

# TAR RIVER LEGACY PLAN

CITY OF GREENVILLE, NORTH CAROLINA



7.24.2014 Public Meeting

# AGENDA

» 5:00 PM - 5:30 PM

## **Sign-In & Welcome**

Visit Stations

» 5:30 PM - 6:00 PM

## **Tar River Legacy Plan**

Project Presentation

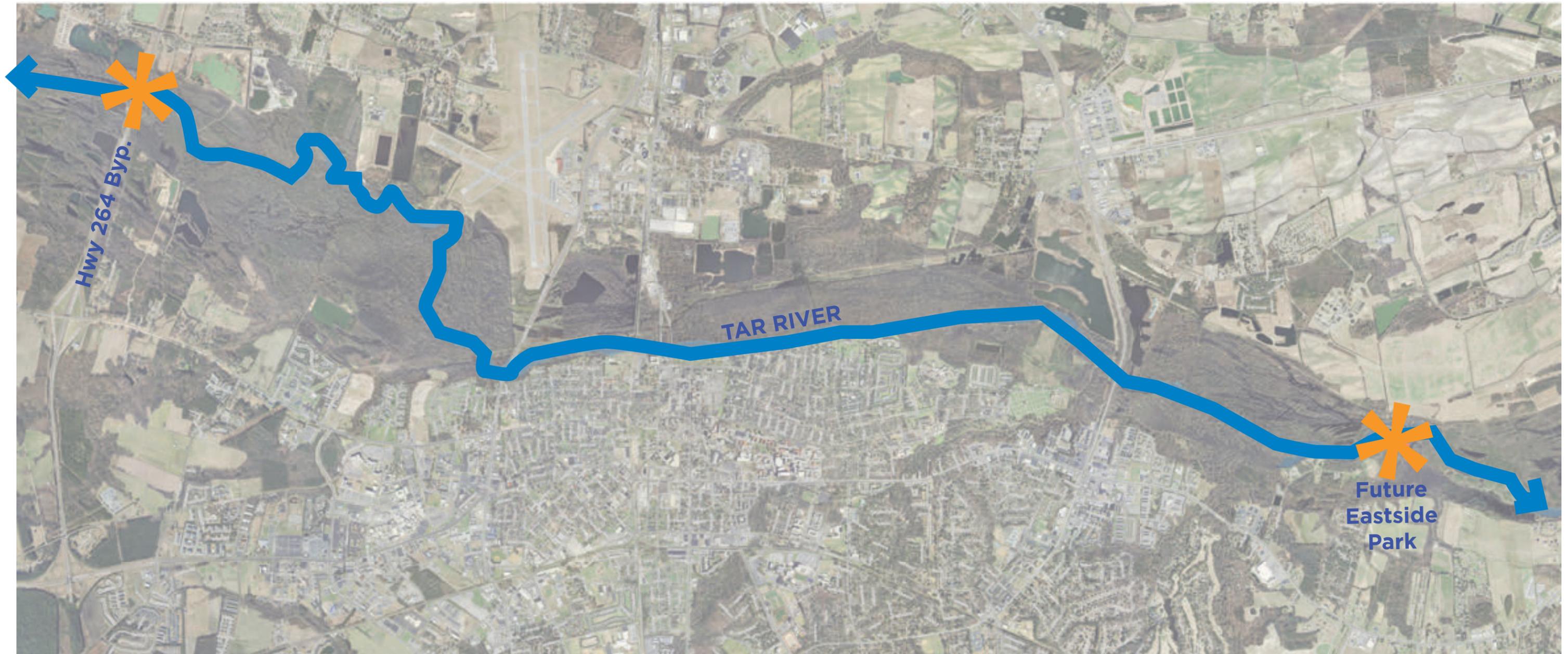
» 6:00 PM - 7:00 PM

## **Information, Ideas, Conversations & Food**

Q&A Session, Visit Stations

# TAR RIVER LEGACY PLAN PURPOSE

7 MILE-LONG RIVER CORRIDOR STUDY



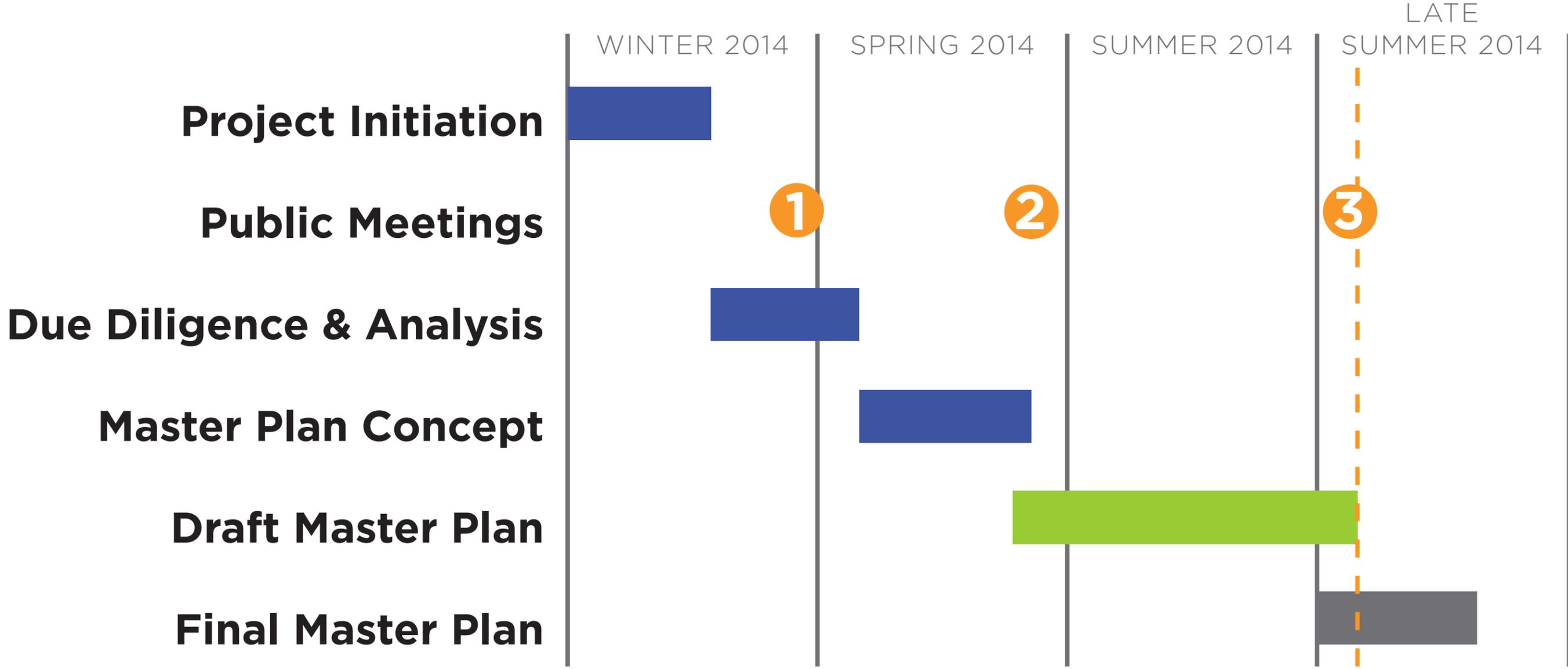
# TAR RIVER LEGACY PLAN GOALS

- 
- A photograph of a child riding a blue bicycle on a paved path. The child is wearing a red shirt and a red hat. In the background, there is a white house with a brown roof and several trees. Another person is riding a bicycle further down the path. The scene is bright and sunny.
- 1. Create great destinations**
  - 2. Connect neighborhoods to the River**
  - 3. Make the riverfront a special place for Greenville**
  - 4. Create linear multimodal access along the River**
  - 5. Protect, enhance, and interpret the River**

# GREENVILLE HAS WHAT IT TAKES!

- » **Natural Resources & Wilderness**
- » **Sports Culture**
- » **Educational Facilities**
- » **Wellness Venues**
- » **Farmland & Rural Charm**

# PROJECT SCHEDULE





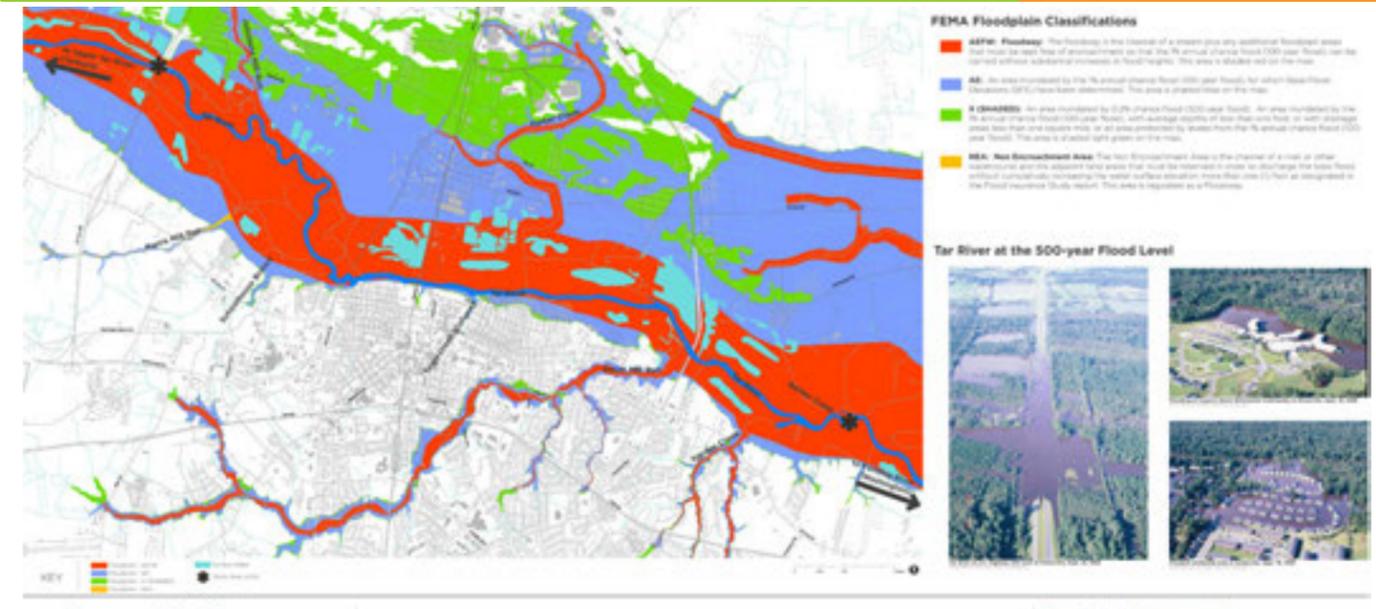
**WHAT WE HAVE LEARNED**

# HISTORY





# ECOLOGICAL / ENVIRONMENTAL ASSETS



Greenville Tar River Legacy Plan

**WETLANDS**

THE EAST GROUP

HR&A Advisors  
The East Group  
Mulkey Engineers & Consultants  
Davenport Transportation Consultants

