

BERTIE COUNTY

Destination Branding & Identity Design

SEPTEMBER 2021

PREPARED BY:



DESTINATION **BY** DESIGN

PLANNING | ENGINEERING | COMMUNICATIONS



DESTINATION BY DESIGN

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About Us

DESTINATION BY DESIGN

Our multidisciplinary approach combines urban planning and design, with communications expertise.

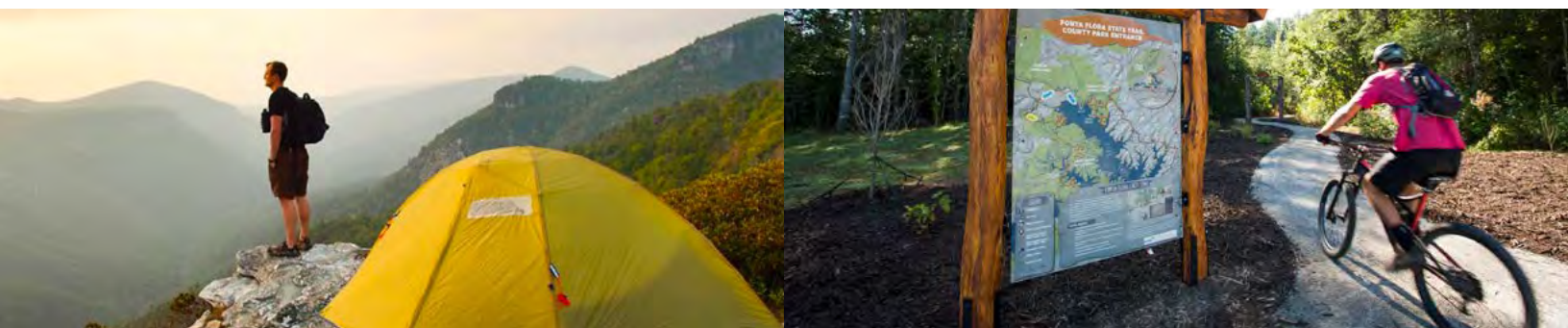
This results in distinctive visual solutions, increased public engagement, and creative end-products for communities and destinations.

We are an award-winning firm of planning and creative professionals specializing in land use planning, infrastructure development, and destination marketing. Our team focuses on creating both inspiring built-environments and compelling place brands.

Destination by Design (DbD) assists communities and organizations who recognize quality of life and tourism to be significant components of their economic development strategy. We help develop new “product,” such as vibrant downtowns, increased recreation offerings, expanded conservation areas, greenways and trails, and we help brand and promote these assets for our clients.

One way we do this is by engaging area residents and local leaders, collecting their best ideas, and building genuine consensus. Another is by analyzing data-driven research. Above all we concentrate on economic development and value creation— the integral elements of our comprehensive planning and design approach.

We are on a mission to help the public sector identify strategic investments that will significantly expand quality of life, attract new businesses, and generate private sector growth.



Our Services



PLACE BRANDING

- Brand Strategy Development
- Logo & Visual Identity Design
- Print Design
- Web Development
- Social Media Marketing



RECREATION MASTER PLANNING

- Regional Park System Planning
- Park Planning & Design
- Engineering & Construction Documents



TOURISM DEVELOPMENT

- Tourism Infrastructure Planning
- Wayfinding & Signage
- Custom Mapping
- Web Development
- Video Production & Photography



GREENWAYS & TRAILS

- Regional Trail System Planning
- Urban & Rural Greenway Planning
- Trail Design & Construction Documents
- Trail Building Education
- Wayfinding & Signage
- Economic Impact Analysis



LAND USE PLANNING

- Regional & Comprehensive Plans
- Small Area Planning
- Civic Master Planning
- Ordinance Development
- Public Engagement



DOWNTOWN REVITALIZATION

- Streetscape Design
- Public Space & Plazas
- Engineering & Construction Documents
- Branding Campaigns

Awards

BEST IMAGE BUILDING CAMPAIGN, NORTH CAROLINA MAIN STREET:

Downtown Lenoir, NC Place Branding Campaign:
comprehensive brand study, logo/identity design, and web development

COMMUNICATIONS AWARD, AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS:

Northern Peaks Trail Master Plan:
brand strategy, public engagement, logo/identity design, photography, video, web development, and plan layout

MULTIDISCIPLINARY PLANNING AWARD, NC PLANNING ASSOCIATION:

National Park Service's Overmountain Victory National Historic Trail Master Plan:
brand strategy, public engagement, logo/identity design, photography, video, web development, and plan layout

DESTINATION MARKETING SERVICES

Branding

Web Design & Development

Graphic Design

Social Media Content

Video Production

Photography

Our Communications Studio provides creative services for Destination Marketing Organizations, municipalities and economic development agencies.



UINTA COUNTY, WY: BRAND STRATEGY



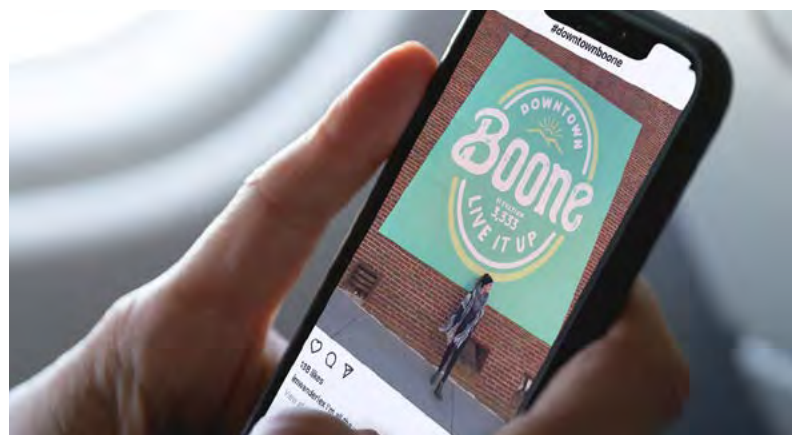
ELKIN NC DESTINATION BRAND PACKAGE



NECK OF THE WOODS LOCAL FOOD TRAIL: MAP



NORTHERN PEAKS TRAIL: BRAND DEVELOPMENT



DOWNTOWN BOONE NC COMMUNITY BRAND



VISIT BOONE, NC: ROCKY KNOB PARK COMMERCIAL VIDEO



SPINDALE, NC: COMMUNITY BRAND

PROJECT APPROACH



Project Approach

TASK 1 - RESEARCH & DISCOVERY

1.1 Direction-Setting Meeting

Destination by Design (DbD) facilitates a Direction-Setting meeting with Bertie County to glean research insights and cover the following:

- » Review the scope of work, project timeline, design process and organizational objectives
- » Project Committee introductions
- » Independent Research direction
- » Visual brand preferences
- » Stakeholder identification

1.2 Independent Research

DbD conducts desktop research on the industry, current trends & region, including:

- » Social media and online listening
- » Case studies and a competitive analysis of comparative organizations
- » Analysis of any previous or existing marketing or stakeholder research
- » Perform a brand audit of the existing brand and marketing collateral

1.3 Site Visit & Stakeholder Focus Group/Interviews

Representatives from Bertie County and DbD will conduct an extensive site visit and tour of the region, including scheduled discussions with up to 3 organizational stakeholders or a Focus Group discussion. This multi-day visit will provide an opportunity for DbD to gain contextual perspective on the organization and the greatest opportunities for brand utilization.

1.4 Community Brand Survey

Design and administer an online survey intended for a wider audience of organizational partners and stakeholders as identified by Bertie County.

TASK 2 - BRAND STRATEGY

2.1 Discovery & Analysis Report

DbD will organize and compile all data obtained from Phase I into a presentation for delivery to the Project Committee.

