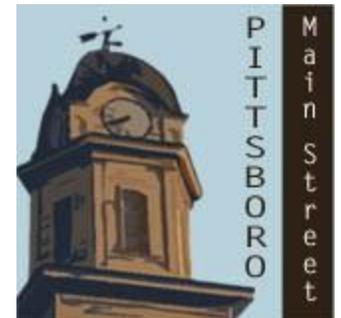




DOWNTOWN VISION PLAN

TOWN OF PITTSBORO
BOARD OF COMMISSIONERS
JUNE 16, 2014

Kimley»»Horn





ACKNOWLEDGEMENTS

TOWN OF PITTSBORO

Mayor - William G. Terry

Board of Commissioners

Pamela Baldwin

Michael A. Fiocco

J. A. (Jay) Farrell

Bett Wilson Foley

Beth Turner

Town Manager - Bryan Gruesbeck

Planning Director – Stuart Bass

Town Engineer - Fred Royal, P.E., CFM

Parks Planner – Paul Horne

Pittsboro Business Association

Pittsboro Roadhouse

Greg and Maria Lewis

Study Funded By

Preston Development

Presentation Overview

INTRODUCTION and PURPOSE

PROCESS OVERVIEW

EXISTING CONDITIONS

VISIONING

PRIORITY PROJECTS

BUDGET ESTIMATES

IMPLEMENTATION STRATEGIES



INTRODUCTION

Background

Purpose of the Plan

- **CATALYST FOR THE PLAN: MAY 16 MEETING WITH NCDOT SECRETARY TONY TATA**
- **NEED: A STUDY WITH PRIORITY PROJECTS AND BUDGETS TO SECURE DISCRETIONARY FUNDING**
- **PRESTON DEVELOPMENT OFFERED TO FUND THE INITIAL STUDY TO MEET JUNE 30 DEADLINE**
- **TWO PRIMARY GOALS:**
 - **CREATE A COMMUNITY BASED VISION TO GUIDE FUTURE DOWNTOWN DEVELOPMENT**
 - **IDENTIFY PRIORITY PROJECTS, BUDGET ESTIMATES, AND AN IMPLEMENTABLE ACTION PLAN**



INTRODUCTION: APPROACH

- **Community-led vision for downtown, irrespective of budgets, politics, property ownership, or other perceived barriers.**
- **Use Vision Plan as the basis to identify specific improvements to advance the broader vision.**
- **Prioritize projects and develop budget estimates to secure funding**

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INTRODUCTION: PROCESS

Conditions Assessment

May 28-30

Stakeholder Input

May 28-29

Visioning

May 29-30

Presentation and Project Prioritization

May 28-29

Budget Cost Estimating

May 30 – June 4

Draft Study - Production

June 4 – June 13

Presentation of Draft Study

June 13

Public Presentation of the Study

June 16





STUDY AREA CONTEXT AND ISSUES SUMMARY

Study Area: as defined by the *Main Street Project Area Map* for the Pittsboro Main Street Program

Relevant Studies / Active Plans

- Town of Pittsboro Land Use Plan
- Town of Pittsboro Pedestrian Transportation Plan
- Town of Pittsboro Main Street Program (façade improvements)
- Town Engineering Projects (West Street Rain Garden; West side wetland BMP)

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STUDY AREA CONTEXT AND ISSUES SUMMARY

BIG PICTURE TRENDS

Trends in demographics and lifestyle preferences are favorable to downtown revitalization:

- Increased demand for downtown living on the part of both millennial and older adult populations
- Desire for live-work environments and minimal commute times
- Boom in single and childless / empty nester homes seeking smaller homes, urban infill, and mixed-use environments
- Desirability to live in or near walkable communities
- Desire for more “authentic” shopping and entertainment experiences
- Demand for urban lifestyle, but with easy access to recreation and natural amenities
- Growth in intergenerational communities which integrates housing, employment, entertainment and services for all age groups

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SITE CONDITIONS: Challenges and Opportunities

OVERALL STREETScape

Challenge:

- **Lack of Unified Wayfinding**
- **Lack of Unified Street Tree Program**
- **Lack of design standards for Lighting products**
- **Overhead Utilities are visually obtrusive**

Opportunities:

- **Develop and Implement a Wayfinding Program**
- **Develop and Implement Street Tree standards for species, spacing, and urban planting details**
- **Develop and Implement Lighting Standards – consider LED products**
- **Bury Overhead Utilities concurrent with Streetscape projects**



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SITE CONDITIONS: Challenges and Opportunities

SIDEWALK SLOPES AND DRAINAGE

Challenge: existing sidewalks are uneven, have severe cross slopes, and severe grade differential between walks and parking surfaces. These conditions do not meet current ADA accessibility guidelines.

Opportunities:

- **Brick sidewalks should be replaced, re-graded, and incorporated with retaining rails, railings and landscaping where necessary to address grade differentials.**
- **New or modified drainage systems can be installed as part of sidewalk renovations to address ponding water in front of businesses**



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SITE CONDITIONS: Challenges and Opportunities

PARKING

Challenge:

- The lack of quality public parking and underutilized private parking lots occupy valuable real estate in close proximity to businesses but are not available to the public.
- Unsafe parking conditions adjacent to traffic circle.

Opportunities:

- improve efficiency of layout on existing surface lots to gain spaces;
- foster shared use agreements and reservation systems on private surface lots for public use
- develop structured parking east or west of Hillsboro St or within the County government complex; incorporate retail façade into decks where possible
- meter on-street parking to encourage high turnover at storefronts
- develop shared parking lots in County Government complex



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SITE CONDITIONS: Challenges and Opportunities

COMMUNITY OPEN SPACE

Challenge: Minimal amount of public open space within the study area; The lack of a significant downtown gathering space for programmed events.

Opportunities:

- **Develop a centrally located park, $\frac{3}{4}$ to 1 acre or more in size, suitable for programmed public events and daily, informal use**
- **Evaluate underutilized parking areas as options for short or long term redevelopment solutions**
- **Consider a long term view toward a park on the site of the existing County offices south of the Courthouse.**
- **Continue to seek opportunities for small pocket parks.**



SITE CONDITIONS: Challenges and Opportunities

EAST-WEST CONNECTIVITY

- **Challenge: limited opportunities between blocks for connectivity to parking or open space.**
- **Opportunity: utilize existing alleys between buildings or create voids where possible to achieve connectivity.**

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SITE CONDITIONS: Challenges and Opportunities

STREET FRONTAGE GAPS

- **Challenge:** Gaps between uses along key streets disrupt the downtown visual rhythm and make the town less walkable.
- **Opportunity:** encourage urban infill projects and ensure that development codes support development forms that can help accomplish this.



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SITE CONDITIONS: Challenges and Opportunities

INTERSECTION ENHANCEMENTS

Challenge:

- key intersections without any crosswalk features
- Existing crosswalk features that do not meet current standards for safe pedestrian movement across public streets.

Opportunities:

- Improve all intersections to include new striping, ramps, bulb-outs and pedestrian signal heads where appropriate
- Incorporate special pavement into key gateway intersections; include public art and landscaping opportunities
- Handicap Ramps



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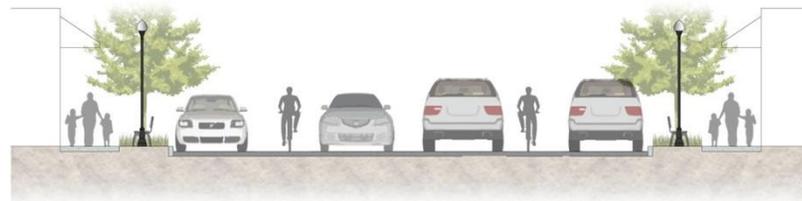
SITE CONDITIONS: Challenges and Opportunities

STREET SECTIONS

Challenge: Local streets appear oversized resulting in higher rates for speed and additional impervious area within the downtowns area.

