



# WAYFINDING MASTER PLAN

PREPARED FOR THE RUTHERFORD COUNTY TOURISM DEVELOPMENT AUTHORITY BY:

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# EXECUTIVE SUMMARY

The Rutherford County Tourism Development Authority's (RCTDA) Visitor Information Network (VIN) Wayfinding Committee undertook a Wayfinding Master Plan in the fall of 2013 in order to develop a system that creates a more visitor-friendly environment and promotes the county's tourism-related attractions. The plan was developed between November 2013 and July 2014, and includes recommendations for the installation of wayfinding signs, possible enhancements for tourism-related destinations, and opportunities to increase collaborations between the RCTDA and communities and organizations of Rutherford County.

The project was directed by the RCTDA's VIN Wayfinding Committee and its members. The VIN Wayfinding Committee has been working, since its inception, to improve visitor-oriented signage for Rutherford County and communities and destinations in Rutherford County. Through its work, dozens of signs have been installed along highways and major roads in and around Rutherford County that direct drivers to destinations in Rutherford County. The Wayfinding Master Plan is an extension of the VIN Wayfinding Committee's efforts.

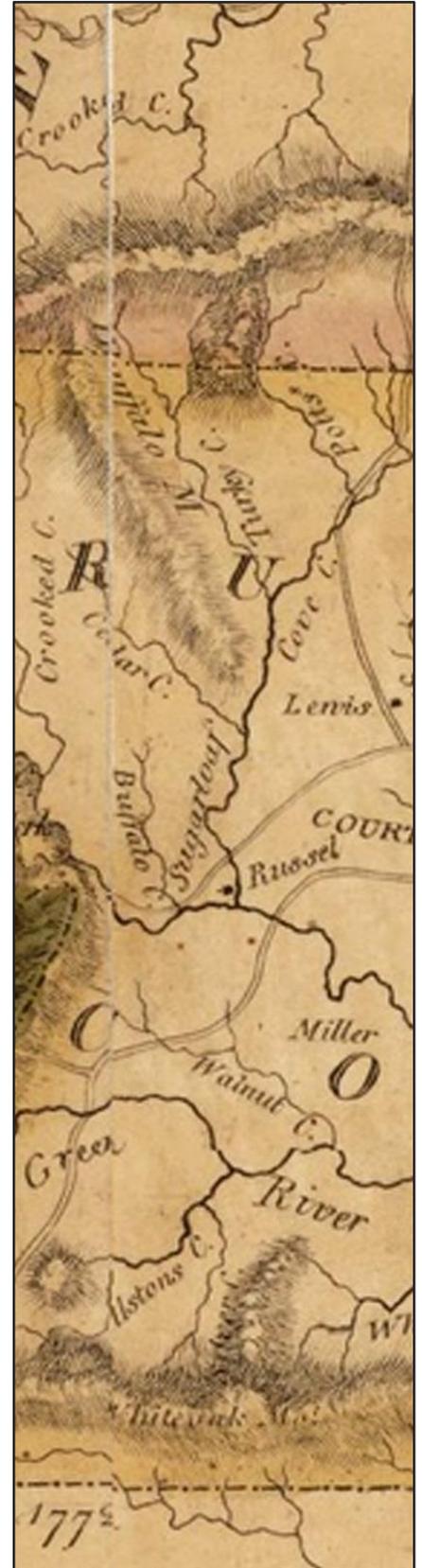
Wayfinding is about building connections. It can help connect visitors to their destinations, communities to other parts of the county, and community leaders to each other. The Rutherford County Wayfinding Master Plan will help to build these connections through several recommendations:

- Wayfinding Signs
- Opportunities for Collaboration
- Destination Enhancements

These recommendations will enable Rutherford County to build a successful community-driven wayfinding system to enhance the visitor-experience.

Throughout the project's development, stakeholders from local governments and organizations shared input and reviewed project materials. Their input was collected through four meetings and helped to direct and shape the final product. Continued cooperation between the RCTDA and community leaders will be essential to the project's success.

The following plan is made to give Rutherford County a wayfinding system that will promote tourism-related destinations within the county, build opportunities for collaborative relationships between the RCTDA and communities and organizations of Rutherford County, and make Rutherford County a better place for visitors. A fully implemented wayfinding system will generate additional tourism dollars and will benefit Rutherford County economically as well as improve the quality of life for its residents.





# CHAPTER 1: INTRODUCTION

## “The Joy is in the Journey.” -Unknown

Rutherford County is located in southwestern North Carolina, with a population of more than 67,000 residents and 564.15 square miles of land. The county has dramatic mountain peaks, rivers, streams, hiking trails, biking trails, historic downtowns, family farms, historic gold mines, forests, waterfalls, battlefields, and a history of moonshine manufacturing that goes back more than a century. The historic and geographic attractions that make Rutherford County a great place to visit are numerous and the history of people coming to the county to rest, relax, and vacation goes back centuries.

Western North Carolina, as a region, has long been a major destination for tourism in the Eastern United States. In the 19th century, wagon-trains began to bring surges of people and goods through Rutherford County from Charlotte, Lincolnton, Spartanburg, and other larger cities nearby. Their passage through the South Mountains and Hickory Nut Gorge was often difficult and labored. Later in the 19th century, as passenger travel was made more accessible by railroad, Asheville and large parts of Western North Carolina became summer destinations for people seeking relief from the sweltering summers in the piedmont and coastal plains. While the mode of transportation has changed over the years, people continue to come to the region for the great views, hikes, and adventures that the region has to offer.

In the 20th century, the region continued to be seen as a place to visit and relax. During World War II the US Air Force established the Lake Lure Rest and Redistribution Center as a way to provide a period of mental recuperation for stressed aviators and their families. The center was the first of its kind and was found to be helpful in deterring combat fatigue.

As Rutherford County continues to develop its tourism assets for the 21st century, it has a history of attracting visitors to build upon. The lofty peaks of Rumbling Bald and Chimney Rock still overlook the placid waters of Lake Lure, the rivers that flow through central parts of the county are still beautiful, and the various towns and communities continue to have a wealth of creative entrepreneurs. All these characteristics promote the destinations and people that make Rutherford County a great place to visit.

Wayfinding is only a component of a successful tourism environment, but building infrastructure that helps to promote destinations and make for an ease of traveling for those unfamiliar with the winding roads of Rutherford County will develop a user-experience that will be an appreciated part of many enjoyable visits to the area to come. Relaxation is one of the draws to the small-towns and lofty peaks of Rutherford County. Making the journey to the destinations of Rutherford County a joy is a way of welcoming a visitor and inviting them to stay a while.

## 1.1: Project Purpose

The purpose of this project is to develop a countywide wayfinding plan for Rutherford County with the intention of creating a more visitor-friendly and more easily navigable environment for tourists visiting Rutherford County.

Cities, counties, parks, and all kinds of organizations have built wayfinding systems in order to direct people to where they want (or need) to go. Rutherford County's tourism-related assets and communities stretch from one end of the county to the other through meandering, rural roads and through vast stretches of scarcely populated areas. Traveling from one part of the county to another can be difficult and confusing for those unfamiliar with the area. Improving the navigability of Rutherford County can help to create more enjoyable experiences for first-time visitors as well as help to promote destinations that may not be otherwise considered.

A countywide wayfinding system will also help to accomplish tourism development goals made by some of the county's municipalities and other organizations. Acting in coordination with municipalities and other regional plans, a wayfinding system can help increase the likelihood of success for both the RCTDA and other organizations, and build more cooperative relationships in Rutherford County.

## 1.2: Wayfinding in Rutherford County

The concept of a wayfinding system for Rutherford County has been a point of discussion among local leaders for nearly a decade. The following bullet points provide a summary of planning efforts related to wayfinding initiatives in Rutherford County:

- ***The Rutherford County Heritage Development Plan***, created in 2006, set a number of initiatives and strategies for Rutherford County to better preserve and develop its cultural assets. The plan made the “presentation, protection, and promotion of towns and communities as representative of the character that is Rutherford County” as one of its three main priorities. Wayfinding signs can help to promote newly restored sites or the otherwise unknown historic status of municipal downtowns and sites. It also listed the development of the Blue Ridge Musical Trail's Flint Hill Special Musical Trail- connected to Virginia's Crooked Road Musical Trail- as a possible initiative, helping to promote the region's musical heritage.
- The Town of Lake Lure identified wayfinding as an important opportunity to promote the town's brand and guide visitors to attractions. As part of the “***Lake Lure and Chimney Rock Village Market Study Findings and Recommendations Report***,” which examined opportunities to enhance the Lake Lure area, wayfinding was identified as a community need and recommended partnering with the RCTDA for a County Wayfinding Plan followed by a Community Wayfinding Plan.
- ***The Rutherfordton Master Plan*** had a number of goals relevant to the development of a wayfinding system. The plan urges Rutherfordton to “establish gateways... that will announce the downtown. Enhance downtown's gateways at the following locations by using landscaping, monuments, hardscapes, and way-finding signs.” The plan goes on to list a number of local efforts to enhance the local trails and pedestrian access- offering more opportunities and destinations for wayfinding.

- Rutherford County’s largest municipality, Forest City, also stated goals relevant to the promotion of tourism in the *Forest City Strategic Plan*. The plan urges Forest City to “develop a broad-based consensus and vision of Forest City as a... highly regarded place where people want to work, play, and visit.”
- A central element of the RCTDA’s “*Strategic Plans and Goals for 2013-2014*” was the creation of a County Wayfinding Master Plan. A plan for strategic implementation of directional signs in the county was a point of emphasis for the Visitor Information Network’s (VIN) work plan and was also echoed in the “VIN Vision and Work Plan” document.
- J.M. Teague Engineering conducted a “*Balance Study*” for the RCTDA in 2013, which emphasized a need for a traditional wayfinding approach through the installation of signs over a more tech-heavy approach.

As the RCTDA develops a wayfinding system to help highlight the opportunities for visitors in Rutherford County, coordinating efforts with existing plans can help increase the likelihood of success for both parties. Utilizing information from the Rutherford County Heritage Plan, Rutherfordton’s Master Plan, Forest City’s Strategic Plan, and plans from Lake Lure and Chimney Rock can help to increase coordination between the RCTDA and other local municipalities and groups and lead to a Rutherford County that more people want to visit.

### 1.3: Project Team

In November, 2013, the Rutherford County Tourism Development Authority (RCTDA) hired a team composed of two firms, J.M. Teague Engineering (JMTE) of Waynesville, North Carolina, and Arnett Muldrow & Associates (AMA) of Greenville, South Carolina, to develop a countywide wayfinding plan for Rutherford County.

**Arnett Muldrow & Associates (AMA)** is a planning, branding, and economic development firm that has worked in over 400 communities in 31 states. Since 2010, AMA has developed nearly twenty community wayfinding plans for counties and municipalities across the Carolinas and from Mississippi to Wisconsin.



**J. M. Teague Engineering, PLLC (JMTE)** is a transportation engineering and planning firm that manages a wide range of large and small projects across the western North Carolina region. Founded in early 2010, JMTE specializes in providing traffic engineering expertise to local municipalities, school systems, private institutions, community associations and professional clients such as landscape architects, urban planners, and civil engineering firms. JMTE is located in Waynesville, North Carolina – the eastern doorstep to the Great Smoky Mountains National Park.