- 2.1.1 Perform an analysis and prepare a presentation of the research results for the Project Committee.
- 2.1.2 Generate the Discovery and Analysis report, a narrative summary of the discovery results and expanded Brand Story Themes based around community assets. Report sections include:
 - » Preliminary Brand Name and Messaging Recommendations
 - » Competitive Analysis
 - » Marketing Goals/Objectives
 - » Brand Positioning Statements
 - » Brand Essence
 - » Brand Promise
 - » Brand Story Theme Identification
 - » Preliminary Creative Direction

2.2 Presentation of Strategic Recommendations

DbD conducts a second Project Committee Meeting that includes the following:

- » Summarized research findings from Phase I
- » Discovery and Analysis Report
- » Preliminary draft content of the Strategic Brand Platform
- » Preliminary draft ideas for logo & visual identity
- » Facilitate a discussion of any feedback and revisions needed

2.3 Finalize Strategic Brand Platform

Informed by committee feedback and all data obtained during the Research & Discovery Phase, DbD develops the final Strategic Brand Platform, a written brand strategy document outlining all elements necessary to execute branded campaigns for the community, including, but not limited to:

- » Brand Positioning Statements
- » Brand Promise
- » Brand Essence
- » Key Marketing Messages & Messaging Architecture
- » Story Theme Identification
- » Brand Goals/Objectives
- » Tagline Recommendations

TASK 3 - VISUAL IDENTITY DESIGN & MARKETING MATERIAL

3.1 Creative Direction

To establish a creative look and feel in accordance with Bertie County objectives, DbD delivers at least three (3) conceptual logo directions in the form of a mood board presentation.

- 3.1.1 Bertie County approves one direction or provides feedback for a combined direction. Upon approval the design team proceeds to the design phase.

3.2 Logo/Visual Identity Design

DbD develops a complete organizational Brand Identity Package to support the brand strategy, including the following:

- » Full logo system including multiple variations and associated assets such as icons, wordmarks, fonts and taglines
- » Brand Guidebook/Graphic Standards

3.3 Print Collateral Design & Website Mock-Ups

To provide initial art direction for a marketing campaign, DbD will develop the following graphic design mock-ups. Each item includes one round of feedback and revision:

- » Stationery: business card, letterhead, and envelope
- » Three (3) Social Media Mock-ups
- » Website Page Designs - Homepage and two inside pages
- » Three (3) Full page print advertisements
- » T-shirt design mock-up
- » Promo sticker mock-up
- » Tourism Brochure cover

3.4 Final Brand Presentation

Conduct final Project Committee meeting presenting all creative deliverables and final marketing recommendations to the Project Committee.

DESTINATION BRANDING

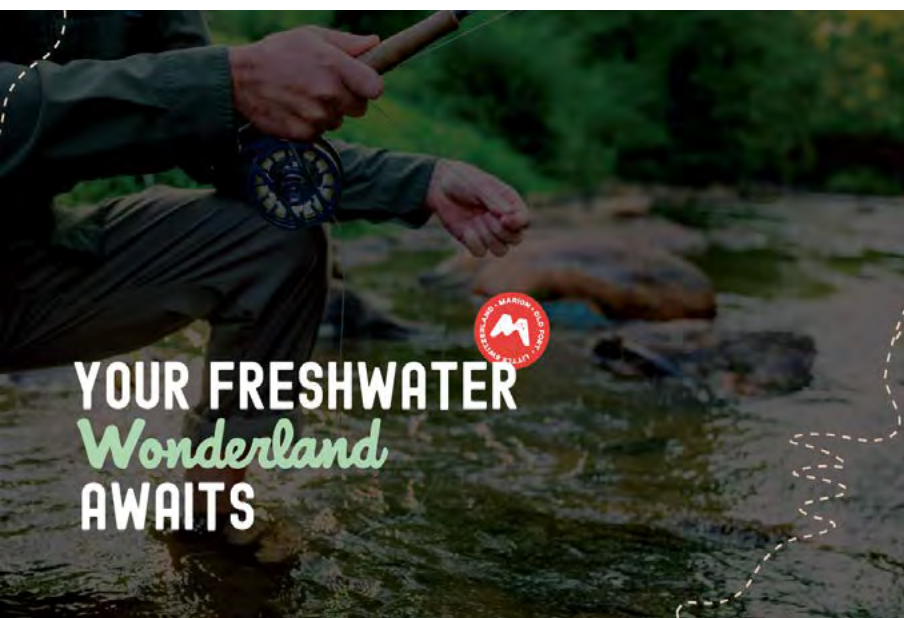




McDowell County Tourism

DESTINATION BRANDING

McDowell County is well-endowed with the mystical wonders of the Blue Ridge, yet their department of tourism was in need of a brand strategy to leverage this compelling story. And DbD delivered it. The “Blue Ridge Mountain Wonderland” is an innovative, outdoor-driven identity capable of attracting a new generation of outdoor travelers, and providing a perfect platform to showcase their abundant tourism resources, such as Lake James, the Catawba River, the Blue Parkway and Pisgah National Forest.



YOUR FRESHWATER
Wonderland
AWAITS



BLUE RIDGE MOUNTAIN
Wonderland

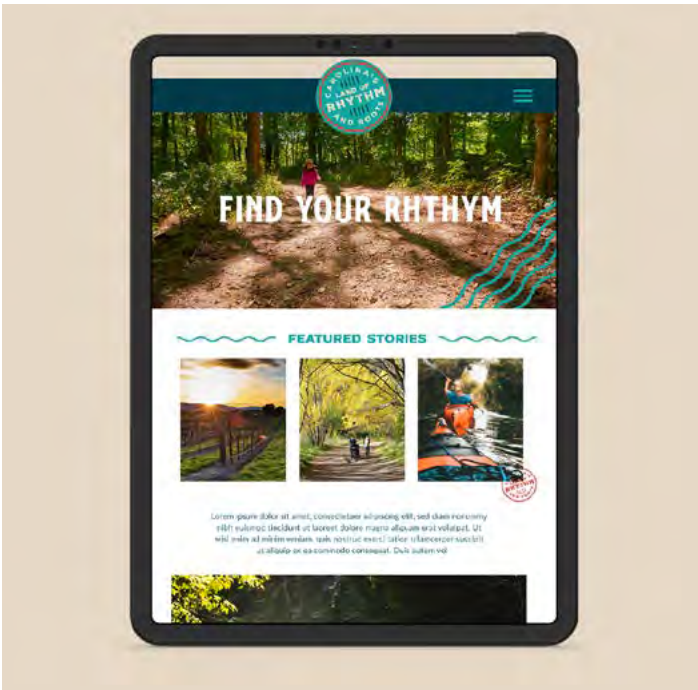
Welcome to the Blue Ridge Traveler's Towns and Trails! With beautiful weather and endless opportunities for outdoor adventure, spring and summer are the perfect time to plan your next vacation to the Blue Ridge Mountains of western North Carolina.



