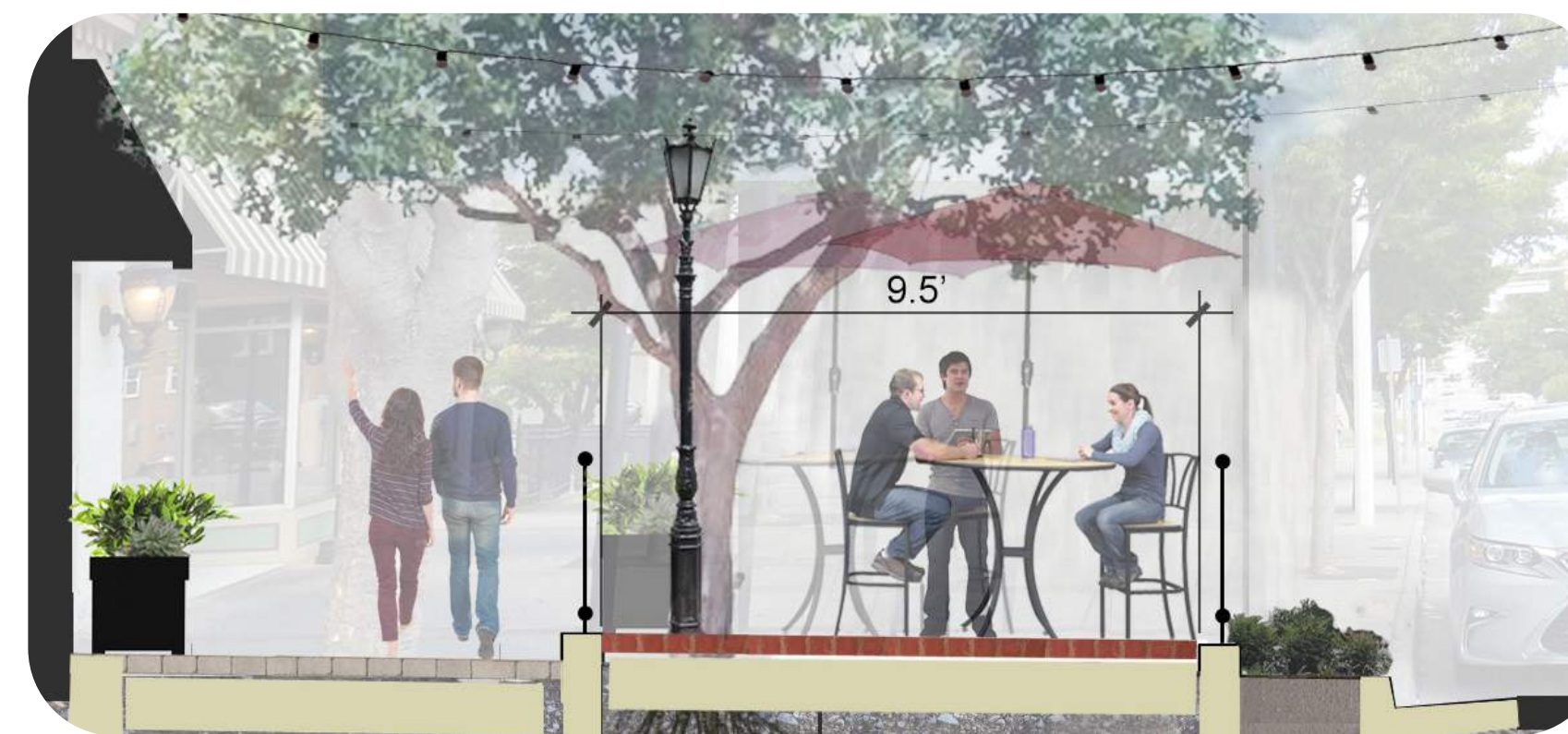


Multiple key destination nodes can serve as anchors for core entertainment district



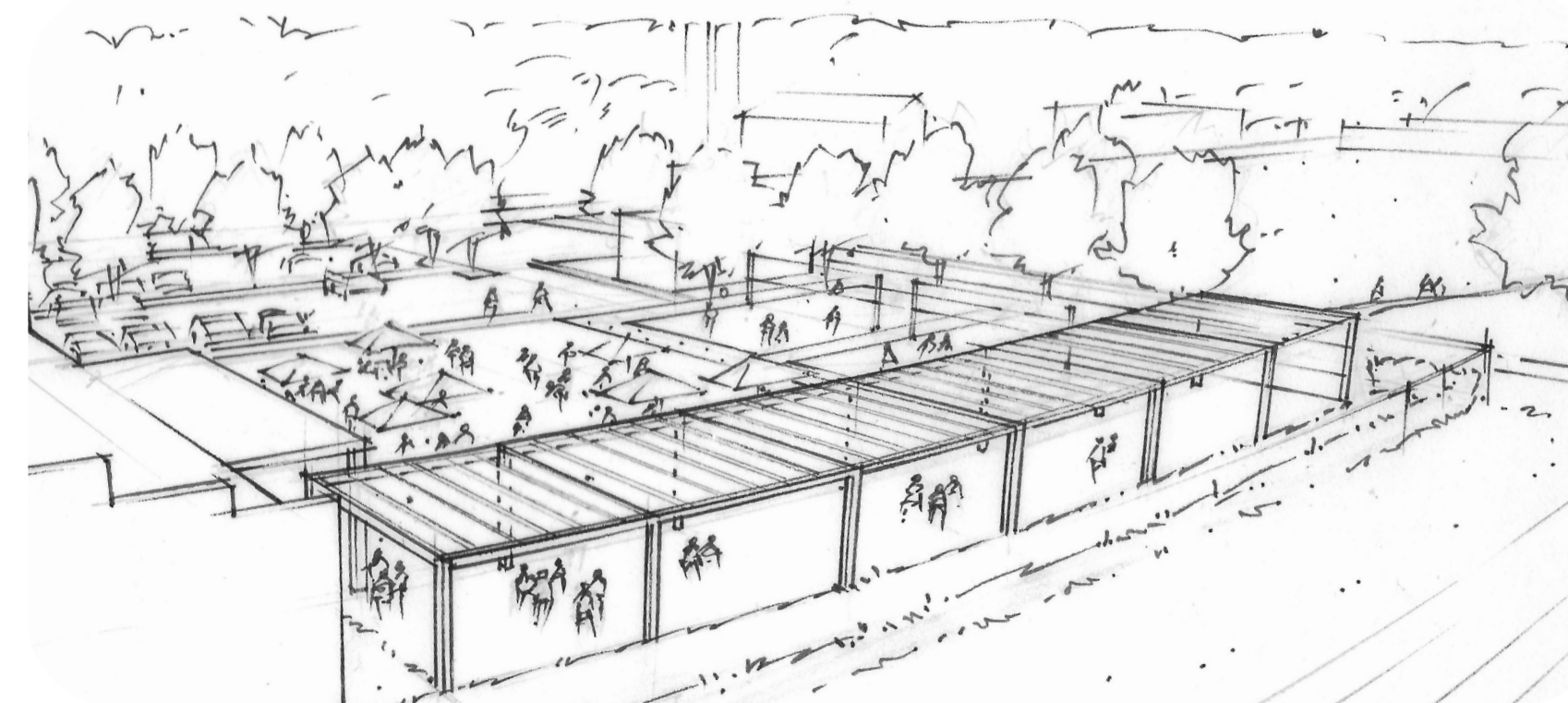
Outdoor street dining "parklets" in the entertainment district



Outdoor street dining "parklets" in the entertainment district



Venue with indoor and outdoor stages including dining and expanded outdoor activities with trail and pedestrian connections



Outdoor/indoor event venue perspective with active vendor space



Indoor event venue within historic building accompanied by adjacent outdoor shared use space

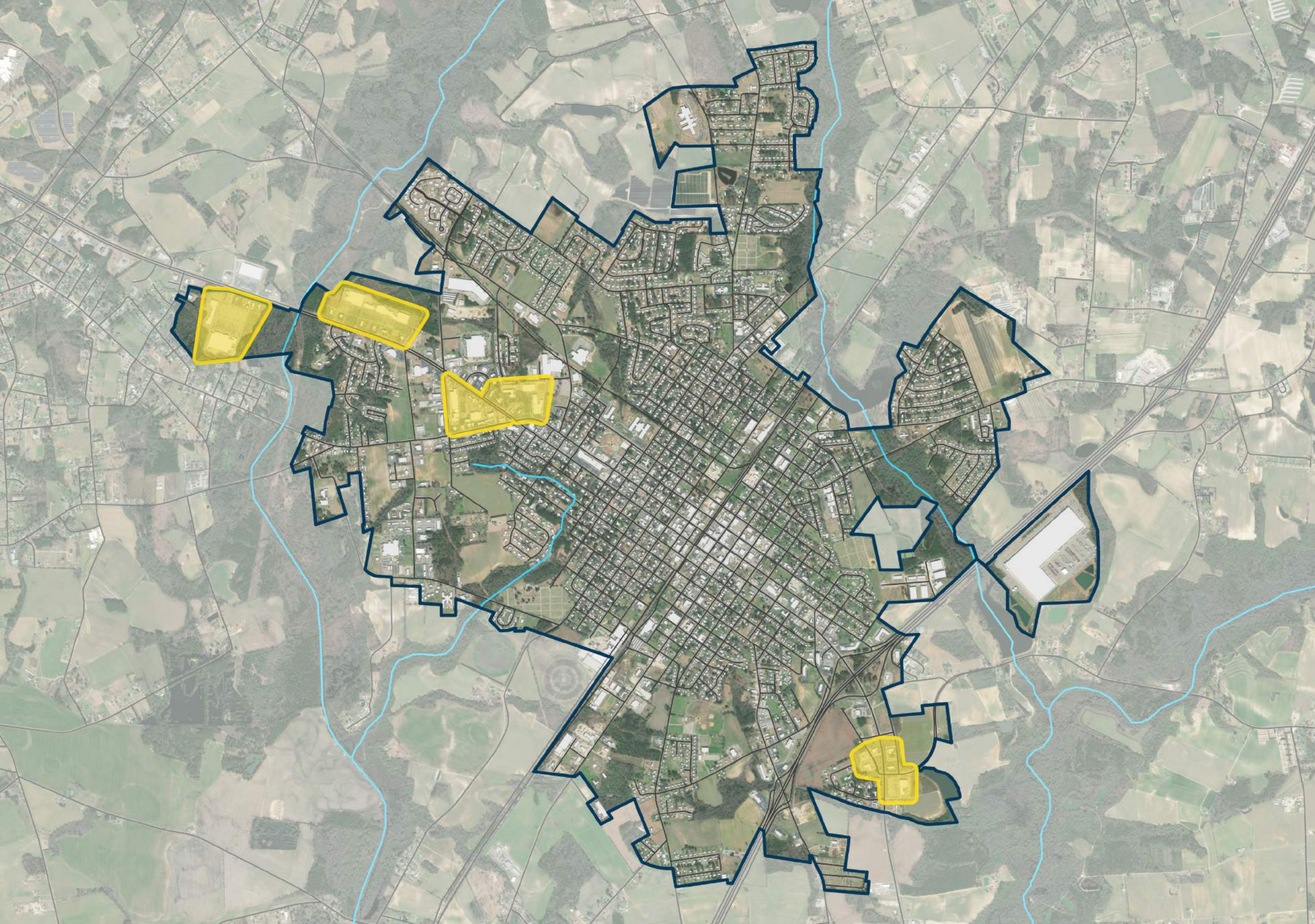
Entertainment District

"Make your worst place your best place - a destination"

The Entertainment District would complement and expand revitalization efforts in downtown by adding social activity and extending the boundaries of the retail and restaurant core. Special event activities for residents and visitors would extend hours of business operation. This initiative could take advantage of the region's market of college students (20 within an hour drive), thereby supplementing other venues, restaurants, and businesses.

Entertainment District Characteristics

Design Features	<ul style="list-style-type: none"> • Close proximity to downtown • Historic building provides tax credits • Open, flexible interior & outdoor spaces • Pedestrian connections to downtown & trails • Enhanced streetscape for outdoor activities • Green "parklets" along street
Economic Benefits	<ul style="list-style-type: none"> • Investment in vacant/blighted properties • Draw for other supporting businesses • Extends business hours • Destination encourages additional investment
Social Benefits	<ul style="list-style-type: none"> • Destination builds identity • Activities for people and families • Increased safety (more people)
Partners	<ul style="list-style-type: none"> • Downtown Dunn Development Organization • City • Developer/Investor • NC Main Street
Implementation Steps	<ul style="list-style-type: none"> • Identify property for redevelopment • Identify financial incentives and support • Recruit developer and partners • Develop design and construction documents • Develop plans for marketing and operation



Older strip malls provide unique redevelopment opportunities such as new housing options with village-style, mixed-use amenities.



