CITY OF WASHINGTON WATERFRONT

Visualization + Reinvestment Strategy

NOVEMBER 2009

CLIENT

City of Washington
Washington, North Carolina

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"Never doubt that a small group of citizens can change the world; indeed, it is the only thing that ever has."

Margaret Mead

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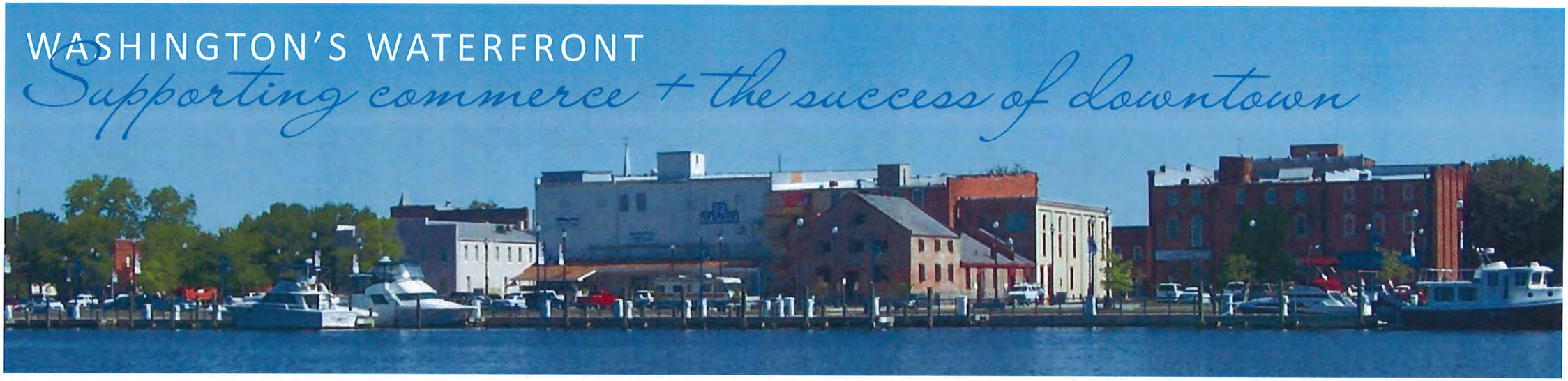
Park Site
Estuarium
PAMLICO RIVER
Moss Landing



PROJECT OVERVIEW

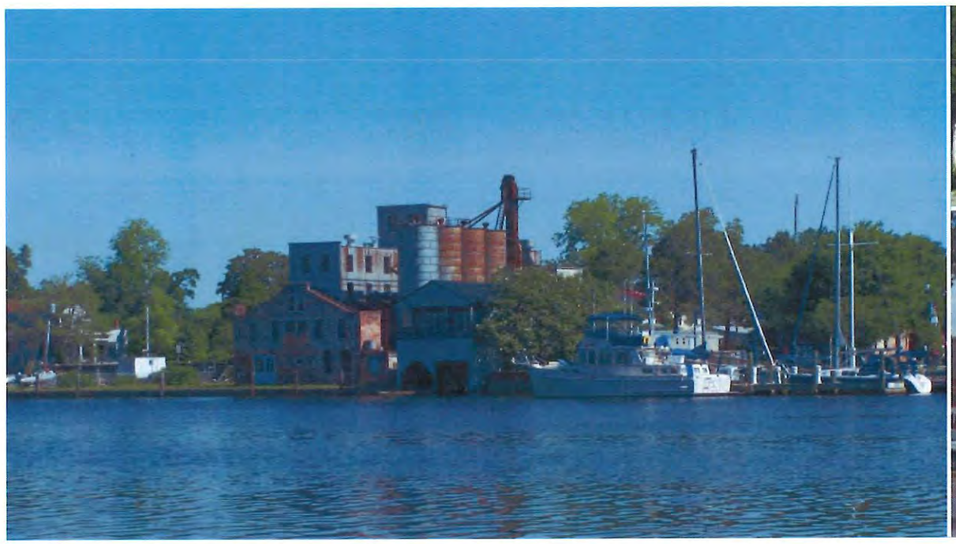
Memorable. Historic. Welcoming. Each expression encapsulates the spirit and scale of the City of Washington's downtown and its waterfront presence along the Pamlico River. It's a unique and special place, one with a strong bond to the citizens and merchants that call Washington home.

Out of need and through the care of Washington's citizens, the downtown and waterfront has been a focus of study and investment over the past several decades. These efforts, on the whole, led to a number of significant improvements. In fact, planning efforts such as the 1996 *Downtown Washington Strategic Plan and Implementation Projects* (aka, the Renaissance Plan) had well over two-thirds of contemplated downtown and waterfront improvements implemented.

New challenges and opportunities have presented themselves in Washington since implementation of the Renaissance Plan. Debate and efforts to build a downtown waterfront park and hotel restarted a broader community dialogue as to what the future of Washington's downtown and waterfront should hold over the next twenty years. Concerns over the local economy and real estate market, the construction of the U.S. 17 Washington Bypass, a desire by citizens to ensure quality downtown investment and other issues have added to this ongoing community discussion. Recognizing the importance of this discussion and the opportunity it presented to shape a compelling next stage for Washington's evolution, the Citizens for Revitalization Committee sought to create a focus for this broader community dialogue.

Using funding allocated by the City Council and donations from other sources, the Citizens for Revitalization Committee retained LandDesign to establish a compelling, visual representation of key investments for a three block area of Washington's waterfront underpinned by community input, sound economic rationale and a flexible strategy for movement forward. Seven key goals for the project effort were established by the Committee:

- Connect Main Street to the river through strong pedestrian linkages and activation of street edges with retail, commercial, public spaces and other uses;
- Assure the provision of public and private parking in support of increased development and activity;
- Reinforce the premier status of the waterfront as a space for public use and assembly;

