

2014

DRAFT

TAR RIVER LEGACY PLAN



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TAR RIVER LEGACY PLAN

Prepared For:

CITY OF GREENVILLE, NORTH CAROLINA



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CALVIN MERCER - Mayor Pro-Tem
KANDIE SMITH - District 1
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Calvin Mercer - Mayor Pro-Tem
Kandie Smith - District 1
Rose Glover - District 2
Marion Blackburn - District 3
Rick Smiley - District 4
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Jeremy King - Vice Chair, Redevelopment Commission
Patricia Dunn - Redevelopment Commission
Sharif Hatoum - Redevelopment Commission
Angela Marshall - Redevelopment Commission*
Richard Patterson - Redevelopment Commission*
Judy Siguaw - Redevelopment Commission
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Darin White - Chair, Recreation and Parks Commission
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Jerry Weitz - East Carolina University Planning Department
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Walter Strathy - Third Street Community Center
Barney Kane - Sierra Club
Jim Hopf - Mid-East Resource Conservation and Development Council
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Andrew Morehead - Tar River / University Neighborhood
Roger Kammerer - Local Historian
Robert Griffin - RGG Architecture

**Asterisk indicates Commission members present at stakeholder focus group sessions.*

The Tar River Legacy Plan is dedicated to everyone who inspired the Plan and made it possible, including City leadership, community stakeholders and all past, present, and future citizens of Greenville.

All photographs and examples contained within this document are illustrative and not intended to depict the actual or planned design of proposed facilities.

PREFACE

Rivers run through our history and folklore, and link us as a people. They nourish and refresh us and provide a home for dazzling varieties of fish and wildlife and trees and plants of every sort. - Charles Kuralt

Historically, the Tar River has been a major environmental and economic asset to the City of Greenville, providing our drinking water as well as carrying our goods (rice, cotton, lumber, and tobacco) from the interior of North Carolina down to the Pamlico Sound, which connects to the Atlantic Ocean to be taken to points of destination in the world. In addition to trade, huge riverboats once carried passengers up and down the River to meet their basic transportation and recreational needs.

Even before these economic trade and recreational ventures, the Tar River was used by the Indigenous people (Indians) in the area. Some historical records, which may be more legend than fact, claim the Indians called it the Taw River, meaning the “river of health.”

Whether true or not, use of the Tar River as a metaphor to enhance recreational amenities, provide economic opportunities, and promote both the general and physical health of not only the environment but also the people in our community is an exciting prospect. The elements envisioned in this Tar River Legacy Plan will provide focus on what could eventually become the Tar River District of the City of Greenville, focusing on art, culture, history, and agriculture; recreation, sports, and leisure facilities; and transportation amenities, including pedestrian walkways, bikeways, and limited boat travel up and down the River. All of these elements will be initiated and/or enhanced to preserve and respect the ecological and environmental constraints of the Tar River and its associated environment.

This Tar River Legacy Plan presents a vision and plan, crafted by the citizens of Greenville and associated stakeholders of the region, of a long term program to again embrace the Tar River and its surrounding environs, similar to our ancestors, and provide an environment for the betterment of the residents of the City of Greenville and the visitors attracted to our community.



INTRODUCTION



This chapter provides a brief introduction to Greenville and the Tar River Legacy Plan project.

1. PURPOSE

The Tar River is a great, life-sustaining element of North Carolina. It is a source of drinking water, natural habitat, recreation, and culture.

Historically, the Tar River was a source of commerce, providing an essential trade route that ultimately led to the founding of Greenville and other communities along the River's banks. **Greenville has grown into an economic hub for the region, anchored by historically-significant neighborhoods and vibrant educational, medical, and sports amenities.**

The City's citizens and leaders recognize the opportunity to further utilize the River as a quality of life asset for its citizens and as an economic asset for the City, while continuing to protect the River and other elements of the natural environment.

The purpose of the Tar River Legacy Plan is to define **a vision and specific strategies as to how the Tar River can achieve its full potential as a local asset and regional attraction in eastern North Carolina.** The Plan identifies environmentally-responsive, comprehensive strategies to improve Greenville's relationship to its River and other natural areas through a phased approach. This Plan includes recommended programming for the River and other public spaces, identification of potential partnership opportunities, as well as potential funding sources.

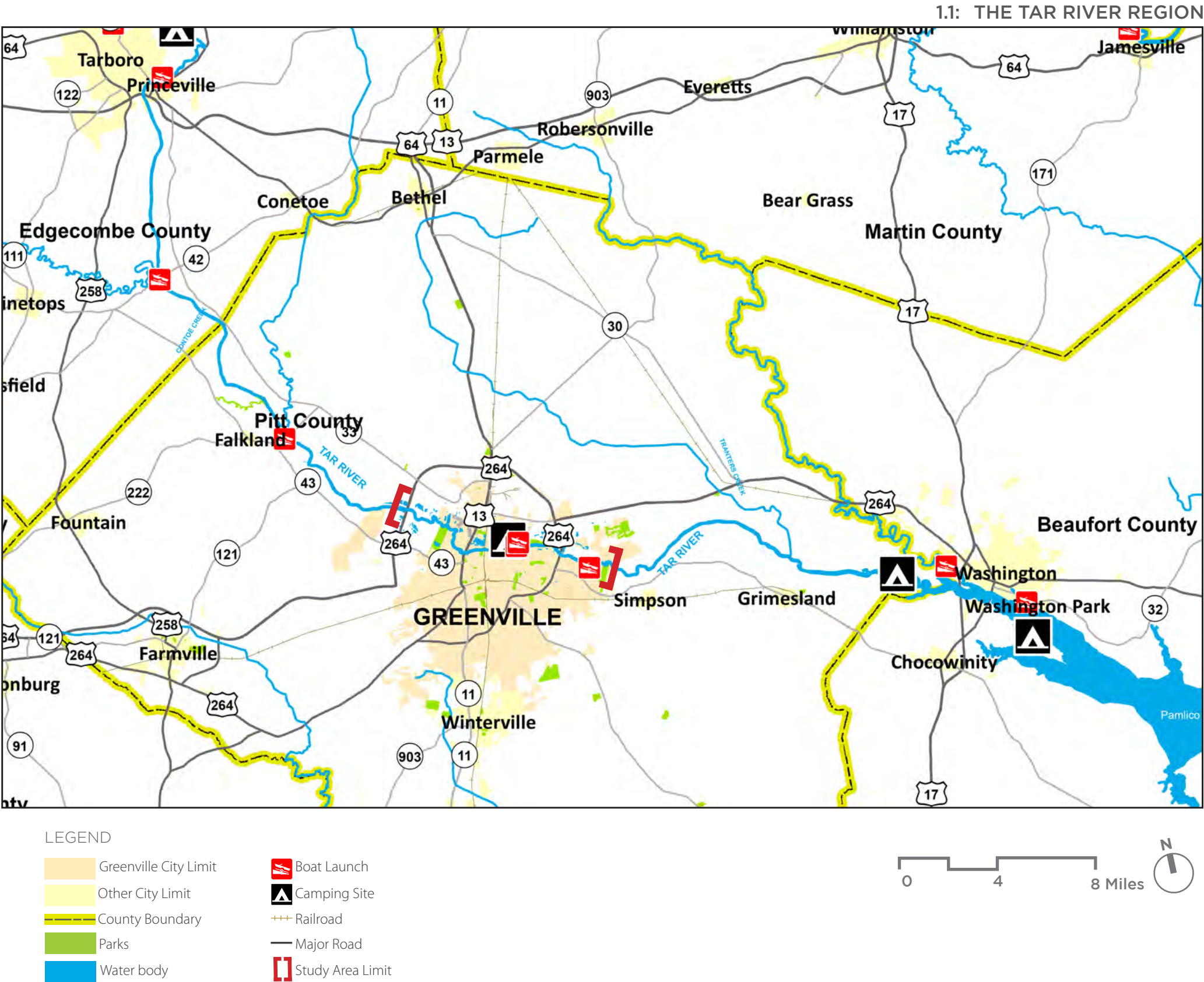


2. A CITY & RIVER WITHIN A REGION

The Tar River and its riverfront area is a dynamic ecological corridor. Greenville is **part of a system of communities along the Tar River** - counties, towns, and cities - that appreciate the ecological, economic, and lifestyle benefits that the River, wetlands, and other natural landscapes can provide.

A number of the communities along the River currently connect their citizens to the riverfront through camp sites, boat launches, and riverfront parks. While Greenville provides many of these amenities for its residents and visitors, the Tar River Legacy Plan recognizes that there are additional opportunities for Greenville to better harness the potential promise of the River to provide more significant community benefits and regional amenities.

The Tar River Legacy Plan acknowledges the advantages inherent in better utilizing the assets of the River to connect Greenville to the greater network of riverfront communities. These opportunities have been explored and defined in the Tar River Legacy Plan.



3. PROJECT LOCATION

THE CITY & ITS RIVER

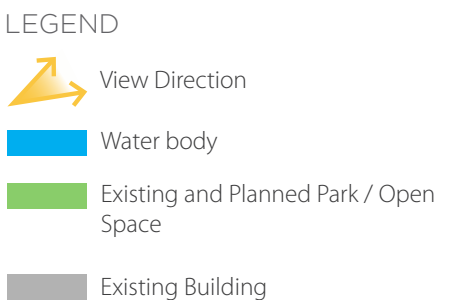
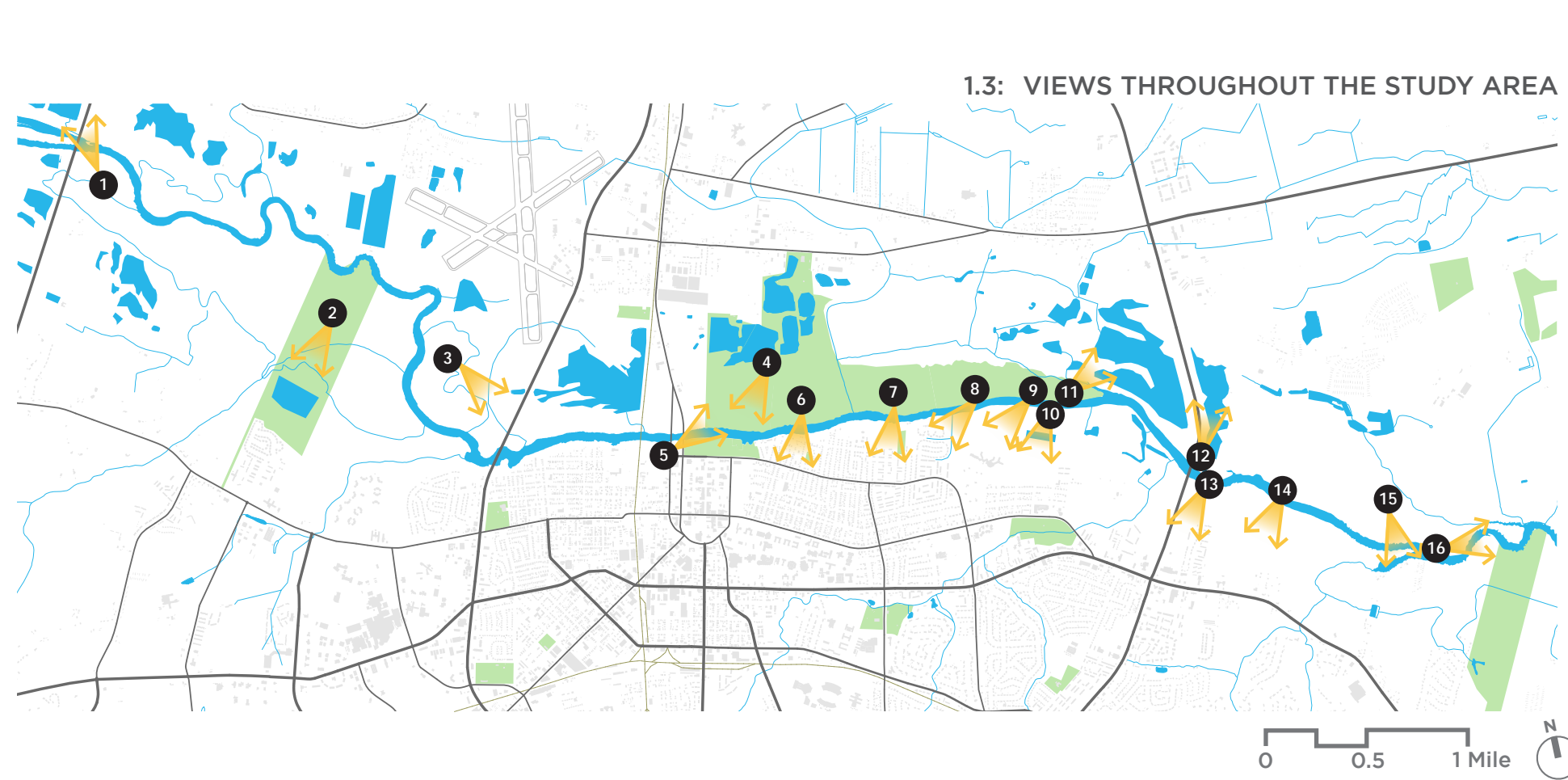
Nestled along the banks of the Tar River is the City of Greenville, one of the fastest growing cities in North Carolina, with a population approaching 90,000. Greenville is a diverse community that has a storied history in its relationship to the Tar River. Recent growth in the City has been due to its diversified and strong local economy and its appealing quality of life attractions. The Tar River Legacy Plan offers the opportunity to celebrate the City's history and recent growth while providing a direction for the future.

The Legacy Plan encompasses a seven mile stretch of the river, from the Highway 264 Bypass on the west to the future Eastside Park on the east. It includes not only the River itself, but also the riverfront and neighborhoods both north and south of it. Though this is the area explicitly addressed in this Plan, the actions and goals within the Plan will benefit all who live in, work in, or visit Greenville.

1.2: STUDY AREA



From the air, the river corridor is spectacularly beautiful, meandering through the City and offering community connections and amenity linkages that are not at all apparent from the ground.



LEGEND

- View Direction
- Water body
- Existing and Planned Park / Open Space
- Existing Building

4. THE LEGACY PLAN GOALS

Through the community engagement process, six goals were established to guide the development of the Plan. These were defined through a number of meetings with Greenville's residents, City staff and community leaders.

MAKE THE RIVERFRONT A SPECIAL PLACE FOR GREENVILLE

Recognize and highlight the historic, cultural, and social significance of the River, and create spaces where people can interpret and engage with the riverfront.

CREATE GREAT DESTINATIONS

Celebrate the riverfront by creating special places and activities throughout the study area that will attract and retain residents and visitors. These destinations will serve as a foundation to continue the City's growth as well as to make it a more attractive place to live, work, and play.

USE THE RIVER AS A CATALYST FOR ECONOMIC DEVELOPMENT

The Tar River Legacy Plan commissioned by the City of Greenville is a vision for the revitalization of a seven mile stretch of the Tar River and its adjacent communities that imagines open space and recreation along the River as not only a major community amenity but also as a driver of economic development. Successful economic development builds on existing strengths. Generic strengths that merit consideration in formulating an economic development strategy include existing sources of economic strength, e.g., clusters of industry; institutions and institutional leadership that have, over time, proven themselves reliable sources of inspiration and follow-through; and authentic, grassroots expressions of local culture that, if fostered, can add to a contemporary local "brand."

CONNECT NEIGHBORHOODS TO THE RIVER

Ensure that residents can easily access and interact with the River. There are a number of residential neighborhoods on either side of the River that could benefit from improved access to the riverfront.

PROTECT, ENHANCE, AND INTERPRET THE RIVER

Respect the strength and power of the River and the fragility of the natural environment by ensuring that any riverfront development that occurs is compatible with the River's natural resources. The Plan must also include ecological and natural learning opportunities.

CREATE LINEAR MULTI-MODAL ACCESS ALONG THE RIVER

Capitalize on the framework that the City has created for greenway connections along the River by extending those pathways and establishing new connections to and between special places along the riverfront.

The activation of the Tar River and riverfront can be a **significant driver of economic development** for Greenville.

Key Economic Objectives:

Demographics

Attract young professional families and retain ECU students

Location

Contribute significantly to the revitalization of Uptown Greenville and adjacent communities

Funding

Demonstrate potential to be funded through earned income, real estate value capture, or private contribution (individual and corporate)

REVITALIZATION OF THE TAR RIVER

Enhanced Quality of Life

- » Amenities
- » Health
- » Education

Economic Development

- » Tax value
- » Tourism value
- » Greater entrepreneurship potential
- » Greater investment potential

Attraction & Retention

- » ECU students
- » Young professional families
- » Active retirees

5. TREMENDOUS BENEFITS ARE POSSIBLE

It has been proven through a number of case studies that parks and open spaces provide a multitude of benefits for communities. Parks provide places for active and passive recreation for residents which, in turn, can improve community health.

Along with recreational opportunities, the creation of signature parks and opens spaces have been proven to provide a number of economic benefits for neighborhoods and entire cities. These benefits can range from increasing neighborhood property values that will increase a community’s tax base to fostering the redevelopment of blighted neighborhoods and increasing a community’s tourism value.

The creation of a riverfront park system in Greenville can provide a number of economic, ecological, and community health benefits. These opportunities were explored through the development of the Legacy Plan and served as a foundation for recommendations included in final Plan.

Urban residents who live near green space report **lower levels of mental distress and higher levels of well-being** than those who do not.²



Homes within 500* feet of high-quality parkland can be **valued 5-15%¹ higher** than homes that are further from parkland. Trails and greenways are also **highly valued⁶**:

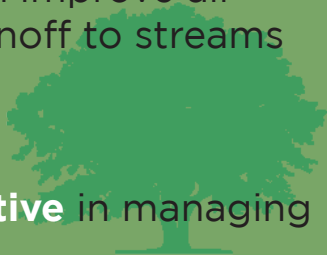
- A national study found that trails were the **second most important community amenity** to prospective homebuyers
- Indianapolis trails impacted property values by over **\$140,000,000**
- One development in NC found a **\$5,000 premium** on properties adjacent to the greenway. A Dallas development reported a **25% premium**.

**MORE ACTIVITY OPTIONS
=
MORE ACTIVE LIFESTYLES**

Reduced annual medical costs for active people ¹ :	
<65 YEARS OLD	65+ YEARS OLD
\$250	\$300

Green streets - with more trees and low-impact stormwater management measures - can improve air quality, reduce the impact of large rain events, and improve water quality by reducing runoff to streams and rivers.⁴

- Mature trees can store **50 to 100 gallons of water** during heavy rain events.
- Green streets, rain barrels, and tree planting are estimated to be **3-6 times more effective** in managing stormwater than conventional methods.



- Cities and counties are saving money by investing in **green infrastructure** alongside or in place of traditional gray infrastructure:
 - » In North Carolina, Mecklenburg County’s 50% tree cover⁵ provides over **\$200,000,000** in annual ecological benefits
 - » Street trees in Minneapolis save the city **\$9,100,000** annually on stormwater management
 - » An integrated grey-green stormwater management approach saved Portland, OR **\$64,000,000**
 - » Philadelphia’s parkland and trees have an annual stormwater management value of **\$5,900,000**



1. *Measuring the Economic Value of a City Park System.* The Trust for Public Land. 2009.
2. *Would You Be Happier Living in a Greener Urban Area? A Fixed-Effects Analysis of Panel Data.* White, M., Alcock, I., Wheeler, B., Depledge, M. 2012.
3. *The Economic Benefits of Open Space, Recreation Facilities and Walkable Community Design.* Active Living Research. 2010.
4. *Benefits of Trees and Urban Forests.* Alliance for Community Trees. 2011.
5. *Urban Ecosystem Analysis Mecklenburg County and the City of Charlotte, North Carolina.* American Forests. 2010.
6. *The Economic Benefits of Recreational Trails.* US Forest Service, Southern Research Station. nd.

**The effect may be measurable to 1,500 feet for parks larger than 30 acres, but 75% of the premium value occurs within the 500-600 feet.³*

GREENVILLE & THE TAR RIVER



This chapter tells the story of Greenville's history with its riverfront through its inception as a small riverfront village to its prominence today as the economic hub of Eastern North Carolina.

1. THE PAST

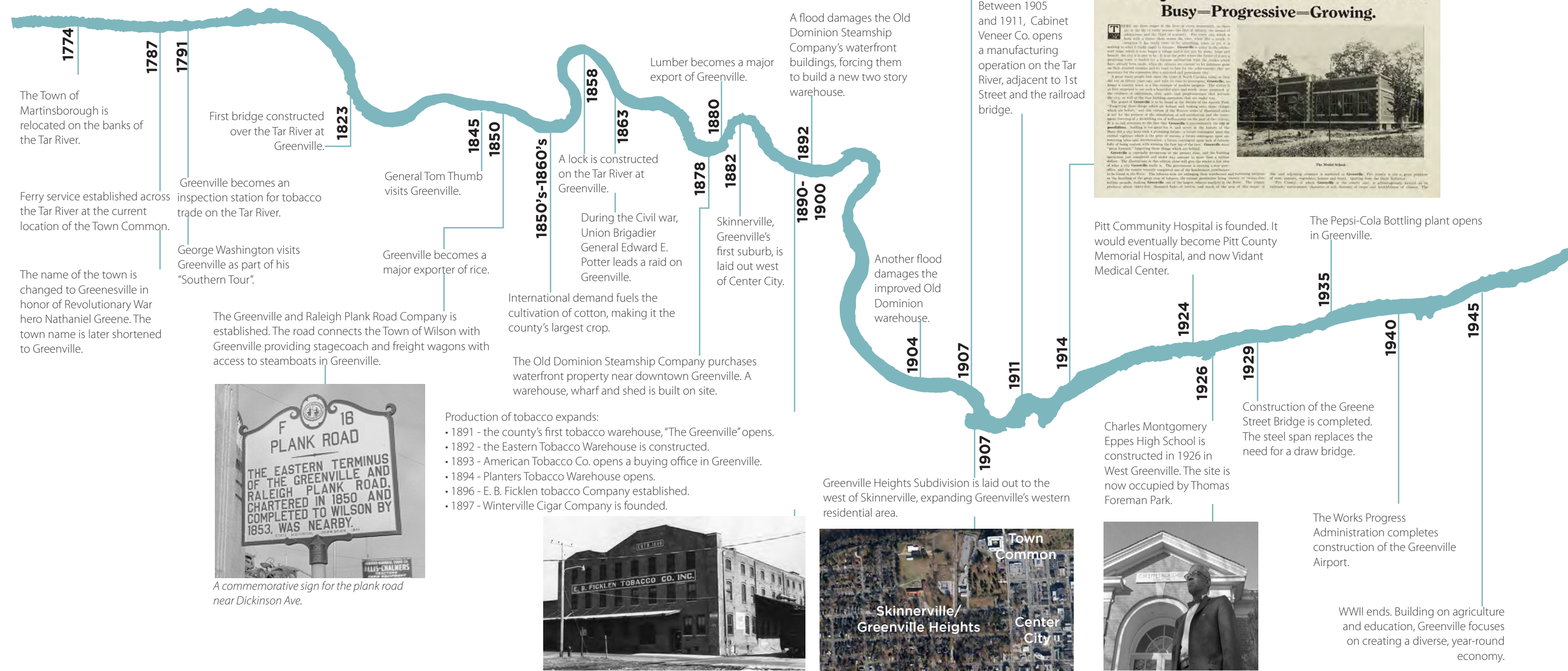
HISTORIC EVENTS & MILESTONES

The history of Greenville and its riverfront is dynamic and tells the story of a locality that has evolved from a small farming community to a robust city, anchored by one of Eastern North Carolina’s historic and prominent natural resources, the Tar River.

Historically, Greenville has looked to the River as a source of economic growth. From the City’s inception, the River

has served as an essential part of the Greenville’s economic development strategy. These strategies included using the River as major trade route for rice and tobacco, and an affective transportation alternative to roadways.

The timeline below highlights key developments in the history of Greenville as it relates to the Tar River and the City’s growth.



East Carolina Teachers College c. 1909.



A commemorative sign for the plank road near Dickinson Ave.



Shore Drive Redevelopment Project



Uptown Greenville and Downtown (the Shore Drive Neighborhood) before redevelopment.



Construction of the bulkhead that forms the edge of the Town Common.



The Town Common site after clearing. Sycamore Hill Baptist Church was the only structure left.

Greenville relocates the Greene Street bridge to the Town Common, converting it into a foot bridge that is part of the City's trail network.



The Eastside Park Master Plan is adopted in 2011.

The City of Greenville begins the Tar River Legacy Plan to provide its residents with a vision of how to better utilize the River.



ECU completes its campus master plan. The plan recommends the construction of academic buildings as well as a performing arts center near Town Common.



The Town Common Master Plan is completed. The plan includes improved access to the River as well as a site for civic art commemorating the Sycamore Hill Baptist Church.

The plan for Phase I and II of the Tar River Greenway is completed.

The Center City-West Greenville Revitalization Plan is adopted. It suggests using the Tar River and Town Common as a resource for revitalizing the Center City.



Flooding at the Memorial Bridge caused by Hurricane Floyd.



The Skinnerville/Greenville Heights neighborhoods are designated as Historic Districts.



A map of the proposed greenway system. The system proposed in 1991 is marked in red above, while the system proposed in 2004 is marked in green.



Hurricane Floyd caused massive flooding along the Tar River. A large number of homes in North Greenville and the Tar River/University Neighborhood were inundated with water. The City purchased damaged homes to prevent future flooding damage. These flood buyout properties remain undeveloped today.

Greenville updates its 1991 Greenway Master Plan. The updated plan significantly increases the number of proposed greenways in Greenville.

Pitt County Memorial Hospital moved to its current location in the western part of Greenville.

Greenville completes its first Greenway Master Plan.

The Redevelopment Commission launches the Shore Drive Redevelopment Project in order to remove low-income housing between 1st Street and the Tar River. Eventually, that land would become Town Common.



Sycamore Hill Baptist Church was located on the corner of Greene and 1st Streets and served as a bedrock institution for Greenville's African-American Community. The church burned down in the early 1960's.

The Grady-White Boat Company is founded.

East Carolina Teachers College becomes East Carolina University, taking on an expanded educational role.



A preliminary site plan for the Shore Drive Redevelopment Project c. 1960.



HISTORIC & CULTURAL RESOURCES

While growth is vital to a city’s health and vitality, if it is not implemented carefully, historical resources can be lost. As Greenville has grown throughout the decades, neighborhoods have been re-imagined and land uses have changed. As a result, some of the historic fabric of the riverfront has been lost.

Fortunately, many historic resources still remain and these help tell the story of Greenville’s riverfront neighborhoods. Within close proximity to the riverfront are several historic districts, local landmarks and buildings on the National Register of Historic Places that serve as foundations to preserving important cultural resources in the City. The Legacy Plan celebrates the history of the riverfront as a critical asset in telling the story of its significance for Greenville.

Significant Cultural Sites

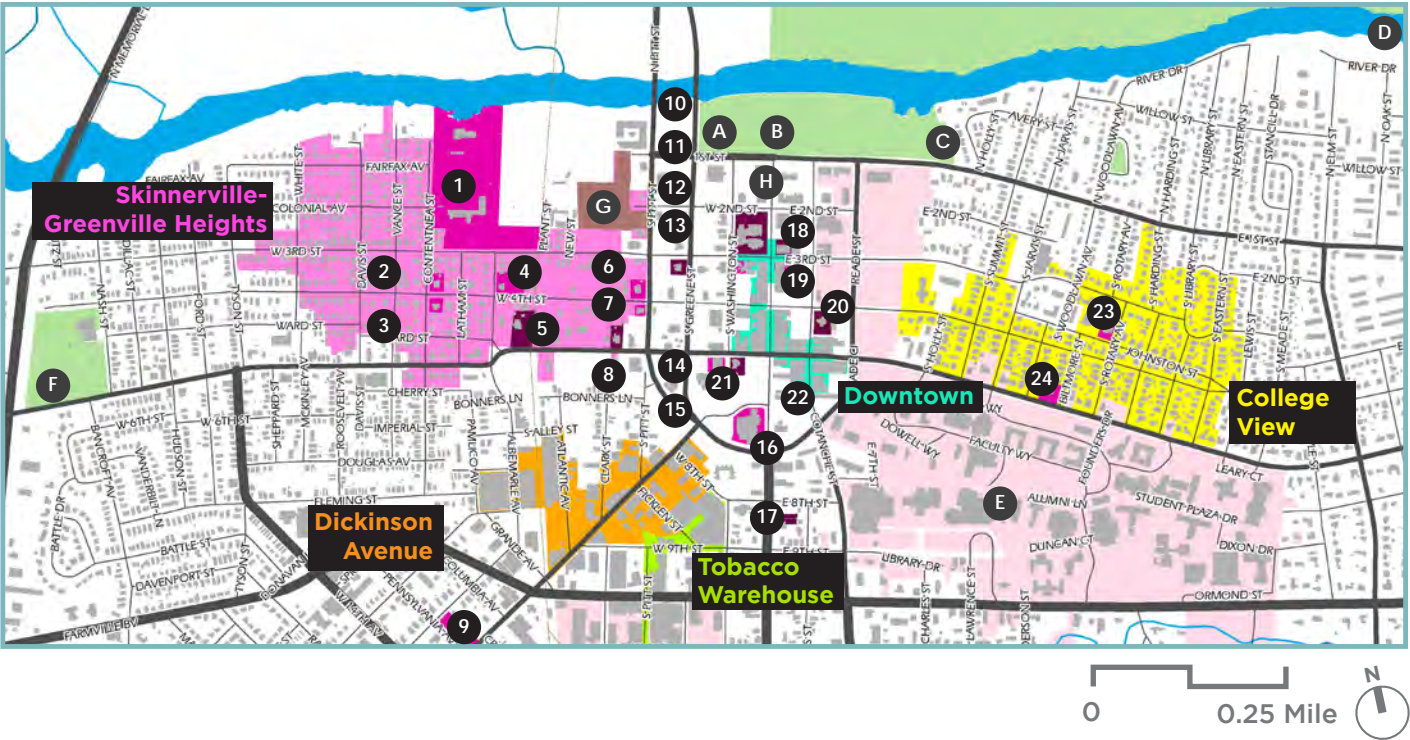
- A. Former Sycamore Hill Baptist Church
- B. Memorial Sites
- C. Old Greene Street Bridge
- D. Former Tar River Lock
- E. East Carolina University
- F. Eppes Industrial School Site
- G. Cherry Hill Cemetery
- H. Burial Site
- I. Greenwood Cemetery
- J. Homestead Memorial Gardens

Local Landmarks & National Registered Buildings

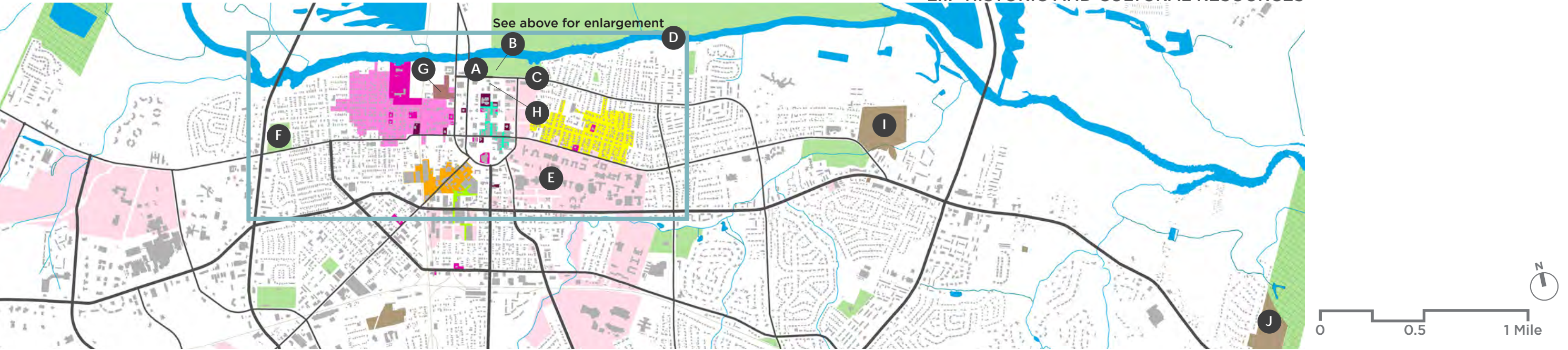
- | | |
|---------------------------------|--------------------------------------|
| 1. Third Street School | 13. James L. Fleming House* |
| 2. Charles O’Hagan Horne House | 14. Greenville Municipal Building |
| 3. Albion Dunn House | 15. Robert L. Humber House* |
| 4. The Glenn-Pender-Moore House | 16. Sheppard Memorial Library |
| 5. E.B. Ficklen House* | 17. Jones-Lee House* |
| 6. Alfred M. Mosley House | 18. Federal Building* |
| 7. Wiley Cobb House | 19. The Proctor Hotel |
| 8. J.R. Moye House* | 20. William H. Long House* |
| 9. Jacob W. Higgs House | 21. Jarvis Memorial Methodist Church |
| 10. Pitt County Courthouse* | 22. Blount-Harvey Building |
| 11. Hassel-James Building | 23. The Rotary Club Building |
| 12. Louis C. Skinner Building | 24. Skinner House |

* Property listed on the National Register of Historic Places.

2.2: HISTORIC AND CULTURAL RESOURCES - ENLARGEMENT



2.1: HISTORIC AND CULTURAL RESOURCES



2.3: IMAGES OF HISTORIC AND CULTURAL RESOURCES



Third Street School



East Carolina University



Old Greene Street Bridge



E.B. Ficklen House



Eppes School Site



Wiley Cobb House



Plaque commemorating the former Tar River Lock



Sheppard Memorial Library



Memorial site at Town Common



Pitt County Courthouse



Former Sycamore Hill Baptist Church (formerly located on Town Common)



Blount-Harvey Building



Albion Dunn House

RELATED PLANS & STUDIES

As the City has grown over the years, community leaders have commissioned a series of studies that create a vision for both the City and its region. Plans such as the *Eastside Park Master Plan* and *Bicycle and Pedestrian Master Plan*, provide important frameworks in the development of the Legacy Plan. The Legacy Plan integrates ideas from many of these plans to envision a single comprehensive strategy for the riverfront area.

The following studies relate, in varying degrees, to the Legacy Plan:

Horizons: Greenville's Community Plan (Adopted 1992. Updates adopted 2004 & 2010): Greenville's Comprehensive Plan, which identifies zoning and land use strategies, including those for riverfront areas.

Medical District & Environs Land Use Plan (Adopted 1993. Update adopted 2007): Guided and enhanced the continued growth and development of the City's Medical District.

Flood Land Reuse Plan (Adopted 2004): Provides an inventory of City-owned properties acquired under the Hazard Mitigation Grant Program as a result of flooding cause by Hurricane Floyd; identifies potential land reuses; and offers

guidance to make these properties more resistant to flooding in the future.

Hazard Mitigation Plan (Adopted 2004. Update adopted 2011.): This Plan was prepared as a requirement for receiving the Hazard Mitigation Grant from the Federal Emergency Management Agency (FEMA).

Greenway Master Plan (Adopted 1991. Update adopted 2004): The 1991 plan proposed the creation of greenway corridors throughout the City. The updated 2004 plan, re-evaluated the feasibility of the greenway proposals in the 1991 Plan and recommended alternatives for greenway corridors that provide access to previously under-served areas of the community.

West Greenville 45-Block Revitalization Program (2005): The plan focused on revitalizing the neighborhoods of Cherry View, Perkins Town, Biltmore, and Lincoln Park.

The Center City - West Greenville Revitalization Plan (Adopted 2006): Included revitalization strategies for Uptown and portions of West Greenville.

Comprehensive Recreation and Parks Master Plan (Adopted 2000. Update adopted 2008): Identified and updated both current and anticipated future park needs, and established standards for future park development.

Tar River Flow Study - Completed for Greenville Utility Commission (Completed 2009): Technical report that described the flow and water quality of the Tar River for treatment and consumption.

Tar River/University Area Neighborhoods Report and Plan (Completed 2009): Comprehensive neighborhood plan, completed as part of the effort to achieve one of City Council's 2006-07 goals to "emphasize the importance of neighborhood stabilization and revitalization."

Town Common Master Plan (Adopted 2010): Proposes programming as well as physical changes to the riverfront park adjacent to the Uptown district.

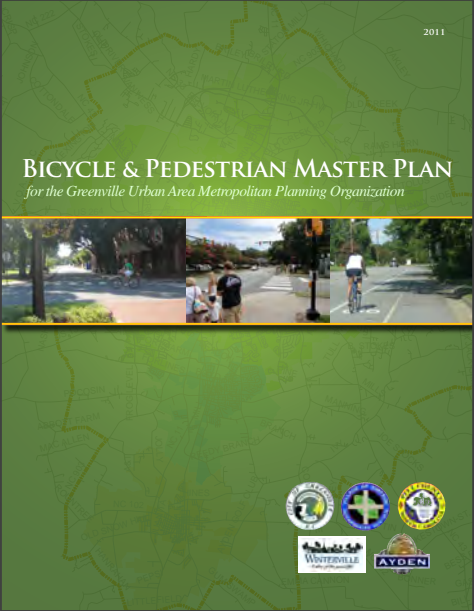
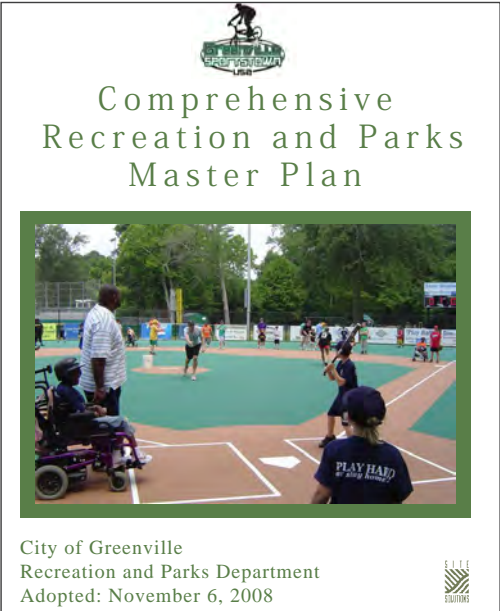
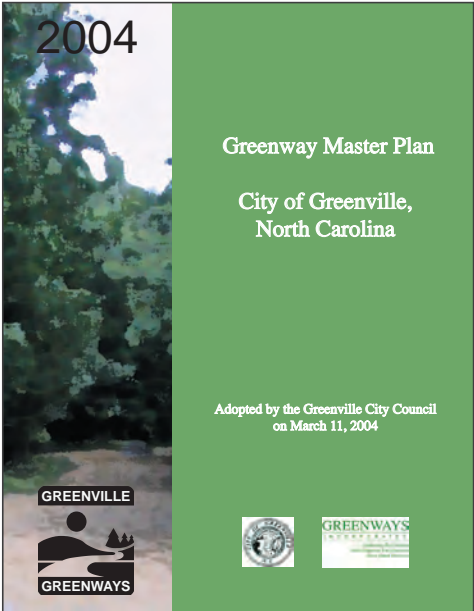
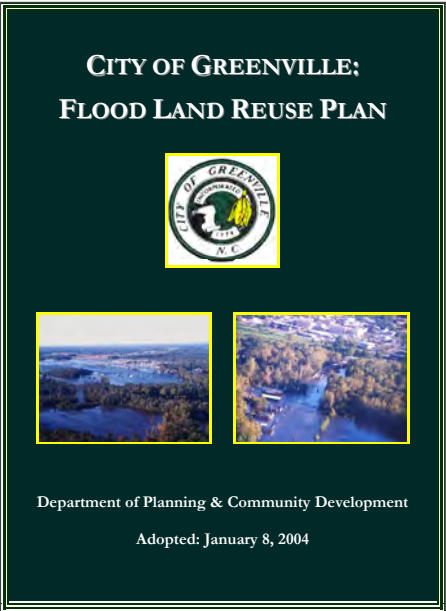
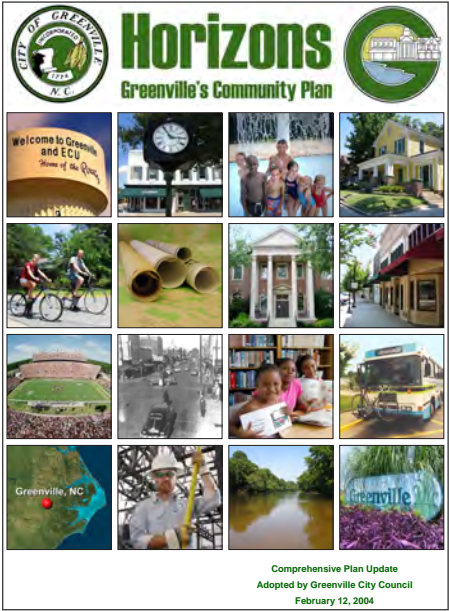
Eastside Park Master Plan (Adopted 2011): Plans for a City-owned, undeveloped, 120-acre parcel of land immediately adjacent to the River. The plan focused on preserving the site as public open space and provided a range of potential recreational facilities.

Bicycle & Pedestrian Master Plan - Greenville MPO (Adopted 2011): Provided an analysis of current walking and bicycling conditions; a recommended bicycle and pedestrian network; as well as standards, guidelines, and other implementation strategies.

ECU Campus Master Plan (Completed 2012): Created a plan for a sustainable, connected campus that supports and enhances not only the University but also the Greenville community.

Strategic Economic Plan for Greenville, North Carolina: A Roadmap to Community Prosperity (Completed 2012): Establish strategies to build on Greenville's strengths and assets while planning for a changing global economy.

Economic Development Assessment Study (Completed 2013): Included a review of opportunities and challenges in Greenville benchmarked against three competitor regions, and strategies for recruitment and transformation.



2. THE PRESENT

DIVERSIFIED RIVERFRONT NEIGHBORHOODS

From the bustling Medical District on the western end of the study area to the historic districts of the Center-City, the riverfront is comprised of a number of diverse neighborhoods and special places. These provide places for residents to live, visit, play and work and are important elements in the overall framework of the riverfront.

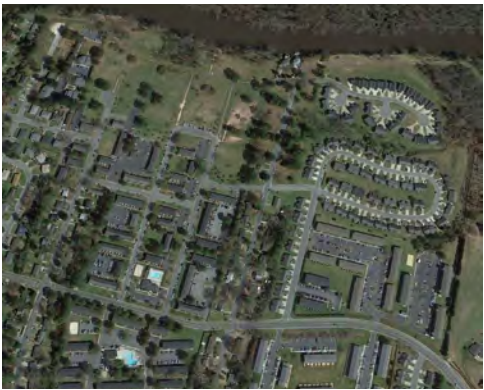
Although each neighborhood is unique, these riverfront communities serve as important destinations to consider in the development of the Legacy Plan.



