

TOWN OF PEMBROKE



CENTRAL BUSINESS DISTRICT MARKET ANALYSIS

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North Carolina Rural Center
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**TOWN OF PEMBROKE CENTRAL BUSINESS DISTRICT
MARKET ANALYSIS**

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**TOWN OF PEMBROKE CENTRAL BUSINESS DISTRICT
MARKET ANALYSIS**

PREFACE

This Market Analysis has been prepared with the assistance of a Building Reuse and Restoration Grant awarded to the Town of Pembroke in March, 2008, by the North Carolina Rural Center. The Market Analysis is part of a larger effort which included: inspections of four (4) vacant properties, appraisals of the four (4) properties, and associated legal fees and assistance to private investors to serve private financing for property improvements. This Market Analysis defines current demographic/economic conditions by concentric service areas; assesses zoning changes which may be required to facilitate Central Business District (CBD) development; recommends needed public/private facility changes such as landscaping and building facades; defines the anticipated tax base impact; and defines market gaps for services/products. It is intended that this market analysis/consumer survey will be used for distribution to prospective businesses.

TOWN OF PEMBROKE CENTRAL BUSINESS DISTRICT MARKET ANALYSIS

I. REGIONAL LOCATION

The Town of Pembroke is located in west central Robeson County. The Robeson County municipalities of McDonald, Maxton, Raynham, Red Springs, Rowland, and Lumberton (western area/portion) are located within ten (10) miles of Pembroke. Robeson County is located in the Coastal Plain of North Carolina. The county is bounded by Cumberland County to the north, Bladen and Columbus Counties to the east and southeast, Hoke County in the west, and Scotland County to the southwest. Robeson County is the mid-point between Miami, Florida, and Boston, Massachusetts, along Interstate 95. See Maps 1, 2, and 3 for the regional and intra-county location maps of Pembroke.

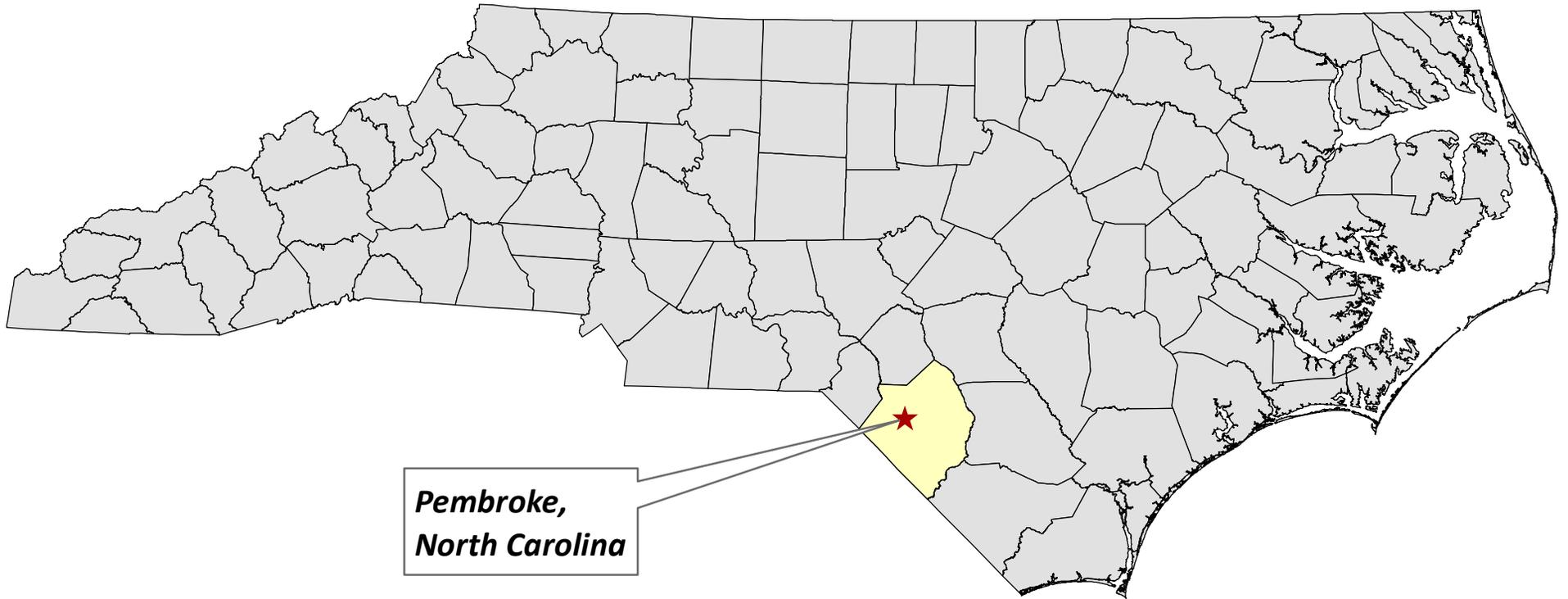
II. HISTORY

As early as 1724, Cheraw Community was observed along Drowning Creek, in what is now known as Robeson County and the Lumber River. These early settlers of Robeson County are still living there today. Known as the Lumbee Tribe, their history is one of pride and tradition. The Lumbee Tribe today is the largest tribe east of the Mississippi River and the ninth largest tribe in the nation.

Robeson County was formed in 1787 from Bladen County. It was named in honor of Colonel Thomas Robeson, who served as one of the leaders in the Revolutionary War. Robeson County is the second largest county in the state.

The Town of Pembroke was incorporated in 1895. Pembroke was developed around businesses that served the Lumbee Indians. Even after 300 years, Pembroke still remains the social, economic, and political center for the tribe. Originally named Campbell's Mill, the name of the town was changed to Scuffletown, and then finally to Pembroke. The name was derived from Pembroke Jones, a principle shareholder in the Atlantic Coastline Railroad (formerly the Wilmington-Weldon). The railroad played such an important role in the development of the town that its corporate limits were based on the intersection of two railway lines.

A bill was recently introduced in both the US House of Representatives and the Senate to federally recognize the Lumbee Tribe. The State of North Carolina officially recognized the Lumbee Indian Tribe in 1885, and federal recognition is pending. Federal recognition is established as a result of historical and continued existence of a tribal government, by Executive Order or Legislation, and through the federal recognition process recently established by Congress. This recognition establishes a tribe as an entity with the capacity to engage in government-to-government relations with the United States or individual states and also as one eligible to receive federal services. Federal recognition is expected to result in significant funding opportunities for the tribe.



**Pembroke,
North Carolina**

Map 1



1 inch = 50 miles

Legend

- ★ Town of Pembroke
- Robeson County
- NC Surrounding Counties

Town of Pembroke

Regional Location

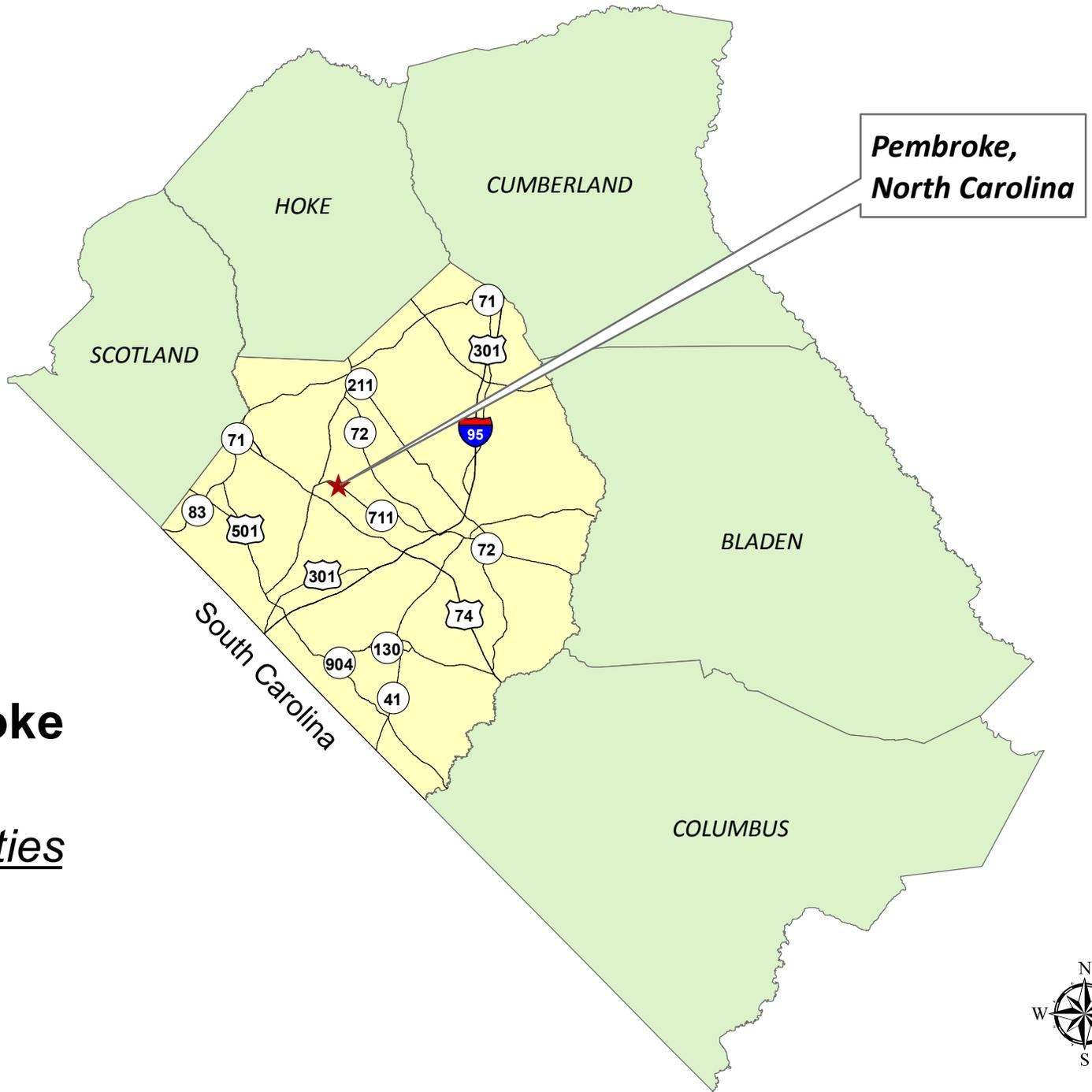


MAP 2



Town of Pembroke

Robeson & Surrounding Counties



Legend

-  Town of Pembroke
-  NC DOT Primary Roads
-  Robeson County
-  Surrounding Counties



1 inch = 10 miles

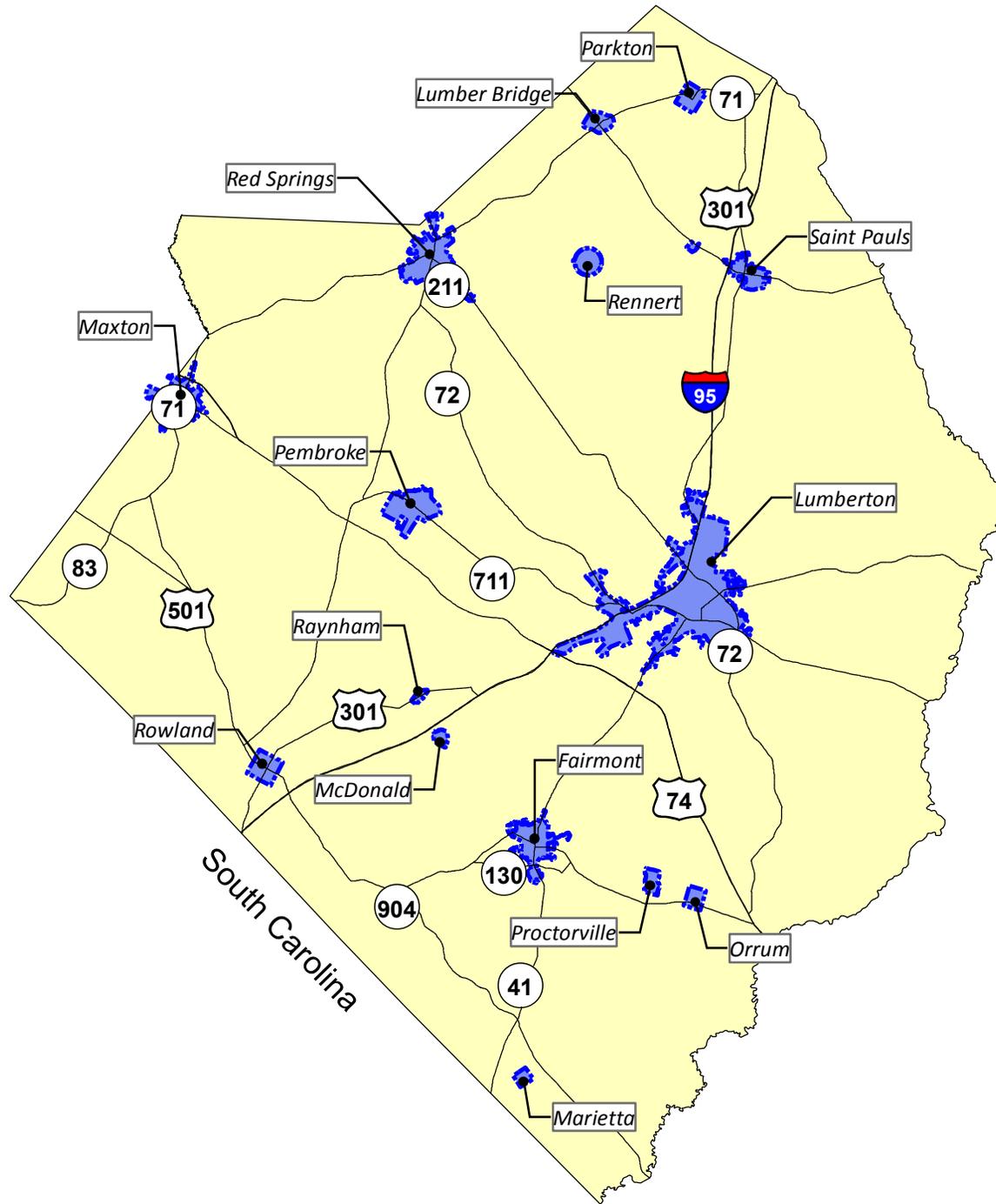
MAP 3



Town of Pembroke

Robeson County

Municipalities



Legend

-  NC DOT Primary Roads
-  Municipalities
-  Robeson County



1 inch = 6 miles

III. CENTRAL BUSINESS DISTRICT DELINEATION

Map 4 delineates the CBD area and the properties being evaluated through the Rural Center Restoration Grant. The total area includes 33.3 acres, excluding rights-of-way. With the exception of one property parcel, the entire area is zoned C-1 for commercial development.

Current conditions exhibit a “disjointed” shopping area. The CBD is elongated extending along West Third Street from the original CBD core, focusing on the Main Street/West Third Street intersection, westward to the UNC-Pembroke campus. Architectural styles vary and there is not a consistent pattern of landscaping. The eastern end of the area is largely dependent upon on-street parking.

While there are clearly some obstacles to CBD stability, there are numerous assets which are summarized as follows:

- For a town of approximately 2,700 people, Pembroke is experiencing traffic increases larger than those normally associated with a small community (see Map 5).
- The CBD is adjacent to a large base of UNC-Pembroke students.
- The Pembroke CBD is the geographic/economic center of the Lumbee Indian Tribe.
- The Pembroke CBD contains properties which may be undervalued when compared to the town’s growth potential.
- The CBD is surrounded by stable residential areas.
- The street/infrastructure conditions within the CBD are good.



Town of Pembroke

Central Business District

Legend

-  Railroad
-  Parcels
-  Central Business District



1 inch = 300 feet



Town of Pembroke

*NC Department of Transportation
Percent Change in Average Daily
Traffic Counts from 1999-2006*

Legend

NC DOT Primary Roads

Town Limits

ETJ

Average Daily Traffic Count

Increase in Traffic Volume



1 inch = 2,000 feet

IV. MARKET AREA DEMOGRAPHIC/ECONOMIC CONDITIONS

A. Market Area

The Town of Pembroke Central Business District Market Area is defined as the area extended ten (10) miles from the center of Pembroke. This area includes the majority of western Robeson County. The delineation of this market area includes the following considerations:

- All locations within the market area are within a 10- to 15-minute drive time to Pembroke.
- The transportation system in western Robeson County focuses on Pembroke.
- In both the 1994 and 2008 non-student consumer surveys (see Section V and Appendix B), almost all respondents traveled 15 minutes or less to reach the Pembroke CBD.
- Pembroke is generally accepted as the activity center for the defined market area.
- Through 2017 the defined market area includes 38.2% of Robeson County's forecast total population growth.

Appendix A provides detailed demographic and economic data for the Pembroke market area. The data is provided by concentric circles extending out to include the entire market area. See Map 6 for the scope of demographic analysis and concentric circle delineation.

It is also important to note that the construction of the proposed Interstate 73/74 Corridor, whereby Interstate 74 will pass just southwest of Pembroke, is expected to greatly enhance the town's regional accessibility and economic future. See Map 7 for a depiction of the proposed route.

The following summarizes the more significant demographic/economic data.

- From 2007 to 2017, the Pembroke Market Area population is expected to increase from 49,527 to 54,061, a 9.2% increase. By comparison, the State's population is expected to increase by 16%. From 2007 to 2017, Robeson County's population is expected to increase from 129,627 to 141,245.
- 4,534, or 39%, of Robeson County's total population growth of 11,618 additional people by 2017 is expected to be located within Pembroke's market area.

