



Downtown Matters

Wake Forest Downtown Revitalization Corporation

September/October 2006

Upcoming & Ongoing Events

Second Friday Art After Hours

Second Friday of Every Month
5 p.m until 9 p.m.
Downtown Wake Forest

Open Mike at the Gazebo

First and Second Friday Nights through
the Fall from 6 pm until 9 pm
All Musicians and Singers Welcome!
Mark Skinner 570-8601
The Violin Shop

Downtown Farmer's Market

Runs through October
Every Saturday 8 a.m. until noon
South White Street Lot

Autumn Arts Festival

October 14, 2006 10 am to 5 pm
South White Street

Gobble Run 5K

November 23, 2006 8 am
5K road race benefits Boys & Girls Club
www.gobblersrun.com

Wake Forest Historic Home Tour

December 2 10 am to 5 pm
awanman@wakeforestnc.gov

Lighting of Wake Forest

December 1 at 7 pm
South White Street Parking Lot

Wake Forest Christmas Parade

December 9 at 1 pm
South White Street

Pictures with Santa

December 2 11 am until 2 pm
December 9 11 am until 3 pm
South White Street Gazebo



Design and Appearance Committee

Jeff Adolphsen, chair

The Design and Appearance Committee had a successful year last year. We continued to provide assistance for the Streetscape Enhancement Project which is currently in the design phase. The committee has offered comments on the street lights, benches, and trash receptacles. We anxiously await the submittal of subsequent submittals for review. The committee has also produced guidelines for the newly created Façade Improvement Grants, which are available to building and business owners in the Renaissance Area – Historic Core zoning district in downtown. The committee has also developed the Information Signboard Program and created the first signboards. These signboards discuss recent planning efforts and physical improvements within the downtown. Topics include the Renaissance Plan, zoning changes within the Renaissance area, proposed physical improvements to Franklin Street and Holding Avenue, branding and wayfinding for downtown, and recognition of the town's historic districts. The only problem has been finding a storefront in downtown in which to display the signboards (any volunteers?)

The upcoming year will be a busy one – but one that should prove productive. The committee will work with the Town of Wake Forest, the Wake Forest Chamber of Commerce, Streetscape Enhancement Plan Committee and other stakeholders to locate, design, and install new wayfinding signs for downtown, downtown businesses, and parking. The committee is also charged with locating funding sources for future phases of the wayfinding sign project. We will be completing a North Carolina Arts Council Grant application to plan for the inclusion of art within the Streetscape Enhancement Project boundary. The committee will also investigate the possibility recognizing our three historic districts with appropriate signs and creating a walking tour brochure for the downtown area. Lastly, the committee along with the Economic Restructuring Committee plan to host a Downtown Economic Summit this spring.

As you can surmise, there are plenty of projects planned for the downtown area. Come out check out the progress as your downtown starts to take shape!

For more information about the D & A Committee, please contact Nancy at nancy@downtownwakeforest.com

Wake Forest DRC P.O. Box 78 Wake Forest North Carolina 27588
www.wakeforestdowntown.com 919.570.1DRC (1372)

**It is Official!
Wake Forest is a Main Street Community!**

Hugs and cheers as Vivian Jones announced September 19th at the Wake Forest Town Board Meeting that Wake Forest has been accepted into the Main Street Program! This program, part of the North Carolina Department of Commerce, Division of Community Assistance works to stimulate economic development within the context of historic preservation. Since 1980, 53 communities in North Carolina have participated in the program—such as Salisbury, New Bern, Concord, Boone—resulting in more than \$983 million in new investment and a net gain of 10,500 jobs. Renovations of more than 2,600 buildings and new business start-ups exceeding 5,870 provides further reasons why Main Street is Great for Wake Forest! Be looking for more information as the program gears up after training at the end of October.

Congratulations also to our Main Street Class Mates Clayton, Fuquay-Varina, and Hickory.

**TINA ARCHER APPOINTED
DRC EXECUTIVE DIRECTOR**

The Wake Forest Downtown Revitalization Corporation's Board of Directors is pleased to announce that Christina (Tina) Archer has accepted the position of Executive Director, effective October 9, 2006.

Archer has over 15 years of professional experience across many fields of discipline including consumer, industrial and technology industries. She has a strong organizational and management background with significant experience in marketing, promotions, grant writing, database management, market research and analysis, media purchasing, brand management, and graphic design.

"Tina's background and experience are a perfect match for the variety of tasks required for the position of executive director," said DRC Chair Cristiana Walkley.

Please help us in welcoming Tina! She can be reached at the office at 570-1372 and via email at tina@wakeforestdowntown.com.

Autumn Arts Festival—October 14 10 to 5

Please join the Wake Forest DRC and WF Cultural Arts Association for this year's Autumn Arts Festival! With a children's area, an area for artists and a live music area—this festival offers something for the entire family! The festival activities take place on East Owen Avenue, in the South White Street Parking lot and in the Chamber of Commerce Parking Lot on South White Street. We look forward to seeing you there!

2006 Wake Forest Christmas Parade Applications

Join us on December 9, 2006 at 1 pm for this year's Christmas Parade. Applications for floats and general entries are available by calling/emailing us or at www.wakeforestdowntown.com.

Façade Improvement Grant Program

Number of Grants Approved: 3
Total Amount of Improvements: \$6140
DRC Contribution \$2020

Information about applying for FIG program:
www.wakeforestdowntown.com

The DRC office has moved

We are now located at 137 South White Street—still in the Hale Building but now down the stairs and around the back. Our mailing address (P.O. Box 78) will remain the same. We do have a new phone number 919.570.1DRC (1372). The cell phone number 919.441.9551 will remain the same.

2006-2007 Annual Supporters

**Town of Wake Forest
Southeastern Baptist Theological Seminary**

**Bob Polanco
Cam and Lisa McCamy**

**jovi's at the Cotton Company
Austin Consulting**

If you or your company would be interested in becoming an annual supporter of the DRC, please contact us for more information about sponsorship opportunities and benefits! tina@wakeforestdowntown.com

**Wake Forest DRC
137 South White Street
919.570-1DRC(1372) or 919.441.9551**

**P.O. Box 78 Wake Forest North Carolina 27588
info@wakeforestdowntown.com
www.wakeforestdowntown.com**