Opportunities: Using the Complete Streets model as a guide, all downtown street sections should be evaluated to minimize paved surfaces

Typical Street
Section



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SITE CONDITIONS: Challenges and Opportunities

STREET SECTIONS – ON-STREET PARKING

- **Benefits Of On-street Parking**
 - convenient, high-turnover parking for customers.
 - physical protection from the travel lanes to the pedestrian zone
 - definer of space for a comfortable sidewalk realm.
 - traffic calming

- **Parking Configuration Options**
 - parallel
 - Drive in angle parking
 - Back-in angle parking



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SITE CONDITIONS: Challenges and Opportunities

GATEWAYS

Challenge: lack of visual definition for the core downtown area and gateways

Opportunities:

- **Pavement patterns at gateway intersections**
- **Unified design standards for street furnishings and lighting**
- **A unified palette for street tree and ornamental landscaping**
- **Public art (i.e. 911 Sculpture)**
- **Buried overhead utilities**
- **Unified design standards for sidewalks**
- **Unified wayfinding program**
- **Building facade programs**



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SITE CONDITIONS: Challenges and Opportunities

MULTI-MODAL TRANSPORTATION SYSTEMS

Challenge: connectivity between downtown destinations and to the broader community.

Opportunities: modify street sections to incorporate bike lanes and transit stops. Create multi-modal paths between blocks and establish connection nodes to the broader Town greenway system and, in the future, to Chatham Park.





SITE CONDITIONS: Challenges and Opportunities

TECHNOLOGY

Challenge: combine authenticity of place with technology features sought by all age groups today.

Opportunities: incorporate conduit and duct banks into improvement projects

- Smart parking technologies
- Vehicle charging stations
- LED lighting
- WIFI hubs in parking meters
- solar shade structures
- Self compacting waste receptacles
- electronic information kiosks



SITE CONDITIONS: Challenges and Opportunities

HOUSING OPPORTUNITIES

Challenge:

- **increase downtown residential population to support local business, encourage new businesses, and bring evening and weekend vitality to the downtown.**
- **encourage intergenerational housing.**

Opportunities:

- **large opportunity sites**
 - **Mt Sinai site on Chatham east of Masonic and the**
 - **former manufacturing site at Credle and Hanks.**
- **small infill opportunities within the study area**

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SITE CONDITIONS: Challenges and Opportunities

PARCEL ASSEMBLY

Challenge:

- large number of property owners, forms of ownership ,and property configurations make assembly of land for significant public spaces or redevelopment challenging.
- The distribution of owners, renters, and vacant parcels

Opportunities:

- the presence of large tract opportunity sites
- Opportunities to relocate existing businesses to nearby parcels better suited for their success
- Access and shared parking agreements between owners to help parking needs



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OPPORTUNITY SITES

- properties, developed or undeveloped, that may offer some long term value to the downtown as new development, redevelopment, or re-purposed sites.
- value of opportunity may be tied to its size, location, existing structure, connectivity - deemed underutilized
- Sites do not necessarily represent properties that are available or have willing owners



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OPPORTUNITY SITES



OPPORTUNITY SITES LEGEND					
ID	LOCATION	AC	OWNER	DESCRIPTION	POTENTIAL LAND USE
A	30 W SALISBURY	1.77	JUSTICE LAND LIMITED	VACANT - FORMER RETAIL SITE	PARKING, MUNICIPAL CENTER, MED. DENSITY RESIDENTIAL
B	75 W SALISBURY	0.53	RUNNING DOG HILDS	FORMER POST OFFICE	PROFESSIONAL OFFICE, CULTURAL CENTER, ART GALLERY, RESTAURANT
C	40 W SALISBURY	0.54	RUNNING DOG HILDS	UNDERUTILIZED - GRAVEL PARKING	OPEN SPACE; SURFACE OR STRUCTURED PARKING; REFUSE CENTER
D	WEST ST	0.53	JUSTICE MOTOR CO LLC	UNDERUTILIZED - GRAVEL PARKING	OPEN SPACE; SURFACE OR STRUCTURED PARKING
E	37 E SALISBURY	0.70	SPRINT CAROLINA TEL	UNDERUTILIZED - PARKING	OPEN SPACE; SURFACE OR STRUCTURED PARKING
F1	56 E SALISBURY	0.30	HARRIS PMA & WD HARRIS	UNDERUTILIZED - PRIVATE PARKING	SHARED PARKING; LINEAR GREEN SPACE
F2	HILLSBORO ST	0.17	SPILLER ESSETT ...	UNDERUTILIZED - PRIVATE PARKING	SHARED PARKING; LINEAR GREEN SPACE
F3	56 E SALISBURY	0.24	HARRIS PMA & WD HARRIS	UNDERUTILIZED - PRIVATE PARKING	SHARED PARKING; LINEAR GREEN SPACE
G	55 EAST ST	0.51	PITTSB. PRESBYTERIAN CH	UNDERUTILIZED PARKING	OPEN SPACE; PARKING; RESTRICTION CORRIDOR
H1	305 EAST ST	1.02	GENERATION 8 CAROLINA LLC	VACANT - FORMER AUTO SALES	OPEN SPACE; PARKING; COMMERCIAL; MIXED USE
H2	305 EAST ST	0.74	GENERATION 8 CAROLINA LLC	VACANT - FORMER AUTO SALES	OPEN SPACE; PARKING; COMMERCIAL; MIXED USE
I	CHATHAM ST	0.37	MT SINLAINE CH TRUSTEES	VACANT	PARKING; MUNICIPAL CENTER; MED. DENSITY RESIDENTIAL
I	50 HAWKINS ST	0.34	SPILLER ESSETT ...	VACANT	PARKING; MUNICIPAL CENTER; MED. DENSITY RESIDENTIAL
I	HAWKINS ST	0.20	SPILLER ESSETT ...	VACANT	PARKING; MUNICIPAL CENTER; MED. DENSITY RESIDENTIAL
I	CHATHAM ST	0.81	MAPLE LEAF CONSTRUCTION	VACANT	PARKING; MUNICIPAL CENTER; MED. DENSITY RESIDENTIAL
J	65 E CHATHAM ST	0.56	CHATHAM COUNTY	COUNTY - POTENTIAL RELOCATION	PARKING; MUNICIPAL CENTER; MED. DENSITY RESIDENTIAL
K	12 EAST ST	0.56	CHATHAM COUNTY	COUNTY OFFICE	PARKING; MUNICIPAL CENTER; MED. DENSITY RESIDENTIAL
L	108 CHURCH ST	2.75	MULCOLN PROPERTIES	VACANT	OPEN SPACE - OPEN VIEWS TO COURTHOUSE
		22.29	TOTAL ACRES		MIXED RESIDENTIAL/CHC/CULTURAL

Challenges And Opportunities

Opportunity Sites

Opportunity sites are those properties, developed or undeveloped, that may offer some long term value to the downtown as new development, redevelopment, or re-purposed sites. This value may be tied to its size, location, existing structure, connectivity, or some combination of those factors but in general these sites are deemed underutilized given these qualities. It is key to note that opportunity sites do not necessarily represent sites that are on the market, or have owners, sellers or developers communicating a desire or willingness to consider change at this time. The value in identification of these sites is to acknowledge the key positions they occupy in the overall master plan in the hopes that should they become available or should the Town or private sector be motivated accordingly, this master plan might help steer development in a direction consistent with the vision.

