



Town Common Master Plan: Greenville's Gathering Place



City of Greenville, North Carolina



Kofi Boone



TOWN COMMON MASTER PLAN

GREENVILLE, NORTH CAROLINA

SEPTEMBER 24, 2010

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City of Greenville, North Carolina

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INTRODUCTION





INTRODUCTION

PURPOSE OF STUDY

On October 2009, the City of Greenville, North Carolina contracted with ColeJenest & Stone to prepare a report and Schematic Master Plan for the Town Common, a 25-acre park located in the heart of the Central Business District. The purpose of this report is to provide a framework for redevelopment of the Town Common, guiding future improvements to allow the park to meet its full potential and more fully integrate into the greater Greenville community.

Greenville is a growing, dynamic city with a strong job base in healthcare and education. Pitt County Memorial Hospital opened in 1951 and has become a regional center for healthcare that employs approximately 6,000 people. East Carolina University (ECU) was founded in 1907, admitting its first students in 1908 and the Brody School of Medicine emerged in the 1960's as an educational center for the region, admitting its first class of students in 1977. ECU's current enrollment is 27,703 students and it has been the fastest-growing campus in the University of North Carolina system for six consecutive years.

As more people move to Greenville, the City has seen the need to increase and improve public parks and facilities. Subsequently, the City commissioned and conducted a number of reports to study the needs of the Greenville citizens and the capacity to meet those needs. As such, the City has determined the need to upgrade and renovate the existing Town Common park located between the Tar River and uptown Greenville.

Based upon City and public feedback, the Town Common Master Plan focuses on providing a place for both visitors and residents to enjoy, while also acknowledging the history of the site and the citizens who lived there. Through recommendations and opportunities this report provides a plan for the City's Town Common to better meet it's full potential as a gathering place and formal event venue.



Meeting Greenville's residents at the fishing pier



View east down the Tar River



View north from Evans Street toward the Town Common



INTRODUCTION

EXECUTIVE SUMMARY

The Town Common Master Plan addresses the needs of the City and its residents, reflects the heritage of the site and incorporates elements to celebrate its unique ecology and region through a Schematic Site Plan and a comprehensive range of recommended actions.

The development of this document occurred through a series of steps and processes which in turn created an array of tools that will allow a specific plan for Greenville to be built.

Step 1. Site Analysis and Due Diligence.

The Design Team conducted an analysis of the site through site visits and meetings with staff, citizens and stakeholders. Due diligence was conducted to gather relevant data and facts including the review of previous planning efforts by the City of Greenville. Our due diligence process also included archival research and workshops with citizens to gather information on the history of the site.

Step 2. Design Statement and Design Principles.

Based upon our understanding of the current conditions and our success in developing other urban places, the Design Team created a design statement and a set of design principles to use as instruments throughout the process and to guide our direction in preparing a plan which ultimately supports our goals. If we integrate the principles and adhere to the statement successfully, the park will be a success.

The design statement provides the vision for the development of the plan and gives direction throughout the process.

Design Statement: The Town Common will be a model of urban sustainability (improving economic and social conditions while preserving and maintaining environmental quality) that acknowledges and celebrates its history while also making connections to its neighbors and the downtown core. It should be a multi-functional space that engages the river, and allows for active and passive uses.

The design principles are the ingredients that impart the park's character and quality.

Design Principles:

- A. Activate edges and entrances.
- B. Improve visibility of the park.
- C. Make the Tar River more accessible and visible.
- D. Create varying experiences for different types of users.
- E. Address priorities identified by the public.
- F. Create a lawn or green for events and active uses.
- G. Narrow First Street to reconnect the Common to the downtown area.
- H. Encourage private enterprise.
- I. Create an environmentally-sensitive park.
- J. Reflect the heritage of the site.
- K. Link to the greenway and River Park North.

Step 3. Concept Development.

To begin to develop the concepts for the park, the team conducted a number of internal workshops and design sessions to begin to organize thoughts and ideas around the design statement and design principles. Two concepts emerged; the "Living Room" and the "Destination/Catalyst".

1. The "Living Room": A place for Greenville's residents to gather that is comfortable, familiar and open to all. The "Living Room" shows off the best natural elements of the area and creates a popular place for both every day and special activities and events.

2. The "Destination/Catalyst": A park that encourages tourism and creates revenue generators for the City of Greenville through private enterprise and rentable venues.

We combined the best elements from these two alternatives to create a bubble diagram plan.

Step 4. Conduct Public Meetings.

A series of meetings were held with the City Recreation and Parks Department, the City-appointed stakeholders group, the Redevelopment Commission and the citizens to review the Concept Plan and to elicit comments on the concepts and the plan's direction.

Step 5. Create Master Plan.

Utilizing the comments generated through the public meetings and the concept bubble diagram, a Schematic Site Plan was created. The Site Plan is a result of the recommendations and opportunities which are in turn, the framework of the Master Plan. The major design elements we are endorsing are identified as recommendations and additional considerations that could be developed further are classified as opportunities.

The following report is organized into three main sections:

- The Past – A Brief History.
- The Present – The Town Common Today.
- The Future – Recommendations and Opportunities.



INTRODUCTION

RECOMMENDATIONS AND OPPORTUNITIES

RECOMMENDATIONS INCLUDE:

1. Narrow First Street to provide better pedestrian access, visibility and connectivity to uptown.
2. Raise the topography adjacent to First Street to provide greater visibility of the park.
3. Recognize the former Sycamore Hill Baptist Church on the southwest corner of the site.
4. Create a memorial garden in a "ramble", or woodland walk.
5. Create the "Evans Street Promenade" - a major universally accessible walkway into the park and to the Tar River.
6. Plan for a civic building on the site that can house a cultural museum, art galleries, cafes and other small retail spaces. This building is also planned to contain event space that can be leased from the city for special events.
7. Relocate the amphitheater closer to the water to capture waterfront views and create more usable space in the middle of the park.
8. Create play areas for children.
9. Create retail spaces and rental areas for kayaks, bicycles and other revenue generators.
10. Create an educational center that will provide classes, lectures and other opportunities to engage the environment and the fine arts.
11. Renovate the boat ramp and fishing pier.
12. Renovate the esplanade along the bulkhead, provide a viewing platform and swings along the river's edge.
13. Create garden spaces and various types of sitting areas including active and passive play areas.

OPPORTUNITIES INCLUDE:

1. Provide pedestrian access to River Park North utilizing the existing Greene Street bridge.
2. Incorporate a belltower into the design of the civic building in recognition of the former Sycamore Hill Baptist Church.
3. Provide steps from the bulkhead overlook down to the river to provide a more physical and psychological connection to the river.
4. Remove a section of the bulkhead on the northeast edge of the water front to provide a sloped access down to the river next to the amphitheater.
5. Include parking behind the educational center building rather than relying on shared parking opportunities.

PAST - A BRIEF HISTORY





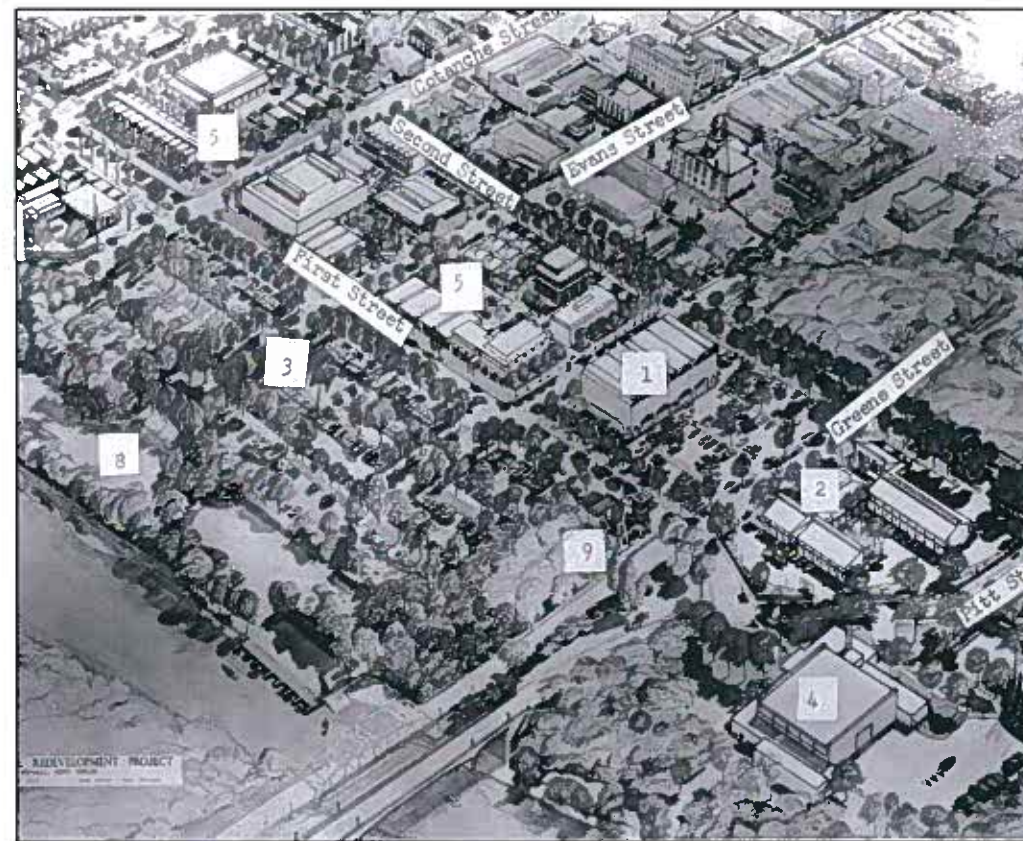
PAST– A BRIEF HISTORY

HISTORICAL OVERVIEW

Town Common Park is located along the Tar River and adjacent to "Uptown" Greenville, NC. The site is in the floodplain of the river, and was used historically to access river-based trade and transport. Tobacco emerged as a major regional cash crop, and more people came to Greenville for agricultural and industrial work associated with tobacco trade. African Americans found work in Greenville's tobacco warehouses, and the "Downtown" neighborhood which is now known as Town Common, developed on the fringes of the central city. Residents of "Downtown" self-built much of their neighborhood including homes, businesses, schools and churches. Although termed the "Tenderloin District" in historic documents, former residents of the community claim that the appropriate term is "Downtown".

Former residents talk about the close-knit sense of family fostered in "Downtown". People knew each other and were involved in each others lives. Formal and informal networks were established to raise children, strengthen families, and build businesses. They described the very real boundaries on their community imposed through legal segregation. Former residents discussed "acceptable" routes for walking, places of recreation, shopping areas and gathering places within what was then "white" Greenville. They shared anecdotes about white Greenville residents that they had working relationships and friendships with. They shared stories of challenges associated with segregation, and the determination required to overcome those barriers. This determination was balanced by the complex and rich living environment fostered by African American social networks. They all described a high quality of life and enjoyment living "Downtown".

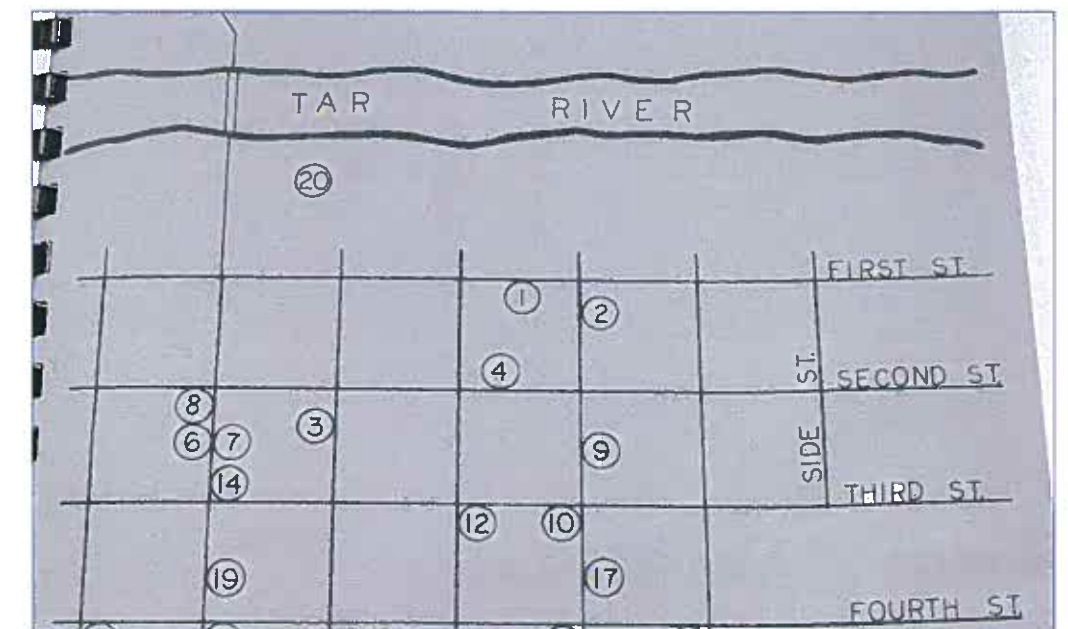
On market days, African American men would move from the river to "Uptown" via Evans Street eventually gathering at the close of the day at the river's edge. Former residents talked about enjoying the procession of people moving along Evans Street, sitting on



The Shore Drive Redevelopment Plan. This is the first City document to show a park replacing the "Downtown" neighborhood. (Date: 1960)



Tobacco trading in Greenville



Map from the Shore Drive Redevelopment Plan



PAST- A BRIEF HISTORY

their porches and saying hello to passers-by.

Volunteer fire fighting companies played a prominent role in African American communities. "Rough and Ready" was the volunteer fire fighting company that served "Downtown" and was a source of community inspiration and pride. The riverfront area was the home of regional competitions between companies. Competitions were held to see who could pump water the fastest, who could haul hoses and equipment the furthest, etc. The volunteer companies and competitions were all considered a unique activity tied directly to the life of the neighborhood.

Of the institutions built in the area, Sycamore Hill Baptist Church is perhaps the most significant and enduring. Founded by 22 women at a prayer meeting in "Downtown", the church was located at the intersection of Greene and First Streets. The cemetery was located directly behind the site. There are stories of the church using the Tar River for baptisms. The church bells were distinct and locally known for their beautiful tones and former church residents talked about the role of music and performance in church culture, noting many significant musicians that passed through the church congregation. In addition to religious activities, the church was an important political, economic, and social anchor to the community.

According to former residents, displacement from "Downtown" began in 1960 with the majority of community displacement occurring between 1960 and 1965. The City of Greenville Redevelopment Authority issued the Shore Drive Redevelopment Plan. This plan covered the "Downtown," and the northern edge of "Uptown". The redevelopment plan depicted what was then the "Downtown" neighborhood as a combination of a riverfront park, surface parking, and various civic uses. It is unclear whether then "Downtown" residents were involved in the formation of this plan.

Some Greenville residents, not living in the area, were noted for describing the neighborhood as "a sore eye to Greenville". Former residents describe the Redevelopment Plan as politically motivated, and they suggest racial attitudes caused the plan to target removal of an African American neighborhood from a significant "Uptown" expansion area. This sense of politically motivated relocation continues to shape the community's perception of the recent master plan efforts and the park.

The Redevelopment Authority used a series of tactics to encourage and later force residents to relocate. In some cases, people were offered a descending scale (over time, each offer was for less value) of cash offers for their property. In others, significant community resources, such as the cemetery, were relocated in anticipation of others wanting to co-locate for newer facilities. Sycamore Hill Baptist Church burned during this period as well, and the cause of the fire is not known, but former residents believe the cause was arson.

The Downtown neighborhood was eventually cleared for redevelopment, much of the debris was land-filled on site. The original Tar River edge was "naturalized"; one docking area existed but the majority of the shoreline allowed people to walk from First street to the river's edge. The large seawall currently on the Town Common park edge is a retaining wall holding back the remains of the neighborhood.



View down First Street showing the church in the background.



Archive photo of the bulkhead at Town Common



Archive photo of Town Common adjacent to First Street



PAST – A BRIEF HISTORY

PERCEPTIONS

Currently, former residents of the Downtown neighborhood are dispersed throughout the community. They attribute this dispersement with the destruction of political, social, and economic networks that sustained African Americans at that time. The relocation of the historic community was identified by several former residents as a contributor to the decline of the socioeconomic health of Greenville's African American community. Additionally, the lack of landmarks and symbols of African American history in Greenville was identified as a symptom of the Downtown neighborhood displacement, and a lack of community will overall. Their perceptions lingering, combined with a lack of acknowledgement that a neighborhood ever existed, distrust and apprehension with the City of Greenville park planning efforts exists. None of the stakeholders or former residents consulted in this project currently visit Town Common park. The combination of current uses, and the exclusion of references to the past of the neighborhood creates a feeling of discomfort to them.



Street scene of houses on the Town Common site before Redevelopment Authority cleared the site as part of the Shore Drive Redevelopment Plan.



Sycamore Hill Baptist Church once occupied the Town Common Park site. The church was a significant spiritual, economic, social, and political anchor for Greenville's African American community. The original structure (pictured) burned during the Shore Drive redevelopment period. The cause of the fire remains unknown. Currently, the church continues in another part of Greenville.



The Town Common site after clearance with only the Sycamore Hill Baptist Church remaining in the top right corner of the photo.



PAST- A BRIEF HISTORY

HISTORIC THEMES REVEALED

The purpose of the oral history research was to identify important historical themes for incorporation into the new park master plan. These themes could be translated into "patterns" to inform park planning and design. The Design Team conducted the following steps:

1. Archival research—key stakeholders provided access to historic photographs, drawings, and records describing the former neighborhood. Most documents came from East Carolina University archives. Many of the documents were prepared for the Shore Drive Redevelopment Plan, Greenville's Redevelopment Authority study area.
2. Direct Engagement—stakeholders, including members of Sycamore Hill Baptist Church and past residents participated in an oral history workshop. The workshop used broad questions to prompt a stakeholder-led dialogue about memories and stories in the "Downtown" neighborhood.
3. Mapping—findings from archival research and direct engagement were transferred to a Sanborn map (depicting the 1929 condition of the site) for future use.
4. Digital video and new media—archival research was scanned and used as digital information, and the oral history workshop was documented via digital video. A weblog (blog) was created to post and share information: three digital videos were produced for project, stakeholder and city use.

Historic themes revealed through our research include:

- Segregation and the Redevelopment Authority—several stakeholders recounted personal stories about their lifestyles in the days of legal segregation. They also expressed how the Redevelopment Authority displaced them from their homes through "Urban Renewal." This process gave the City of Greenville broad powers to relocate communities. Former residents believe that because the "Downtown" neighborhood was historically African American, and because of racial attitudes expressed by others, several stakeholders see their displacement as a social injustice issue. The negative impacts of displacement on their quality of life remains a difficult challenge for many of the stakeholders. Conducting the decision-making process for future changes to Town Common Park in a transparent and open manner, as well as prominently communicating the legacy of the African American community on the site are ways of honoring the history of "Downtown."
- Sycamore Hill Baptist Church—the church was located on the current park site at the corner of First Street and Green Street and remains a significant community institution. The church was founded by 22 women at a prayer meeting in the "Downtown" neighborhood. The location of the church and previous cemetery site could be commemorated in a civic space. A concept for an interpretive structure was presented by Sycamore Hill Baptist Church members, and their vision is to use a tower as a landmark, carillon, and interpretive setting for future park visitors.
- Evans Street/meeting place/baptisms—former residents explained that on market days, men would take Evans Street to the river's edge, gather and talk. Additionally, Sycamore Hill Baptist Church and other institutions conducted baptisms at the river's edge. Recalling the procession to the river via the Evans Street corridor could be a way of referencing the historic activity.

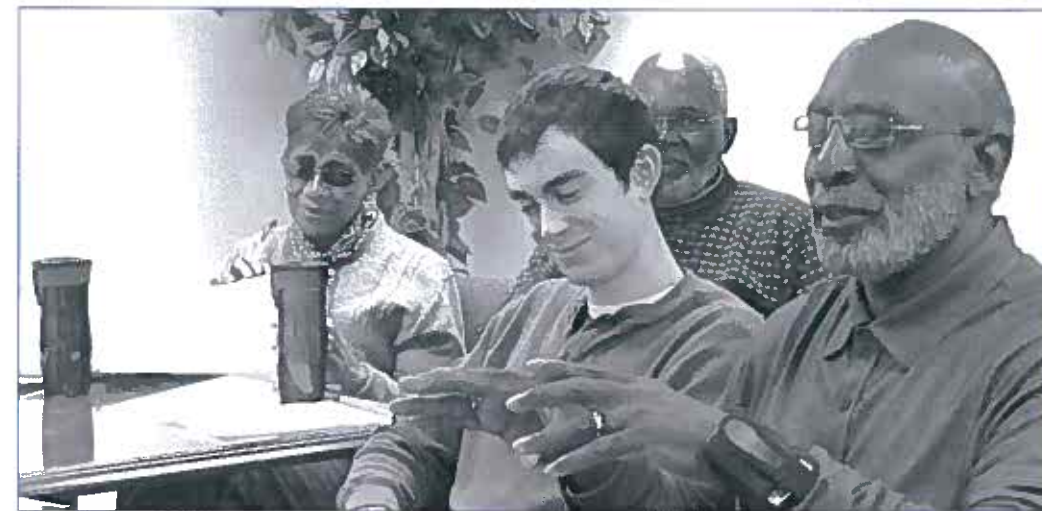
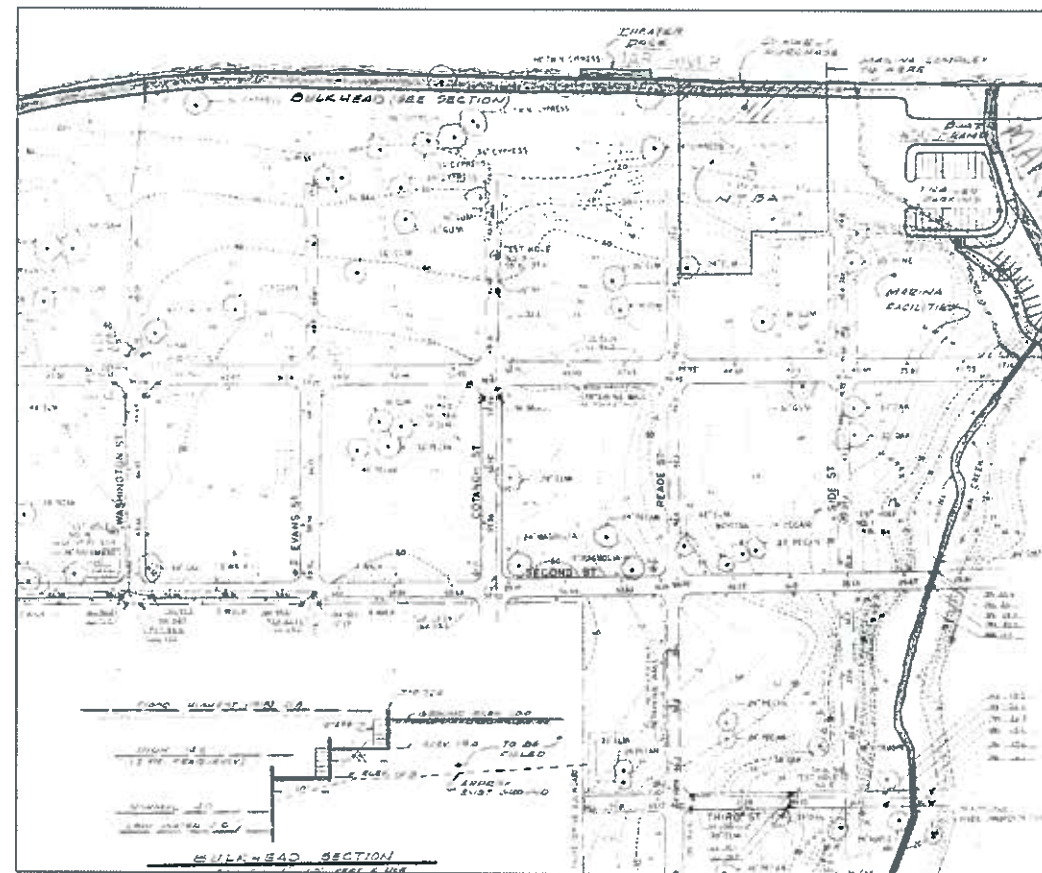


Image from the oral history workshop



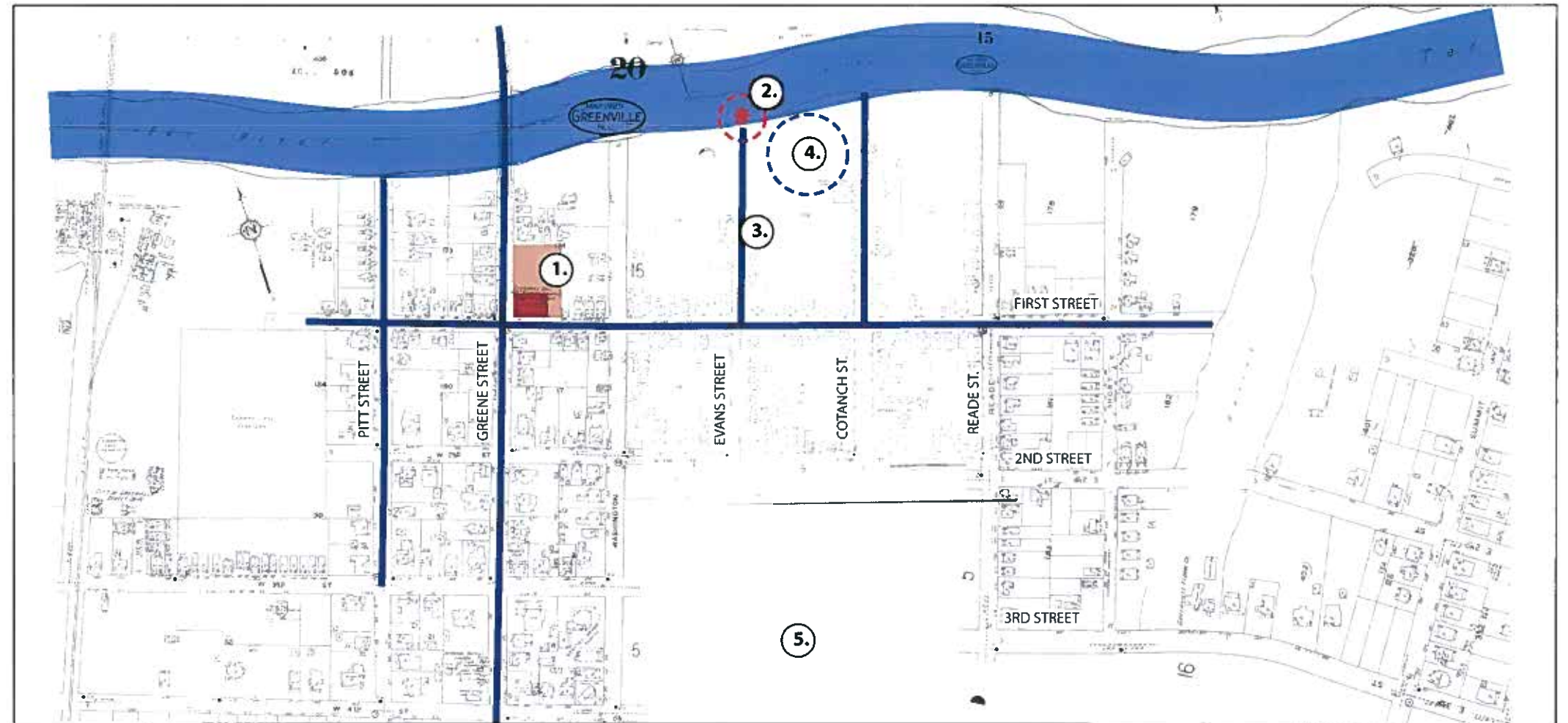
1961 survey map showing the site after it was cleared by the Shore Drive Redevelopment Commission. Sketches on the map show designs for the bulkhead.



