

11.10.14

City Council Meeting

Item 17: Presentations by Boards and Commissions

Historic Preservation Commission

Historic Preservation Commissioners

- Ryan Webb: Chair
- Sara Larkin, Vice Chair
- David Dennard
- Alice Arnold
- William Gee
- David Hursh
- Kerry Carlin
- Roger Kammerer
- McLean Godley
- Jeremy Jordan

Council Liaison: Kandie Smith

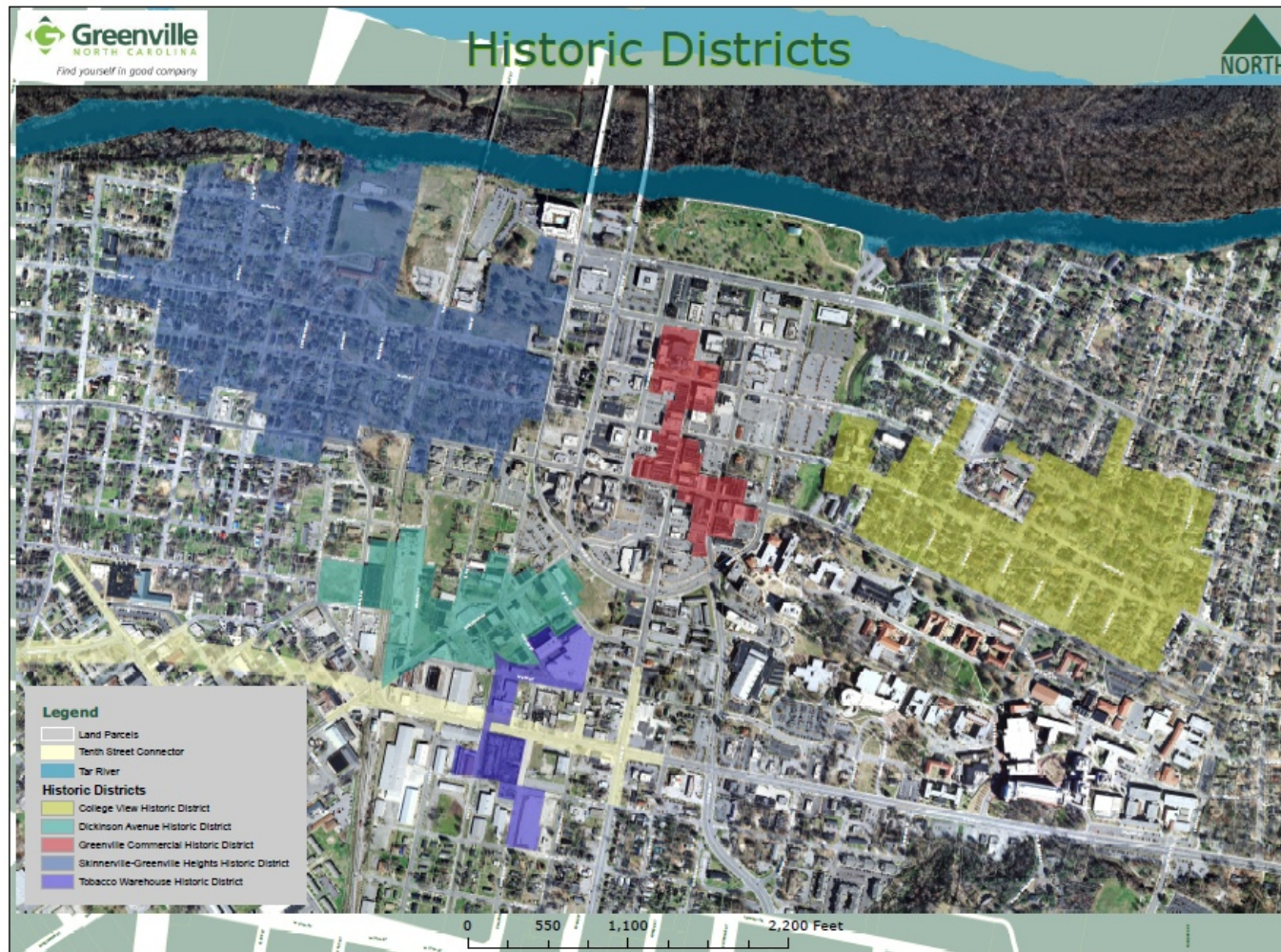
Planning Staff: Seth Laughlin through Sept. 2014
Interim is Tom Weitnauer
Amy Nunez

Commission's Authority

Created in 1971, the Commission's powers include:

- Inventory landmarks;
- Recommend historic districts and individual structures;
- Cooperate with federal, state and local governments regarding historic preservation;
- Review and act upon proposals for alterations within historic districts;
- Propose new ordinances relating to historic districts; and
- Conduct public hearings to review COA applications

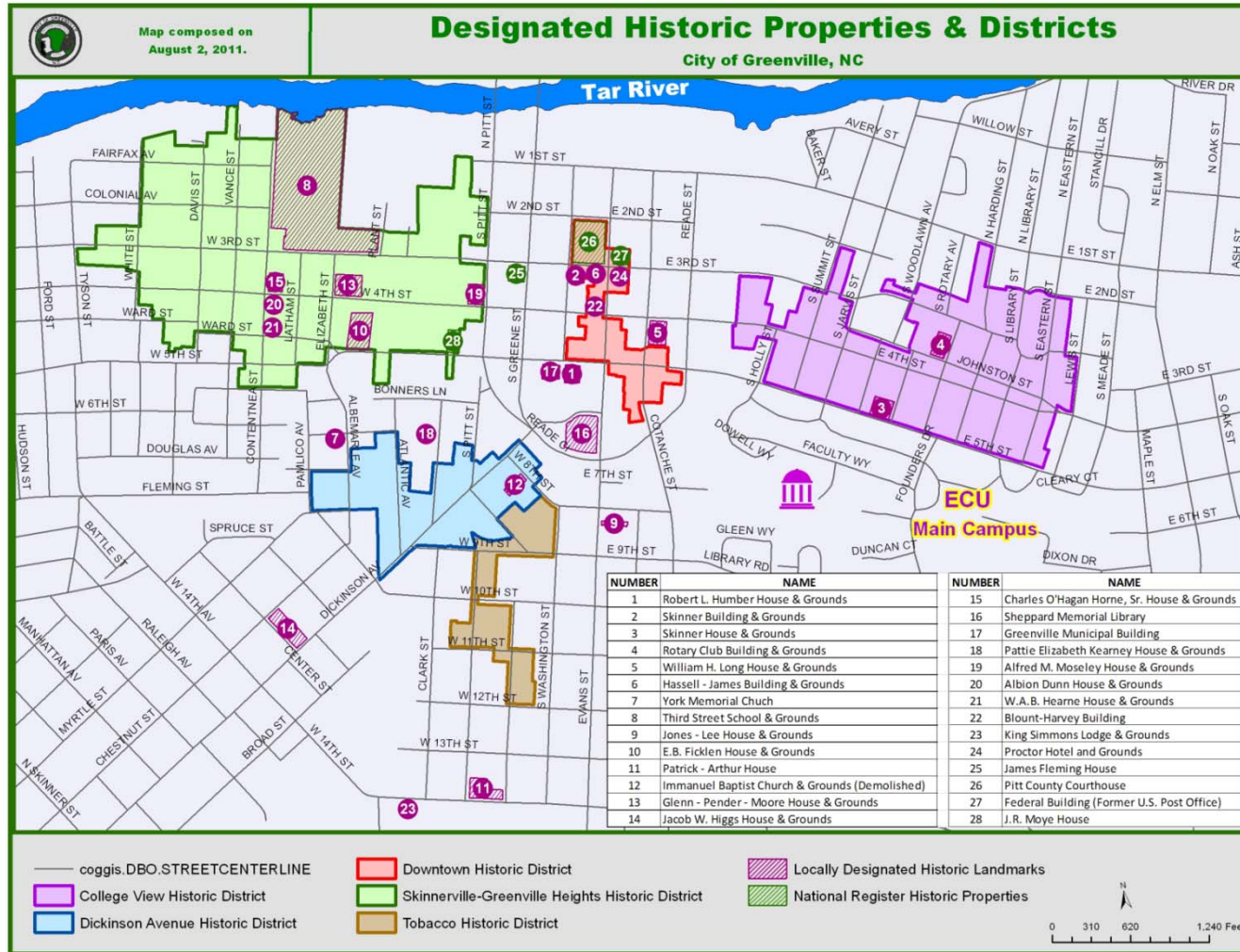
5 National Register Historic Districts



College View Historic District

- This is a zoning overlay: additional standards over existing zoning district
- Police power encompasses right to control exterior appearance of private property when object of such control is preservation of State's legacy of historically significant structures. §§ 160A-400.1 to 160A-400.14
- The Historic Preservation Board Commission helps guide and regulate development in College View Historic District.
- Helps improve property values by stabilizing neighborhood's character, protects from inappropriate changes by owners who might destroy the special qualities of the neighborhood.
- No special tax benefits.

26 Local Landmarks



Local Landmark Designation

- Applies to individual buildings, structures, sites areas or objects.
- Designation is an honor because community believes property deserves recognition and protection.
- Eligible for 50% property tax deferral as long as maintained.
- Recapture penalties apply if owner destroys historic nature.

HPC Jurisdiction

- Only Local Historic Districts and Local Landmarks (no role in National Register)
- Work may be performed on exterior only with approved Certificate of Appropriateness.
- Decision to approve or disapprove only made after public hearing.
- HPC will have a quasi-judicial role, i.e., interprets the ordinance to determine if application complies with the ordinance requirements.

