

2011

# *Downtown Masterplan*

Downtown Sanford and Jonesboro, North Carolina



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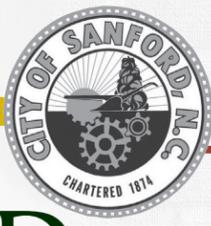
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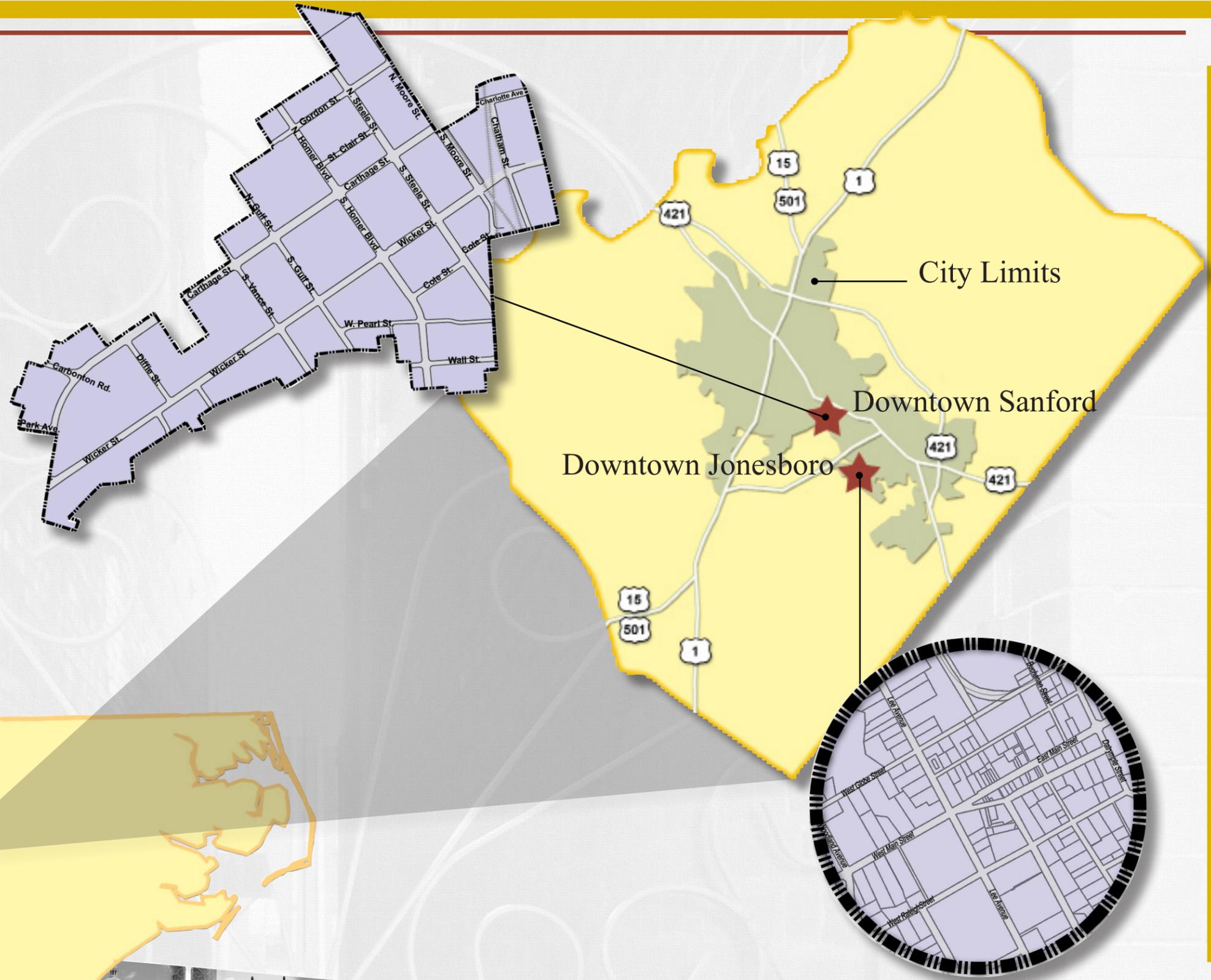




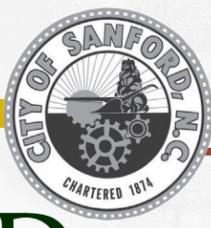
# Downtown *enhancement*

Sanford is located in Lee County, North Carolina, which was formed from parts of the surrounding three counties in 1907. On creation of the new county, both Sanford and Jonesboro were the major Cities in the area. Rather than decide which would be the county seat, the decision was to place the county's new courthouse directly between the two cities.

For decades, Lee County was the only county in the United States to have a courthouse with an rural free delivery address. In 1947 the Town of Jonesboro became Jonesboro Heights and with the Town of Sanford they merged into the City of Sanford.



*Location*



# Downtown *enhancement*



The traditional downtown Main Street served as the heart of the community for residents and visitors. The human scale of buildings, the variations in architecture, diverse commercial and entertainment offerings all within comfortable walking distances attracted people for decades, and they still do today. Downtown remains the cultural, financial and governmental service center of a community. Attractive design, strategic renovation, thoughtful planning and a focus on the City's unique identity can pay off in investment, diversification and competitiveness. The adaptive reuse of structures and the rediscovery of natural features and traffic patterns that built the downtown initially can bring back vibrancy, energy and attention.



The key to attracting patrons and passersby is to have a visually appealing downtown look. This curb appeal includes buildings and storefronts, signs, landscaping, activities and attractions, window displays and graphic promotional materials. These types of items are critical to creating a community brand and a destination for both existing residents and community visitors. Being a destination means people will travel farther to visit and will stay longer while visiting. Many merchants must be willing to invest in the renovation and enhancement of their structures that are, in more than one sense, their greatest asset. Rather than depending on their individual tastes and styles, it is more beneficial and productive to participate in a common vision of the downtown as a whole in making their individual improvements.

The history of each community stamps a unique character on the streets, buildings, rivers and other resources that created it. The character provides a sense of place that is appealing to longtime residents and intriguing to first-time visitors. It evokes and maintains a sense of discovery or rediscovery - that brings people back. It may come from local landmarks, geographic features, buildings and regional products. It is the result not of uniformity of appearance, but of individuality and identity of the community. This identity is the result of the community consensus and is not imposed by single individuals. The established identity forms the brand that can be used to promote downtown to existing and potential community residents and businesses, visitors and tourists. Using the brand in marketing and promoting the downtown is almost endless, with opportunities ranging from publications to mass media to websites.

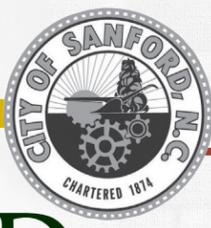
The importance is resulting economic growth from downtown revitalization pride and attitude of confidence it instills in the citizens. The desire to visit, promote and serve all.



cannot be overstated; but, more important may be the sense of as ambassadors for the downtown id the most desirable result of



## *Introduction*



# Downtown *enhancement*

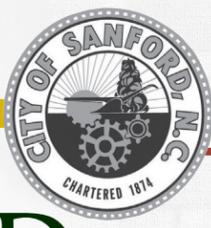
The purpose of this Master Plan is to provide a framework and vision for Downtown Sanford and Jonesboro, while maintaining an accessible, navigable human scale environment. Following an analysis of existing conditions, design decisions highlighted the elements of downtown preservation and revitalization - which characterize successful commercial districts. Typically they are...

- Prominent employment centers
- Reflection of the City's heritage, history and culture
- Significant portions of the community tax base
- Ideal locations for independent businesses and individual entrepreneurs
- Overnight tourist destination
- Concentrations of diverse development (reducing suburban sprawl)
- Protectors of surrounding property values
- Convenient venues for pleasant shopping experiences
- Host of governmental and/or private service centers
- Central areas for gatherings, events, and/or entertainment

With these features in mind, the Master Plan will include recommendations for the revitalization of Downtown Sanford and Jonesboro - in terms of both aesthetics and economic opportunities; but also, it will emphasize how such factors as accessibility, traffic flow, and safety are critical to the success of commercial districts in general.



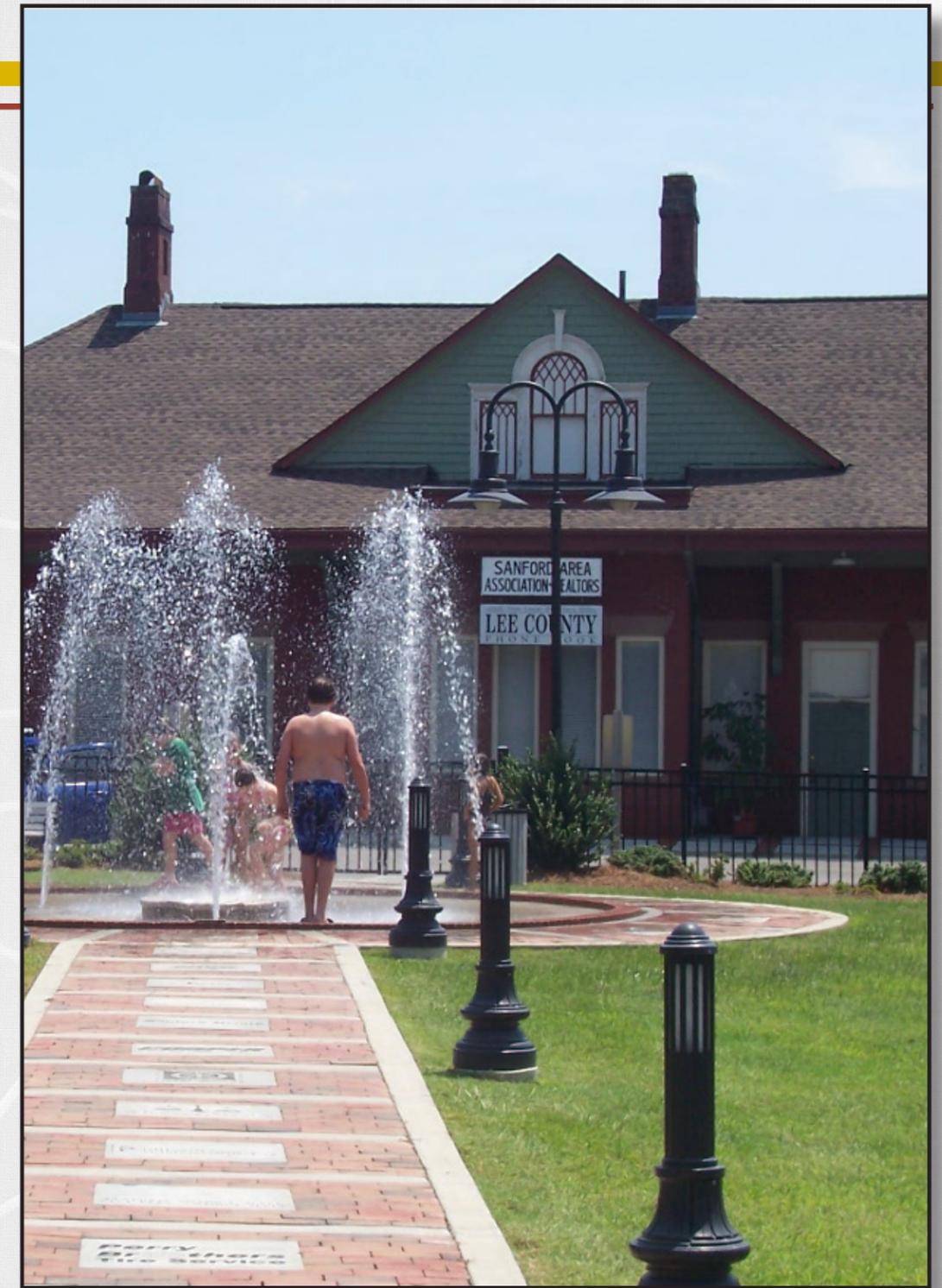
*Purpose*



# Downtown *enhancement*

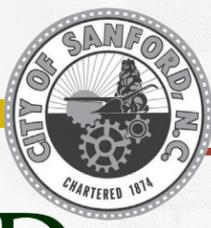
The overall objective for this planning document is to guide Sanford and Jonesboro in the enhancement of its downtown area; by creating a vibrant atmosphere in an aesthetic environment, which will attract more people - both residents and tourists. The downtown revitalization should get passersby to stop and take notice; become a hub for area attractions and activities as well as an overnight destination; and encourage people to return for visits. The following items contribute to a more successful and attractive downtown.

- Increase the number of gathering places that would result in higher frequency of downtown utilization.
- Create a safer pedestrian environment.
- Create a more uniform and unique identity that will result in a “sense of place” for the community.
- Increase marketing effectiveness of the current and future downtown and community assets.
- Create more diversity in the fabric of the downtown in the categories of:
  - Retail Business
  - Residential Living Units
  - Professional Offices
  - Tourism
  - Overnight Lodging
  - Community Events
  - Governmental Facilities
  - Conference/Meeting Facilities
  - Relevant Support Services



The objectives of the master planning process center on the enhancement and diversification necessary for the continued strength of the place in the community of the Downtown area.

*Objectives*



# Downtown *enhancement*

McGill Associates assisted the City of Sanford with the development of the Sanford Downtown Enhancement Plan. A unique aspect of the plan was that it would also inform the downtown enhancement for Sanford's neighbor the Jonesboro Heights. As the two municipalities were being folded into one the plan had to inform complementary planning and aesthetic solutions that would link the two disparate communities. The downtown planning process included the interactive involvement of representatives of the Sanford community as well as other stakeholders interested in the future success of the downtown areas. McGill Associates also recommended the formation of a project oversight committee to assist in the planning process by meeting on a regular basis to analyze, create, and review various thoughts and ideas for the downtown enhancement plan.

The oversight committee was selected from a list of people expressing interest in both Sanford's and Jonesboro's downtown prosperity and planning. The group represented various different planning perspectives including the business community, land owners, law enforcement, and local citizens. The oversight committee met four times during the planning process to provide input and insight toward enhancement of the downtown area. The planning process included presenting the oversight committee with various solutions to enhancement problems and issues. Once the important elements had been identified and analyzed alternative solutions and actions to be implemented were finalized and put into a draft document. The draft of the downtown enhancement document was prepared for review and comment from the project oversight committee, local citizens and business owners.