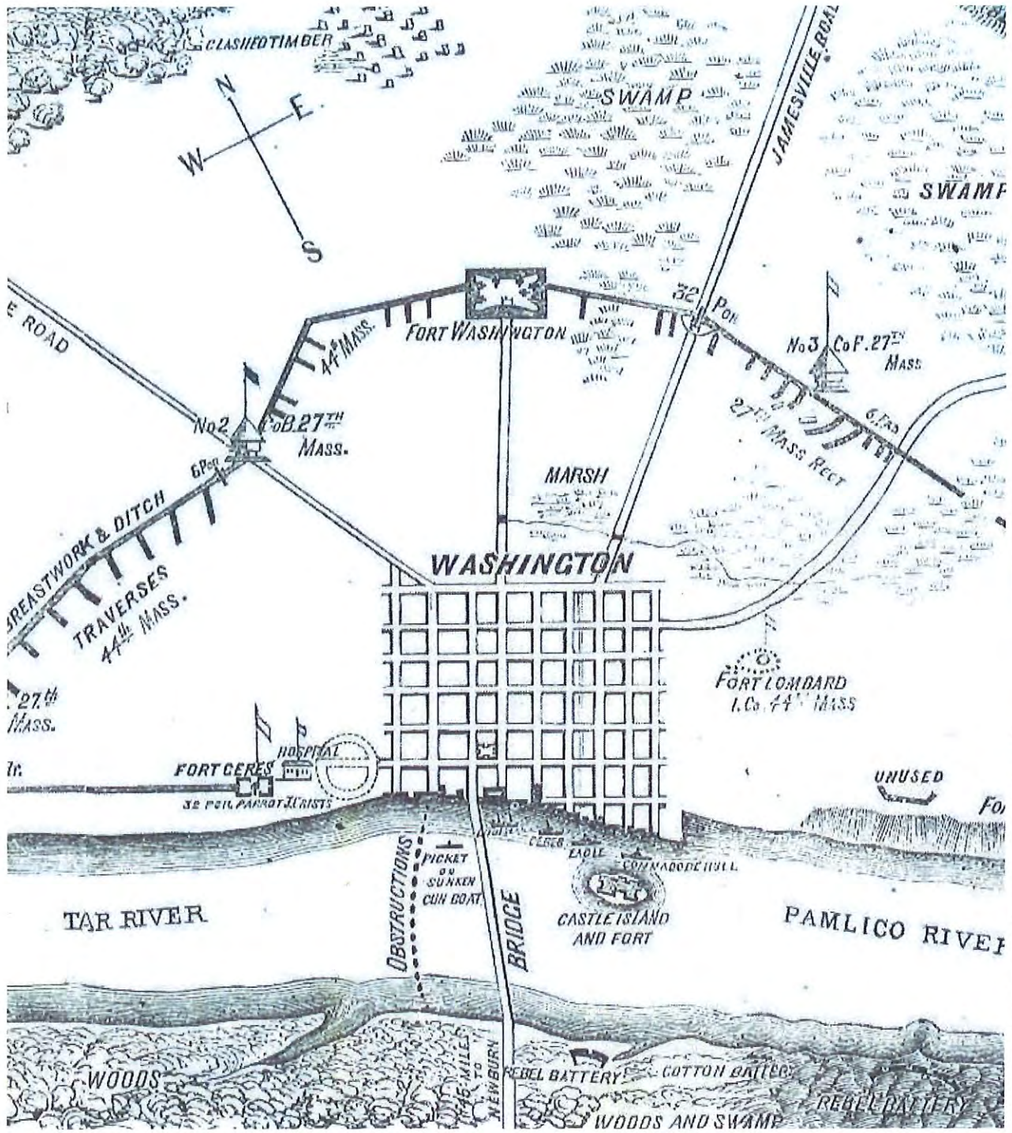


- Augment the circulation pattern within and adjacent to the study area in such a way that maximizes connectivity while minimizing public expense;
- Establish a vision and reinvestment strategy that enhances the brand of Washington's downtown as a "Central Business District on the River";
- Ensure creation of an implementable, pragmatic strategy that considers financing issues, zoning, urban design, community input and other elements; and,
- Ensure the strategy favorably contributes to the City's tax base of upwards of $60 to $90 million by creating designs which include both new construction and adaptive reuse of existing buildings.

Commencing in July of 2009, the study team moved through a series of project tasks, from site inventory and analysis, to case study, alternatives development and plan preparation. Most importantly, the study team engaged the community to have an open, collaborative discussion about its future, and the response was overwhelming. Several hundred citizens participated at one or all of the project's three collaborative sessions—The Community Issues and Priorities Forum (July 16), the Visioning Charrette (August 10 through 12) and the Draft Visualization and Reinvestment Strategy Open House (August 26)—guiding and validating direction forward for the waterfront.

The following summary report recaps the process and results of this effort. At its inception, this project effort was not intended to serve as a comprehensive master plan for the city and waterfront. Rather, the effort was focused on helping the community visualize its future potential and illustrate for citizens, investors and others a mutually agreed upon direction forward. In many ways, the study results serve as a visual representation of the brand—Washington's Downtown Harbor District—that its citizens can rally behind in marketing itself and prioritizing investment dollars.

Finally, work and recommendations presented herein considered only existing data and reports as well as direct involvement and feedback by the community. Commercial market analysis, traffic modeling and other detailed studies were not part of this effort.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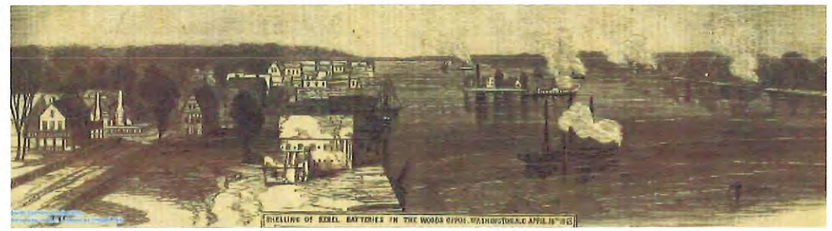
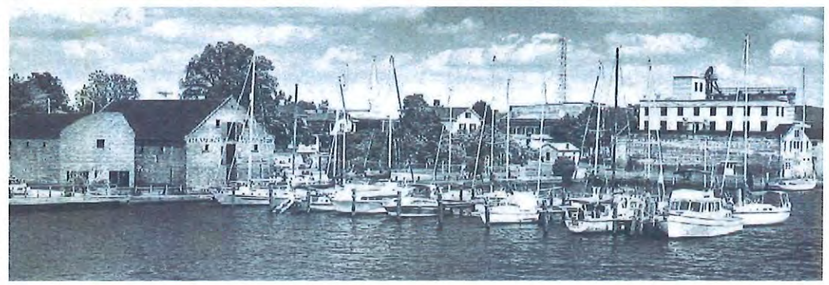




HISTORY + CHARACTER

Understanding our past provides important clues and guide points for considering our present and future. In Washington's case, not only does its history have a deep richness, but also its one inexorably linked to its waterfront.

While the region's earliest history is tied to the many Native American tribes that called the Inner Banks home, Washington's more formalized founding dates back to 1770s. Initially named Forks of the Tar, the farm town was renamed in 1776 to Washington in honor of General George Washington—the first town to do so.

Washington's strategic position at the meeting of the navigable Pamlico and Tar Rivers allowed the town to emerge as a major regional shipping center. From serving as a supply port for the Continental Army during the Revolutionary War to ship and barge construction during WWII, Washington's waterfront was and remains an engine of commerce and conduit for the exchange of ideas.

Commerce and exchange helped to transform the town into a city with a central business district that today stands as one of the most intact and historically and architecturally significant commercial downtown areas in eastern North Carolina.

Technological innovation in the movement freight and people brought decline to Washington's traditional shipping businesses in the early 1900s. By the 1950s, much of the water's edge within and surrounding downtown proper was blighted with underutilized and crumbling cargo areas, ship works and other maritime remnants.

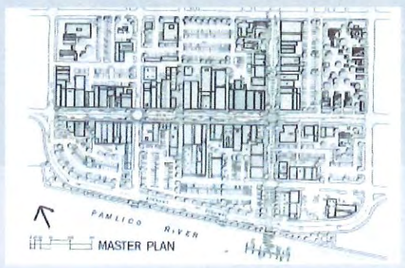
Following the lead of other communities facing similar challenges, Washington embarked on an urban renewal effort to reclaim its waterfront and repurpose the area for public recreation and other commercial activities. The Redevelopment Commission Master Plan of the 1960s lead to the eventual removal of dilapidated buildings along waterfront, reclamation of approximately 5 acres of land area bounded along the water's edge by a 1,500 linear foot bulkhead topped with a pedestrian riverfront promenade, and the creation of Stewart Parkway and adjacent parking facilities. Subsequent master plans and efforts have enhanced and modified Washington's downtown waterfront--as summarized in the following diagram--and these major projects remain today defining characteristics of the study area.