03.15.2014

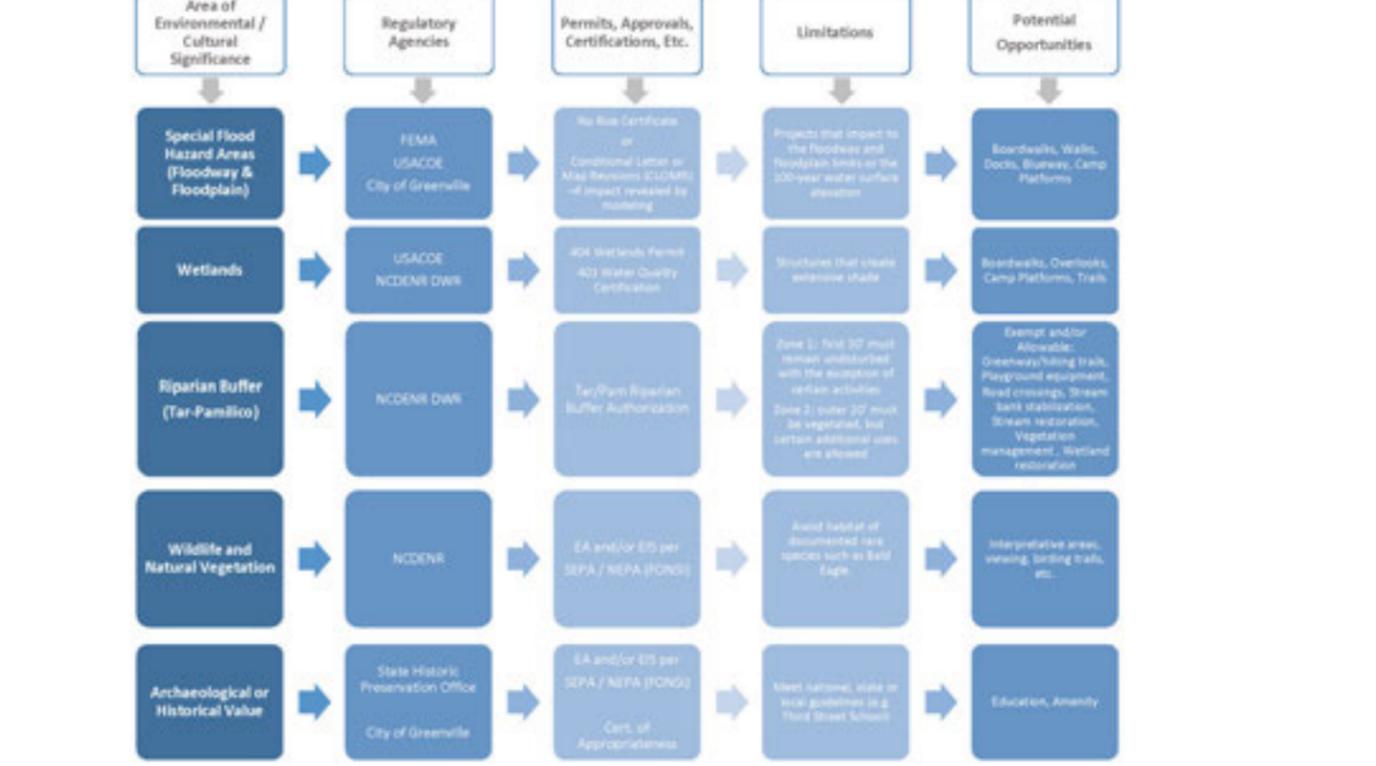
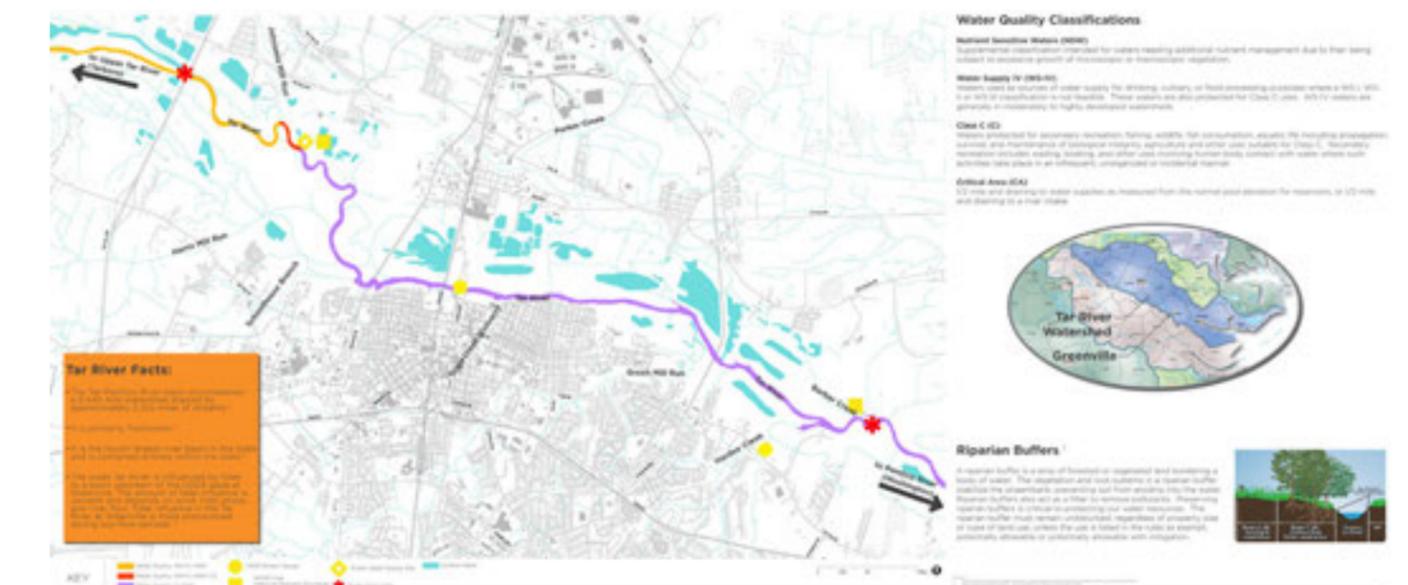
Greenville Tar River Legacy Plan

**FLOODPLAIN CLASSIFICATIONS**

THE EAST GROUP

HR&A Advisors  
The East Group  
Mulkey Engineers & Consultants  
Davenport Transportation Consultants

03.15.2014



Greenville Tar River Legacy Plan

**WATER QUALITY**

THE EAST GROUP

HR&A Advisors  
The East Group  
Mulkey Engineers & Consultants  
Davenport Transportation Consultants

03.15.2014

Greenville Tar River Legacy Plan

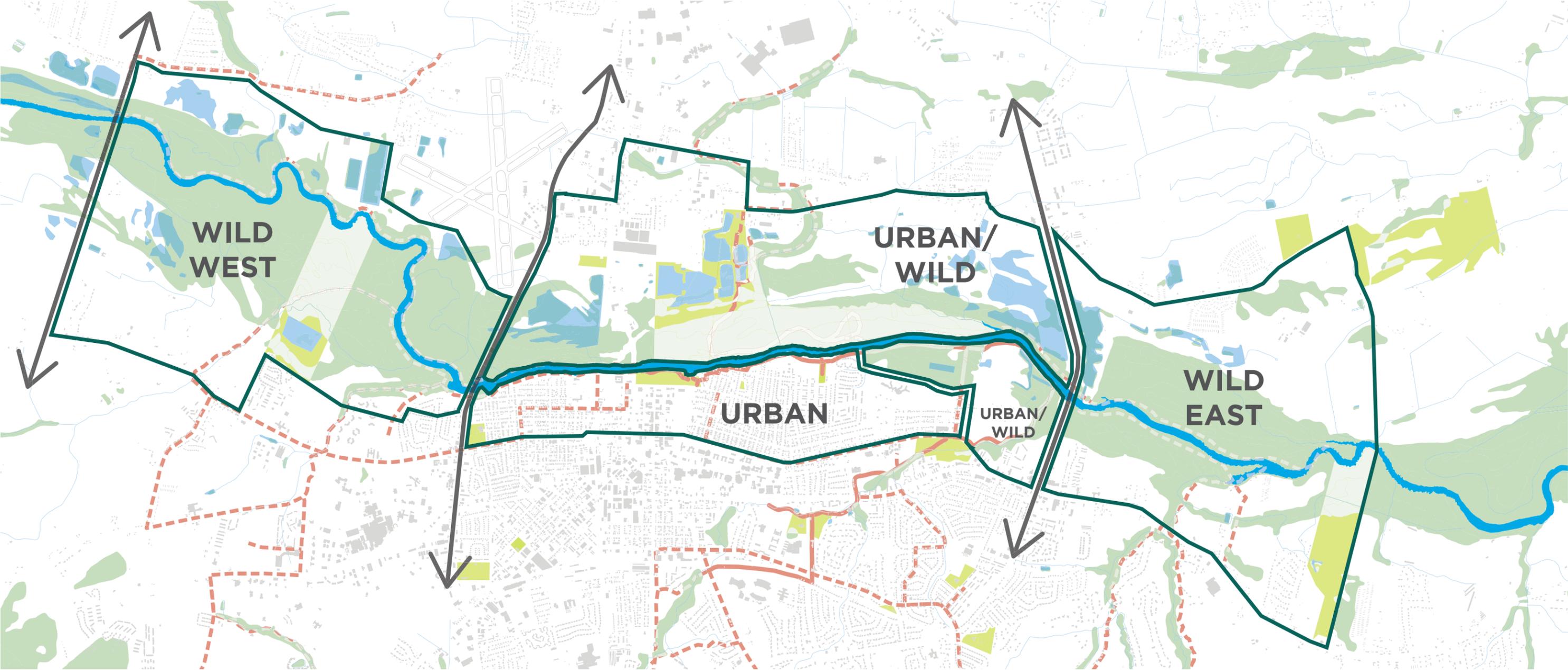
**ENVIRONMENTAL REGULATORY FRAMEWORK**

THE EAST GROUP

HR&A Advisors  
The East Group  
Mulkey Engineers & Consultants  
Davenport Transportation Consultants

