



STANTONSBURG STATION

Seal Building Site Transformation Project
Town of Stantonsburg, NC

Fall 2023

PLAN3021 & PLAN3041 Class Project
Community and Regional Planning



ACKNOWLEDGMENT

We want to thank the town of Stantonsburg and other stakeholders for allowing us to play a role in revitalizing this historic site and the downtown. It has been a great learning opportunity for students to study and execute the planning and design process from start to finish.

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*Note: Images used in design are from Adobe Stock 44-64

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SUMMARY

Stantonsburg is a town for the elderly, with its median age in 2021 being 51.9 years old, much higher than Wilson County (40.5 years old) and the State of North Carolina (39.0 years old). It had more homeowners than renters, with a much lower median household income of \$39,750 in 2021 than Wilson County. The town also had a higher percentage of households that made less than \$10,000 a year. Most residents leave the town daily for work and shopping, contributing to retail leakage.

One of the main attractions in Stantonsburg would be the downtown area, where the community would host different events, such as parades and festivals. These activities were held near the Applewhite Building (known as the Stantonsburg Seal Building) in the 1800s. The primary land use surrounding the Seal Building site is commercial, followed by vacant lots. The Stantonsburg government owned many parcels, including the Seal Building site and several parcels across the street (NC Highway 222 E.).

This report summarizes the secondary data analysis of the town (U.S. Census), the charrette, and the community survey. The findings provided the foundations for the design. Case studies framed the key concepts for the design of the site.

Pop-up and Temporal Space is the primary theme. What separates a pop-up environment from any other structure is its temporariness, which in turn allows the environments to be affordable, cost-effective, flexible, reversible, and simple to construct. Staying affordable is a key to their success. Utilization of container boxes offers a unique and inexpensive way to build small spaces for a variety of businesses and functions. Retailers can be incubated until their full establishment.

The community gathering place is another critical aspect of the town. They are prime locations for people to socialize, enjoy their time, and connect with others. A place that provides a variety of options for socialization is what we hope to establish on the site. Local ownership is another important aspect of cultivating a sustainable sense of community.

Based on the fundamental framework, we propose several design ideas—coffee shop/bakery, bar, brewery, boutique, and consignment store as temporal structures, and (multi-use) flex space, farmer's market, food truck park, and community garden as open space.

BACKGROUND

Geography of Town

Stantonsburg is a small town situated within Wilson County with an approximate population of around 760 people (U.S. Census, 2021).

The town is located near 2 large bodies of water which are the Contentnea Creek in the southwest direction, and the Toisnot Swamp which resides in the northeast direction.



Figure 1. Stantonsburg location

Some key features of the town include:

- This town is generally flat due to its location within the coastal plains which tends to promote flooding (Inner Coastal Plain | NC Archaeology, 2022).
- Stantonsburg is not considered a flood hazard area. Even though those waterways do have the potential to flood heavily.
- Stantonsburg is built on elevated land, which prevents flood waters from reaching the town (Wilson County, North Carolina GIS, 2023).
- A track running through the town.



Figure 2. Satellite image of the town (from www.landsat.com)



Figure 3. Floodplain in Stantonsburg (Wilson County, North Carolina GIS, 2023). Notice that despite major flooding surrounding the town, none of the actual town is at risk.

History

Stantonsburg, North Carolina is a town in Wilson County, known strictly for its fine agriculture, especially tobacco.

The town of Stantonsburg, North Carolina was populated by Indians until the year 1720, and in 1745, Caucasians began to settle from Virginia and establish residency. Stantonsburg became the first incorporated town that became part of Wilson County years later. In 1890, a massive fire destroyed a lot of the town, but by 1907, there was a period of growth and reconstruction. On February 26, 1909, the General Assembly of North Carolina granted a charter to the town of Stantonsburg, and it was named after the Stanton family because of them being the early land-owners in the area.

As of today, the town consists of 762 people in total population (U.S. Census Bureau, 2021), mostly adults who are 55 and older. Small towns, such as Stantonsburg, have strong community ties that allow the community mem-



Figure 4. A History of Stantonsburg: Circa 1780 to 1980. Stantonsburg Historical Society.

bers to engage with each other at special town events.

One of the main attractions in Stantonsburg would be the downtown area, where the community would host different events, such as parades and festivals. These activities were held near the Applewhite Building (known as the Stantonsburg Seal Building), a commercial building from the 1800s. The site will be renovated into an active community spot with distinctive businesses in our research project.

Welcome to stantonsburg. (n.d.). https://www.townofstantonsburg.com/?page_id=1597
 U.S. Census Bureau. (2021). *Age and Sex. American Community Survey, ACS 5-Year Estimates Subject Tables, Table S0101*. Retrieved from <https://data.census.gov/table/ACSST5Y2021.S0101?g=160XX00US3764560>.
 U.S. Census Bureau. (2020). "RACE." *Decennial Census, DEC Redistricting Data (PL 94-171), Table P1*, <https://data.census.gov/table/DECENNIALPL2020.P1?g=160XX-00US3764560>.
 Stantonsburg Historical Society. (1982). *A History of Stantonsburg: Circa 1780 to 1980. Stantonsburg Historical Society*.

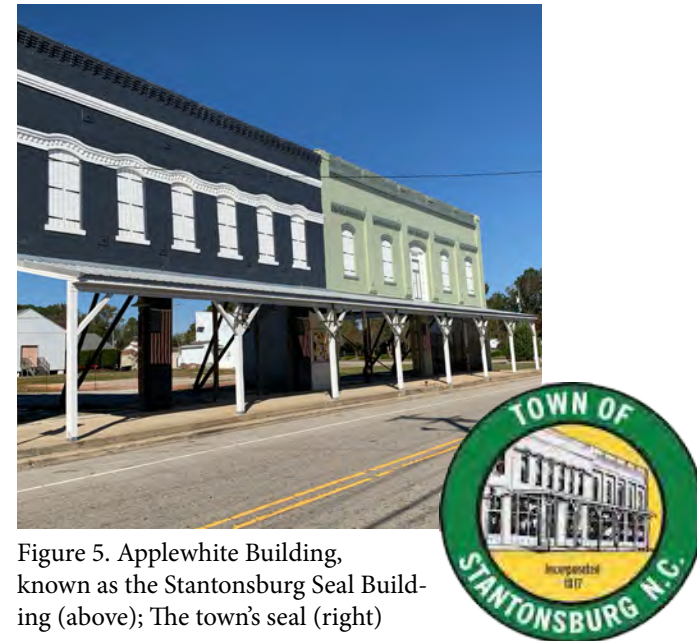


Figure 5. Applewhite Building, known as the Stantonsburg Seal Building (above); The town's seal (right)

Previous Projects

10-YEAR CAPITAL IMPROVEMENT PLAN, 2017

The Ten-year Capital Improvement Plan of Stantonsburg is a plan to better the community and area of Stantonsburg, North Carolina. It was first developed on August 2014 and then revised on April 2017.

The main goal of this plan is to provide the Town of Stantonsburg with adequately treated drinking water for its citizens. Furthermore, the goal is also to provide the town of Stantonsburg with a better sanitary and environmental way of wastewater collection, treatment, and disposal. Because of Stantonsburg's location to other water treatment facilities in the county, Stantonsburg has to rely on itself for water quality and treatment. Therefore, Stantonsburg has to develop its own resources to meet this goal.

Not only is the goal of the ten-year Capital Improvement Plan of Stantonsburg to better the water quality but also to improve many other things. This Capital Improvement Plan also aims to better the community development plans and guide population growth. This way, the town of Stantonsburg can grow at a reasonable rate, and the Capital Improvement Plan will assist in this. Stantonsburg's ten-year Capital Improvement Plan will accomplish these goals by the following:

1. Major Renovations to provide fuller use of existing facilities
2. New potable water well outside the Capacity Use Area
3. New facilities to meet increased demand
4. New facilities to provide for improvement in services
5. New facilities for new subdivisions or industrial customers



Figure 6. Stantonsburg water tower (image from <https://www.townofstantonsburg.com/>)

Town of Stantonsburg. (2017). *10-Year Capital Improvement Plan*.

NC REPORT OF ECONOMIC DEVELOPMENT ASSESSMENT, 2021

The purpose of the Stantonsburg, NC Report of Economic Development Assessment, published July 12, 2021, was to give the town an understanding of their current market and possible future opportunities. The report found that most citizens leave the town daily for work, mostly to Wilson, Raleigh, Greenville, Rocky Mount, and Goldsboro. This contributes to retail leakage, as these commuters likely purchase goods while commuting to/visiting these other towns.

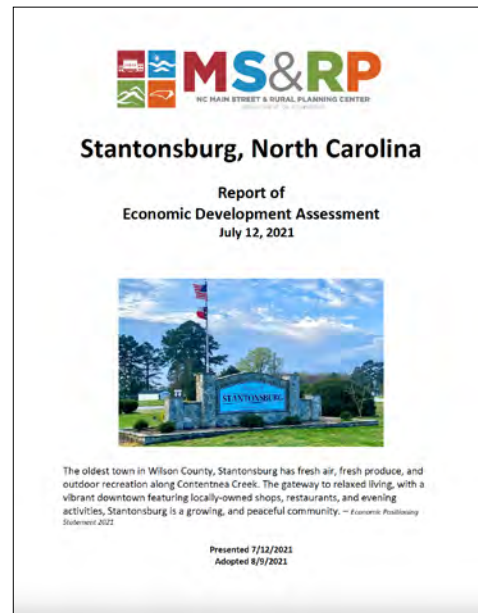
The report also details a local work group meeting held in February 2021 and its findings—specifically the communities' SWOT analysis. Some overall findings are that the town considers itself to be full of opportunities, with its fresh fruits and vegetables grown locally, close major highways, expanding housing and expanding opportunities for industries, and a small array of businesses and services already being offered in town. For weaknesses, the community described a general lack, e.g., lack of businesses, industrial opportunities, town events, retail, opportunities to interact with others, and the "biggest threat" being the lack of a vision for the town.

Similar to this group meeting, a survey was also conducted by the Main Street & Rural Planning Center of the NC Department of Commerce in March 2021. The top 5 economic development issues from the surveyors were downtown revitalization, community appearance, small business development, housing quality, and roads. The top 5 most critical general issues were appearance/aesthetics, job creation/business, public safety, communicating with citizens, and

flooding. All respondents thought that appearance and aesthetics were the most important issues. Respondents wanted growth in retail and service businesses within the next 10-20 years. Within the quality-of-life section, all were listed as fair-good except for entertainment opportunities, which were rated poor.

The economic positioning/vision statement decided on for Stantonsburg was "The oldest town in Wilson County, Stantonsburg has fresh air, fresh produce, and outdoor recreation along Contentnea Creek. The gateway to relaxed living, with a vibrant downtown featuring locally owned shops, restaurants, and evening activities, Stantonsburg is a growing and peaceful community." The four strategic goals were vibrant downtown/business development, gateway to relaxed living, outdoor recreation, and active government.

N.C. Main Street & Rural Planning Center. (2021). *Stantonsburg, NC Report of Economic Development Assessment*.

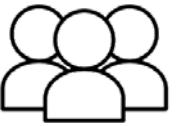


VISION STATEMENT

"The oldest town in Wilson County, Stantonsburg has fresh air, fresh produce, and outdoor recreation along Contentnea Creek. The gateway to relaxed living, with a vibrant downtown featuring locally owned shops, restaurants, and evening activities, Stantonsburg is a growing, and peaceful community."

- N.C. Main Street & Rural Planning Center (2021)

Demographic Characteristics



GENDER

Despite the population size difference, Stantonsburg Town maintains a very similar population balance between genders, recording 53.8% women and 46.2% men. Inversely, the county of Wilson has approximately 52.5% women and 47.5% men.

U.S. Census Bureau. (2021). Age and Sex. American Community Survey, ACS 5-Year Estimates Subject Tables, Table S0101.