Cleveland County, NC Tourism

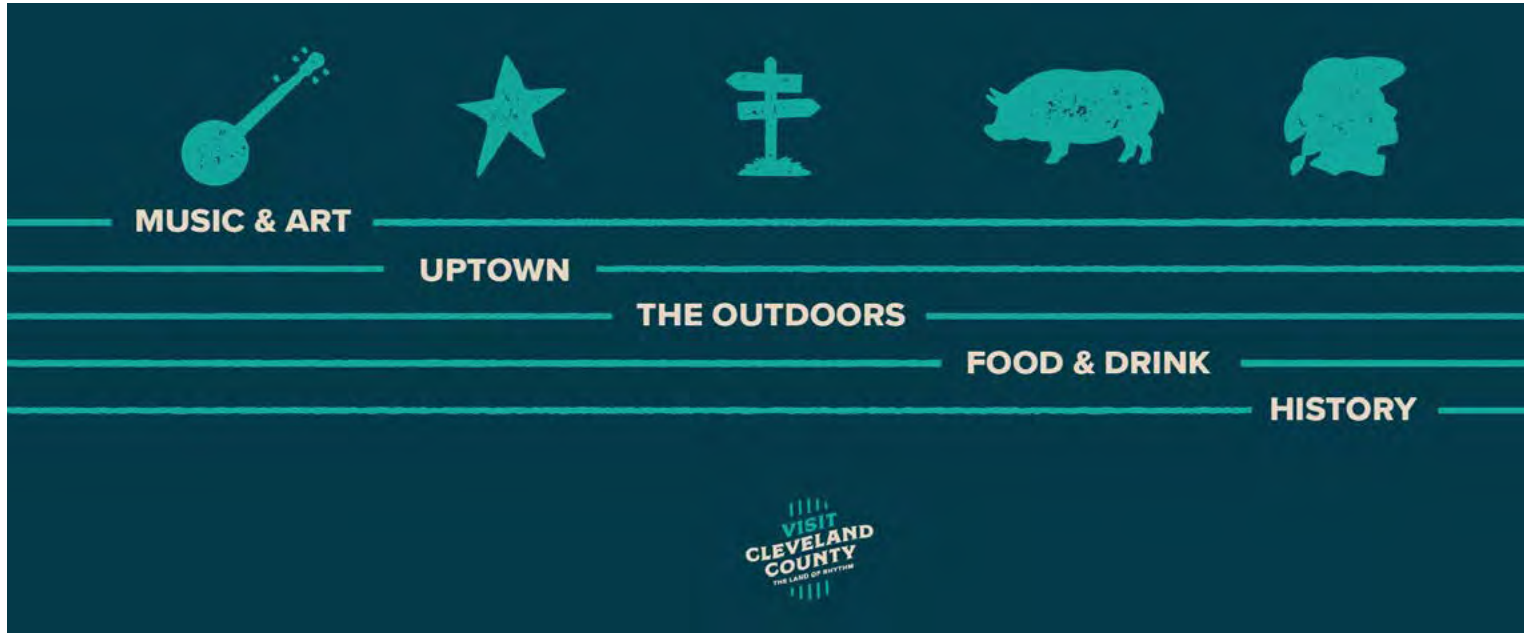
DESTINATION BRANDING & WEBSITE

Cleveland County, NC, known to some as an Americana roots-music mecca, is poised for growth as a tourism destination. Until now, they had never undertaken a strategic, holistic evaluation of their tourism product and potential for brand evolution. How could the County begin to leverage what they do have, while broadening their appeal to a wider audience of cultural and outdoor enthusiasts? Enter “The Land of Rhythm”, an innovative brand solution that beckons visitors to “Find Your Rhythm Here”, whatever it may be. Project deliverables also include a new DMO website and content strategy. This project is freshly minted and planning for a 2021 roll-out.





Cleveland County, NC Tourism
DESTINATION BRANDING & WEBSITE





Spindale, North Carolina

COMMUNITY BRANDING & PLACE MAKING

With an eye on downtown revitalization and a desire to differentiate itself as a community along the newly constructed 12.5-mile Thermal Belt Rail Trail, the Town of Spindale needed a place brand to encapsulate what makes the town unique. DbD engaged local citizens to cast a vision for a brand that focuses on its music heritage and proximity to the new rail trail. Branding efforts were coupled with DbD's plan for the downtown streetscape, new civic areas, and a community stage.





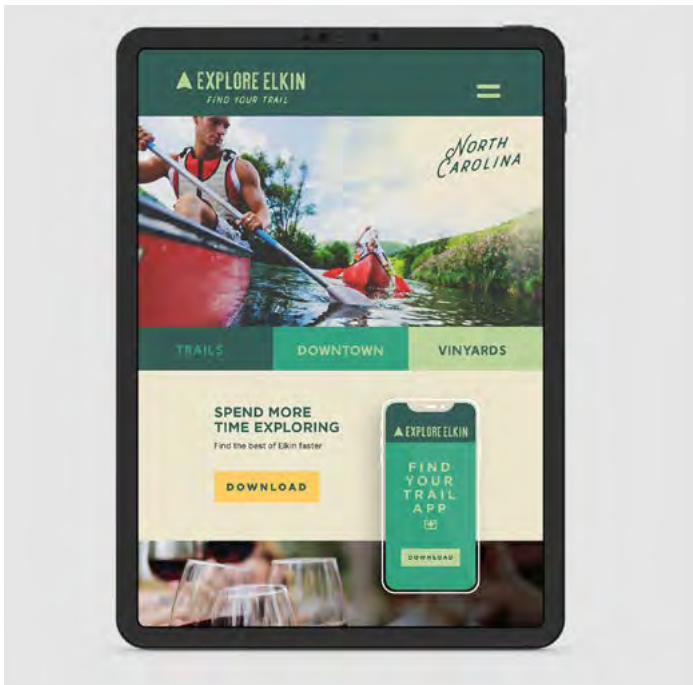


Elkin, North Carolina

DESTINATION BRANDING

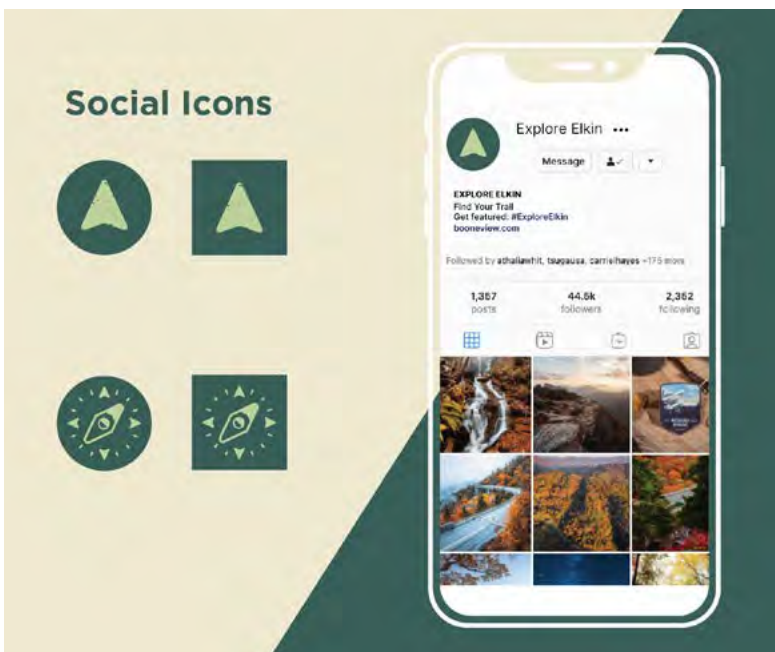
Elkin, NC, in the heart of North Carolina wine country, is quickly becoming known across the state as an outdoor recreation trail town and winery destination. But Elkin's small DMO needed an overhaul and a more robust brand strategy to place them onto the national radar of wine aficionado's and trail hounds. Our new "Explore Elkin", "Find Your Trail" brand enhancement and strategy should do the trick. To be revealed in 2021.





Elkin, North Carolina

DESTINATION BRANDING





Downtown Lenoir, North Carolina

COMMUNITY BRANDING & WEBSITE

A 2019 NC Mainstreet award-winning project for Best Image Building Campaign

As North Carolina's economy shifts away from its traditional industries of textiles, tobacco, and furniture, the City of Lenoir, like many other communities, needed to take action to remain competitive. DbD and Downtown Lenoir partnered to develop a community-driven brand identity that has been a major catalyst for expanding downtown revitalization efforts. The City's willingness to embrace its manufacturing roots and welcome the creative class is helping to attract new investors and entrepreneurs ready to reinvigorate downtown.





CITY OF LENOIR, “CREATE WITH US”

City of Lenoir, North Carolina

COMMUNITY BRANDING & WAYFINDING

Destination by Design worked with the City of Lenoir, North Carolina to develop a place brand that would bring the residents together as a community of makers and musicians while broadcasting that identity to the surrounding areas. Building on the success of DbD’s award-winning Downtown brand (featuring a “Together We Create” tagline), the City adopted the tagline “Create With Us” to reinforce revitalization efforts Downtown and appeal to tourists as an inviting and creative destination.