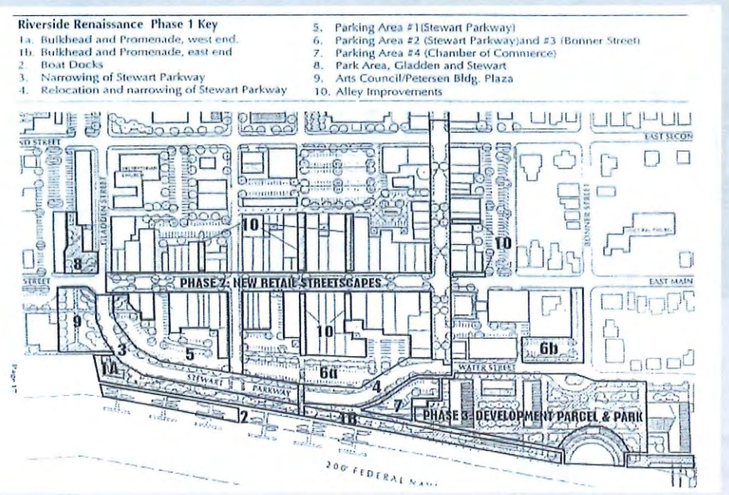
TIMELINE OF RECENT WASHINGTON WATERFRONT ENHANCEMENTS

Removal of Dilapidated Buildings along Waterfront. Creation of 5 Acre Reclamation, 1,500 Linear Foot Bulkhead, and Provision of 350 Parking Spaces

Redevelopment Commission Master Plan (HUD Urban Renewal)

Downtown Historic Zoning District Est. (1978)
Downtown National Register District Est. (1979)
Washington Downtown Plan (1979)





Downtown Washington Strategic Plan (1996)

Chamber of Commerce Building Erected (1984)

NC Estuarium Opens (1998)
Bending of Stewart Parkway

Major Waterfront Enhancements Completed (2002)

Downtown Revitalization Strategy - WK Dickson Plan (2005)

Moss Landing Opens (2007)

1960'S | 1970'S | 1980'S | 1990'S | 2000'S

AERIAL VIEW OF WASHINGTON'S DOWNTOWN

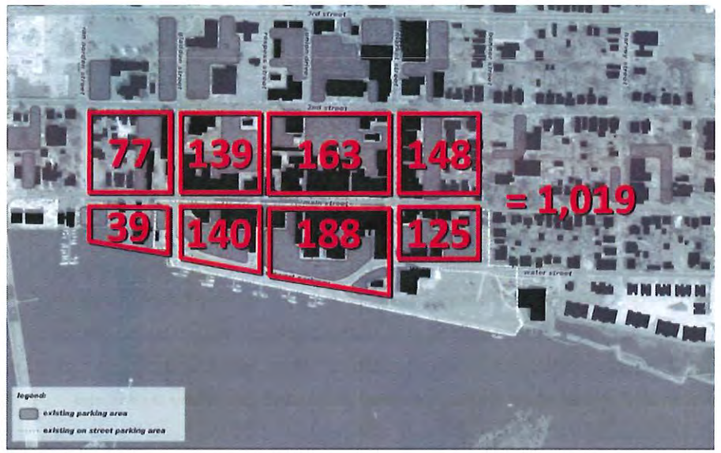
ARRANGEMENT + URBAN FORM

Washington's downtown is arranged in a traditional grid and block pattern. Main Street runs east/west through the center of downtown (along the northern edge of the study area), and is paralleled by Stewart Parkway/Water Street to the south and Second Street to the north. Main Street is one-way running east, with Second Street providing one-way movement back to the west of downtown. Primary cross streets through downtown and within the study area include Bonner, Market, Respess and Gladden Streets. Uses found along Main and Market Streets comprise the traditional central business core of downtown. Ground floor and upper level building uses along these streets generally support retail, dining, professional office and cultural offers, with Market Street providing home to City Hall and a number of other civic uses. Like many traditional downtown central business districts, Washington's CBD has been increasingly marginalized by the growth suburban commercial offerings. Merchants and other downtown interests report that of the +/-1 million square feet of space in the downtown core, 25% of ground floor areas are vacant, with upper levels ranging between 50% and 75% unoccupied.

Residential uses surround the downtown area. Housing stock is generally desirable and of good quality. Recent residential development proximate to the study area includes Moss Landing to the east and Buoy Tender to the west.

Given the nature of maritime operations historically found along the Pamlico River, most of the downtown buildings proximate the waterfront—along the south side of Main Street—are oriented with their fronts facing Main and secondary entrances along Stewart Parkway.

The scale and architectural quality of a majority of buildings in the core sets a highly appealing tone for downtown and the waterfront, one actively emulated as part of current development and redevelopment efforts around North America. Buildings generally range from two- to four-stories in height. The quality of building elevations visible from the Waterfront varies from highly dignified and historic to others with several upper level windows bricked in.



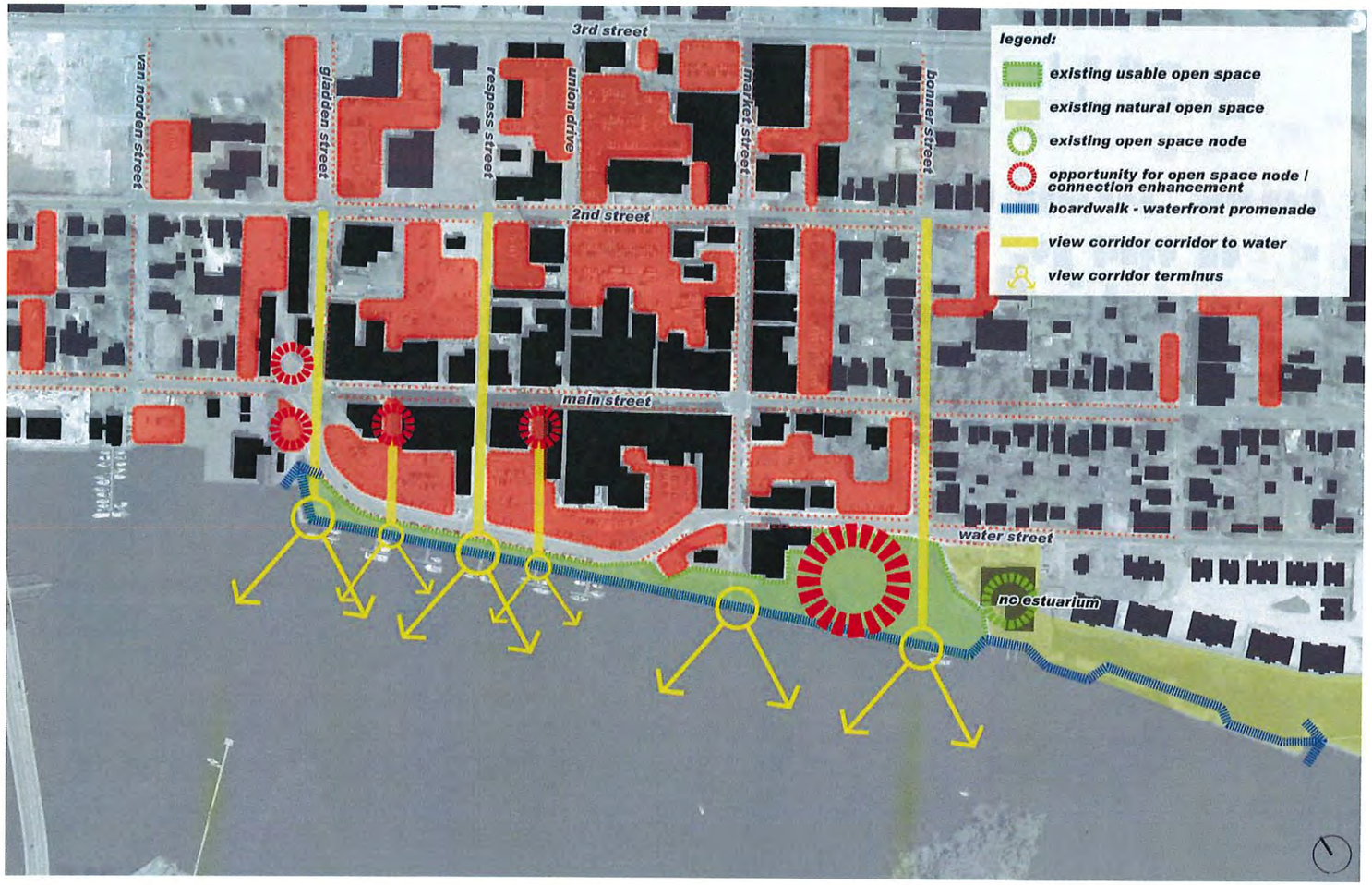
PARKING FACILITIES

Parking facilities found within downtown are generally comprised of a series of at-grade parking lots and on-street parking stalls. A recent survey conducted by Downtown Washington on the Waterfront inventoried a total of 1019 spaces within a one block radius of Main Street. While weekday parking demand is high along Main Street and a handful of smaller key lots adjacent to commercial buildings, the survey of parking occupancy levels suggest between 50% and 75% of the spaces within the study area are available at any given time. It is expected that as upper levels of buildings along Main Street are activated with residential and other uses, a portion of this excess supply will decrease.