Gender by Percentage, Town of Stantonsburg, NC (U.S. Census Bureau, 2021)

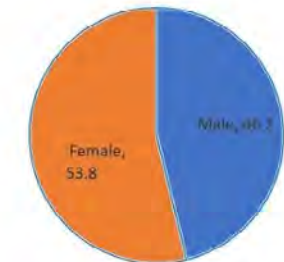


Figure 7. Stantonsburg gender composition

Gender by Percentage, Wilson County, NC (U.S. Census Bureau, 2021)

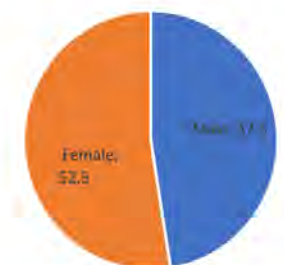


Figure 8. Wilson County gender composition

Marital Status by Percentages Town of Stantonsburg, NC (U.S. Census Bureau, 2021)

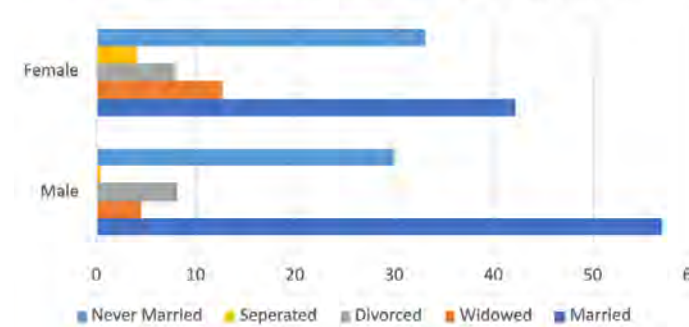


Figure 9. Stantonsburg marital status

Marital Status by Percentages Wilson County, NC (U.S. Census Bureau, 2021)

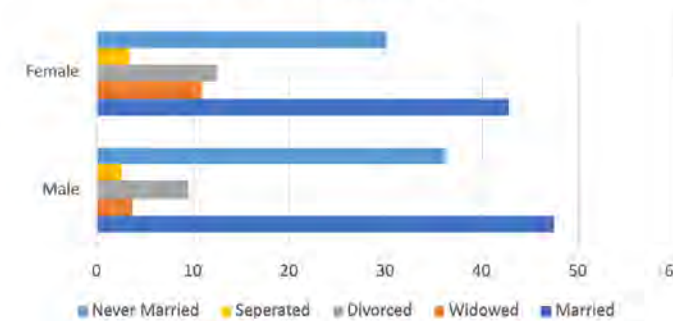


Figure 10. Wilson County marital status

MARITAL STATUS

A large portion of both the Town of Stantonsburg and Wilson County appear to be Married. A good amount have also never been married. Very small portions for both places are separated. In both Stantonsburg and Wilson County, there are a higher number of widowed females than males, but also in both places the number of widowed people remains small. Stantonsburg has a lower percentage of people who are divorced than Wilson County does. Overall, the marital statuses of people in Stantonsburg and Wilson County as a whole are very similar.

U.S. Census Bureau. (2021). Marital Status. American Community Survey, ACS 5-Year Estimates Subject Tables, Table S1201.

AGE

When comparing the age demographics of Stantonsburg and Wilson County, it can be seen that while Wilson County has a fairly equal distribution of ages, Stantonsburg trends more towards an older population. Stantonsburg's largest age group by far is 50-59, which accounts for 18 percent of the population, with 60-64 making up another 10.4 percent. Wilson County's largest demographic is a tie between 10-14 years old and 55-59 years, both making up 7.1 percent of the population. As you can see, even though these age groups make up the largest percentage of the population, they're only the largest by a small margin, since the data for Wilson County is very evenly spread.

U.S. Census Bureau. (2021). Age and Sex. American Community Survey, ACS 5-Year Estimates Subject Tables, Table S0101.

Age by Percentage, Town of Stantonsburg, NC (U.S. Census Bureau, 2021)

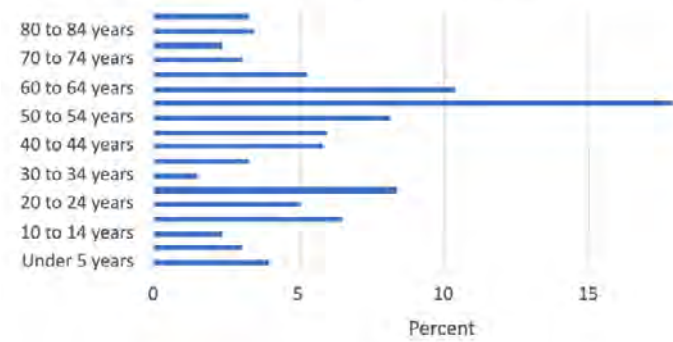


Figure 11. Stantonsburg age composition

Age by Percentage, Wilson County, NC (U.S. Census Bureau, 2021)



Figure 12. Wilson County age composition

RACE

Town of Stantonsburg, NC, is balanced between white and African American, with the African American population being just 3% more. Wilson County, NC, where the town sits, on the other hand, has a white population of 9% more than the African American population. With races labeled "other race", Stantonsburg has 2% of their population, and Wilson has 7%.

U.S. Census Bureau. (2022). Race. American Community Survey, ACS 5-Year Supplemental Estimates, Table K200201.

Race Composition, Stantonsburg (U.S. Census Bureau, 2021)

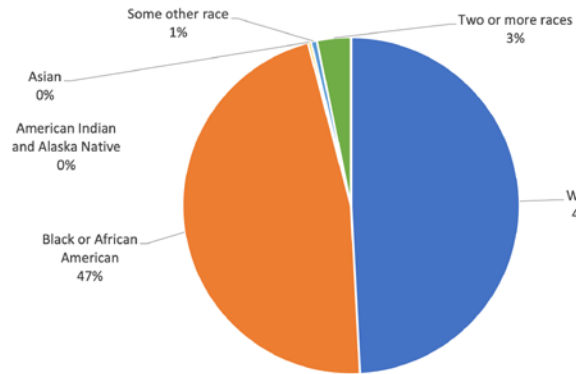


Figure 13. Stantonsburg race composition

Race Composition, Wilson County, NC (U.S. Census Bureau, 2021)

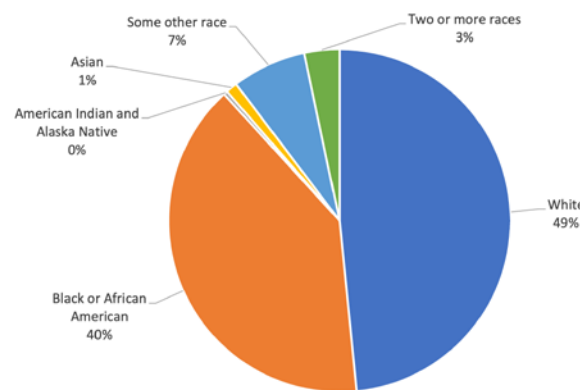


Figure 14. Wilson County race composition

EDUCATIONAL ATTAINMENT

The education demographics between the town of Stantonsburg and Wilson County are fairly similar overall. The graph shows the education rates of Stantonsburg and Wilson County together, with "High school graduate or higher" degree being the highest for both locations at about 77% for Stantonsburg, and 82% for Wilson County.

U.S. Census Data (2021). Educational Attainment. American Community Survey, ACS 5-Year Estimates Subject Tables, Table S1501.

Education Attainment for Stantonsburg and Wilson County (U.S. Census, 2021)

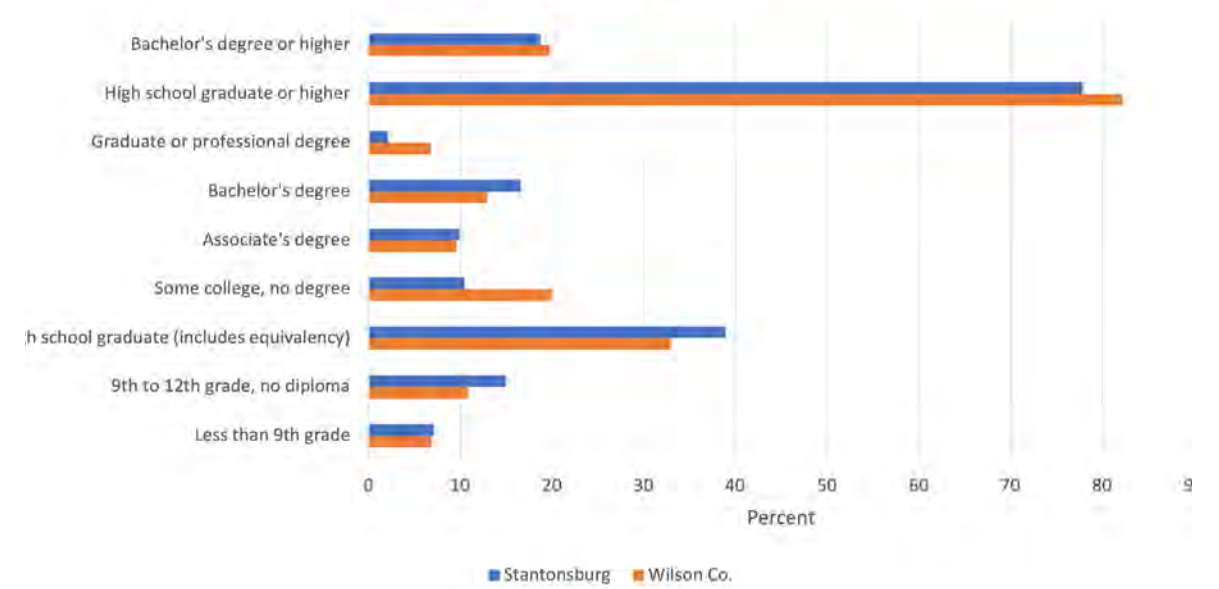


Figure 15. Comparative education attainment for Stantonsburg and Wilson County

Housing Characteristics



OCCUPANCY

The U.S. Census Bureau reported 2021 American Community Survey 5-year estimate that there were 316 total housing units in Stantonsburg, NC in 2021. Among them, 88% of the 36, 195 houses were occupied in Wilson County. Unoccupied houses were 11%. Compared to Stantonsburg's 316 houses 79.4% of houses were occupied with 20.6% vacant.

OWNER VS. RENTER

Among them, 251 (79.4%) houses were occupied, leaving 65 (20.6%) houses vacant. Within the occupied, 177 (56%) units were owner-occupied, and 74 (23%) were renter-occupied. Within Wilson's 31,980 occupied units, 18,707 (58.50%) were owner occupied, and 13,273 (41.5%) were renter-occupied (The U.S. Census, 2021).

U.S. Census Bureau. (2021). Selected Housing Characteristics. American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP04.

Housing Characteristics of Stantonsburg and Wilson Co., NC (U.S. Census, 2021)

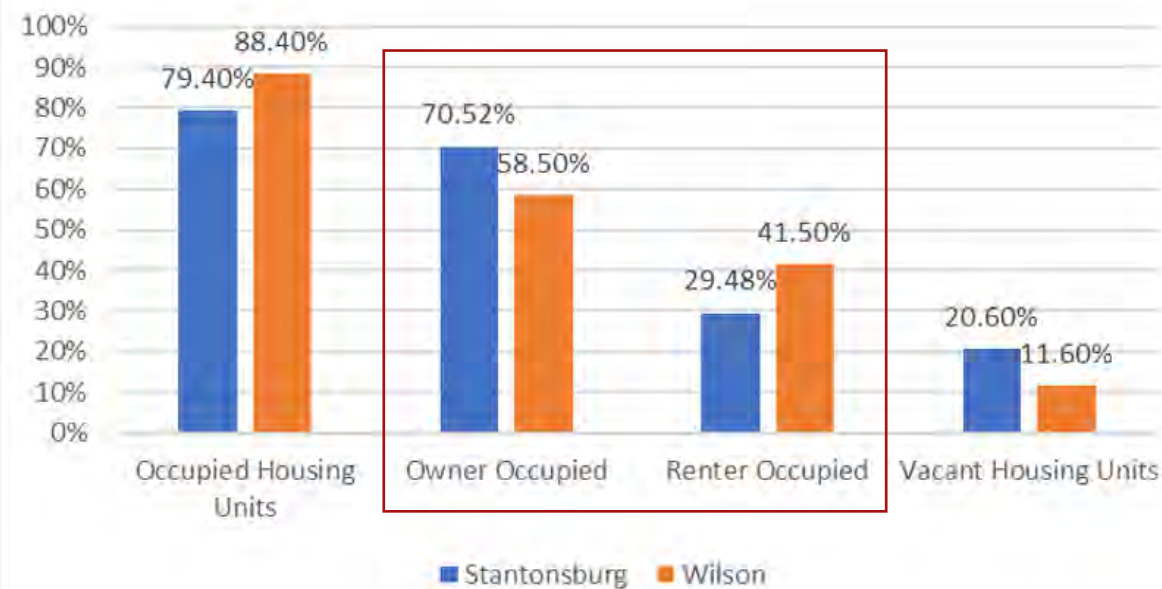


Figure 16. Comparative housing characteristics for Stantonsburg and Wilson County

Household Characteristics



HOUSEHOLD BY INCOME

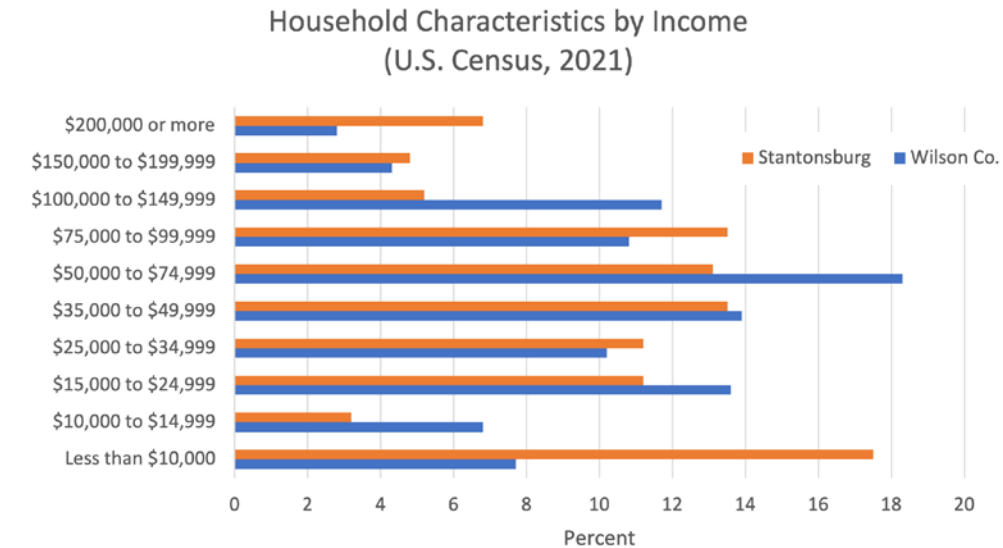


Figure 17. Comparative household characteristics by income

In 2021, the median income of Stantonsburg was \$39,750, while Wilson County had \$47,348. Compared to Wilson County, Stantonsburg had higher percentage of household that made less than \$10,000 with 17.5% and more than \$200,000 or more a year with 6.8%.