JMTE has had an intimate working relationship with the RCTDA since 2010. JMTE has provided project management and consulting services for various signing, NCDOT collaboration, planning, and design projects. Past projects include the Bechtler Mine/House Site TODS (Tourist Oriented Directional Signs) research, Various Satellite Sites Planning, Trailblazing Signing, Route Feasibility Study, Wayfinding Emerging Trends Feasibility Study, Internal and Out-of-county Sign Assessments, and ongoing wayfinding advisory. County work also includes project management for the Town of Rutherfordton and Town of Forest City.

Both firm had extensive working knowledge of Rutherford County. In 2012-2013, AMA conducted a Market Analysis and Branding Study for the Town of Lake Lure and Chimney Rock Village.

## 1.4: Acknowledgments

The consultants would like to thank the following participating stakeholders:

<b>Aileen Kelly</b> , President	<i>Chimney Rock Community Development Association</i>
<b>Dana Bradley</b> , Trail Stewardship Coordinator	<i>Rutherford Outdoor Coalition</i>
<b>Ann Hutchins</b> , Board of Directors	<i>Rutherford County Tourism Development Authority</i>
<b>Anna Haynes</b> , Board Manager	<i>The Awen Group</i>
<b>Blake Bostic</b> , Planning Project Manager	<i>Rutherford County</i>
<b>Cameron McHargue</b> , Town Manager	<i>Town of Spindale</i>
<b>Carl Classen</b> , County Manager	<i>Rutherford County</i>
<b>Clark Poole</b> , Director	<i>Rutherford County Chamber of Commerce</i>
<b>Dan Hegeman</b> , Board of Directors	<i>Rutherford County Tourism Development Authority</i>
<b>Danielle Withrow</b> , Town Planner	<i>Town of Forest City</i>
<b>Diane Barrett</b>	<i>Town of Rutherfordton</i>
<b>James Ledgerwood</b> , Superintendent	<i>Chimney Rock State Park</i>
<b>Jeff Bradley</b> , County Extension Director	<i>NC Cooperative Extension</i>
<b>Jerry Stensland</b> , President	<i>Rutherford Outdoor Coalition</i>
<b>Jimmy Dancy</b> , Mayor	<i>Town of Rutherfordton</i>
<b>John Condrey</b> , City Manager	<i>Town of Forest City</i>
<b>Karen Andrews</b> , Town Manager	<i>Town of Rutherfordton</i>
<b>Karyl Fuller</b> , Senior Planner	<i>Isothermal Planning &amp; Development Commission</i>
<b>Keith Price</b> , Founding President	<i>Bostic Lincoln Center</i>
<b>Lydia Clontz</b> , President	<i>Bostic Lincoln Center</i>
<b>Mary Jaeger Gale</b> , General Manager	<i>Chimney Rock State Park</i>
<b>Matt Webber</b> , Marketing & Business Development	<i>Rutherford Regional Health System</i>
<b>Russell Wicker</b> , Director	<i>The Foundation Performing Arts Center at ICC</i>
<b>Shannon Baldwin</b> , Community Development Director	<i>Town of Lake Lure</i>
<b>Thad Harrill</b> , Vice President	<i>Community &amp; Workforce Educ. &amp; Institutional Adv. at ICC</i>
<b>Thomas McKay</b> , Zoning & Planning Board	<i>Town of Lake Lure</i>
<b>Valerie Hoffman</b> , Brand Manager	<i>Town of Lake Lure</i>
<b>Wyn Hardy</b> , Owner	<i>Paul Davis Emergency Services</i>

The project team would like to offer special thanks to **Michelle Whitaker**, Executive Director of the Rutherford County Tourism Development Authority, for her assistance with this project and her ongoing efforts to promote and develop Rutherford County as a destination.



*Chimney Rock, NC*



## CHAPTER 2: PLAN DEVELOPMENT

This portion of the report introduces the process used to reach an appropriate wayfinding strategy for Rutherford County as well as the resulting outcomes. The process was critical for the success of the project as it shaped deliverables and set the tone for community support. The inclusive process described in this section led to destination, route, and design solutions that are representative of the entire county. Ongoing support from the communities of Rutherford County will be necessary for communities to support implementation moving forward.

### 2.1 : Stakeholder Input

To ensure the process was inclusive of representatives from all over Rutherford County, the consultants conducted four stakeholder meetings throughout the life of the project.

Invitees from over twenty-five organizations, including Rutherford County and its eight communities, were contacted to participate in an initial meeting held on December 11, 2013 at Isothermal Community College. The purpose of the first meeting was to gather input on what goals should define the wayfinding project, what destinations are significant to the Rutherford County community, and what direction design concepts should take. This was achieved using a print survey distributed at the meeting and an electronic version of the same survey made available to the community. The survey asked respondents to list goals and issues regarding wayfinding in Rutherford County and asked them to rate the significance of forty-five destinations within the county. The meeting also included a discussion of criteria for wayfinding destinations, and participants were asked to rank their preferences out of eleven identified criteria.

Input from the first stakeholder meeting included the following key points:

- Goals identified for the project indicated a strong desire for tourism development followed by the need for a clear identity at both the county and community levels;
- Existing conditions regarding wayfinding in Rutherford County included confusion for visitors and aesthetically disjointed signage;
- Implementation concerns involve countywide inclusion and representation in the system followed by cost, timeframe, and responsibility issues;
- Destinations that were collectively recognized—approximately ninety percent of responses indicating “Very Important” or “Important” significance—as being most significant in the county include Chimney Rock State Park, Downtown Forest City, Bechtler House and Bechtler Mint Site, The Foundation and Performing Arts Center, and several historic districts;
- Stakeholders found a destination’s heritage, permanence, and accessibility to be most essential characteristics for inclusion into a wayfinding system.

Generally, the preferred design for a wayfinding system in Rutherford County should convey countywide identity while still allowing flexibility for individual communities to promote their identities.

Stakeholder input from the first meeting was used to develop the wayfinding strategy and phasing for Rutherford County, identify key destinations to include in a wayfinding system, and create a unique design to represent the county as well as its individual communities. This strategy included limiting the project's wayfinding destinations in order to leave opportunity for municipalities and organizations to implement a wayfinding system of their own.

The second stakeholder meeting was held on February 27, 2014 at the Rutherford County Government Office. At this meeting, attendees were invited to view, comment, and suggest improvements to an emerging countywide wayfinding plan. The consultants presented a draft countywide sign schedule as well as a series of modular signage mockups. The stakeholder response to these materials was overwhelmingly positive, and the consultants continued to build out the system based on this reception.



*Gathering input at the second stakeholder meeting.*

The third and fourth public meetings were conducted on May 22, 2014. The third meeting was held at Lake Lure's Town Hall and was attended by more than 20 community members. The meeting featured presentations from the wayfinding project team as well as updates concerning the Market Analysis and Branding Study for the Town of Lake Lure and Chimney Rock Village. The wayfinding project team presented on the plan's findings and recommendations and addressed questions from attendees. Many of the questions focused on the possibility of the RCTDA partnering with TDAs and other organizations in the region.

The fourth meeting was held in concurrence with the RCTDA Board Meeting at the Bechtler House in Rutherfordton. The wayfinding team gave the same presentation as was given at the third meeting, illustrating findings and recommendations.



*Bechtler Mint Press Opening*

## 2.2: Project Goals

The initial stakeholder input meeting clearly identified tourism development and community identity as needs for Rutherford County. Specific goals that emerged from conversations in the community include the following:

1. Employ signage that guides visitors to points of interest/ destinations throughout the county and circulates traffic to various communities.
2. Implement a simple wayfinding system to minimize confusion for automotive and pedestrian traffic.
3. Create a cohesive design for the system to communicate a common identity for Rutherford County but incorporate flexible elements to convey individual community identities as well.

## 2.3: Strategy Development

In order to build out an effective wayfinding system, a strategic approach is advisable. Forming a strategy is essential to ensure that the project's goals will be met as a wayfinding system and Rutherford County communities continue to grow and expand. Ultimately, the strategy should guide the direction of the project without limiting its potential or restricting the character of the communities in Rutherford County.

A wayfinding strategy emerged through a series of discussions with stakeholders and the RCTDA's VIN Wayfinding Committee. Rutherford County can change dramatically within miles as mountains flatten out into plains and lakeside cabins become neighborhoods in the Thermal Belt Cities. There are few social, economic, or geographical constants throughout the county that help to build a unified, countywide character, but instead a patchwork of different communities.

To move forward as one county in initiatives such as wayfinding, a uniform approach is often not the most effective. Distinctive areas should be allowed to express what makes their communities unique and promote their own goals.

A wayfinding strategy for Rutherford County may be summarized as follows:

*"To connect Rutherford County as a whole while embracing the aspects that makes each part of the county unique."*

As this applies to the RCTDA Wayfinding Master Plan, embracing the aspects that make each part of the county unique requires communities to take the lead in their own community wayfinding plans. It also requires a clear separation between county and local wayfinding responsibilities. The RCTDA doesn't need to—nor should it—supply signage for every destination throughout the county.

For the RCTDA, this strategy requires a couple of focus points that are not normally a part of other wayfinding plans:

1. The RCTDA should work to empower communities and municipalities to independently build their own community wayfinding plans, in accordance with RCTDA Wayfinding Master Plan guidelines.
2. The RCTDA should promote destinations that clearly represent a county or state interest or require signs further than a municipality may be expected to install.
3. The relationship between the RCTDA and communities in Rutherford County needs to be productive and cooperative in order for all parties to achieve their goals related to attracting more visitors for longer periods of time.

## 2.4: Conclusion

The planning process played a key role in the development of the Rutherford County Wayfinding Master Plan. Stakeholders from a variety of local and regional organizations participated to help build a system that was comprehensive, inclusive, and based on future collaborations.



*Lake Lure, NC*



## CHAPTER 3: RECOMMENDATIONS

Implementing a countywide wayfinding system with a strategy that seeks to build collaborative relationships between the RCTDA and other organizations and municipalities in the region requires several different components.

The first is to build a wayfinding system of signs that can help to bridge the divides between communities in the county. Rutherford County has several sections of communities that are separated by long distances of winding roads that are scarcely populated. Wayfinding signs can help to strengthen links between communities and further promote destinations in the county. This project's recommendations include destinations, routes of importance, and a recommended sign inventory.

The second component is to empower local communities and organizations. This can be done through encouraging communities and organizations to plan their own wayfinding systems that can be incorporated into RCTDA's wayfinding system. This plan makes recommendations on how the RCTDA can utilize its resources to enable and encourage communities and organizations to take part. Appropriate sign designs can help to build an integrated wayfinding system that allows local communities to embrace their own character while following the RCTDA's Wayfinding Master Plan guidelines.

These recommendations should help to make the visitor's experience in Rutherford County more enjoyable and user-friendly, and will help to better highlight the great destinations that Rutherford County has to offer.

