Town of Boonville

community profile & recommendations

August 2016 - Draft

Boonville
Crossroads of the Yadkin Valley

NORTHWEST PIEDMONT
RURAL PLANNING ORGANIZATION

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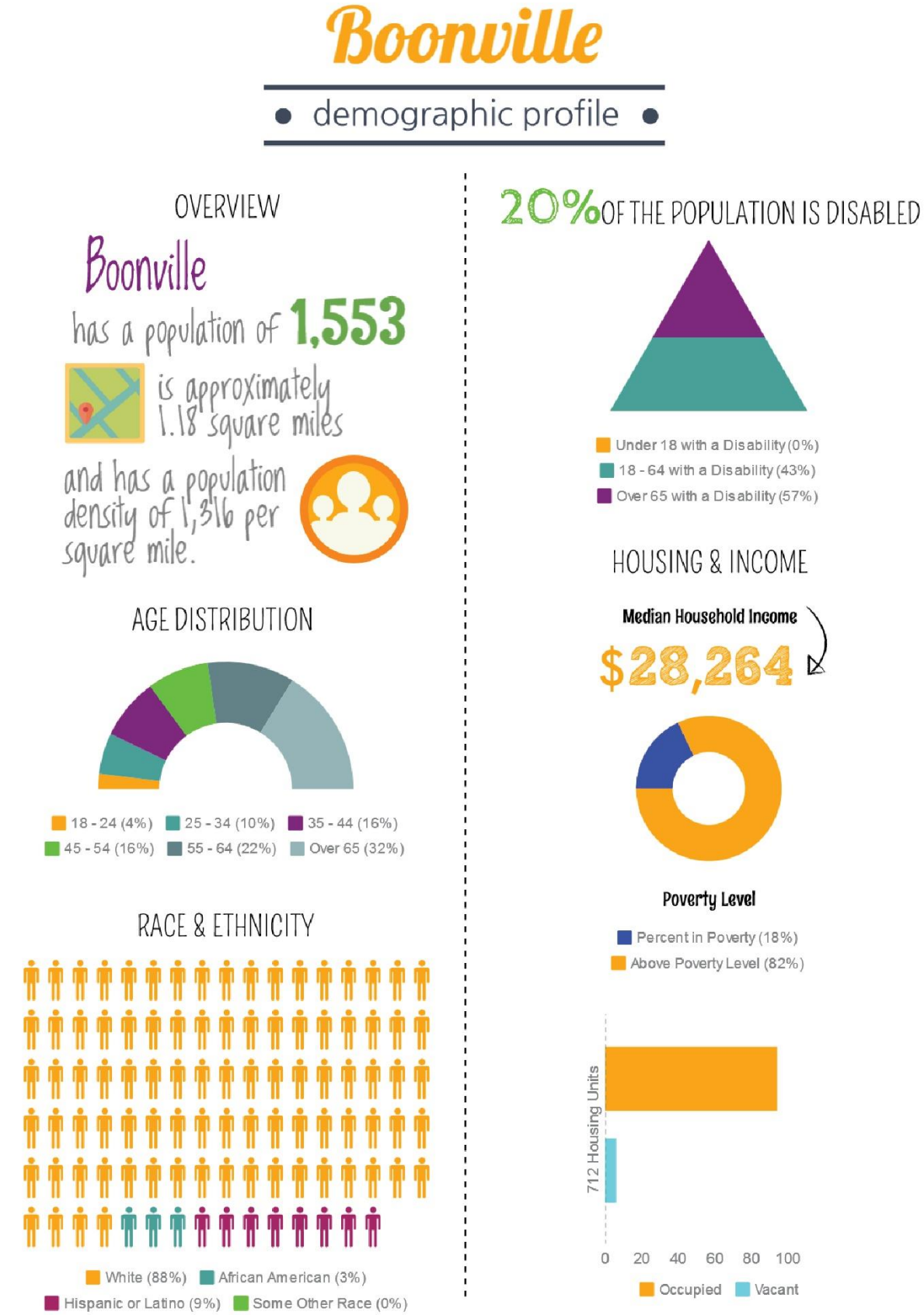
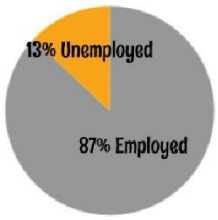
Figure 1: Demographic Profile