LENOIR WAYFINDING CONCEPTS



TRADITIONAL



ARTISTIC



INDUSTRIAL

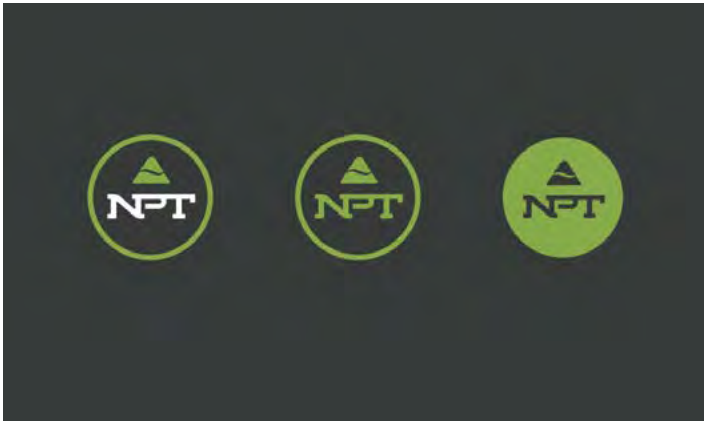




Northern Peaks Trail

BRAND IDENTITY & COMMUNICATIONS CAMPAIGN

The Northern Peaks Trail is a proposed 40-mile hiking trail connecting Boone, NC and West Jefferson, NC. DBD's design process for the trail included a compelling brand, photography and custom video. The project won an award from the American Society of Landscape Architects, and in 2015 was approved to be officially established as an NC State Trail.



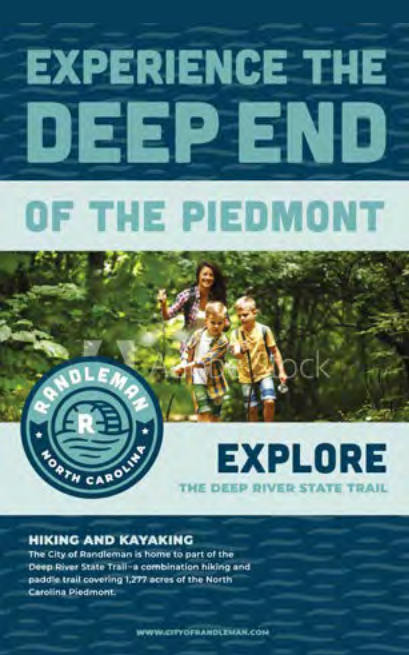


SOVA –Southern Virginia

REGIONAL BRAND & RECOVERY CAMPAIGN

Along the southern border of Virginia lies a four county region that is known for it's sprawling pastures, rolling hills, streams, lakes, forests and even mountains. Tucked into that landscape are cities and towns which capture the heart of this mostly rural region and display it proudly. DbD was called upon by the West Piedmont Council of Governments to create a brand and a corresponding campaign which would highlight their region, its people and its unique charm. In response we created the "Life In SOVA" campaign which helped give an identity to Virginia's West Piedmont as they rose to overcome the unique small town challenges created by the Covid-19 pandemic.

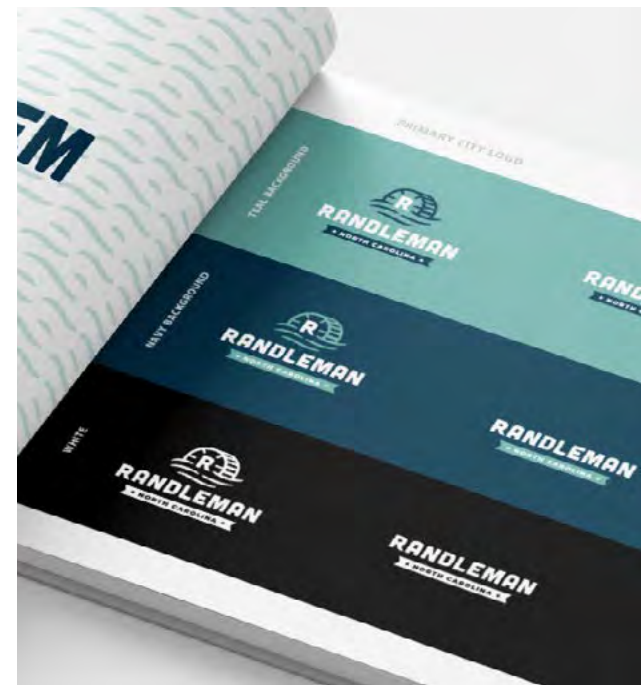




Randleman, North Carolina

COMMUNITY BRANDING

The City of Randleman is conveniently located 20 minutes from downtown Greensboro, yet worlds away from the rat race. In order to attract new residents and unify its communications strategy, the City needed to differentiate itself from surrounding Piedmont communities with a DbD-designed brand strategy and visual logo system. Ultimately, the brand defines Randleman as a “small town oasis” within the Piedmont Triad, while visual nods to their river mill-town heritage underscore the City’s hard working culture and robust downtown core (just .3 miles from the Deep River State Trail— NC’s only state-designated blueway/greenway).

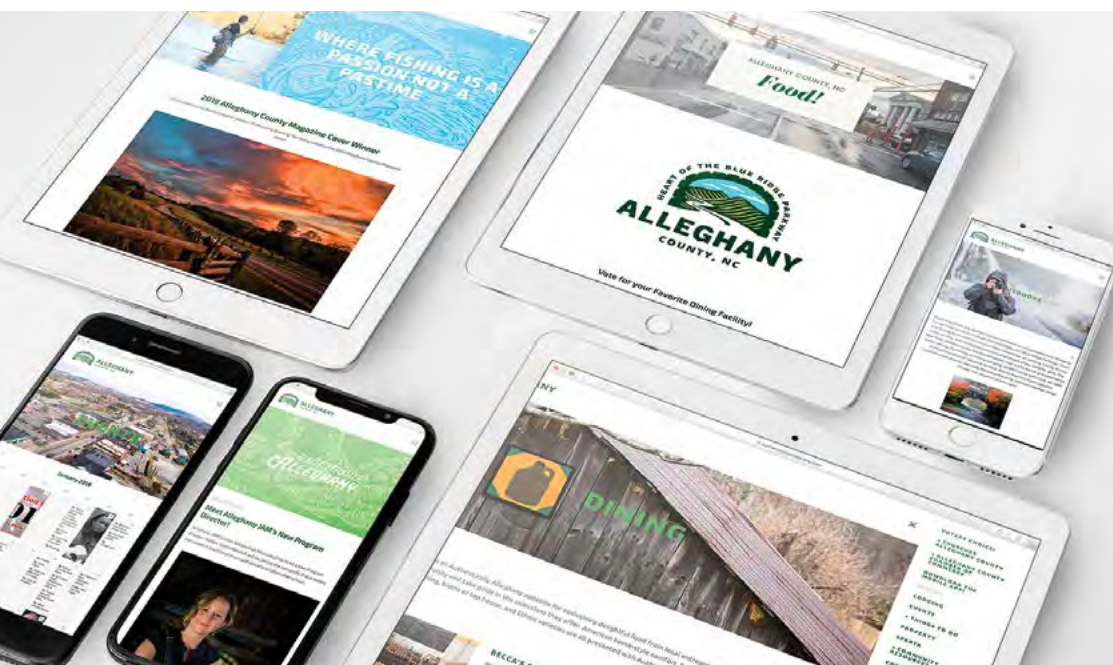




Alleghany County, North Carolina

COMMUNITY BRANDING

After completing an economic development plan, one thing became clear: Alleghany County needed a community-driven brand strategy that could leverage local assets and unify the locals around a common vision. As a small mountain community, they desperately needed to communicate a more compelling image to the outside world. Using a community asset analysis, our team identified five major themes with which to tell the area's story, and provided art direction to a local woodcut artist to illustrate these themes. "Authentically Alleghany" continues to build pride among residents as it complements an outward-facing image and spreads the word far and wide about all Alleghany has to offer. This campaign has resulted in significant growth in social media efforts and County events.





MORE FARMS THAN FAST FOOD.



Authentically
ALLEGHANY

Next-generation farmers Jonathan and Hannah carry on a family tradition by farming the same land that Hannah's grandfather did. But veggies and meat aren't all you'll find here. People often visit the farm to camp, and the couple is known for hosting farm-to-table meals, complete with live music and sunsets to die for.

AuthenticallyAlleghany.com

“

We're focused on raising ethically and sustainably sourced food for our local community, but we also make sure to have a merry time with visitors from near and far.”



WE HAVE FOLK ART. NOT SOUVENIRS.