### 3.1 : County Wayfinding Signs

#### 3.1.1 : Destinations

The first step in developing a wayfinding system is to determine a list of destinations that will receive directional signs. In determining what destinations should be signed, the consultant team discussed factors with stakeholders, the RCTDA's VIN Wayfinding Committee, and NCDOT to formulate a list of requirements destinations must meet in order to be considered for the RCTDA's Wayfinding System.

Having a set of criteria for participation in the wayfinding system is important to maintain a level of objectivity in the selection process and allow future inclusions into the wayfinding system. In this case, it is also important to separate county from community wayfinding responsibilities. For participation in the RCTDA Wayfinding System, these criteria include:

1. Destinations shall be publically owned or not-for-profit.
2. Destinations shall be open to the public.
3. Destinations shall be identified by the RCTDA's VIN Wayfinding Committee as having significant visitor interest.
4. Destinations shall be shown to require county signage and not fall under a community wayfinding plan.

Commercial destinations or any destinations that are privately owned and for-profit may be a destination on any digital wayfinding system, but shall not receive a place on RCTDA signs. However, other options are available for these non-qualifying destinations including: TODS, LOGO, general service signs, agri-tourism signs, and general destination signs.

Destinations that meet these criteria and are recommended to receive signage in the FIRST PHASE of installations are *(in no particular order)*:

*Incorporated Communities*

Town of Bostic  
Town of Ellenboro  
Town of Forest City  
Town of Lake Lure  
Town of Ruth  
Town of Rutherfordton  
Town of Spindale  
Chimney Rock Village

*Other Destinations*

Bechtler Mint  
Chimney Rock State Park  
Isothermal Community College  
South Mountain Game Lands  
TDA Visitor Center in Lake Lure  
Thermal Belt Rail Trail- Gilkey Trailhead  
Thermal Belt Rail Trail- Bechtler Mint Access  
Thermal Belt Rail Trail- Spindale Access Rutherford County Airport

In the SECOND PHASE of installations, unincorporated communities throughout Rutherford County and Gateway Signs will be considered. Some identified unincorporated communities are *(in no particular order)*:

*Unincorporated Communities*

Cliffside  
Henrietta  
Caroleen  
Green Hill  
Union Mills  
Bills Creek  
Gilkey  
Westminster  
Sunshine  
Duncans Creek  
Washburn  
Hopewell  
Hollis  
Shiloh

*Gateway Signs*

US-221 @ SC State Line  
US-221A @ SC State Line  
US-74 – Business @ Cleveland County Line  
US-64 @ Burke County Line  
US-221 @ McDowell County Line  
US-64 / 74A @ Buncombe County Line  
NC 9 @ Polk County Line



*Ellenboro, NC*

# Map Key

Sign	Approach	Destination #1	Arrow	Destination #2	Arrow	Destination #3	Arrow
1	EB	Chimney Rock State Park		Lake Lure			
2	EB	Rutherford County Welcome Center					
3	WB	Rutherford County Welcome Center		Chimney Rock State Park			
4	NB	Lake Lure		Chimney Rock State Park		Rutherfordton	
5	SB	Lake Lure		Chimney Rock State Park		Rutherfordton	
1	SB	Forest City					
2	SB	Thermal Belt Rail Trail					
3	NB	Thermal Belt Rail Trail					
4	SB	Bechtler Mint Historic Site		Thermal Belt Rail Trail			
5	EB	Bechtler Mint Historic Site		Thermal Belt Rail Trail			
6	NB	Bechtler Mint Historic Site		Thermal Belt Rail Trail			
7	NB	Airport					
8	SB	Airport					
9	WB	Airport					
1	WB	Bostic		South Mountain Game Lands			
2	NB	South Mountain Game Lands					
3	EB	Bostic		South Mountain Game Lands			
1	EB	Rutherfordton					
2	WB	Rutherfordton					
3	WB	Forest City					
1	SB	Chimney Rock State Park		Lake Lure		Ruth	
2	NB	Chimney Rock State Park		Lake Lure		Ruth	
3	WB	Rutherfordton		Lake Lure		Chimney Rock	
4	EB	Rutherfordton		Ruth			
5	NB	Chimney Rock State Park		Lake Lure		Ruth	
6	SB	Spindale		Forest City			
7	NB	Rutherfordton		Spindale		Forest City	
8	SB	Isothermal Community College		Spindale		Rutherfordton	
9	EB	Isothermal Community College		Ruth		Spindale	
10	NB	Rutherfordton		Spindale		Ruth	
11	WB	Isothermal Community College		Ruth		Rutherfordton	
12	NB	Spindale		Rutherfordton		Forest City	
13	WB	Isothermal Community College		Thermal Belt Rail Trail			
14	SB	Isothermal Community College					
15	SB	Forest City		Spindale		Rutherfordton	
16	EB	Forest City					
17	WB	Forest City					
18	SB	Forest City		Spindale		Ellenboro	
19	WB	Bostic		Forest City		Spindale	
20	EB	Bostic		Ellenboro			

*Proposed sign schedule.*

# Map 1

J.M. Teague  
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**J.M. TEAGUE**  
Traffic Engineering  
ARNETT MULDRUP  
& ASSOCIATES

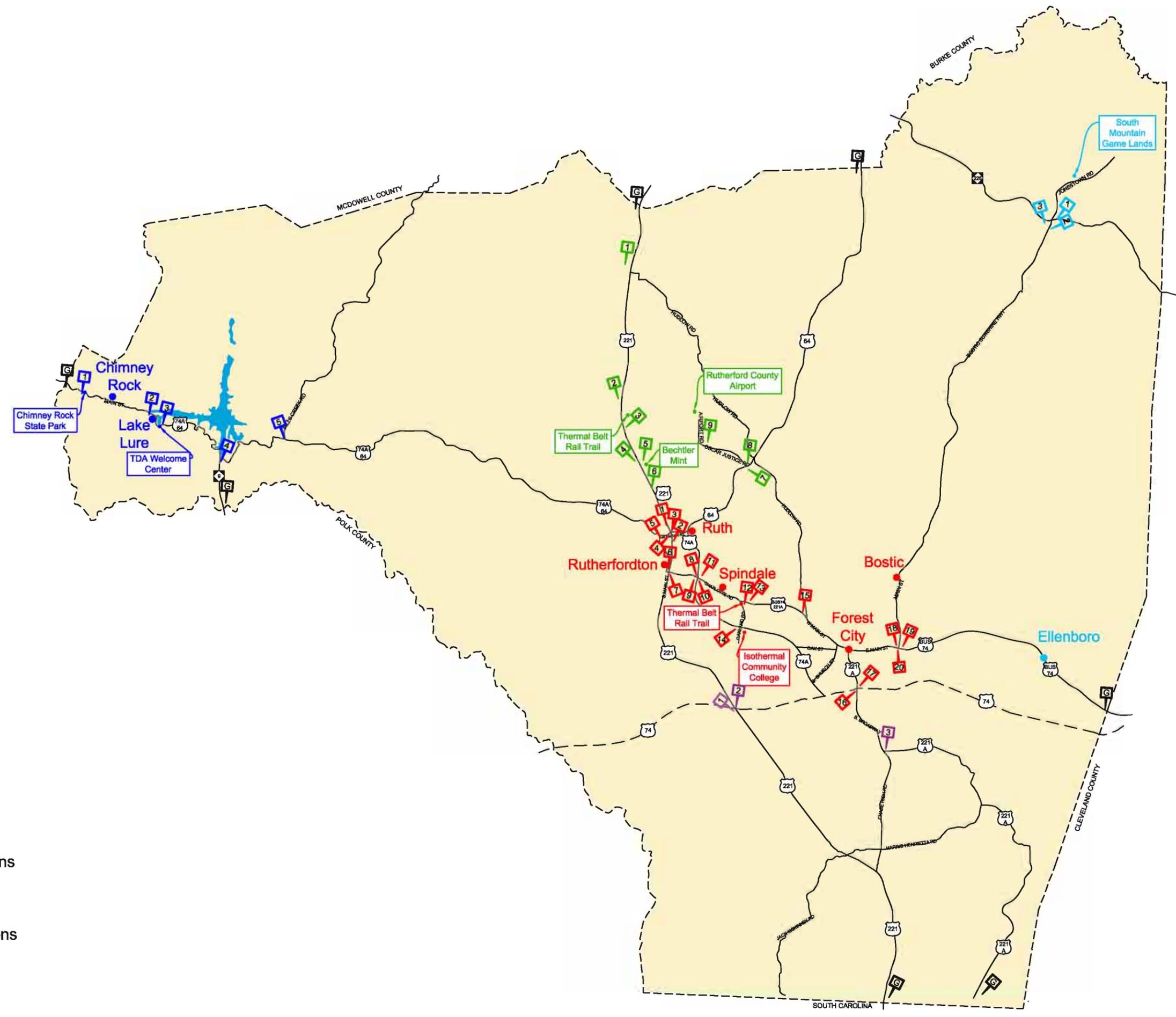
PREPARED FOR:  
Rutherford County Tourism  
Development Authority  
Rutherford County, North Carolina

DATE	BY
1/20/14	C.B. STIMSON
9/19/14	DRAWING BY
9/22/14	C.B. STIMSON
9/22/14	DRAWING BY
9/22/14	J.M. Teague
	REVIEWED BY

## County Wide Wayfinding Master Plan

Rutherford County, North Carolina

Date: 9/19/2014
NOT TO SCALE
County View
Project No. 0222



-  Gateway Sign Locations
-  Wayfinding Sign Locations



Several of the destinations chosen require more work to enhance the sites and make them more notable and noticeable destinations.

### South Mountain Game Lands

Currently, there are five public parking areas for the South Mountain Game Lands in Rutherford County: three areas near NC-226, one near Cane Creek Road, and one near Old CC Road (SR 1732). The public parking area near Old CC Road (SR 1732) offers the most parking capacity and gives access to a larger tract of the game lands than the alternatives. Stakeholders from the South Mountain Game Lands also identified this location as being the primary entry point for people accessing the game lands from Rutherford County.

To improve the location to make it a more identifiable destination, the RCTDA should coordinate with the North Carolina Wildlife Resources Commission and the Rutherford Outdoor Coalition to establish access point signage. As the Game Lands develop, RCTDA should also coordinate with NCWRC and ROC for future Game Lands signage.



*Distance or mile markers can enhance a trail user's experience and overall safety.*

#### Getting Oriented on the Trail

- **Mile Markers** should be placed at intervals of 0.5 miles.
- **Information Kiosks** should be placed at trailheads to inform trail users of rules and regulations, destinations, and general geographic information.
- **Town Limits Signs** should be placed at appropriate locations along the trail.
- **Route Connection Signs** should be placed at appropriate locations as bicycle and walking infrastructure along the trail is established.

### Thermal Belt Rail Trail

The Thermal Belt Rail Trail, which runs from the Gilkey Community to Spindale, has several access points but lacks signs to trailheads or other access points. The key access points include the Gilkey Trailhead, the Bechtler Mine, and the Spindale Trailhead. All three locations should be improved and made more of an identifiable destination.

The Gilkey Trailhead site should have a sign to make people aware of its location and parking should be provided for people driving to the trail. Information about the trail (where it goes, things to look for, how it was developed, etc.) should be provided near the access point.

The trail access point at the Bechtler Mine already has available parking, but could use informational signs and placards about the trail.