Opportunity sites within the study area include:

- large, private surface lots (shared parking; structured parking; open space)
- the old post office on Hanks St. (re-purpose opportunity)
- the abandoned auto dealership on East St. (redevelopment site)
- the County offices on Chatham St and East St (open space; shared parking; redevelopment)
- undeveloped site on Chatham St (redevelopment site)

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DOWNTOWN VISION PLAN

Pittsboro Business Association Vision

- *promote our shops,*
- *recruit new business*
- *a vibrant destination*
- *maintains Pittsboro's historic charm*
- *highlights our community's commitments to the local cultural arts, the environment,*
- *centralizes our government offices,*
- *houses a cultural arts center and*
- *outdoor park and amphitheater*

You know it works when: people routinely decide to go downtown with no agenda, confident that there will be enough activity to make the trip worthwhile

Pittsboro has some fundamental advantages to build from

Stakeholder adjectives to describe Pittsboro's "brand" Local...Historic...Eclectic...Vibrant...Density...Green Artistic
...Night Life...Organic ...a Community

Branding a community can be an intentional exercise.

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DOWNTOWN VISION PLAN

Be authentic: strive to intentionally incorporate your brand into all elements of your downtown.

- community gardens
- promote more local farm-to-table restaurants,
- recruit more local music shops and art galleries
- expand farmer's markets
- organize downtown festivals around those themes





DOWNTOWN VISION PLAN

DEVELOPMENT CODES

- **Downtown Overlay District**
- **Design Guidelines**
- **Form based, or hybrid codes - focus more on the physical form of development than specific uses – help to encourage infill development.**



DOWNTOWN VISION PLAN

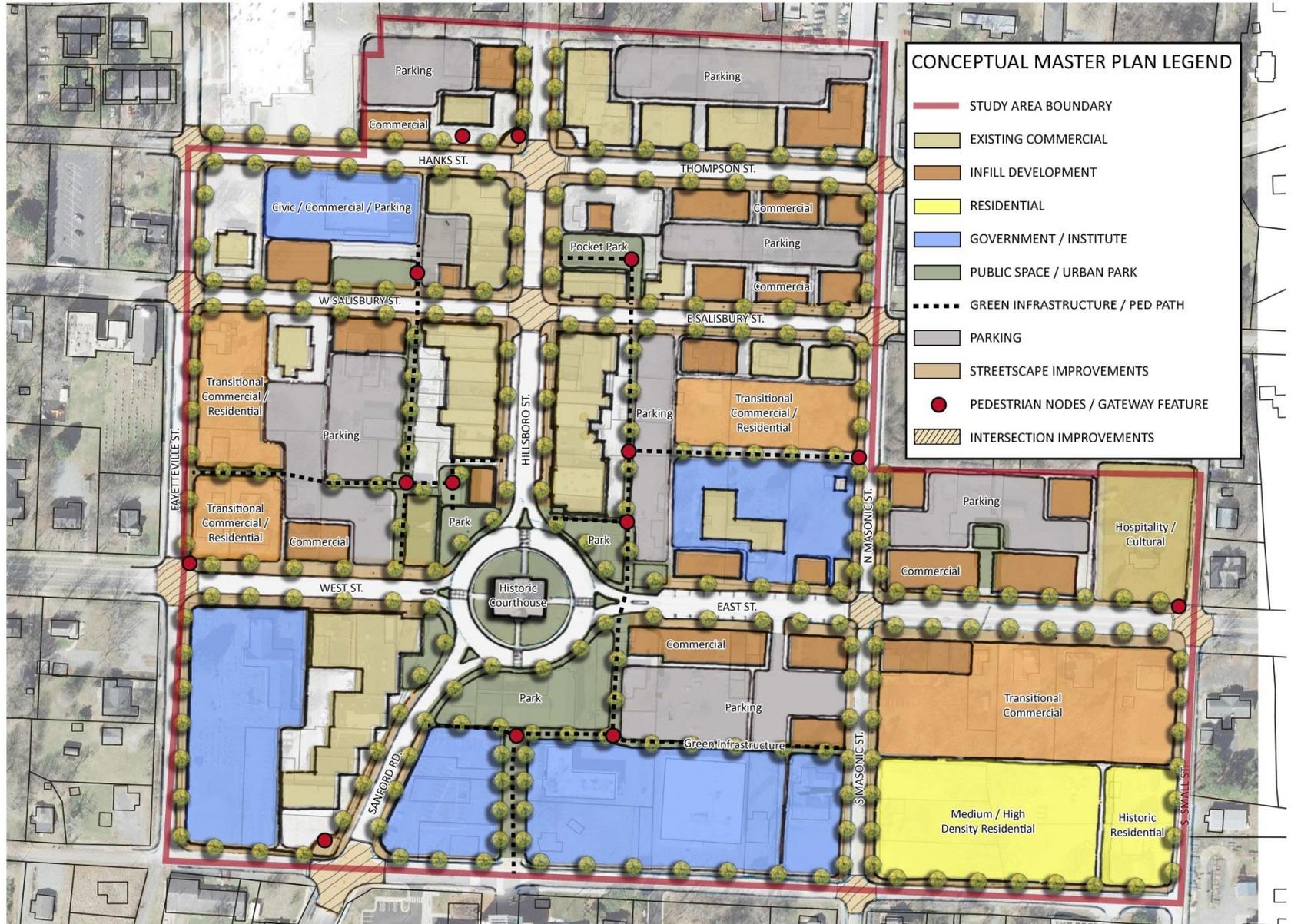
MARKETING AND PROGRAMMING

- **Focus on quality and frequency. Of downtown programs**
- **Goal: get people accustomed to coming downtown on a regular basis to be with other people**
- **You must have the spaces, venues and parking to accommodate those crowds and provide an overall positive experience.**
- **Facilities and services are just as important as the venue - restrooms, parking, information assistance, online information, and, traffic control**