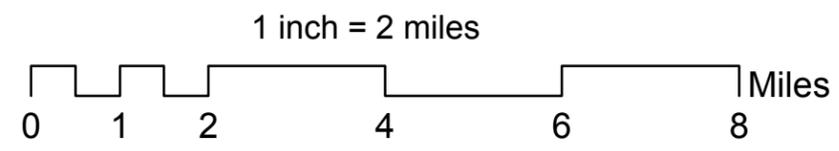
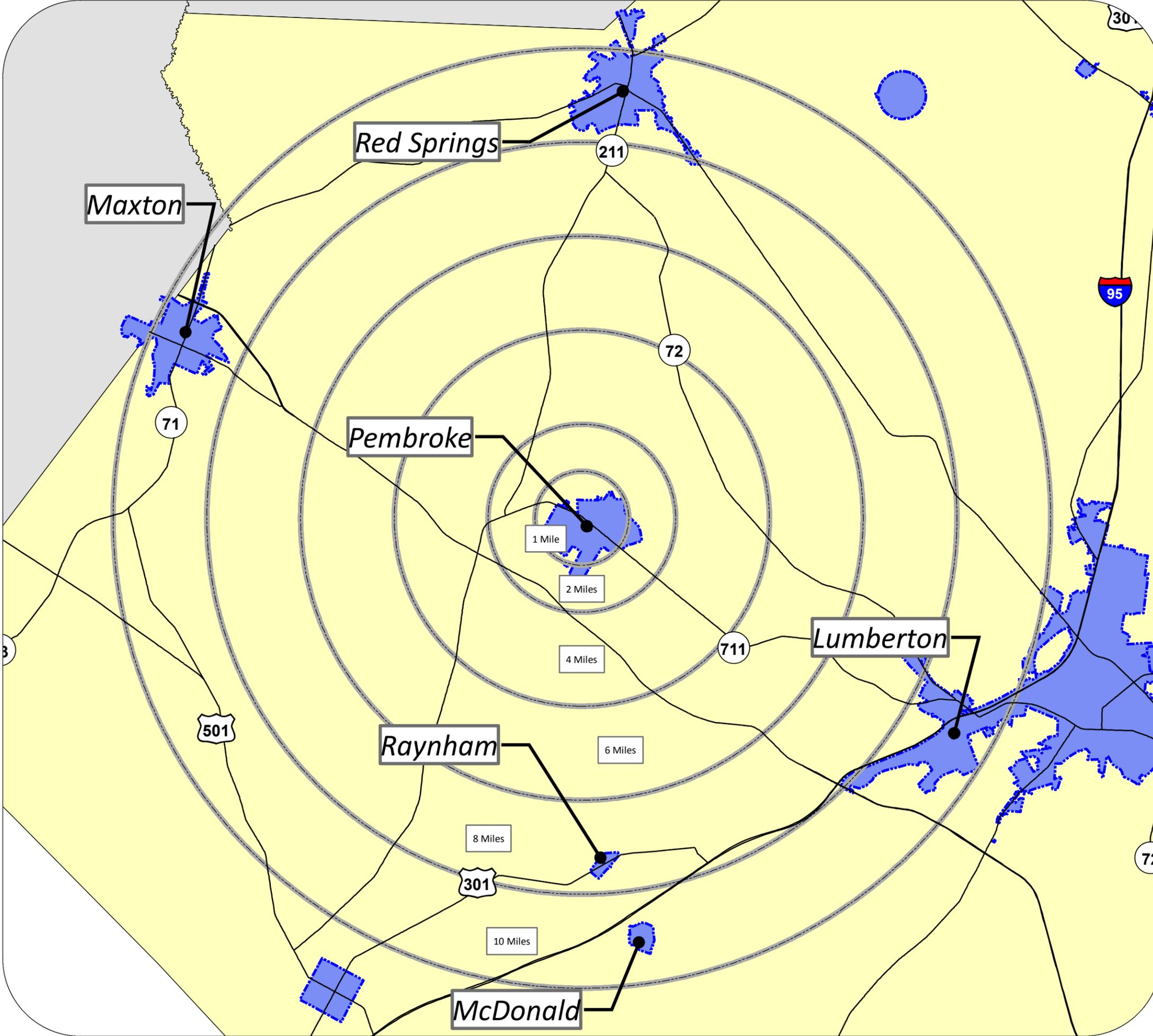


Town of Pembroke

Scope of Demographic Analysis

Legend

- NC DOT Primary Roads
- 10 Mile Radius
- Municipalities
- Robeson County
- NC Surrounding Counties





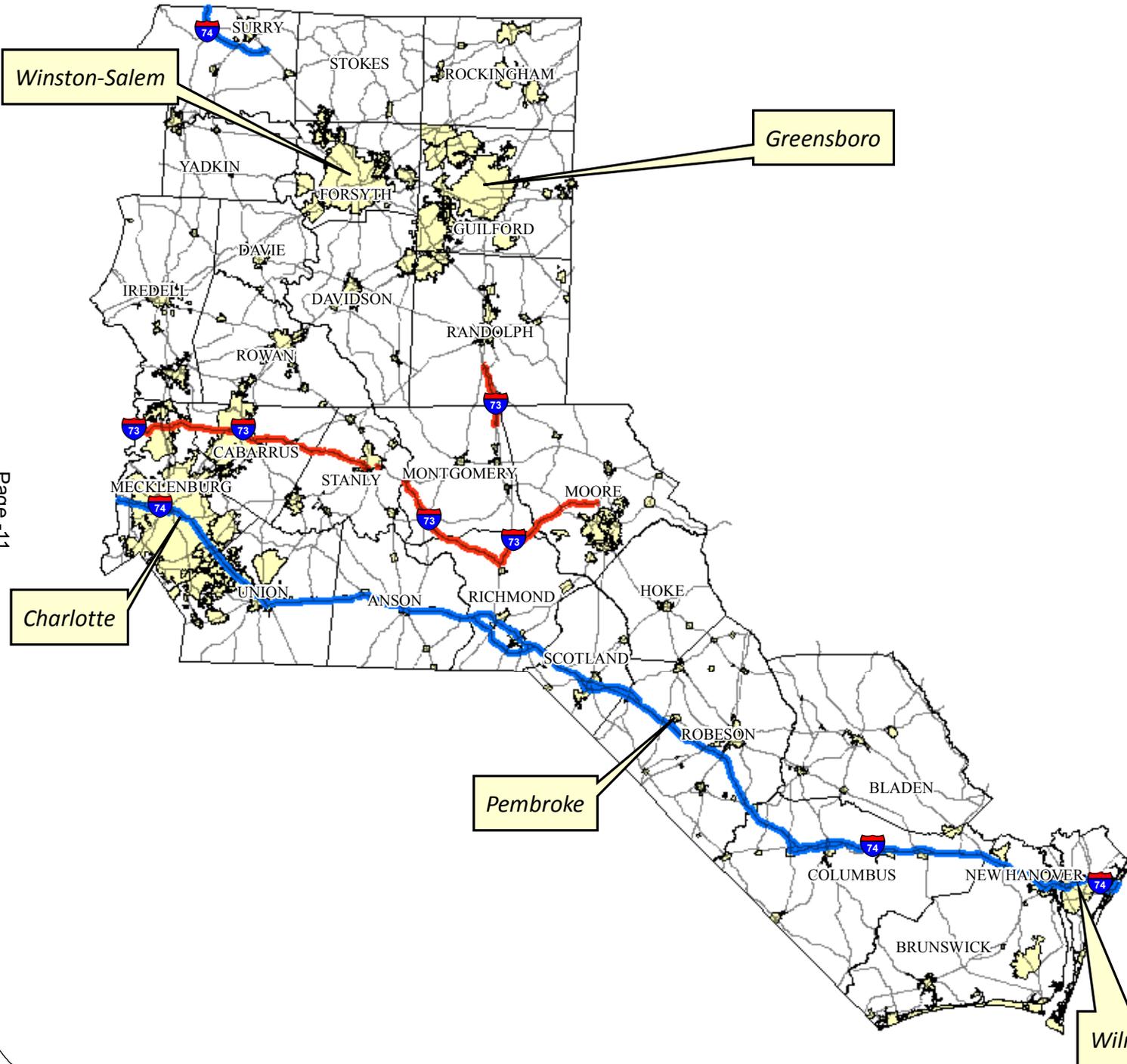
Town of Pembroke

Interstate 73 & 74 Corridors

Legend

-  NC DOT Primary Roads
-  Interstate 73
-  Interstate 74
-  Municipalities
-  Surrounding Counties

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1 inch = 30 miles

- The median age is expected to remain constant at 31 to 32 years old by 2012.
- The average household income is expected to remain constant at \$38,000 to \$39,000 by 2012. The State's average household income will remain in the \$55,000 to \$57,000 range.
- From 2007 to 2017, the total for market area households is expected to increase from 16,668 to 17,835.
- The *per capita* income is expected to increase slightly, \$13,354 to \$13,826, from 2007 to 2012. By 2012 the State's *per capita* income is expected to be \$23,602.

The Census-based data provided in this section and in Appendix A do not reflect the impact that the University of North Carolina at Pembroke (UNC-P) contributes to the local economy. The following discussion provides input into the economic impact of the university.

B. University of North Carolina at Pembroke

The University of North Carolina at Pembroke was founded in 1887, as the Croatan Normal School. The school was originally opened to train Native Americans to be teachers. This state-funded school changed its name to Pembroke State School for Indians in 1941, and later shortened its name to Pembroke State College in 1949. In 1969, university status was granted and in 1972, UNC-P became a part of the University of North Carolina system. This public, four-year master's degree-granting university offers 44 undergraduate programs and 16 graduate programs in business and education.

Total enrollment for the Fall 2007 semester included 5,937 students, of which 5,237 were undergraduate and 700 were graduate students. Total minority enrollment at UNC-P is 49 percent, of which Native Americans comprise 18 percent; African Americans comprise 26 percent; Hispanics comprise 3 percent; and Asians comprise 2 percent of total enrollment. UNC-Pembroke has one of the most diverse student populations in the nation.

The 126-acre campus prides itself with small classes, averaging 30 students. UNC-P competes in 16 NCAA Division II athletic events and is a member of the Peach Belt Athletic Conference. UNC-P is expanding to meet the needs of the university system, but the diversity of this campus demonstrates its continuing tradition in the Pembroke area. UNC-P has the lowest crime statistics of any school in the University of North Carolina system.

The university is a major contributor to the Pembroke/Robeson County economy. The average cost of attendance for the 2008-09 school year is \$9,088 for in-state students and \$18,348 for out-of-state students. Along with the revenue brought in by the 5,937 students, the staff members' salaries funnel back into the local economy as well. Out of the 287 full-time instructors at UNC Pembroke, approximately twenty-six percent (26.5%) are tenured and thirty-eight percent (38.7%) are on tenure track leading to the assumption that they are permanent fixtures in Pembroke and surrounding communities. Tables 1 and 2 provide summaries of the salaried employees at the University of North Carolina at Pembroke.

Table 1: University of North Carolina at Pembroke
Full-time Instructional Faculty

| Instructional Title | # Employed | Salary |
|----------------------------|-------------------|--------------------------------|
| Professor | 36 | \$84,894 |
| Associate Professor | 55 | \$68,548 |
| Assistant Professor | 105 | \$57,170 |
| Lecturer | 88 | \$47,528 |
| Instructor | 3 | \$55,880 |
| Total | 287 | Average Salary \$62,804 |

Source: NC Pembroke Institutional Research and Planning Fact Book Fall 2007.

Table 2: University of North Carolina at Pembroke
Occupational Staff

| Position | # Employed | Salary |
|----------------------------|-------------------|--------------------------------|
| Professional | 85 | \$40,166 |
| Technical/Paraprofessional | 29 | \$34,591 |
| Skilled Crafts | 37 | \$32,160 |
| Secretarial/Clerical | 151 | \$27,395 |
| Service/Maintenance | 68 | \$23,432 |
| Total | 287 | Average Salary \$31,549 |

Source: NC Pembroke Institutional Research and Planning Fact Book Fall 2007

UNC Pembroke also employs 287 functional staff, secretarial positions, maintenance workers, and technical support. The average salary of these workers is \$31,549, which again is funneled back into the local Pembroke economy. As the university continues to grow, the number of employees and salaries will also grow to keep UNC-P competitive with other universities.

The growth at the university contributes a big economic impact on the growth of the surrounding community. Enrollment and student spending nearly doubled in the last decade. It is estimated that full-time students spend an average of \$6,000 per year in the local economy. This practice opens the door for much needed student service providers in the community. Education bonds and other grants have been big contributors in lifting the university's economic impact.

V. CENTRAL BUSINESS DISTRICT CONSUMER SURVEYS

In 1994 the Town of Pembroke conducted consumer surveys which focused on the Town's Central Business District (CBD). The surveys were randomly distributed to consumers and University of North Carolina at Pembroke (UNC-P) students. (*Note: The surveys were designed differently for students and non-students*). The same surveys were utilized in February/March, 2008, to obtain an updated assessment and to define any changes in attitudes which may have occurred from 1994 to 2008. The complete results for both the 1994 and 2008 student and non-student surveys are provided in Appendix B.

Table 3 provides a summary of the significant survey results:

Table 3: Pembroke CBD Consumer Survey Results, 1994 and 2008

| | <u>1994</u> | <u>2008</u> |
|--------------------------------|-------------|-------------|
| Approximate total participants | | |
| Student consumers | 521 | 390 |
| Non-student consumers | <u>180</u> | <u>134</u> |
| Total | 701 | 524 |

A. Student Responses

- In 1994, 43.4% of the student respondents lived on campus, while in 2008, 68.5% of the students resided on campus. Thus, a significant increase occurred in the number of students immediately accessible to the Pembroke Central Business District.
- In general, there has been very little change in both student and non-student survey results from 1994 to 2008.
- The majority of the students shop in Pembroke for convenience items, restaurants, and groceries.

- Students shop elsewhere for better variety.
- In both 1994 and 2008, the top three businesses most desired in Pembroke were music store(s), clothing store(s), and theatre/entertainment facility(ies).
- In both surveys, the four (4) most desired types of restaurants were: Italian, buffet, ice cream/yogurt, and seafood.
- In both surveys, over 30% of the respondents indicated a desire for evening store hours.

B. Non-Student Responses

- Excluding general errands, post office visits, and work, most non-student respondents were looking for major purchases, banking, socializing, or visiting professional offices.
- The overwhelming majority of respondents in both surveys indicated they would shop more if shops would be open in the evening.
- Most respondents in both surveys travel fifteen minutes or less to reach Pembroke's business district.
- In both surveys, Pembroke is the preferred shopping destination.
- In the following measures of desirability, Pembroke was predominantly rated fair to poor:
 - Attractiveness of downtown
 - Cleanliness of streets/sidewalks
 - Comfortable places to sit outside
 - Convenience of shopping hours
 - Friendliness of sales people
 - Safety during the evening
 - Number of events, festivals, and special downtown promotions
 - Variety of goods sold
 - Cost of goods sold
 - Quality of goods sold
 - Convenience of parking

VI. ANTICIPATED TAX BASE

The 2007-2008 Fiscal Year Town of Pembroke tax rate is \$0.67 per \$100 valuation. This rate is subject to change per fiscal year. The following table provides the January 1, 2001, assessed value for the properties being evaluated through the North Carolina Rural Center Building Reuse and Restoration project.

Table 4: January, 2001, Property Value/Tax Revenues for CBD Properties
Included in Rural Center Pre-development Grant

| <u>Property Address</u> | <u>Value</u> | <u>Town of Pembroke Tax Revenue</u> |
|-------------------------|--------------|---|
| 202 W. Main Street | \$51,600.00 | \$345.72 |
| 120 W. Third Street | \$40,700.00 | \$272.69 |
| 122 W. Third Street | \$52,300.00 | \$350.41 |
| 109 W. Third Street | \$50,000.00 | \$335.00 |
| 111 W. Third Street | \$50,000.00 | \$335.00 |

Improvements to existing property may be largely aesthetic or the result of routine maintenance and not result in a significant increase in the value of a property. Thus, an investment of \$10,000 may not generate \$67.00 in additional revenue for the Town of Pembroke. *Ad valorem* tax revenues are not expected to increase significantly as the result of increases in post-restoration property values for the four properties included in the N. C. Rural Center Restoration project. However, a "spin-off" effect is expected. Restoration of the identified properties is expected to encourage improvements to and increase tax revenues from other CBD properties.

It is assumed that 80% of any investment in CBD property will result in an increase in property values (20% will be for cosmetic/routine maintenance improvements). Thus, a total \$100,000.00 investment in CBD properties is estimated to result in a yield of \$536.00 in tax revenues based on the 2007-2008 tax assessment.

VII. MARKET GAPS FOR SERVICES/PRODUCTS

The Pembroke CBD market service area is expected to have a year-round population of 54,061. This population base alone will not be sufficient to sustain long-term service and retail growth in Pembroke's CBD. The Town's retail/service attractions must be expanded to draw consumers from beyond the ten-mile market area. Such long-term markets may include:

- Art, especially Native American art.
- Antiques.

- Eco-/nature tourism base businesses (based on attractions such as the scenic Lumber River).
- Health service/care facilities.
- “High-tech” businesses (Com-Tech provides a foundation for CBD spin-off businesses).

Within the market service area, the UNC-Pembroke student population provides an additional consumer demand not reflected in Census data or permanent population forecasts. This student population appears to have been under-served by the Pembroke CBD. For both student and non-student consumers, specialty shops and restaurants appear to be market gaps. The predominant demands are for:

- Evening shopping/services
- Increased restaurant variety.
- Music store.
- Clothing.
- Sport specialty store.
- Theatre/entertainment facility.
- Gourmet food shop.
- Book store.

VIII. RECOMMENDATIONS

The following recommendations are suggested to improve the Central Business District are for the Town of Pembroke.

A. Organization/Regulation

- The Town of Pembroke should apply for participation in the North Carolina Small Town Main Street Program 2008-2009.
- The Town of Pembroke should consider adopting a Central Business District Area Revitalization Policy (see Appendix C).
- The Town of Pembroke should revise its zoning ordinance to facilitate/support CBD development/redevelopment.

The Town of Pembroke has prepared a draft Unified Development Ordinance (UDO) which proposes significant changes to the Town of Pembroke Zoning Ordinance. In May, 2008, the draft UDO was currently under review. However, significant changes to current zoning are proposed which would have a dramatic impact on the Town of Pembroke Central Business District.

UDO proposals include:

- Landscaping requirements.
- Building design standards.
- Lighting ordinance.
- Telecommunications facility regulations.

These proposed controls are included as Appendix D. (*Note: The proposed UDO revisions should apply to substantial renovations as well as new construction within the Pembroke CBD*).

- The Town of Pembroke should develop a specific conceptual plan for the CBD including a vision statement.

B. Improvements Projects

- Improve public/private landscaping within the CBD to include:
 - Adopt a landscaping plan.
 - Railroad right-of-way improvements.
 - Establish sidewalk/storefront plan.
 - Require off-street parking landscaping.
 - Establish "mini-park" sitting areas.
- Develop a sidewalk/pedestrian access plan with emphasis on connecting to UNC-Pembroke campus to the CBD. (*Note: Project currently funded by North Carolina Department of Transportation*).
- Develop a lighting plan to improve CBD lighting. (*Note: See recommendations for zoning ordinance revisions*).