The Spindale Trailhead currently lacks a clear location to access the trail, park, or find out information about the trail. Signs should eventually be installed to this access point, but only after significant work is done to make it a more noticeable destination. As the Spindale Trailhead is developed, a safer crossing from the trail to downtown Spindale is advisable.

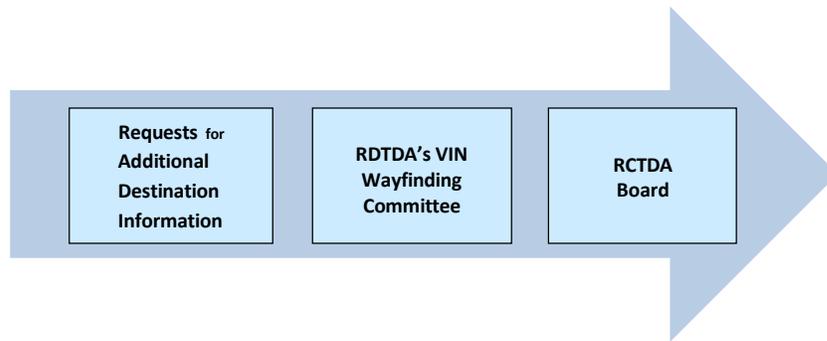
As the areas around the Thermal Belt Rail Trail develop more bicycle and pedestrian infrastructure, wayfinding signs should be placed on the trail to safely guide trail-users to bicycle routes and infrastructure. In the meantime, signs should be placed along the trail to advise people of crossing into town limits. One of the more confusing, and distressing, aspects of using the Thermal Belt Rail Trail is the lack of orientation and where one is along the trail.

### 3.1.2 : Biannual Destination Review

As Rutherford County’s tourist destinations continue to develop, it will be likely that more destinations will need to be added to the county wayfinding system sometime in the near future. To accommodate for additional destinations, the RCTDA should have a process in place to consider and implement additional destinations.

Beginning with Phase 2 of implementation, the RCTDA will hold a review of destinations before their budget finalized. This review should be administered by the RCTDA’s VIN Wayfinding Committee. The review will examine destinations currently in the wayfinding system for deterioration in tourism-interest or change in ownership. It will also solicit requests for incorporation of new destinations. These new destinations should meet the RCTDA’s criteria for incorporation in the county wayfinding system and meet any and all NCDOT requirements. Potential destinations may include historic sites, such as Gilbert Town, or new recreational facilities.

All recommendations made by the RCTDA VIN Wayfinding Committee for new destinations into the wayfinding system will be submitted to the RCTDA Board for approval.



Proposed destination review process.

#### RCTDA Destination Criteria

1. Destinations shall be publicly owned or not-for-profit.
2. Destinations shall be open to the public.
3. Destinations shall be identified by the RCTDA’s VIN Wayfinding Committee as having significant visitor interest.
4. Destinations shall be shown to require county signage and not fall under a community wayfinding plan.

Commercial destinations or any destinations that are privately owned and for-profit may be a destination on any digital wayfinding system, but shall not receive a place on RCTDA signs. However, other options are available for these non-qualifying destinations including: TODS, LOGO, general service signs, agri-tourism signs, and general destination signs.

### 3.1.3 : Routes

Primary routes to be used to guide visitors to various destinations were formulated based on several aspects: traffic volumes supplied by NCDOT, roads providing access to destinations, and roads that were identified as recommended routes of travel from nearby highways. These roads were determined to be the most-likely to be used by visitors while traveling between communities in Rutherford County.

Traffic counts were acquired from NCDOT's Traffic Survey Group, which conducts traffic counts at more than 100 locations around Rutherford County every year. Roads that were considered primary routes for this study had AADT (Annual Average Daily Traffic) of more than 8,000 vehicles.

Recommended routes of travel were examined through the use of Google Maps and MapQuest. This was done to examine the routes recommended to travelers from nearby cities. Points of origin for the study included Charlotte, NC; Spartanburg, SC; Greenville, SC; Asheville, NC; and Rock Hill, SC.

These routes were used to identify major intersections where wayfinding signs would be recommended.

#### Primary & Recommended Countywide Wayfinding Routes

- US-221
- US-221A
- US-74A
- US-74B
- US-64
- NC-9
- NC-226
- Bill's Creek Road
- Bostic Sunshine Highway
- Hudlow Road

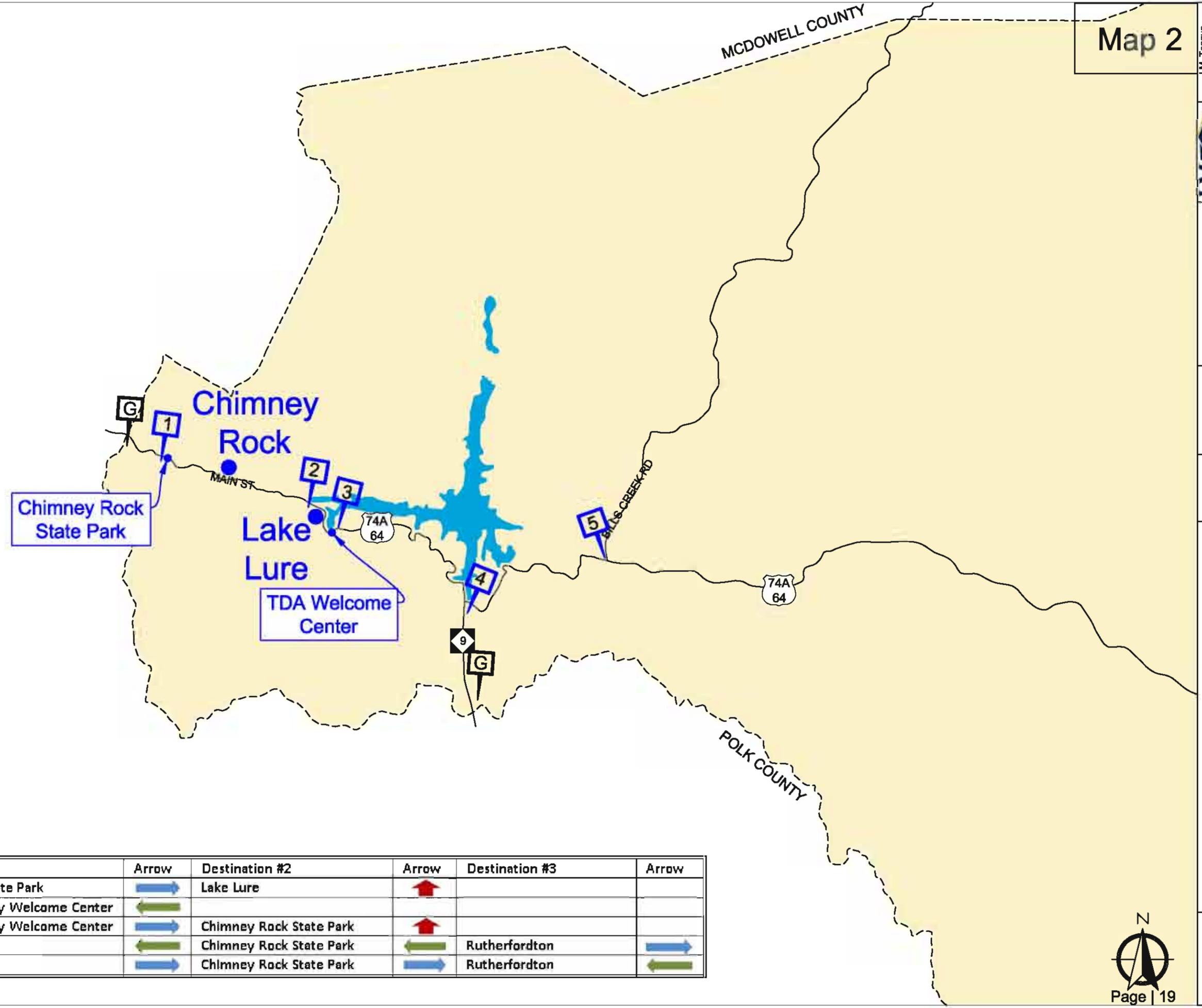
US-74 has the highest traffic volumes in Rutherford County, but NCDOT regulations do not allow community wayfinding signs on this road due to its classification as a controlled access facility.

1/20/14	C.B. STIMSON
DATE	DRAWING BY
9/19/14	C.B. STIMSON
DATE	DRAWING BY
9/22/14	J.M. TEAGUE
DATE	REVIEWED BY

*County Wide Wayfinding Master Plan*  
 Rutherford County, North Carolina

Date: 9/19/2014
NOT TO SCALE
County View
Project No. 0222

-  Gateway Sign Locations
-  Wayfinding Sign Locations



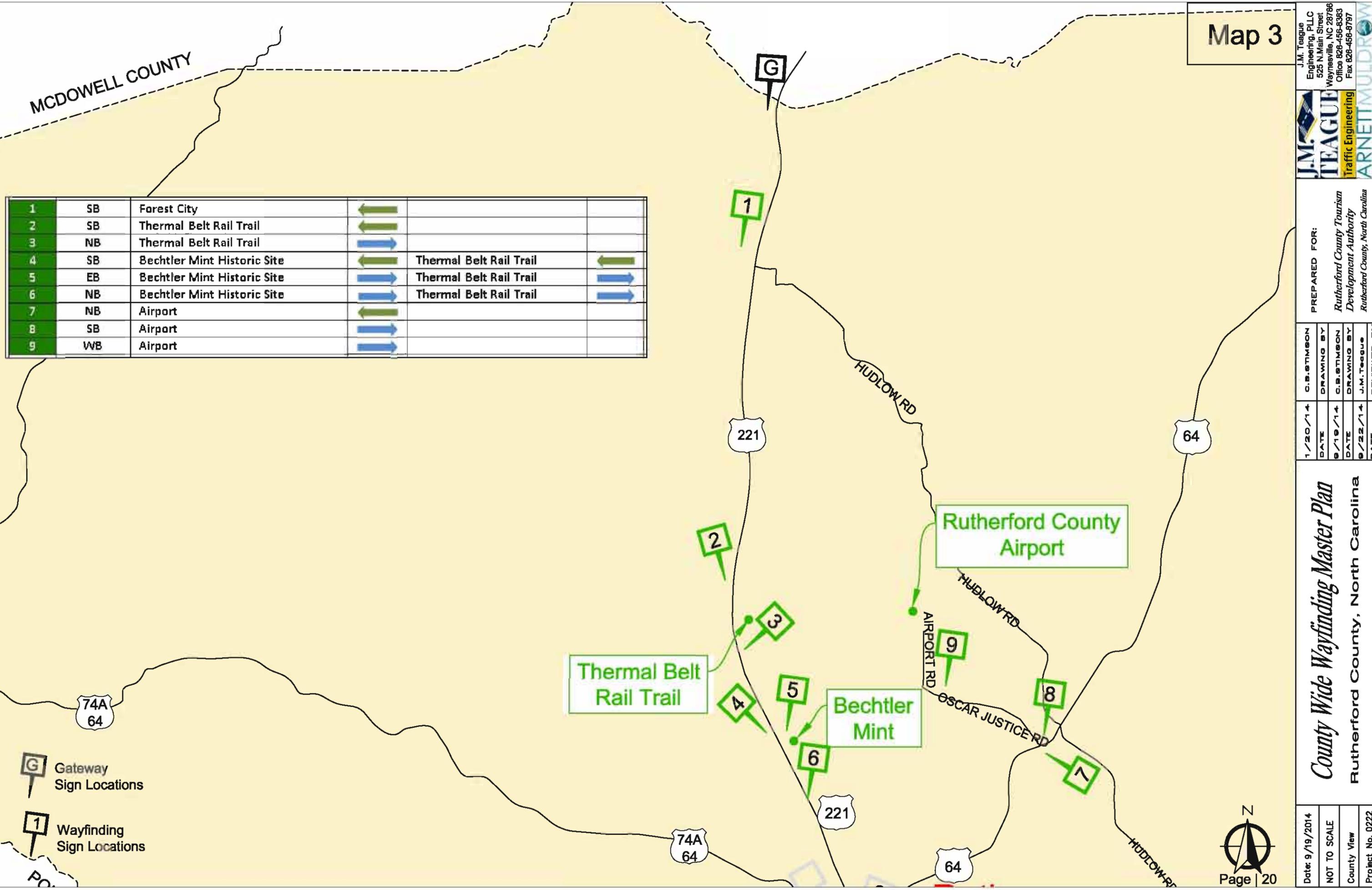
Sign	Approach	Destination #1	Arrow	Destination #2	Arrow	Destination #3	Arrow
1	EB	Chimney Rock State Park		Lake Lure			
2	EB	Rutherford County Welcome Center					
3	WB	Rutherford County Welcome Center		Chimney Rock State Park			
4	NB	Lake Lure		Chimney Rock State Park		Rutherfordton	
5	SB	Lake Lure		Chimney Rock State Park		Rutherfordton	