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DOWNTOWN VISION PLAN



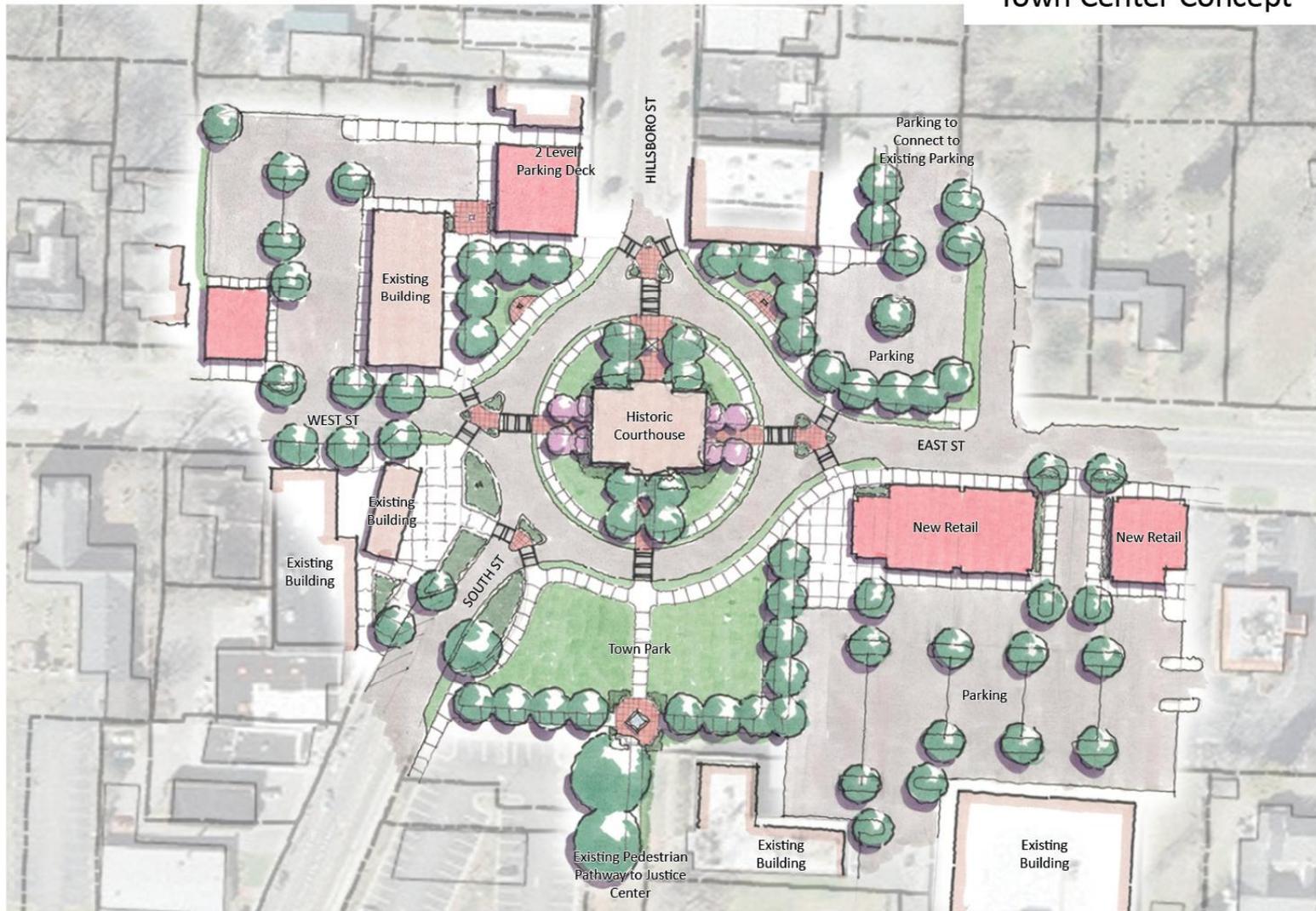
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VISION PLAN EXHIBITS