Authentically
ALLEGHANY

Tired of city life, Robin moved to Alleghany County looking for a slower pace. She took up pottery when her work on the Christmas tree farm was slow. Yet that wasn't the only love she found. She soon met and married Daniel, and the two have been making pottery full-time ever since. Now they share their love for clay and small-town living with visitors from near and far.

AuthenticallyAlleghany.com

“

With a momentum for arts and culture that is certain to surprise, the neighborliness of Sparta and the quiet nature of Alleghany County makes us feel truly at home.”



WHERE WORK SHIRTS DON'T NEED TIES.



Authentically
ALLEGHANY

Originally from California, the Ullery family discovered Alleghany County while traveling the U.S. doing art shows. Enchanted by the quieter pace of life in Sparta, they bought 200 acres and a woodworking space downtown. The rest, you might say, is history.

AuthenticallyAlleghany.com

“

Our customers travel to Sparta from all over just to meet the craftsmen who make their furniture and to experience the small-town lifestyle that inspires our work.”



THE HEART OF THE BLUE RIDGE PARKWAY



Authentically
ALLEGHANY

A 5th generation Alleghany County native, Stuart has been photographing the Blue Ridge Parkway and its people for over 20 years now. Known as America's most beloved roadway, the Parkway in Alleghany is a photographer's dream, with your choice of stunning views from both sides: A dramatic mountain backdrop or over rolling farmland hills?

AuthenticallyAlleghany.com

“

As a photographer, I'd say the Blue Ridge Parkway in Alleghany is the most beautiful stretch of road anyone can travel. It's just so picturesque.”



5 COMMUNITY THEMES

TELLING A STORY THROUGH COLOR & CRAFT



**BLUE RIDGE
PARKWAY**

NEW RIVER

**FOOD &
AGRICULTURE**

**MOUNTAIN ARTS
& CULTURE**

INDUSTRY





Boone, North Carolina

OUTDOOR RECREATION TOURISM MAP SERIES

Watauga County is one of the most vibrant outdoor recreation destinations in Western North Carolina. To highlight the area's key outdoor recreation assets, the local Tourism Development Authority commissioned DbD to develop a custom map series featuring Rocky Knob Mountain Bike Park, the New River Paddle Trail, premier road cycling routes, and a variety of hiking trails along the Blue Ridge Parkway.

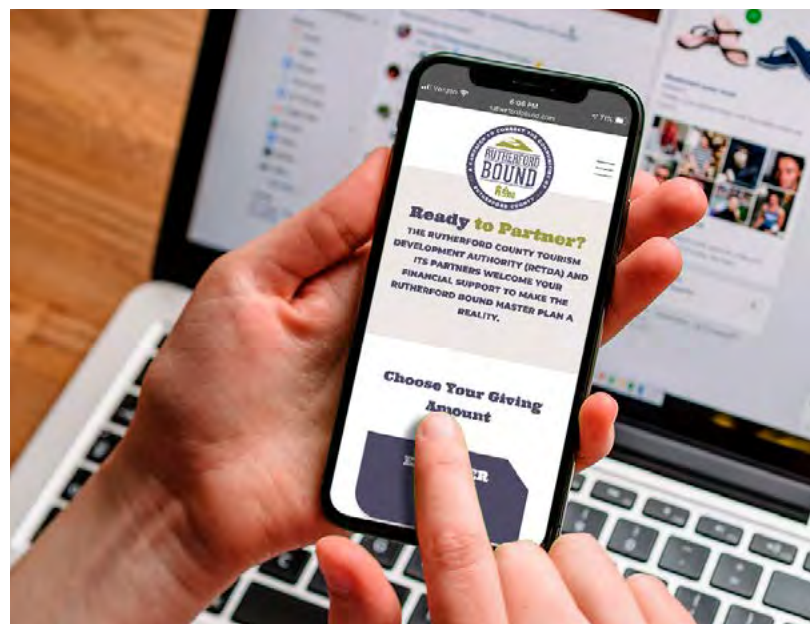




Rutherford County, North Carolina

CAPITAL CAMPAIGN DEVELOPMENT

The Rutherford Bound Tourism Master Plan serves as a comprehensive county-wide tourism infrastructure investment guide for Rutherford County. After two years of intensive planning led by the Rutherford County Tourism Development Authority (RCTDA), the county and its municipalities agreed on a unified place-based economic development strategy. DbD continues to work with the RCTDA and its partners to implement the master plan through grant funding, capital campaign development, engineering, and construction oversight.





Chimney Rock State Park

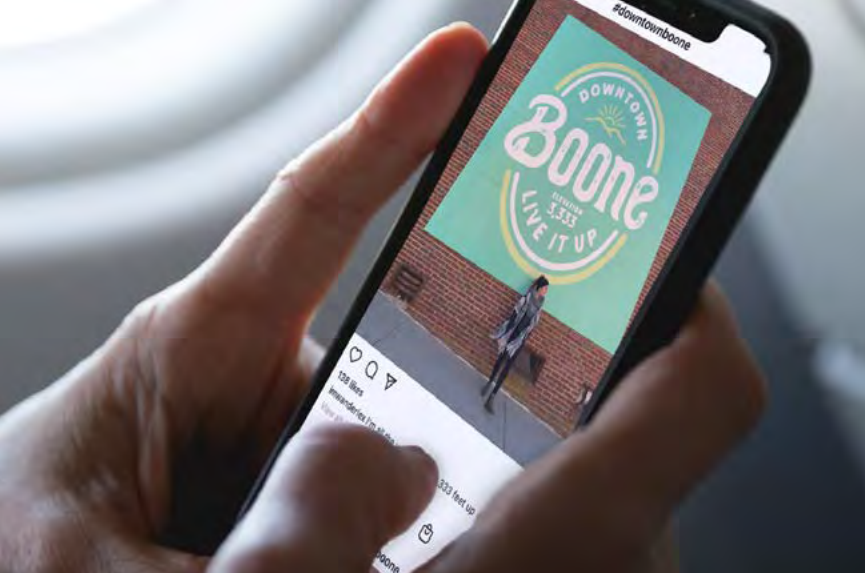
COMMERCIAL VIDEO PRODUCTION

Though Chimney Rock State Park is famous for its breathtaking views of Western North Carolina from its iconic Chimney, the park has much more to offer than beautiful scenery alone. The State Park partnered with DbD to produce a series of commercial videos and a hand-illustrated map that can communicate the park's full brand story and remind visitors that "there's more to the view."

WATCH THE VIDEO HERE:

<https://vimeo.com/383850100>





Downtown Boone, North Carolina

COMMUNITY BRAND & MURAL DESIGN

Located in the heart of the North Carolina High Country, and one of the top leisure destinations in the state, Downtown Boone never had a visual identity to call its own. To effectively capture the imaginations of locals and visitors alike, this new brand needed to exemplify exactly why people love Downtown Boone so much. Extensive community involvement resulted in a fun, soulful expression of Boone's easy-going, mountain vibe at 3,333 feet in elevation and the perfect tagline. After all, everyone can "Live it Up" in Downtown Boone. After providing renderings and recommendations for a mural in downtown, the project culminated with a fun-filled mural reveal.

WATCH THE VIDEO HERE: <https://vimeo.com/394481210>





Downtown Boone, North Carolina

COMMUNITY BRAND & MURAL DESIGN



PLANNING





Rutherford County, North Carolina

TOURISM INFRASTRUCTURE MASTER PLAN & CAPITAL CAMPAIGN

The Rutherford Bound Tourism Master Plan serves as a comprehensive county-wide tourism infrastructure investment guide for Rutherford County. After two years of intensive planning led by the Rutherford County Tourism Development Authority (RCTDA), the county and its municipalities agreed on a unified place-based economic development strategy. DbD continues to work with the RCTDA and its partners to implement the master plan through grant funding, capital campaign development, engineering, and construction oversight.