APPENDIX A

Town of Pembroke and North Carolina Demographic Data

**APPENDIX A
TOWN OF PEMBROKE AND NORTH CAROLINA
DEMOGRAPHIC DATA**

AGS 2007 Core Data

| Geographic Summary | Town of Pembroke | | | | | | | North Carolina |
|--|-------------------------|-----------------|------------------|------------------|------------------|------------------|-------------------|-----------------------|
| | Study Area | 0-1 mile | 1-2 miles | 2-4 miles | 4-6 miles | 6-8 miles | 8-10 miles | |
| Current Year (2007) Estimates | | | | | | | | |
| Total Population | 49,527 | 3,189 | 3,035 | 7,817 | 8,241 | 8,816 | 18,429 | 8,925,167 |
| Total Households | 16,668 | 932 | 1,041 | 2,621 | 2,777 | 2,969 | 6,328 | 3,515,679 |
| Land Area (square miles) | 306.171 | 2.844 | 10.885 | 39.328 | 55.196 | 91.105 | 106.814 | 48,710.88 |
| Target type used for study area | Block | Block | Block | Block | Block | Block | Block | State |
| Number of targets retrieved | 1,556 | 99 | 55 | 154 | 174 | 335 | 739 | 1 |

Demographic Trends 1980-2017

| | Town of Pembroke | | | | | | | North Carolina |
|-------------------|-------------------------|-----------------|------------------|------------------|------------------|------------------|-------------------|-----------------------|
| | Study Area | 0-1 mile | 1-2 miles | 2-4 miles | 4-6 miles | 6-8 miles | 8-10 miles | |
| Population | | | | | | | | |
| 1980 Population | 36,316 | 3,027 | 2,652 | 5,882 | 5,684 | 5,741 | 13,330 | 5,795,250 |
| 1990 Population | 40,768 | 2,991 | 2,733 | 6,449 | 6,488 | 6,688 | 15,419 | 6,628,632 |
| 2000 Population | 47,086 | 3,185 | 3,054 | 7,673 | 7,687 | 8,301 | 17,186 | 8,049,313 |
| 2007 Estimate | 49,527 | 3,189 | 3,035 | 7,817 | 8,241 | 8,816 | 18,429 | 8,925,167 |
| 2012 Projection | 51,578 | 3,231 | 3,064 | 8,005 | 8,676 | 9,234 | 19,370 | 9,529,980 |
| 2017 Projection | 54,061 | 3,255 | 3,069 | 8,187 | 9,223 | 9,750 | 20,578 | 10,350,213 |
| Median Age | | | | | | | | |
| 1980 Median Age | 24.4 | 22.3 | 23.3 | 24.2 | 24.3 | 24.4 | 25.8 | 29.8 |
| 1990 Median Age | 28.0 | 22.5 | 27.1 | 28.1 | 28.2 | 27.5 | 29.4 | 33.1 |
| 2000 Median Age | 30.6 | 23.7 | 30.8 | 31.4 | 30.9 | 30.2 | 31.6 | 35.7 |
| 2007 Median Age | 31.2 | 24.4 | 31.5 | 32.0 | 31.4 | 30.6 | 32.3 | 36.4 |
| 2012 Median Age | 32.4 | 24.7 | 32.8 | 33.1 | 32.4 | 31.6 | 33.6 | 37.7 |

| | Town of Pembroke | | | | | | | North Carolina |
|---------------------------------|------------------|----------|-----------|-----------|-----------|-----------|------------|----------------|
| | Study Area | 0-1 mile | 1-2 miles | 2-4 miles | 4-6 miles | 6-8 miles | 8-10 miles | |
| Households | | | | | | | | |
| 1980 Households | 10,431 | 817 | 736 | 1,641 | 1,565 | 1,622 | 4,050 | 2,014,010 |
| 1990 Households | 13,171 | 906 | 885 | 1,966 | 2,031 | 2,172 | 5,211 | 2,517,035 |
| 2000 Households | 16,108 | 982 | 1,071 | 2,613 | 2,628 | 2,839 | 5,976 | 3,132,013 |
| 2007 Households | 16,668 | 932 | 1,041 | 2,621 | 2,777 | 2,969 | 6,328 | 3,515,679 |
| 2012 Households | 17,225 | 917 | 1,039 | 2,664 | 2,905 | 3,088 | 6,613 | 3,780,276 |
| 2017 Households | 17,835 | 880 | 1,020 | 2,691 | 3,056 | 3,225 | 6,963 | 4,138,113 |
| Average Household Income | | | | | | | | |
| 1980 Average Income | \$13,596 | \$11,829 | \$13,464 | \$14,141 | \$15,112 | \$14,717 | \$12,722 | \$17,502 |
| 1990 Average Income | \$27,528 | \$29,572 | \$33,777 | \$31,990 | \$27,281 | \$25,880 | \$25,211 | \$38,246 |
| 2000 Average Income | \$35,146 | \$31,979 | \$35,541 | \$36,746 | \$35,503 | \$35,849 | \$34,404 | \$51,225 |
| 2007 Average Income | \$38,397 | \$34,720 | \$41,239 | \$41,946 | \$38,072 | \$37,162 | \$37,722 | \$55,436 |
| 2012 Average Income | \$39,886 | \$35,614 | \$42,097 | \$42,999 | \$39,563 | \$38,780 | \$39,536 | \$57,662 |
| Median Household Income | | | | | | | | |
| 1980 Median Income | \$11,482 | \$9,246 | \$10,658 | \$12,048 | \$11,953 | \$11,604 | \$11,591 | \$14,604 |
| 1990 Median Income | \$19,287 | \$17,977 | \$21,421 | \$22,268 | \$19,695 | \$19,041 | \$17,684 | \$26,687 |
| 2000 Median Income | \$27,350 | \$24,878 | \$27,244 | \$30,849 | \$28,560 | \$28,741 | \$24,664 | \$39,272 |
| 2007 Median Income | \$32,432 | \$28,769 | \$31,779 | \$36,597 | \$33,717 | \$34,034 | \$29,641 | \$48,320 |
| 2012 Median Income | \$36,070 | \$32,048 | \$35,348 | \$40,464 | \$37,160 | \$37,430 | \$33,589 | \$54,355 |

2000 Census Population by Age and Sex

| | Town of Pembroke | | | | | | | North Carolina |
|--------------------------------|------------------|--------------|--------------|--------------|--------------|--------------|---------------|------------------|
| | Study Area | 0-1 mile | 1-2 miles | 2-4 miles | 4-6 miles | 6-8 miles | 8-10 miles | |
| Total Population (2000) | 47,086 | 3,185 | 3,054 | 7,673 | 7,687 | 8,301 | 17,186 | 8,049,313 |
| Population by Sex | | | | | | | | |
| Male | 22,977 | 1,509 | 1,454 | 3,794 | 3,821 | 4,108 | 8,291 | 3,942,695 |
| Female | 24,109 | 1,676 | 1,601 | 3,879 | 3,865 | 4,194 | 8,895 | 4,106,618 |
| Population by Age | | | | | | | | |
| 0 to 4 years | 3,938 | 259 | 257 | 637 | 632 | 702 | 1,451 | 539,509 |
| 5 to 9 years | 4,092 | 201 | 244 | 650 | 676 | 774 | 1,546 | 562,553 |
| 10 to 13 years | 3,180 | 156 | 203 | 539 | 515 | 584 | 1,183 | 445,047 |
| 14 to 17 years | 2,987 | 185 | 197 | 486 | 486 | 554 | 1,079 | 416,938 |
| 18 to 20 years | 2,616 | 560 | 200 | 355 | 345 | 373 | 784 | 351,998 |
| 21 to 24 years | 3,002 | 338 | 202 | 456 | 487 | 518 | 1,002 | 454,823 |
| 25 to 29 years | 3,719 | 211 | 215 | 618 | 655 | 696 | 1,323 | 601,522 |
| 30 to 34 years | 3,272 | 152 | 197 | 548 | 580 | 631 | 1,163 | 611,893 |
| 35 to 39 years | 3,426 | 180 | 226 | 568 | 612 | 651 | 1,188 | 655,440 |
| 40 to 44 years | 3,333 | 150 | 208 | 560 | 565 | 610 | 1,240 | 631,680 |
| 45 to 49 years | 3,062 | 144 | 193 | 511 | 514 | 545 | 1,154 | 570,411 |
| 50 to 54 years | 2,724 | 137 | 182 | 490 | 451 | 467 | 998 | 514,739 |
| 55 to 59 years | 2,077 | 104 | 143 | 386 | 339 | 348 | 756 | 400,207 |
| 60 to 64 years | 1,627 | 96 | 117 | 264 | 257 | 270 | 623 | 323,505 |
| 65 to 69 years | 1,227 | 79 | 81 | 188 | 196 | 197 | 486 | 282,836 |
| 70 to 74 years | 1,085 | 86 | 77 | 165 | 150 | 155 | 452 | 250,941 |
| 75 to 79 years | 883 | 58 | 52 | 136 | 121 | 122 | 394 | 201,444 |
| 80 to 84 years | 470 | 43 | 32 | 66 | 62 | 60 | 207 | 128,366 |
| 85 years and over | 366 | 47 | 28 | 48 | 42 | 44 | 157 | 105,461 |
| 2000 Median Age | 30.6 | 23.7 | 30.8 | 31.4 | 30.9 | 30.2 | 31.6 | 35.7 |

2007 Estimates Population by Age and Sex

| | Town of Pembroke | | | | | | | North Carolina |
|--------------------------------|------------------|--------------|--------------|--------------|--------------|--------------|---------------|------------------|
| | Study Area | 0-1 mile | 1-2 miles | 2-4 miles | 4-6 miles | 6-8 miles | 8-10 miles | |
| Total Population (2007) | 49,527 | 3,189 | 3,035 | 7,817 | 8,241 | 8,816 | 18,429 | 8,925,167 |
| Population by Sex | | | | | | | | |
| Male | 24,479 | 1,536 | 1,463 | 3,911 | 4,148 | 4,415 | 9,006 | 4,396,776 |
| Female | 25,047 | 1,653 | 1,572 | 3,906 | 4,093 | 4,401 | 9,423 | 4,528,391 |
| Population by Age | | | | | | | | |
| 0 to 4 years | 4,106 | 245 | 250 | 648 | 680 | 745 | 1,538 | 615,603 |
| 5 to 9 years | 3,997 | 184 | 226 | 616 | 676 | 769 | 1,526 | 598,553 |
| 10 to 14 years | 3,922 | 198 | 244 | 645 | 638 | 725 | 1,473 | 599,415 |
| 15 to 19 years | 4,077 | 510 | 267 | 591 | 633 | 699 | 1,377 | 599,915 |
| 20 to 24 years | 3,896 | 519 | 259 | 558 | 614 | 651 | 1,295 | 604,161 |
| 25 to 29 years | 3,865 | 209 | 209 | 622 | 697 | 732 | 1,396 | 624,062 |
| 30 to 34 years | 3,606 | 156 | 203 | 583 | 653 | 703 | 1,309 | 635,931 |
| 35 to 39 years | 3,229 | 159 | 200 | 517 | 591 | 622 | 1,139 | 641,372 |
| 40 to 44 years | 3,239 | 139 | 190 | 524 | 558 | 599 | 1,229 | 661,981 |
| 45 to 49 years | 3,213 | 145 | 191 | 517 | 549 | 580 | 1,231 | 654,163 |
| 50 to 54 years | 2,964 | 143 | 187 | 514 | 502 | 515 | 1,103 | 600,577 |
| 55 to 59 years | 2,738 | 128 | 178 | 491 | 452 | 461 | 1,027 | 533,746 |
| 60 to 64 years | 2,070 | 115 | 141 | 327 | 334 | 347 | 805 | 434,447 |
| 65 to 69 years | 1,484 | 92 | 93 | 220 | 242 | 242 | 596 | 333,101 |
| 70 to 74 years | 1,159 | 87 | 77 | 170 | 165 | 170 | 489 | 269,436 |
| 75 to 79 years | 894 | 54 | 49 | 132 | 122 | 122 | 415 | 214,100 |
| 80 to 84 years | 586 | 50 | 38 | 79 | 77 | 74 | 268 | 158,390 |
| 85 years and over | 483 | 55 | 34 | 63 | 57 | 60 | 214 | 146,692 |
| 2007 Median Age | 31.2 | 24.4 | 31.5 | 32 | 31.4 | 30.6 | 32.3 | 36.4 |
| 2007 Average Age | 33.5 | 32.1 | 33.9 | 33.7 | 33.1 | 32.4 | 34.4 | 37.1 |

2012 Estimates Population by Age and Sex

| | Town of Pembroke | | | | | | | North Carolina |
|--------------------------------|------------------|--------------|--------------|--------------|--------------|--------------|---------------|------------------|
| | Study Area | 0-1 mile | 1-2 miles | 2-4 miles | 4-6 miles | 6-8 miles | 8-10 miles | |
| Total Population (2012) | 51,578 | 3,231 | 3,064 | 8,005 | 8,676 | 9,234 | 19,370 | 9,529,980 |
| Population by Sex | | | | | | | | |
| Male | 25,649 | 1,568 | 1,485 | 4,027 | 4,394 | 4,652 | 9,524 | 4,709,794 |
| Female | 25,929 | 1,662 | 1,579 | 3,978 | 4,282 | 4,582 | 9,846 | 4,820,186 |
| Population by Age | | | | | | | | |
| 0 to 4 years | 4,112 | 238 | 244 | 640 | 692 | 757 | 1,541 | 636,167 |
| 5 to 9 years | 4,069 | 181 | 221 | 615 | 702 | 790 | 1,560 | 635,749 |
| 10 to 14 years | 3,887 | 181 | 232 | 627 | 640 | 725 | 1,482 | 622,406 |
| 15 to 19 years | 4,167 | 516 | 266 | 599 | 655 | 719 | 1,413 | 620,587 |
| 20 to 24 years | 4,068 | 534 | 263 | 573 | 649 | 685 | 1,365 | 623,510 |
| 25 to 29 years | 3,751 | 194 | 196 | 591 | 680 | 717 | 1,373 | 626,293 |
| 30 to 34 years | 3,651 | 152 | 198 | 579 | 672 | 719 | 1,332 | 646,189 |
| 35 to 39 years | 3,493 | 168 | 209 | 551 | 650 | 679 | 1,238 | 658,492 |
| 40 to 44 years | 3,185 | 130 | 180 | 506 | 555 | 593 | 1,222 | 660,866 |
| 45 to 49 years | 3,176 | 138 | 184 | 504 | 547 | 576 | 1,227 | 682,122 |
| 50 to 54 years | 3,084 | 143 | 188 | 528 | 529 | 542 | 1,155 | 666,196 |
| 55 to 59 years | 2,996 | 135 | 186 | 525 | 500 | 509 | 1,141 | 611,658 |
| 60 to 64 years | 2,500 | 136 | 165 | 386 | 408 | 425 | 981 | 529,467 |
| 65 to 69 years | 1,872 | 111 | 113 | 274 | 310 | 310 | 754 | 431,011 |
| 70 to 74 years | 1,340 | 98 | 87 | 197 | 194 | 197 | 568 | 307,480 |
| 75 to 79 years | 1,072 | 63 | 57 | 156 | 147 | 147 | 502 | 248,954 |
| 80 to 84 years | 603 | 49 | 37 | 83 | 81 | 78 | 274 | 161,603 |
| 85 years and over | 553 | 64 | 38 | 71 | 66 | 69 | 245 | 161,430 |
| 2012 Median Age | 32.4 | 24.7 | 32.8 | 33.1 | 32.4 | 31.6 | 33.6 | 37.7 |
| 2012 Average Age | 34.4 | 32.8 | 34.8 | 34.6 | 33.9 | 33.2 | 35.3 | 37.9 |

2000 Census Population by Employment

| | Town of Pembroke | | | | | | | North Carolina |
|--|------------------|--------------|--------------|--------------|--------------|--------------|---------------|------------------|
| | Study Area | 0-1 mile | 1-2 miles | 2-4 miles | 4-6 miles | 6-8 miles | 8-10 miles | |
| Population by Labor Force | 34,399 | 2,474 | 2,248 | 5,597 | 5,626 | 5,984 | 12,471 | 6,291,182 |
| Civilian Employed | 17,942 | 932 | 1,153 | 3,125 | 2,974 | 3,243 | 6,516 | 3,825,461 |
| Civilian Unemployed | 2,339 | 634 | 170 | 269 | 323 | 309 | 635 | 215,012 |
| In Armed Forces | 25 | 0 | 0 | 0 | 0 | 3 | 22 | 90,919 |
| Not In Labor Force | 14,093 | 908 | 925 | 2,204 | 2,329 | 2,429 | 5,298 | 2,159,790 |
| Labor Force by Industry | 17,942 | 932 | 1,153 | 3,125 | 2,974 | 3,243 | 6,516 | 3,825,461 |
| Agriculture | 425 | 6 | 8 | 52 | 84 | 88 | 187 | 56,743 |
| Mining | 13 | 0 | 0 | 7 | 5 | 1 | 0 | 4,485 |
| Construction | 2,513 | 134 | 196 | 565 | 522 | 514 | 581 | 312,352 |
| Manufacturing | 5,182 | 140 | 243 | 852 | 827 | 1,030 | 2,089 | 755,579 |
| Transportation | 479 | 10 | 29 | 83 | 79 | 84 | 195 | 139,567 |
| Information | 123 | 9 | 4 | 26 | 28 | 29 | 26 | 89,808 |
| Wholesale trade | 395 | 10 | 21 | 42 | 69 | 76 | 176 | 131,417 |
| Retail trade | 1,660 | 90 | 103 | 226 | 243 | 288 | 710 | 439,928 |
| Finance and insurance | 244 | 11 | 17 | 46 | 45 | 50 | 76 | 168,567 |
| Real estate and rental and leasing | 42 | 2 | 1 | 10 | 12 | 7 | 10 | 62,614 |
| Utilities | 175 | 6 | 10 | 24 | 29 | 36 | 69 | 37,006 |
| Professional scientific and technical services | 139 | 8 | 12 | 28 | 19 | 23 | 50 | 177,006 |
| Management of companies and enterprises | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1,729 |
| Administrative and support and waste management services | 456 | 18 | 25 | 48 | 65 | 91 | 210 | 117,409 |
| Educational services | 1,677 | 179 | 150 | 328 | 280 | 242 | 497 | 313,005 |
| Health care and social assistance | 2,158 | 117 | 168 | 399 | 331 | 329 | 814 | 420,041 |

| | Town of Pembroke | | | | | | | North Carolina |
|---|------------------|----------|-----------|-----------|-----------|-----------|------------|----------------|
| | Study Area | 0-1 mile | 1-2 miles | 2-4 miles | 4-6 miles | 6-8 miles | 8-10 miles | |
| Arts entertainment and recreation | 88 | 17 | 7 | 13 | 11 | 12 | 28 | 52,133 |
| Accommodation and food services | 831 | 74 | 59 | 142 | 126 | 145 | 285 | 213,448 |
| Other services (except public administration) | 686 | 48 | 45 | 120 | 95 | 101 | 277 | 176,961 |
| Public administration | 655 | 53 | 55 | 113 | 102 | 97 | 236 | 155,663 |