Town Center Concept



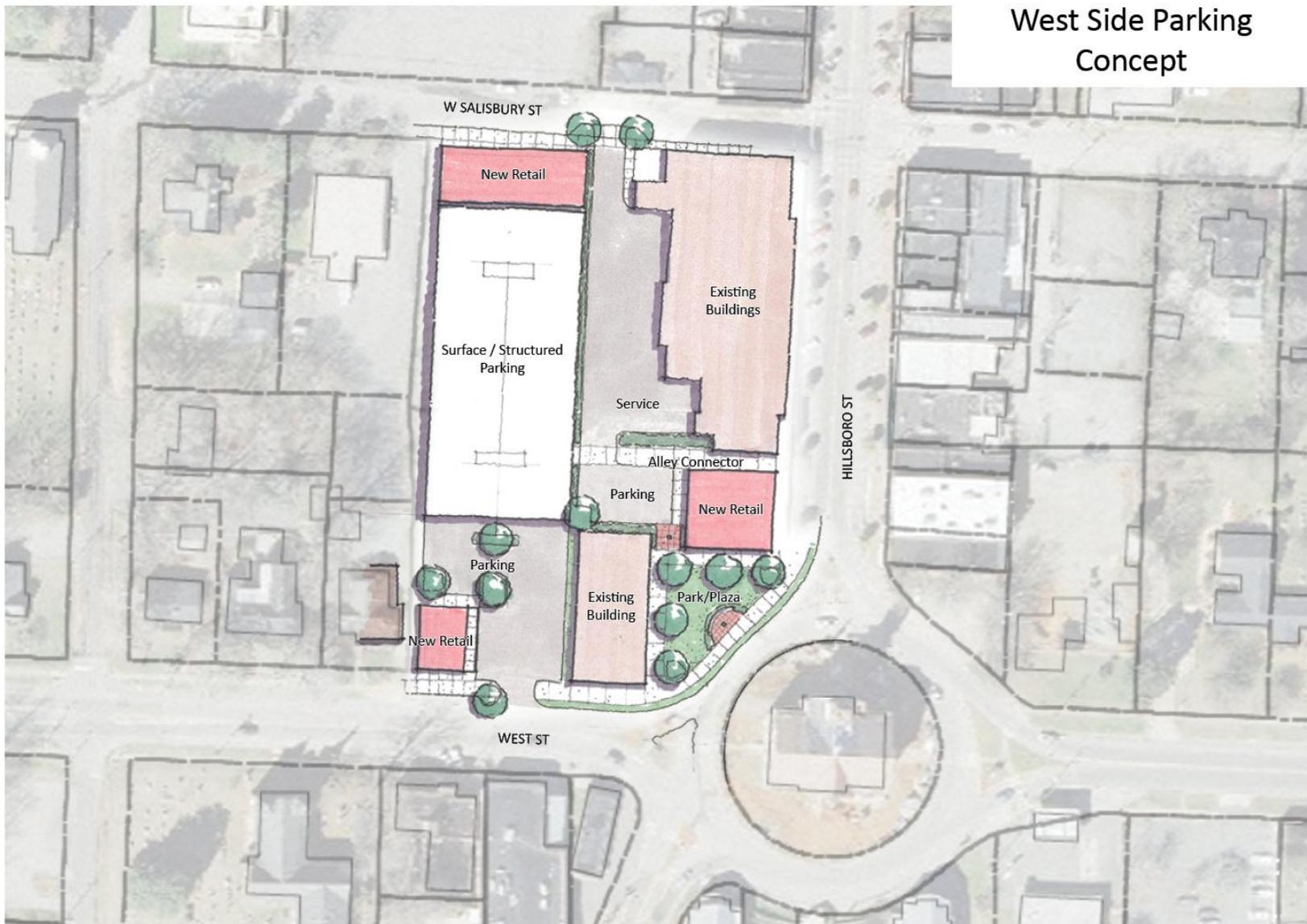
Northwest Corner Parking Concept



Northeast Corner at Traffic Circle Concept



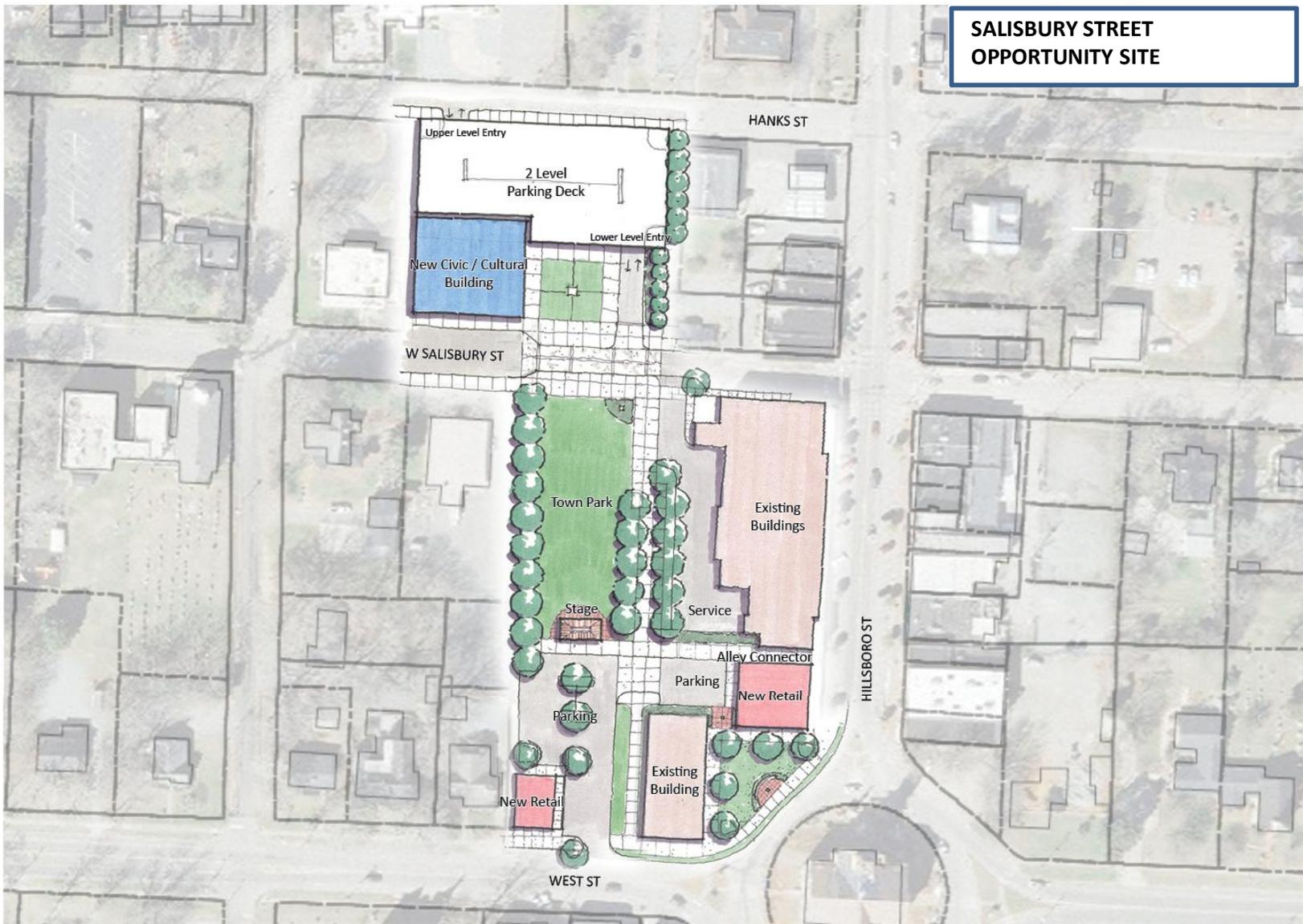
West Side Parking Concept



West Side Park Concept



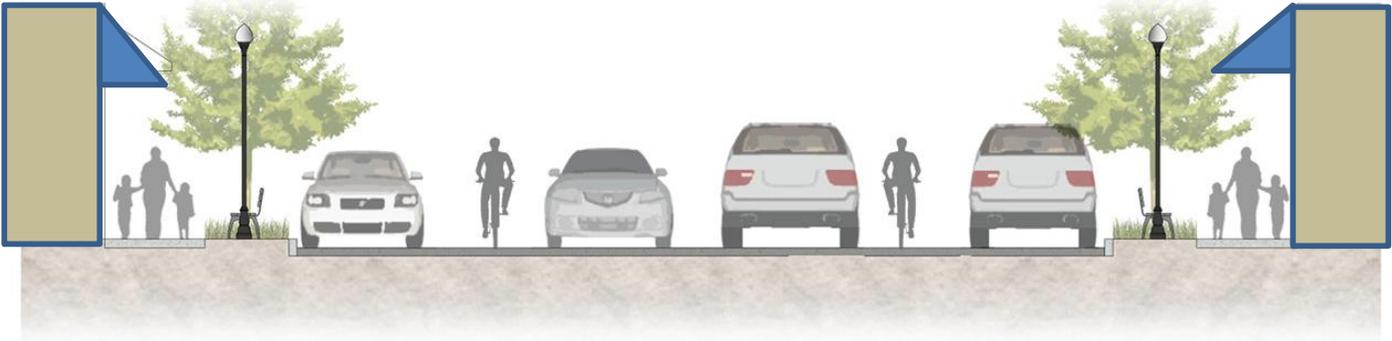
**SALISBURY STREET
OPPORTUNITY SITE**