Benefits of Historic Preservation:

- Retention of history and authenticity
- Increased commercial value
- Retention of existing building materials
- Rehabilitation often costs less than new construction
- Reuse of infrastructure
- Energy savings

The City offers an Historic Preservation Loan Program

Opportunity to obtain interest-free loans for properties within the College View Historic District & local Landmarks.

Complete substantial renovations to structures within the CVHD and for Locally Designated Landmarks and; significant structural element of grounds such as: fences, walls, and driveways.

Residential, commercial, and non-profit entities are eligible to participate in this program.

Aug. 2013 – Sept. 2014 Accomplishments

Reviewed 2 Certificates of Appropriateness Applications

Staff Reviewed 22 Minor Works COA's

Adopted Updated Design Guidelines March 25, 2014

Using a grant for 60% of project budget (\$12,000)

Created an Interactive Page on the City's Website to Present Locations of Landmarks and Historic Districts

Designated 1 Local Landmark at 300 S. Pitt Street.

Reviewed 1 Façade Improvement Grant Application

Planned and Held the 2014 Annual Award Ceremony



City of Greenville, North Carolina

Historic District and Local Landmark Design Guidelines



Adopted March 25, 2014


Adopted Updated Design
Guidelines March 25, 2014


Financed 60% of project
budget with a \$12,000 grant.

The guidelines have been
posted on the City's website.

Interactive Map, Photos and Descriptions on City Website

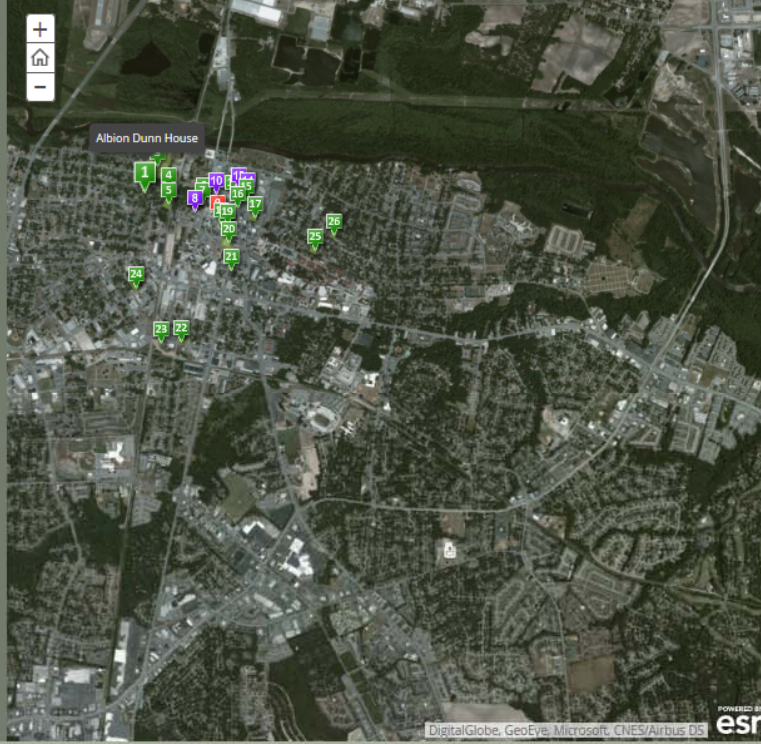
Local Landmarks and National Registered Properties in Greenville, NC Historic Preservation Website [f](#) [t](#) [e](#)

There are 21 Local Landmarks and 4 National Registered Properties, which are individually designated because of their significance in terms of history, prehistory, cultural importance, and architecture. 




Albion Dunn House


Described as "one of the finest early 20th century residences in Greenville," the Albion Dunn House is also significant as being one of two surviving dwellings designed and built by William Bertrand Baker (born 1876), who designed commercial and residential buildings in Greenville before WWI.




Albion Dunn House

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26


DigitalGlobe, GeoEye, Microsoft, CNES/Airbus DS 




1
Albion Dunn House




2
Charles O' Hagan Home House




3
Third Street School




4
The Glenn-Pender-Moore House




5
E.B. Ficklen House




6
Alfred M. Moseley House




7
Wiley Cobb House




8
J.R. Moye House




9
Historic Preservation Video



10
James L. Fleming House



11
Louis C. Skinner Building and Grounds



12
Hassel-James Grou

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Interactive Map, Photos and Descriptions on City Website



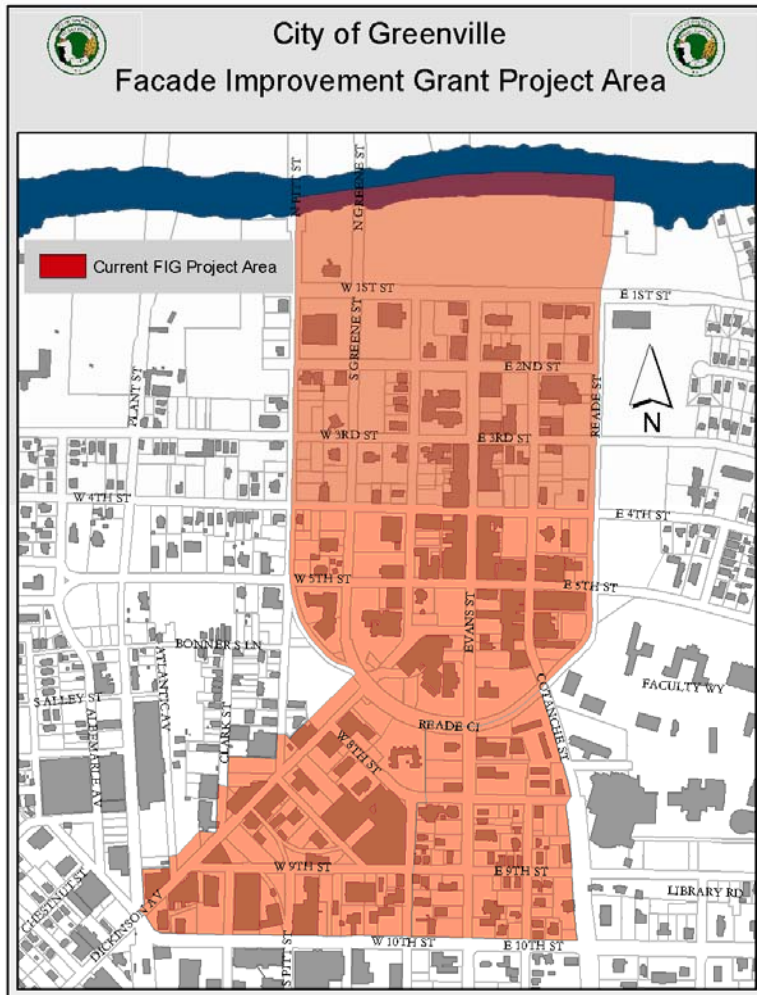
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Designated the Wiley Cobb House as a Local Landmark



Built in ca. 1934 by Kinchen W. Cobb, the Colonial Revival dwelling is a rare and important example of homes built in the 1930's depression near the city's commercial downtown. The house is located at 300 S. Pitt St.



Facade Improvement Grant

Helps preserve and enhance the unique historic character and architectural quality of Greenville's central business district.

The grants encourage substantial, historically appropriate exterior building renovations.

Matches 50% of eligible cost up to \$5,000 reimbursement per facade.



Installed awnings on The Scullery



Repainted the Jones-Lee House



Replaced storefronts and new paint in the superblock



Replaced storefronts and new paint in the superblock

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Work at 703 Dickinson Ave. recently commenced to replace storefronts and repaint.