Designed by BCT Design Group

Diverse mixed-use development area that shows mixed active and pedestrian space.



New Infill Development
(as seen below)

Plan view showing infill development of old strip malls to include mixed-use elements.



New Infill Development



Existing Development

Aerial perspective view showing core retail with mixed-use development including vertical expansion at Dunn Plaza.

Strip Mall Makeover

“Enhance, redevelop, and revitalize to retain/recruit business”

The older highway-oriented strip malls along the primary commercial corridors in Dunn need revitalization and new investment. Their optimum location and proximity to infrastructure makes them attractive for redevelopment. In this initiative, the strip mall is energized with new infill buildings for living and work, a central plaza for gathering and special events, and substantial landscaping along street entrances, parking, and common areas. Investment in existing buildings and sites to meet today’s shopping and living trends benefits the economy and improves commercial corridors.

Strip Mall Characteristics

Design Features

- Dense building pattern
- Landscaped entrances and grounds
- Buildings with architectural features
- Green, garden environs
- Public spaces and celebration, event plaza
- Landscaped, well-placed parking
- Energy efficient design

Economic Benefits

- Draws new customers & business investment
- Influences adjacent properties & values
- Improves gateway entrance corridors

Social Benefits

- Includes attractive public space for events and gathering
- Increases destination services and products for shoppers
- Provides opportunities for mixed-use living

Partners

- Property owner(s)
- Developer/Revitalization Partner
- Economic Development entities
- City

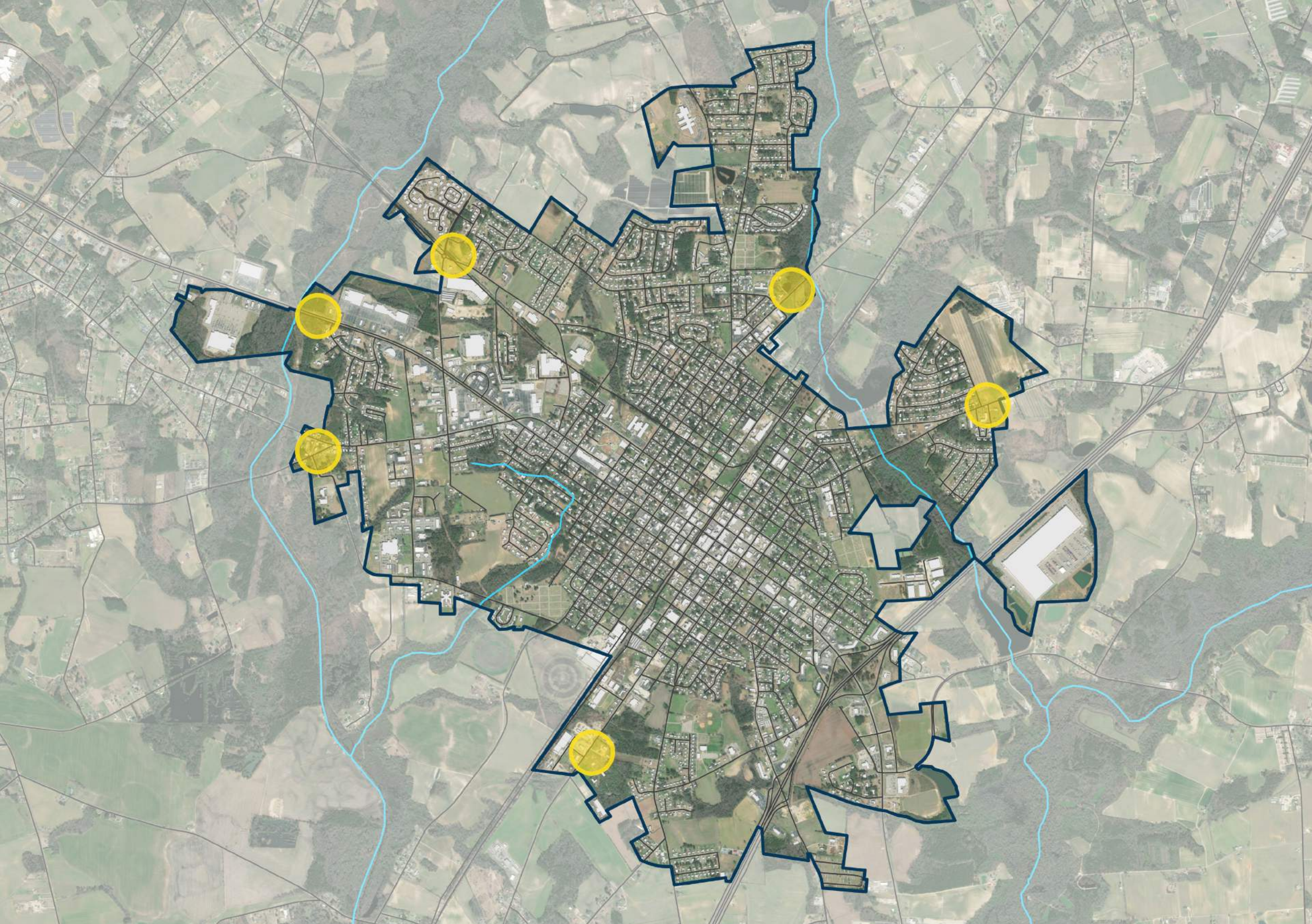
Implementation Steps

- Identify potential strip mall(s) for revitalization
- Discuss revitalization/redevelopment opportunities with owner
- Facilitate property investment using partners
- Identify and facilitate financial incentives (loan, grant, tax credits, etc.)
- Develop promotional “make-over” graphics for marketing & recruiting

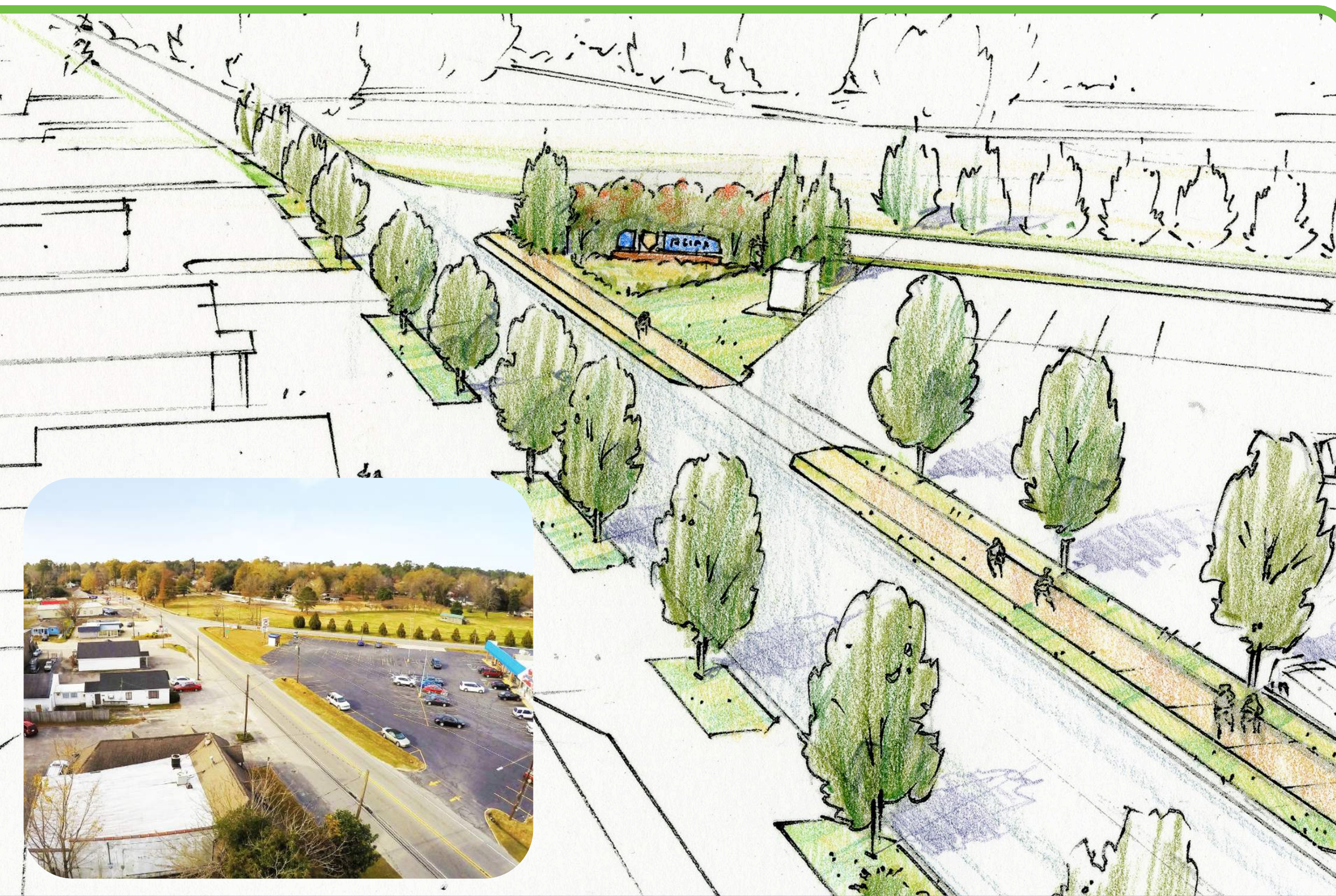
Community Gateways

"Enhance gateway entrances and promote community identity/brand"

Gateway entrances into Dunn leave lasting impressions on residents and visitors. These community gateways should project a positive sense of civic pride and identity. In this initiative, major entrances show physical improvements that include substantial corridor and site landscaping, welcome signage (reflective of community brand), pedestrian connections, and a consistent design palette for site furnishings.



Gateways are positioned at key entry roads to the city. They are a "welcome" to visitors and "welcome home" to residents.



Example gateway at North Ellis Avenue. Proposed improvements include coordinated palette of design elements, new trails, sidewalks, signage, and welcome sign.



Typical Existing Gateway into the City of Dunn



Typical Proposed Gateway Sign and Landscaping

Community Gateway Characteristics

Design Features

- Entrance sign (community brand and coordinated landscaping)
- Landscaped street frontages and medians
- Attractive, coordinated pedestrian and vehicular systems
- Consolidated street entrances & utilities
- Architectural lighting and streetscape elements

Economic Benefits

- Attracts customers and businesses
- Encourages visitors to explore and shop

Social Benefits

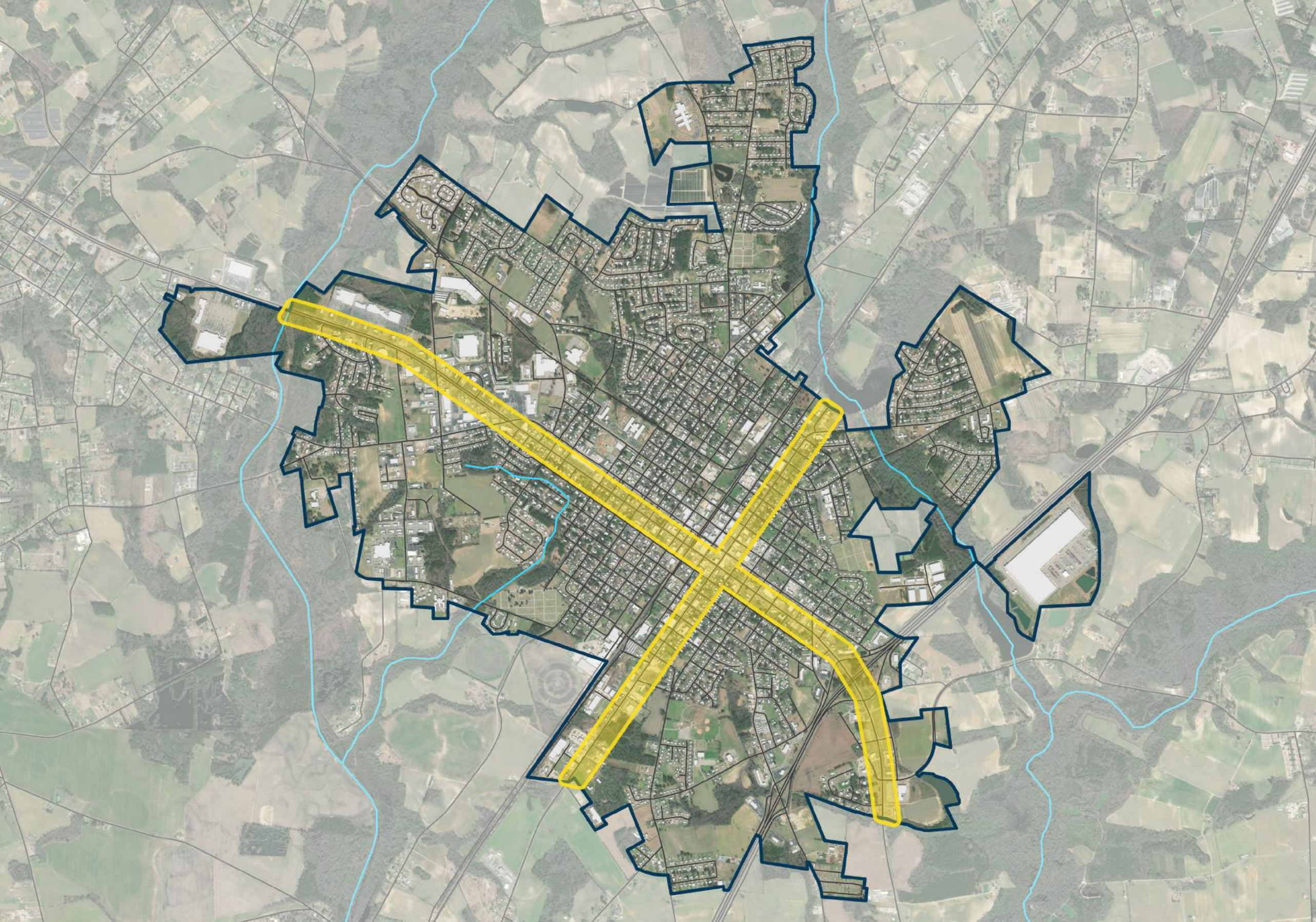
- Builds community pride and identity
- Increased greenspace enhances environment