PAST – A BRIEF HISTORY

HISTORIC THEMES REVEALED

- **"Rough and Ready"**—"Rough and Ready" was an African American volunteer firefighting company that served the "Downtown" neighborhood. The current park site was the context for regional competitions between area volunteer companies. These events inspired the local community and were a source of neighborhood pride. Recalling these competitions, in event planning and in program elements (water play, etc.) are opportunities to consider for the park.
- **Working waterfront**—"Downtown" was not only a residential area, institutions, businesses, and mixed use buildings/facilities, etc. made the context a complete urban neighborhood. Although new residential development was not viewed as appropriate in the new park (see "redevelopment values" below), civic uses, mixed use, and other public functions were seen as compatible with the heritage of the neighborhood.
- **Redevelopment values**—Because of the contentious history between stakeholders and the Redevelopment Authority, stakeholders did not think new residential development is compatible with the legacy of the place. This is in part due to the perception that new housing would not be affordable or accessible to displaced residents. This would validate their perception that redevelopment required their relocation, and exacerbate existing tensions. However, stakeholders were open to civic uses, mixed use, educational and public uses in the new master plan.



TOWN COMMON PARK -- HISTORY WORKSHOP ONE SUMMARY

KEY

1. **Sycamore Hill Baptist Church**--second and historic location. Founded by 22 women at a prayer meeting in "Downtown" neighborhood. Lost to arson around time of redevelopment authority (early 1960's). Also included an historic cemetery on site (remains exhumed to Greenville Cemetery). Former residents concerned about lack of acknowledgement of church and neighborhood in current park. Proposal for landmark tower, interpretive area/museum, tourist attraction at the corner of Greene and First streets.
2. **Meeting place, "Rough and Ready", and Baptisms**--the foot of Evans street was a meeting place for men in the neighborhood as well as farmers taking goods to market. Sycamore Hill Baptist Church had baptisms at the river's edge. "Rough and Ready" was a black volunteer fire fighting company that held regional tournaments and competitions on the river's edge. There is no public recognition of this group or these activities on site.
3. **Evans street**--this was the busy and lively section of the "Downtown" neighborhood. Residents recalled sitting on porches and watching the activity on the street. "Downtown" was their name for the neighborhood, not "Tenderloin". The neighborhood was home to many businesses. The boundaries are generally from the ravine to Pitt street, and south to Third Street (referenced the Old Post Office).
4. **Dredging company**--residents referenced a dredging/sand mining company at the foot of Cotanch street. They said that black people moved into the area to be close to jobs related to loading/unloading barges along the Tar River. It was a working river.
5. **Segregation and the Redevelopment Authority**--Third street, the boundary to center of Greenville, was a line separating black and white in Greenville during segregation. The Redevelopment Authority was formed in the late 1950's and created an urban renewal plan. Then mayor Eugene West labelled the "Downtown" neighborhood as a slum and candidate for slum clearance. Stakeholders disagreed and thought the label was politically motivated. Eminent domain was used to buy out the neighborhood. The current park is only a part of the full redevelopment plan. Residents were relocated west of Pitt street (West Greenville), and later dispersed. Residents claimed lasting negative impacts on removal including loss of sense of place, loss of community pride, etc.

All notes derived from History Workshop held at Sycamore Baptist Church on 12/7/09.

Drawing base is a Sanborn Fire Insurance Map circa 1929.



PAST – A BRIEF HISTORY

THEMES RELATED TO DESIGN

The place now known as Town Common Park was formerly an African American neighborhood known as "Downtown". Currently, the site contains a historic marker identifying the former location of Sycamore Hill Baptist Church, but there are many other opportunities for the redesign of Town Common Park to express the legacy of those who once lived there. The history of the place can be thought of as a series of patterns, and when matched with community trends, themes from the past can find new expressions in a meaningful park future.

The park can be organized to celebrate significant place-based rituals, such as settings recalling the energy of volunteer firefighter competition, and providing a promenade to express the historic movement of people from the center of Greenville to the river along Evans Street. The history of the site as a working waterfront suggests that some mixed-use and institutional functions in the park could enhance the experience, and provide settings for gathering and education in the park. Strengthening the interpretive experience of the former Sycamore Hill Baptist Church site through the use of landmark structures and spaces can honor the profound impact that institution had on the people of Greenville. Implementing cutting edge storm water management strategies in the park can reference the pre-development history of the site as wooded marsh along a tidal river. Enhancing public access to and through the park can also increase the role of the park as an accessible and socially equitable place for Greenville residents and visitors.

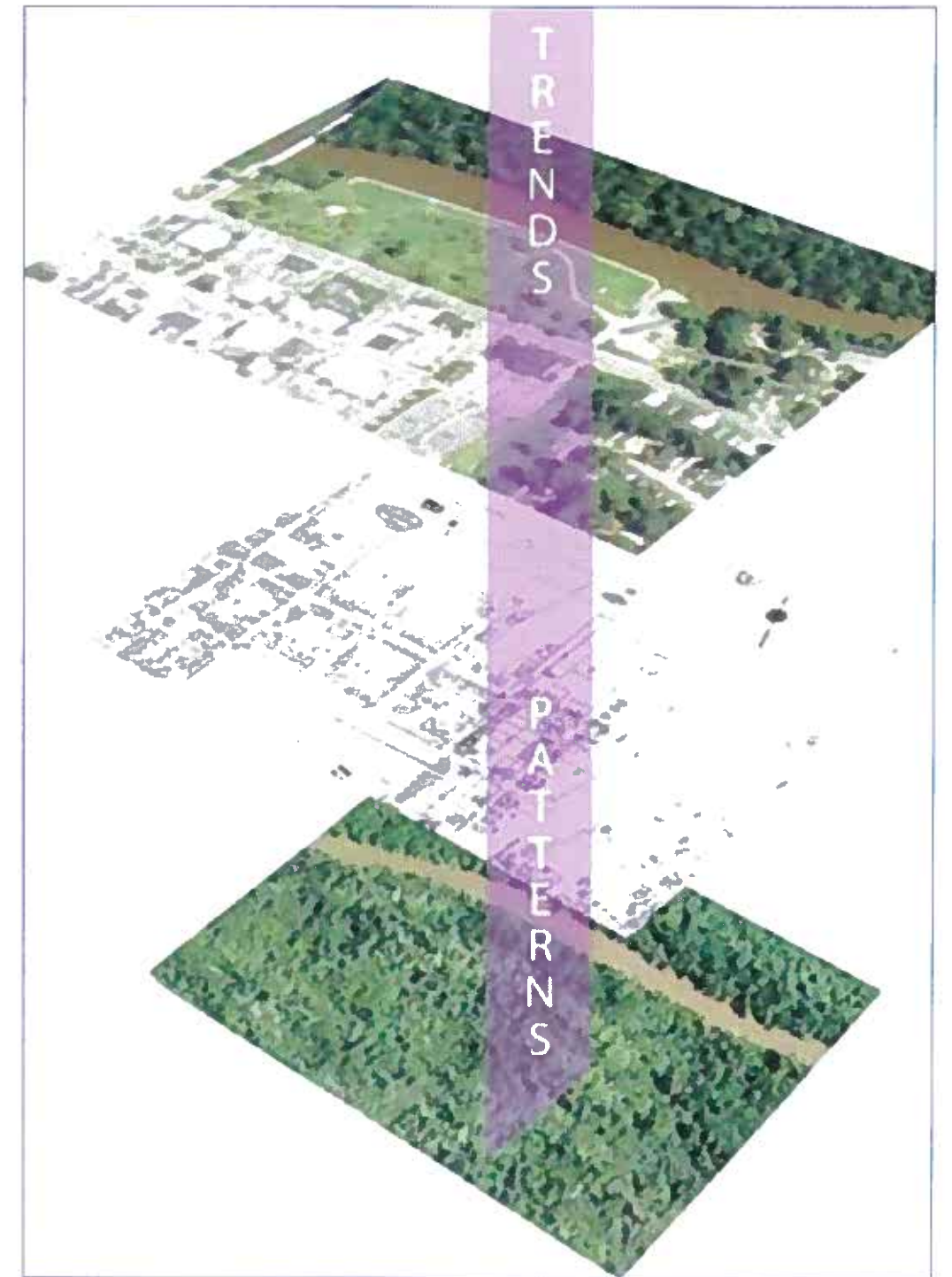
Stakeholders were asked if there were any design elements that could be introduced to the park to promote inclusive use. The primary response was acknowledgement of Sycamore Hill Baptist Church on the Town Common park site. An artist worked with church members to generate a rendering of a commemorative church tower on the park site; the tower would resemble the

steeple of the previous church, and serve as a local landmark at Greene and First streets. The proposed tower would have a carillon and play music inspired by the songs performed during the church's hey day, and house a series of exhibits describing the character of "Downtown". A synopsis of the Design Themes follows:

- Stakeholders and former residents were interested in civic, educational and public activities on site that could be inclusive of interpretation of the communities past.
- The "Rough and Ready" story inspired a conversation about festivals, water-based activities, and reunions occurring on site. Future planned and programmed events at the park should include an event to commemorate this history.
- Evans Street identified as an important connection between "Downtown" and "Uptown", could form the basis for a new connection between Greenville and the Tar river.
- Stakeholders and former residents were most interested in formal acknowledgement of the people, places, and activities of the Downtown neighborhood and by connection, Greenville's African American community. Even with the history of displacement, they were generally optimistic and positive about the potential for the new park master plan to be inclusive of elements that celebrate their legacy.



Sycamore Hill Baptist Church with Bell Tower



Historic land and cultural patterns affect trends that inspire design today.



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PRESENT - THE TOWN COMMON TODAY





PRESENT- THE TOWN COMMON TODAY

EXISTING CONDITIONS – UNDERSTANDING THE CHALLENGE

Prior to beginning the design process, the team needed to gain an understanding of the site and the factors that would influence the proposed future improvements to the park. The first step was to visit the site and carry out reconnaissance of the elements currently in the park as well as visit surrounding areas including the adjacent neighborhoods, the Central Business District, East Carolina University and River Park North.

The following photos show evidence that some of the items in the park are in poor condition such as the existing fishing pier, sidewalks, benches, etc. Dirt tracks in the grass areas show a lack of proper vehicular access to the amphitheater during events. The existing portals do little to emphasize the parks' entrance points and there is poor visibility of the park from uptown Greenville.



View of the Town Common From Across First Street



Amphitheater



Vendor Access to the Amphitheater



Greene Street Bridge



First Street



Boat Launch and Fishing Pier



Walkway Along Bulkhead



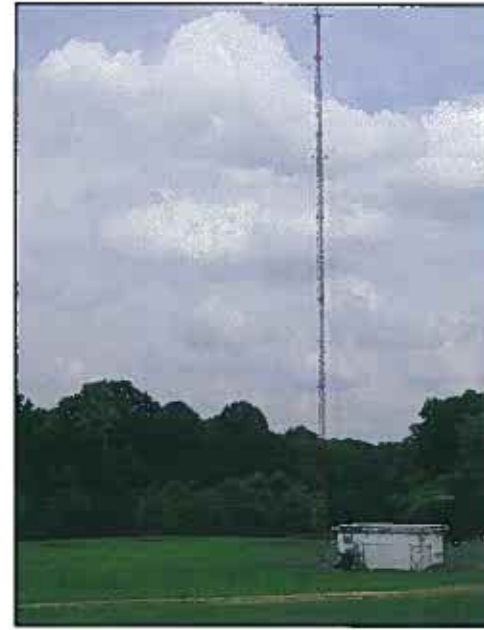
Memorial View

PRESENT- THE TOWN COMMON TODAY

EXISTING CONDITIONS - UNDERSTANDING THE CHALLENGE

Unsightly structures such as the existing radio tower occupy prime park space, and the locations of memorials seem arbitrary. First Street, which borders the southern edge of the Town Common, seems excessively wide and cuts the park, both literally and psychologically from the uptown area.

During our site visits, on occasion we had the opportunity to talk with residents using the park. The overall sentiment expressed was that people visited the park during events but there were few other reasons to visit during non-event times.



Radio Tower



Walkway Along Bulkhead



Existing Portal



Sundial



Walkways Through the Park



Existing Parking



Bridge to South Tar River Greenway



PRESENT- THE TOWN COMMON TODAY

SCHEDULED EVENTS

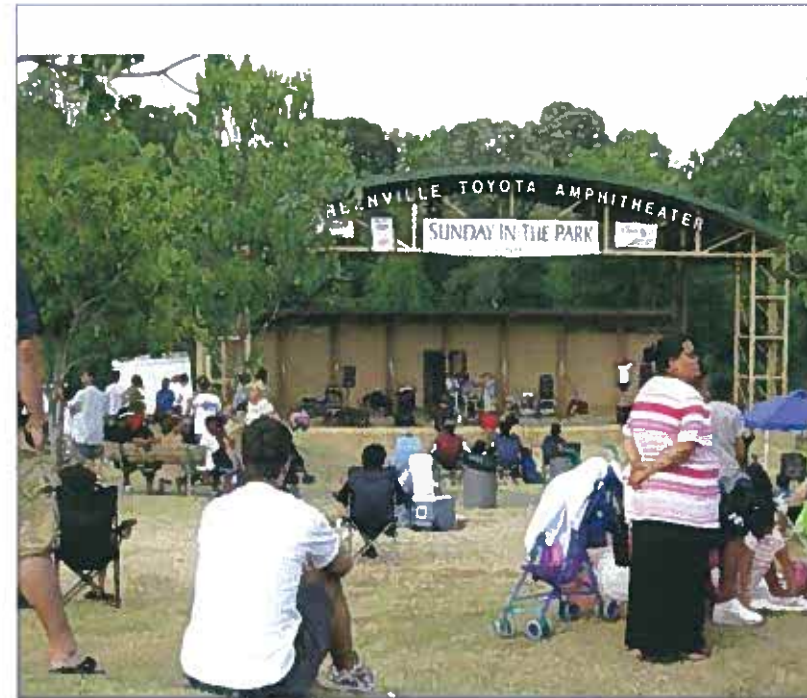
To better understand how and when the park was being used, the event calendar was acquired from the City. Between the period of November 2008 to October 2009, forty-five events were schedule at the Town Common. By far, the most successful of those events is the City-sponsored "Sunday in the Park" which is a free concert series held at the amphitheater. The next most popular events are the fundraising walks and rides. The photos on this page were taken at various events at the Town Common.

A list of the events are below:

Sunday in the Park/Concerts	= 15
Walks/Runs/Rides	= 12
Fundraisers	= 5
Miscellaneous	= 5
Holiday Events	= 4
Movie Nights	= 2
Festivals	= 2



Painting in the park



Sunday in the Park



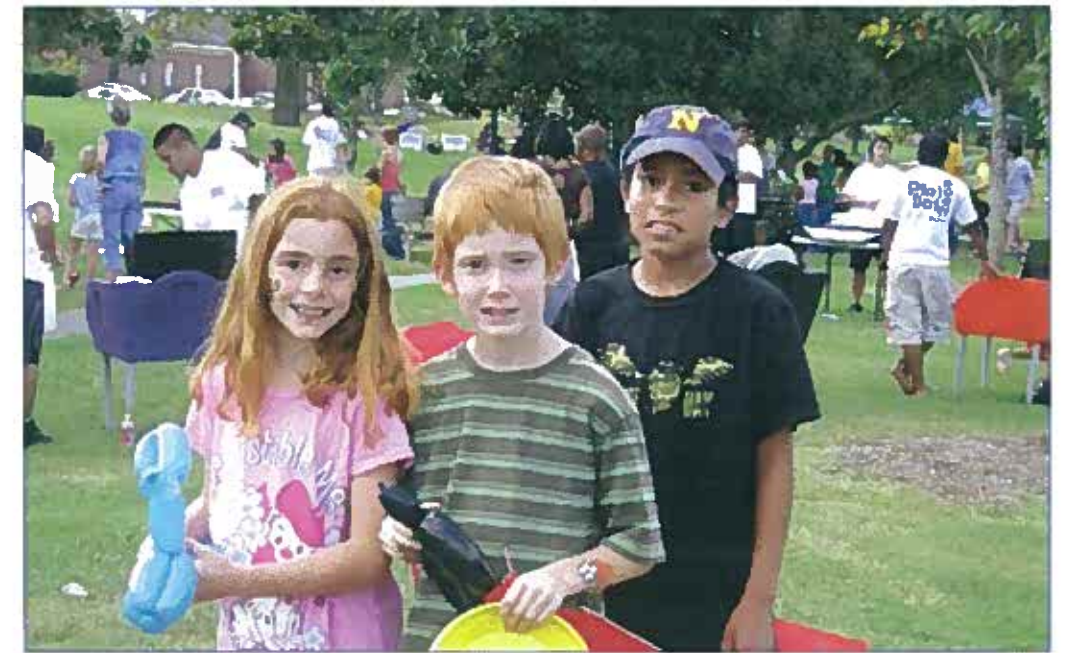
The Mayor and Director of Recreation and Parks



Organized children's event



View from amphitheater during a concert



Greenville's youth enjoying an event



PRESENT- THE TOWN COMMON TODAY

PUBLIC PRIORITIES

The City of Greenville conducted a survey on April 27, 2009 as part of a previous planning effort in which they asked citizens to establish and prioritize their interests and desires for the Town Common. This survey provided the City and the Design Team with a strong understanding of the public priorities and served as a driving force for design features, elements and concepts. The following pages identify those priorities and provide images of similar design solutions.

An additional citizen recommendation was to reduce the width of First Street to make the Town Common more connected to up-town Greenville. The additional space would make the street more "park-friendly" and interesting, provide event support sites and additional on-street parking spaces.

Priorities include:

- Priority #1: Tar River Pedestrian Bridge
- Priority #2: Structures
- Priority #3: Site Improvements
- Priority #4: Public Art



Priority #1: Tar River Pedestrian Bridge
Although River Park North is clearly visible across the river, it is not linked to the Town Common for pedestrians. A bridge or other means to include the two facilities and the Greenway was the top priority.



Priority #2: Structures
Interest to provide permanent public restrooms in addition to the limited existing facilities in the band shell structure was strong, as well as the idea of a multi-purpose educational building.



Priority #3: Site Improvements
Much of the infrastructure in the Town Common is out-dated. Favored site improvements include parking, lighting, walking trails, picnic sites and an improved esplanade.



Priority #4: Public Art
Inclusion of public art as part of any improvement program was supported. A way to integrate art into the park was an interest and citizens understand that art can inspire visitors and make a place unique.



PRESENT- THE TOWN COMMON TODAY

PUBLIC PRIORITIES

The remaining priorities are as follows:

Priority #5: Gardens

Priority #6: Memorials

Priority #7: River Access

Priority #8: Vendor Spaces



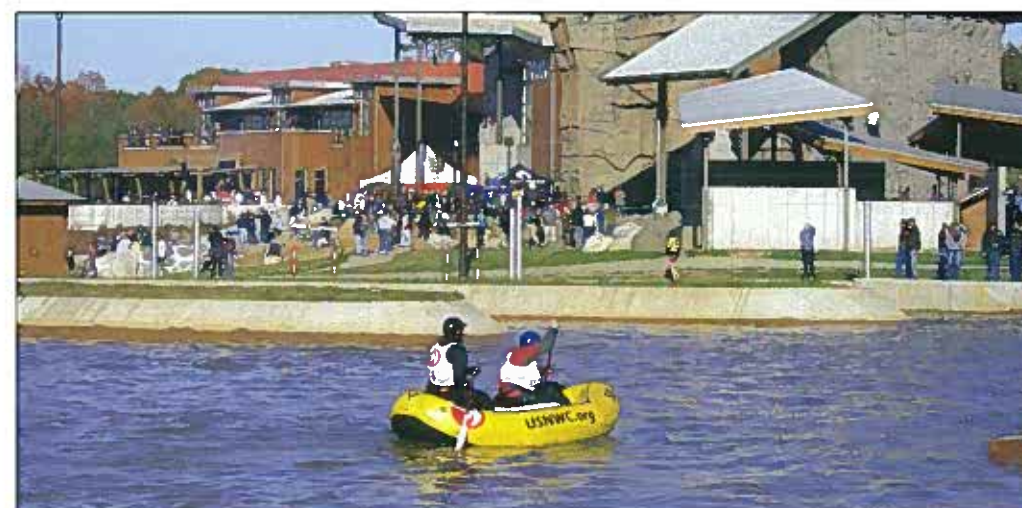
Priority #5: Gardens

Public comments included calls for formalized gardens, pocket parks and more varied spaces to complement the open grassy areas.



Priority #6: Memorials

Results indicated the importance of memorials and the need for careful planning of the memorials to relate to one another and future installations.



Priority #7: River Access

Additional access to the river was favored, including kayaking and ways to experience the river from the park.



Priority #8: Vendor Spaces

Provision of vendor spaces and the need to be prepared for increased events was identified.



PRESENT- THE TOWN COMMON TODAY

DUE DILIGENCE

Prior to initiating the design process, due diligence (research and analysis) was performed to gain an understanding of the factors and regulations that would inform the development of the Master Plan. The items considered included:

- Topography
- Hydrology
- Utilities
- Transportation issues
- Zoning
- Previous planning efforts
- Permitting requirements
- Future land use
- Site analysis

TOPOGRAPHY

Although Greenville is located in the eastern part of North Carolina in the Coastal Plain Region, which is relatively flat and primarily used for farming, the Town Common has surprising elevation changes from First Street to the Tar River. The site generally slopes from south to north and has a total of approximately 30' of change from the southern part of the site to the northern part of the site.

The rolling topography provides some relief and variation when compared to the surrounding areas, but it also creates a challenge to provide flat usable areas and to provide visibility of the river from areas south of First Street.



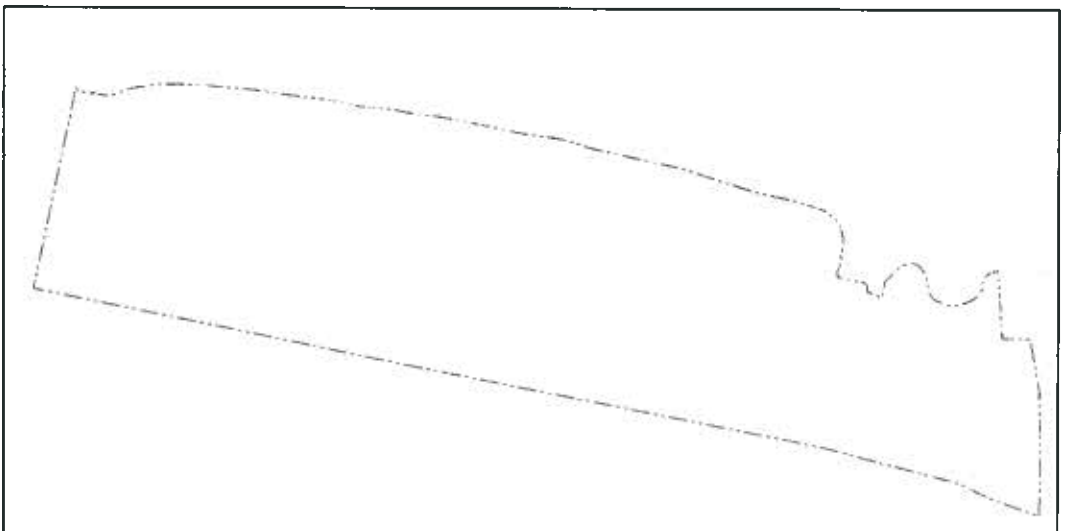
Example of elevation change from First Street down to the Tar River



Example of elevation change from the river up to First Street



Cardboard topographic model of the site



Topography map of the site



PRESENT- THE TOWN COMMON TODAY

FLOOD PLAINS AND BUFFERS

A portion of the Town Common is located within the Federal Emergency Management Agency's (FEMA) 100-Year Floodplain. A 100-Year Floodplain as deemed by the National Flood Insurance Program (NFIP) is "any land area susceptible to being inundated by water from any source." Portions of the Town Common are regulated by floodplain management measures which are an overall community program of corrective and preventative measures for reducing future flood damage. The intention is not to preclude development, but to manage development and minimize potential flooding and property damage.

- The 100-Year Floodplain must be kept free from encroachment to ensure a 1% annual chance of flood (100-year storm) can be handled without substantial increases in flood heights.
- The Base Flood Elevation (BFE) indicates the water surface elevation resulting from a 100-year storm. The BFE at the Town Common is elevation 23.