Key Plan Deliverables

- » Downtown and Streetscape Master Plans (x3 municipalities)
- » Complete Parks, Recreation, and Greenway Plan
- » Paddle Trails and Blueways (x2)
- » Recreation and Community Branding
- » Capital Campaign + Fundraising support (\$2 million+ in ten months)



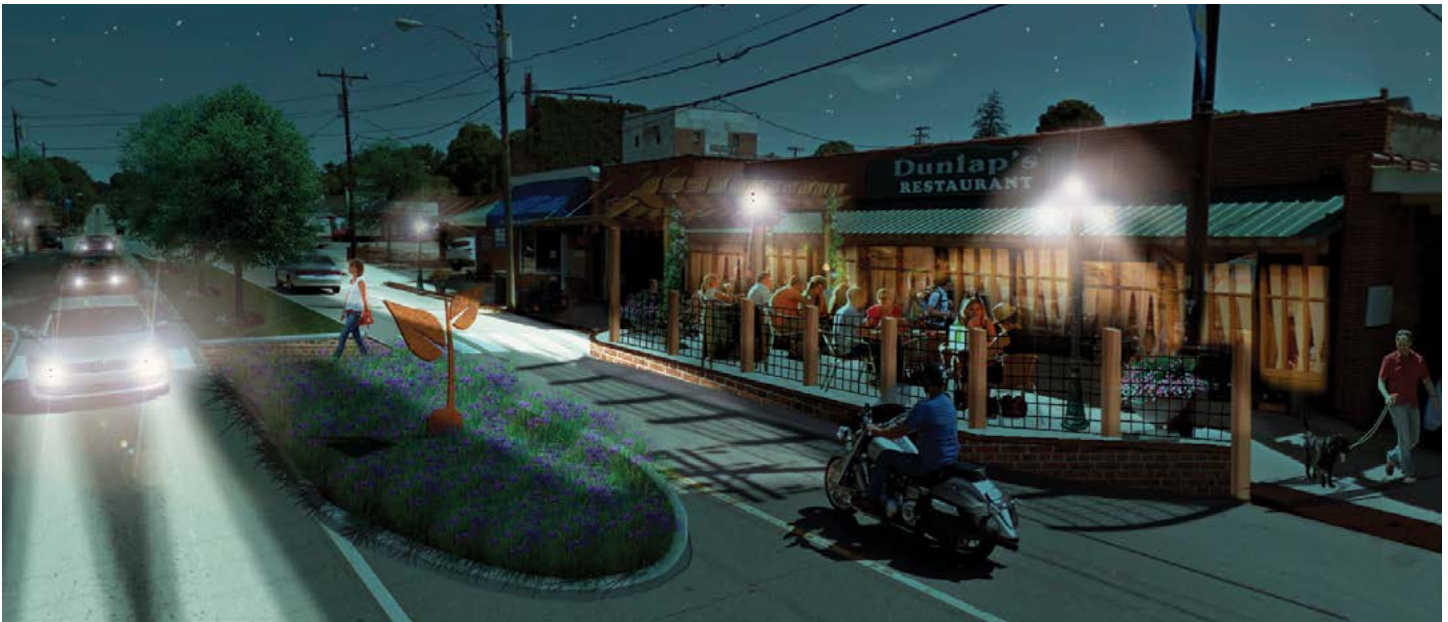


Rocky Knob Mountain Bike Park, North Carolina

PARK MASTER PLAN & IMPLEMENTATION

Destination by Design led the effort to create Rocky Knob Park, Boone's 185-acre mountain bike park. Rocky Knob Park has become recognized as a premier riding destination as acclaimed by "Velo" and "Freehub" Magazines. Through grant acquisition, project management, and community outreach, DbD oversaw the creation of this \$2 million facility from concept to completion. DbD provided trail layout, construction oversight, and developed support facilities, including trailhead features, signage, parking, and landscaping.





Walnut Cove, North Carolina

DOWNTOWN MASTER PLAN

The Commissioners of Walnut Cove recognized that significant steps were necessary to enhance their Main Street and create more opportunities for small business and entrepreneurial growth. DbD developed a revitalization plan that serves as a road map for the town to make the public infrastructure investments necessary to attract private sector growth and take advantage of the town's historic buildings, water and sewer availability, and the 11,000 cars that travel through the heart of Main Street each day.



SPARTA STREETSCAPE DOUGHTON TO CHEEK

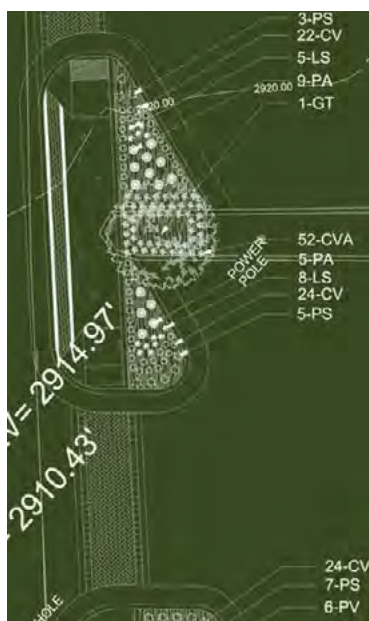
Public Parking (13 Spaces)
Bus Directory
Trash Receptacle (Typ of 2)
Bench (Typ of 5)
Bus Directory
Wayfinding
Courthouse
Farmers Hardware
Mid-Block Crossing
Main
Wayfinding
First Community Bank
Bus Directory
Smithy's
Optional Enhancements Would Connect Public Parking to Main
Public Parking (24 Spaces)
Public Parking (47-65 Spaces)
Medi Home Care
Allegheny County

STREETSCAPE DESIGN

The image shows an open book displaying two pages of a landscape design project. The left page features a plan view of a street with various zones labeled (e.g., 100'x100', 100'x150', 100'x200') and a color-coded legend. The right page is titled "SPARTA STREETSCAPE" and includes a section titled "THE ZONES OF SPARTA" with a diagram showing different urban forms and a list of "LANDSCAPE" elements.



PROPOSED CONCEPT
(4 DESTINATIONS)

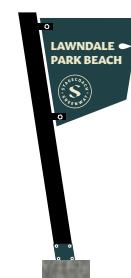
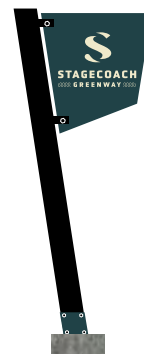
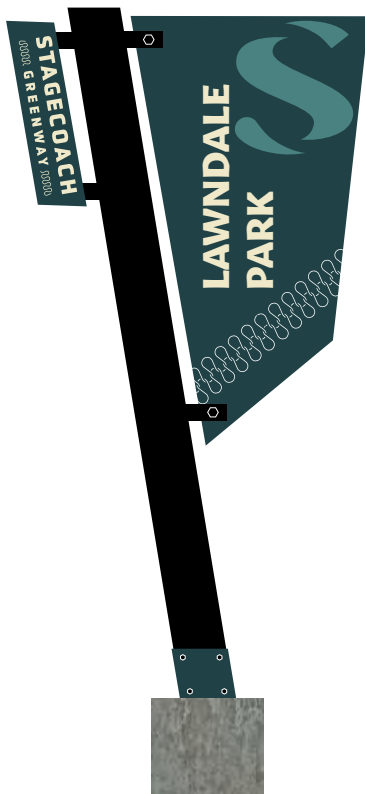




Lawndale, North Carolina

BRAND & LANDSCAPE ARCHITECTURE

Cleveland County Water is leading efforts to plan and build a greenway and paddle trail along the First Broad River with a vision to establish Lawndale as a “trail town.” The plan will create recreational infrastructure that provides opportunities for all ages and abilities and enhances community wellness. It also seeks to spur economic growth by creating recreational and community assets that attract visitors to the Town of Lawndale and Cleveland County.