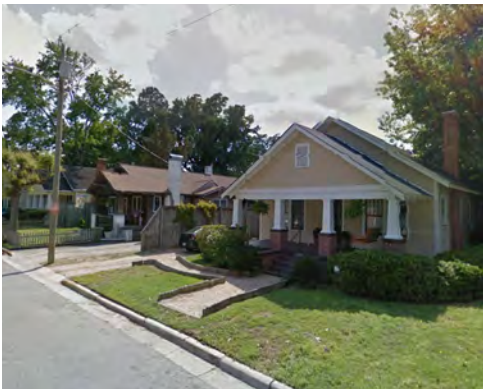
NORTH GREENVILLE



UPTOWN



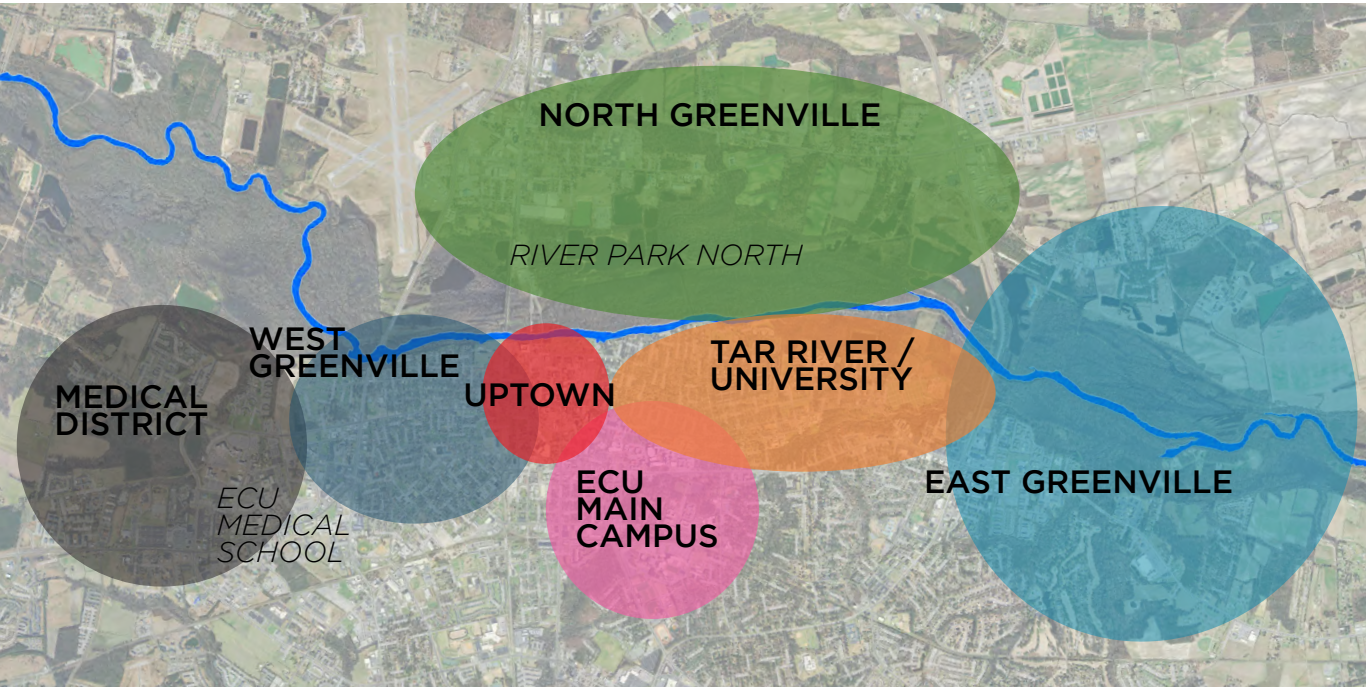
TAR RIVER - UNIVERSITY



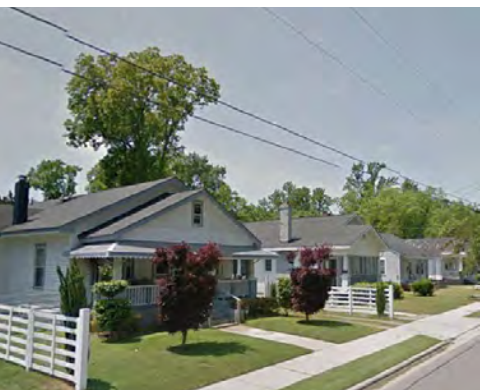
EAST CAROLINA UNIVERSITY



2.4: COMMUNITY DIAGRAM



WEST GREENVILLE



MEDICAL DISTRICT



EAST GREENVILLE



GREENVILLE: THE ECONOMIC HUB OF EASTERN NORTH CAROLINA

Initial efforts to ascertain how a new riverfront park could contribute to economic development in Greenville focused on identification of the existing strengths of Greenville, particularly in the context of North Carolina’s perceived overall economic success. North Carolina’s extraordinary and much-commented-upon growth is, for at least the last five years, principally a function of the success of specific cities.

While Greenville has not historically been among North Carolina’s largest urban areas, its rate of growth post-recession has been among the highest, catapulting the community into the top 10 in population.

The mainstays of Greenville’s economy – in terms of absolute numbers of jobs, rates of job growth, and rates of growth relative to other NC and U.S. cities – are “eds and meds.” The City’s two major employers are East Carolina University and the hospitals in the Medical District, with approximately 19% and 27%, respectively, of the total job base in Greenville. **Any plan for reinvestment in Greenville that seeks to prioritize economic development must have among its goals strengthening the position of these major employers and enabling their growth.**

The senior staff of the university and health care institutions staff interviewed during the planning process - and through

other anecdotal reports - suggested that these local institutions are challenged in attracting and retaining the highest quality talent needed to launch research programs, manage departments, and lead the institutions to continued, sustainable growth. Both data and anecdote suggest that Greenville is doing less well at retaining and growing its young professional population (including retaining recent East Carolina University graduates) than it is at growing other demographics, notably including senior citizens.

Cities across the nation have experimented with a variety of local public-institutional partnerships crafted to address the critical need of educational and health care institutions for top talent. Most of these types of efforts are well outside the scope of this Plan. Nonetheless, there may be value in initiating a partnership with these institutions that explores what can collaboratively be done, preferably with state, federal, and philanthropic money, and that seeks to advance initiatives suggested by surveys of the institutions’ employees and those who declined their offers. Such an effort might conclude that Greenville has a relative lack of high quality urban amenities, which have been repeatedly shown to be helpful in attracting and retaining a talented workforce.

IMPLICATIONS FOR THE IMPLEMENTATION OF THE LEGACY PLAN

It is essential that the Plan meets multiple sets of objectives. Implemented over time, the Plan will result in the creation of new, high-quality green and active spaces that will help brand Greenville as one of the South’s most liveable cities. Depending on available resources, the plan will advance gradually throughout time. **Thoughtful selection of first phase investments will be critical to engendering a sense of momentum, which must include building a core of private and philanthropic funding partners and grassroots advocates.** Many similarly situated cities have found that first phase investments that can be shown to have positive economic and/or fiscal benefit have the greatest long-term payoff.

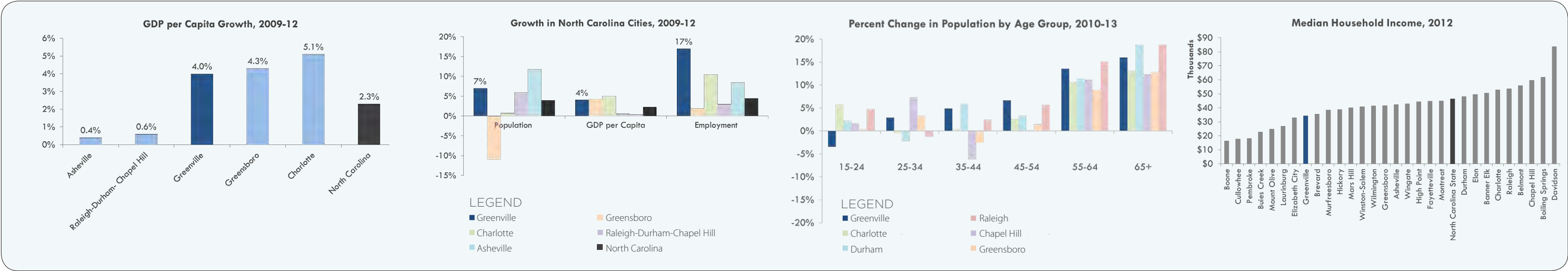
Maximizing the use of the riverfront and its associated natural areas, particularly in the urban core, through reinvestment in the appearance and programming of the riverfront, could constitute an important part of a package of high quality urban amenities. Over time, an Uptown riverfront with additional amenities could prove to be an economic advantage of virtually equal power to that of the “eds and meds” cluster. Louisville, KY, among other cities, has

demonstrated the validity of this approach. In Greenville, the value of such an amenitized Uptown riverfront could also plausibly manifest itself in growth of entrepreneurial opportunities and diversification of the local economic base.

Not only does prioritizing Uptown make sense as a means of attracting and retaining young professional families, it also appears to be the most plausible means of leveraging private investment. Emerging private interest in the urban core, particularly in Uptown, has indicated a shift in the perceived desirability of the riverfront neighborhoods. Also, Uptown Greenville, Inc., estimates that \$55M in private investment has been made in the past two years alone.

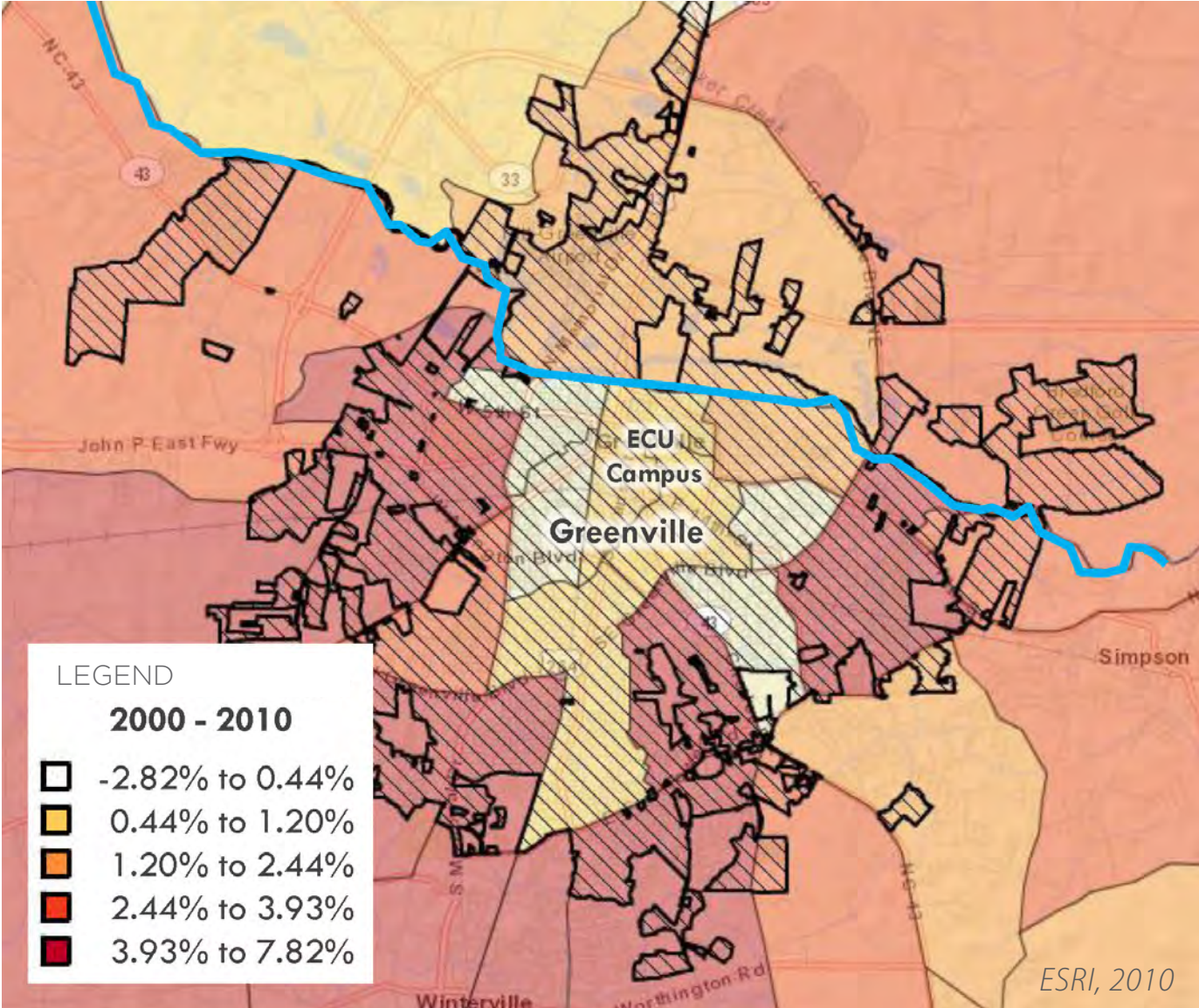
However, any move to invest public dollars in the riverfront, e.g., to spur further private development, must grapple with the fact that, as is reasonably typical among local economies highly dependent on “eds and meds,” median local wages are relatively low. Communities like Greenville have relatively limited tax bases with which to work and labor under significant pressure to distribute tax dollars equitably, including across a range of needs. Therefore, a successful Legacy Plan is one that will identify sources for funding and support through a broad range of options. These are discussed further in the chapter on implementation

2.5: ECONOMIC INDICATORS

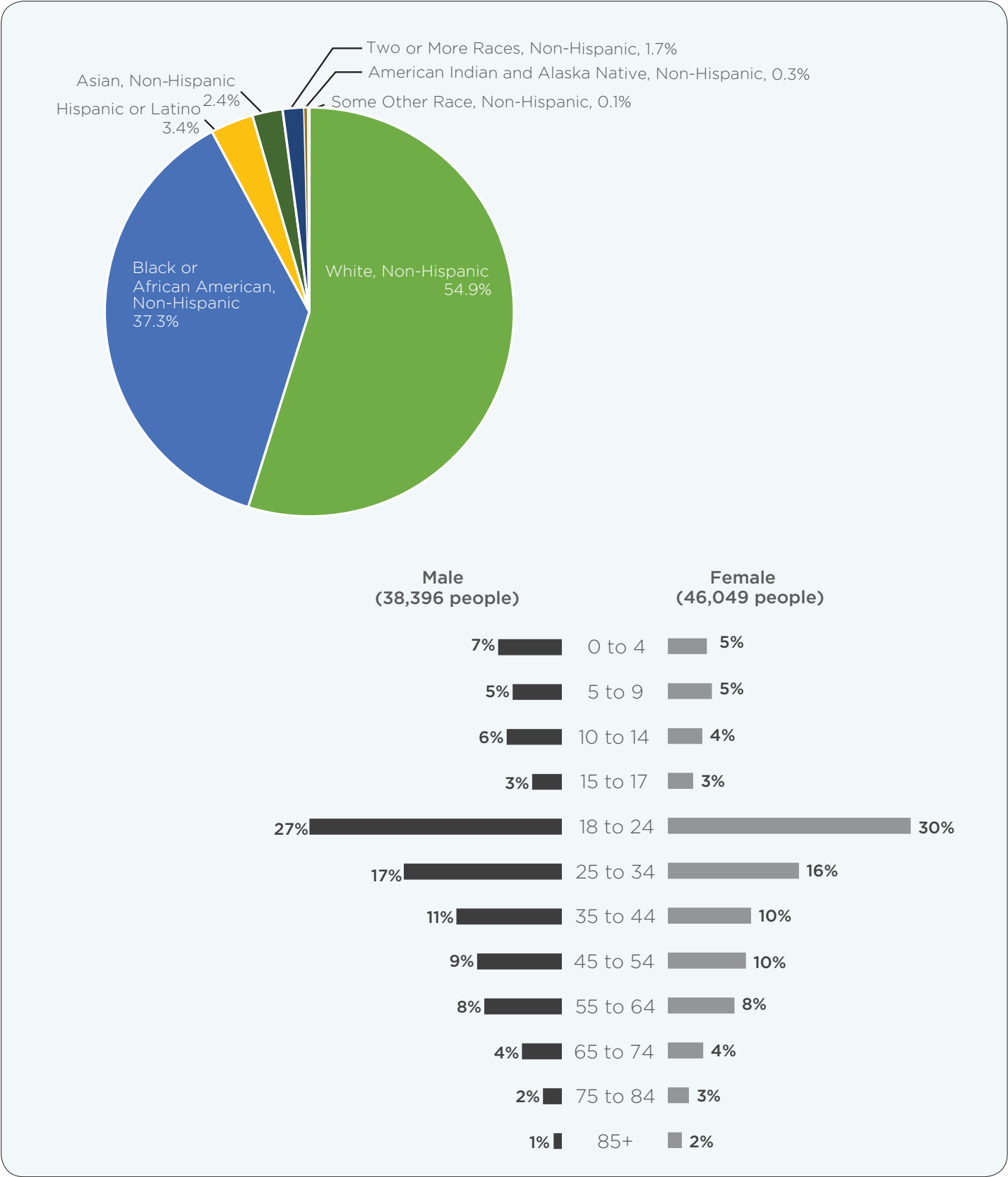


In addition the Legacy Plan presents significant community and tourism development strategies to positively affect local residential real estate value and build a tourism industry. **These community development and tourism development ideas are focused on activating major portions of the riverfront and in diversifying the local economy.**

2.7: GREENVILLE’S POPULATION CHANGES (2000 TO 2010)



2.6: GREENVILLE’S DEMOGRAPHIC COMPOSITION (2012)



THE CITY'S GROWTH CONTINUES

In recent years, there have been a number of significant private and public investments made in the City's riverfront neighborhoods. It is anticipated that this investment will increase as the City's economy continues to expand.



Reade Circle Streetscape



The new Federal Bankruptcy Courthouse, which opened in late 2013, is privately owned but leased to the federal government



The \$42M Taft/Ward student housing project is bringing 243 student housing apartments and 11,500 SF of retail space to Uptown and East Carolina University. The building is planned to open in Fall 2015.



Construction of a new municipal parking deck is expected to be complete in December 2015.



The newly constructed VA Outpatient Clinic located in the Medical District



South Tar River Greenway



As the City continues to grow, leaders have invested more in programming to activate riverfront neighborhoods.



EMERGING & GROWING CITY CULTURES

There are several major initiatives in the City that have strengthened Greenville's identity, and will continue to do so. These range from the increasing recognition of the City as a medical and education hub of Eastern North Carolina to the emergence of an extreme sports hub in the City for activities such as BMX and skateboarding. Over time as these influences increase, they will help solidify Greenville's brand and serve to attract new residents and visitors.

SPORTSTOWN/PROTOWN

In 2004, Sports Illustrated named Greenville its Sportstown USA for North Carolina. Greenville is also known as the BMX Pro Town, due to the number of successful BMX athletes

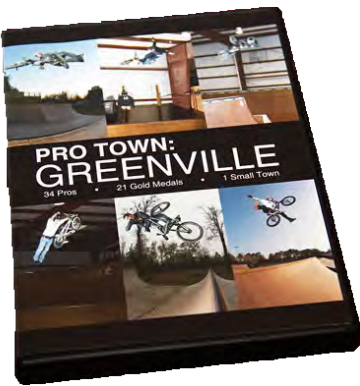
that reside and train in the City. Several of the world's top BMX riders call Greenville home, and the City regularly hosts BMX demonstrations. In addition to BMX, skateboarding has become increasingly popular in the local community, with more residents participating in events and embracing skateboarding culture.

Greenville's love of sports extends to baseball, softball, football, and soccer. The City provides and maintains numerous sports facilities, which are utilized by both youth and adult sports programs.

EDUCATION

Greenville is continuously energized by the presence of East Carolina University (ECU). The University's two campuses and associated facilities are located throughout Greenville, with its main campus in the urban core and a large medical campus in the Medical District. The school has a number of academic programs, and is dedicated to continuing its position as a significant economic driver for Eastern North Carolina. In particular, the school's partnership with Vidant Health has created a network of innovation and education in Greenville.

The University, which has about 21,500 undergraduate and 5,800 graduate students, incorporates the River and other natural areas into its recreational activities, with most of the school's outdoor recreation based north of the River.



ENVIRONMENTAL & ECOLOGICAL CONDITIONS

RIVER & STREAMS

The Tar River (called the Pamlico River once it flows into Washington N.C.) is part of the Tar-Pamlico River basin, the fourth largest River basin in North Carolina. The River is primarily freshwater, though it transitions to an estuarine environment to the east, as it flows into the Pamlico Sound. The Tar River is tidally-influenced through the study area, though the impacts of tides are most noticeable during low-flow events. The River is fed by several streams within the study area.¹

LAKES & PONDS

The lakes and ponds in Greenville are primarily man made remnants of sand mining operations. Though many of the water bodies are located on privately-owned land, the City of Greenville owns several lakes, including those in River Park North (which are popular for fishing) and a large lake in the Phil Carroll Nature Preserve.

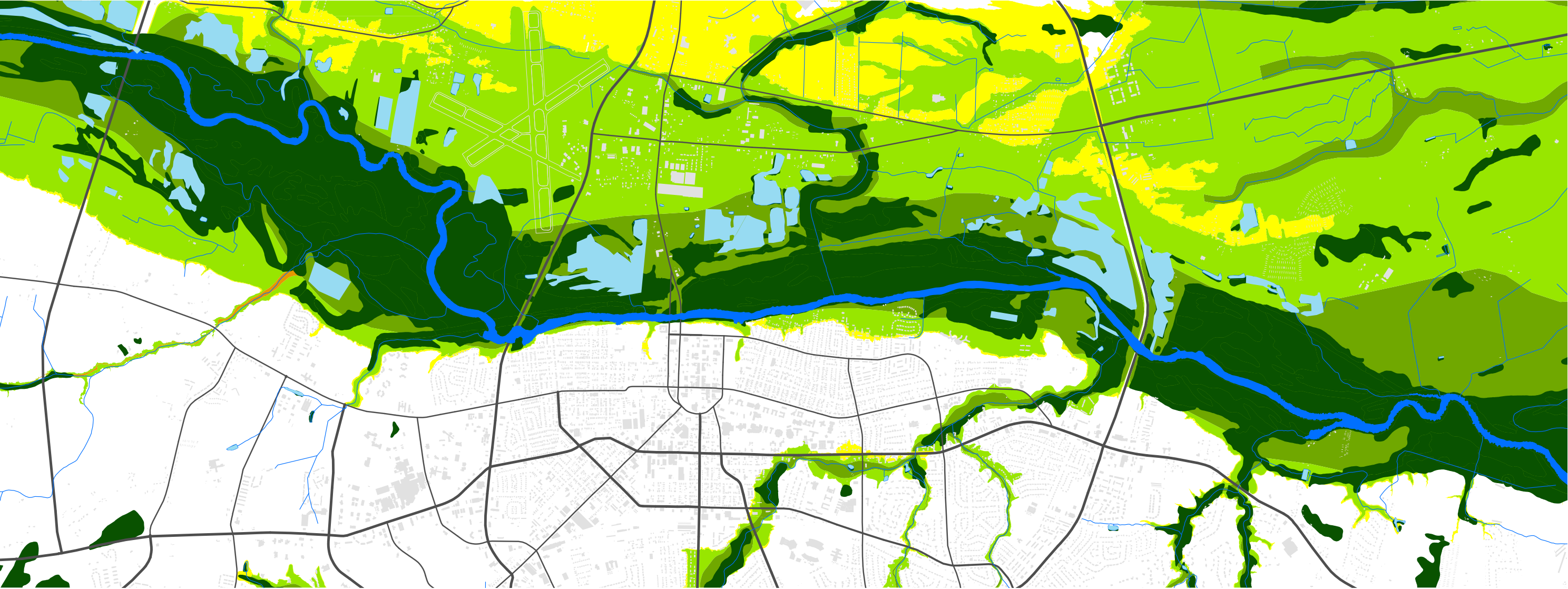
WETLANDS

Within the study area, much of the Tar River is surrounded by wetlands. These wetlands provide natural habitats, as well as flood protection, water filtration, runoff treatment, and many other ecosystem services. Most of the wetland areas near Greenville are swamp forests (forested or shrub areas that are seasonally flooded).

FLOODPLAINS/FLOODWAYS

The residents of Greenville are intimately familiar with the floodplain and the need to respect its presence, due to several severe flooding events. Though the floodway and floodplains restrict development opportunities, they also provide rich natural landscapes that should be celebrated and embraced as an opportunity for learning and low-impact exploration.

2.8: WATER BODIES AND FLOODPLAINS



LEGEND

█ River & Streams	█ Floodway
█ Lakes & Ponds	█ 100 Yr Floodplain
█ Wetlands	█ 500 Yr Floodplain

1. Technical Memorandum #1: Tar River Flow Study. Greenville Utilities Commission. 2009.



WATER QUALITY

Most of the stretch of the Tar River that runs through Greenville is rated as a Class C, nutrient-sensitive waterway. Class C indicates that the waters are protected for secondary recreation, fishing, wildlife, fish consumption, aquatic life including propagation, survival, and maintenance of biological integrity, agriculture, and other uses suitable for Class C. Secondary recreation includes wading, boating, and

other uses involving human body contact with water where such activities take place in an informal manner. Just to the west of the public water supply intake site (which is located to the north of the future Nature Preserve), the Tar River is given the Nutrient Sensitive Waters classification, which indicates that the River needs additional nutrient

management due to excessive growth of microscopic or macroscopic vegetation. In this stretch, it is also classified as a Water Supply IV area, indicating that it is a source of water supply for drinking, culinary, or food processing purposes.

2.9: WATER QUALITY



SENSITIVE & HAZARDOUS AREAS

Significant Natural Heritage Areas (SNHA)

This category includes terrestrial and aquatic sites of special biodiversity significance due to the presence of rare species, exemplary natural communities, or important animal assemblages. These conservation targets are referred to collectively as “elements” of biodiversity. The boundaries shown are considered approximate.

- SNHA-1 Harris Mill Run Slopes (229.17 acres)
- SNHA-2 Lower Tar River Aquatic Habitat (2,082.38 acres)
- SNHA-3 River Park North Floodplain Forest (349.82 acres)

Managed Areas

Primarily a collection of fee simple properties and easements where conservation is one of the management goals.

- MA-1 City of Greenville River Park North (448 acres)
- MA-2 NC Clean Water Management Trust Fund Easement (0.2 acres)
- MA-3 City of Greenville Open Space (0.13 acres)
- MA-4 NC Clean Water Management Trust Fund Easement (9.42 acres)
- MA-5 NC Clean Water Management Trust Fund Easement (21.59 acres)

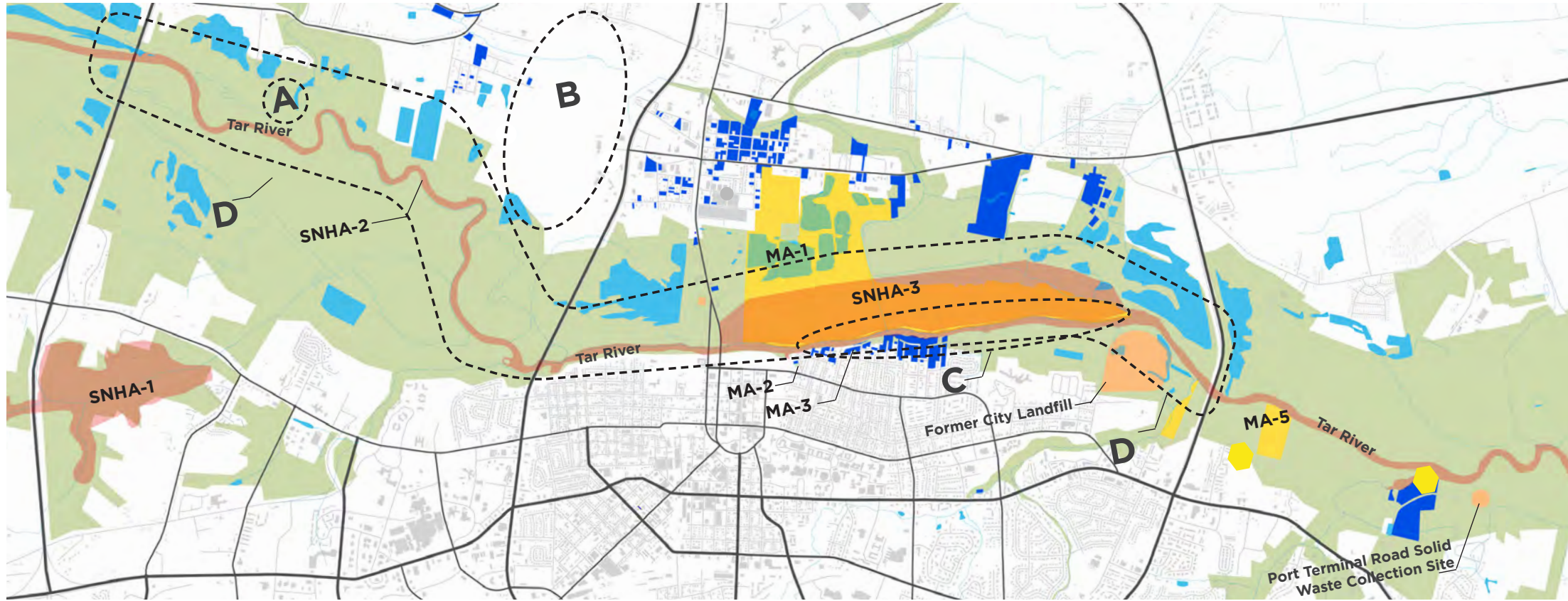
FEMA Buyout Properties

Properties in this category must be dedicated and maintained in perpetuity for uses compatible with open space, recreation, or wetlands management. No new structures may be built on this category of property, excepting public facilities that are open on all sides and functionally related to a designated open space or recreational use, a public restroom, or structures that are compatible with open space, recreational, or wetlands management usage and proper floodplain management policies and practices, to be approved by the FEMA Director.

Rare Species (Aquatic and Terrestrial)

- A. Current habitat of Bald Eagle (NC Threatened)
- B. Historic habitat of Southern Hognose Snake (NC Special Concern)
- C. Site of 1983 sighting of West Indian Manatee (Federal/NC Endangered), a transient species
- D. Current habitat of rare aquatic species:
 - State Endangered: Yellow Lampmussel
 - State Threatened: Roanoke Slabshell, Triangle Floater, Tidewater Mucket, Eastern Lampmussel
 - State Special Concern: Neuse River Waterdog, North Carolina Spiny Crayfish
 - Natural Heritage Significantly Rare: Banded Sunfish, Armored Mayfly

2.10: SENSITIVE & HAZARDOUS AREAS



LEGEND

Rare Species (Aquatic & Terrestrial)

Significant Natural Heritage Areas (SNHA)

Managed Areas

FEMA Buyout Properties

Benthic Monitoring Site

Lakes, Ponds, and Streams

Landfill Sites

There are two landfill sites in the study area. One - the Former City Landfill - was closed in 1983. Due to its age, landfill gas is not likely to be high in quantity or methane concentration, but some cautions and restrictions to apply. (See Appendix.) The other landfill site is the smaller Port Terminal Road Solid Waste Collection Site, which is currently in use.



LAND USE & ZONING

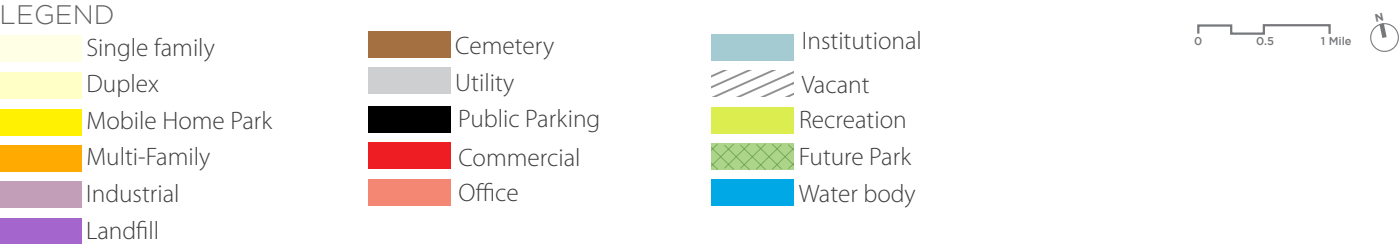
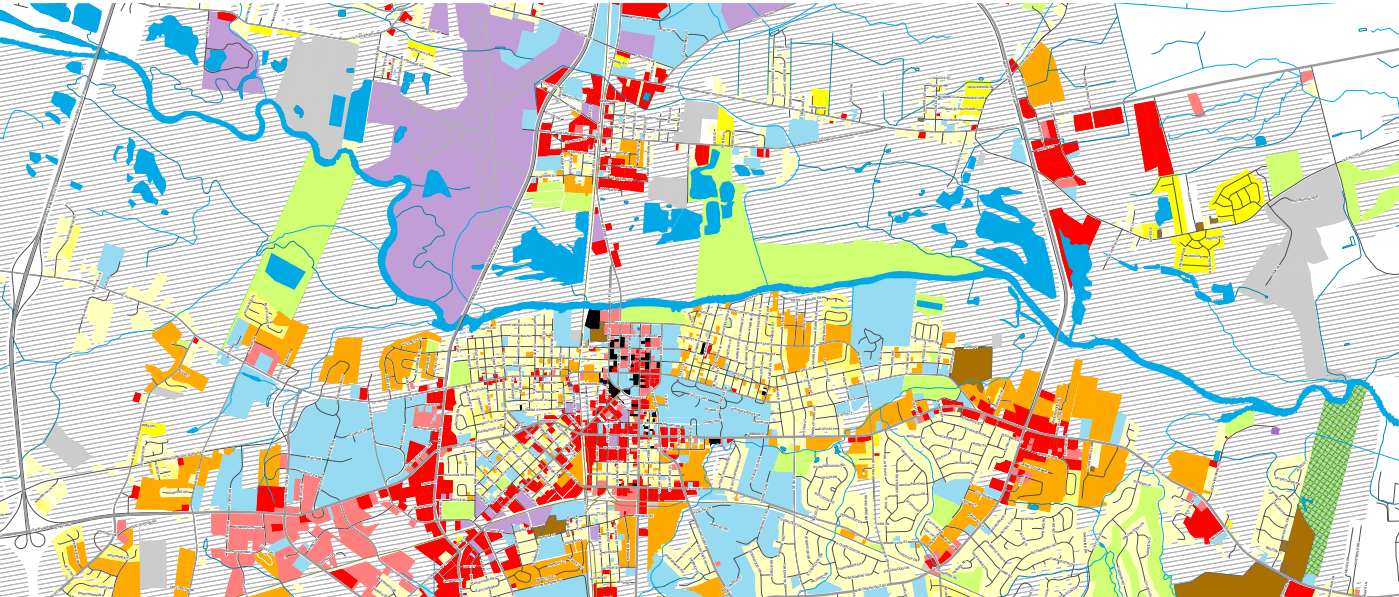
Much of the land immediately adjacent to the River within the study area is currently vacant. Areas that are developed are being used for low-density housing, parkland, or industrial (airport) uses. North of the River, current zoning regulations allow a mix of low-density residential and agricultural uses

along most of the entire riverfront, with the exception of the airport industrial area. To the south of the River, current zoning allows for a greater density than is currently in place, particularly along the riverfront and in West Greenville.

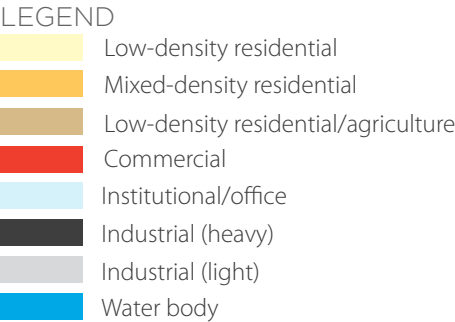
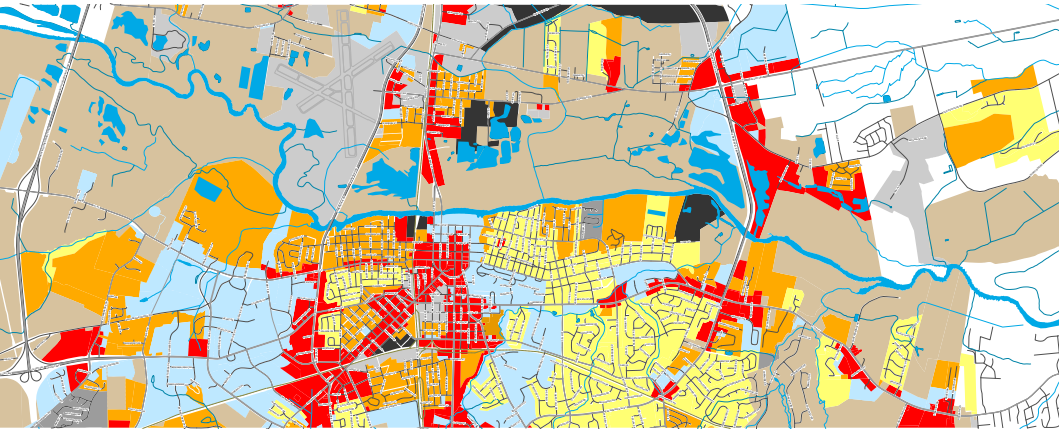
The future Land Use Plan (adopted 2010) designates the entire riverfront as conservation/open space throughout the study area. Away from the riverfront south of the River, residential density is intensified and commercial areas are expanded. To the north of the River, much of the

area is designated open space, with a large commercial and mixed-use designation to the northeast and a slight expansion of industrial areas in the northwest.

2.11: EXISTING LAND USE

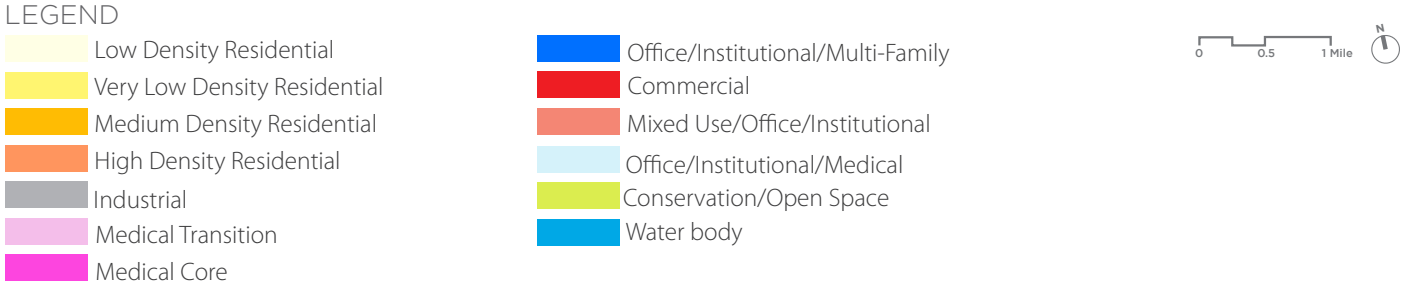
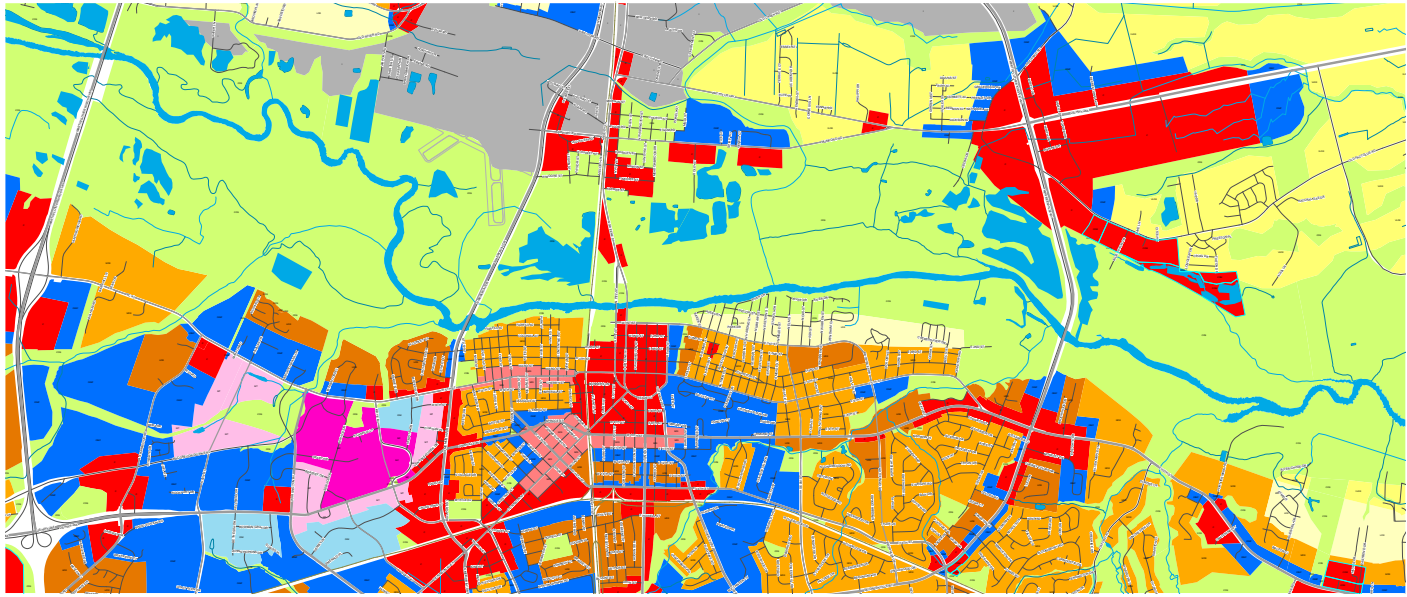


2.12: CURRENT ZONING



This key is a combination and interpretation of zoning language. The full zoning map can be found on the City of Greenville website.

2.13: FUTURE LAND USE



TRANSPORTATION INFRASTRUCTURE

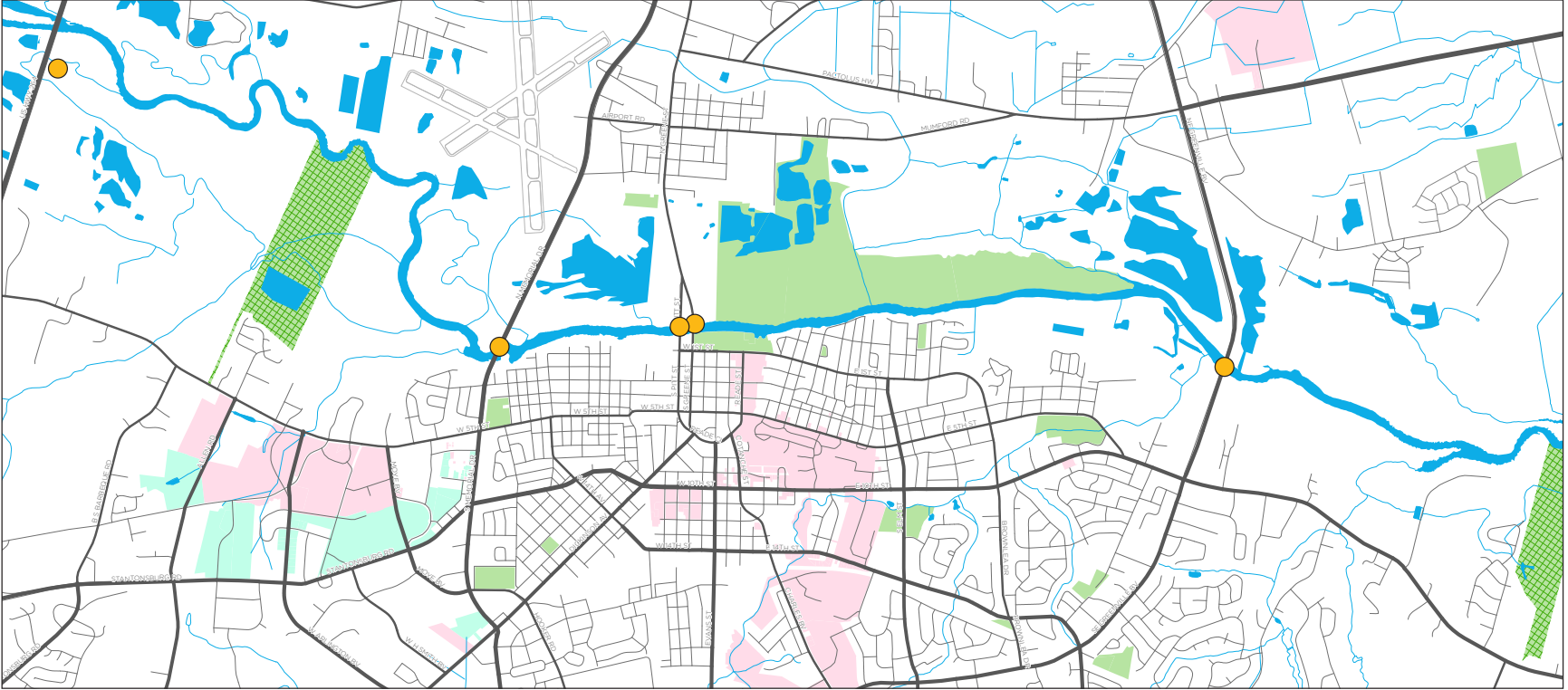
There are five roadways that cross the Tar River at Greenville including:

- Hwy 264 Bypass
- Memorial Drive
- Pitt Street
- Greene Street
- Greenville Blvd.

Several minor and collector streets extend across the City linking neighborhoods and institutions to the riverfront. However, access to the riverfront from many neighborhoods is currently difficult. The extension of a pedestrian linkage across the River should be considered.