Partners

- City
- NCDOT
- Travel & Tourism
- Chamber of Commerce

Implementation Steps

- Identify and prioritize significant gateway entrances
- Develop gateway signage and landscaping models
- Coordinate with gateway businesses
- Solicit funding and partners
- Facilitate gateway improvements



The Commercial Corridors of Dunn should be transformed into landscaped commerce parkways to enhance businesses visible from the road and to provide a sense of design continuity along the street.



Example of a common, congested commercial corridor with multiple signs, extensive pavement, and lack of community identity.

Commerce Parkway

"Make corridor entrances inviting and welcoming"

Commercial corridors leading into Dunn should be welcoming, and attractive, as they influence community perceptions and investment decisions. Development along corridors should be carefully managed for building placement and form, lighting, landscaping, impervious pavement, pedestrian and traffic circulation and signage. In this initiative, commercial corridors are transformed to inviting commerce parkways that include consistent landscaping of streets and parking, pedestrian connections, coordinated signage, and revitalized buildings.



Typical Commercial Corridor



Enhanced Commercial Corridor - employing signage and landscaping enhancements

Commerce Parkway Characteristics

Design Features

- Consistent streetscape elements – trees, lights, signs
- Green, landscaped corridors
- Consolidated utilities
- Landscaped parking areas
- Pedestrian connections – sidewalks, trails
- Attractive buildings and placement

Economic Benefits

- Attractive corridors invite customers
- Managed corridors encourage business investment
- Increased business services = increased local spending

Social Benefits

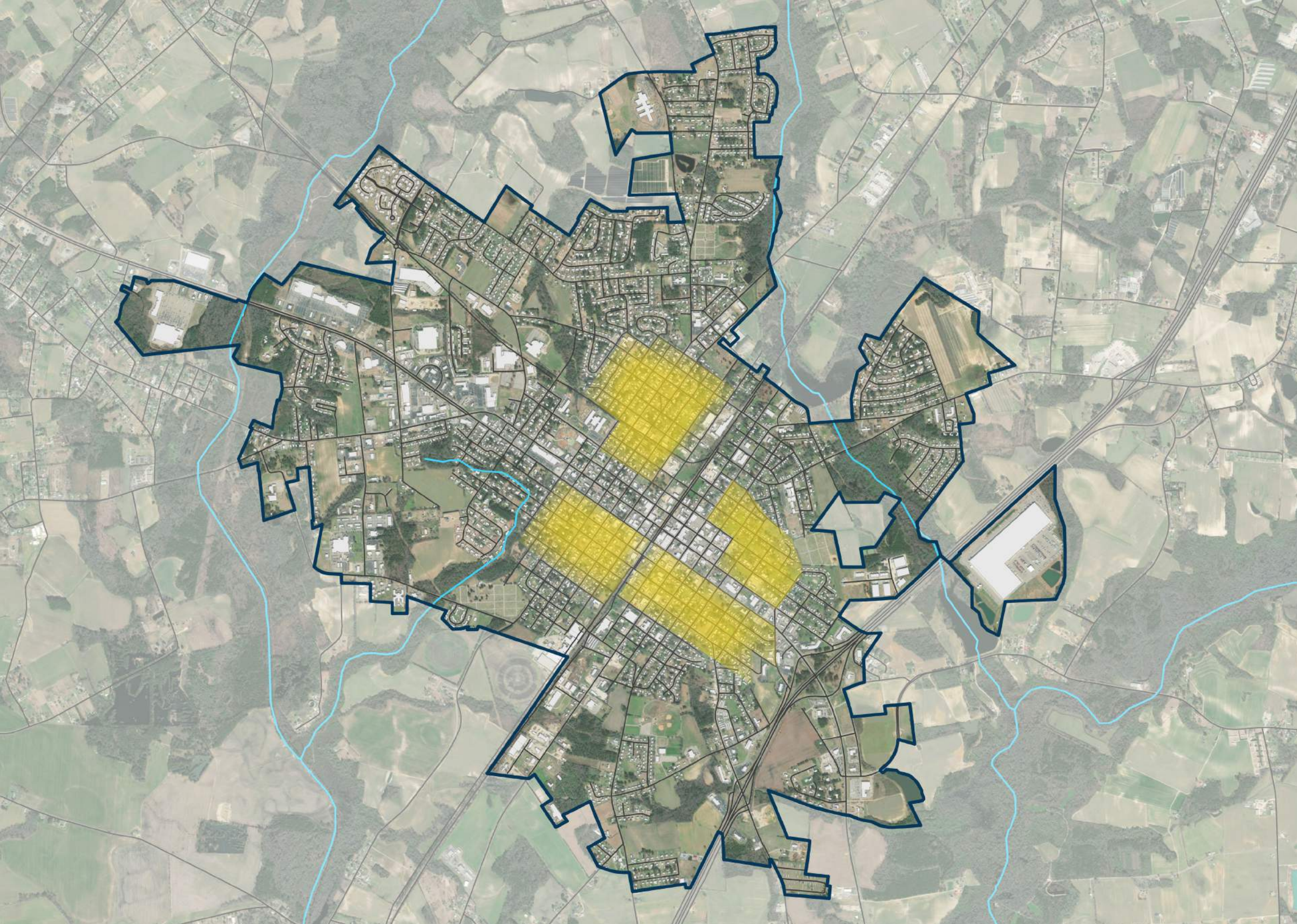
- Entrance corridors influence community perception for residents/visitors
- Pedestrian connectivity promotes health

Partners

- City
- Chamber of Commerce
- Corridor Businesses/Leaders
- NCDOT
- NC Economic Development Partnership

Implementation Steps

- Identify and prioritize entrance corridors/ areas for improvement
- Develop corridor improvement plan
- Develop financial incentives for public & private improvements (i.e., grants, loans)
- Establish "corridor overlay zoning" to guide design and development in corridors leading into historic areas
- Expand standards in zoning codes
- Provide design guidance to owners



Existing established, residential neighborhoods offer opportunities for community revitalization, including rehabilitated housing, pedestrian-friendly streets, and a variety of living choices for multiple age groups.



Example of 1920s residential street with restored historic homes, sidewalks, trees, and attractive lighting.



Existing neighborhood in Dunn

Neighborhoods 2040

"Revitalize neighborhoods for residents and visitors"

The neighborhoods within Dunn represent the heart of the community for the people who live there. Many of these 20th Century neighborhoods have cultural value and may be considered historic. Their dense, compact form and pedestrian connectivity offer desirable amenities for today's young adults and seniors. Well designed, established neighborhoods can be a draw for new residents. Affordable housing must also be quality housing. This initiative will help revitalize neighborhoods and housing by encouraging the rehabilitation and maintenance of existing homes, investment in vacant properties, and supportive neighborhood commerce.

Neighborhood Characteristics

Design Features

- Safe neighborhoods
- Attractive, maintained housing
- Multiple choices of housing types, styles
- Pedestrian accessible
- Comfortable scale of buildings and features
- Landscaped streets, yards
- Nearby commercial services

Economic Benefits

- Attracts businesses and customers
- Adds value to real estate investment
- Improves community demographics and economy

Social Benefits

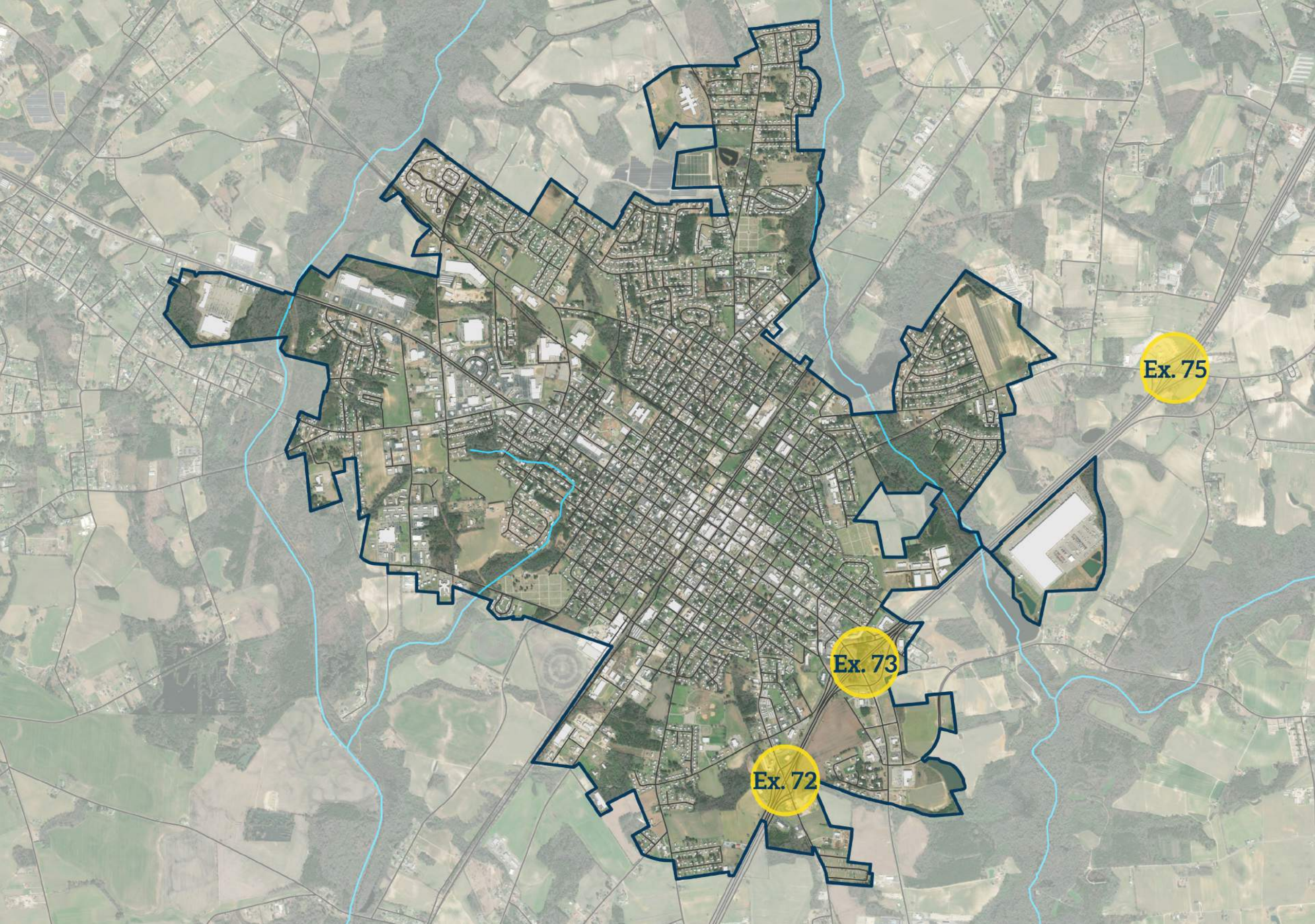
- Encourages safe, sound neighborhoods for people
- Encourages walking and social gathering
- Provides quality residential living environments

Partners

- City/County
- Developers/Investors
- Housing Agencies
- Neighborhood Organizations/Leaders

Implementation Steps

- Identify and inventory priority areas for revitalization
- Consider historic district designation
- Investigate and solicit funding opportunities
- Improve public spaces in targeted areas (sidewalks, parks, streets, public buildings)
- Identify community partners and facilitate collaboration and leadership
- Develop revitalization incentives/programs to encourage investment and community safety (loan, grant, rental inspection program, vacant property catalog, tax credits, design guidelines, community development organization)



Interstate 95 exits serve as gateway entrances into Dunn. Future improvements to these exit corridors provide new opportunities for enhancing development, improving connectivity, and managing green space.