1/20/14	C.B. STIMSON
DATE	DRAWING BY
9/19/14	C.B. STIMSON
DATE	DRAWING BY
9/22/14	J.M. TEAGUE
DATE	REVIEWED BY

**County Wide Wayfinding Master Plan**  
 Rutherford County, North Carolina

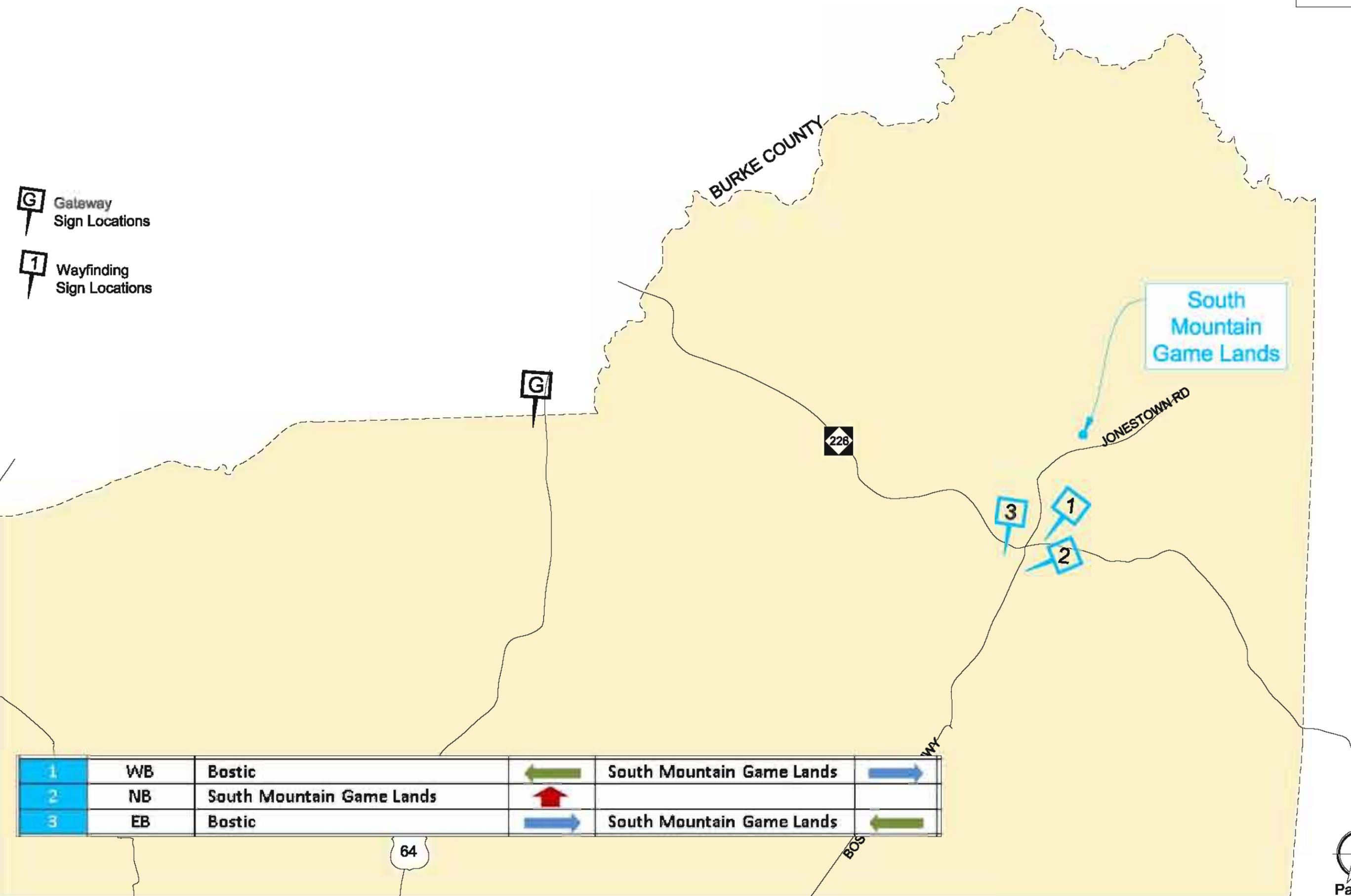
Date: 9/19/2014
NOT TO SCALE
County View
Project No. 0222

1	SB	Forest City	←	
2	SB	Thermal Belt Rail Trail	←	
3	NB	Thermal Belt Rail Trail	→	
4	SB	Bechtler Mint Historic Site	←	Thermal Belt Rail Trail ←
5	EB	Bechtler Mint Historic Site	→	Thermal Belt Rail Trail →
6	NB	Bechtler Mint Historic Site	→	Thermal Belt Rail Trail →
7	NB	Airport	←	
8	SB	Airport	→	
9	WB	Airport	→	



