

SHOPPING GUIDE



**DOWNTOWN
MORGANTON**
simply charming



1. THE WEATHERED HOME | 217 Avery Ave.
828-433-0200 | *Discover beauty for your home ...*

2. BURKE BEDDING & FURNITURE | 211 Avery Ave.
828-437-0271 | *This local store has been in Morganton for many years, offering mattresses, bedding and bedroom furniture with delivery options available!*

3. CRESCENT FLOWER SHOP
201 Avery Ave. • 828-437-5124 | *For all your floral needs!*

4. HAMILTON WILLIAMS CLAYWORKS
403 East Union St • 828-438-1595
Featuring the work of resident potter, Hamilton Williams, and artisans from throughout the Appalachian region.

5. PATTERNS | 307 N Green St • 828-437-2400
Clothing alterations and one-of-a-kind creations.

6. BABY WARE | 302 N Sterling St • 828-433-9745
Gently-used baby clothes, equipment, furniture and toys

7. DIAMOND T JEWELERS | 210 N Sterling St
828-438-1001 | *Offers jewelry repair, custom designs, and sales of gemstone jewelry, watches and more.*

8. SMOKEFOOT TRADE AND LOAN
138 N Sterling St • 828-438-9397
Offers a wide range of firearms, gun safes, gold and diamond jewelry, electronics, musical instruments, metal detectors, tools, and recreational gold mining equipment.

9. MAIN ST. JAMS | 132 N Sterling St • 828-433-0745
A music store offering CDs, records, and more.

10. THE LOCALS MARKET | 134 N Sterling St
704-301-3825 • *Where locals shop local! A boutique specializing in North Carolina handmade gifts, wine, cheese, and other gourmet food products.*

11. ALISON'S CUSTOM SEWING
130 N Sterling St • 828-390-1653
Clothing alterations and creations.

12. MORGANTON SEWING CENTER | 128 N Sterling St
828-439-8050 • *A sewing and quilting store offering sewing machine repairs, and classes.*

13. BLOOM AGAIN CONSIGNMENT
126 N Sterling St • 828-439-9020
A consignment store that features women's and children's clothing and accessories as well as offering formal gowns.

14. HIGH COUNTRY | 116 N Sterling St
828-433-8875 • *Carhartt, Ariat boots, Merrell shoes, Brighton jewelry, gifts and clothing for the whole family*

15. GREGORY JEWELER'S | 110 N Sterling St
828-437-4074 • *Specializes in fine jewelry and offers a full service repair center on the premises, along with custom design capabilities.*

16. VIVIAN'S SEWING SHOP | 106 N Sterling St
828-433-4656 • *Clothing alterations and creation.*

17. BENJAMIN'S & LIBBA'S | 100 N Sterling St
828-437-7272 • *Caters to men and women with high-end apparel, shoes and accessories.*

18. KATHRYN'S CUSTOM FRAMING
111 E Union St • 828-433-7506
A custom (picture) framing store.

19. BROWN MOUNTAIN BOTTLEWORKS
115 East Union Street • 828-413-2485
Offers a wide and tasty selection of finely fermented beverages, sensational brews and "oh so filling" local snacks from all around the North Carolina area.

20. MARQUEE CINEMAS | 101 S Green St
828-437-8084 • *A seven-screen multiplex movie theater in the heart of downtown.*

21. THE MUSIC CENTER | 113 N Sterling St
828-437-7443 • *Quality instruments and accessories, highly skilled, in-house maintenance and repairs, vast music selection, private music instruction and school band support.*

22. MY LOCAL BAKERY | 109 N Sterling St • 828-432-7343
Come in and enjoy gourmet cupcakes, pastries, NY bagels and more all made fresh daily!

23. JENLUMA | 101 B North Sterling St • 828-525-0350
Featuring the art studio of Jenny Mastin

24. TREAT | 100 W Union St • 828-475-1082
A unique business that features specialty gifts, gourmet food, and a tasting bar (with small plates, wine, beer, and teas)!