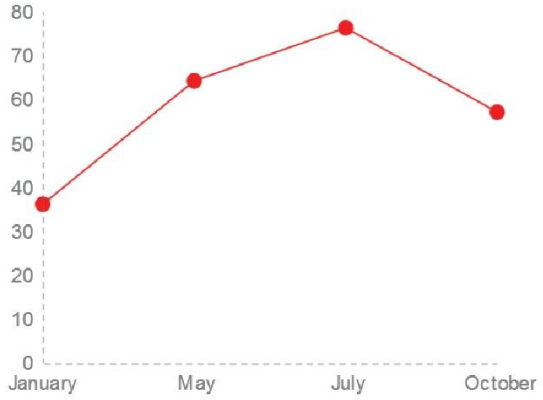
LABOR FORCE

Population 16 & Over = 1,260

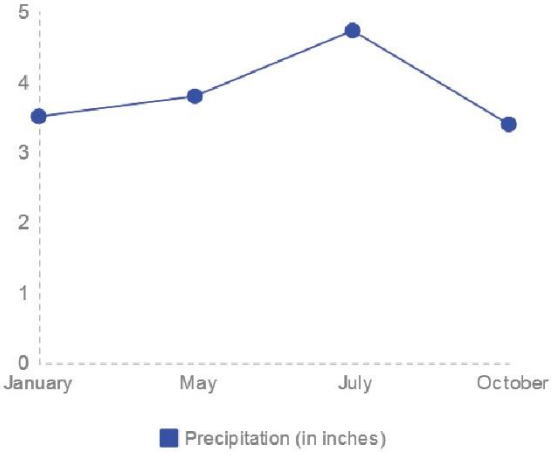
In the Labor Force 638



CLIMATE



PRECIPITATION



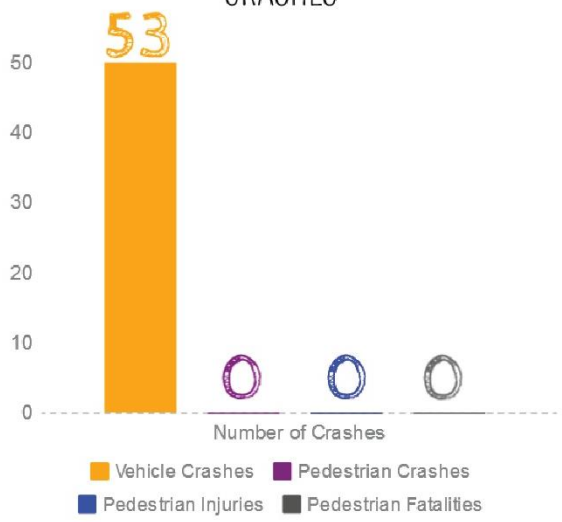
PARKLAND

=0.87 Acres

COMMUTING

3 498 41

CRASHES



Sources:

ACS 2008-2012 (DPO5)

ARC GIS

NOAA (Yancyville Station)

NCDOT (2001-2012)

Background

Boonville sits at the crossroads of US Highway 601 and NC Highway 67 in the heart of the Yadkin Valley. There are over 30 wineries within a short drive, making Boonville desirable as a tourism destination. Unfortunately, the current landscape makes it an undesirable stopping point for tourists and commuters.

Downtown Boonville hosts a number of antique stores and specialty shops.

Perhaps the biggest asset the community has is the dedicated core group of citizens committed to improving the downtown district. These citizens are well on their way to transforming the town into a charming and quaint community which would attract tourists to stop, shop, dine, and stay.

Boonville is aggressively pursuing redevelopment options for the "crossroads." The Boonville Business and Downtown Development Association Inc., and the Town are working with the NC Rural Economic Center and other organizations to pursue a more vibrant, attractive, economically healthy downtown. Recent progress includes a business facade improvement program, improvements to the town park, and the addition of lamppost-style streetlights to the downtown district. A marketing plan, website, and social media pages have also been created.

A master plan was developed for Boonville by Entasis Design and supported by the NC Rural Economic Development Center. If executed, the plan will incorporate a number of streetscape elements to make Boonville a more attractive place to live, work, and play.