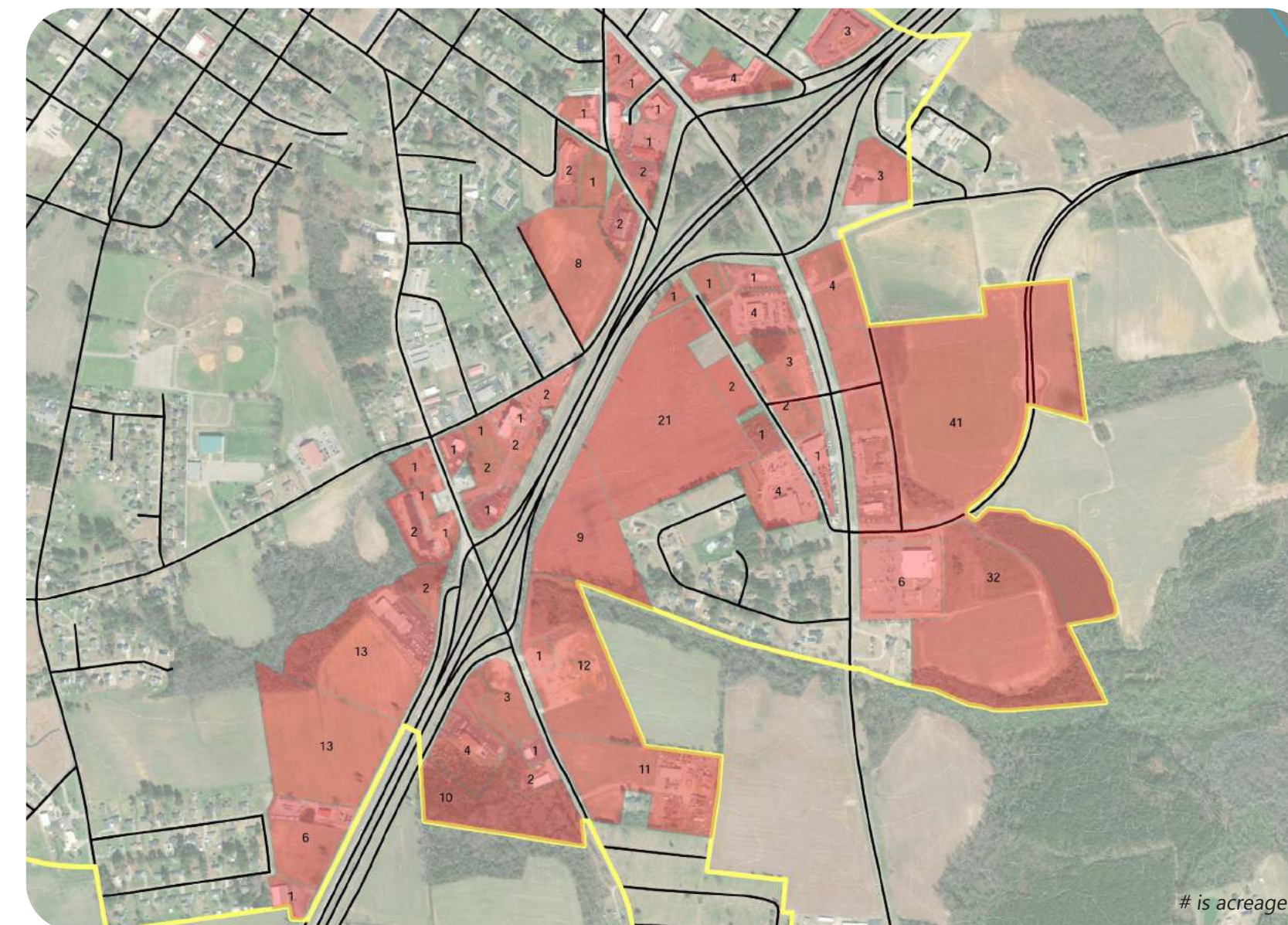


Aerial perspective view of an example gateway corridor "boulevard" entrance from an interstate. Development has green street frontages with common, connected public spaces and parking lots.

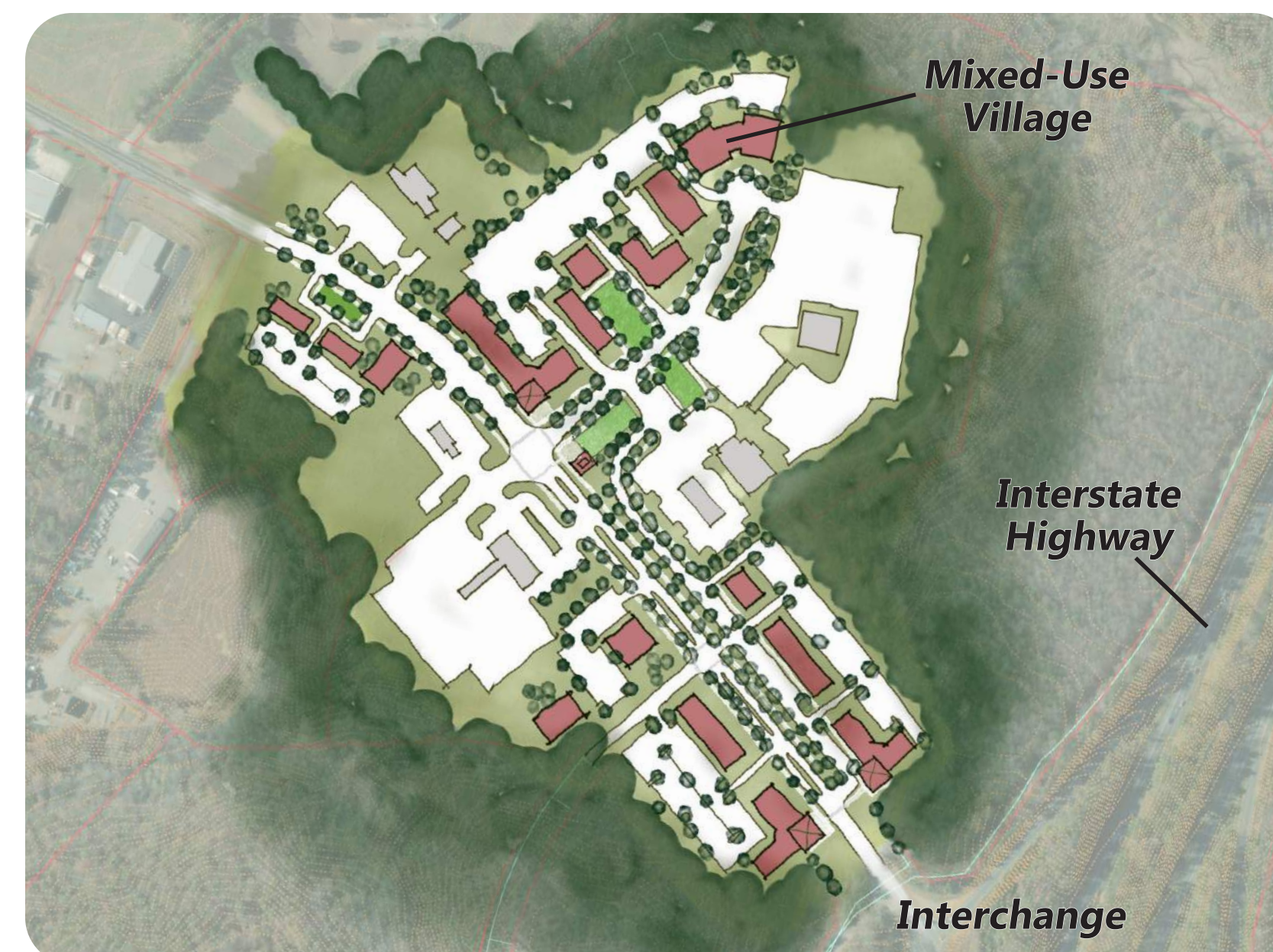
I-95 Gateways

"Proactively plan for new development at future exit and corridor improvements"

Plans for improving I-95 and the exits to Dunn offer an opportunity to enhance existing development at the interchanges and appropriately plan for new commercial development. In particular, including green approaches and conservation of the corridor landscape can be of significant benefit to businesses and the community image. This initiative focuses on area planning with proposed improvements to I-95 to achieve attractively developed, dense business areas with signage, landscaping, connectivity, utilities, and expanded economic and social opportunities.



Future improvements to I-95 offer redevelopment and site improvement opportunities for existing areas zoned for commerce and industry.



Plan view of example gateway interstate entrance showing landscaped boulevard, building placement, common green spaces, and parking.

Gateway Characteristics

Design Features

- Area plan with development/design standards
- Landscaped, boulevard corridors
- Dense development with green fronts and common spaces
- Attractive architecture and built features
- Carefully placed, landscaped parking
- Attractive lighting and directional signage
- Safe, coordinated vehicular circulation
- Comfortable pedestrian features and access
- Consolidated utilities, signage, access points
- Mixture of uses – retail, service, hospitality, residential

Economic Benefits

- Attracts business investment and customers
- Encourages quality commercial growth
- Encourages visitors to venture into community

Social Benefits

- Improved community identity/perception
- Improves available services and products

Partners

- City/County
- NCDOT, FHWA
- Chamber of Commerce
- Developers
- Existing Corridor Businesses

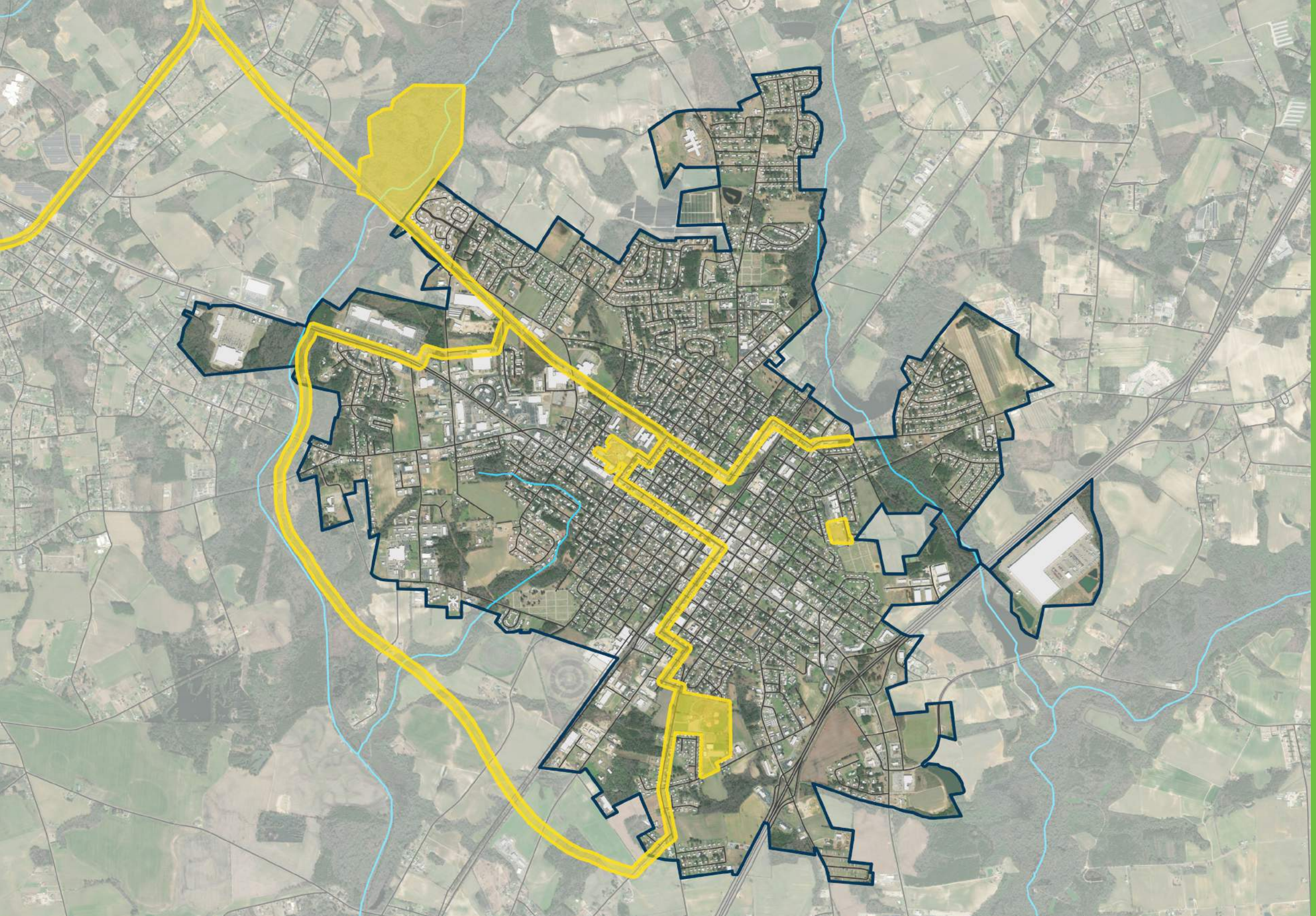
Implementation Steps

- Identify conservation and development areas
- Adopt development standards
- Establish design guidelines for development
- Incorporate community brand
- Recruit desired business development