2.14: STREET NETWORK



LEGEND

- Roadway Bridge
- Road
- Water body
- Park
- ECU
- Vidant Medical Center

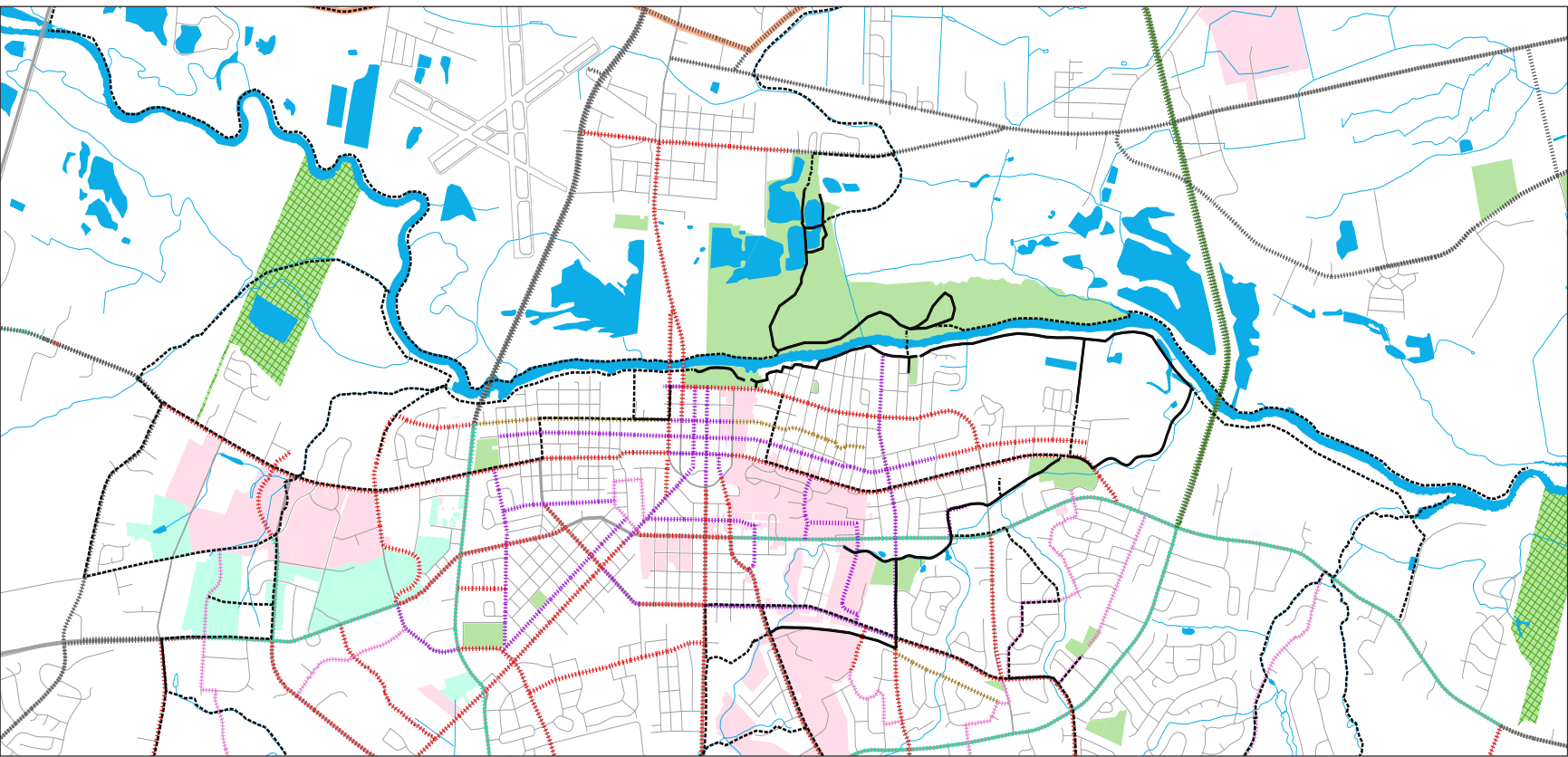
In 2004, the City completed the Comprehensive Greenway Master Plan. In 2011, the Greenville Urban Area MPO completed a Bicycle and Pedestrian Master Plan.

Bike lanes are currently located on the following streets near the study area:

- 1st Street
- Brownlea Drive (Portion)
- E. 5th Street (Portion)



2.15: EXISTING & PREVIOUSLY-PLANNED BIKE ROUTES



LEGEND

- State Bike Route
- Existing Greenway
- Road
- Water body
- Park
- ECU
- Vidant Medical Center

Recommended Improvements from Plans

- Greenway
- Bike Boulevard
- Bike Lane
- Bike Route
- Paved Shoulder
- Sharrow
- Sidepath
- Wide Outside Lane

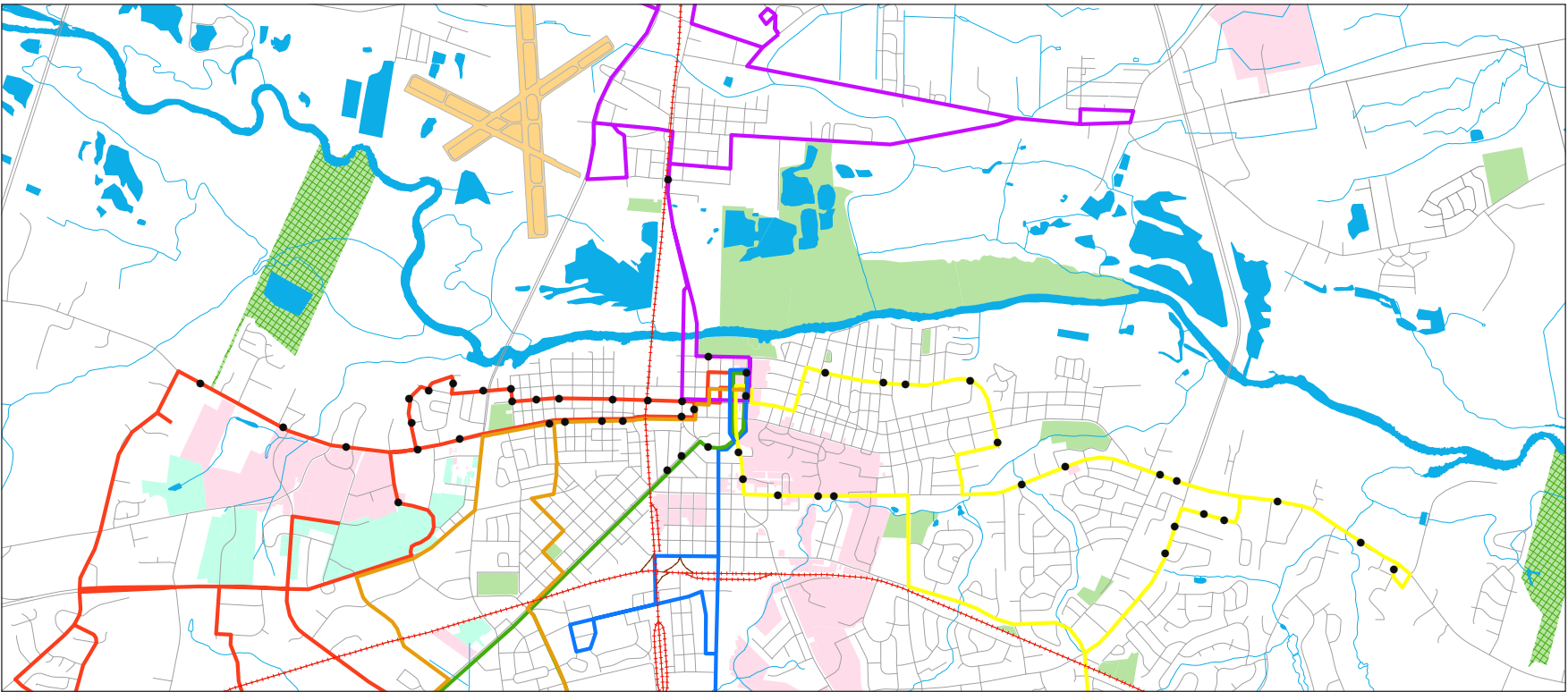
GREAT (Greenville Area Transit) operates six routes that serve the City. The transit hub is currently located in Uptown on Reade Street. An intermodal transit center is planned to be located in adjacent to the Tobacco Warehouse district.

There are two active rail lines near the study area.

The Pitt-Greenville Airport Authority is a major land owner along the riverfront.



2.16: BUS, RAIL, & AIR TRANSPORTATION

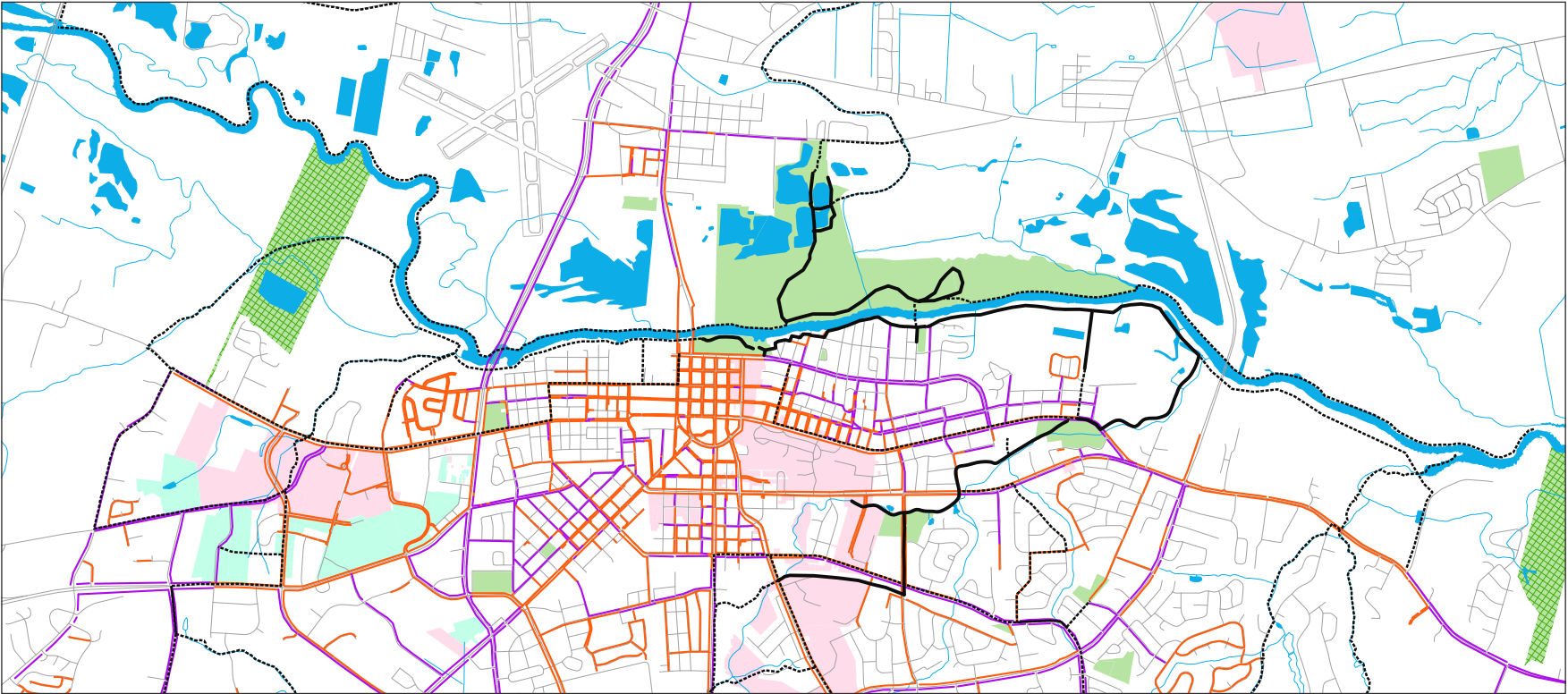


- LEGEND
- Airport
 - GREAT Route 1
 - GREAT Route 2
 - GREAT Route 3
 - GREAT Route 4
 - GREAT Route 5
 - GREAT Route 6
 - Railroad
 - Road
 - Water body
 - Park
 - ECU
 - Vidant Medical Center

In 2011, the Greenville Urban Area Metropolitan Planning Organization (MPO) completed the *Bicycle and Pedestrian Master Plan*. This plan recommended approximately 190 miles of sidewalks and 100 miles of greenways in the MPO area which includes the City of Greenville, the Towns of Winterville and Ayden, the Village of Simpson, and surrounding areas of Pitt County.



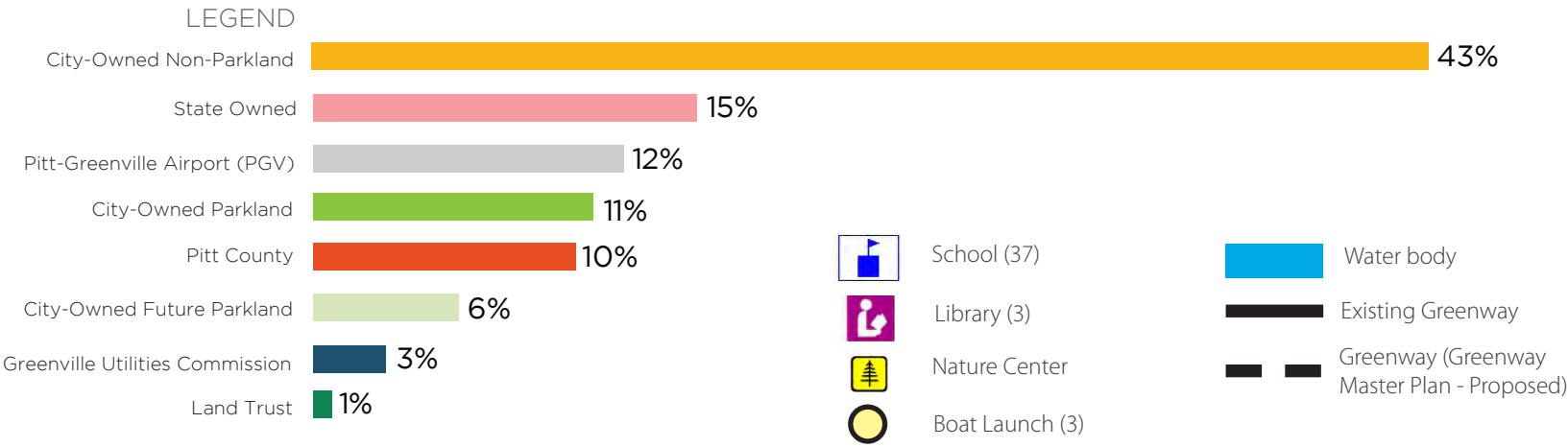
2.17: SIDEWALKS & TRAILS



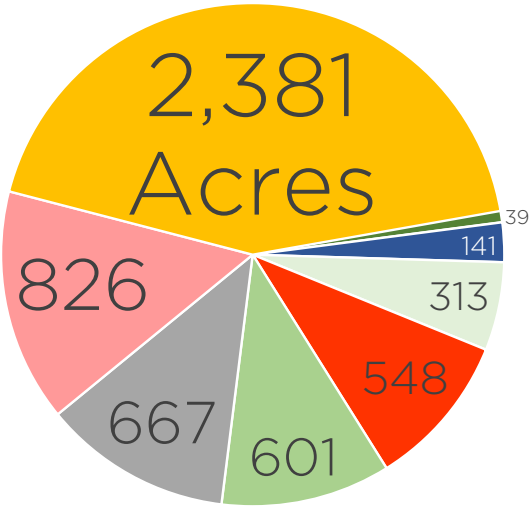
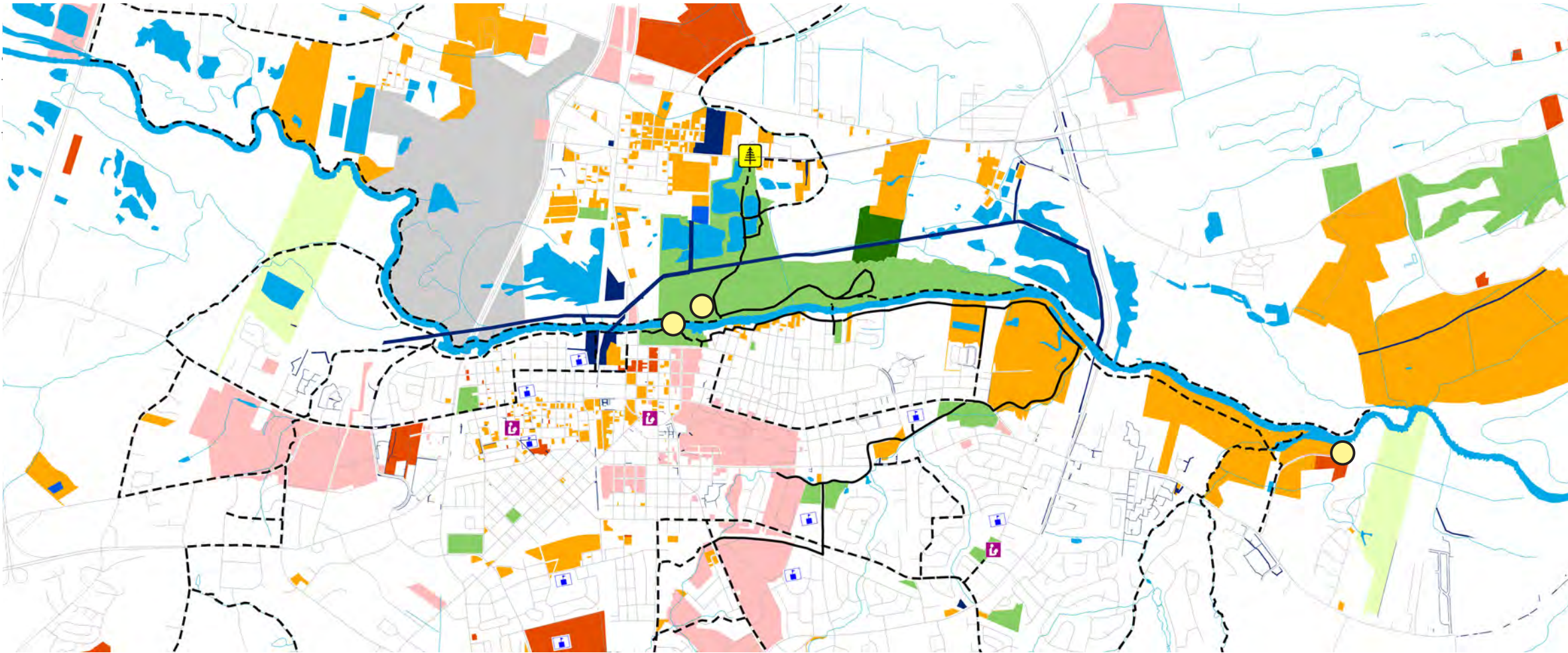
- LEGEND
- Existing Sidewalk
 - Existing Greenway
 - Road
 - Water body
 - Park
 - ECU
 - Vidant Medical Center
- Recommended Improvements from Plans
- Greenway
 - Sidewalk

LAND OWNERSHIP

Though much of the riverfront land in Greenville is privately-owned, the City, County, and State also own large portions of land throughout the study area. The City owns not only the large parkland areas in the Center City, but also has several large non-parkland designated parcels both in and outside of the riverfront area. These parcels, combined with the possibility of the City purchasing additional parcels in the floodplain, yield great possibilities for increasing parkland.



2.18: NON-PRIVATE LAND OWNERSHIP AND PUBLIC REALM



3. THE FUTURE

Greenville has a rich past, and a history that is still visible and remembered throughout the City. It also has residents and leaders who recognize the opportunities that exist within their increasingly-vibrant community. The Tar River Legacy Plan begins to rethink how the Greenville orients itself toward the river and other surrounding natural areas.

“We have so much untapped potential that could bring more people, jobs, and pleasure to our city!”

- Greenville Resident



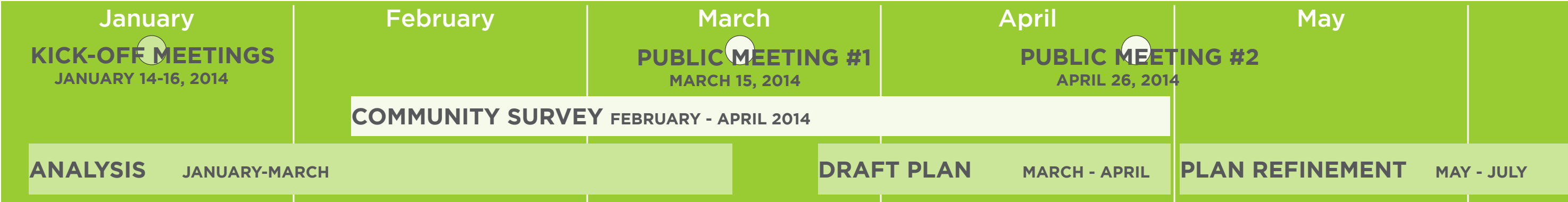
DEVELOPMENT OF THE PLAN



This chapter describes the planning process, including major lessons learned from interviews, meetings, and other public input; analysis of opportunities; and the development of the preliminary framework plan.

1. PROCESS TIMELINE

The development of the Tar River Legacy Plan began with kick-off meetings and site visits in January 2014. From there, the team proceeded to conduct a series of focus groups and interviews with key stakeholders. Three community meetings allowed the team to get valuable insight from Greenville's residents as the plan was developed, refined, and finalized.

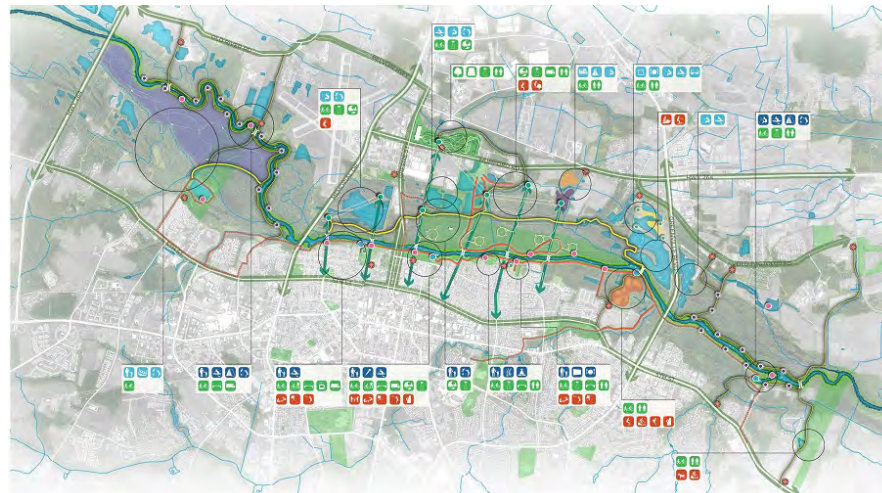
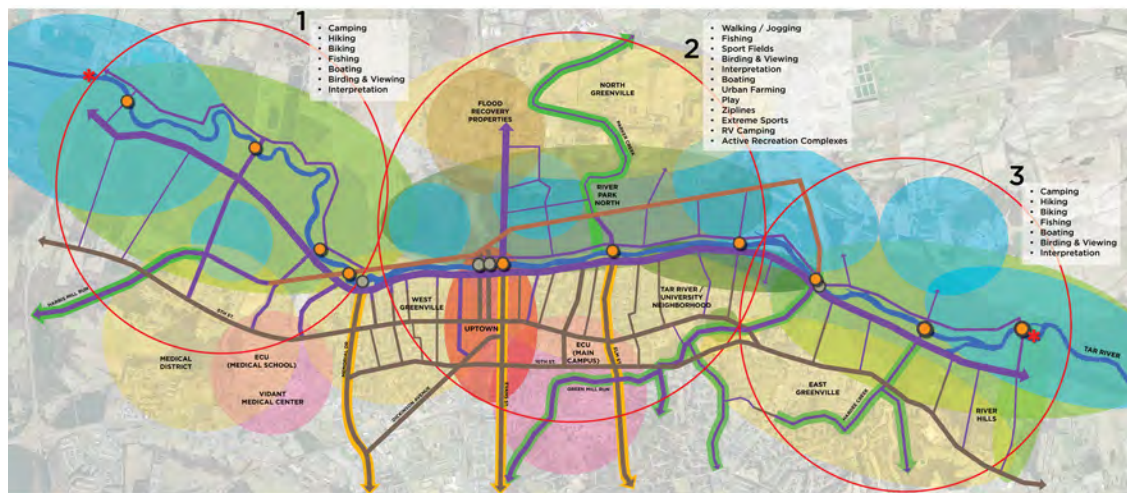
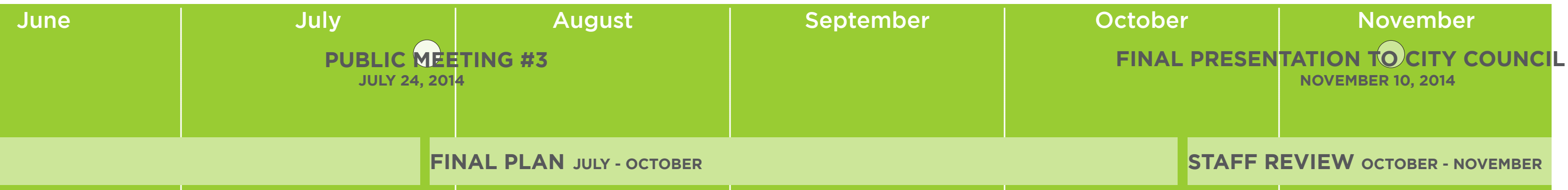


Focus Groups & Interviews

Stakeholders were organized into the following sessions based on common interest areas.

- Park management
- Economic development (business groups & institutions)
- Parks & natural resources
- Neighborhood interest groups
- Ecotourism & sustainability
- East Carolina University
- Utilities
- Public officials





2. MAJOR TAKEAWAYS FROM PUBLIC INPUT ACTIVITIES

NOTES FROM FOCUS GROUP MEETINGS

The planning team interviewed many types of stakeholders, who were organized into the following sessions based on common interest areas. Points below summarize input given at the stakeholder meetings. Additional notes can be found in the Appendix.

PUBLIC OFFICIALS

- Expand sporting and boating opportunities
- Provide physical and visual access to the River
- Create both neighborhood and regional attractions
- Utilize blueways
- Celebrate history and embrace the “Sportstown” culture
- Leverage private investment
- Include economic development for community

EAST CAROLINA UNIVERSITY

- Unify the riverfront
- Make visitors feel at home
- Incorporate events and programming
- Use the River as a tool for environmental education
- Need safe paths to the River; 70% of students don’t have a car
- Create attractions along the riverfront
- Recognize that the flow of the River varies greatly by day
- Design for 500 year flood levels

ECONOMIC DEVELOPMENT

- Greenville is the hub of Eastern North Carolina
- Support parks and open spaces with mixed-use development
- Create amenities and destinations that attract and retain young professionals and families
- Develop public-private partnerships
- Diversify activities along the riverfront
- Establish signature public spaces
- Connect the schools and hospital to the River
- Provide a bridge from River Park North to Town Common
- Recognize history of the City and River
- Address water quality and reduce impact to River
- Need equitable River access for all riverfront communities
- There is a large elderly population near the River
- Connect park system with existing community gardens and centers using trails, roads, or green streets

ECOTOURISM & SUSTAINABILITY

- There is interest in re-activating the land trust in Greenville
- Protect riparian areas
- ECU’s Center for Sustainable Tourism has faculty and students interested in riverfront projects
- Add camping platforms; tie into the existing trail network

GREENVILLE UTILITIES

- Could utilize treatment plant as an educational tool
- River is safe for swimming, but there is debris
- Flow can vary greatly
- Utility easement trails are possible

PARKS & NATURAL RESOURCES

- Many potential sources of funding
- Need to change the perception that the Tar River is dirty; conduct regular tests and put a system in place to tell people when the River is swimmable
- At times, the River is difficult to navigate
- Green Mill Run trail provides an opportunity to connect communities to the riverfront
- Sizeable sand bars along the River
- Need more fishing and boat access
- Need a universal name for the City’s greenway system
- Encourage active and passive enjoyment of the River
- Offer an “escape” for residents to enjoy nature at the River

NEIGHBORHOOD INTEREST GROUPS

- Provide a safe and active riverfront
- Reflect the history of the riverfront
- Provide educational opportunities
- Connect existing parks to the riverfront
- Incorporate pedestrian bridges

PARKS MANAGEMENT

- City does not currently have an open space requirement
- Provide a matrix of funding opportunities
- Watership Land Trust is active north of the River
- Greenville: “Small town feel with big city amenities”
- Lots of opportunities for enhanced park programming (including events and both active and passive sports)
- River is invisible to some residents - help illustrate “what could be” and quantitative information about benefits

COMMUNITY VISION

The community in Greenville expressed several complementary visions for the Tar River. Themes centered on the River as a...

BLUE NETWORK

A system made up of the River and the lakes



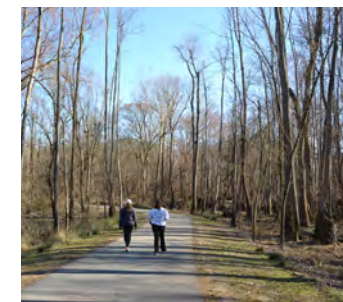
VIBRANT DESTINATION

A place to spend an hour or a weekend



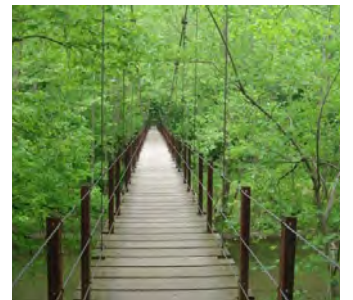
COMMUNITY ASSET

A focal point for community connections



RECREATIONAL EXPERIENCE FOR ALL AGES

A great place, close to home, offering a diversity of activities



CONSERVATION CORRIDOR

A careful balance between environmental conservation and community access

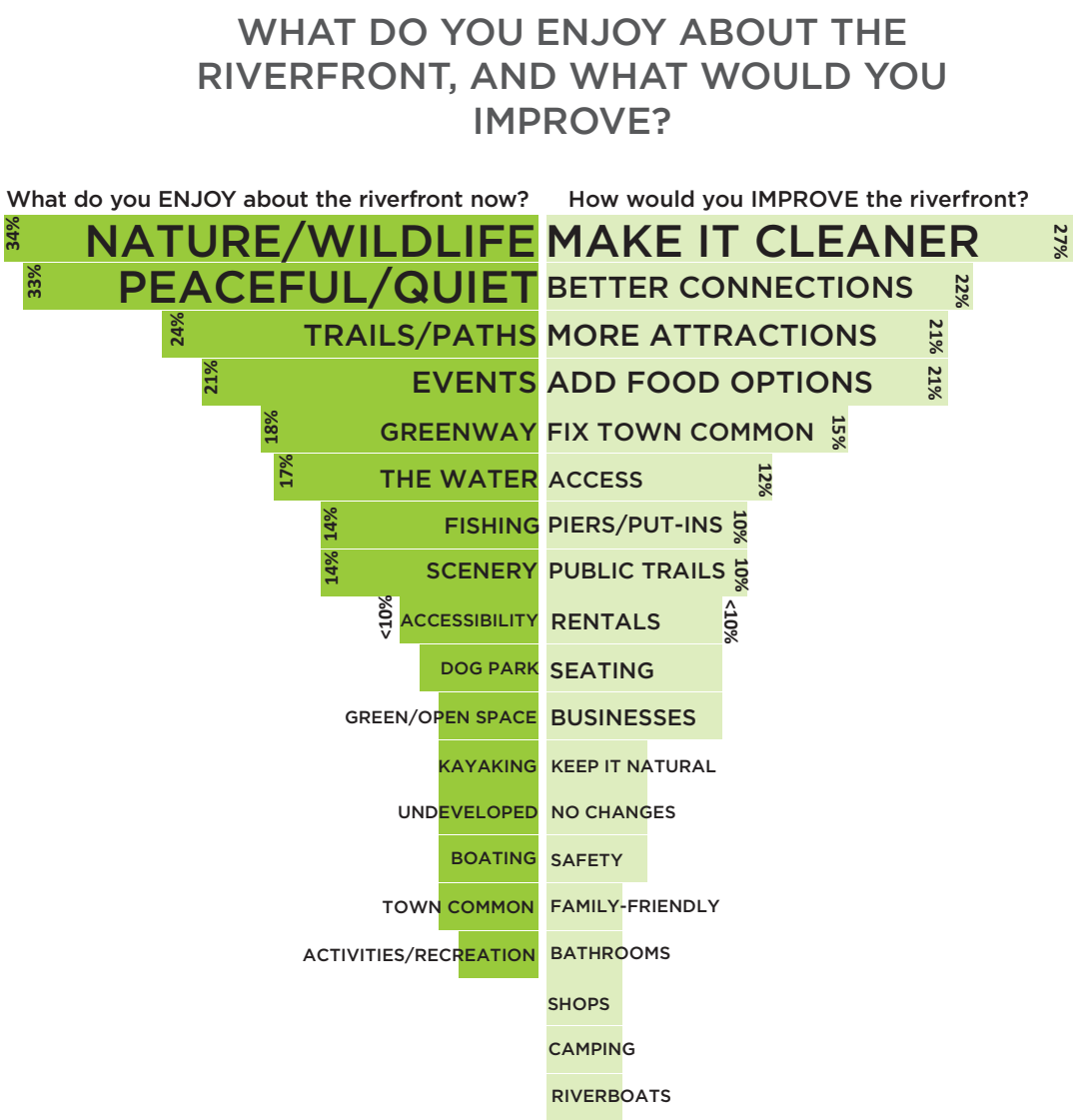
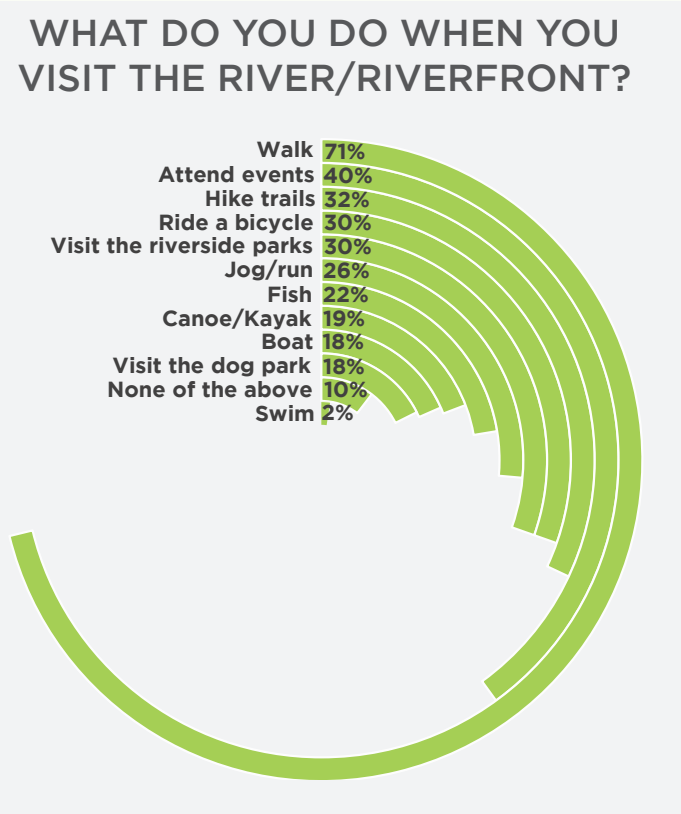
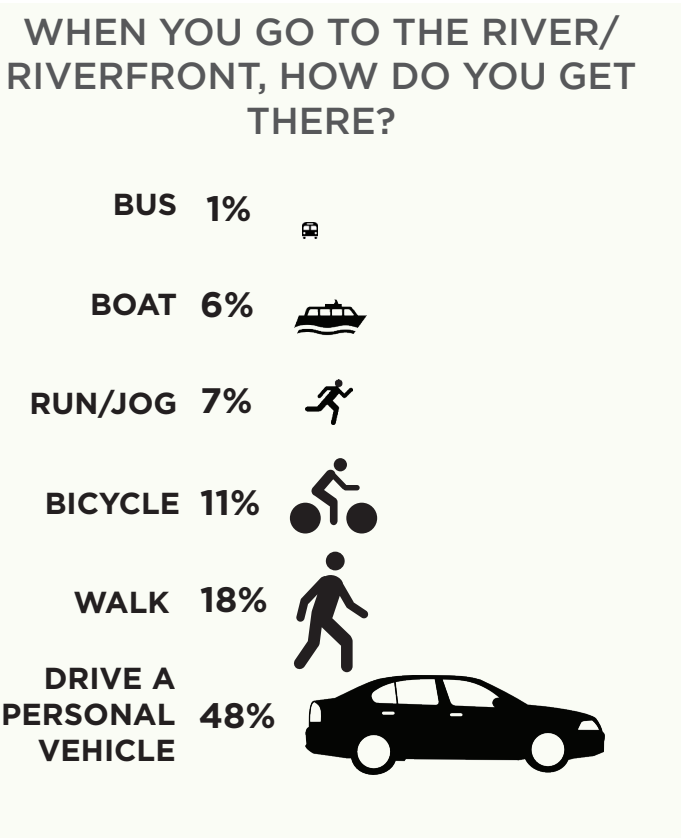


COMMUNITY SURVEY

3.1: SURVEY RESULTS

188 responses gathered from February-April 2014

HOW OFTEN DO YOU VISIT THE RIVERFRONT?						
	More Frequently					Less Frequently
	At least once per day	At least once per week	At least once per month	At least once per year	Less than once per year	Never
City of Greenville resident (N=71)	6%	28%	31%	17%	10%	8%
Property owner (N=21)	5%	29%	43%	19%	5%	0%
Business owner (N=7)	0%	29%	57%	14%	0%	0%
Student (N=88)	1%	7%	7%	9%	11%	65%
Pitt County resident (outside of Greenville) (N=16)	13%	25%	19%	31%	0%	13%
Visitor to Greenville (N=6)	0%	17%	17%	33%	0%	33%
18-24 (N=89)	2%	7%	6%	10%	11%	64%
25-34 (N=35)	6%	17%	37%	9%	9%	23%
35-44 (N=14)	0%	14%	29%	29%	21%	7%
45-54 (N=18)	6%	28%	33%	22%	6%	6%
55-64 (N=13)	8%	38%	15%	23%	0%	15%
65-74 (N=6)	17%	17%	17%	50%	0%	0%
75 or older (N=3)	0%	100%	0%	0%	0%	0%



3. OPPORTUNITIES ANALYSIS

LANDSCAPE CHARACTER AREAS

The study area comprises a unique blend of highly developed areas, less densely developed areas, and natural areas. Through analysis of the landscape conditions, the planning team identified four distinct character areas. These landscape character areas include the **Wild West**, **Urban/Wild**, **Urban**, and **Wild East**.

In the **Wild West**, the land abutting the River is largely wetland, consisting of damp, forested areas, rich with habitat.

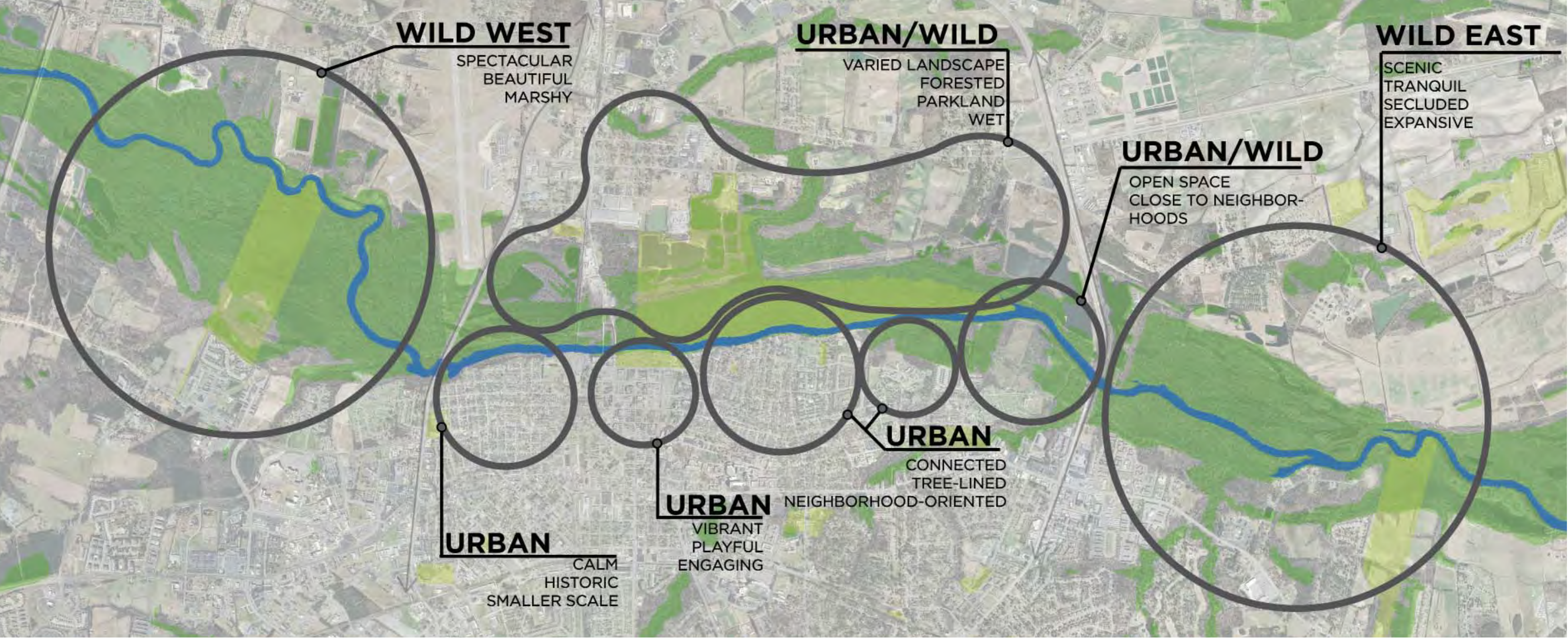
In the center of the study area, the environmental character north of the River is very different than south of the River. North and southeast of the River is an area designated as **Urban/Wild**, because it is a combination of large swaths of parkland, lakes, and other open spaces in proximity to developed areas.

South of the River in the center of the study area is the more intensely developed **Urban** area, which blends residential,

commercial, and institutional development with allocated parkland along the River and scattered throughout.

The **Wild East** has characteristics similar to the Wild West, but contains larger land areas that are higher and drier, yielding land that is ideal for farming and other upland uses.

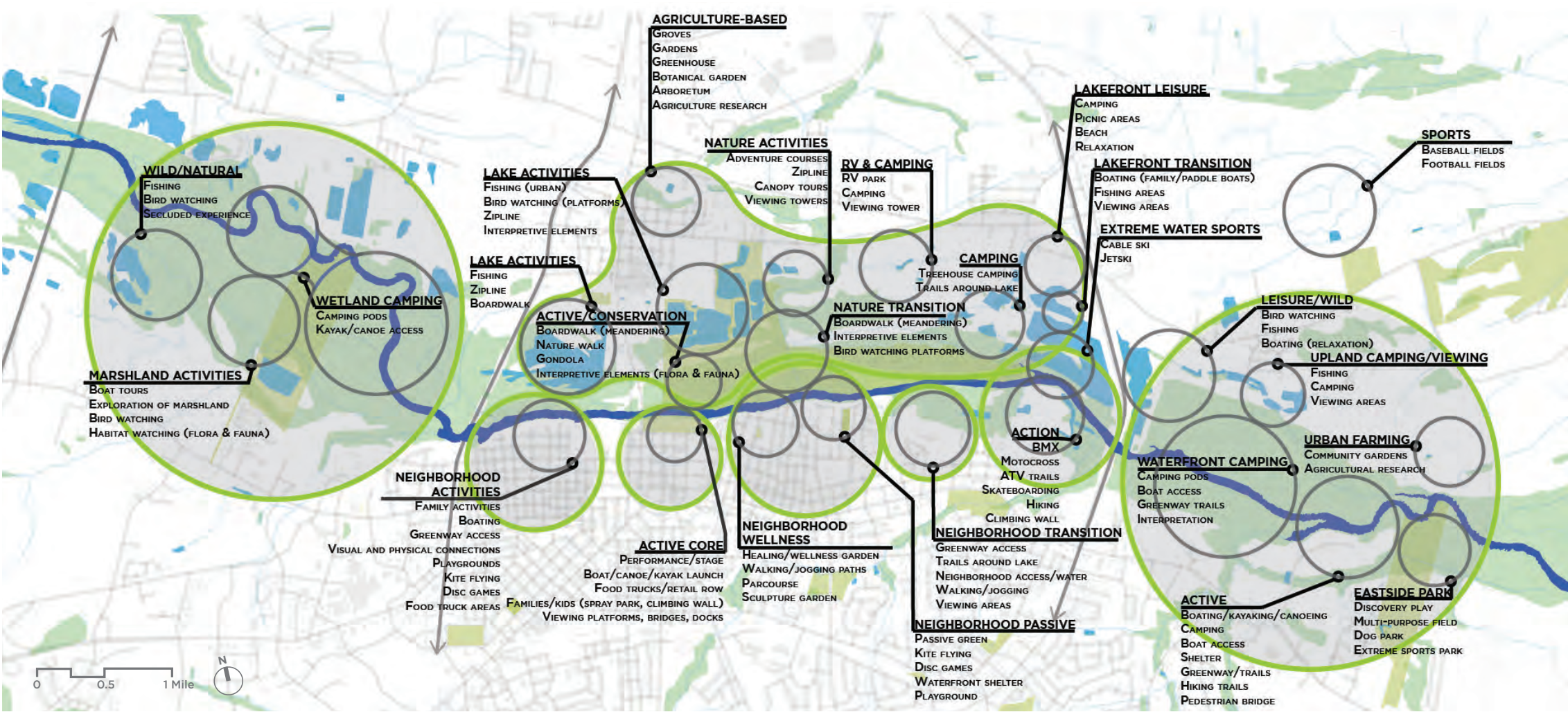
3.2: ENVIRONMENTAL CHARACTER DESCRIPTIONS



OPPORTUNITIES FOR...