Existing Plans

STEP Implementation (2013)

Through the hard work of the BDDC members and with the partnerships we developed, all of our STEP implementation projects were successfully completed: Branding and Marketing, Entrepreneurship and Business Development, Downtown Enhancement Program, Zoning Ordinance Project, and an Engineering Study for Waterline Project.

Branding and Marketing Project: Boonville now has new logo, a brand standards manual, a new web site, an e-newsletter, a town brochure, a presence on social media.

Downtown Enhancement Program: Boonville implemented a Façade Improvement Grant program, partnered with Yadkin County and made improvements to Shore Access on the Yadkin River, installed 20 decorative street lights, reclaimed the Boonville Town Park, partnered with the Yadkin Valley Heritage Corridor and installed 20 new banners, and built a new way-finding and visitor information kiosk.

Zoning Ordinance Project: Town Board Members adopted a modern and understandable Zoning Ordinance.

Engineering Study for Waterline Project: Boonville partnered with Jonesville to have an environmental scoping completed for a water line from Jonesville to Boonville. Boonville partnered with Yadkin County officials, who pledged $500,000 for Boonville's water line project. Town officials approved proceeding with an application for a USDA loan for the water line project.

Entrepreneurship and Business Development Project: The members of the Greater Boonville Business Association and the Boonville Downtown Development Committee agreed to merge and form the Boonville Business and Downtown Development Association, Inc. The NC Secretary of State chartered the new June 29, 2012. An application for non-profit (501-c3) status was submitted in June 2013.

Technical Assistance Team Report (2011)

The Town of Boonville invited the North Carolina Downtown Development Association (NCDDA) to form a Technical Assistance Team to outline a strategy to assist in the redevelopment of Downtown Boonville. The recommendations were broken into 4 categories: Organization, Design, Promotion, and Economic Restructuring.

Organization: Appoint a citizen-based downtown development committee and develop an organizational structure

Design: Identify downtown district boundaries, initiate façade improvement program, and develop a master plan

Promotion: Develop a brand for downtown Boonville, identify a usable special event space, and create events to draw citizens to the downtown district.

Economic Restructuring: Inventory buildings and businesses, conduct business expansion and recruitment efforts, solidify water line efforts, and initiate liquor-by-the-drink referendum as soon as practical

Rejuvenation Plan for Boonville (2008)

The Boonville master plan promotes the economic rejuvenation of the crossroads vicinity with an eye on enhancing its green space and pedestrian usability. The plan reviewed the existing site, amenities, and general uses. The plan identifies current building design and uses with proposed changes to design and use.

The rejuvenation plan suggests the following alterations to existing buildings:

499007574737 - Michelin - function unknown

Proposed - Remove rear structure to make way for master plan

499007575747 - Parking field

Proposed - Remove all asphalt in preparation for master plan

499007576756 - Boonville Antique Mall - 115 W. Main Street - functioning business

Proposed - Remove rear additions to original building to make way for master plan

499007579890 - Vacant lot

Proposed - Suggested use for new building with adequate crossroads integrity

The rejuvenation plan also suggests a new community green space is being proposed for the area located behind the structures listed previously, bringing a central focal point for community and regional gatherings. This green space can also be incorporated along the Yadkin Valley wine trail as a centrally located stop within the region.

Figure 2: Rendering – Rejuvenation Plan for Boonville (2008)

Existing Conditions

Parking Inventory

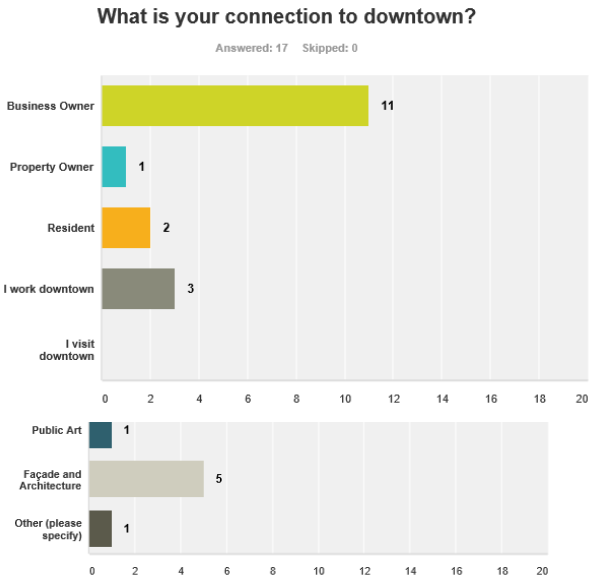
As part of this project, the PTRC completed a parking inventory of downtown Boonville. The inventory included off-street, parallel, angled and handicapped parking. Parking spaces were measured, and the lots were identified as public or private. PTRC staff identified 133 parking spaces open to the public and 487 privately owned spaces, including 29 handicap spaces.