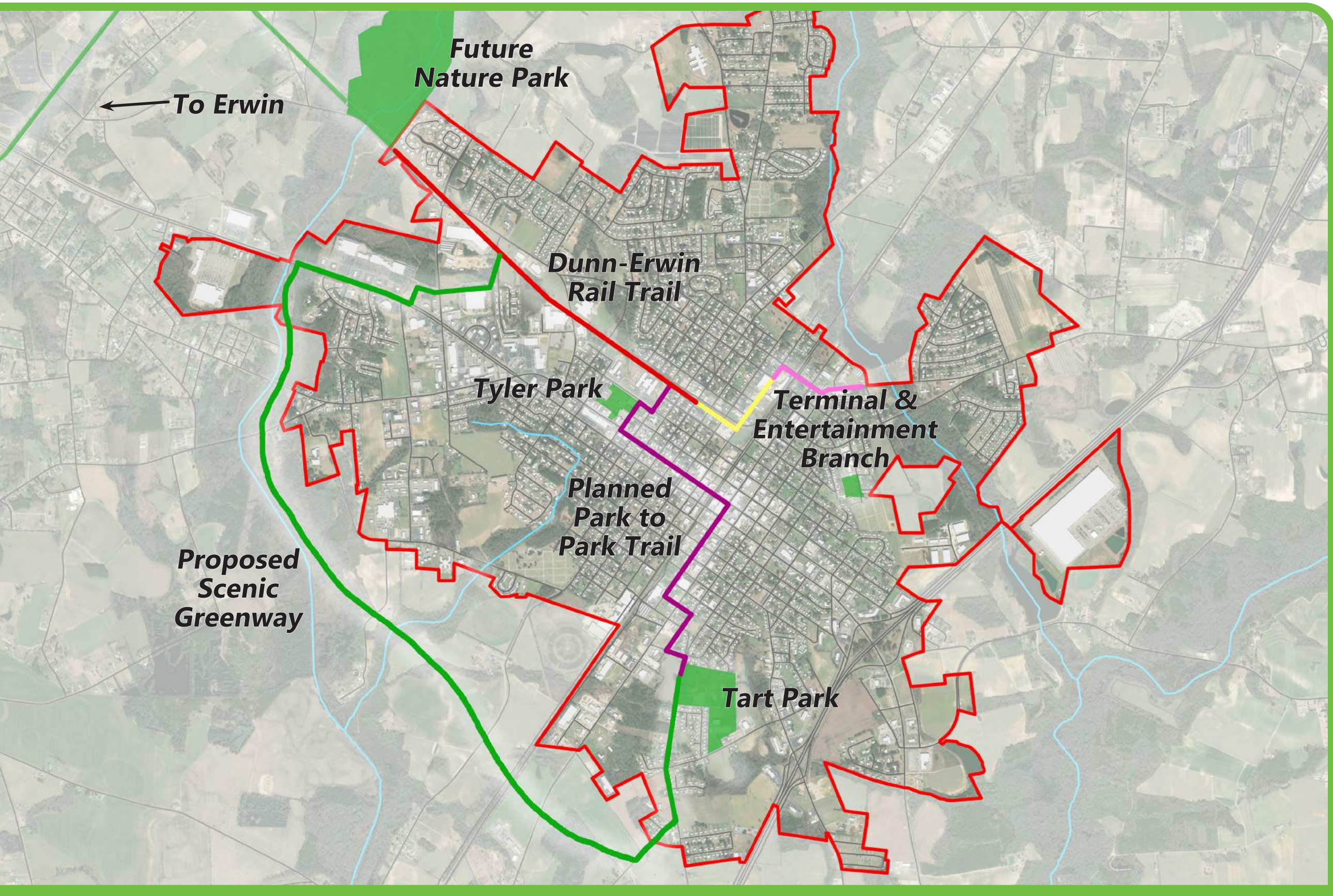
Outdoor Recreation

"Immerse the community in outdoor experiences to create a park-to-park experience"

Dunn and Harnett County have outstanding natural environments, agricultural landscapes, and outdoor recreation amenities that offer opportunities for enhanced quality of life and economic prosperity. This initiative builds on the existing Erwin-Dunn Trail and extends it into the city park system and other areas to create a park-to-park experience for residents and visitors. The connected loop for biking and walking will be approximately seven miles in length and will allow users to experience the entire City.



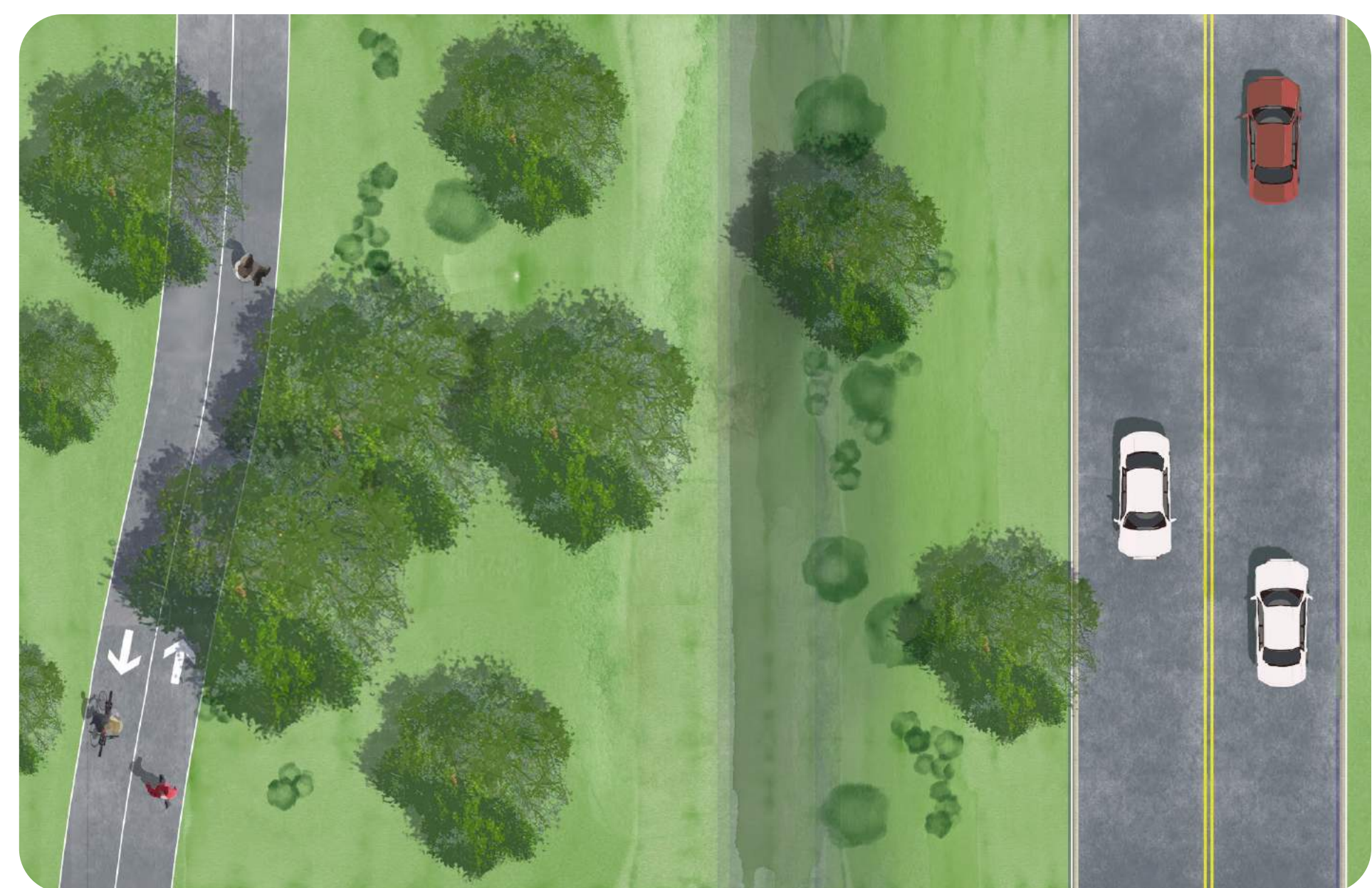
Existing parks within and around Dunn's commercial core can link through surrounding residential pathways to a future loop trail to further connect Dunn to Harnett County and the region.



The new proposed 7-mile loop through Dunn's scenic vistas and core commercial area.



Example outdoor recreation area that includes amenities such as a small lake for fishing, connected trails, playgrounds and other shared use space.



Example of a scenic parkway corridor that includes a landscaped corridor with greenway trail system.

Outdoor Recreation Characteristics

Design Features

- Expanded trails and linkages
- Connected community parks and outdoor assets
- Consistent system of trail elements (path, signage, furnishings)
- Coordinated trailheads and access points
- Accessible for multiple users

Economic Benefits

- Supports complementary businesses
- Promotes investment in recreation/outdoor businesses
- Promotes a signature economic opportunity

Social Benefits

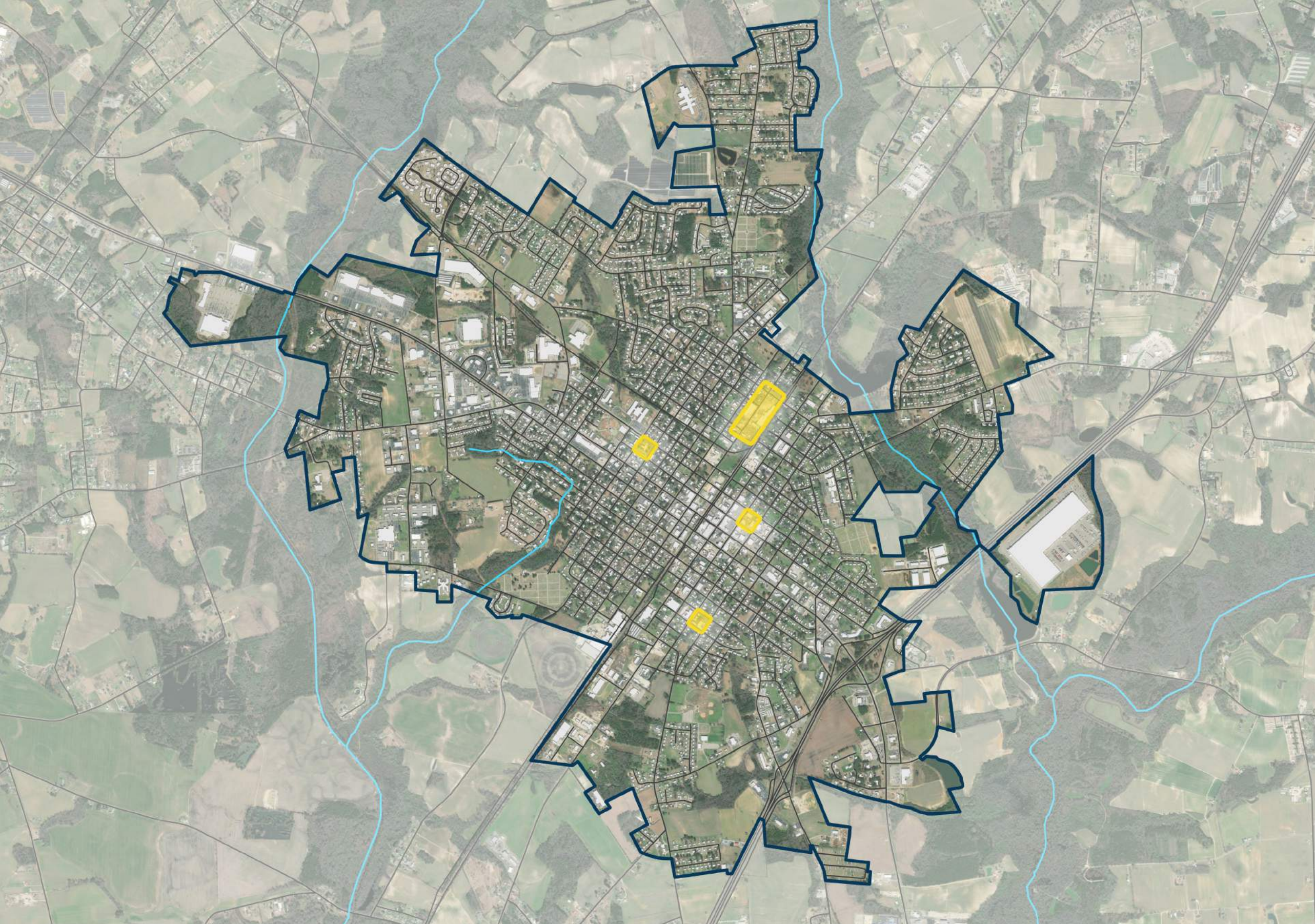
- Attracts multiple age groups
- Provides attractive, healthy recreational options for residents and visitors
- Promotes community safety

Partners

- City/County
- Property owners
- Local, State, Federal Park and Trail Entities
- Civic Groups

Implementation Steps

- Build on outdoor recreation and connected trails
- Connect Erwin-Dunn Rail Trail to expanded trail system
- Identify potential trail linkages
- Identify funding opportunities
- Discuss concepts with property owners
- Facilitate public and private projects



Dunn has many historic landmarks that may be candidates for investment, rehabilitation and reuse.

