

### Streetscape Enhancements

1. Add street trees between curb and sidewalk.
2. Widen sidewalks.
3. Utilize light fixtures and street furniture that reflect Rocky Mount's history.
4. Highlight alleys as special pedestrian areas.
5. Incorporate planting along railroad.
6. Enhance railroad "walls".
7. Add public plaza/green space area to the south end of Main Street.
8. Apply traffic calming techniques.
9. For new development occurs:
  - a. Place buildings close to street.
  - b. Add parking at sides/rear of buildings.
  - c. "Animate" pedestrian level.

### Traffic and Parking

1. Convert portions of the following streets from one-way to two-way traffic:
  - a. Nash/Marigold Streets.
  - b. Western Avenue/Hill Street.
  - c. Albemarle Avenue.
  - d. Falls Road.
  - e. Battle Street.
  - f. Goldleaf Street.
2. Close railroad crossing at Western Avenue/Hill Street.
3. Convert angle parking to parallel parking along Main Street.

### Open Space

1. Program and enhance the Train Station Commons for venues.
2. Incorporate pocket and downtown parks on underutilized land.
3. Incorporate the urban edge/sidewalk along Douglas Block.
4. Connect sidewalks and bike lanes to a "Rails to Trails".
5. Expand upon the existing open space at Harambee Square.

### Art Opportunities

1. Enlist funding through grants, loans, and corporate sponsorship.
2. Hire an art program coordinator.
3. Create a phasing program as funds become available:
  - a. Phase One:
    - i. Enhance water tower.
    - ii. Create wall murals.
    - iii. Customize chain link fence along Thomas Street.
    - iv. Enhance ground plane.
    - v. Involve artists in street furniture design
  - b. Phase Two:
    - i. Create historic gateways.
    - ii. Enhance green space and alleys.
  - c. Phase Three – incorporate interactive elements.
4. Incorporate temporary exhibitions in downtown buildings/spaces.

### Wayfinding

1. Create a wayfinding system to direct visitors from the interstate.
2. Simplify wayfinding by designating visitor corridors:
  - a. Mill Corridor (textile heritage).
  - b. Main Street Corridor (railroad heritage).
  - c. Tobacco Town/Imperial Centre/Braswell Library (tobacco heritage).
  - d. Douglas Block (African-American heritage).
3. Provide clear signage at key decision-making areas.
4. Incorporate a signage system that uses a flexible, non-proprietary kit-of-parts:
  - a. Consistent typography.
  - b. Consistent colors.
  - c. Historic images.
  - d. Range of sizes.
5. Engage artists [in incorporating historic artifacts].

### Urban Design

1. Tie downtown to surrounding neighborhoods and strengthen connections. Bridge transition from commercial core to single-family residential.
2. Encourage higher density multi-family housing in transition zone between downtown and residential neighborhoods.
3. Downzone residential areas near downtown from multi-family to single-family.