

Wake Forest, North Carolina

Wake Forest, North Carolina is located within the Raleigh-Durham metropolitan area in the northeastern corner of Wake County. Defined by its small town charm, Wake Forest's friendly and family-oriented character the community and its surrounding area has grown rapidly and has quickly become a bedroom community to Raleigh.

Faced with this continued development that has the potential to change the character of this charming town, the Town of Wake Forest and the Downtown Revitalization Corporation commenced a planning process that resulted in what was deemed "The Renaissance Plan". To fulfill one of the elements of the plan, that outlines a road map for the revitalization and development of downtown Wake Forest, Arnett Muldrow & Associates was hired to perform a market study focusing on three critical components: a retail market analysis, a marketing plan and a wayfinding strategy.

The goal of this effort was to promote continued economic development, business and residential recruitment, and internal and external marketing strategies that would ultimately expand the downtown market. Through surveys, community input, stakeholder interviews, and the market analysis, the team formulated recommendations and strategies in addition to marketing materials, logos and wayfinding tools that will ensure success for Wake Forest and guide them into the future as people from far and near discover the unique character of downtown Wake Forest and begin to "Turn Over a New Leaf".

CLIENT REFERENCE:
 Town of Wake Forest

LOCATION:
 Wake Forest, North Carolina