The Town Common must also adhere to the Tar-Pamlico River Basin Riparian Buffer Regulations. This requires that up to 50 feet of riparian area be protected and maintained on the banks of the waterways in a basin. This rule does not require establishment of buffers unless the existing use of the buffer changes. These buffers are meant to remove nitrogen, phosphorous and other pollutants from rainwater that flows into the basin's waterways, protecting the waterways from surrounding land uses.

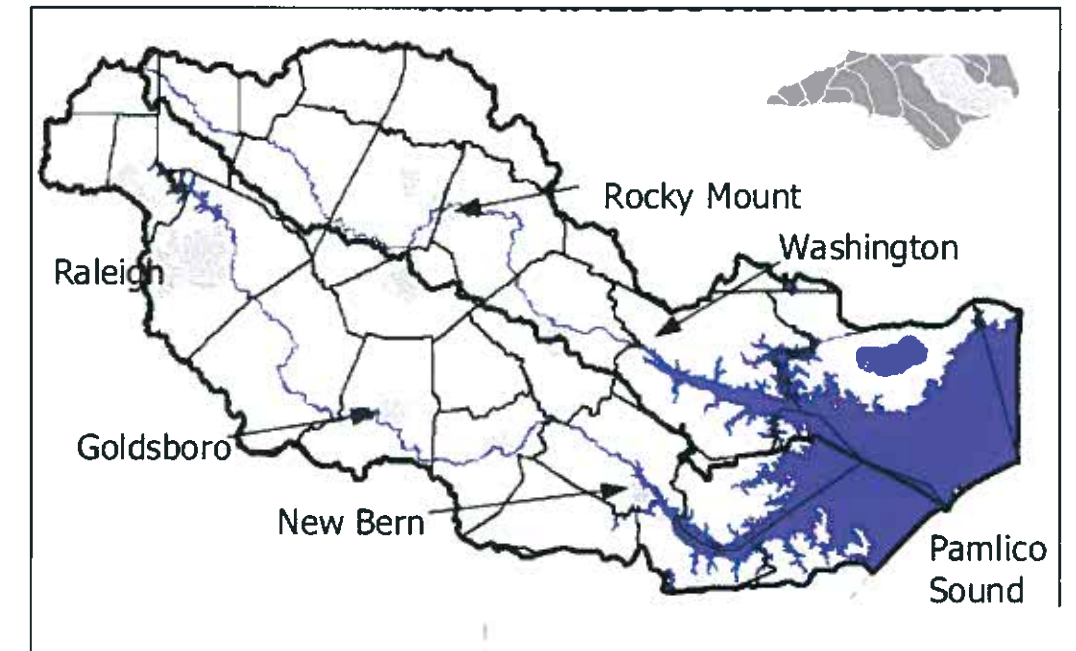
Buffer Protection – 50'

Zone 1 – First 30' undisturbed

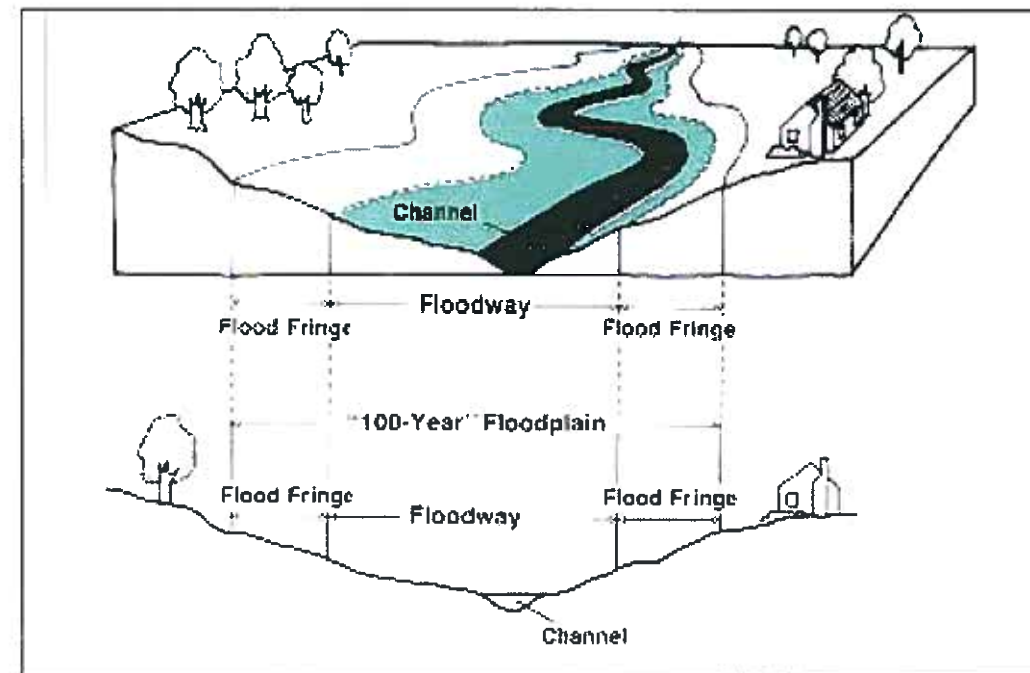
Zone 2 – Second 20' vegetated/limited use



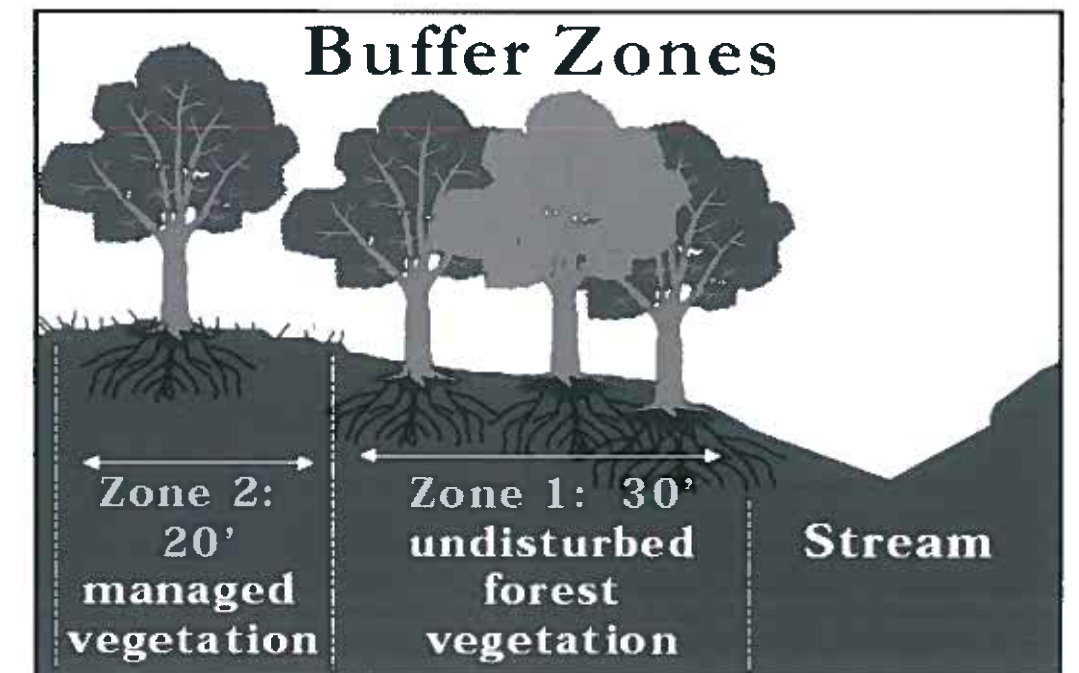
Flood Insurance Rate Map (FIRM) showing the limits of the 100-year floodplain.



Tar-Pamlico and Neuse River Basin



Floodplain Cross-Section



Tar-Pamlico Buffer Zones



PRESENT- THE TOWN COMMON TODAY

FIRST STREET TRANSPORTATION ANALYSIS

In response to the citizen's request to narrow First Street the City of Greenville Street Inventory and Recommendation Report was provided by the City for review. The Report contained the following information:

- First Street is a City-maintained major thoroughfare.
- Classified as a "C" cross section (see adjacent exhibit).
- Consists of a 60' roadway width.
- Right-of-Way is 80'.
- Comprised of four travel lanes and one lane of on-street parking.

The Report contained projection data for anticipated future loads. The following information was contained in the Report:

First Street East - Evans Street to Reade Street

- Current Capacity: 30,000 Average Daily Trips (ADT).
- 2002 Count: 9,900 ADT.
- 2025 volume if no improvement: 12,000 ADT (2 lanes required to meet demand).
- 2025 Plan Volume: 11,700ADT (2 lanes required to meet demand).

First Street West - Evans Street to North Greene Street

- Current Capacity: 33,500 ADT.
- 2002 Count: 5,600 ADT.
- 2025 volume if no improvement: 10,300 ADT (2 lanes required to meet demand).
- 2025 Plan Volume: 16,500 ADT (3 lanes required to meet demand).

Based on the information above, it was determined that the First Street roadway width could be reduced without causing significant impacts to the projected traffic flow through the year 2025.



First Street - Looking West



First Street - Looking East

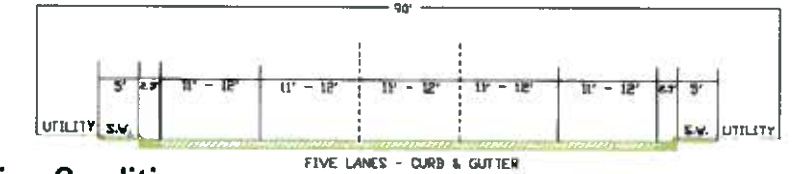


First Street - Looking North

TYPICAL CROSS SECTIONS

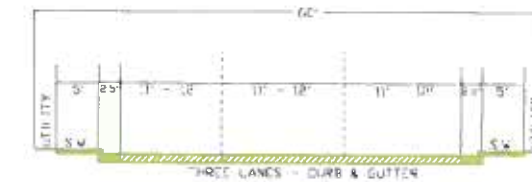
CITY OF GREENVILLE STREET INVENTORY AND RECOMMENDATIONS

C - CONDITION



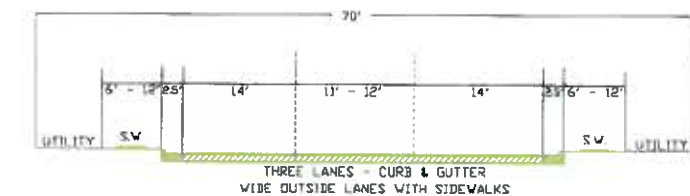
Existing Condition

H - CONDITION



Potential Condition

F - B - CONDITION



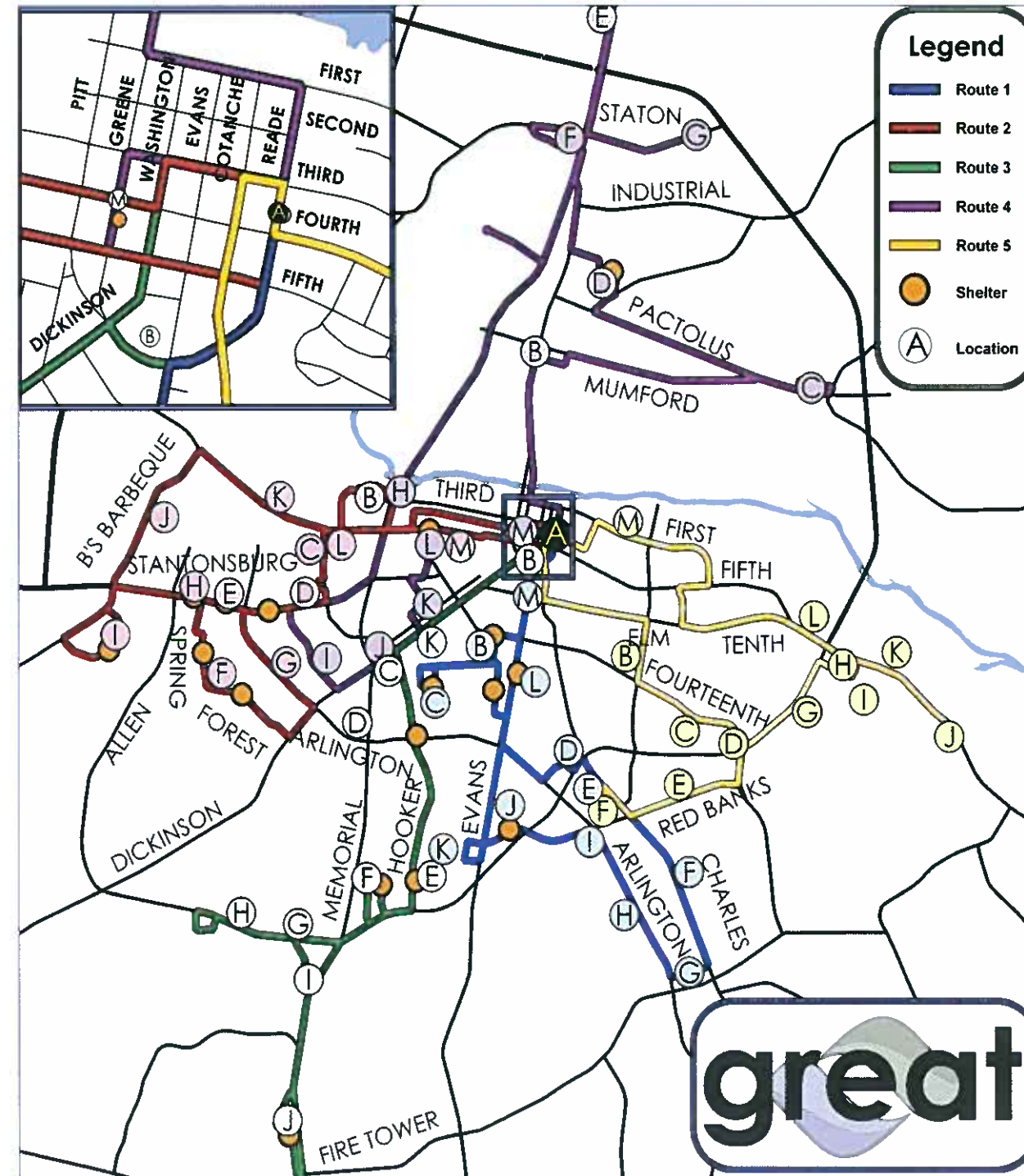
Potential Condition with Bicycle Lane



PRESENT- THE TOWN COMMON TODAY

GREENVILLE PUBLIC TRANSPORTATION

The City of Greenville has a public bus system, referred to as the Greenville Area Transit (GREAT) System. Route 4 travels on First Street by the site, but there is no stop and no shelters currently located at the Park. A transfer stop is located in Uptown ("A" on the exhibit) which provides access to all parts of the city.



GREAT System Route Map



PRESENT- THE TOWN COMMON TODAY

ZONING CLASS

PERMITTED USE

SITE:

OR - Office/Residential Two-family, multi-family and business/professional; meant to act as a buffer between commercial and high density residential

Adjacent Sites:

CD - Downtown Commercial Compact commercial, office, service and high density residential

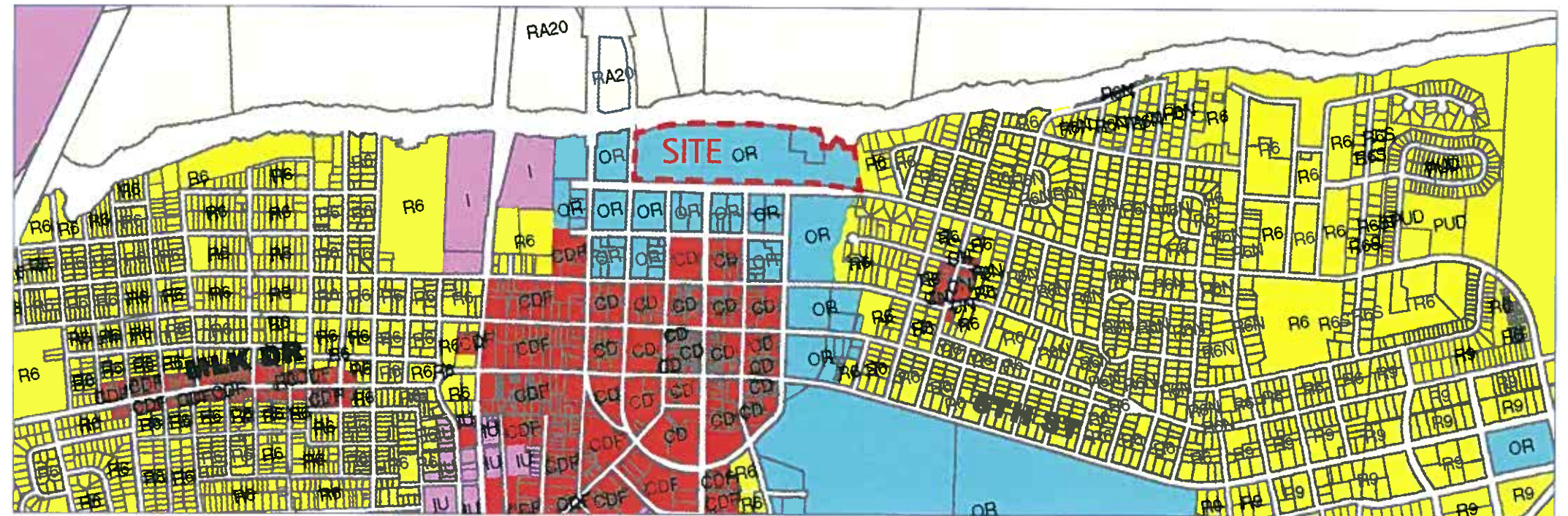
CDF - Downtown Commercial Fringe Meant to stimulate redevelopment with commercial, service and high density residential

R6 - Residential 6 units/acre - single family, two-family, multi-family

CN - Neighborhood Commercial Convenient shopping to serve a neighborhood

I - Industry Accommodates industrial, wholesale, warehouse uses that create noise, odor, smoke, etc.

IU - Unoffensive Industry Accommodates industrial, wholesale, warehouse uses that do not create noise, odor, smoke, etc.



Existing Zoning Map

COMPREHENSIVE PLAN

The City of Greenville updated its Comprehensive Plan in 2009-2010. An extension of the goals and objectives outlined in the Comprehensive Plan, the Future Land Use Plan Map (and supporting text) is one of the most valuable tools that the Greenville community has to protect its physical character and environment, and promote good urban form, while accommodating growth. The adjacent exhibit shows the current Land Use Plan Map which recommends commercial, office, multi-family and high, medium and low density residential uses adjacent to the site.

A copy of the 2009-2010 Horizons; Greenville's Community Plan can be viewed online at www.greenvillenc.gov under the Community Development department or acquired from the City of Greenville.



Future Land Use Map

LEGEND

- Industrial
- Commercial
- Mixed-Use/Office/Institutional
- Medical Core
- Medical Transition
- Office/Institutional/Medical
- Office/Institutional/Multi-Family
- High Density Residential
- Medium Density Residential
- Low Density Residential
- Very Low Density Residential
- Conservation/Open Space

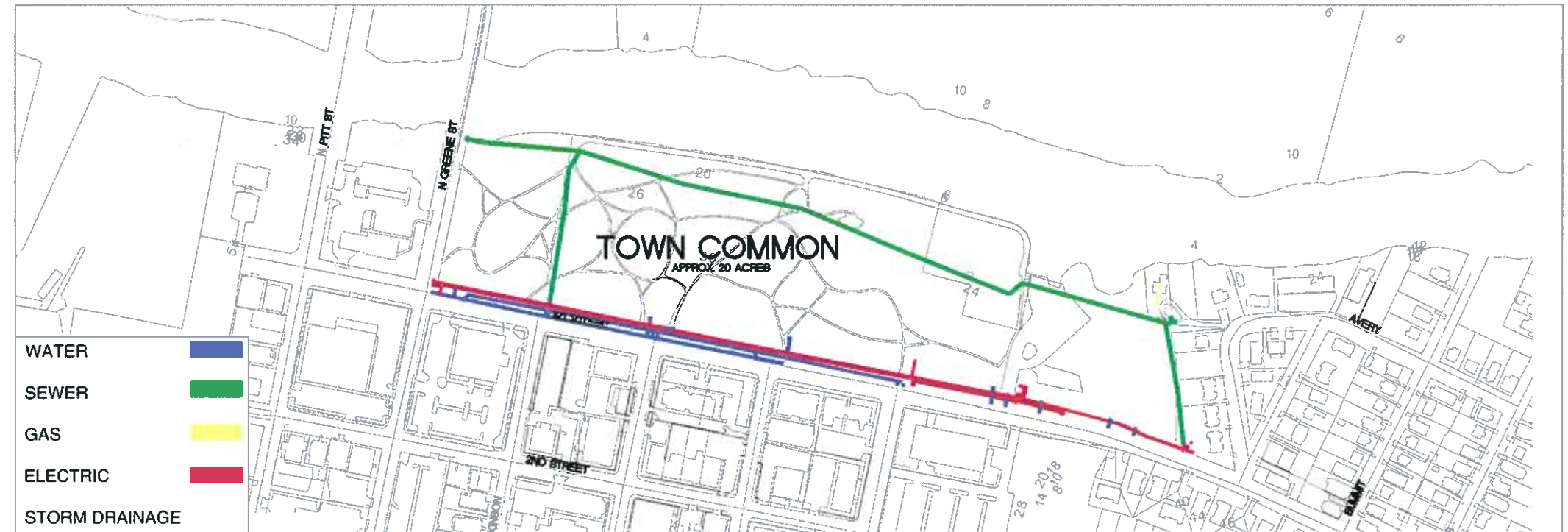


PRESENT- THE TOWN COMMON TODAY

UTILITIES

Geographic Information System (GIS) data was utilized along with as-built information from the City's Engineering Department to locate and identify existing utilities that service the Town Common. Utilities, including electric, water, sewer, and natural gas, were provided by the Greenville Utility Commission (GUC), a local utility company which is owned by the citizens of Greenville but operates under a separate charter issued by the North Carolina General Assembly.

There is a water distribution line located in First Street and electrical lines run the length of the Park. There are gas lines located to the east of the Town Common in the adjacent neighborhood. There are sewer lines running south to north through the site and connecting to a main line by the river that runs west to east. As-built storm drainage plans were reviewed and are available at the Public Utilities Department. There are storm drains collecting water throughout the site and connecting to a major system that carries stormwater from the uptown drainage basin to the Tar River and outlets in multiple areas through the bulkhead.



Existing utility locations

EXISTING BULKHEAD CONDITIONS

The City commissioned a Bulkhead Investigation in 2004 to evaluate the condition of the steel bulkhead and the concrete slab-on-grade and to recommend specific repairs or replacement of the existing elements.

The general findings are listed below:

- Repair weep holes and outfall penetrations.
- Remove 15' wide concrete slabs and backfill with structural fill material.
- Replace slab-on-grade.
- Recoat handrail and channel cap, replace wale bolts and lower rungs of ladders.

The Cost Estimate associated with the recommended actions in 2004 dollars is as follows:

- Weepholes and outfall penetration: \$72,000
- Remove slab-on-grade/backfill: \$34,000
- Replace slab-on-grade: \$194,000
- Handrail, cap, wale bolts, ladder: \$51,000

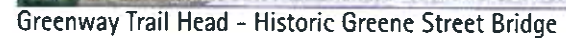
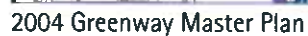
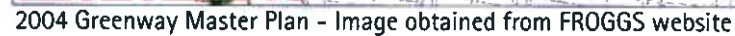
According to the Greenville Engineering Department, there have been two sections of the bulkhead where concrete slab has been removed and the subsurface fill material replaced as recommended.

Any future improvements recommended along the river's edge associated with the bulkhead should be coordinated with a firm specializing in riverine engineering, as well as waterfront inspection, rehabilitation and structural design.



The City of Greenville commissioned a Greenway Master Plan Report in March 2004. The Master Plan calls for the Greenway to run through the Town Common site. The Plan recommends the use of existing sidewalks and the addition of a multi-use path along the River. Due to steep bluffs and minimal developable area along the River in the residential area to the east, the designated Greenway Trail veers away from the River for a short distance and is connected back to the Town Common along the eastern edge at the trail head originating at the Greene Street Historic Bridge. The proposal calls for the greenway trail to connect back to the esplanade along the River and either cross under the Greene Street Bridge and continue west or connect back to First Street before continuing west and eventually finding its way back down to the River.

The Greenway System is an important feature to the Citizens of Greenville and the City has recently completed a 2.4-mile section east of the Town Common referred to as the Green Mill Run that connects Green Springs Park, Elm Street Park and East Carolina University's College Hill.





PRESENT- THE TOWN COMMON TODAY

EAST CAROLINA UNIVERSITY MASTER PLAN

East Carolina University (ECU) owns a number of parcels on the south side of First Street adjacent to the Town Common and a finger of the ECU Campus extends north towards the Tar River just to the southeast of the site. ECU has recently commissioned a Master Plan Study for the entire campus.

At the time of the completion of the Town Common Master Plan, no significant development of proposed land uses has occurred on the ECU Master Plan. As the improvements to the Town Common move forward it would be a benefit to coordinate with future plans for ECU to encourage a connection between the Campus and the Town Common Park.