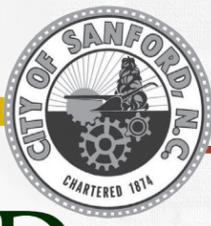


The planning process included the following primary elements:

- Determination of the specific planning boundaries within Sanford and Jonesboro's downtowns
- A comprehensive assessment of existing conditions within and adjacent to the downtowns
- Development of several specific enhancements, improvements and features to increase the attractiveness and aesthetic links between the two downtowns

*Approach*

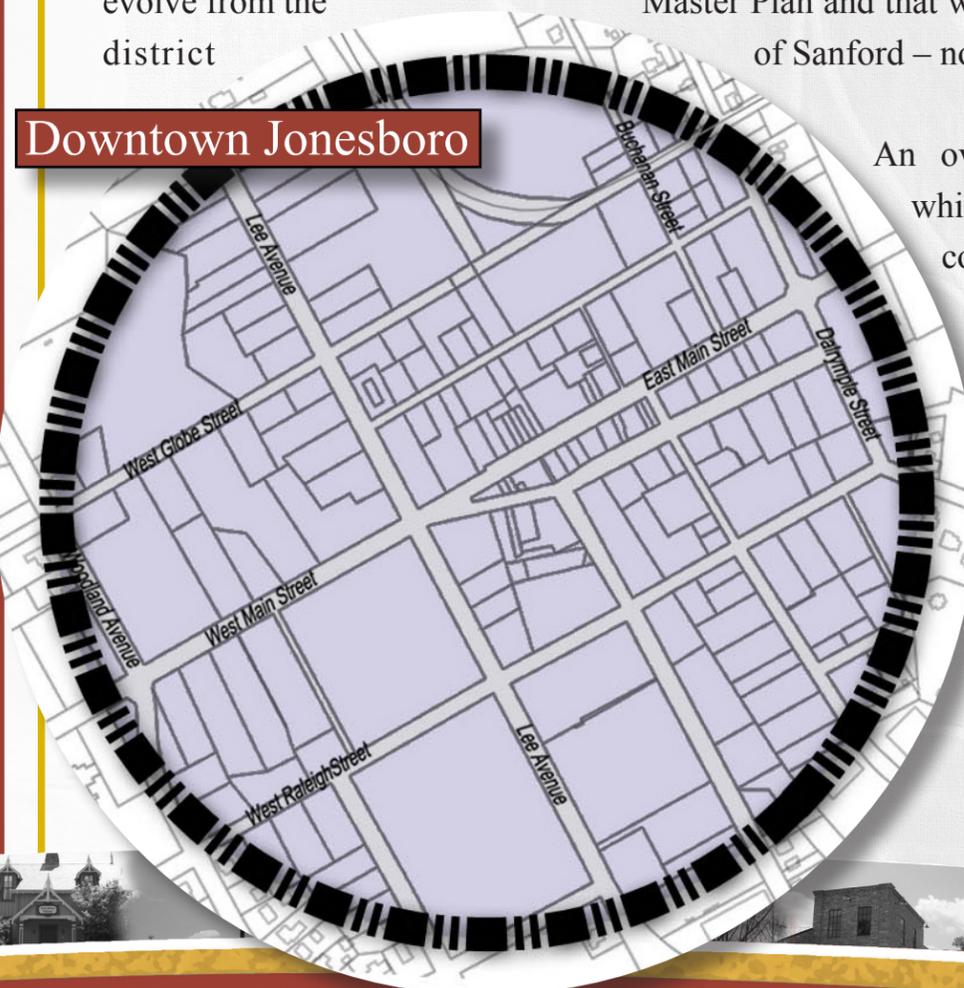
DOWNTOWN MASTER PLAN



# Downtown *enhancement*

Identifying existing conditions is critical when accessing opportunities for design, amenities, and activities that could serve the public and energize the downtowns of Sanford and Jonesboro. An understanding of current conditions is also helpful in anticipating future land-use patterns, roadway conditions, population trends, and other infrastructure-related issues. A thorough inventory and evaluation of existing conditions is vital as an initial step in the master planning process. Ultimately, the final assessment will directly affect the planning decisions and recommendations that evolve from the Master Plan and that will benefit the municipal district of Sanford – now and in the future.

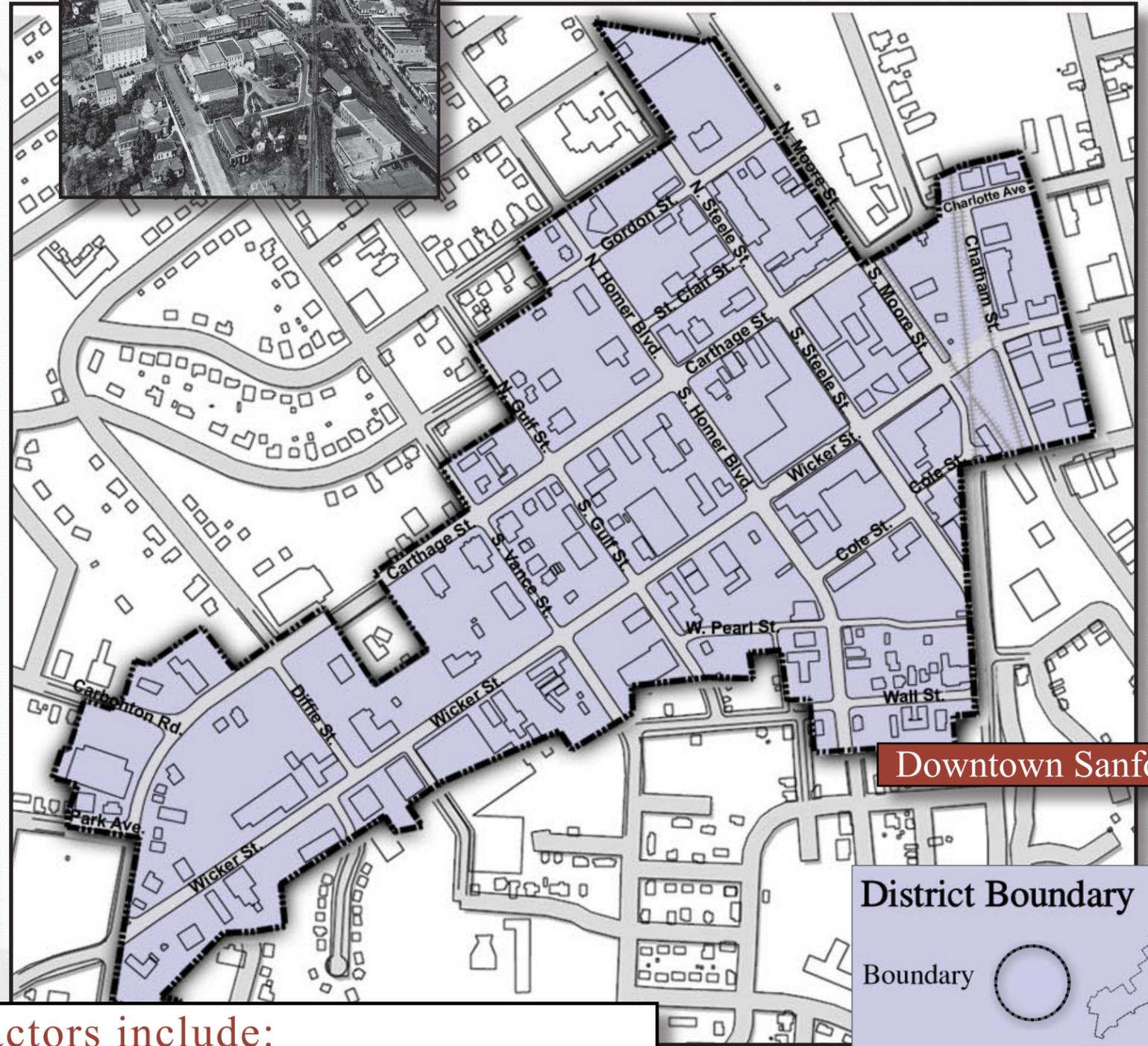
## Downtown Jonesboro



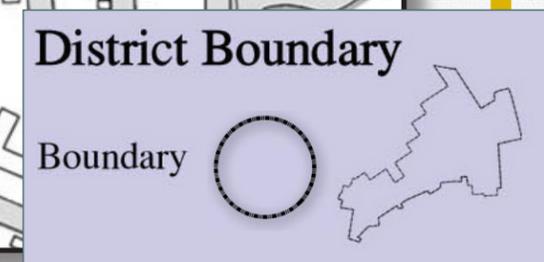
An overview of the factors which determine the current conditions within the downtown planning area is summarized below and is presented in the following pages by means of maps, graphs, and/or detailed explanations, with examples.

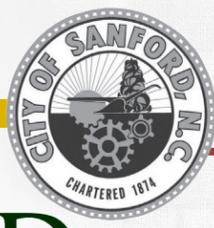
### These factors include:

- District Boundary
- Historic Areas
- Of Notable Character
- Vehicular Traffic Flow
- Unsafe Intersections
- Downtown Entry Points
- Pedestrian Sidewalks
- Downtown Parking



## Downtown Sanford





# Downtown *enhancement*

## Historic Areas

- |                               |   |                           |
|-------------------------------|---|---------------------------|
| 1. Old City Hall              | 11. Wilrik Hotel                            | 20. Commercial Building   |
| 2. Coca-Cola Building         | 12. Bowers Building                         | 21. Commercial Building   |
| 3. Carolina Hotel             | 13. Commercial Building                     | 22. Lutterloh Clinic      |
| 4. Temple Theater             | 14. Commercial Building                     | 23. Commercial Building   |
| 5. Masonic Temple             | 15. Conner Smith Building                   | 24. Commercial Building   |
| 6. Old Post Office            | 16. Passenger Depot                         | 25. Commercial Building   |
| 7. Bowen Motors               | 17. Railroad House                          | 26. Medical Building      |
| 8. Makepeace Building         | 18. Sanford Buggy Company and Livery Stable | 27. Perry Building        |
| 9. Lee Furniture              | 19. Commercial Building                     | 28. Former Scott Hospital |
| 10. Stroud-Hubbard Shoe Store |   |                           |

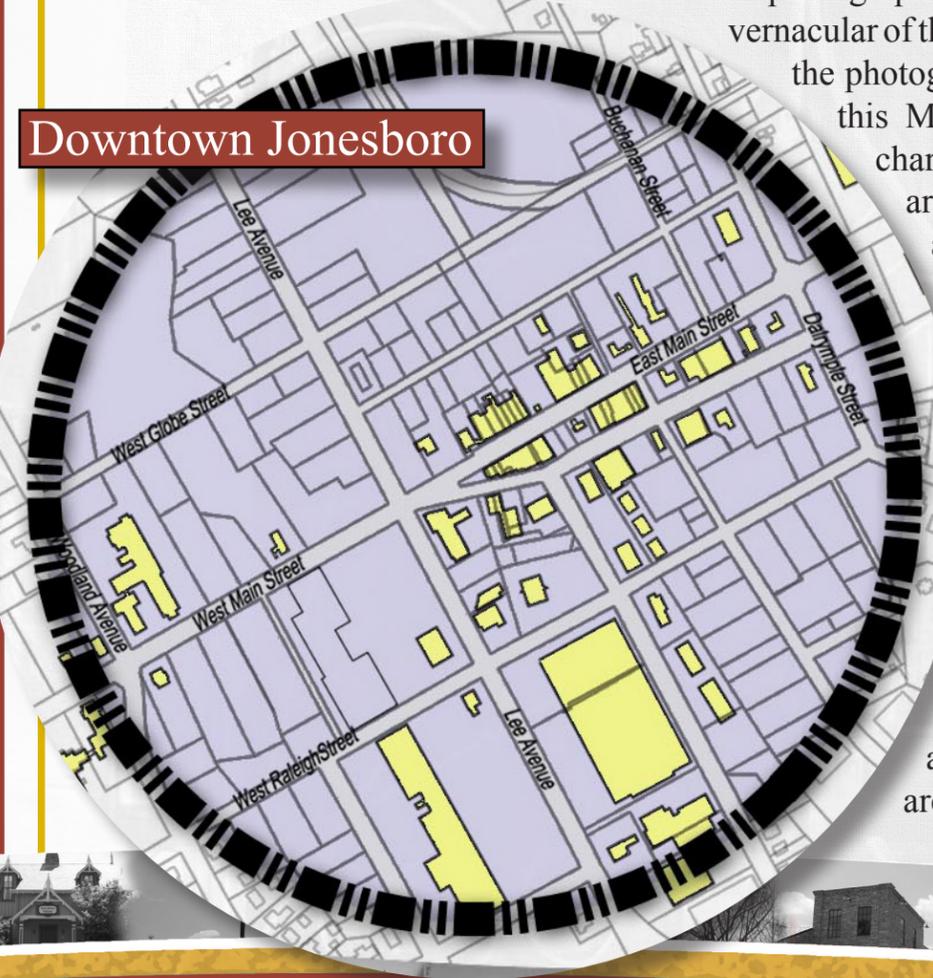


Today, there are a significant number of historic buildings in the downtown area - most of which pre-date the World War II era and some of the 19th century. Downtown Sanford and Jonesboro contain numerous historic buildings and structures, which should serve to firmly root the City to its cultural origins and provide an attractive, aesthetic perspective for future growth.

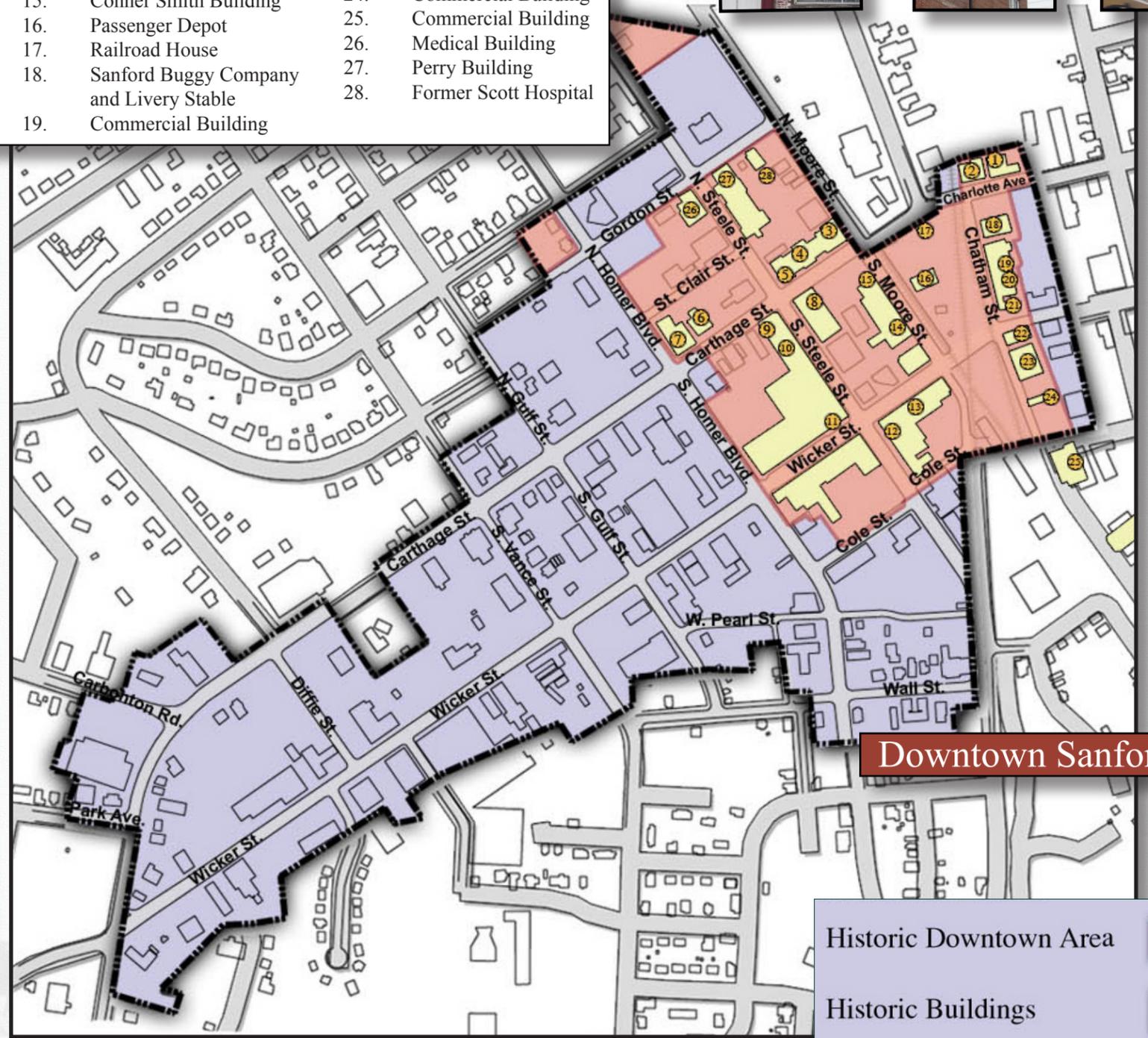
The diagram on this page shows the locations of Downtown Historic Structures and also includes photographs which convey the local vernacular of the architecture. In addition,

the photographs on the next page of this Master Plan depict notable characteristics of some of the architecture, streetscapes, and/or decor in Downtown North Wilkesboro - the identities of which are to be preserved. One notable architectural characteristic of Downtown North Wilkesboro is the parapet step down along the roof tops. There are numerous buildings in the downtown area that have this unique architectural element.