Previous planning efforts call for the long term development of a structured parking lot at Second Street and Union Alley.

BUILDING MASSING AND LOCATION OF DOWNTOWN PARKING AREAS

OPEN SPACE AND VIEWS



RECREATION + VIEWS

Washington's waterfront promenade is the primary open space and recreational element found within the study area. Running east/west along the Pamlico and connecting to the boardwalk at the Estuarium, the waterfront promenade is a highly desirable feature of the area, one that receives a good level of use at varying times day and evening.

With the exception of Market Street and a handful of smaller alleys running north/south, visual and physical access to and along Washington's waterfront is good. Market Street—a key corridor leading to the water's edge—is blocked by vegetation and poor street end configuration.

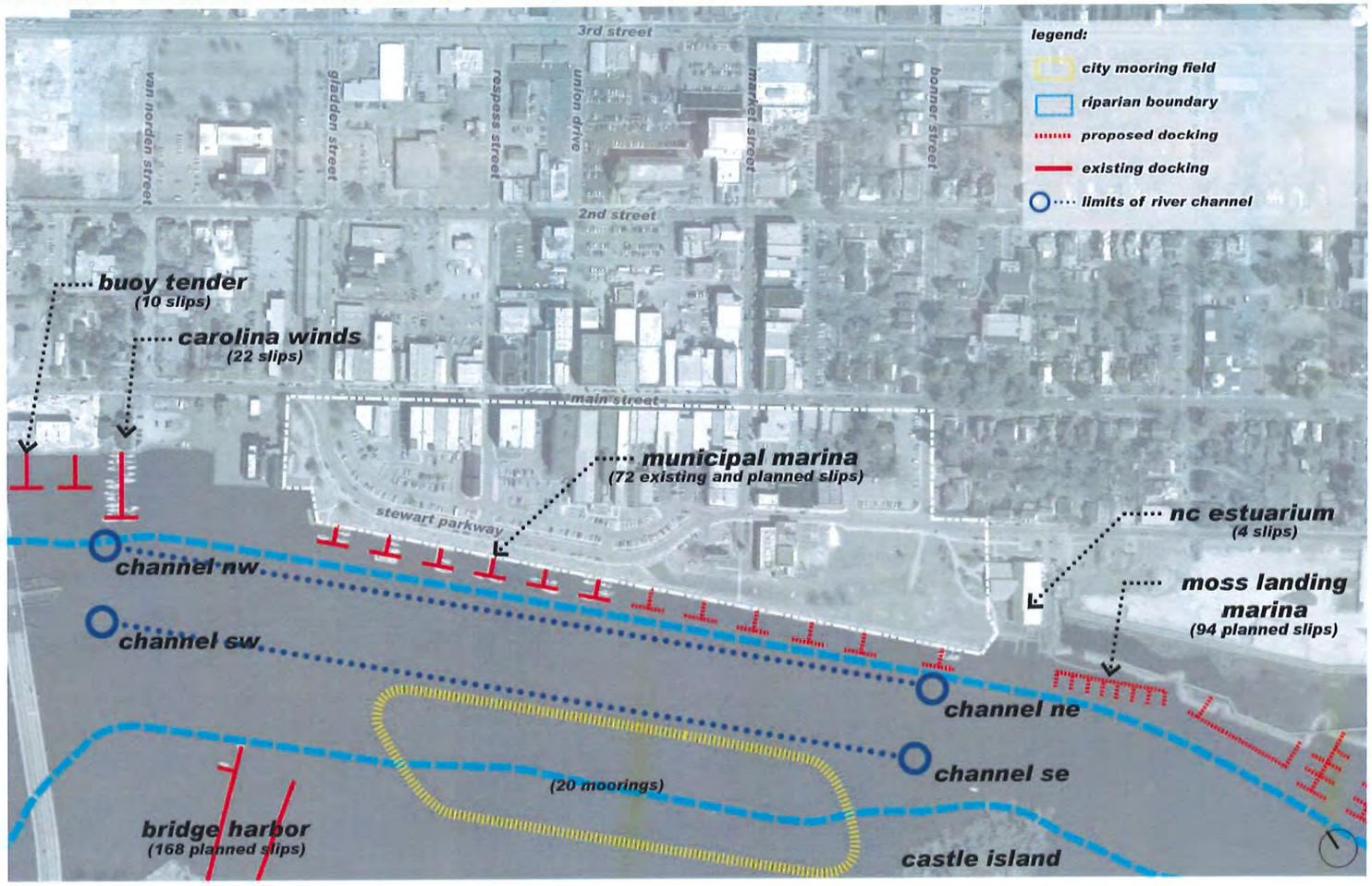
The balance of open space area between the waterfront and the backs of buildings along Main Street is predominantly given over to at grade parking facilities. These areas provide limited shade and landscape elements as well as radiate heat during peak sun periods.

MARINE FACILITIES

Washington's waterfront is increasingly a focus of boating leisure and tourism activities. As shown in the accompanying diagram, several in-water marina facilities are present or planned within close proximity of Washington's downtown waterfront. Just beyond the downtown waterfront area, additional in-water, stacked and vessel launch facilities are also present and/or in the planning stages. The City is undergoing design and agency review of the extension of its municipal berths to expand the number of vessels positions available along the study area to 72.

Discussions with boating and maritime interests in the area revealed that a number of facilities are needed to allow Washington to better welcome and support these activities along its waterfront. These facilities include improved dockmaster facilities, restrooms, laundry, transportation, fueling, shopping (ship's store) and short term vessel berthing areas.

CURRENT AND PLANNED MARINA FACILITIES PROXIMATE TO WASHINGTON'S DOWNTOWN



VIEW OF WATERFRONT FACING DOWNTOWN BUILDINGS

OTHER ELEMENTS AND FEATURES

Several other features and elements with relevance to the waterfront visioning effort were identified as part of the inventory and analysis phase of the study effort. These include:

- As presented, most of the downtown buildings facing the waterfront along the south side of Main Street are oriented with their fronts facing Main and secondary entrances along Stewart Parkway. While some of these buildings are attractive and have been improved by their respective owners, others are in need of enhancement to stimulate visual and pedestrian interest along and around Stewart Parkway and Water Street and to corridors linking to Main Street. These enhancements should also extend to adjacent parking areas.

- A majority of the properties found along the waterfront, inclusive of at-grade parking lots, are owned by the City. Two key waterside facing parcels—the Maola Building and adjacent Friedman Ravenwood LLC property—located at the southeast corner of Market and Water Streets are the exception. Both privately held parcels are considered key opportunity points for redevelopment.

