	29	8%
No Opinion	12	3%
RESTROOM FACILITIES		
Excellent	1	1%
Good	29	8%
Fair	79	22%
Poor	165	46%
No Opinion	82	23%
How do you rate sales personnel?		
COURTEOUS AND HELPFUL		
Excellent	69	18%
Good	208	56%
Fair	79	21%
Poor	12	3%
No Opinion	6	2%
PERSONAL APPEARANCE		
Excellent	47	13%
Good	244	66%
Fair	67	18%
Poor	4	1%
No Opinion	7	2%
KNOWLEDGE OF PRODUCTS		
Excellent	30	8%
Good	187	51%
Fair	113	31%
Poor	30	8%
No Opinion	6	2%
QUALITY OF MERCHANDISE		
Excellent	30	8%
Good	219	62%
Fair	89	25%
Poor	11	3%
No Opinion	8	2%
SELECTION OR VARIETY OF MERCHANDISE		
Excellent	15	5%
Good	147	42%
Fair	129	37%
Poor	52	15%
No Opinion	6	1%

Only 7 percent rated downtown Tarboro stores, personnel, and merchandise as excellent. On the other hand, just 12 percent rated them as being poor and 4 percent had no opinion. The majority of the replies rated the downtown stores as "good" in regard to window displays, store fronts, clean, well lighted interiors, rest room facilities; the sales personnel as courteous and helpful, their personal appearance or knowledge of products; and merchandise, both in quality and variety. Approximately 30 percent feel conditions are only "fair".

Question 9 - Of the improvements listed below which do you think should be incorporated in downtown?

REPLIES

<u>Type of Improvement</u>	<u>Number of Replies</u>	<u>Percent</u>
More Parking	313	82.8%
Improve Store Fronts	181	47.9%
Provide Public Restrooms	177	46.8%
Stores Open One Night	143	37.8%
Pedestrian Mall	123	32.5%
Covered Sidewalks	82	21.7%
Shrubs Planted	45	11.9%
Trees Planted	27	7.1%

The majority of respondents checked those items with which they had experience with, parking being the almost unanimous choice. Improving store fronts, providing public restrooms, keeping the stores open one night, and having a pedestrian mall are the other improvements most frequently requested in that order. There was only limited interest in covered sidewalks, and planting shrubs and trees. This may be because they are unfamiliar with them in a downtown area and because they provide some of the more intangible values.

Question 10 - Considering traffic congestion, your ability to find a parking place, the appearance of stores and the selection of merchandise in downtown Tarboro stores, what suggestions do you have for improving downtown Tarboro?

Response to this question was very enthusiastic. Every possible kind of community improvement was indicated. In many instances, respondents took time to write a full page of comment concerning their thoughts and feelings about Tarboro. Many suggestions were indicated by more than one person.

REPLIES

<u>Suggested Improvement</u>	<u>Number of Replies</u>
Adequate Parking	54
More Specialty Stores	55
Downtown Cafeteria	49
Modernize Downtown Stores	19
More Recreational Facilities	19
More Variety in Merchandise	19
Occupancy of Vacant Stores	16
Decrease in Loitering	14
Clean up River Bridge Area and Put Up Lights	13
Repair Sidewalks	12
Downtown Grocery Store	11
More Courteous Store Personnel	11
Downtown Medical Doctor	7
Better Quality of Merchandise	4
Installation of Parking Meters	4
Rerouting of Traffic Around Tarboro's CBD	4
Lower Store Rent	3
Downtown Dentist	2
More Advertising	2
Branch Post Office in North Tarboro	1
Establishment of YMCA and/or YWCA	1
Downtown Mortician	1
No Opinion	195
Total	515

Some of the other suggestions of interest are as follows:

Reduce the price of gas to 31.9¢ per gallon.

Use the Henry Ford idea, "find out what the people want and give it to them."

Better traffic control from city limits to city limits on Main Street.

Better zoning for off-street parking.

Continual planning to prepare for the forecasted 25% increase in vehicles in operation predicted by 1975.

Change the name of Main Street back to the original name, that of St. George Street.

Renovate from end to end or rebuilt it, especially the old "jottem down" type stores like those on Lum and Abner shows.

Do something to Albemarle Avenue.

Put a traffic light at the intersection of Wilson and Albemarle Streets.

Everyone should smile and speak when meeting another person on the street, whether they know them or not.

A sign erected to welcome visitors and customers to Tarboro.

Lower the prices of merchandise to compete with Raleigh and other places in eastern North Carolina.