**Downtown Jonesboro**



**Downtown Sanford**



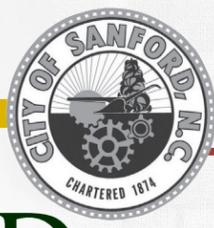
Historic Downtown Area ■

Historic Buildings ■

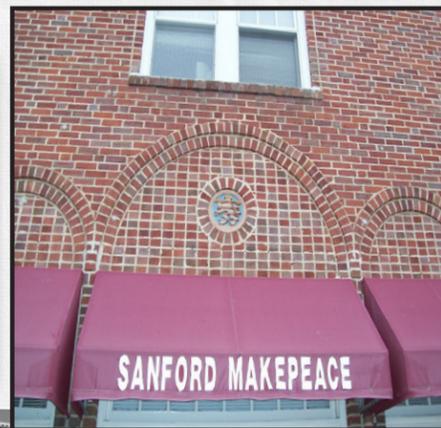
Building Identification 1

## Existing Conditions Historic Areas





# Downtown *enhancement*



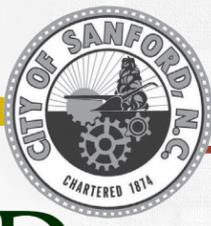
SANFORD MAKEPEACE

*Existing Conditions*  
Of Notable Character

DOWNTOWN MASTER PLAN

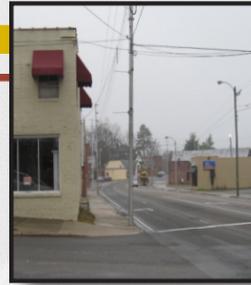




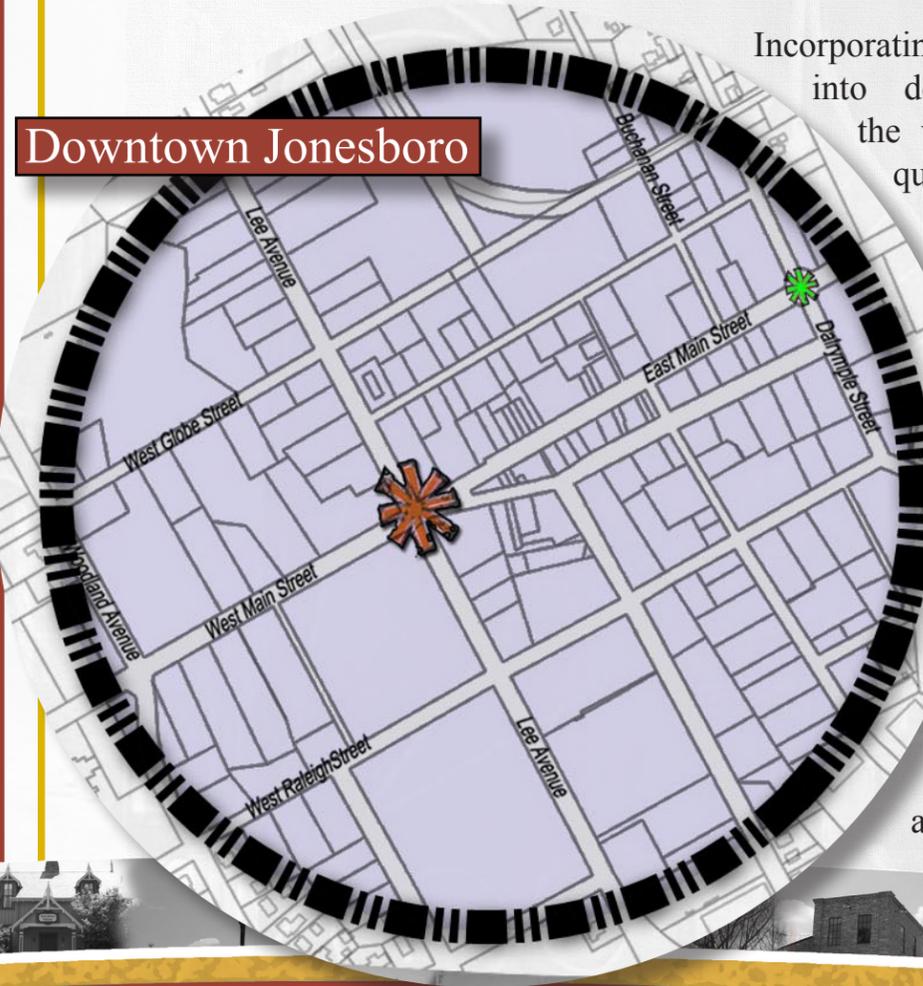


# Downtown *enhancement*

Open space in Downtown Sanford and Jonesboro consists of large parking lots, undeveloped properties, and small pockets of mostly green space. There are numerous large parking lots downtown, which account for most of the open space in the City. The City should evaluate these existing parking lots to determine what improvements should be considered. Subsequently, these spaces should be landscaped with vegetation in order to soften their “hard” look and feel. Other undeveloped areas should be maintained, as well, to reflect a positive, pleasant appearance.



## Downtown Jonesboro



Incorporating small public open space into downtown will improve the visual and environmental quality of the City of Sanford and Jonesboro. Small open spaces can be used for a variety of group or individual functions, as well as simply provide a quiet place for pause and respite within the daily hustle of a lively downtown. Areas that can be transformed into small open spaces include undeveloped green areas, vacant properties, and alleys.



## Downtown Sanford

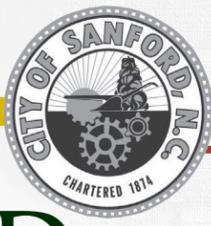
**Downtown Parking**

- Existing Private Parking
- Existing Public Parking

*Existing Conditions*  
Downtown Entry Points

SANFORD MAKEPEACE





# Downtown *enhancement*

Driving is the dominant mode of transportation to and from Downtown Sanford and Jonesboro. Subsequently, any information regarding parking opportunities, the designation of different parking types, alternate locations, and required payments (if required) should be clear and well placed. Such signage should be placed at entrances to parking lots with highly visible and easily understandable operational information.

The City of Sanford has a large amount of parking. The available parking is a mixture

of on-street parking and off-street parking lots. Existing parking lots could be more clearly marked and have directional wayfinding signage, which can direct visitors and residents to available parking locations. It is recommended that the parking signs be consistent in design and of prominent dimensions to have the best opportunity of being noticed.

## Strategies for Consideration

- Wayfinding & Signage
- Add on-street parking where possible
- Parking Enforcement Program
- Parking Promotion
- Shared Parking
- Introduce Angled Parking

**Downtown Jonesboro**



**Downtown Sanford**

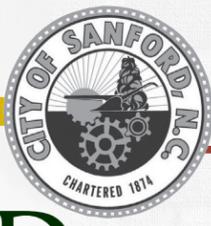


**Downtown Parking**

Existing Private Parking	<span style="display: inline-block; width: 15px; height: 15px; background-color: yellow; border: 1px solid black;"></span>
Existing Public Parking	<span style="display: inline-block; width: 15px; height: 15px; background-color: pink; border: 1px solid black;"></span>



## Existing Conditions Downtown Parking



# Downtown *enhancement*

Community workshops were held in the Old Railroad Depot in Depot Park over the weekend of April 25 and 26, in conjunction with the opening day of the Farmers Market and the Sanford Criterion and 5K run. This assured a good crowd from which to attract participants for the workshop. Over 70 people participated in the downtown workshop. People were invited into the depot to participate in the downtown Visual Preference Survey.

McGill Associates' staff invited passers-by to take part in a series of exercises designed to gain public opinion with regard to the Downtown Sanford and Jonesboro Enhancement process. The devices used (and a short description herein) include:

- **Surveys:** Participants were given questionnaires/pens and asked to complete a series of questions that ranged from their age - to their current use of the downtown area - to their ideas for downtown enhancement and entertainment.
- **Map Exercises:** Maps of the downtown area were available on the table and on tripods. Residents were asked to sketch or show "what and where" they saw problem areas in Downtown Sanford and Jonesboro, as well as pointing out areas that needed improvements and their ideas for these improvements.



**RESPONSE SHEET**  
Please rank each photo in a common category, on a scale of -3 to +3, with 0 being neutral. Images were selected to demonstrate a range of design possibilities, some subtle, some more exceptional.

QUESTION 1 (Parking screening methods) A \_\_\_ B \_\_\_ C \_\_\_ D \_\_\_ E \_\_\_ F \_\_\_  
 QUESTION 2 (Wall types) A \_\_\_ B \_\_\_ C \_\_\_ D \_\_\_ E \_\_\_ F \_\_\_  
 QUESTION 3 (Alleys) A \_\_\_ B \_\_\_ C \_\_\_ D \_\_\_ E \_\_\_ F \_\_\_  
 QUESTION 4 (Crosswalks) A \_\_\_ B \_\_\_ C \_\_\_ D \_\_\_ E \_\_\_ F \_\_\_  
 QUESTION 5 (Gateway markers) A \_\_\_ B \_\_\_ C \_\_\_ D \_\_\_ E \_\_\_ F \_\_\_  
 QUESTION 6 (Sidewalks) A \_\_\_ B \_\_\_ C \_\_\_ D \_\_\_ E \_\_\_ F \_\_\_  
 QUESTION 7 (Wayfinding kiosks) A \_\_\_ B \_\_\_ C \_\_\_ D \_\_\_ E \_\_\_ F \_\_\_  
 QUESTION 8 (Intersections) A \_\_\_ B \_\_\_ C \_\_\_ D \_\_\_ E \_\_\_ F \_\_\_  
 QUESTION 9 (Street corridors) A \_\_\_ B \_\_\_ C \_\_\_ D \_\_\_ E \_\_\_ F \_\_\_

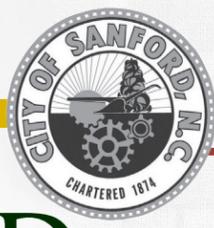
Please circle the selection that applies.

1. Please indicate your gender - Female or Male
2. Please select your age group - (0-12), (13-17), (18-25), (26-35), (36-45), (46-55), (56-65), (66-80), (80+)
3. Please indicate what area of town you live near. - Jonesboro, Downtown Sanford, City of Sanford suburbs (not near Jonesboro or Downtown Sanford), Lee County (outside Sanford city limits), Other
4. Please list any additional comments you may have in the space below and on the back of this sheet:

**City of Sanford, NC Visual Preference Survey™**

- **Open Forum:** Citizens were given the opportunity of asking questions about the proposed downtown enhancement as well as being able to make comments or suggestions about needed improvements. Their thoughts, ideas, and concerns were very useful during the planning stages of the master plan process.
- **Visual Preference Survey:** Residents participated in a "dot" exercise (shown here), which is a tool used to gather public opinion of desired visual streetscape elements. In this case, they were shown nine (9) groups of downtown images – each containing six (6) variations and were asked to place a colored sticker on their preference for what the feature should be or look like. The rankings were then ordered and the results can be found on the next page of this document.





# Downtown *enhancement*

McGill Associates' staff found that (overall) the participants in the activities were interested in increased dining and entertainment opportunities that would bring them to (or keep them in) the downtown area after business hours. They were also very interested in the Visual Preference Survey in that they would like to see some of these enhancements in Downtown Sanford and Jonesboro.

## WALL TYPES



Walls may be used in different areas of a downtown – primarily for aesthetic reasons. Wall materials should visually compliment the overall look of the downtown area.

## PARKING SCREENING METHOD



Downtown parking can visually detract from the overall aesthetic of a streetscape. As a result, various screening methods can be used as a way to mitigate the sight of parking areas.

## ALLEY



A variety of different levels of enhancement can occur within downtown alleys - from simple improvements in lighting and safety, to making the alley a pleasant pedestrian corridor.

## CROSSWALK



Crosswalks not only serve as a safety feature for pedestrians, they visually represent the pedestrian space on the streets of the downtown. An eye-catching, aesthetic crosswalk is important in streetscape design.

## GATEWAY MARKER



Gateways serve to mark the downtown limits and also set the precedent for the downtown's look and feel. Materials and colors used for gateways are often repeated in the downtown streetscape design.

## SIDEWALK



Sidewalk width, lighting, and level of ornamentation serve as the visual foundation for the downtown streetscape.

## WAYFINDING DEVICE



The downtown navigation of pedestrians and vehicular traffic is largely dependent on familiarity and unique signage.

## INTERSECTION



Intersections offer great opportunities for marking prominent downtown gathering areas as well as serving to visually enhance downtown nodes.

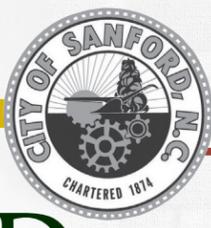
## STREET CORRIDOR



The perceived safety, walkability, and character of the downtown can be affected by the look and feel of downtown street corridors.



# Community Involvement



# Downtown *enhancement*

The approach to the planning process for the Downtown Sanford and Jonesboro Master Plan included the interactive involvement of downtown representatives (such as business owners, etc.), City Staff, the Sanford and Jonesboro community, and other stakeholders in the future success of the downtown area. A Project Oversight Group was formed to assist with the planning process. This group was composed of City Leadership, City Staff and the Consultants. The group met on a regular basis to develop and discuss various thoughts and ideas for the enhancement of Downtown Sanford and Jonesboro.

The Project Oversight Group was selected from a list of persons expressing interest in downtown planning and representing various perspectives of the downtown area. The Project Oversight Group met in 2009 to provide input and insight toward the enhancement of the municipal district. Once the Project Oversight Group had identified areas of improvement, they discussed alternative actions that would produce the desired solutions. This draft planning document has been prepared for the purpose of review and comment by the Project Oversight Group, City Staff, other stakeholders (who are not involved in the Project Oversight Group process), and other interested citizens and business owners. After review by the aforementioned entities, a final Downtown Sanford and Jonesboro Master Plan will be presented to the Board of Commissioners for approval.