MCDOWELL COUNTY

-  Gateway Sign Locations
-  Wayfinding Sign Locations

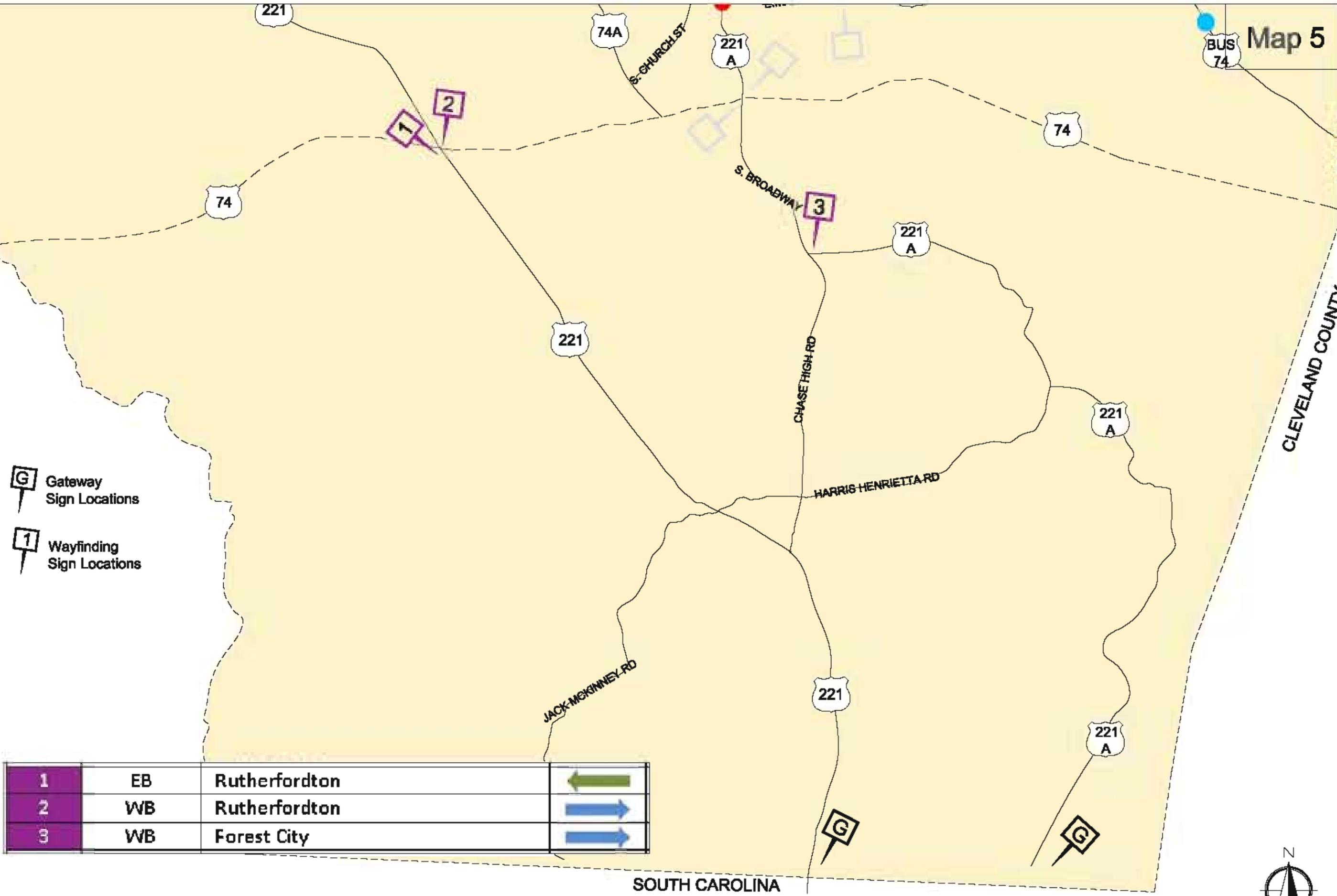


1	WB	Bostic		South Mountain Game Lands	
2	NB	South Mountain Game Lands			
3	EB	Bostic		South Mountain Game Lands	



1/20/14	C.B. STIMSON
DATE	DRAWING BY
9/19/14	C.B. STIMSON
DATE	DRAWING BY
9/22/14	J.M. Teague
DATE	REVIEWED BY

**County Wide Wayfinding Master Plan**  
 Rutherford County, North Carolina

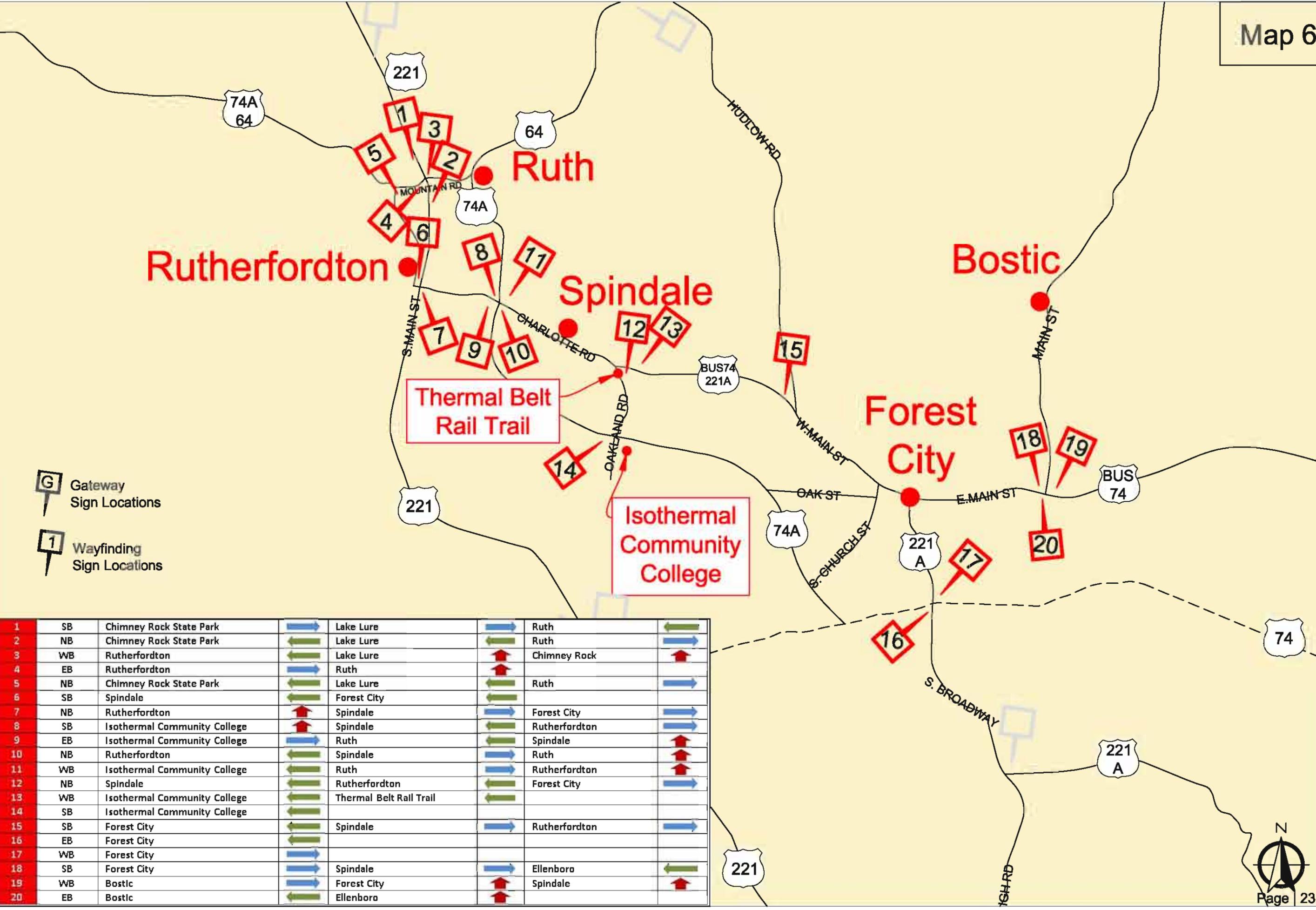


-  Gateway Sign Locations
-  Wayfinding Sign Locations

1	EB	Rutherfordton	
2	WB	Rutherfordton	
3	WB	Forest City	

1/20/14	C.B. STIMSON
DATE	DRAWING BY
9/19/14	C.B. STIMSON
DATE	DRAWING BY
9/22/14	J.M. TEAGUE
DATE	REVIEWED BY

*County Wide Wayfinding Master Plan*  
 Rutherford County, North Carolina



1	SB	Chimney Rock State Park	→	Lake Lure	→	Ruth	←
2	NB	Chimney Rock State Park	←	Lake Lure	←	Ruth	→
3	WB	Rutherfordton	←	Lake Lure	↑	Chimney Rock	↑
4	EB	Rutherfordton	→	Ruth	↑		
5	NB	Chimney Rock State Park	→	Lake Lure	→	Ruth	→
6	SB	Spindale	→	Forest City	→		
7	NB	Rutherfordton	↑	Spindale	→	Forest City	→
8	SB	Isothermal Community College	↑	Spindale	←	Rutherfordton	→
9	EB	Isothermal Community College	→	Ruth	←	Spindale	↑
10	NB	Rutherfordton	←	Spindale	→	Ruth	↑
11	WB	Isothermal Community College	←	Ruth	→	Rutherfordton	↑
12	NB	Spindale	→	Rutherfordton	←	Forest City	→
13	WB	Isothermal Community College	→	Thermal Belt Rail Trail	→		
14	SB	Isothermal Community College	→				
15	SB	Forest City	←	Spindale	→	Rutherfordton	→
16	EB	Forest City	→				
17	WB	Forest City	→		→	Ellenboro	←
18	SB	Forest City	→	Spindale	→	Spindale	↑
19	WB	Bostic	→	Forest City	↑		
20	EB	Bostic	→	Ellenboro	↑		

### 3.1.4: Design

The role of design is a key consideration in any wayfinding signage system. Not only are signs visual tools, they convey continuity and trust in the system as well as a sense of shared community vision and pride to the visitor and resident alike. Design can also have financial impact: for example, by employing readily available, prefabricated, and easily replaceable materials can engineer cost savings into a project. Furthermore, design can address issues related to project phasing and the need for system expansion over time.

During the first two stakeholder meetings, several design-related themes emerged:

- Signage needs to be consistent, yet able to communicate individual identities of the various communities;
- A unifying shape may be appropriate with variations in colors and logos for different communities;
- Flexibility for individual communities is important.



#### Shared Elements

The RCTDA brand serves as the design foundation for the countywide wayfinding system. The RCTDA brand includes two elements—color palette and iconography—that have been absorbed directly into the proposed countywide system.

- *Color:* The blue and green hues of the RCTDA brand are color choices that many project stakeholders said best represented Rutherford County and its various communities.
- *Iconography:* The RCTDA icon, itself without an official name but informally referred to as “the Swoosh,” brings together and is evocative of natural elements like Piedmont hills, the Blue Ridge mountains, and flowing water, all of which capture the county’s rural identity.



### Community Identities

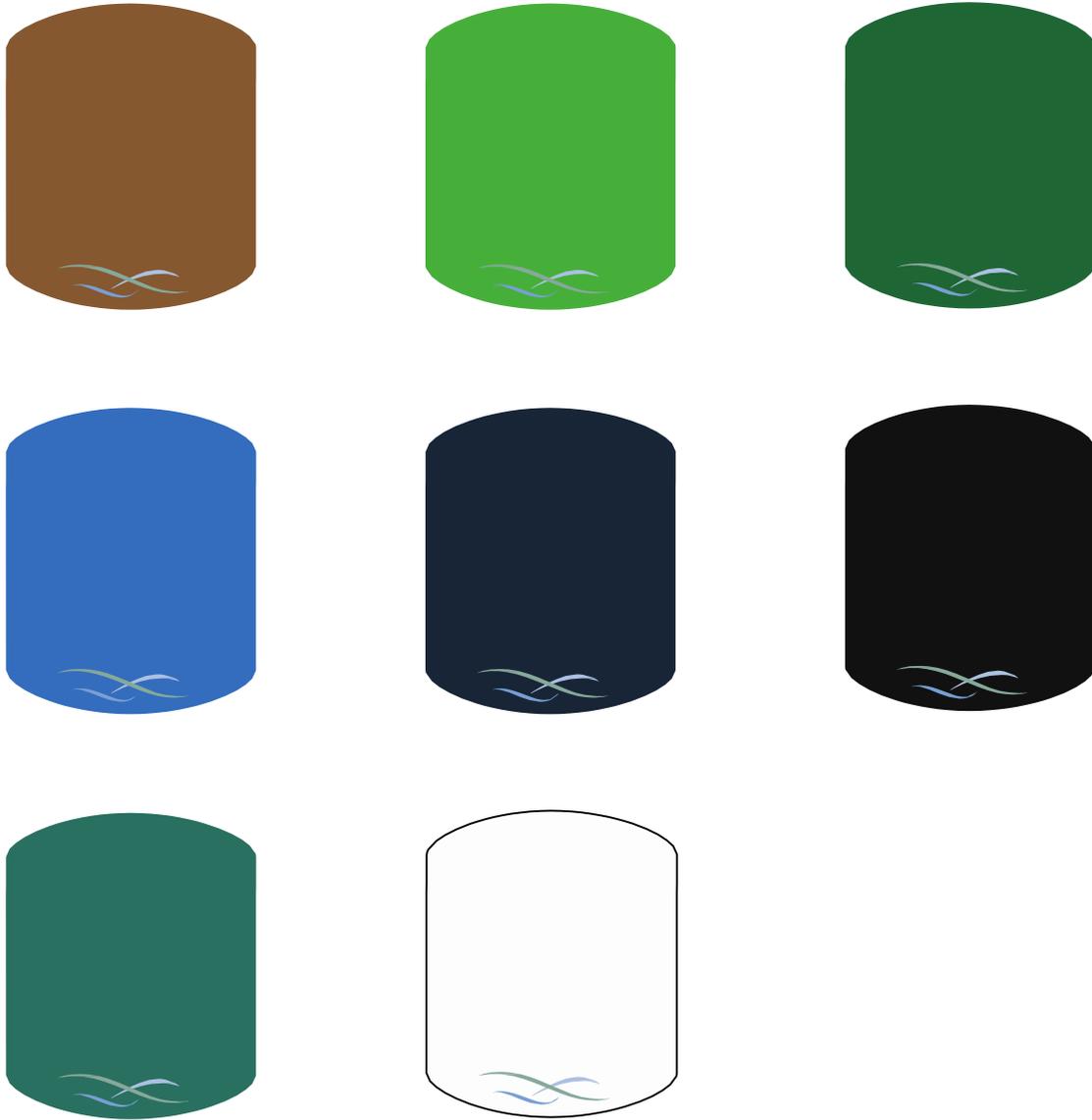
Individual community identities should be conveyed using distinct, yet interrelated, typographic, iconic, and color-based elements. In particular, these elements should be based upon community branding initiatives for Rutherfordton, Lake Lure, and Chimney Rock Village. Should other communities in the county undertake a community branding initiative, this identity should be utilized as well.