Household Characteristics by Type (U. S. Census, 2021)

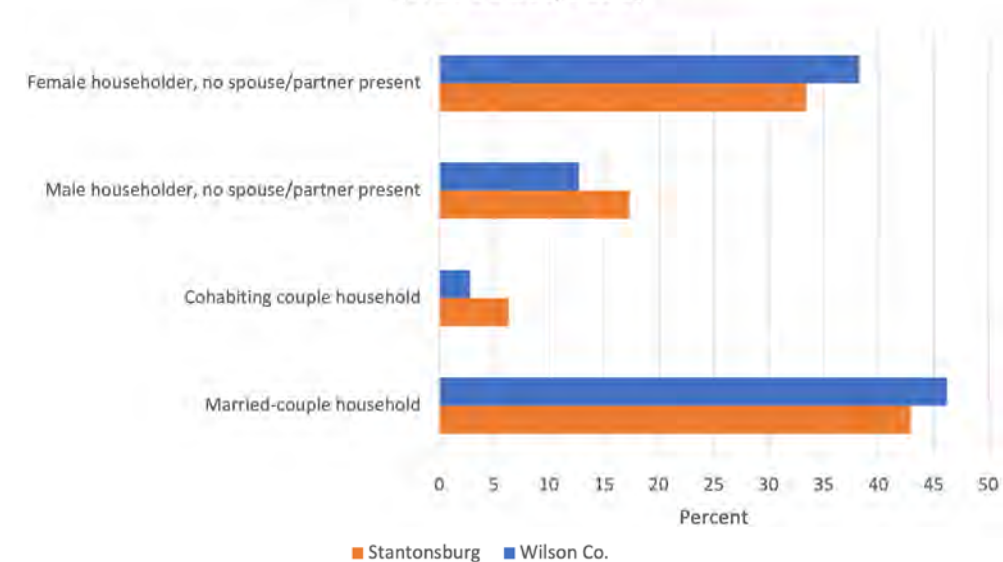


Figure 18. Comparative household characteristics by type

U.S. Census Bureau. (2021). Income In the Past 12 Months (In 2021 Inflation-Adjusted Dollars). American Community Survey, ACS 5-Year Estimates Data Profiles, Table S1901.

HOUSEHOLD BY TYPE

The 2021 American Community Survey 5-year estimates reports that there are 251 households in the Town of Stantonsburg, North Carolina. The households with married couple families are the biggest (116 out of 251 or 46.2%), followed by female-householder families with no spouse (96 out of 251 or 38.2%), male-householder families with no spouse (32 out of 251 or 12.7%), and cohabiting couple household (7 out of 251 or 2.8%). Wilson County had fewer married-couple and female-household and more male-household and cohabiting couple household than Stantonsburg. The average household size of Stantonsburg in 2021 was 2.16, which was slightly smaller than Wilson County of 2.42.

U.S. Census Bureau. (2021). Selected Social Characteristics American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP02.

Economic Characteristics



OCCUPATION

Out of the Stantonsburg population in 2021, 41% of them (299 people) were civilians employed population 16 years and over. Wilson County had 45% of those 16 and older report having an occupation. The primary occupation field in Stantonsburg was production, transportation, and material moving marked at 30%. The second-largest occupation field as of 2021 was management, business, science, and arts at 27.76%. Service occupations, sales and office occupations, and natural resources, construction, and maintenance occupations are the succeeding fields listed at 19%, 17%, and 6.02%, respectively. Wilson County's reported occupation fields by population, on the other hand, share somewhat few similarities. The primary occupation field as of 2021 was management, business, science, and arts at 36%. Second to the primary field is production, transportation, and material moving at 19%, which is a considerable margin

from the previous occupation field. Service and sales and office occupations are reported as a draw at 16%, followed by natural resources, construction, and maintenance occupations at 13%. Overall, the population of the town of Stantonsburg is considerably smaller in comparison to Wilson County. Moreover, Stantonsburg Town's main occupation fields differ slightly from that of Wilson County's in the primary and secondary occupation fields due to an inverse switch of occupation field and ranking. The following fields of occupation for Stantonsburg Town and Wilson County were similar in terms of ranking except for the draw of service occupations and sales and office occupations within Wilson County's statistics.

U.S. Census Bureau. (2021). Occupation by Sex for the Civilian Employed Population 16 Years and Over. American Community Survey, ACS 5-Year Estimates Data Profiles, Table S2401.

Table 1. Occupation by Type, Stantonsburg and Wilson County (U.S. Census, 2021)

Location	Stantonsburg, NC		Wilson County, NC	
	Estimate	Percentage	Estimate	Percentage
Management, business, science, and arts occupations:	83	27.76%	11769	36%
Service occupations:	58	19%	5247	16%
Sales and office occupations:	50	17%	5343	16%
Natural resources, construction, and maintenance occupations:	18	6.02%	4272	13%
Production, transportation, and material moving occupations:	90	30%	6421	19%
TOTAL	299	100%	33052	100%

COMMUTING TO WORK

Data from 2021 comparing travel patterns and transportation-related factors in Stantonsburg, North Carolina, and Wilson County shows surprising conclusions. Stantonsburg reports a total of 297 people who are employed over the age of 16. In terms of commute time to work, Stantonsburg has a higher number of individuals falling into the 30 to 34 minute and 60 or more-minute categories when compared to Wilson. Wilson, on the other hand, has a more concentrated distribution, with a peak in the 10-to-14-minute period. The average commute time to work in Stantonsburg is 33.8 minutes, whereas it is only 22.2 minutes in Wilson. In terms of car availability, Stantonsburg has a higher proportion of households with three or more automobiles (61.1%) than Wilson (37.3%), demonstrating a greater reliance on personal vehicles in Stantonsburg. Wilson, on the other hand, has a higher number of households with only one vehicle available (19.5%). Regarding modes of transportation to work, Stantonsburg leans significantly toward individual transportation, with 98.0% of workers driving alone and 89.9% utilizing a car, truck, or van. Wilson, on the other hand, relies on personal vehicles significantly less (93.4%) and has a slightly greater number of workers carpooling (9.6%). In summary, the commuting patterns in Stantonsburg indicate lengthier travel times and a larger prevalence of individual transportation, whereas Wilson shows a more concentrated distribution of travel times and a somewhat higher preference for carpooling.

U.S. Census Bureau. (2021). Commuting Characteristics by Sex American Community Survey, ACS 5-Year Estimates Data Profiles, Table S0801.

Stantonsburg, North Carolina 2021 (%)



Figure 19. Commuting time to work, Stantonsburg

Wilson County, North Carolina 2021 (%)



Figure 20. Commuting time to work, Wilson County

Land Use

Downtown Stantonsburg is housed at the center of the Stantonsburg Township and is surrounded by residential areas. The notable plots downtown that are in use are for the United States Postal Service south of the Seal Building site, the Cottage Animal Clinic, the Stantonsburg Police Department, Truist Banking, and the Stantonsburg Town Hall. Most development and growth, however, are spreading outwards from the historic downtown area of Stantonsburg.

The primary land use surrounding the Seal Building site is commercial use, followed by vacant lots. Residential land use surrounds the outer lines of the downtown Stantonsburg area, and NC Highway 222 E runs through the downtown area.

In addition, the chief ownership of parcels in downtown Stantonsburg is private. But the Stantonsburg government itself also owned many parcels. It should be noted that the Seal Building site and the lots across the street are partially commercial and partially vacant. The Town of Stantonsburg has ownership over all the proposed parcels.

Wilson County, North Carolina GIS. (2023). Wilson-Co.com. <https://gis.wilson-co.com/maps/>.



Figure 21. Land use map of Stantonsburg



Figure 22. Parcel ownership

THE SITE

Site Visit

On September 13th, 2023, the class went to Stantonsburg, North Carolina. We met with the Mayor of Stantonsburg, Coley Rhodes, and the town manager, Brian Hawley. They took us around the property, and gave us a background of the town and the site. They also shared their thoughts and ideas on what they wanted to see fill the space. The township leadership wanted a place where everyone could come together. A place that attracted not only locals but also out-of-towners. Students checked out the site and the downtown to have a better understanding of the area.



Figure 23. Site visit (Photo by Misun Hur)

Charrette

On September 20th, 2023, students hosted a community charrette with the residents of Stantonsburg in their town hall building. The goal of our charrette was to hear the resident's hopes and visions for the seal building site. A community charrette is "a collaborative planning process that harnesses the talents and energies of all interested parties to create and support a master plan that represents transformative community change (<https://www.sandiego.gov/sites/default/files/gvchardesc081110.pdf>)."

Although the scale was smaller and less intensive, we used the format to hear from the community with active participation. We split the participants into smaller groups with a moderator and a recorder. The moderator asked questions and facilitated the discussions while the recorder wrote down the responses. The groups then came back as a large group and discussed the ideas they came up with in their groups. After all groups shared their ideas, citizens went around and placed stickers on their favorites as a way to vote for them. We asked:

- Question #1:
- What are the three strengths of Stantonsburg?
 - What are the top three challenges facing Stantonsburg?
- Question #2:
- What would you like to see in Stantonsburg?
 - What would you like to see in downtown Stantonsburg?
 - What would you like to have on the Seal Building site?
- Question #3:
- What are the anticipated problems and challenges with the suggested design(s)?

Residents shared their aspirations with us so that we could better understand what to deliver to them with our design. The most popular ideas included: coffee shop, boat ramp, green space, and shops. From this charrette, we got valuable information about the residents and what they wanted, as well as a better feel for the characterization of the town.

The information from the charrette was used for the Strength-Weakness-Opportunity-Threat (SWOT) analysis. Students shared what they heard from community members in their small group. This exercise resulted in our selection of several design themes and directions for the project.

Can you help
Brainstorming
HOW
the **Seal Building Site**
be transformed?

Wednesday, September 20, 2023, 6:00-7:30 PM
Stantonsburg Town Office
108 E Commercial Ave.

Undergraduate students of the Community and Regional Planning program at East Carolina University are working on the Seal Building Transformation Project between September and December 2023. Students will host this design charrette to hear the community's vision for the Seal Building site and conduct a community survey. If you have any questions about the project, please get in touch with Dr. Misun Hur at hurmi@ecu.edu or 252-328-1270.

ECU GEOGRAPHY, PLANNING AND ENVIRONMENT Community & Regional Planning Program

Figure 24. Flier for the charrette



Survey

An on-line community survey was conducted three weeks from October 29, 2023 to November 19, 2023 by the Town of Stantonsburg. Residents of Stantonsburg were invited to participate in the survey via an announcement on the Town's Facebook page and the town website, which provided a link to the survey.

The primary goal of this survey was to gather the community's thoughts on the future of the Seal Building. A secondary goal of this survey was to gather both long-term and short-term plans for the downtown area/community in general and to gather input about the future development of the downtown area while also being able to retain its culture and historical significance to the residents and business owners.

The survey included a cover page with a brief summary of the purpose and goals of the survey and what the survey participant's role would be. This cover page also acted as a necessary con-sent form. In the survey, participants were asked various questions about the Seal Building site and what residents would like to see the site used for. Survey participants were also asked about potential business and community-oriented ideas for the area. Overall, the survey provided much-needed data regarding what the residents hope to see done with the Seal Building site and the downtown Stantonsburg area.



Figure 26. Survey link published on the town's website

SURVEY RESULTS

RESPONDENTS

There were 36 survey completed. Although the sample size was small that might not represent the Stantonsburg residents in general, we believe they still bring some important aspects regarding what people want on the Seal Building Site.

We asked three demographic questions to understand who answered the surveys.

Most people who took this survey ranged between 31-40 and 41-50 years old, accounting for a little over half of the survey, with both having nine people. There was one respondent who was under 21 years old.

Among respondents, 21 answered that they lived with people under 18 years old. The largest group was those who lived with 1-2 people under 18 years old (15 answers). The second largest group was those not 18 years old living with them (13 answers). No one reported living with 5+ people, which indicates that most of the residents seem to have small households in general.

The majority, comprising 25 individuals, are in a married or domestic partnership. Five respondents identify as single and have never been married, while two are divorced. One person is currently separated, and another is widowed. These findings showcase a range of relationship statuses among survey respondents, highlighting the importance of understanding the dynamics of various marital situations in local demographics.