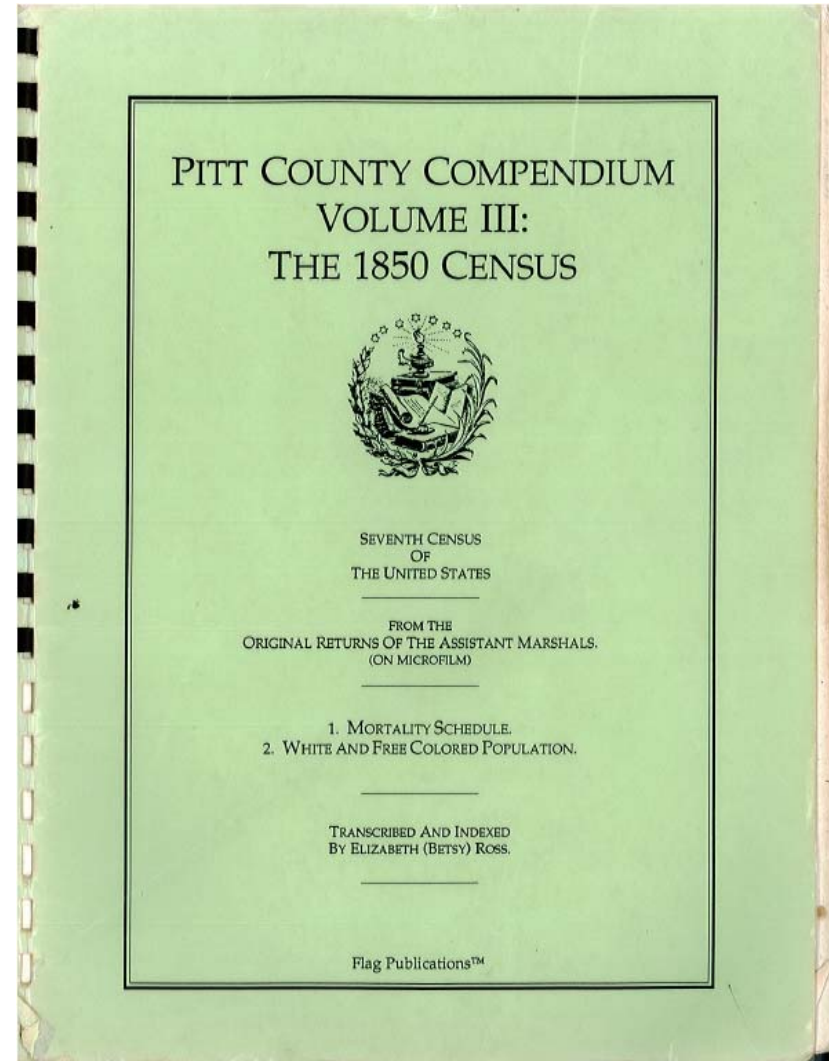
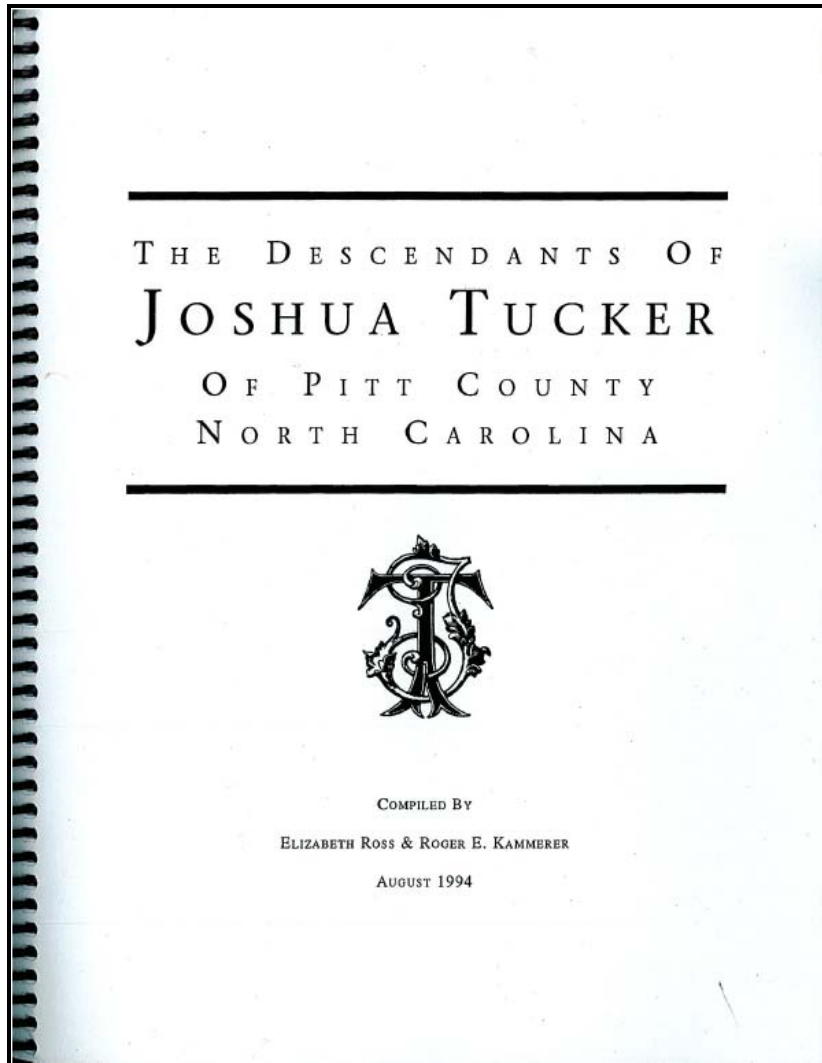
Current work recently exposed hand painted signs on brick walls.

**The Historic Preservation Commission
Conducts
Annual Award Activities**

Following are 2014 Award Recipients

The Sallie Southall Cotten Award

- is conferred on women who have made important contributions to historic preservation in Greenville.
- **Elizabeth Ross** received the 2014 Sallie Southall Cotten Award for her many publications on topics related to the history of Greenville and Pitt County, and the people that lived there. Ross is a native of Edenton, NC, but has lived in Greenville since 1960. She is a retired professor of the ECU School of Art. She published "Pitt County Compendium."



The Robert Lee Humber Award

- is conferred on professionals or organizations that have contributed to historic preservation in Greenville.
- **Dr. Richard and Mrs. Meridith Rizzuti** received the 2014 Robert Lee Humber Award for Preservation Leadership in recognition of their outstanding contributions to the restoration of the former Third Street School (now occupied by the Third Street Community Center) and the Blount House on Elizabeth Street.



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The Architectural Award for Restoration Excellence

- is awarded to individuals, organizations, or companies responsible for the significant restoration of a residential or commercial building.
- **Jarvis Memorial United Methodist Church** received the 2014 Architectural Award for Restoration Excellence for their continued reinvestment and preservation of their facility built in 1907. Recent projects include new signage and restoration and preservation of the bell tower and the stained glass windows.



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The Stewardship Award for Preservation Commitment

- is awarded to individuals, organizations, or companies that have made a commitment to maintaining the long-term vitality and architectural character of historic buildings in the City of Greenville.
- **The Third Street Community Center** received the 2014 Stewardship Award for Preservation Commitment for their long-term commitment to preserve the architectural character and quality of the former Third Street School (locally designated landmark). The Rizzutis, repaired the clay terracotta roof tile and improved the grounds and facades. Other projects to date valued at \$500,000, much of which made possible with the help of local individuals, foundations, companies and churches.



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Opportunities

Neighborhood Restoration



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Economic Development



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Train Depot



Find yourself in good company

Theater Restoration



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Imperial Office Building



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Questions or Comments

Item 18: Contract Amendment for Design-Build Services for the Greenville Convention Center Renovation and Expansion

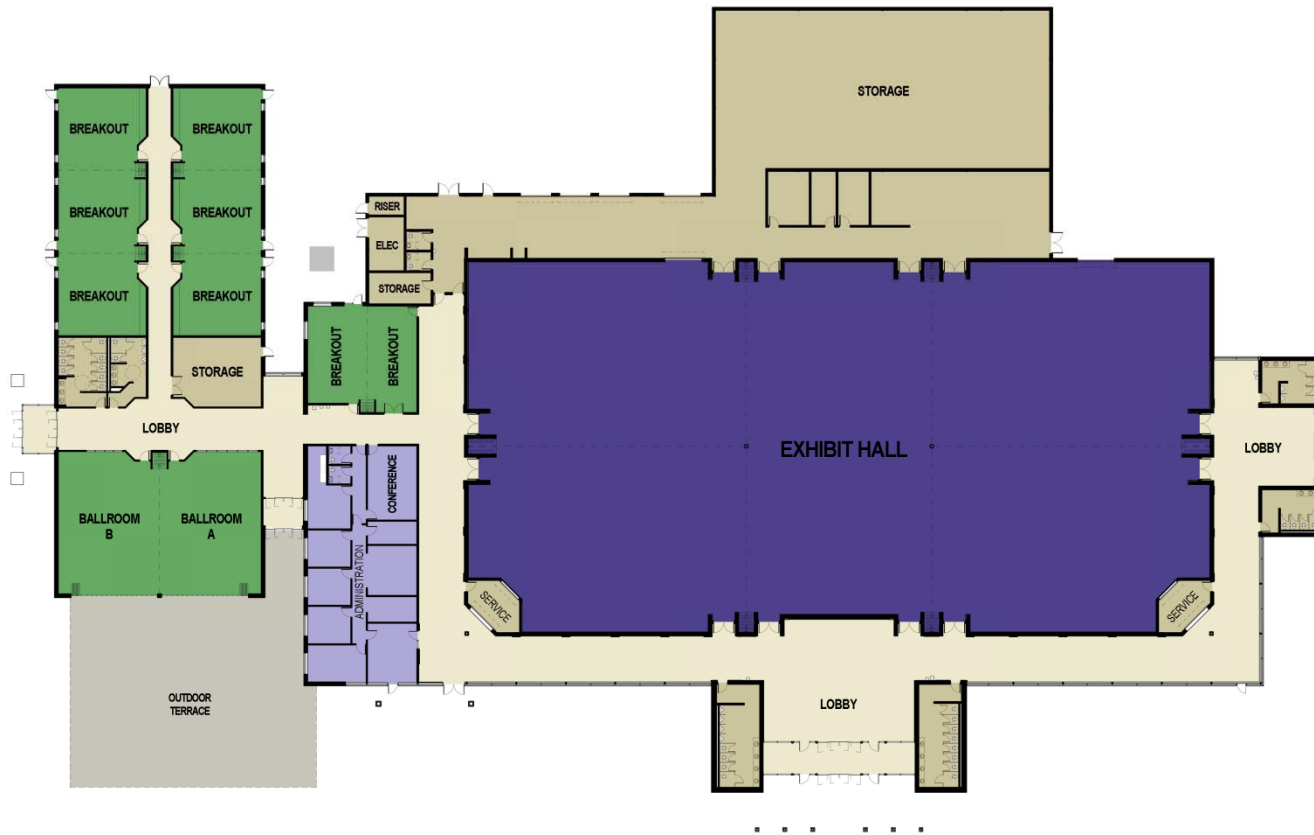
DESIGN-BUILDER & TEAM

- DESIGN-BUILDER
 - T.A. LOVING COMPANY



- TEAM
 - OAKLEY COLLIER ARCHITECTS - ARCHITECT
 - ARK CONSULTING GROUP (local) - CIVIL DESIGN
 - J. MORGAN DESIGN (local) - INTERIOR DESIGN
 - STEWART ENGINEERING - STRUCTURAL
 - ATLANTEC ENGINEERS - MEP DESIGN