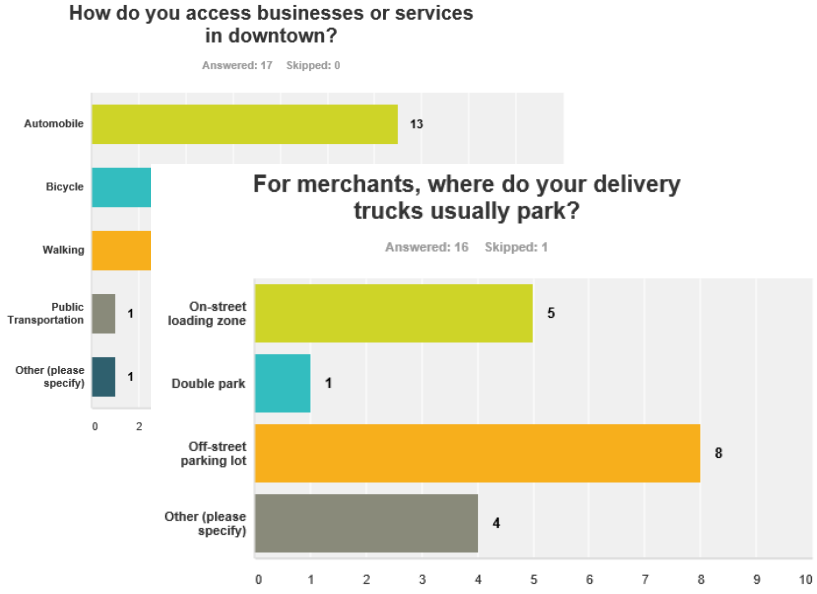
Pedestrian Facilities

Figure 3 indicates the condition of sidewalks in the streetscape study area as well as streetscape amenities. These include trash/recycling bins, benches, bike racks, crosswalks, and streetlights.

Business Surveys

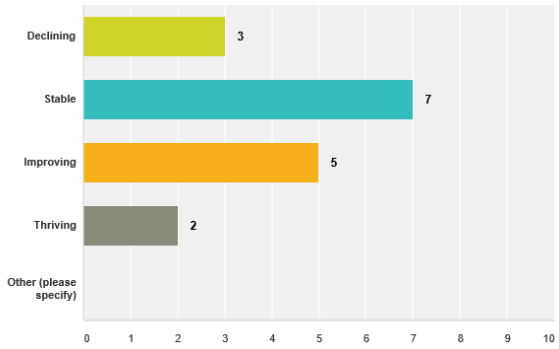
Local Businesses on W Main St and South Carolina Ave were given a streetscape survey to gain a view of the needs and desired changes for downtown Boonville. Surveys were distributed June 6, 2016 and received nine responses from business owners additional surveys were filled out online.





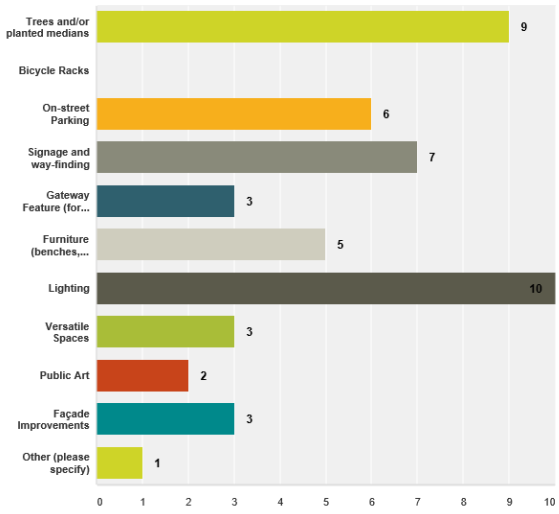
I believe downtown is...