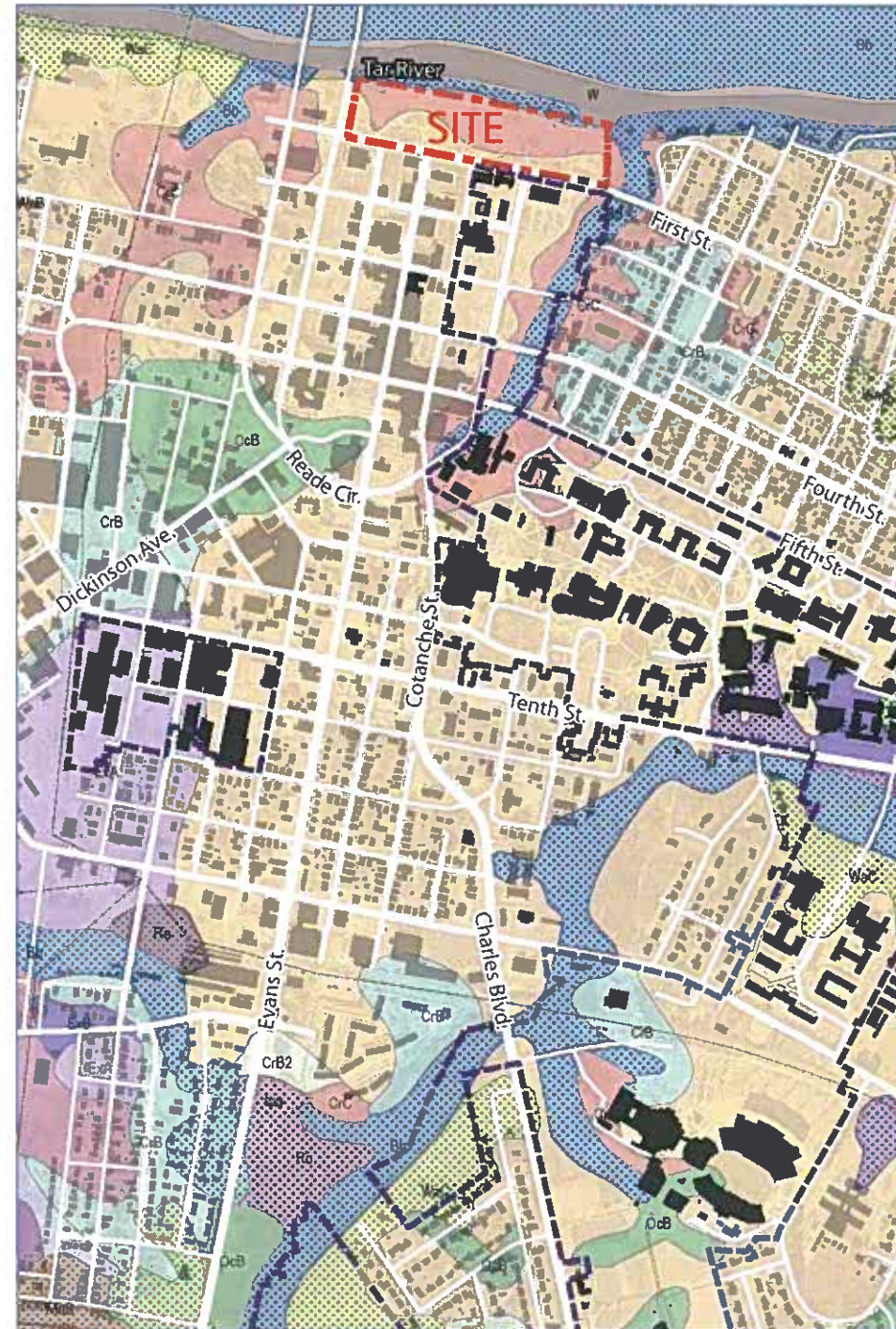


Exhibit from ECU Master Plan - Soil Types Exhibit

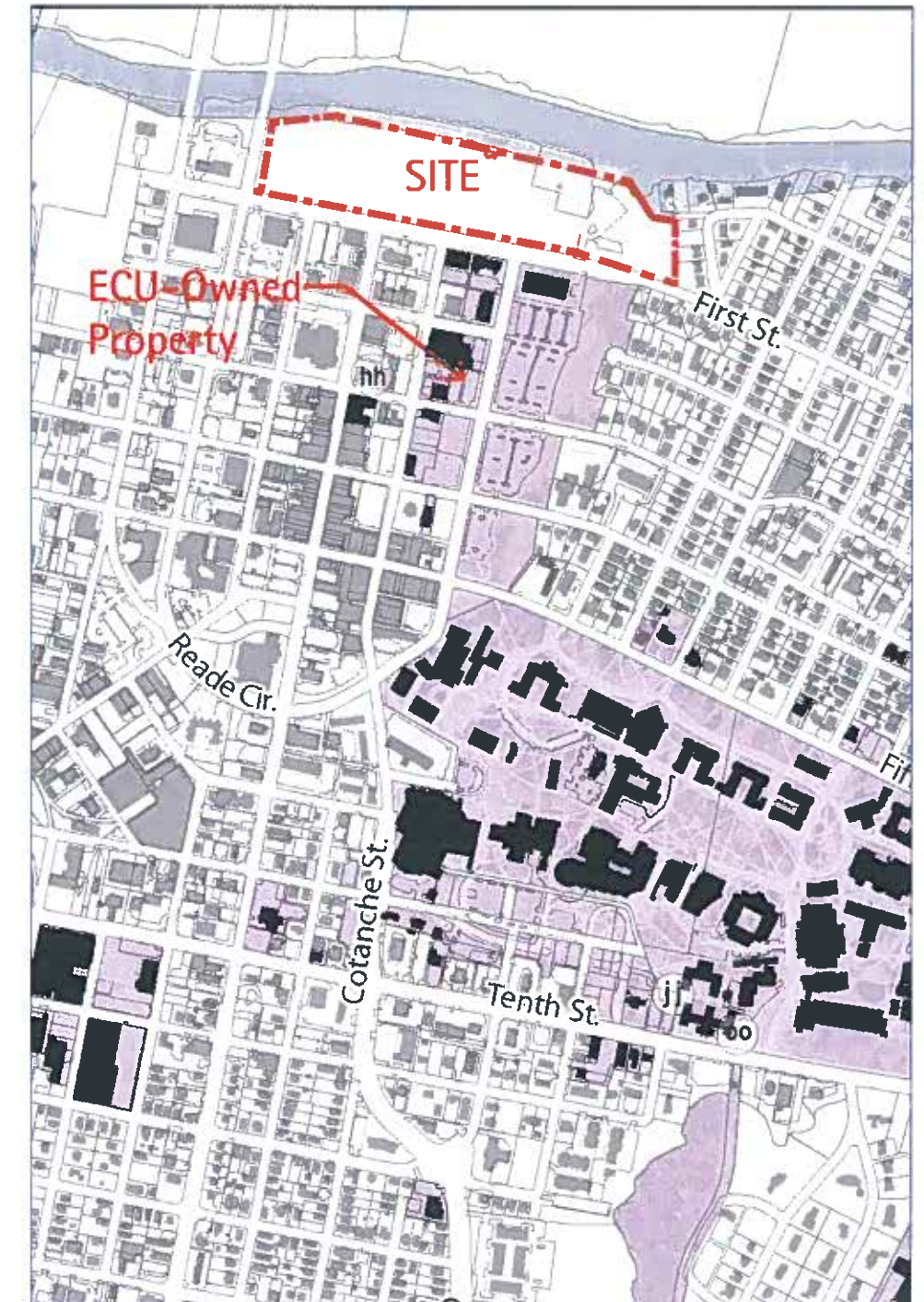


Exhibit from ECU Master Plan - University-owned in purple



PRESENT- THE TOWN COMMON TODAY

PERMIT AND REGULATORY REQUIREMENTS

As part of the due diligence process local permit requirements and additional state and federal restrictions that might apply were investigated.

It is likely that future improvements at the Town Common will be required to meet a variety of federal, state and local regulations depending upon the eventual types of improvements.

Federal

Disturbance of wetlands or stream channels will require a wetlands permit from the US Army Corps of Engineers (USACE).

Building a pedestrian bridge across the river would be subject to USACE regulations.

State

Any land disturbance over one acre in size will be required to meet the North Carolina Department of Environment and Natural Resources (NCDENR) erosion control measures.

If the future improvements create an increase in impervious areas, the site must conform to the North Carolina Department of Water Quality (DWQ) regulations for storm water management.

Tar-Pamlico River Buffer requirements will apply to the site. The rule does not require establishment of new buffers unless the existing use of the buffer changes.

Local

The City of Greenville provides a "one stop review center" for plan and permit approval. The Community Development Department is responsible for obtaining approvals from other agencies.

Likely local approvals will include:

- Greenville Community Development Department (zoning, subdivision, historic properties, greenways and water supply watershed).
- Greenville Engineering and Inspections Divisions of the Public Works Department (building code, storm drainage, grading, erosion control, flood hazard and 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).

City of Greenville Code Requirements

Landscape Buffer

- Type "A" along streets.
- Type "D" for parking next to residential.
- Existing plant material can count towards requirement.

Plant material requirements for site - 25 acres

- 125 large trees; 250 small trees; 625 shrubs.
- Existing trees can count towards minimum requirement.
- Includes required parking and street trees.

Street Trees

- 2 large trees/100 lf.

Parking Vegetation

- All Parking must be within 30' from a small tree or 75' from a large tree.
- Screening shall be within a 10' area adjacent to the street side of all parking areas which front a public or private street.

Site Plan Review

- Required for all development other than single-family, duplex or mobile home.
- Required for any change of use.





PRESENT- THE TOWN COMMON TODAY

FINAL SITE ANALYSIS

A SWOT analysis is a strategic planning method used to evaluate the **Strengths, Weaknesses, Opportunities and Threats** involved in a project. It involves specifying the objective of the project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective. Identification of SWOT's is beneficial because subsequent steps in the process will be derived from the SWOT's.

Strengths - A Strong Attribute or Inherent Asset

- Downtown location.
- Adjacent to natural amenities.
- Adjacent neighborhoods.
- Boat launch.

Weaknesses - Not Able To Function Properly

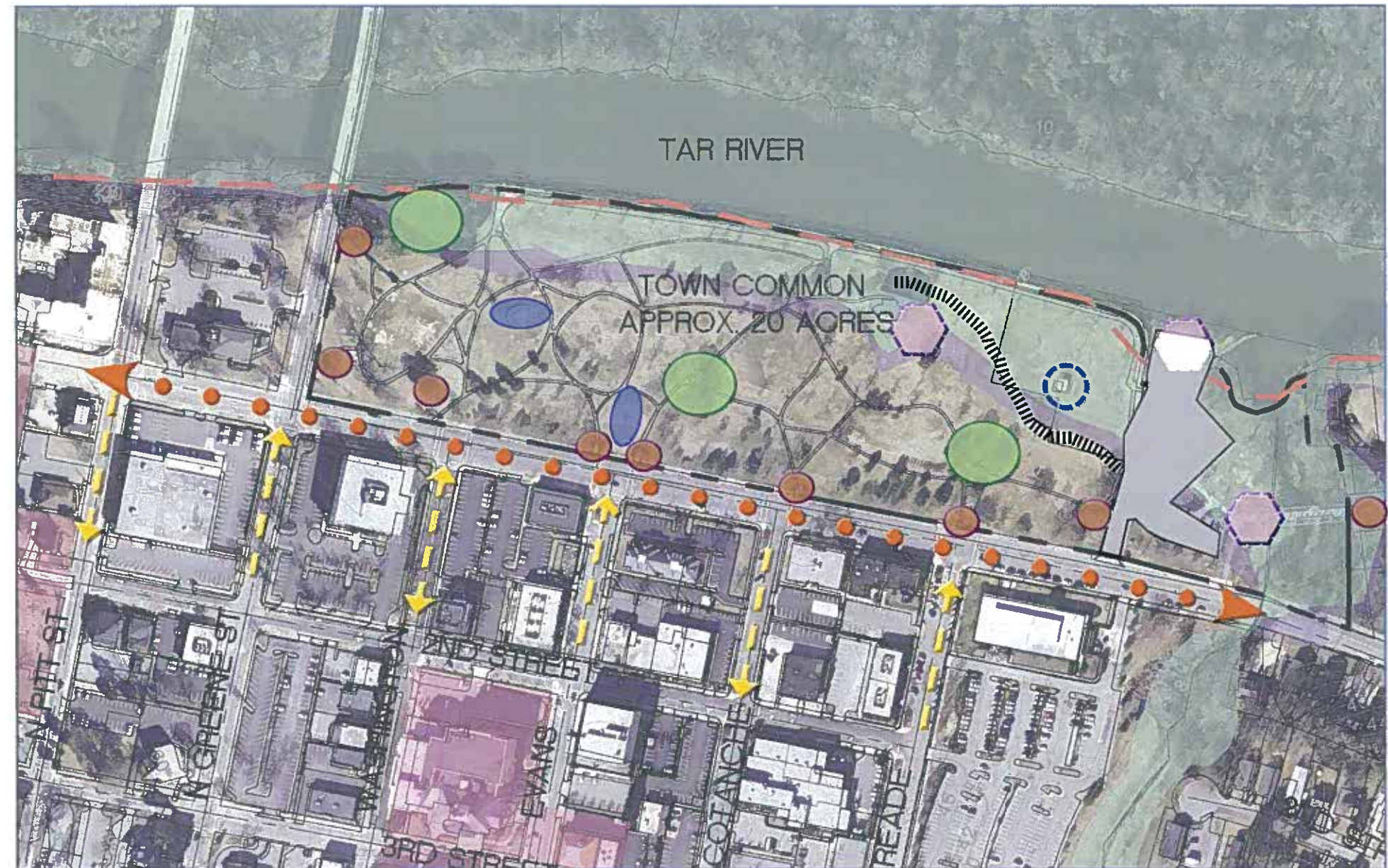
- Visibility/connection to downtown core.
- Bi-section of First Street.
- Few level surfaces.
- Public identified items.
- Radio tower.
- Activities other than planned events.
- Adjacent office buildings and parking lots.
- Exclusion of references to the past communities.

Opportunities - Good Chance for Advancement of Progress

- Historic connection.
- Greenway connection.
- Zoning/ Comprehensive Plan.
- First Street traffic analysis.
- Memorial/art plan.
- Ability to create a larger vision for the site.
- Urban sustainability - economy, equity, environment.

Threats - To Give Signs or Warning Of

- Bulkhead repairs.
- Flooding.
- Permitting entanglements.
- Public consensus.
- Budget constraints.



LEGEND

- Historic Districts
- Encroachment
- 100 Year Floodplain
- 500 Year Floodplain

- Existing Memorials
- Significant Trees
- Vehicular Access

- Existing Parking
- Radio Tower
- Points Of Interest

- Portals
- Traffic Direction
- Major Thoroughfare

FUTURE - RECOMMENDATIONS AND OPPORTUNITIES





FUTURE- RECOMMENDATIONS AND OPPORTUNITIES

FUTURE RECOMMENDATIONS AND OPPORTUNITIES

The Schematic Master Plan is intended to provide a framework for future development of the Town Common to ensure the park achieves its full potential and reaches its specified goals. This document is meant to provide guidance, not regulate or dictate the outcome of future improvements. To remain viable, this document should be considered flexible and dynamic to be able to respond and adapt to changes to the social and economic environment.

The benefits of developing this type of document include:

- Creates consistency in decision-making : a point of reference.
- Provides the ability to make informed decisions.
- Achieves predictability.
- Prioritizes phased development.
- Maintains continuity of future improvements.

The intention is for this document to be approved and adopted by the City of Greenville Redevelopment Commission and subsequently presented to City Council for final adoption and approved as an amendment to the Parks Master Plan.





FUTURE – RECOMMENDATIONS AND OPPORTUNITIES

IDEATION – GENESIS OF THE PLAN

Moving into the design phase of the process, the team conducted a series of internal workshops and design sessions to begin the development of a plan. The first initiative was to develop a vision for the park and that was accomplished through the creation of a Design Statement and Design Principles. It was agreed that if the plan adhered to the principles, it would fulfill the statement and ultimately achieve the goals set forth by the City and the citizens, making it a successful project.

The team worked together to develop the following Design Statement:

The Town Common should be a model of urban sustainability (improving economic and social conditions while preserving and maintaining environmental quality) that acknowledges and celebrates its history while also making connections to its neighbors and the downtown core.

It should be a multi-functional space that engages the river and allows for active and passive uses.

In order to achieve the design statement, the team collaborated to create the following design principles which are the ingredients that impart the characteristics described by the statement.

Design Principles

- Activate edges and entrance.
- Improve visibility of park.
- Make river more accessible and visible.
- Create varying experiences within the park for different users.
- Address priorities identified by public.
- Create a lawn or green for events and active use.
- Narrow First Street.
- Spur private enterprise.
- Create an environmentally-sensitive park.
- Reflect the heritage of the site.
- Link to the greenway and river park north.

CONCEPT DEVELOPMENT

The Design Team conducted a workshop to begin the concept development based upon the historic themes, due diligence, site analysis, design statement and other public space precedents. Two concepts began to emerge:

Concept 1: The "Living Room" Alternative

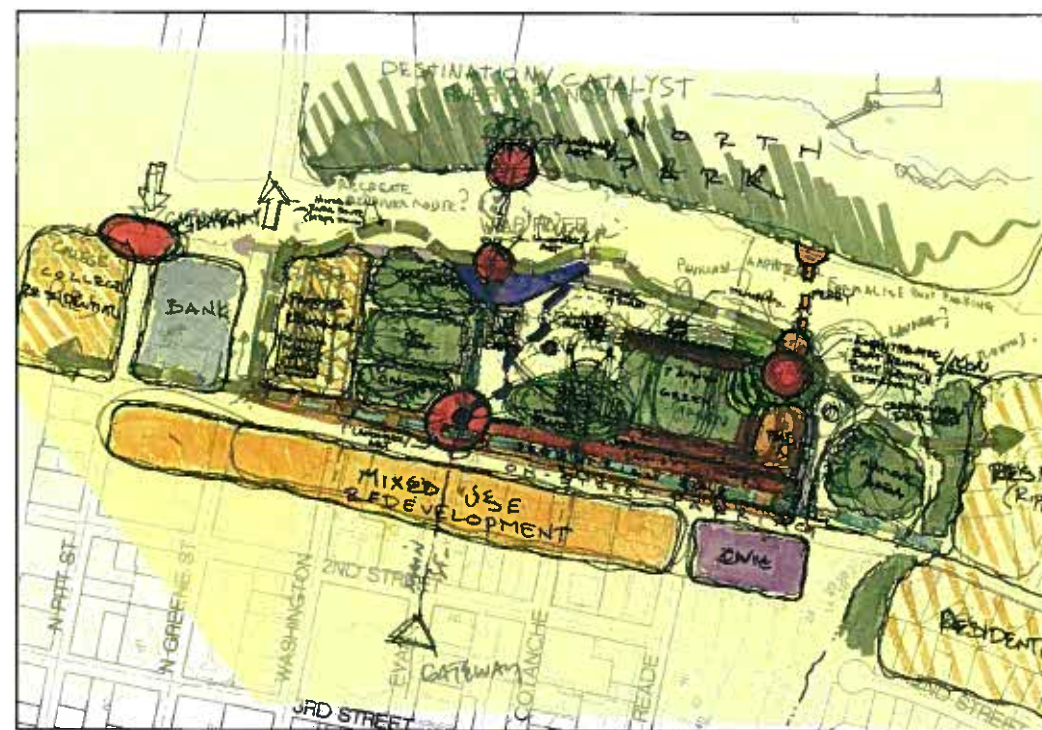
A place for Greenville residents to gather that is comfortable, familiar and open to all. The "Living Room" shows off the best natural elements of the area and creates a popular place for both everyday activities and special events. The "Living Room" contained items like a "ramble", or woodland walk, deconstruction of the bulkhead to reinstitute marsh and river access and larger, informal natural areas.

Concept 2: The "Destination/Catalyst" Alternative

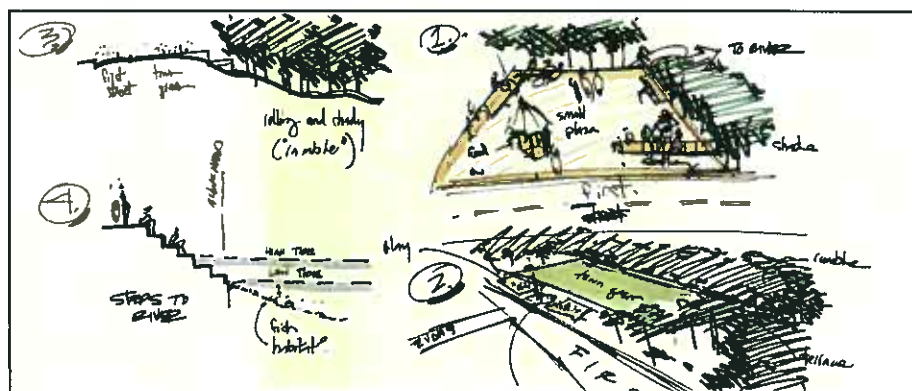
A park that encourages tourism and creates revenue generators for the City of Greenville through private enterprise and rentable venues. The "Destination" was a more urban approach and included ideas like a cultural museum housed in a civic building, multi-family residential components, small commercial kiosks, large formal green and a water taxi service to shuttle visitors up and down the river and to River Park North.



"Living Room" Alternative



"Destination/Catalyst" Alternative



Concept Sketches



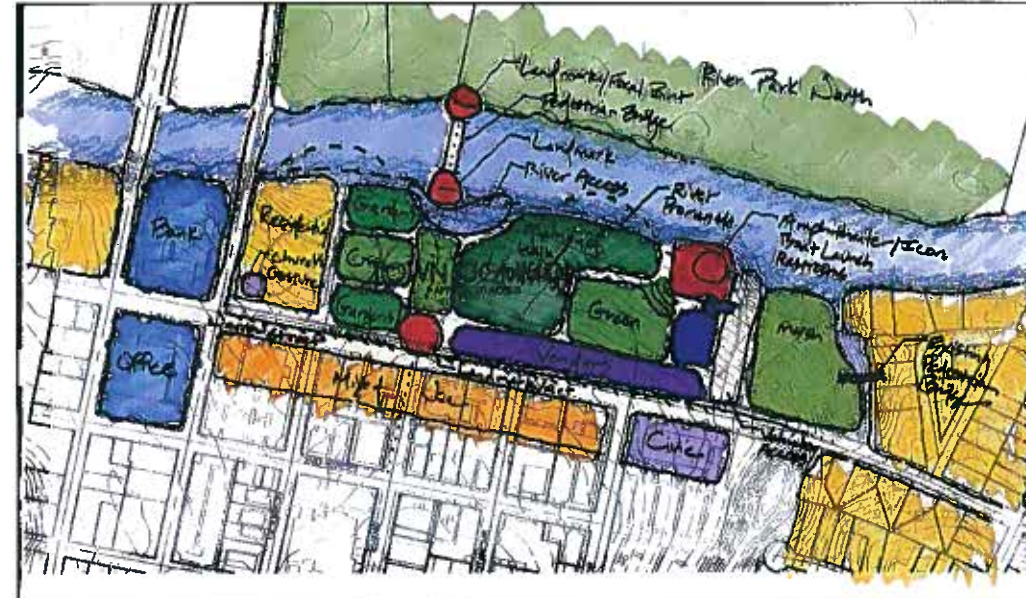
FUTURE- RECOMMENDATIONS AND OPPORTUNITIES

CONCEPT DEVELOPMENT

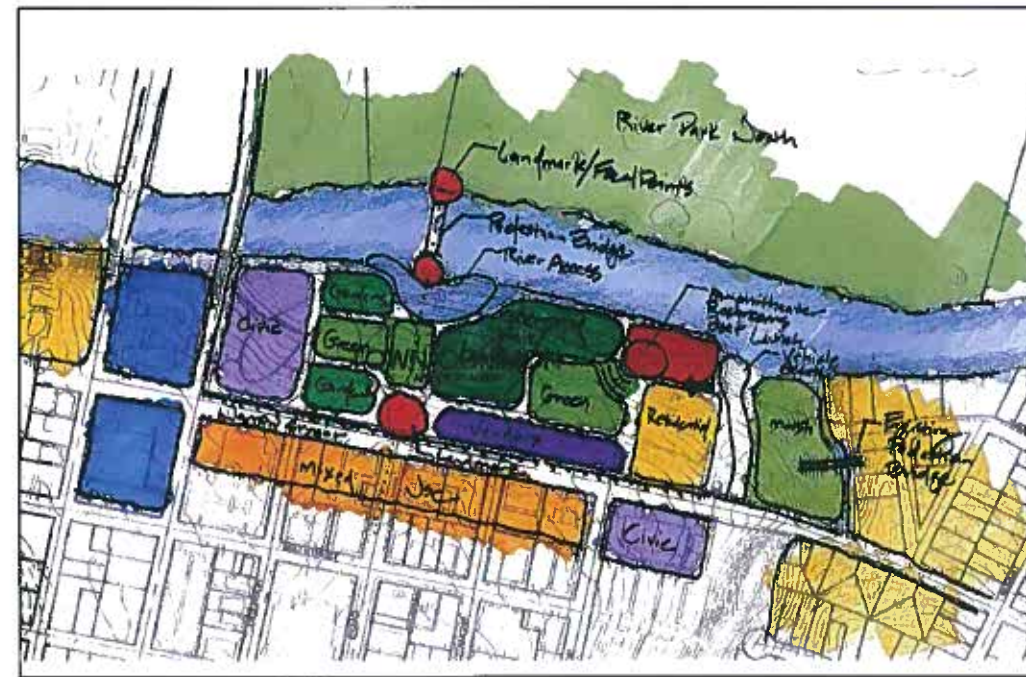
The two emerging schemes were developed into bubble diagrams, which began to explore spatial relationships and adjacency of uses. These plans were presented to the City of Greenville's Parks and Recreation Department and the Stakeholder Group for review and comment.

As is typical in the process, there were components contained in each option that the Stakeholders found favorable. The Design Team went back to the "drawing board" to create a single concept, per the City and the Stakeholders' comments.