3.3: POTENTIAL ACTIVITIES BASED ON REGULATORY FRAMEWORK, CHARACTER, AND SURROUNDING LAND USES



REGULATORY FRAMEWORK

The areas adjacent to the Tar River contain many ecologically and culturally sensitive lands. Accordingly, the planning process took into account the regulatory agencies in charge of these special areas, as well as necessary permitting or approval processes, limitations to programming certain environmental areas, and potential opportunities that are allowed within these limitations.

It is clear that while there are protective measures that provide some challenges to bringing the community closer to areas of environmental and cultural significance, plenty of opportunities remain that allow the community to both enjoy and preserve the benefits of these areas. More information about regulatory processes for specific elements of the Legacy Plan is included in the Appendix.

Area of Environmental/Cultural Significance	Regulatory Agencies	Permits, Approvals, Certifications, Etc.	Limitations	Potential Opportunities
Special Flood Hazard Areas (Floodway & Floodplain)	Federal Emergency Management Agency (FEMA); Army Corps. of Engineers (USACOE); City of Greenville	No Rise Certificate or Conditional Letter; map revisions if impact revealed by modeling	Projects that impact the floodway & floodplain or the 100-year water surface elevation	Boardwalks, walks, docks, blueway, camp platforms
Wetlands	USACOE; NC Dept. of Environment and Natural Resources (NCDENR DWR)	404 Wetlands Permit; 401 Water Quality Certification	Structures that create extensive shade	Boardwalks, overlooks, camp platforms, trails
Riparian Buffer (Tar-Pamlico)	NCDENR DWR	Tar/Pamlico Riparian Buffer Authorization	Zone 1: first 30' must remain undisturbed, excepting certain activities. Zone 2: outer 20' must be vegetated; certain uses allowed	Trails, playgrounds, crossings, bank stabilization, stream restoration, vegetation management, wetland restoration
Wildlife & Natural Vegetation	NCDENR	Environ. Assessment (EA) and/or Environ. Impact Statement (EIS) per State or National Environmental Policy Act (SEPA/NEPA) Findings of No Significant Impact (FONSI)	Avoid habitat of documented rare species such as Bald Eagle	Interpretive areas, viewing, birding trails, etc
Archaeological or Historical Value	State Historic Preservation Office; City of Greenville	EA and/or EIS per SEPA/ NEPA (FONSI) & Cert. of Appropriateness	Meet national, state, or local guidelines	Education, amenity

4. PRELIMINARY FRAMEWORK

CONNECTIVITY FRAMEWORK

Access is key to improving the City’s relationship to the River. There are a range of connections that were considered in the development of the initial Access Framework Plan.

The **River** is at the heart of the recommendations which explore opportunities to solidify its role as an important “blueway” that connects places in the study area and throughout the region.

The **“lakeway”** serves as a scenic pedestrian/bike route to connect the area’s unique natural and man-made lakes.

Along with linking natural resources, the framework serves to connect the City’s urban areas to the riverfront. **Greenways, parkways, corridors,** and other **connections** (including both physical connections, such as bridges, and visual connections, such as overlooks) provide access to, along, and across the River.

Many of these connections already exist, with potential for improvement or modification. The strategies included in this Plan focus on improving the existing facilities, when possible, and exploring additional facilities when needed.

LEGEND

Corridors

Parkway

Lakeway

Greenway (Existing)

Proposed Greenway (previously planned)

Greenway extensions

Connections

River

Wetland

Lakes

Park

3.4: CONNECTIVITY FRAMEWORK

44 TAR RIVER LEGACY PLAN

ACTIVITY FRAMEWORK

The activity framework - shown below - combined the connectivity framework with information from community input, background analyses, and site visits to create a spine around which programmatic opportunities can be developed.

This framework was refined through community input and further analysis, resulting in the a pragmatic, implementable Legacy Plan, which is detailed in the next chapter of this report.

LEGEND
Land Ownership

- City Owned Park
- City Owned Non-Park
- Privately Owned

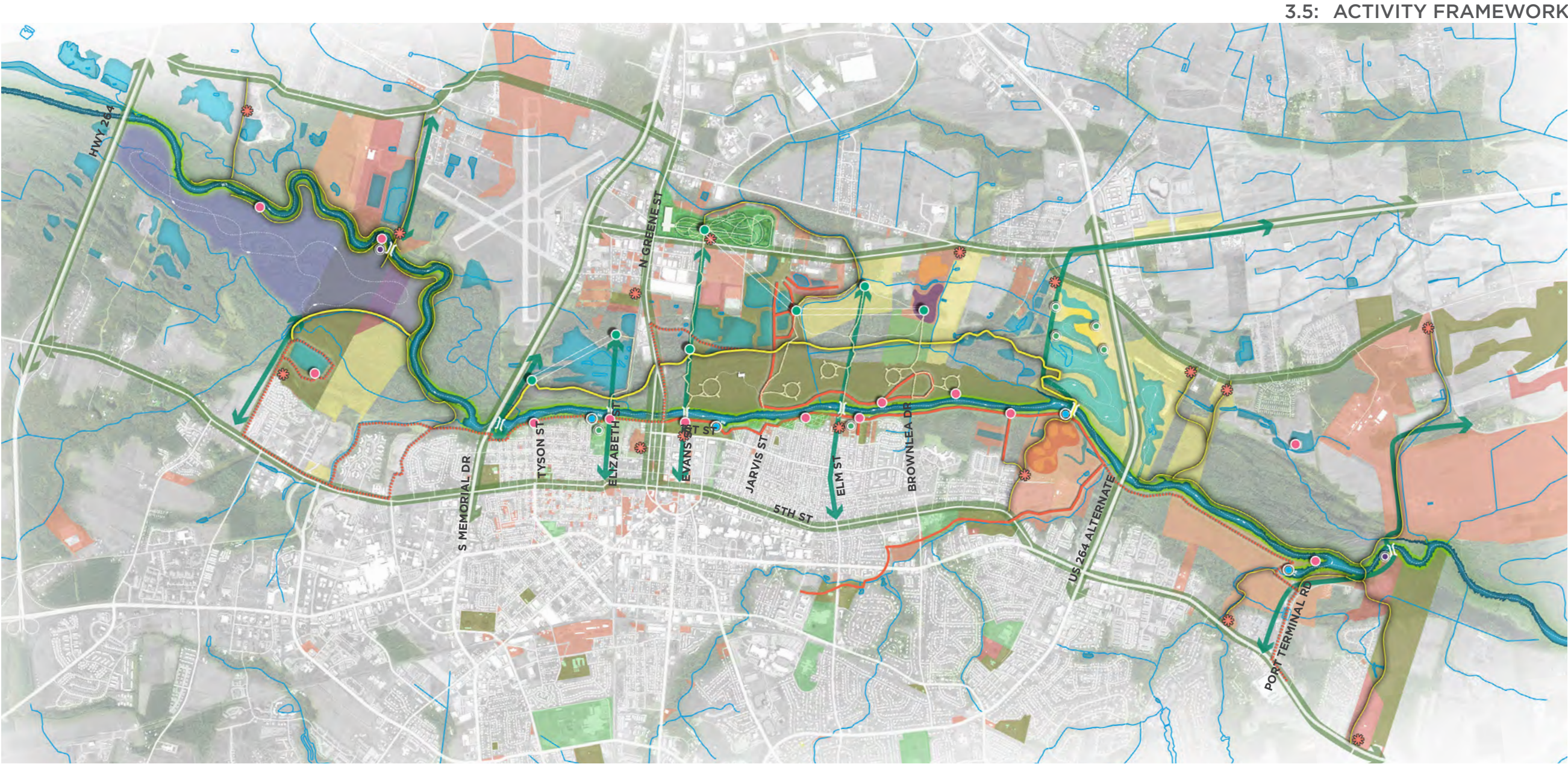
Connections

- Parkway
- Green Streets/Connections
- Trails, Paths
- Pedestrian Crossing
- Lakeway
- Existing Greenway
- Proposed Greenway (previously planned)

Activity Areas

- Observation Areas/Towers
- Boat Launch Areas
- Camping Pods/Areas
- Picnic Areas
- Access Areas
- Viewing Areas

- Tar River
- Existing Parks
- Lakes



3.5: ACTIVITY FRAMEWORK

THE PLAN



***This chapter describes the elements of the
Tar River Legacy Plan.***

1. PLAN PRINCIPLES

Eight principles provide a structure that ensures that the **Tar River Legacy Plan** both meets the original goals of the project and expands on them to address community desires and needs that emerged throughout the planning process.

CONNECT THE RIVERFRONT

Create great connections (both physical and visual) from neighborhoods to the River



ENLIVEN THE URBAN CORE

Create venues on the River for city-wide events



EXPAND RIVER CONTACT

Maximize contact and connections with the River



PRESERVE AND ENJOY THE WILDERNESS

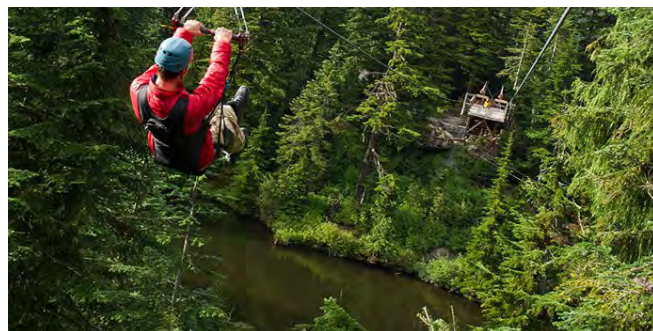
Conserve and create access to natural resources





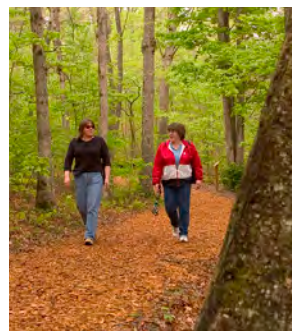
ACTIVATE RECREATION PROGRAMS

Develop recreational and open space programs in the “wild” or natural areas of the City



ATTRACT PEOPLE TO THE RIVER

Provide great destinations that draw local residents and visitors



PROMOTE COMMUNITY WELLNESS

Increase community health through active lifestyles and locally sourced food



INTERPRET HISTORY

Celebrate the history and culture of the riverfront, City, and region

2. THE PLAN

As the eight design principles outlined in the preceding pages developed, the Legacy Plan evolved. The Plan, which is depicted on the facing page and detailed throughout this chapter, serves a long-term vision that will improve the City’s relationship to its seven-mile riverfront.

The Plan envisions a series of great destinations that will provide exciting and new uses that celebrate the natural ecology of the River and serve as a source of community well-being. Not only will these destinations become local attractions, but they will also become regional amenities that will improve the economic viability of Greenville’s riverfront.

This chapter describes the elements of the Plan using the following categories:

- River activities
- Lake activities
- Six North-South activity corridors
- Gateways and connections
- Signature features
- Education and interpretation
- Environmental restoration and conservation
- Three Riverfront Focus Areas
- Conservation
- River maintenance
- Redevelopment areas
- Branding and placemaking

Each category area is described briefly here and described further in the following pages.

RIVER ACTIVITIES

Interaction with the River will increase through a series of programmatic elements that allow visitors greater access to the River through camp sites near the River, boating opportunities, crossings, and other elements. Programming elements such as boat rental areas, boat launches, camping pods, and signature bridges are identified throughout the study area.

LAKE ACTIVITIES

The man-made and natural lakes dotting the landscape of North Greenville provide areas for diversified habitat. Due to the number of lakes, there are numerous opportunities for new and exciting programmatic uses, including both active and passive recreation opportunities.

SIX NORTH-SOUTH ACTIVITY CORRIDORS

Six “activity corridors” were identified as part of the Legacy Plan process. These corridors are anchored with signature features that traverse north-south across to the River to connect urban and natural areas, as well as recreation areas throughout the riverfront area.

The Wild West Corridor

- The Medical District is one of Greenville’s fastest growing districts. The Phil Carroll Nature Preserve provides a number of opportunities to provide a new recreation area for this part of the City. The Legacy Plan identifies a number of programs that celebrate the wildlife and scenic beauty of the “Wild West.”

West Greenville Corridor

- The topography of the West Greenville neighborhood provides a unique vantage point for residents. River overlooks, greenway access points, and river/lakeside programming serve to activate the neighborhood, providing new opportunities for ecological interpretation and social engagement.

Uptown & North Greenville Corridor

- Uptown lies at the heart of the City and is often referred to as Greenville’s front door to the River. A signature connection will tie this urban neighborhood to the natural, scenic beauty of North Greenville.
- North Greenville is home to Greenville’s largest ecological park. The Plan identifies a series of new and exciting uses including zip lines, canopy tours, and observation towers that will get visitors up to and over the tree canopy. The Plan also makes reuse of vacant flood-prone properties through the creation of an urban arboretum and urban research gardens.

Tar River/University Neighborhood Corridor

- The City’s first riverfront greenway can be found in the Tar River/University Neighborhood. The vision that has been developed for this popular riverfront area includes neighborhood-supportive uses as well as amenities that could attract residents City-wide.

Action Sports Corridor

- Greenville is known as Sportstown/Pro-town USA. The Plan recommends that the City capitalize on its sports identity through the creation of new water- and land-based recreation programs, including water skiing and extreme sports (e.g., BMX and skateboarding).

Wild East Corridor

- Building connections from neighborhoods and the future Eastside Park to the riverfront is at the heart of the recommendations for the “Wild East.” A new greenway connection will link neighborhoods and the natural environments of this district to the City’s center.

GATEWAYS AND CONNECTIONS

There are key streets that serve as important gateways and connectors into the City as well as to the riverfront. The Plan identifies opportunities to enhance these corridors and to recognize the City’s mission to become stewards of the environment through the inclusion of green infrastructure.

SIGNATURE FEATURES

Pedestrian bridges and observation towers/platforms will become important, high visibility elements in the landscape. The Plan notes several key locations to build these important physical and visual connections to nature.

EDUCATIONAL FEATURES

The natural ecology of the Tar River and riverfront serve as a “living” outdoor room that will support research and exploration. New trails and wilderness-focused programs will increase awareness of natural resources as well as the history of the riverfront.

THREE RIVERFRONT FOCUS AREAS

The Legacy Plan is comprised of a number of programs that will support variety of activities. The Riverfront Focus Areas are big ideas that include intensive programming that will become major local and regional attractions. The three areas are:

- Riverfront Entertainment District
- North Greenville Adventure Park
- Extreme Sports Hub

CONSERVATION

To realize the Legacy Plan, there are lands that should be protected to sustain the City in the future. This section identifies a number of tools that can be utilized to conserve privately- and publicly-owned riverfront property.

RIVER MAINTENANCE

During the public engagement process, improving the navigability of the River was a concern mentioned numerous times. This Plan identifies strategies to maintain the River to create a clean and safe waterway today and into the future.

REDEVELOPMENT OPPORTUNITIES

Along with programming of parks and open space, the plan identifies areas along or near the riverfront that will serve as important “nodes” for private investment. These redevelopment areas will serve to improve riverfront neighborhoods and act as important economic development centers for the riverfront as well as the City.

RIVERFRONT BRANDING & PLACEMAKING

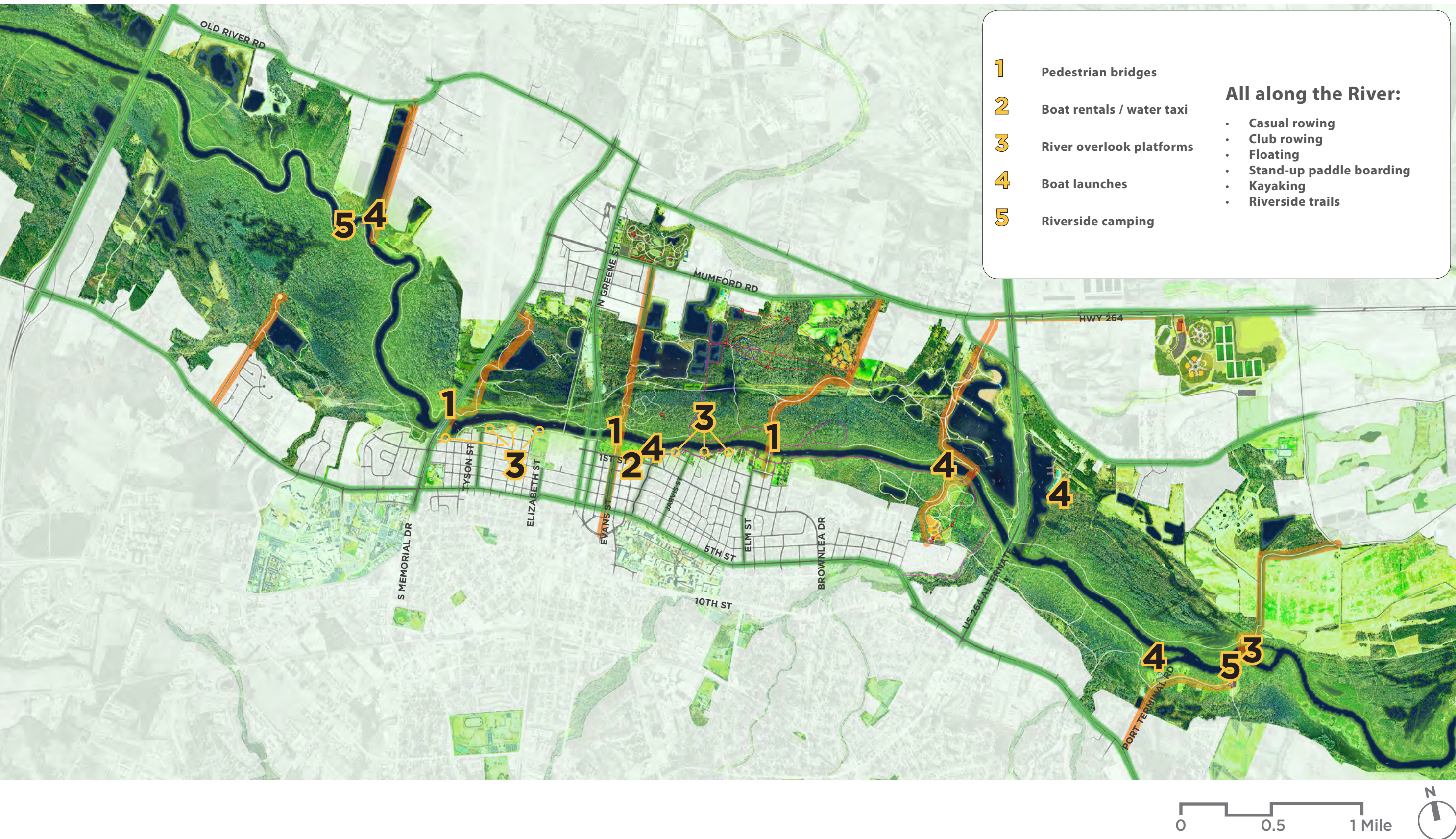
It is evident that the “brand” of the City and its riverfront will be important in identifying the riverfront as a special place for Greenville. Through the engagement process, there are several branding themes that have emerged that will solidify Greenville’s image as City that celebrates its river, cultural heritage, and natural resources.

4.1: THE LEGACY PLAN



3. ACTIVITIES ON AND ALONG THE RIVER

4.2: RIVER ACTIVITIES



RIVER ACTIVITIES

The Tar River Legacy Plan incorporates River-based opportunities and activities for the entire seven-mile stretch of the River through Greenville as well as special activities that occur at nodes along the River.

River-based activities - including **rowing**, **floating**, **paddling**, and **kayaking** - are embraced and encouraged along the entire River length. A water taxi from Uptown Greenville to Washington, NC, would provide a new and exciting regional connection. **Trails** are located as close to the River as possible, to provide physical and visual connections.

Other major elements along the River include **pedestrian bridges**, **boat rentals**, **boat launches**, **overlooks**, and **camping pods**.

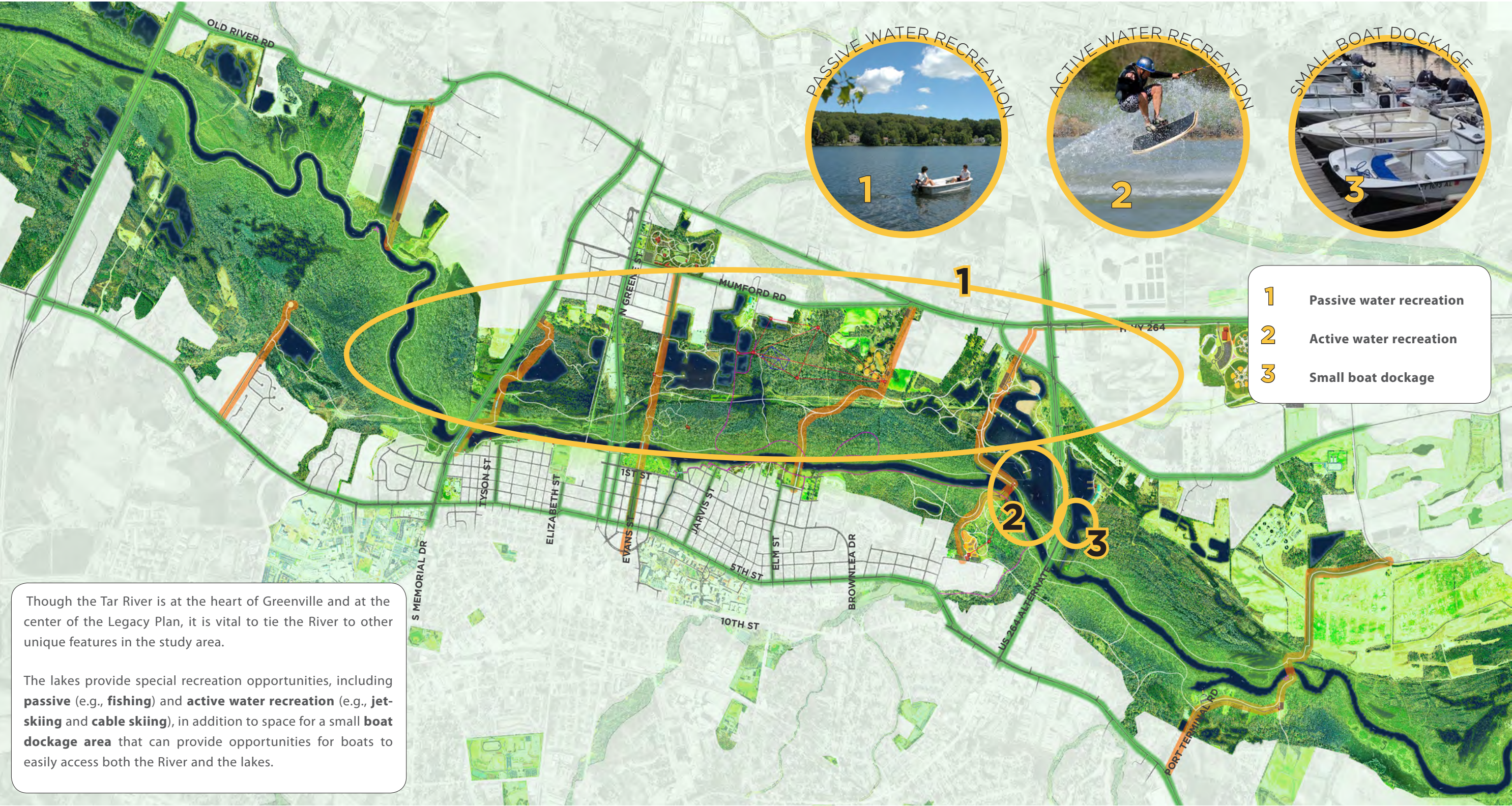


ACTIVITIES ALL ALONG THE RIVER



4. LAKE ACTIVITIES

4.3: LAKE ACTIVITIES



Though the Tar River is at the heart of Greenville and at the center of the Legacy Plan, it is vital to tie the River to other unique features in the study area.

The lakes provide special recreation opportunities, including **passive** (e.g., **fishing**) and **active water recreation** (e.g., **jet-skiing** and **cable skiing**), in addition to space for a small **boat dockage** area that can provide opportunities for boats to easily access both the River and the lakes.

5. ACTIVITY CORRIDORS



1. WILD WEST

4.5: WILD WEST ENLARGEMENT



Anchored by the Medical District, the “Wild West” is defined by pristine natural habitats, lakes, and wetlands that offers a wealth of opportunities to engage with nature. The Legacy Plan identifies a range of programmatic uses that are “light on the land” while taking advantage of the unique ecology of the Wild West for exploration and adventure.

Activities such as swamp boat tours would offer new and exciting recreational and education experiences for Greenville’s riverfront. Other programmatic opportunities

include habitat watching, camping, walking, and hiking. The creation of programmed park spaces in the Medical District will encourage active/healthy lifestyles supportive of the District’s growing residential and institutional land uses.

Trailheads on the north and south sides of the River provide access points to this riverfront area. These gateways to the riverfront must be well-defined, with wayfinding signage, parking, boat launches (at the trailhead on north side of River), and restroom facilities.

- 1** Swamp tours
- 2** Lakeside boardwalk
- 3** Habitat watching
- 4** Trailhead



WET
SPECTACULAR
SECLUDED SCENIC

2. WEST GREENVILLE

4.6: WEST GREENVILLE ENLARGEMENT



West Greenville is an historic neighborhood nestled high above the banks of the Tar River. The neighborhood’s lofty location presents challenges but also offers unique opportunities to take advantage of views out and over the River.

The Legacy Plan incorporates key viewing areas at the ends of important “gateway” streets that extend to the River, offering new places for residents of West Greenville to gather and opportunities to interpret the River and its history. Perched on a bluff, these viewing platforms will offer spectacular views of the riverfront, creating new neighborhood destinations.

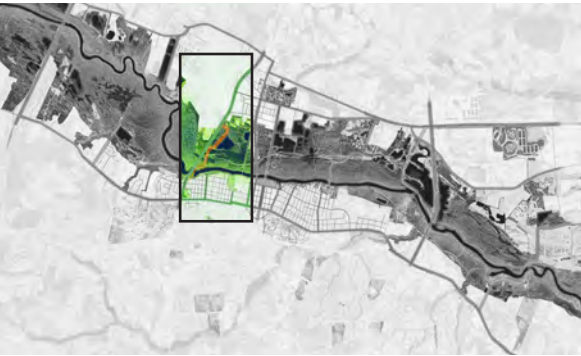
New trail connections to the South Tar River Greenway will provide enhanced community access from the neighborhood down to the riverfront. Greenway trails will be infused with the vibrant history of the City and the West Greenville neighborhood to create a dynamic system of neighborhood connections to the riverfront.

Connecting neighborhood residents both to and across the River into North Greenville is important. There is an opportunity for a new pedestrian bridge to be added on to the existing vehicular bridge. This crossing would connect

West Greenville to a variety of recommended nature-based activity areas north of the River, including walking/hiking trails, boardwalks, fishing ponds, and West Meadowbrook Park.

Though the City does not currently own the lakes in this area, potential purchases and public-private partnerships (and associated use agreements) should be explored to enhance community access to the water bodies.

- 1 Trailhead
- 2 Pond fishing
- 3 River fishing
- 4 Add-on pedestrian bridge
- 5 River overlooks
- 6 Neighborhood greenway connection
- 7 Green streets
- 8 Open space on the River



NEIGHBORHOOD-ORIENTED
CONNECTED CALM

3. UPTOWN & NORTH GREENVILLE

4.7: UPTOWN & NORTH GREENVILLE ENLARGEMENT

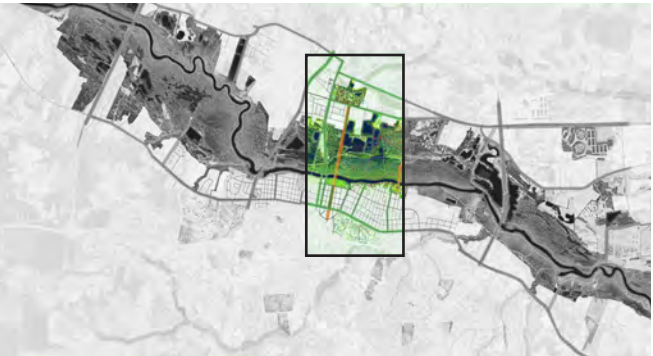


UPTOWN GREENVILLE

Anchored in the center of the Riverfront study area, on the south bank of the Tar River, is Uptown Greenville, the City’s urban core. This area is bounded to the east and west by historic and enriched neighborhoods.

Town Common sits on the northern edge of Uptown, at the riverfront. It is the largest urban park along the Tar River in Greenville and a major gathering place for community events and programs. The City’s *2010 Town Common Master Plan* focused on expanding programmatic opportunities in the park, and the Legacy Plan provides ways to work with the opportunities identified in that plan to further activate this important civic space. Promoting mobile commerce, such as food trucks and vendors, along the south side of 1st Street will help activate the riverfront area, and introducing new events at the park will encourage even further activation.

On the eastern edge of the Uptown district is Town Creek. Currently, most of Town Creek flows underground. There may be an opportunity to daylight and enhance portions of the stream to create a pedestrian / bike connection from East Carolina University to the riverfront. An enhanced stream corridor could also increase redevelopment momentum on adjacent properties to the east.



NORTH GREENVILLE

North of the Tar River is the North Greenville district, an area of diversified land uses, including residential, industrial, commercial, and parkland. At the riverfront, the district contains River Park North, Greenville’s largest natural park. River Park North and other riverfront areas of North Greenville are home to great expanses of natural areas comprising a wide range of ecological landscapes including cypress forests, hardwood forests, meadows, lakes, and streams. Due to the low elevation of the riverfront area at North Greenville, there is a wide expanse of floodplain which provides challenges as well as opportunities for land planning.

Excitement, exploration, and entertainment are at the heart of land programming for the North Greenville area. Exciting, new facilities, including observation towers, will give residents and visitors the opportunity to view nature from new vantage points. Wilderness adventure programming, such as zip lines and canopy tours, provide entertaining opportunities to interpret nature. Interpretative trails tell the story of the ecology and history of Greenville’s riverfront. An arboretum serves as a new attraction for North Greenville and as a center for agricultural research, urban farming, and ecological education.

The Legacy Plan recommends new trails that provide access to the full range of ecological conditions in the North Greenville riverfront area. A “lakeway” trail will connect the series of lakes to create a new experience at River Park North. The Legacy Plan also establishes clear and defined connections at River Park North that link recommended and existing destinations.



- | | | | | | |
|---|-----------------------------|---|---------------|---|------------------|
| 1 | Arboretum/urban agriculture | 3 | Viewing tower | 6 | Mobile commerce |
| 2 | Lake fishing | 4 | Canopy tours | 7 | Space for events |
| | | 5 | Zip lines | 8 | Daylit stream |

4.8: UPTOWN & NORTH GREENVILLE CROSS-SECTIONS

Graphics are illustrative only

LINKING THE NEIGHBORHOODS

There is a tremendous opportunity in linking the Center City with North Greenville. The creation of a signature bridge connection would address demand for pedestrian-scaled access between the City’s center and River Park North, and would also extend the Evans Street corridor both physically and visually. The access to and from the Center City to the natural and programmed areas north of the River will create a new connection for residents and visitors, and will serve as a draw to the riverfront that will benefit both North Greenville and Center City.



Pedestrian bridge & interpretive trails



Learning gardens



Observation tower & recreation lake

ADVENTUROUS VIBRANT
PLAYFUL

4. TAR RIVER/UNIVERSITY

4.9: TAR RIVER/UNIVERSITY ENLARGEMENT



South of the River, to the east of the Uptown, lie historic neighborhoods bounded by the River and East Carolina University. As a result of the flood of 1999, there are a number of vacant City-owned parcels in this area. The Legacy Plan recommends that these properties become part of a riverfront system of parks.

The Legacy Plan identifies several key neighborhood-supportive park uses for the riverfront in this area, including healing/sculpture gardens, River overlooks, open space, and playgrounds. The greenway along the Tar River would be enhanced to embrace the culture and heritage of the riverfront, through the addition of art, wayfinding, interpretation, and beautification of the landscape. Although the existing greenway is located along the Tar River, the water is often hidden from view. The Legacy Plan recommends that selective areas be cleared to open vistas of the River.

It is important to connect the historic, River-adjacent communities and their residents to both the River and to nature-based programming north of the River. A bike / pedestrian crossing across the River is recommended to provide direct access between the neighborhood and University areas south of the River and River Park North. The Plan identifies key streets that can connect the Tar River/University neighborhoods to the River. These would be enhanced with green street improvements such as street trees and low-impact stormwater management strategies. There are several other streets that terminate at the River and serve as trailheads to the riverfront area.



- 1 **Camping**
- 2 **Trail connections**
- 3 **Healing/sculpture gardens**
- 4 **River overlooks**
- 5 **Playground**
- 6 **Green streets**

MEDITATIVE
DYNAMIC
INTERACTIVE

5. ACTION SPORTS

4.10: ACTION SPORTS CORRIDOR ENLARGEMENT



The “Action Sports” corridor offers a range of active and passive recreation opportunities that build on Greenville’s brand as Sportstown USA. The recreation opportunities range from land-based programming such as a skate/motocross/BMX (bicycle motocross) park to water cable wakeboarding on the lakes. Suggested programming accommodates a variety of programmatic scales from a regional sports complex (capable

of hosting sports including baseball, softball, football, and soccer) to a BMX/Motocross/skate park to passive boating opportunities on the lakes. A multi-purpose sports facility and museum dedicated to BMX could serve as a place to celebrate Greenville’s reputation as a leader in the sport as well as a place for demonstrations, classes, and other BMX-related activities.



- 1 Lake trails and boardwalks
- 2 Lake beach
- 3 Fishing
- 4 Regional sports complex
- 5 Cable skiing
- 6 Jet skiing
- 7 BMX/motocross/skate park
- 8 BMX museum & multi-purpose facility
- 9 ATV trails



00.25 Mile

N

ACTIVE
DARING
ENGAGING

6. WILD EAST

4.11: WILD EAST CORRIDOR ENLARGEMENT



Port Terminal Road currently provides East Greenville with its only boat access site. The Legacy Plan includes opportunities to provide additional access to the River and natural areas.

A new trailhead at the riverfront provides parking, restroom facilities, and wayfinding. New greenway trails extend

connections from Greenville’s center. There is a considerable amount of City-owned land north of the River in East Greenville, and the Legacy Plan recommends that this be utilized for urban farming and other revenue-generating uses such as solar farming.

- 1 Solar farms
- 2 Urban farming
- 3 Hiking trails
- 4 Boat launch
- 5 Food truck area



TRANQUIL
MARSHY
VAST

6. GATEWAYS & CONNECTIONS



7. SIGNATURE FEATURES

4.13: SIGNATURE FEATURES



8. EDUCATIONAL FEATURES



9. THREE RIVERFRONT FOCUS AREAS

The Legacy Plan identifies a broad range of potential programming opportunities along the riverfront. However, the Plan also focused on three “big bang” projects. These are projects that can begin to generate excitement about and investment in the riverfront, and begin to provide the “buzz” that is needed to transform public perception and drive change.

The three riverfront focus areas identified in the Plan are the creation of a **Riverfront Entertainment District** (1), an **Adventure Park** (2), and an **Extreme Sports Hub** (3). These focus areas provide key programmatic draws and local and regional destinations. The program elements of these focus areas are outlined on the following pages.

- 1** Riverfront Entertainment District
- 2** Adventure Park
- 3** Extreme Sports Hub



4.15: RIVERFRONT FOCUS AREAS

1. RIVERFRONT ENTERTAINMENT DISTRICT



A Riverfront Entertainment District would provide a draw to the river and to the urban core of the City. It would strengthen the riverfront area in the center city by incorporating river-focused features, such as a signature bridge, boat launch, and observation areas, with mixed-use development and connections to adjacent neighborhoods. It could also include a project to daylight Town Creek, or redirect it into an above-ground channel, creating a new attraction. The District would provide a dynamic place for families, university students, or others to spend time, be it morning, noon, or night.

Program	Market
<ul style="list-style-type: none">Town Common Master Plan implementation: spray park & event spaceRiver boat launchObservation towerSignature bridgeDaylight town creekCreate a mixed use hub around town common and town creekConnections to adjacent neighborhoods	<p>Significant opportunity to improve Uptown Greenville's emerging retail and restaurant cluster through stronger connections to the riverfront.</p> <p><u>Opportunities</u></p> <ul style="list-style-type: none">Optimize use of underutilized publicly-owned buildings and land on the south side of 1st StreetRevenue generation through increased property valuesPrivate sector investment momentumAttract target demographics

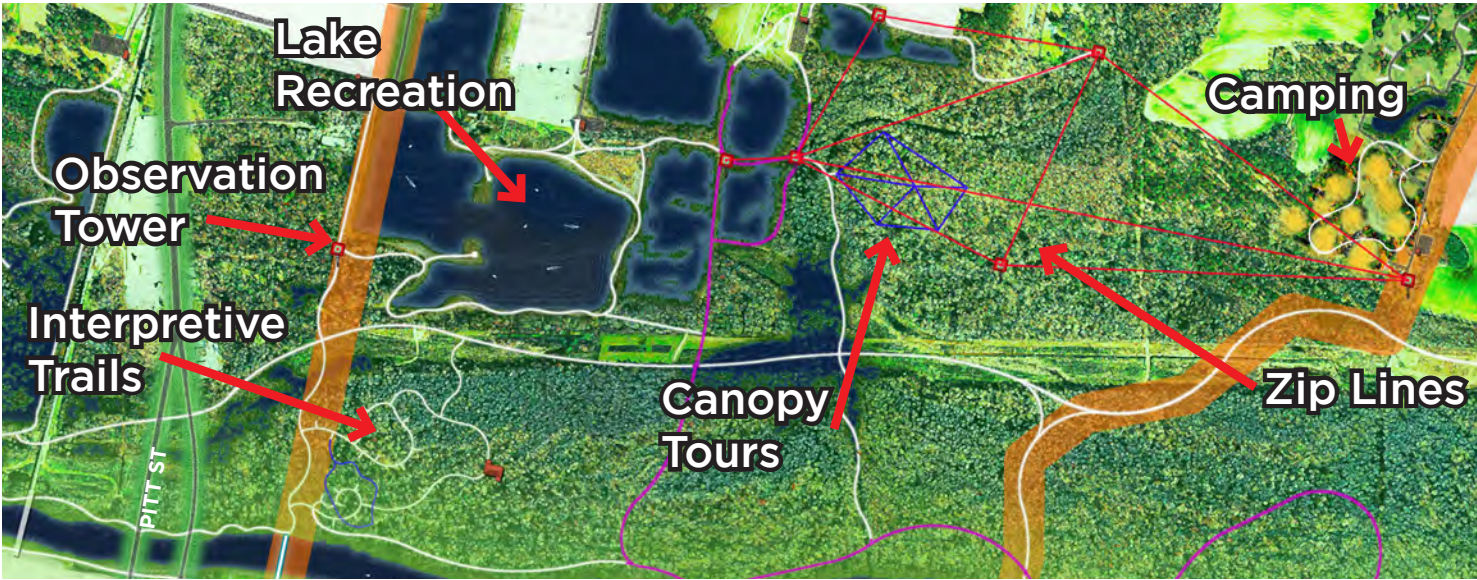


While Uptown Greenville has an emerging retail and restaurant cluster, anecdotal evidence suggests that many in Greenville travel outside of town for high-quality groceries and restaurants. A retail gap analysis does not show significant leakage in the food and beverage sector, but this is likely because there are few residents in Uptown to drive demand and a relatively high concentration of stores and restaurants.

The Entertainment District concept assumes that relatively modest public investment in infrastructure, including open space in Uptown and along the riverfront, will spur significant additional private investment in Uptown, consistent with the experience of cities across the country that have engaged in similar downtown revitalization efforts. Advancing this idea might include making a variety of currently underused, publicly-owned buildings on 1st Street available for private redevelopment. Rezoning of the south side of 1st Street to Downtown Commercial is also suggested. A revitalized Uptown riverfront area could increase sales and property taxes, making tax increment financing a possible source of capital funds for public investment.

Cities ranging from Indianapolis to Phoenix and Chattanooga to Greenville, South Carolina, have leveraged public capital funds to attract private investment related to similar revitalization efforts premised on investment in open space and other infrastructure. In some cases, public funding for operating costs has been leveraged steeply (as much as \$3-\$15 for every \$1 of public capital invested). There is existing private sector interest in the concept of the Entertainment District, and momentum can be reasonably asserted for this effort.

2. NORTH GREENVILLE ADVENTURE PARK



An Adventure Park in North Greenville would help the City better utilize land north of the River. It would provide a wide range of recreation opportunities that cater to both Greenville’s residents as well as people from around the region. It will encourage exploration of Greenville’s natural assets and reuse of land through a series of interactive activities.

Program	Market
<ul style="list-style-type: none">• Zip lines• Observation towers• Interpretive trails• Canopy tours• Climbing walls• Extended greenway• Lake beaches• Active & passive lake recreation• Arboretum/botanical garden• Urban agriculture• Adaptive reuse of FEMA land• RV Park• Tree house camping	<p>An Adventure Park in Greenville that can draw on local visitors from Pitt County as well as tourists.</p> <p><u>Opportunities</u></p> <ul style="list-style-type: none">• Attract target demographics: families & young professionals• Optimize underutilized land• Build on Greenville’s reputation for accessibility to wilderness and on its adventure-sports community

Greenville is already relatively well-known for its accessibility to wilderness and for its adventure-sports community; an Adventure Park would solidify this brand. This park, sited in North Greenville, could serve as an exciting new activity and

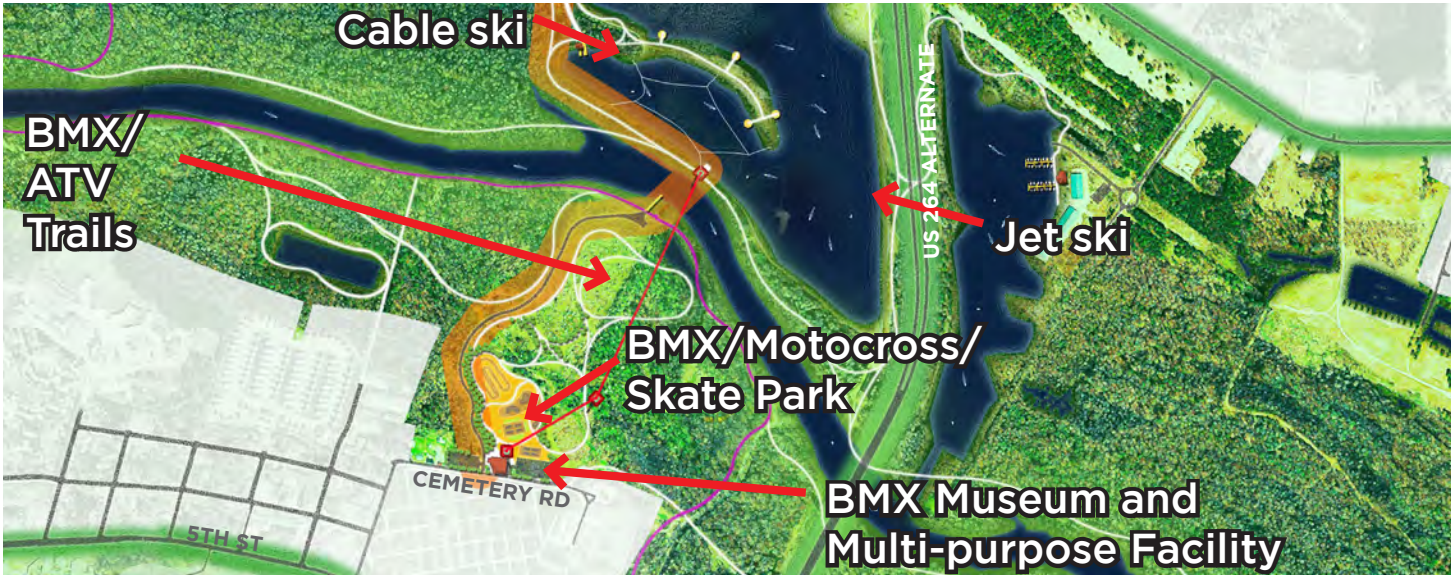


amenity with potential to attract and retain young professional families in Greenville - a major goal of this Plan. Furthermore, land north of the Tar River is relatively underutilized and somewhat more prone to flooding; therefore, the opportunity cost of developing an adventure park on this land is low. Lastly, if the park is sited on publicly-owned land, the City will likely need to provide the land at relatively low cost in order to attract an operator. Limited revenue from a ground lease or revenue sharing of net income may be possible.