Answered: 17 Skipped: 0



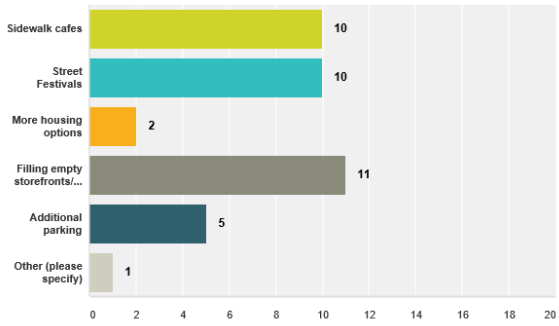
What do you consider the most important streetscape elements? Pick your top three.

Answered: 17 Skipped: 0



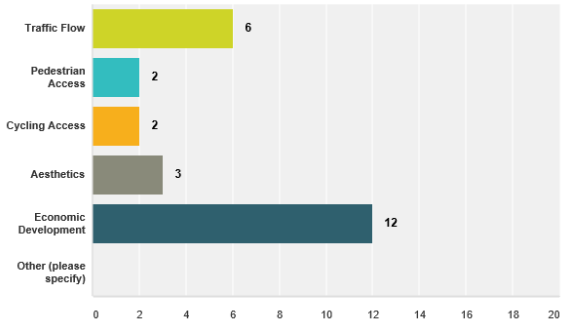
What type of activities or features would draw more people to downtown? Check all that apply.

Answered: 17 Skipped: 0



What is your highest priority for improvement in this area?

