BEAUTIFUL SWANSBORO

SEASONS BY THE SEA

Streetscape Enhancement Initiative | Phase I

Enhancing Our Town's Beauty.
Celebrating the Seasons.
Inspiring Community Pride. Welcoming Visitors.

Town of Swansboro | Appearance Commission
Proposal for Consideration

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Initiative Overview

The Beautiful Swansboro: Seasons by the Sea initiative is a community beautification effort designed to enhance Swansboro's streetscape through thoughtfully curated seasonal displays at prominent locations throughout town.

Phase I introduces a coordinated approach to seasonal décor that complements Swansboro's historic coastal character, celebrates the changing seasons, and creates a welcoming atmosphere for residents and visitors alike.

Through tasteful, visually cohesive installations, the initiative seeks to elevate the town's appearance, strengthen community pride, increase tourism, and further distinguish Swansboro as one of North Carolina's most charming coastal communities.

Project Objectives

- Enhance community aesthetics with attractive, seasonally appropriate displays that complement Swansboro's coastal identity and historic charm.
- Foster community pride and a shared appreciation of the town's appearance.
- Promote tourism through welcoming, photogenic public spaces in every season.
- Create a cohesive and manageable approach to seasonal streetscape enhancements.

Seasonal Installation Calendar

- WINTER — Week prior to Swansboro by Candlelight
- · SPRING · 1st or 2nd week of March
- · SUMMER · 1st or 2nd week of June
- · FALL · 1st or 2nd week of September

Phase I — Proposed Locations

- Gateway signs (2)
- Riverwalk sign
- Front Street / Highway 24
- Harry C. Pugliese Jr. Pavilion (3 areas)
- Visitors Center
- Town Hall (3 areas)

Budget and Implementation

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- Proposed budget: $1,000 per quarter; $4,000 annually.
- Donations of funds, materials, or goods may supplement the program.
- Two appointed Streetscape Enhancement project leads will plan and coordinate seasonal installations.
- Project leads may recruit other commission members, town officials, and residents to assist.

Community and Tourism Benefits

- Memorable arrival points and a more inviting experience for residents and visitors.
- Seasonal photo opportunities and appealing backdrops for local events.
- Greater visibility for Swansboro's distinctive historic coastal character.
- Community participation through partnerships, volunteerism, and donated resources.

Proposed Next Steps

- Review the Phase I concept and proposed annual allocation.
- Confirm installation sites and applicable Town requirements.
- Designate two project leads and coordinate volunteer participation.
- Finalize seasonal materials and installation plans before each scheduled changeover.
- Assess the program after the first year and consider future refinements.

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SEASONAL ENHANCEMENT DESIGN CONCEPTS

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The following before-and-after photographs illustrate examples of seasonal enhancements at selected locations throughout Swansboro.

These visual concepts demonstrate how thoughtfully coordinated seasonal displays can transform existing public spaces, enhance the town·s appearance, and create welcoming and attractive settings for residents and visitors throughout the year.

The examples are intended to provide a visual representation of the initiative·s potential. Final designs, decorative elements, and installation arrangements may vary based on seasonal availability, site suitability, budget considerations, and coordination with Town staff.

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WINTER · PUGLIESE PAVILION

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BEFORE - EXISTING CONDITIONS



AFTER - DESIGN CONCEPT



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WINTER · VISITORS CENTER

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BEFORE - EXISTING CONDITIONS



AFTER - DESIGN CONCEPT



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SPRING · TOWN HALL ENTRANCE

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BEFORE - EXISTING CONDITIONS



AFTER - DESIGN CONCEPT



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SPRING · GATEWAY SIGN A

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BEFORE - EXISTING CONDITIONS



AFTER - DESIGN CONCEPT



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SUMMER · GATEWAY SIGN

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BEFORE - EXISTING CONDITIONS



AFTER - DESIGN CONCEPT



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SUMMER · WELCOME CENTER

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BEFORE - EXISTING CONDITIONS



AFTER - DESIGN CONCEPT



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FALL · GATEWAY SIGN

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BEFORE - EXISTING CONDITIONS



AFTER - DESIGN CONCEPT



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FALL · VISITORS CENTER

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BEFORE - EXISTING CONDITIONS



AFTER - DESIGN CONCEPT



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MAINTENANCE & SUSTAINABILITY

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The Town of Swansboro's Public Works Department will provide basic routine maintenance of the seasonal installation sites.

When maintenance or repairs exceed the scope of routine maintenance, the Appearance Commission Chair shall be notified. The designated Appearance Commission member(s) will coordinate and ensure that the necessary work is completed in a timely manner.

Once approved, the Appearance Commission will work with local garden clubs and/or school programs/classes to coordinate care and maintenance of the seasonal plantings.

This approach establishes clear responsibilities for ongoing maintenance, helps preserve the appearance and condition of seasonal displays, and supports the long-term sustainability of the initiative.

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REQUEST FOR BOARD APPROVAL

Streetscape Enhancement Initiative | Phase I

The Swansboro Appearance Commission respectfully requests that the Town of Swansboro Board of Commissioners approve the Beautiful Swansboro: Seasons by the Sea - Streetscape Enhancement Initiative, Phase I, including the proposed seasonal enhancement program and designated installation locations.

The Commission further requests consideration of an annual budget of $4,000 ($1,000 per quarter), to be funded through the Town of Swansboro and/or through a funding request to the Tourism Development Authority at the town and/or county level, as applicable.

This initiative presents an opportunity to enhance Swansboro's appearance, strengthen community pride, create a welcoming atmosphere for residents and visitors, and promote tourism through thoughtfully coordinated seasonal displays.

Board approval will authorize the Appearance Commission to proceed with the planning, coordination, and implementation of Phase I in partnership with Town staff and community volunteers, subject to applicable Town requirements and funding availability.

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