While there is a strong rationale for an Adventure Park in North Greenville, the local market for it is relatively small, at least initially. Assuming that the market for this Adventure Park is 90% from Pitt County and 10% tourists from within an hour and a half of driving distance, the Adventure Park may be able to attract 13,600 visitors annually on an initial basis, clearly a modest number when thought of in terms of numbers of visitors per weekend during a perhaps five month “high season.” In addition, there is significant reasonably proximate competition, with six zip line adventure parks within a four-hour drive of the City, and stronger adventure branding in western North Carolina. Therefore, the mix of uses presented in the Greenville facility and the way that the park is marketed will be vital to its success.

Greenville’s best response to regional competition from similar parks may be to incentivize the creation of an adventure park designed to draw repeat visits from local residents. Such a park might be programmed with a ropes course and rock climbing experiences, and market itself, in part, to team building exercises of local employers. Shelby Farms Park in Memphis is currently advancing development of such an adventure park within its park boundaries, very explicitly planning on significant usage by Fed Ex. Such an approach could respond to our recommendation that public investment in the Plan focus on attraction and retention of a young family demographic and to strengthening the position of core employers. In addition, by expanding marketing to a national audience, the Park can hope to bring in “outside money” and generate “net new” economic development.

3. EXTREME SPORTS HUB



An Extreme Sports Hub, with a variety of sports and sports-related activities, would help Greenville build on the existing BMX and skateboarding communities and expand lake-based recreation. It would connect the north side of the river to the south with a string of exciting opportunities for active adventure-seekers, and patrons who want to watch the action. Sports could range from water sports (including cable ski and jet ski opportunities) to a BMX/motocross/skate park that accommodates many kinds of users by providing areas specific to their needs (e.g., hardscape facilities for skateboard users, clay tracks for BMX users, and dirt tracks for motocross users).

Program

- BMX (bicycle motocross)/Motocross/Skate Park
- BMX Museum & Multi-purpose Facility
- Active water sports: cable ski, jet ski
- River boat launch
- Signature bridge

Market

Greenville is already well-known for its BMX community. A multi-sport extreme sports hub that has a particular focus on BMX will solidify Greenville’s brand as the BMX capital of the United States.

Opportunities

- Build on existing BMX community
- Potential revenue generation from competitions and associated parking and tax income

An Extreme Sports Hub in East Greenville would serve as an exciting new activity and amenity for area youth; this hub could help attract young families to the area. Greenville is already very well-known for its BMX community; an extreme sports hub, with a concentrated focus on BMX, could help solidify Greenville’s brand as a BMX capital and as “Sportstown USA.”

According to USA BMX (the BMX national association) the market for BMX is 85% males and 15% females, largely five to 19 years old, and tends to be local in its draw to any particular facility. Using those parameters alone, an extreme sports hub focused on BMX in Greenville may be able to attract 6,000 regular, mostly casual local visitors annually.

Industry experts suggest that Greenville position its track as a local and Eastern North Carolina amenity, one more focused on attracting visitors than members. Such an approach would address the recommendation that public investment in the Plan concentrate on the attraction and retention of a young family and post-student demographic. Such tracks have been developed for as little as \$10,000, although larger figures are more common. Like the Adventure Park, a regionally-focused track will generate “net new” economic development to the extent that it is successful in helping to attract and retain a young professional demographic to the City.

Though the vision for the BMX/motocross/skate park is one of a facility meant for fun, leisure, and - possibly - regional events, the City may choose to pursue construction of a track capable of attracting national events. If that is the case, industry experts suggest that the following are prerequisites:

- A three- to five-acre site for the track and ancillary facilities, generally built by private operators at a cost of up to \$7.5M. Some public participation might be expected; for instance in the form of land donation. If a larger park is built, a better location for the park may be the proposed Sports Complex
- Additional parking capacity
- Significant, on-going local marketing support, plus probable local support for prize money



10. CONSERVATION

The seven miles of riverfront through the City of Greenville is comprised of City-owned land, as well as land owned by a range of private and quasi-governmental entities. The Legacy Plan boundary includes:

- Sensitive/scenic natural resource areas
- Flood hazard areas (especially the floodway which is the most restrictive floodplain category)
- City-owned/non-park dedicated lands
- City-owned future park dedicated lands
- Existing parks

To realize the Legacy Plan, the City will need to explore opportunities to conserve and protect these natural resources. There are several ways to do this:

DEDICATION OF CITY-OWNED NON-PARKLAND AS PUBLIC OPEN SPACE

The City owns several sites along the riverfront that could be considered for public access and use. These lands (shown on page 32) should be considered for future park dedication as indicated in the Legacy Plan.

LAND BANKING

Land banking is the conversion of properties that are neglected or underutilized by the private sector. In the case of the Legacy Plan, these lands would be put into productive use for passive and active recreation and other land programming. Land banking would typically require the City to purchase the land out-right.

CONSERVATION EASEMENTS

Conservation easements are legal agreements between a landowner and a land trust or government agency that permanently limit the use of the land in order to protect its conservation value. Conservation easements allow landowners to continue to own and use their land, and to sell it or pass it on to heirs. In some cases, the landowner will sell a conservation easement, but lands are most often donated. There are financial incentives for land owners to

donate land. Land donations can qualify as a tax-deductible charitable donation (Source: Land Trust Alliance, <http://www.landtrustalliance.org/>).

MITIGATION BANKS

Mitigation banks are permanently protected lands that contain natural resource values (wetlands and associated uplands). These banked lands can be restored and managed for wildlife habitat, water quality, flood amelioration, and ecological diversity. Stream banks are streams and/or stream riparian zones that are restored and enhanced to create stable stream corridors that result in improved water quality, wildlife habitat, and watershed integrity. Wetland and stream mitigation banks are viable and cost effective tools for providing compensatory mitigation, as well as meeting the goals of the Clean Water Act to restore the physical, biological, and chemical integrity of waterways (Source: National Mitigation Banking Association, <http://www.mitigationbanking.org/>).

LAND CONSERVANCIES

Also known as “land trusts,” these are community-based, nonprofit organizations dedicated to the permanent protection and stewardship of natural and working lands for the public good. Land conservancies are positioned to act swiftly and professionally to help landowners and communities protect the places that define our sense of place, interpret nature, and provide services such as water quality protection, wildlife habitat, outdoor recreation, and sources of food and timber (Source: North Oakland Headwaters Land Conservancy, <http://www.nohlc.org/>). The Tar River Land Conservancy currently protects over 17,000 acres of land in Tar River basin from Person County to Edgecombe County.



11. RIVER MAINTENANCE

Although citizen input during the Legacy Plan development process largely focused on the desire for recreational and interpretive uses, a concern was also expressed with regard to maintaining the River as an exemplary natural resource.

RIVER WATER QUALITY

For some participants in the public engagement process, the water quality of the Tar River was of concern. Streams in the Coastal Plain of North Carolina are generally slow-moving blackwater streams and draining low-lying swamps. Due to retention time, the natural color of the water is stained by leaf tannins, which give the water its dark color. According to the Basin-wide Water Quality Plan prepared by the North Carolina Division of Water Quality, the Tar-Pamlico River Basin is estimated to include 7% developed area, 28% wetlands, 55% forest, and 10% open water. The River is thus largely rural and undeveloped in nature. Although some of its tributaries are impaired in water quality, the Tar River supports several rare and threatened species of aquatic life including the Tar River Spiny Mussel, one of only three species of freshwater spiny mussels known to exist, according to the US Fish and Wildlife Service. In addition, the Tar River fishery is an important recreational resource. The River was declared nutrient sensitive in 1989, and measures have been enacted to reduce its nitrogen and phosphorus loading to pre-1991 levels. These measures now include stormwater management controls for development and “buffer rules” that limit the removal of trees and natural vegetation within 50 feet of the River and its tributaries.

RIVER NAVIGABILITY

In response to citizen comments concerning the River’s navigability, downed trees, and sedimentation, discussions concerning dredging and snagging of the River were held with various regulatory agencies. The agencies engaged include the United States Coast Guard, the US Army Corps of Engineers, and the North Carolina Division of Environment and Natural Resources (NCDENR).

The following information was obtained in regards to improving navigability of the Tar River:

Mechanical Dredging

According to the US Army Corps Regulatory Field Office in Washington, NC, a Federal Navigation Project still exists for the Tar River from Washington, NC to Greenville. Corps records from 1912 reference a six-foot deep by 75-foot wide channel connecting Washington with Greenville. Commercial shipping was used on the River at least through World War II. At some point thereafter, dredging was discontinued. Through conversations with the US Army Corps Regulatory Office, it was indicated that resumption of dredging could be discussed in a joint meeting with Corps and NCDENR officials but approval may prove problematic for at least two reasons: 1) Cost of dredging, and 2) Impacts to threatened and endangered species.

Snagging

A “snag” refers to naturally-occurring woody debris that has sunk into a river or lake. Snagging - or to “snag the river” - refers to the process of removing snags. There are precedents for requesting the Army Corps of Engineers to snag the River after large storm events, but this would be an infrequent activity limited to removal of downed trees blocking navigation after extreme storm events. Even without dredging, the River is routinely travelled by small motorized boats from Port Terminal (located 3.75 miles downstream of Town Commons) to Washington, NC. The Corps recommends the Palmiter Guide to Logjam Removal and River Restoration for guidance on snagging the River.

Upon review of the Palmiter Guide, it appears that the Tar River within the study limits may be described as “Condition 1”, the least impeded designation. The Palmiter Guide describes Condition 1 as follows: “Minor flow impedance is present, but these obstructions are normally washed downstream or are naturally relocated during moderate flooding events.” Another characteristic is that the “overall conveyance is acceptable and expected to stay that way”. The guide recommends obstructions for this condition be left alone unless they are associated with, or within eyesight of, larger obstructions, in which case they may be removed with hand-held tools. The Palmiter guide suggests that tree root balls

remain in place, with the offending tree to be cut to leave the root behind to maintain stable stream banks.

The NCDENR “Buffer Rule” took effect on January 1, 2000. The rule requires that up to 50 feet of the riparian area be protected and maintained on the banks of the waterways in the basin. Except in specific circumstances, the Buffer Rule prohibits the removal of forest vegetation on river bank that lies within 30 feet of the stream. In light of the Rule, cutting of trees on the stream edge, or operation of machinery on the banks of the River will be regulated by NCDENR. The following points were discussed in conversations with NCDENR in regards to River snagging:

- Actual circumstances of a snagging operation are highly variable, the NCDENR Division of Water Resources (DWR) can only respond accurately on a case-by-case basis. If an actual snagging operation is proposed, DWR staff can meet to provide comment on the actual proposed activity.
- Trees that lean out into the water but are still alive are valuable to help meet the objectives of the Buffer Rule. Cutting of live trees is not likely to be approved.
- Trees that lean out but are dead may be allowed to be cut above the root ball and removed. Removal should leave Zone 1 (see above) undisturbed.

The NC Wildlife Resources Commission was contacted in regards to further discuss environmental concerns in regards to snagging. The following points were noted:

- Trees along the edge of rivers, even downed ones and dead ones, provide wildlife habitat. Supported species include birds, fish, reptiles and other species. These kinds of resources provide part of the charm of the River that visitors may wish to view.
- Approval for large snagging projects may require: 1) Demonstrated need, 2) Significant blockage of navigation, 3) Backwater conditions created by obstructions, 4) Recent storm event(s)

MAJOR TAKEAWAYS

- Selective removal of trees and branches that block navigation is likely approvable by the regulatory agencies.
- Except in response to major storms or blockages, snag removal should be accomplished by hand tools rather than excavation equipment. Activities such as sculling and canoeing sometimes result in the development of enthusiast organizations that schedule clean-up days and snagging activity. Such organizations are capable of performing routine removal of occasional problematic snags and trees.
- Snagging options that require bank excavation are likely not approvable.
- If significant tree blockages do occur on the River due to large storms, the US Army Corps may be available to help, but issues of funding and regulatory approval will be a challenge.
- Routine dredging of the Tar River in the Greenville vicinity is likely not necessary, but, if required for a particular activity (such as a tour boat), a scoping meeting should be held with representatives of the US Army Corps of Engineers and NCDENR to explore the opportunity for permitting.
- It is possible that use of motorized boats will not require dredging in the Tar River (depending on the final locations of docks, boat draft, and the proposed route). Detailed study of the proposed activity and the specific boat requirements would help determine the scope of any required dredging.

12. REDEVELOPMENT OPPORTUNITY AREAS

Along with recreation and parks-based land programming, the Plan also identifies key “brick and mortar” development focus areas which will serve as a key nodes along the riverfront. With the benefits of creating signature places along the riverfront there are opportunities for community revitalization to benefit both the surrounding communities and the City.

1. NORTHERN MEDICAL DISTRICT/ NATURE PRESERVE

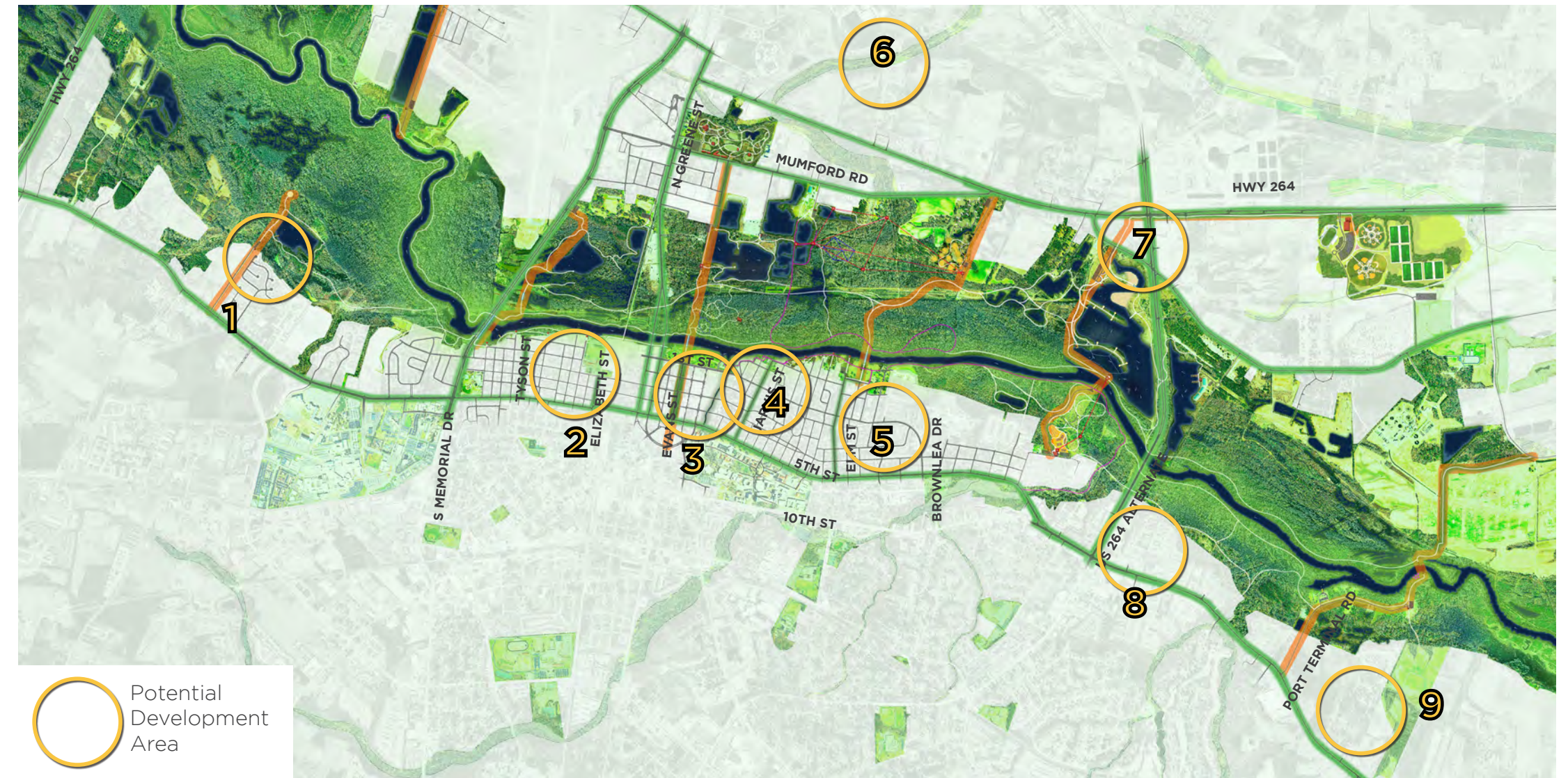
The Medical District, anchored by Vidant Medical Center and the East Carolina Medical Campus, is one of the fastest growing districts in the City. Over the past few years, this area has experienced tremendous growth in institutional, commercial, and residential development. Developable land along the riverfront consists primarily of multi-family and institutional uses.

Improved access and programming at the Phil Carroll Nature Preserve offers the opportunity to provide outdoor recreation to the Medical District. Developable land adjacent to the Park should be considered as potential sites for a medical research park and mixed-use development including residential and commercial/office development.

2. WEST GREENVILLE RIVERFRONT BLOCKS

There are several programs established by the City to revitalize the West Greenville neighborhood. These programs, including the City’s 45-Block Revitalization Program, could be extended to include sites adjacent to the riverfront to help better connect the entire neighborhood to the River.

Careful consideration should be given to the historic character of the neighborhood. The City should examine the neighborhood for opportunities to establish historic preservation districts in key locations. Revitalization should respect the existing neighborhood scale of development and incorporate architectural details representative of the



neighborhood character. Public amenities recommended in the Legacy Plan, including as River overlooks and green streets, provide catalyst areas for revitalization efforts.

3. UPTOWN / 1ST STREET

At the center of the riverfront is Greenville’s Uptown District. Uptown is anchored to the east and west by culturally rich neighborhoods and to the north by the Tar River. Over the past few years, Uptown has seen a surge in private investment in the form of redevelopment. There is a significant opportunity

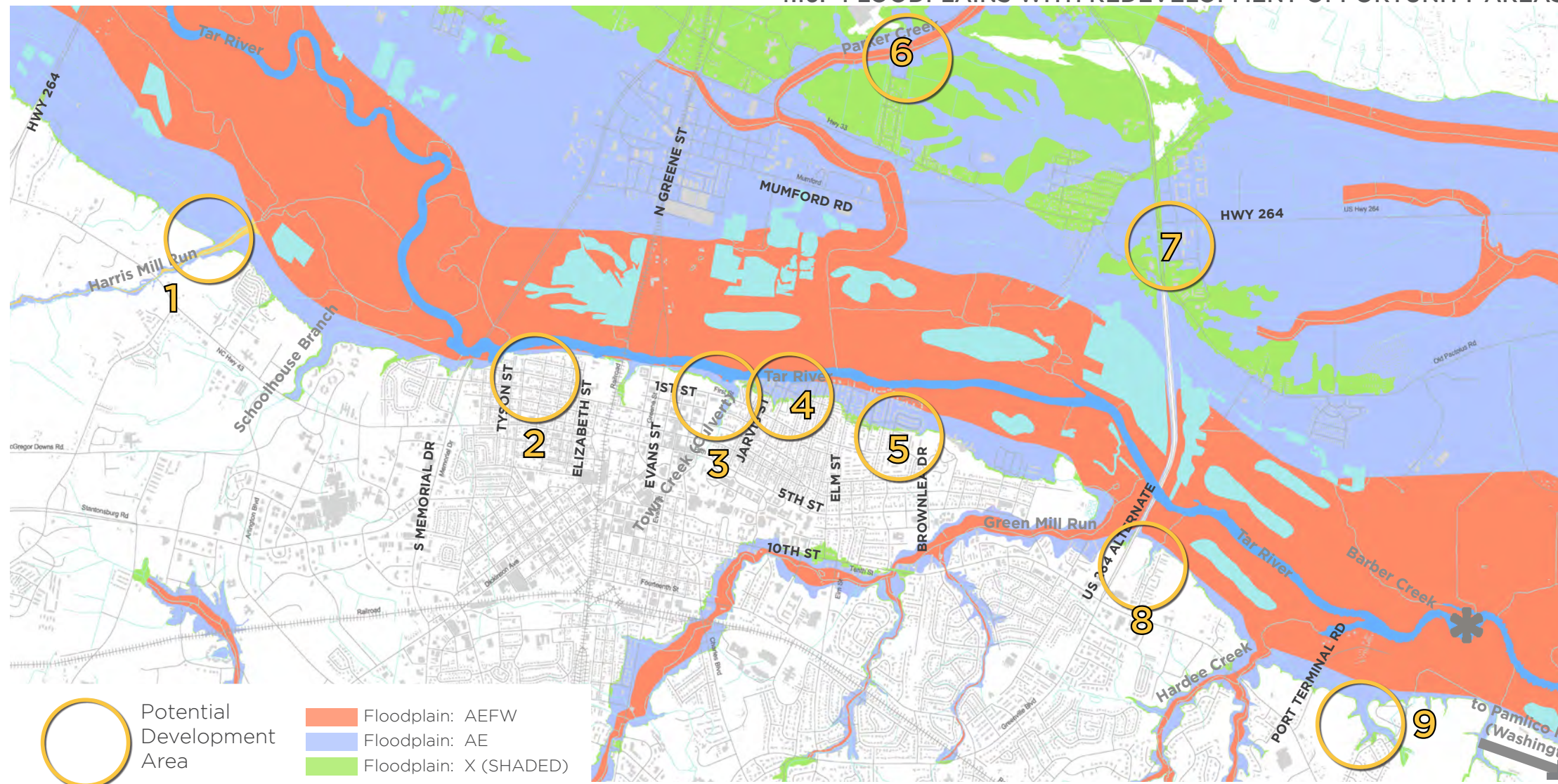
to build on the momentum of investment in Uptown and proximity to the River by encouraging redevelopment of the 1st Street corridor, south of Town Common.

1st Street serves as Uptown’s front door to the Riverfront. The Legacy Plan recommends that the City consider changes to the future land use plan for the 1st Street Corridor to encourage a mix of commercial and higher density residential uses. Encouraging activity along the south side of 1st Street will serve to create a new riverfront destination that is supportive of the Uptown District and Town Common.

4. HOLLY / AVERY STREET AREA

The Holly / Avery Street area, located just east of Town Common is prime real-estate within close proximity of the University, Uptown, and the River. This area, which is located outside of the floodplain, currently consists primarily of rental and multi-family housing that is oriented toward University students. It is one of only a few major potential redevelopment sites located immediately adjacent to the River.

4.16: FLOODPLAINS WITH REDEVELOPMENT OPPORTUNITY AREAS



With the creation of an enhanced Town Common and new signature park system along the riverfront, there is a significant opportunity in this area for redevelopment.

5. TAR RIVER / UNIVERSITY RIVERFRONT

North of ECU to the river, between Uptown and Greensprings Park, there is an opportunity to anchor the riverfront park system with higher density residential uses. Redevelopment

sites could include older multi-family housing complexes and other underutilized lands.

Encouraging denser development in this area will serve to activate the riverfront with more potential users and maximize public investments in the park system.

6. NORTH GREENVILLE (RESIDENTIAL)

Much of North Greenville is located within the floodway, 100-year floodplain, or 500-year floodplain. The Hazard Mitigation Plan and Floodland Re-Use Plan adopted by the City discourage the intensification of land uses in floodplain areas. Less flood-prone, upland areas are located north of HWY 33 and offer the best opportunity for low-density residential uses.

7. NORTH GREENVILLE (COMMERCIAL)

There is land near the Old Pictolus/Highway 264 and the Greenville Boulevard interchange that is ideal for commercial development to support the active/destination programming concepts of the Legacy Plan. Land uses in this high-visibility location could include retail, hotel, restaurant, and other programs that support recreational activities and provide services to residents and visitors. These land uses are in line with the City's Future Land Use Plan, which designates this area as a major commercial hub.

8. GREENVILLE BOULEVARD / 10TH STREET INTERSECTION

The intersection of Greenville Boulevard and 10th Street is currently surrounded by sprawling, suburban style land uses and underutilized properties. Due to the area's proximity to the University, there are several large student housing complexes that are beginning to add density to the area. There is an opportunity to re-imagine this area as a mixed-use, River-focused district that serves as a gateway into the City and the riverfront.

9. PORT TERMINAL ROAD / 10TH STREET DEVELOPMENT

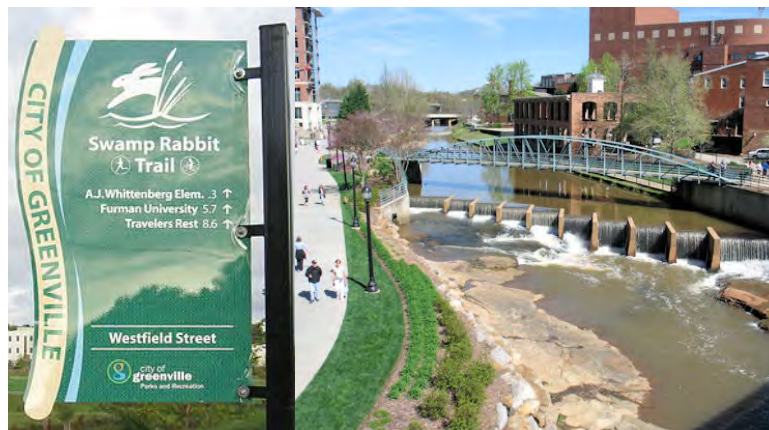
In the eastern end of the study area, there is an undeveloped area ripe for redevelopment. Located between a major commercial center/single-family neighborhood (River Hills), a multi-family development (University Manor), and the riverfront, this site has been considered in the past for intensive commercial uses. The Legacy Plan recommends that this area be zoned to support mixed-use development comprising a range of housing types and neighborhood-scale commercial uses.

13. RIVERFRONT BRANDING & PLACEMAKING

The Plan encourages the use of strategies that can strengthen and enrich Greenville's sense of community, and develop the City's reputation as a "River City."

RIVERWALK CULTURAL TRAIL

A cultural trail would embrace the history and culture of the River, riverfront neighborhoods, and City. This would create a sense of place and tell a story about the past using enhanced greenways with River vistas, signature bridges, gateways to the River, art, and interpretive signage.



Greenville, SC



Indianapolis, IN



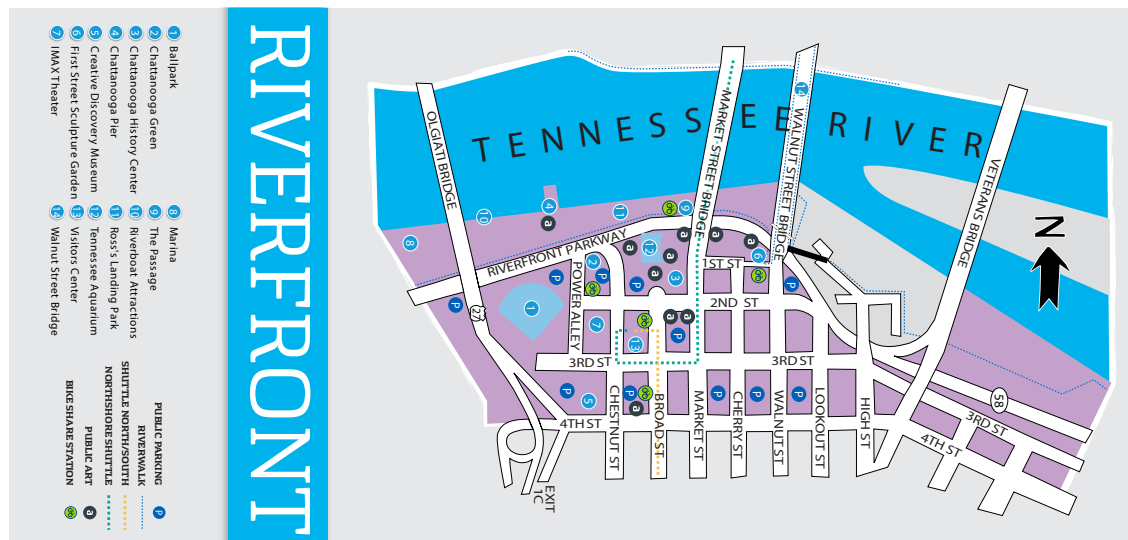
Charlotte, NC



Birmingham, AL

THE RIVERFRONT DISTRICT

Establish and market a Riverfront District at Greenville's urban riverfront. The District should encompass the series of riverfront parks, cultural destinations, and development nodes as signature places for living, shopping, playing, and dining.



Chattanooga, TN



Asheville, NC

SPORTSTOWN USA / SPORTS HUB
EASTERN NC

Build on the Sportstown USA brand with new programmatic opportunities, a diversified sports-themed park, regional parks, and sporting events from skateboarding and BMX to boating.



North Myrtle Beach, SC



Rock Hill, SC

GREENVILLE: A HEALTHY LIFESTYLE
CITY

Promote Greenville as a healthy lifestyle community and an active living center for Eastern North Carolina. Cultivate farm-to-table eating opportunities, a variety of outdoor and indoor exercise options, and places to relax and meditate. Strive to meet the needs of the growing elderly population, student population, and young families. Use the strong medical presence as a building block.



Punta Gorda, FL



Denver, CO

ECOLOGICAL ADVENTURE

Celebrate the ecology of the Tar River and create exciting, new programs for adventure, including zip lines, canopy tours, hiking trails, and ecological exploration.



Ontario, Canada



Greenwood, LA



Natick, MA

IMPLEMENTATION



This chapter describes the recommended implementation actions that will make the Legacy Plan a reality. There are many strategies described in the Plan, and this section discusses a feasible approach to phasing these strategies over time. The Implementation of this large-scale Legacy Plan will require a high amount of cooperation between different communities and sectors.

1. IMPLEMENTATION FRAMEWORK

The **Tar River Legacy Plan** sets forth a set of recommendations to meet the goals of the plan and realize the community's vision for the Tar River.

Balancing the imperatives of economic development, natural resource conservation, and equitable treatment of neighborhoods during implementation of the plan may be best effected by using the framework of prioritized objectives described in this chapter.

The Plan's economic impact is largely a function of the totality of its vision. Urban open spaces create economic value as a function of the goals established for them and the success of their design and operations in achieving the goals. Planning for urban spaces tends to be concerned with fostering downtowns, strengthening neighborhoods, creating real estate value, building tourism, creating regional celebration spaces, and/or building a city's profile or "brand." It is very difficult for any but the very largest urban spaces to be able to achieve more than a few of those goals. Greenville's riverfront, although large and capable of serving multiple objectives over time, should first and foremost be conceived of as an opportunity to rebrand the City as a great place for young professionals and families to live, work, and play. The breadth of vision of the Plan is its greatest strength, as it provides for immediate actions as well as longer-term opportunities.

Initial public and private investment in Uptown is required to establish the Plan's credibility. Significant private investment will be required to drive the Plan's goals. Private investors are already engaged in opportunities in the Uptown area, but they require gap funding to develop the range of mixed use and urban amenity projects that Greenville could support. Public investment is a plausible source of this funding. Houston's Discovery Green, Cincinnati's Fountain Square, and Charlotte's Romare Bearden Park (among many other recent public space initiatives from across the country) demonstrate that every \$1 of public investment is capable of attracting \$3 to \$15 of private funding. The private sector responds to public investment in the urban public realm by building new housing and relocating jobs to adjacent areas.

A strong and virtually simultaneous focus on community development is also required. North Carolina has pioneered the creation of trails and other open spaces that provide not only community recreational value but also monetary value. National studies suggest that well-designed, well-maintained trails and open spaces can add 5-12% to adjacent real estate values.

Fostering a tourism industry is an important goal that will likely be achieved by first strengthening Greenville's brand as a great place to live, work, and play. Robust tourist economies require a multitude and diversity of visitor experiences. Over time, Uptown and the riverfront as a whole (along with other neighborhoods in Greenville) could provide those experiences. In the short term, riverfront projects seeking to build the tourist economy should be evaluated to determine their potential to become regional attractors that contribute to the city's brand and establish Greenville as *the* place to be in the region on a Saturday evening or Sunday afternoon, or for a weekend stay.

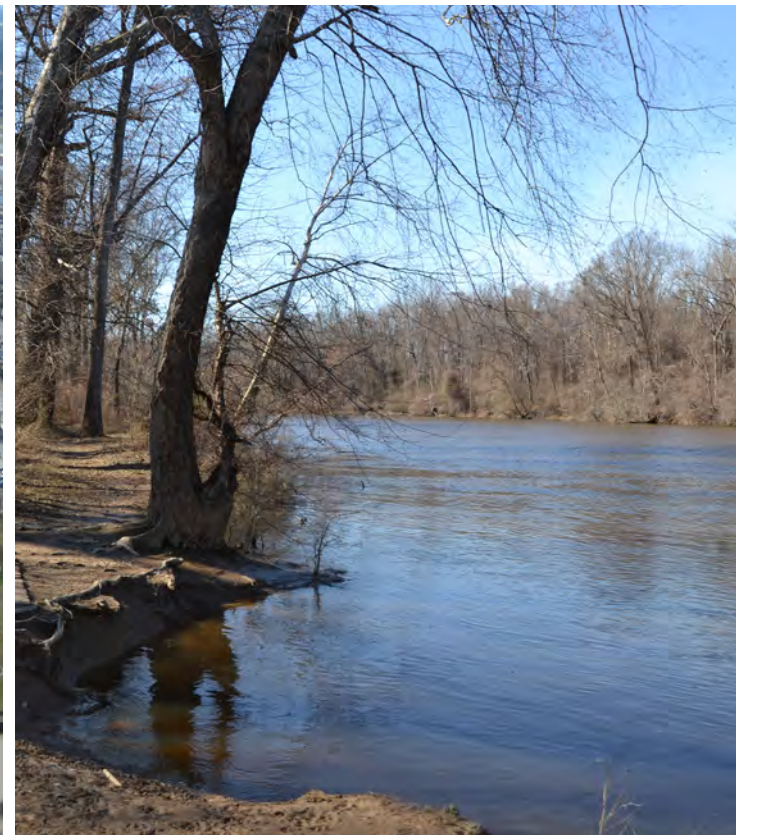
IMPLEMENTATION OF THE VISION

The Legacy Plan is a long-term, visionary plan that will be implemented over a period of 30 years. The steps outlined in the following chapter provide a phased strategy for the implementation of the Legacy Plan, which is built on the crucial foundation of a collaborative process.

Implementation steps include a variety of undertakings, from minimal cost improvements to large capital expenditure projects. The strategies provide an ambitious menu of elements. Over time, the City will choose to implement projects from the Plan as funding becomes available.

Tar River Legacy Plan Implementation Steps:

- 1** Identify Local Partners & Champions
- 2** Establish a Greenville Tar River Alliance
- 3** Jumpstart the Legacy Plan
- 4** Implement the Riverfront Focus Areas
- 5** Continue Implementation of the Legacy Plan
- 6** Tackle On-Going & Sustaining Projects



2. RECOMMENDATIONS

STEP 1 - IDENTIFY PARTNERS & CHAMPIONS

The Legacy Plan cannot be realized by one person or one agency. Implementation must comprise many coordinated efforts working toward short- to long-term strategies to achieve the goals of the Plan.

There are many different types of partnerships that should be explored in the implementation of the Tar River Legacy Plan, from state and federal partners that may provide funding or guidance to local and regional partners that may have large volunteer bases or other resources to private investors and developers.

Local	<ul style="list-style-type: none">• Eastern Carolina University (ECU): Center for Sustainable Tourism & ECU Campus Recreation• A Time for Science Nature and Science Learning Center• GO-Science• Pitt County Schools• Friends of Greenville Greenways (FROGGS)• ProTown BMX• Uptown Greenville, Inc.• Pitt County Arts Council at Emerge
Regional	<ul style="list-style-type: none">• Pamlico-Tar River Foundation• Neighboring cities: Washington/Tarboro• NC East Alliance• Homegrown Handmade• NC Mid-East Commission• Greenville Urban Area Metropolitan Planning Organization• NC Coastal Land Trust
State	<ul style="list-style-type: none">• NC Paddle Trail Association• Get Going NC• NC State Parks (North Carolina Trails System)• NC Community Development Association (NCCDA)• NC Recreation Resources Services• NC Dept. of Environment and Natural Resources (DENR): Albemarle-Pamlico National Estuary Partnership; Natural Heritage Program• NC Wildlife Resources Commission• NC Birding Trail• NC Dept. of Cultural Resources (NC Historic Sites)• NC Association of Festivals and Events
National	<ul style="list-style-type: none">• National Wild and Scenic Rivers System (includes recreational rivers with some development)• National Park Service Rivers, Trails, and Conservation Assistance Program• US Forest Service• US Fish & Wildlife Service• USA BMX• America Rows• Corps of Engineers

5.1: POTENTIAL PARTNERS



STEP 2 - ESTABLISH A GREENVILLE TAR RIVER ALLIANCE

Just as the Tar River Legacy Plan could not have been completed without close coordination among the many stakeholders with an interest in the future, the implementation of the Plan will rely on the continued coordination between a large number of groups and individuals. These stakeholders include:

- City of Greenville elected officials, staff, and citizens
- Pitt County elected officials, staff, and citizens
- Local champions (including philanthropists, business and community groups, and active citizens)
- East Carolina University
- North Carolina Department of Environmental and Natural Resources (NCDENR)
- NC State Historic Preservation Office
- The U.S. Army Corps of Engineers
- NC Department of Transportation

Added to this complexity are the multiple layers of the Legacy Plan itself, which will require long-term shepherding and stewardship to accomplish the vision defined for the Tar River corridor in terms of both planning and design implementation as well as corridor management. These layers include: resource protection, recreation resource enhancement (passive and active recreation), circulation improvements (including pedestrian amenities and linkages,



The first step in the implementation process will entail the creation of a non-profit entity that will assume leadership in identifying and creating effective partnerships, raising funds, shepherding projects, and, in general, overseeing the realization of the Plan. The Alliance should be comprised of representatives from all of the stakeholder groups that need to play key decision making roles in getting projects identified, funded, and constructed.

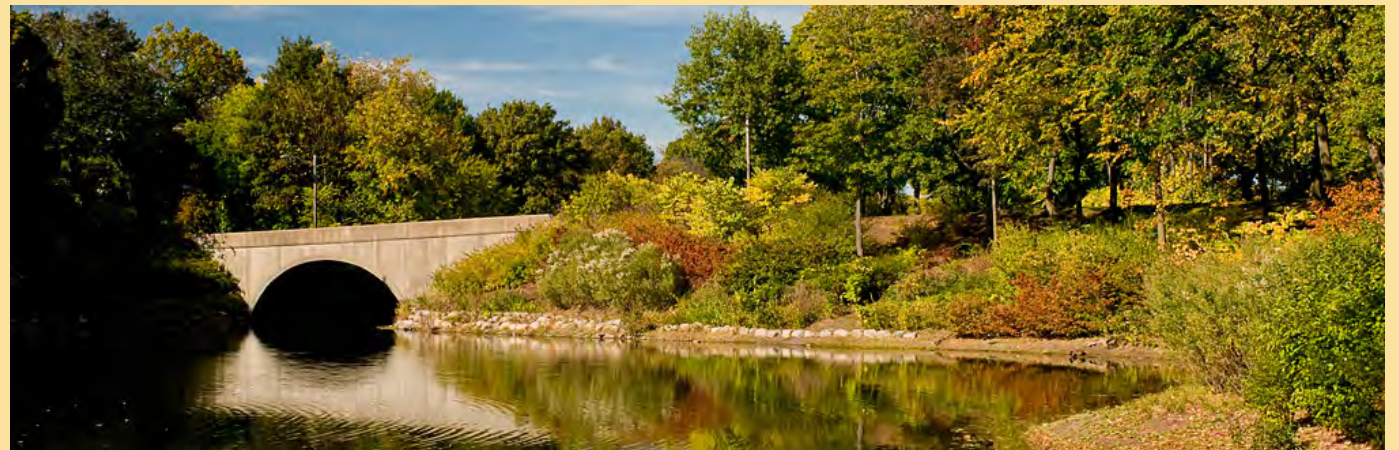
The Greenville Tar River Alliance would assume the following responsibilities:

- Ongoing Actions to Implement the Legacy Plan – including the management of project phasing and implementation, fundraising, design and construction oversight, and ongoing public outreach.
- Continued Coordination with City of Greenville Elected Officials and Staff – to ensure that all actions taken within the Tar River Legacy Plan area are compatible with, and beneficial to, other planning efforts near the River corridor.
- Coordination with Other Public and Private Sector Efforts – the Alliance will keep abreast of major City planning efforts that impact the study area including the Horizon Plan Update and City-driven small area planning. Along with public sector planning initiatives, private sector zoning change requests and development petitions that impact the Legacy Plan area should be followed to ensure consistency with Legacy Plan recommendations.
- Provision of Ongoing Programming of Events and Activities Along the Riverfront – including festivals, performances, educational and interpretive sessions, and other strategies that will bring people to the riverfront.

CASE STUDY: BRANCH BROOK PARK ALLIANCE

The Branch Brook Park Alliance (BBPA), in partnership with Essex County, has led the revitalization and restoration of Branch Brook Park for over a decade. When the Alliance was formed in 1999, the 360 acre county park in New Jersey had been neglected for many years. BBPA has helped to raise \$50 million to help restore the park using programming initiatives and restoration projects that retain the original design of the historic park, which was designed by the Olmstead firm.

The Branch Brook Park Alliance represented a diverse group of civic leaders—residents of Newark, representatives of local corporations and businesses, members of the Women's Association of the New Jersey, the Boys and Girls Club of Newark, employees of the Passaic Valley Sewerage Commission, and other community stakeholders. The Branch Brook Park Alliance is currently transferring oversight of future park improvements to the newly established Care of the Park Legacy Initiative, which will steward the park into the future with the help of staff and volunteers.





STEP 3 - JUMPSTART THE LEGACY PLAN!

These recommendations and the actions within will kick-start vital elements of this plan, both large and small. They will begin expanding and reorganizing the City's relationship and perceptions of the River.

The Greenville Tar River Alliance will work closely with the City to implement feasible projects as outlined below as funding and resources become available.

PROMOTE INTERACTION WITH THE RIVER

- Improve the Town Common boat access ramp and add a boat (kayak & canoe) rental location. This boat launch will be equipped with pamphlets or signage that provides users with River use guidelines and rules. Also, consider this site for a water taxi dock location to connect the City to Washington, NC.
- Install riverfront camping pods at the Phil Carroll Nature Preserve as well as near the Future Eastside Park.
- Clear vegetation in selected areas along the greenway and close to River crossings to make the River more visible to pedestrians, bicyclists, and drivers. Start with strategic areas along the existing greenway in the Tar River/University Neighborhood.
- Organize and advertise for Tar River clean-up, including local events and regional events (e.g., establishing a River Cup Challenge).
- Create a River Rowing Club.
- Evaluate current practices regarding River debris removal. If necessary, adopt a municipal policy for removing large debris from the River following storm events. Continue discussions with the US Army Corps of Engineers to explore environmentally-sound dredging options to create a more navigable river-way.
- Provide opportunities for mobile commerce such as food trucks and other non-permanent vendors to expand at activity hubs along the River, especially in areas where permanent retail installations are difficult or impossible due to floodplain restrictions.

CONNECT NORTH GREENVILLE AND THE CENTER-CITY

- Create a north-south connection across the River, with priority placed on providing a signature pedestrian crossing from Uptown to River Park North.

EXPAND RECREATIONAL USE OF THE LAKES

- Assess City-owned lakes for changes in use, based on the ideas presented in the Legacy Plan (e.g., lake beaches, boardwalks, paddle boating, fishing areas, etc.).
- Hold informal discussions with landowners of privately-owned lake property identified in the Plan, to learn of future land use plans for the properties and to present ideas recommended in the Plan. Encourage an exploration of a greater variety of active and passive uses on privately-owned lakes.