25. GARDEN GATE DOWNTOWN / IN HIS SERVICE PRODUCTIONS
114B W Union • St 828-433-8118
A full-service florist and event design coordinator / Photographer



26. KATZ ARTIST COLLECTIVE | 116 W Union St • 828-443-9752
An artisan cooperative organization, where artists can display and sell their works, host galleries or classes!

27. WEST UNION ART STUDIO | 113 W Union St • 828-403-4148
A group studio featuring six ceramic artists with a gallery to showcase the artists' work. Offers studio space, support and publicity for artists to get their work into galleries across the U.S. and to sustain a creative career.

28. 5&2 WIG HAIRCARE & ACCESSORIES
117 W Union St • 828-437-2412

Providing wigs, hair care products and accessories.

29. MAD PAPERBACK USED BOOKS
126 W Union St • 828-438-9111

A used bookstore with thousands of selections.

30. MANAZHE FASHIONS | 128 W Union St • 828-413-6822
Specializes in highly-stylized, fashion-driven projects and offers clothing design, tailoring, styling, and limited same-day alterations.

31. O'SUZANNAH! YARN ON UNION
130 West Union St • 828-430-3300 | *Yarn and more!*

32. THE NATURAL OLIVE | 132 West Union St
A gourmet oil and vinegar store offering the best oils and vinegars from around the world!

33. PATTERSON'S AMISH FURNITURE
150 S Sterling St • 828-475-0038 | *Endeavors to bring quality, handcrafted furniture back to the forefront and at reasonable prices.*

34. JOCKEY PERSON TO PERSON | 160 S Sterling St • 919-261-1748
Clothing, accessories available through Comfort Stylist consultant.

34. BURKE ARTS COUNCIL | 115 E Meeting St • 828-433-7282
Promotes the cultural arts in Burke County and features art exhibits and local arts and craft sales.

35. JOLENE'S RUST, DUST & PATINA
202 S Sterling St • 828-432-7796 | *Antiques, mantiques, and Christmas Room. Featuring "Wine & Create" nights.0*

36. RINCON HISPANO | 319 S Sterling Street • 828-433-5477
An ethnic grocery store.

37. MORGANTON FEED & SEED | 304 S Sterling St • 828-433-6783
*A locally-owned and operated store offering animal nutrition, medication, and supplies, as well as lawn and garden care supplies and seed. Upstairs is the **Old Country Store** featuring a variety of gifts, decor and more!*

38. MORGANTON NATURAL FOODS | 306 S Sterling St • 828-433-7325
Provides the finest quality fresh, natural, organic and whole foods, nutritional products, and health information in a fun, comfortable, clean, and safe environment.

39. FREEMAN'S SALVAGE | 408 S Sterling St • 828-437-3850
Locally-known for their Birkenstocks, Freeman's Salvage offers a range of discounted finds from furniture and small wares to antiques and one-of-a-kind treasures.

40. MORE LACE BOUTIQUE | 605 S Green St • 828-437-3770
Fine ladies clothing and gifts. Just the cutest little shop!

GET THE APP!

Find out where to eat, shop, and play, and get to know Downtown Morganton like the locals do.



D2U NEWSLETTER

Downtown to You! (D2U) is our biweekly email blast for friends of downtown Morganton! It features local news, events, store openings and specials. Visit the www.downtownmorganton.com/d2u to sign up and view the latest edition.



PARKING DOWNTOWN

There is plenty of FREE PARKING in downtown Morganton! You are sure to find a spot only a few easy steps from your destination. Scan this QR code to go to our online parking map!



The City of Morganton Main Street Department develops, oversees and coordinates community and economic development activities as they relate to the downtown district.

(828) 438-5252 | 112 B W. Union St., Morganton, NC 28655
Monday - Friday 8:00 am - 5:00 pm
www.downtownmorganton.com





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SHOPPING GUIDE 

www.downtownmorganton.com/shop

Come spend an evening shopping in Downtown Morganton! From artwork, CDs, and games, to fine clothing, handmade pottery, and one-of-a-kind wearables, you are sure to find something you will want to take home.

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