Wash the windows in vacant stores.

Provide restrooms for negroes.

Establish book and music stores.

No parking on Main Street.

Arrange store counters so that they are not as close together.

Implement city improvements by dealing with the "tight-fisted money bags in Tarboro."

The words of one of the respondents summarizes the results of the Tarboro Consumer Survey. "These are not criticisms that are written here, only suggestions for improvement. Every town can always stand improvement, just like people."

# MERCHANT SURVEY

## Results of the Merchant Questionnaire

In addition to the use of a questionnaire to measure the consumers' opinion of downtown Tarboro, the Tarboro Planning Board distributed questionnaires prepared by the Division of Community Planning to gauge the opinions of the merchants.

Question 1 - Do you own or lease your present business area?

	<u>Number of Replies</u>	<u>Percent of Total</u>
Own their building	2	11%
Lease their building	15	89%

Question 2 - Estimate the approximate percentage of your total dollar receipts in 1963 received from customers living:

	<u>Percent of Dollar Sales</u>
Within the Tarboro City Limits	57%
Outside Tarboro but within Edgecombe County	33%
Outside of Edgecombe County	10%

After averaging the percentages listed in each category by the merchants, the results showed an estimated 57 percent of the total dollar receipts received by the downtown Tarboro merchants came from within the Tarboro city limits, while 33 percent came from an area outside Tarboro but within Edgecombe County. Only 10 percent of the merchants' total dollar receipts were received from consumers outside of Edgecombe County.

Question 3 - Number of employees working in store or office (including owner, clerks, salesmen, etc.)

One hundred eighty-five employees worked in the 17 stores included in the survey.

Question 4 - How many of these employees regularly drive a car to work?

Ninety-four employees drove a car to work, or 51 percent of the total employed.

Question 5 - How many off-street parking spaces do you provide for?

Owner and Employees	84
Customers	<u>103</u>

The 11 merchants responding to this question, 6 short of the number answering questions 3 and 4, indicated they provide 84 off-street parking spaces for themselves and their employees and 103 spaces for their customers.

If we assume the 6 merchants now answering this question do not provide any spaces, 10 of their employees automatically do not have off-street parking spaces which means some of these people will probably park on Main Street, thus, contributing to the parking problem. One consumer stated, "it is very discouraging to drive down the street looking for a place to park and see someone run out of a store and either move a car upward or backward to hide the policeman's chalk mark." The same person even went so far as to say, "there would be no parking problem if the merchants and clerks would stop parking in front of their stores." Although this is an oversimplification of the parking situation in downtown Tarboro, it does indicate that the merchants should make available more off-street parking space for their employees so that customers could more readily find a parking place.

Question 6 - Do you feel that the present supply of parking spaces in the downtown area is adequate for present needs? Yes 1 No 16

Only one of the merchants felt that there was currently sufficient parking space in the downtown area. The remainder, 16, stressed the need for more parking.

Question 7 - How can parking be improved?

There were 9 replies to this question. They are summarized as follows:

- 1) More off-street parking and better control of the present parking spaces;
- 2) Installation of parking meters and establishment of municipal parking lots;
- 3) Prevention of merchants, clerks, lawyers, bankers, doctors, etc. from using controlled parking space all day;
- 4) One hour parking on Main Street and for an additional two blocks on either side of Main Street.

Question 8 - How much floor space do you presently occupy? 75,154 square feet.

There were 16 replies to this question. A total of 75,154 square feet is the expanse of floor area occupied by the Tarboro merchants answering this question.

Question 9 - Does your business have any plans for expansion within the next two years to five years?

Yes 5 No 9

How much additional floor space will you build? 28,500 square feet.

How many additional employees will you employ? 18

Of the 14 replies to this question, five plan to build additional floor space, an estimated total of 28,500 square feet. This is an increase of approximately 35 percent.

Question 10 - Would you be willing to contribute financially (in proportion to your direct benefit) to provide off-street parking for customers in downtown Tarboro?

	<u>Number of Replies</u>	<u>Percent of Total</u>
Yes	6	43%
No	8	57%

Question 11 - Would you be willing to form a special assessment district to provide off-street parking?

	<u>Number of Replies</u>	<u>Percent of Total</u>
Yes	7	58%
No	5	42%



Question 12 - Who do you feel should provide off-street parking facilities?