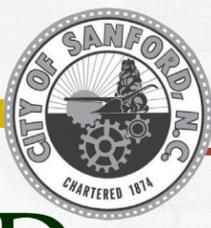
The Master Planning process includes these overall key elements:

- A comprehensive assessment of existing conditions both within and adjacent to the downtown area
- Community involvement through the use of written surveys, map exercises, visual preferences, and open forum
- The identification of guidelines and elements involved in the successful enhancements of municipal districts
- Recommendations for specific improvements to increase the appeal and aesthetics of the downtown area
- Conducted meetings with the Project Oversight Group to review, discuss, and develop recommendations for the Master Plan



## *Planning Approach*

DOWNTOWN MASTER PLAN



# Downtown *enhancement*

In studying the current conditions in Downtown Sanford and Jonesboro and projecting the needed improvements, McGill Associates examined the presence/absence of these eight extremely important factors, which are characteristic of successful municipal districts:

1. MIXED-USE DEVELOPMENT

Successful downtown districts consider mixed-use developments to be critical components of the downtown environment. A combination of shops, restaurants, lodging, offices, government buildings, activity centers, and parks attract a diverse group of people of all ages, income levels, cultures, and races.

2. ENTERTAINMENT

A vital inner-city component, entertainment extends the life of the downtown from the daytime into the evening with an assortment of shopping, dining, movies, performing arts, sports activities, and recreation opportunities. These activities should also be in walking distance of one another.

3. PUBLIC CENTERS

Downtown facilities must be available to support business and entertainment. Structures which generate activity consist of museums, conference centers, schools, government offices, performing arts centers, parks, arenas, etc., and bring a diversity of residents and visitors to the downtown area.

4. WALKABILITY

All walking areas should have a pedestrian-friendly design. Destinations should be within ten (10) minutes walking time. Interconnected street and sidewalk networks ease walking - creating a vibrant downtown environment - where retail sales also increase.

5. NEIGHBORHOODS

Successful urban areas have very strong, established residential neighborhoods, which advocate the support of local downtown businesses. Residential areas are an important market for mixed-use development (housing, apartments, condominiums, etc.) in the downtown area.

6. INVESTMENTS

Downtown areas are commonly known for their business entrepreneurs; but successful downtowns should not be completely dependent on individual businesses. There must be public, sustained investments in the management of public facilities and infrastructure, such as streets, sidewalks, parking, public buildings, and community centers/activities.

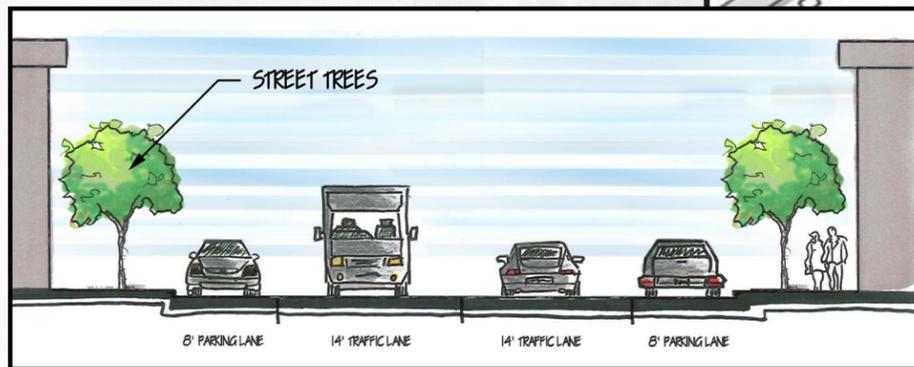
7. SAFETY

Customers and business owners want a sense of safety and security when they are working, shopping, living, or enjoying entertainment. To enhance the safety of residents and visitors, the downtown area and surrounding community must be well-policed; the buildings and streets must be well-maintained; and the sidewalks and streets must be well-lighted and well-marked.

8. PRIDE

A successful downtown must be beloved by the citizenry. Its structures and amenities are a continued source of local and regional pride and they reflect the culture of the community. The enhancement of a downtown area must preserve the heritage and integrity of its population.





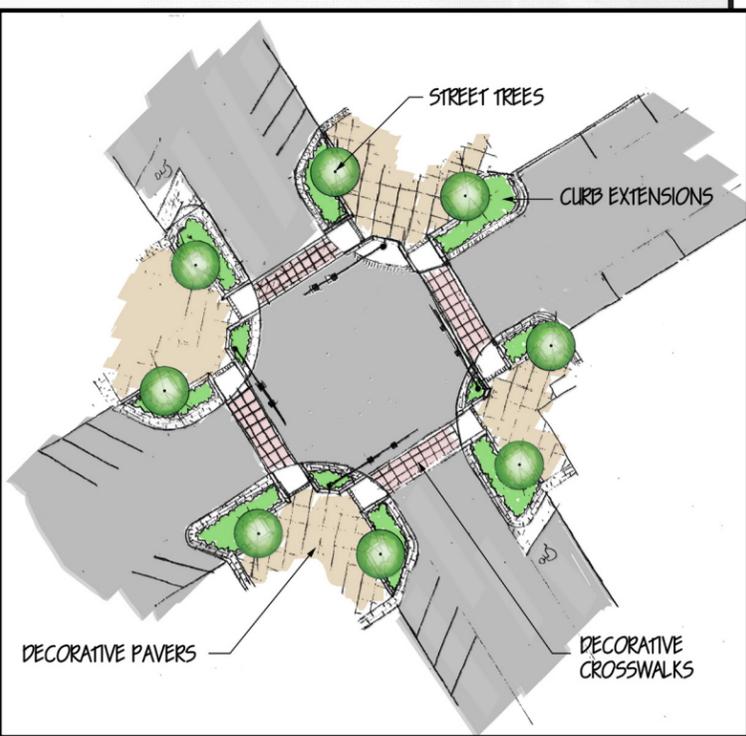
TYPICAL STREET CROSS SECTION



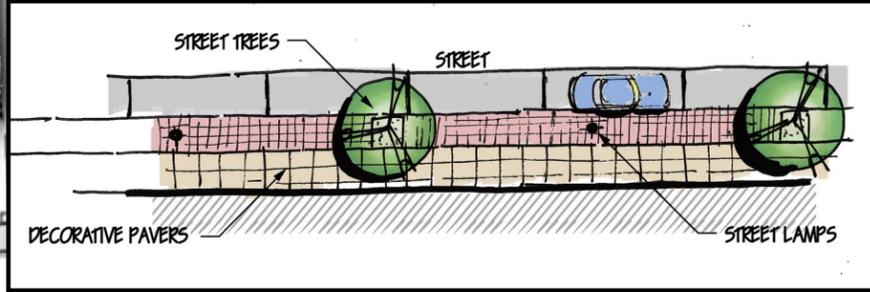
Downtown Sanford



TYPICAL SIDEWALK SECTION



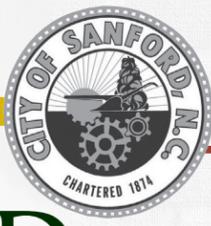
TYPICAL INTERSECTION DETAIL



TYPICAL SIDEWALK PLAN

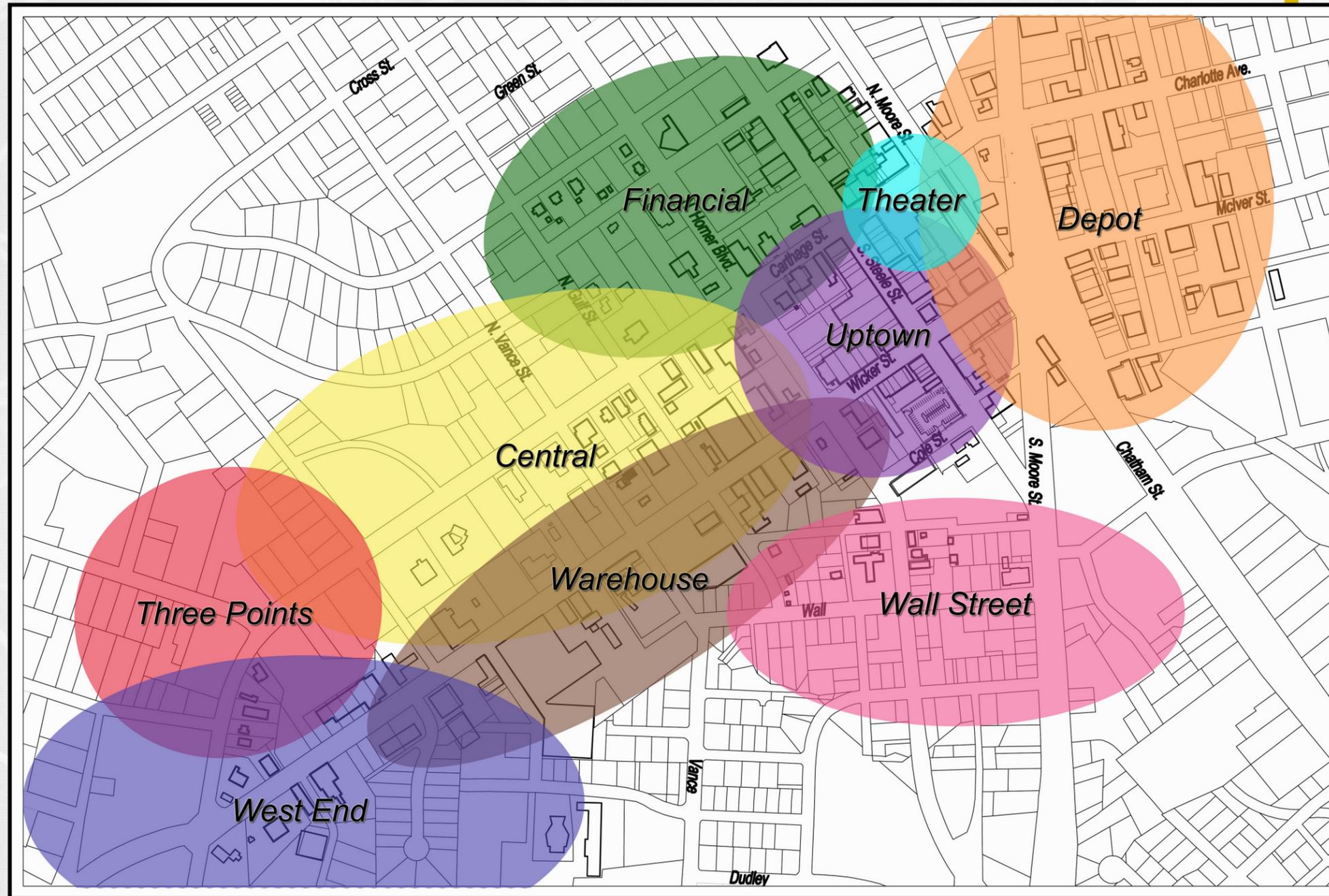


# Master Plan



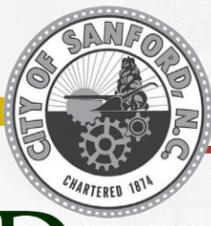
# Downtown *enhancement*

In order to promote the different unique areas that make up the City of Sanford it was helpful to define the City in terms of its districts. This map shows Sanford's overlapping district areas as identified by City Staff. An important benefit to identifying these districts is for purposes of branding. By supporting the qualities that define each district, the unique character for each district can be built upon. Streetscapes within each district would include unique details such as paving patterns, landscaping and themed wayfinding signage thus, promoting district continuity. Establishing districts supports Sanford's overall brand image. A well designed brand can ease wayfinding and encourage a memorable experience for residents and visitors alike.



*Recommendations*  
Districts

DOWNTOWN MASTER PLAN



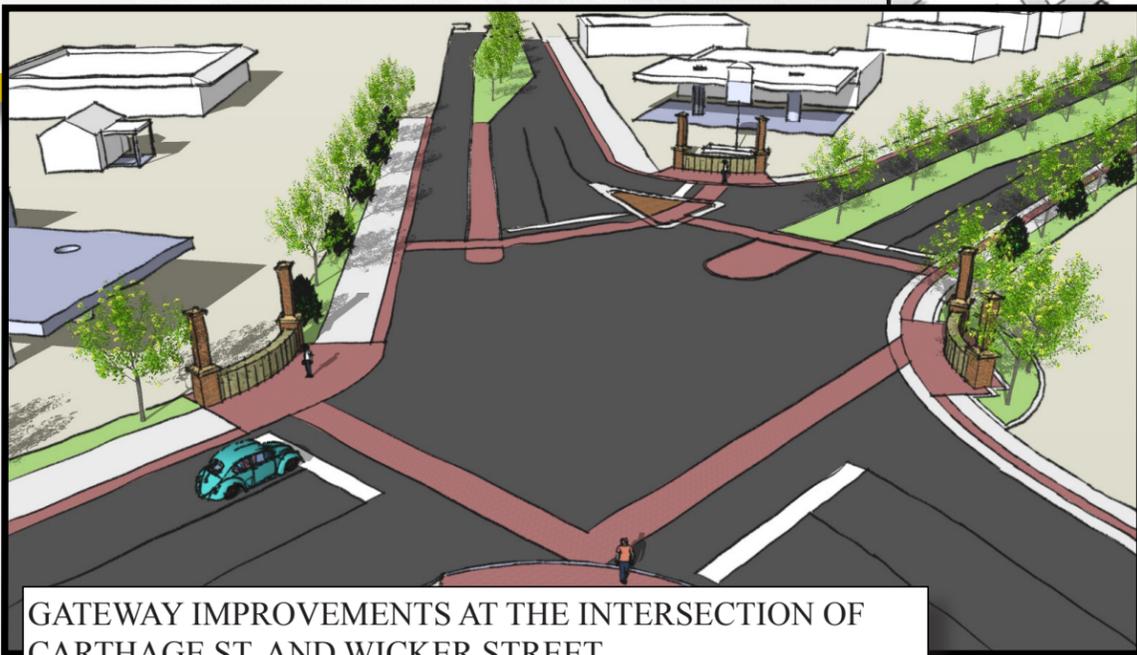
# Downtown Sanford

## Downtown *enhancement*

DOWNTOWN BETWEEN HORNER BLVD. AND MOORE ST.



## *Recommendations* Downtown Streetscape Improvements



GATEWAY IMPROVEMENTS AT THE INTERSECTION OF CARTHAGE ST. AND WICKER STREET



CARTHAGE ST. INFILL AT EXISTING PARKING LOT

The goal for redeveloping Downtown Sanford and Jonesboro is to encourage reinvestment(s) in the places and facilities that are desirable to its citizens and visitors. People will enjoy living, working, and visiting in a thriving, energetic downtown area. It is recommended that the Leadership of Sanford and Jonesboro work closely with property owners, financial institutions, developers, realtors, builders, businesspersons, and investors to promote opportunities for beneficial redevelopment. Downtown Sanford and Jonesboro should become an area that has unique restaurants and shops, historically recognized and preserved buildings, attractive public parks as well as accessible and well maintained downtown facilities. In addition, redevelopment should include the renovation of existing homes and buildings and the construction of new residential facilities.



STEELE ST. INTERSECTION IMPROVEMENTS



PROPOSED MOORE ST. STREETSCAPE ENHANCEMENTS



**PROPOSED JONESBORO "LANDMARK" ENHANCEMENTS**



**PROPOSED MAIN ST. SIDEWALK IMPROVEMENTS**



**Landmark Enhancements**

**PROPOSED GATEWAY IMPROVEMENTS**



**PROPOSED JONESBORO "LANDMARK" PLAZA**





# Downtown Sanford

## Downtown *enhancement*

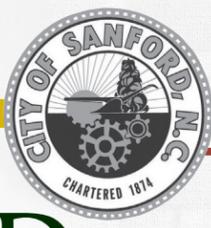
### MOORE ST. IMPROVEMENTS



The existing railroad creates a strong physical separation within Downtown Sanford. The Moore Street Enhancements to propose developing a linear park element along Moore Street with decorative swings and sidewalks. This element would enhance the current Moore Street business and the relationship to the depot.