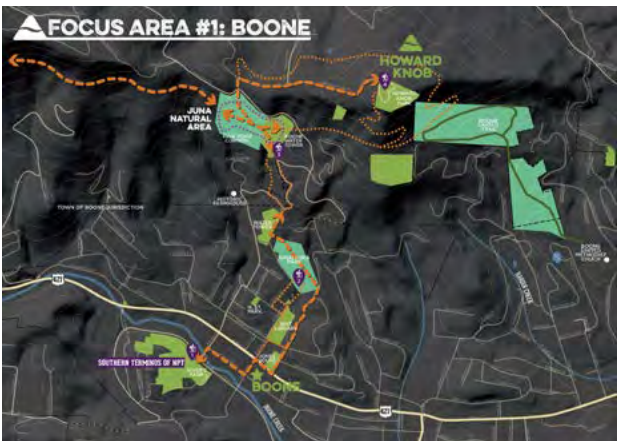


Northern Peaks State Trail, North Carolina

REGIONAL TRAIL MASTER PLAN

A 2017 American Society of Landscape Architects award-winning project for Communications

The Northern Peaks Trail is a proposed 40-mile hiking trail connecting the downtowns of Boone, NC and West Jefferson, NC. This study was commissioned by the NC Division of Parks and Recreation as well as other regional tourism and economic development agencies. The process included engaging various public land managers and conducting an extensive public outreach program that featured a compelling trail brand, a custom video, and website. The trail master plan was complemented by a series of custom renderings. In 2017, the plan won a Communications Award from the American Society of Landscape Architects, and in 2015 the North Carolina General Assembly approved legislation to officially establish The Northern Peaks Trail as an NC State Trail.





Monument Sign

Trailhead ID

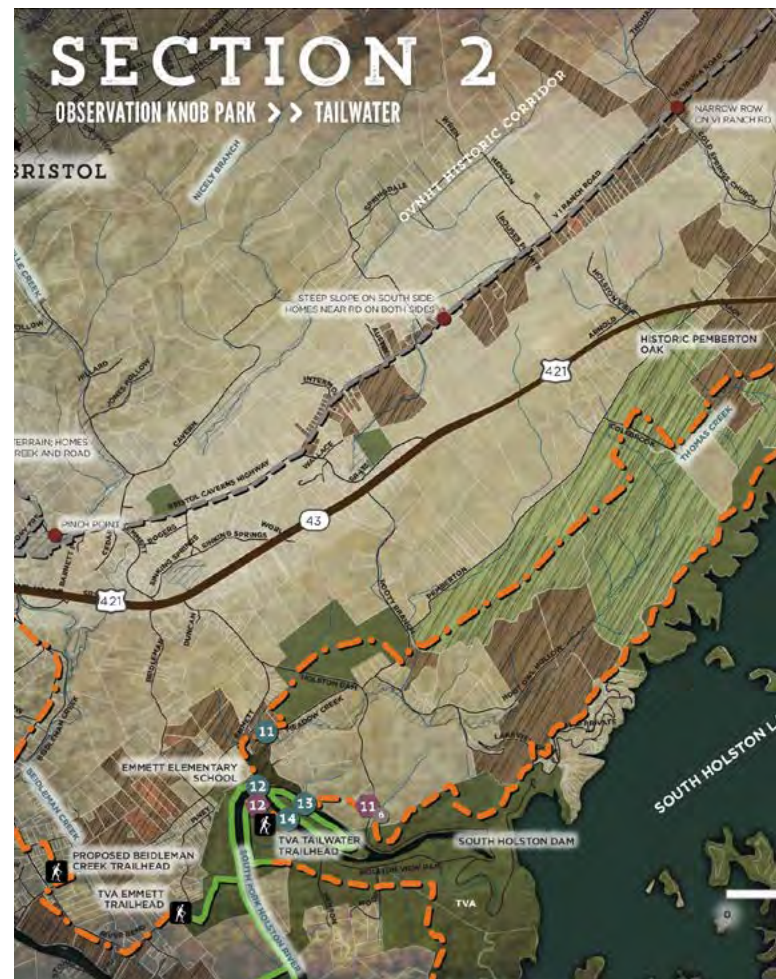
Break-away sign for use along DOT roads

Overmountain Victory National Historic Trail

REGIONAL TRAIL MASTER PLAN

2016 Outstanding Multidisciplinary Planning Award, NC Chapter, American Planning Association

Commissioned by the US National Park Service and local partners, DbD has now completed 6 of 10 trail master plan sections for the 330-mile Overmountain Victory National Historic Trail. Plans have been completed across four states (NC, TN, SC, and VA) and dozens of county and municipal jurisdictions. DbD's planning process includes extensive landowner outreach conducted in a genuine, good-faith manner that has seen positive results time and time again; combine this element with compelling story-telling, maps, and custom renderings, and the outcome is another award-winning master planning process.



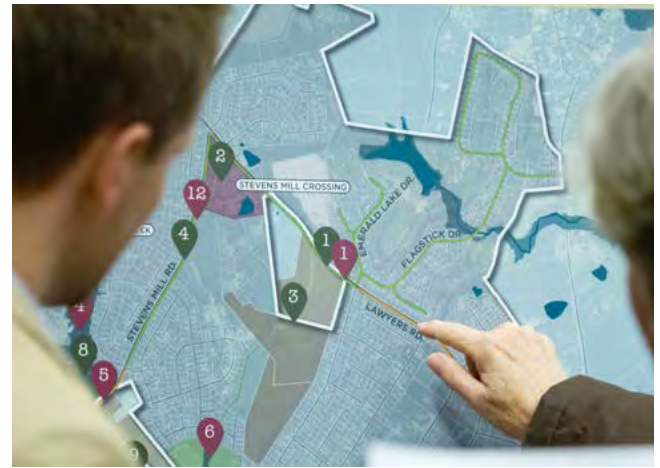


Middle Fork Greenway

MASTER PLAN & FACILITY DESIGN

The Middle Fork Greenway is a project led by Blue Ridge Conservancy in partnership with Watauga County, the Town of Blowing Rock, and the Town of Boone. The Middle Fork Greenway Master Plan provides a strategic approach to implementing a challenging six-mile multi-use path connection between Boone and Blowing Rock in Western North Carolina. DbD completed the Middle Fork Greenway Master Plan in 2013. Also, DbD assisted with various design projects until 2018, culminating with the design of trailhead facilities, which were manufactured in November 2018.





Stallings, North Carolina

RECREATION & GREENWAY MASTER PLAN

The Town of Stallings, NC commissioned DbD to develop a recreation and greenway master plan that not only connects the community, but also the community to the region; the Carolina Thread Trail traverses the town in two locations. After an extensive public engagement program, the final plan resulted in a strategic focus on creating a series of passive parks connected by an extensive greenway network. Also, since DbD had previously completed a series of land use civic master plans for the town, the interconnected greenway network is presented to ultimately weave between existing and future development, which is reflected in the Town's new UDO.





Stallings, North Carolina

CIVIC MASTER PLAN

The Town of Stallings is located 14 miles southeast of Charlotte, NC, in one of the fastest growing metro-areas in the country. DbD collaborated with Stallings to create a civic master plan that casts a 50-year vision for community growth and development in six small area nodes. Each small area plan includes a land use map and illustrative site plan envisioning a pedestrian-oriented urban form that protects existing neighborhoods while strategically locating multi-family housing and mixed-use densities necessary for establishing a sense of place and a strong tax base to support future amenity development. DbD visualized plan goals and policies through illustrative site plans and renderings to create a more effective plan.



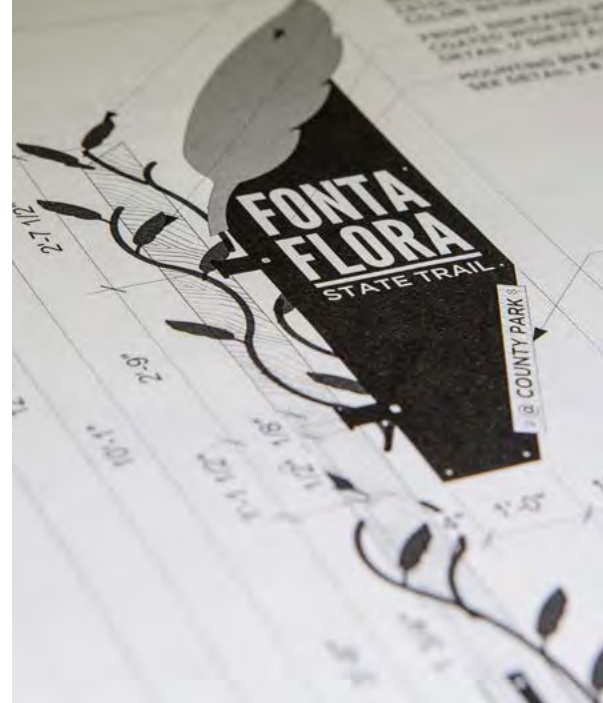


Watauga County, North Carolina

WAYFINDING DESIGN & IMPLEMENTATION

Located in Western North Carolina, the Watauga County Tourism Development Authority issued DbD no small challenge: to create a fully custom wayfinding signage brand and architectural theme that's worthy of our premier destination and its many unique assets. DbD's design team spent more than six months focusing solely on branding, color, materials, and architecture. The result: an upper-third front sign panel that celebrates the region's most compelling landscapes, such as Grandfather Mountain, the Blue Ridge Parkway, and the New River, and a back panel that features the many outdoor activities of the NC High Country while encouraging visitors to "find your adventure."



