

CMSP Celebration Caps Off Another Successful Year

2nd year of operations wraps up for the Cherryville Main Street Program

Volunteers and supporters of the Cherryville Main Street Program (CMSP) gathered at the home of Andy and Karen West to celebrate the end of another very successful fiscal year of operations.

During FY2016, volunteers devoted over 2,500 hours working for the revitalization of Cherryville. In addition to the 37 assigned duties the CMSP Committee performs throughout the year, volunteers completed 33 unique tasks for the betterment of our town and initiated 6 other tasks which are currently in progress.



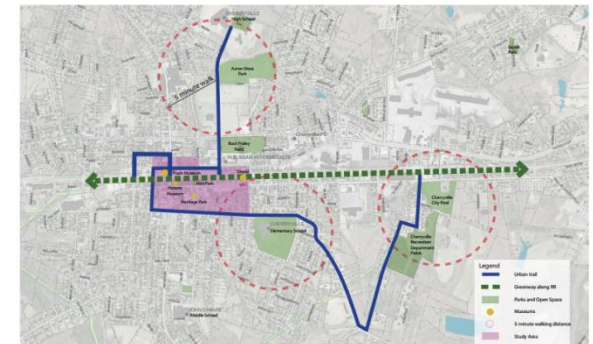
CMSP VOLUNTEERS AND SUPPORTERS GATHER TO CELEBRATE A HIGHLY SUCCESSFUL YEAR (PHOTO BY MICHAEL POWELL)

Among the highlights from FY2016 were:

- ❑ Establishment of a CMSP Board of Directors
- ❑ Installation of the Roy & Troy Coca-Cola mural
- ❑ Deployment of new banners and scrolled hardware for the Downtown lamp posts
- ❑ Procurement of outdoor furniture for the Main and Mountain Streets and Mini-Park
- ❑ Approval of Cherryville's application to designate the Downtown Business District as a National Historic District
- ❑ Selection of an Architecture & Engineering Firm, **Land Design Workshop** of Asheville, to assist us with developing a Land Use/Streetscape Master Plan
- ❑ Roll out of the new Cherryville brand
- ❑ Selection by the NC Department of Commerce for the Main Street Award of Excellence
- ❑ Participation in the Whoville Festival, Christmas Parade and the Cherry Blossom festival
- ❑ Selection by the National Historic Trust for National Accreditation as a Main Street Community

Land Design Workshop Examines the Possibilities

Perhaps the most important plan that the Main Street Program will produce is the **Land Use/ Streetscape Master Plan**. Using the expertise of architects and engineers, the CMSP Committee engaged professional consultants to work with citizens, business owners and city leaders in determining the future use and look of the downtown and surrounding areas. In turn, the Master Plan will drive the actions and resources of the city for the next 10-20 years.



A DRAFT CONCEPT FOR CHERRYVILLE'S LAND USE

CONCEPT
City of Cherryville
City of Asheville

DESIGNED BY
URBAN TRAIL LINES - June

On May 26, 2016, CMSP and **Land Design Workshop** conducted a citizens' focus session to see what Cherryville's citizens thought about the possible designs and uses of the downtown and other areas. Over 40 citizens and business owners along with city leaders attended. The next citizens' meeting will be in August. Watch the **Eagle** and the CMSP Face Book page for announcements.



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Page 2

Coca-Cola Returns!

The Design Work Group has been working with Coca Cola Bottling Consolidated of Charlotte over the past year for the restoration of a second Coke mural on Main Street. Andy Thompson who has painted Coke murals for over 52 years will be back in town to do a second mural for Cherryville this summer. A heritage mural for our town is in the planning stages as well.

NRAC Approves Cherryville for National Historic Designation

Heather Fearnbach, our historical consultant for the National Historic District Project, reported that Cherryville's 93 page application for entering the Downtown Business District into the National Historic Register was approved on June 16th by the National Registry Advisory Council of the North Carolina State Historic Preservation Office (SHPO), who will now send the application package to the Department of Interior for final review and entry into the National Historic Register. The city will then receive official notice of the designation.



BILLBOARD PLANNED FOR THE BLACK'S GRILL SITE

Qualifying properties in the Downtown may now apply for 20% Federal + 20% State tax credits for remodeling and up-fitting their properties. Owners should contact the SHPO Restoration Service Branch representative, Paul Fomberg at 919-807-6578 for tax credit application details before beginning work.

This initiative was made possible through a generous donation from the **Cherryville Community Development Corporation**.



Visit Historic Downtown!

With the National Registry Advisory Council's recent approval of our application for designation as a National Historic District, we have embarked on promoting Historic Downtown Cherryville with new banners and a billboard. The billboard, highlighting our museums and businesses, will soon appear at the Black's Grill site. Cherryville merchants and CMSP are supporting this marketing effort through a public/private partnership.



Did you know? The sunken property at the corner of Academy and Mountain Streets is where Kendrick Brick Company dug the clay to make the bricks for many of Cherryville's mills and downtown buildings.

SANITARY BARBER SHOP



RENDERING OF THE LAST COCA-COLA MURAL

National Accreditation for CMSP

The National Main Street Center®, a subsidiary of the National Trust for Historic Preservation has cited 44 North Carolina communities for following the best-practice standards for historic preservation and community revitalization championed by the center. Eleven new communities joined the ranks of accredited NC cities, and Cherryville was at the top of the list. With 65 cities participating in the NC Main Street Program, 21 are still awaiting accreditation. Cherryville, as the newest member of the 65 NC Main Street communities, was selected ahead of 21 other NC cities.