



Wayfinding Signs Installed on January 19, 2010
Wake Forest Downtown Revitalization Corporation

The Town of Wake Forest Public Works department started installation of 23 Wayfinding Signs in the areas surrounding historic Downtown Wake Forest on January 19, 2010. The project, led by the Wake Forest Downtown Revitalization Corporation, will allow for greater access to Downtown Wake Forest. Phase 1 includes 15 trailblazer signs and 8 parking signs. Trailblazer signs are 3 feet by 5 feet signs with directional arrows to common places Downtown. Places include Downtown, Post Office, Municipal Complex, Police Station, County Complex and others.

"The most common comment we hear from visitors is they do not know how to get to Downtown. These signs will allow for visitors to find where they are going!" said Executive Director Maggie O'Neill.

Starting with a stakeholders meeting and recommendations from the Arnett-Muldrow marketing study, Wayfinding became a priority to the Wake Forest DRC. From the initial fact finding and citizen meetings, the project next involved North Carolina Department of Transportation approval of all signs in the project. Staff and volunteers determined the best routes through Downtown and designs signs to federal and state guidelines through the two year process.

"The Design and Appearance taskforce work tirelessly to make this project a priority. Unlike most towns, staff and volunteers completed all aspects of the project management," said O'Neill.

The Town of Wake Forest approved the funding of this project through the Municipal Service District funds and provided staff for installation of the signs. The signs currently are installed on Front Street, at Roosevelt Avenue and Front Street, near the CVS Pharmacy on Roosevelt Avenue, near Storyteller's Bookstore of Wake Forest on Roosevelt Avenue, east and west bound lanes on Elm Avenue at South White Street, the intersection of South White Street and Owen Avenue and the intersection of Main Street and Elm Avenue.

The Wake Forest DRC is a 501(c)3 organization with the mission to promote growth and revitalization throughout the Downtown. For more information regarding the organization or program of work, go to www.wakeforestdowntown.com.

Contact:
Maggie O'Neill
Executive Director
919.570.1372 (Office)
919.225.3900 (Cell)
Maggie@wakeforestdowntown.com