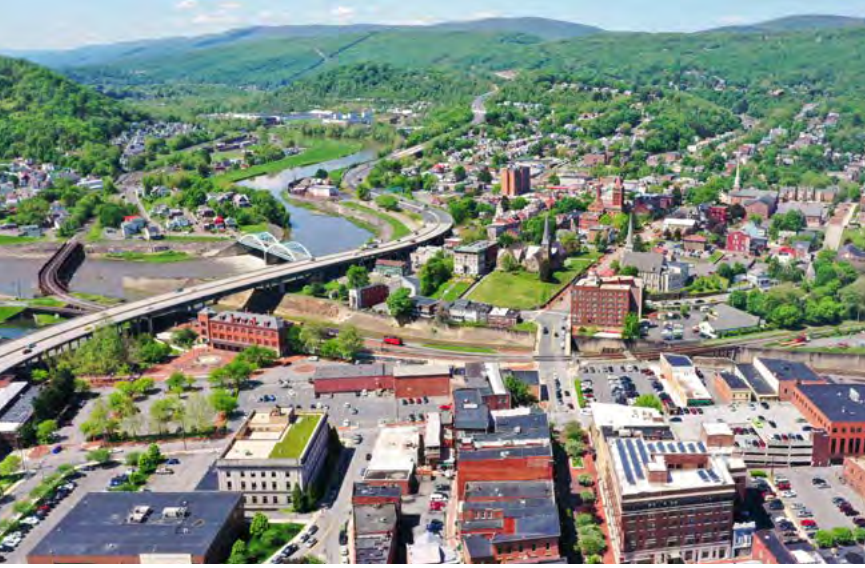


Fonta Flora NC State Trail

TRAIL & PARK PLAN AND IMPLEMENTATION

The Fonta Flora State Trail will ultimately extend 60 miles, connecting Morganton to Asheville, North Carolina. DbD has completed master plans for multiple trail sections and a custom facility design manual for all signs and recreation support facilities.



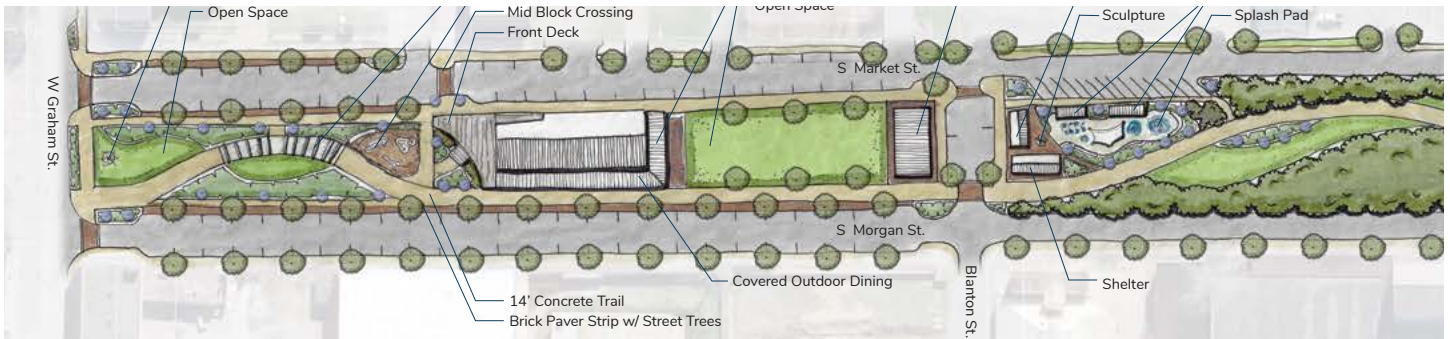


Cumberland, Maryland

CIVIC MASTER PLAN

The City of Cumberland, MD is located in the heart of the Great Allegheny Passage and the C&O Canal Towpath; together, they create a 350-mile biking trail that extends from Washington, DC to Pittsburgh, PA. With a current population of 20,000, this Rust Belt City has seen a decline of 30,000 people since its industrial peak. The City is challenged with blight and an urban core that has slowly been infringed upon by suburban sprawl. DbD produced a civic master plan that reimagined the urban core with increased connectivity, infill, and high-density residential development as well as helped educate local officials on basic urban design and sustainable planning practices.

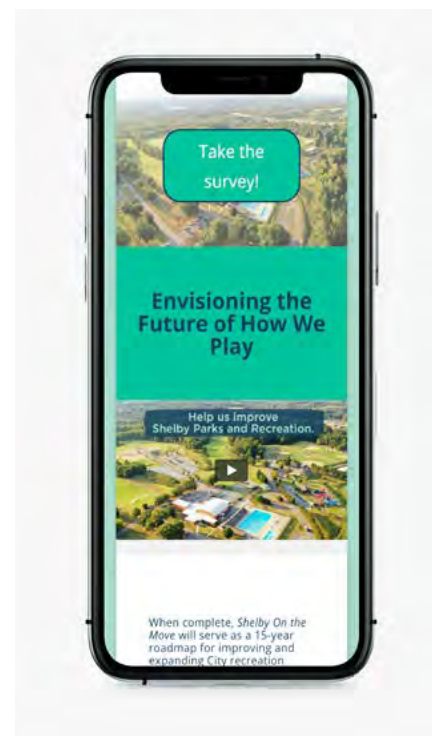
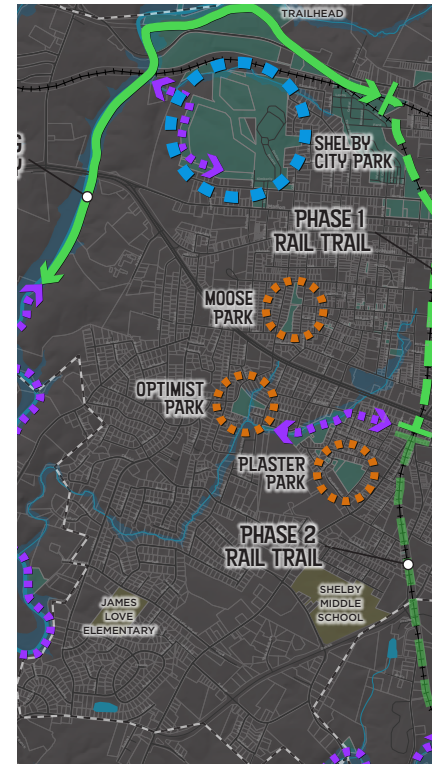




Shelby, North Carolina

CITY PARKS & RECREATION MASTER PLAN, RAIL TRAIL MASTER PLAN, PUBLIC ENGAGEMENT

After extensively investing in its recreation infrastructure for the past 10 years, the City of Shelby is working to determine its next steps. To help answer this question, DbD started by asking the obvious question: what does the community want? To engage citizens, DbD developed a playful project brand, website, and a series of promotional videos. Using Facebook advertising, DbD and the City generated significant plan interest, public workshop attendance, and online survey participation. While working to complete the city-wide recreation master plan, DbD is also engaged in creating a master plan for Uptown Shelby's highly anticipated newest asset— a new Rail Trail that traverses through the heart of the City. DbD has created this master plan in accordance with NC Parks and Recreation Trust Fund (PARTF) requirements for a 2020 PARTF grant.



**Our vision is to enhance quality of life,
promote economic development, and
cultivate healthier places to live.**



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