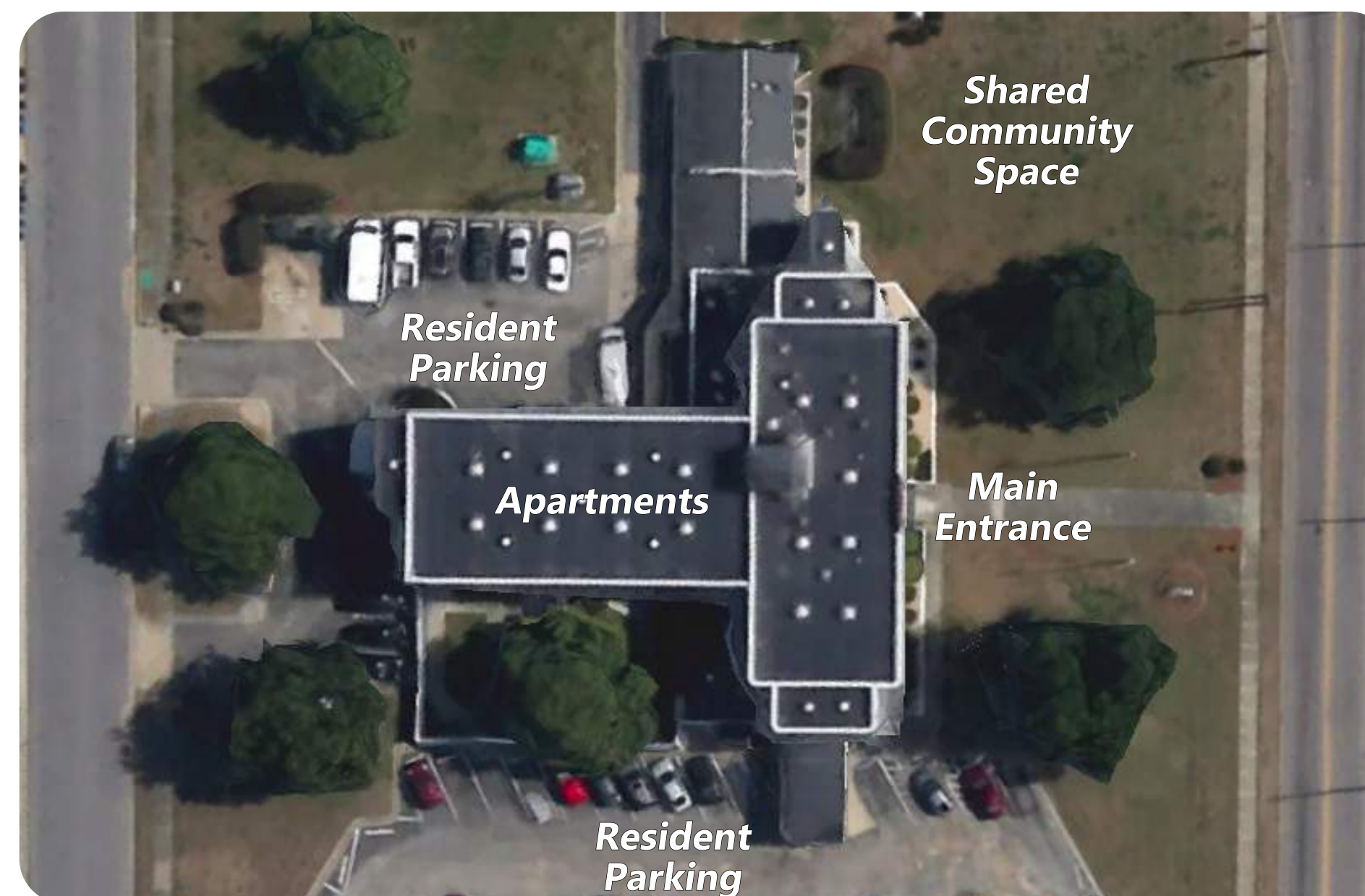
Adaptive Re-Use

"Preserve special landmarks for community sense of place"

Historic properties and key landmarks are important community assets that need to be preserved. These special properties offer a community sense of place and identity. This initiative is an example for "adaptive reuse" that can be used for many historic buildings. The old hospital is both culturally and architecturally significant to Dunn. A carefully developed plan that is collaborated among multiple stakeholders can result in an economically and socially beneficial project.



Former Betsy Johnson Memorial Hospital in Dunn is an architecturally and culturally significant landmark that offers many options for rehabilitation and reuse.



Concept for typical site re-use that can be similarly replicated throughout the City.



Example of adaptive re-use similar to old hospital building that involved rehabilitation of a historic building for market-rate apartments, parking, and community space. Historic tax credits are used frequently to facilitate sensitive development projects and retain important distinguishing character features.

Adaptive Re-Use Characteristics

Design Features

- Historic building
- Rehabilitation using Secretary of Interior Standards
- Facilitated by State and Federal Historic Tax Credits
- Site and building retain distinguishing character
- Sensitively adapted for new use

Economic Benefits

- Feasible using tax credits
- Added community and real estate value
- Supports community economy

Social Benefits

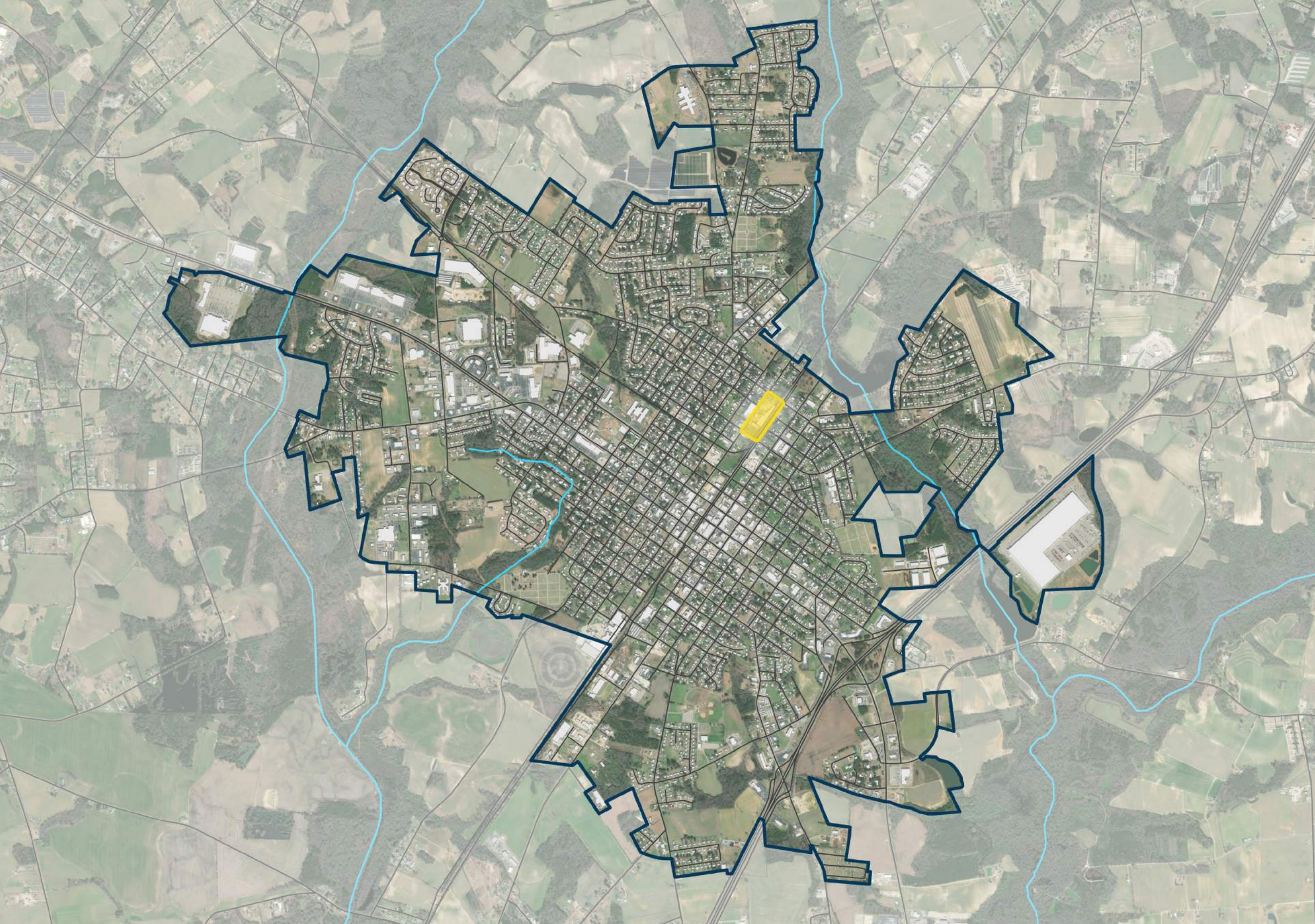
- Preserves important heritage resource
- Contributes to community identity
- Maintains special sense of place

Partners

- City
- Property Owner
- Developer(s)
- NC Office of Archives and History
- User/Groups

Implementation Steps

- Identify important historic landmarks
- Discuss reuse options with property owner and potential partners
- Share successful benchmark projects
- Develop concepts/plans for reuse and site improvements
- Identify and facilitate financial assistance opportunities (historic tax credits, special programs, etc.)
- Facilitate preservation development



The existing railroad corridor through Dunn can be a feasible location for a passenger rail terminal with connections to the planned Southeast High Speed Rail Corridor.