- Three important easements/areas to avoid are present within the waterfront study area. The first is located at the southwest corner of Gladden Street and Stewart Parkway. This area, comprising of approximately .42 acres, has extensive water and sewer line infrastructure present underground. Plans and designs for this area and extending into the adjacent waterfront should limit any vertical construction or other extensive intervention. The second area extends from Market Street along the waterfront to a point inline with the terminus of South Bonner Street. This zone, once the original right-of-way of Stewart Parkway, has been placed in a conservation easement by the City. Finally, the Estuarium has an easement/right of use for a portion of City owned property running approximately from the terminus of South Bonner Street to the edge of the waterfront. This zone is a key point of access to the Estuarium.

- A majority of the waterside portion of the study area is within the floodplain, with the southeastern portion of the site (nearest the Estuarium) very susceptible to flooding events. Any new development along the waterfront and extending into downtown will need to be designed to have finished floors and habitable spaces above these flood hazards at a level of +10 feet. Development must also consider existing stormwater and pump station investments found throughout the study area, especially those between Market Street and the Estuarium. Consideration also needs to be provided for the placement of plant materials throughout the study zone.

- The study area is an important connecting piece of the City's broader Master Plan for Waterfront Facilities and Connections, which when implemented over time, will provide pedestrian and bicycle links to Havens Gardens Park, Jack's Creek and other City park and open space facilities. The Master Plan for Waterfront Facilities and Connections will also connect to regional greenways linked to Greenville and other destinations.

ELEMENTS OF GREAT WATERFRONT COMMUNITIES

There is no formulaic recipe for creating a great community waterfront experience. Each place has a different set of values, economic interests, environmental conditions and other factors. This is a welcome circumstance, however, as waterfronts give each community a chance to express its individuality and help distinguish it from others.

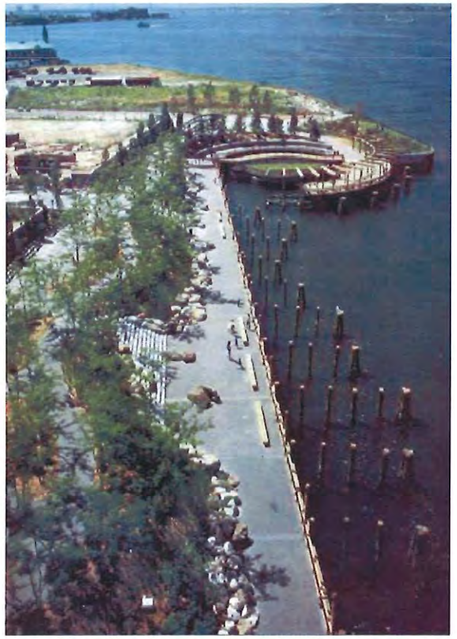
Success does leave clues. There are a handful key features that many thriving community waterfronts have in common. We briefly review each of these elements in this section to help guide and inform many of the large and small decisions contemplated as part of this study effort. As is the case with Washington, there are already things the waterfront and its interaction with the community does very well. In this case, review of several of these principals reinforces the need to keep and bolster these elements as they are integral to the continued success of Washington's waterfront area.

COMMUNITY AND PUBLIC ACCESS BETWEEN USES AND THE WATER'S EDGE

Possibly the most important ingredient of a successful community waterfront is substantial provision for residents and visitors to participate in the waterfront experience. More simply stated, provide the community with lots of well designed access. Common elements include active or passive recreation areas, pedestrian promenades, celebratory plazas and seating along the water's edge. Streets that do not undermine the waterfront experience often serve in the duel role of providing improved access and parking for waterfront activities. Outstanding U.S. examples of each of these elements working together include Providence's Waterplace, San Antonio's Paseo del Rio and Portland's Governor Tom McCall Waterfront Park, New York's Hudson River Park and others. Each use the water's edge as their central focus, arranging pedestrian walkways, parks, streets, bridges and urban centers to create highly attractive and livable environments.

A primary draw of any waterfront is its natural beauty; water, sun, wind and their respective changes over the course of a day or year are compelling attractors of activity to the water's edge. Waterfront design that takes advantage of its location by integrating natural elements can greatly enhance the enjoyment of the water's edge and provide a focal point for the appreciation of environmental resources.

Provision of access to the water's edge is something Washington already does well. Consideration under this effort should be focused on places where access can be improved further, such as allowing improved access corridors, expanding the public promenade in key locations and providing zones where people can walk out onto the water.



FOSTERING STRONG LINKAGES

The industrial and transportation nature of many community waterfronts often resulted in cities and their residents turning away from the littoral zone. An important element in many community waterfront planning and revitalization efforts was the reintroduction of the urban fabric into the waterfront area. Reunification was generally accomplished through land use policies that promoted public, cultural and commercial activities designed and arranged to lure people to the waterfront. Washington's waterfront reclamation effort during the late 1960s followed this mold.

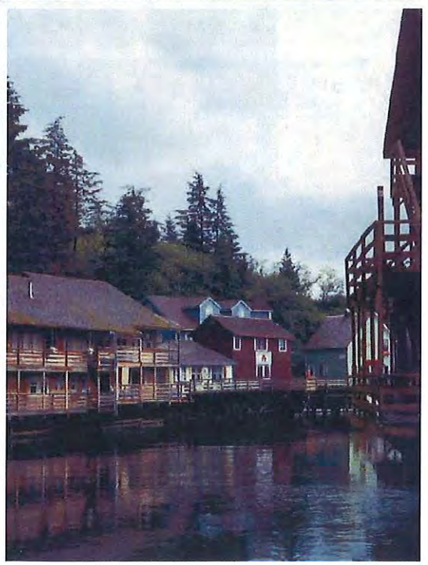
Many successful redevelopment projects stress strong visual and physical connections to surrounding neighborhoods as well as a blurring or elimination of the line between the waterfront and urban or functional districts (i.e., downtown, port, cultural and others). Baltimore's Inner Harbor, one of the first major waterfront transformations in the U.S., clearly illustrates the power of a successful city/waterfront reunification. What was once a collection of derelict piers and buildings was transformed into a rich and diverse waterfront area offering several linked attractions and amenities. By example, the success of the Inner Harbor resulted in a near total makeover of Baltimore's downtown, with new development and civic interest outward toward this successful waterfront area. Granville Island in Vancouver and Halifax's Waterfront Boardwalk are other good examples of this in practice.

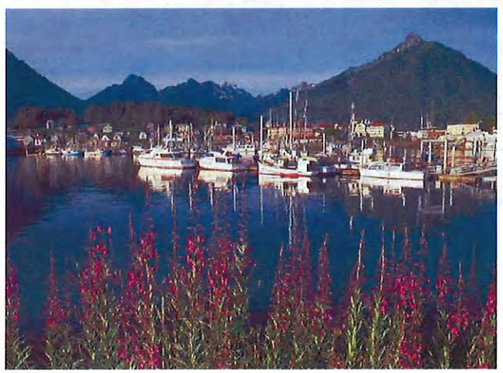
For Washington, broadening the quality and frequency of linkages—pedestrian, vehicular, view corridors—to the waterfront are elements previous plans have suggested and this study effort continues to support. The notation of blurring the lines between what is "downtown", "park", and "waterfront" should also be explored.