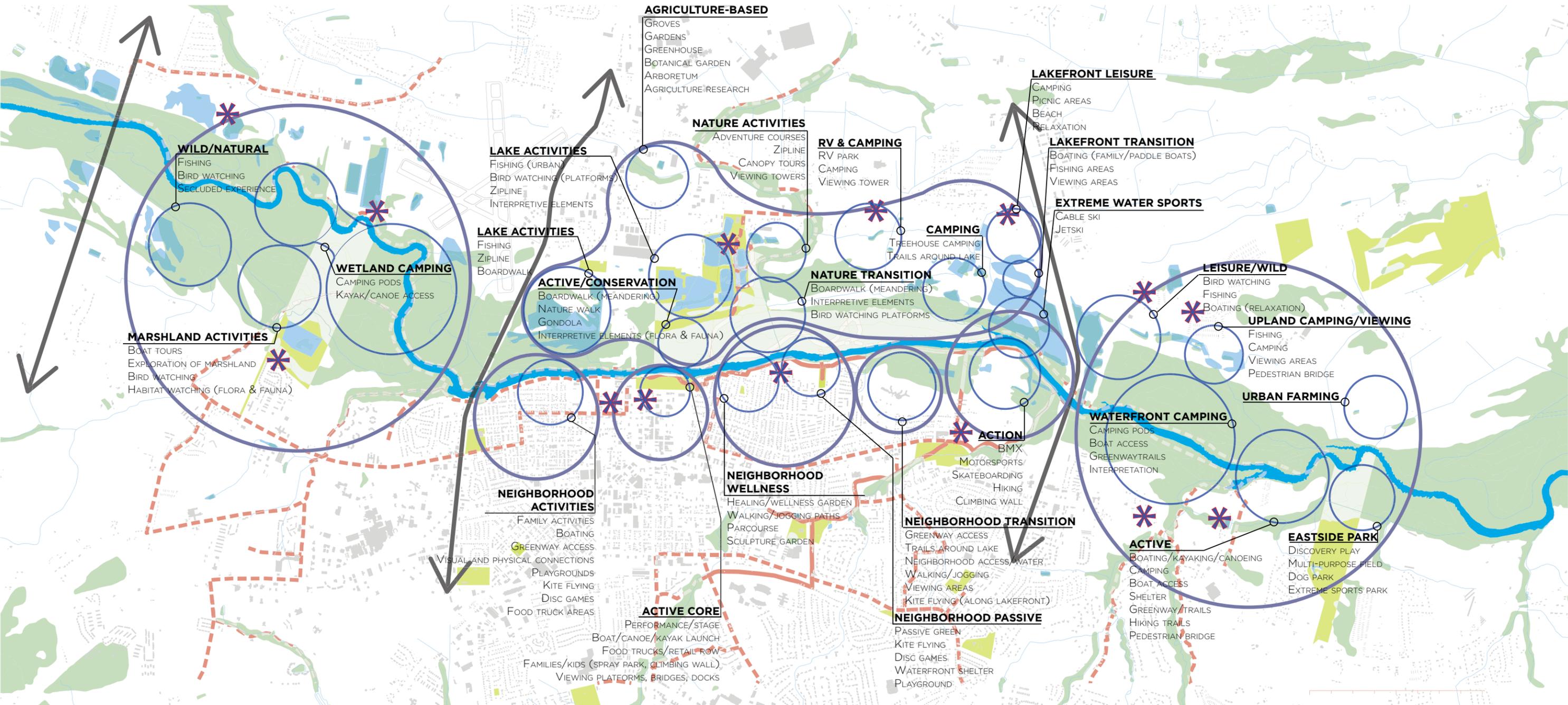
03.15.2014

# LANDSCAPE CHARACTER ZONES



- Character Area Boundary
- Wetland
- Water Feature
- Park
- Road
- Greenway (Existing)
- Proposed Greenway (Greenway Master Plan)