Washburn, NC

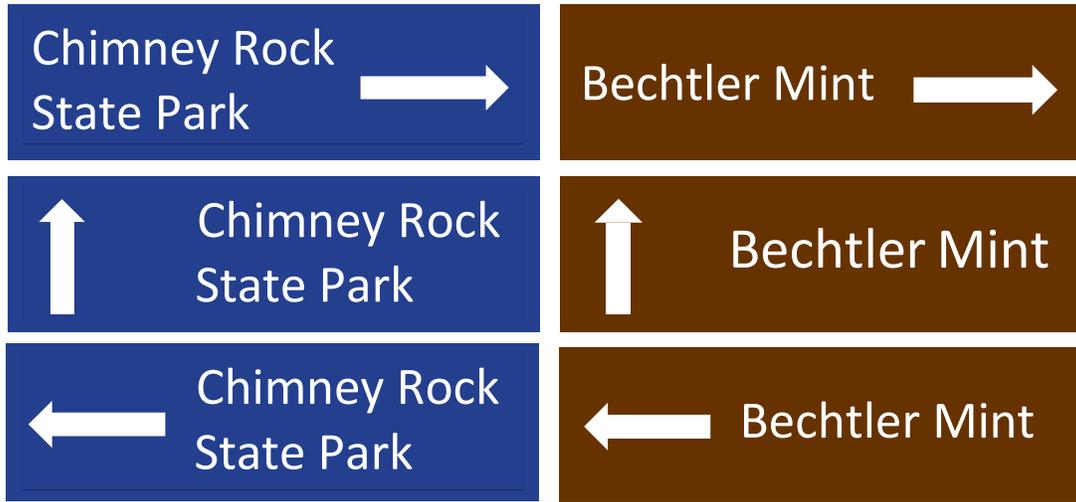
### Sign Panels

The signs should share a common shape and color palette. Additionally, the RCTDA icon should be featured on every sign panel.



**Destinations**

Community destinations will be fabricated as individual “bars” that can be replaced over time. This way, this system is modular and easily adaptable to match phasing and destination requirements.



**Final Products**

Fully assembled signage will include: a reflective aluminum background (colors can be selected from the predetermined palette); reflective aluminum destination bars; RCTDA-branded footers and community-branded headers.



## 3.2: Community Funding Options

The RCTDA's VIN Wayfinding Committee will administer funding for two types of projects: local wayfinding planning grants and local sign assistance grants for implementation activities such as sign fabrication and installation. These aspects of the plan are designed with two functions in mind:

1. Enhance wayfinding and navigational features for tourists across Rutherford County: on a county-wide scale as well as a community-wide scale.
2. Improve partnership opportunities between the RCTDA and the communities of Rutherford County.

The community funding options will have two different aspects: Local Wayfinding Planning Grants and Local Sign Assistance Grants. The RCTDA should encourage local municipalities to initiate local wayfinding projects, but should do so in a way that allows municipalities to make their own decisions and determine destinations that are important to them. Many destinations, such as downtowns, town halls, local schools, or local parks, may be more effectively signed by local entities.

The eight municipalities in Rutherford County may be eligible for the Local Wayfinding Planning Grants. Municipalities with a completed wayfinding plan and/or planning process prior to the availability of RCTDA Planning Grants should submit the existing plan to the RCTDA Wayfinding VIN Committee. RCTDA will review the existing plan to ensure that all elements required in an RCTDA funded plan are included in the municipality's existing plan.

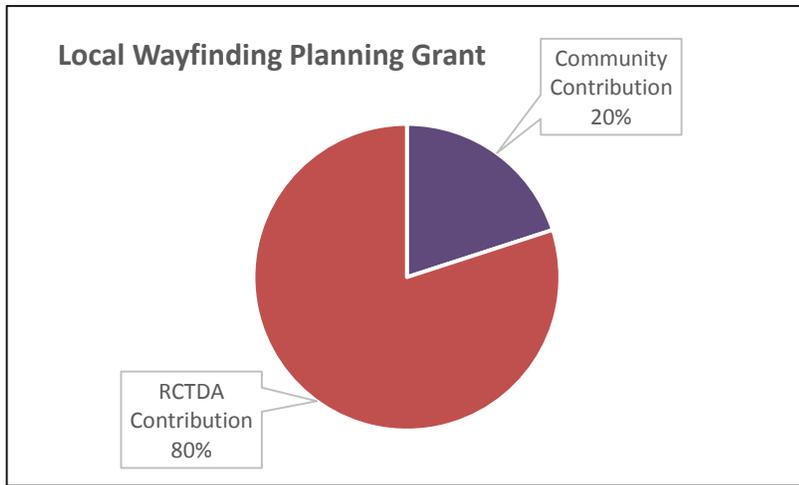
The county's municipalities and established unincorporated communities are eligible for Local Sign Assistance Grants. Municipalities are eligible for Local Sign Assistance Grants if they complete a Local Wayfinding Planning process, or submit an existing plan that complies with an RCTDA funded plan. Established unincorporated communities are eligible for Local Sign Assistance Grants after the community has submitted, and the RCTDA approves, a wayfinding plan. Recognizing that an unincorporated community's need for planning differs from a municipality's needs, the unincorporated community should consult with the RCTDA to determine what their plan should include. Funding for Local Sign Assistance Grants may not be available until year two of the Community Funding Options funding process.

### 3.2.1: Local Wayfinding Planning Grants

The RCTDA should establish a fund for annual grants made to interested municipalities for local wayfinding planning grants. These grants will provide RCTDA resources to municipalities to devise community wayfinding plans to help guide visitors to destinations that may not meet the RCTDA's destination criteria (section 3.1.1.) .

Municipalities in Rutherford County interested in implementing a local wayfinding system may be eligible for a local wayfinding planning grant through the RCTDA's Wayfinding VIN Committee. These grants will pay up to 80% of the planning activities directly related to the implementation of a local wayfinding system. The grant request from RCTDA should not exceed \$10,000. If multiple municipalities choose to work together on a project, then the grant request should not exceed \$10,000 per incorporated municipality. Participating municipalities should have a contribution of 20% of the total project cost ready at the time of application. Municipalities should use design recommendations from this plan with color customized from the color choices in Section 3.1.4: Design.

To ensure an inclusive process that is fair to all communities in Rutherford County, the RCTDA should ensure that the grant is well-advertised each of the years it is offered so that each potential applicant is aware of what is needed from the town and the opportunity for them.



Prior to the initial advertisement of this grant, the RCTDA should ensure legalities with an attorney to specify terms of the grants. These terms may include the full scope of applicable work that RCTDA funds may be applied for, mandated time frames for planning completion and sign implementation.

Below is a recommended budget for the Local Wayfinding Planning Grants:

<i>Year 1</i>	<i>Year 2</i>	<i>Year 3</i>	<i>Year 4</i>
\$20,000	\$20,000	\$20,000	\$20,000

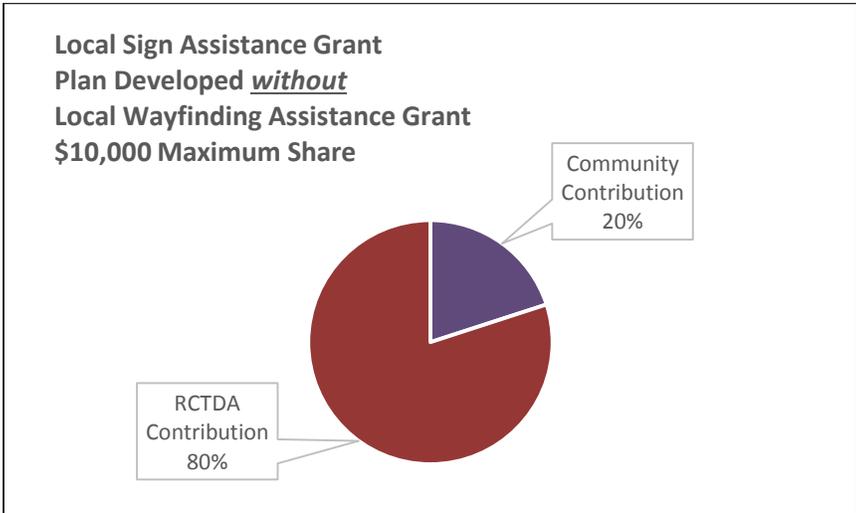
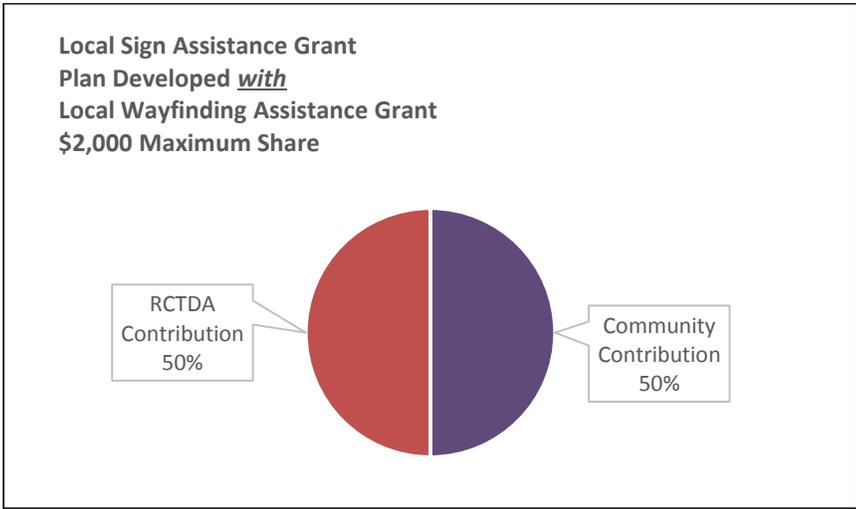
This budget assumes full participation from incorporated municipalities at the maximum RCTDA contribution. However, it may be more fruitful to discuss possibilities with municipalities prior to the advertisement of the grant to see if there is sufficient interest. It should also be noted that several municipalities are likely to complete local wayfinding plans with less than \$10,000. Smaller communities with fewer destinations and fewer major routes are likely to require a less involved planning process.

### 3.2.2 : Local Sign Assistance Grants

A secondary aspect to RCTDA’s assistance to local municipalities and established unincorporated communities within Rutherford County should be assistance to help finance a community’s wayfinding signs. Many of the municipalities and communities in Rutherford County may lack the up-front capital to finance a complete wayfinding system. Providing RCTDA funds for such tasks can add further encouragement to full implementation of a comprehensive wayfinding program.

Local Sign Assistance grants may consist of a 50% RCTDA contribution for the fabrication and installation of local wayfinding signs. If a municipality does not apply for a Wayfinding Planning Grant, the RCTDA will increase their share of the matching requirement for local sign assistance grants to 80%. Funding limits increase to \$10,000. All maintenance and ownership responsibilities of the signs and plans will remain with the local communities.

Municipalities and communities applying for the grant should have some form of adopted plan (established through an RCTDA Planning Grant, an existing plan, or, in the case of unincorporated communities, a plan for which the RCTDA was consulted) and permission from NCDOT in place prior to applying for the grant. The RCTDA contribution should not exceed \$10,000 per participating community.



The Local Sign Assistance Grant, like the Local Wayfinding Planning Grant, should be well-advertised to all communities in Rutherford County and an attorney should be utilized to discuss specific parameters related to the grant, including limits on the number of times an organization may apply for the grant.

Both the Local Wayfinding Planning Grant and Local Sign Assistance Grant can help to build partnerships between the RCTDA and communities in Rutherford County as well as provide better guidance for visitors interested in Rutherford County.