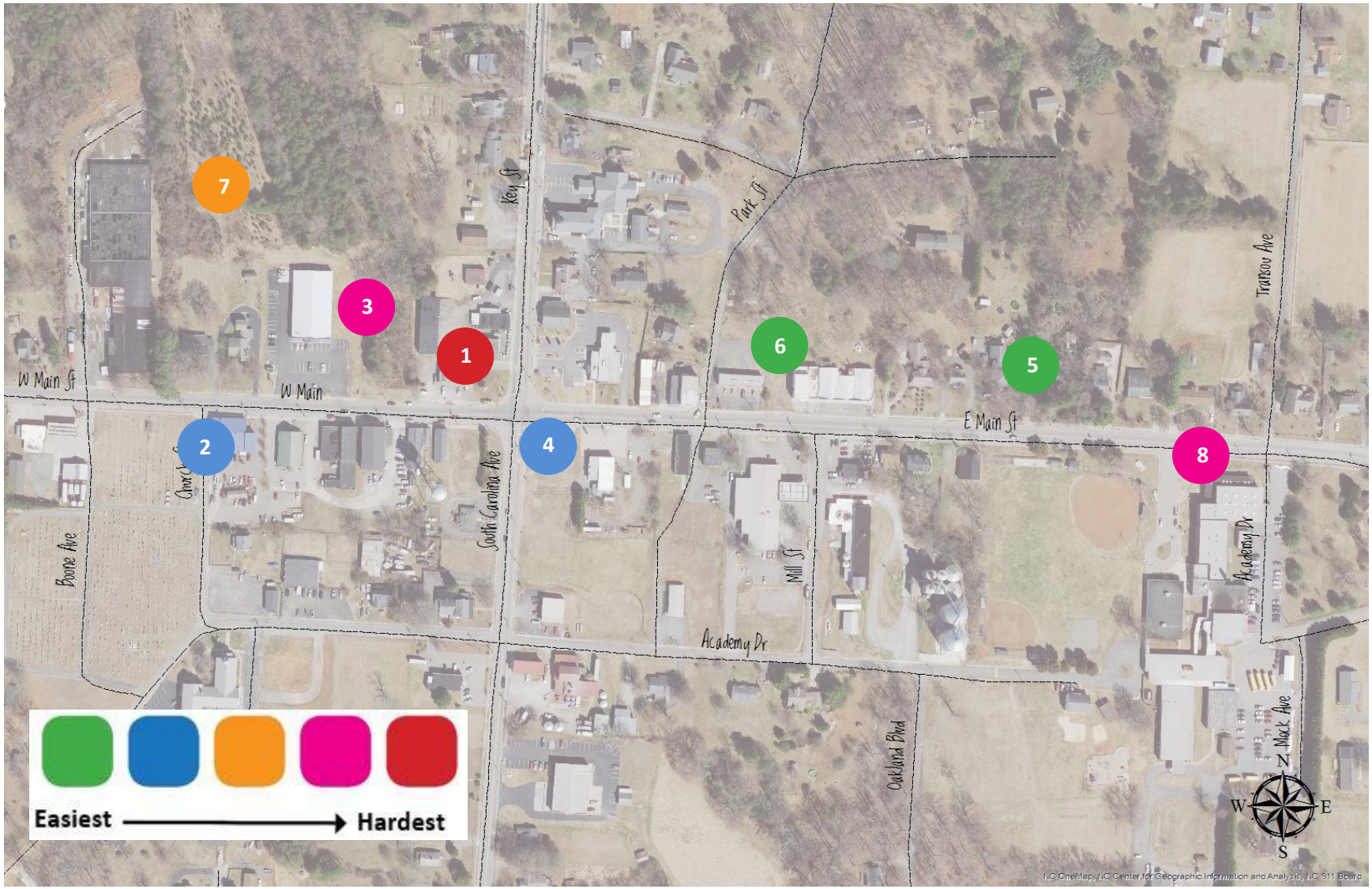
Answered: 17 Skipped: 0



Describe Downtown in one word.

Figure 3: Existing Facilities

Figure 3: Streetscape Recommendations



Streetscape Recommendations

The following recommendations are the result of business surveys and PTRC streetscape assessments. Staff identified both large-scale transportation improvement projects as well as low hanging fruit. Projects are ranked on a color scale with red being the most difficult/expensive to implement and green being the easiest.

W. Main Street
Before

1 Investigate Intersection Improvement Options

The northwest corner of W. Main St and S. Carolina was raised as a point of concern by several downtown business owners and patrons. The sidewalk does not have a curb and the road is not wide enough to accommodate large trucks to turn, leading to vehicles going over the sidewalk.

W. Main Street
After

2 Update Façade Improvements

Façade improvements including awnings, plants, and window displays can draw attention to a building's original architectural detail and stimulate similar improvements throughout the downtown.

3 Create a Versatile Green Space

The green space next to the Dollar General on Main Street should be considered as a potential area for a park. This area can be used for community events, farmers markets, and street festivals. Other options may also be explored to create this multipurpose space.

4 Improve Pedestrian Access at Intersection

The existing crosswalks at Carolina and Main have become worn out and are not apparent to vehicular traffic. In addition to repainting the existing crosswalks, crossing signals should be installed to allow pedestrians a distinct walk/stop sign.

5 Yadkin Valley Signage

RagApple Lassie Vineyard and Sanders Ridge Winery in Boonville, located east of downtown, are included in the Yadkin Valley Wine Trail. Signage leading visitors through downtown can increase visitors and foot traffic to downtown shops and restaurants.

The Yadkin Valley Heritage Corridor has launched a significant marketing campaign including a website, gateway signs, kiosks, brochures & maps, vehicular signage to wineries and other destinations and municipal wayfinding. Sites included on their website are Green Mesa Blueberry Farm, RagApple Lassie Vineyard, Sanders Ridge Vineyard, and Shore Access on the Yadkin River Trail. Signage for the Yadkin Valley Corridor should be explored.

yadkin valley

6 Install Bicycle Education Signage

Boonville is popular for bicyclists both for transportation and recreation. Boonville should work with NCDOT to install bicycle road share signs on NC routes.

7 Increase Recreational Facilities

There are currently limited recreational facilities in Boonville. A public park and walking trail would be ideal for Boonville's active walking community. Sufficient parking, signage, and access should be included to ensure maximum usage and accessibility for the community. Information for the recreational facilities should be housed at the town kiosk. This kiosk should

be connected to the Main St. sidewalks to ensure easy access.

8 Install Crosswalk at School

A crosswalk should be installed at the elementary school to allow students to safely cross. The addition of a crosswalk and signage alerting drivers of its presence will help calm traffic and improve safety.

Works Cited

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