Fuquay-Varina Downtown

Downtown Fuquay-Varina, North Carolina is a combination of two smaller districts brought together to create a single downtown area.

The town has grown over the past few years as part of the quickly growing Wake County around Raleigh, Durham and the Research Triangle. As part of the consolidation, Fuquay-Varina has two distinct downtown districts that give the Town its formal name.

The town's Economic Development team knew there would be challenges relating to unifying the two districts and so started investigating technology solutions to find the correct platform to unify the 'brand' of Fuquay-Varina.

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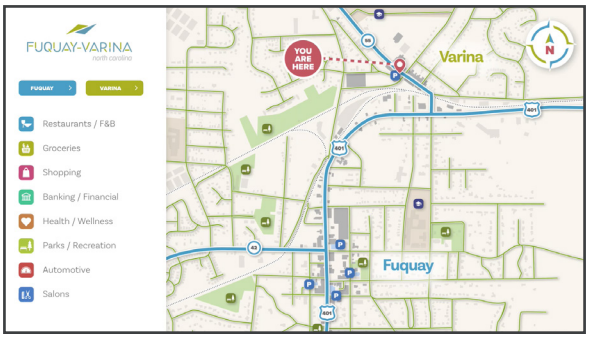
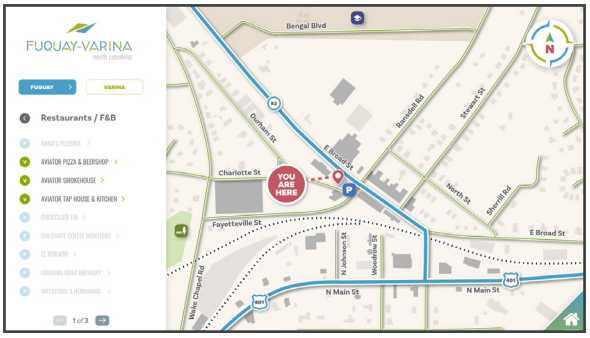
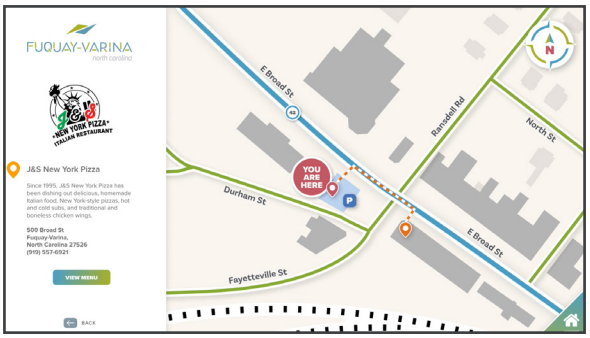
Fuquay-Varina, Economic Development Director







It was decided that introducing Wayfinding kiosks within the town would create a sense of welcoming for both regular and occasional patrons of downtown, while helping to unify the two districts with common branding and naming conventions. Furthermore, wayfinding signage would provide a higher level of customer service and welcome to patrons of Fuquay-Varina.

Combing the expertise of local AV service and solution provider, DatanetAV, with the power of ONELAN wayfinding digital signage from Tripleplay, three prominently placed kiosks in the downtown area were installed.

Since their installation, it has been even easier for patrons to find important local information and restaurants with the kiosks listing businesses, activities, and events from across both downtown districts. Eventually the content will be expanded to include Art Center and for Parks, Recreation & Cultural Resources (PRCR) information.

“The kiosks will help people navigate to restaurants and shops,” said the Economic Development Director. “The wayfinding feature is a key function and will truly help support our local businesses. We’ve heard a lot of positive feedback from downtown businesses.”

For further information on the some of the other exciting initiatives within Fuquay-Varina, visit https://www.fuquay-varina.org/

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> We’ve heard a lot of positive feedback from downtown businesses for the wayfinding feature which will truly help support our local businesses

Fuquay-Varina, Economic Development Director