PLAN VIEW



LEGEND

- Addition
- Renovation
- B/R/Storage
- Terrace
- Administration

RENOVATION FEATURES

- Main entrance remodel includes a new canopy & decorative metal wave panel
- Existing lobby remodel includes wood paneling, decorative accent wall and suspended art feature
- Existing bathrooms to receive new tile, vinyl wall covering, ceilings, toilet partitions, quartz countertops and lighted mirrors
- Pre-function corridors to receive new ceilings, carpet flooring and wood accents

MAIN ENTRANCE



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INTERIOR- MAIN ENTRY



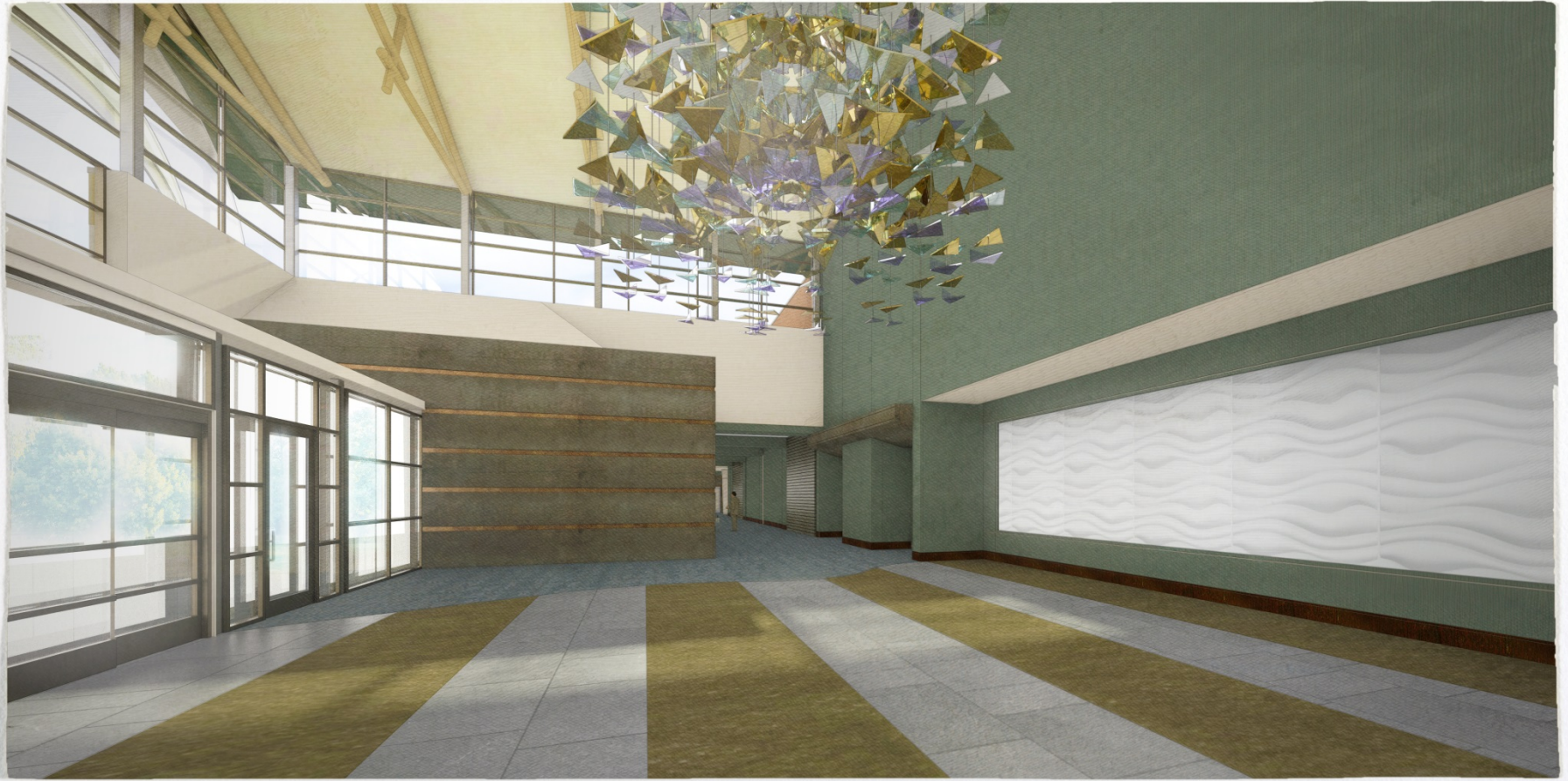
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ENTRY & PRE-FUNCTION



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ENTRY & PRE-FUNCTION



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RENOVATION FEATURES

- Existing banquet hall remodel to include:
 - Acoustical lay in ceiling with accent discs, with select discs to be lit from above using colored LED fixtures
 - Acoustical wall panels along three side of the entire banquet hall with the south wall to receive a wavy art feature accented with colored LED lights
 - Improved lighting controls
 - Modification of the HVAC system to reduce noise levels and improve ventilation
 - Upgraded audio/visual capabilities
- Existing offices consolidated to create additional meeting rooms

INTERIOR - EXHIBIT HALL



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EXPANSION FEATURES

Site Preparation for Building & Patio Additions

- Installation of new ductile iron storm sewer system
- Upgrade of existing domestic water backflow system
- Encasement of existing electrical and telecommunications duct bank
- Re-routing of existing gas line and sprinkler line
- Installation of new exterior terrace with patterned concrete
- Decorative landscaping
- Wooden pergola at addition entrance

EXTERIOR ADDITION



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INTERIOR OF ADDITION



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EXPANSION FEATURES

Building Expansion

- 12,000 square feet of new construction w/brick veneer
- Finishes include carpet flooring, Acoustical ceilings, vinyl wall covering and LED light fixtures
- Two large banquet rooms with folding partition allowing for one large space and includes a storefront on north façade with operable accordion style doors
- Six smaller breakout rooms with interior glass walls
- Widened corridor to allow space for exhibit booths
- Additional restroom facilities & increased storage
- LEED Silver Certification on expansion

BUDGET & GMP

- CURRENT BUDGET - \$ 4,520,000
- DESIGN FEE - \$ 339,000
- PRECONSTRUCTION FEE - \$ 39,000
- CONSTRUCTION (CO#001) - \$ 4,139,344
- GUARENTEED MAXIMUM PRICE - \$ 4,517,344

SCHEDULE

- BEGIN CONSTRUCTION NOVEMBER 2014
- SUBSTANTIAL COMPLETION JUNE 2015

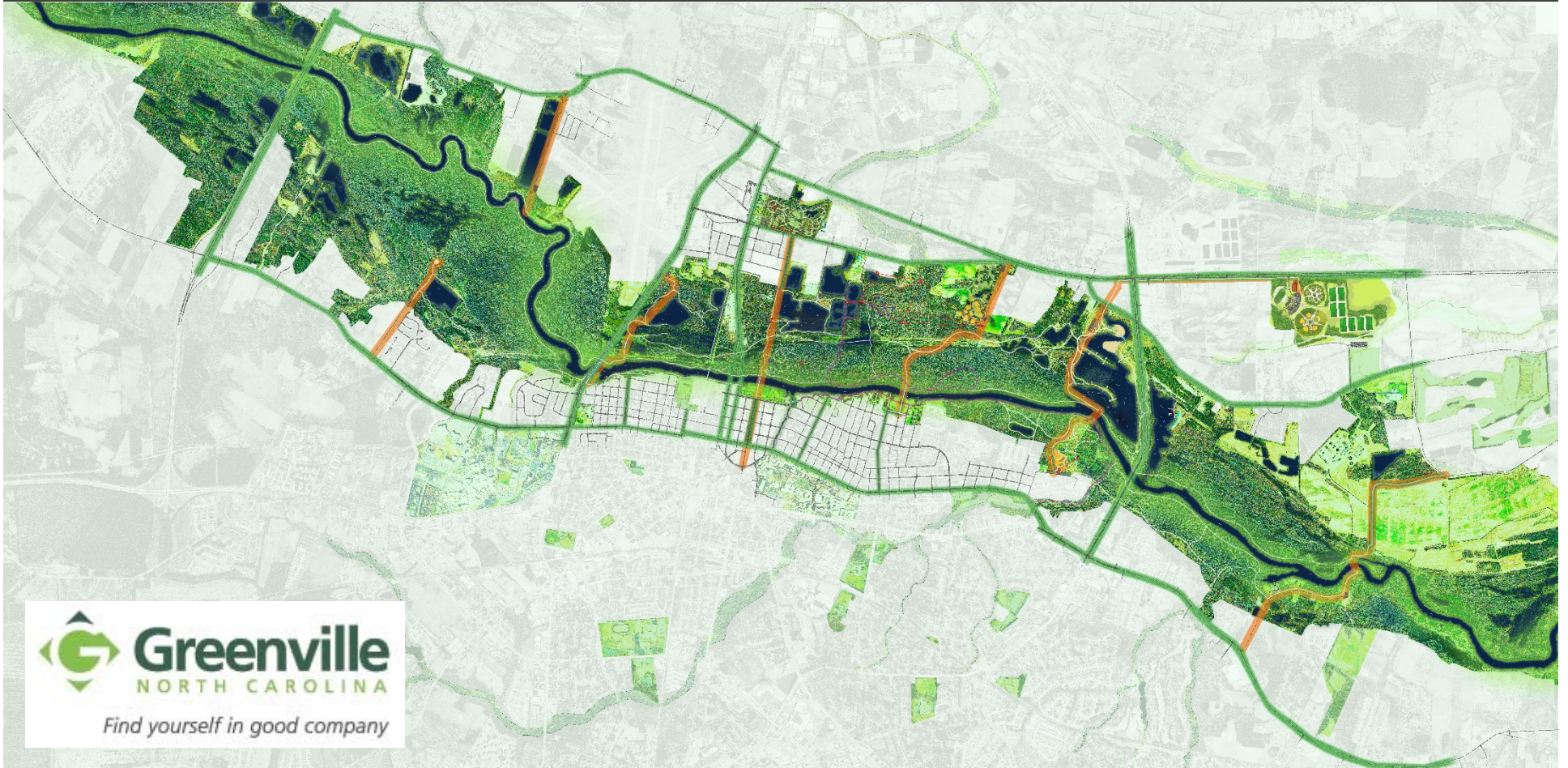
CONVENTION CENTER WILL REMAIN OPEN THROUGH
CONSTRUCTION

RECOMMENDATION

Amend the existing contract for Design-Build Services with TA Loving Company to include a Guaranteed Maximum Price (GMP) of \$4,517,344 for the Greenville Convention Center Renovation and Expansion.