ENCOURAGE STRATEGIC DEVELOPMENT

- As part of the City's Horizons Plan Update, implement a River District to regulate development characteristics within the nine development focus areas identified in the Plan.
- Develop a marketing information kit and/or interactive website to encourage financial investment and partnerships in implementing specific Plan elements.
- Gauge interest in private development of low-impact uses such as solar and urban research farms on underutilized City-owned properties identified in the Plan.

PURSUE PUBLIC AND PRIVATE FUNDING

- Consider the feasibility of a bond referendum to provide funding for select elements of this plan. In particular, neighborhood River overlooks in both West and East Greenville, camping platforms; extensions of the greenway system, visual enhancement of existing

Initiation of jumpstart action item implementation should occur within the first **12 months** of Plan adoption

Potential Jumpstart Projects include:

- Open Views to River in select locations along the existing Greenway.
- Infuse the existing greenway trails with interactive art and signage.
- Improve the Boat Launch at Town Common and add a kayak/canoe rental kiosk.
- Explore the feasibility of developing a Signature Bridge from Center City to River Park North.
- Assess the feasibility of River-accessible camping pods at the Phil Carroll Nature Preserve and in East Greenville near the future Eastside Park.
- Construct a River overlook at the West Greenville (at Ford or Tyson St.) and Tar River/University (at Elm St.) Neighborhoods.
- Develop a trailhead at the Phil Carroll Nature Preserve and open the Park to the Public. Construct a trail/boardwalk around the lake.
- Connect East Greenville to the Center-City through a utility-easement greenway trail.
- Initiate River Clean-Up Events.
- Form a River Rowing Club.
- Encourage mobile commerce at Town Common / 1st Street and along the existing Greenway.
- Consider the feasibility of a Bond Referendum to help fund jumpstart projects.

greenways (including art and improved vistas to the River), and funding for a signature pedestrian bridge with a connection from Center City to River Park North.

STEP 4 - EXPLORE & IMPLEMENT ELEMENTS OF THE RIVERFRONT FOCUS AREAS

There are three Riverfront Focus Areas outlined in the Legacy Plan. Programming for these areas include major, transformative, destination-oriented projects that will require intergovernmental cooperation as well as public-private partnerships. The following steps should be taken to gauge interest and to begin implementation of programming in the Riverfront Focus Areas:

RIVERFRONT ENTERTAINMENT DISTRICT

1. Reach out to other branches of government (county and federal) to discuss and demonstrate the benefit of establishing a Riverfront Entertainment District that includes the reuse of some buildings currently occupied by public agencies. Benefit may be proven through use of case studies already provided by HR&A and/or through additional analytical work to demonstrate potential real estate value increases and fiscal benefit to the City and County.
2. Organize a multi-governmental space assessment within the boundaries of the Riverfront Entertainment District, especially along 1st Street, in order to understand current space usage and required space within different buildings if relocation is to occur. Begin dialogue with the owners of the underutilized properties along the south side of 1st Street.
3. Reassess the Town Common Master Plan. Before spending scarce public resources on redevelopment, revisit the park's design to maximize catalytic potential. Consider including more spaces for events and programming, including an amphitheater and a food/beverage program. Re-assessing the Plan should include input from the public. Fund and implement the revised Town Common Master Plan.
4. Rezone 1st Street as Downtown Commercial.
5. Collaborate with Pitt County to release a Request for Proposals (RFP) for County-owned land. With the County, develop and publish the RFP to ground lease and/or develop the County-owned land and/or buildings, establishing a set of public goals and objectives as the method of selection. Vacate or consolidate the County-owned buildings on 1st Street, relocating tenants if necessary.
6. Work with ECU to develop an agreement as it redevelops its existing properties. Encourage public-private partnerships to increase the tax base in Uptown Greenville.

Local Public Cost to implement the Riverfront Entertainment District: Public investment will likely be required to attract significant new private investment. Examples of the type of public investment that could spur additional private investment include the implementation of the Town Common Master Plan (estimated to cost up to \$13M) or some revision of that plan, and streetscape improvements, which are not yet currently cost-estimated. Regardless, the aim should be the introduction of green spaces, capable of being appropriately maintained and actively programmed as described elsewhere in this Plan, as well as development of new entertainment opportunities.

EXTREME SPORTS HUB

1. Gauge interest from local and national operators. Hold informal conversations with operators to more deeply understand park design requirements and market considerations for development.
2. With acquired knowledge from Step 1, identify specific public land available for BMX track development.
3. Visit other successful BMX tracks to determine other key BMX track amenities and components needed.
4. Based on Steps 1, 2, and 3, determine the size and scale of the BMX track to be developed.
5. RFP the opportunity. Publish a Request for Proposals to develop the BMX track. The proposal should include draft terms for a ground lease and revenue sharing if either or both are to be proposed as terms of the deal. As an example term, a BMX park in California shares 10% of income from riders with the City (which is its form of paying rent) but keeps all of its net earnings from concessions.

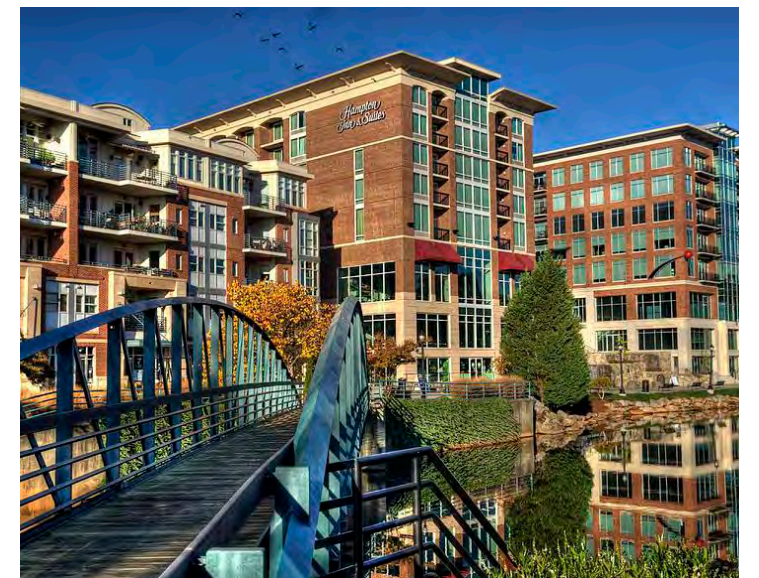
Local Public Cost to Develop a Extreme Sports Hub: There could be minimal cost to the City of developing an extreme sports hub beyond possible donation of the land and a relatively modest financial contribution towards the attraction of a major event.

NORTH GREENVILLE ADVENTURE PARK

1. Gauge interest from local and national operators. Hold informal conversations with operators to understand park design requirements and market considerations for development.
2. Visit other successful adventure parks to determine their positioning and the types of amenities that tend to co-locate with these parks.
3. With acquired knowledge on park design and requirements from Step 1, identify specific public land available for Adventure Park development.
4. RFP the opportunity. Publish a Request for Proposals to develop the park. The proposal should include draft terms for a ground lease and revenue sharing if either or both are to be proposed as terms of the deal. Results from informal conversations in Step 1 should inform these terms (i.e. if recruitment seems like it will be difficult, the City should ask for less or zero earned income). Then, send the RFP to a list of known local and national adventure park developers. Some developers include Canopy Tours (www.canopy-tours.com) and Adventure Mas (www.adventuremas.com).

Local Public Cost to Develop the North Greenville Adventure Park: There could be minimal cost to the public sector of developing an Adventure Park in North Greenville. The majority of the cost of developing the park would be borne by the park developer and/or operator and, in general, depends on the activities planned for the park. Major theme parks generally require about \$100 in capital cost for each visitor expected in the first year. Lower-quality, more regional parks require less capital funding. Assuming about 13,600 visitors in the first year and \$40 per expected first year visitor (to account for a lack of economy of scale) yields a total estimated capital cost of about \$500,000.

*Measures to develop the Riverfront Focus Areas should begin within the first **24 months** of Plan adoption*



STEP 5 - CONTINUE IMPLEMENTATION OF THE LEGACY PLAN!

As the riverfront increases in activity, the items below should be implemented in order to continually add new and exciting programming opportunities to the riverfront. These recommendations capitalize on and expand ongoing riverfront improvements - many of which do not require significant investment, at least in the early stages. Projects identified below can be selected incrementally as funding is identified.

INCREASE RIVER VISIBILITY

- Continue creating new viewing areas onto the riverfront at West Greenville and the Tar River / University Neighborhoods where streets terminate at the riverfront and have extending rights-of-way to the River. These locations should occur at River overlook locations identified in the Legacy Plan. Ensure safe access to these new viewing areas.
- Increase awareness of the River using enhanced wayfinding signage and gateway installations at strategic trailhead locations along the greenway and at roadway River crossing points.
- Construct observation towers for residents and visitors to view the River, City, and surrounding natural areas. Several observation towers and River overlook locations are identified in the Legacy Plan. As a start, develop a signature observation tower at River Park North.

INCREASE RIVERFRONT ACTIVITY

- Initiate and continue greenway activity programming improvements such as the installation of play areas, picnic areas, wayfinding signage, seating areas, lighting, River access areas, and exercise equipment. Seek and encourage sponsorship to help fund the implementation of these elements as health and wellness activities.
- Strive to connect the lakes through formation of a lakeway trail, especially as activity areas on the riverfront develop. The east-west GUC easement traversing north of the River could become a major pedestrian/bike lake connector. As a start, upgraded utility access roads should be used as pedestrian/bike connectors.

- Implement trailhead areas in key locations as defined in the Legacy Plan. Construct trailheads at North Greenville to access the riverfront.
- Utilize digital technology (e.g., a smartphone QR code or a website) to provide an interactive means for riverfront visitors to easily obtain and share information on River conditions, such as water depth, cleanliness, weather-related conditions, etc.
- Look for additional ways to provide physical access to the River and riverfront (including additional boat launches, camping pods, and bridge connections) as well as other natural areas as identified in the Plan.
- Develop partnerships and regional cooperation strategies with other riverfront communities to establish a trail network that connects cities and towns along the Tar River.
- Utilize the riverfront as a outdoor classroom that can be tapped by local schools, universities, and colleges.

PROTECT SPECIAL PLACES

- Explore opportunities to convert key City-owned properties that are not currently dedicated for public use but are programmed in the Legacy Plan as conservation areas, open space, or parkland. As a start, consider the proposed Extreme Sports Hub site at East Greenville as a future park.
- Develop a strategy to conserve lands with special scenic, recreational, historic, and/or ecological value.

BUILD ON EXISTING LOCAL AND REGIONAL BRANDING EFFORTS

- Brand the Greenway system as a Cultural Heritage Trail that includes art and interpretation of local history.
- Enhance Greenville's role in regional branding efforts by hosting a regional ecotourism conference.

ENCOURAGE STRATEGIC DEVELOPMENT

- Create incentives to encourage development of low-impact uses such as solar and urban research farms on underutilized City-owned properties identified in the Legacy Plan.
- Encourage commercial and retail development that complements recreational uses and invites visitors to stay in Greenville and continue exploring. This could include an exploration of ideal locations (possibly including City-owned properties) for a performing arts venue, restaurants, bars, and other nightlife areas.

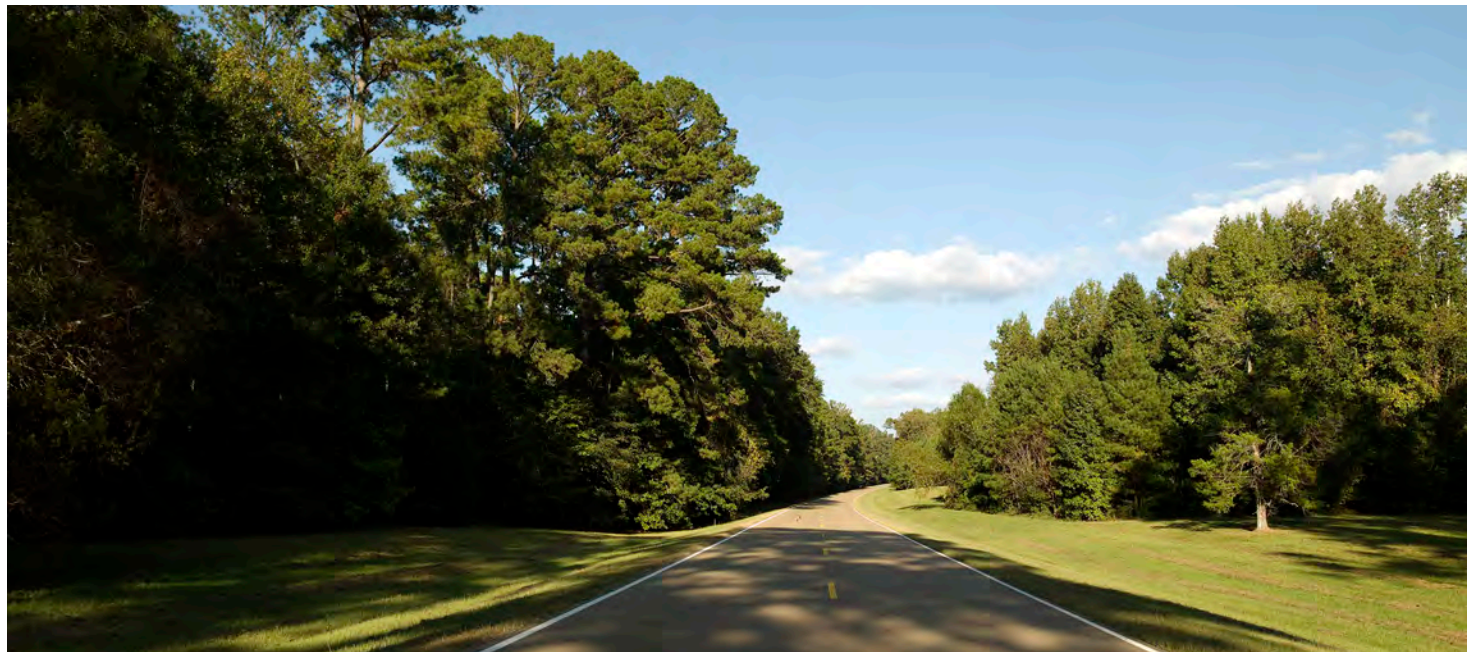
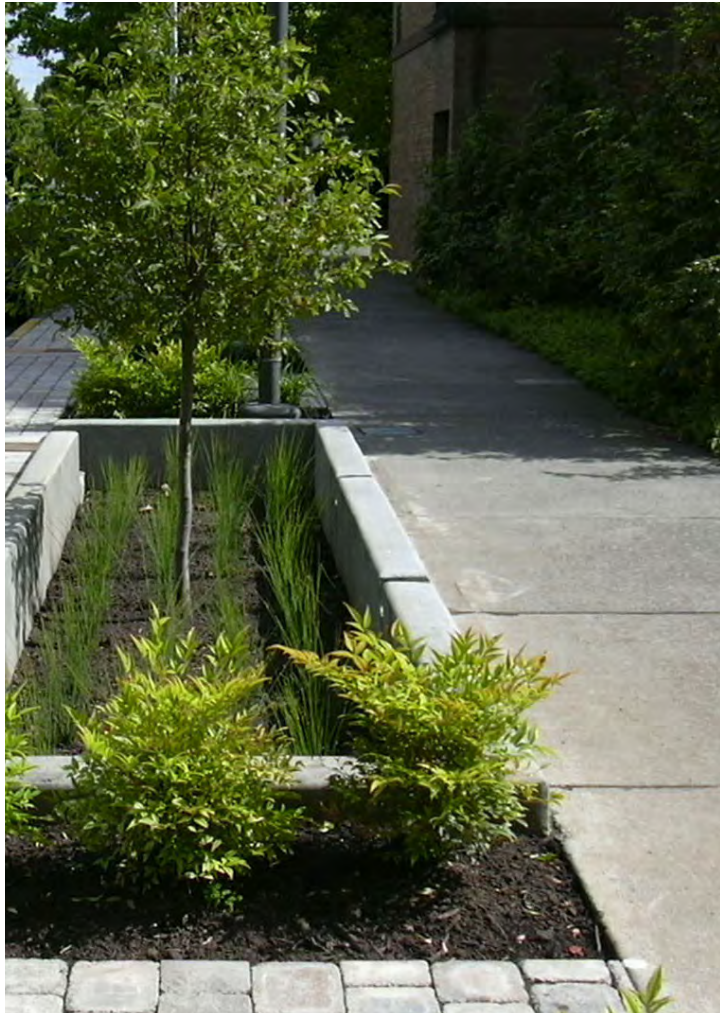


*Start implementing ideas from Step 5 within the first **24-36 Months** of Plan adoption*

Potential Implementation Projects include:

- Include interpretative art and signage along existing/future greenways at River Park North.
- Continue implementation of the Town Common Master Plan.
- Establish a "lakeway" greenway connection at North Greenville to connect the lakes.
- Update the Horizons Plan to include a River District based upon the nine Redevelopment areas outlined in the Plan.
- Increase programming at the Phil Carroll Nature Preserve including swamp tours and additional trail access on the property.
- Add additional River overlooks with connections to the greenway system at West Greenville and the Tar River University Neighborhoods.
- Explore the feasibility of constructing a signature observation tower at River Park North.
- Construct a signature bridge connection from West Greenville and the Tar River University Neighborhoods to North Greenville.
- Increase riverfront programming along the South Tar River Greenway. Construct a playground near Elm Street.
- Construct a sculpture/healing garden along the South Tar River Greenway.
- Add seating areas and wayfinding signage along the greenway to increase activity.
- Encourage agricultural research and energy production opportunities at FEMA buyout properties.

STEP 6 - TACKLE ON-GOING & SUSTAINING PROJECTS



As indicated by its name, the Tar River Legacy Plan presents a large undertaking and the total vision will take several decades to realize. Each project achieved in steps one through four will move the community closer to realizing its vision for a healthy and sustaining riverfront.

There are several projects that will require ongoing attention to fully realize the Legacy Plan. These projects include:

ENHANCING PHYSICAL CONNECTIONS ALONG AND TO THE RIVER

- Continue the extension of the existing greenway system.
- Establish a parkway system on key gateway streets as identified in the Plan, by providing signage, streetscape, and roadway improvements that become signature gateway elements to the City and riverfront.
- Enhance 'green' street connections to the River, including green infrastructure and other innovative stormwater management to help manage runoff and increase the canopy of street trees in the City.
- Assess the feasibility of converting one-way streets to two-way, and consider other traffic calming elements in the urban core to support redevelopment efforts. This should be done as part of a Master Plan for Uptown.

PROTECTING SPECIAL PLACES

- Create conservancies and land trusts for protection.
- Develop a regional flood management strategy in partnership with other communities along the River.

BUILDING ON EXISTING LOCAL AND REGIONAL BRANDING EFFORTS

- Assess the feasibility of installing additional riverfront venues including a City-wide sports complex and possible water park by examining available land locations, funding strategies, and market demand for these special land uses.

*On-Going & Sustaining Projects are **long-term** efforts that will require continual exploration and should be implemented over time.*

Potential Major Implementation Projects include:

- Continue expansion of the riverfront greenway system.
- Promote active recreation programming and events including the development of a major sports venue.
- Establish a parkway system including major streets identified in the Plan.
- Construct "green streets" as capital improvement projects are identified.
- Convert one-way streets to two-way streets in Uptown Greenville.
- Continue implementation of Legacy Plan components including additional signature observation towers at River Park North; additional boat launches in North, West, and East Greenville.

- Embrace the City's existing branding strategy. Extend and adapt it for the greenway or other River-centric features as they develop and grow.

- Plan and execute a series of regional sports events centered on BMX or river sports.

3. COST ESTIMATES

The costs estimated to implement the entire Legacy Plan will be significant, as would be expected given its breadth and scope. Nevertheless, the impact of these costs on the City can be mitigated through the identification of cost-sharing opportunities and the implementation of projects as funding sources are identified. Some potential funding sources are identified on this page.

General cost estimates for major Plan elements are provided. It should be emphasised that these costs provided are estimates only, appropriate to a master planning level of project definition. Legacy Plan elements are extremely variable in price and are dependent upon location size and ultimate design elements. Volunteer groups could be a useful, low-cost resource for basic riverfront maintenance.

Plan Element	Cost Estimate
Connectivity	
Bridges	
Signature Pedestrian Bridge	\$10,000 / linear foot [Highly Variable]
Neighborhood Pedestrian Bridge	\$5,000 / linear foot [Highly Variable]
Trails	
Paved	\$110 / linear foot
Semi-improved (e.g., gravel)	\$20 / linear foot
Boardwalk	\$300 / linear foot
Roads	
Paved	\$300 / linear foot
Semi-improved (e.g., gravel)	\$90 / linear foot
Parkway - enhancement of existing roadways (trees, vegetation, etc.)	\$100,000/mile
Complete Street Improvements	
Crosswalk bulb-out	\$20,000 / each
Crosswalk signage	\$300 / each
Bicycle lanes	\$50 / linear foot
Buried utilities	\$500,000 - 1,200,000 / linear mile
Green street/LID improvements	
Bioretention basins	\$30,000 / each
Trees including irrigation and well	\$2,000 / each
Parking Lots	
Paved	\$100 / square yard
Semi-improved	\$20 / square yard
Permeable concrete or asphalt	\$100 / square yard

Plan Element	Cost Estimate
Water Access	
Fishing pier	\$150,000-200,000 / each
Camping platforms	\$8,000 / each
River overlook (with shade structure)	\$250,000 / each
Kayak / canoe rental	[Variable]
Boat access ramp	\$200,000 / each
Boat dockage area	\$150,000 / each
Select vegetation clearing	\$1,000-3,000 / acre
Signature Items	
Signature observation tower	\$1,000,000-2,000,000 / each
Riverfront gateway signage	\$5,000-30,000 / each
Ecological	
Stream restoration / daylighting	\$3,000 / linear foot
Urban farm / community garden	\$48,000 / each
Educational arboretum	\$1,000,000-1,500,000 / each
Sports	
Signature skate / BMX park	\$1,500,000 / each
Cable water ski park	\$650,000 / each
Lake beach	[Variable, Low Cost]
Sports museum / cultural facility	\$800 / square foot
Regional sports complex	\$12,000,000-15,000,000 / each
Adventure	
Major zip line course & jump tower	\$150,000-250,000
Regional aerial adventure park	\$500,000-1,500,00 / each
Other Plan Items	
RV park	[Variable, Low Cost]
Trailhead	\$225,000
Bathrooms	\$130,000 / each
Wayfinding signage	\$10,000 / each

5.2: PROJECT COMPONENTS COST ESTIMATE

Plan Element	Cost Estimate
River Maintenance	
Large debris removal (e.g., large trees)	\$750,000 / mile [Variable, depending on conditions]
Dredging	\$13-17 / cubic yard
Parks & Open Space	
Healing garden	\$60 / square foot
Sculpture garden	\$20 / square foot
Playground	\$75,000 / each
Signature spray park	\$200,000-350,000 / each

Costs estimates provided above are based on projects of similar scale and are order-of-magnitude estimates for evaluation and planning only. Actual construction costs will vary for a variety of factors, and design costs would likely be a separate, significant addition.



4. POTENTIAL FUNDING OPPORTUNITIES

5.1: POTENTIAL FUNDING OPPORTUNITIES

TYPE OF FUNDING		POTENTIAL USES
LOCAL	TAXES	
	Taxing District	Services and improvements within the taxed district (e.g., an Entertainment District)
	Excise Tax	Broad range of potential uses (e.g., a tax on lodging & food that generates funds for promotion of tourism)
	Property Tax	Broad range of potential uses (e.g., help fund maintenance costs for facilities)
	Sales Tax	Broad range of potential uses (e.g., creation of a Tar River Legacy Fund)
	BONDS	
	Revenue Bonds	Construct or expand revenue-generating riverfront amenities
	General Obligation Bonds	Broad range of potential uses (previous uses in Greenville have included street improvements and revitalization efforts)
	Special Assessment Bonds	Broad range of potential uses
	FEEs	
	User Fee	Broad range of potential uses related to River and riverfront maintenance and facility enhancements
STATE	NC Parks And Recreation Trust Fund (PARTF)	Acquisition of land; development of parks and recreation projects
	Clean Water Management Trust Fund (CWMTF)	Enhance, restore, and protect waters; riparian buffers and greenways; acquisition of land
	NC Housing Finance Agency	Development incentives
	NC Department of Commerce	Development incentives
FEDERAL	Environmental Protection Agency (EPA)	Broad range of potential uses, depending on the grant (focus on human health and environmental health)
	Department of Housing and Urban Development (incl. CDBG)	Subsidizing development that includes affordable housing; community development projects
	Department of Transportation (DOT) – MAP-21	Construction of recreational trails or green streets
	Urban Waters Federal Partnership Small Grants	Activities that improve water quality and support community revitalization
	Recreational Trails Program (RTP)	Trail/greenway construction and renovation; trail markers; land acquisition; planning
	Land And Water Conservation Fund (LWCF)	Conservation; outdoor recreation
	Watershed Protection And Flood Prevention Grants (USDA)	Watershed improvements, including recreation planning
	Department of Agriculture (USDA)	Research, education, conservation, promotion of farmers market or other events
	Fish & Wildlife Service (FWS)	Habitat conservation
	Developer Contributions	Broad range of potential uses (e.g., creation of public park space associated with a residential development; green street enhancements)
PRIVATE FUNDING	Donations	Broad range of potential uses (e.g., art and historic interpretation; capital costs of constructing greenway extensions)
	Sponsorships	Events and activities related to activating the River and riverfront
	The Robert Wood Johnson Foundation	Health-related facilities and programs
	WalMart Foundation Community Grant Program	Health and sustainability-related activities
	BlueCross BlueShield of North Carolina Foundation (BCBSNC)	Promotion of healthy active communities
	People for Bikes Community Grant Program	Bicycle infrastructure and advocacy
	Outdoor Nation	Programs that connect youth to the outdoors
	National Recreation Foundation	Innovative and creative projects and programs that support youth and healthy lifestyles
	John Rex Endowment	Support for healthy eating and active living
	Kate B. Reynolds Charitable Trust	Improvements to community health and quality of life
	Bank of America Charitable Foundation	Community development programs related to affordable housing, homeownership, and revitalization
	National Wildlife Federation Tree Grants	Provides trees, with preference given to programs that engage children
	Z. Smith Reynolds Foundation	Projects that address community economic development, environmental justice, clean energy and climate, and preservation of the natural landscape.
	Boat US Foundation	Clean and safe recreational boating
	Keep America Beautiful	Broad range of potential uses (e.g., volunteerism, community greening, litter prevention)
	Partners for Places	Building partnerships between local government sustainability offices and place-based foundations

The Tar River Legacy Plan is a expansive/comprehensive plan, and costs for implementation will be significant. One of the most significant challenges in implementing the Legacy Plan vision will be obtaining sufficient funding. Implementation will require the identification of a variety of funding sources, as well as matching these funding sources with specific projects.

Capital and operating funding context suggests the need for identification of alternate sources of funds, as well as phasing. City funding alone will not be sufficient to cover capital costs, even if park spending is re-prioritized and Plan implementation phased.

There are many opportunities for the City of Greenville to partner with other public or private entities to achieve the goals and actions set forth in the plan without bearing the entire cost.

5. ACTION PLAN

5.3: TABLE OF ACTIONS

Recommendations	Phasing	Potential Funding
1. Identify Potential Partners and Form Greenville Tar River Alliance		
1.1 Identify potential partners and champions at all levels, from state and federal partners that may provide funding or guidance, to local and regional partners that may have large volunteer bases or other resources, to private investors and developers.	Immediate	Sponsorships; donations; public funding; volunteerism
1.2 Develop a Greenville Tar River Alliance to champion funding and implementation of the Legacy Plan. Carefully consider representatives from the business community, environmental groups, the University, the medical community, and other community leaders.	Immediate	Sponsorships; donations; public funding; volunteerism
2. Explore and Implement Elements of the Riverfront Focus Areas		
2.1 Evaluate City-owned land viable for leasing for recreation-based development or development that is supportive of other elements of the Legacy Plan. This evaluation should include the large parcel of land at the former landfill and the City-owned land north of the River in East Greenville.	Immediate	Public funding
2.2 Reach out to other City, county, and federal branches of government to discuss and demonstrate the benefit of establishing a Riverfront Entertainment District that includes the reuse of some buildings currently occupied by public agencies. Discuss the feasibility of reuse of county and state owned land along the south side of 1st Street to support mixed-use redevelopment.	Immediate	Public funding
2.3 Hold informal conversations with operators and potential investors to understand Adventure Park design requirements and market considerations. Conversations should include discussion of the public funding and assistance that would be necessary. If informal conversations indicate interest in an Adventure Park, continue the process of designating and rezoning land, exploring incentives (if discussions indicate that this would be needed), and writing an RFP.	Short-term	Public funding; possible Public-Private Partnership (PPP)
2.4 Hold informal conversations with operators to understand design requirements and market considerations for extreme sports parks (including BMX, motocross, and skate parks). Conversations should include discussion of the public funding and assistance that would be necessary. If informal conversations indicate interest, continue the process of designating and rezoning land, exploring incentives (if discussions indicate that this would be needed), and writing an RFP.	Short-term	Public funding; PPP
2.5 Hold informal conversations with City agencies and developers to gauge interest in the Riverfront Entertainment District, including elements such as the stream daylighting, streetscape enhancements, and land use changes. Conversations should include discussion of the potential public funding mechanisms and assistance that would be necessary, as well as potential redevelopment locations. If informal conversations indicate feasibility and developer interest, continue with formalizing a design for the district and writing an RFP for specific sites.	Short-term	Public funding; PPP
2.6 Implement a River District to regulate design and development characteristics within a designated area in the developed part of the Legacy Plan study area.	Mid-term	Public funding
3. Promote Interaction with the Tar River		
3.1 Improve the Town Common boat access ramp and consider Town Common as the first location for a boat rental location. Boat launch should be equipped with pamphlets or signage that provides users with River use guidelines and rules.	Short-term	Usage fees; public funding; PPP
3.2 Organize and advertise Tar River clean-up events, including local events and regional events (e.g., River Cup Challenge).	Short-term	Public funding; private grants; volunteerism
3.3 Explore formation of a rowing club.	Short-term	Private grants; Land and Water Conservation Fund (LWCF); public funding; PPP
3.4 Evaluate current practices regarding River debris removal. If necessary, consider a municipal policy for removing large debris from the River following storm events.	Short-term	Public funding
3.5 Increase awareness of the River using enhanced signage and gateway installations at strategic points along the greenway and at River crossing points. As a first step, consider installations on the bridges that advertise River-based opportunities.	Short- to Mid-term	Donations; sponsorships
3.6 Utilize the riverfront as a outdoor classroom that can be tapped by local schools, universities, and colleges.	Short- to Mid-term	Public funding
3.7 Investigate environmentally-sound dredging options to create a wider, safer waterway.	Mid-term	Public funding
4. Expand Recreational Use of the Lakes		
4.1 Assess City-owned lakes for possible changes in use, based on the ideas presented in the Legacy Plan (e.g., lake beaches, boardwalks, paddle boating, fishing, etc.).	Short-term	Public funding
4.2 Consider acquiring lake property (including through land donations and easements), where feasible, to expand recreational opportunities.	Mid-term	Public funding; grant funding
4.3 Explore ways to connect the lakes through formation of a lakeway trail, especially as activity areas develop. The GUC easement, for example, could provide space for a large portion of the connection, and boardwalk trails could connect particularly marshy areas.	Mid-term	Public funding; Recreational Trails Program (RTP); NC Parks and Recreation Trust Fund (PARTF)
4.4 Encourage an exploration of a greater variety of active and passive uses on privately-owned lakes. Consider holding an informational meeting or roundtable discussion to share information.	Mid-term	PPP; Private-Private Partnerships (e.g., between land owner and developer)
5. Reassess the Implementation of the Town Common Master Plan		
5.1 Revisit the park's design to maximize catalytic potential. Consider including more spaces for events.	Short-term	Public funding; donations

5.3: TABLE OF ACTIONS

Recommendations		Phasing	Potential Funding
6. Make the River Visible			
6.1	Clear vegetation in selected areas along the greenway and close to bridges to make the River more visible to pedestrians, bicyclists, and drivers. Start with strategic areas along existing greenway along Tar River/University area as well as at dead-end streets or where streets terminate at the riverfront within West Greenville.	Short-term	LWCF; private grants; public funding
6.2	Continue creating new viewing areas onto the riverfront at West Greenville and the Tar River / University Neighborhoods where streets terminate at the riverfront and have extending rights-of-way to the River. These locations should occur at River overlook locations identified in the Legacy Plan.	Mid-term	Donations; grants; PPP; public funding
6.3	Construct observation towers for residents and visitors to view the River, City, and surrounding natural areas. Several observation towers and River overlook locations are identified in the Legacy Plan. As a start, develop a signature observation tower at River Park North.	Mid-term	Donations; PPP; public funding
7. Foster Activation of the Riverfront			
7.1	Provide opportunities for mobile commerce such as food trucks and other non-permanent vendors in activity hubs along the River, especially in areas where permanent retail installations are difficult or impossible due to floodplain restrictions. Remove barriers (e.g., zoning and permitting barriers) and streamline the process for establishing these businesses. Consider holding an open house event to advertise and explain these opportunities.	Short-term	Sponsorships; PPP
7.2	Expand activities and programming to a broader segment of the Riverfront, starting at the urban core. Continue popular current programs (e.g., Sunday in the Park) and create new, varied offerings.	Short-term	Sponsorships; PPP; ticket sales; food sales
8. Enhance Physical Connections Along and to the River			
8.1	Consider branding the greenway as a cultural heritage trail that includes art and interpretation of local history.	Short-term	PARTF; RTP; public funding; private grants; donations
8.2	Initiate and continue other greenway improvements such as installation of play areas, picnic areas, wayfinding, seating areas, lighting, River access areas, and exercise equipment. Seek and encourage sponsorship for these elements.	Short-term	PARTF; RTP; public funding; private grants; donations
8.3	Create north-south connections across the River, with priority placed on providing signature pedestrian crossings from Uptown to River Park North and in West and East Greenville.	Short- to Mid-term	RTP; public funding
8.4	Install riverfront camping pods at the Phil Carroll Nature Preserve as well as the Future Eastside Park.	Short- to Mid-term	Donations; public funding; PARTF
8.5	Implement trailhead areas in key locations as defined by the Legacy Plan. Begin with creating trailhead areas at the Phil Carroll Nature Preserve.	Mid-term	Sponsorships; donations; public funding; RTP
8.6	Extend existing greenway system in key locations, including along the River in the west part of the study area and near the Future Eastside Park.	Mid-term	Private grants; public funding; PARTF
8.7	Utilize digital technology (e.g., a smartphone app or a website) to provide an interactive way for people to obtain and share information on River conditions such water depth, cleanliness, weather-related conditions, etc.	Mid-term	Public funding; private grants; PARTF
8.8	Look for additional ways to provide physical access to the River and Riverfront (including additional boat launches and camping pods) as well as other natural areas.	Long-term	PARTF; private grants; donations; private leases
8.9	Establish a parkway system on key gateway streets as identified in the plan. This system should provide signage, streetscape, and roadway improvements that become signature gateway elements of the City and riverfront.	Long-term	Public funding
8.10	Enhance 'green' street connections to the River, including green infrastructure and other innovative stormwater management to help manage runoff and growing the canopy of street trees.	Long-term	Private grants; Clean Water Management Trust Fund (CWMTF); Urban Waters grants; public funding
8.11	Assess the feasibility of converting one-way streets to two-way streets and calming traffic in the urban core.	Long-term	Public funding
8.12	Develop partnerships and regional cooperation strategies with other riverfront communities to establish a trail network that connects cities and towns along the Tar River.	Long-term	Public funding; RTP

5.3: TABLE OF ACTIONS

Recommendations		Phasing	Potential Funding
9. Protect Special Places			
9.1	Explore opportunities to convert key City-owned properties that are not currently dedicated for public use but are programmed in the Legacy Plan as conservation areas, open space, or parkland.	Mid-term	Public funding; LWCF; private grants
9.2	Explore partnership opportunities and the feasibility to develop an arboretum on FEMA properties identified in the Legacy Plan.	Mid-term	PPP; Public-Public partnerships
9.3	Develop a regional flood management strategy in partnership with other communities along the River.	Mid- to Long-term	Public funding; CWMTF
9.4	Develop a strategy to conserve lands with special scenic, recreational, historic, and/or ecological value. Consider creation of conservancies and/or land trusts.	Long-term	Public funding; LWCF; private grants
10. Build on Existing Local and Regional Branding Efforts			
10.1	Assess the feasibility of installing a major sports complex by examining available City-owned land, funding strategies, and market demand for a new regional sports complex.	Short- to Mid-term	Public funding; sponsorships
10.2	Embrace the City's existing branding strategy. Extend and adapt it for the greenway or other River-centric features as they develop and grow.	Mid-term	Public funding
10.3	Enhance Greenville's role in regional branding efforts by hosting or helping to coordinate another regional ecotourism retreat.	Mid-term	Sponsorships
10.4	Plan and execute a series of regional sports events centered on BMX or River sports.	Long-term	Sponsorships; PPP; ticket sales; food sales
11. Encourage Strategic Development			
11.1	Create an information kit and/or interactive website for those who might fund or partner to implement elements of the plan. This should include information on how to sponsor, for example, a River overlook or a camping pod.	Short-term	Public funding
11.2	As part of the City's Horizons Plan Update, implement a River District to regulate development characteristics within the nine redevelopment opportunity areas identified in the Plan.	Short- to Mid-term	Public funding
11.3	Encourage commercial and retail development that complements recreational uses and invites visitors to stay in Greenville and continue exploring. This could include an exploration of ideal locations (possibly including City-owned properties) for a performing arts venue, restaurants, bars, or other nightlife areas.	Mid-term	PPP; public funding
11.4	Gauge interest in private development of low-impact uses such as solar and urban research farms on underutilized City-owned properties identified in the Legacy Plan.	Mid-term	PPP; public funding
11.5	Create incentives to encourage development of low-impact uses such as solar and urban research farms on underutilized City-owned properties identified in the Legacy Plan.	Mid-term	Public funding
12. Pursue and Encourage Both Public and Private Funding			
12.1	Consider the feasibility of a bond referendum to provide funding for select elements of this plan. In particular, funding for a signature pedestrian bridge with a connection from Uptown to River Park North; neighborhood River overlooks in both West and East Greenville; camping platforms; extensions of the greenway system; and visual enhancement of existing greenways (including art and improved vistas to the River).	Short- to Mid-term	Public funding
12.2	Explore grant opportunities that could provide funding for elements of the Legacy Plan.	Short-term	Public funding

THE LEGACY CONTINUES...



The Legacy Plan process yielded an inspiring model of jurisdictional collaboration for the improvement of a significant local and regional resource. The implementation of the Tar River Legacy Plan will require steady, effective and wise leadership as well as time.

Eventually, the community vision will be realized. The Tar River at Greenville will become a national model of how a City can benefit through establishing a far-reaching, creative and inspiring vision for its riverfront. The Tar River riverfront can become the focus of Greenville, a place in the community for residents and visitors to gather, recreate and celebrate a shared legacy. This Legacy Plan is the first step toward that vision.

APPENDIX



This chapter contains extra material related to the Tar River Legacy Plan, including information about the regulatory framework surrounding proposed elements, as well as notes from stakeholder input sessions, including focus groups and public meetings.

1. REGULATORY FRAMEWORK

The Tar River Legacy Plan provides for a variety of activities that contribute to the attractiveness and livability of all the communities adjacent to the Tar River corridor. The goal is to attract people of all ages and interests to the River, to unite our citizens in an appreciation of our City, and provide an inviting environment for our visitors. Since interests vary, proposed activities are diverse and range from wildlife viewing to peaceful walks to extreme sports. Accordingly, permitting requirements for new infrastructure and venues will vary widely, depending on the location relative to natural features and the specific requirements for the improvements. Construction for new facilities must be planned in a manner that protects existing resources and mitigates concerns. This requirement is reflected in the permitting framework which can be categorized as follows:

1. Protected Natural Features
 - Wildlife
 - Wetlands
 - Riparian Buffer
 - Soil and Water
 - Navigation
2. Cultural Resources
3. Flood Hazards
4. Built Environment, Access, and Function

Whenever and wherever projects are proposed, the designer must consider which of these protected features may be impacted by the project and initiate a conversation with the applicable permitting agencies. Construction projects that meet all three of the following criteria require the preparation of an environmental information document (See General Statute 113A, sec. 1 to 13):

- An action by a state agency (such as land and money appropriations, awarding grants, issuing permits, or granting licenses); and
- An expenditure of public monies or private use of state land (or waters); and
- Potential detrimental environmental effect upon natural resources, public health and safety, natural beauty, or historical or cultural elements, of the state’s common inheritance.

“Public monies” includes all expenditures used in all construction phases of the project in support of the proposed activity by federal, state, or local public or quasi-public entities (1A NCAC 25 .0108). Any action disturbing more than one acre of land and any action within wetlands, waters of the state, or (non-exempt actions) within riparian buffers will require state permits. It is likely that many of the construction projects contemplated under the Tar River Legacy Plan will require some form of environmental assessment. The initial document may be an Environmental Assessment. A regulatory division within NCDENR will be designated as the lead agency, and will determine from the Environmental Assessment whether a Finding of No Significant Impact report can be filed, or if additional information is required. If it appears

that impacts to the environment could be significant, the agency will direct that an Environmental Impact Statement (EIS) be prepared. Both the EIS and the agency response are published in the State Clearinghouse Environmental Bulletin. The EIS and follow-up documents will likely include discussions of avoidance and minimization of impacts and mitigating actions to lessen any documented impacts.

Should federal funds be used in the project, National Environmental Policy Act (NEPA) requirements may apply.

GENERAL REQUIREMENTS FOR CONSTRUCTION PROJECTS

Protected Natural Features

- Wildlife - Provide an EA or EIS. This may include a Biological Resources Assessment.
- Wetlands - Delineate wetlands within the project site and seek approval for impacts from the US Army Corps of Engineers. For typical types of impacts to wetlands which are small in magnitude, the project may be designed to comply with a Nationwide General Permit. Larger impacts and certain project types might require an individual permit with additional scrutiny. Filling, grading, and excavating wetlands are obvious impacts. Shading of wetlands is also considered a negative impact. Approach ramps, connecting boardwalks or observation decks over wetlands would require a minimum height, likely 3 feet minimum, to insure the wetlands beneath receive adequate sunlight for continued vegetation growth. Projects that require a Corps of Engineers permit also typically require an NCDENR State Permit through the NCDWR 401 Water Quality Certification (401) Program.
- Riparian Buffers - The Tar River is generally supporting of wildlife, habitat, vegetation, and recreation, but it has been declared nutrient sensitive due to higher-than-natural levels of nitrogen and phosphorous. To address this, NCDENR enacted a buffer rule on the Tar River. Existing vegetative buffers along the riverine shore intercept and absorb nutrients in stormwater runoff and maintain the health of the ecosystem. Since the enactment of the Buffer Rule in 2000, a Buffer Authorization is required for most construction projects that lie within 50 feet of the bank of the Tar River or of perennial and intermittent streams contributory to the River. The Buffer Rule (15A NCAC 02B .0259) lists certain activities as “Exempt,” “Allowable,” “Allowable with Mitigation,” or “Prohibited.” Exempt activities do not require submission to NCDENR so long as they match the description for the activity in the Buffer Rules. Activities which are Allowable and Allowable with Mitigation require a permit and may require mitigation. Prohibited activities are not allowable in the Tar-Pamlico Buffer, but if the activity is necessary it might be worthwhile to enter into a discussion with NCDENR officials to see which modifications to the activity might make it approvable. Activities not listed in the Table of

Uses in the Buffer Rule are to be understood as prohibited unless presented to NCDENR and approved on a case-by-case basis. Allowable uses do require a demonstration that there are no practical alternatives to the requested use. A successful demonstration of “no practical alternative” shows that the basic project purpose cannot be practically accomplished in a manner that would better minimize disturbance, preserve aquatic life and habitat, and protect water quality. All stormwater that flows into a riparian buffer must be diffused. Concentrated flows such as pipe discharges must be spread before entry into the buffer.

- Soil and Water - An erosion and sedimentation control plan is required, as well as a stormwater management plan. Erosion and sedimentation controls must prevent soil loss from the site, and prevent deposition of sediment offsite by containment of sediments and prompt establishment of vegetation on areas disturbed by construction. The addition of impervious surfaces such as paved trails, parking areas, and access roads must be designed with stormwater controls that retain and slowly release stormwater at predevelopment rates.