# OPPORTUNITIES



0 0.2 0.4 0.8 Miles





# THE LEGACY PLAN



# MASTER PLAN PRINCIPLES

**1** Create great connections from neighborhoods to the river

**2** Create venues on the river for city-wide events

**3** Maximize contact and connections with the River

**4** Conserve and create access to natural resources

**5** Develop recreational and open space programs in the “wild”

**6** Provide great destinations that draw local residents and visitors

**7** Increase community health through active lifestyles and locally sourced food

**8** Celebrate the history and culture of the riverfront, city and region

# MASTER PLAN PRINCIPLES

## CONNECT THE RIVERFRONT

1

Create great connections from neighborhoods to the river



# MASTER PLAN PRINCIPLES

## ENLIVEN THE URBAN CORE

2

Create venues on the river for city-wide events



# MASTER PLAN PRINCIPLES

## EXPAND RIVER CONTACT

# 3

### Maximize contact and connections with the River



# MASTER PLAN PRINCIPLES

## PRESERVE AND ENJOY THE WILDERNESS

4

Conserve and create access to natural resources



# MASTER PLAN PRINCIPLES

## ACTIVATE RECREATION PROGRAMS

5

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



# MASTER PLAN PRINCIPLES

## ATTRACT PEOPLE TO THE RIVER

6

Provide great destinations that draw local residents and visitors