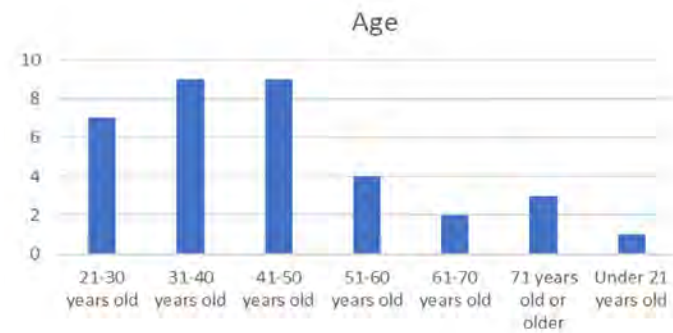


Figure 27. Age component of survey respondents

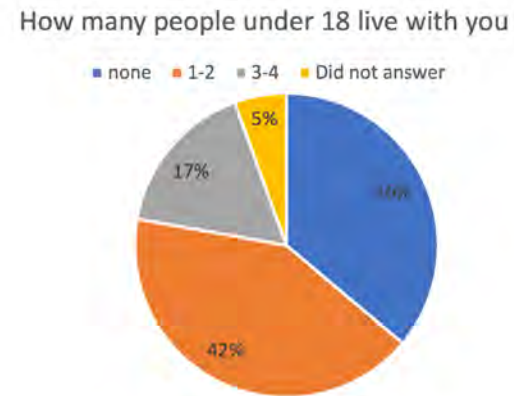


Figure 28. People under 18 live with the respondents



Figure 29. Respondents' marital status

DOWNTOWN NEEDS

Participants were asked to rank what they feel downtown Stantonsburg needs from 6 choices in total: Restaurant, Retail Stores, Brewery/Bar, Entertainment Venues, Green Space, and Local Food Market. Nineteen participants listed "Restaurant" as their top choice. "Retail Stores" and "Brewery/Bar" both had three participants list these as their top choice. No participants listed "Entertainment Venues" as their top choice while 1 person listed "Green Space" and 5 people listed "Local Food Market".

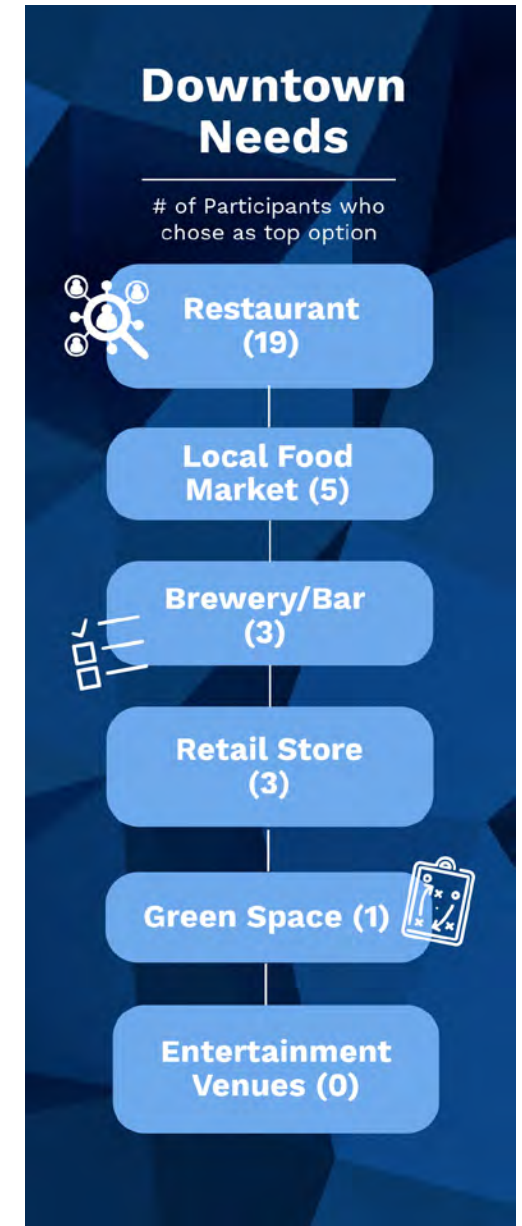


Figure 30. Infographic showing respondents' downtown needs

DOWNTOWN RETAIL

Participants were asked what retail stores they would like to see in downtown Stantonsburg and were given three options: Boutique, Thrift Store, and Convenience Store. "Boutique" was the most popular option with eighteen people voting it as their number one choice. Eleven people voted "Thrift Store" as their favorite option, while five people voted "Convenience Store" as their favorite.

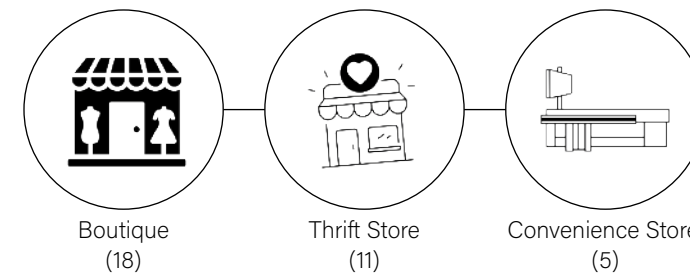


Figure 31. Respondents' downtown retail preference

COMMUNITY GARDEN/FARMERS MARKET PARTICIPATION

Participants were asked how they would participate in a town community garden/farmer's market by being given three scenarios and were asked to categorize each scenario under Strongly Agree, Somewhat Agree, Neither Agree nor Disagree, Somewhat Disagree, or Strongly Disagree. The three scenarios presented were "I would be interested in selling", "I would be interested in buying", and "I am interested but am not sure if I would participate". For the scenario of "I would be interested in selling", "Strongly Disagree" had

the most votes with twelve people choosing that option. Only five people chose "Strongly Agree", and nine people neither agreed nor disagreed. For the "I would be interested in buying" scenario twenty-five people strongly agreed while only two people strongly disagreed. For the scenario of "I am interested but am not sure if I would participate", "Somewhat agree" had the most votes at eleven followed by "strongly disagree" with ten votes.

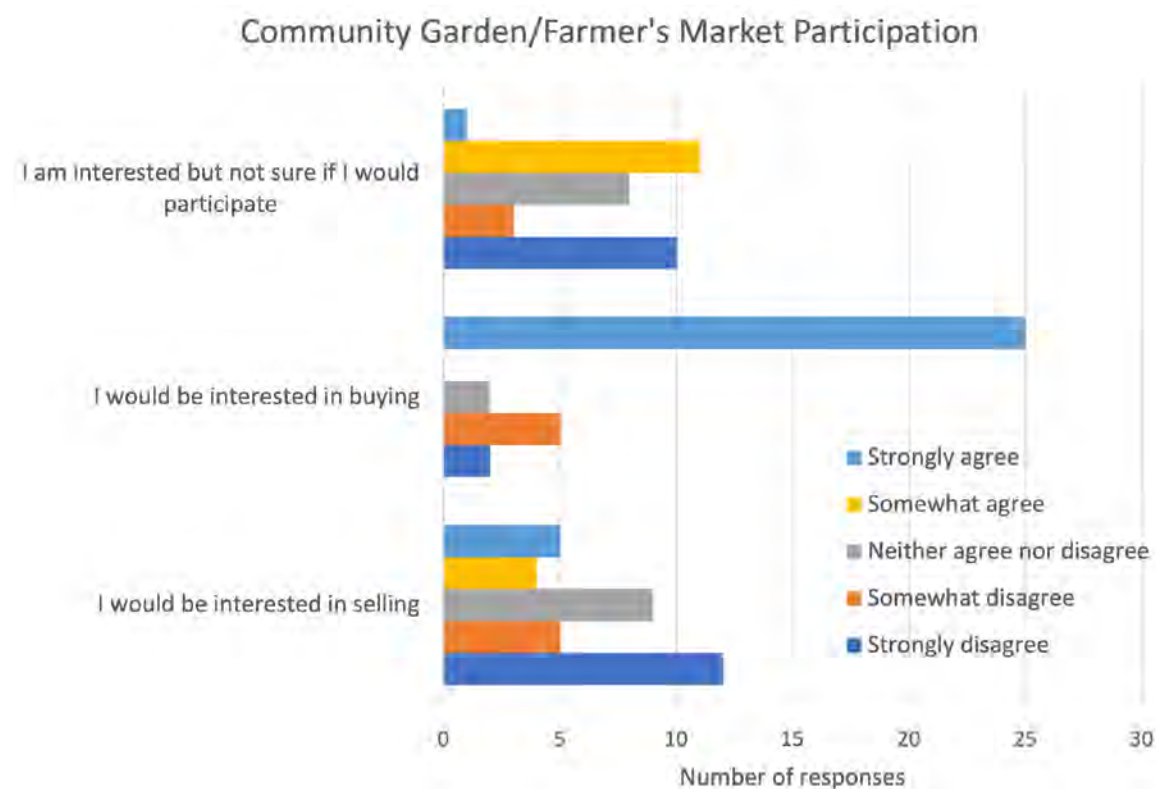


Figure 32. Respondents' answers to community garden/farmer's market participation

THE IMPORTANCES

In the Stantonsburg survey that was given to the public of Stantonsburg, asking specifically what the public desired regarding the proposed revitalization of the historic Seal Building in downtown Stantonsburg, there was a question that asked, "How important are the aspects below in designing each feature." There were twelve aspects listed regarding the proposed site and the downtown area of Stantonsburg, along with qualitative-style answers for surveyors to be able to respond accordingly.

The first important aspect listed was the easy installment of the proposed features on the Seal Building site. Out of the thirty-three respondents to the Stantonsburg survey, the majority replied that easy installment was moderately important, at 48%. The second most chosen importance of easy installment was listed as very important, with 30.3% responding that it was very important to them. 9% of respondents stated that easy installment was extremely important. Another 9% of respondents replied that easy installment was not at all important. 3.0% of respondents replied that easy installment was slightly important. Easy installment was considered moderately important overall among those who responded. Based on the respondent's replies, this information shows that easy installment of the transformation of the Seal Building site is important but not a vital aspect.

Economically feasible was another listed aspect regarding the proposed site and its surrounding area. Out of the thirty-three respondents, a majority stated that it was very important for the proposed site to be economically feasible, with 42.4% replying that aspect was very important

to them. The second most chosen level of importance of economic feasibility chosen by the respondents was listed as extremely important at 27.2%. 24.2% of respondents stated that economic feasibility was moderately important, 3.0% of respondents replied that economic feasibility was slightly important. The remaining 3.0% of respondents replied that it was not at all important. Overall, the majority of respondents replied that economic feasibility was very important. The proposed transformation should provide more financial return than what was invested.

Another listed aspect was resilience to environmental conditions such as flooding, wind, and ice. Out of the thirty-three respondents, the chief response over the importance of resilience to environmental conditions was very important at 45.5%. The second most chosen response was extremely important, with 27.2% of respondents expressing that resilience to environmental conditions was extremely important. 12.1% of respondents replied that resilience to environmental conditions was moderately important. Another 12.1% of respondents replied that resilience to environmental conditions was slightly important. 6.1% of respondents stated that resilience to environmental conditions was not at all important. The majority of respondents who replied to the aspect of resilience to environmental conditions stated that it was very important regarding the features of the proposed transformation and that the Seal Building site should be built so that it can withstand harsh or prolonged environmental conditions.

Variety such as dining food, retail, and community gardens was the third aspect listed. Out

of the thirty-three respondents, the majority responded that variety was very important to them, with 42.4% replying that variety was a very important feature. 39.3% replied that variety for the proposed site is extremely important. 15.1% of respondents replied that variety was moderately important. 6.1% stated that variety was slightly important. None of the respondents replied that variety was not at all important. In summary, most of the respondents stated that variety concerning the proposed site was very important. Based on the respondents, residents would desire to see a variety of things regarding the transformation, like coffee shops, retail stores, and other markets.

Another listed aspect concerning the design of the proposed site was the importance of it being a business incubator for smaller businesses. Out of the thirty-three respondents, most of the respondents replied that it was very important for the proposed site to be a business incubator at 51.5%. The second most chosen response was moderately important, with 27.2% of respondents stating that it was moderately important for the proposed site to be an incubator for businesses. 15.1% of respondents replied that it was very important for the proposed site to be an incubator for businesses. 6.1% of respondents replied that it was slightly important. 3.0% of respondents stated that it was not important at all if the proposed site was a business incubator. In summary, most respondents responded that it was very important for the proposed site to be an incubator for smaller businesses and a place where businesses can grow and develop.

Nature, such as open space, was also one of the listed aspects concerning the design of the proposed site in downtown Stantonburg. The primary response from the thirty-three respondents regarding the importance of nature as a feature of the proposed site was listed as moderately important, with 36.4% of respondents stating that

nature was moderately important to them. The second most chosen response regarding the importance of the feature of nature in the proposed site was listed as very important at 30.3%. 24.2% of respondents replied that nature as a feature for the proposed site in downtown Stantonburg was slightly important. 9.1% of respondents stated that nature as a feature of the proposed site was very important. The remaining 3.0% of respondents replied that the feature of nature was not important at all. Overall, the majority of respondents stated that the feature of nature in the proposed site in downtown Stantonburg was moderately important. This information shows that nature is an important aspect of the transformation like open space and greenery, but it is not a vital aspect.