2007 Estimates Population by Employment

| | Town of Pembroke | | | | | | | North Carolina |
|----------------------------------|------------------|--------------|--------------|--------------|--------------|--------------|---------------|------------------|
| | Study Area | 0-1 mile | 1-2 miles | 2-4 miles | 4-6 miles | 6-8 miles | 8-10 miles | |
| Population by Labor Force | 36,718 | 2,514 | 2,266 | 5,779 | 6,109 | 6,439 | 13,612 | 6,991,025 |
| Male | 17,910 | 1,189 | 1,070 | 2,850 | 3,072 | 3,190 | 6,539 | 3,408,379 |
| Civilian Employed | 10,537 | 441 | 610 | 1,844 | 1,827 | 1,960 | 3,855 | 2,299,840 |
| Civilian Unemployed | 1,512 | 447 | 106 | 139 | 215 | 182 | 422 | 153,474 |
| In Armed Forces | 20 | 0 | 0 | 1 | 0 | 0 | 19 | 86,485 |
| Not In Labor Force | 5,841 | 302 | 353 | 865 | 1,030 | 1,049 | 2,243 | 868,580 |
| Female | 18,809 | 1,325 | 1,196 | 2,929 | 3,037 | 3,248 | 7,074 | 3,582,646 |
| Civilian Employed | 9,459 | 575 | 605 | 1,488 | 1,529 | 1,665 | 3,597 | 1,972,916 |
| Civilian Unemployed | 910 | 173 | 60 | 133 | 141 | 150 | 254 | 169,137 |
| In Armed Forces | 16 | 0 | 0 | 0 | 0 | 3 | 13 | 9,461 |
| Not In Labor Force | 8,424 | 577 | 532 | 1,308 | 1,367 | 1,430 | 3,210 | 1,431,132 |

2012 Estimates Population by Employment

| | Town of Pembroke | | | | | | | North Carolina |
|----------------------------------|------------------|--------------|--------------|--------------|--------------|--------------|---------------|------------------|
| | Study Area | 0-1 mile | 1-2 miles | 2-4 miles | 4-6 miles | 6-8 miles | 8-10 miles | |
| Population by Labor Force | 38,711 | 2,585 | 2,318 | 5,993 | 6,499 | 6,818 | 14,499 | 7,510,853 |
| Male | 19,040 | 1,236 | 1,104 | 2,978 | 3,294 | 3,404 | 7,023 | 3,679,506 |
| Civilian Employed | 11,163 | 452 | 626 | 1,922 | 1,948 | 2,082 | 4,134 | 2,482,698 |
| Civilian Unemployed | 1,597 | 470 | 111 | 144 | 232 | 195 | 445 | 165,681 |
| In Armed Forces | 23 | 0 | 0 | 0 | 0 | 0 | 23 | 93,479 |
| Not In Labor Force | 6,256 | 315 | 367 | 912 | 1,114 | 1,127 | 2,421 | 937,648 |
| Female | 19,671 | 1,348 | 1,214 | 3,015 | 3,205 | 3,413 | 7,475 | 3,831,347 |
| Civilian Employed | 9,852 | 582 | 611 | 1,523 | 1,605 | 1,742 | 3,788 | 2,109,874 |
| Civilian Unemployed | 955 | 180 | 61 | 138 | 151 | 160 | 264 | 180,884 |
| In Armed Forces | 18 | 1 | 0 | 0 | 0 | 3 | 13 | 10,118 |
| Not In Labor Force | 8,846 | 585 | 542 | 1,354 | 1,449 | 1,508 | 3,409 | 1,530,471 |

2000 Census Household Income

| | Town of Pembroke | | | | | | | North Carolina |
|-------------------------------------|------------------|------------|--------------|--------------|--------------|--------------|--------------|------------------|
| | Study Area | 0-1 mile | 1-2 miles | 2-4 miles | 4-6 miles | 6-8 miles | 8-10 miles | |
| Households by Income in 1999 | 16,108 | 982 | 1,071 | 2,613 | 2,628 | 2,839 | 5,976 | 3,132,013 |
| Less than \$10,000 | 3,065 | 295 | 237 | 417 | 451 | 475 | 1,188 | 328,635 |
| \$10,000 to \$14,999 | 1,447 | 52 | 81 | 189 | 214 | 254 | 657 | 201,035 |
| \$15,000 to \$19,999 | 1,528 | 71 | 85 | 224 | 270 | 291 | 587 | 209,119 |
| \$20,000 to \$24,999 | 1,500 | 74 | 94 | 236 | 236 | 265 | 595 | 222,426 |
| \$25,000 to \$29,999 | 1,093 | 64 | 84 | 200 | 201 | 180 | 364 | 221,071 |
| \$30,000 to \$34,999 | 1,377 | 77 | 64 | 235 | 260 | 286 | 454 | 214,738 |
| \$35,000 to \$39,999 | 897 | 67 | 53 | 157 | 134 | 145 | 342 | 197,759 |
| \$40,000 to \$44,999 | 864 | 44 | 60 | 162 | 144 | 180 | 274 | 190,644 |
| \$45,000 to \$49,999 | 815 | 43 | 64 | 185 | 151 | 143 | 229 | 164,390 |

| | Town of Pembroke | | | | | | | North Carolina |
|---------------------------------|------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | Study Area | 0-1 mile | 1-2 miles | 2-4 miles | 4-6 miles | 6-8 miles | 8-10 miles | |
| \$50,000 to \$59,999 | 1,121 | 44 | 57 | 191 | 171 | 192 | 467 | 293,747 |
| \$60,000 to \$74,999 | 1,077 | 58 | 91 | 224 | 182 | 205 | 317 | 314,746 |
| \$75,000 to \$99,999 | 750 | 55 | 44 | 113 | 127 | 140 | 270 | 278,915 |
| \$100,000 to \$124,999 | 314 | 22 | 36 | 48 | 61 | 54 | 94 | 128,549 |
| \$125,000 to \$149,999 | 97 | 7 | 4 | 1 | 4 | 11 | 71 | 60,013 |
| \$150,000 to \$199,999 | 62 | 6 | 7 | 7 | 6 | 7 | 28 | 50,640 |
| \$200,000 and over | 99 | 2 | 8 | 25 | 15 | 12 | 36 | 55,586 |
| Median Household Income | \$27,350 | \$24,878 | \$27,244 | \$30,849 | \$28,560 | \$28,741 | \$24,664 | \$39,272 |
| Average Household Income | \$35,146 | \$31,979 | \$35,541 | \$36,746 | \$35,503 | \$35,849 | \$34,404 | \$51,225 |
| Per Capita Income | \$12,023 | \$9,860 | \$12,464 | \$12,514 | \$12,136 | \$12,258 | \$11,962 | \$19,932 |

2007 Estimates Household Income

| | Town of Pembroke | | | | | | | North Carolina |
|-----------------------------|------------------|------------|--------------|--------------|--------------|--------------|--------------|------------------|
| | Study Area | 0-1 mile | 1-2 miles | 2-4 miles | 4-6 miles | 6-8 miles | 8-10 miles | |
| Households by Income | 16,668 | 932 | 1,041 | 2,621 | 2,777 | 2,969 | 6,328 | 3,515,679 |
| Less than \$5,000 | 1,992 | 233 | 164 | 263 | 299 | 297 | 737 | 207,641 |
| \$5,000 to \$9,999 | 835 | 40 | 53 | 117 | 130 | 147 | 348 | 108,523 |
| \$10,000 to \$14,999 | 1,158 | 43 | 65 | 153 | 179 | 207 | 512 | 164,997 |
| \$15,000 to \$19,999 | 1,263 | 46 | 64 | 163 | 204 | 228 | 556 | 181,985 |
| \$20,000 to \$24,999 | 1,381 | 60 | 74 | 197 | 241 | 257 | 554 | 202,864 |
| \$25,000 to \$29,999 | 1,263 | 59 | 78 | 199 | 208 | 227 | 493 | 209,504 |
| \$30,000 to \$34,999 | 909 | 47 | 65 | 160 | 172 | 151 | 313 | 195,420 |
| \$35,000 to \$39,999 | 1,109 | 56 | 50 | 184 | 215 | 230 | 374 | 181,789 |
| \$40,000 to \$44,999 | 926 | 57 | 47 | 160 | 156 | 168 | 339 | 192,317 |
| \$45,000 to \$49,999 | 707 | 42 | 42 | 124 | 111 | 128 | 261 | 169,884 |
| \$50,000 to \$54,999 | 782 | 38 | 52 | 147 | 135 | 156 | 254 | 183,345 |

| | Town of Pembroke | | | | | | | North Carolina |
|---------------------------------|------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | Study Area | 0-1 mile | 1-2 miles | 2-4 miles | 4-6 miles | 6-8 miles | 8-10 miles | |
| \$55,000 to \$59,999 | 679 | 33 | 50 | 150 | 129 | 122 | 194 | 154,819 |
| \$60,000 to \$64,999 | 492 | 16 | 22 | 82 | 75 | 83 | 213 | 133,205 |
| \$65,000 to \$69,999 | 449 | 15 | 21 | 75 | 71 | 79 | 189 | 131,580 |
| \$70,000 to \$74,999 | 387 | 16 | 24 | 72 | 64 | 71 | 140 | 117,525 |
| \$75,000 to \$79,999 | 357 | 16 | 27 | 72 | 59 | 67 | 115 | 108,657 |
| \$80,000 to \$84,999 | 293 | 14 | 22 | 57 | 49 | 55 | 97 | 93,292 |
| \$85,000 to \$89,999 | 231 | 12 | 18 | 43 | 38 | 42 | 77 | 78,974 |
| \$90,000 to \$94,999 | 176 | 10 | 11 | 27 | 32 | 36 | 61 | 64,512 |
| \$95,000 to \$99,999 | 187 | 12 | 9 | 27 | 33 | 38 | 67 | 73,788 |
| \$100,000 to \$124,999 | 520 | 33 | 31 | 79 | 94 | 96 | 187 | 226,270 |
| \$125,000 to \$149,999 | 255 | 15 | 27 | 36 | 49 | 43 | 84 | 119,424 |
| \$150,000 to \$199,999 | 149 | 11 | 8 | 6 | 11 | 18 | 95 | 102,843 |
| \$200,000 to \$249,999 | 32 | 2 | 2 | 0 | 3 | 5 | 20 | 35,124 |
| \$250,000 to \$499,999 | 22 | 1 | 2 | 0 | 4 | 4 | 12 | 40,761 |
| \$500,000 and over | 114 | 5 | 12 | 30 | 16 | 12 | 39 | 36,636 |
| Median Household Income | \$32,432 | \$28,769 | \$31,779 | \$36,597 | \$33,717 | \$34,034 | \$29,641 | \$48,320 |
| Average Household Income | \$38,398 | \$34,722 | \$41,241 | \$41,947 | \$38,073 | \$37,162 | \$37,723 | \$55,436 |
| Per Capita Income | \$13,354 | \$11,765 | \$14,347 | \$14,533 | \$13,072 | \$12,520 | \$13,490 | \$22,535 |

2012 Estimates Household Income

| | Town of Pembroke | | | | | | | North Carolina |
|-----------------------------|------------------|------------|--------------|--------------|--------------|--------------|--------------|------------------|
| | Study Area | 0-1 mile | 1-2 miles | 2-4 miles | 4-6 miles | 6-8 miles | 8-10 miles | |
| Households by Income | 17,225 | 917 | 1,039 | 2,664 | 2,905 | 3,088 | 6,613 | 3,780,276 |
| Less than \$5,000 | 2,094 | 232 | 167 | 277 | 321 | 320 | 777 | 227,658 |
| \$5,000 to \$9,999 | 640 | 29 | 39 | 89 | 103 | 114 | 265 | 85,438 |
| \$10,000 to \$14,999 | 1,047 | 39 | 59 | 138 | 165 | 189 | 457 | 150,772 |

| | Town of Pembroke | | | | | | | North Carolina |
|---------------------------------|------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | Study Area | 0-1 mile | 1-2 miles | 2-4 miles | 4-6 miles | 6-8 miles | 8-10 miles | |
| \$15,000 to \$19,999 | 1,201 | 39 | 59 | 148 | 188 | 214 | 553 | 180,069 |
| \$20,000 to \$24,999 | 1,368 | 53 | 66 | 183 | 244 | 258 | 564 | 196,988 |
| \$25,000 to \$29,999 | 1,018 | 46 | 59 | 154 | 170 | 184 | 405 | 164,815 |
| \$30,000 to \$34,999 | 1,042 | 48 | 65 | 166 | 182 | 186 | 396 | 194,314 |
| \$35,000 to \$39,999 | 943 | 45 | 59 | 163 | 183 | 166 | 327 | 200,237 |
| \$40,000 to \$44,999 | 995 | 48 | 42 | 163 | 195 | 210 | 337 | 165,883 |
| \$45,000 to \$49,999 | 830 | 49 | 42 | 141 | 137 | 149 | 311 | 184,010 |
| \$50,000 to \$54,999 | 641 | 37 | 37 | 110 | 99 | 114 | 242 | 160,682 |
| \$55,000 to \$59,999 | 743 | 34 | 46 | 130 | 125 | 152 | 256 | 182,880 |
| \$60,000 to \$64,999 | 670 | 32 | 49 | 149 | 130 | 121 | 190 | 155,858 |
| \$65,000 to \$69,999 | 420 | 16 | 23 | 77 | 71 | 74 | 159 | 111,141 |
| \$70,000 to \$74,999 | 548 | 17 | 25 | 89 | 86 | 95 | 236 | 160,364 |
| \$75,000 to \$79,999 | 350 | 12 | 17 | 57 | 56 | 62 | 147 | 111,508 |
| \$80,000 to \$84,999 | 303 | 12 | 21 | 59 | 51 | 56 | 104 | 93,980 |
| \$85,000 to \$89,999 | 331 | 14 | 24 | 65 | 55 | 62 | 110 | 105,908 |
| \$90,000 to \$94,999 | 266 | 12 | 20 | 50 | 45 | 50 | 90 | 89,508 |
| \$95,000 to \$99,999 | 215 | 10 | 16 | 40 | 36 | 40 | 74 | 75,251 |
| \$100,000 to \$124,999 | 662 | 39 | 36 | 99 | 118 | 132 | 237 | 271,650 |
| \$125,000 to \$149,999 | 435 | 26 | 32 | 62 | 86 | 80 | 151 | 199,619 |
| \$150,000 to \$199,999 | 249 | 17 | 21 | 24 | 30 | 34 | 123 | 151,339 |
| \$200,000 to \$249,999 | 56 | 4 | 2 | 0 | 5 | 8 | 35 | 56,222 |
| \$250,000 to \$499,999 | 35 | 2 | 2 | 1 | 6 | 6 | 19 | 59,889 |
| \$500,000 and over | 123 | 4 | 11 | 31 | 18 | 13 | 46 | 44,293 |
| Median Household Income | \$36,070 | \$32,048 | \$35,348 | \$40,464 | \$37,160 | \$37,430 | \$33,589 | \$54,355 |
| Average Household Income | \$39,887 | \$35,616 | \$42,098 | \$42,999 | \$39,563 | \$38,780 | \$39,537 | \$57,662 |
| Per Capita Income | \$13,826 | \$11,553 | \$15,003 | \$14,855 | \$13,666 | \$13,081 | \$14,019 | \$23,602 |

APPENDIX B

- Downtown Pembroke 1994 Shopper Survey Results
- 1994 Downtown Student Shopper Survey
- Downtown Pembroke 2008 Shopper Survey Results
- 2008 Downtown Student Shopper Survey

DOWNTOWN PEMBROKE
1994 SHOPPER SURVEY RESULTS

| | | |
|----|--|------------|
| 1. | Do you work in Downtown? | |
| | Yes | 83 |
| | No | 97 |
| 2. | How did you get Downtown today? | |
| | Walk | 0 |
| | Car | 178 |
| | Bicycle | 1 |
| | Other (specify): <u>Tractor Trailer</u> | 1 |
| 3. | If you drove Downtown today, where did you find a parking space? | |
| | An on-street space | 62 |
| | In a parking lot | 99 |
| | I was dropped off | 5 |
| | Other (specify): <u>alley way - 2, gas station - 1, beside business - 1</u> <u>Pembroke Farm - 1, side road - 1, at work - 1, college - 1, a block away - 1</u> | 10 |
| | Not applicable | 1 |
| 4. | Did you come direct from... | |
| | Home | 147 |
| | Work | 23 |
| | School | 4 |
| | Other (specify): <u>friend's home - 1, doctor's office - 1, Express Stop - 1</u> | 6 |
| 5. | Circle ALL the things you are doing in Downtown Pembroke today. | |
| | Working | 87 |
| | Shopping or browsing for major purchases (i.e., clothes, gifts, hardware, etc.) | 63 |
| | Doing quick errands | 74 |
| | Strolling or window shopping | 3 |
| | Going to the Post Office | 64 |
| | Meeting friends or socializing | 26 |
| | Just passing through | 14 |
| | Going to the Municipal Building | 6 |
| | Visiting a professional office | 30 |
| | Banking | 45 |
| | Other (specify): <u>Hair cut - 1, College - 3, Lunch - 2</u> | 8 |
| 6. | Work time aside, how much time do you expect to spend Downtown today? | |
| | Less than 15 minutes | 32 |
| | Between 15 and 30 minutes | 49 |
| | Between 30 minutes and 1 hour | 49 |
| | Between 1 hour and 2 hours | 21 |
| | More than 2 hours | 29 |
| 7. | If shops were open any evenings, would you shop more? | |
| | Yes | 99 |
| | No | 41 |
| | Don't know | 40 |
| 8. | Where do you live? | |
| | In Town | 30 |
| | Outside Town | 150 |

| | | | | | |
|-----|---|------|------|------|------------|
| 9. | How long does it take you to get to Downtown by CAR from your home? | | | | |
| | I live Downtown | | | | 7 |
| | One or two minutes | | | | 16 |
| | Two to five minutes | | | | 43 |
| | Six to ten minutes | | | | 53 |
| | 11 to 15 minutes | | | | 52 |
| | 16 to 30 minutes | | | | 23 |
| | More than 30 minutes | | | | 5 |
| | Don't know | | | | 1 |
| 10. | Where do you normally shop first for most items? | | | | |
| | Pembroke | | | | 72 |
| | Downtown Lumberton | | | | 64 |
| | Downtown Fayetteville | | | | 10 |
| | Out of Town Mall or Shopping Center | | | | 42 |
| | Other (specify) | | | | 0 |
| 11. | How would you rate the Downtown Area for the following? | | | | |
| | | Good | Fair | Poor | Don't Know |
| a. | Attractiveness of downtown | 25 | 97 | 44 | 0 |
| b. | Cleanliness of streets/sidewalks | 35 | 101 | 32 | 0 |
| c. | Comfortable places to sit outside | 5 | 37 | 113 | 5 |
| d. | Convenience of shopping hours | 32 | 97 | 35 | 0 |
| e. | Friendliness of sales people | 69 | 82 | 11 | 2 |
| f. | Safety during the evening | 29 | 84 | 39 | 10 |
| g. | Number of events, festivals, and special Downtown promotions | 22 | 71 | 64 | 9 |
| h. | Variety of goods sold | 23 | 78 | 64 | 2 |
| i. | Cost of goods sold | 15 | 106 | 44 | 3 |
| j. | Quality of goods sold | 39 | 99 | 27 | 2 |
| k. | Convenience of Parking | 28 | 88 | 43 | 0 |
| 12. | Circle your sex: | | | | |
| | Male | | | | 75 |
| | Female | | | | 105 |
| 13. | Circle your marital status: | | | | |
| | Single | | | | 57 |
| | Married | | | | 90 |
| | Divorced | | | | 20 |
| | Widowed | | | | 11 |
| 14. | Circle your age: | | | | |
| | Under 18 | | | | 5 |
| | 18 - 30 | | | | 61 |
| | 31 - 40 | | | | 48 |
| | 41 - 50 | | | | 35 |
| | 51 - 65 | | | | 21 |
| | Over 65 | | | | 10 |
| 15. | Did you FAIL to find anything you were shopping for today? | | | | |
| | Yes | | | | 35 |
| | No | | | | 74 |
| | Was not shopping | | | | 67 |