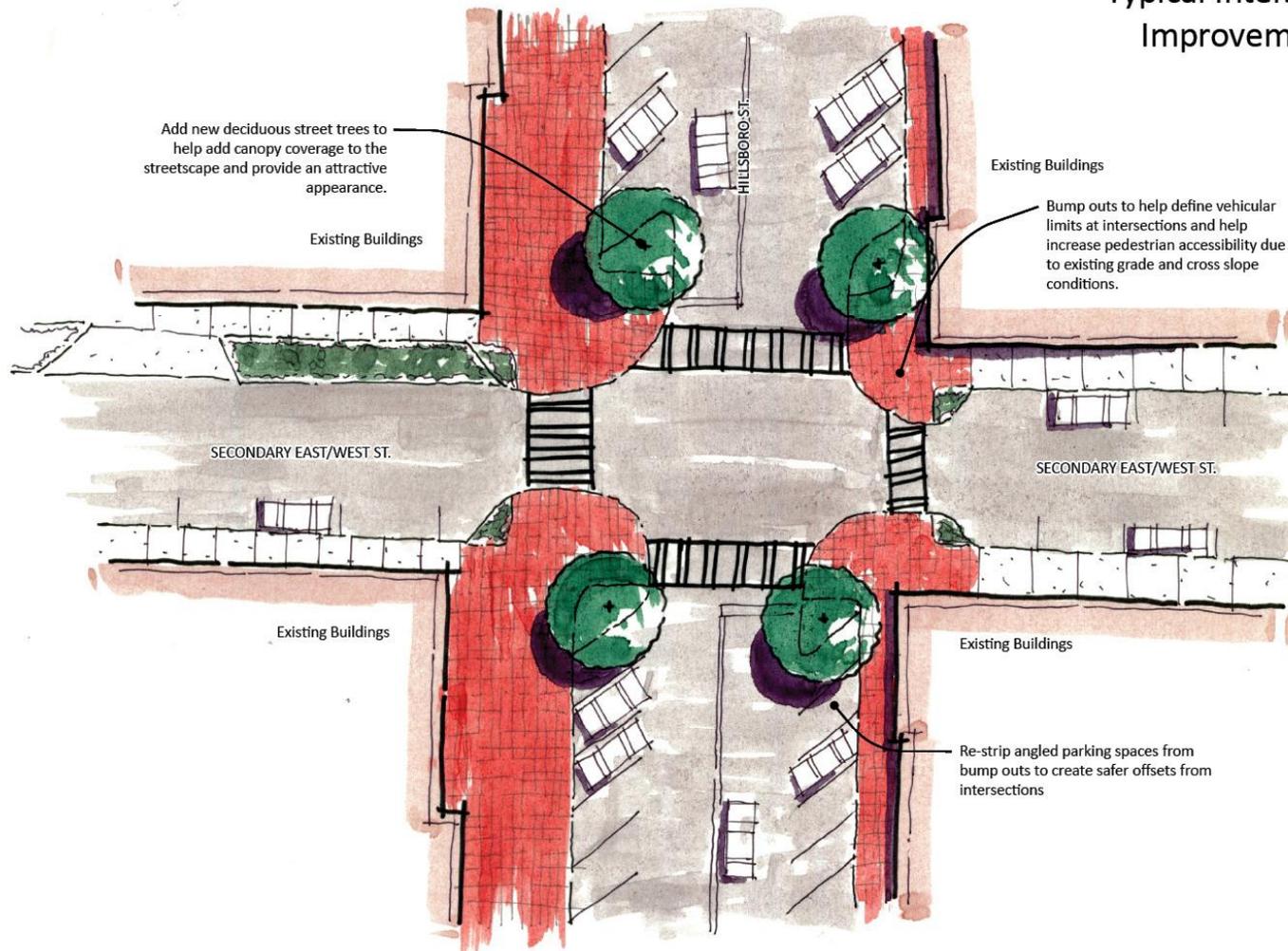
East Side Park Concept



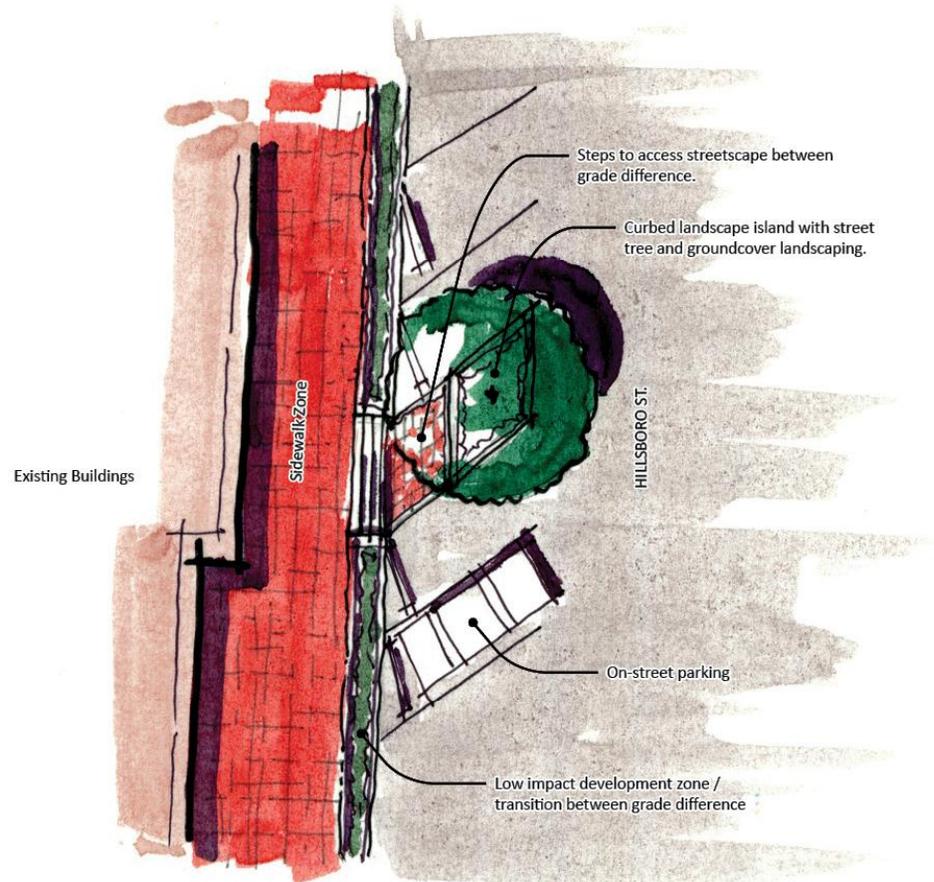
Typical Street Section



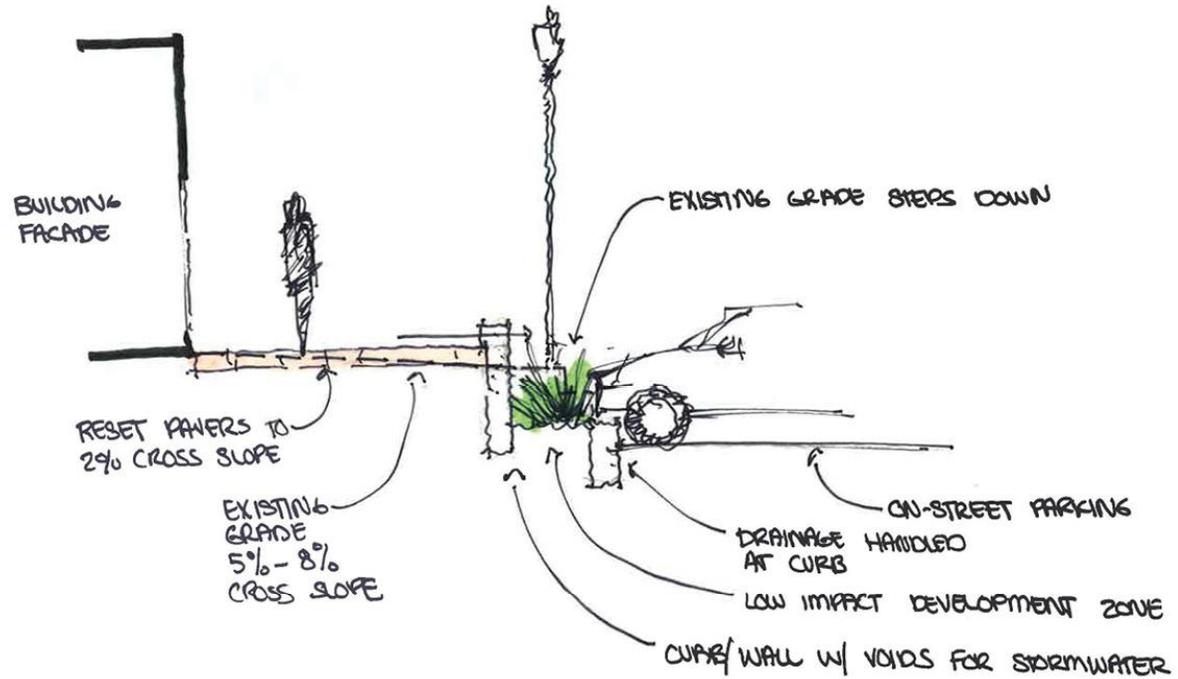
Typical Intersection Improvements



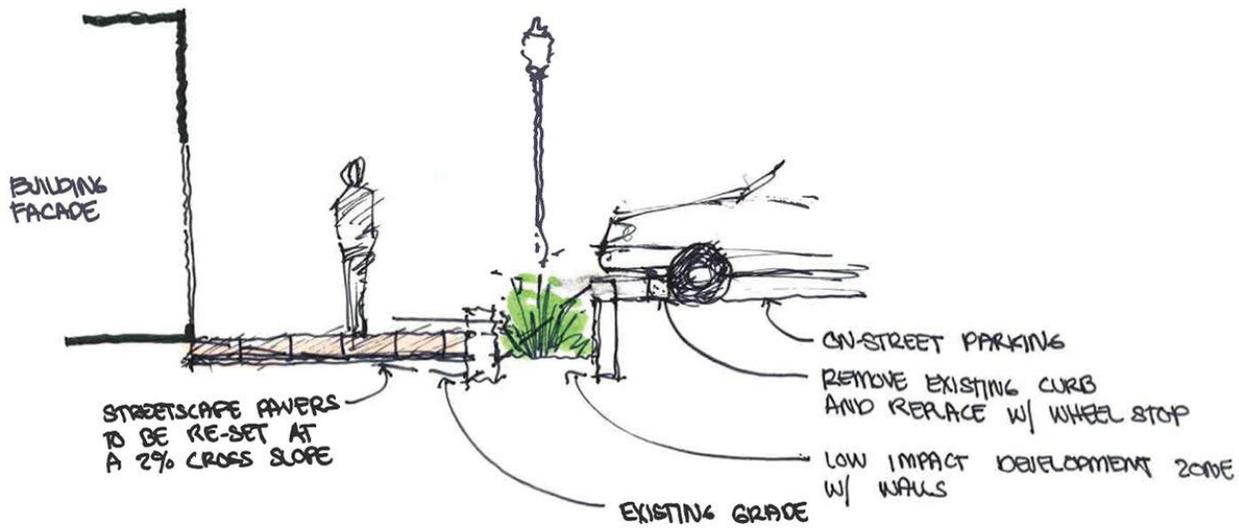
HILLSBORO STREET TREE RETROFIT CONCEPT