DESTINATION/CATALYST



Destination/Catalyst 1



Destination/Catalyst 2

LIVING ROOM



Living Room 1



Living Room 2



FUTURE – RECOMMENDATIONS AND OPPORTUNITIES

CONCEPT PLAN

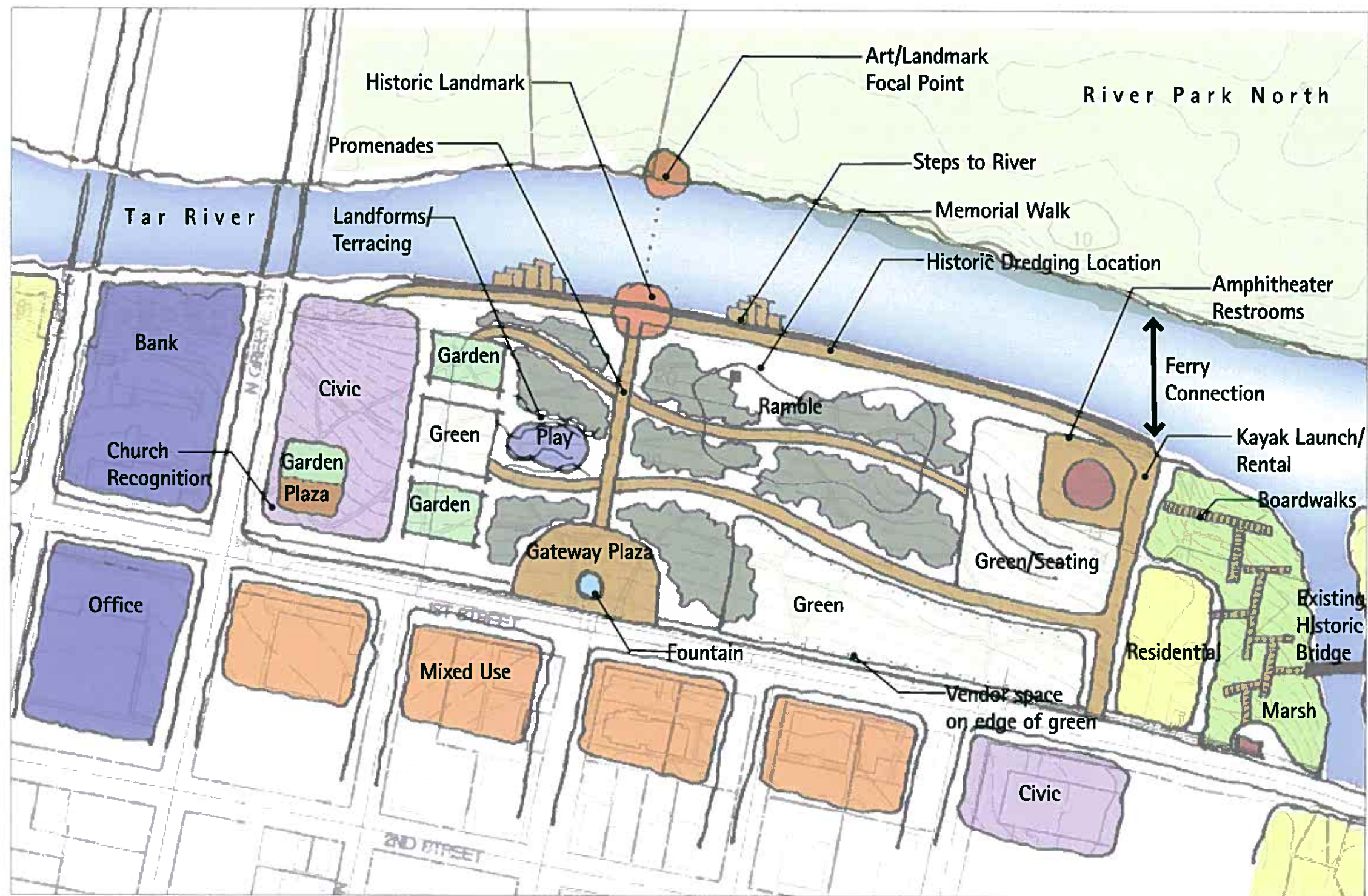
The Final Concept Plan refines the different components and their locations in the park. The goal was to create a cohesive plan that acts as a catalyst to provoke significant change and action while also establishing a functional, usable place for Greenville citizens.

The Final Concept Plan, as shown on this page, was presented to the City of Greenville Redevelopment Commission along with the Design Principles and Design Statement in a public meeting. The concept was largely supported by both the Redevelopment Commission and citizens alike.

The Final Concept Plan was comprised of the following elements:

- Civic building with cultural center.
- Sycamore Baptist Church commemoration area.
- Retail plaza.
- Series of small gardens.
- Natural play/learning areas.
- Large elevated formal green with vendor spaces.
- Gateway Plaza at the terminus of Evans Street.
- Interactive fountain at the Gateway Plaza.
- The Evans Street Promenade to the river.
- Memorial garden/large vegetated ramble.
- Steps from the bulkhead down to the river.
- Relocated amphitheater and new public restrooms.
- Water taxi/kayak rentals.
- Reconstructed marsh area with boardwalk.
- Residential component.

After further consideration and receiving subsequent comments from the residents, it was decided that a residential component was not appropriate in the Town Common Park.





FUTURE- RECOMMENDATIONS AND OPPORTUNITIES

FINAL SCHEMATIC SITE PLAN

Following the Concept Design and Ideation phase, the Design Team synthesized all the comments received from the various participants to solidify the final direction from the Schematic Site Plan and made revisions accordingly. What follows is the culmination of this process and the recommendation for the future development of the City of Greenville's Town Common Park.

The image on the following page is an illustrative rendering of the final proposed Schematic Site Plan.

The remainder of this section describes each of the design principles, shows how the Town Common Master Plan addresses each principle and provides precedent photos of similar design solutions from other parks and urban areas.

The final portion of this section contains an Estimate of Probable Cost and some preliminary ideas on phasing options.

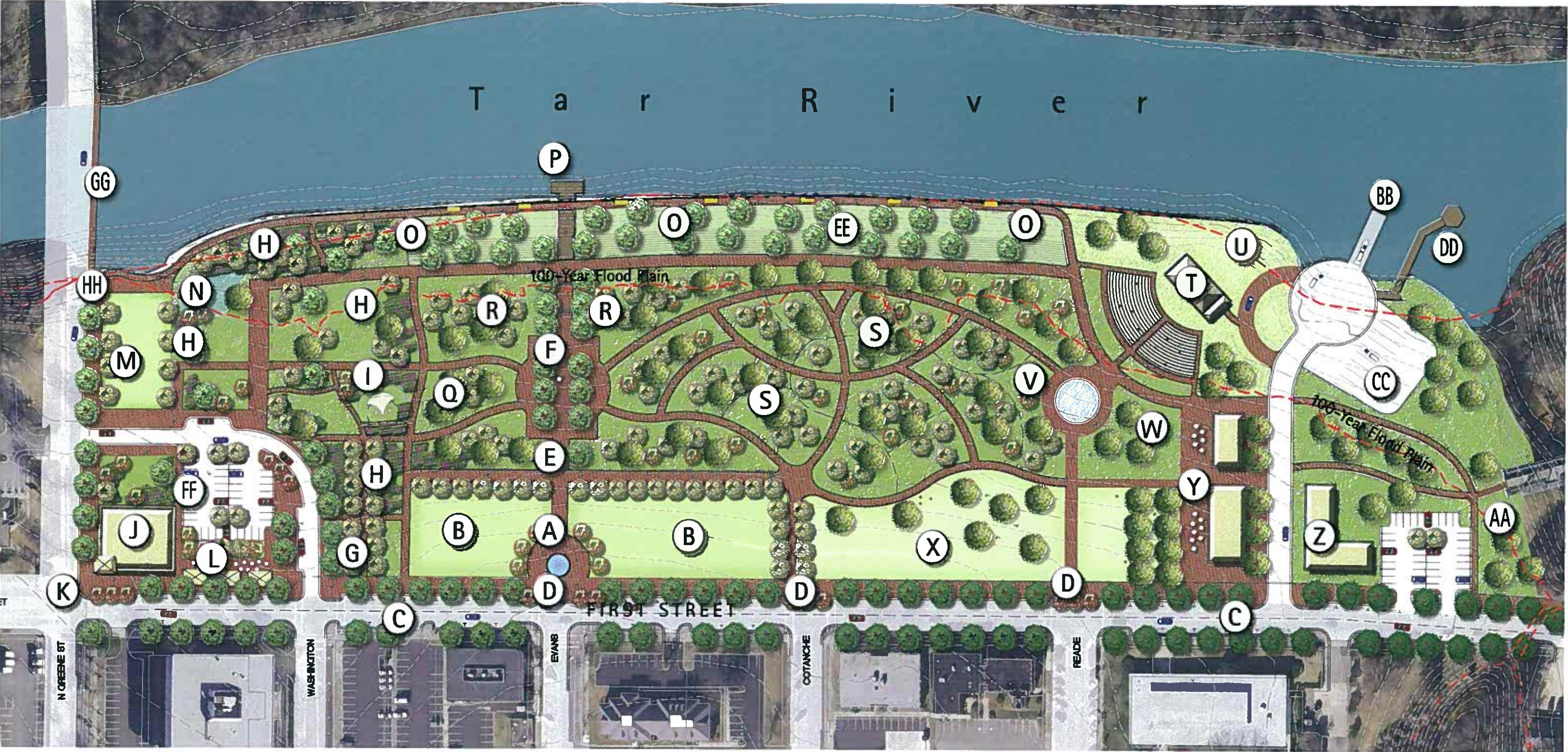
The recommendations and opportunities are identified on the Schematic Site Plan with letters that correspond with the following list:

- A. Gateway Plaza
 - Entry fountain
 - Flagpoles and memorials
- B. Elevated formal green with vendor spaces
- C. Narrow First Street
 - Create additional on-street parallel parking
 - Provide 15'-20' sidewalk
 - Integrate street trees and furnishings
- D. Entry portals
- E. Evans Street Promenade
- F. Evans Street Plaza
- G. Allee to gardens
- H. Gardens
- I. Sun Dial Memorial
- J. Civic Building with outdoor river view patio
- K. Sycamore Hill Baptist Church Commemoration Plaza with integrated tower
- L. Plaza with retail space
- M. Museum green
- N. Bio-retention garden
- O. River Promenade with shade trees and "porch" swings
- P. River overlook
- Q. Natural and imaginative play
- R. Ramble/woodland walk
- S. Memorial garden/walk
- T. Event Center
 - Relocated amphitheater with changing rooms
 - "Backless" shell with river views
 - Secondary use as picnic shelter
 - Terraced seating for approximately 2,000 patrons
 - Vehicular service access with performer parking
- U. Removal of bulkhead for maintained river access
- V. Interactive fountain
- W. Active play
- X. Informal green with vendor services
- Y. Retail plaza
 - Restrooms
 - Concessions
 - Boat/bike rental
 - Cafe
 - Outdoor seating
 - Retail
- Z. Education Center
- AA. Greenway connection
- BB. Renovated boat ramp
- CC. Boat trailer/service parking
- DD. Fishing pier
 - Built-in shade structure
 - Kayak launch
 - Possible ferry departure/arrival
- EE. Vegetated slope
- FF. Surface parking
- GG. Green Street Bridge/River Park North connection
- HH. Possible Greenway Connection



FUTURE- RECOMMENDATIONS AND OPPORTUNITIES

FINAL SCHEMATIC SITE PLAN





FUTURE- RECOMMENDATIONS AND OPPORTUNITIES

PRINCIPLE A - ACTIVATE EDGES AND ENTRANCE OF PARK

The success of parks is often determined by the success of its "edges", more so than the active elements within the space.

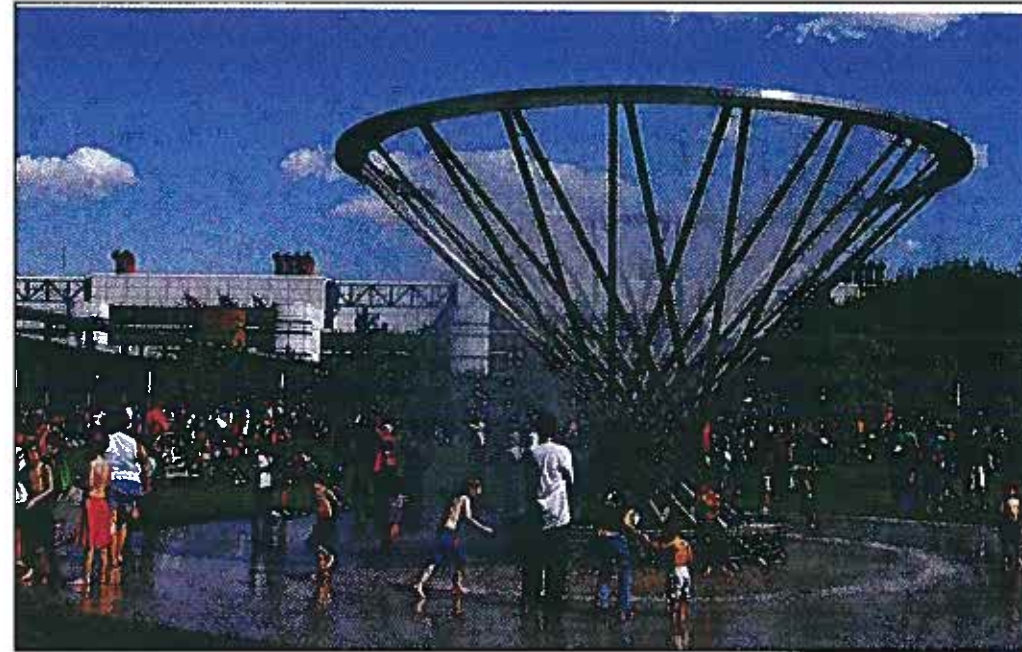
Existing Conditions

Due to a number of factors, the existing conditions do little to activate the edges of the Town Common. These factors include:

- Adjacent land uses are primarily municipal buildings and parking lots.
- The existing entrance portals do little to identify the entrances or give an identity to the park.
- First Street sidewalk is narrow and adjacent to a busy thoroughfare.
- There are relatively few uses within the park to attract visitors and none of those uses are at the edges.
- The rate at which the topography drops from First Street to the river. This does not provide an area along First Street conducive to active uses.



Existing Edge Condition



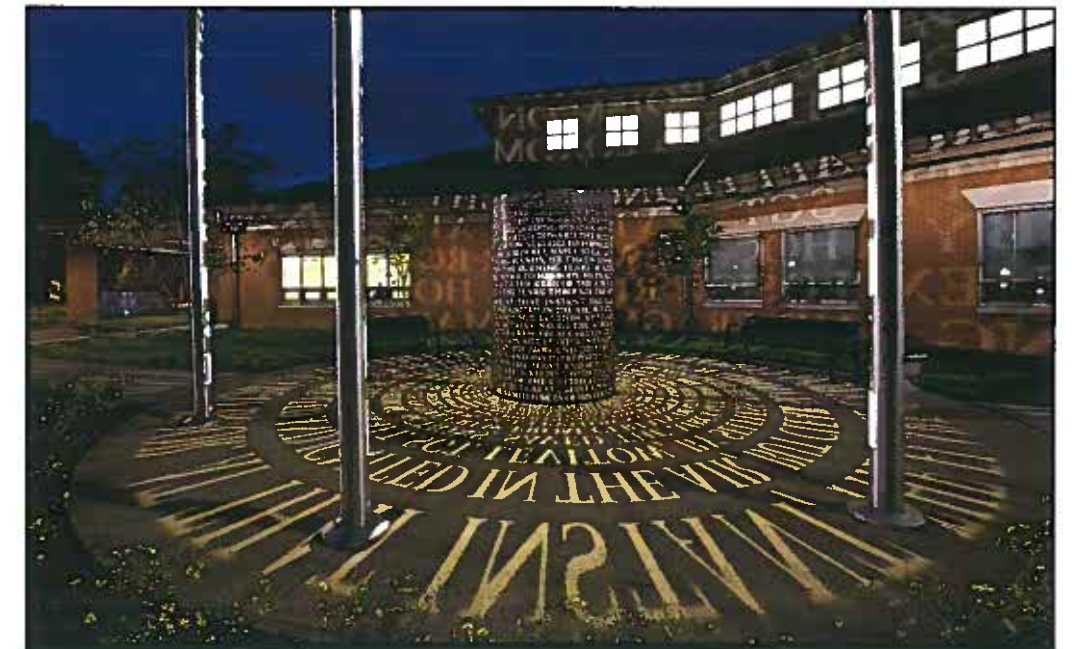
Interactive water feature



Use of water at a park's edge



Vendor tents create activity



Public art as an attraction



FUTURE-RECOMMENDATIONS AND OPPORTUNITIES

PRINCIPLE A - ACTIVATE EDGES AND ENTRANCE OF PARK

Proposed Strategies

Recommendations:

- Create an elevated formal green where planned events and spontaneous play can take place and be seen by people passing by.
- Provide a fountain at the terminus of Evans Street to attract adults and children alike.
- Incorporate the existing war memorial into a plaza at the terminus of Evans Street.
- Widen the sidewalk along the north side of First Street and provide a uniform streetscape to accentuate and announce the park.
- Provide a civic building, retail kiosks, an education center, kayak rental and other uses along First Street.
- Provide a hierarchy of entrance ways into the park and accentuate the most important areas with unique and interesting elements.

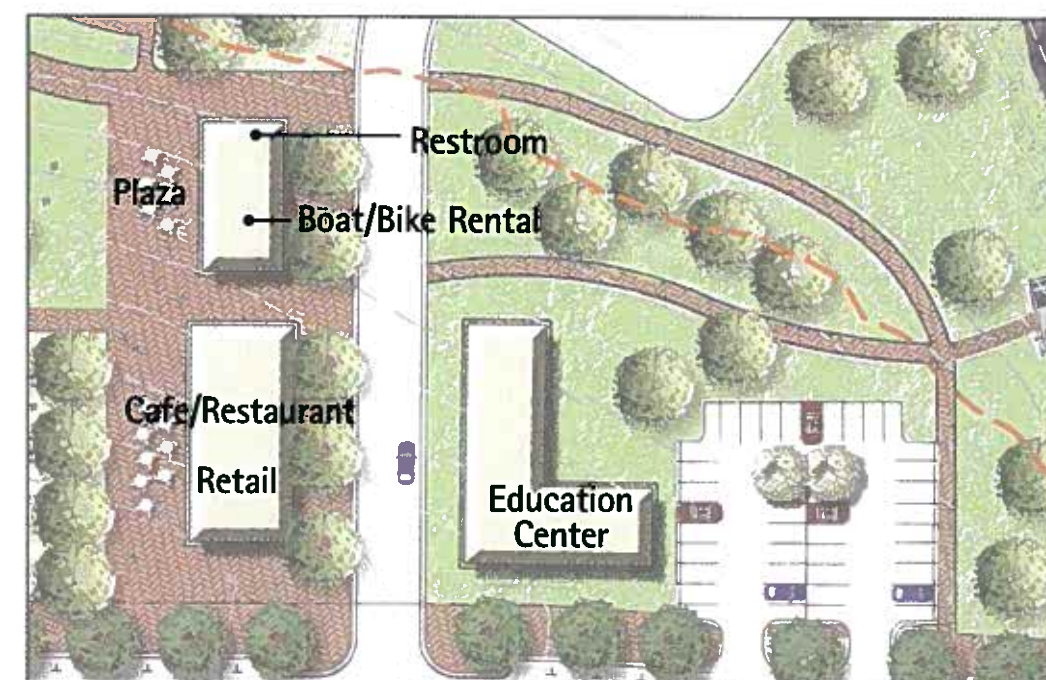


Evans Street connection, Formal and Informal Gardens Along First Street

KEY



Corner of First Street and Greene Street



Retail Plaza and Education Center on Southeast Corner of the Site





FUTURE – RECOMMENDATIONS AND OPPORTUNITIES

PRINCIPLE B – IMPROVE VISIBILITY OF PARK

Visibility of parks and other public spaces is important not only for safety concerns but also so users and people passing by are engaged, can see activity occurring and are drawn to experience the space.

Existing Conditions

Visibility of the Town Common is a challenge for the following reasons:

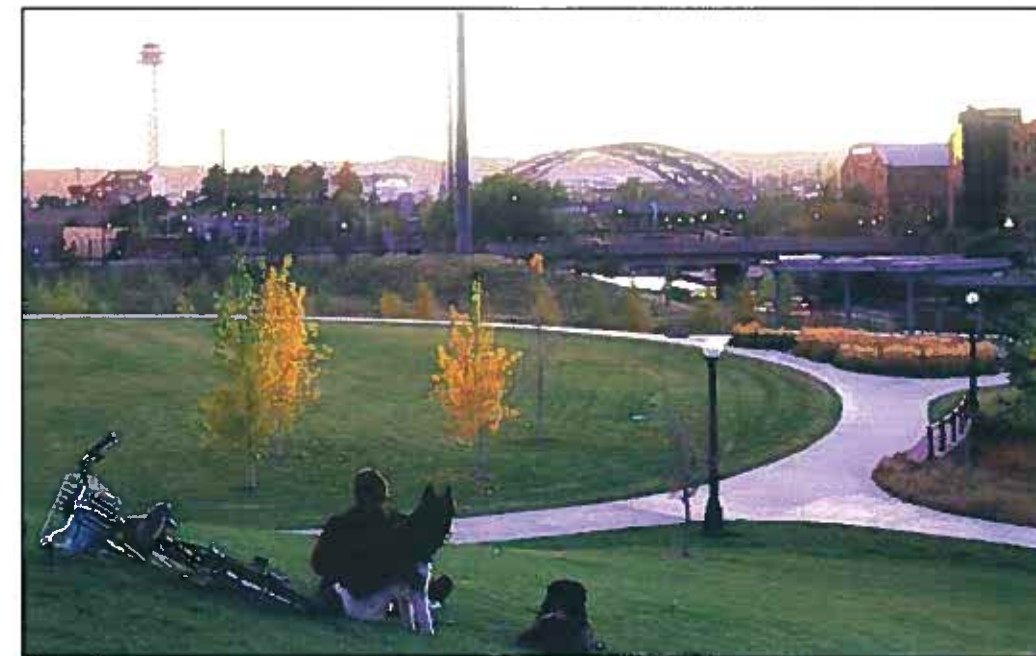
- The rate and height of the elevation change from First Street to the river makes it challenging to see larger parts of the park from passing vehicles.
- There are few clear sight lines or well-defined areas within the interior of the park.
- The war memorial and associated flag poles, notwithstanding, there are few striking visual elements to draw people's attention to the park.



Existing view of park from Evans Street with grade dropping down to river



Gateways and striking elements along the edge



Provide Vistas into the park



Flexible, flat useable areas



Interactive fountains are a draw



FUTURE-RECOMMENDATIONS AND OPPORTUNITIES

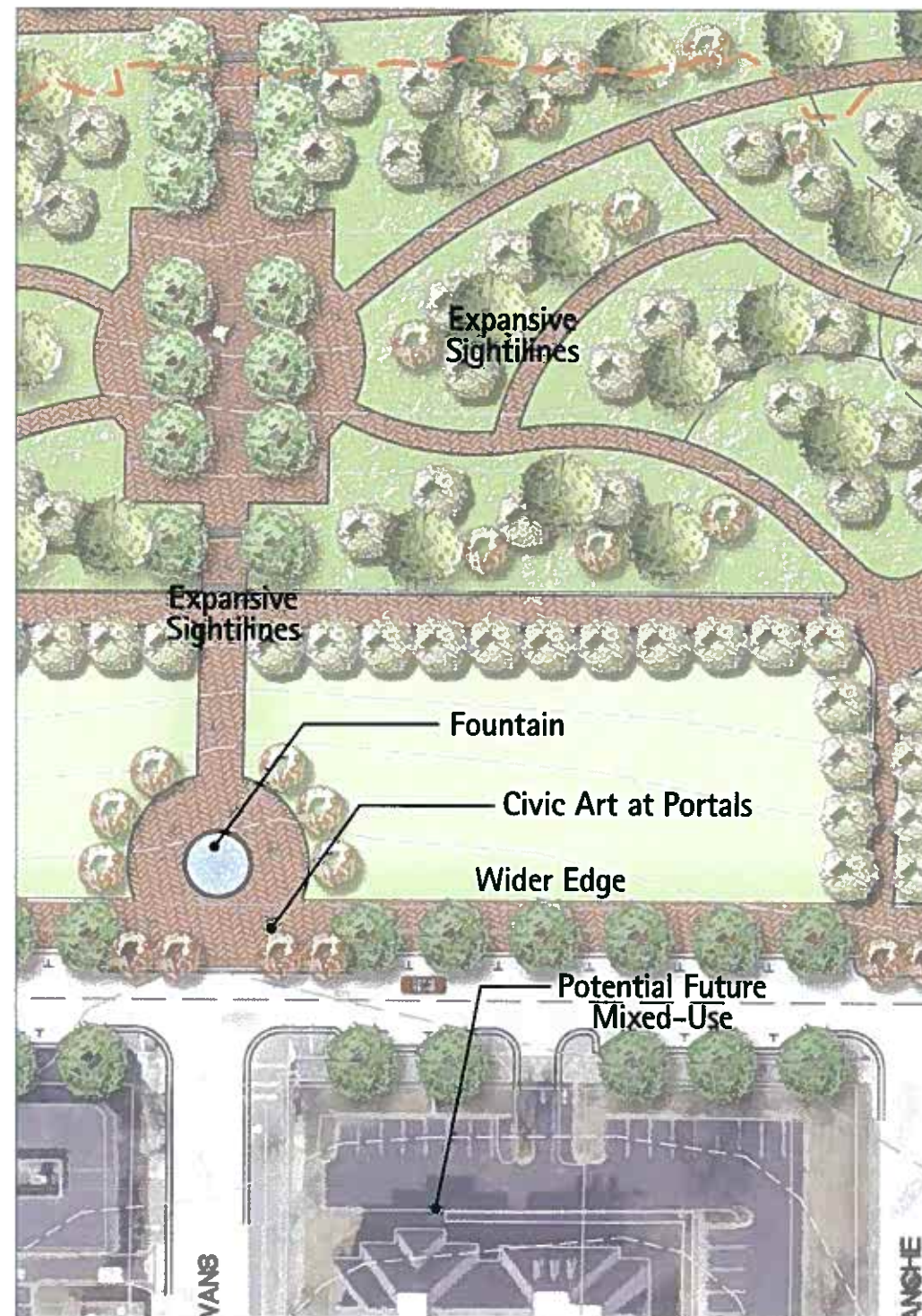
PRINCIPLE B - IMPROVE VISIBILITY OF PARK

Proposed Strategies

Recommendations:

- Provide expansive and intentional sightlines through the park to draw the user's eye into and through the space.
- Capitalize on the communities desire for civic art to create unique and interesting elements that can be seen from the edges.
- Create a larger "edge" to the park with elevated areas to increase opportunity to see activity.
- Take advantage of the future Land Use Plan's recommendation to promote mixed-use development on the south side of First Street.