Cultural Resources - The process would begin with a conversation with staff at the State Historic Preservation Office (SHPO) or investigation on the SHPO website. If historically or culturally significant artifacts might be physically or visually impacted, then additional work would be required to evaluate and report these impacts to SHPO. For example, if it is determined that the impacts are adverse to a listed feature on the Register of National Historic Places, review by the NC Historic Commission and measures to eliminate or mitigate physical and visual impacts to the site may be required.

Flood Hazard - Construction within Special Flood Hazard Zones requires design, analysis, and submission to the local government demonstrating no or minimal (<0.1 feet rise) impact to the existing base flood elevation. If construction does impact the 100-year flood elevation or impacts the floodway, then federal regulations state: “When a community proposes ... to permit encroachments upon an adopted regulatory floodway which will cause base flood elevation increases in excess of...(0.00 ft. in floodway) and/or [0.1 ft. in floodplain]...the community shall apply to the [FEMA] Administrator for conditional approval of such actions prior to permitting the encroachments to occur...” It will be important to design new projects to minimize obstructions within the floodway.

Built Environment, Access, and Function - Changes to existing infrastructure will require review by the local government and any affected agencies, utilities, or authorities. The Community Development Department (Planning Coordinator) requires necessary information from the design engineer and coordinates approvals from other agencies before the City approves a new construction project. Depending upon the location, occupancy, and proposed construction, review and approval may be required from the following agencies:

- Greenville Community Development Department (zoning, subdivision, historic properties, greenways, water supply watershed)
- Greenville Engineering and Inspections Divisions of the Public Works Department (building code, storm drainage, grading, erosion control, flood hazard, driveway permits)
- Greenville Fire-Rescue Department (fire protection facilities)
- Greenville Public Works Department (residential garbage/trash collection method and public facilities maintenance)
- Greenville Recreation and Parks Department (recreation area/facility)
- Greenville Utilities Commission (water, sanitary sewer, electric and gas systems)
- Pitt County Drainage District (service area storm drainage management)
- Greenville Board of Adjustment (zoning ordinance interpretation, variance, special use permit)
- Greenville Historic Preservation Commission (certificate of appropriateness)
- North Carolina Department of Insurance (construction plans when applicable)
- North Carolina Department of Environmental Protection (use and storage of hazardous materials),
- Various other local, state, and federal agencies.

The full scope of work that may be undertaken is not known, but a discussion of the types of projects proposed in the plan also provides a summary of the potential permitting needs and challenges.

PROJECTS SUPPORTING RIVER ACTIVITIES

These projects occur within the sensitive riparian area and must be planned, designed, and constructed to avoid impacts where possible and mitigate impacts where impacts are necessary.

Pedestrian Crossings (of the Tar River or tributaries) - Pedestrian bridges over the Tar River or other perennial streams in the Tar River Basin will require the following previously described environmental permitting efforts. In addition, the following permitting concerns must be addressed:

- Wetlands - For smaller impacts to wetlands, the project may be designed to comply with a Nationwide General Permit NWP-14 for linear transportation projects. Larger impacts or projects that cannot meet the conditions for the General Permit might require an individual permit with additional scrutiny. Impacts to more than 1/10 of an acre of wetlands would likely require mitigation actions.
- Riparian Buffers - Buffer Authorization is required for bridge crossings of the Tar River or of perennial and intermittent streams contributory to the River. Uses such as bridge crossings and greenway trails are listed in the Buffer Rule (15A NCAC 02B .0259) as “Allowable.” Uses designated as allowable may proceed within the riparian

buffer provided that there are no practical alternatives to the requested use. A successful demonstration of “no practical alternative” shows that the basic project purpose cannot be practically accomplished in a manner that would better minimize disturbance, preserve aquatic life and habitat, and protect water quality.

- Navigation - If the crossing is over the Tar River, coordination with the US Coast Guard (USCG) will be required. If the location across the River is considered tidal, then the USCG will assert jurisdiction and will require a submission to demonstrate no negative impact to current or potential navigation. Such submissions have been approved on the basis of the USCG Clearance Guide, but where pre-existing bridge clearances are less, the USCG may elect to use the existing bridge clearances and require the new bridge to provide the same clearance. The existing Greene Street Bridge is at Elevation 33 Mean Sea Level which is about 10 feet over the 100-year flood elevation of the River at that location. Future bridges would likely be required to have at least that clearance, if not more. Decisions regarding bridge geometry and location will also be reviewed by the US Army of Corps of Engineers through Section 10 of the Rivers and Harbors Act. Depending on the details, the bridge construction may be covered under the Nationwide General Permit 15.
- Flood Hazard - Construction within Special Flood Hazard Zones may require the abutments of new pedestrian and multi-purpose trail bridges to be located outside of the floodway and to provide elevated decking above the controlling flood elevations to avoid impacts to the floodway. Efforts to place the decking above the base flood elevation will also assist in achieving minimal impacts to actual or potential river navigation.

In accordance with Chapter 146 of the NC General Statutes dealing with unallocated State lands, construction under, over, or through unallocated submerged land is controlled by the State of North Carolina. Construction within these areas, which are not subject to the Coastal Management Act, requires an easement to be granted by the Council of State. The easement will be contingent on the preservation of the rights of adjacent riparian owners and free navigation through the easement granted.

River Overlooks, Fishing Piers, and Camping Pods – The permitting and approval of platforms, whether for camping or overlooks, are similar to those for bridge crossings except that the following additional information is applicable:

- Riparian Buffer Rules - Water dependent structures are those structures for which the use requires access or proximity to or siting within surface waters to fulfil its basic purpose, such as boat ramps, boat houses, docks, and bulkheads. River overlooks and camping pods may also be deemed water dependent. If they are included in the definition then they will be deemed “Allowable” and subject to the same restrictions as Pedestrian Crossings.

- Construction Access for Camping Pods - Great camping pod locations are secluded and not directly accessible from developed lands. Construction access will be limited and the construction of access roads for delivery of materials would require compliance with the Buffer Rules, as well as potential wetlands permitting, easements, and other approvals. Such construction has been carried out for Roanoke River sites with no land access through the use of specialty contractors.
- The camping pods may also require the submission of an easement document to the Council of State.

Boat Launches – The permitting and approval of boat landings should be deemed allowable under the Tar-Pamlico Buffer Rules as a water dependent structure. Parking and supporting construction would be required to be placed outside of the 50-foot buffer as measured from the River highwater mark perpendicular to flow. In regards to wetlands permitting, a canoe launch would likely be considered a boat ramp and, if so, could be covered under the Nationwide Permit 36 for boat ramps.

Lakeside Boardwalks – Depending on the details of future projects, it may be beneficial from both a permitting and aesthetic point of view to establish buffers on any existing or future ponds that connect to existing streams tributary to the Tar River. A vegetative buffer of 50 feet may allow for interconnection of lakes to streams for improved drainage and flow resulting in better lake aesthetics. The actual connections of lakes or ponds to any blue line streams (including the Tar River) may pose a significant challenge due to water quality concerns. Providing a buffer on any proposed waterway connections will likely be a part of any potential agreement to connect. This being the case, boardwalks should be routed predominately with a 50-foot setback off the bank of ponds that may potentially be connected to streams. Should the lake actually be connected and thus require a buffer, occasional crossings of the new buffer to reach the lake shore for observation decks, wildlife viewing platforms, or access could likely be permitted through a Buffer Authorization.

Lakeside Beaches – If the lakes are permitted for connection to streams or the Tar River, vegetative buffers for the lakes will be required. Mitigation measures, as well as stormwater and erosion controls, may allow a beach area to be established, but this would require negotiation with NCDENR. Should the lake in question connect with adjacent streams, limiting vehicular access and eliminating stormwater runoff from impervious surfaces (such as parking and rooftops) will be important to meeting NCDENR permitting objectives. NCDENR manages the connection of new coastal yacht basins and water bodies to coastal waters through its Coastal Area Management Act (CAMA). Since Greenville is not within one of the 20 coastal counties, CAMA rules do not apply; however, some of the concerns and requirements covered by CAMA may be required to be addressed to approve a connection to a stream:

- Stagnant Water – Yacht basins and marinas are required to be constructed so as to encourage water circulation. Without flow through large bodies of water, the dissolved oxygen content can become too low to support aquatic life. It is likely that any lake connection would need to be designed to establish flow into and out of the connected pond.
- Canals should not be deeper than the connecting waters.
- To provide adequate circulation, pond connections should be as wide and short as possible.

Stream Daylighting Projects – Stream restoration is listed as exempt from the Buffer Rules. Stream stabilization, such as the addition of stone or flow velocity attenuators and related measures, are allowable under the Buffer Rules but may require mitigation. Mitigation may be achieved by creation of buffers or by payment into a mitigation bank within the same stream sub-basin. Other environmental concerns that would have to be addressed include potential wetland impacts, sedimentation and erosion control, flood hazard impacts, and cultural resources impacts. Refer to the previous discussions for more information on these issues.

OPEN SPACE PROJECTS

These are projects that may include open previously cleared areas, redevelopment of urban areas and existing parks.

Playgrounds, Picnic Areas, and Event Areas – Such sites should be reviewed for potential wetlands and streams which would be addressed as previously discussed. Parking, access roads and supporting structures would be permitted through the Planning Division of the City Community Development Department. The process will address among other items:

- Zoning requirements.
- Traffic impacts and required parking.
- ADA requirements.
- Flood hazards.
- Stormwater Management – Increases in impervious surfaces must be accounted for and onsite constructed measures must retain runoff to predevelopment levels.
- Cultural resources.
- Consistency with Parks and Recreation planning.
- Emergency services.
- Utilities including Greenville Utilities water, sewer, and electrical services.

Observation Towers – Should any towers be proposed to exceed 200 feet in height, review is required by the Federal Aviation Administration. Depending on the proximity to the existing airport, review is required at lesser heights. Towers within aircraft flight lines may be required to be equipped with warning lights. Each tower project should be reviewed individually with the appropriate FAA officials. Title 14 of the Code of Federal Regulations Part 77 requires the filing of a

notice if requested by the FFA or if the proposed construction or alteration is:

- Greater than 200 feet in height above ground level
- Near a public-use or military airport, heliport, or seaplane base and will exceed the slope ratio
- A traverse way which would exceed our standards
- On a public-use or military airport or heliport

BMX and Skateboard Facilities Upon the Closed Landfill Site – It appears that the landfill was closed in 1983, prior to the effective date of the Subtitle D Rules. Due to the age of the landfill, landfill gas is not likely to be high in quantity or methane concentration; however, the following cautions and restrictions should apply:

- The limits of waste should be established on the ground using such record data as may be available.
- A conference with the NC Solid Waste Section of NCDENR should be held, giving as much information as available regarding the construction to be undertaken.
- A field monitoring visit onsite to detect landfill gas should be conducted to determine the prevalence of landfill gas, which can be highly combustible.
- All excavations should be limited to those areas outside the known limits of waste.
- Construction contracts should provide direction in the event that excavations outside the known waste limits encounter solid waste.
- All buildings (BMX supporting structures, bathrooms, storm drainage features, and the like) should be located outside the known limits of waste. Geotechnical investigations for new foundations should include a provision to investigate whether there is solid waste beneath the proposed building sites.
- Construction within the limits of waste should be limited to trails and pathways for pedestrians, bikes, or skateboards.
- Liability professionals should be consulted to ensure that the range of risks associated with reuse of a solid waste landfill site are addressed. These issues have been dealt with successfully at other locations. An example is within the City of Virginia Beach, where a closed landfill has become a very popular walking trail. Officials of neighboring cities with such facilities should be consulted as a resource for facility development.

2. FOCUS GROUP SESSIONS

Stakeholder Focus Group – Parks Management

DATE/TIME: January 15th, 2014- 9.00 AM
MEETING LOCATION: City Hall, 3rd Floor, RM 327

Economics

1. Pitt County does not have a dedicated parks department (Pitt County Schools has a recreation component).
2. County residents utilize City facilities.
3. The City has a larger expenditure to acres budget due to costs to renovate neglected parks and facilities.
4. Recreation facilities and programming account for a large percentage of expenditures.
5. Phil Carroll is a major land owner along the River and has given land to the City.
6. Currently, the City has not established an impact fee policy.
7. Explore opportunities to establish a land acquisition fund for park development.
8. Investigate the opportunity to dedicate natural areas into a new urban state park.
9. Create opportunities for entrepreneurship.
10. Provide a matrix of funding resources that other communities may have that Greenville is lacking.
11. The Watership Land Trust is active north of the River.

Park Programming

12. Currently there are 6 miles of greenway in Greenville’s system. Raleigh has over 300 miles of greenway.
13. Greenville has a “small town feel with big city amenities”.
14. Create opportunities for live outdoor music. Perhaps this could be tied to the ECU School of Music.
15. Baseball and BMX are major sports in Greenville.
16. Develop high adventure park programming such as camping and rock climbing.
17. Incorporate skateboard parks and water sports
18. Hunting is a major sport of the region.
19. Fishing is great in the Pamlico Sound.
20. Greenville could be established as a major “put-in” point to access platforms to hunt, fish and sleep.
21. Provide opportunities for eating along the greenway. Food trucks may be viable along the greenway.
22. Utilize the former Shady Grove Mobile Home Park site for recreation.

23. Greenville needs an urban farmers market. Local resident, Jason Biley, sells produce from his truck and could provide insights into mobile produce sells.
24. Explore opportunities to develop a whitewater practice course.
25. Baseball and skateboarding present a huge sport opportunity for Greenville.
26. High adventure programming such as, rope courses and zip lines have a huge potential.
27. Provide places to dine along the River with views. Perhaps second floor dining.
28. Establish urban farming in the City.
29. Expand opportunities for community gardens. West Greenville has two community gardens.
30. The Umbrella Market is held on Wednesday nights during the summer. This event feature fresh produce and crafts.
31. A farmers market is located south of the City.

Natural Resources

32. The Tar River contains natural treasures such as bald eagles and unique landscapes.
33. The Tar River is invisible to some residents.
34. Wetlands provide great natural beauty.

Public Meeting #1

35. Generate excitement to fund projects by illustrating “what could be”.
36. Present quantitative information outlining the benefits of constructing recreation facilities.

Precedents

37. Parks - Asheville, North Carolina
38. State dedicated natural areas - McDowell Park, Latta Plantation, and Piedmont Park Charlotte, North Carolina
39. River tours - The Bayous, Louisiana
40. Park Programming - The Shenandoah, VA and Shelby Farms, Memphis, TN
41. State Park - Goose Creek State Park, NC
42. Farmers Markets – Charleston, SC and Raleigh, NC

Stakeholder Focus Group
– Economic Development
(Business Leaders)

DATE/TIME: January 15th, 2014- Noon
MEETING LOCATION: City Hall, 3rd Floor, RM 327

Economic Development

1. The Pitt County Economic Development Commission is charged with bringing large industrial businesses to Greenville. Greenville’s Office of Economic Development serves to bring smaller business to the City.
2. A large percentage of residents leave the City to go to other cities (such as Raleigh and Durham) for their shopping needs.
3. Greenville is the hub of Eastern North Carolina.
4. Greenville’s population is approaching 100,000 (currently approx. 85,000 population), a threshold which will open up new economic development opportunities.
5. Make Greenville synonymous with “something”. Create an identity.
6. The Redevelopment Commission is responsible for implementing the Town Common Master Plan.
7. The Town Common will cost \$13 million dollars to fully implement.
8. Emphasize Greenville’s Sports Illustrated “Sportstown USA” notoriety.
9. Move forward with recommended projects that make areas along the riverfront more useful.
10. Provide phases or recommendations for smaller projects that can be initiated short term. Implementation will encourage the public.
11. Parks have a positive impact on economic development.
12. Parks and open spaces should be supported mixed use development.
13. Explore opportunities to partner with Vidant.
14. Provide employment opportunities for residents.
15. Create amenities that will attract and retain young professionals and families.
16. Establish a riverfront for families to enjoy.
17. Establish quality affordable housing along/near the riverfront.
18. Utilize philanthropy to help fund projects.

19. Develop public-private partnerships. Parks and Programming
20. Town Commons is the epicenter for the riverfront. Water access is needed here.
21. Town Common is closed after dark.
22. Evaluate policies that could discourage park activation. Alcohol consumption is prohibited on Town Common.
23. Diversify activities along the riverfront.
24. Utilize “usable” space. Get rid of dead space
25. Increase cultural diversity. Major cultural events happen on ECU’s campus.
26. Greenville needs signature public spaces. What is the pride of Greenville?
27. Design well lit, usable spaces along the riverfront.
28. Create a wellness theme as part of park programming.
29. Provide connections to the River from the Hospital and Schools.
30. The Falkland “put-in” is located northwest from Greenville. This “put-in” is used to launch kayaks and canoes.
31. A bridge is needed from Town Common to River Park North.
32. The Tar River and Greenville have an incredible transportation history that should be recognized.

Environment and Natural Resources

33. Address water quality concerns and explore opportunities to clean the water.
34. Decrease the City’s impact on the river.
35. The State has applied restrictions on using local aquifers as a water resource. This will increase the need to use the Tar River as water resource.

Public Outreach

36. Build a consensus between residents and newcomers.
37. Use the study as an opportunity for community equity.
38. Educate the community on the benefits of park improvements and economic development.
39. Must sell whole plan to the public.
40. Present the Plan as a community benefit.
41. Moyewood is an important stakeholder along the River.

42. Remove the misconception that the riverfront and parks are a haven for crime.
43. Many crimes that occur in West Greenville are gang related or contributed to broken homes. 70% of children in West Greenville are born out of wedlock.
44. The Police Department has established a new unit that will be responsible for controlling crime in West Greenville and the greenway. Bikes, Segways and small motorcycles will be utilized to patrol the greenway

Precedents

45. Waterfront redevelopment - Inner Harbor, Baltimore, MD
46. Riverfront programming – Falls Park at Reedy Branch, Greenville, SC
47. The Riverwalk, San Antonio TX
48. Dream Park, Greenville, NC

Stakeholder Focus Group – Economic Development (Institutions)

DATE/TIME: January 15th, 2014- 1.30 PM
MEETING LOCATION: City Hall, 3rd Floor, RM 327

Community Based Organizations

1. The Third Street Community Center is situated on 15 acres along the River. This center focuses on building hope in the community.
2. Use the River as opportunity to build hope (e.g. bike repair program).
3. The Third Street School has a bike repair program that restores bicycles. This program provides jobs for the youth.
4. The Third Street Community Center will soon have a soccer field rear of its facility.
5. Greenville Harvest is located on Chestnut Street. Greenville Harvest works with and among the community by educating Greenville residents about the importance of eating healthy and of sustainable stewardship of the environment.

Demographics

6. A large number of homes near the River are renter occupied or vacant. Approx. 20% of homes are owner occupied.
7. There is a large elderly population near the riverfront in West Greenville.
8. Most crime near the waterfront happen outside of public facilities. Gang, narcotics and family violence makes up most of this crime.
9. Moving further south in West Greenville from the riverfront, the community becomes more transient and dilapidated.
10. 70% of children of children are born out of wedlock in West Greenville.
11. The Moyewood neighbourhood is a major stakeholder along the River.

Economic Development

12. 1st Street south of Town Common should be revitalized.
13. Third Street Community Center property has a large expanse of land ripe for development. The Center is open to the idea of developing its property along the riverfront.
14. Provide jobs for the community.
15. Financial and s health 3rd Street
16. Vidant may be a partner and philanthropy opportunity.
17. Create destinations that major employers can use to entice talent from out of town. Many out-of-town candidates are moving from larger cities and have expectations that are currently unmet in the City.

Parks and Recreation

18. Connect parks system with existing community gardens and community centers (e.g. Third Street School, Intergenerational Center, Eppes Recreation Center, Greenville Harvest, etc.)
19. Create destinations along the river.
20. A trailhead park is needed at Colonial Avenue.
21. Use health and healing as a theme for parks programming.
22. A connector is needed from the greenway system to the Hospital / School of Medicine.
23. Create recreational opportunities at Port Terminal Road.
24. A pedestrian bridge is needed from Town Common to River Park North.

Environment

25. The State has applied regulations to extract water from aquifers to conserve water resources.

History

26. Recognize the rich history of Greenville and the Tar River.
27. Interpret the connection of the river to the City (e.g. Tobacco Warehouse District)
28. Explore the incredible history of water transportation in Greenville.

Stakeholder Focus Group
– Environment and Parks

DATE/TIME: January 15th, 2014- 3.30 PM
MEETING LOCATION: City Hall, 3rd Floor, RM 327

Funding

- 1. The development of this Plan will help solidify grant applications for state and federal project funding.
- 2. Sources of revenue may include:
 - a. The Greater Greenville Community Foundation
 - b. EPA - Clean Water Trust Fund
 - c. Smith Reynolds Foundation
 - d. Conservation Network

Environmental Issues and Concerns

- 3. Change perception that the Tar River is dirty
- 4. At times (especially during floods and drought) the river is difficult to navigate.
- 5. A river gauge is located at Town Common. An 8’ river depth is the threshold for renting canoes and kayaks.
- 6. GUC may have plans for temporary dams along the river (need to confirm).
- 7. Urban areas create fecal contamination from pet waste runoff and leaking sewer pipes.
- 8. Stormwater often carry bacteria. Tests are needed to confirm the cleanliness of the River. Currently, state tests are not regularly completed on the Tar River.
- 9. The Tar River is swimmable except after rain events when runoff contamination occurs.
- 10. Aquifer storage and recovery
- 11. Due to environmental damage, it is not feasible or advised to dredge the Tar River.
- 12. Fishing in the river is poor. Ponds at River Park North are regularly stocked.
- 13. Obey buffer rules, development done right along the river is supported.
- 14. Runoff from Hwy 264 most likely does not affect the cleanliness of nearby ponds. However, water quality testing is recommended.
- 15. Existing man-made ponds could be enlarged.
- 16. Spur development of small businesses.
- 17. Depth of existing man-made ponds differs.

Opportunities

- 18. Greenville Utilities (GUC) has conducted a detail hydrology study.
- 19. Green Mill Run is a major tributary of the Tar River that runs through the City.
- 20. Utilize the drainage canal under power lines at River Park North.
- 21. There are sizeable sand bars along the river.
- 22. A historic Indian habitat and pier has recently been discovered along the River near the Greenville Boulevard / Hwy 264 ponds. These sites are being excavated.
- 23. There are several scenic natural overlooks along the river.
- 24. More fishing access is needed.
- 25. Boardwalks create areas for visitors to experience nature. However, construction of boardwalks may be expensive in wetland areas.
- 26. A boat access is needed at Hwy 264 on the western end of the study area.
- 27. Make the water accessible to a wide variety of users.
- 28. Provide access near ECU and student neighborhoods to encourage river use.
- 29. FROGGS (Friends of Greenville Greenways) is an advocate for the development of Greenville’s greenway system.
- 30. Develop a universal name for the City’s greenway system. Perhaps “Tar Trails”.
- 31. Camping platforms 1(6’ x 30’ decks) are being installed along the Tar River from Franklin to Washington. There are no platforms planned within the Greenville City limits. Each cost about \$4,000 to build. Each are placed at approximate 10 mile distances.
- 32. The study area is located upstream from the wastewater treatment plant discharge site. Discharge is fed through a canal to the Tar River.
- 33. Put-ins are need at the HWY 264 bridge, Town Common / Green Street, Port Terminal (existing put-in site), Phil Carroll Nature Preserve (may be difficult due to environmental constraints), Third Street Community Center and GUC properties.
- 34. Open the “mouth” of the man-made pond east of HWY 264 / Greenville Boulevard. The opening now is approximately 10-12’ wide.
- 35. Reuse impervious areas.

- 36. Create new ponds?
- 37. Encourage river paddling as a recreational sport.
- 38. Provide passive enjoyment of the River.
- 39. Expand river access knowledge (this is critical).
- 40. Spur economic development including the development of outfitters and shopping places (e.g. groceries, etc.).
- 41. Explore the opportunity for pontoon boats on ponds.
- 42. Develop QR code programs to educate users on the River and its surrounding habitats.

Precedents

- 43. Park Programming - Pullen Park, Windsor
- 44. Riverfront and cultural programming – Cultural Trail, Indianapolis, IN
- 45. Scenic State Park - Goose Creek State Park
- 46. River programming - Roanoke River, VA; Apalachicola, Florida; and the Calusa Blueway Trail, Lee County, Florida

Stakeholder Focus Group

- Bike / Ped. (ECU and City)

DATE/TIME: January 16th, 2014- 10.30 AM

MEETING LOCATION: City Hall, 3rd Floor, RM 327

Opportunities

1. Unify the riverfront.
2. Make visitors feel at home. Incorporate welcoming centers and kiosks.
3. Think of events such as bikepaloozas to provide greenway programming.
4. Provide recreation opportunities at Port Terminal Road.
5. 5Incorporate art platforms along the greenway to provide changing public art.
6. The University leases bikes on a year-long, semester, weekly and daily basis. This program utilizes abandoned bikes found on campus. University employees and students are allowed to use this program (required ID card).
7. Educate people on the River’s ever changing environment. Kiosks that show flow and depth, could be plugged into USGS.
8. Develop ways to reuse rain and river water.
9. Incorporate activities for young families including spraygrounds and traditional play grounds
10. Create a sense of place for the journey to the Rivers edge.
11. Develop safe paths to the shore.
12. 70% of students don’t have cars on campus.
13. East Greenville is growing area of the City.
14. Create draws and attractions along the riverfront.
15. Develop a “Tar River Trail” from Falkland to Washington, NC.

Concerns

16. The flow of the river varies greatly from up to 1.3 billion gallons of water per day to less that 15 million gallons per day. The river flow varies from 50,000- 20,000 cubic feet per second.
17. Design for 500 year flooding.
18. The River has enormous challenges. Building along the river may be infeasible in areas due to flooding potential.
19. Build near the river banks not on the river banks.
20. The Tar River is an ever-changing – formidable place.
21. Water supply and wastewater discharge need to be considered
22. Port Terminal Road is largely undeveloped and areas are susceptible to flooding.

Greenville Utilities Focus Group

DATE/TIME: February 27th, 3:30 – 4:30 PM

MEETING LOCATION: City Hall, Rm 327

Opportunities

- 1. A water treatment plant is located on the North side of the river. This plant has 4 intakes on the Tar River. Any improvements along the river should be “clear” of these intakes.
- 2. GUC conducts water testing. These tests reveal that the water is safe for swimming. However, there could be debris in the water.
- 3. There are concerns about the river in regards to flow (as it can vary greatly) and managing the resource.
- 4. An aquifer storage site is located near the wastewater treatment plant.
- 5. Create attractions by conducting tours of water treatment plants.
- 6. River rafting? May be able to use a spur off the Tar River for this activity.
- 7. Durham has started adding trails in utility easements. This could be a precedent for Greenville.
- 8. Kirby Boyd is the primary contact at GUC in regards to easement information.

Precedents

- 9. Utility Easements As Trail Corridors – Durham, NC

Attendees

- Julius Patrick (GUC)
- Anthony Whitehead (GUC)
- Lamarco Morrison (Greenville Parks and Recreation)
- Deana Rhodeside (RHI)
- Elliot Rhodeside (RHI)
- Ron Sessoms (RHI)

Ecotourism & Sustainability Focus Group

DATE/TIME: February 27th, 4:30 – 5:30 PM

MEETING LOCATION: City Hall, Rm 327

Opportunities

- 1. There has been a vision developed to create a network of green spaces to tie into River Park North through the implementation of a land trust program.
- 2. A land trust still exist but is not active. There are other land trusts in Eastern North Carolina (some on and near the River). There has been interest in re-activating the land trust in Greenville.
- 3. The Center for Sustainable Tourism has faculty and students interested in projects that could be implemented along the River.
- 4. On the site of the former City dump, there has been discussion of creating an environmental education center in an existing building
- 5. Protect riparian areas.
- 6. Create camp sites in wilderness areas.
- 7. Build a pedestrian bridge to connect River Park North and the area near the existing dog park.
- 8. Develop greenways, boardwalks and bike paths.
- 9. Many Greenville residents enjoy sports and nature.
- 10. A cable wakeboard park may be developed on a pond north of the River.
- 11. Phil Carroll is a major land owner along the River and has an interest in ideas for new types of waterfront parks.
- 12. Develop camping tree houses that are ADA compliant in remote areas
- 13. Add camping platforms up-stream in remote areas. Tie programming into existing trail network

Precedents

- 14. Camping Tree Houses – Edisto State Park, Windsor, NC

Attendees

- Mike Bean (ECU Center for Sustainable Tourism)
- Jim Hopf ()
- Lamarco Morrison (Greenville Parks and Recreation)
- Deana Rhodeside (RHI)
- Elliot Rhodeside (RHI)
- Ron Sessoms (RHI)

Neighborhood Groups Focus Group

DATE/TIME: February 28th, 10 AM - Noon

MEETING LOCATION: Third Street School

Opportunities

- 1. Offer an escape for residents to “go to the River” to enjoy nature.
- 2. Provide a safe and active riverfront. Provide adequate lighting and programming.
- 3. Reflect the history of the riverfront (e.g. tobacco industry and neighborhoods) that contributed to the growth and culture of Greenville. Perhaps a museum and/or cultural trail is needed at the riverfront.
 - Greenville first developed as a plantation. Then later sub-divided
 - The River was the primary transportation corridor for trade. Landings were constructed along the River.
 - Ocean-going vessels were constructed at Town Common then floated down to the Ocean during spring “freshets”.
 - The River was much wider before the construction of bridges.
 - An early dye machine works was founded in Greenville in the 1700’s
 - “Tar” is an Indian word. This was misinterpreted since a lot of tar and turpentine were manufactured before cotton (1858). In 1850, the largest crop was rice (land was wet).
 - Huge canal companies came in to drain the swamps and wetlands for the production of other crops.
- 4. The bell tower of the former Sycamore Baptist Church is planned to be reconstructed as part of the Town Common Master Plan.
- 5. Provide educational opportunities along the River. Integrate this education with surrounding schools and learning centers. Develop a history and education “app.”
- 6. Washington has cherry trees along its riverfront. Greenville needs a unique identity for its riverfront.
- 7. Create places to walk along the River.
- 8. Consider views from new construction in downtown (e.g. from the roof of parking decks and other building).
- 9. Consider petting zoos and other local / regional attractions.

- 10. Encourage more fishing.
- 11. Incorporate water fountains and splash parks along the riverfront.
- 12. Provide an off-leash dog park in West Greenville.
- 13. Make 3rd and 5th Street more bike accessible.
- 14. Connect Eppes Park to the riverfront.
- 15. Incorporate pedestrian bridges.
- 16. Provide vehicle and bike parking near park areas.
- 17. The South Tar River Greenway has been a great asset for the Tar River / University Area neighborhood and is heavily used.

Concerns

- 18. ECU has taken over the identity of Greenville.
- 19. The past (historic buildings, culture, etc.) has been lost due to redevelopment, particularly in the 1960’s.
- 20. A park was planned for West Greenville but was never constructed.
- 21. Don’t “squeeze out” the residents of West Greenville. Make this a vibrant African American neighborhood.
- 22. No development should be done on the Town Common.

Precedents

- 23. Riverfront – Washington, NC
- 24. Riverfront Development – Omaha, NE
- 25. Cultural Trail – Indianapolis, IN

Attendees

- Freddie Outterbridge (Greenville Resident / Eppes Alumni Association)
- Lillian Outerbridge (Greenville Resident / Eppes Alumni Association)
- Rajendra Jagad (West Greenville Resident)
- Andrew Morehead (President of the Tar River / University Neighborhood Association)
- Roger Kammerer (Local Historian)
- Walter Strathy (Director, Third Street School)
- Gary Fenton (Greenville Parks and Recreation)
- Lamarco Morrison (Greenville Parks and Recreation)
- Deana Rhodeside (RHI)
- Elliot Rhodeside (RHI)
- Ron Sessoms (RHI)

Public Officials Interviews & Meetings (including City Council & City Manager)

DATE/TIME: January 15th & 16th, 2014; February 27th & 28th

MEETING LOCATION: City Hall, 3rd Floor, RM 327

Opportunities

The River

1. Open up the River so that it can be seen.
2. Expand sporting opportunities including paddle board and kayak rentals.
3. Dredge the Tar River? This could open Greenville up for boat travel to the coast.
4. Develop a small boat marina at Town Common.
5. A small boathouse is needed at Town Common.
6. River access is needed at Memorial Drive.
7. Provide expanded opportunities for fishing in West Greenville. This is a popular fishing area.
8. Provide opportunities to canoe the River regionally.

Riverfront Connections, Recreation & Activity

9. Use GUC easements for greenways and River access.
10. Improve access to recreation.
11. Create both neighborhood and citywide attractions along the riverfront.
12. A pedestrian connection is needed from Town Common to River Park North. This could be a challenge due to costs and environmental concerns. Consider a temporary pedestrian connection using the Greene Street bridge. This could be a short term solution to connect Uptown to River Park North until a pedestrian bridge can be built over the Tar River.
13. River access is key.
14. Provide opportunities for Frisbee, bike and skate parks (FEMA land near the dog park may be considered for these uses).
15. An informal skate park is located on Jarvis Street near the River. There may be opportunities to upgrade this facility.
16. The ponds at Hwy 264 East has potential for reuse.

17. Provide Alumni of ECU “things to do” along the River after sports games and special events to engage Uptown.
18. Make the area desirable to campers and hikers.
19. Program open spaces with botanical gardens, aviaries and butterfly gardens. Perhaps these could be programming opportunities for the Phil Carroll Nature Preserve.
20. Imagine the full potential of River Park North. There may be opportunities to add programming.
21. Include boardwalks, nature trails, campfire rings and platforms.
22. Utilize the great music programs at ECU for programming opportunities.
23. Provide blueways that give visitors the opportunity to experience the water. The development of blueways is a major opportunity.
24. Use the riverfront as a draw to bring people back to the urban core.
25. Intertwine “green and blue” programming.
26. Develop boat share and bike share programs.
27. A boathouse is needed at Town Commons.
28. Create experiences through nature with boardwalks.
29. Explore opportunities for pro-cycling events.
30. Explore opportunities to create bird sanctuaries and preserves. Greenville is on the NC Birding Trail.
31. Develop a “gateway” from Fairfax Street to the River in West Greenville.
32. Provide green space along the River in West Greenville.
33. Sidewalks are needed in West Greenville that provide connections to the riverfront.
34. Program areas for both adults and children along the River.
35. Balance natural and active themed parks.
36. Provide more parks on the north side of the River.
37. Create areas for stormwater management and sculpture gardens.
38. Explore opportunities for rafting as spur off the Tar River.
39. Utilize the former Shady Grove Mobile Home Park site.

Culture

40. Embrace the “Sportstown” Culture.
41. Celebrate Historic Homes along the river (Elizabeth, Davis and Colonial Street in West Greenville). There are several historic districts within proximity of the River.
42. Include markers for significant historical events and locations.
43. The City has a rich history, this plan will help create a new history for Greenville.
44. Create a history trail to present both the history of the City and the Tar River. Perhaps nodes along the trail can be named to acknowledge significant events and locations.
45. Celebrate the history of the African American communities at the River.

Redevelopment

46. Moyewood is a federally owned public housing complex along the River. The Housing Authority should be contacted to learn about future plans for Moyewood.
47. Redevelop blighted areas of West Greenville (this must be done with sensitivity).
48. The 1st Street corridor provides an opportunity for redevelopment. Currently, this corridor is comprised of outdated buildings that underutilize the potential of Uptown.
49. Re-imagining the Nations Bank site for a hotel with parking.
50. Develop a promenade along 1st Street with galleries, shops with residential uses above. Infill smaller sites south into uptown. The County owns many parcels along 1st Street.
51. Tie the Courthouse to the River.
52. Evaluate opportunities for redevelopment throughout the study area.
53. Restaurants are needed along the riverfront that provide views of the River.
54. Evaluate opportunities to develop houses with piers.
55. FEMA land has deed restrictions. Think of creative uses for this land.

56. The Third Street Community Center has vacant land along the River. Perhaps use vacant for development or recreation.
57. Town Common is the “heart” of the riverfront. No development of Town Common for private development.
58. Tom Taft, Jim Ward and Don Joyner are major developers in Greenville. These are great resources to provide insights into local development. Tom Taft and Jim Ward are currently developing a large 500 bed student housing complex in Uptown Greenville.
59. Build neighborhood connections to and across the River.
60. The Airport has land along the River that is unused. Perhaps this land could be used for recreation.
61. It feels “wild” along river even though it’s within Greenville.
62. Redevelop apartment sites in East Greenville.

Resources

63. Develop private-public partnerships. Greenville Toyota Amphitheater at Town Common is one example of this.
64. Overton’s is a major sporting goods retailer. It was started by the Overtons at City Market (in Greenville) selling water skis out of their truck. Overtons is now owned by Gander Mountain. The Overtons could be philanthropists for the riverfront plan. Contact Parker Overton and Michael Overton.
65. The ECU Center for Sustainable Tourism is an excellent resource. The Center was formally located in Boulder, Colorado now it is at ECU. The Center represents 6 different colleges and has 45 staff members
66. Develop nature-based commerce.
67. An advantage of Greenville is you can quickly move from “urban” into wilderness.
68. “Find yourself in good company” (the City’s slogan). Utilize this study as a branding opportunity.
69. Wellness is important.
70. Create a sense of place for Greenville. Greenville is a major gateway / hub of Eastern North Carolina.
71. Leverage private investment. Bring in signature developers to develop downtown Greenville.

Concerns

- 72. The Tar River has eroded banks which may need to be addressed.
- 73. An Airport expansion is planned which may have effect on West Greenville. The airport may be removing trees as part of its efforts to improve runway access. There are concerns as to how many and where these trees will be removed. Contact Jerry Vickers at the Pitt Greenville Airport to find out details.
- 74. Downtown Greenville height is capped at 5 floors due to proximity to Airport.
- 75. Economic benefits (e.g. job creation, etc.) are needed in the plan.
- 76. Community flooding.
- 77. Town Common is a sensitive area for the City.
- 78. Some residents are suspicious about the planning efforts of the study.
- 79. There are some in the community that feel like there is “not much to study” along the River.
- 80. There are pockets of high crime in West Greenville. There is a general perception that West Greenville is unsafe.
- 81. Has the old landfill been capped? Can it be re-used?
- 82. There are small amounts of garbage in river. This garbage is typically litter such as beverage cups and paper.

Precedents

- 83. Riverfront development– Greenville, South Carolina; New Bern, NC; and Washington, NC.
- 84. Riverfront programming – Richmond, VA & San Antonio, TX
- 85. Trails - Damascus, VA and Virginia Creeper Trail
- 86. Gardens – Airlie Gardens, Wilmington, NC
- 87. Bird preserve – Halifax, NC
- 88. River programming - Roanoke River, VA
- 89. Adventure trails and adventure programming – Belize, South America
- 90. Flood Recovery Planning - New Orleans, LA
- 91. Riverfront – Washington, NC
- 92. Riverfront – Conway, SC
- 93. Riverfront – Seattle, Washington
- 94. Lakefront – Lake Concord Park, Casselberry FL
- 95. Lakefront – Lakeland, FL
- 96. Park – Depot Park, Gainesville, FL

Meetings were held at various times. Contributing City

officials / representatives include:

- City Manager, Barbara Lipscomb
- Mayor Allen Thomas
- Councilwoman Kandie Smith
- Councilman Rick Smiley
- Councilwoman Marion Blackburn
- Councilman Rick Krokersky
- Councilwoman Rose Glover

3. PUBLIC MEETING #1

'Tides of March'

The ECU Willis Building
March 15, 2014

MEETING ORGANIZATION

- 10:00 AM – 11:00 AM [Interactive Stations](#)
- Opportunity for attendees to visit the various presentation stations and provide input at each.
- 11:00 AM – 11:45 AM [Presentation](#)
- Project introduction and overall team introduction by the City and the Rhodeside and Harwell design team.
- 11:45 AM – 1:00 PM [Interactive Stations](#)
- Opportunity for attendees to visit the various presentation stations and provide input at each.

Walking Tour

- 11:35 AM – 1:00 PM [Interactive Stations](#)
- A walking tour led by local historian, Roger Kammerer about the history of the Tar River and Greenville.

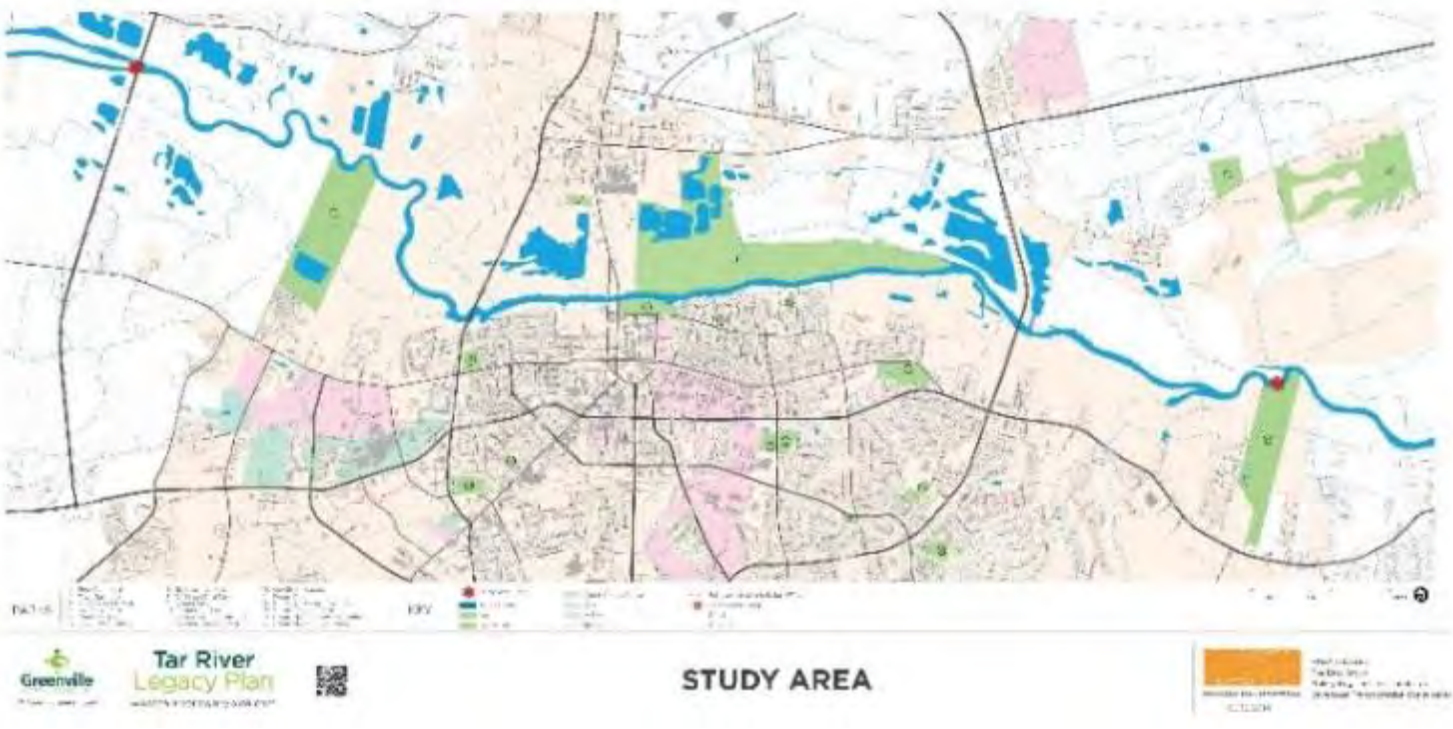
INTERACTIVE STATIONS

Station 1: Regional Context & Study Area

Station Overview:

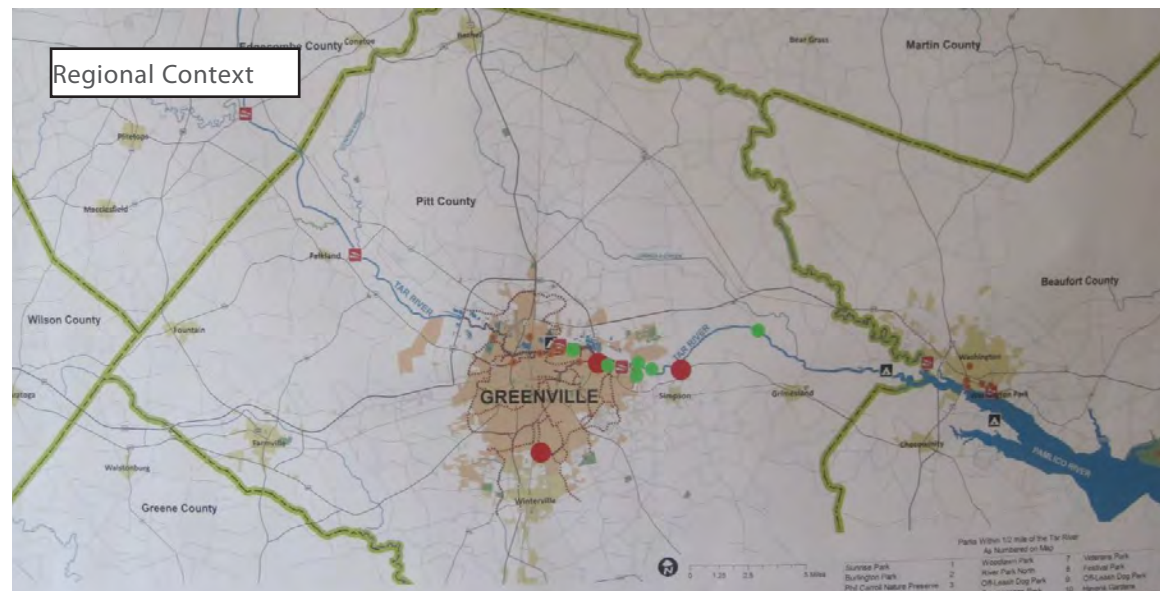
- Provided an overview of the study area in Greenville, as well as a regional overview.

