1 CONNECT THE RIVERFRONT

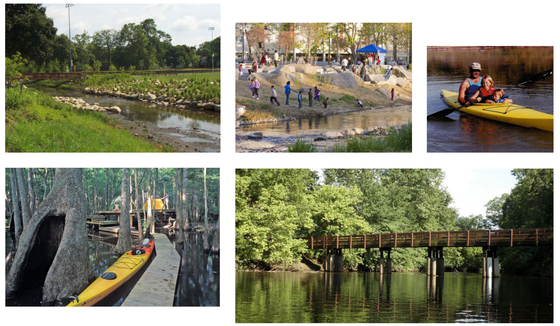
CREATE GREAT CONNECTIONS FROM NEIGHBORHOODS TO THE RIVER

2 ENLIVEN THE URBAN CORE

CREATE VENUES ON THE RIVER FOR CITY-WIDE EVENTS

3 EXPAND RIVER CONTACT

MAXIMIZE CONTACT & CONNECTIONS WITH THE TAR RIVER



4 PRESERVE AND ENJOY THE WILDERNESS

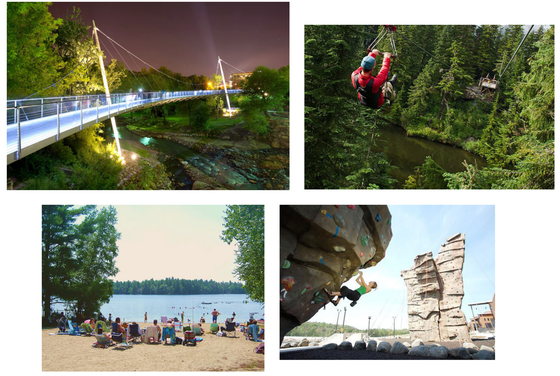
CONSERVE AND CREATE ACCESS TO NATURAL RESOURCES

5 ACTIVATE RECREATION PROGRAMS

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

6 ATTRACT PEOPLE TO THE RIVER

PROVIDE GREAT DESTINATIONS THAT DRAW LOCAL RESIDENTS AND VISITORS



7 PROMOTE COMMUNITY WELLNESS

INCREASE COMMUNITY HEALTH THROUGH ACTIVE LIFESTYLES AND LOCALLY SOURCED FOOD

8 INTERPRET HISTORY

CELEBRATE THE HISTORY AND CULTURE OF THE RIVERFRONT, CITY AND REGION

MASTER PLAN PRINCIPLES