16. If yes, please specify what that item was:
- | | | |
|---|----------------------------------|------------------------------|
| load locks for tractor trailer - 1 | household items - 1 | socket set - 1 |
| a ring - 1 | water pump for washer - 1 | honey - 1 |
| muffler - 1 | pool chemicals - 2 | ss pipe nipple - 1 |
| fish - 1 | clothes/shoes - 17 | computer supplies - 1 |
17. What do you like MOST about Downtown Pembroke?
- | | |
|-----------------------|-----------|
| People/Friendliness | 36 |
| Convenience | 28 |
| Hometown | 16 |
| Quietness | 6 |
| Landscaping | 6 |
| Cruising | 6 |
| Special Events | 3 |
| Down home feeling | 3 |
| Friends/Family | 2 |
| Indian Town | 2 |
| Policemen | 2 |
| College | 2 |
| Place of Employment | 2 |
| Parking | 1 |
| Growth | 1 |
| Business Professional | 1 |
18. What do you like LEAST about Downtown Pembroke?
- | | |
|------------------------------------|-----------|
| Weekend traffic/cruising | 47 |
| No mall | 35 |
| Needs renovations | 12 |
| Nowhere to eat/need a steakhouse | 12 |
| Limited parking | 11 |
| Crime/Police Dept. | 8 |
| Bad roads | 5 |
| Beggars | 2 |
| People/Unfriendliness | 2 |
| Trains | 2 |
| Miss old friends | 1 |
| Poor water drainage | 1 |
| No movie theater | 1 |
| Brooks Womans Apartments (eyesore) | 1 |

Note: Some responses do not total 180 because some surveys were incomplete.

1994 DOWNTOWN STUDENT SHOPPER SURVEY

Do you reside on campus? 226 Yes 295 No

What is your permanent place of residence? see attached list

How often do you shop downtown?

49 Daily 158 Weekly 30 Monthly 26 Weekends Only 170 Rarely 87 Never 1 No answer

Here are some reasons people come Downtown.

| | |
|---|---------------------------------------|
| <u>274</u> Convenience | <u>200</u> Banking services available |
| <u>326</u> Grocery store | <u>79</u> Variety of stores available |
| <u>255</u> Restaurants | <u>15</u> Visit Municipal Building |
| <u>43</u> Professional services available | <u>67</u> Employment |

Here are some reasons people do business elsewhere.

377 Better variety/larger selection of merchandise.
285 Product/service not offered in Pembroke.
149 Convenience (parking, hours, etc.)
171 Price/better value.
39 Other (specify): see attached list

What types of businesses or services would you enjoy most as a Downtown shopper?

| | |
|---|--|
| <u>360</u> Music Store (CD/tapes/instrument) | <u>145</u> Health club |
| <u>156</u> Grocery/gourmet food shop | <u>170</u> Sport specialty store |
| <u>129</u> Book store | <u>319</u> Theater/entertainment facility |
| <u>99</u> Pet store | <u>168</u> Evening store hours |
| <u>320</u> More clothing stores: <u>166</u> men's <u>172</u> women's <u>59</u> children's | <u>42</u> Other (please specify): <u>See attached list</u> |

More Restaurants/Food Vendors

| | |
|-------------------------|--|
| <u>244</u> Italian | <u>289</u> Ice cream/yogurt/candy store |
| <u>165</u> Chinese | <u>116</u> Health/natural food |
| <u>203</u> Seafood | <u>39</u> Other (please specify): <u>See attached list</u> |
| <u>244</u> Buffet | |
| <u>169</u> Evening-type | |

Please feel free to add any additional comments you may have to help improve the retail services available in the Downtown area.

See attached list

We would appreciate the following demographic information:

| | | |
|------------------------------|--------|------------------------|
| <u>270</u> _____ | Male | <u>58</u> Married |
| <u>249</u> _____ | Female | <u>445</u> Not Married |
| <u>See attached list</u> Age | | |

Permanent Place of Residence:

In State:

| | | | |
|----------------|---|---------------|----|
| Aberdeen | 1 | East Bend | 1 |
| Angier | 1 | Elizabethtown | 3 |
| Apex | 1 | Ellerbe | 1 |
| Asheboro | 2 | Fairmont | 8 |
| Asheville | 1 | Faison | 1 |
| Atlantic Beach | 1 | Fayetteville | 65 |
| Autryville | 2 | Fort Bragg | 4 |

| | | | |
|----------------|----|----------------------|----|
| Bladen Co. | 4 | Four Oaks | 1 |
| Bladenboro | 4 | Garner | 4 |
| Bolton | 1 | Goldsboro | 1 |
| Brevard | 2 | Greensboro | 4 |
| Burlington | 1 | Greenville | 1 |
| Calabash | 1 | Hamlet | 2 |
| Carthage | 1 | Hartsville | 1 |
| Cary | 2 | Hertford | 1 |
| Catawba Co. | 1 | Hillsborough | 1 |
| Cerro Gordo | 1 | Hollister | 1 |
| Chadbourn | 2 | Hope Mills | 6 |
| Chapel Hill | 3 | Hubert | 1 |
| Charlotte | 3 | Jacksonville | 6 |
| Cherokee | 1 | Kannapolis | 1 |
| Clarkton | 3 | Kings Mountain | 1 |
| Clayton | 1 | Knightdale | 1 |
| Clinton | 1 | Lake Waccamaw | 3 |
| Columbia | 1 | Laurel Hill | 3 |
| Columbus Co. | 1 | Laurinburg | 10 |
| Concord | 1 | Lenoir Co. | 1 |
| Cove City | 1 | Lexington | 1 |
| Cumberland Co. | 1 | Lilesville | 1 |
| Dudley | 3 | Lumberton | 78 |
| Dunn | 1 | Lure Lake | 1 |
| Durham | 4 | Manteo | 1 |
| Maple Hill | 1 | St. Pauls | 4 |
| Marion | 2 | Stanley | 1 |
| Maxton | 26 | Surf City | 1 |
| Midway Park | 1 | Swansboro | 1 |
| Mt. Olive | 1 | Tabor City | 2 |
| Mt. Gelead | 1 | Tar Heel | 2 |
| Myrtle Beach | 1 | Thomasville | 1 |
| New Bern | 1 | Wade | 1 |
| Old Fort | 1 | Wadesboro | 3 |
| Pembroke | 95 | Wagram | 2 |
| Prospect | 1 | Waxhaw | 1 |
| Raeford | 4 | Wendell | 1 |
| Raleigh | 5 | West End | 1 |
| Red Springs | 14 | Whiteville | 4 |
| Rham | 1 | Wilmington | 6 |
| Robeson Co. | 5 | Wilson | 2 |
| Rockingham | 9 | Yaupon Beach | 1 |
| Rolesville | 1 | <u>Out of State:</u> | |
| Roseboro | 1 | Delaware | 1 |
| Rowland | 12 | Florida | 2 |
| Salisbury | 1 | Maryland | 1 |
| Sanford | 4 | New Jersey | 2 |
| Scotland Co. | 2 | New York | 2 |
| Selma | 1 | Rhode Island | 1 |
| Shalotte | 1 | Texas | 1 |
| Shannon | 2 | Virginia | 6 |
| Shelby | 1 | | |
| Smithfield | 1 | | |
| Southern Pines | 1 | | |
| Southport | 1 | | |
| Spring Lake | 1 | | |

Reasons for doing business elsewhere: Other - 39

| | |
|-----------------------------------|----|
| Live elsewhere | 12 |
| Don't shop | 1 |
| More restaurants | 1 |
| Only come to Pembroke for college | 1 |
| Not familiar with area | 3 |
| Have no need to shop Downtown | 1 |
| Work elsewhere | 2 |
| Nicer | 1 |
| Entertainment | 4 |
| Better shopping variety | 5 |
| Other locations closer | 2 |
| Everything closes too early | 1 |
| Cruising/traffic flow in Pembroke | 3 |
| Better customer service | 1 |
| Cleanliness | 1 |

Types of businesses enjoyed most: Other - 42

| | |
|-------------------------------|----|
| Night clubs (alcohol) | 11 |
| Night clubs (non-alcohol) | 2 |
| Fast food | 2 |
| More restaurants | 4 |
| Health and Beauty Aids/Salons | 2 |
| Pleased with what there is | 1 |
| More stores/malls/Wal-Mart | 9 |
| Recreation facility | 1 |
| Sports bar | 2 |
| Dance club | 3 |
| Outdoors/Hunting store | 1 |
| Comic book shop | 1 |
| PSU | 1 |
| Bob's Jewelry | 1 |
| Hobby shop | 1 |

Restaurants/Food Vendors: Other - 39

| | |
|------------------------------------|----|
| Fast food (McD, BK, Wendy's, etc.) | 13 |
| Mexican | 5 |
| Cookie store | 1 |
| Waffle house | 2 |
| Coffee house | 1 |
| Japanese | 1 |
| Pizza | 1 |
| Pubs/Bars | 4 |
| Food Lion | 2 |
| Arcade | 1 |
| Mini-mall | 3 |
| Steak house | 2 |
| Satisfied w/existing restaurants | 1 |
| Korean | 1 |
| Home cooking | 1 |

Additional Comments:

| | |
|---|----|
| Move ABC store into PSU bookstore | 2 |
| More parking | 1 |
| More variety of fast food | 2 |
| People are sometimes not polite | 1 |
| Nice that there are a variety of people and races who own businesses | 1 |
| More nightlife/clubs/bars | 6 |
| Movies | 1 |
| More roads/Bypass to college | 3 |
| Shopping center/more stores/mall | 10 |
| Better advertisement of smaller stores | 1 |
| Better customer service | 2 |
| Public transportation to shopping centers and restaurants | 1 |
| Provide area activities to give young adults something to do or some place to socialize | 3 |
| A public library open on Saturdays for children of working parents. Larger selection of children's books and reference material | 1 |
| Better park | 1 |
| - larger, more parking available | |
| - safer equipment (non-metal -- metal gets too hot and burns children in the summer) | |
| - basketball court - paved - 2 goals | |
| - water fountain - to prevent heat exhaustion | |
| - walking trail/nature hike (could incorporate this with schools for science classes) | |
| Later hours/stores close too early | 5 |
| Hotels and motels | 1 |
| Music amphitheater | 1 |
| People as far as Native Americans | 1 |
| More golf courses | 1 |
| Make relationship between campus and town better | 1 |
| Locals need to be calmer | 1 |
| Downtown needs to be updated | 2 |
| There isn't anything to do | 1 |
| Only good restaurant is Sheff's | 1 |
| Place restrictions on cruising, but stop harassment by police | 2 |
| Hardee's could be cleaner | 1 |
| Pembroke needs to grow | 1 |

| Age | # | Age | # |
|-----|----|-----|---|
| 16 | 1 | 29 | 3 |
| 17 | 13 | 30 | 6 |
| 18 | 76 | 31 | 5 |
| 19 | 65 | 32 | 1 |
| 20 | 58 | 33 | 3 |
| 21 | 66 | 34 | 2 |
| 22 | 27 | 35 | 1 |
| 23 | 26 | 36 | 1 |
| 24 | 20 | 37 | 1 |
| 25 | 6 | 40 | 1 |
| 26 | 3 | 42 | 1 |
| 27 | 8 | 44 | 1 |
| 28 | 2 | 45 | 2 |
| | | 46 | 1 |

DOWNTOWN PEMBROKE

2008 SHOPPER SURVEY RESULTS

| | |
|---|---------------------------|
| 1. Do you work in Downtown? | |
| 1. Yes | 54 |
| 2. No | 80 |
| 2. How did you get Downtown today? | |
| 1. Walk | 4 |
| 2. Car | 130 |
| 3. Bicycle | 0 |
| 4. Other | 0 |
| 3. If you drove Downtown today, where did you find a parking space? | |
| 1. An on-street space | 68 |
| 2. In a parking lot | 52 |
| 3. I was dropped off | 1 |
| 4. Other | 7 |
| Specify: Alley - 3; Side street - 1; Depends - 1; Behind building - 1; Across railroad track - 1 | |
| 5. Not applicable | 6 |
| 4. Did you come direct from ... | |
| 1. Home | 94 |
| 2. Work | 13 |
| 3. School | 22 |
| 4. Other | 5 |
| Specify: Business - 1; Lumberton - 1; Shopping in another town - 1; Doctor's - 1; Beauty shop - 1 | |
| 5. Circle ALL the things you are doing in Downtown Pembroke today. | |
| 1. Working | 54 |
| 2. Shopping or browsing for major purchases | 60 |
| 3. Doing quick errands | 57 |
| 4. Strolling or window shopping | 4 |
| 5. Going to the Post Office | 38 |
| 6. Meeting friends or socializing | 31 |
| 7. Just passing through | 12 |
| 8. Going to the Municipal Building | 3 |
| 9. Visiting a professional office | 21 |
| 10. Banking | 36 |
| 11. Other | 20 |
| Specify: Picking up daughter - 1; Barber shop - 1; Beauty shop - 3; Church - 2; UNCP - 1; Lunch - 3; Tanning - 8; Picking up car from being towed - 1 | |
| 6. Work time aside, how much time to you expect to spend Downtown today? | |
| 1. Less than 15 minutes | 17 |
| 2. Between 15 and 30 minutes | 20 |
| 3. Between 30 minutes and 1 hour | 33 |
| 4. Between 1 hour and 2 hours | 39 |
| 5. More than 2 hours | 25 |
| 7. If shops were open any evenings, would you shop more? | |
| 1. Yes | 79 |
| 2. No | 23 |
| 3. Don't know | 32 |
| 8. Where do you live? | |
| 1. In Town | 32 |
| 2. Outside Town | 102 |
| 9. How long does it take you to get to Downtown by CAR from your home? | |
| 1. I live Downtown | 5 |
| 2. One or two minutes | 18 |
| 3. Two to five minutes | 34 |
| 4. Six to ten minutes | 29 |
| 5. 11 to 15 minutes | 27 |
| 6. 16 to 30 minutes | 14 |
| 7. More than 30 minutes | 5 |
| 8. Don't know | 2 |
| 10. Where do you normally shop first for most items? | |
| 1. Pembroke | 79 |
| 2. Downtown Lumberton | 30 |
| 3. Downtown Fayetteville | 12 |
| 4. Out of Town Mall or Shopping Center | 16 |
| 5. Other | 7 |
| Specify: Wal-Mart - 2; Shop in Pembroke for food and small items - 1; Laurinburg - 4; | |
| 11. How would you rate the Downtown Area for the following? | |
| | Good Fair Poor Don't Know |
| 1. Attractiveness of downtown | 23 54 46 11 |
| 2. Cleanliness of streets/sidewalks | 29 69 25 11 |
| 3. Comfortable places to sit outside | 6 36 74 18 |
| 4. Convenience of shopping hours | 32 65 22 15 |
| 5. Friendliness of sales people | 59 55 3 17 |
| 6. Safety during the evening | 25 58 38 13 |
| 7. Number of events, festivals, and special Downtown promotions | 23 61 32 18 |
| 8. Variety of goods sold | 29 65 26 14 |
| 9. Cost of goods sold | 30 80 9 15 |
| 10. Quality of goods sold | 35 79 7 13 |
| 11. Convenience of parking | 18 64 41 11 |
| 12. Circle your sex: | |
| 1. Male | 32 |
| 2. Female | 102 |
| 13. Circle your marital status: | |
| 1. Single | 49 |
| 2. Married | 64 |
| 3. Divorced | 13 |
| 4. Widowed | 8 |
| 14. Circle your age: | |
| 1. Under 18 | 11 |
| 2. 18 - 30 | 38 |
| 3. 31 - 40 | 22 |
| 4. 41 - 50 | 24 |
| 5. 51 - 65 | 29 |
| 6. Over 65 | 10 |
| 15. Did you FAIL to find anything you were shopping for today? | |
| 1. Yes | 23 |
| 2. No | 67 |
| 3. Was not shopping | 44 |
| 16. If yes, please specify what that item was. | |
| Clothing | 6 |
| Something for home | 1 |
| Fencing | 1 |
| Medical supplies | 1 |
| Needed to get phone fixed (Verizon) | 1 |
| ATV parts | 1 |
| No response given | 12 |

17. **What do you like MOST about Downtown Pembroke?**

| | |
|--|----|
| Hometown | 14 |
| Wal-Mart | 12 |
| Car wash areas are more up to date | 1 |
| College more expanded with curriculum | 1 |
| Park | 6 |
| Shopping places are nearby | 5 |
| Variety of shops, restaurants, etc. | 11 |
| Eagle Feather Arts | 3 |
| The few stores that are open have a good variety | 1 |
| Friends and fellowship | 1 |
| A place to hang out/socialize | 1 |
| Nothing | 3 |
| Friendliness of business owners/people | 11 |
| Small | 3 |
| Convenience | 20 |
| Clean | 2 |
| Christian Book Store | 3 |
| Cyna's Jewelers | 1 |
| Comfortable with streets | 2 |
| Don't live here | 1 |
| Changes and growth happening the past 2 years | 2 |
| When trees are at bloom | 3 |
| Our old buildings | 2 |
| Access to UNCP campus | 2 |
| Love it all | 1 |
| July 4 th parade | 1 |
| Potential to be a very attractive place | 1 |

18. **What do you like LEAST about Downtown Pembroke?**

| | |
|--|----|
| Need more police/security | 1 |
| Need more restaurants | 13 |
| Need more community activities | 2 |
| Need more variety | 6 |
| Need liquor by the drink | 1 |
| Need more businesses | 2 |
| Appearance of Main Street | 5 |
| No shopping | 16 |
| Traffic | 17 |
| Boarded up/abandoned buildings | 16 |
| Graffiti on buildings | 1 |
| Parking availability | 12 |
| Nothing here to attract people | 5 |
| Liquor store | 1 |
| Don't know | 1 |
| Panhandling | 3 |
| The people in control | 1 |
| Nothing | 5 |
| Rush on weekend | 1 |
| Small turn lanes | 1 |
| Safety (drunks/druggies/vagrants/street walkers) | 11 |
| People on streets or in parking lots/crowds | 5 |
| Poor areas need to be changed | 1 |
| No theater | 2 |
| Greg Bryant | 1 |
| Streets need paving | 1 |
| Fell in front of Jervons | 1 |
| Town Hall | 1 |
| Raggedy sidewalks | 1 |
| Mercer Apartments | 3 |
| Business hours (nothing stays open late) | 2 |
| Post Office | 1 |
| Trains | 1 |
| The sights | 1 |

2008 DOWNTOWN STUDENT SHOPPER SURVEY

Do you reside on campus? Yes **267** No **123**

What is your permanent place of residence? See Attached List

How often do you shop downtown?