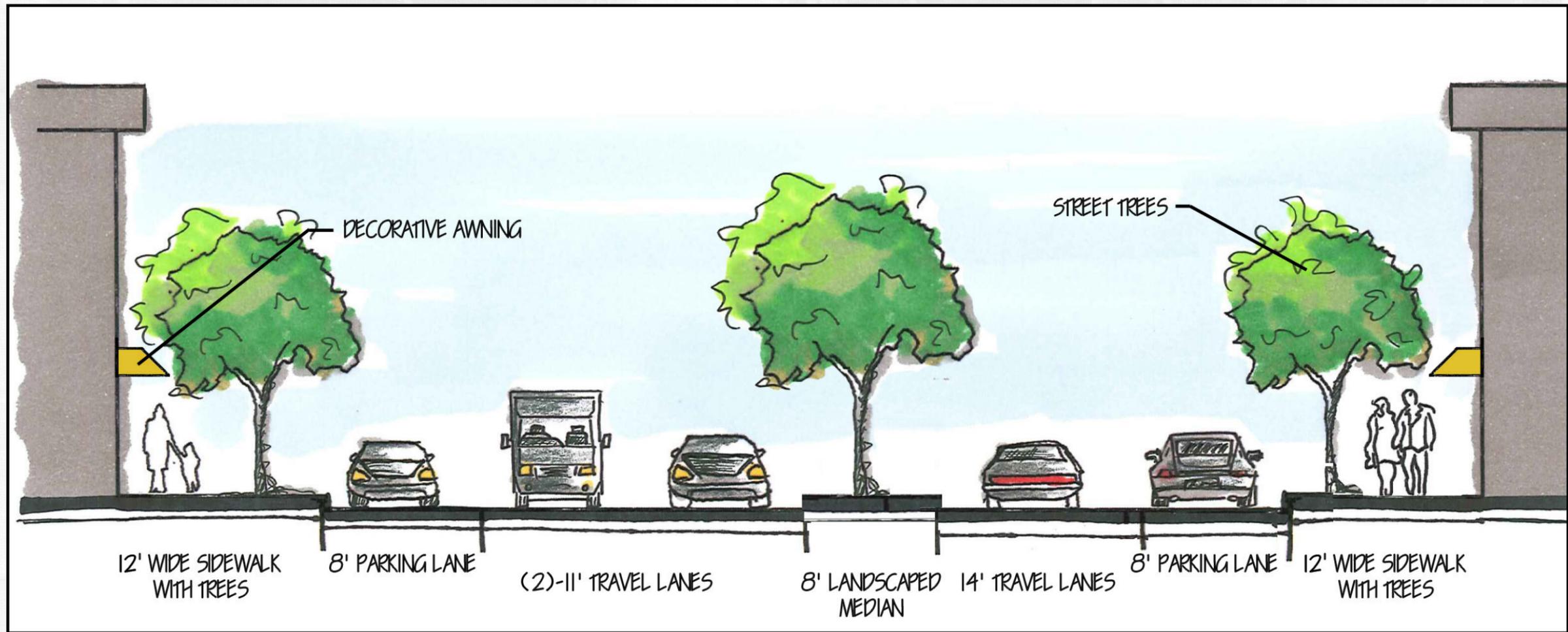
## *Recommendations*

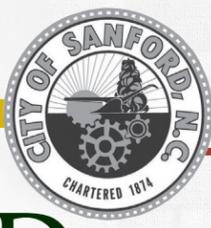


# Downtown Sanford

## Downtown *enhancement*

CARTHAGE ST. - BETWEEN HORNER BLVD. TO MOORE ST.

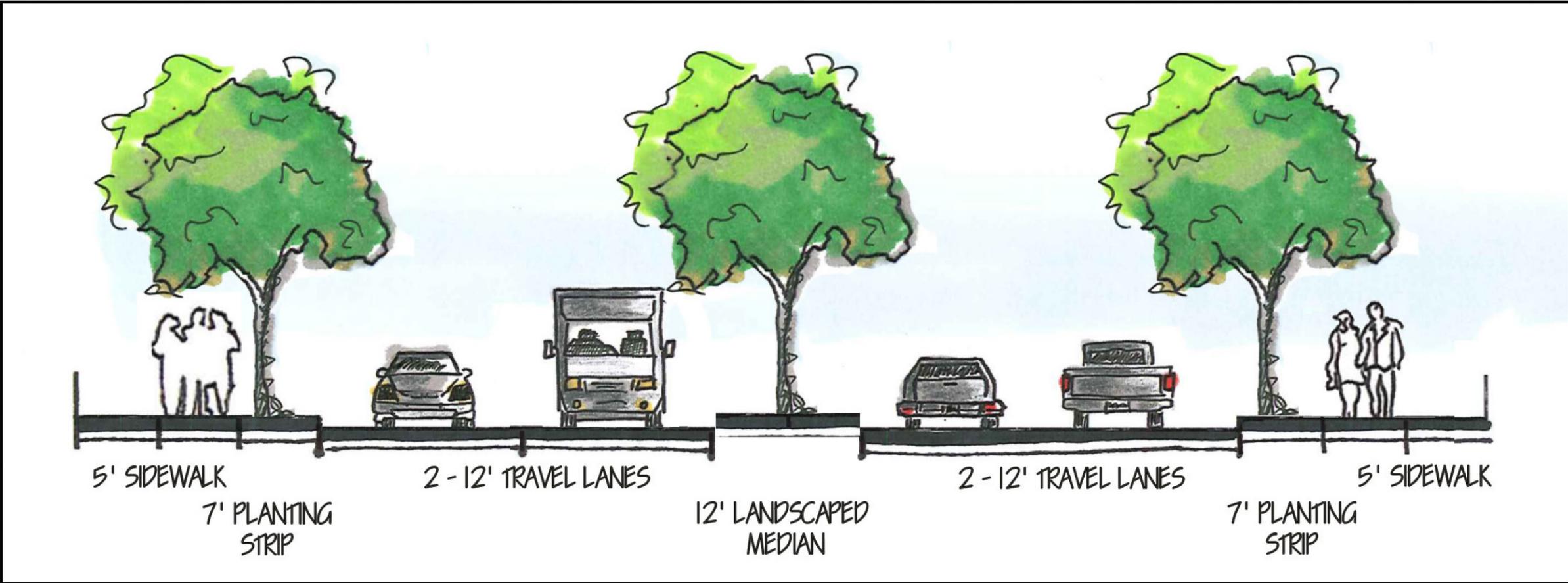


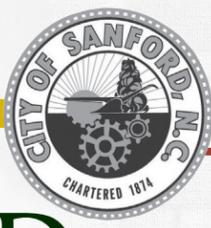


# Downtown Sanford

## Downtown *enhancement*

CARTHAGE ST. - BETWEEN HORNER BLVD.  
AND THE INTERSECTION OF WICKER ST.

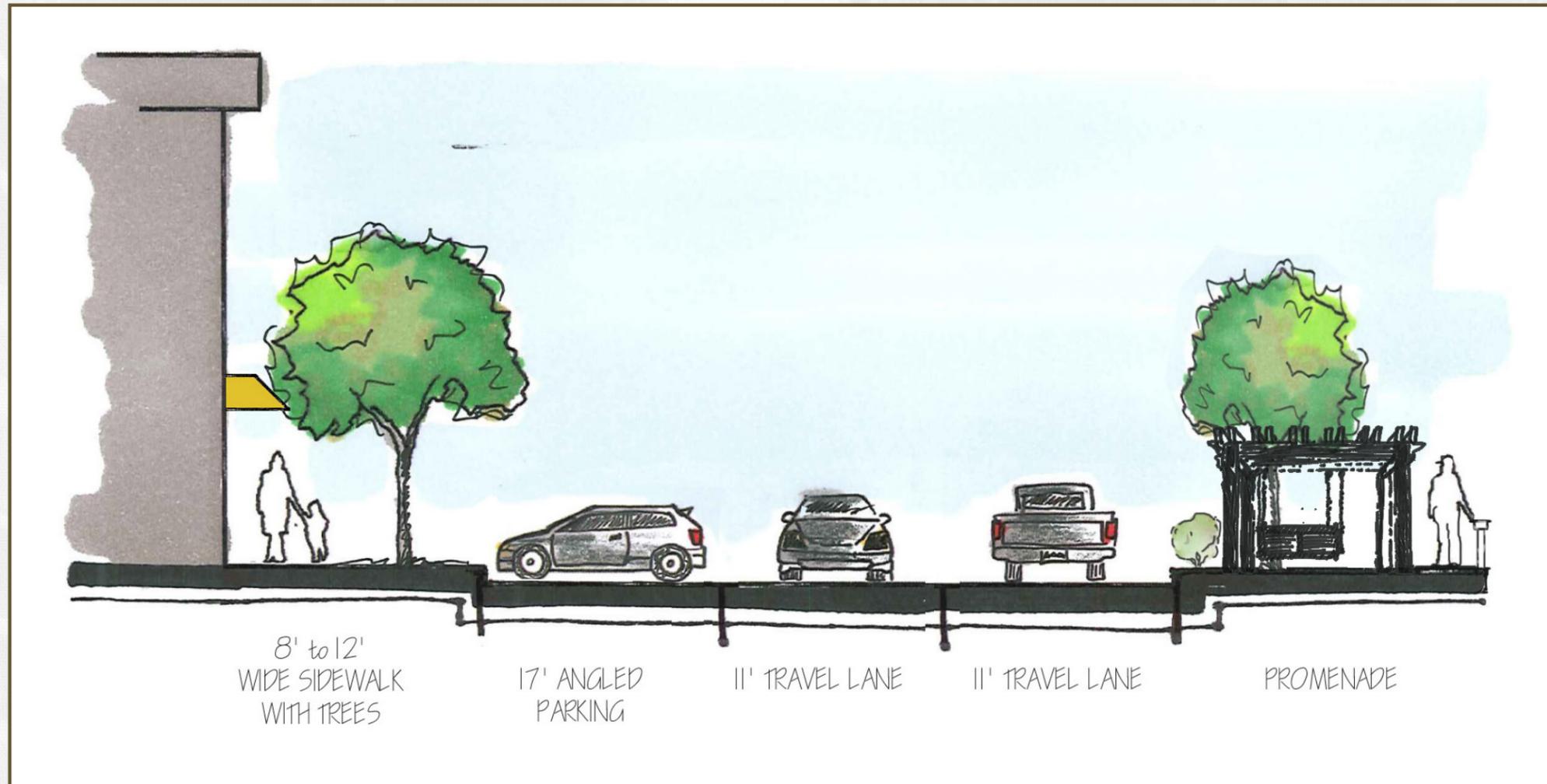




# Downtown Sanford

## Downtown *enhancement*

### MOORE ST. IMPROVEMENTS





## Downtown Sanford

# Downtown *enhancement*

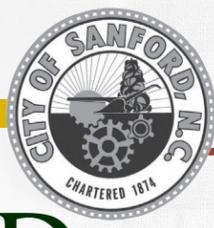
### CARTHAGE ST. AND STEELE ST. INTERSECTION IMPROVEMENTS



Streetscape improvements to include updating the sidewalks with new street lamps, and a 24” wide decorative paver utility strip, crosswalks to have decorative paving, planted areas to be landscaped with hardy shrubs and uniform street-trees, area buildings to have historic ad murals “restored” where appropriate.