KEY



Evans Street Connector



West Edge across from Reade Street



FUTURE- RECOMMENDATIONS AND OPPORTUNITIES

PRINCIPLE C - MAKE RIVER MORE ACCESSIBLE AND VISIBLE

Many people are naturally drawn to water as an element. There is also a connection to the Tar River on many levels, as historically it was an important economic driver. It was utilized for religious baptisms and even to this day, many folks access the river for recreational purposes, including boating, kayaking and fishing. The river also provides a strong connection back to the environment. Allowing people to experience the river in many different ways will be a tremendous benefit.

Existing Conditions

- There are currently few opportunities to access the river, except for the battered boat ramp and the tiny wooden fishing pier.
- Depending upon the tidal height of the river, the top of the bulkhead can be over ten feet from the river, providing little psychological connection.
- A vinyl chain link fence runs along the edge of the bulkhead which does little to reinforce the connection to the river.



View west along river from fishing pier



Promenade and swings along waterfront



Espanade along river front with seating, shade and lighting



Gardens at the waters edge



Visual connections and access to the water



FUTURE-RECOMMENDATIONS AND OPPORTUNITIES

PRINCIPLE C - MAKE RIVER MORE ACCESSIBLE AND VISIBLE

Proposed Strategies

Recommendations:

- Improve the existing fishing pier by enlarging it and lengthening it. Provide a structure at the end of the pier that could provide shade and act as a gathering space, kayak launch and a ferry departure and arrival.
- Provide at least one area along the bulkhead that extends out into the river and possibly at a lower elevation. Construct the area so that it could withstand a higher rate of flooding.
- Utilize the rolling topography and provide an area where users can walk down comfortably to the river's edge or lay upon its banks, even if it means removing a portion of the existing

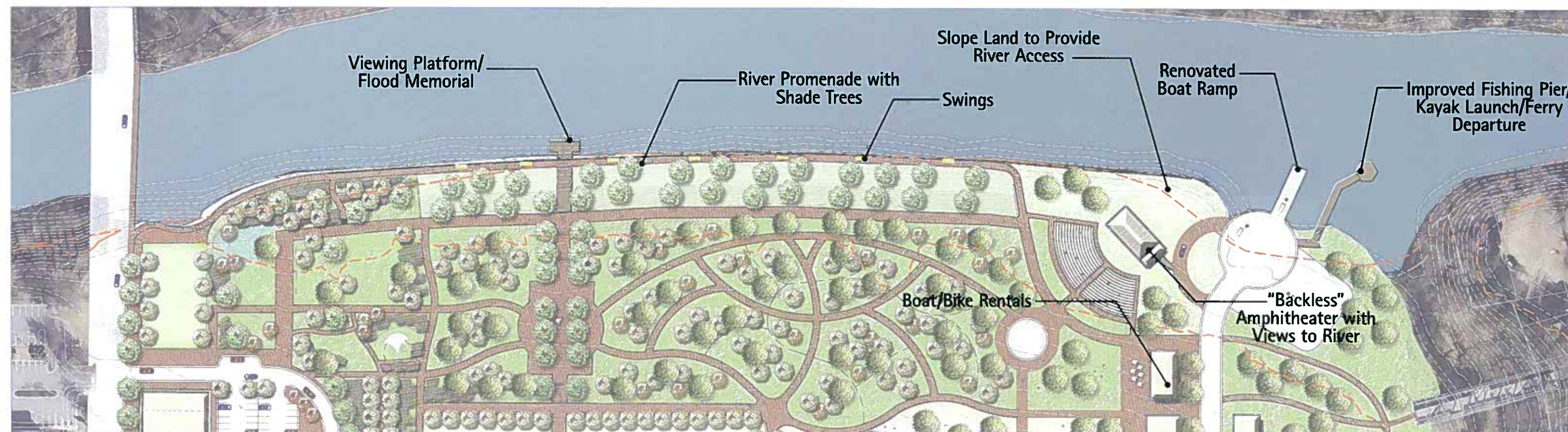
bulkhead.

- Repair the existing boat ramp and renovate trailer parking for easier access.
- Provide an area to store and rent kayaks/canoes for park users.
- Improve river promenade with shade trees, waterfront porch swings, lighting and replacement or chain link fence,

Opportunity:

- Develop education programs focusing on the river in conjunction with the development of an education center. This will help promote eco-tourism in the City of Greenville.

KEY



Town Common river's edge



FUTURE – RECOMMENDATIONS AND OPPORTUNITIES

PRINCIPLE D – CREATE VARYING EXPERIENCES WITHIN THE PARK FOR DIFFERENT USERS

Successful public spaces should appeal to all types of users by creating a variety of different experiences. The wider the net, the more users it will catch. Often times visits are more memorable when there is more than one type of activity to enjoy.

Existing Conditions:

There is limited opportunity for a variety of experiences for the following reasons:

- There is little differentiation of spaces throughout the park.
- The entire park has rolling topography and no clear identifying elements.
- The planned activities are limited in number.
- As described by one of the users, "There really isn't anything to do here except 'Sundays in the Park.'"



Passive Seating in Natural Areas



Public Interactive Fountains



Photo showing character of the spaces at the Town Common



Active Experiences Along Water Edge



Children's Natural Play Areas



FUTURE-RECOMMENDATIONS AND OPPORTUNITIES

PRINCIPLE D - CREATE VARYING EXPERIENCES WITHIN THE PARK FOR DIFFERENT USERS

Proposed Strategies

Recommendations:

- Provide a variety of areas throughout the park that encourage different types of uses, including natural area, open lawn areas, active spaces and spaces for reflection like intimate gardens.
- Provide places that attract children to play, including interactive water features and natural play areas that encourage imaginative play.
- Make the site accessible for all users.
- Provide shade trees along the promenade and other areas to provide refuge from the sun during summer months.
- Provide a variety of cultural experiences by allowing the historical aspects of the site inform the design.

Opportunity:

- The river access adjacent to the amphitheater could be designed as a sandy beach which would be attractive to users of all ages.

KEY



Corner of Greene Street and First Street



Northeast Edge



PRINCIPLE E - ADDRESS PRIORITIES IDENTIFIED BY PUBLIC

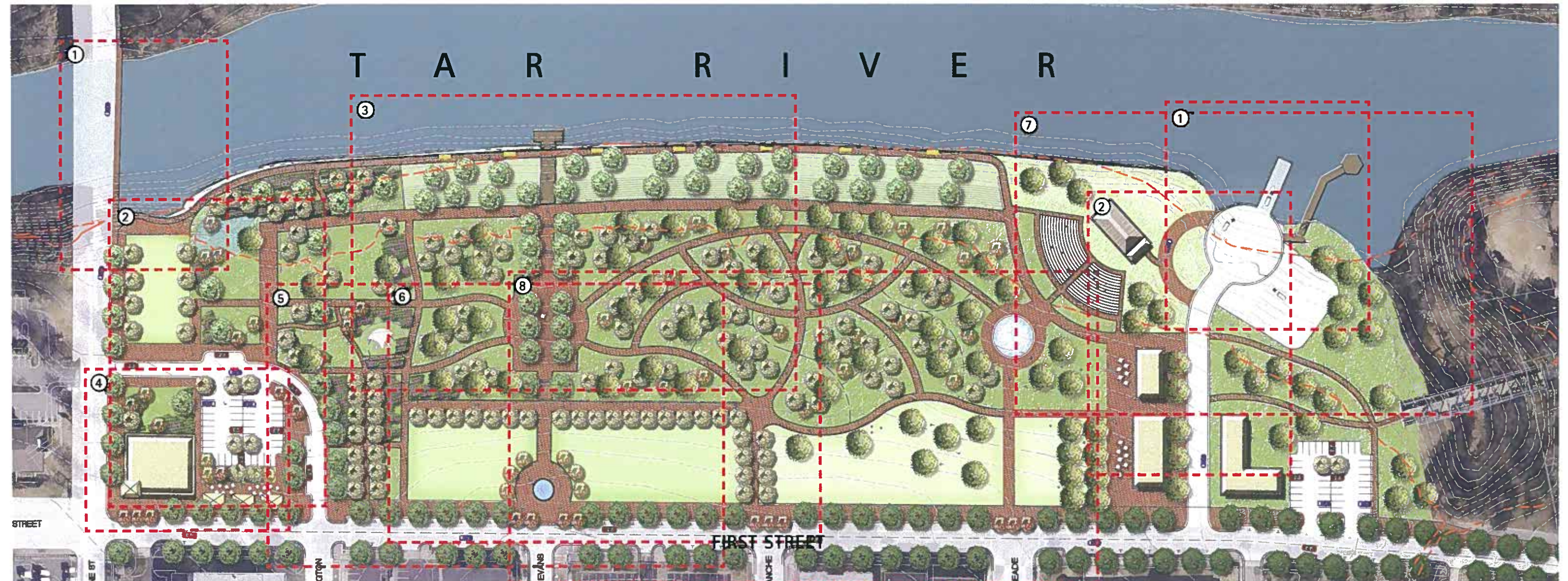
The citizens of Greenville provided public input during sessions that were designed to identify specific concerns with the park as it currently functions. A tally was taken and the concerns were prioritized in order by the number of votes received as being the first, second or third item of importance.

The public's priorities are as follows:

1. Tar River Pedestrian Bridge connecting to River Park North.
2. Public structures including public restrooms.
3. Site improvements.
4. Civic art.
5. Gardens.

6. Memorials and the need for careful planning for future Memorials.
7. River access, including kayaking.
8. Vendor spaces.

KEY





FUTURE – RECOMMENDATIONS AND OPPORTUNITIES

PRINCIPLE E – ADDRESS PRIORITIES IDENTIFIED BY PUBLIC

Proposed Strategies

Recommendations:

Priority 1: Tar River Pedestrian Bridge

Due to the existing wetland conditions at River Park North across from the Town Common site, the Design Team is recommending to study the feasibility of using the existing Greene Street Bridge to accommodate an appropriately sized and safe connection.

A potential opportunity is to provide the ability to have a river ferry escort people down the river and connect to River Park North in that manner.

Priority 2: Public Structures

The Master Plan calls for the creation of a number of public structures including a restroom on the east side of the park, which could also house a cafe or snack bar. A kayak and bike rental location and an Education Center providing classes for children and adults ranging from environmental awareness to creative arts is located in the same vicinity.

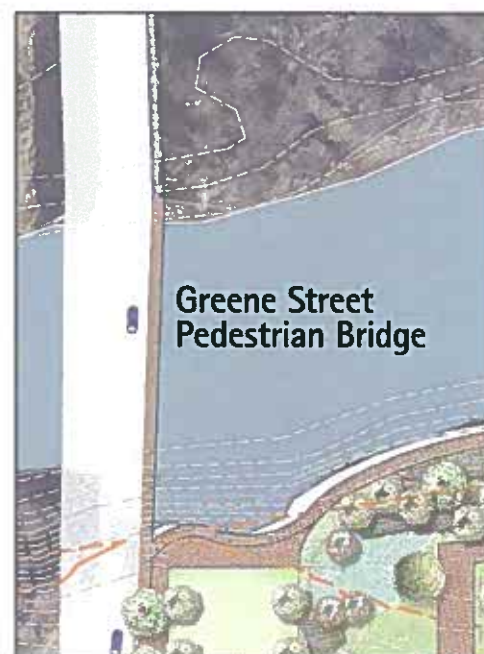
Another recommendation regarding public structures is the relocation of the amphitheater. The relocation will allow the seating area to expand to a size that could accommodate approximately 2,000 people and be temporarily cordoned off for concerts. This would permit the services and access to the shell be located adjacent to the driveway allowing the potential for a drop-off area to better access the stage. This eliminates the need for vendors to continually drive on the grass and through the park to gain access. It also allows modifications be made to the original structure to create a "backless" stage and afford users a view down the river during performances. This would allow the structure to look, feel and function more like a picnic shelter and not an unused element during non-events. The existing radio tower would have



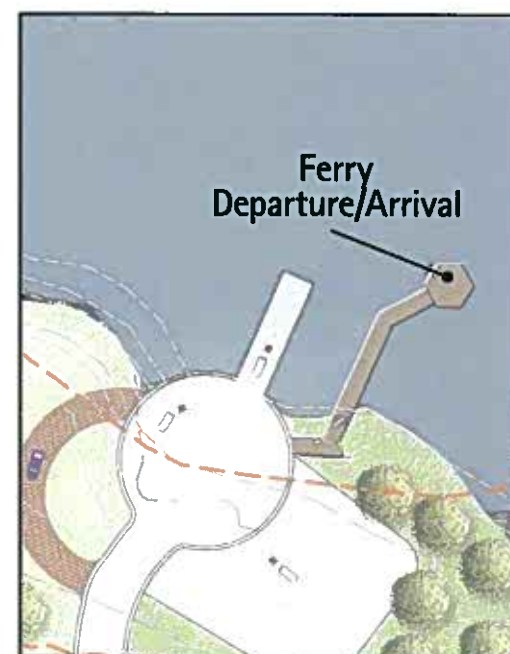
Priority 1: Pedestrian Bridge



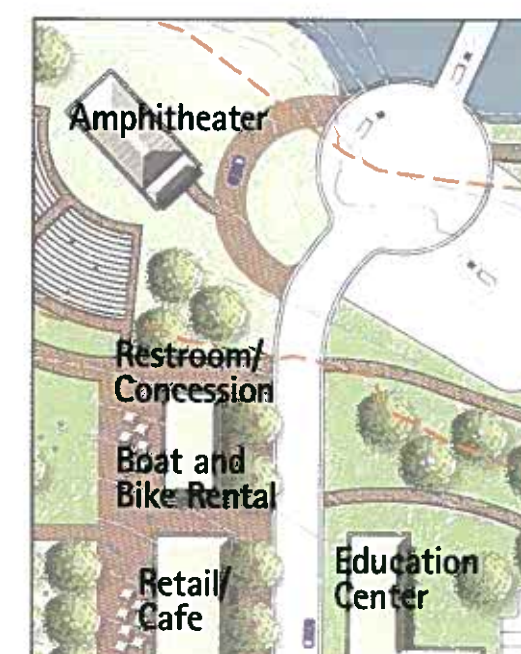
Priority 2: Public Structures



Priority 1: Pedestrian Bridge



Priority 2: Public Structures





FUTURE-RECOMMENDATIONS AND OPPORTUNITIES

PRINCIPLE E – ADDRESS PRIORITIES IDENTIFIED BY PUBLIC

to be removed as part of the amphitheater relocation.

A third set of buildings is proposed along the western edge of the park and consists of a civic building which could house a cultural museum, art galleries and a space which could be rented out for public or private events. The potential for a second story patio would allow users views across the park and down the river. We recommend that the building be iconic but would respond and respect the Sycamore Hill Baptist Church that previously sat on the site. One proposal has been put before the Redevelopment Commission by a local artist to build a bell tower reminiscent of the original structure on that corner. The proposed civic building could engage that element and compliment any future proposals for that area.

We strongly recommend a community design workshop be conducted to determine the best use of the former Sycamore Hill Baptist Church site which would allow public involvement and would ensure that the commemoration and reflection of the heritage of the site is cohesive and properly articulated.

The vision for the southwest corner includes small leasable retail buildings that could serve as news stands, cafes or express service retail with tables, chairs and benches to encourage users to relax and remain on site.

Priority 3: Site Improvements

The Master Plan calls for the demolition of the existing site improvements and the development of a coordinated site furnishing package, including paving, lighting, benches, landscaping, etc.



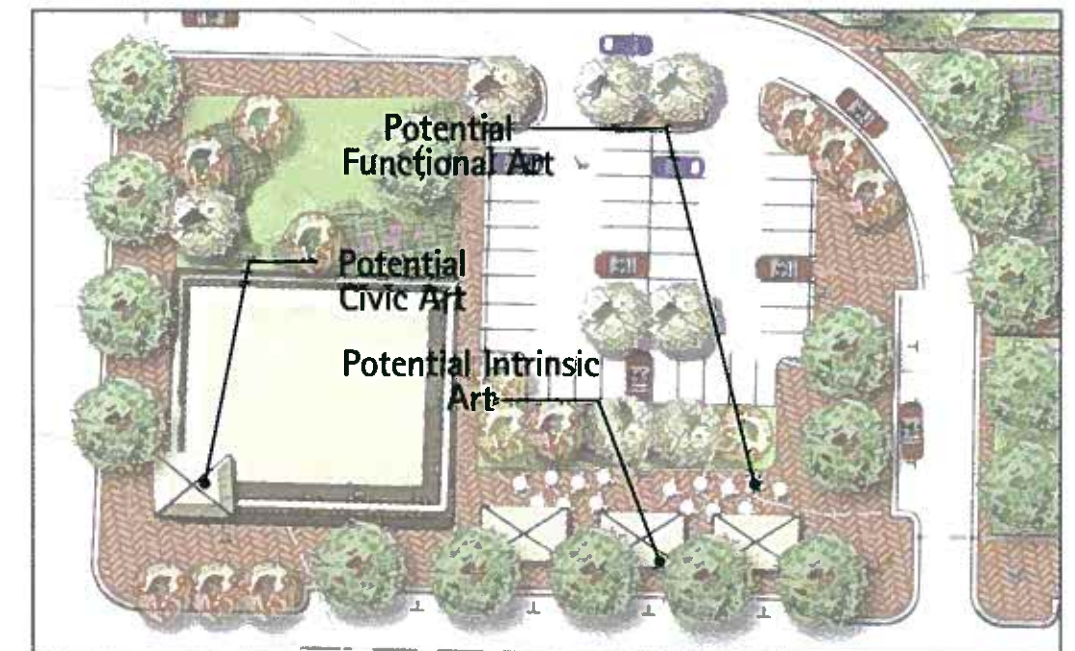
Priority 3: Site Improvements



Priority 3: Site Improvements



Priority 4: Civic Art



Priority 4: Civic Art



FUTURE – RECOMMENDATIONS AND OPPORTUNITIES

PRINCIPLE E – ADDRESS PRIORITIES IDENTIFIED BY PUBLIC

Priority 4: Civic Art

Public art has become a useful tool for cities to create memorable destinations, record history and reinforce community values and cultural diversity. Recommendations for public art are organized into three categories:

- Civic – significant, large, freestanding sculptures, memorials or architectural embellishments.
- Functional – benches, bike racks, manhole covers, railings, trash receptacles and other elements of street furniture.
- Intrinsic – pavers, fences, bollards, gates, etc.

There are numerous ways to fund public art and the recommendation would be for the City to explore the various options, including grants, loans, legislative mandates, etc. Various areas throughout the Master Plan are designed to accommodate temporary art exhibits.



Priority 5: Gardens



Priority 6: Memorials

Priority 5: Gardens

A variety of gardens are recommended throughout the western edge of the site. The intent is that these gardens would be different in character and provide items of interest throughout the year.

Priority 6: Memorials

The Master Plan recommends that an area of the “ramble” be dedicated for a Memorial Walk. While the plan proposes that the existing sun dial remain in its current location and the flag poles and war memorial be relocated within the same area to dovetail with the proposed Evans Street Plaza, the memorial walk could accommodate existing as well as future memorials. Promotional materials would be developed to inform visitors of the importance of the memorials and to aid in navigation around the Memorial Walk. Proper infrastructure, specifically lighting, should be designed to accommodate a variety of memorials.



Priority 5: Gardens



Priority 6: Memorials



FUTURE-RECOMMENDATIONS AND OPPORTUNITIES

PRINCIPLE E - ADDRESS PRIORITIES IDENTIFIED

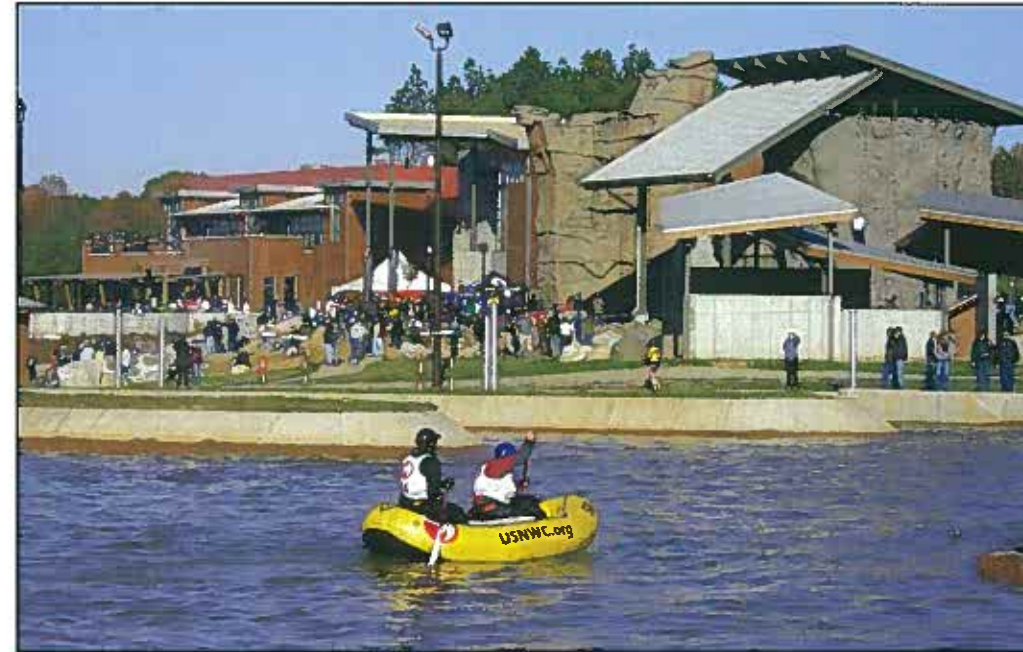
Priority 7: River Access

The Master Plan recommends a number of improvements to provide additional access to the river, including:

- New fishing pier with overhead structure.
- Renovated boat ramp.
- Removal of a portion of the bulkhead adjacent to the amphitheater to allow a more comfortable approach down to the river's edge.
- Kayak and canoe rentals.
- Additional extensions along the bulkhead, possibly even at a lower elevation, that would allow users to get within close proximity to the water level.

Priority 8: Vendor Spaces

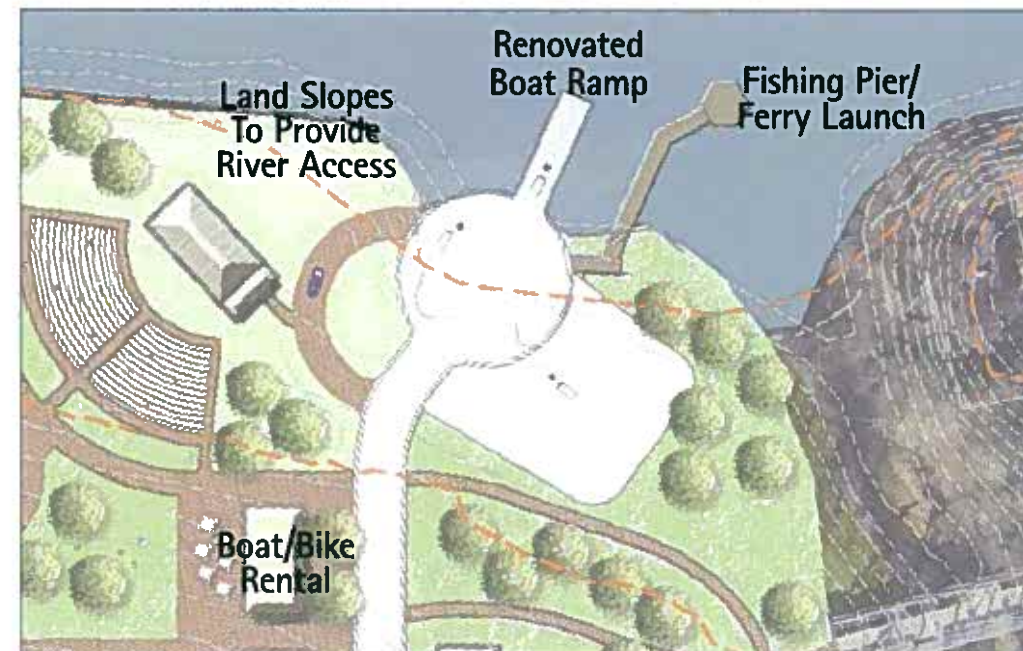
Two large lawn areas, expanded sidewalk along First Street, the Evans Street Entry Plaza and the Evans Street Promenade Plaza are all intended to accommodate vendors and vendor tents. Careful consideration should be exercised when planning the utility infrastructure to ensure proper services will be provided.



Priority 7: River Access



Priority 8: Vendor Space



Priority 7: River Access



Priority 8: Vendor Space



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FUTURE – RECOMMENDATIONS AND OPPORTUNITIES

PRINCIPLE F – CREATE A LAWN OR GREEN FOR EVENTS AND ACTIVE USE

Large, flat, well-defined lawn areas can be utilized for a number of activities, including organized or intramural sports, spontaneous play, outdoor events or just lounging and sun bathing.

Existing Conditions

There are few, if any, flat lawn areas located in the Town Common and an area that could possibly be considered as lawn has a radio tower occupying the space. While the rolling topography provides relief from the generally flat region, some flat, well-manicured areas allow for a variety of uses.