45 Daily **105** Weekly **48** Monthly **25** Weekends Only **88** Rarely **79** Never

Here are some reasons people come Downtown.

| | |
|--|---|
| <p><u>171</u> Convenience <u>227</u> Grocery store <u>213</u> Restaurants <u>59</u> Professional services available</p> | <p><u>123</u> Banking services available <u>72</u> Variety of stores available <u>23</u> Visit Municipal Building <u>70</u> Employment</p> |
|--|---|

Here are some reasons people do business elsewhere.

257 Better variety/larger selection of merchandise.
200 Product/service not offered in Pembroke.
143 Convenience (parking, hours, etc.)
164 Price/better value.
39 Other (specify): See Attached List.

Types of businesses or services enjoyed most by Downtown shoppers

| | |
|---|---|
| <p><u>214</u> Music Store (CD/tapes/instrument) <u>131</u> Grocery/gourmet food shop <u>120</u> Book store <u>77</u> Pet store <u>188</u> More clothing stores: <u>86</u> men's <u>90</u> women's <u>12</u> children's</p> | <p><u>78</u> Health club <u>89</u> Sport specialty store <u>229</u> Theater/entertainment facility <u>139</u> Evening store hours <u>25</u> Other (please specify): See Attached List.</p> |
|---|---|

More Restaurants/Food Vendors

| | |
|--|--|
| <p><u>199</u> Italian <u>152</u> Chinese <u>167</u> Seafood <u>200</u> Buffet <u>156</u> Evening-type</p> | <p><u>181</u> Ice cream/yogurt/candy store <u>85</u> Health/natural food <u>43</u> Other (please specify): See Attached List.</p> |
|--|--|

Demographic information:

| | |
|--------------------------|-------------------------------|
| Male <u>218</u> | Married <u>17</u> |
| Female <u>173</u> | Not Married <u>317</u> |

| Age | Responses |
|------------------|-----------|
| Nothing provided | 82 |
| 19 | 78 |
| 20 | 64 |
| 18 | 55 |
| 21 | 45 |
| 22 | 23 |
| 23 | 18 |
| 24 | 9 |
| 25 | 6 |
| 27 | 4 |
| 17 | 2 |
| 28 | 2 |
| 30 | 2 |
| 29 | 1 |
| 31 | 1 |
| 34 | 1 |
| 35 | 1 |
| 40 | 1 |
| 41 | 1 |

Reasons people do business elsewhere: Other - 39

| | |
|--|----|
| No response | 12 |
| Bar | 1 |
| Customer service | 1 |
| Dining, need for supplies | 1 |
| Dollar stores and convenience stores | 1 |
| Entertainment | 1 |
| Everything | 1 |
| Liquor | 1 |
| Live elsewhere | 1 |
| Mall | 3 |
| More places of business, restaurants | 1 |
| More stores and open late | 2 |
| No money, Wal-Mart is cheap | 1 |
| None, there is nothing Downtown or even worth shopping there | 1 |
| Not that much here | 4 |
| Personal | 1 |
| Safety | 5 |
| Wal-Mart in Lumberton | 1 |

Types of businesses or services enjoyed most by Downtown shoppers: Other - 25

| | |
|--------------------|---|
| No response | 7 |
| Bars | 3 |
| Better restaurants | 6 |
| Clubs | 3 |
| Fun park | 1 |
| Strip club | 1 |
| Target | 3 |
| Video game store | 1 |

Restaurants/Vendors: Other - 43

| | |
|------------------------------|----|
| No response | 13 |
| Alcohol/Bar | 2 |
| Movie theatre | 1 |
| BBQ | 1 |
| Bojangles | 3 |
| Coffee shop/Starbucks | 5 |
| Cookout | 4 |
| Golden Corral | 1 |
| Habachi Grill | 1 |
| Japanese | 1 |
| Mexican | 2 |
| Jersey Mikes | 1 |
| Johnny Rockers | 1 |
| Jamaican | 1 |
| Mongolian | 1 |
| Pizza parlor | 1 |
| Something else besides pizza | 1 |
| Spanish food, not mexican | 1 |
| Sushi | 1 |
| Thai | 1 |

Additional Comments:

- Have UNCP students on Town Council.
- More southern food.
- We need more possibilities to go out and have a good time.
- More variety.
- Wal-Mart is da best.
- We need liquor by the drink.
- Clubs!
- The questionnaire targets many of my interests as a student.
- We need more.
- Make the Town of Pembroke a more college-friendly community. We need an Oriental hair store.
- It would be great to be able to bring my family to Pembroke and be able to entertain them other than UNCP bowling!
- We need to make it more like other college towns (i.e., Chapel Hill, ECU, NC State, Wilmington, Duke, etc.). We need an Asian hair store.
- I did not know that Pembroke had a downtown and there is nothing downtown.
- We need a mall with shoe stores (Finish Line, Footlocker).
- A mall.
- We need a good mall!
- Some type of transportation for students who have no means of transportation. Stop building companies, this is a student community. Theatre with more than four movies playing.
- I would recommend a complete make over of the downtown area. It's a bit of an eyesore, looks rundown and old. It looks nothing like a college town. There are definitely no job opportunities either in "downtown" or Pembroke.
- I DO NOT support liquor by the drink.
- I feel as if they need to get the right to serve alcohol in restaurants.
- Can we please have stores that stay open longer than 10 pm?
- Pembroke is an upcoming city that has huge potential of expansion in the business area.
- We need a real mall.
- UNCP brings a lot of students this way but they don't stay because there is nothing for them.
- Please get stores such as the mall or movies.
- I wish they brought more fast food to Pembroke and served alcohol.
- I think Pembroke should bring more clubs!
- Pembroke is wack!
- There needs to be a clothing store.
- I would like to see liquor by the drink.
- The community around downtown area is not comfortable to be around as a college student.
- Approve liquor by the drink.
- They need to legalize alcohol and bars so that chain restaurants such as Ruby Tuesday, Outback, and Olive Gardens can come to Pembroke. There needs to be more stores than just Wal-Mart.
- More lighting!
- More pubs in Pembroke.
- Entertainment/safety.
- Fun, Fun, Fun; girls just want to have fun.
- Make an appeal to independent local business owners.
- I don't go downtown because my bank isn't downtown.
- We need more stuff! Like a movie theatre and restaurants.
- Sidewalks and crosswalk stoplight buttons.
- I want to use my Bert's card off campus.
- We need an arcade with Dance Dance Revolution.
- If liquor by the drink was to come to Pembroke, the restaurants that it would bring would bring more attractions to Pembroke, making downtown better.
- Pembroke does not hold or offer any entertainment for their college campus. This will limit growth for UNCP.

APPENDIX C

RESOLUTION # _____ APPROVING THE PEMBROKE CENTRAL BUSINESS DISTRICT (CBD) AREA REVITALIZATION POLICY

BE IT RESOLVED by the Town Council of the Town of Pembroke that the following policy entitled "Pembroke CBD Area Revitalization" is adopted as follows:

Sec. 1. Definitions.

The following words, terms and phrases, when used in this article, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Grant Incentive means a sum of money, established by the Town Council as \$0.64* per \$100 property valuation, of the difference between the current or preconstruction appraised tax value of a parcel(s) of property and the post-construction appraised tax value of same said parcel(s).

Sec. 2. Objectives.

The objective of the Pembroke CBD Revitalization Area, hereinafter referred to as PAR (Pembroke Area Revitalization) and which encompasses the boundaries of the Town's C-1 zoning district, is to encourage and/or promote infill growth with new commercial development to include mixed use.

The objective of the revitalization policy is to provide an incentive to property owners and individuals for the purpose of improving the appearance and viability of the PAR and to stimulate long-term investment in Pembroke. The incentive will be in the form of a grant. Revitalization grant incentives are as follows:

- (1) Appraised tax value of site or building is determined before any construction begins.
- (2) Appraised tax value of site or building is determined after construction is completed upon the issuance of a certificate of occupancy.
- (3) Owner pays full amount of newly appraised tax value of property.
- (4) The Town of Pembroke provides grant incentive to property owner.
- (5) Five (5) consecutive tax years is the applicable time period for grant incentive.

Revitalization goals are as follows:

- (1) Improve the Downtown Pembroke area;
- (2) Attract new investors and development for businesses;
- (3) Reinforce existing businesses in remainder of the PAR through growth and diversification of Pembroke's economy;
- (4) Improve the visual appearance of Pembroke;
- (5) Broaden the tax base.

*NOTE: This amount may be any amount set by the Town Council.

Sec. 3. Revitalization Program Requirements.

The following requirements apply to and are available under the revitalization program:

- (1) The project area shall be designated as set forth in attached map which is incorporated herein fully by reference as the delineated area of the PARD.
- (2) Any commercial property owner within the project area is eligible to apply.
- (3) Each commercial property owner engaged in a project(s) in the project area is eligible for the program incentives.
- (4) Incentives shall be for new construction only deemed in character to be consistent with the zoning requirements of the Pembroke Zoning Ordinance.
- (5) Any person starting a project after passage will be eligible to make application to the Town of Pembroke to participate in the PAR incentive program.
- (6) Applicants must be the property owner and taxpayer for property.
- (7) Incentives must be used for commercial property, but not necessarily be limited to the following:
 - Banks and other financial institutions;
 - Current Industrial Zoning Districts uses in project area;
 - Hotels and motels;
 - Offices/businesses, professional and public;
 - Restaurants;
 - Retail stores.
- (8) Structures must meet state and local building codes as approved by the local building inspector.
- (9) Applications will be administered by the town.
- (10) Applications shall be reviewed by Town of Pembroke staff to ensure full compliance with the PAR grant.

Sec. 4. Project Management.

- (1) The PAR project manager will be the Pembroke Town Manager or his designee. His duties and responsibilities will be to administer the project in conjunction with the Robeson County Tax Office.
- (2) The applicant will secure the PAR application form from the Town Hall office.
- (3) The applicant will submit the completed application to the Town Manager for review of:
 - Purpose;
 - Feasibility; and
 - Compatibility.

ADOPTED this the _____ day of _____, 2010.

Milton R. Hunt, Mayor

ATTEST:

Town Clerk

APPENDIX D

Excerpts from Town of Pembroke Draft Unified Development Ordinance:

- Article 15. Buffer Strips and Landscaping;
- Article 16. Building Design Standards;
- Article 19. Lighting Ordinance;
- Article 23. Telecommunication Facilities.

ARTICLE 15. BUFFER STRIPS AND LANDSCAPING

Section 15-1. Buffer Strips

Whenever a buffer strip is required by this Ordinance, such strip shall meet the specifications of this Section, unless different specifications are given in the Section where the buffer strip is required:

(A) A buffer strip shall consist of a planted strip which shall be a minimum of five feet in width, shall be composed of evergreen bushes, shrubs, and/or trees such that at least two rows of coverage are provided from the ground to a height of six feet within six years and foliage overlaps. A buffer strip may also be constructed of stone, block, brick, or other suitable building material, with a minimum height of six (6) feet. The five feet required for the buffer strip shall be in addition to all normal front, rear, and side yard setback requirements of this chapter. Tree spacing - large maturing trees shall be planted maximum 40' on center. Small maturing trees shall be permitted only where utility lines prevent large maturing trees; planted maximum 30' on center. Minimum tree size at time of planting shall be 2" or more in diameter measured 6" above ground level, minimum height 8 to 10 feet.

(B) Buffer strips shall be required in the following situations, as well as in any others specified in other sections of this Ordinance: whenever a manufacturing, processing, retail, wholesale trade, or warehousing use or public utility installation is established, a buffer strip shall be provided wherever the lot on which the use is established abuts or is across an easement or right-of-way from land zoned for residential use. Landscape screen may be eliminated in part for shared parking access and connected parking lots.

(C) All buffer strips shall become part of the lot on which they are located, or in the case of commonly owned land, shall belong to the homeowners' or property owners' association.

(D) The buffer strip shall be maintained for the life of the development. Maintenance shall be the responsibility of the property owner, or, if the property is rented, the lessee.

(E) If a natural screen is already in place which will adequately fulfill the purpose of the buffer strip, the Zoning Administrator may, in writing, allow a substitution of all or part of this screen for the buffer strip. Written permission of the Zoning Administrator shall be obtained before removing an existing natural buffer in the location on the required buffer strip.

(F) Where, because of intense shade or soil conditions, a planting screen cannot be expected to thrive, the Zoning Administrator may, in writing, allow substitution of a well-maintained wall constructed of wood, masonry or other opaque material at least six feet in height.

(G) Where it is clear that a different buffer will protect neighboring property from harmful effects, the Board of Adjustment or Town Council, for conditional uses, may modify the buffer up to 5 feet and one row of vegetation.

(H) For special and conditional uses, the Council may require a maintenance bond for the buffers, as a condition of approval.

Section 15-2. Tree Planting on Public Property

The town encourages the planting of trees and other approved vegetation by private individuals, groups, and businesses on public property and along street rights-of-way. However, to obtain maximum benefit from those efforts, all plantings on public rights-of-way or public property owned by the town, its agents, boards, or commissions shall be done in accordance with predetermined guidelines set forth by the Planning Board on a per request basis.

The Town of Pembroke Street Department shall have the authority to maintain trees and shrubbery planted on public rights-of-way or public property owned by the town, its agents, boards, authorities, or commissions. Except by permit, construction activity within the drip line of a tree is prohibited. Activities include, but are not limited to, trenching and grading, storage of materials or equipment, passage of heavy equipment within the drip line and spillage of chemicals or other materials which are damaging to trees.

Section 15-3. Trees and Shrubby in or along Streets and Sidewalks

(A) Citizens may plant trees in front of their lots and along the sidewalks adjacent to their property under the supervision of the Zoning Administrator, but no trees shall be planted in the streets, gutters, or ditches of the town. The Zoning Administrator shall notify all persons having trees in front of their lots to have them properly trimmed either by a company engaged in the business of tree trimming or by the property owners themselves following acceptable pruning standards. During normal street right-of-way maintenance by the Public Works Department, all town employees involved in trimming of trees shall operate under the direction of the Zoning Administrator and in accordance with acceptable pruning standards. In addition, all other public service or utility companies shall also follow the guidelines for acceptable pruning standards and shall notify the town prior to maintenance within the jurisdiction.

(B) The cutting, trimming, destruction, lopping of branches or mutilation in any manner of trees or shrubbery standing along, in or extending over the street right-of-way of any municipal or state maintained street by any person is hereby prohibited, except when done under the supervision and according to the direction of the Zoning Administrator.

Section 15-4. Parking Facilities Landscaping

(A) All parking facilities containing more than four spaces shall submit the site plan required by this Ordinance to the Zoning Administrator for review and approval of the landscaping requirements of this section.

(B) Minimum standards: At least eight (8) percent of the gross paved area of a parking facility shall be landscaped and located in the interior. For purposes of this section, interior shall mean the area within the parking facility curb or pavement and extensions that create a common geometric shape such as a square, rectangle or triangle.

(1) Trees and shrubbery planted pursuant to this section shall include at least one tree a minimum of eight (8) feet in height and six (6) shrubs at least eighteen (18) inches in height at planting. At least fifty (50) percent of the trees planted shall be of a shade/canopy species as outlined by the Planning Board.

(2) In support of the above, the following standards shall apply to interior plantings:

(a) All plantings shall be evenly distributed throughout the parking facility.

(b) All interior plantings shall be curbed or otherwise physically protected.

(c) Consecutive parking spaces shall incorporate landscape peninsulas no more than fifteen (15) spaces apart and at least the ends of all parking rows. Peninsulas shall contain at least one hundred (100) square feet in area and at least eight (8) feet in width, measured from back of curb/barrier to back of curb/barrier.

(C) For parking facilities containing five (5) to thirty-six (36) spaces or stalls inclusive, a perimeter landscape strip may be provided in lieu of interior landscaping, subject to the following requirements:

(1) The minimum width of such strip shall be five (5) feet.

(2) For every fifty (50) linear feet or fraction thereof the perimeter landscape strip shall contain one (1) canopy tree of at least five (5) feet in height, and a continuous row (at least six) of evergreen shrubs at least eighteen (18) inches in height.

(3) Where a perimeter landscape strip overlays a street yard or bufferyard required elsewhere in this section, the more stringent requirements shall apply.

All perimeter landscaping strips shall be planted with a combination of live vegetation, groundcover, grass, trees, and/or shrubs. Vegetation planted pursuant to this section shall be selected from the list approved by the Planning Board and shall be maintained to ensure continued growth.

(D) When a parking facility is within fifty (50) feet of the public right-of-way a perimeter planted strip shall be installed, consisting of a low buffer incorporated into the streetyard.

(E) The Planning Board may waive all or part of the requirements of this section for any facility which is limited to periodic or intermittent use for vehicular parking, such as parking lots for churches or recreational facilities, provided the facility is completely covered by grass or otherwise presents a landscaped effect.

(F) The Planning Board may waive the requirements of this section for temporary parking lots when determined that a waiver is necessary to relieve hardship and will not violate the purposes of this section. Any such waiver shall not exceed one year.

Section 15-5. Design Standards

(A) Uninterrupted areas of parking lot shall be limited in size. Large parking lots shall be broken by buildings and/or landscape features.

(B) Parking lots are to be treated as enclosed rooms for cars, with enclosure provided by tree planting and/or building wall(s). For small lots (thirty-six spaces or less), landscaping shall be required at the perimeter. For large lots (more than thirty-six spaces), landscaping shall be at the perimeter and placed to break the lot into parking modules of no more than thirty-six spaces. See Figure 1.