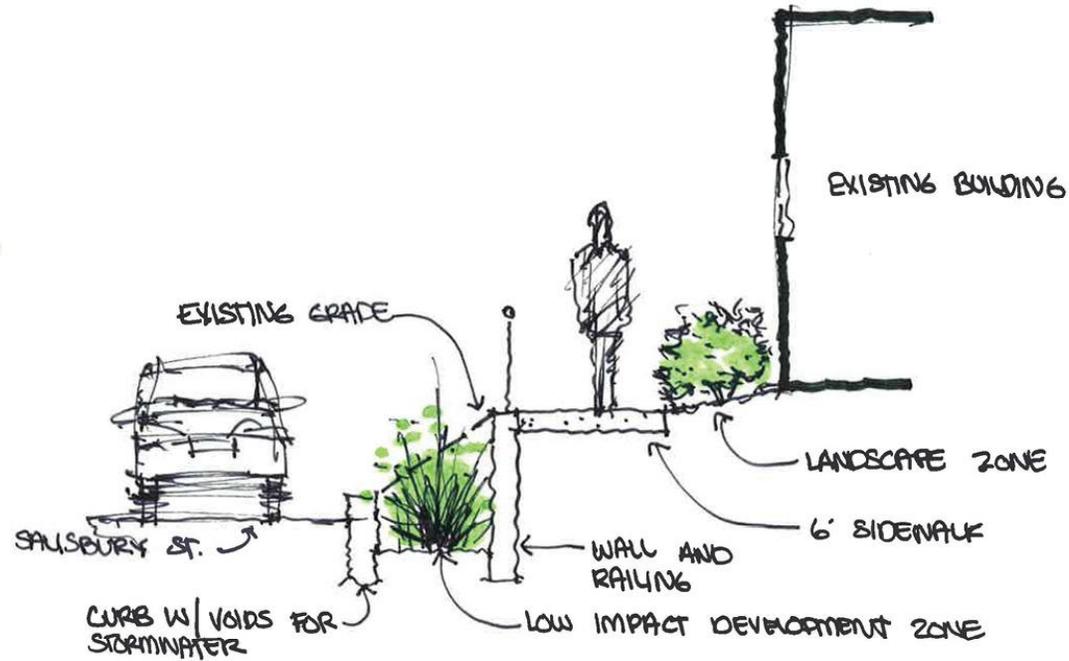
Hillsboro Streetscape Grade Transitions



Hillsboro Streetscape Grade Transitions



SALISBURY ST GRADE TRANSITION





ACTION PLAN

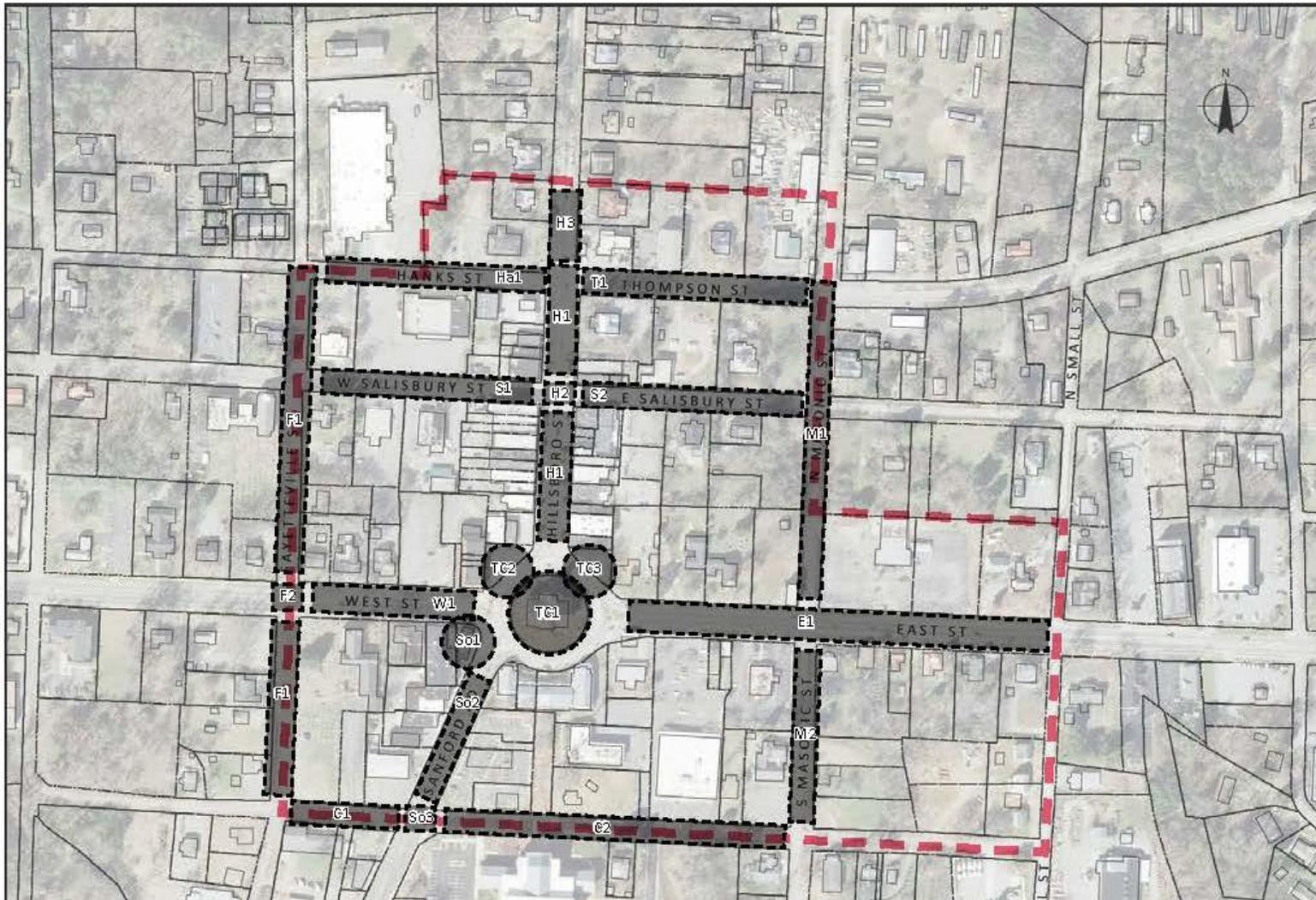
PRIORITY PROJECTS: Pittsboro Business Association - Rankings of relative Importance (1 to 3)