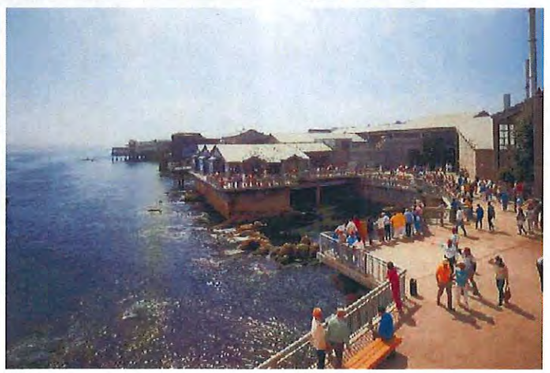
CREATE DISTINCT ACTIVITY CENTERS + DISTRICTS

Great community waterfronts often have several key activity centers that generate interest and bring residents and visitors to the water's edge at various times of day, week and/or year. These activity centers also have appeal to different age or cultural groups. Through thinking how these activity nodes can work together and be programmed, a community waterfront starts the process of creating a critical mass of traffic which benefits the sum of its parts far better than a single driving use. People arrive at the waterfront not just to celebrate an annual festival or event, but are given multiple reasons to make travel and participation in the waterfront and its respective offerings an important part of their lifestyle.

Washington's waterfront already has several important nodes of activity: Downtown, the municipal marina, the North Carolina Estuarium to name a few. As part of this effort, projects that work to bolster these nodes as well as create new points will serve to create an improved critical mass of activity in downtown and along the waterfront. This critical mass will go a long way to assist in creating the potential for greater economic opportunities for downtown merchants as well as foster the potential for more downtown residential living and hospitality functions.







EMBRACE A DIVERSITY OF USES

Successful community waterfronts typically incorporate a mix of activities and uses ranging from commercial, residential, sports and convention facilities to maritime and public recreation areas. Diversity is increasingly key in healthy, viable downtown districts; so too is its importance for supporting a successful community waterfront.

Critical to the diversity equation is the support of mixed-use development. Development that provides for office, retail, residential, hospitality, cultural and others uses adjacent and/or proximate to one another (or stacked one on top of the other) presents a preferred model for sustainable community development and growth. Similar in the approach of thinking about supporting distinct activity centers, mixed-use use also works to create a critical mass of activity in a downtown and along the waterfront. Residents and other users of these projects become caretakers of the waterfront, keeping these areas safe, clean and a continued focus of community interest.

For Washington, the proximity of downtown already makes diversity of use and purpose a very achievable goal for its waterfront. Key will be to continue to promote downtown development that has multiple components and uses catering to different audiences.

LET THE WATERFRONT TELL ITS STORY

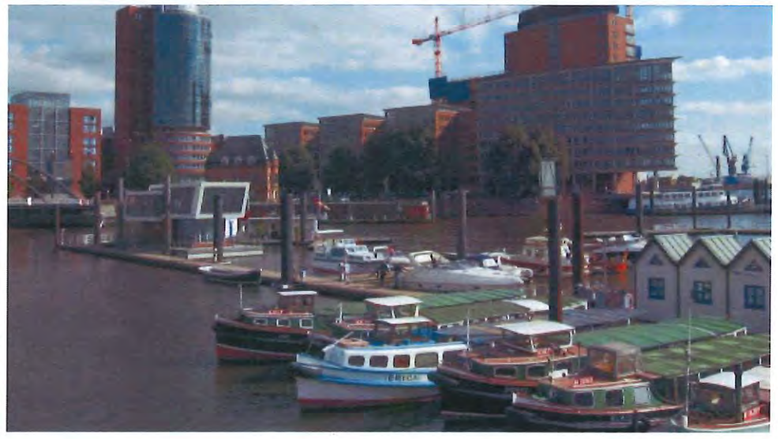
What best portrays a city or community's uniqueness, pride and culture is often summarized in the architecture and activities programmed along the waterfront. An important ingredient in successful community waterfronts is their focus on making the waterfront communicate its past, present and future and showcase the very best a community has to offer.

The preservation and reuse of historic buildings, structures and vessels are elements observed in several projects reviewed. These historic elements provide a window to the past for both residents and visitors. Incorporation of public art (permanent and temporary) and signage that conveys community identity are also strong elements.

Waterfronts can also be important areas of environmental education, putting residents and visitors in touch with the natural environment through aquariums and other learning venues, excursion vessel operations, and use of information signs and kiosks outlining the characteristics of the surrounding area.

In many cases, community waterfronts take a forward looking approach and become the place where avant-garde architectural works and parks are planned and placed. Strong examples of this in practice include the Sydney Opera House, Vancouver's Canada Place, and Bilbao's Guggenheim Museum. In each case, these projects have transformed from being waterfront developments to iconic landmarks that succinctly summarize a community's vision of itself.

Washington is fortunate to have a rich history and architectural legacy that should be leveraged to help communicate its great story and the pride its citizens have in their community. Consideration of how multiple elements—old and new—can be linked together to convey this story and create a new legacy for future generations should be considered in future plans.



PUBLIC DESIGN PROCESS + ALTERNATIVES

The outcome of this project effort is a direct result of the study team's community engagement and collaboration process. By design, no other factor was given greater weight or attention than the direction community participants wanted to take the long range vision of their waterfront. In the following section, we summarize the public design process and alternatives reviewed with the objective of providing the reader with a deeper understanding of ideas and decisions that rest at the foundation of the ultimate vision presented in Section 5.

As presented in Section 1, the overall design process established for the project effort involved site inventory and analysis, case study, alternatives development and plan preparation. Underpinning each of these tasks were three key points of engagement with citizens and business leaders to listen, learn, establish and then refine a direction forward for Washington's waterfront. This meaningful participation and buy-in allows citizens to take ownership of the plan, encouraging them to champion and cheerlead vision elements through the adoption and implementation process.. The first of these points of engagement was the Community Issues and Priorities Forum held on July 16, 2009. This first meeting was designed to listen and distill community issues, aspirations and priorities for their waterfront. Over 60 individuals participated in this meeting. Key comments and ideas expressed as part of this session included:

- Provide a park district and pier.
- Explore the creation of a hotel along the waterfront.
- The waterfront needs to offer things to do for residents and visitors.
- Expand opportunities for boaters; make the waterfront more boater friendly and provide basic services such bathrooms, improved dockmaster area.
- Explore paddle sports; take advantage of these types of recreation forms and other environmentally friendly opportunities for economic development.
- The Pamlico River is an avenue of commerce, history, ecology and culture; the vision for Washington's waterfront should support these core elements.
- Maximize opportunities for green space.
- Any new development along the waterfront should be limited in height and sensitively massed.
- Parking along Stewart Parkway is unattractive; seek ways to improve the overall aesthetic of this and the other visual elements within the district.
- Explore "healthy uses"; the effort cannot just be about parks; use buildings.
- Deal with buildings in disrepair.

The comments above along with other data and information collected during a series of follow-on meetings with City staff, waterfront operators, downtown merchants and others were utilized to organize, and later, refine a broad waterfront design framework as part of the Community Visioning Charrette.

COMMUNITY VISIONING CHARRETTE

The Community Visioning Charrette, held August, 10, 11 and 12, was the second and most critical point of community engagement in the process. A charrette is a multiple-day, collaborative workshop that harnesses the talents and energies of all interested parties to create and support a feasible plan. Over the course of three days, the study team worked with over 300 citizens, business owners and City leaders to: (1.) Solicit the values, vision, and needs for the waterfront; (2.) Create alternative plans which reflect these elements; (3.) Have the community review and help the study team to synthesize the best aspects of the alternatives into a preferred plan that is developed in detail and tested for economic, design and political feasibility. The charrette concluded with a comprehensive public presentation at the end of day 3.

The charrette also provided the study team and community with an important opportunity to explore the many choices and tradeoffs associated with different waterfront visions as well as assess how these decisions could serve as catalysts for downtown and waterfront regeneration.