Item 19: Tar River Legacy Plan Presentation and Report

TAR RIVER LEGACY PLAN



RHODESIDE & HARWELL

THE EAST GROUP

HR&A

DAVENPORT

MULKEY

Presentation to the Greenville City Council

November 10, 2014

A black and white photograph of a river or lake. The water is in the foreground, and a dense line of trees is in the middle ground. The sky is a uniform light gray. The word "INSPIRATION" is overlaid in large white letters across the middle of the image.

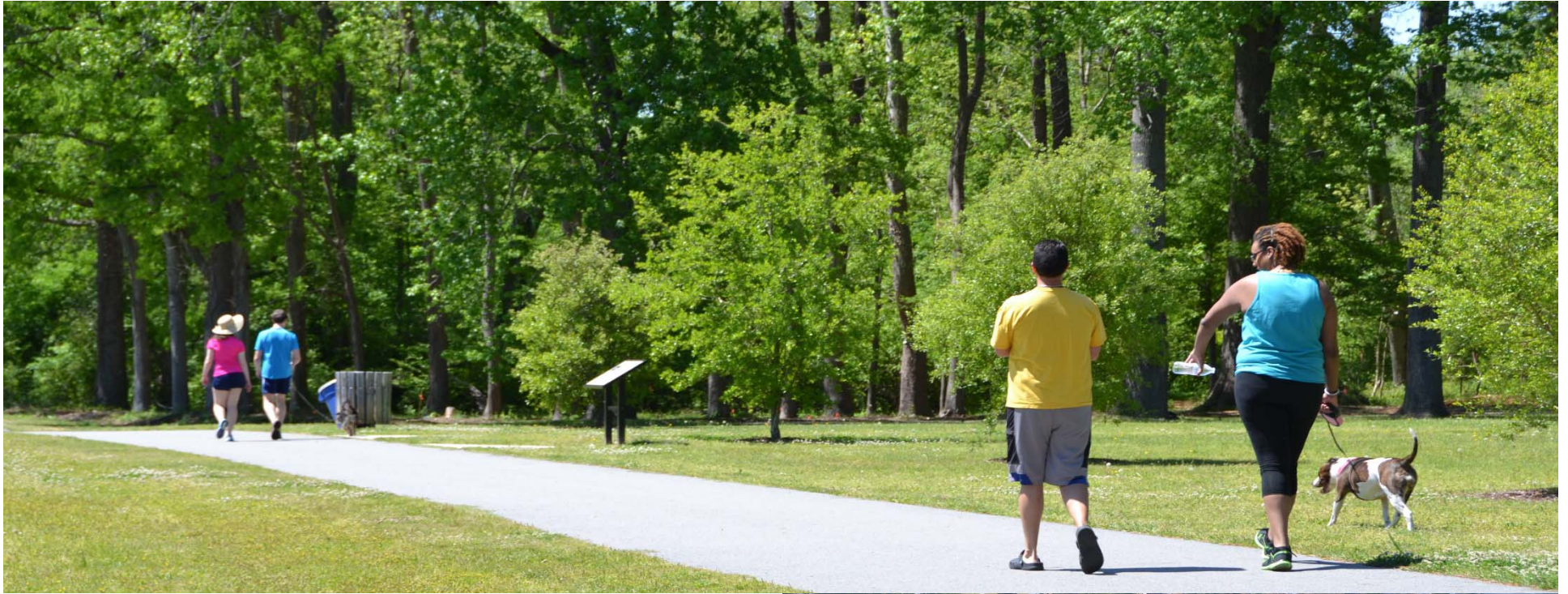
INSPIRATION

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

- Greenville Resident



THE RIVER



THE RIVERFRONT

Centers



Neighborhoods



Institutions



Districts



THE CITY

Events



History



Arts



Sports



CULTURE & HERITAGE



East Race Waterway- South Bend, IN



Greenville, SC



Canoe Trail, Mobile-Tensaw Delta,
Baldwin County, AL



Greenville, SC

PLACES

Revitalization of the Tar River



Enhanced Quality of Life

- Amenities
- Health
- Education



Economic Development

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

Attraction & Retention

- ECU students
- Young professional families
- Active retirees

TREMENDOUS BENEFITS ARE POSSIBLE!



VISION

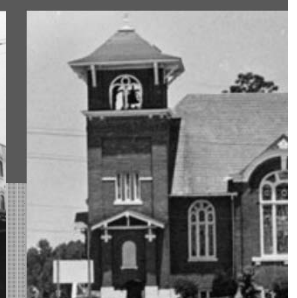
The River can be embraced as a quality of life asset for its **citizens** and as an economic asset for the **City**, while continuing to protect the River and other elements of the **natural environment**.