The City 12  
Private Enterprise i.e., business establishments 6  
Merchant Cooperative Corporation 3  
Organization of a downtown assessment district 4

There were 25 answers to this question. Many of the merchants felt that there were several methods of solving the parking problem. Twelve or 48 percent of the merchants indicated the city should provide off-street parking facilities whereas the remainder or 52 percent indicated either private enterprise, 6 merchant cooperation corporation, 3 or a downtown assessment district, 4.

In questions 10, 11, and 12, there appears to be a genuine interest and willingness on the part of over half of the downtown Tarboro merchants participating to provide off-street parking facilities for their customers.

Question 13 - Has the development of new shopping centers in the suburbs of Tarboro had an adverse effect on your business?

	<u>Number of Replies</u>	<u>Percent of Total</u>
Yes	4	26
No	11	74

Perhaps other shopping centers have not affected Tarboro merchants to a great extent yet, but with several of the consumers stating, "it's almost impossible to find a parking place, and when you do, one hour parking certainly does not allow enough time to shop, I had rather go to shop elsewhere than have to move my car every hour."

Question 14 - If you were establishing a business for the first time, would you locate where you are presently located?

	<u>Number of Replies</u>	<u>Percent of Total</u>
Yes	11	74
No	4	26

Question 15 - When you do expand, will you do so:

	<u>Number of Replies</u>	<u>Percent of Total</u>
On the present site	5	29.4
Downtown	4	23.5
Community shopping center in Tarboro	1	5.9
Other	3	17.6

There were 13 replies to this question. Nine or 69 percent indicated they would either locate on their present site or on another lot downtown.

Question 16 - Major problems that confront Tarboro's Central Business District now. Check in the box to the right if you consider the factor a major problem.

	<u>Number of Replies</u>	<u>Percent of Total</u>
Lack of a full variety and selection of goods.	4	23.5
Inadequate customer facilities such as restrooms, lounges, lunch counters, etc.	6	35.3
Store appearance and facilities generally out of date and unappealing.	10	58.8
Inconvenient opening and closing hours.	4	23.5
Lack of effective leadership.	2	11.8
Absentee ownership	3	17.7
Uncooperative city government.	0	-
Inadequate street lighting.	0	-

There were 29 replies to this question. The majority felt that store appearance and facilities generally out of date and unappealing contributed to the downtown area's problem.

Question 17 - Indicate what actions should be taken in downtown Tarboro to best meet the needs of present and potential customers.

Only 9 persons answered this question. The suggestions are as follows:

- 1) A better merchant organization and more cooperation;
- 2) More off-street parking;
- 3) Installation of parking meters;
- 4) Plant trees and shrubs;
- 5) Use attractive garbage cans;
- 6) Provision of public restrooms and restaurants for customers and visitors;
- 7) Decrease loitering on Main Street;
- 8) Have same opening and closing hours by all merchants;
- 9) Occupy empty stores;
- 10) Modernize old buildings;
- 11) Enlarge selection of merchandise and have competitive prices to keep shopper in Tarboro; etc.

Question 18 - Please indicate below your judgement or the major problems that confront Tarboro's downtown shopping area. Check those factors you consider a major consideration.

	<u>Number of Replies</u>	<u>Percent of Total</u>
Physical deterioration of downtown buildings.	12	70.6%
Inadequate number of off-street parking spaces.	16	94.1%
Congested downtown streets.	7	41.2%
Congested street leading to downtown.	6	35.3%
Poor appearance of downtown buildings and streets.	8	47.1%

Similar to comments listed throughout both the consumer and merchants surveys, an inadequate number of off-street parking spaces were again indicated by 16 merchants, almost 100 percent, as the major problem confronting Tarboro's Central Business District. Next in order of frequency mentioned were the physical deterioration of downtown buildings and the poor appearance of downtown buildings and streets. Finally, traffic congestion in both downtown streets and streets leading to downtown was shown to present a major problem by 13 merchants.

It is to be noted that questions 16, 17, and 18, in the merchant's opinion questionnaire have answers which correspond very closely to those dealing with similar aspects in the consumers' questionnaire, questions 8, 8, and 10. The correlation in replies of both the merchants and consumers indicated that there is a general consensus of opinion on the major problems confronting Tarboro's Central Business District. The following appear to be the major concerns:

- 1) Inadequate number of off-street parking spaces;
- 2) Store appearance and facilities generally out of date and unappealing;
- 3) Inadequate customer facilities such as restrooms, lounges, lunch counters, etc.;
- 4) Lack of a full variety and selection of goods;
- 5) Inconvenient opening and closing hours by the stores;
- 6) Traffic congestion on downtown streets and streets leading to downtown.

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