Presentation Boards:



Activities:

- Place a red dot where you live and green dots on areas you visit along the Tar River and add comments with post-it notes.

Results (Comments were received on 3 boards- Regional Context, Study Area & Aerial Photo):
**Comments-**

1. Camp platform needed here and at the Phil Carroll Pond. Camping prohibitive.

2. Boat access here? The lake is brown water. Develop low-impact, low height buildings that offer food, wine, music (relaxing programming) around large ponds. Include paddle boats.

**Comments-**

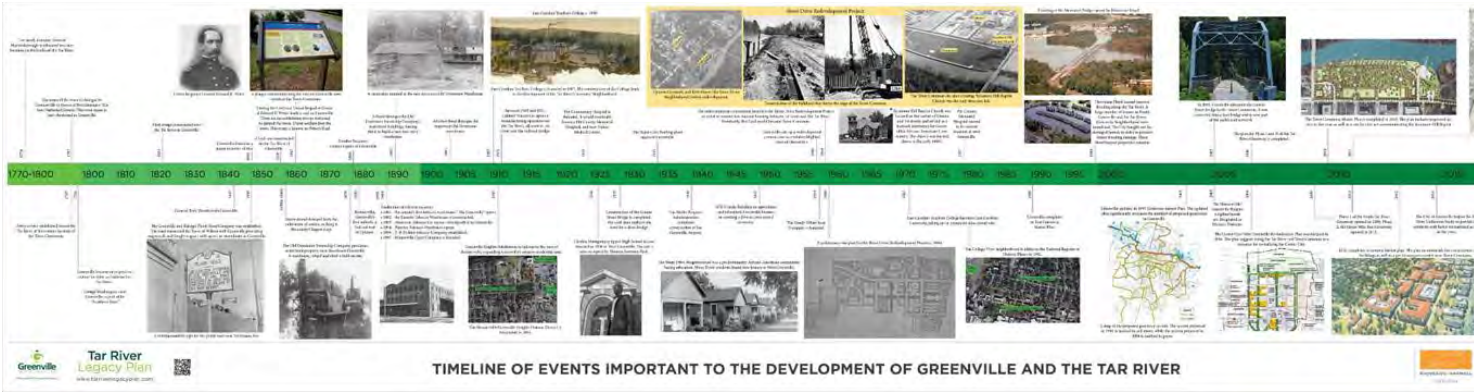
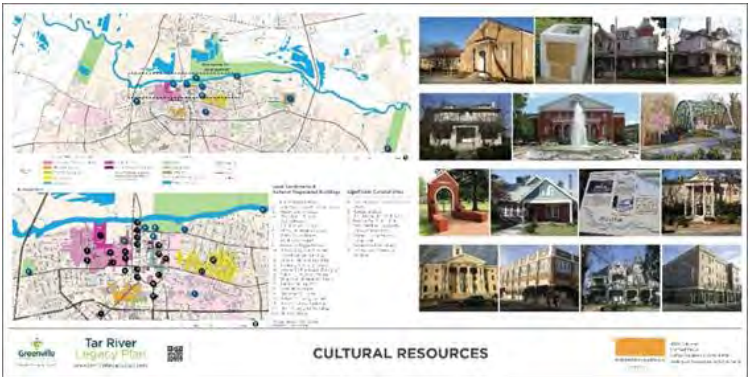
1. I walk the entire greenway.
2. I walk the greenway, River Park North and enjoy events like "Sunday In The Park".
3. Fishing areas (needed), provide more access for citizens
4. There is a large sand bar near the western end of the study area.
5. A sewage plant was once located northeast of Cypress Glen.
6. A river landing was once located on the River just south of the large lake west of NE Greenville Blvd. Remnants of the landing may still exist.
7. Provide a connection from the river to the large lake west of NE Greenville Blvd.

Station 2: History

Station Overview:

- Provided an overview of the history of Greenville and the River. Cultural resources were identified that are within proximity of the river.

Presentation Boards:



Activities:

1. Are we missing any important properties or places? If so, please tell us on a sticky note and place it on the map.
2. Tell us about a great experience you had at the riverfront or on the river. Please write it on the paper provided and tape it up.

Results (Comments were only received for activity 2 above):

- My favorite experience(s) with the Tar River:
1. "Barefooting" from Town Commons to Grimesland.
 2. River park North. Greenway from Greenspings Park to Town Common. "Sunday in he Park" at Town Common.

Station 3: History

Station Overview:

- Provided an analyses of the existing environmental conditions, land use, land ownership, and connections near the study area.

Presentation Boards:



Activities:

1. Are there any areas for which you have particular environmental concerns?
2. Are there any important connections to the river that aren't shown here?
3. Do you have any other additions or corrections to these maps? If so, please tell us on a sticky note and place it on the map.

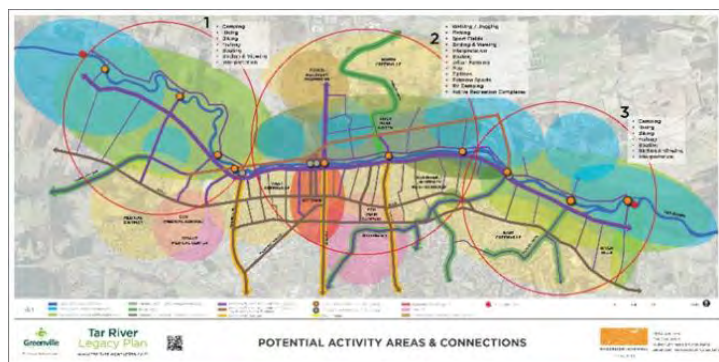
Results: (No comments received at this station)

Station 4: Existing & Potential Activities and Connections

Station Overview:

- Encouraged attendees to imagine the types of activities and connections that could be added to or enhanced in the study area.

Presentation Boards:



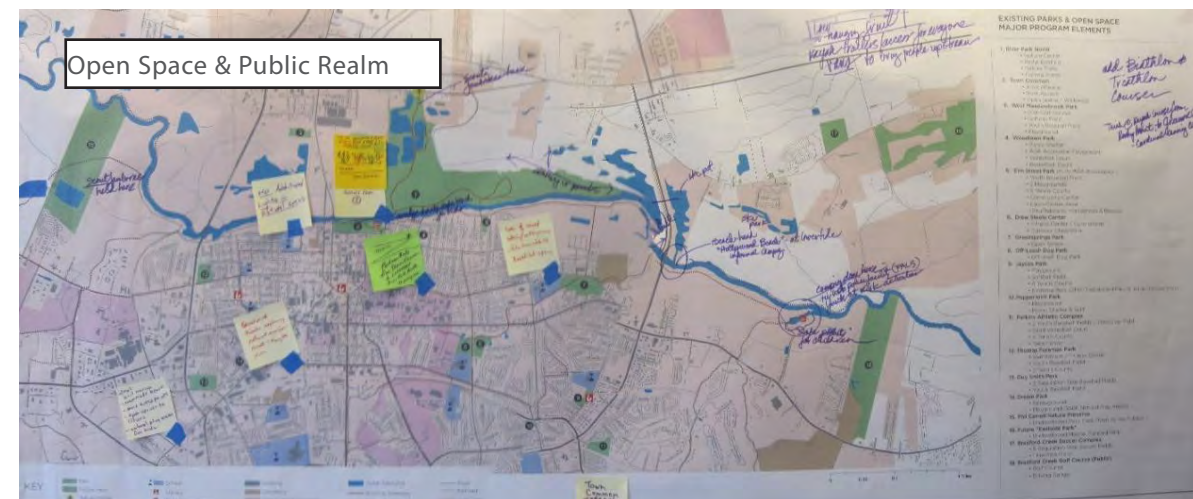
Activities:

- Are we missing any parks or other public activity centers? Please tell us on a sticky note and place it on the map.
- Where would you like to see more public space? Place a green dot there.
- What other activities would you like to be able to do on or near the Tar River? Where? Please tell us on a sticky note and place it on the map.



- Where would you like to see more public space? Place a green dot there.
- Please place a green dot on the activities you think would work best for the Tar River area and a red dot on those that you do not think would work.

Results:



Open Space and Public Realm Comments:

- Create "safe pockets" for children near the Port Terminal Road boat ramp.
- Camping is currently done near the Port Terminal Road boat ramp.
- Don't over-develop Town Common.
- Create a "beach-head" at the large lake east of NE Greenville Blvd. This would create a "Hollywood Beach" at low tide.
- A ski park could be developed in the large lake east of NE Greenville Blvd.
- A ski park is needed at the lake near Longleaf Drive.
- There are low-hanging fruit projects that can be implemented within a short period of time including; kayak trailers access for everyone and vans to bring people upstream.
- Add restrooms.
- Plan for triathlon courses.
- Consider a kayak course from Rocky Mount to Greenville.
- Cardinal aviary club.
- Needs lots of small sitting and viewing areas like in Greenville, SC. Create beautiful spaces.
- Create a channel access from the River to the large lake on the west side of NE Greenville Blvd.
- Explore opportunities to connect the two large lakes on either side of NE Greenville Blvd.
- Connect the large lake west of NE Greenville Blvd. to smaller ones adjacent.
- Provide active and passive recreation opportunities between the lakes and River Park North.
- Dredge Town Creek near the Tar River to create a play area for kids.
- Utilize pontoon boats to provide access from Town Common to River Park North.
- Provide educational kiosks explaining the natural environment along the River.
- No additional lights in natural areas.
- Illuminate the trees on the north side of Town Commons.
- Scout Jamborees are held River Park North and Phil Carson Nature Preserve.
- Small boat marina needed.
- Man-made beach needed.
- More access points needed.
- Open upriver to citizens.
- Create natural play area for kids.

Station 4: Existing & Potential Activities and Connections (Continued)

LANDSCAPE CHARACTER

Natural Resources-Based Compatible Facilities

Lakes & Ponds

Wetlands

Uplands

Developed Areas

EXAMPLES OF COMPATIBLE USES

POTENTIAL RIVERFRONT ACTIVITIES

Passive Uses

Active Uses

Remember Scouting

TRIATHLON, KAYAKALON

Natural Resource Based Compatible Facilities- Dot voting results : Green=this will work in the study area, Red= this may not work in the study area.

Passive Recreation	
Camping	1
Fishing	2
Bird Watching	2
Concerts	3
Sunning	1
Picnicking	3
Viewing Art	4
Visiting places of historic of cultural significance	3
Visiting Parks	2
Sitting near the water	2
Tubing / floating	4
All of these activities work	4
Restrooms	2

Landscape Character Programming	
The River	2
Lakes and Ponds	2
Wetlands	0
Uplands	1
Developed Areas	2

Active Recreation	
Bicycling	1
Walking / hiking	5
Swimming	2
Sports	2
Running	2
Jet skiing	4
Kayaking / canoeing	3
Water skiing	1, 2
Play (playgrounds)	3
Triathlon, kayakalon	3

Additional Comments:

- 1. Remember scouting, a passive recreation opportunity.
- 2. Use short interpretive signs in earth tone colors.



1. Police PALS near Port Terminal Road

2. Create Area for kayakers and canoeists.

3. Shelters toilets and water and ice vending machines are needed.

4. Incorporate fishing areas at the Tar River / University Neighborhood.

5. Create a triathlon at Town Common (start and end here).

6. Put-in needed at Parker Creek.

7. Dredge shallow area near Town Common for children play.
8. Third Street School put-in needed.

9. Fishing areas needed in West Greenville.

10. Better connections are needed from West Greenville to the Tar River.

11. Natural boat access is located at Hwy 264 Bypass, little work will be needed to make this possible. Motor boats can get up to here (from the east).

12. How much will flood insurance cost us for the City and other buildings that are developed?

CONSERVE

CONSERVE AND CELEBRATE NATURAL RESOURCES

INTERACT

MAXIMIZE CONTACT & CONNECTIONS WITH THE TAR RIVER

EMBRACE THE LAKES

MAXIMIZE THE RECREATIONAL POTENTIAL OF THE LAKES

ENCOURAGE ACTIVITY

CREATE VENUES ON THE RIVER FOR CITY-WIDE EVENTS

CREATE EXPERIENCES

DEVELOP RECREATIONAL & OPEN SPACE PROGRAMS IN THE "RURAL" OR "WILD" AREAS OF THE CITY

BUILD CONNECTIONS

CREATE GREAT CONNECTIONS FROM UPTOWN AND NEIGHBORHOODS TO THE RIVER

Comments-

- 1. Add health and wellness as an opportunity.

Powerpoint Presentation

Overview:

A presentation was given by the City of Greenville’s Parks and Recreation staff and the Rhodeside and Harwell Design team.

The following comments were generated at the question and answer segment of the presentation:

- Younger citizens have concerns about cleanliness of the river. This perception should be changed. People are still concerned about what’s in the river after the flooding of Hurricane Floyd.
- The city regularly samples the water of the River. The River flows quickly and flushes out quickly. Perhaps an app or website can be developed noting where and whether the water is clean. A website or app could be developed to recommend which activities are appropriate in areas according to water quality and navigation conditions of the river.
- The more people that use the River, the more encouraged other would be to use the River for recreation. Encouraging school groups to use the River is one way to do this. Perhaps a partnership with the ECU Recreation Center could help in this effort.
- Put-ins are needed at the Hwy 264 Bypass (the western end of the study area)
- Encourage “hardcore” canoeing / paddling competitions such as triathlons on the River.
- Mixing motorboats, kayaks and swimmers could be hazardous. Boat speeds restrictions will be needed. Find ways to educate boaters and swimmers of dangers.
- Determine ways that that River can be used seasonally.
- Build social capital in the community. The Eagle Scouts are a large group that can use the River and its resources. The regional scouting office is located in Kinston, just south of Greenville.
- Develop a shuttle service for kayakers and boaters from downstream to back upstream.
- Develop seasonal event programming.
- Partner with neighboring cities to develop regional programs and competitions.
- Identify organizations that are associated with the River. Build public-private partnerships.
- Communicate public meeting announcements through the use of inserts in utility bills.
- Cleanup downed trees in and along the River. Downed trees are hazardous for boating.
- Bridge crossings are needed to connect the north and south sides of the River. Provide protected pedestrian zones separated from vehicle traffic on existing bridges.
- There is a restricted water intake located 5 miles upstream from the study area.
- Dredge the River at Town Common to make a child-friendly area.
- Develop teaching modules for schools based on mtg. material – history, water quality, etc.
- Instead of a meeting, hold a festival/float to draw in other people and bring them to the river.

4. PUBLIC MEETING #2

Community Input Session

City Hall
April 26, 2014

MEETING ORGANIZATION

- 10:00 AM – 10:45 AMInteractive Stations
Opportunity for attendees to visit the various presentation stations and provide input at each.
- 10:45 AM – 11:30 AMPresentation and short Q&A
Presentation of the draft framework and its development
- 11:30 AM – 1:00 PMInteractive Stations
Opportunity for attendees to visit the various presentation stations and provide input at each.

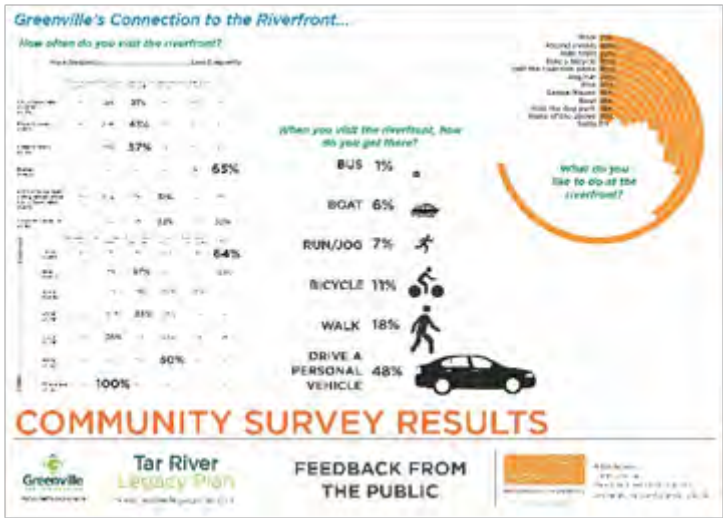
INTERACTIVE STATIONS

Station 1: Community Aspirations

Station Overview:

Provided insights into what the team learned from the public through survey and from public meeting #1.

Presentation Boards:



Activities: N/A

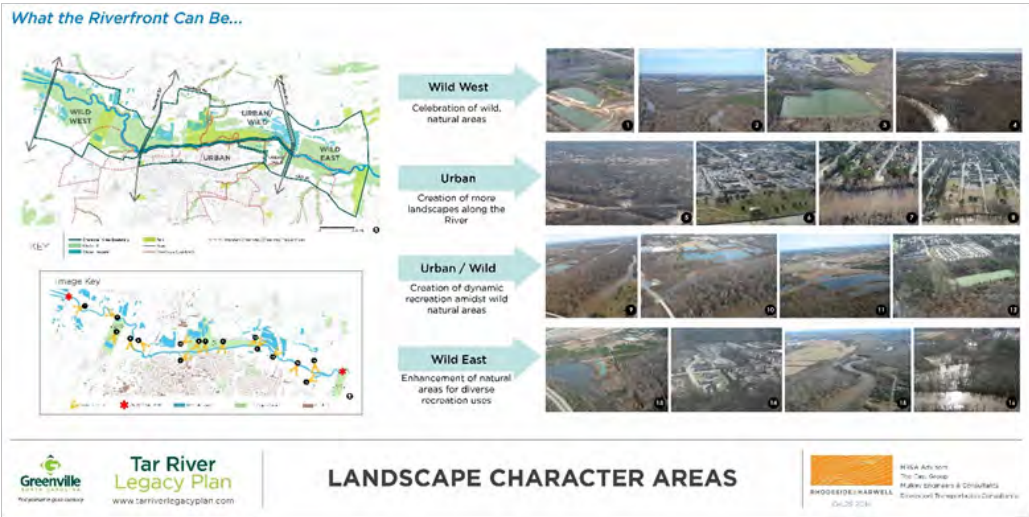
Results: N/A

Station 2: Landscape Character Areas

Station Overview:

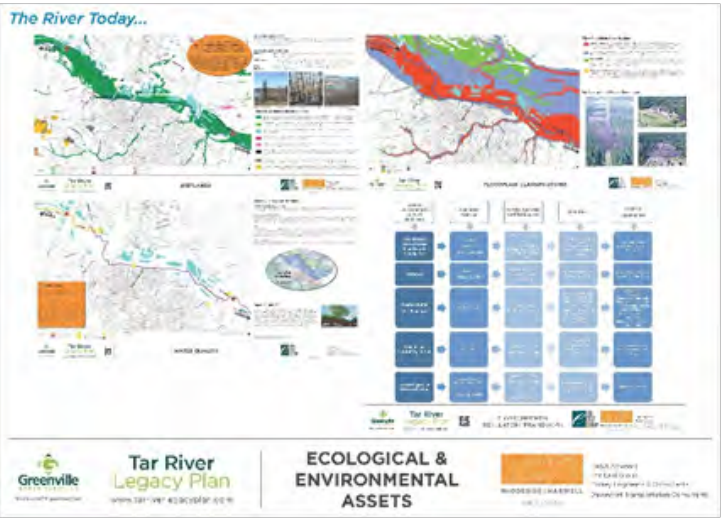
Provided the team's analysis of the different types of areas surrounding the river as defined by their ecological and environmental assets.

Presentation Boards:



Activities: N/A

Results: N/A

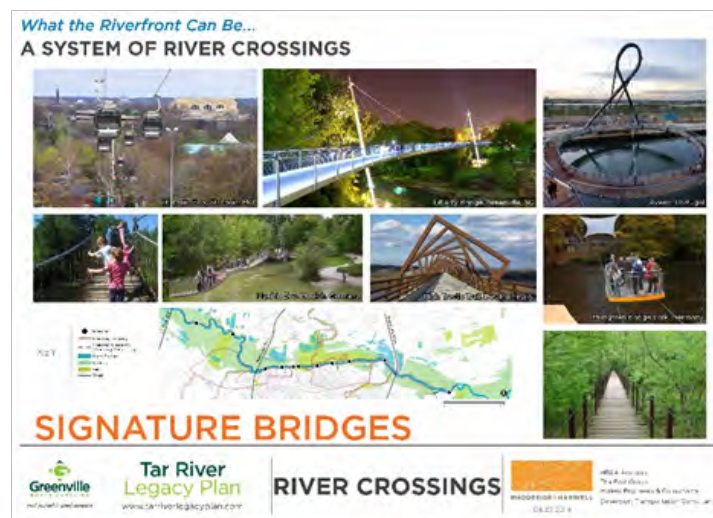


Station 3: Connections

Station Overview:

Provided examples of potential river crossings and different types of connections.

Presentation Boards:



Activities:

- Have other ideas? Add a sticky note with your thoughts.

Results: (Numbers in parentheses indicate dot votes or written agreement)

River crossings

- Wooden bridge with wire railings (2)
- "I love all of these bridge options."
- Liberty Bridge in Greenville, SC (4)
- Swinging rope bridge in Germany (2)
- "Don't just try to cross the river – think about ways to travel on the river – river shuttle/cruise"
- "Need pedestrian and bike bridge to River Park North."

Connections

- Lakeway (2)
- Greenway (1)
- Neighborhood connections (1)

Station 4: Recreation Opportunities

Station Overview:

Encouraged attendees to review a range of programming elements that could enhance the riverfront area.

Presentation Boards:



Station 4: Recreation Opportunities
(Continued)

What the Riverfront Can Be...
URBAN / WILD



ADVENTURE

Greenville Tar River Legacy Plan EXPERIENCES

What the Riverfront Can Be...
URBAN / WILD

ADVENTURE

Greenville Tar River Legacy Plan EXPERIENCES

What the Riverfront Can Be...
URBAN / WILD



EXTREME SPORTS

Greenville Tar River Legacy Plan EXPERIENCES

What the Riverfront Can Be...
URBAN / WILD

EXTREME SPORTS

Greenville Tar River Legacy Plan EXPERIENCES

What the Riverfront Can Be...
URBAN



FAMILY FUN


Greenville Tar River Legacy Plan EXPERIENCES

What the Riverfront Can Be...
URBAN

FAMILY FUN

Greenville Tar River Legacy Plan EXPERIENCES

What the Riverfront Can Be...
URBAN



URBAN

Greenville Tar River Legacy Plan EXPERIENCES

What the Riverfront Can Be...
URBAN

URBAN

Greenville Tar River Legacy Plan EXPERIENCES

What the Riverfront Can Be...
URBAN / WILD



URBAN AGRICULTURE

Greenville Tar River Legacy Plan EXPERIENCES

What the Riverfront Can Be...
URBAN / WILD

URBAN AGRICULTURE

Greenville Tar River Legacy Plan EXPERIENCES

What the Riverfront Can Be...
URBAN / WILD



LAKE ACTIVITIES

Greenville Tar River Legacy Plan EXPERIENCES

What the Riverfront Can Be...
URBAN / WILD

LAKE ACTIVITIES

Greenville Tar River Legacy Plan EXPERIENCES

What the Riverfront Can Be...
URBAN



ENVIRONMENTAL STEWARDSHIP


Greenville Tar River Legacy Plan EXPERIENCES

What the Riverfront Can Be...
URBAN

ENVIRONMENTAL STEWARDSHIP

Greenville Tar River Legacy Plan EXPERIENCES

What the Riverfront Can Be...
WILD EAST



WILD EAST


Greenville Tar River Legacy Plan EXPERIENCES

What the Riverfront Can Be...
WILD EAST

WILD EAST

Greenville Tar River Legacy Plan EXPERIENCES

What the Riverfront Can Be...
URBAN



ACTIVE & PASSIVE ACTIVITIES

Greenville Tar River Legacy Plan EXPERIENCES

What the Riverfront Can Be...
URBAN

ACTIVE & PASSIVE ACTIVITIES

Greenville Tar River Legacy Plan EXPERIENCES

What the Riverfront Can Be...
URBAN



URBANE ACTIVITIES

Greenville Tar River Legacy Plan EXPERIENCES

What the Riverfront Can Be...
URBAN

URBANE ACTIVITIES

Greenville Tar River Legacy Plan EXPERIENCES

- Activities:
- Please place a green dot on the activities you think would work best for the Tar River area and a red dot on those that you do not think would work.
 - Are there any ideas not shown that you would like to see in the Tar River area? Add a sticky note with your thoughts.
 - Other comments and questions? Discuss them with one of the team members at this station, or write your comment on a sticky note and place it on the board.

Results:

Zone	I like...	I don't like
Wild West	<ul style="list-style-type: none"> • Kayak/Canoe Access (x3) • Boardwalks (x4) • Trails (x2) • "Ferry" down the river (pontoon boat?) to Town Common or beyond • Observation points • Camping 	<ul style="list-style-type: none"> • Boat tours (motorized) • More economic development • Construction of buildings (x2)
Urban Wild	<ul style="list-style-type: none"> • Agriculture based • Outdoor education • Ped bridge to River Park North from near Town Common • Have volunteer or staff docents who can engage visitors to the River and point out birds, plants, geology, historic features • Signage • Kiosks • Zipline • Rock climbing • City gardens • Arboretums • Farmers market 	<ul style="list-style-type: none"> • Extreme sports (x2) • Permanent structures • Bike ramp • Dirt bikes – because of impact on land (x2) • Destruction of/damage to natural land (x2)
Urban	<ul style="list-style-type: none"> • Urban agriculture • Green areas • Multiple use • Food trucks • Lots of informal access by trail or boardwalk - emphasize casual access by Greenville citizens who may not have done it before • Picnicking • Boat rides • Canoe/Kayak access and landings (X2) • Outdoor cafes and restaurants (x2) • Ped and bike bridge to River Park North (x2) 	<ul style="list-style-type: none"> • Destruction of natural space • Development on large scale on Town Common or other open spaces • Ugly, industrial, big buildings • No green spaces
Wild East	<ul style="list-style-type: none"> • Camping (x2) • Camping platforms (but not a whole row of them) • Community gardens • Kayak/Canoe access (x3) • Canoe and boat use • Access for observations • Info kiosks – Port Terminal has an interesting history 	<ul style="list-style-type: none"> • Construction of buildings • Destruction of nature

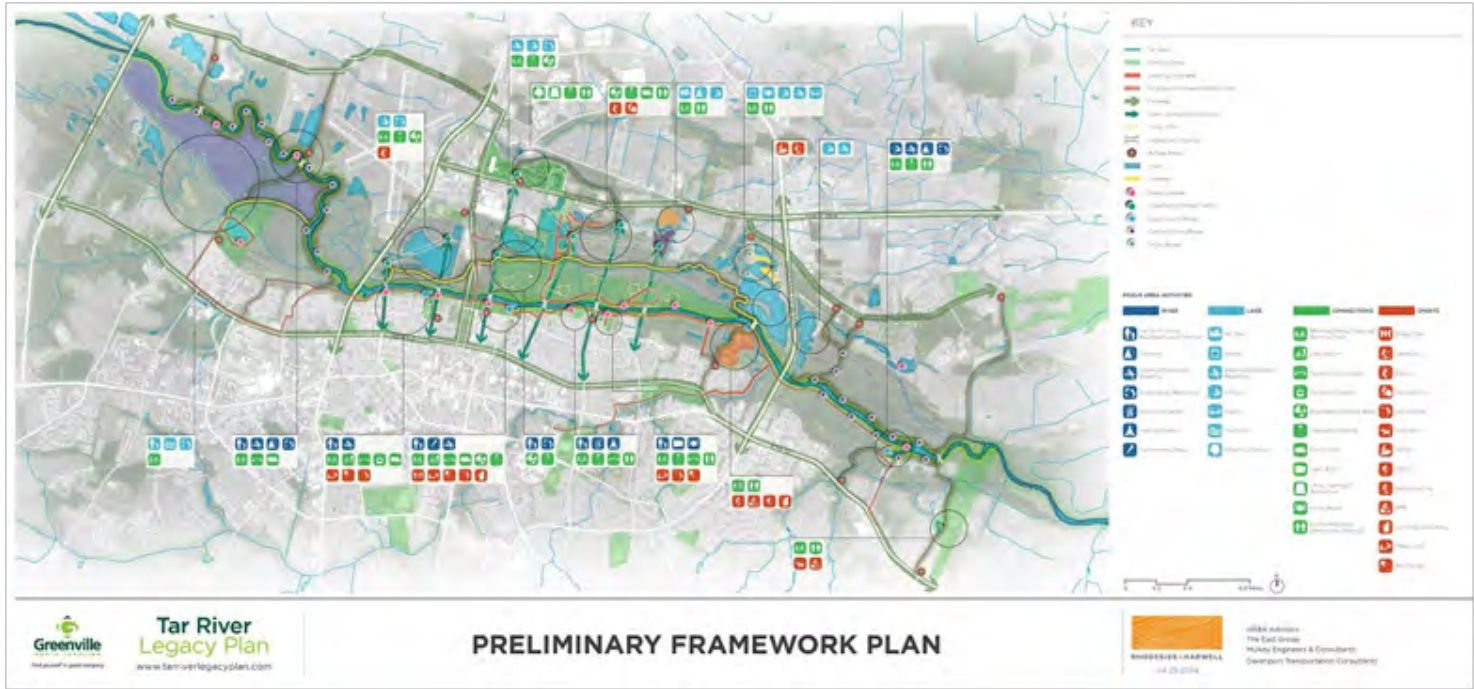
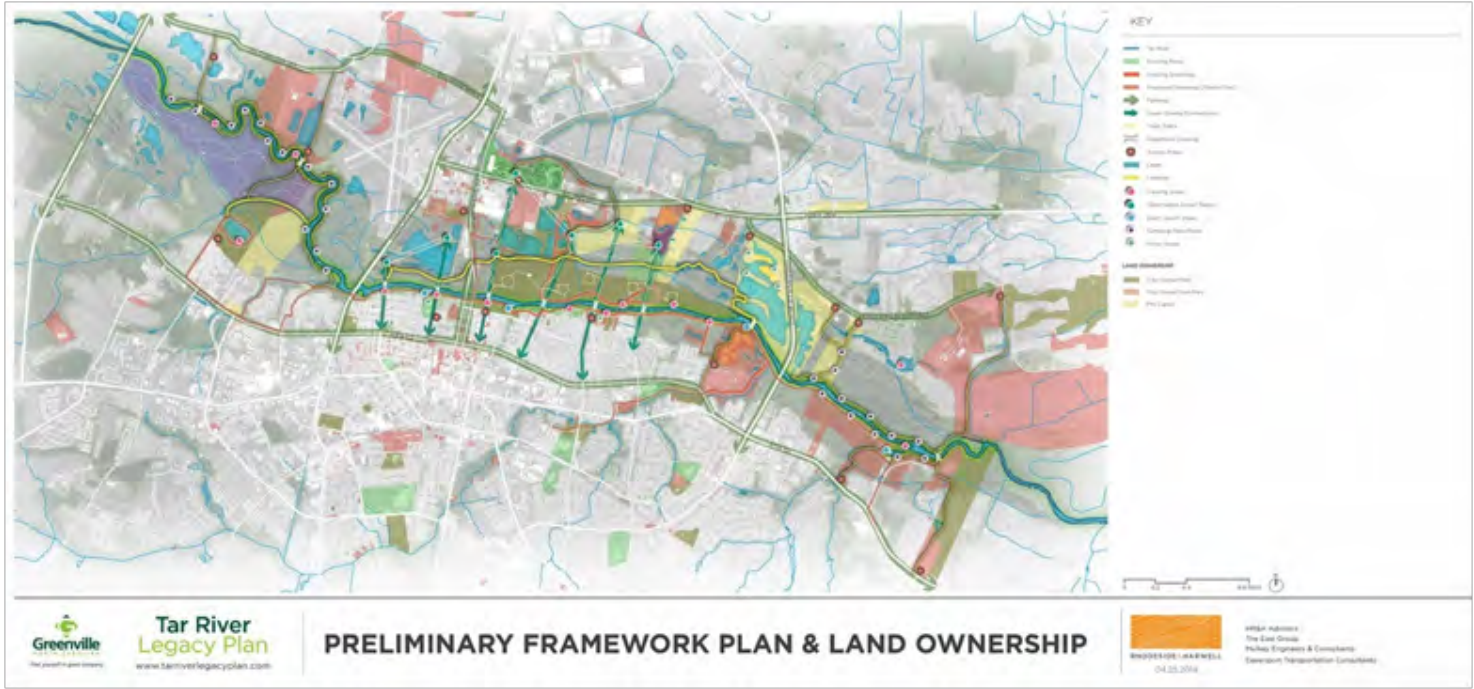
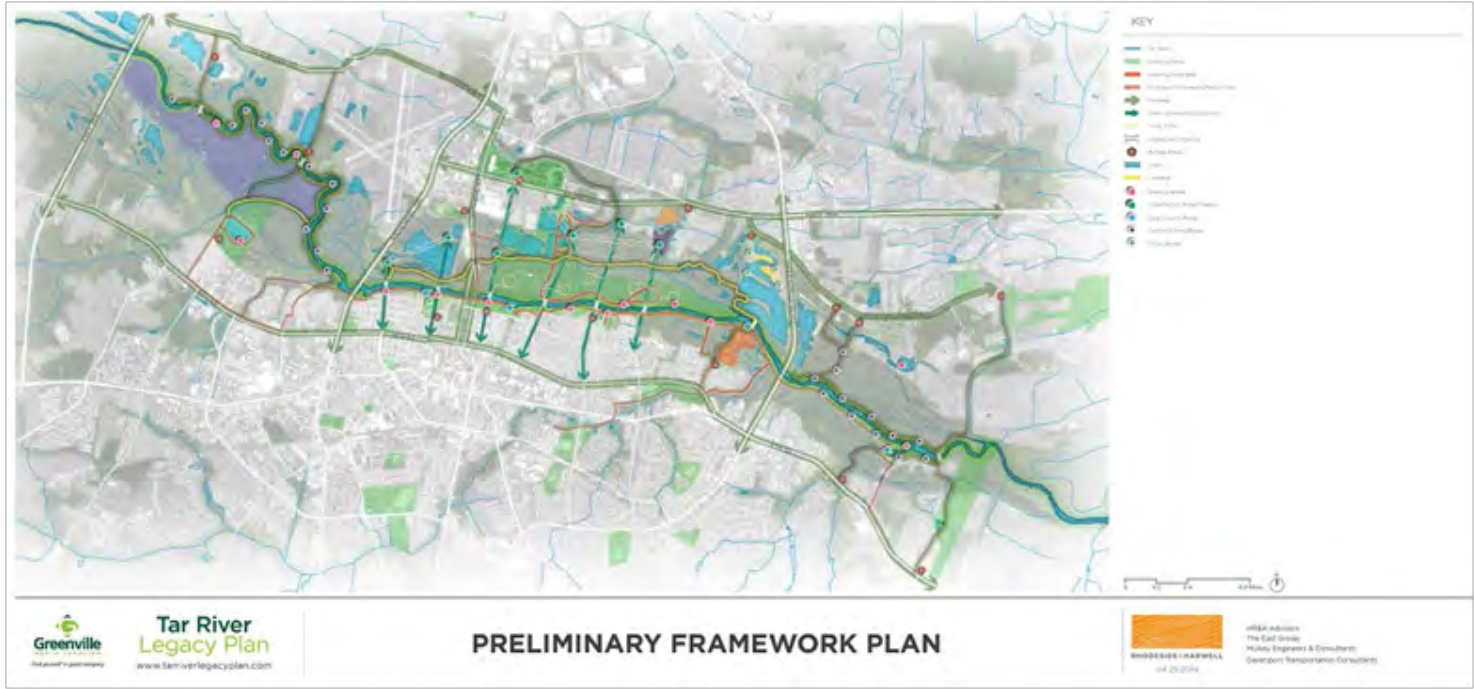
Notes and dot votes from boards

- Activity Zones
 - "Pedestrian/bike bridge across Tar River to connect to River Park North"
 - "Pedestrian and bike bridge to River Park North" [to the east of Town Common]
 - "Zoning changes to foster redevelopment of commercial property along 1st St/across from Town Common
 - Picnic shelters
 - Canoe landings
- "Kinstown replica boat" [note stuck on station sign]
- Passive and Active recreation (Urban/Wild)
 - Outdoor education – "partner with schools, ECU"
 - Viewing towers
 - Sheldon Lake State Park viewing tower (1)
 - Weedon Nature Preserve viewing tower (2)
 - NY Bay viewing platform (2)
 - Heron County Park (1)
- Agriculture (Urban/Wild)
 - "Commons as gardens" (2)
 - "Maybe balance with commercial development by river?"
 - "Love the idea of the garden near the water" (2)
 - Evergreen brickworks welcome center (1)
 - Farm to plate (1)
 - Farmers market (2)
- Lake Activities (Urban/Wild)
 - Lake Ivanhoe – sitting on lakefront and swimming (1)
- Adventure (Urban/Wild)
 - US National Whitewater Center rock climbing (1)
 - Zipline (1)
 - "Great idea for young and young at heart!"
- Passive Recreation (Wild West)
 - Bird watching (1)
 - Baldwin Co, AL camping pods (1)
 - Canoe camping (1)
 - Berkshire boardwalk through marsh/woods (1)
- (Elliot note?) "Potential donor for \$5000 platforms -> 5 for 5"
 - "Matrix/BMS" (note that I cannot read)
 - "Overtons Gander/Grady White Boats" (need to check text)
 - "Great Outdoor Provisions"
- "Provide canoes for use of river. Use the river not just the land by the river."
- Active and Passive Activities (Urban)
 - Canoe rental and input – Woodslan Waterway (1)
- Urban Activities (Urban)
 - Concrete seating – River Common Park (1)
 - Marsh trails – Piet Oudulf Path (1)
- Active and Passive Recreation (Wild East)
 - Canoe camping (2)
 - Food trucks (3)
 - Baldwin Co, AL camping pods (2)
 - Bird watching (2)
- Family Fun (Urban)
 - Kids rock climbing (1)
 - Climable statues/art (1)
 - Splash park (3)
 - Traditional playground (1)
- History and interpretation (Urban)
 - Nanches Steamboat (1)
 - Kinston CSS Neuse
 - Plymouth Replica CSS Albemare
 - Morehead City
 - N[something – cannot see on pic] historic trails (music & history)
 - Interpretive stone work (1)
 - Civil rights trail – interpretive signage (1)
- Environmental stewardship (Urban)
 - Scampton Walled Garden (2)
 - Marsh parks, including Aiden Lair Park (2)

Station 5: Preliminary Framework Plan

Station Overview:
Encouraged attendees to review a range of programming elements that could enhance the riverfront area.

Presentation Boards:



- Activities:**
- Are there any activities not shown that you would like to see in the Tar River area? Place a color coded dot on the map and write in the activity.
 - Other comments and questions? Discuss them with one of the team members at this station, or write your comment on a sticky note and place it on the board.

Results:

Preliminary framework plan

- “Wellness focus – walk/bike” near west side nature preserve
- “Agriculture slice – important part of economy”
- On south side – extend green arrow neighborhood connections down to Greenville Blvd
- “[Bridge at Town Common] must connect to Greenway”
- “Dot/Arboretum – people got this” (need to check what this says)
- “Add boating” to second river in from the NW corner of River Park North
- “Add more trails” in RPN
- Central N/S axis as a “bridge for community connection and harmony”
- “Waterski lake for boats” at lakes to east (i.e., agreement with ideas shown later)
- “Locate kayak rental facilities” between two red dots on river farthest to the east in Urban Wild
- “Places to tie up boats and get something to eat”
- “Add fishing hot spots”

Preliminary framework plan (activity map)

- “Hotels for tourism?”
- “Durham, NC”
- “Riverboat shuttle from Downtown to medical complex?” (+2 green dots)
- “Charging stations”
- “Golf cart type vehicles from parking or amenity areas”
- “Security (imp!!). Blue lights along greenways. Built into design.”
- “Eco tourism”
- “Good steward of whole environment”
- “Astronomy and star gazing”
- “Observation towers. Day – look down. Night – look up.”
- “Night use?”

- “Widen the river in various areas. Easier access; safety for all types of boats”
- “Add sculling competition for middle school aged on up to senior citizens”
- “Maintenance of river cleaning – remove floating logs”
- “Riverboat shuttle/park+ride from student housing/athletic campus to downtown” (+2)

Preliminary framework plan & land ownership

- “Greenway from eastern nature preserve south?”
- “GUC ROW (gray?)” south of pond at nature preserve.
- “GUC ROW - upland” from planned greenway connection to NW of RPN
- “1st major crossing” noted on Greene St connection north of TC]
- “Build a park for \$126K” – noted on red areas (with orange and red blobs) at NNE part of map

“Low-hanging fruit” options

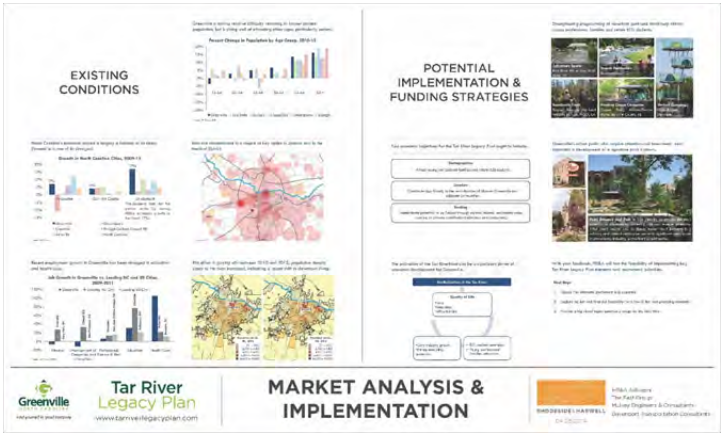
- Encourage mobile commerce (1)
- [With regards to “Remove River Debris”] Remove artificial debris and trash/litter, but not natural debris (e.g., fallen trees)
- [On “Foster Activation”] “Ice rink”

Station 6: Market Analysis and Implementation

Station Overview:

Provided an analysis of existing economic conditions in Greenville as related to the plan, as well as initial thoughts about implementation and funding.

Presentation Boards:



Activities:

- Have any questions, concerns or comments? Add a sticky note with your thoughts.

Results: N/A

Presentation and Q&A

Overview:

A presentation was given by the City of Greenville’s Parks and Recreation staff and the Rhodeside and Harwell Design team.

5. PUBLIC MEETING # 3

Open House & Cookout

Third Street Community Center
July 24, 2014

MEETING ORGANIZATION

- 5:00 PM – 5:30 AM [Interactive Stations](#)
- Visit stations and provide input
- 5:30 PM – 6:00 PM [Presentation](#)
- Presentation and short Q&A
- 6:00 PM – 7:00 PM [Interactive Stations](#)
- Visit stations and provide input

INTERACTIVE STATIONS

Station 1: Highlights from What We Have Learned

Greenville’s riverfront area is comprised of a variety of ecological and environmental resources. Along with the natural environment, the river serves as a connective spine for neighborhoods rich in history and culture. The first station provides insights into what we have learned from our research and analysis of the riverfront as well as community aspirations heard through survey and from previous public engagement meetings.

Station 2: The Legacy Plan

Providing access to, along and across the River is key to improving enjoyment of the riverfront area. We have identified key connections, as well as compatible riverfront activities and facilities that would be appropriate in the study area. Programs and facility opportunities were determined based on landscape character, environmental conditions, and what we have learned from the public. Please tell us what you think, and share your other ideas!

Station 3: Funding & Implementation

Learn about potential partnerships, funding opportunities and implementation strategies that could be utilized to implement the Tar River Legacy Plan. Please share any questions, concerns or ideas you may have.