Passive Lawn Areas Allow for a variety of Activities



Well-defined manicured lawn



Rolling topography occupies much of the current Town Common space



Flat grass areas integrated with rolling topography



Intramurals and spontaneous sports on flat areas



FUTURE-RECOMMENDATIONS AND OPPORTUNITIES

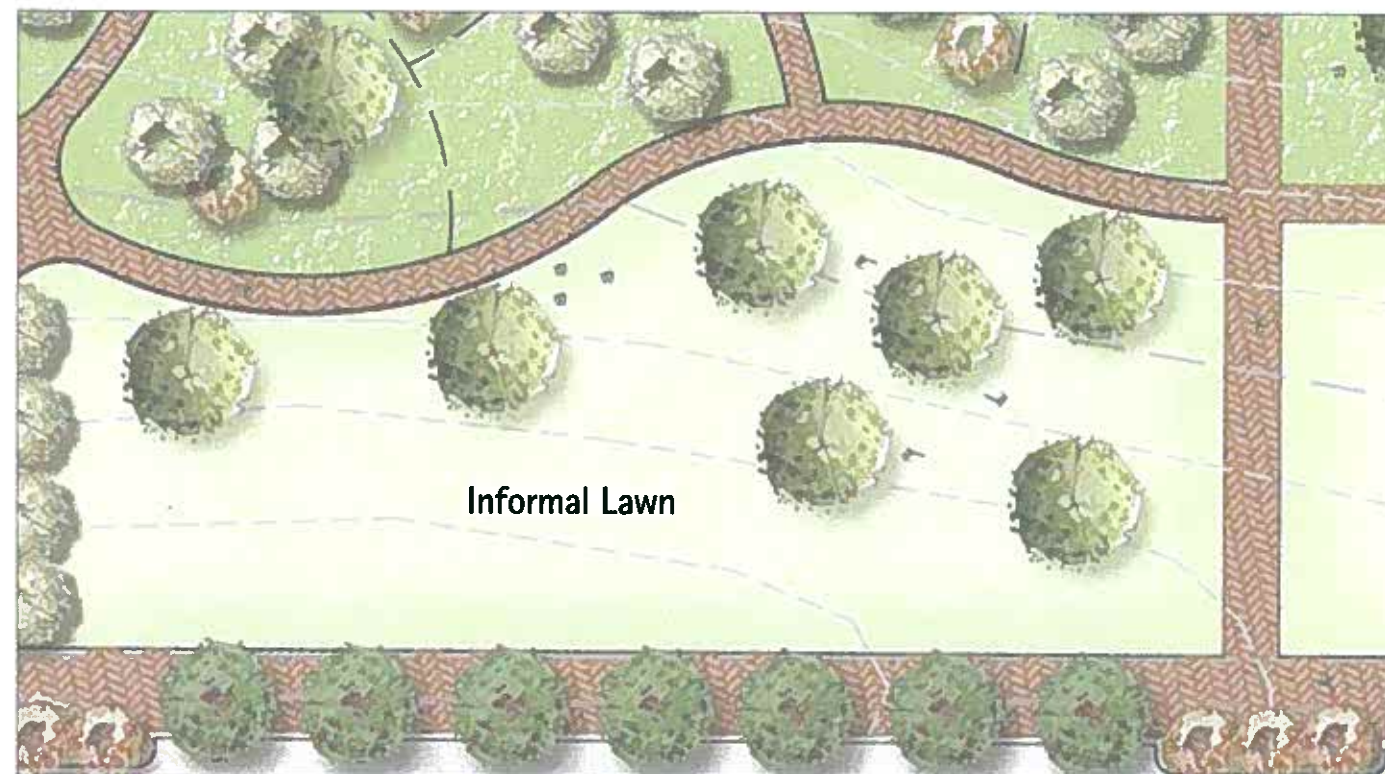
PRINCIPLE F – CREATE A LAWN OR GREEN FOR EVENTS AND ACTIVE USE

Proposed Strategies

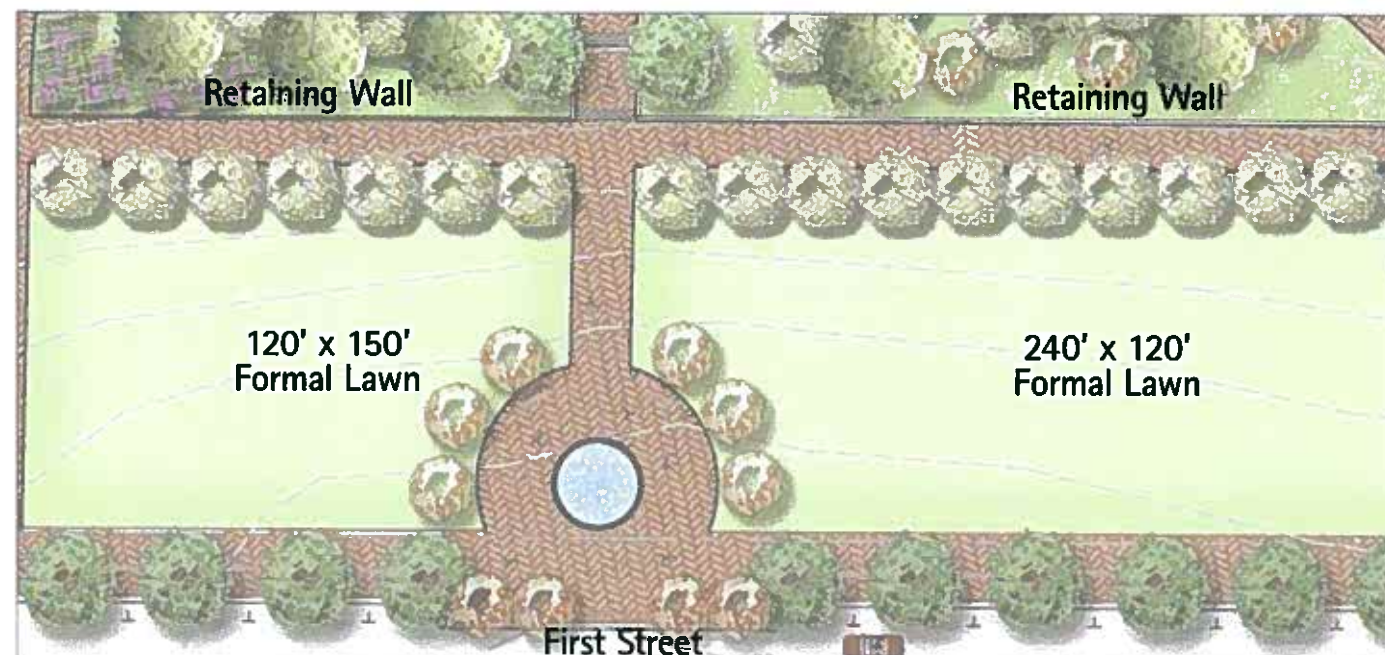
Recommendations:

- Build a retaining wall to provide a large lawn area adjacent to First Street, approximately 120' by 240' and 120' by 150'.
- Provide a smaller green (80' by 120') on axis with the proposed civic building to act as a forecourt to the entrance, spill out space for events or to hold outdoor events associated with the museum or other tenants.
- Remove the existing radio tower to allow a more suitable use for that area.
- Maintain the rolling topography on a significant portion of the site.

KEY



Southern edge across between Contache and Reade Streets



Evans Street connector



Western edge of the Town Common



FUTURE- RECOMMENDATIONS AND OPPORTUNITIES

PRINCIPLE G - NARROW FIRST STREET

First Street physically and psychologically cuts off the Town Common from the rest of uptown. The goal is to create an environment where pedestrians and bicyclists alike not only feel safe but enjoy passing by, even if they do not plan to stop by the park. This will also promote additional activity along the edges of the park.

Existing Conditions

First Street does not provide a safe and comfortable environment for the following reasons:

- The roadway is designed as a major thoroughfare, which has excessive curb-to-curb dimensions.
- The design speed and the street cross section do not encourage drivers to slow down.
- Parallel parking is only located on the south side of the street.
- The cross section exceeds the capacity needs through 2025.
- There are no designated bike lanes.



Existing Conditions on First Street



Temporary structures demarcate vendor spaces



Parallel parking along a street



Parallel parking along the park will narrow the street, provide additional parking and slow traffic



Vendors utilizing the street during planned events



FUTURE-RECOMMENDATIONS AND OPPORTUNITIES

PRINCIPLE G - NARROW FIRST STREET

Proposed Strategies

Recommendations:

- Narrow First Street to a two-lane cross section with bicycle lanes.
- Provide additional parallel parking on the north side of First Street.
- Expand the sidewalk on the northside of First Street to a 15-20' width, allowing for vendor space along the street.
- Provide streetscape plantings and furnishings, including benches with views into the park, pedestrian lighting, bike racks and trash receptables.
- Provide safe and accessible crossings at all key nodes of entrance into the Town Common.

KEY



Southern edge of park



FUTURE-RECOMMENDATIONS AND OPPORTUNITIES

PRINCIPLE H- SPUR PRIVATE ENTERPRISE

We understand that the City of Greenville and the general public have little interest at this time to sell portions of the Town Common to a private entity. While the Town Common is likely to remain a public-owned space, there have been numerous examples in recent years of successful Public/Private Partnerships (PPP). A PPP is a contractual agreement between a public agency and a private sector entity in which the skills and assets of each sector are shared in delivering a service or facility for the use of the general public. In addition to the sharing of resources, each party shares the risks and rewards.

The primary intent for the introduction of a private enterprise located in the Town Common is as a revenue generator for the City. This could potentially help finance portions of the redevelopment of the Town Common and provide the City with additional tax base. A secondary reason is that it helps encourage activity in the park as well as potentially spurring activity on adjacent parcels.

Existing Conditions

There is currently no private entity conducting business on a regular basis in the Town Common park.



Recent private development adjacent to the Town Common



Outdoor Dining Along Street Edge



Retail plaza with outdoor seating



Outdoor Dining and Cafe Seating



Patio seating with views to water



FUTURE-RECOMMENDATIONS AND OPPORTUNITIES

PRINCIPLE H- SPUR PRIVATE ENTERPRISE

Proposed Strategies

Recommendations:

- Encourage/promote the idea of private entities supporting the redevelopment of the Town Common through carefully constructed agreements.
- Consider a multitude of potential enterprises that could play a role in the revitalization of the park, including:
 - Cultural museum.
 - Art galleries.
 - Cafes.
 - Express service retail.
 - Canoe/kayak/bicycle rental.
 - Restaurants.
 - Gift shops.
 - Newsstands.
 - Arts and crafts.
- Provide a multi-purpose civic building that includes flexible meeting space, kitchen/dining capabilities, outdoor patio, restrooms and an interpretive bell tower integrated into the structure.

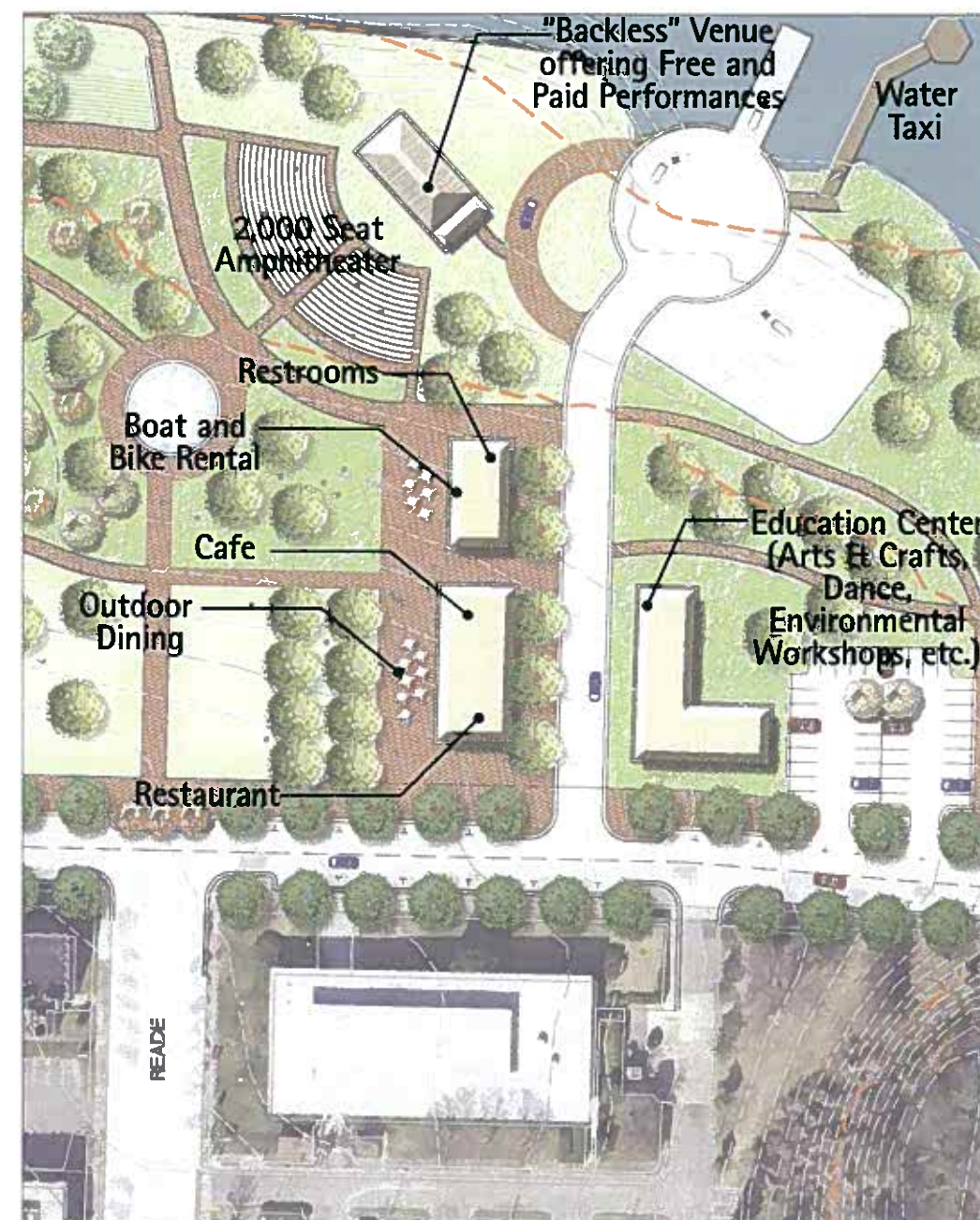
Opportunity:

- Use revenues generated by private enterprise to fund a park management corporation to maintain and manage the Town Common.

KEY



Southwest corner of the park



East edge of the park



FUTURE- RECOMMENDATIONS AND OPPORTUNITIES

PRINCIPLE I- CREATE AN ENVIRONMENTALLY SENSITIVE PARK

"Green" is growing. Environmental awareness continues to grow in this country and we are slowly realizing that the conventional ways of developing utilized over the past few decades do not create a sustainable model. The Design Team is comprised of a large number of landscape architects and by the very nature of our profession, we are trained to be stewards of the land. Due to the lack of any substantial improvements on the site and its close proximity to the Tar River, we believe this park is a prime candidate for the integration and innovation of sustainable design solutions. As the Town Common redevelops, there exists a real opportunity to create a showpiece for environmental sensitivity if the citizens and the municipality stand behind and support this principle.

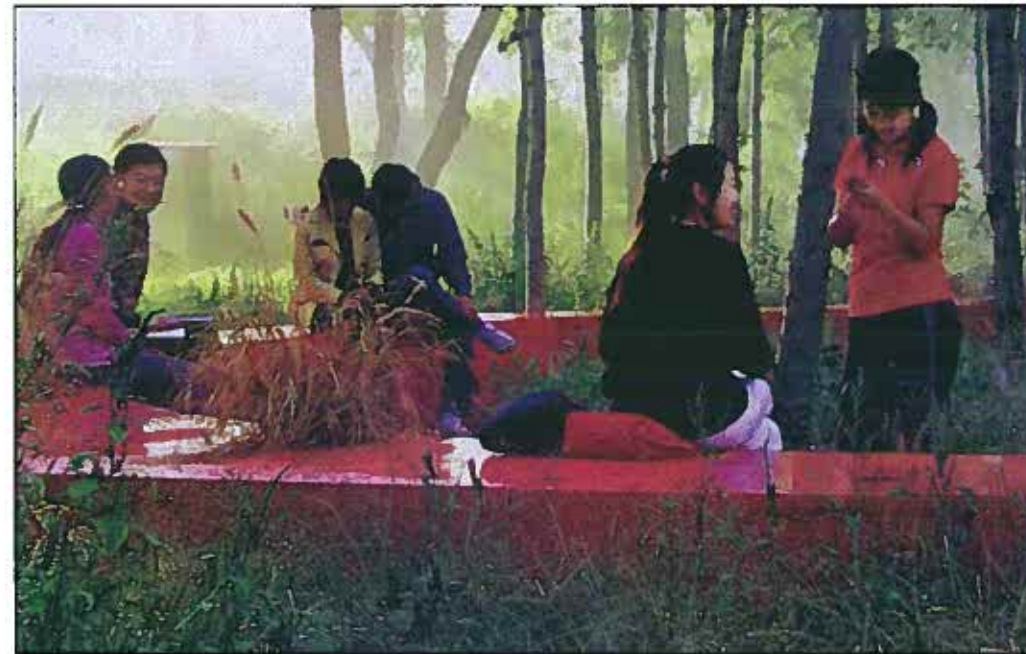
Existing Conditions

The current site does not actually contribute negatively to the environment. The following has been observed during recent site visits:

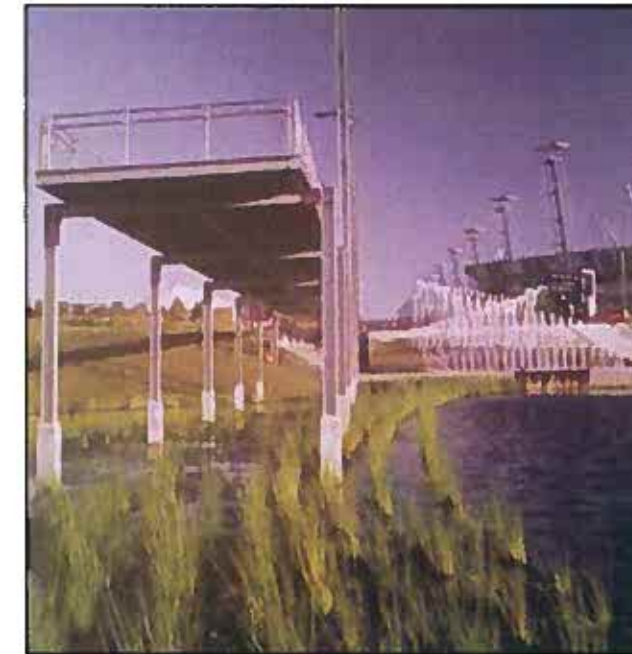
- There is very little impervious area located on site.
- The Town Common serves as a buffer for surface run-off in the immediate drainage shed.
- There are no visible signs of employing Best Management Practices (BMP's) for stormwater management.



Storm drainage system; no BMP's



Artistic Seating in Native Planting Areas



Reestablishment of Plant Material Along Redeveloped Water Front



Environmental Sensitivity Along Water Front Promenade



Promotion of Environmental Awareness Through Programmed Events



FUTURE-RECOMMENDATIONS AND OPPORTUNITIES

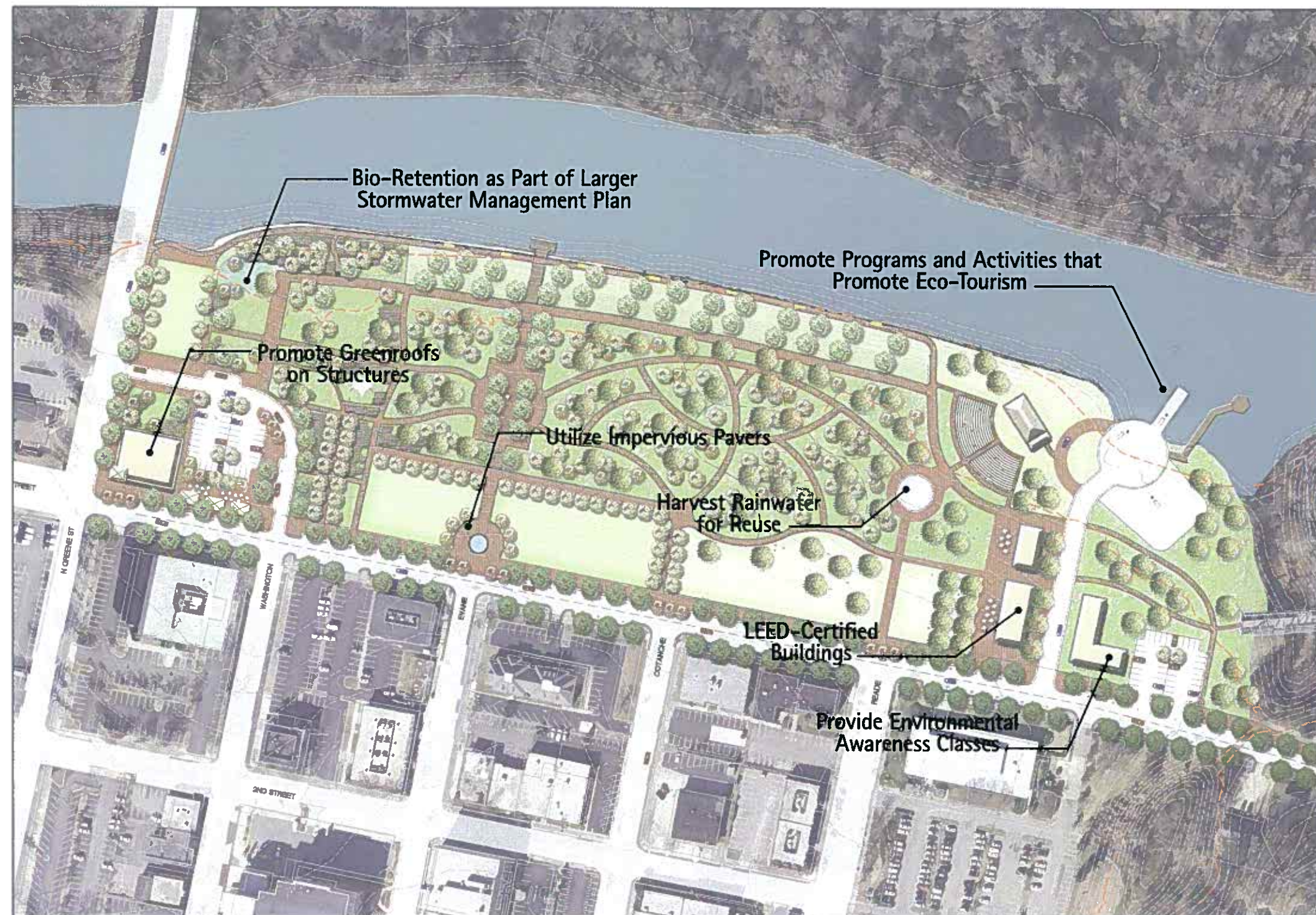
PRINCIPLE I- CREATE AN ENVIRONMENTALLY SENSITIVE PARK

Proposed Strategies

Recommendations:

- Develop an overall stormwater management plan that employs the use of bioretention ponds, rain gardens and other BMP's wherever feasible.
- Harvest rainwater for reuse.
- Require new construction on-site to be LEED-certified at a minimum.
- Consider the use of alternative means of energy for lighting and other uses.
- Develop the "ramble" and garden areas with plant material that promotes bio-diversity.
- Require the use of pervious pavers throughout the park in an effort to minimize run-off and the need for storm drainage structures.
- Provide environmental awareness classes and field trips at the Education Center.
- Encourage programs and activities that promote eco-tourism for the City of Greenville.

KEY



Aerial view of the Town Common



FUTURE-RECOMMENDATIONS AND OPPORTUNITIES

PRINCIPLE J - REFLECT THE HERITAGE OF THE SITE

Due to the nature of the historical information discovered during the due diligence process and summarized in the second section of this report, it was decided that it would be important to allow the heritage of the site to inform certain portions of the design in an effort to recognize the cultural significance of the area and the site.

Existing Conditions

Within the Town Common there is very little that informs users on the history of the site or significant events that previously occurred on site.



Large pedestrian promenade similar in character to the proposed Evans Street Promenade



Flood memorial indicating water level heights and year of the flood



War Memorial at the terminus of Evans Street



Urban garden with smaller spaces for potential future memorials



Archive photo of Sycamore Hill Baptist Church's bell tower.