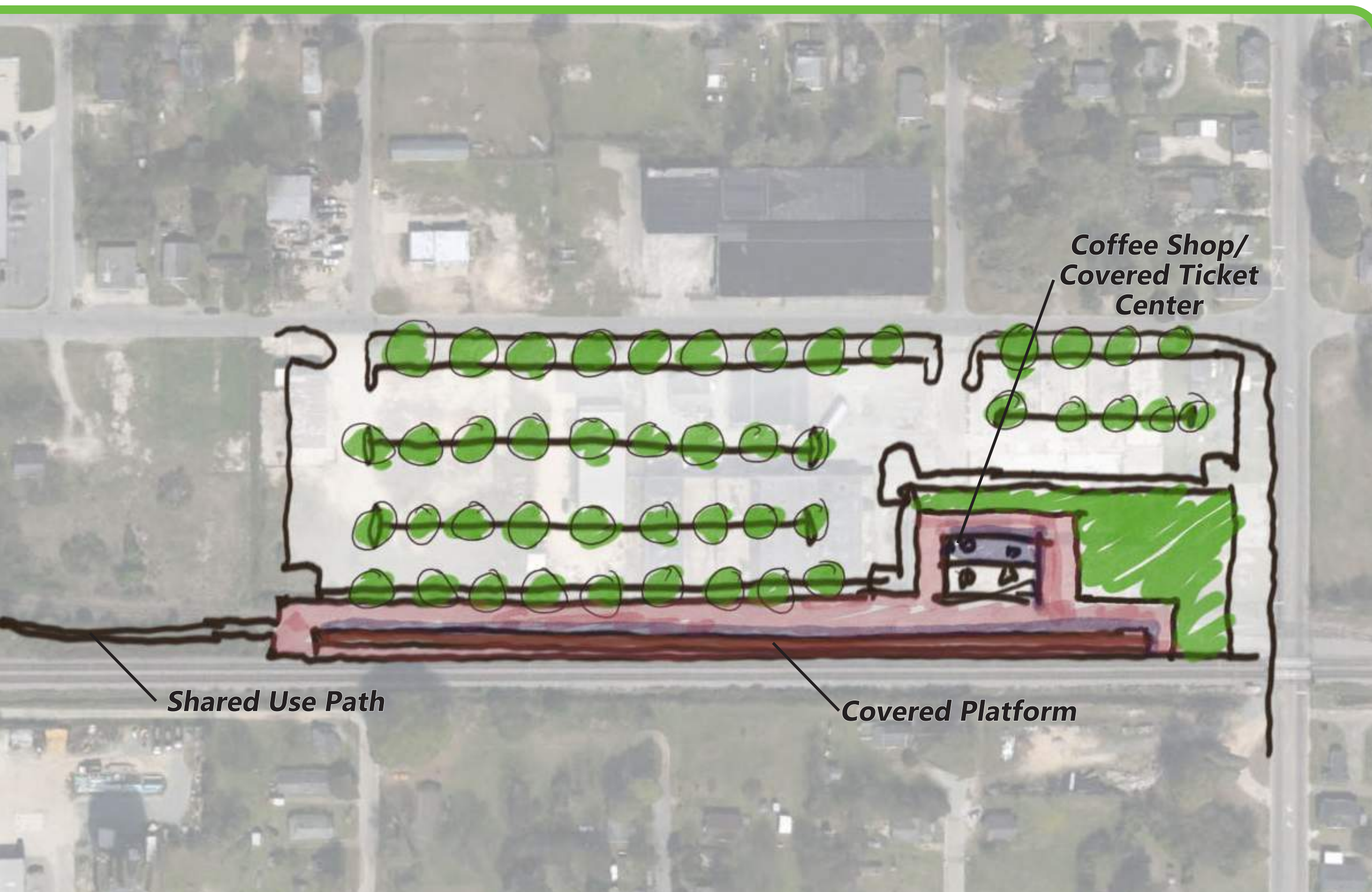
Passenger Rail Terminal

"Take advantage of multi-modal transportation opportunities to enhance economy"

Dunn is located within the Southeast High Speed Rail Corridor proposed for the Mid-Atlantic Region. These plans include alternate routes generally spanning between Miami and New York. This transportation project is currently in the feasibility phase and if completed, will offer a unique opportunity for community sustainability and growth, competitive transportation options, and enhanced population-employment connectivity. The addition of a line stop, and passenger rail terminal can be accomplished through due diligence, proactive collaboration, and development creativity.



Example of a simple Amtrak loading platform for passengers in Roanoke, Virginia



In downtown, a potential passenger rail stop could be located near the northern end. The rail stop could be a simple rail platform (see illustration right) or it could include a combination coffee shop/ticket center as well as connected pedestrian sidewalk to the commercial core.

Rail Terminal Characteristics

Design Features

- Simple passenger terminal
- Located adjacent to rail and businesses
- Comfortable, safe, and attractive environments
- Landscaped parking, service drop-off area

Economic Benefits

- Attracts customers to businesses and community
- Adds value in property improvements & activity

Social Benefits

- Improves travel options for workers, residents, visitors

Partners

- City/County
- Amtrak
- USDOT
- Property Owner

Implementation Steps

- Plan for access to Southeast Corridor High-Speed Rail
- Collaborate with USDOT and rail partners
- Identify location for terminal
- Identify funding opportunities/incentives
- Develop area plan to maximize benefits

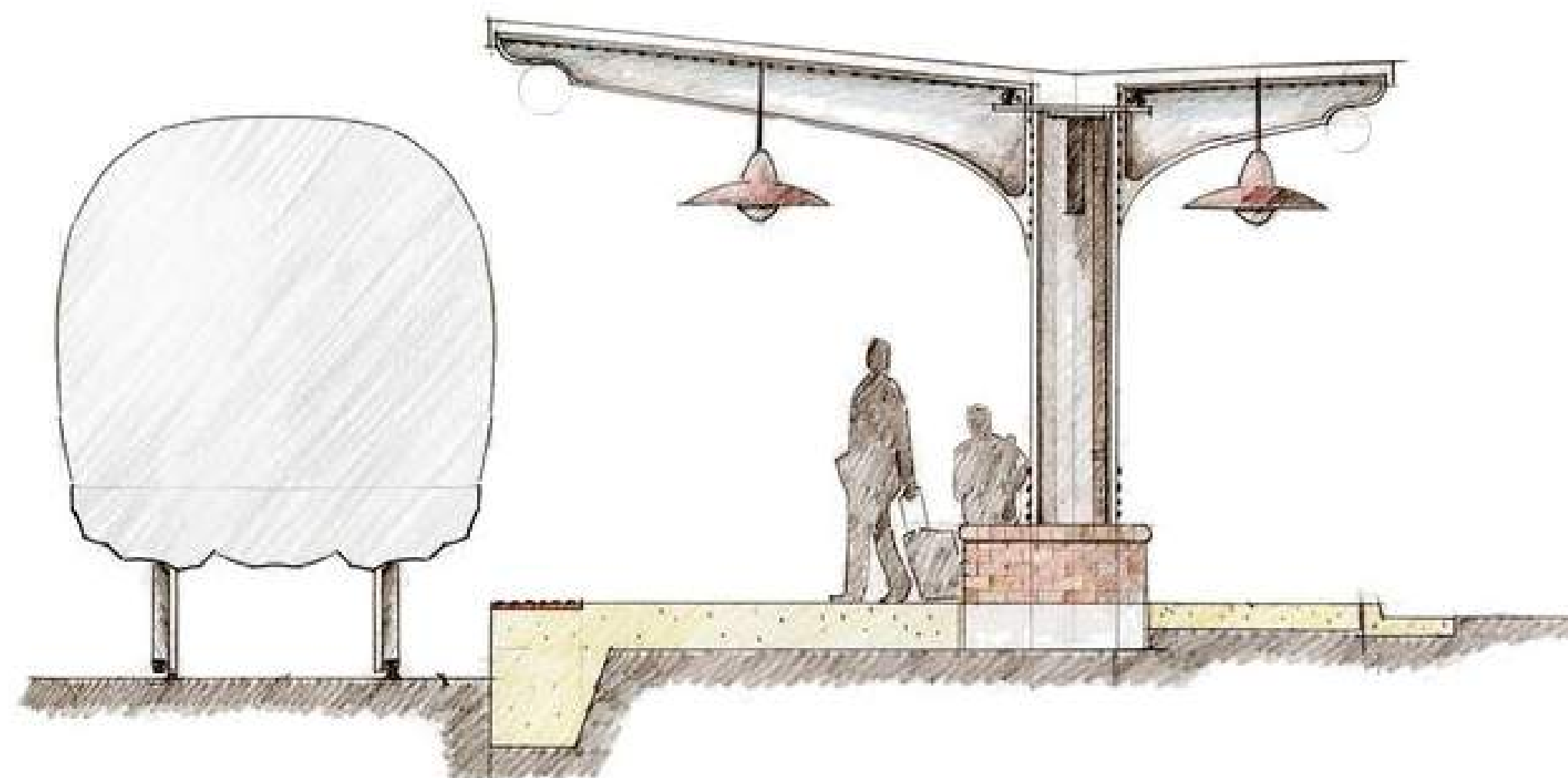
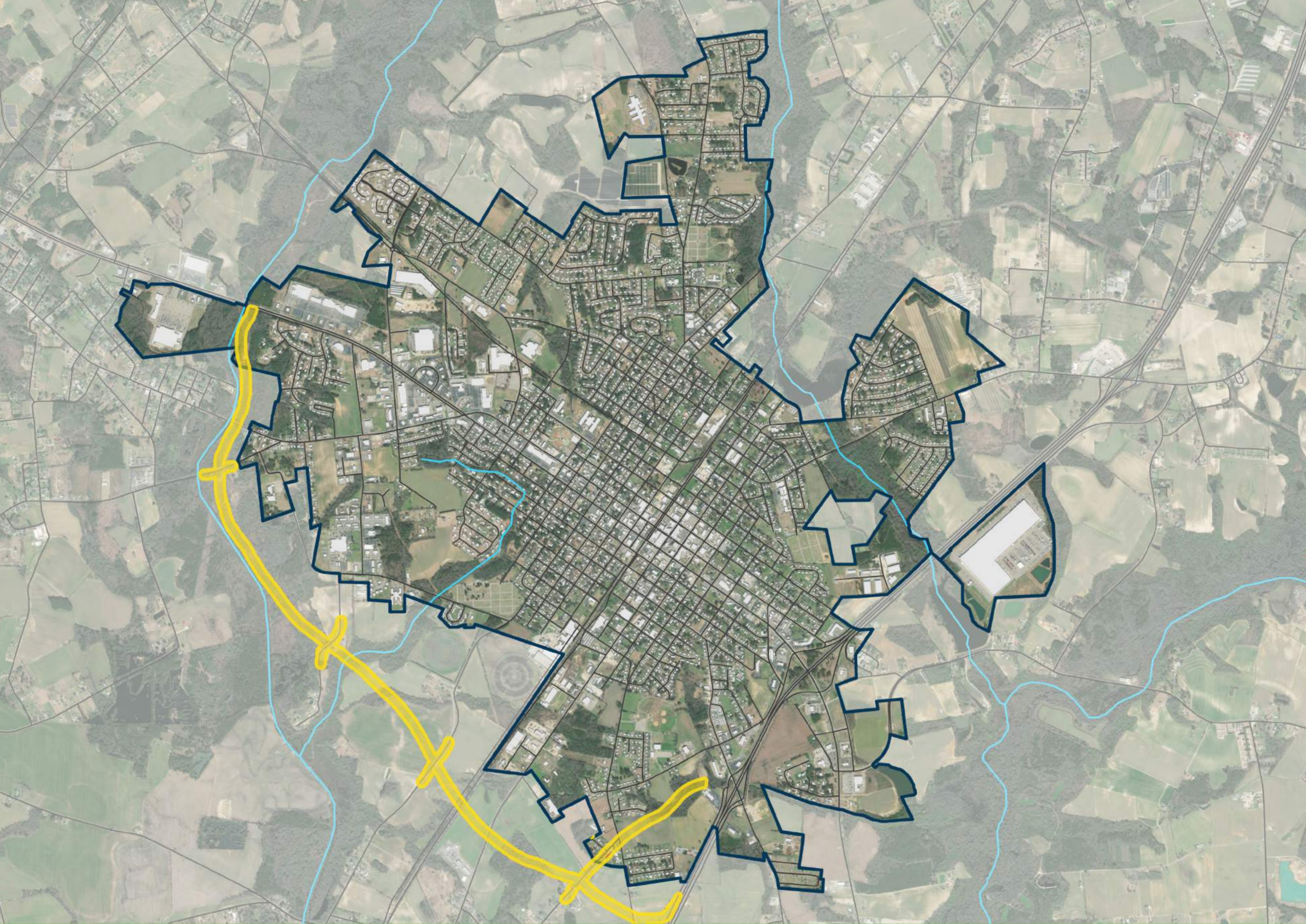


Illustration of simple, accessible passenger rail loading platform that includes covered area