- 1_____ Gateways and Complete street improvements of 15/501 from Chatham Mills through Powell Place and from 64 bypass to downtown
- 1_____ Easy/safe bicycle / greenway access from population centers to downtown (i.e. Powell Place; Chatham Forest; Chatham Park)
- 1_____ Safe/attractive crosswalks
- 1_____ Sidewalk improvements and beautification (landscape / public art)
- 1_____ ADA accessibility / compliance
- 1_____ Power lines buried in C-4
- 1_____ Replace utility mounted street lighting with decorative lighting poles
- 2_____ Wayfinding
- 2_____ Parking
- 2_____ Garbage recycling center C-4
- 2_____ Facade improvement worth preservation of historic character
- 2_____ Addition / improvement of parks
- 2_____ Infill development (business/commercial)
- 2_____ Other road improvements
- 3_____ Green roofs
- 3_____ Residential above retail
- 3_____ Building renovation

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ACTION PLAN

PRIORITY PROJECTS



PITTSBORO *North Carolina*

ACTION PLAN

PITTSBORO DOWNTOWN VISION PLAN - PRIORITY PROJECT SUMMARY

June 16, 2014

ID	Priority	ESTIM. COST	LOCATION	DESCRIPTION OF WORK	NOTES
So1	1	\$ 201,000.00	SW Corner of Traffic Circle	New Curb, Landscape, Sidewalk	Reduce Impervious
TC1	1	\$ 1,042,000.00	Traffic Circle	Reduce Pavement Section to 24'; Landscape; New Sidewalks; New Crosswalks; New Splitter Islands	Improve Pedestrian Safety; Traffic Calming
TC2	1	\$ 213,000.00	NW Corner of Traffic Circle	Landscape; Narrow Access; Resurface	Improve Pedestrian Safety; Traffic Calming
TC3	1	\$ 228,000.00	NE Corner of Traffic Circle	Landscape; Narrow Access; Resurface	Improve Pedestrian Safety; Traffic Calming
H1	1	\$ 2,328,000.00	Hillsboro St: Traffic Circle to Hanks St	Replace Sidewalk; Re-grade Cross Slope; Site Walls; Drainage Modifications; New Trees; Lighting	Reduce Travel Lane Dimensions;
H2	1	\$ 552,000.00	Hillsboro St at Salisbury St Intersection	Modify HC Ramp; New HC Ramp at Curb	full intersection improvements
Ha2	1	\$ 474,000.00	Hanks St at Hillsboro St Intersection	Crosswalks, Overhead Underground	full intersection improvements; gateway
So3	2	\$ 466,000.00	Chatham St at South St Intersection	Gateway Paving; Crosswalks	Special Pavers - Gateway Landscape
E1	2	\$ 1,337,000.00	East St: Traffic Circle to Small St	Parallel Parking - South Side; Bulb-outs; New Sidewalk; Street Trees; Lighting	
So2	2	\$ 633,000.00	South St: Chatham St to Traffic Circle	New Curb, Landscape, Sidewalk, Overhead Underground	Realign at Traffic Circle
W1	2	\$ 748,000.00	West: Fayetteville St to Traffic Circle	South Side: New Curb, Sidewalk, Landscape, North Side: Trees; Parking Striping; OHP Underground	Street Lighting and Bulb-outs
H3	2	\$ 306,541.00	Hillsboro St north of Thompson / Hanks	New Curb, Landscape, Sidewalk	
S1	2	\$ 706,000.00	Salisbury St: Fayetteville St to Hillsboro St	New Curb, Sidewalk, Landscape, Lighting, Overhead Underground; Wall at North Side Slope	Curb, Walk and Slope to Grade North Side
C1	3	\$ 332,000.00	Chatham St: Fayetteville St to South St	New Curb, Sidewalk, Landscape, Lighting, Overhead Underground	North Side Only
C2	3	\$ 440,000.00	Chatham St: South St to Masonic St	New Curb, Sidewalk, Landscape, Lighting, Overhead Underground	Match Justice Center Sidewalk
M1	3	\$ 584,000.00	Masonic St: Thompson St to East St	11' Lane Width; New Curb; Sidewalk; Landscape; Overhead Underground	Sidewalk both Sides
M2	3	\$ 369,000.00	Masonic St: Chatham St to East St	New Sidewalk; New Crosswalks; Landscape; Overhead Underground	West Side
F1	3	\$ 493,000.00	Fayetteville St: Chatham St to Hanks St	New Curb, Sidewalk, Landscape, Lighting	
F2	3	\$ 352,000.00	Fayetteville St at West St Intersection	Crosswalks and Bulb-outs; Landscape	
Ha1	3	\$ 535,000.00	Hanks St: Fayetteville St to Hillsboro St	Sidewalk South Side; Parallel Parking, Overhead Underground	
T1	3	\$ 723,000.00	Thompson St: Hillsboro St to Masonic St	North Side: New curb, Sidewalk, Landscape, Lighting, Overhead Underground; Crosswalks	
S2	3	\$ 507,000.00	Salisbury St: Hillsboro St to Masonic St	Crosswalks; Sidewalk South Side	
		\$ 13,569,541.00	Subtotal Construction		
		\$ 1,356,954.10	10% Soft Costs (Design / Site Testing)		
		\$ 75,000.00	Wayfinding Design Manual (construction NIC)		
		\$ 15,001,495.10	GRAND TOTAL		
		\$ 2,937,000.00	Bury Overhead Utilities		
		\$ 10,159,000.00	Streetscape Improvements		

ACTION PLAN

Implementation Strategies

A. SOLICIT DESIGN for CONSTRUCTION PLANS

- 1. Securing funding sources from NCDOT**
- 2. Assessing supplemental funding sources**
- 3. Public RFQ process and selection of design firms for design and engineering of priority projects**
- 4. Validation of costs and scope of projects; expand or reduce scope of work accordingly**
- 5. Site surveys and investigations for use in design**
- 6. Bidding and construction**

***** WARNING: It is critical to effectively communicate to the community the impacts, schedule, and general nature of construction activities.**

ACTION PLAN

Implementation Strategies

B. COMPLETE THE VISION PLAN

Supplement this study with additional detail and public input to further develop specific action items, goals and objectives for the Vision Plan.

- **Additional public input and a refined vision statement**
- **Guidelines and approaches for code development and design standards**
- **Detailed street typologies**
- **Demographic and market analysis summaries**
- **A Phased action plan**
- **Additional support graphics and conceptual plans**



ACTION PLAN

Implementation Strategies

C. DEVELOP CODE AND DESIGN GUIDELINES

- **develop and adopt a downtown overlay district and design guidelines to guide future growth and development in downtown.**
- **Continue participation in the *Main Street Program***



ACTION PLAN

Implementation Strategies

D. DEVELOP YOUR "OCEAN" - A NEW TOWN PARK

- **Do something.** This includes a potential short term solution over a permanent one. In order to advance your goals for downtown it may be best to establish a short term event venue in lieu of waiting for the perfect long term site to become available. Perhaps a site that can double as parking when not in use or an abandoned or long time vacant property could serve this purpose.
- **Program. Program. Program.**
- **Focus on the quality of events and quality of the total user experience - not the size of the event.**



ACTION PLAN

Implementation Strategies

E. DEVELOP A WAYFINDING PROGRAM

Design and implement a Downtown Signage and Wayfinding program in conjunction with streetscape improvements to enhance visibility and improve the visitor experience.

PITTSBORO

North Carolina