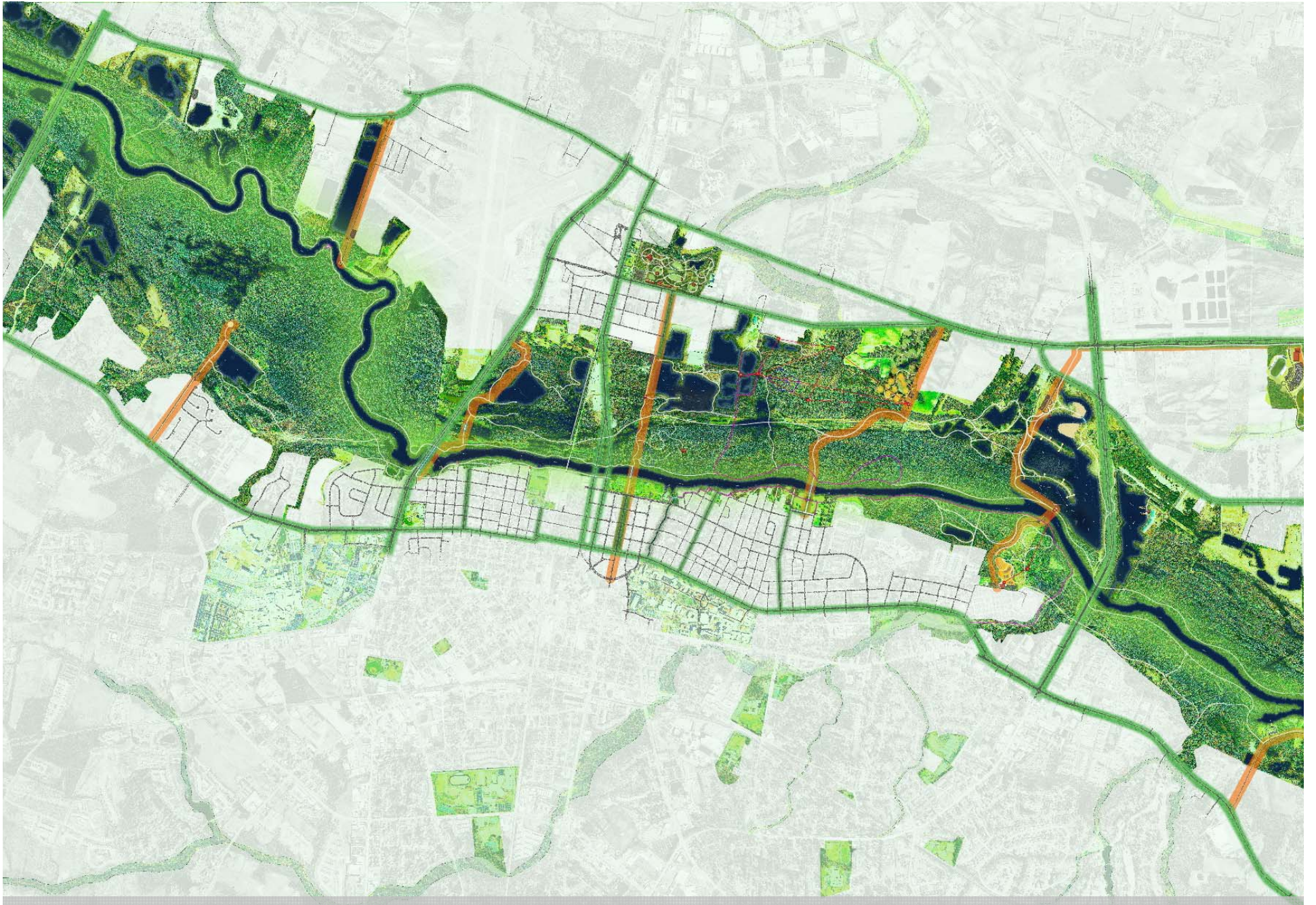


ENGAGEMENT

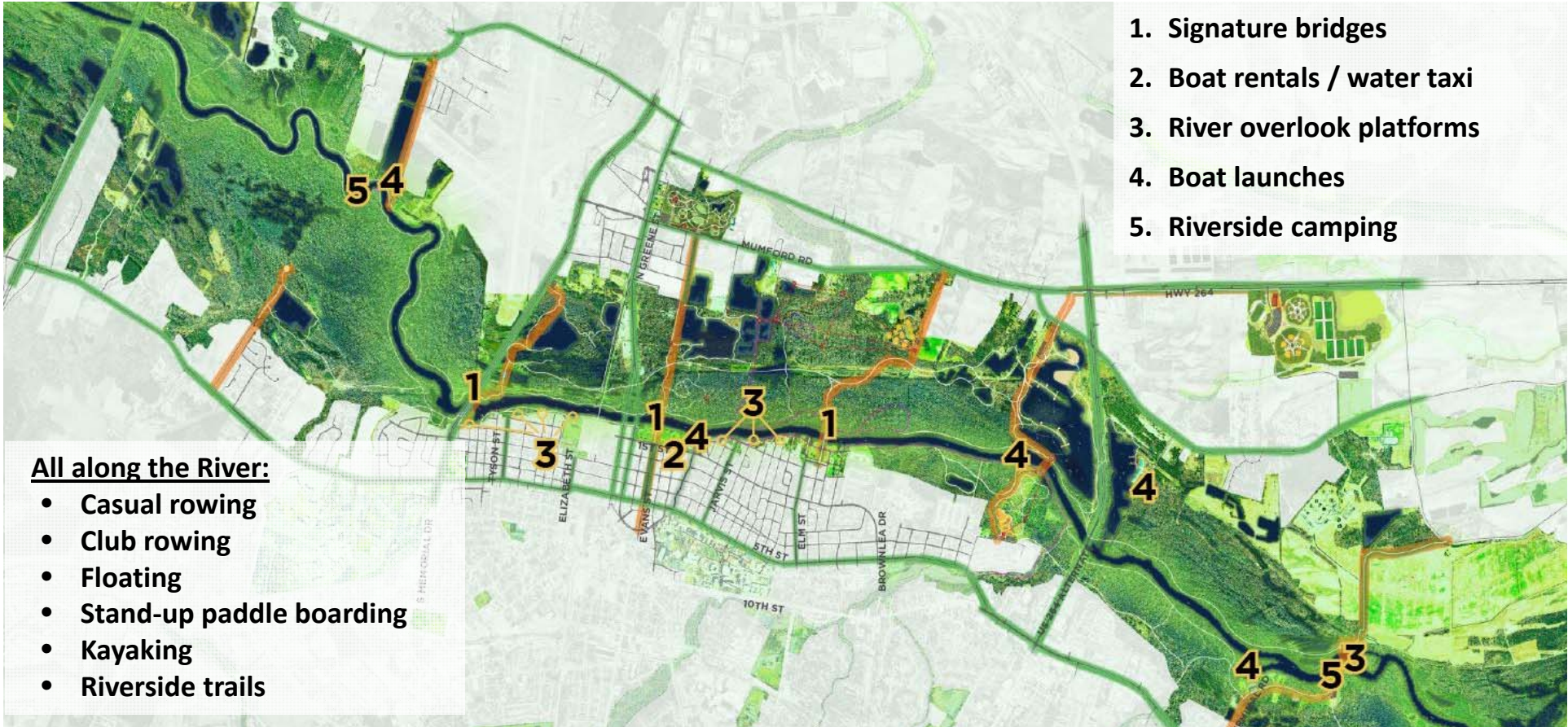
- Connect to and along the riverfront
- Enliven the urban core
- Expand river contact
- Preserve and enjoy the wilderness
- Activate recreation programs
- Attract people to the river
- Promote community wellness
- Interpret history

PRINCIPLES





THE LEGACY PLAN



1. Signature bridges
2. Boat rentals / water taxi
3. River overlook platforms
4. Boat launches
5. Riverside camping

All along the River:

- Casual rowing
- Club rowing
- Floating
- Stand-up paddle boarding
- Kayaking
- Riverside trails



