



# Transforming Main Street



  
**Roesville**  
Genuine Community • Capital Connection  
Est. 1837






## Main Street Vision

In 2018, Town leaders and community members collaborated on the development of a Vision Plan to guide future growth along the entire 4.5 mile stretch of US Highway 401 Business.

The Town of Rolesville seeks to create a true town center by utilizing urban design practices and building a sense of place that is attractive for businesses and residents. Efforts will include downtown beautification and streetscape improvements that will promote a more pedestrian and biker-friendly environment.

From one end to the other, Main Street takes on distinctive characteristics and is divided into three targeted areas for economic development: Southern Fringe, Village Core, and Northern Rural Transition.

## TARGETED DEVELOPMENT DISTRICTS

-  Town of Rolesville
-  Extra Territorial Jurisdiction (ETJ)

## Northern Rural Transition

### Theme: Town Center Core

- Celebrating original downtown
- Furniture anchor with small scale shops, boutiques and dining
- Streetscape improvements
- Authentic Main Street experience
- Small retail and office, connected to housing, civic spaces, parks and greenways.

## Southern Fringe

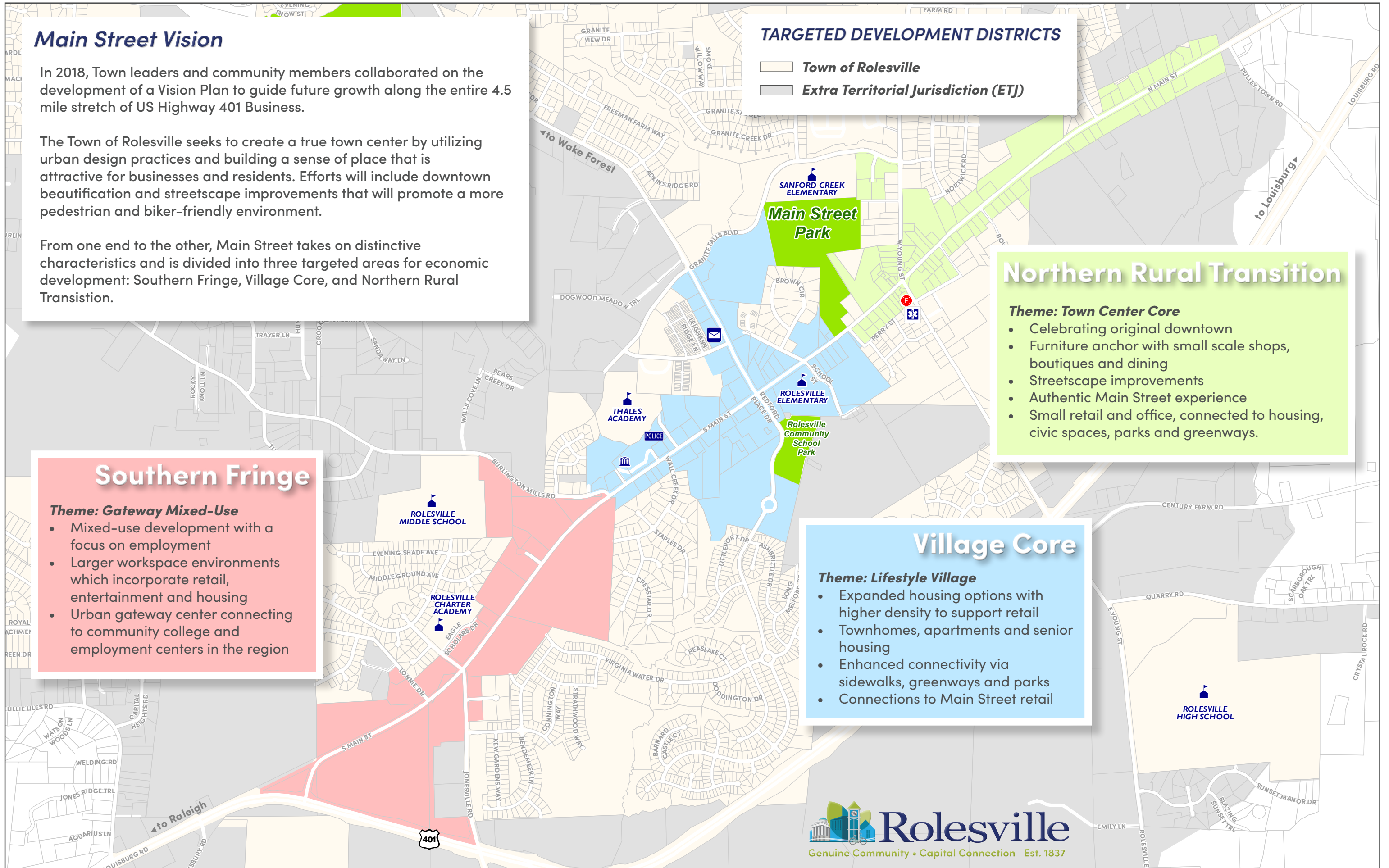
### Theme: Gateway Mixed-Use

- Mixed-use development with a focus on employment
- Larger workspace environments which incorporate retail, entertainment and housing
- Urban gateway center connecting to community college and employment centers in the region

## Village Core

### Theme: Lifestyle Village

- Expanded housing options with higher density to support retail
- Townhomes, apartments and senior housing
- Enhanced connectivity via sidewalks, greenways and parks
- Connections to Main Street retail





## Goals

In order to create a safer, more successful Main Street for residents, business owners, and visitors, Town leaders and community members agreed on five goals that would help lead the Main Street Vision:

1. Create an equitable main street for everyone and every mode
2. Promote diverse housing stock for multiple age groups and income levels
3. Celebrate the town with clear gateways & areas for expanded business attraction
4. Re-establish a town center
5. Retain genuine small-town feel



*Main Street offers great potential  
for restaurants, retail and  
mixed-use development.*



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Find the Main Street Vision Plan and get project updates at  
[www.RolesvilleNC.gov/main-street-vision](http://www.RolesvilleNC.gov/main-street-vision)