(C) Parking lots shall be designed to allow pedestrians to safely move from their vehicles to the building. On small lots, this may be achieved by providing a sidewalk at the perimeter of the lot. On larger lots, corridors within the parking area should channel pedestrians from the car to the perimeter of the lot or to the building. These corridors may be delineated by a paving material which differs from that of vehicular areas and planted to provide shade. Small posts or bollards may be included.

(D) To maintain pedestrian comfort and calm the speed of entering traffic, driveways to parking areas should be no wider than 24 feet. Driveways connecting to state roads shall meet the requirements of the NC Department of Transportation.

(E) To the extent practicable, adjoining parking lots serving non-residential buildings shall be interconnected.

(F) All commercial driveway and parking areas shall be paved with asphalt, concrete, or brick pavers except for areas used for overflow, special events, and peak parking. Any non-paved surface used for overflow, special events, and peak parking that cannot be maintained with healthy, living turf grass or similar ground cover shall be paved with asphalt, concrete, pervious pavement, or brick pavers.

(G) Dumpsters shall be set on a concrete bed and shall be hidden by an opaque fence or wall of sufficient height to screen the bin and any appurtenances, but not less than 6' in height. Wooden shadow box fences are recommended. Trash containers such as dumpsters shall not be located abutting residential property.

(H) Lots with less than five (5) parking spaces are not subject to the parking area landscaping provisions of this section.

(I) Five (5) feet of sidewalk shall be provided along all property lines which are adjacent to a public right-of-way (see Figure 1).

(J) **Overflow Parking.** Off-street areas used for special event parking (to accommodate occasional overflow volumes) may be constructed of any dust-free, compacted, pervious ground cover, the owner of the property shall be responsible for the maintenance fo such parking in a clean and dust-free condition. Grass and mulch are examples of pervious ground cover; gravel and pavement are examples of impervious surfaces.

Section 15-6. Tree Protection During Construction

Except by permit, construction activities under the drip line of a tree are prohibited. Activities include, but are not limited to, treating or grading, storage of materials or equipment, passage or heavy equipment within the drip line and spillage of chemicals or other materials which are damaging to trees.

When applying for a permit, the party doing construction work under the drip line of a tree shall submit a plan showing in full detail the method or means by which a tree or trees will be protected during the entire construction process. The plan shall be subject to the approval of the Zoning Administrator or his/her designee. The plan must be approved prior to a permit being issued.

Section 15-7. Maintenance

(A) All planted and retained living material, required to meet the provisions of this section, shall be maintained by the owner of the property on which the material is located. Any planted material which becomes damaged or diseased or dies shall be replaced by the owner within sixty (60) days of the occurrence of such condition. If, in the opinion of the Zoning Administrator, there are seasonal conditions which will not permit the timely replacement of the vegetation (e.g., too hot or too cool for successful replanting), this requirement may be administratively waived until a time certain.

(B) Nonliving screening buffers shall be maintained, cleaned, or repaired by the owner of the property on which the buffer is located. Such buffers shall be kept free of litter and advertising.

Section 15-8. Authority of Public Works Director to Treat or Remove Trees on Private Property

No foliage shall be allowed to extend from public or private property into any portion of a street right-of-way below a height of eight (8) feet above the grade of the sidewalk at the property line, or, if no sidewalk grade has been established the height shall be measured vertically above the center of the roadway. The Zoning Administrator may cause or order corrective action to prevent any such condition from existing.

Section 15-9. Pruning Requirements

A permit is not required for the pruning of trees. However, in order to prevent excessive pruning and topping of trees and to prevent pruning that will be hazardous to the health and natural appearance to the tree, compliance with approved pruning standards is required, and failure to meet these standards is a violation of this section. The Public Works Director shall maintain on file at all times a copy of the current edition of Pruning Standards by the American Society of Consulting Arborists and shall make copies of such standards available for the cost of reproduction upon request.

Section 15-10. Exemptions

(A) The Zoning Administrator may waive the requirements of this section during an emergency such as a hurricane, tornado, windstorm, tropical storm, flood, or other act of God.

(B) If any tree shall be determined to be in a hazardous condition so as to (a) immediately endanger the public health, safety, or welfare, or (b) cause an immediate disruption of public service, the Public Works Director may determine that replacement with additional trees is necessary. In making determinations, the Public Works Director shall utilize such professional criteria and technical assistance as may be necessary.

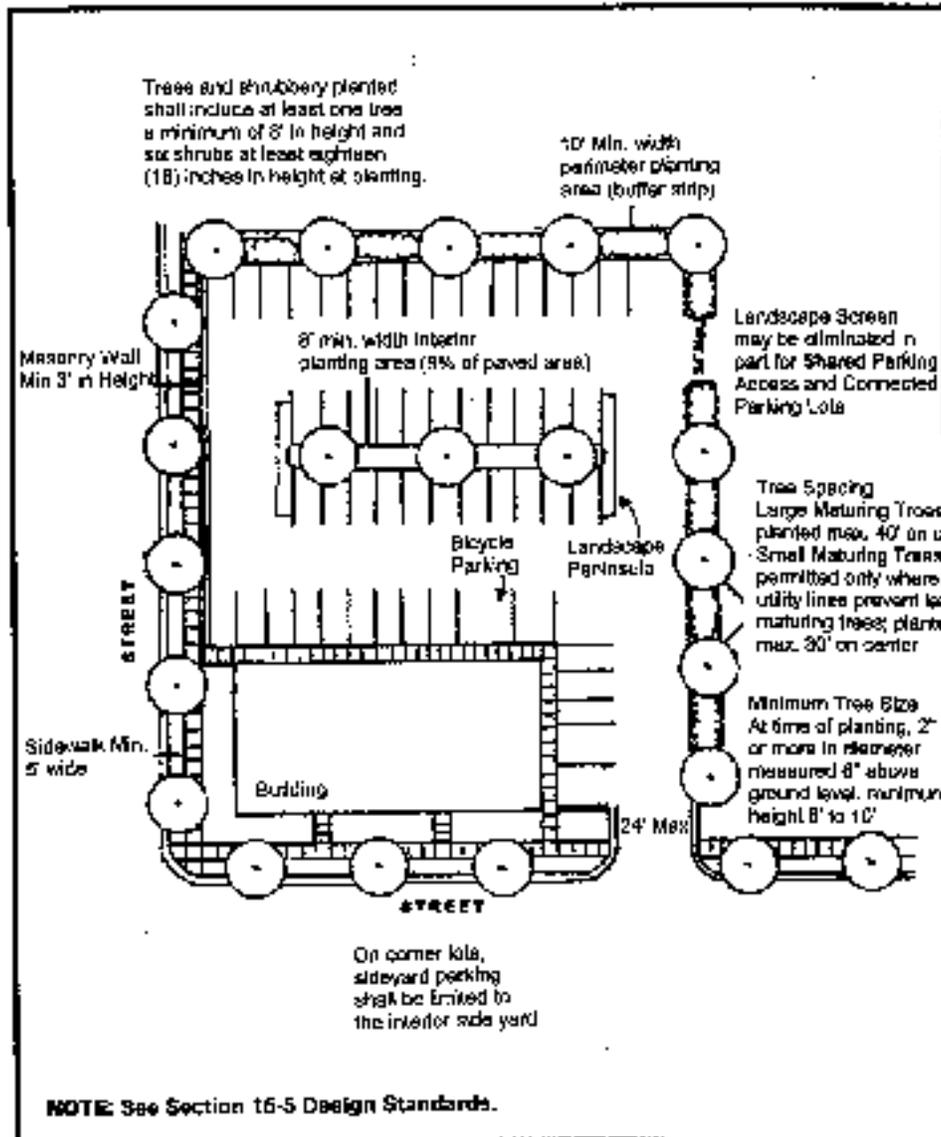
(C) This section shall not apply to the following types of property in the manner noted:

(1) Except for the construction of single-family residences in subdivisions prior to the recording of a final plat for the subdivision, single-family residences are exempt from this section.

(2) Property used for a business primarily engaged in the sale and display of motor vehicles, manufactured housing, boats, recreational vehicles, or similar equipment may have the required landscaping within the streetyard installed at a minimum height of eighteen (18) inches at planting and not exceeding three (3) feet at maturity.

FIGURE 1

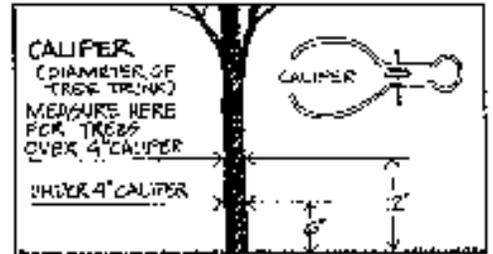
Typical Conditions Corner Lot



Section 15-11. Definitions

CALIPER. A measurement of the diameter of a tree trunk taken to the following standards:

(a) New nursery (to be installed) and nonregulated (existing on-site) trees: trees up to and including four (4) inches in diameter shall be measured six (6) inches above ground level. For trees above four (4) inches in diameter, the caliper measurement shall be taken twelve (12) inches above ground level.



(b) Regulated on-site trees: the caliper of regulated trees shall be measured four and one-half (4-1/2) feet above average ground level.

DRIP LINE. A vertical line running through the outermost portion of the crown of a tree and extending to the ground.

MATURING TREE, LARGE. Trees which are six (6) feet or more in height at the time of planting.

MATURING TREE, SMALL. Trees which are three (3) feet or more in height at the time of planting.

PERIMETER LANDSCAPE STRIP. A planted strip of land having a minimum width of five feet adjacent to and encircling a parking facility.

PRUNING STANDARDS. Generally accepted standards for pruning as defined in the current edition of Pruning Standards by the American Society of Consulting Arborists.

REGULATED TREE. The subsurface roots, crown, and trunk of:

(a) Any self-supporting woody perennial plant such as a large shade or pine tree, which usually has one main stem or trunk, and has a measured caliper as follows:

- (1) hardwood tree - eight (8) inches, such as oak, maple, etc.
- (2) pine tree - twelve (12) inches, such as a long leaf pine

(b) Any small flowering tree, such as dogwood, with a measured caliper of at least four (4) inches.

(c) Any tree having several stems or trunks, such as crepe myrtle, and at least one defined stem or trunk with a measured caliper or at least two (2) inches.

REMOVE (INCLUDING REMOVING AND REMOVAL). The cutting down of any live or dead regulated tree and all other acts which cause the death or destruction of any regulated tree.

SCREENING. The method by which a view of one site from another adjacent site is shielded, concealed, or hidden. Screening techniques include fences, walls, hedges, berms, vegetation, or other natural or man-made visual barriers.

ARTICLE 16. BUILDING DESIGN STANDARDS

Section 16-1. Purpose and Intent

The review and approval of building design is critical to upholding and promoting high quality development throughout the Town. The purpose of this section is to ensure that proposed developments are designed in a way that promotes compatibility throughout the Town, including within residential developments, within non-residential centers, and between residential and non-residential areas. Specifically, the intent of this section is as follows:

- (A) To encourage high quality appearance for developments, thoroughfares, and streets;
- (B) To provide proper standards that ensure a high quality appearance for Pembroke, and promote good design while also allowing individuality, creativity, and artistic expression;
- (C) To encourage the proper use of the land by promoting an appropriate balance between the built environment and preservation/conservation of open space (note that some places may be appropriate for more urban type development and less open space, such as the downtown and other areas designated in the Comprehensive Plan);
- (D) To preserve and improve property values and protect private and public investment; and
- (E) To preserve and protect the identity and character of Pembroke, and to enhance the business economy.

Section 16-2. Applicability

These standards shall apply to all approved conditional uses (Article 12) and all permanent structures in a Planned Building Group (Article 13) excluding single-family residential dwellings.

Section 16-3. General Requirements

- (A) Development within Non-Residential Centers. All proposed buildings within non-residential centers shall be designed to be consistent within the center in terms of architectural design, exterior building materials, colors, and arrangement of buildings and other features. A Statement of Design Compatibility (SDC) shall be required prior to the approval of the first site plan within the development (see Section 16-4).
- (B) Development Outside of Non-Residential Centers. For all other non-residential development located outside of non-residential centers (e.g., subdivisions, buildings on “stand alone” parcels, modifications to existing developments, and infill development), the building design(s) shall be compatible within the subdivision or with adjacent buildings in close proximity to the proposed building. In such cases, a Statement of Design Compatibility is not required.
- (C) Building Placement. Non-residential buildings that are placed close to public streets to provide a more urban appearance will be permitted, especially within designated activity centers as recommended in the Comprehensive Land Use Plan. Such developments must

also follow the provisions in the Design Guidelines Manual, including, but not limited to: building orientation, arrangement, mass, elements, and materials.

- (D) Review Considerations. The Board of Commissioners or Administrator may consider alternative colors and designs for buildings provided that they meet the intent of this section. The Board of Commissioners or Administrator should consider such things as the intensity of the colors, the extent of the design difference, and the spatial separation of each building. Plans or proposals that are not consistent with the Design Guidelines Manual shall require Board of Commissioners approval. The use of high intensity colors, metallic, or fluorescent pigments is prohibited.

Section 16-4. Statement of Design Compatibility (SDC)

A Statement of Design Compatibility (SDC) shall be included with all site plans for buildings within a non-residential center, and shall be submitted with the first site plan submission on the application form specified in the Community Appearance Manual. The Board of Commissioners or Administrator shall consider the SDC as part of the site and/or subdivision plat review. The SDC shall include:

- (A) Primary physical characteristics including predominant color(s), exterior materials and architectural features;
- (B) Primary landscape theme (general, not specific);
- (C) Building height;
- (D) Lighting elements (general);
- (E) Other elements which may be relevant to a specific development and how they are compatible with the adjacent sites; and
- (F) Uniform Signage Plan (general).

The SDC shall designate the unifying elements that are to be incorporated within the entire project (including any outparcel) and specifically how these elements are to be used.

Section 16-5. Criteria for Review of SDC

- (A) Primary Color(s). A maximum of three predominant colors shall be designated as a primary unifying element (this does not include accent colors). Flexibility may be used to allow additional colors and/or a range of predominant colors provided that these colors are in the same family of colors (similar to each other). Any color specified as a primary unifying element shall be dominant in the building facade. Color “samples” shall be provided to the staff at the time of site plan review. Colored renderings may be required, but shall not be a substitute for this requirement. In addition to listing the color(s), the

SDC shall also describe how and where the color will be used. It is recognized that the same color on a different material may not match exactly.

- (B) Accent Colors. These colors may be used as a secondary unifying element provided they are used throughout the development. Non-illuminated accent bands (e.g., canopies with gas stations and the roof of fast food buildings) on roofs, canopies, or other features shall be one of the primary colors of the development or be white or earth tone in color.
- (C) Exterior Materials. The dominant material or combination of materials shall be defined. For each building material selected, the color of that material shall also be defined.
- (D) Architectural Features. Architectural features refer to a number of building elements that are repeated throughout the development. These include, but are not limited to: roof lines, canopies, building ornamentation, patterns, and building form. Any architectural feature designated as a unifying element throughout all buildings shall contribute to the identity of the development and not be just a minor architectural detail.
 - (1) Use of Awnings. No awnings/canopies shall be internally lit. All awnings/canopies shall utilize the same design and color throughout the development.
 - (2) Roof Type. Outparcels may use a different roof (e.g., pitch vs. flat) than the main buildings within centers provided that the building on the outparcel is a size where the different roof type does not dominate the center and/or the roof type has a tie to the other buildings (e.g., mansard roofs).
 - (3) Detached Canopies. Detached canopies are subject to the provisions of the Design Standards Manual, including color and roof pitch requirements.
- (E) Landscaping. Plant materials may be used in such a way as to reinforce compatibility depending on the type of plant materials selected and their placement on the site. This previous statement is not intended to limit creative landscape designs within the center, but to promote general compatibility in materials. Drought tolerant or native species (including trees, shrubs, and turf grasses) that do not require extensive watering are strongly recommended.
- (F) Setbacks. Setbacks from a street right-of-way may be an appropriate unifying element where a number of freestanding buildings occur within the development.
- (G) Building Height. A standard height among a group of buildings can usually tie the buildings together visually.
- (H) Lighting. A consistent type of lighting fixture repeated throughout the development as well as a similar wattage, height, type of light produced, and/or color of light are to serve as a unifying element. Light pole height, wattage, pole/fixture/light color should all be the same.

Section 16-6. Recording Requirements

Where non-residential subdivision plans or residential developments requiring a site plan are approved, no lots shall be recorded without noting the general requirements for design compatibility on the maps for recordation. Owners of properties with non-residential subdivision and site plans which include outparcel lots are strongly recommended to record design compatibility covenants which refer to these requirements on record in the Planning Department. These covenants shall run with the land and be administered by a property owners' association or similar organization.

Section 16-7. Amendment Process

- (A) The SDC may be amended if the amendments are signed by the owner of the non-residential center or overall project and approved by the Administrator. The Administrator shall review the amendments based on their ability to meet the intent of this Ordinance. The SDC for the main structures of the development shall be approved as part of the first site plan within a development.
- (B) Any revision to the SDC that involves a change in the primary characteristics of an existing development (such as a change in color or addition of a canopy) shall be reviewed and approved by those with the authority to approve plans and all owners of property falling under the SDC governance. Any change in primary or secondary characteristics shall be implemented comprehensively throughout the entire development including outparcels within a reasonable time frame (i.e., less than one year unless otherwise approved by the Administrator). Any approved changes shall meet the criteria of Section 16-5.

ARTICLE 19. LIGHTING ORDINANCE

PART I. OUTDOOR LIGHTING

Section 19-1: Intent and Purpose

Outdoor lighting shall be designed to provide the minimum lighting necessary to ensure adequate safety, night vision, and comfort, and not create or cause excessive glare onto adjacent properties and public street rights-of-way.

Section 19-2: Light Measurement Technique

Light level measurements shall be made at the property line of the property upon which the light to be measured is being generated. If measurement on private property is not possible or practical, light level measurements may be made at the boundary of the public street right-of-way that adjoins the property of the complainant or at any other location on the property of the complainant. Measurements shall be made at finished grade (ground level), with the light-registering portion of the meter held parallel to the ground pointing up. The meter shall have cosine and color correction and have an accuracy tolerance of no greater than plus or minus five percent (5%). Measurements shall be taken with a light meter that has been calibrated within the year. Light levels are specified, calculated, and measured in footcandles (FC). All FC values below are maintained footcandles.