DAY ONE: FRAMEWORK AND COMMUNITY GROUP SESSIONS

Two key components were part of day one visioning charrette activities. The first of these—establishment of the framework for future development in the study area that is a reflection of the things that should be true about any vision alternative—built on the overarching project goals and foundation of the work established as part of the first public meeting and design tasks. Framework items established are as follows:

- Create a cohesive district that has a critical mass combining Main Street with a waterfront experience—Washington's Downtown Waterfront District
- Seek out alternatives that are honest to the authenticity of Washington's culture, land use and story; alternatives that are memorable places in the minds of the community and greater region.
- Connect to a diversity of purpose—ethnically, generationally, and in the support of uses along the water's edge. Seek ways to tap into economic growth areas and emerging trends in the region, such as a growing retirement community base, an edge city with attraction to Greenville, maritime tourism, waterfront events and others.
- Keep sacrosanct the public's access to the waterfront; the water's edge remains and is enhanced as a public amenity.
- Create a venue driven public open space on the waterfront between the Estuarium and the Maola Property.
- Locate a hotel/hospitality use and multi-use dockmaster facility within the study area.
- Open Market Street to the waterfront and utilize existing streets, alleys and open spaces to create strong connections and improved circulation from main street to the water's edge.
- Support creation of at least 3 to 4 diverse activity nodes along the waterfront.
- Ensure any proposed design alternative is sensitive to the surrounding downtown context, property views and public access to the water's edge.
- Create an economically executable plan and program, one that is financeable, flexible and phaseable.

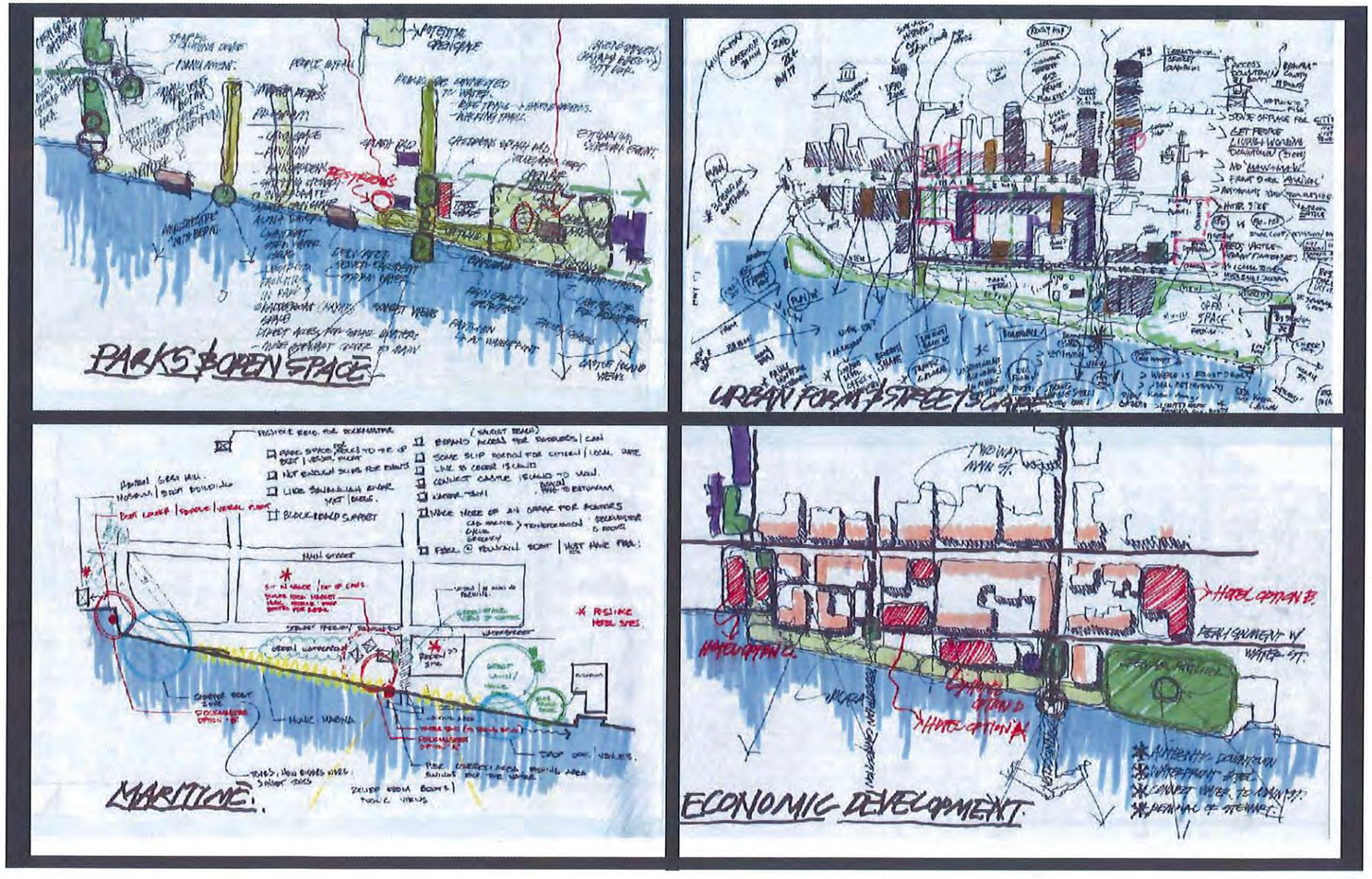
With the establishment and validation of the framework for future development, the study team then worked with community participants as part of a series of breakout groups. Community participants were invited to collaborate with designers at one of four stations established to consider the study area's present and future in terms of maritime activity, economic development, urban form, and parks and recreation. The ideas and input were illustrated by designers at each station and documented for others to view and understand. The group sessions allowed participants to hear other comments and thoughts and often provided for necessary and constructive debate as to the future of the waterfront. Each station was documented graphically, highlighting pros and cons to development, connectivity and other factors. Results from each breakout group are highlighted on the following page.

- **Maritime Activity.** Maritime activity is a core component of Washington's downtown waterfront. Design alternatives should support: (1.) Development of a dockmaster facility with restrooms, laundry, and other amenities; (2.) Enhancement of the resident and visitor waterfront and boating experience; (3.) Welcome boats at Washington's docks; (4.) Provide hotels, restaurants and other elements; (5.) Provide facilities for charter boats, ship replicas (Blackbeard's pirate vessel) and other historic vessels; (6.) Create broader opportunities to experience the Pamlico River via small boats, kayaks, canoes, sailing vessels and others, and (7.) Embrace the ecological amenities that exist along the waterfront.

- **Economic Development.** Decisions along the waterfront will have economic consequences and trade-offs—from cost to implement to potential revenue from taxes and development. For this reason, its important to study and contemplate the following: (1.) Create a hotel downtown to energize development and get people spending money in downtown, (2.) Enhance Main Street for more potential tax base and investment; (3.) Capitalize on the opportunities generated by maritime activities by enhancing the waterfront and its respective dock space to better capture expenditures by boaters; (4.) Use the waterfront as a catalyst for development of expanded recreational facilities; (5.) Create and brand the area as Washington's Downtown Waterfront District; and, (6.) Ensure waterfront improvements have visibility to travelers along the new U.S. 17 Washington Bypass.

- **Urban Form and Streetscape.** Downtown Washington has a great street fabric and rich architectural form and style that is difficult, if not impossible, to recreate today. The opportunity should not be to replace this form, but to build from and enhance what exists to create memorable places and experiences. To this end, design alternatives should support: (1.) Introduction and use of a hotel to anchor the waterfront by designing an architecturally significant building that will become iconic for the town; (2.) Fill in the 'gaps' along Main Street with uses and investment; (3.) Utilize the upper floors of existing buildings to get more energy downtown, (4.) Create an urban

CHARRETTE DAY ONE DRAWINGS



'front door' along the water's edge that will compliment the 'front door' of Main Street; (5.) Connect Main Street to the water with enhanced and well designed streets, alleys, and uses, (6.) Improve Market Street's connection to the waterfront and Main Street, (7.) Create development infill opportunities, (8.) Reduce the size and transportation-centric presence of Stewart Parkway and encourage arrival to the waterfront via Main Street, and (8.) Make Main Street a two way street.