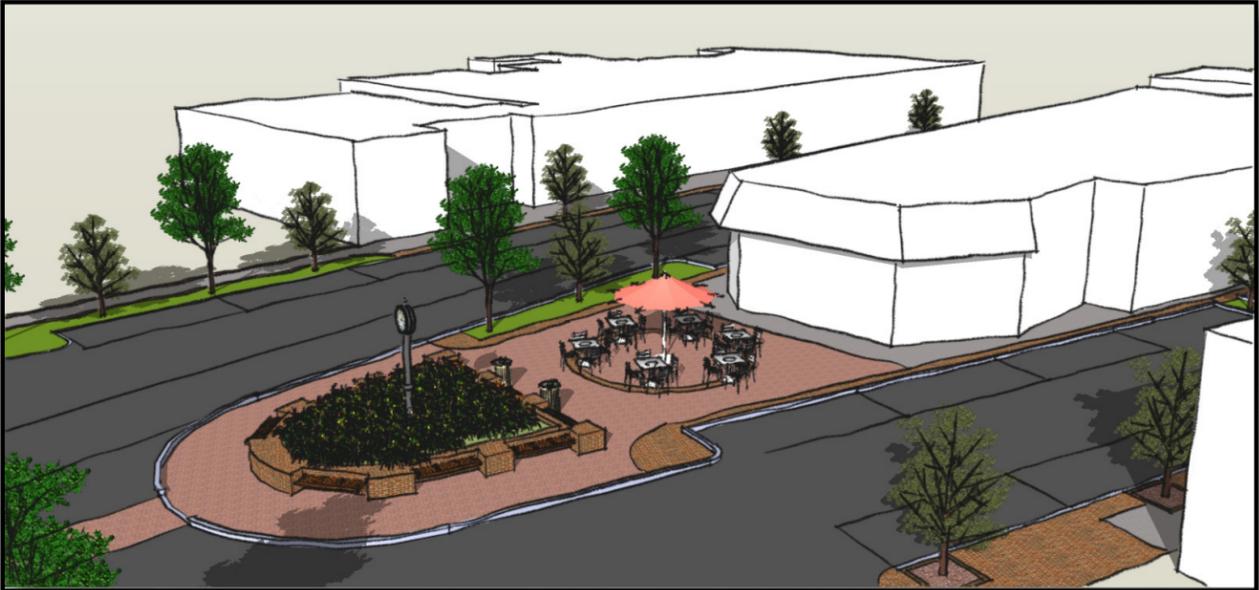
*Recommendations*  
Before & After

DOWNTOWN MASTER PLAN



# Downtown Jonesboro

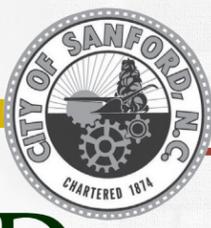
## Downtown *enhancement*



*Recommendations*  
Landmark Enhancements

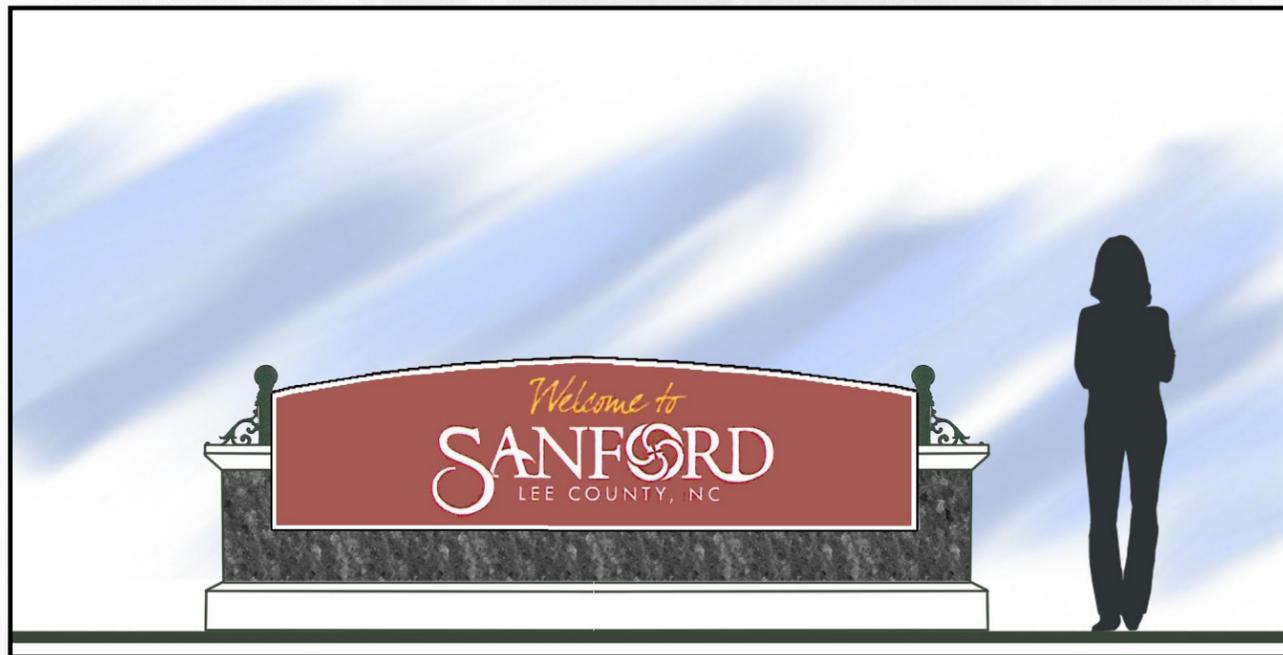
SANFORD MAKEPEACE

DOWNTOWN MASTER PLAN

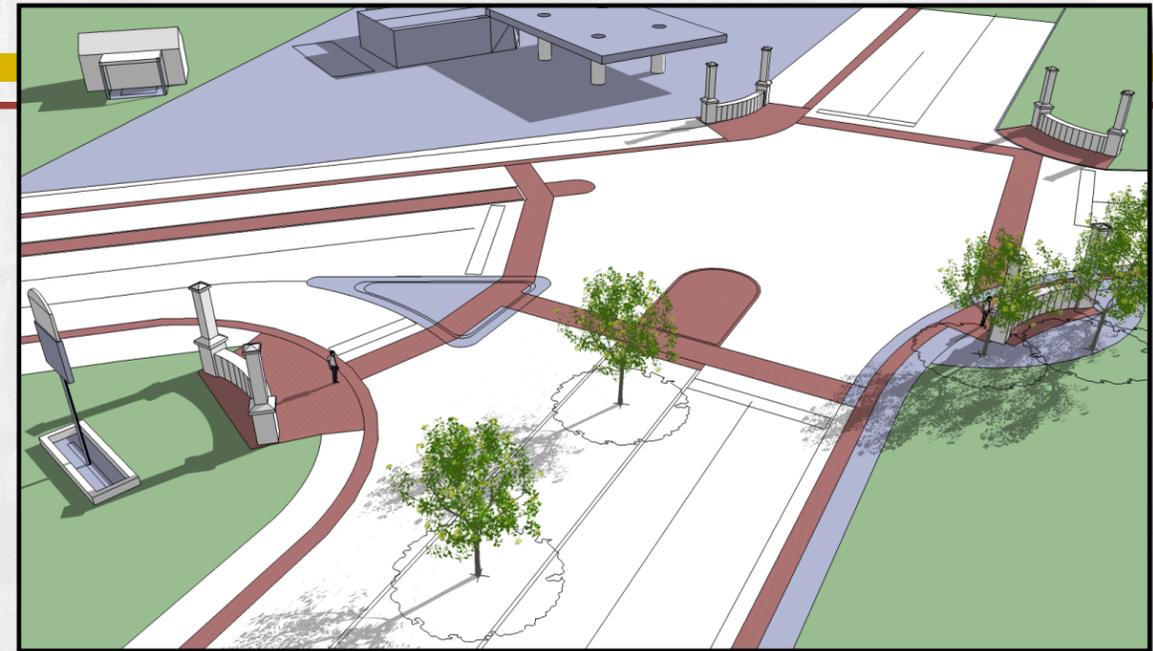


# Downtown *enhancement*

To enhance the image of the downtown, gateway elements help to identify the entrance to the downtown district. Gateway elements may also serve to provide a hierarchy of entry through the downtown area. A series of primary and secondary gateways should be developed and placed at the periphery of the downtown limits. These gateway markers should identify major and minor elements within Downtown.

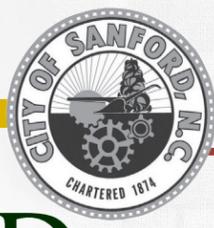


A typical Secondary Gateway will consist of a slightly smaller, yet still elegant and effective, entrance sign with similar plant material. Plant material and signage will be less elaborate but will still welcome people into the City.



A typical Primary Gateway will consist of a stately entrance sign accented by a variety of flowering and evergreen plant material. The entrance signs will announce the downtowns of Sanford and Jonesboro and will welcome residents and visitors into the City.

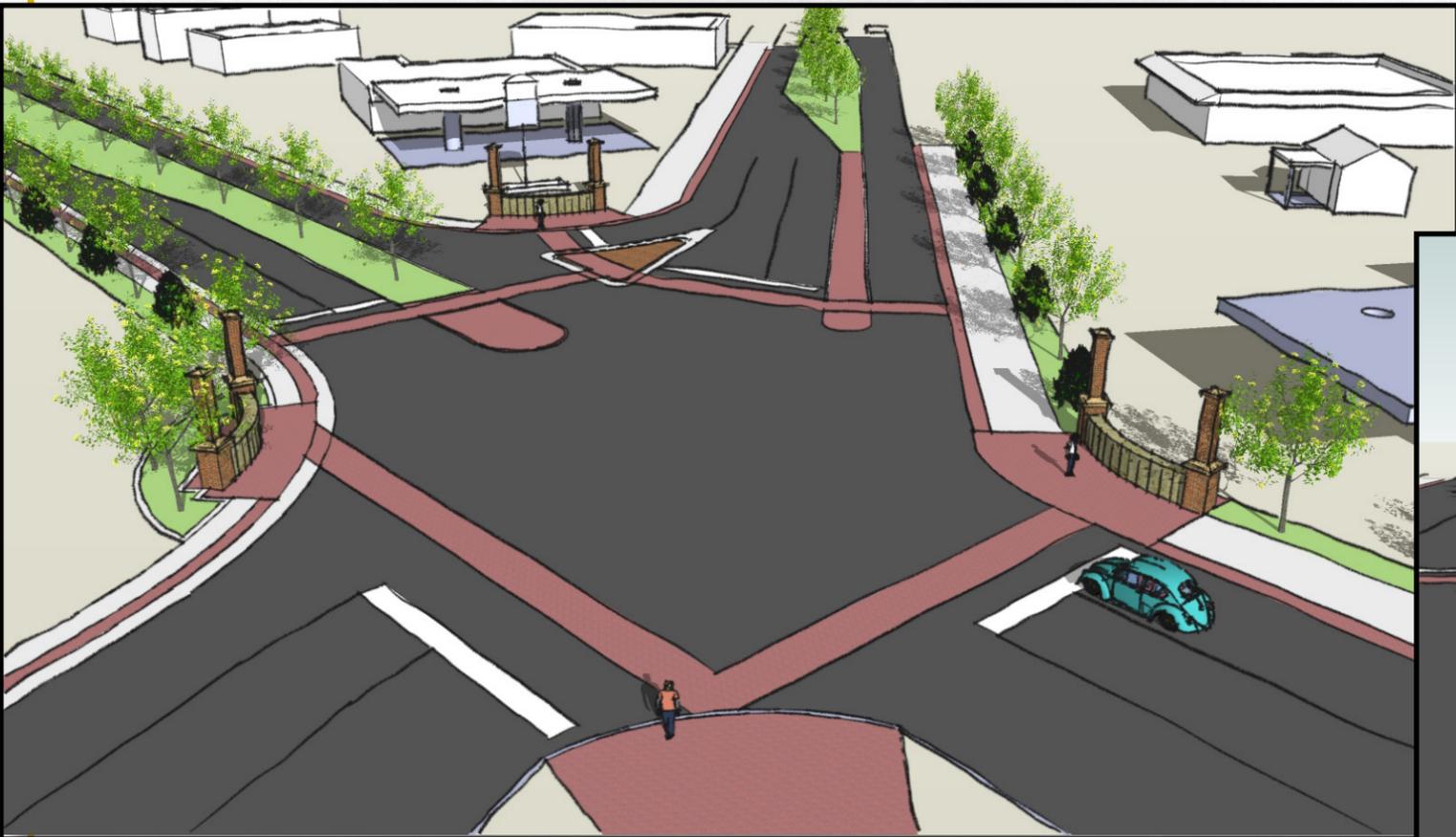




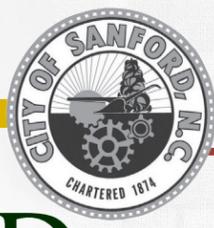
# Downtown Sanford

## Downtown *enhancement*

INTERSECTION OF WICKER ST. & CARTHAGE ST.



*Recommendations*  
Gateways



# Downtown Jonesboro

## Downtown *enhancement*

INTERSECTION OF MAIN STREET AND LEE AVENUE



*Recommendations*  
Gateways



# Downtown *enhancement*

## Pedestrian Orientation

Downtown areas should provide a systematic set of signs and other elements. They should provide effective path-finding orientation to key cross roads called decision intersections and other major activity areas like transportation hubs. These elements can perform the additional function of helping to stitch the Downtown together into a legible whole.

## Interpretative Enhancements

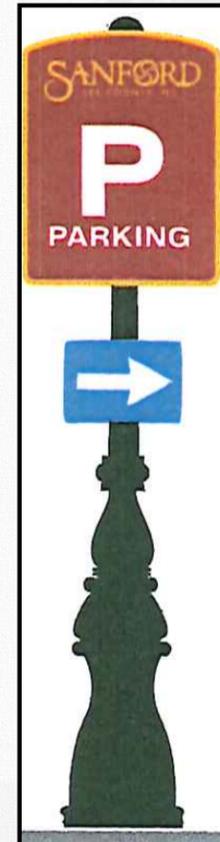
The City should consider adding unique features such as interpretative murals, graphic patterns, and quotations to blank any unused walls that might complement and animate a prominent intersection or major activity area. Features such as these help to make these important junctions memorable for those trying to navigate to or through them.

## Local Roads

Local roads need directional information signs on the periphery of Downtown as well as on interior Downtown streets. Smaller tertiary or local road names need to be identified so as to link them into the overall wayfinding system.

## Highways

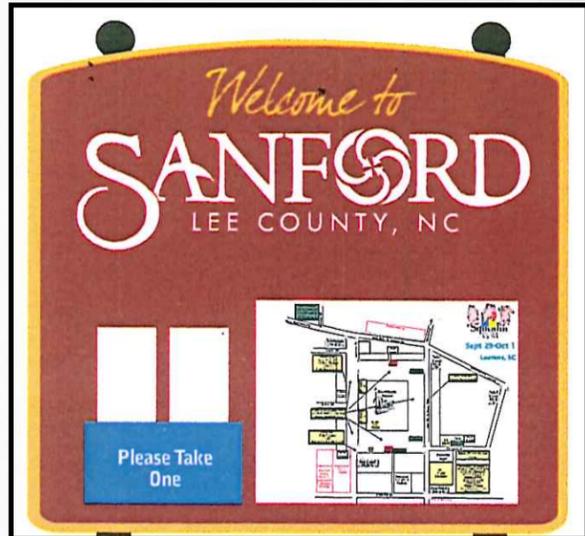
On highways and major routes, destination signs should be highly visible and well located to alert motorists to the appropriate exits for Downtown. The signage should prepare motorists to select the desired exit, as well as confirm the selected route or destination upon exiting the off ramp prior to the next possible turn.





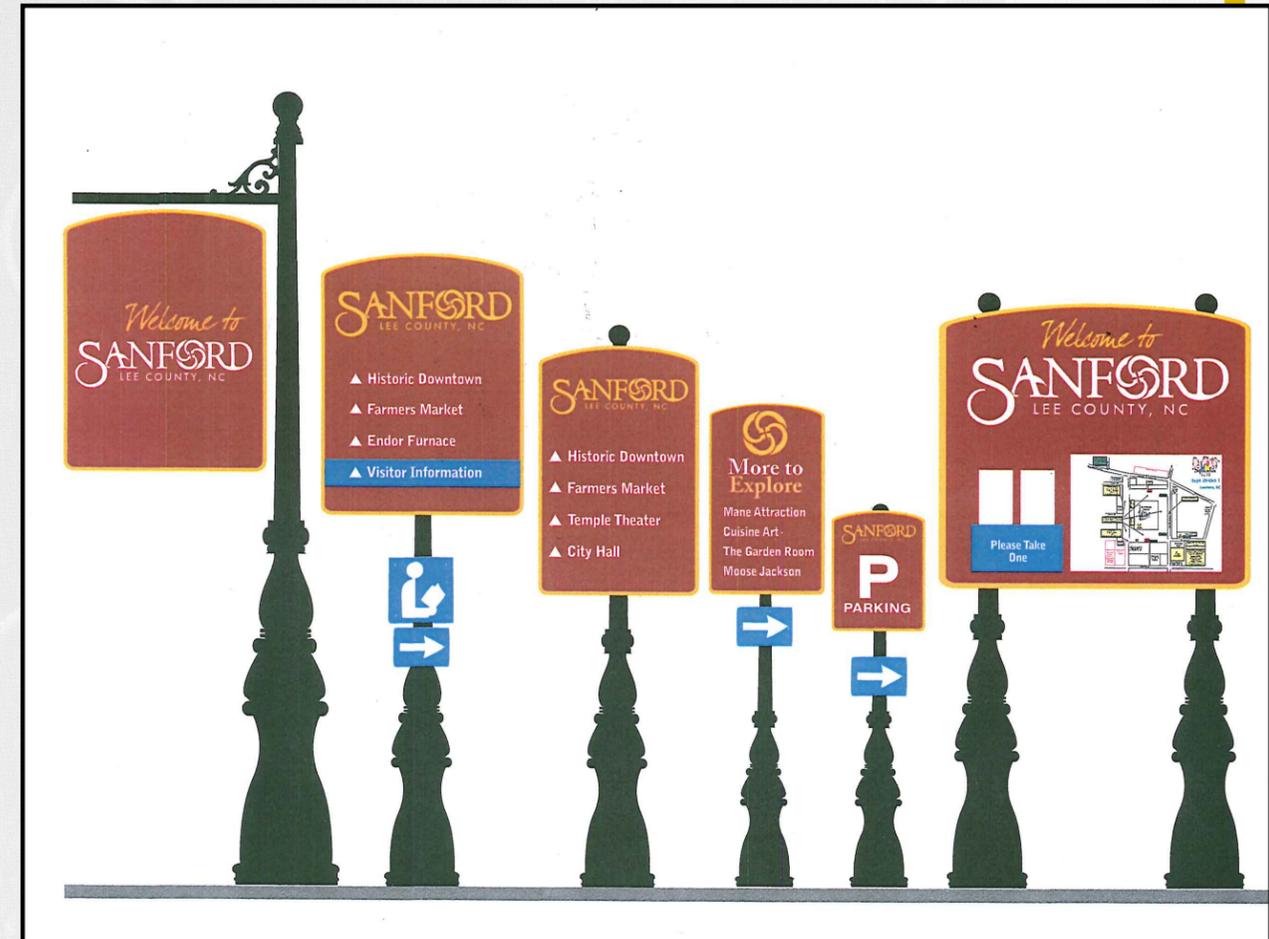
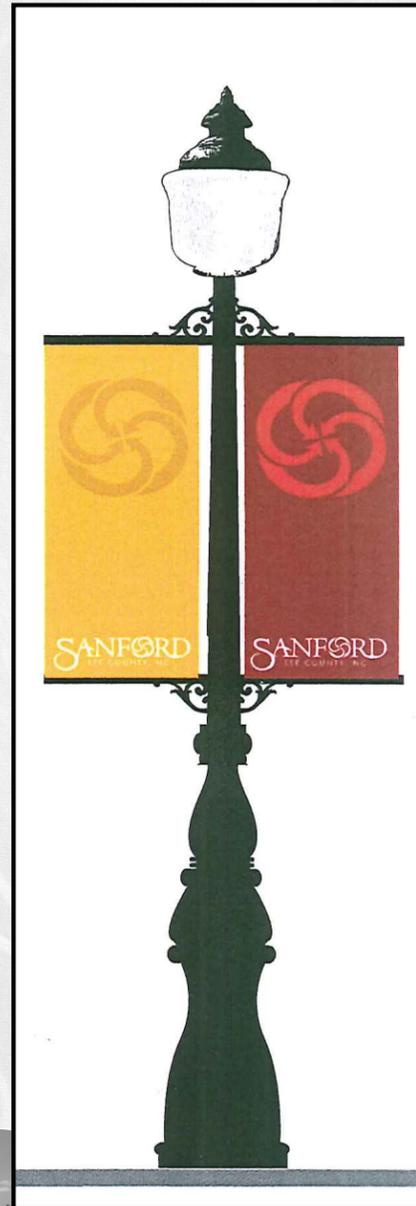
# Downtown *enhancement*

