Rowan County Destination Development – County-Wide Wayfinding Initiative

Rowan County Tourism led a three-year, county-wide wayfinding initiative to strengthen the destination identity and improve navigation for visitors and residents. Spanning 11 municipalities, the project resulted in the installation of 88 signs. This collaborative effort provides long-term value by giving Rowan County a cohesive visual system for visitors and locals alike in accordance with NC Session Law 2017-202.

Investment

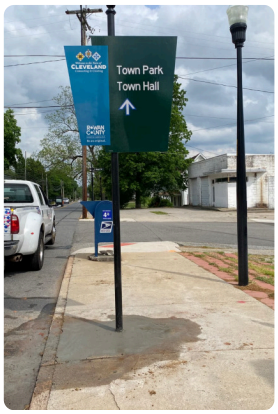
- Rowan County Tourism was granted $500,000 from American Rescue Plan Act (ARPA) funds by the Rowan County Board of Commissions to fabricate and install a wayfinding system.
- The project spanned 3 years, covering 11 communities with 88 total signs (20 welcome signs, 68 directional signs).

3
Years
Project duration

11
Communities
Municipalities covered

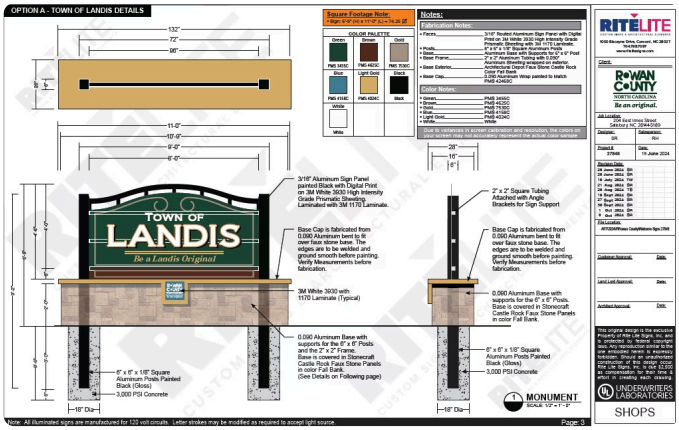
88
Signs
Total installed

$500K
Budget
ARPA funding



Process

Rowan County Tourism worked with expert contractors to develop a plan, work with communities for feedback and conduct site assessments. Collaboration with individual towns was important to maintain branding standards, while giving each community a sense of originality. This process resulted in gateway and directional signage being installed across Rowan County for visitors and residents.



Benefits

Unified County Identity

Rowan County Tourism adopted the county-wide wayfinding signage program in efforts to improve navigation and orientation across the county for visitors and locals. The system was designed to amplify the county's existing brand, Be An Original, in effort to enhance accessibility and connectivity between destinations.

Community Pride

The system strengthened pride in Rowan County as a destination through locally branded and customized signage. It has created clearer navigation for visitors and residents. This project is part of a long-term infrastructure investment that will continue to grow and expand in the future.

Enhanced Visitor Experience

The system provides easier wayfinding to attractions, businesses, and towns, while enhancing first impressions with professional, consistent and branded signage. The increased connectivity encourages longer stays and broader exploration of Rowan County and it's original communities.