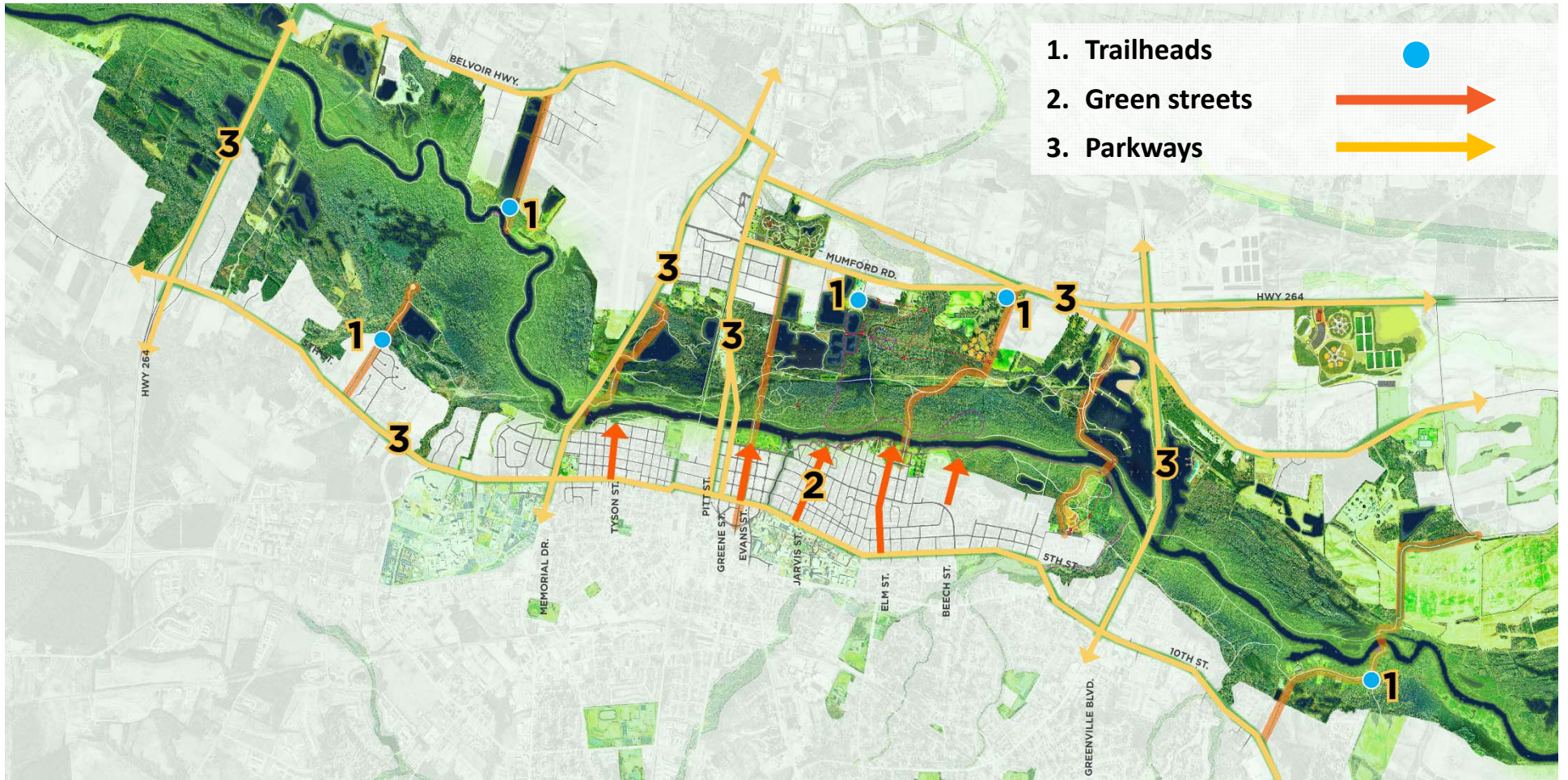
RIVER



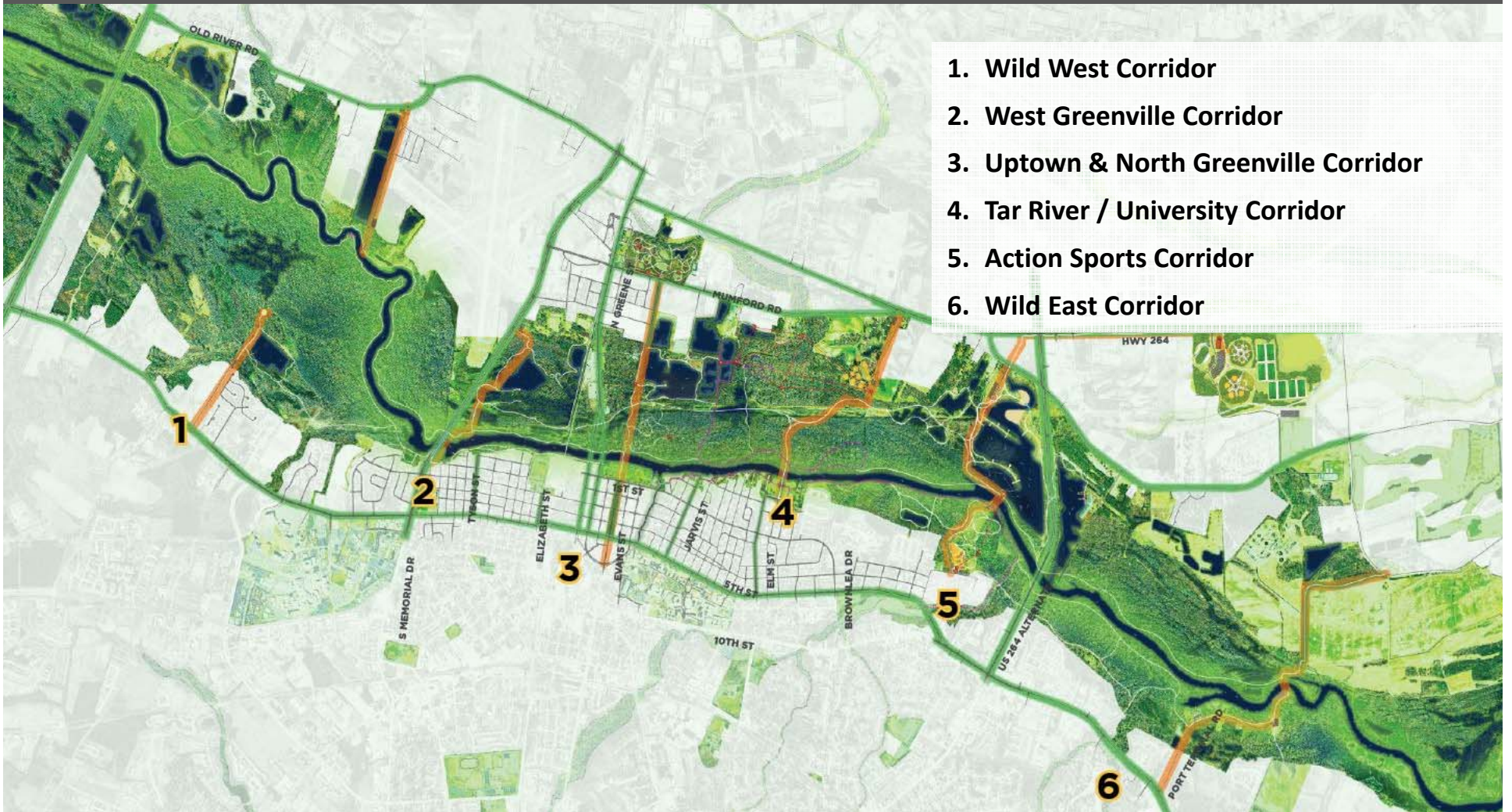
- 1. Passive water recreation
- 2. Active water recreation
- 3. Small boat dockage



LAKES



GATEWAYS & CONNECTIONS



1. Wild West Corridor
2. West Greenville Corridor
3. Uptown & North Greenville Corridor
4. Tar River / University Corridor
5. Action Sports Corridor
6. Wild East Corridor

SIX ACTIVITY CORRIDORS



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

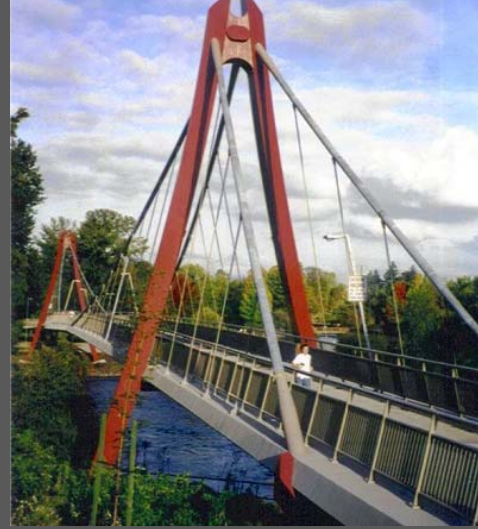
1 – WILD WEST



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

2 – WEST GREENVILLE





- 1. Arboretum/urban agriculture
- 2. Lake fishing
- 3. Viewing tower

- 4. Interactive boardwalks
- 5. Zip lines/canopy tours
- 6. Mobile commerce

- 7. Signature Bridge
- 8. Space for events (Town Common)
- 9. Daylit Town Creek

3 – UPTOWN/NORTH GREENVILLE



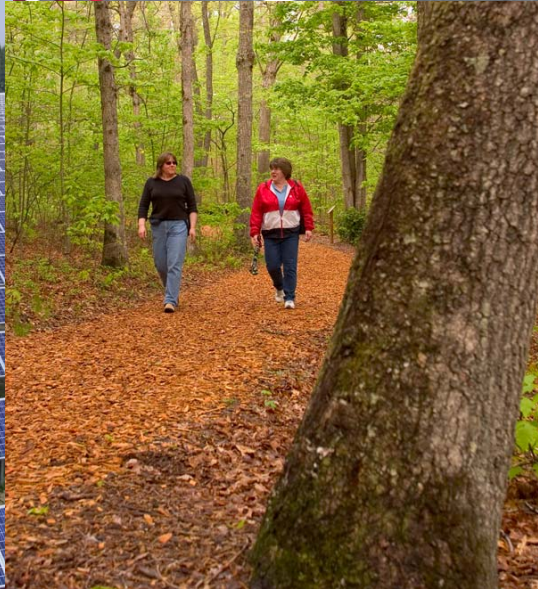
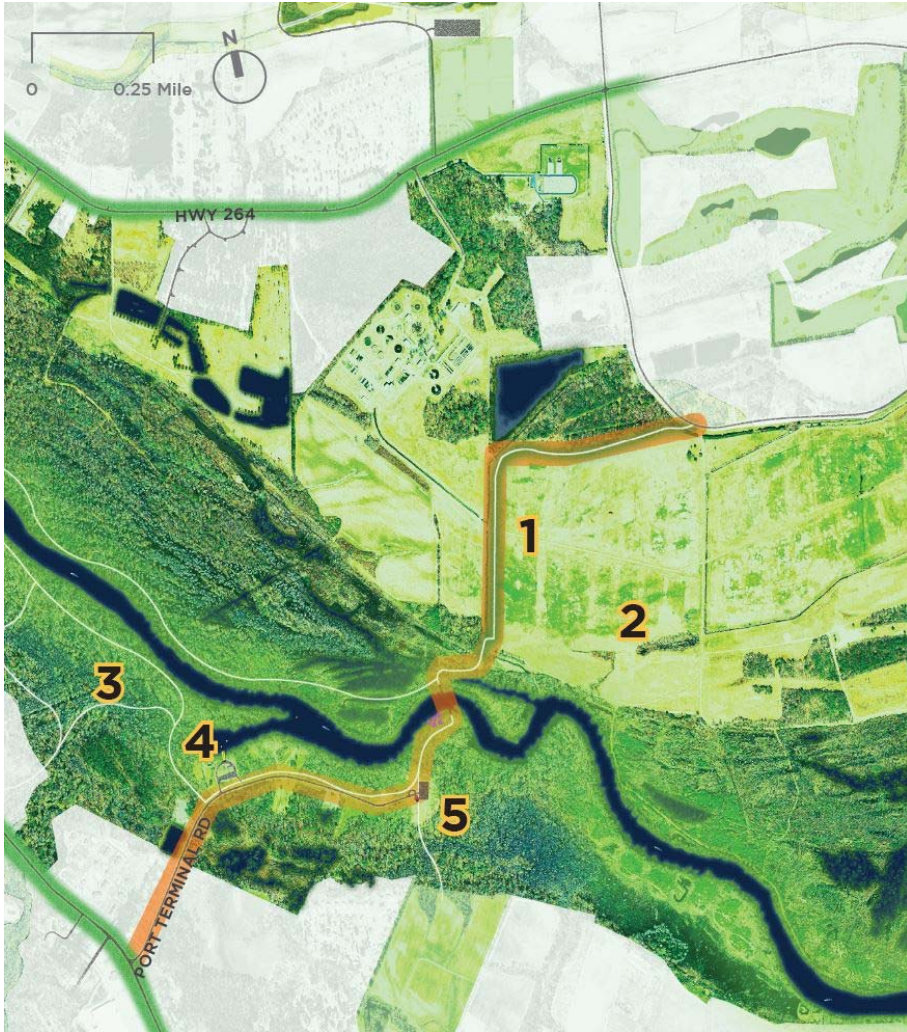
- 1. Camping
- 2. Trail connections
- 3. Healing/sculpture gardens
- 4. River overlooks
- 5. Playground
- 6. Green streets
- 7. Zip lines/canopy tours
- 8. Signature bridge

4 – TAR RIVER/UNIVERSITY



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

5 – ACTION SPORTS



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

6 – WILD EAST

- **Dedication of City-Owned Non-Parkland as Public Open Space**
- **Land Banking**
- **Conservation Easements**
- **Mitigation Banks**
- **Land Conservancies**