For the information provided by the residents of Stantonburg, the overall analysis for the revision of the Stantonburg Seal Building site shows that flexibility was the highest under the "slightly important" category at 30.3%, and community engagement was tied at the highest level for the category "extremely important" as well as the level listed as very important, with 36.4% of respondents stating that community engagement should be a major priority. This information tells us that the outcome of the Seal Building must include activities that involve a lot of community engagement.

Local ownership (where the owners reside) was ranked as moderately important to the residents with 36.4% replying that it was not a major priority, however, it was still an important aspect. The nurturing sense of the community was tied with the listed rankings as very important as well as extremely important to the residents at 36.4%. For the touring and parking, these factors would be considered extremely important with 36.4% responding that tourism should be a major priority and 42.4% stating that parking is moderately important, respectively. This information shows that respondents desire downtown Stantonburg

to experience tourism and that parking is a moderately important factor in correlation to tourism as well as other factors.

For all 12 of the concepts that factor in with the Seal Building, the category with the highest percentages in factors would be "very important", which shows that the residents of Stantonburg think that the revision of the Applewhite Seal building along with the following factors is very important to the town.

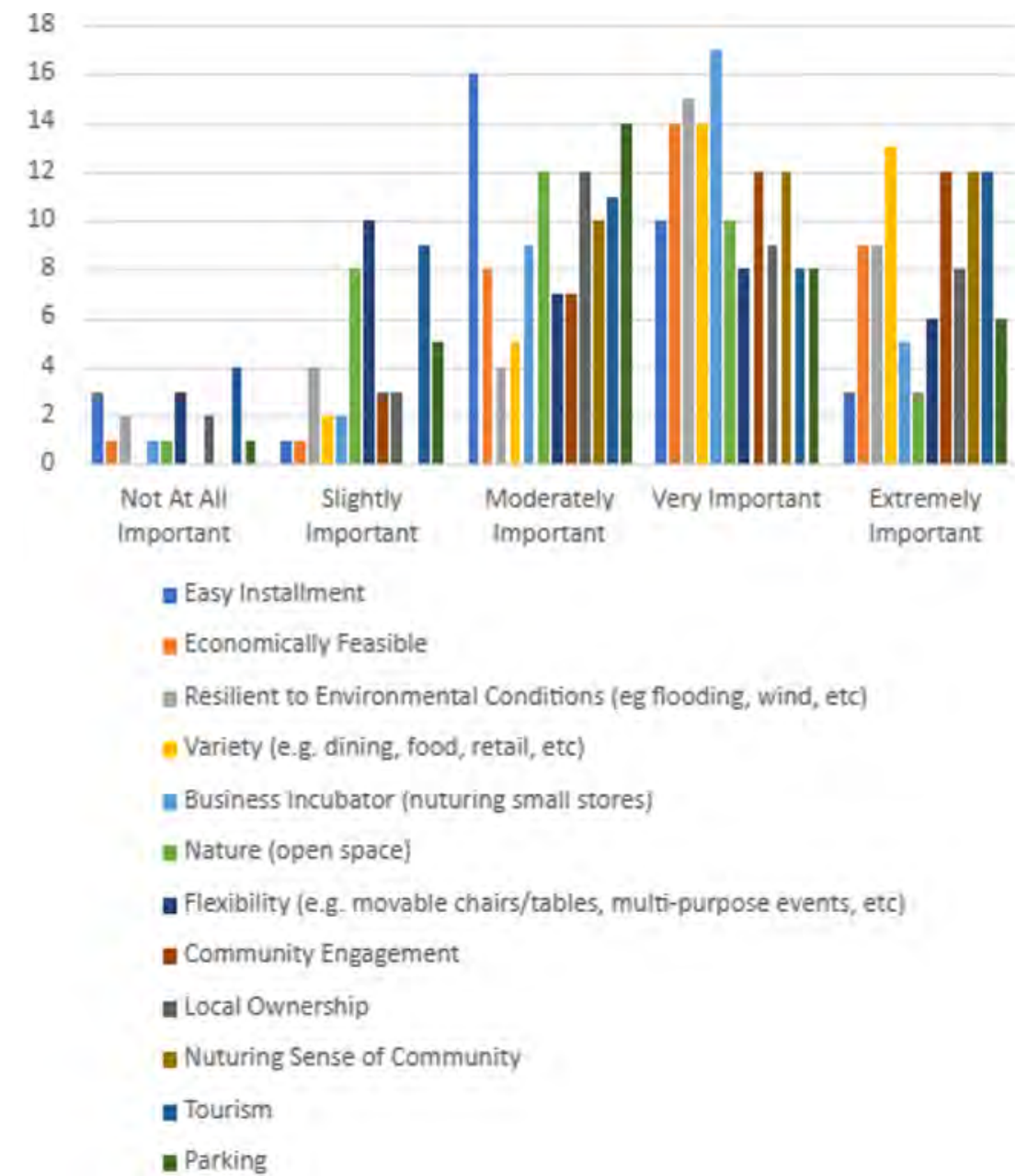


Figure 33. Respondents' answers to the importance of various aspects

Importance of each aspect

* Ordered from the most important to the least important based on survey responses

- ▶ Business Incubator - very important (51.5%)
- ▶ Easy Installment – moderately important (48.0%)
- ▶ Resilience to Environment – very important (45.5%)
- ▶ Economically Feasible – very important (42.4%)
- ▶ Variety - very important (42.4%)
- ▶ Parking - moderately important (42.4%)
- ▶ Community Engagement - extremely important & very important (36.4%)
- ▶ Local Ownership - moderately important (36.4%)
- ▶ Nurturing Sense of Community - extremely & very important (36.4%)
- ▶ Nature - moderately important (36.4%)
- ▶ Tourism - extremely important (36.4%)
- ▶ Flexibility - slightly important (30.3%)

THE SITE NAME

We gave the residents of Stantonsburg a chance to vote on their favorite name for the Seal Building Site. The overwhelming winner was “Stantonsburg Station” with 24 votes. We also gave the citizens a chance for citizens to propose names of their own. Submissions included “Downtown Stantonsburg”, “The Main Attraction”, “The Old ‘Burg”, and others (open answer).

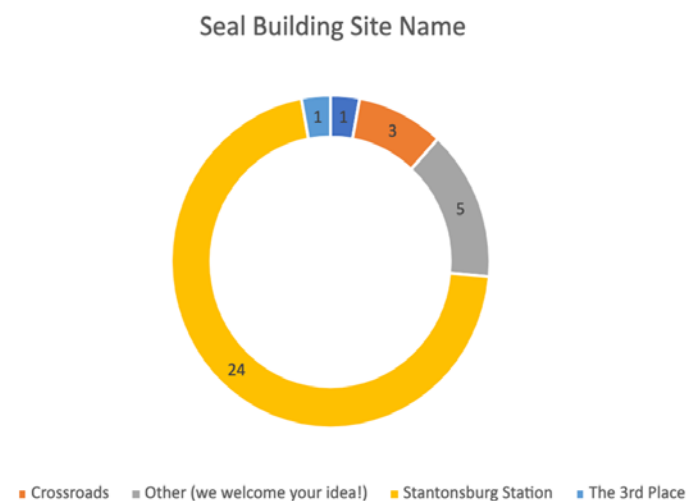


Figure 34. Seal Building site name preference

WHAT OTHER IMPROVEMENTS DO YOU HOPE TO HAVE WITH THE SITE REDEVELOPMENT?

- All Town offices consolidated into one building
- We need somewhere with breakfast & coffee, somewhere for the community to gather in the mornings. The recent restaurant that had breakfast was not very good and didn't focus on coffee, people will just run somewhere for a good cup of coffee and to say hello. We need something like that.
- I'd like to see more beautification over all. More landscaping, curb appeal. Park benches at the park, downtown would be nice.
- Shops, historic look and feel, local community ownership, unique stores with no franchises. Keep small town feel and community involvement.
- Restaurants! Food lion!
- I honestly hope that the derelict wall is torn down. It is an eyesore and will probably fall down during the next major hurricane. We can have memories of the wall through pictures and art
- I want to see the slab removed in the short term, and a new building constructed that somehow utilizes most of or all of the preserved facade.
- Flexibility of use - informal usage - picnic tables and community gathering space that is informal and makes it possible to have spontaneous usage
- Retail, restaurants.
- Coffee & or local bakery with outdoor seating also maybe some murals around town that incorporate town history/attractions as well as artwork that could be photographed & posted on social media or used as backdrops for professional photography sessions
- We need something for kids to do so they stay and start the family here
- Building space behind the facade needs to be constructed or the facade should to be demolished. The facade, while perhaps historically significant to old timers, serves no useful purpose. It looks dangerous and is frankly embarrassing. It makes downtown look like a ghost town.
- Food
- Maybe a STEM/STEAM lab or museum or center for younger children.



Figure 35. Behind of the Seal Building facade (photo by Misun Hur)

1

Pop-up + Temporal Space

A temporary space that can take on a variety of different events and situations such as an architectural structure, a park, an open space equipped with different facilities, or an artistic installation (Bertino et al., 2019).

What separates a pop-up environment from any other structure is its temporariness; which in turn usually allows the environments to be affordable, flexible, reversible, and simple to construct. Affordable in that the majority of pop-up environments are built for low to modest economic areas.

Staying affordable is a key to their success. This involves cost-effective solutions compared to more permanent ways of implementation. Flexibility in a space means it can be multi-purposed and not be confined to a specific role or niche. Which in turn allows it to be in constant flow with whatever needs it might need to fulfill for its community. Reversible in that sites are temporary, and therefore it is important they can be disassembled and returned to their starting point with no traces left behind. Lastly, simplicity of construction allows for easy assembly on site, with simple procedures such as welding, bolting, etc. compared to other more permanent methods such as mortars and/or concrete (which in turn saves money and time).

Pop-up environments offer a unique way to build with limited funds and people of Stantonsburg.

CASE STUDIES

** The case studies were conducted by Gerald Reiling (research volunteer, J. H. Rose High School)*

The Black Box

Portland, Maine, United States in 2018. Still running today

A group of five retails in the form of a multi-unit incubator space built inside re-purposed shipping containers. The Black Box in a busy Portland street offers unique and move-in ready spaces for small businesses "to test their product and market without a long-term lease commitment."

"The Black Box leases are designed with flexibility in mind to accommodate tenants who want space to test a concept or provide street front retail space for their existing business without a long-term commitment." (<https://www.tbbwashington.com/press/opening>)



Figure 36. The Black Box. All images on this page from <https://www.tbbwashington.com/press/opening>

Proxy

San Francisco, United States Built in 2009, still running today

“PROXY is a temporary two-block project located in San Francisco which seeks to mobilize a flexible environment of food, art, culture, and retail within renovated shipping containers” (PROXY).

Located in the Hayes Valley District of San Francisco, it was built as a response to the Great Recession in a community that needed temporary uses for vacant plots (Bertino et al., 2019). The most distinguishing element of the PROXY is its use of shipping containers as individual plots for a wide variety of commercial uses. The modularity of these containers also makes for the combination (stacking horizontally or vertically) and in-