Section 19-3: General Standards for Outdoor Lighting

- (A) Unless otherwise specified in Sections 19-4 through 19-9 below, the maximum light level shall be 0.5 maintained footcandle at any property line in a residential district, or on a lot occupied by a dwelling, congregate care, or congregate living structure, and 2.0 maintained footcandle at any public street right-of-way, unless otherwise approved by the Planning Board and Town Council.
- (B) All flood lights shall be installed such that the fixture shall be aimed down at least forty-five (45) degrees from vertical, or the front of the fixture is shielded such that no portion of the light bulb extends below the bottom edge of an external shield. Flood lights and display lights shall be positioned such that any such fixture located within fifty (50) feet of a public street right-of-way is mounted and aimed perpendicular to the right-of-way, with a side-to-side horizontal aiming tolerance not to exceed fifteen (15) degrees from perpendicular to the right-of-way.
- (C) All flood lamps emitting 1,000 or more lumens shall be aimed at least sixty (60) degrees down from horizontal, or shielded such that the main beam from the light source is not visible from adjacent properties or the public right-of-way.

- (D) All wall pack fixtures shall be cutoff fixtures.
- (E) Service connections for all freestanding fixtures installed after application of this Ordinance shall be installed underground.
- (F) Within the HB district, all outdoor lighting fixtures shall be at minimum semi-cutoff fixtures.
- (G) All light fixtures installed by public agencies, their agents, or contractors for the purpose of illuminating public streets are otherwise exempt from this regulation. For regulations regarding Street Lighting, see Part II of this Article.

Section 19-4: Lighting in Parking Lots and Outdoor Areas

- (A) Other than flood lights and flood lamps, all outdoor area and parking lot lighting fixtures of more than 2,000 lumens shall be cutoff fixtures, or comply with subsection (C) below.
- (B) The mounting height of all outdoor lighting, except outdoor sports field lighting and outdoor performance area lighting, shall not exceed forty-one (41) feet above finished grade, unless approved by the Planning Board and Town Council as having no adverse effect.
- (C) Exceptions:
 - (1) Non-cutoff fixtures may be used when the maximum initial lumens generated by each fixture shall not exceed 9,500 initial lamp lumens per fixture.
 - (2) All metal halide, mercury vapor, fluorescent, induction, white high pressure sodium, and color improved high pressure sodium lamps used in non-cutoff fixtures shall be coated with an internal white frosting inside the outer lamp envelope.
 - (3) All metal halide fixtures equipped with a medium base socket must utilize either an internal refractive lens or a wide-body refractive globe.
 - (4) All non-cutoff fixture open-bottom lights shall be equipped with full cutoff fixture shields that reduce glare and limit uplight.

Section 19-5: Lighting for Vehicular Canopies

Areas under a vehicular canopy shall have a maximum point of horizontal illuminance of twenty-four (24) maintained footcandles (FC). Areas outside the vehicular canopy shall be regulated by the

standards of Section 19-4 above. Lighting under vehicular canopies shall be designed so as not to create glare off-site. Acceptable methods include one or more of the following:

- (A) Recessed fixture incorporating a lens cover that is either recessed or flush with the bottom surface (ceiling) of the vehicular canopy.
- (B) Light fixture incorporating shields, or shielded by the edge of the vehicular canopy itself, so that light is restrained to five degrees or more below the horizontal plane.
- (C) Surface mounted fixture incorporating a flat glass that provides a cutoff fixture or shielded light distribution.
- (D) Surface mounted fixture, typically measuring two feet by two feet, with a lens cover that contains at least two percent (2%) white fill diffusion material.
- (E) Indirect lighting where light is beamed upward and then reflected down from the underside of the vehicular canopy. Such fixtures shall be shielded such that direct illumination is focused exclusively on the underside of the vehicular canopy.
- (F) Other methods approved by the Planning Board.

Section 19-6: Outdoor Sports Field/Outdoor Performance Area Lighting

- (A) The mounting height of outdoor sports field and outdoor performance area lighting fixtures shall not exceed eighty (80) feet from finished grade unless approved by the Planning Board and Town Council as having no adverse effect.
- (B) All outdoor sports field and outdoor performance area lighting fixtures shall be equipped with a glare control package (louvers, shields, or similar devices). The fixtures must be aimed so that their beams are directed and fall within the primary playing or performance area.
- (C) The hours of operation for the lighting system for any game or event shall not exceed one hour after the end of the event.

Section 19-7: Lighting of Outdoor Display Areas

- (A) Parking lot outdoor areas shall be illuminated in accordance with the requirements for Section 19-4 above. Outdoor display areas shall have a maximum point of illuminance of twenty-four (24) maintained footcandles (FC).
- (B) All light fixtures shall meet the IESNA definition of cutoff fixtures. Forward throw fixtures (type IV light distribution, as defined by the IESNA) are required within twenty-five (25)

feet of any public street right-of-way. Alternatively, directional fixtures (such as flood lights) may be used provided they shall be aimed and shielded in accordance with Section 19-3(A) and (B) of this Ordinance.

- (C) The mounting height of outdoor display area fixtures shall not exceed forty-one (41) feet above finished grade, unless approved by the Planning Board and Town Council as having no adverse effect.

Section 19-8: Sign Lighting

Lighting fixtures illuminating signs shall be aimed and shielded so that direct illumination is focused exclusively on the sign.

Section 19-9: Lighting of Buildings and Landscaping

Lighting fixtures shall be selected, located, aimed, and shielded so that direct illumination is focused exclusively on the building facade, plantings, and other intended site feature and away from adjoining properties and the public street right-of-way.

Section 19-10: Permits

The applicant for any permit required for work involving outdoor lighting shall submit documentation at time of site plan or plot plan approval that the proposed lighting plan complies with the provisions of this Ordinance. The submission shall contain, but not be limited to the following, all or part of which may be part of or in addition to the information required elsewhere in this Ordinance:

- (A) A point-by-point footcandle array in a printout format indicating the location and aiming of illuminating devices. The printout shall indicate compliance with the maximum maintained footcandles required by this Ordinance.
- (B) Description of the illuminating devices, fixtures, lamps, supports, reflectors, poles, raised foundations and other devices (including but not limited to manufacturers or electric utility catalog specification sheets and/or drawings, and photometric report indicating fixture classification [cutoff fixture, wall pack, flood light, etc.]).

The Administrator or his/her designee(s) may waive any or all of the above permit requirements, provided the applicant can otherwise demonstrate compliance with this Ordinance.

Section 19-11: Nonconformities

- (A) Following application of this regulation, the installation of outdoor lighting, replacement of outdoor lighting, and changes to existing light fixture wattage, type of fixture,

mounting, or fixture location shall be made in strict compliance with this Ordinance. Routine maintenance, including changing the lamp, ballast, starter, photo control, fixture housing, lens and other required components, is permitted for all existing fixtures not subject to subsection (B) below.

- (B) All outdoor lighting that fails to conform with Section 19-3 above which is either located in a residential zoning district or which affects a lot occupied by a dwelling, congregate care, or congregate living structure located in a residential zoning district shall be discontinued, removed, or made to conform with Section 19-3 within five and one-half (5-1/2) years from the effective date of this provision.

PART II. STREET LIGHTING

Section 19-12: Policy Purpose

The purpose of this section is to establish an official policy for the Town of Pembroke pertaining to the installation of street lights for the purposes of traffic safety and crime control.

Section 19-13: Coverage

This Article, upon adoption, shall apply to all public rights-of-way within the municipal limits and the ETJ of the Town of Pembroke and any public rights-of-way annexed in the future until such time that this section is altered, modified, or rescinded by the Town Council.

Section 19-14: Policy

The Town Council of the Town of Pembroke hereby establishes the following:

- (A) The owner, developer, or subdivider of a site plan or subdivision shall be required to install street lighting via underground distribution unless specifically approved otherwise by the Town Council, along all proposed streets and along all adjoining existing streets and thoroughfares in accordance with this section.
- (B) Through the site plan and subdivision plan approval process, the Town Council may approve street lighting which exceeds the standard Town requirements for residential streets so as to reduce the length of sag vertical curves provided the street lights are operational prior to the issuance of any Certificates of Occupancy on such street. In any case, the minimum allowable length of sag vertical curves shall be as follows: residential streets - 20A; cul-de-sacs and loop roads - 15A.

- (C) All underground electrical distribution systems for street lighting within the corporate limits of the Town of Pembroke and its extraterritorial planning jurisdiction shall be installed according to the following standards:
- (1) Underground service for light fixtures shall be installed by the developer in conformance with Progress Energy and Town of Pembroke standards at the developer's expense.
 - (2) The placement of street lighting fixtures in residential areas shall be at 400 to 600 foot intervals unless:
 - (a) The roadway length is less than four hundred (400) feet but more than two hundred (200) feet in which case a street light will be provided at the end of the street; or
 - (b) Where the roadway length is less than two hundred (200) feet and a street light is placed at the intersection and no natural features create a problem, no street light will be placed at the end of the roadway; or
 - (c) The vertical and horizontal street alignment or natural features necessitate shorter spacing intervals.
 - (3) The placement of street lighting along thoroughfares, marginal access streets, and collector streets and in nonresidential areas shall be in accordance with the latest revision of the Illuminating Engineering Society's "American National Standards for Roadway Lighting."
 - (4) A street light shall be provided at all street intersections.
- (D) Street light fixtures shall conform to the following:
- (1) All fixtures in residential areas shall be either 5,800 or 9,500 lumen enclosed high pressure sodium lamps on standard Progress Energy poles twenty-five (25) feet in height. The 5,800 lumen fixture shall be placed only at the "neck" of cul-de-sacs.
 - (2) All fixtures along thoroughfares shall be 28,500 lumen enclosed high pressure sodium lamps on Progress Energy standard fiberglass poles thirty (30) feet in height or 50,000 lumen enclosed high pressure sodium lamps on Progress Energy standard fiberglass poles thirty-five (35) feet in height. The 28,500 lumen fixtures shall be placed in residential areas when spillover from the 50,000 lumen fixtures would be excessive.

- (E) Authorization for street light installations shall occur at such time as:
- (1) A developer, through the Town of Pembroke, requests the installation of street lights prior to the issuance of any Certificates of Occupancy. The developer shall incur a monthly electrical expense billed from Progress Energy equal to the monthly electrical expense incurred by the Town of Pembroke, for each street light installed. The developer will be billed by Progress Energy for the period beginning with installation of the street light and ending with notification to the Town of Pembroke, by the developer, of issuance of a Certificate of Occupancy in the immediate area of each street light location, or
 - (2) A Certificate of Occupancy is issued in the immediate area of the proposed street light location, or
 - (3) A thoroughfare, marginal access street, or collector street is constructed or widened as a part of development. Thoroughfares, marginal access streets, and collector streets that are constructed or widened by the Town of Pembroke shall be lighted immediately after construction, dependent on the availability of funds.
- (F) Street lighting facilities and street lights shall be installed by the developer on any roadway, portion of roadway, or widening prior to the Town of Pembroke's acceptance of that roadway for routine maintenance unless otherwise approved by the Public Works Director.
- (G) Residents along a street may request the relocation of a street light provided that the proposed street light location meets Town standards and the relocation is approved by the Public Works Director. Residents living at the cul-de-sac end of a street may request the replacement of an existing 9,500 lumen semi-enclosed light fixture with a 5,800 lumen semi-enclosed light fixture. A petition, signed by all persons owning property fronting on the street within the boundaries of the next closest installed or proposed street lights, shall be required. Also, the relocation or replacement cost and all facilities abandonment costs must be paid in full to Progress Energy in advance by the resident(s) requesting the relocation or replacement.
- (H) A developer may request to use decorative or "private" street lighting within a development provided:
- (1) Street light fixture types and locations must meet the minimum criteria set forth in this Article and must be approved by the Town of Pembroke.

- (2) The developer and/or Homeowner's Association shall be responsible for all installation costs and monthly operating costs above what is accepted by policy of the Pembroke Town Council associated with the street lights.
- (3) The developer and/or Homeowner's Association shall be responsible for any costs associated with deletion of the street lights and any costs associated with installing the Town's standard street lights.
- (4) The developer shall include all responsibilities of the Homeowner's Association pertaining to the street lighting in the development covenants. The developer shall inform all purchasers of property in the development of these same responsibilities.

ARTICLE 23. TELECOMMUNICATION FACILITIES

Section 23-1: Purpose

The purpose of this Article is to set forth the requirements for planning and construction of telecommunications facilities including cellular antennas, wireless communication towers, and principal communication towers for other uses.

Section 23-2: Facilities Permitted

Telecommunications facilities, including cellular antennae and wireless communications towers and facilities, are permitted subject to the following conditions:

- (A) Location. The proposed tower, antenna, and accessory structure and equipment shall be placed in a location and in a manner that will minimize the visual impact on the surrounding area. Any tower, antenna, or accessory structure shall be approved by the Planning Board and Town Council for compliance with these requirements. Accessory structures and equipment must meet applicable Sections of Article 11, Note 7. To ensure the safety of the public and other existing buildings, the telecommunications site shall:
 - (1) Be a minimum of two hundred fifty (250) feet from residentially zoned property;
 - (2) Be located such that all supporting cables and anchors are contained within the property of the applicant.
- (B) Co-Location. Approval for a proposed tower within a radius of ten thousand five hundred (10,500) feet from an existing tower or other similar structure shall not be issued unless the applicant certifies that the existing tower or structure does not meet applicant's structural specifications or technical design requirements, or that a co-location agreement could not be obtained at a reasonable market rate and in a timely manner.
- (C) Height. The height of the tower shall not exceed one hundred sixty (160) feet as measured from existing grade at its base to the highest point of the tower or antennae. An additional one hundred twenty (120) feet of height may be approved if the tower is designed to accommodate twice the applicant's antennae requirements. Telecommunications antennae or equipment mounted on a building shall meet height requirements of Article 11.
- (D) Setback. All free-standing transmission towers, including television, radio, cellular, or similar transmitting or receiving towers shall have a setback of one hundred (100) feet and shall be located such that all supporting cables and anchors are contained within the property and all towers and supporting cables and anchors shall be contained within a

fence. Any tower that is over one hundred (100) feet in height shall provide a setback equal to the height of the proposed tower. All towers shall be set back from all publicly owned rights-of-way a distance equal to the tower height multiplied by 2.5.

- (E) Design. Towers shall be designed to accommodate additional antennae equal in number to the applicant's present and future requirements for the life of the tower. The color of the tower and its antennae shall be one that will blend to the greatest extent possible with the natural surroundings and shall be approved by the Planning Board. The tower will not be illuminated or contain any illumination except as required by state and federal regulations. No signage shall be allowed on any tower, antenna, or accessory structure except for a public utility sign not to exceed one square foot placed on the utility's equipment.
- (F) Maintenance or Service Structures. One unmanned maintenance or service structure of not more than twenty (20) feet in height and four hundred (400) square feet of floor space may accompany each tower. The tower and maintenance or service structure shall not be required to comply with development standards relating to lot size, setbacks, street frontage, and subdivision regulations, so long as the principal use complies with this Article.
- (G) Existing Towers. Existing towers may be replaced or modified providing that the existing height is not exceeded by more than twenty (20) feet and the new or modified tower meets all of the requirements of this Article except setback provisions.
- (H) Replacement of Towers. Those towers that are located prior to **March 19, 2002**, in the Light Industrial or Industrial Zone can be replaced to their current height if completely destroyed by natural causes and only if the applicant presents engineering data to the Planning Board and Town Council that the replacement poses no threat to the surrounding property owners.
- (I) Non-Conforming Towers. All non-conforming transmission towers existing as of the effective date of this Ordinance may be replaced if damaged by no more than fifty percent (50%). Those towers that are located prior to **March 19, 2002**, in the Light Industrial or Heavy Industrial Zone can be replaced to their current height if completely destroyed by natural causes and only if the applicant presents engineering data to the Planning Board and Town Council that the replacement poses no threat to the surrounding property owners (refer to Article **8-3**).
- (J) Abandoned Towers. Any tower, antenna, accessory structure, or equipment that is not used for communications purposes for more than one hundred and twenty (120) days shall be considered abandoned; and once considered abandoned shall be removed by the owner within sixty (60) days.

- (K) Removal of Towers. Where removal of any tower, antenna, accessory structure, or equipment is planned, a performance bond in the amount of the anticipated removal costs as determined by a North Carolina registered engineer is required.

Section 23-3: Telecommunications Facility Plans

No telecommunications facility shall be constructed or permitted without a set of facility plans bearing an engineer's seal that has been filed with the Town's Administrator and building inspector. Telecommunications facility plans shall contain the following:

- (A) Fee. A fee determined by the Town Council.
- (B) Narrative. A written narrative of the development plan.
- (C) Development Impact Statement. The impact on the environment (trees, run-off, waste disposal, emissions, historic property impact, and impact on other properties).
- (D) Co-location on Existing Towers. Documentation that co-location on existing towers or structures within a radius of ten thousand five hundred (10,500) feet was attempted by the applicant, but found unfeasible with reasons noted.
- (E) Co-location on Proposed Tower. A notarized affidavit that states the applicant's willingness to allow location on the proposed tower, at a fair market price and in a timely manner, of any other service provided licensed by the Federal Communications Commission (FCC) for the **Cape Fear** market area.
- (F) Site Plan. A site plan and landscaping plan in accordance with Article 15 at a scale of one inch equals forty (40) feet by a North Carolina registered surveyor, showing location of all existing property lines and improvements within a five hundred (500) foot radius and any proposed tower, antenna, accessory structure, or equipment. In addition, the site plan must include:
 - (1) A list of adjacent property owners and their addresses;
 - (2) Zoning district;
 - (3) Names of developer(s) and owner(s).
- (G) Other Permits. Copies of all county, state, and federal permits with the application building permit where prior local approval is not required.
- (H) Elevation Drawings. Elevation drawings of all towers, antennae, and accessory structures and equipment, indicating height, design, and colors.

- (I) Landscape Plan. If visible from any public road, a landscape plan at a scale of one inch equals forty (40) feet shall indicate how the applicant proposes to screen any service structure, accessory structure, or equipment from view. Indigenous vegetation shall be used in all plantings. A permanent maintenance plan shall be provided for the plantings.
- (J) FCC and FAA Certifications. Certification that all antenna and equipment comply with FCC regulations for radio frequency radiation and all towers, antennae, and equipment meet Federal Aviation Administration (FAA) aviation and navigation requirements.
- (K) NEPA Compliance. A copy of approved National Environmental Policy Act of 1969 (NEPA) compliance report for all towers, antennae, accessory structures, or equipment proposed for the proposed site.
- (L) Structural Requirements. Documentation signed and sealed by a North Carolina registered engineer that indicates any proposed tower meets the structural requirements of the Standard Building Code and the co-location requirements of this Article.
- (M) Liability. Proof of liability insurance or financial ability to respond to claims up to \$1,000,000.00 (escalated each year by the Consumer Price Index) in the aggregate which may arise from operation of the facility during its life, at no cost to the Town of Pembroke, in a form approved by the Town Attorney.
- (N) Other Approvals, Certifications, or Recommendations. Appropriate approvals, certifications, or recommendations required to allow review of approval criteria such as sight line analysis, aerial photographs, or other such tests as determined by the Town Administrator.