



ROLESVILLE, NC
CORRIDOR & ECONOMIC DEVELOPMENT STRATEGIC PLAN

Project : Main Street Corridor Plan and Economic Development Strategic Plan

Challenge

The completion of the Hwy 401 Bypass impacted Main Street. Corridor Study to evaluate options for transportation and placemaking in this fast growing Raleigh suburb.

Goals

- Create areas to provide a destination for commerce, shopping and community interaction.
- Develop economic development strategies to balance tax base and provide expanded job opportunities.
- Create strategies for developing diversification of housing stock.

Result

The findings of the Market & Economic Study suggested a variety of strategies for land use and transportation improvements.

Rose Associates was further retained to complete a subsequent townwide Economic Development Strategic Plan.