Wayfinding relies on clear and understandable communication as well as a succession of communication clues delivered through our sensory system of visual, olfactory, audible, and tactile elements. There are four primary wayfinding elements: architectural, graphic, audible, and tactile communication. Any visual wayfinding system is more than just signs; it encompasses architecture, landscape architecture, lighting, landmarks, and orientation points. The primary elements of wayfinding for downtowns consist of directional signage, proper signage placement, and interpretive signage.



Wayfinding should provide clear, sequential, vehicular, and pedestrian directional information for important destinations throughout the downtown and the surrounding areas. The directional sign system should work from the

macro scale – public transportation routes and vehicular roadways to parking key drop-off points, key visitor destinations – to the micro scale – orientation in the downtown area along pedestrian pathways completed by well-signed destination areas.



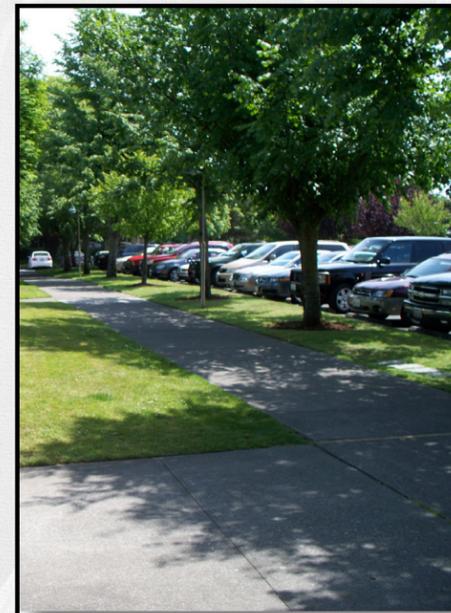
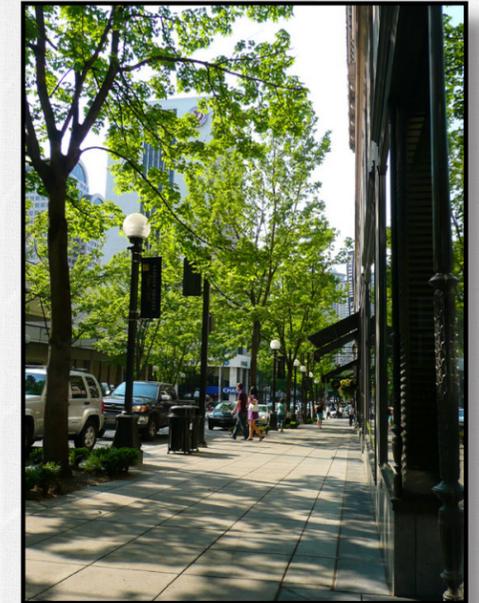
In addition to signage, wayfinding may be accomplished through a combination of architectural elements, lighting features, and visible identification of buildings and pathways. Enhancements such as paving patterns, banners, interpretive events, and donor recognition opportunities are often integrated into various different downtown architectural elements.

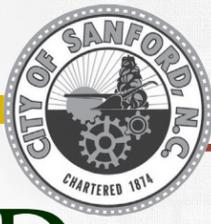
*Recommendations*  
Wayfinding



# Downtown *enhancement*

- Use native vegetation whenever possible to reduce maintenance and reflect the character of the area.
- Incorporate vegetation along roadways and in open spaces.
- Use planters along street corridors to define streetscape and reduce visual clutter.
- Redevelop existing parking lots by incorporating tree islands to delineate parking spots and soften hard elements.
- Implement alternate tree species for street corridor to provide distinction for individual streets and prevent disease.
- Select plant material which is adaptable to its intended location.

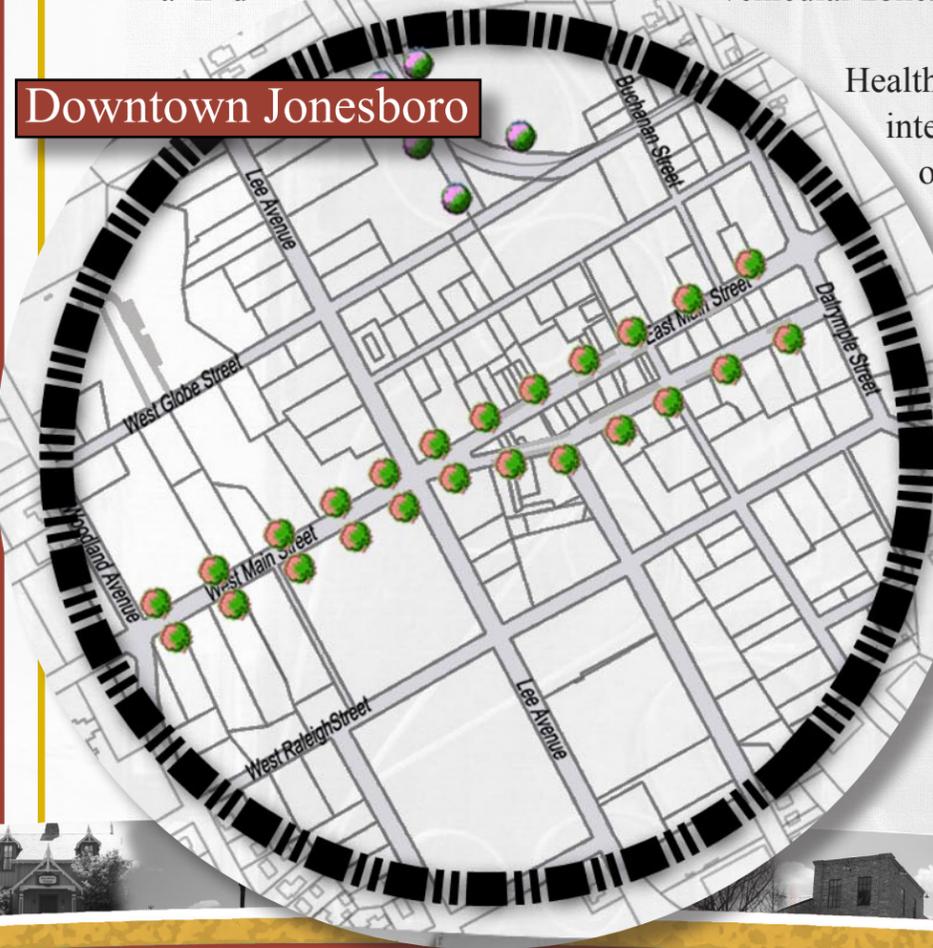




# Downtown *enhancement*

Public space, particularly street rights-of-way, can provide a framework for Downtown improvements – creating the City’s streetscape. A main component of streetscape improvements is “trees”, which soften architectural lines and create an urban forest. Valuable cooling mechanism, urban forests provide visual interest and serve as ceilings for outdoor spaces. Urban tree canopy highlights all four seasons – providing shade in the summer months. Street trees enhance downtown areas by reducing noise, conserving energy, improving air and water quality, controlling stormwater, and defining pedestrian and vehicular zones.

## Downtown Jonesboro

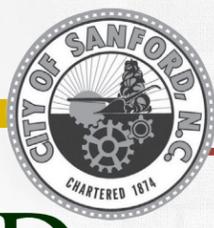


Healthy trees provide visual interest and reduce the impact of other less desirable visual elements. Various other factors (such as power lines, poles, sidewalks, signs, and pavement) also enhance a streetscape. Studies show people consider trees to be of therapeutic value.

Horner Blvd.		Wicker St.		Carthage St.		Steel St.	
Crape Myrtle		Laurel Oak		Red Maple		Zelkova	



## Downtown Sanford



# Downtown *enhancement*

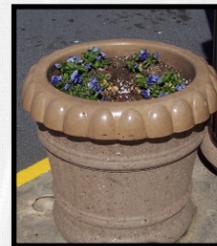
The streetscape of Downtown Sanford and Jonesboro should provide an attractive atmosphere to residents, visitors, and potential businesses. An inviting streetscape begins by having appealing public amenities such as benches, trash receptacles, and the like. It is recommended that Sanford and Jonesboro's downtown public amenities exhibit a consistent pallet of color, materials, and design.



Traffic and pedestrian signals should be metal with black finish and be consistent throughout downtown.



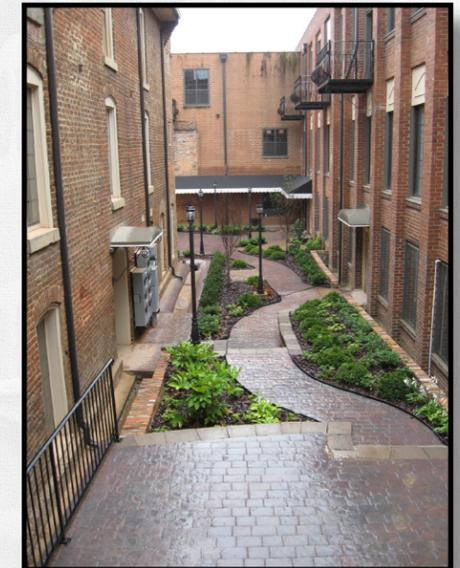
Street lamps should be the antique Acorn topped style and be metal with black finish or other acceptable material. Street lamps should incorporate banner frames for seasonal and special event signage.



The City has selected quality trash receptacles, planters and benches for downtown. The City should continue to add these furnishings in areas as needed that compliment each other with regard to color, durability and style. Variations to these should attempt to reflect the existing streetscape furnishings.



Suggested pedestrian crossings within downtown should be a minimum of 8' in width and incorporate stamped concrete pattern or decorative pattern pavers with a 12" concrete border edge.

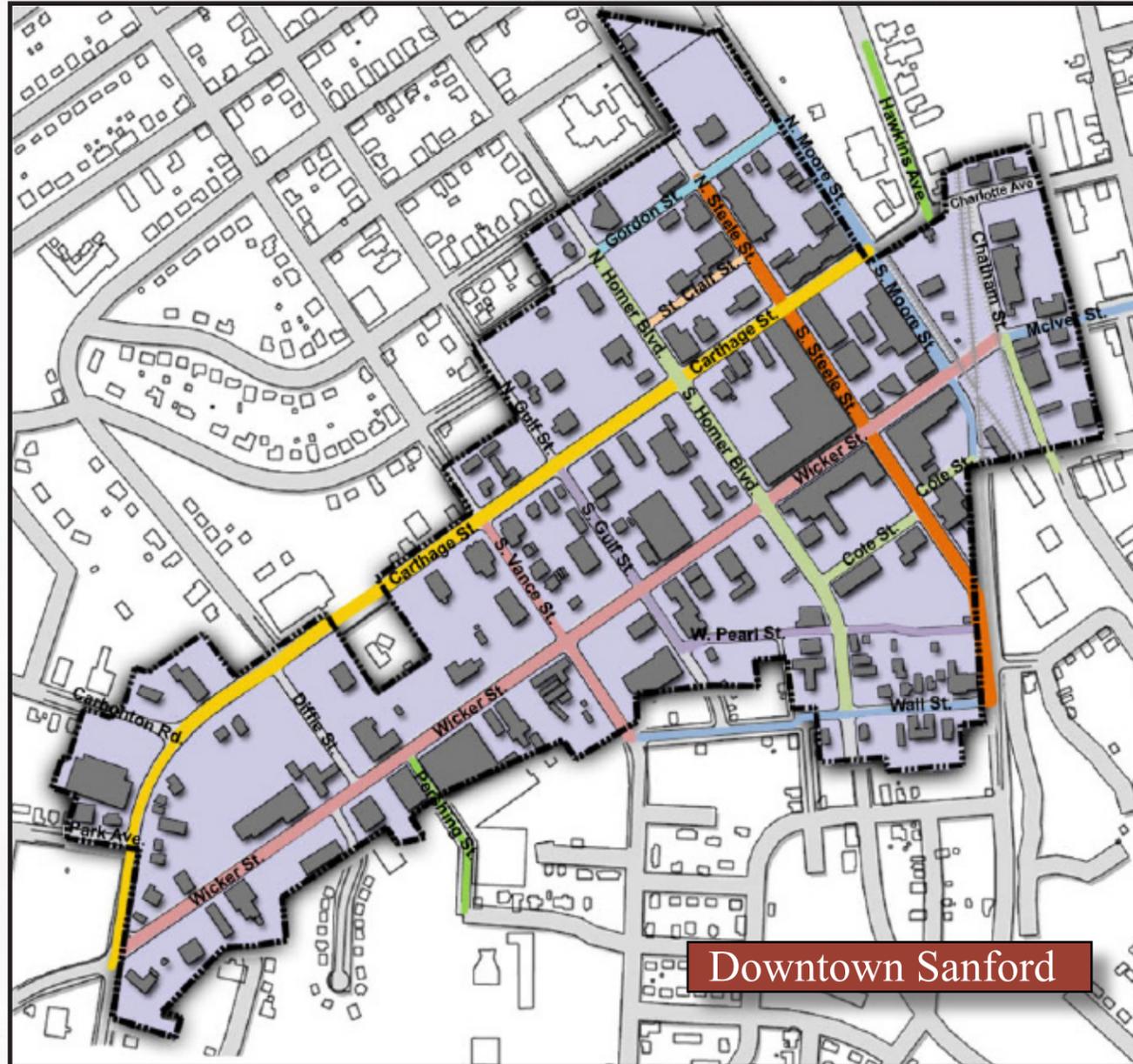


Alleys provide a chance to enliven downtown corridors. Look for opportunities to convert dark under utilized alley spaces into well lit pedestrian oriented with landscaping or pocket parks.