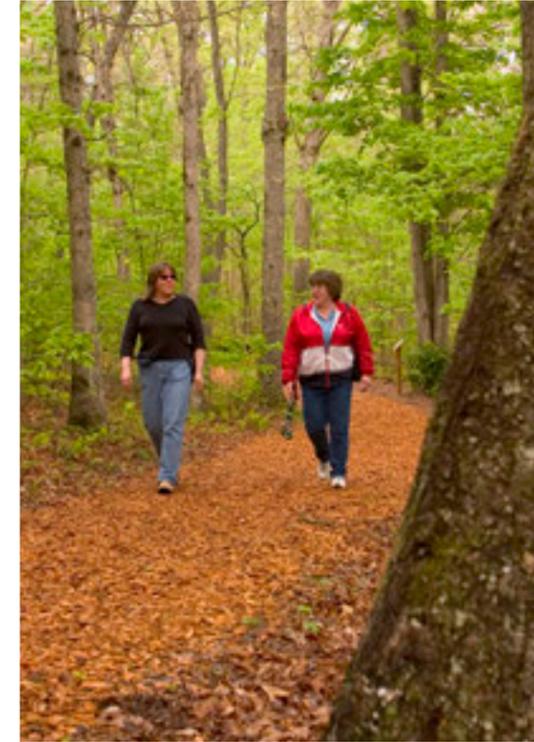


# MASTER PLAN PRINCIPLES

## PROMOTE COMMUNITY WELLNESS

7

Increase community health through active lifestyles and locally sourced food



# MASTER PLAN PRINCIPLES

## INTERPRET HISTORY

# 8

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



# THE LEGACY PLAN

MASTER PLAN



# THE LEGACY PLAN

## THE RIVER



# THE LEGACY PLAN

## THE RIVER

ROWING



KAYAKING



FLOATING

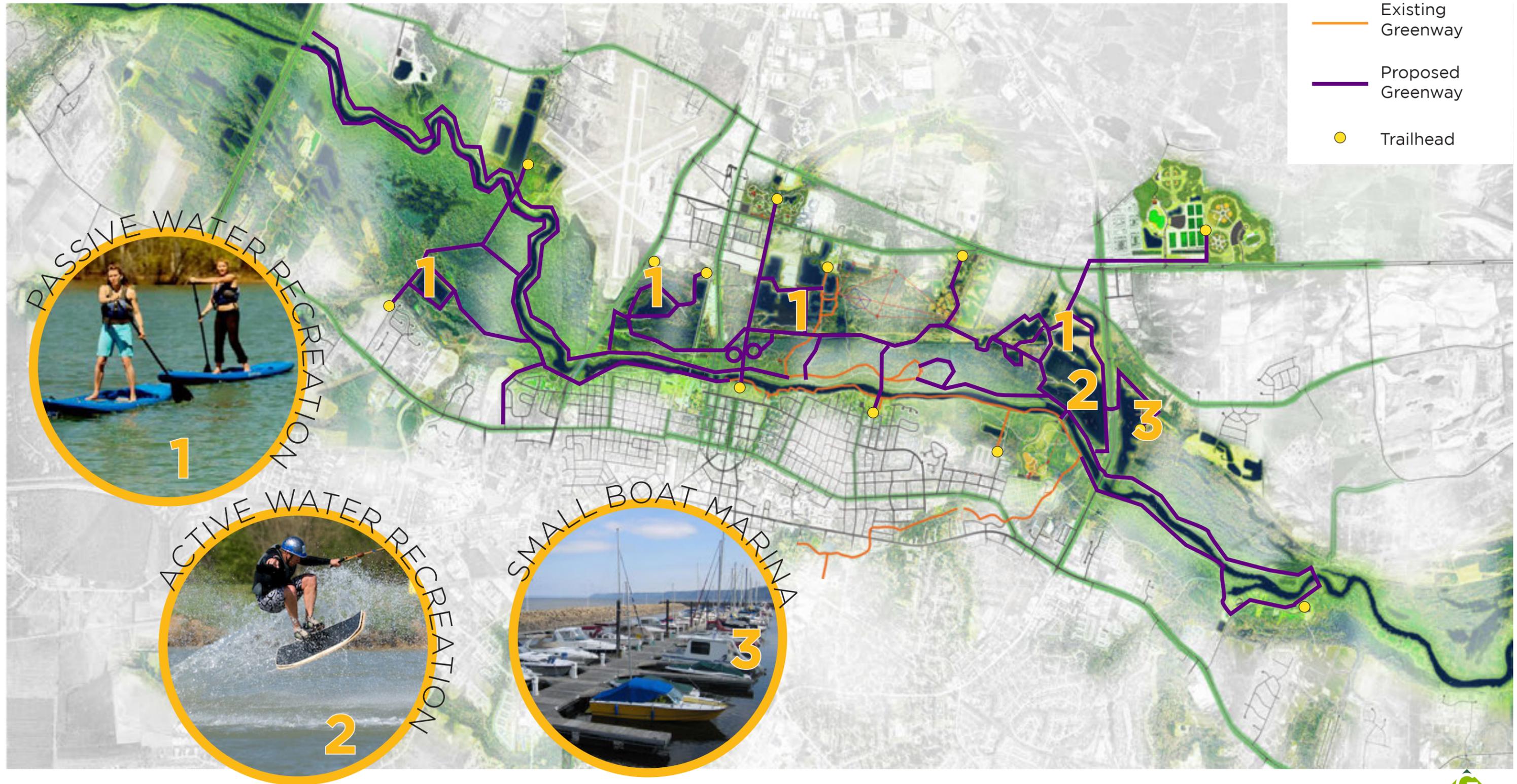


RIVERSIDE TRAILS



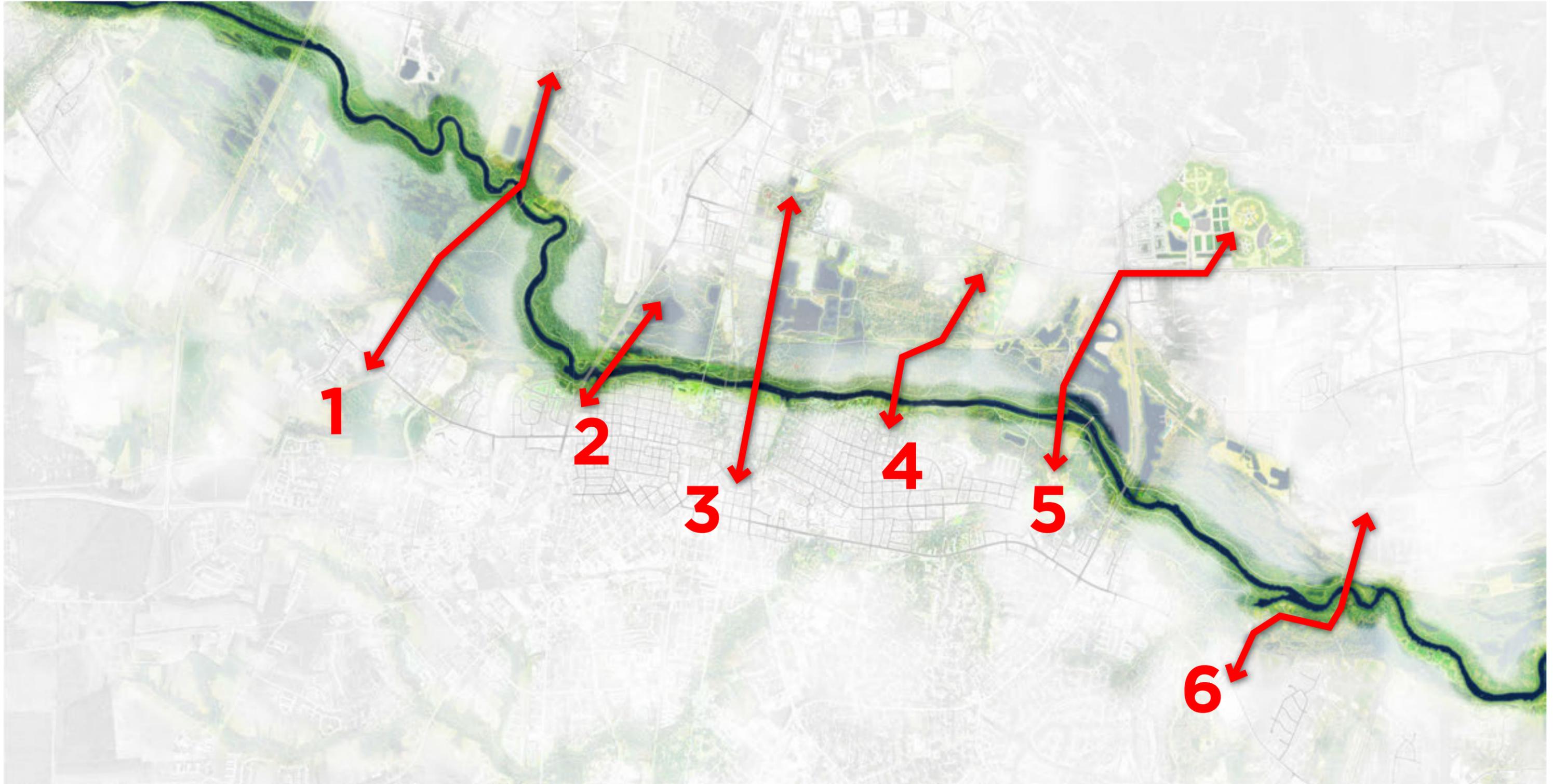
# THE LEGACY PLAN

## THE LAKES



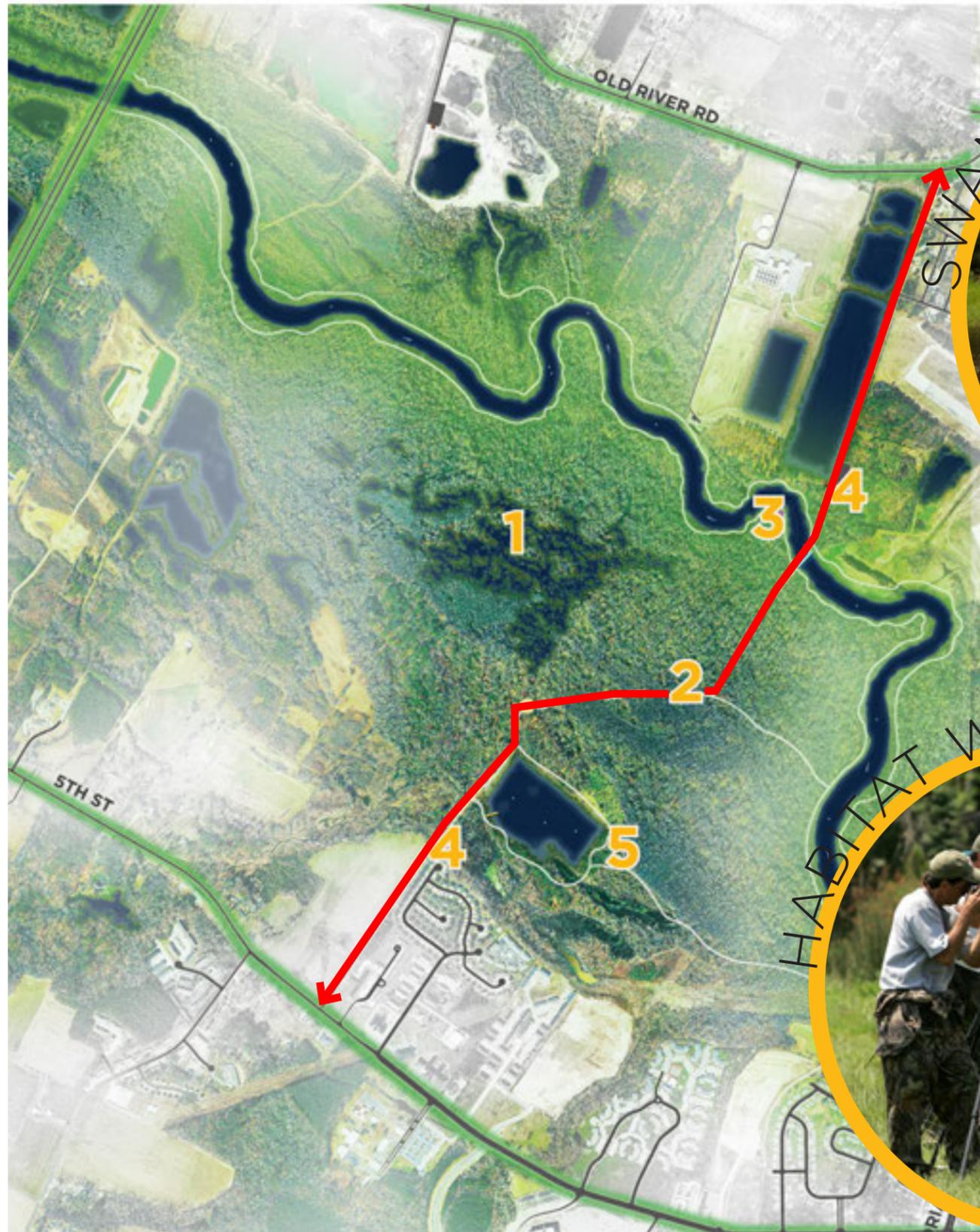
# THE LEGACY PLAN

## ACTIVITY CORRIDORS



# ACTIVITY CORRIDORS

WILD WEST



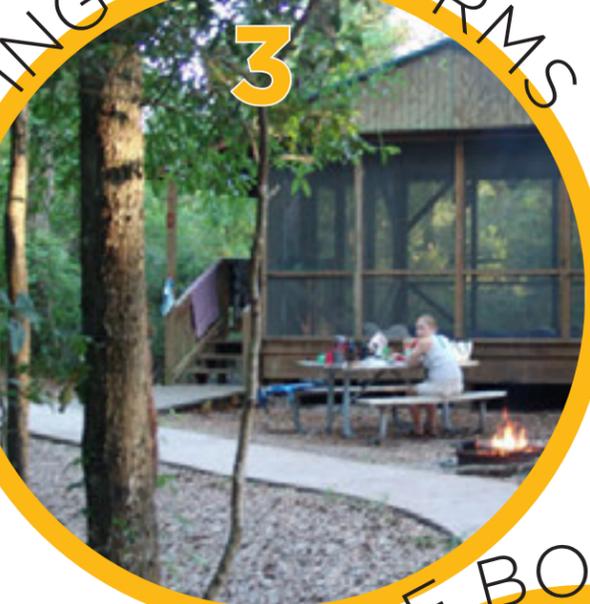
SWAMP TOURS

1



CAMPING PLATFORMS

3



HABITAT WATCHING TRAILHEAD

2



TRAILHEAD

4



LAKESIDE BOARDWALK

5



# ACTIVITY CORRIDORS

WEST GREENVILLE



POND FISHING  
1



RIVER FISHING  
2



TRAIL CONNECTIONS  
4



RIVER OVERLOOK  
3



GREEN STREETS  
5

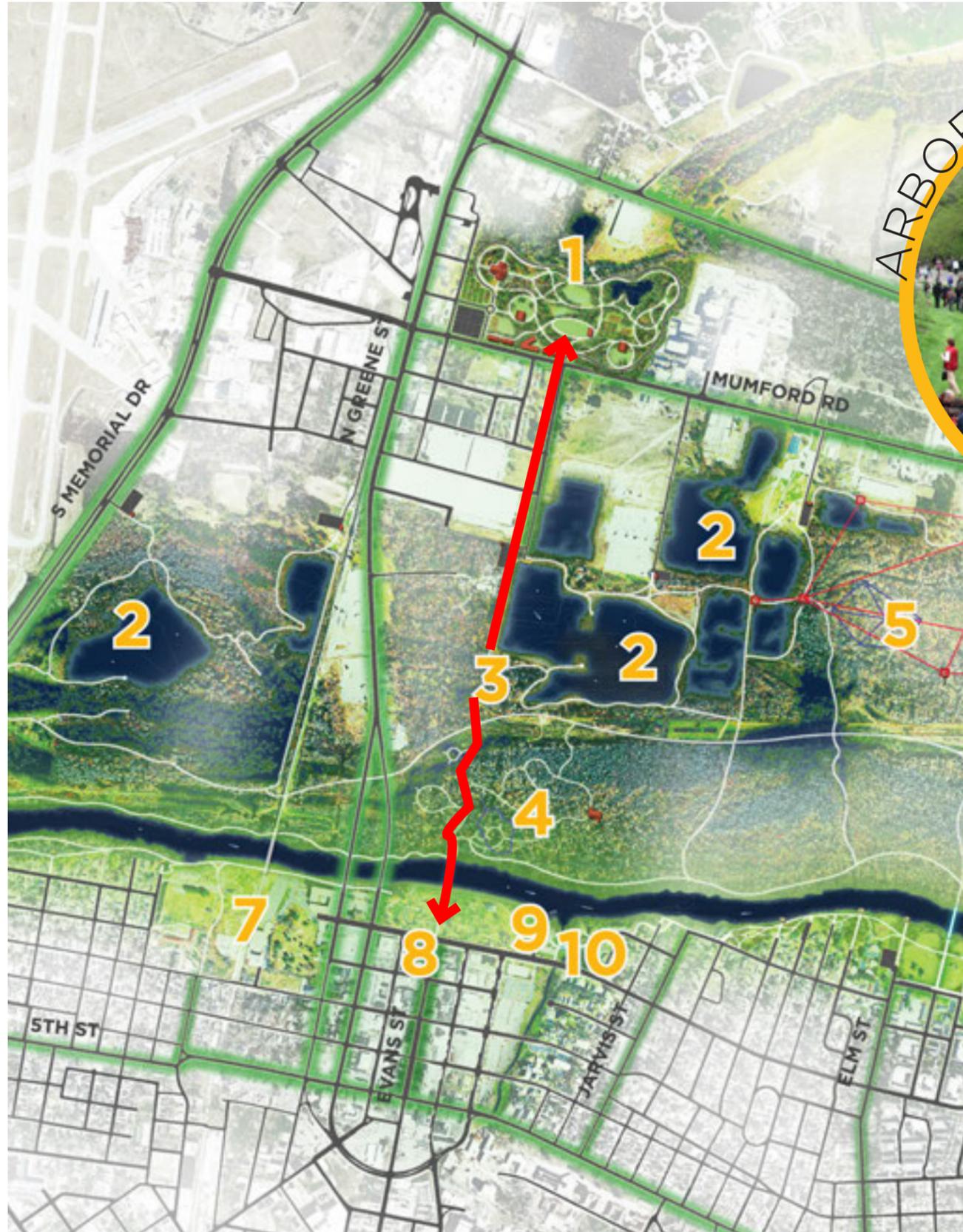


OPEN SPACE ON THE RIVER  
6



# ACTIVITY CORRIDORS

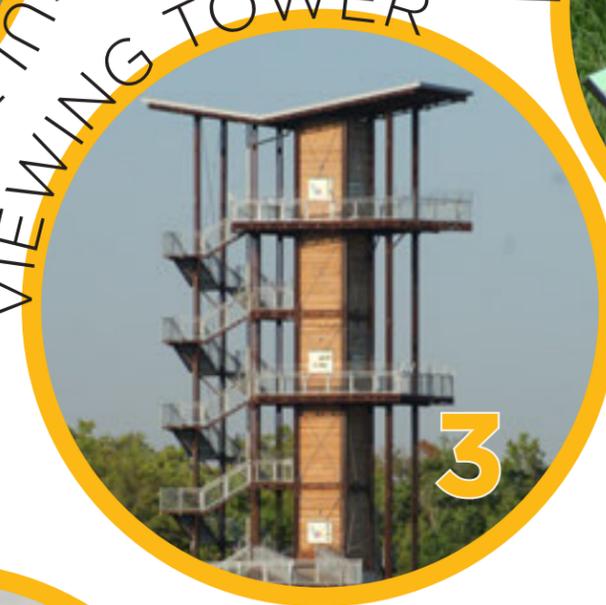
UPTOWN & NORTH GREENVILLE



ARBORETUM & URBAN AGRICULTURE



VIEWING TOWER



INTERPRETIVE BOARDWALKS



LAKE FISHING

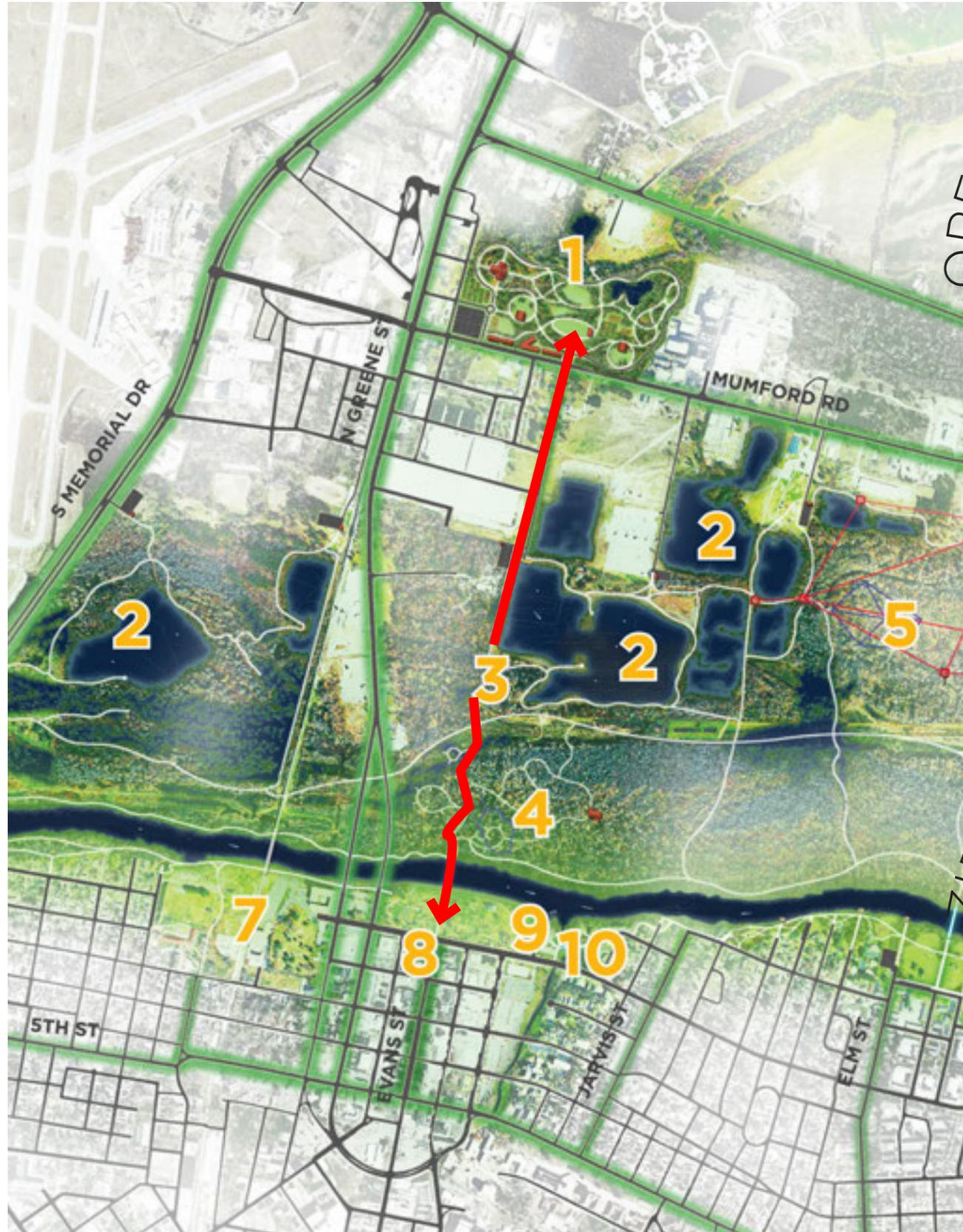


CANOPY TOURS