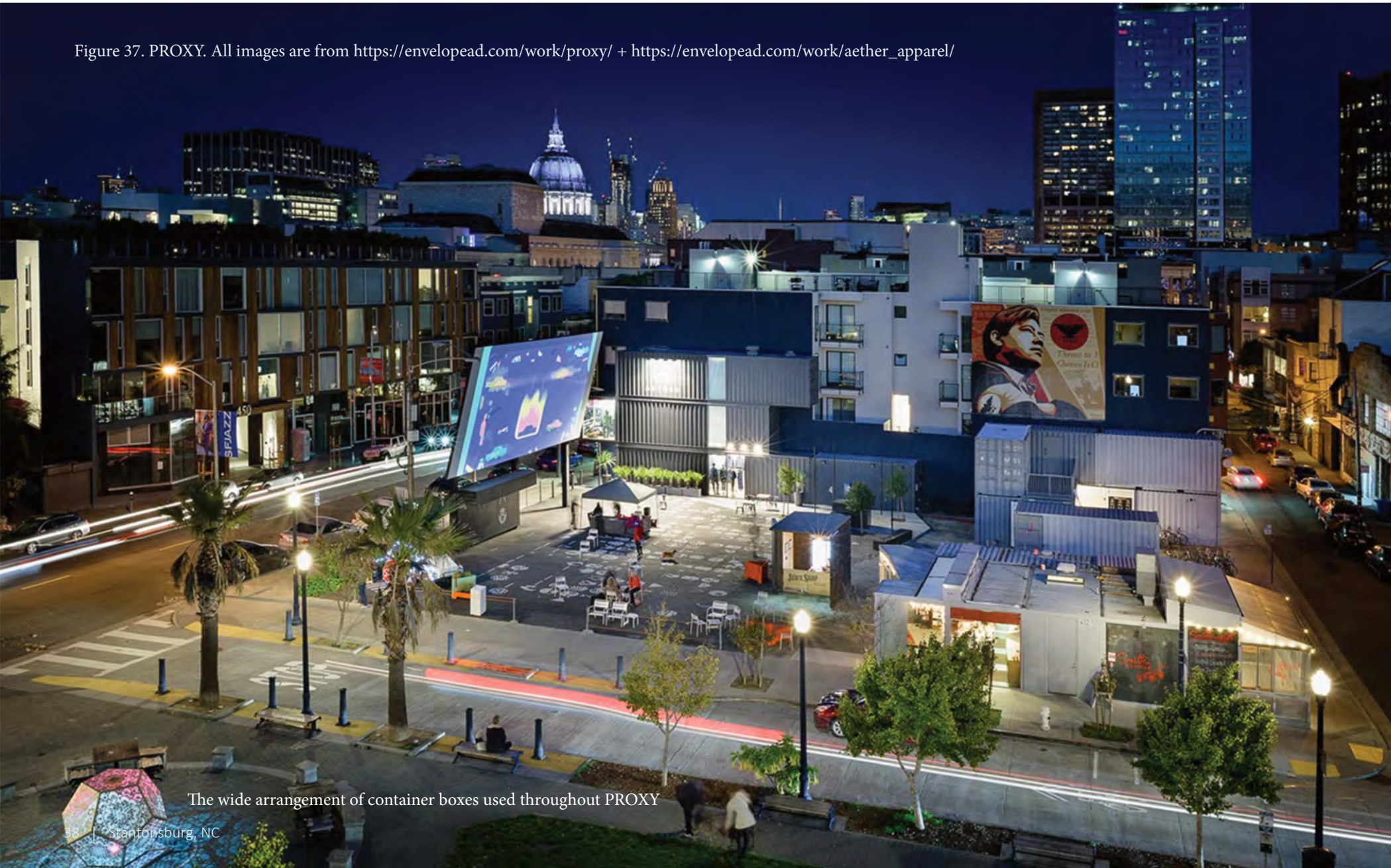
stallation of containers relatively quick and easy. Overall, the PROXY offers a constantly changing rotation of food, retail, arts, and events in its two city blocks that are integral to its district. While it was originally only planned for three years, through a series of leases, it has extended its stay through 2026 (PROXY).

Bertino, G., Fischer, T., Pühr, G., Langergraber, G., & Österreicher, D. (2019). Framework Conditions and Strategies for Pop-Up Environments in Urban Planning. *Sustainability*, 11(24), 7204.



Added a walk-in theater in 2015 where a variety of films are shown every Friday during their annual film festivals (PROXY)

Figure 37. PROXY. All images are from <https://envelopead.com/work/proxy/> + https://envelopead.com/work/aether_apparel/



The wide arrangement of container boxes used throughout PROXY



The home of Aether Apparel is three shipping containers stacked on top of each other (Aether Apparel)

2

Community Gathering “Third” Place

The “Third Place” refers to places where people spend time between home (‘first’ place) and work (‘second’ place). They are prime locations for people to socialize, enjoy their time, and connect with others (Diaz & Butler, 2016). Traditionally, they have been churches, clubs, public libraries, pubs, bookstores, parks, and of course, cafés.

It is important for any community to have ample gathering spaces for people to convene together on a daily basis and was stressed in the charrette as a “community building”. Third places are the embodiment of that idea with their main function being to serve the community and grow relationships.

Diaz, C., & Butler, S. M. (2016, September 14). “Third places” as community builders. *Brookings*. <https://www.brookings.edu/articles/third-places-as-community-builders/>.

Small World Coffee

Princeton, United States
Built in 1993 - Present

Local business that embodies the values of a third place while also bringing money/business into its city. Styles itself as a “small-town community café” that, in their own words, gives “Coffee for Community” (Small World Coffee, 2023). Two main concepts that contribute to SWC’s success as a third place and subsequently as a business: are atmosphere and the aforementioned dedication to community.

In the right environment (cozy, warm, inviting), customers feel more relaxed and comfortable and therefore tend to stay and return afterward. Likewise in the wrong environment (crowded, bare, cold), customers feel unpleasant and stressed, and therefore tend to just “eat and run” and not return again (Atmosphere... Restaurants, 2015).

Lastly, SWC’s dedication to their community. Their slogan is “Coffee for Community” and they wholeheartedly embody that. They host monthly art galleries and free live music along with a plethora of other events to support the Princeton community (Small World Coffee, 2023).

Small World Coffee is an example of an exemplary third place, which can be used to draw inspiration for Stantonsburg’s own third place.

Third places are needed for everyone and as long as a business can passionately embody that element, it should be able to keep a constant flow of residents coming in every day to frequent their business.



Figure 38. Small World Coffee. All images on this page from <https://smallworldcoffee.com/>

3

Local Ownership Farmer's Market

A farmers' market is a food market at which local farmers sell fruit and vegetables and often meat, cheese, and bakery products directly to consumers. That is a general term though as farmers' markets tend to differ from place to place and culture to culture.

In this case study, we would like to showcase how Japanese Farmers' Market operates to cultivate local ownership while providing fresh vegetables and fruits.

Kamogawa Enjoh

Kibichūō, Japan
Population: 10,886

Michi-no-Eki(Roadside Station) Kamogawa-Enjoh is a typical Japanese farmer's market located in the rural area of Kibichūō. Japanese farmers' markets have distinct qualities that set them apart from ones you would see in the US and across the world, but can prove to be beneficial if implemented. The four main qualities are days of operation, use of bar code system, emphasis on local varieties of foods, and prevalence of elderly people/farmers.

While most farmers' markets in the US are open for a limited number of days a year, Japanese markets are open on a daily basis. On a national level, Japanese farmers' markets are open for about 280 days per year, and Kamogawa-Enjoh in particular is open every day except Wednesdays (Iizaka & Suda, 2010). Being open daily allows for a constant flow of business and fresh produce in Kibichūō, a highly rural area in the Okayama prefecture.

How Kamogawa-Enjoh is able to stay open every day is through the use of bar codes.

The use of a bar code system allows farmers to send fresh produce to their market at short notice when before farmers had "to write paper checks" and record every shipment they sent (Iizaka & Suda, 2010). With bar codes, their workload is significantly decreased and all they must do is ship their produce. This "just-in-time shipping" that bar codes allow for also promotes communication directly between farmers and customers as farmers and customers cross paths between shipments. Farmers get information on what types of produce customers want and customers can get information on the produce they buy (how it was grown, how to use it in cooking, etc.). This information is

highly important for both sides and has even led to the reintroduction of traditional local produce into their respective markets.

Lastly, Japan is an aging country, and as such its farmers' markets reflect that. Japanese farmers' markets in general have always appealed to older farmers as they are easy to enter and do not require large masses of land or expensive machinery. It is not just the farmers though but the customers as well. Case in point, Baba-Nasu, another traditional variety of eggplant in the Osaka prefecture, was brought back into the local diet because it was "desired by the older consumers near Osaka-city" (Iizaka & Suda, 2010). Having a high number of elderly farmers also offers a unique opportunity for non-professional farmers/newcomers to learn and be trained by the older generation before them.

Overall, Japanese farmer's markets embody

spaces built for their respective communities. The emphasis on local varieties of produce makes every market unique and ensures that no one market is like another. Being opened daily and the use of bar codes also allows for a continuous flow of efficient business, enabling farmers to bring produce year-round whenever they have the supply available without hassle. Lastly, the fact that the farmers' markets are operated and frequented by a large number of elderly people offers a unique case study that is similar to the population demographics of Stantonsburg itself.

Iizaka, T., & Suda, F. (2010). Making device for sustainable agricultural systems: A case study of Japanese farmers' markets. In A. Bonanno, H. Bakker, R. Jussaume, Y. Kawamura, & M. Shucksmith (Eds.), *From Community to Consumption: New and Classical Themes in Rural Sociological Research* (Vol. 16, pp. 171-184). Emerald Group Publishing Limited.



Figure 39. Inside of Michi-no-Eki Kamogawa-Enjoh (image from <https://www.guidoor.jp/en/places/1394>)



Logo

Designer: Cameron Brown

The logo features a railroad design, paying homage to Stantonsburg's historical significance as a railroad transportation hub in eastern Wilson County. The symbols within the design embody essential elements such as collaboration, commerce, taste, and place, encapsulating the core aspects of the Stantonsburg Station project.

Site Design

Designer: Tayler Bartlett



DESIGNS

Design Themes

Stantonsburg, nestled in the heart of North Carolina, has the potential to experience a transformative revival through the introduction of diverse amenities like a new brewery, farmers market, retail shops, a coffee shop/bakery, and food trucks. This multifaceted approach promises a myriad of advantages, contributing to the town's economic prosperity, social cohesion, and cultural vibrancy.

Firstly, the establishment of a new brewery holds the promise of becoming a focal point for social interaction and community engagement. Breweries are more than just places to enjoy craft beverages; they serve as community hubs, offering a space for gatherings, live events, and a sense of local identity. The presence of a brewery can attract residents and visitors alike, creating a unique atmosphere that enhances the town's overall appeal.

A farmers' market in Stantonsburg would be a catalyst for local economic growth and sustainability. By providing a platform for local farmers to directly sell their produce, the town can bolster its agricultural community. Residents, in turn, gain access to fresh, locally sourced products, fostering a connection between consumers and growers. This not only promotes healthier eating habits but also supports the livelihoods of local farmers.

The addition of retail shops addresses a crucial aspect of the town's economic system. By diversifying the local retail landscape, Stantonsburg can reduce the need for residents to travel outside the town for their shopping needs. This not only retains local spending within the community but also attracts visitors seeking a unique shopping

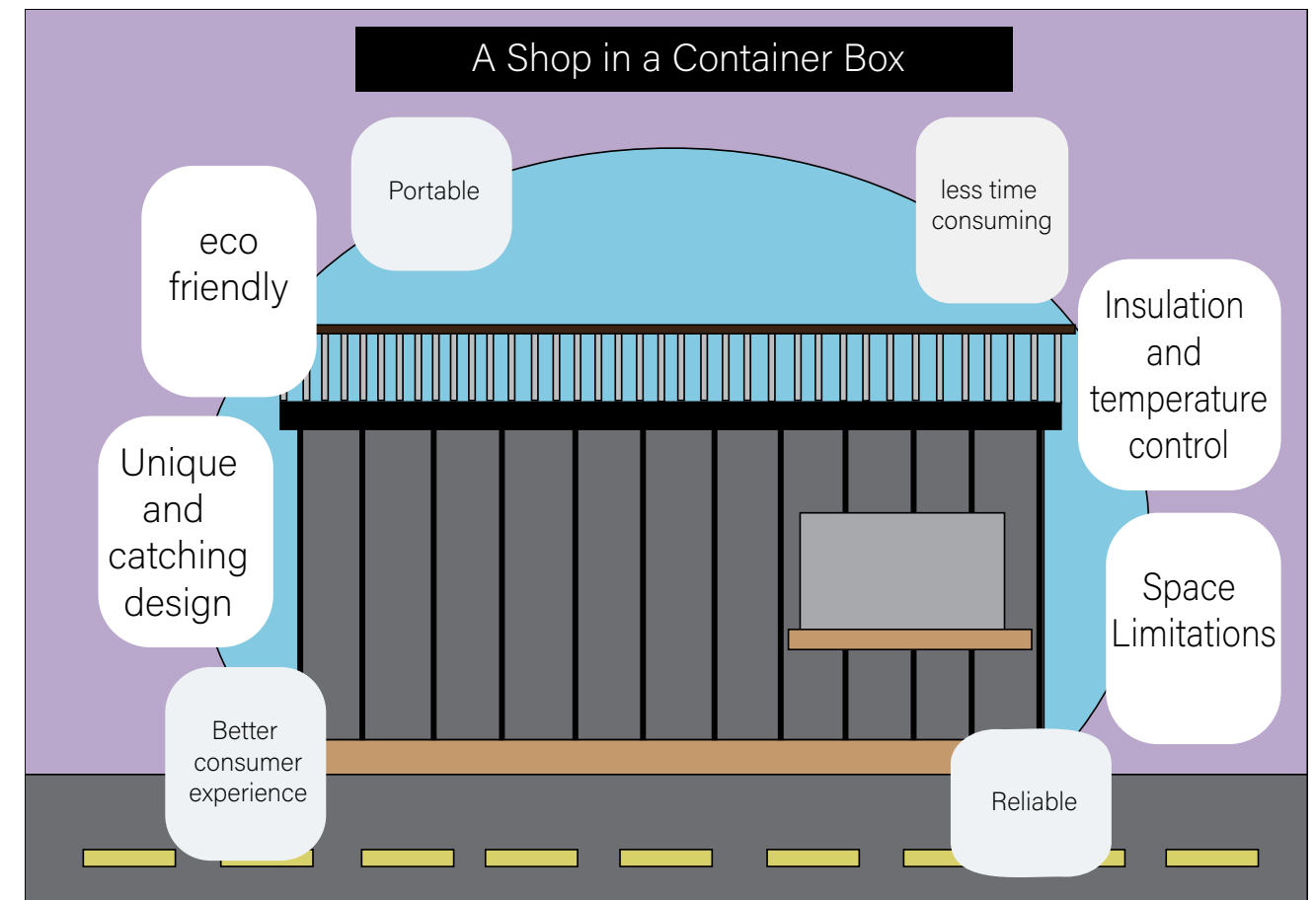
experience, contributing to the town's economic sustainability.