FUTURE-RECOMMENDATIONS AND OPPORTUNITIES

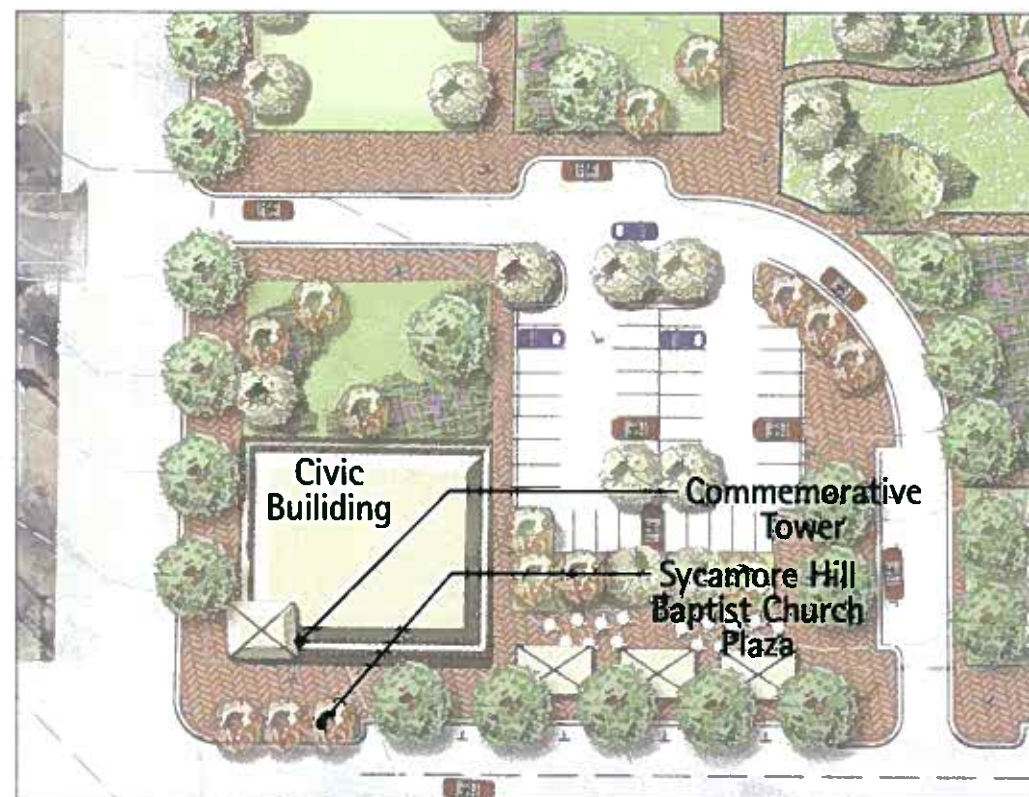
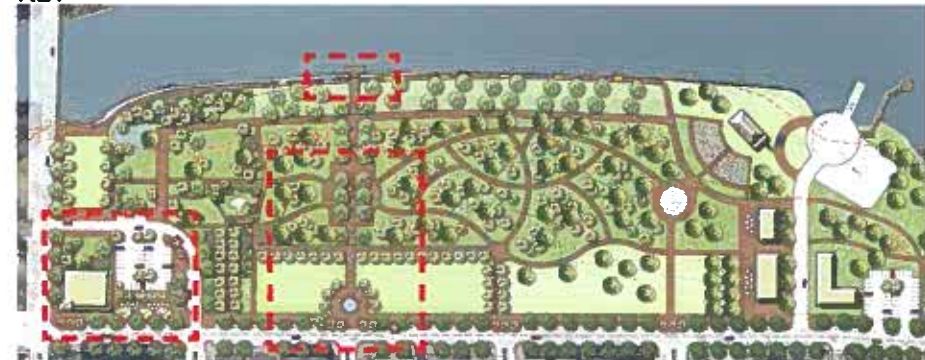
PRINCIPLE J - REFLECT THE HERITAGE OF THE SITE

Proposed Strategies

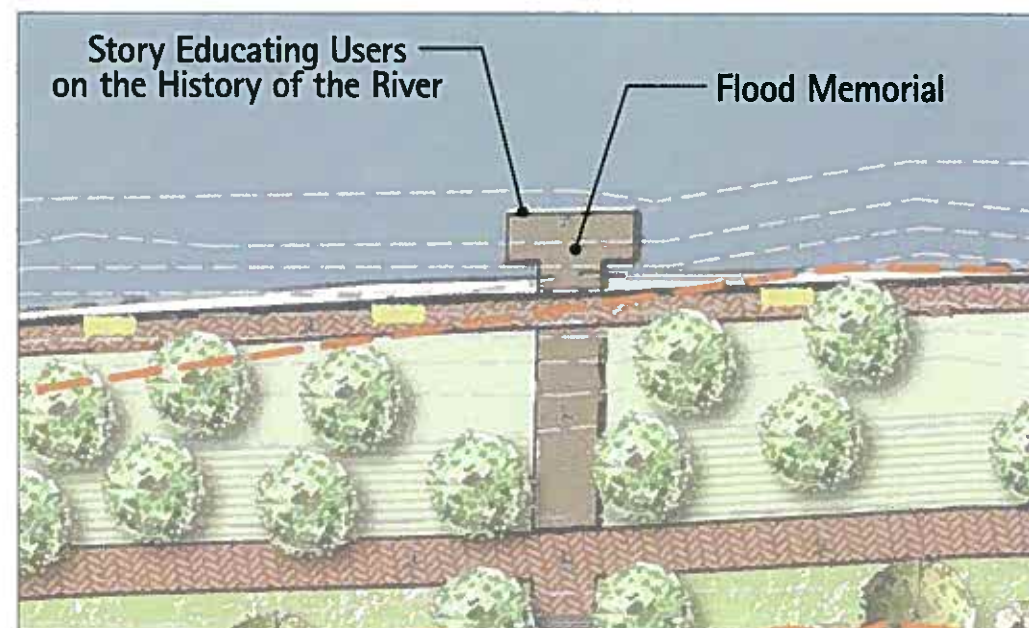
Recommendations:

- Create an Evans Street Promenade from First Street to the river. The promenade is envisioned as a wide walk lined with trees, encouraging users to stroll or gather. It can serve to re-establish the connection between "downtown" Greenville and the river.
- Acknowledgement of the Sycamore Hill Baptist Church at the corner of First Street and Greene Street. A tower resembling the previous unique steeple that serve as a landmark and be incorporated into the proposed civic building. It is recommended a series of design workshops be coordinated to garner additional public input and ensure the area properly reflects the heritage and is harmonious with the remainder of the park.
- Encourage the creation of a cultural museum on site which could display objects of interest informing citizens of the history of the Town Common, downtown Greenville and Pitt County.
- Develop an interpretive signage plan that locates markers and exhibits throughout the Common that aid in telling the story of the site.
- Incorporate a flood memorial on-site that depicts previous flood levels and educates users on the history of the river.
- Develop a series of public activities to be held within the park that commemorate the communities' past, including "Rough and Ready" competitions, water-based activities, reunions and festivals.

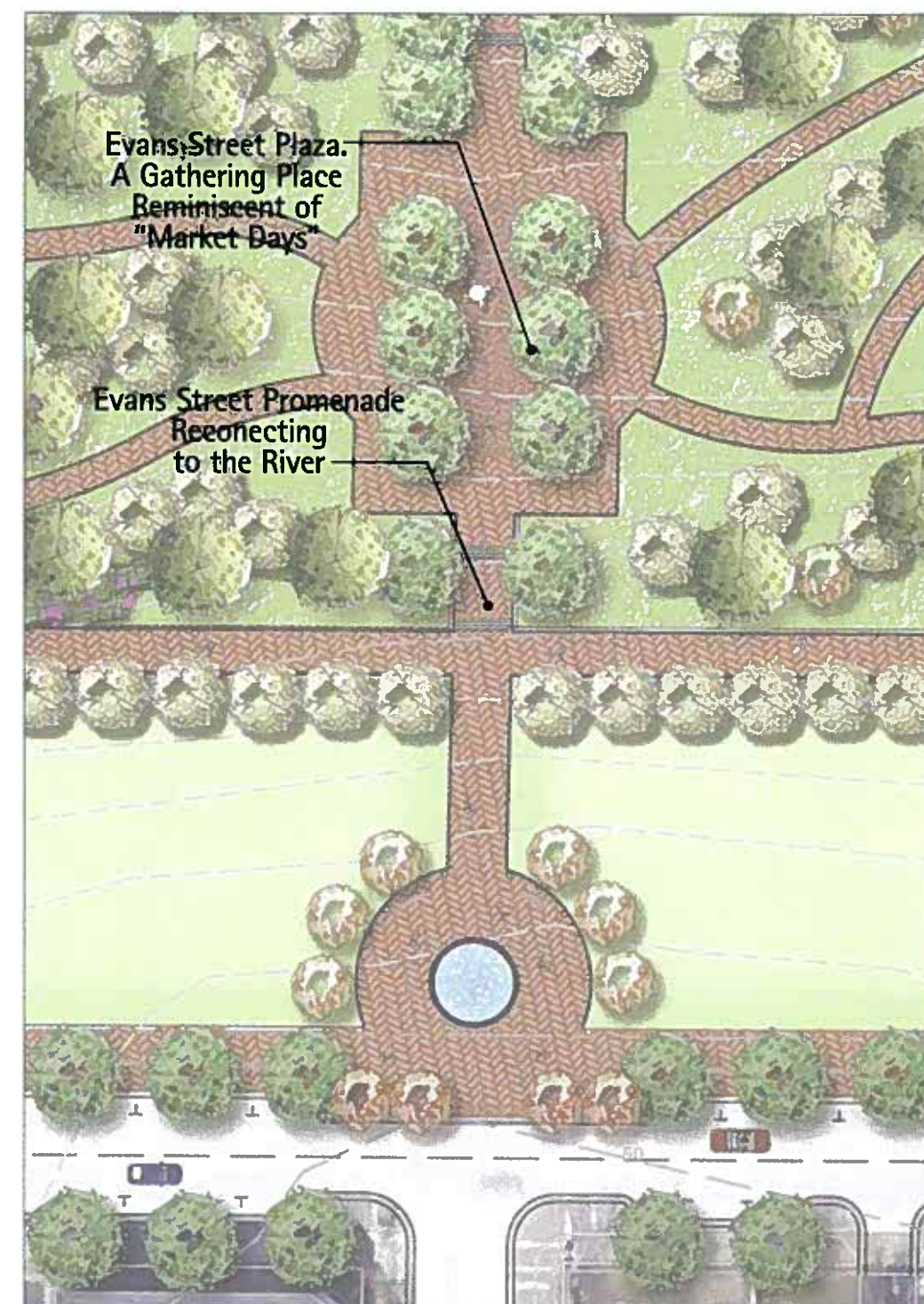
KEY



Corner of First Street and Greene Street



River's edge



Evans Street connector



FUTURE- RECOMMENDATIONS AND OPPORTUNITIES

PRINCIPLE K - LINK TO THE GREENWAY AND RIVER PARK NORTH

The Town Common is advantageously located adjacent to two important Greenville amenities: the River Park North and the Greenville Greenway. Clear connections should be made to both amenities to make them easily accessible for park users, and vice versa.

Existing Conditions

No direct physical connection is made to River Park North although it is clearly visible across the river from the Town Common. No signage or other element exists to advise Town Common users of the River Park North Amenity across the river.

The historic Greene Street Bridge on the east edge of the Common serves as the trailhead to the Greenway. The City recently completed 2.4 miles of improvements to connect the Greenway to the trailhead.



Pedestrian Bridges can provide an identity to the park



A connection to River Park North will allow for additional active recreation



Existing vehicular bridge provides little pedestrian access to north side of river



Public art can be incorporated across the river to identify River Park North.



A water taxi can connect River Park North and other areas along the Tar River.



FUTURE-RECOMMENDATIONS AND OPPORTUNITIES

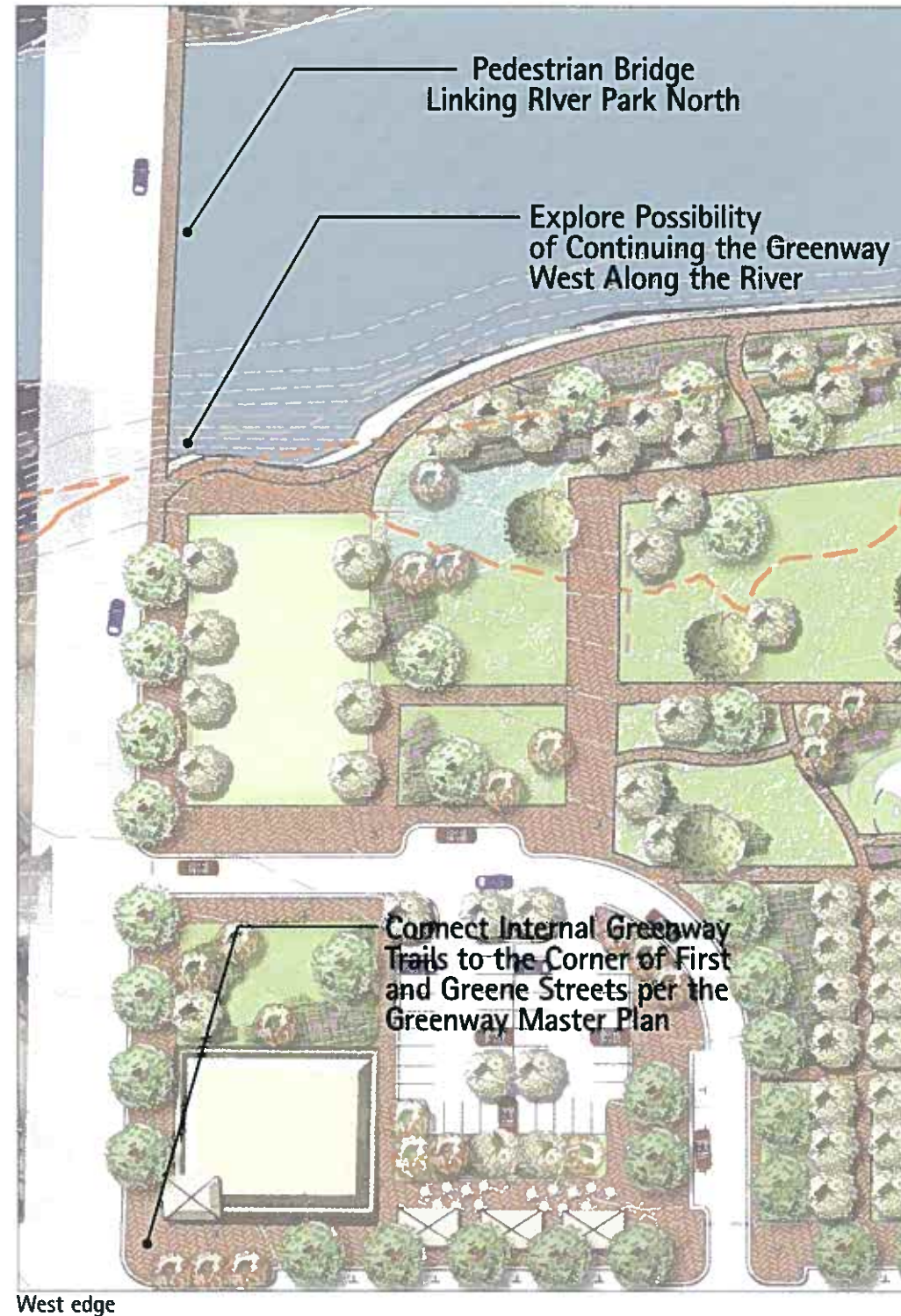
PRINCIPLE K - LINK TO THE GREENWAY AND RIVER PARK NORTH

Proposed Strategies

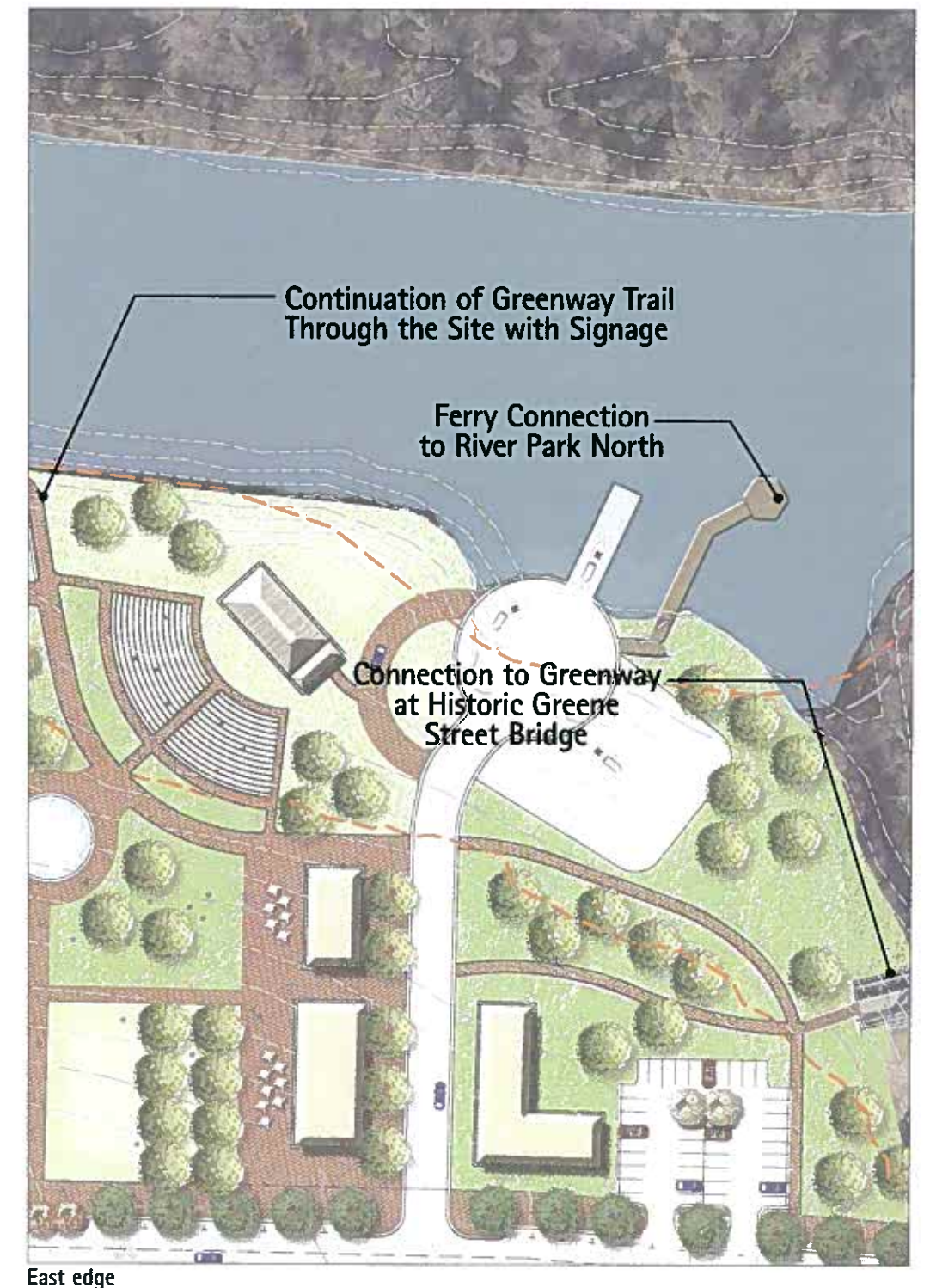
Recommendations:

- Investigate the possibility of a pedestrian connection to River Park North utilizing the Greene Street Bridge.
- Create a water taxi service that can ferry people to River Park North and other areas along the river creating revenue for the Town Common.
- Develop signage, monumentation and/or public art on both sides of the river that advise users the land on the north side of the Tar River is part of River Park North.
- Provide clear, accessible connections to the Greenway trail-head.
- Provide signage along the designated greenway trail through the site.
- Work with the City of Greenville to resolve the western connection back to the Greenway in the most accessible and economic way.

KEY



West edge



East edge



FUTURE- RECOMMENDATIONS AND OPPORTUNITIES

PHASING AND COST SUMMARY

Estimate of Probable Cost

To enable the City to plan financially for the future improvements, an Estimate of Probable Cost was generated using the final Schematic Site Plan. A detailed breakdown was provided in accordance with the C.S.I. MasterFormat Coding System. We have included in this document the Grand Cost Summary only.

The accuracy of the estimate is proportional to the level of detail and information in the final Schematic Plan. Pricing was based on actual quotations, historical data and labor rates for Greenville, North Carolina.

The cost estimate is our opinion of the probable construction cost. We do not guarantee that the final cost will not vary from this estimate.

Phasing

In an effort to assist in future phasing decisions for the park, the cost estimate was divided into fifteen different cost centers, as depicted on the adjacent Phasing Diagram. As funding becomes available, the City will have the ability to quickly determine the probable costs for specific improvements and fit the proposed improvements to the available funds. The detailed cost estimate was submitted to the City of Greenville with the Master Plan document.

Estimate No.: 50-10
Preliminary Master Plan
Probable Cost Estimate

Town Common
Greenville, North Carolina

9/24/2010
10:49 AM

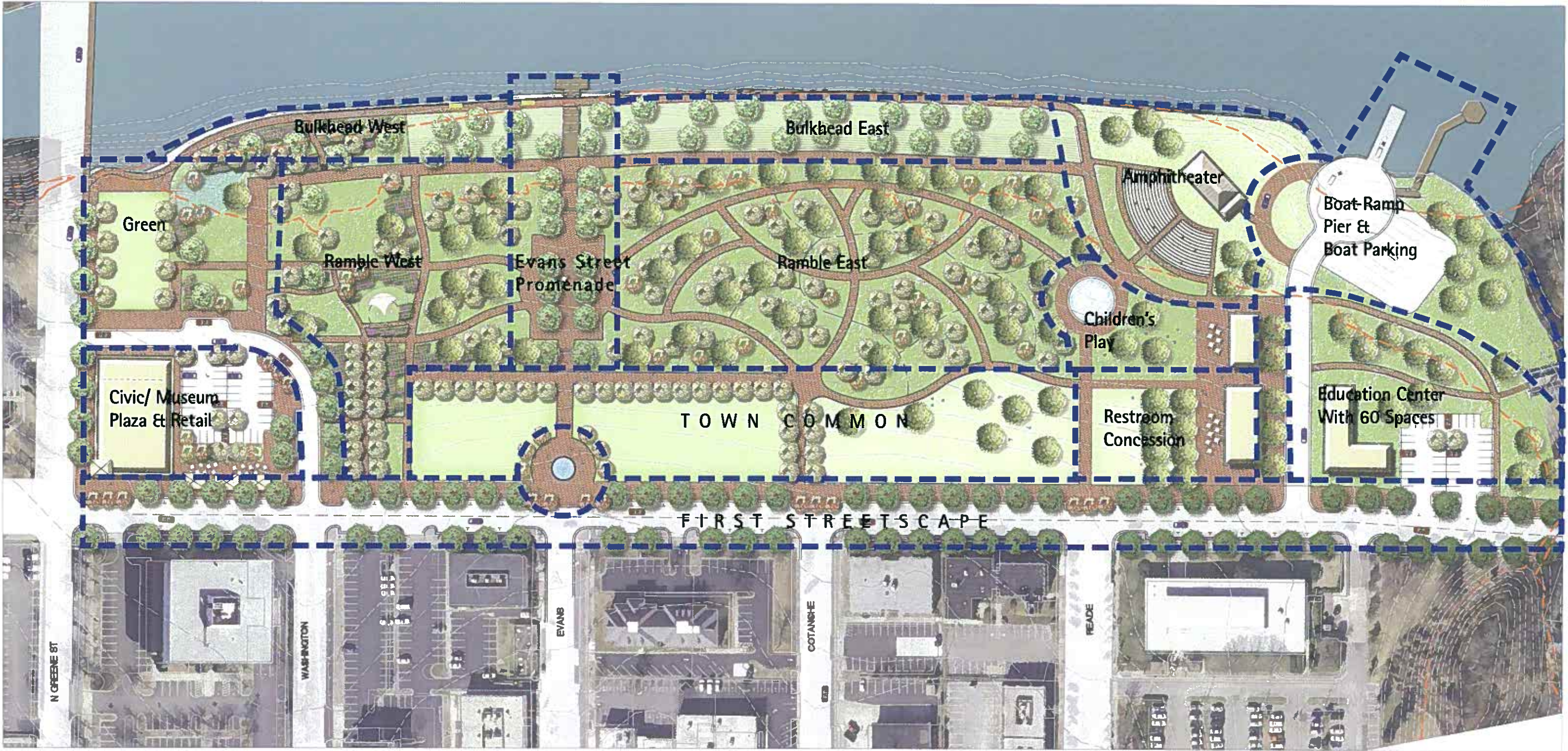
Grand Cost Summary

Harris & Associates, Inc.					Architect: ColeJenest & Stone							
106 Assembly Drive, Piedmont, SC 29673					Estimator: Roger M. Harris, Jr.							
Telephone: (864) 269-2445 Fax: (864) 269-2944					Email: rocky@harriscost.com							
Line No.	Sys Ltr.	Item Description	Quantity	U/M	Material Cost		Labor Cost		Subcontractor Cost		Total Cost	Unit Cost
					Unit	Total	Unit	Total	Unit	Total		\$ / sf
1												
2												
3		SITE AREA										
4												
5		Education Center	51,000	SF								
6		Boat Access / Ramp	60,000	SF								
7		Restroom / Concession / Kayak Buildings	40,000	SF								
8		Ampitheater	60,000	SF								
9		Children's Play	20,000	SF								
10		Town Common	110,000	SF								
11		Memorial Fountain	5,000	SF								
12		Sycamore Hill Plaza & Retail	40,000	SF								
13		Multi-Purpose Civic Space	9,000	SF								
14		Ramble West	82,000	SF								
15		Bulkhead West	30,000	SF								
16		Evan's Street Promenade	32,000	SF								
17		Bulkhead East	45,000	SF								
18		Ramble East	155,000	SF								
19		Streetscape	210,000	SF								
20												
21		Total Site Area	949,000	SF								
22												
23												
24												
25		Construction Cost Summary										
26												
27	01	Education Center	51,000	SF						2,509,865	2,509,865	49.21
28	02	Boat Access / Ramp	60,000	SF						524,005	524,005	8.73
29	03	Restroom / Concession / Kayak Buildings	40,000	SF						410,395	410,395	10.26
30	04	Ampitheater	60,000	SF						1,165,671	1,165,671	19.43
31	05	Children's Play	20,000	SF						619,145	619,145	30.96
32	06	Town Common	110,000	SF						588,560	588,560	5.35
33	07	Memorial Fountain	5,000	SF						107,680	107,680	21.54
34	08	Sycamore Hill Plaza & Retail	40,000	SF						1,526,743	1,526,743	38.17
35	09	Multi-Purpose Civic Space	9,000	SF						1,440,000	1,440,000	161.32
36	10	Ramble West	82,000	SF						527,304	527,304	6.43
37	11	Bulkhead West	30,000	SF						194,840	194,840	6.49
38	12	Evan's Street Promenade	32,000	SF						745,380	745,380	23.29
39	13	Bulkhead East	45,000	SF						229,634	229,634	5.10
40	14	Ramble East	155,000	SF						820,365	820,365	5.29
41	15	Streetscape	210,000	SF						1,528,308	1,528,308	7.28
42												
43		Total Probable Construction Cost	949,000	SF						12,937,895	\$ 12,937,895	13.63
44												



FUTURE – RECOMMENDATIONS AND OPPORTUNITIES

PHASING DIAGRAM





FUTURE- RECOMMENDATIONS AND OPPORTUNITIES

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CONCLUSION



Photo acquired from Friends of Greenville Greenways facebook page.





CONCLUSION

NEXT STEPS...

The City of Greenville and its citizens have a rare opportunity to initiate a plan that will begin the revitalization of a very important, yet under utilized amenity that many cities in the region do not have. By adopting this plan, the City of Greenville is making a long-term investment and commitment to preserve this valuable urban open space for generations to come. With this commitment as well as the careful planning and development, the Town Common will further announce Greenville as a unique and identifiable destination in Eastern North Carolina.

This document is intended to help energize, activate and guide the rebirth and future development of this important public space in the heart of Greenville.

Design Statement:

The Town Common will be a model of urban sustainability (improving economic and social conditions while preserving and maintaining environmental quality) that acknowledges and celebrates its history while also making connections to its neighbors and the downtown core.

Design Principles:

- A. Activate edges and entrance.
- B. Improve visibility of park.
- C. Make river more accessible and visible.
- D. Create varying experiences within the park for different users.
- E. Address priorities identified by public.
- F. Create a lawn or green for events and active use.
- G. Narrow First Street.
- H. Spur private enterprise.
- I. Create an environmentally-sensitive park.
- J. Reflect the heritage of the site.
- K. Link to the greenway and River Park North.



Although the style would clearly be different for the Town Common, this is an example of a fountain that is dynamic and visual.

CONCLUSION

Master Plan for the City of Greenville's Town Common Park