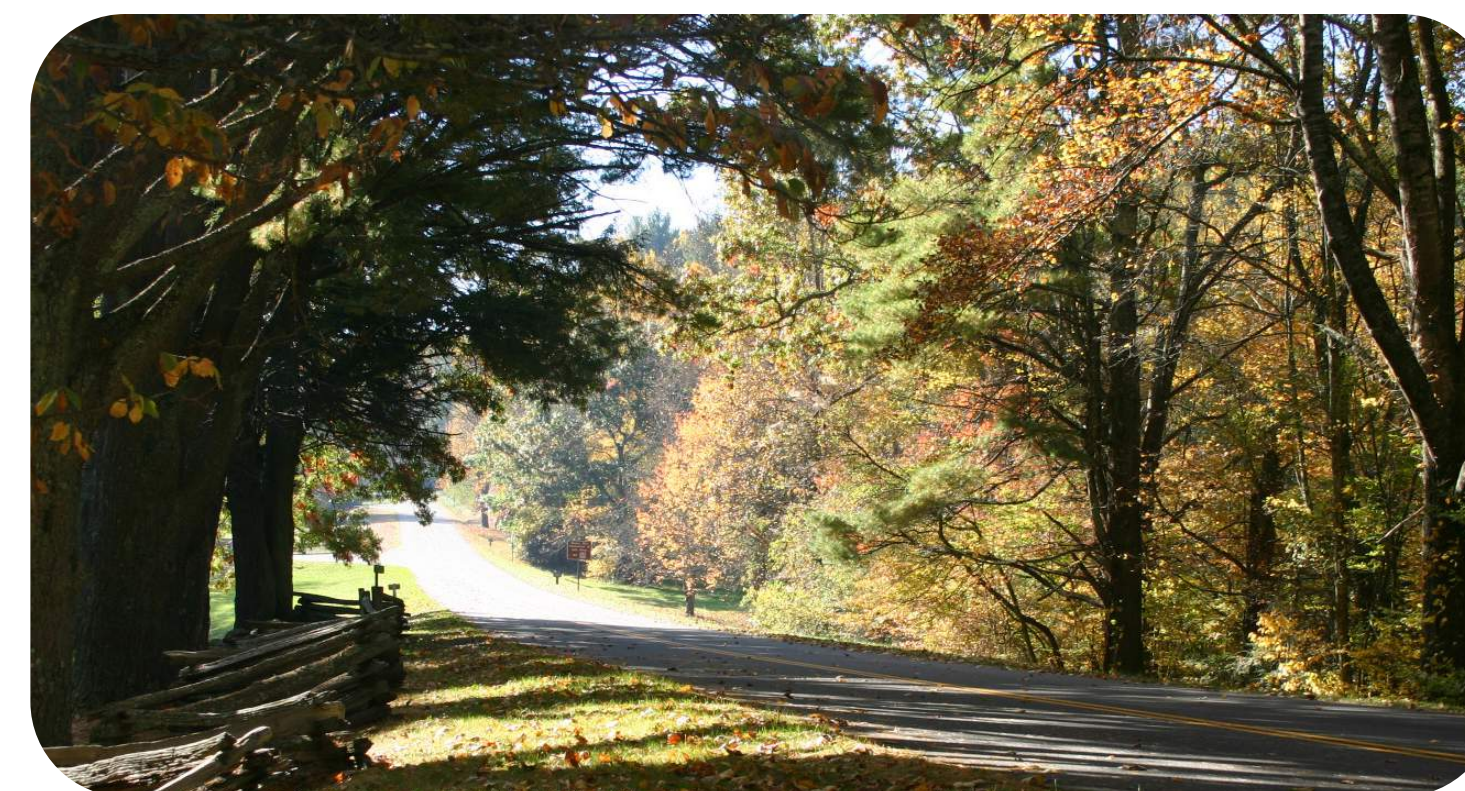
A potential scenic parkway south of Dunn can connect and manage through traffic between Route 421 and I-95. The parkway corridor can serve as a linear park and help manage future growth and development.



Scenic character of undeveloped, agricultural lands south of Dunn



Example of scenic parkway with adjacent greenway trail



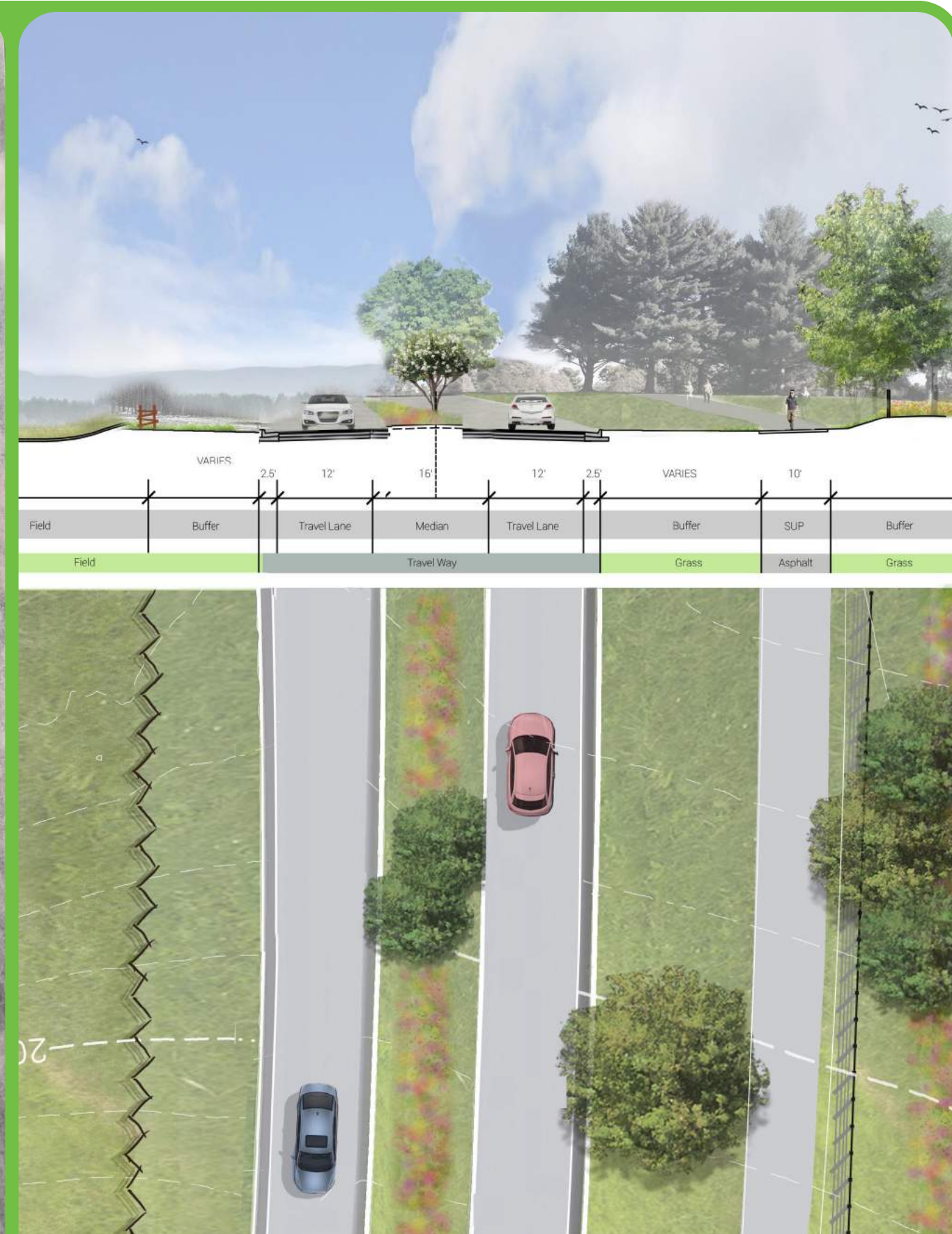
Example of scenic corridor along the Blue Ridge Parkway



Parkway entrance into planned business park



Plan of parkway entrance into northwest Dunn



Typical two-lane parkway with adjacent greenway

Scenic Parkway

"A new parkway corridor to capitalize on the outstanding landscape"

Often, new roads can be an opportunity for expanded community and economic growth. The design of new roads and the landscape experiences to and from a destination are an essential factor to consider. Parkway in scenic and natural areas can provide a "cinematic park experience" that becomes a draw for commercial and residential development. Dunn has an abundance of natural, scenic landscapes that could be leveraged as an amenity for a unique, new southern connector. This initiative proposes a new southern parkway corridor from I-95 to U.S. Route 421.

Scenic Parkway Characteristics

Design Features

- Preserved, managed land corridor
- Plan of corridor development patterns and access
- Focus on natural park and recreation features
- Design standards and guides for development
- Mixture of land uses

Economic Benefits

- Attractive locations and corridor for new development
- Controlled development protects economic investment
- Investment promotes economic growth

Social Benefits

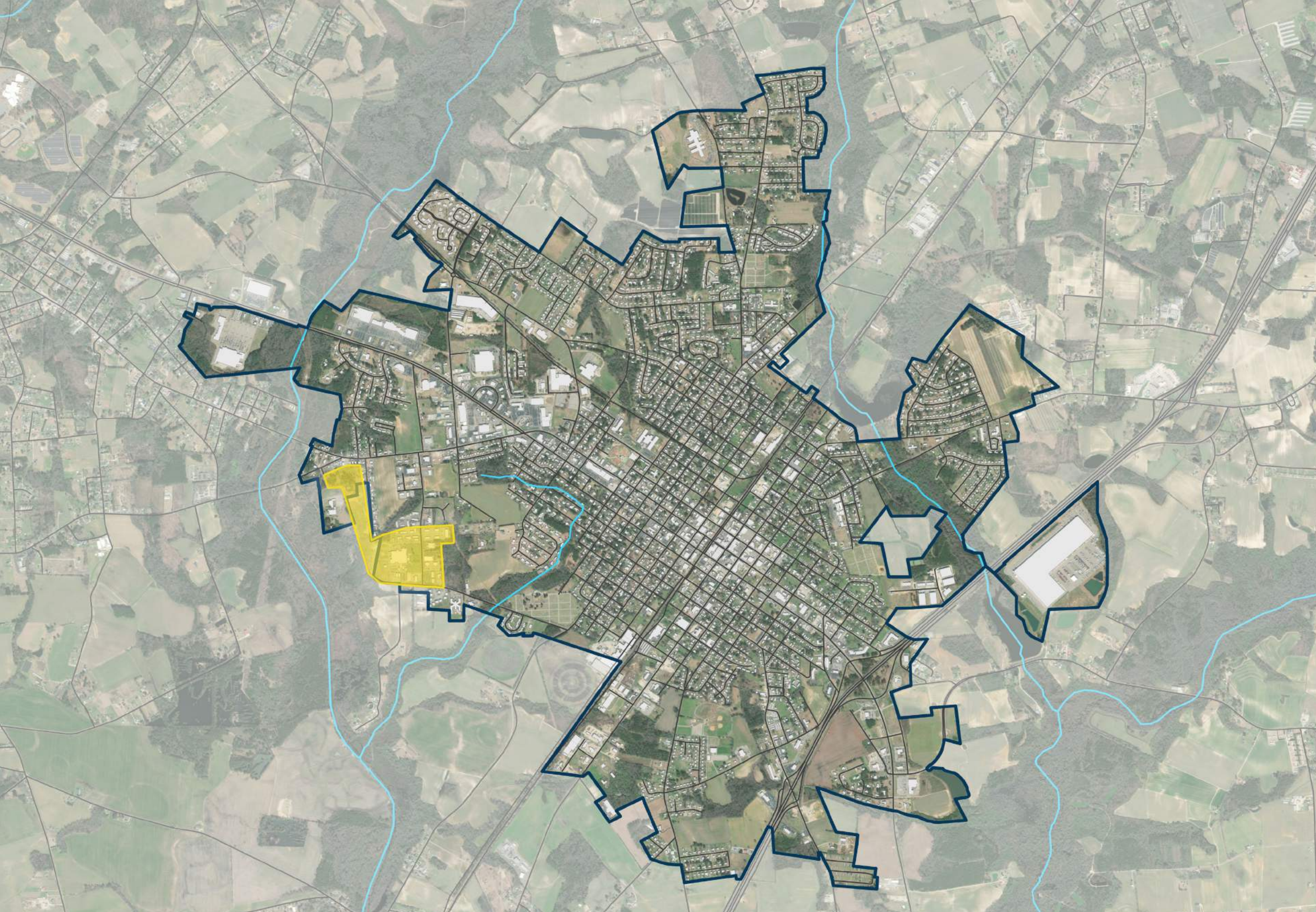
- Healthy, attractive natural and recreational amenities
- Great places to work and live

Partners

- City/County
- Chamber of Commerce/Economic Development Entities
- Developers
- Property Owners

Implementation Steps

- Discuss with City and NCDOT
- Discuss potential corridor route (considering ownership)
- Identify preliminary corridor
- Undertake location/design studies
- Identify economic and funding opportunities
- Adopt development guidelines/standards



Potential site location for expanded medical research facilities in conjunction with Campbell University, Betsy Johnson Hospital and Harnett Health System.



Plan view of potential medical campus serving the region containing expanded health facilities, complementary support services, and educational / research facility.

Medical Campus

"Foster economic and job growth through partnership with major employers and facilities"

Long-term investment in land around the new hospital can provide better ties between Campbell University and Dunn and facilitate research space to advance healthcare in the region. A medical campus can bridge the gap between the locality and higher education while providing housing opportunities for nursing program, and biomedical research and development. This may supplement the new Health Science Campus, as a teaching hospital for those aspiring to begin or continue higher education.



Example Virginia Tech-Carilion Biomedical Research campus in Roanoke, Virginia



Example of outdoor roof plaza at Virginia Tech-Medical Research Campus

Medical Research Campus Characteristics

Design Features

- Planned, connected business campus
- Medical, research, education, housing, and support service uses
- Landscaped grounds, streets, public spaces
- Pedestrian connections and scaled features
- Coordinated, attractive directional signage
- Attractive architectural buildings

Economic Benefits

- Increases employment and training opportunities
- Encourages economic growth health care sector
- Attracts new residents and businesses

Social Benefits

- Increases employment and education opportunities
- Provides housing component for students, employees

Partners

- City/County
- Hospital
- University
- Economic Development Entities

Implementation Steps

- Facilitate discussions to expand health care economy
- Identify supporting development opportunities
- Collaborate with partners
- Develop plan for quality development
- Facilitate partnerships and investment