A coffee shop serves as more than just a caffeine dispensary; it becomes a social hub, a place for individuals to gather, work, and connect. The introduction of a coffee shop in Stantonsburg would offer a cozy atmosphere for residents to engage in conversations, work remotely, or simply unwind. It adds a layer of comfort and social interaction to the town's fabric.

A bakery, with its aroma of freshly baked goods, contributes to the sensory richness of the town. Beyond satisfying residents' sweet cravings, a bakery becomes a local institution known for its treats and a gathering place for those with a shared love for baked goods.

Lastly, food trucks bring a dynamic culinary experience to Stantonsburg. They offer a variety of cuisines, introducing diversity to the local food scene. Food trucks are known for their flexibility and innovation, providing residents with convenient and exciting dining options. This not only supports local entrepreneurs but also adds a layer of culinary excitement to the town.

In conclusion, the incorporation of a new brewery, farmers market, retail shops, a coffee shop/bakery, and food trucks in Stantonsburg offers a holistic approach to community development. Beyond the economic benefits, these amenities contribute to the town's social fabric, creating spaces for interaction, fostering a sense of pride and identity, and enhancing the overall quality of life for residents.



Infographic designer: Tayler Bartlett

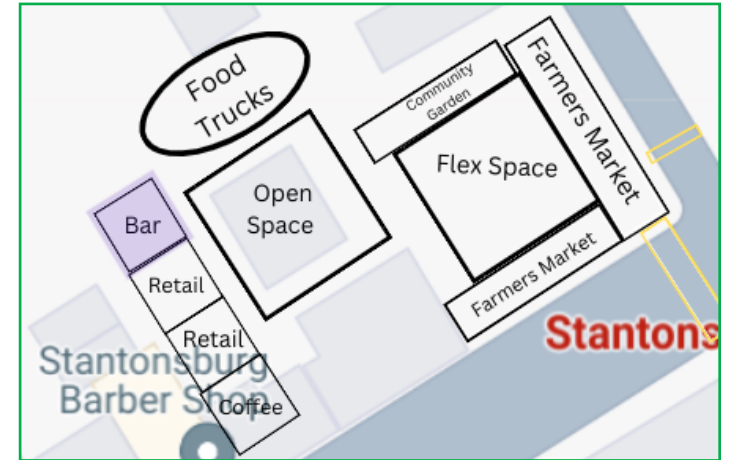
Bar

Stationside Sips

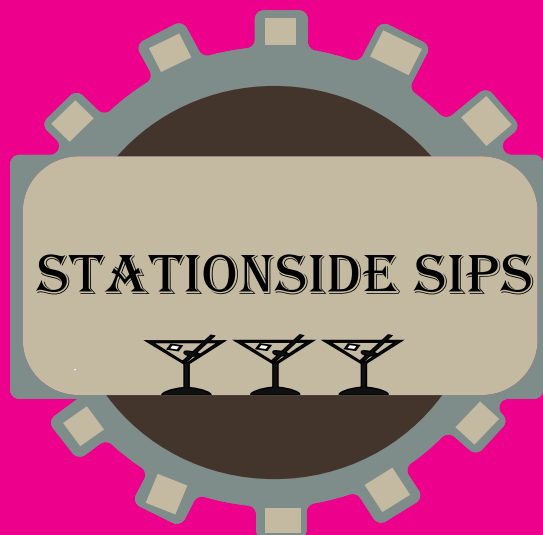
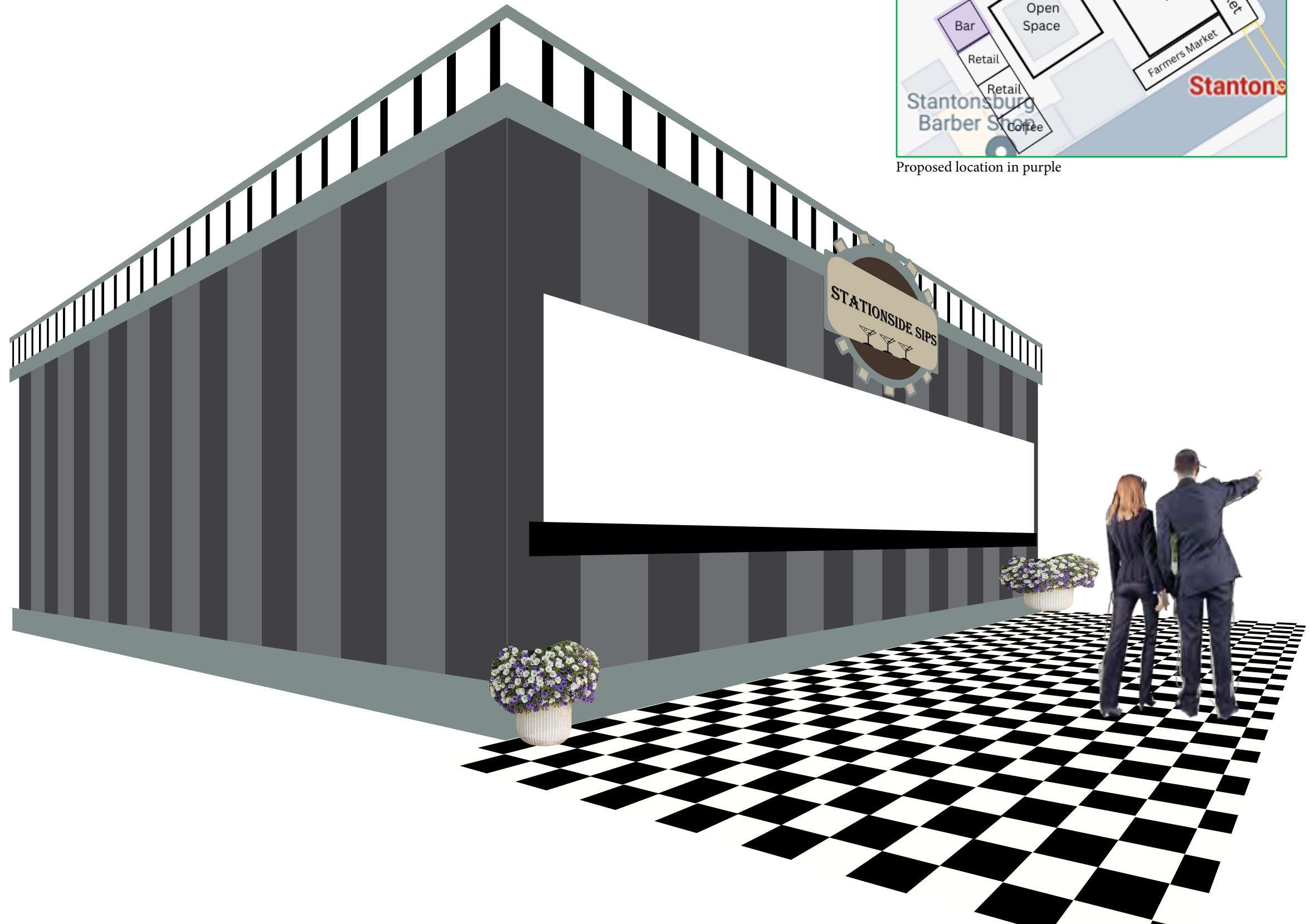
Designer: Tayler Bartlett

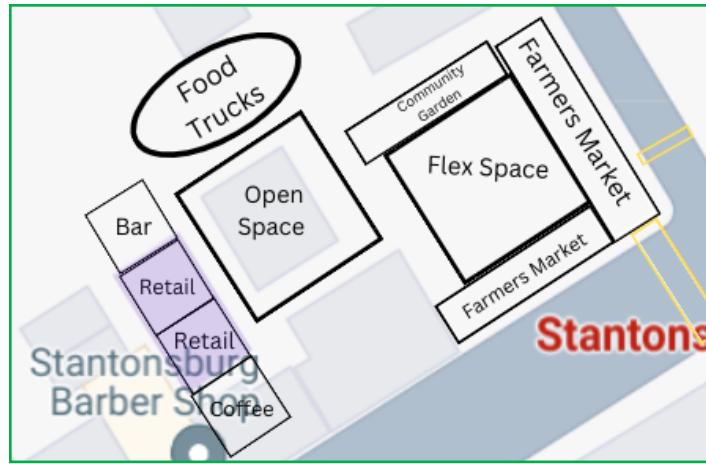
For my design, I went with a dark store container with teal accents. The teal was to make the bar have a slight pop to it. When coming up with the sign, I wanted something to follow the Stantonsburg Station theme. The sign is set to look like a train wheel. I decided to call this bar Stationside Sips. I also put little Martini glasses at the bottom of the logo design, so people know it is alcohol that's served there.

The store container would also have rooftop seating so people can enjoy their drinks while being out of the way of others. In having a rooftop area, if there was to be a movie night people can sit up there instead of worrying about not being able to see the screen. As for the floor, I wanted something that would stand out and be used for other purposes. With the checkered floor, people can dance if there is a live band or people can use it for games. To help bring the bar to life, I would get some potted or planted plants around the building. This would just add to the scene of the bar and help it fit into the area.



Proposed location in purple





Proposed location in purple

80% of all retail purchases are still made in store

40% of pop ups cost less than \$5,000 to open

POP UP SHOPS

WHAT ARE THEY?

Launching a pop-up is 80% less expensive than opening a physical retail space

20% of a business' customers account for 80% of the business' sales, and those 20% shop 10 times or more

Infographic designer: Makayla Selby



Front view



Retail

Thrift Picks

Designer: Makayla Selby

For the majority of proposed pop-ups and businesses, we decided these should be in storage containers, as this will allow for changing through the revitalization process, and easy switch-out as pop-up businesses may come and go.

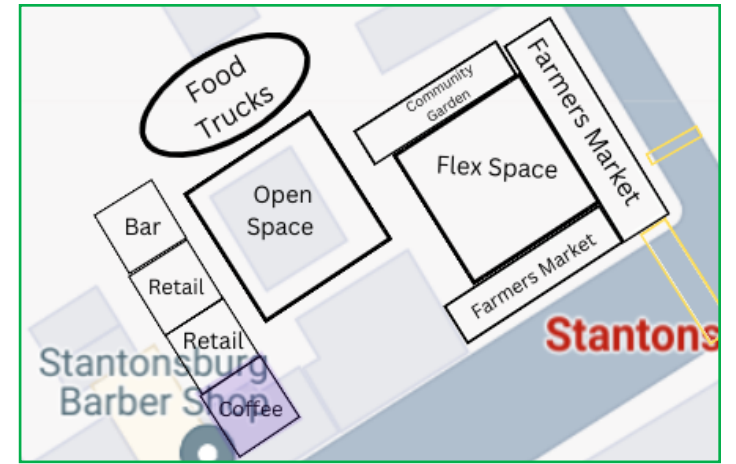
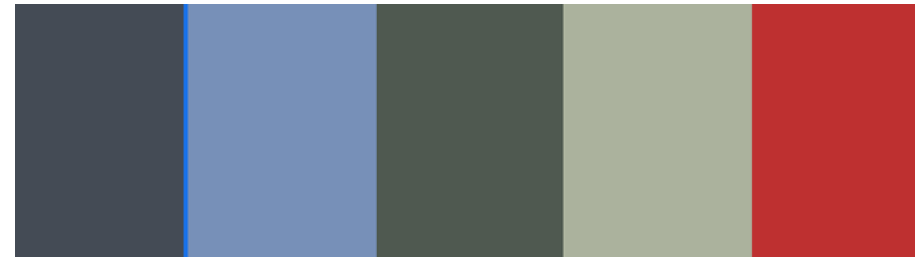
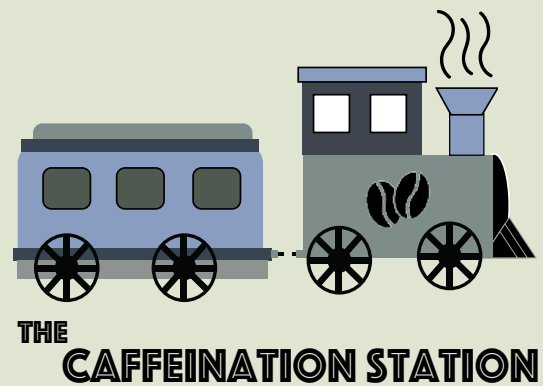
The proposed retail business is a nicer thrift store/exchange store type of business. Another retail business that could occupy this space would be a local boutique. The storage container allows for the amount of space that the small community needs, while still being able to offer a good selection. Instead of a stand-in register, a small portable tablet/iPad that connects to internet to use apps such as Square would be ideal, similar to how a food truck would operate.