# Downtown *enhancement*



## Opinion of Probable Cost

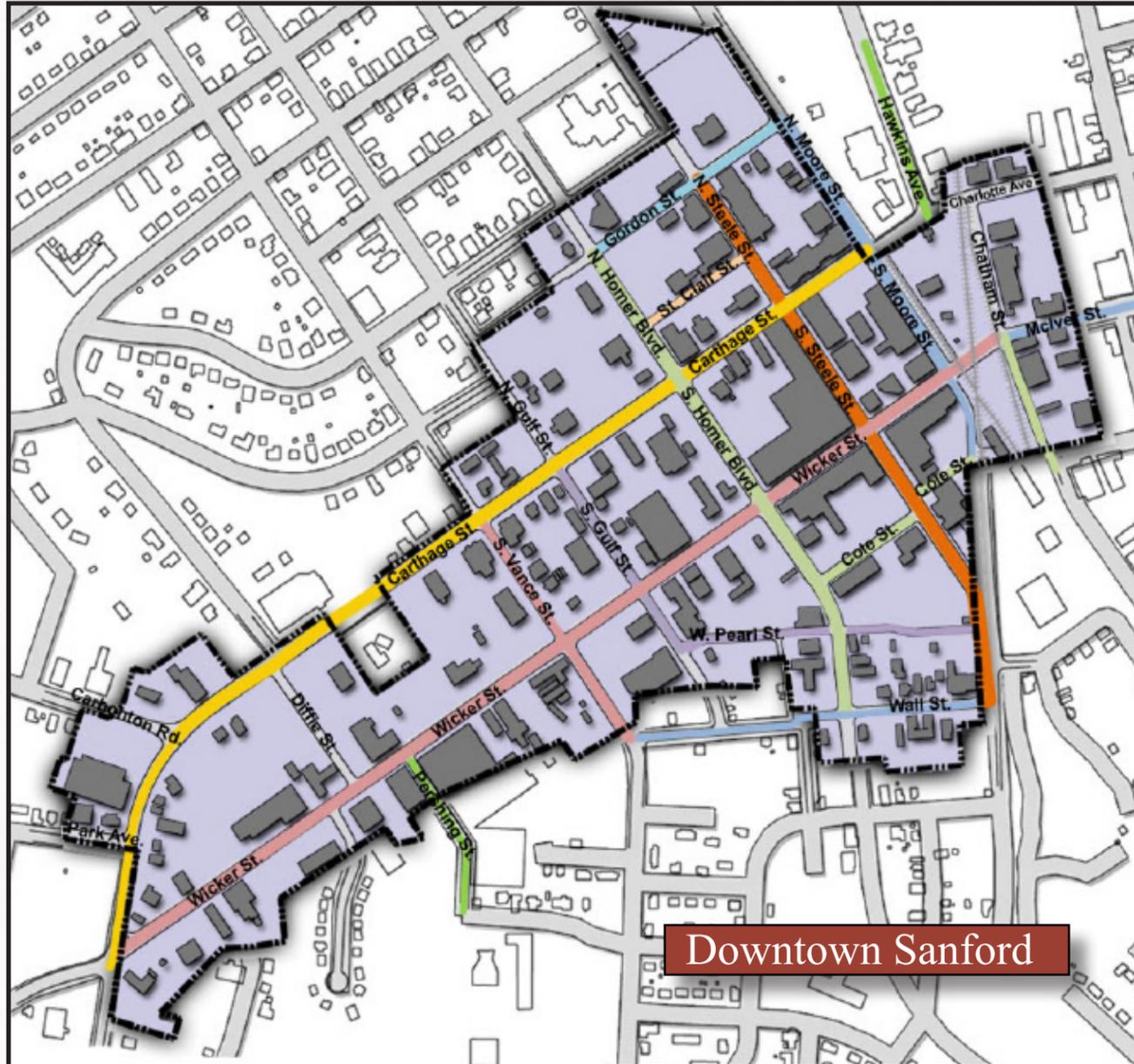
MOORE STREET	
Moore St. (between Carthage and Wicker) 505 LF	\$329,161
Moore St. (between Carthage and Gordon) 507 LF	\$227,123
Moore St. (between Wicker and Cole) 72 LF	\$37,774
<b>Moore Street Improvements Subtotal</b>	<b>\$594,058</b>
STEELE STREET	
Steele St. (between Gordon and St. Clair) 305 LF	\$259,242
Steele St. (between St. Clair and Carthage) 180 LF	\$251,444
Steele St. (between Carthage and Wicker) 520 LF	\$460,223
Steele St. (between Wicker and Cole) 280 LF	\$212,303
Steele St. (between Cole and Moore) 390 LF	\$148,297
Steele St. (between Pearl and Wall) 160 LF	\$13,977
<b>Steele Street Improvements Subtotal</b>	<b>\$1,345,486</b>
HORNER BOULEVARD	
Horner Blvd. (between Gordon and St. Clair) 300 LF	\$90,799
Horner Blvd. (between St. Clair and Carthage) 180 LF	\$93,328
Horner Blvd. (between Carthage and Wicker) 510 LF	\$260,563
Horner Blvd. (between Wicker and Cole) 320 LF	\$155,386
Horner Blvd. (between Cole and Pearl) 113 LF	\$70,033
Horner Blvd. (between Pearl and Wall) 220 LF	\$100,755
<b>Horner Blvd. Improvements Subtotal:</b>	<b>\$770,864</b>
GULF STREET	
Gulf St. (between Carthage and Wicker) 523 LF	\$60,976
Gulf St. (between Wicker and Pearl) 232 LF	\$22,341
<b>Gulf Street Improvements Subtotal:</b>	<b>\$83,317</b>
VANCE STREET	
Vance St. (between Carthage and Wicker) 504 LF	\$83,620
Vance St. (between Wicker and Wall) 364 LF	\$48,276
<b>Vance Street Improvements Subtotal:</b>	<b>\$131,896</b>
HAWKINS AVENUE	
Hawkins Ave. (300 LF from Intersection of Charlotte Avenue) 300 LF	\$227,534
<b>Hawkins Avenue Improvements Subtotal:</b>	<b>\$227,534</b>
McIVER STREET	
McIver St. (between Chatham and 1st) 552 LF	\$289,626
<b>McIver Street Improvements Subtotal:</b>	<b>\$289,626</b>
WICKER STREET	
Wicker St./McIver St. (between Moore and Chatham) 250 LF	\$50,923
Wicker St. (between Moore and Steele) 354 LF	\$296,580
Wicker St. (between Steele and Horner) 431 LF	\$365,534
Wicker St. (between Horner and Gulf) 528 LF	\$150,227
Wicker St. (between Gulf and Vance) 320 LF	\$96,331
Wicker St. (between Vance and Diffie) 930 LF	\$209,852
Wicker St. (between Diffie and Carthage) 1090 LF	\$232,569
<b>Wicker Street Improvements Subtotal:</b>	<b>\$1,402,016</b>

*Estimated Project Costs*

SANFORD MAKEPEACE



# Downtown *enhancement*



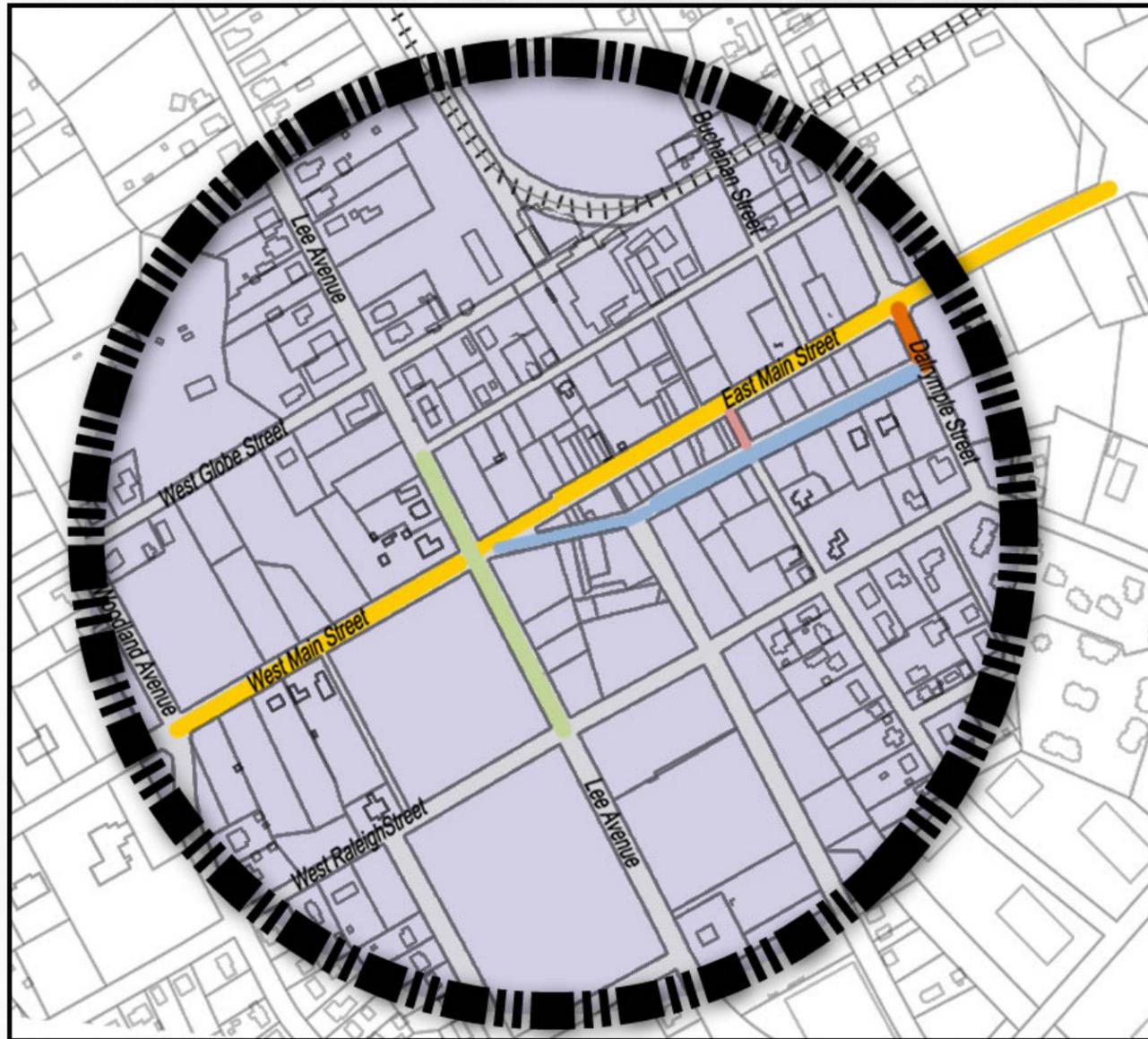
## Opinion of Probable Cost

CHATHAM STREET	
Chatham St. (between McIver and Maple) 453 LF	\$13,493
<b>Chatham Street Improvements Subtotal:</b>	<b>\$13,493</b>
CARTHAGE STREET	
Carthage St. (between Moore and Steele) 320 LF	\$330,312
Carthage St. (between Steele and Horner) 410 LF	\$369,374
Carthage St. (between Horner and Gulf) 525 LF	\$123,015
Carthage St. (between Gulf and Vance) 320 LF	\$69,592
Carthage St. (between Vance and Hillcrest) 880 LF	\$203,482
Carthage St. (between Hillcrest and Carbonton) 470 LF	\$103,144
Carthage St. (between Carbonton and Park) 400 LF	\$89,492
Carthage St. (between Park and Wicker) 394 LF	\$97,000
<b>Carthage Street Improvements Total:</b>	<b>\$1,385,411</b>
GORDON STREET	
Gordon St. (between Moore and Steele) 320 LF	\$184,816
Gordon St. (between Steele and Horner) 428 LF	\$249,144
<b>Carthage Street Improvements Total:</b>	<b>\$433,960</b>
ST. CLAIR STREET	
St. Clair St. (between Steele and Horner) 425 LF	\$205,377
<b>St. Clair Street Improvements Total:</b>	<b>\$205,377</b>
COLE STREET	
Cole St. (between Moore and Steele) 182 LF	\$10,352
Cole St. (between Steele and Horner) 363 LF	\$46,623
<b>Cole Street Improvements Subtotal:</b>	<b>\$56,975</b>
PEARL STREET	
Pearl St. (between Steele and Horner) 449 LF	\$19,000
Pearl St. (between Horner and Gulf) 511	\$24,700
<b>Pearl Street Improvements Subtotal</b>	<b>\$43,700</b>
WALL STREET	
Wall St. (between Steele and Horner) 441 LF	\$179,932
Wall St. (between Horner and Gulf) 397 LF	\$78,400
Wall St. (between Gulf and Vance) 180 LF	\$9,500
<b>Wall Street Improvements Subtotal</b>	<b>\$267,832</b>
PERSHING STREET	
Pershing St. (between Wicker and Pershing) 530 LF	\$19,275
<b>Pershing Street Improvements Subtotal:</b>	<b>\$19,275</b>
<b>DOWNTOWN SANFORD STREETScape IMPROVEMENTS TOTAL</b>	<b>\$7,270,820</b>

*Estimated Project Costs*



# Downtown *enhancement*



## Opinion of Probable Cost

MAIN STREET	
Main St. (between Horner and Dalrymple) 740 LF	\$419,896
Main St. (between Dalrymple and Buchanan) 270 LF	\$176,604
Main St. (between Buchanan and Watson) 335 LF	\$273,525
Main St. (between Watson and Lee) 730 LF	\$469,033
Main St. (between Lee and Woodland) 920 LF	\$294,656
<b>Main Street Improvements Total:</b>	<b>\$1,633,714</b>
LEE AVENUE	
Lee Ave. (between Humber and Main) 270 LF	\$59,328
Lee Ave. (between Main and Raleigh) 500 LF	\$98,667
<b>Lee Avenue Improvements Subtotal:</b>	<b>\$157,995</b>
DALRYMPLE STREET	
Dalrymple St. (between Main and Trade) 230 LF	\$165,722
<b>Dalrymple Street Improvements Subtotal</b>	<b>\$165,722</b>
TRADE STREET	
Trade St. (between Main and Fayetteville) 350 LF	\$243,843
Trade St. (between Fayetteville and Watson) 350 LF	\$225,012
Trade St. (between Watson and Dalrymple) 520 LF	\$364,624
<b>Trade Street Improvements Subtotal</b>	<b>\$833,479</b>
WATSON STREET	
Watson Ave. (between Main and Trade) 130 LF	\$174,239
<b>Watson Street Improvements Subtotal:</b>	<b>\$174,239</b>



SANFORD MAKEPEACE

*Estimated Project Costs*