Town of Aurora Main Street
Streetscape Improvement Conceptual Design

PLAN6301: Computer Applications for Planning
Fall 2022
Community and Regional Planning
East Carolina University

ECU GEOGRAPHY, PLANNING AND ENVIRONMENT

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Streetscape Improvement
Conceptual Design

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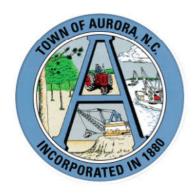*Community and Regional Planning, East Carolina University*

1 ENTRANCE

PLACE MAKING:
ENTRANCE ARCH DESIGN

Designer Holli Tetterton
Location 5th Street & Main St

2 ENTRANCE

PLACE MAKING: PUBLIC ART

Designer Autumn James
Location 5th Street & Main St

3 | **ENTRANCE**

PLACE MAKING: WELCOME MURAL ART

Designer Sara Mears
Location 499 Main Street

4   **ENTRANCE**

NEW WAYFINDING SIGNAGE

Designer   Delaney Hobbs
Location   5th Street & Main St

There is no wayfnding signage on Main Street.

Auora Fossil Museum ↑

Wildlife Ramp ↑

Blue Crab Boutique ↑

Aurora Town Hall ↑

Community Center →

Hazel W. Guilford Memorial Library ↓

5 DILAPIDATED BUILDING

The vacant lot to the east of the building could be converted to an outdoor space.

AURORA BAKING & BREWING

Designer Philip Van Wagoner
Location 498 Main Street

The entire interior will need renovations for a bakery and small dining area, while removing the upper living area will allow for the extra space needed to install the equipment needed for brewing. The floor-level facing on the east side of the building would be removed and replaced with large glass panel wall. The exterior brickwork can be revitalized and reinforced to maintain the original aesthetic. A splashy, colorful branding design.

6 DILAPIDATED BUILDING

LOFTS AT AURORA

Designer Ashley Lattin
Location 499 Main Street

A mixed-use community. The windows upstairs are ideal for upstairs lofts, while the shops below could have several small businesses, such as a coffee shop, a lunch café, a co-working space, and a laundromat. With the rise of remote work, and having amenities nearby, the lofts could be an attractive option for many who want to give up the commute and move back to town.

7 DILAPIDATED BUILDING

DONUTS

Designer Star Brantley
Location 354 Main Street
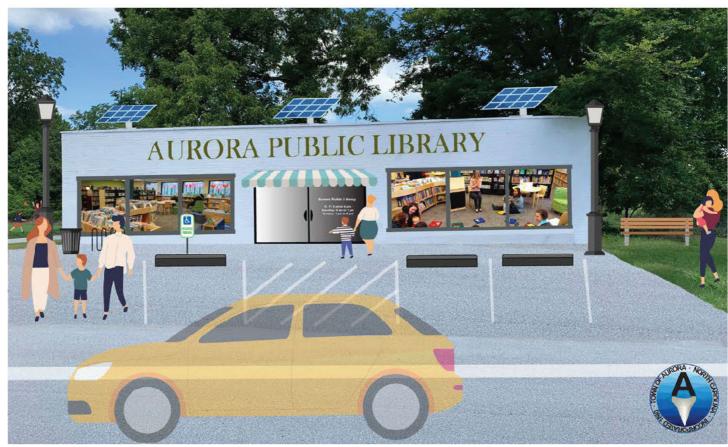
8 — DILAPIDATED BUILDING

AURORA PUBLIC LIBRARY

Designer David Miller
Location 298 Main Street

Childcare center, community center. A community's public library serves individuals from all socio-economic backgrounds, though they can be a vital resource for individuals seeking free access to educational materials, computer and internet access, and enrichment and life-long learning programs. While the Town of Aurora currently has an operational library as part of the Beaufort-Hyde-Martin Regional Library system, the rendering of this library could serve as inspiration for the Town's existing library facility, childcare center, or community center. Due to the rural geography of Aurora, having easy access to any of these types of facilities will help enhance the community's quality of life.

9 VACANT LOT

DOG PARK

Designer Heather Mosesso

Location 6th Streett & Main Street

The vacant lot besides the library can be turned into a dog park. This is a great way to activate the streetscape with low maintenance costs. Community members can utilize the dog park as a gathering space with friends.

10 VACANT LOT

MULTI-FUNCTION SPORTS FIELD

Designer Luke Price
Location Lot between 468 and 498 Main St.

11 VACANT LOT

COMMUNITY POCKET PARK

Designer Heather Mosesso, Andrew Adams, Luke Price, Sarah Rogers

Location Lot between 350 and 354 Main Street

The vacant lot team chose the empty lot between 350 Main St and 354 Main St and turned it into a community pocket park with a farmers market, veterans memorial, and fossils.

12 | VACANT LOT

COMMUNITY GARDENS

Designer Sarah Rogers

Location Lot next to the Town Hall

Aurora is a food desert. This vacant lot behind the community center was transformed into a community garden to provide access to fresh vegetables to the residents.

AURORA COMMUNITY GARDEN

13 BANNER DESIGN

HOLIDAY BANNER DESIGN

Designer Andrew Adams

Location Along Main Street

In the spirit of the season, the Welcome to Aurora pole banners along Main Street and various side streets have been replaced with a festive holiday banner until the New Year.

14 BANNER DESIGN

BANNER DESIGN

Designer Lauren Russell

Location Along Main Street

Add a banner to the other side of the telephone pole as an inexpensive method to inform visitors of the waterfront. A similar layout to the existing banners was added to make them appear they belong together. The simple design so passerby can read it easily at a glance.

15 WATERFRONT

WATERFRONT PARK

Designer Blair Carrington

Location Waterfront area

Picnic tables and gazebo would be a great addition to the grassy area to provide seating options for families to enjoy the scenery of the waterfront. Other outdoor fixtures could include additional park benches, trashcans, grills, and simple playground equipment.

16 **WATERFRONT**

WATERFRONT MULTI-USE TRAIL

Designer Gilbert Combs

Location Waterfront area

The waterfront should be celebrated. Widening the existing sidewalk and creating a multi-use trail makes this peninsula of land a more welcoming place for different modes of transportation and has the potential of making it a destination.

Pedestrian-scale lighting prevents any hindrance of the natural view from the existing light poles. A part of the NC Greenway connects down through NC-306 and turns right to continue to NC-306, away from Au-rora, but incorporating sharrows on Main Street could entice bicyclists to take a scenic break through Aurora and at its waterfront.