Below is a recommended budget for the Local Sign Assistance Grant:

<i>Year 1</i>	<i>Year 2</i>	<i>Year 3</i>	<i>Year 4</i>	<i>Year 5</i>
\$0	\$4,000	\$4,000	\$4,000	\$4,000

This budget makes the conservative assumption that every community will want to participate and use the maximum available funds. It should be noted that the budget in Year 1 of project implementation is \$0 to allow communities to plan for wayfinding in a less hasty manner.

	<b>Plan Developed <i>with</i> RCDTA Local Wayfinding Assistance Grant</b>	<b>Plan Developed <i>without</i> RCTDA Local Wayfinding Assistance Grant</b>
<b>Planning Grant</b>		
<b>Maximum Funding Per Municipality</b>	\$10,000	\$0
<b>Match Required</b>	80% RCTDA (up to \$10,000) 20% Local Match	0%
<b>Prior to Grant Application</b>	Matching funds must be available at time of application	N/A
<b>Local Sign Assistance Grant</b>		
<b>Local Sign Assistance Grant Maximum Funding</b>	\$1,000	\$10,000
<b>Local Sign Assistance Funding Match</b>	50% RCTDA (up to \$2,000) 50% Local	80% RCTDA (up to \$10,000) 20% Local
<b>Total Maximum RCDTA Investment</b>	\$12,000	\$10,000
<b>Prior to Grant Application</b>	<ul style="list-style-type: none"> <li>• Matching funds must be available at time of application</li> <li>• RCTDA must review and accept the guiding plan.</li> </ul>	<ul style="list-style-type: none"> <li>• Matching funds must be available at time of application</li> <li>• For municipalities, RCTDA must review and accept the guiding plan.</li> <li>• Established communities should consult with RCTDA prior to grant submittal.</li> </ul>

# CHAPTER 4: IMPLEMENTATION

Implementation of a countywide wayfinding system for Rutherford County will require additional work beyond adoption of this plan. Administrative roles will need to be clearly identified and funding streams must be considered for fabrication and installation. Other considerations will include solutions for maintenance and replacement costs as well as thoughtful approaches to potential revisions regarding destinations, routes, and system elements. Preparing for these issues ahead of time will allow for successful implementation of a wayfinding system with potential for continued expansion as the county grows.

## 4.1 : Administration

A countywide wayfinding system will require countywide cooperation and administration. The RCTDA is the organization overseeing the wayfinding system, but cooperation from local governments and stakeholder groups will be necessary to execute the program. The RCTDA should manage the countywide sign inventory, coordinate local efforts, administer grants and countywide funding streams, and provide support to local governments.

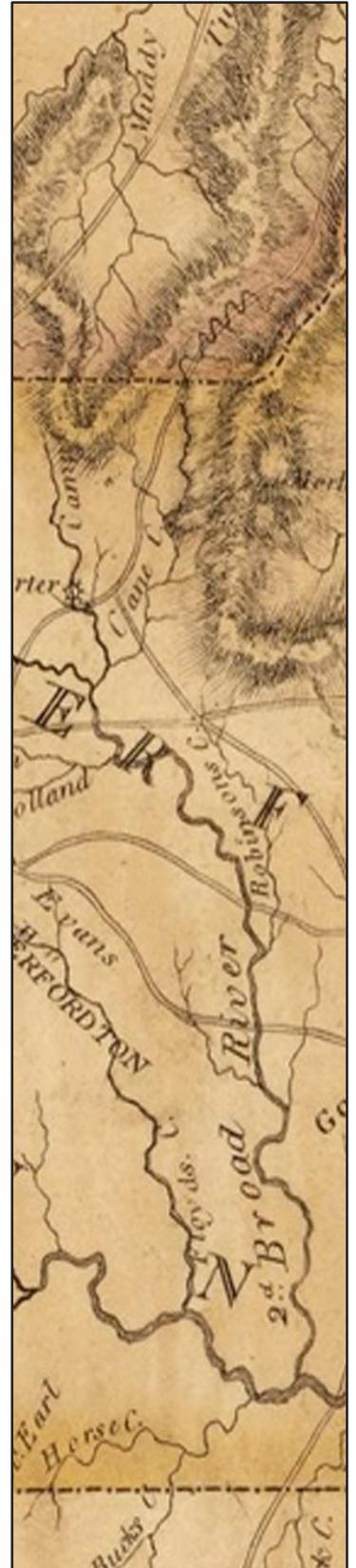
Per NCDOT requirements, the sign encroachments will need to be made by the County with a maintenance agreement with the RCTDA. Further coordination with NCDOT may be required for signs placed outside of municipalities.

## 4.2 : Partnerships

Implementation of a countywide wayfinding system will require ongoing coordination and cooperation between RCTDA, incorporated municipalities, unincorporated communities, community-based organizations, existing destinations, and future/ developing destinations. As Rutherford County continues to develop its tourism assets, the RCTDA will need to play a central and supportive role in many of the efforts of other groups.

One of the most important groups is the Rutherford County Tourism Asset Foundation (TAF.) The TAF has played a central role in marketing and developing potential tourist destinations as well as educating residents of Rutherford County

Outdoor recreation assets are likely to continue to be developed in Rutherford County. Parts of the county offer unique opportunities for hiking, mountain biking, or kayaking, and are becoming increasingly well-known in the region. Many of the efforts to develop these assets are being led or supported by the Rutherford Outdoor Coalition (ROC.) The ROC has spearheaded many recent efforts around the county, including access points along the Broad River Paddle Trail, community education and encouragement, and trail maintenance. Other entities that have done a lot towards developing Rutherford County's outdoor recreation assets include the Town of Lake Lure, Chimney Rock State Park, the South Mountain Game Lands, and the Carolina Mountains Land Conservancy- amongst others. The RCTDA should be a willing partner to offer support and cooperation in developing and enhancing outdoor recreation assets designed to attract tourists throughout Rutherford County.



Rutherford County also has a number of potential heritage-related tourism assets. These assets are largely in the southern and eastern part of the county, but are in the process of being developed or are currently undeveloped. Potential assets, such as Gilbert Town, Cherry Mountain, and others could develop into attractive tourist-destinations. As these assets are developed and promoted, the RCTDA should build upon partnerships with the relevant groups and stakeholders.

Finally, the RCTDA should also continue to build relationships with regional partners. These include neighboring county TDAs, including Buncombe County, Henderson County, Polk County, McDowell County, Burke County, Cleveland County, in North Carolina, and Spartanburg County and Cherokee County in South Carolina. Integrating the RCTDA with regional efforts and building greater cooperation with neighboring counties can bring mutually-beneficial opportunities to help grow tourism for the region. These efforts can simply consist of enhanced communication between RCTDA members or can include work with regionally-focused groups, such as the Blue Ridge National Heritage Area and their Blue Ridge Musical Trail.

## 4.3 : Additional Recommendations

### 4.3.1 : Additional Information Stands

The RCTDA should continue to focus on expanding its information stands. These information stands, to be placed around the county at important intersections and destinations, are currently operating at the Bechtler House Visitor Center, the Mobile Unit, and a specialized stand at the Facebook property. The RCTDA should continue to develop additional information stands as a supplement to the wayfinding system. Wayfinding signs can direct people to places they want to go or peak interest in a destination that was previously unknown to the user. However, wayfinding signs give absolute minimal information regarding those destinations. For any visitor wanting more substantive information, the VIN locations can provide it. Besides orientation, the VIN locations should also provide countywide maps to orient visitors to their location and the proximity of other destinations.

### 4.3.2 : Reusing Old Signs

The RCTDA has a number of older wayfinding signs in their possession. These signs were used in the past to direct people around Rutherford County but have since been removed and placed under the care of the RCTDA. These signs, with alterations, may still serve a purpose in direction people and attempts to find new uses for them should be pursued. Organizations and communities interested in using the signs along trails or other off-road applications should be notified.

## 4.4 : Budget

The Rutherford County Wayfinding Master Plan will likely be implemented over the course of several years. This recommended budget may not necessarily be followed to the cent, but it is encouraged that general recommendations be followed.



*The Foundation Performing Arts Center in Spindale*

The Local Wayfinding Planning Grants should be implemented over the course of the first four years. This allows communities to begin planning quickly or reserve resources to apply for the grant in a later year. It also helps to encourage local wayfinding systems to be implemented shortly after the county signs have been installed.

Local Sign Assistance Grants should begin the year following the first round of Local Wayfinding Planning Grants. This allows communities to plan where they want their signs and the destinations to promote before applying for financial assistance installing the signs.

The installation of county wayfinding signs, shown on Map 1 (page 15), is recommended to take place over two years. Signs in the northwestern part of the county, the current tourism epicenter of the county, should be prioritized. Locations that may be held back until Year 2 include those previously mentioned in Section 2.4.

The RCTDA should budget 10% of the total sign net worth per year for maintenance of RCTDA signs. Maintenance issues, either through man- made or weather-related incidents are likely to damage signs at some point during the signs’ lifetime and the RCTDA should have resources available to repair RCTDA signs. RCTDA should also have resources available to actively file and pursue insurance claims for sign damage.

The assumptions that went into the creation of this preliminary budget include:

- \$1,000 per sign for fabrication and installation
- All 8 incorporated communities in Rutherford County will use the maximum amount of funds offered by the Local Wayfinding Planning and Local Sign Assistance grants
- Gateway signs will cost \$2,000 for fabrication and installation
- Additional destinations will require 2 new signs after every RCTDA VIN Wayfinding Committee destination review.
- Many of these assumptions and estimates are likely to change in the coming years based on a number of factors. These factors may include inflation, local labor costs, and RCTDA budget.

<b>Anticipated Cost Analysis</b>										
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Year 6</b>	<b>Year 7</b>	<b>Year 8</b>	<b>Year 9</b>	<b>Year 10</b>
<b>Sign Installation</b>	\$21,000	\$18,000								
<b>Welcome to Signs</b>			\$8,000	\$6,000						
<b>Additional Destinations</b>		\$2,000		\$2,000		\$2,000		\$2,000		\$2,000
<b>Sign Maintenance</b>	\$2,100	\$4,000	\$4,700	\$5,500	\$5,500	\$5,700	\$5,700	\$5,900	\$5,900	\$6,100
<b>Planning Grant</b>	\$20,000	\$20,000	\$20,000	\$20,000						
<b>Sign Assistance</b>		\$4,000	\$4,000	\$4,000	\$4,000					
<b>Total</b>	<b>\$43,100</b>	<b>\$48,100</b>	<b>\$36,700</b>	<b>\$37,500</b>	<b>\$9,500</b>	<b>\$7,700</b>	<b>\$5,700</b>	<b>\$7,900</b>	<b>\$5,900</b>	<b>\$8,100</b>

## 4.4 : Conclusion

Wayfinding is about building connections. Successful wayfinding systems can help connect visitors to their destinations, communities to their brand, and community leaders to each other.

The Rutherford County Wayfinding Master Plan will help to promote a better connected and more navigable place for tourists to visit and want to visit again. A fully implemented wayfinding system will generate additional tourism dollars and will benefit Rutherford County economically as well as improve the quality of life for its residents.



*Hometown Holidays for Forest City, NC*