

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF  
FRANKLIN, NORTH CAROLINA, DESIGNATING MAIN STREET AS  
“UPTOWN,” AND ESTABLISHING THE TERMS “DOWNTOWN EAST  
FRANKLIN” AND “DOWNTOWN WEST FRANKLIN” FOR OFFICIAL  
AND PROMOTIONAL USE**

---

**WHEREAS**, the Town of Franklin, North Carolina, values its historic commercial districts, vibrant business community, and unique Appalachian character; and

**WHEREAS**, the Town recognizes that place-based branding and directional clarity enhance economic development, tourism, civic identity, and community pride; and

**WHEREAS**, the corridor commonly known as “Main Street” atop Town Hill serves as a central civic, cultural, and commercial anchor within the Town; and

**WHEREAS**, the Town Council finds that the designation “Uptown” reflects the historic prominence, walkability, and elevated civic identity of Main Street; and

**WHEREAS**, the Town Council further finds that creating the geographic identifiers “Downtown East Franklin” and “Downtown West Franklin” will improve wayfinding, marketing clarity, business promotion, and district-based planning efforts;

**NOW, THEREFORE, BE IT RESOLVED** by the Town Council of the Town of Franklin, North Carolina, as follows:

**Section 1. Designation of Uptown.**

The area atop Town Hill commonly known as Main Street, including its immediate commercial corridor as defined by Town planning maps, shall henceforth be designated for branding, promotional, directional, and ceremonial purposes as **“Uptown Franklin.”**

**Section 2. Establishment of Downtown District Identifiers.**

The Town hereby establishes the following geographic identifiers:

1. **“Downtown East Franklin”** — referring to the eastern commercial and mixed-use district contiguous to and east of the Uptown/Main Street corridor, as further described in Town planning documents.
2. **“Downtown West Franklin”** — referring to the western commercial and mixed-use district contiguous to and west of the Uptown/Main Street corridor, as further described in Town planning documents.

**Section 3. Official Usage.**

These designations shall be used, where appropriate, in:

- Municipal communications
- Economic development materials
- Tourism and marketing campaigns
- Wayfinding signage and maps
- Public events and district branding initiatives

This Resolution does not alter legal property descriptions, postal addresses, zoning classifications, or emergency service designations unless separately amended by ordinance.

**Section 4. Implementation.**

The Town Manager, in coordination with appropriate staff, boards, and community stakeholders, is authorized to:

- Update municipal branding materials;
- Develop signage and wayfinding plans;
- Coordinate with local businesses and civic organizations for consistent adoption;
- Phase implementation in a fiscally responsible manner.

**ADOPTED** this \_\_\_ day of \_\_\_\_\_ 2026, by the Town Council of the Town of Franklin, North Carolina.

---

Stacy J. Guffey, Mayor

**ATTEST:**

---

Nicole Bradley, Town Clerk