# ACTIVITY CORRIDORS

UPTOWN & NORTH GREENVILLE



# ACTIVITY CORRIDORS

TAR RIVER / UNIVERSITY



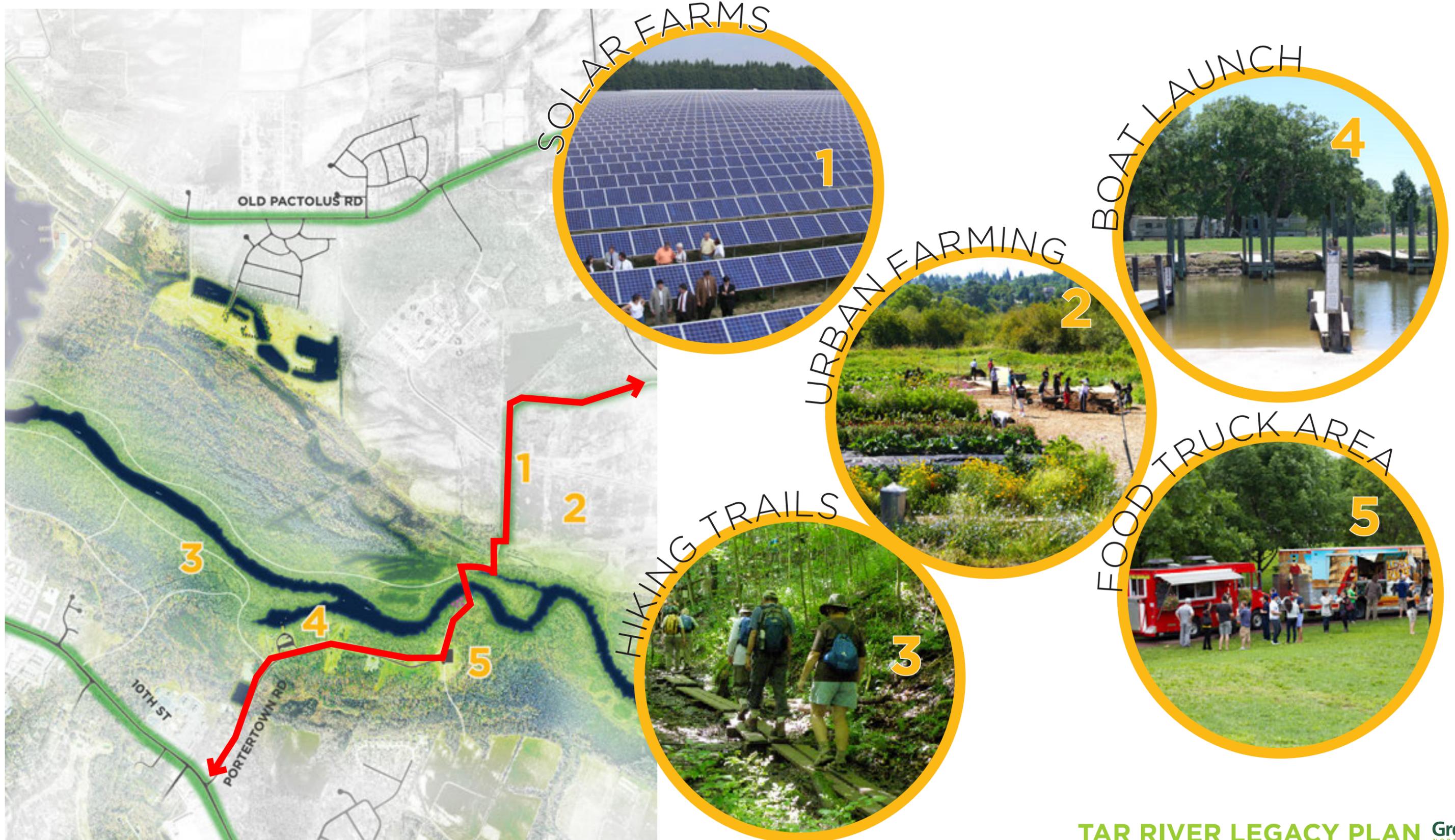
# ACTIVITY CORRIDORS

## SPORTS



# ACTIVITY CORRIDORS

WILD EAST

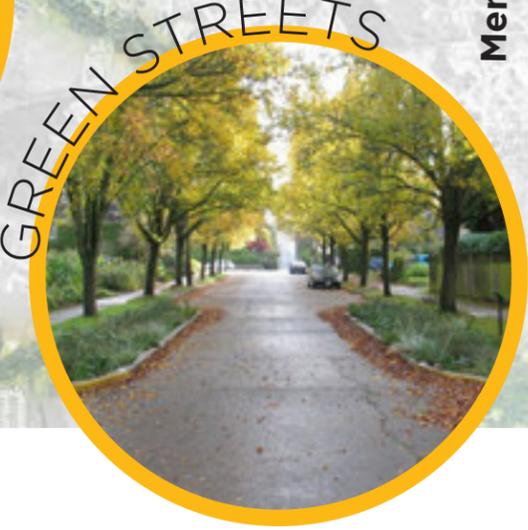
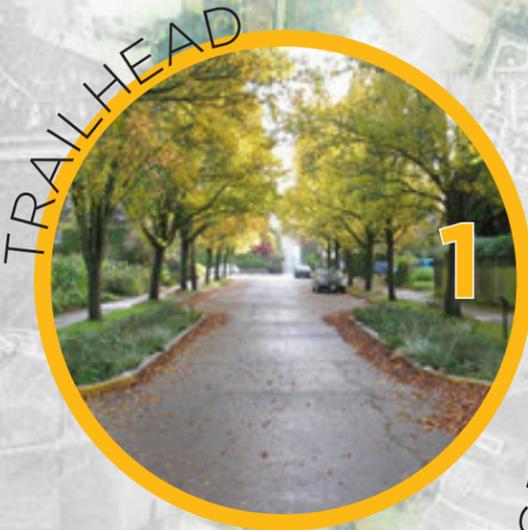


# THE LEGACY PLAN

## GATEWAYS & CONNECTIONS

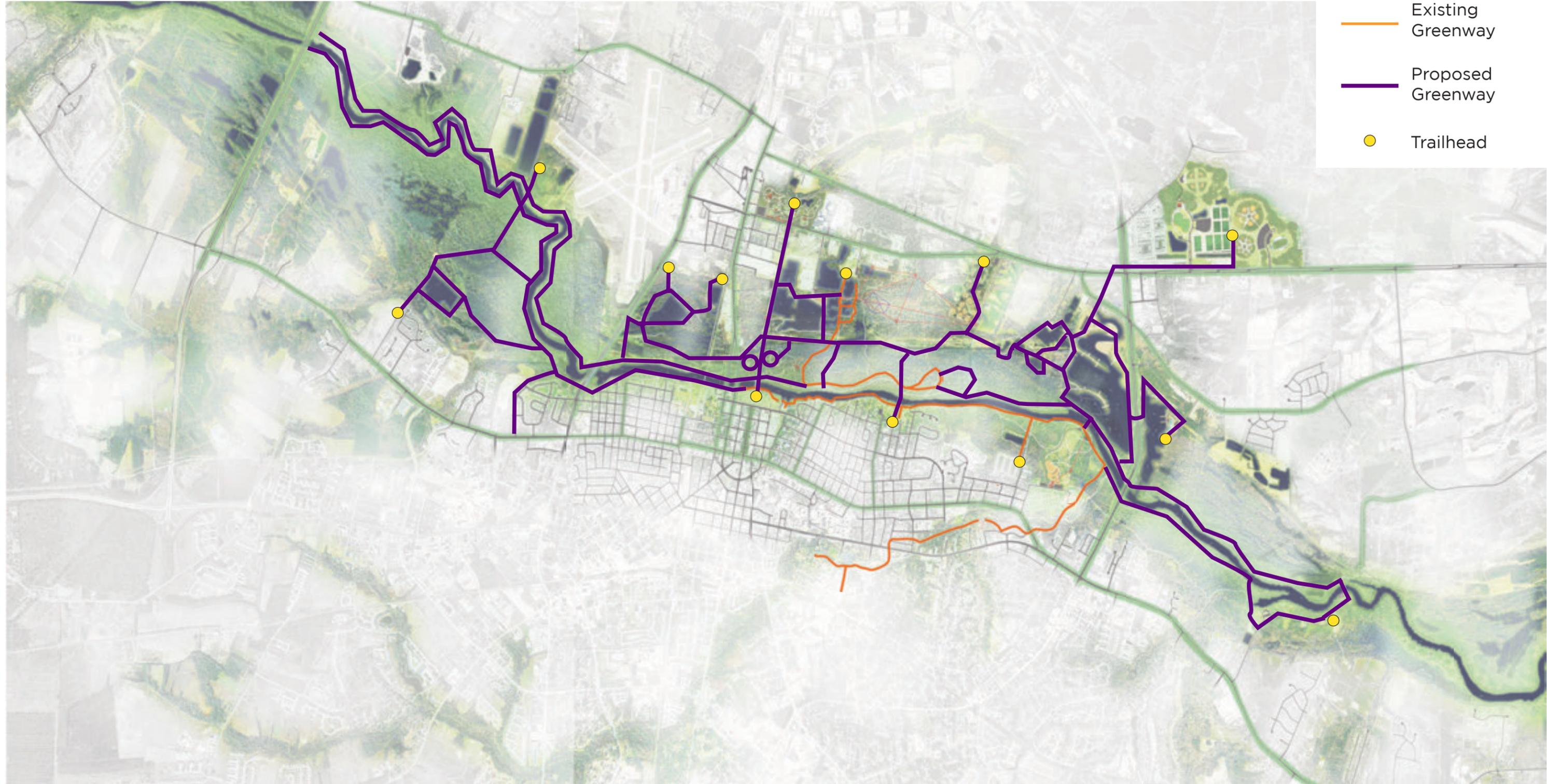


Green Streets  
Parkways



# THE LEGACY PLAN

## GREENWAY EXTENSIONS



# THE LEGACY PLAN

## SIGNATURE FEATURES



# THE LEGACY PLAN

## SIGNATURE FEATURES



# THE LEGACY PLAN

## EDUCATION & INTERPRETATION

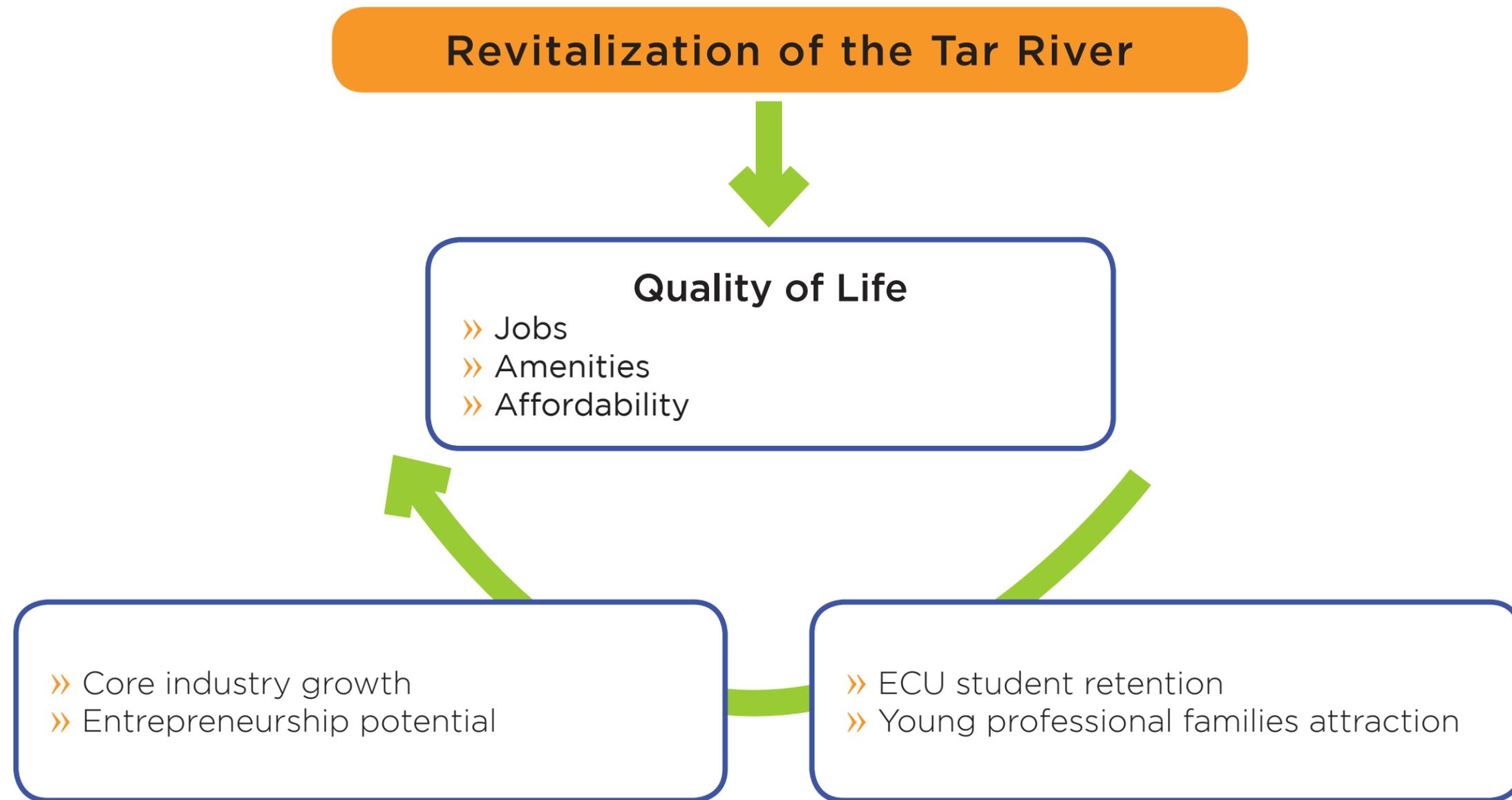




**IMPLEMENTATION**

# ECONOMIC DEVELOPMENT

The activation of the Tar Riverfront can be a significant driver of economic development for Greenville.



# ECONOMIC DEVELOPMENT

Key economic objectives for the Tar River Legacy Plan include:

## KEY ECONOMIC OBJECTIVES

### Demographics

- » Attract young professional families and retain ECU students

### Location

- » Contribute significantly to the revitalization of Uptown Greenville and adjacent communities

### Funding

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

# ECONOMIC DEVELOPMENT

Greenville can grow the desired demographic groups through strengthening its urban and nonurban riverfront programming.