Coffee shop + Bakery

The Caffeination Station

Designer: Caramia Landis

“The Caffeination Station” is a shipping container-style coffee shop and bakery that will serve all the people of Stantonsburg’s coffee and pastry needs. The flexible shipping container design allows for easy installation without all the hassle of construction, while still allowing the residents of Stantonsburg to get the coffee shop they wanted. I chose my colors based on our Stantonsburg color pallet, which was drawn from the colors on the front of the façade. We wanted to keep a cohesive color theme to bring the space together and commemorate the Seal Building. The name, “The Caffeination Station”, along with my train logo, is a nod to the name the residents voted on for the whole space, “The Stantonsburg Station”. I envision the coffee shop as a gathering place for residents to meet, catch up, chat, or talk about their days. They can sit at the stools seen in the design, or they can sit at the picnic tables that will be set up in the middle of the Stantonsburg Station. Overall, I just want this to be a place to bring the residents of Stantonsburg together.



Proposed location in purple



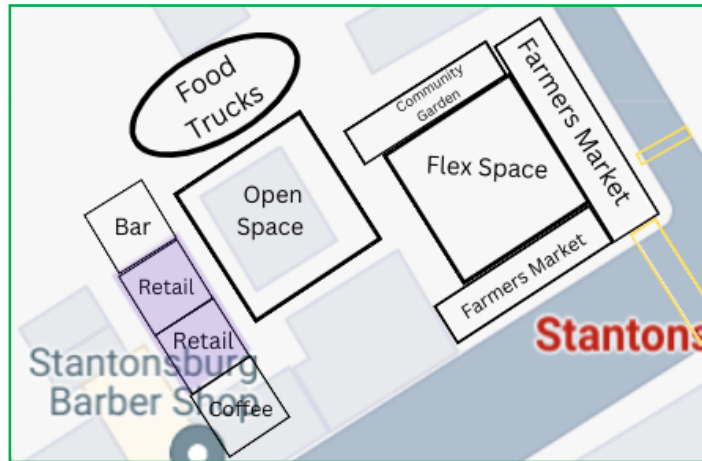
Retail

Consignment Store

Designer: Tanner Hayslette

Consignment stores have a large market in Eastern North Carolina. There are many different vendors in and around the town of Stantonsburg. This consignment store can consist of a collaboration of local businesses all selling their products in one convenient location, reducing the risk of those businesses each having to pay their own rent at their own locations. Furthermore, consignment stores are all-in-one shops making it easily tailorable to the market in Stantonsburg.

The design consisting of a shipping container mitigates construction costs, makes this structure movable, and can be easily redesigned to any other retail needs. The outside and inside of the container is extremely versatile allowing for it to go with any layout or color scheme. The with a garage door-like entrance makes the store inviting while allowing the store to seamlessly flow outside of the entrance with racks of highly desired items drawing customers inside.



Proposed location in purple

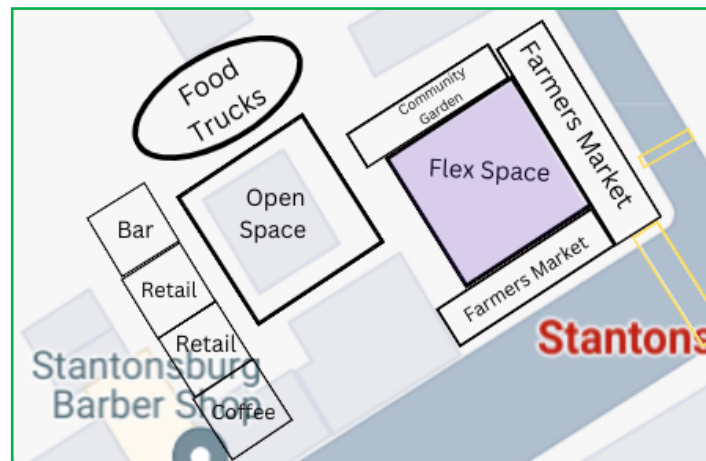


Community Building Space

Flex Space

Infographic designer: Tanner Hayslette

The purpose of flex space is a place that is flexible to host different types of events that increase residents' sense of community and quality of life. Examples of events that can be hosted here include but are not limited to: Live music festivals, art walks, 4th of July celebrations, Christmas or holiday celebrations and festivities, fundraisers, and activities for children such as bounce houses. Having a space like this to host community events will increase the residents' pride in their community, create a strong sense of community, and enhance the charm and character of the town making it stand out in comparison to surrounding towns. Moreover, this will increase people's willingness to relocate their families to Stantonsburg as opposed to other areas.



Proposed location in purple



Flex Space

Community Building

"A good public space needs to present at least 10 possibilities, including different things for people to do and ten reasons why people should be there" (Pacheco, 2017).

Safe Space

"Blending a diversity of uses such as bars, restaurants, and local commerce attracts people and makes the environment safer" (Pacheco, 2017).

Improved Economy

"Quality public spaces not only benefit people by offering leisure and living areas, but they also have the potential to boost the local economy" (Pacheco, 2017).

Social Participation

"A good public space needs to present at least 10 possibilities, including different things for people to do and ten reasons why people should be there" (Pacheco, 2017).



References:
 Holidays, Greenville, NC. <http://www.visitgreenville.com/sites/holidays/>
 Pacheco, P. (2017, July 9). Public Spaces 10 Principles for Connecting People and the Streets. <https://thecityfix.com/blog/public-spaces-10-principles-for-connecting-people-and-the-streets/>
 Christinelim. (2019, February 12). Cary, North Carolina. <https://www.carync.gov/>

Farmer's Market

Designer: Riley Jakob

A farmers' market in Stantonsburg would be a catalyst for local economic growth and sustainability. By providing a platform for local farmers to directly sell their produce, the town can bolster its agricultural community. Residents, in turn, gain access to fresh, locally sourced products, fostering a connection between consumers and growers. This not only promotes healthier eating habits but also supports the livelihoods of local farmers.

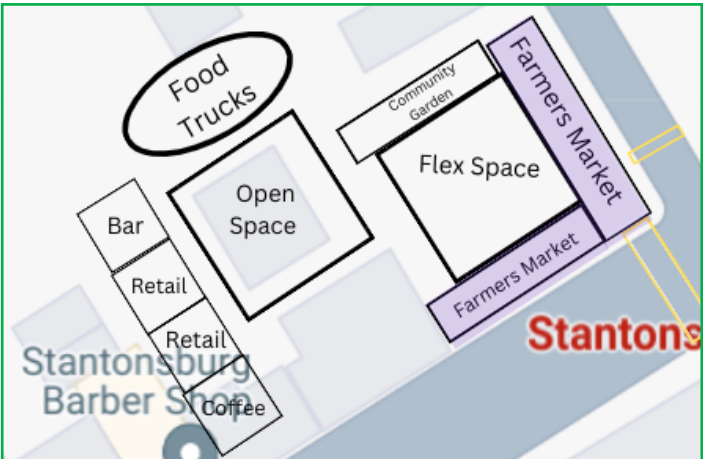


Benefits of a farmers market

- Supports local sales
- Fresh produce
- Good for your health
- Shopping becomes social
- Supports the local economy
- Gives people a front to sell items they may have been planning to sell
- Employment opportunity



"Farmers markets contribute to job creation, with approximately 165,000 farmers and ranchers selling their products directly to consumers through farmers markets and other similar outlets." (USDA, 2017)



Proposed location in purple



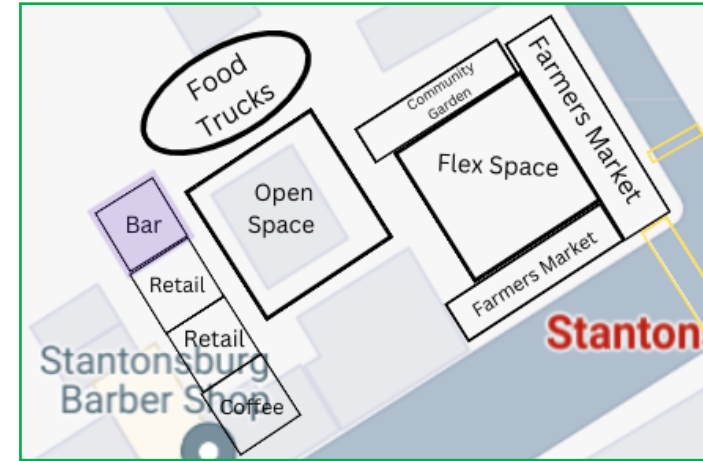
Brewery

Stantonsburg Station Brewery

Designer: Samuel Miles

My design identifies the possible characteristics of a storage container that could be re-purposed into a bar/brewery for the town of Stantonsburg, NC. Within the design, the window is cut into the siding of the container, revealing a in-built bar surface. Additionally, mounted on the back would be refrigerators/freezers as well as

shelving on top of which drinks and glasses can be stored. The design of the bar is very simplistic, and provides a compact space where people interested in a drink may have one. Additionally, outside the bar area, seating could be provided in the form of stools allowing people to relax in an outdoor environment.



Proposed location in purple



Stantonsburg Station Food Truck Park

Designer: Cameron Brown

The concept image captures the vibrant essence of a food truck park within Stantonsburg Station, seamlessly blending the convenience of mobile food vendors with the communal charm of shared dining experiences.

The convergence of various local food trucks in this lively setting not only allows for a delightful rotation of diverse cuisines, injecting excitement and variety for visitors but also serves as a catalyst for Supporting and promoting local businesses.

This amalgamation of culinary delights lays the foundation for a dynamic gastronomic landscape within the station, shaping it into a distinctive and thriving hub for food enthusiasts.

Amidst the lively hustle and bustle, the placement of dining tables and chairs within Stantonsburg Station's outdoor space is a thoughtful strategy. Beyond merely offering a comfortable space for patrons to savor their meals, these strategically arranged seating setups contribute significantly to the social ambiance of the food truck park.

It is also recommended that there be umbrellas for shade or creating benches to allow for an increased number of patrons within the dining services.

In Osceola County, Florida World Food Trucks is the largest food truck park, boasting around 60 food trucks.

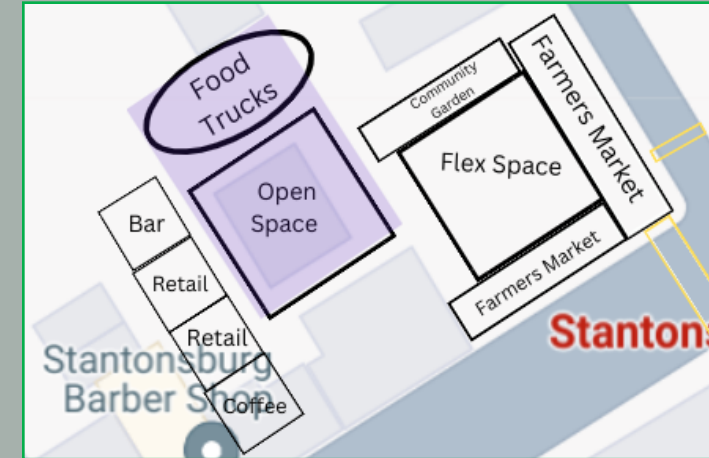
In the pursuit of crafting an immersive experience, the integration of decorative elements such as plants and murals becomes an integral part of the food truck park's design. This deliberate incorporation goes beyond the realm of culinary offerings, elevating the ambiance of Stantonsburg Station into a visually appealing and welcoming environment.

Emphasizing that the culinary experience extends beyond the mere consumption of food, these aesthetic touches enrich the overall atmosphere, making the food truck park a destination where patrons can indulge their senses. Navigating the challenge of limited space at Stantonsburg Station requires meticulous planning to optimize the effectively.

This may involve a strategic decision to utilize only one food truck at a time, ensuring that the available space is compact yet inviting. The goal is to create an environment that maximizes functionality, offering an enjoyable experience for both vendors and visitors within the spatial constraints.

The thoughtful design approach extends beyond the culinary domain to accommodate additional amenities, such as the proposed brewery or coffee shop. This strategic planning transforms Stantonsburg Station into a comprehensive food destination, establishing it as an incubation space for various food service-based businesses within its confined yet versatile surroundings.

The result is a multifaceted experience that transcends the conventional notion of a food truck park, solidifying Stantonsburg Station as a central hub for culinary exploration and entrepreneurial endeavors, with a vibrant blend of flavors and business innovation.



Proposed location in purple



Image of proposed food truck park in Stantonsburg Station

Healthy Community

Community Garden

Infographic Designer: Caramia Landis

STANTONSBURG COMMUNITY GARDEN

Residents of Stantonsburg have expressed concerns about a lack of access to fresh foods. Part of our solution to this concern is installing a community garden for the residents of Stantonsburg.

A community garden raises nearby property values 9.4%



Garden Plot

BENEFITS OF A COMMUNITY GARDEN

- Fresh food for the residents of Stantonsburg
- Fights food insecurity
- Brings the community together
- Beautifies the area, provides green space
- Removes pollutants from the air, good for the environment
- Educational for people of all ages

An average community garden yields about 20.4 servings of fresh produce per sq.m.

Community gardens can lower household food security concerns by up to 90%



Meyers, K. (2023, April 28). Community Garden Statistics in 2023 (latest U.S. data). Garden Pals. <https://gardenpals.com/community-garden/>

