

For Immediate Release:  
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## **Goldsboro's Center Street Named Great Main Street in the Making** North Carolina Chapter of the American Planning Association's Great Places Initiative announces Great Main Street Award Winners.

**(March 3, 2015 – Goldsboro, NC)** – Anyone who has enjoyed the classic charm of a Main Street intuitively knows if it is a “great” street. They also know that it takes a lot of hard work, community engagement, and partnerships to create it. The people of Goldsboro will be glad to know that Center Street, located in Downtown Goldsboro, has officially been recognized as a “Great Main Street in the Making” by a panel of expert judges. The North Carolina Chapter of the American Planning Association announced today that these streets have received the distinguished honor of being named a Great Main Street in the Making, in the professionals’ category of the “Great Places in North Carolina” awards program. A Main Street in the Making is a street that is still being planned or developed, but has lots of potential for greatness. Goldsboro’s nomination highlighted the major efforts being taken to spur revitalization of the city’s core. This dedication included the development of a master plan to address functional, aesthetic, safety, scale, and ageing infrastructure issues. Since the onset of Center Street revitalization project, over 28 new businesses have opened leading the Expert Panelists to choose Goldsboro’s Center Street as this year’s Great Main Street in the Making. Goldsboro is the only community to receive this particular award.

The Great Places awards are designed to help celebrate the great communities throughout the state and were given in both Professionals’ and People’s Choice categories. The professionals’ category includes a detailed nomination process that requires in-depth descriptions of the work and partnerships that went into creating the main street, while the People’s Choice was more focused on the public vote. Every great place has a story and this contest allows those involved to tell that story.

"All of these 'Great Main Streets' represent excellent examples of community-based planning at its best," said John Morck, President of APA-NC. "Through this program, we celebrate great places in our state and the local partnerships that have worked collaboratively to make these places great."

An expert panel selected four other North Carolina main streets for recognition in the Professionals’ Category. From dozens of nominations submitted, the panel recognized Sunset

Avenue in Asheboro, Middle Street in New Bern, Main Street in Belmont, and Jefferson Avenue in West Jefferson as “Great Main Streets.” In the People’s Choice category, where the winners were chosen by popular vote in an online contest, Roanoke Rapids’ Roanoke Canal Trail won “People’s Choice: Great Greenway” and the 200 North Queen Street in Kinston was recognized as the “People’s Choice: Great Historic Rehabilitation.”

In addition to being featured on the GreatPlacesNC.org website and the NC Chapter of the American Planning Association website, winners are provided marketing materials to use in their business and economic development efforts, receive an award at a special presentation in their community, and will be recognized at the upcoming APA-NC Annual Conference in October.

The program’s goal is to celebrate Great Places in North Carolina, recognize the hard work and partnerships that created them, and provide examples of successful places to the rest of the state. Building on the success of the previous three years’ Great Places in North Carolina initiatives, APA-NC is pleased to recognize these great communities in North Carolina. To learn more about each of the selected communities, folks can visit [www.greatplacesnc.org](http://www.greatplacesnc.org), where a photo gallery and list of the winners will be available.

### **The Expert Panel**

The expert panel of judges includes John Morck, Planning & Community Development Manager for the City of Wilson and APA-NC President; Ben Hitchings, Planning Director for the Town of Morrisville and past APA-NC President; Mary Joan Pugh, Chief of Staff, North Carolina Zoo; Rodger Lentz, Planning Director, City of Wilson and member of the board of directors of the American Planning Association; H. DeWitt Blackwell, Jr., Executive Director, Western Piedmont Council of Governments; Kim Fleming, Economic Development Manager for the Town of Davidson, Jason Epley, Executive Director of the NC Downtown Development Association; Bob Mosher, Transportation Planner at NCDOT; Bruce Naegelen, Downtown Development Manager at the Town of Clayton; Zak Pierce, President-elect of the NC-ASLA; Beth Poovey, Landscape Architect with LandDesign in Charlotte; and Rodney Swink, Landscape Architect.

The 2015 Great Places Initiative Program Chairs were Jason Burdette, Planning Director at the Town of Davidson and Ben McCrary, Senior Planner with Toole Design Group.

### **About APA – NC**

The North Carolina Chapter of the American Planning Association is an organization of 1,500 professional and citizen planners dedicated to preserving and creating great communities throughout North Carolina. The annual conference for the APA – NC will be October 21-23, in Raleigh, NC. For more information, please visit [www.apa-nc.org](http://www.apa-nc.org).

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