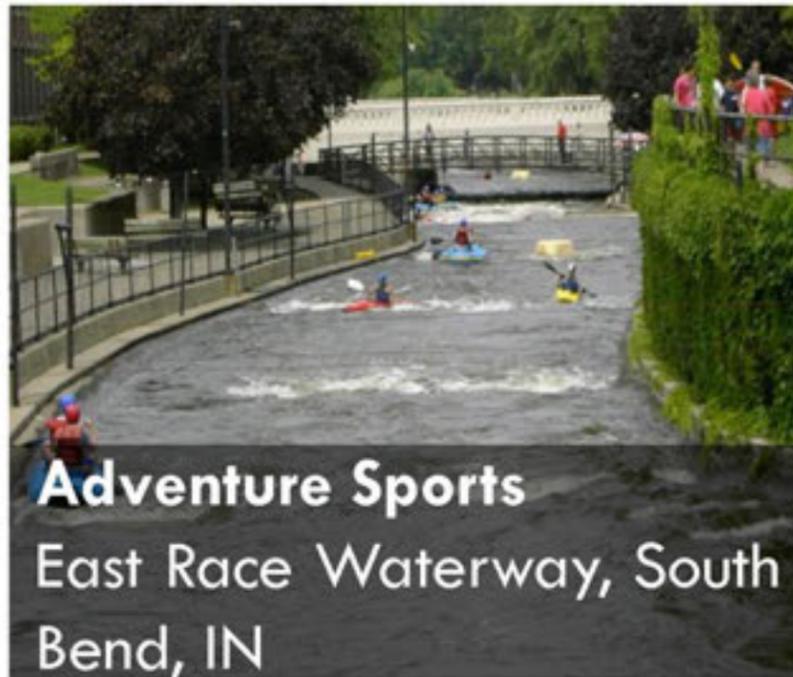
## DEMOGRAPHIC GROWTH & RETENTION

### Young Professional & Family Attraction, Student Retention

- » Fishing
- » Zip lining
- » Wakeboarding
- » Riverfront dining
- » Bike path
- » Strolling path
- » Affordable housing
- » High quality riverfront playground
- » Bars and restaurants
- » BMX park/tournament
- » Food trucks
- » Brewery/beer garden
- » Music venue

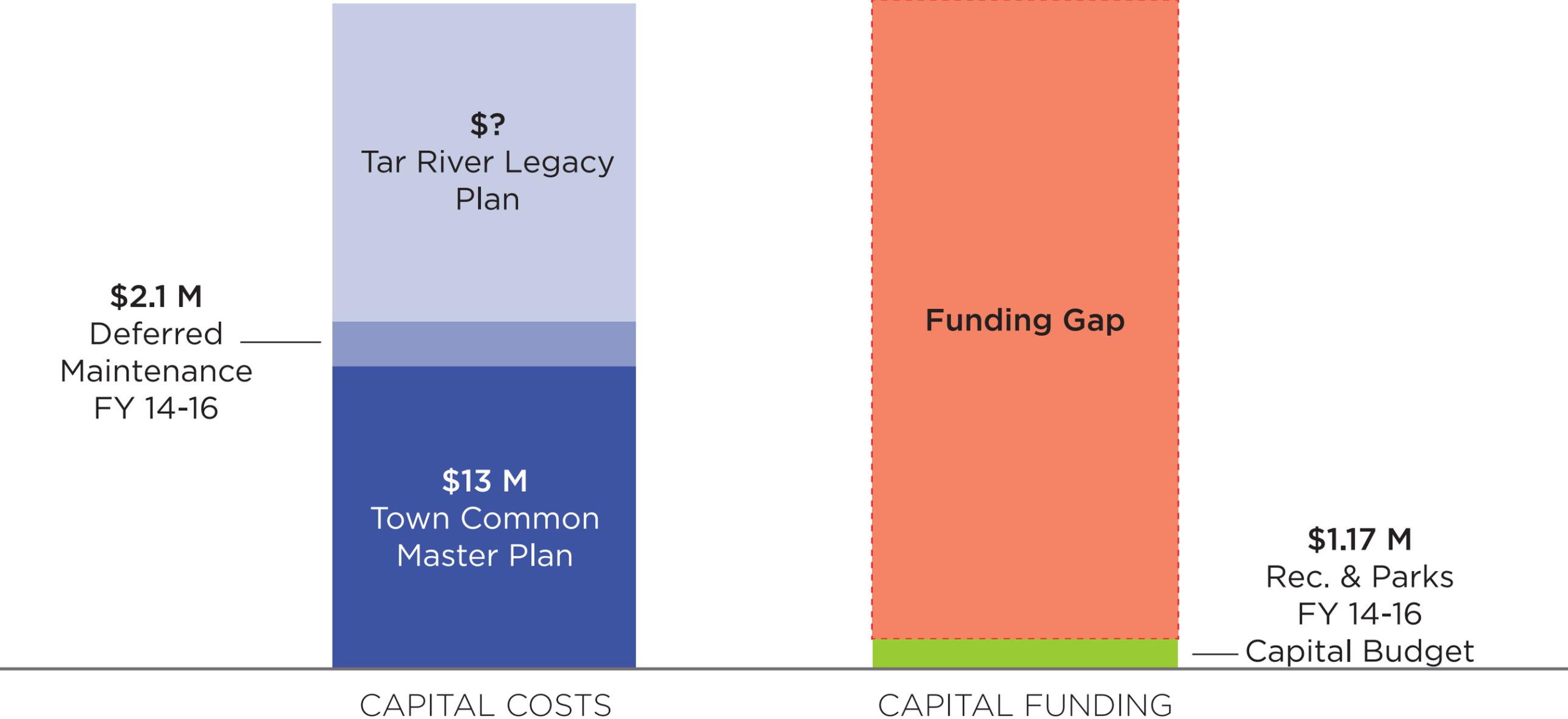
# ECONOMIC DEVELOPMENT

Strengthening programming of nonurban parkland could help attract young professional families and retain ECU students.



# ECONOMIC DEVELOPMENT

City funding alone will not be sufficient to cover capital costs, even if park spending is re-prioritized and Plan implementation phased.



# RATIONALE FOR 1ST PHASE INVESTMENTS

*Thoughtful selection of first phase investments will be critical to engendering a sense of Momentum, which must include building a core of private and philanthropic funding partners and grassroots advocates. Many similarly situated cities have found that first phase investments that can be shown to have positive economic and/or fiscal benefit have the greatest long-term payoff.*

# RIVERFRONT FOCUS AREAS

RIVERFRONT ENTERTAINMENT DISTRICT



RIVERFRONT ENTERTAINMENT DISTRICT

WILDERNESS ADVENTURE PARK

EXTREME SPORTS HUB

# RIVERFRONT FOCUS AREAS

## RIVERFRONT ENTERTAINMENT DISTRICT

### PROGRAM

- » Town Common master plan implementation – spray park and event space
- » River put-in place
- » Observation tower
- » Signature bridge
- » Daylight town creek
- » Create a mixed use hub around town common and town creek
- » Connections to adjacent neighborhoods

### MARKET

- » There is significant opportunity to improve Uptown Greenville’s emerging retail and restaurant cluster through stronger connections to the riverfront

### OPPORTUNITIES

- » Underutilized publically-owned buildings and land on 1st Street
- » Revenue generation through increased property values
- » Investment momentum from the private sector
- » Attraction of target demographic: families & young professionals

### IMMEDIATE NEXT STEPS

- » Step 1: Pass the \$28 Million bond referendum and focus funding on the redevelopment of Town Common and improvements to 1st Street
- » Step 2: Reassess the Town Common Master Plan
- » Step 3: Rezone 1st Street as Downtown Commercial
- » Step 4: Publish Requests for Proposals (RFP) to develop the publically-owned land and buildings along 1st Street; select developers for multiple sites
- » Step 5: Relocate the publically-owned buildings on 1st Street to make way for redevelopment



# RIVERFRONT FOCUS AREAS

## EXTREME SPORTS HUB

### PROGRAM

- » BMX/Skate Park
- » BMX/Skate Museum
- » Motocross
- » Active water sports – Cable ski, jet ski
- » River put-in place
- » Signature bridge

### MARKET

- » Greenville is already well-known for its BMX community; an extreme sports hub that has a particular focus on BMX will solidify Greenville's brand as the BMX capital of the United States

### OPPORTUNITIES

- » Attraction of target demographic: families and young professionals
- » Branding momentum: build on Greenville's well-known BMX community
- » Potential revenue generation from competitions and associated parking and tax income

### IMMEDIATE NEXT STEPS

- » Step 1: Gauge interest from local and national operators
- » Step 2: Publish a Request for Proposals (RFP) to develop the BMX park



# RIVERFRONT FOCUS AREAS

## NORTH GREENVILLE WILDERNESS ADVENTURE PARK

### PROGRAM

- » Zip lines
- » Canopy tours
- » Climbing walls
- » Observation towers
- » Interpretive trails
- » Extended greenway
- » Lake beaches
- » Active & passive water recreation on the lakes from Greenville blvd. to memorial dr.
- » Arboretum/botanical garden
- » Urban agriculture
- » Adaptive reuse of FEMA land for active and passive land-based recreation
- » RV Park
- » Tree house Camping

### MARKET

- » An Adventure Park in Greenville that can draw on local visitors from Pitt County and tourists from within two hours of driving or more.

### OPPORTUNITIES

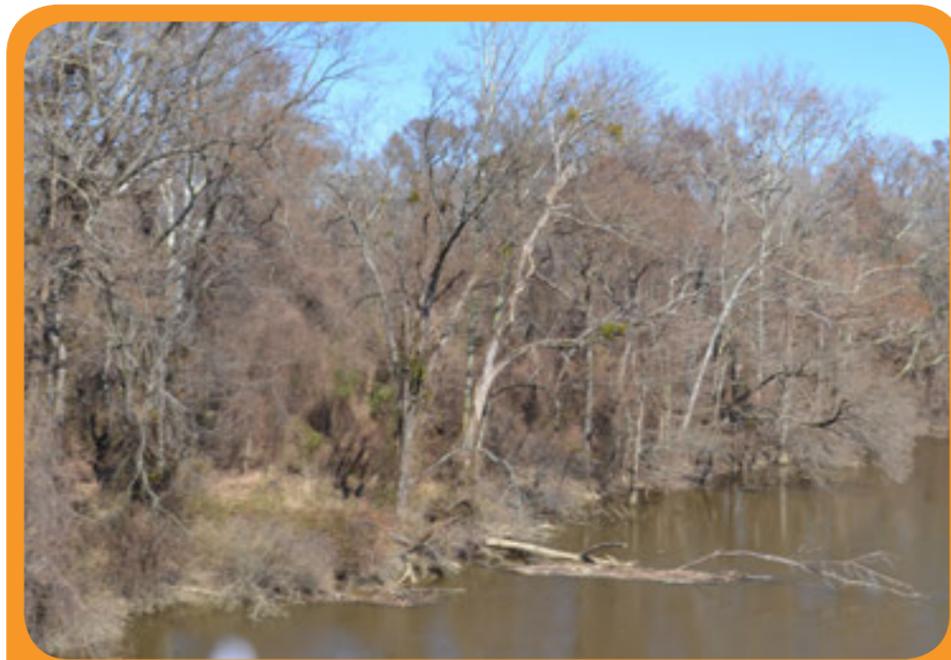
- » Attraction of target demographics: families and young professionals
- » Underutilized land
- » Branding momentum: build on Greenville's reputation for its accessibility to wilderness and for its adventure-sports community

