

Program of Work: Design and Appearance

TASK	SOURCE	% COMPLETED	STEPS COMPLETED	TO DO
<p>Wayfinding—develop specialized directional signs for the Downtown Wake Forest area as well as connected roads leading into downtown area. Submit RFP's for signs and request additional funding for signs located outside the Renaissance area.</p>	<p>Ren Plan</p> <p>Arn Muld</p>	<p>Phase 1: 90%</p> <p>Phase 2, 3: 0%</p>	<ul style="list-style-type: none"> • Sign Summit • NCDOT Specifications • NCDOT Encroachment Agreement • Signs bid • Pole bid • Signs ordered • Poles ordered 	<p>Phase 1: Awaiting delivery and installation</p> <p>Phases 2 & 3:</p> <ul style="list-style-type: none"> • Bids • Encroachment agreements • Identify funding source
<p>Reinvent the Façade Improvement Grant program. Raise contributing amount to \$2500 to leverage more investment from applicant. Consider expanding the program and/or requiring more substantial improvement to façade.</p>	<p>Ren Plan</p>	<p>2008-09: 100%</p> <p>2009-10: 50%</p>	<ul style="list-style-type: none"> • Four FIGs completed in 2008/2009 	<ul style="list-style-type: none"> • Target specific façades
<p>Create more information sign boards to be displayed throughout downtown and at special events. This would include a board on the new town hall.</p>		<p>75%</p>	<ul style="list-style-type: none"> • Kiosk at Wait Avenue • Sign boards at 149 South White Street 	<ul style="list-style-type: none"> • Collaborate or move item to Marketing and Promotions Task Force as a part of "Downtown Discovered" strategy
<p>Organize the 2nd Annual Historic Property Owner Economic Summit. Provide copies on DVD of the 2007 Summit that covered topics related to historic preservation, use of historic tax credits, rehabilitation: local and state codes</p>	<p>Ren Plan</p> <p>Arn Muld</p>	<p>50%</p>	<ul style="list-style-type: none"> • First Annual Summit held May 17, 2007 • Planning stages of 2nd Annual Event • DVDs available in lending library 	<ul style="list-style-type: none"> • In process of planning the 2nd Annual Event tentatively scheduled for May 2010
<p>Coordinate with town planning staff a study about the connectivity of downtown to adjacent areas – NE neighborhoods, SEBTS, residences on west side of RR tracks, etc. Future funding may be needed.</p>	<p>Arn Muld</p>	<p>50%</p>	<ul style="list-style-type: none"> • Report delivered to Town of WF on internal sidewalk connectivity and status of all sidewalks in the Renaissance Area 	<ul style="list-style-type: none"> • Complete external connectivity evaluation

SOURCE indicates origin of the task. Ren Plan=Renaissance Plan, Arn Muld=Arnett-Muldrow analysis, 2006

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Coordinate with WF Historical Preservation Commission to produce a walking tour brochure for the WF Historic District and the Glen Royal Mill (possible funding from Wake County)	Arn Muld	90%	<ul style="list-style-type: none"> Downtown walking tour brochure is completed except for final revisions 	<ul style="list-style-type: none"> Complete final revisions Identify funding source to print
Work with property owners to educate and encourage use of historic tax credits	Ren Plan Arn Muld	100% ongoing	<ul style="list-style-type: none"> Currently this is done on a case by case basis 	<ul style="list-style-type: none"> Work with Economic Restructuring Committee. Hold annual historic property owners summit. Have info sheets available as needed
Information kiosk to be included in Phase I of Street Enhancement Plan	Ren Plan Arn Muld	0%		<ul style="list-style-type: none"> Identify funding source Secure funding Design kiosk
Public Art —Investigate opportunities with the Town and other interested groups concerning public art within the Downtown right-of-way. Partner with WF Cultural Arts. Public art can be designed to attract interest and be a reason for coming downtown.	Arn Muld	75%	Town spearheaded project <ul style="list-style-type: none"> Participate on Town’s public art team 	<ul style="list-style-type: none"> Advertise public art mission/organization on website/newsletter Continue to maintain downtown involvement in Public Art process
Create a permanent gathering space for events and activities. Determine future location options		20%	<ul style="list-style-type: none"> Money requested in the CIP for event shelter 	<ul style="list-style-type: none"> Continue to request money in CIP from the Town Come up with alternatives to permanent event shelter Move forward with alternates including finished sidewalk near NC Specialty Shops

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