CONSERVATION



- Continued protection of water quality
- Potential for enhanced navigability

RIVER MAINTENANCE

Riverwalk Cultural Trail



Sportstown USA / Sport Hub Eastern NC



The Riverfront District

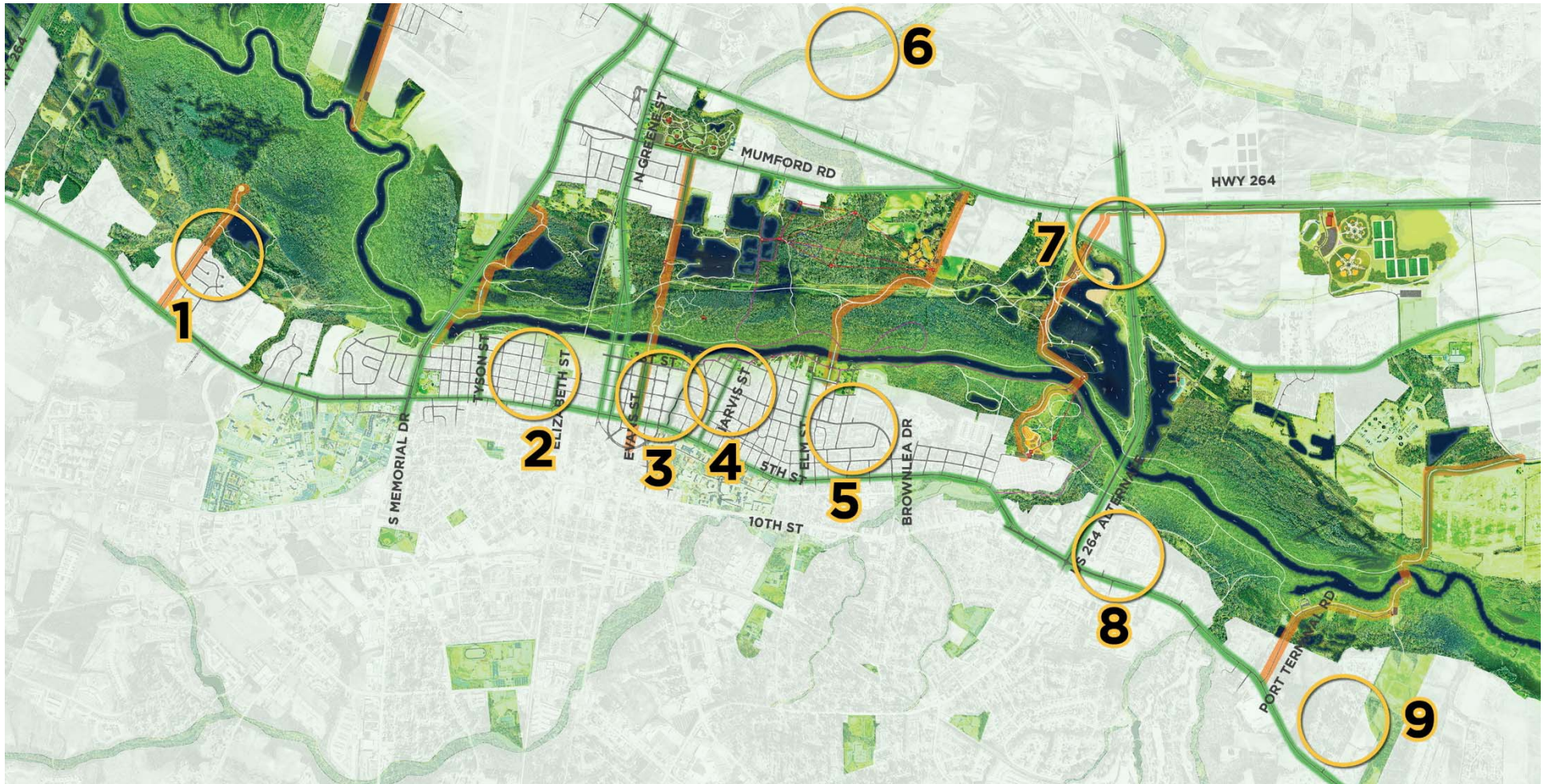


Greenville: A Health Lifestyle City



Ecological Adventure

BRANDING & PLACEMAKING



- | | | |
|--|--------------------------------------|--|
| 1. Northern Medical District/Nature Preserve | 4. Holly / Avery Street Area | 8. Greenville Boulevard / 10th Street Intersection |
| 2. West Greenville Riverfront Blocks | 5. Tar River / University Riverfront | 9. Port Terminal Road / 10th Street Development |
| 3. Uptown / 1st Street | 6. North Greenville (Residential) | |
| | 7. North Greenville (Commercial) | |

NEIGHBORHOOD ENHANCEMENT



IMPLEMENTATION

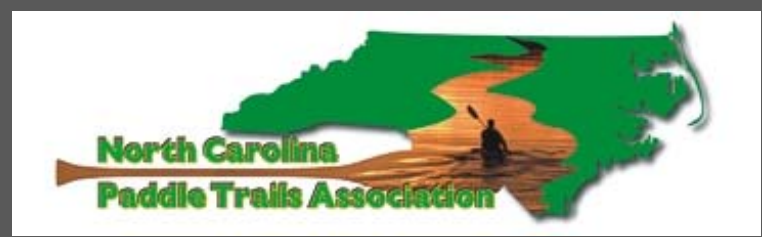
“Thoughtful selection of **first phase investments** will be critical to engendering a **sense of momentum**, which must include building a core of private and philanthropic funding partners and grassroots advocates.”

- HR&A

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



IMPLEMENTATION FRAMEWORK



STEP 1 : IDENTIFY PARTNERS AND CHAMPIONS

Branch Brook Park Alliance

WORKING IN PARTNERSHIP WITH ESSEX COUNTY TO RESTORE AND REVITALIZE OUR PARK



STEP 2: ESTABLISH A GREENVILLE TAR RIVER ALLIANCE



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

STEP 3: JUMPSTART THE LEGACY PLAN!

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



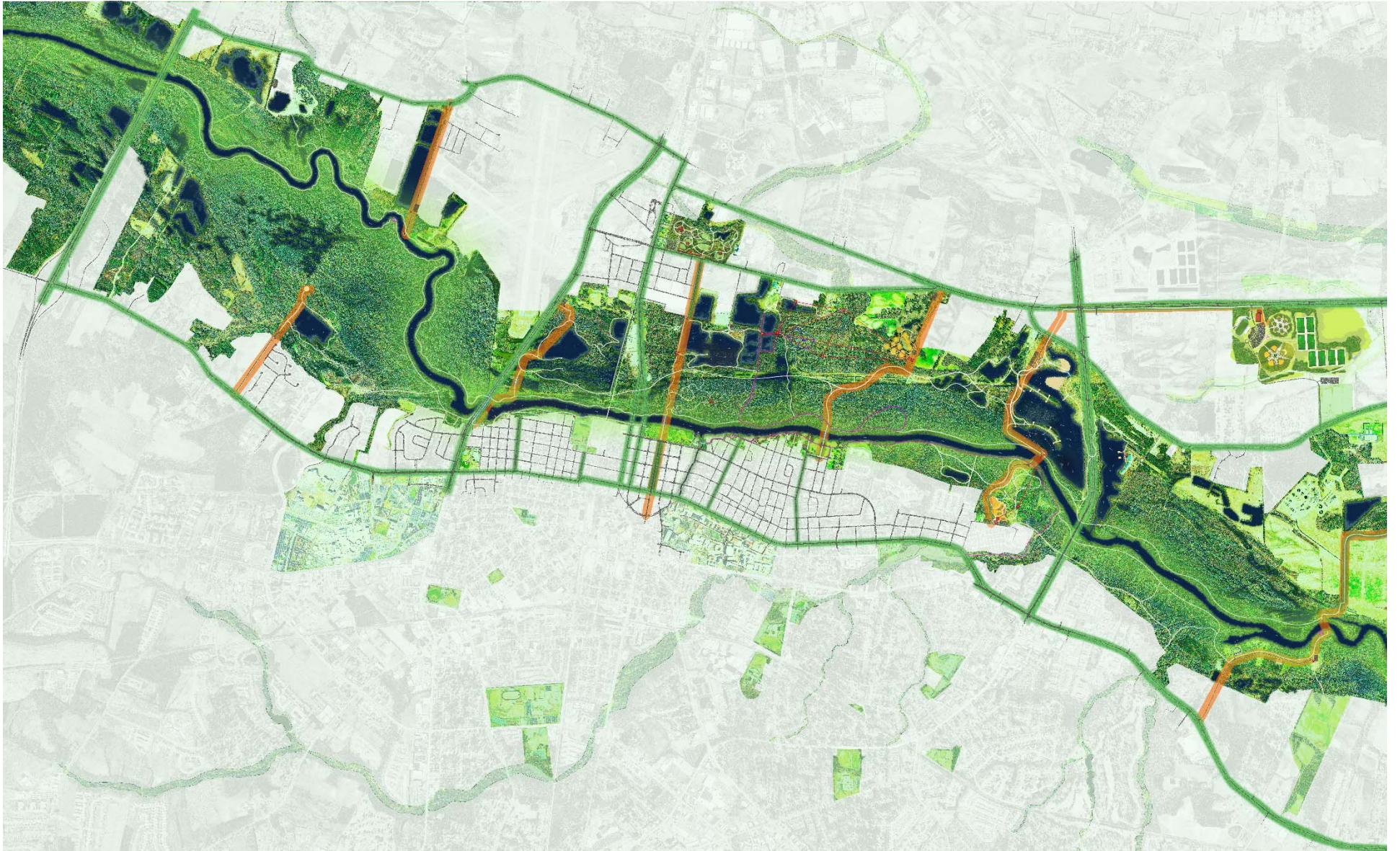
1. Riverfront Entertainment District
2. North Greenville Adventure Park
3. Extreme Sports Hub

STEP 4: EXPLORE THE RIVERFRONT FOCUS AREAS



On-going and sustaining projects are long-term efforts that will require continual exploration and should be implemented over time.

CONTINUE IMPLEMENTATION



DISCUSSION

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

ACTIONS 1/3

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

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