### IMMEDIATE NEXT STEPS

- » Step 1: Gauge interest from local and national operators
- » Step 2: Publish a Request for Proposals (RFP) to develop the park



# EASY WIN PROJECTS



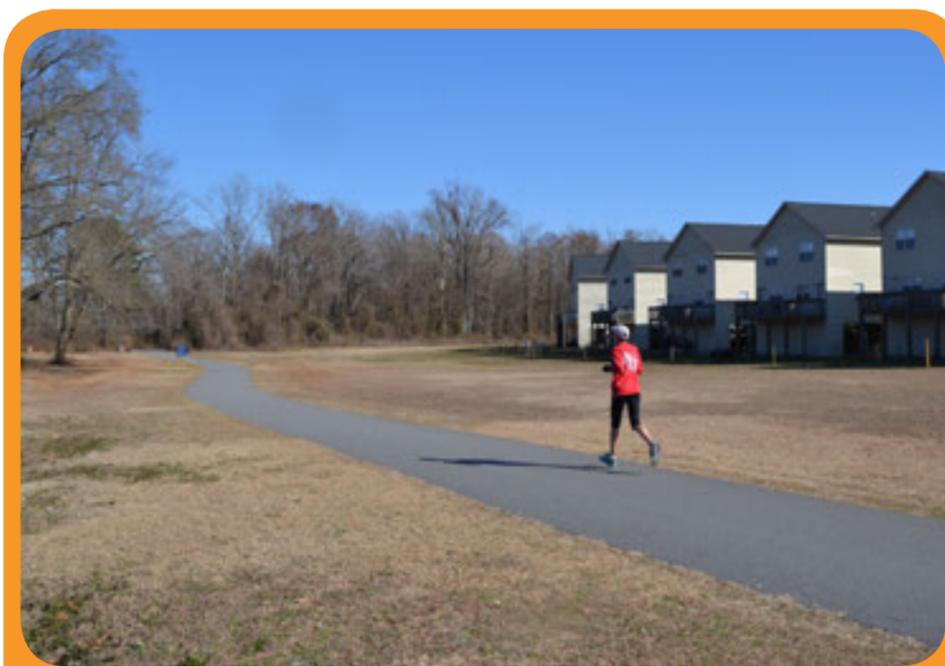
**REMOVE** RIVER DEBRIS



**ENHANCE** EXISTING CONNECTIONS  
ALONG AND TO THE RIVER



**FOSTER** ACTIVATION OF THE  
RIVERFRONT



**EXPAND** THE TRAIL NETWORK

# EASY WIN PROJECTS



**INCREASE** PHYSICAL AND VISUAL CONNECTIONS TO THE RIVER

# EASY WIN PROJECTS



**TAKE** LEADERSHIP IN REGIONAL  
BRANDING EFFORTS



**ENCOURAGE** HABITAT RESTORATION  
AND LAND CONSERVATION



**GAUGE** INTEREST IN AND  
FEASIBILITY OF THE BIG IDEAS



**PURSUE** FUNDING MECHANISMS

# EASY WIN PROJECTS



## ESTABLISH GREENVILLE TAR RIVER ALLIANCE

### Representatives from:

- » Local businesses
- » Medical Center
- » ECU
- » Communties
- » Council
- » Environmental Groups
- » Uptown
- » Etc.

# MASTER PLAN IMPLEMENTATION

## PARTNERSHIP OPPORTUNITIES

### LOCAL

- » Pamlico-Tar River Foundation
- » ECU (Center for Sustainable Tourism & Campus Recreation)
- » A Time for Science Nature and Science Learning Center
- » GO-Science
- » Pitt County Schools
- » Friends of Greenville Greenways (FROGGS)
- » ProTown BMX
- » Uptown Greenville



Pamlico-Tar River  
FOUNDATION



### REGIONAL

- » Neighboring cities: Washington/Tarboro
- » NC East Alliance
- » Homegrown Handmade
- » NC Mid-East Commission
- » Greenville Urban Area Metropolitan Planning Organization
- » North Carolina Coastal Land Trust
- » Pitt County Arts Council at Emerge



### STATE

- » NC Paddle Trail Association
- » Get Going NC
- » NC State Parks (North Carolina Trails System)
- » NC Community Development Association (NCCDA)
- » NC Dept. of Commerce (NC DOC): Division of Tourism, Film and Sports Development, Thrive in NC
- » NC Recreation Resources Services
- » NC Dept. of Environment and Natural Resources (DENR): Albemarle-Pamlico National Estuary Program, Natural Heritage Program
- » NC Wildlife Resources Commission
- » NC Birding Trail
- » NC Dept. of Cultural Resources (NC Historic Sites)
- » NC Association of Festivals and Events



### NATIONAL

- » NOAA
- » US Forest Service
- » US Fish & Wildlife Service
- » National Wild and Scenic Rivers System (includes recreational rivers with some development)
- » National Park Service Rivers, Trails, and Conservation Assistance Program
- » USA BMX
- » America Rows

# MASTER PLAN IMPLEMENTATION

## FUNDING OPPORTUNITIES

### LOCAL

- » Taxes
- » Bonds
- » Fees

### STATE

- » NC Parks And Recreation Trust Fund (PARTF)
- » Clean Water Management Trust Fund (CWMTF)
- » NC Housing Finance Agency
- » NC Department of Commerce

### FEDERAL

- » Environmental Protection Agency (EPA)
- » Department of Housing and Urban Development (incl. CDBG)
- » Department of Transportation (DOT) - MAP-21
- » Urban Waters Federal Partnerships Small Grants
- » Recreational Trail Program (RTP)
- » Land and Water Conservation Fund (LWCF)
- » Watershed Protection and Flood Prevention Grants (USDA)
- » Department of Agriculture (USDA)
- » Fish & Wildlife Service (FWS)

### PRIVATE FUNDING

- » Developer Contributions
- » Donations
- » Sponsorships
- » The Robert Wood Johnson Foundation
- » WalMart Foundation Community Grant Program
- » BlueCross BlueShield of North Carolina Foundation (BCBSNC)
- » People for Bikes Community Grant Program
- » Outdoor Nation
- » National Recreation Foundation
- » John Rex Endowment
- » Kate B. Reynolds Charitable Trust
- » Bank of America Charitable Foundation
- » National Wildlife Federation Tree Grants
- » Z. Smith Reynolds Foundation
- » Boat US Foundation
- » Keep America Beautiful
- » Partners for Places



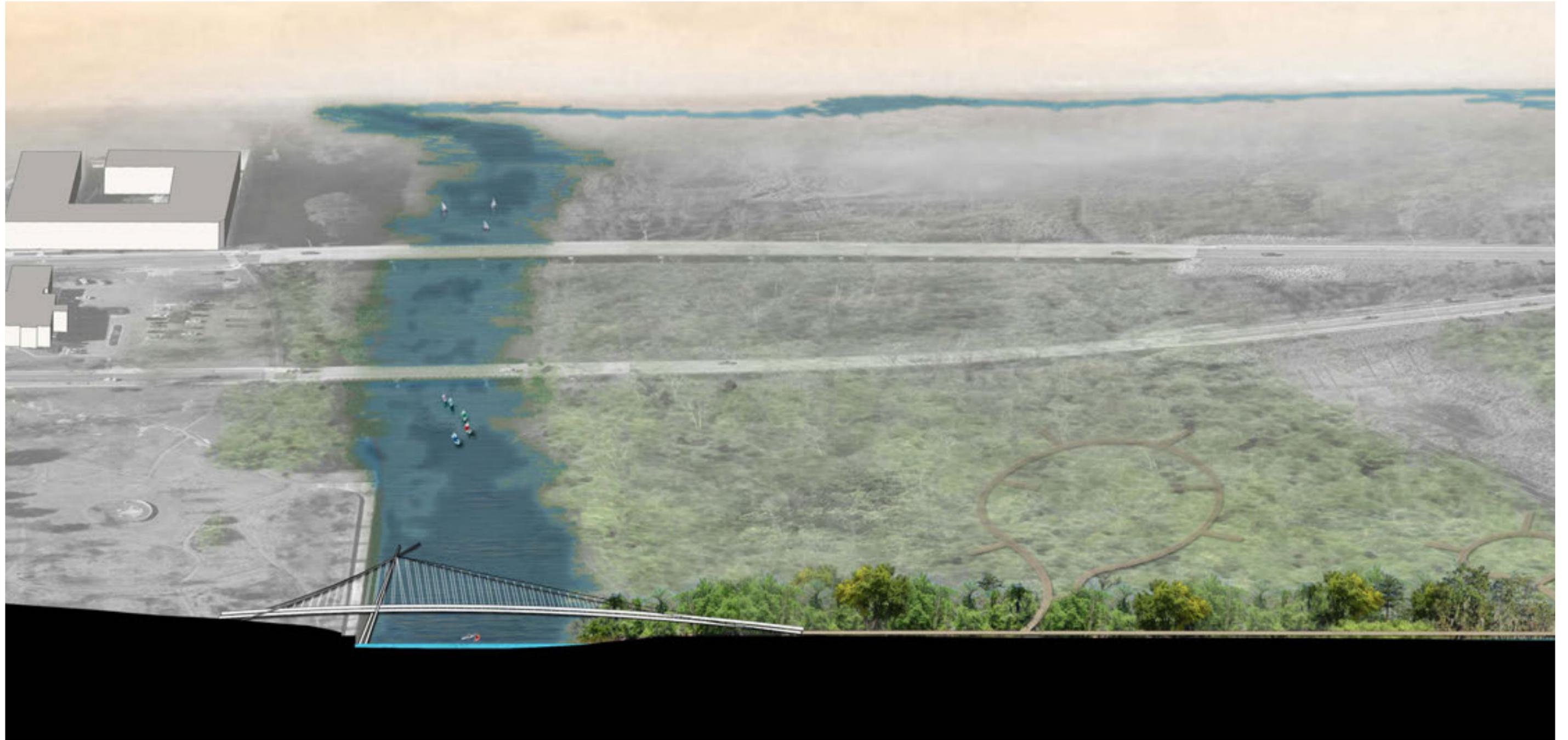
# THE LEGACY PLAN

MASTER PLAN



# ACTIVITY CORRIDORS

## UPTOWN & NORTH GREENVILLE



# ACTIVITY CORRIDORS

## UPTOWN & NORTH GREENVILLE



# ACTIVITY CORRIDORS

## SPORTS



Etnies Skatepark  
Lakeforest, CA



Austin BMX & Skatepark  
Austin, TX



# ACTIVITY CORRIDORS

## SPORTS



# ACTIVITY CORRIDORS

## SPORTS



# ACTIVITY CORRIDORS

WILD EAST