- **Open Space and Parks.** Well designed parks and related recreational amenities will attract residents and visitors to experience the downtown and waterfront. There is a need in Washington for great gathering spaces, children play areas, and opportunities to be closer to the water's edge for recreation and relaxation. To this end, design alternatives should: (1.) Support the creation of a festival park that includes a performance area, informal gathering spaces, restrooms and other amenities; (2.) Provide an interactive fountain area for children; (3.) Enhance the promenade along the waterfront, (4.) Create other pocket parks along Main Street, Market Street and downtown, and (5.) Connect to the greater greenway and park system planned from Washington to Greenville.

CHARRETTE DAY TWO DRAWINGS

ALTERNATIVE ONE

ALTERNATIVE THREE

ALTERNATIVE TWO

DAY TWO: INITIAL ALTERNATIVES GENERATION

The primary goal of day two's charrette activities was to refine the input and direction from day one and commence organization of several alternative visions for the waterfront. Starting with the Citizens for Revitalization Committee in the morning and expanding the participating public audience throughout the day, three alternative plans were generated by late afternoon. Each alternative explored several different arrangements of uses along the waterfront and downtown, such as: (1.) Enhancement and realignment of Stewart Parkway, which through this intervention, created a series of differing circulation and block organization strategies; (2.) Placement of a downtown hotel; (3.) Arrangement of new activity and development nodes along the waterfront; and, (4.) Placement of expanded facilities for boaters. Design alternatives were supported by photography and other elements to help better convey elements depicted in each.

After a brief presentation of the alternative visions and characteristics of each, citizen participants were asked to comment on each plan in terms of likes and dislikes. While each alternative option had nearly equal support, substantive direction was provided by the public to advance two alternatives—Alternative 2 and 3—for further refinement.

DAY THREE: ALTERNATIVES REFINEMENT

On charrette day 3, the design team worked to synthesize community comments and direction into two refined alternative visions for Washington's waterfront. The team also started the process of reviewing specific approaches toward phasing and vision implementation. Day 3 concluded with a final public meeting and presentation of charrette results. In working to synthesize two refined alternatives, the following became critical points of consideration and discussion.

- Refined alternatives hinged on two primary decisions: Partial realignment of Stewart Parkway and the placement of a downtown hotel extending from Main Street to the water's edge (Refined Alternative 1); or, Full realignment of Stewart Parkway inline with Water Street up to Respess Street and partial closure of Stewart Parkway between Respess and Gladden Streets (Refined Alternative 2).

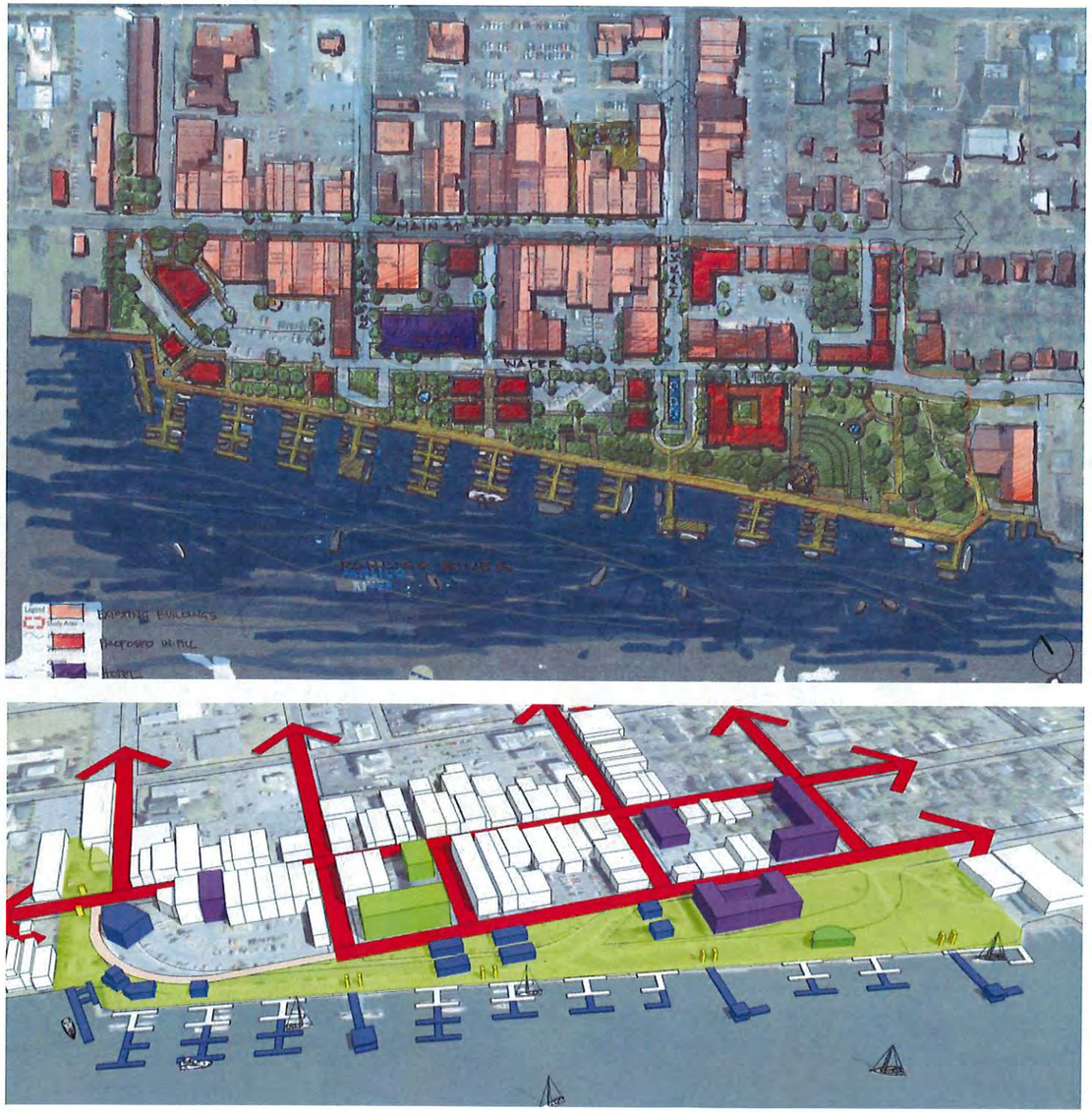
- Both refined alternatives built on the near community consensus from the previous two working days to create expanded vessel slips along the waterfront, provided a dockmaster complex at the foot of Gladden Street, activate the waterfront with several small nodes of green space and development, and create a public pier and a festival park area.

- Starting from discussions on charrette day one, the notion of Washington's Waterfront being part of the larger functioning and environment of Downtown, the Pamilico River and surrounding islands and costal features came to the fore. The notion of "Washington's Downtown Harbor District" became not only a new way of thinking about the area but also a way to communicate and brand the community's waterfront was strongly supported by charrette participants.

Citizen participants were asked to provide comments as part of the final meeting and through use of written comments posted placed directly on the plans. These comments were documented and used to provide the design team with direction to establish a single draft vision for the waterfront.

CHARRETTE DAY THREE DRAWINGS - REFINED ALTERNATIVE ONE

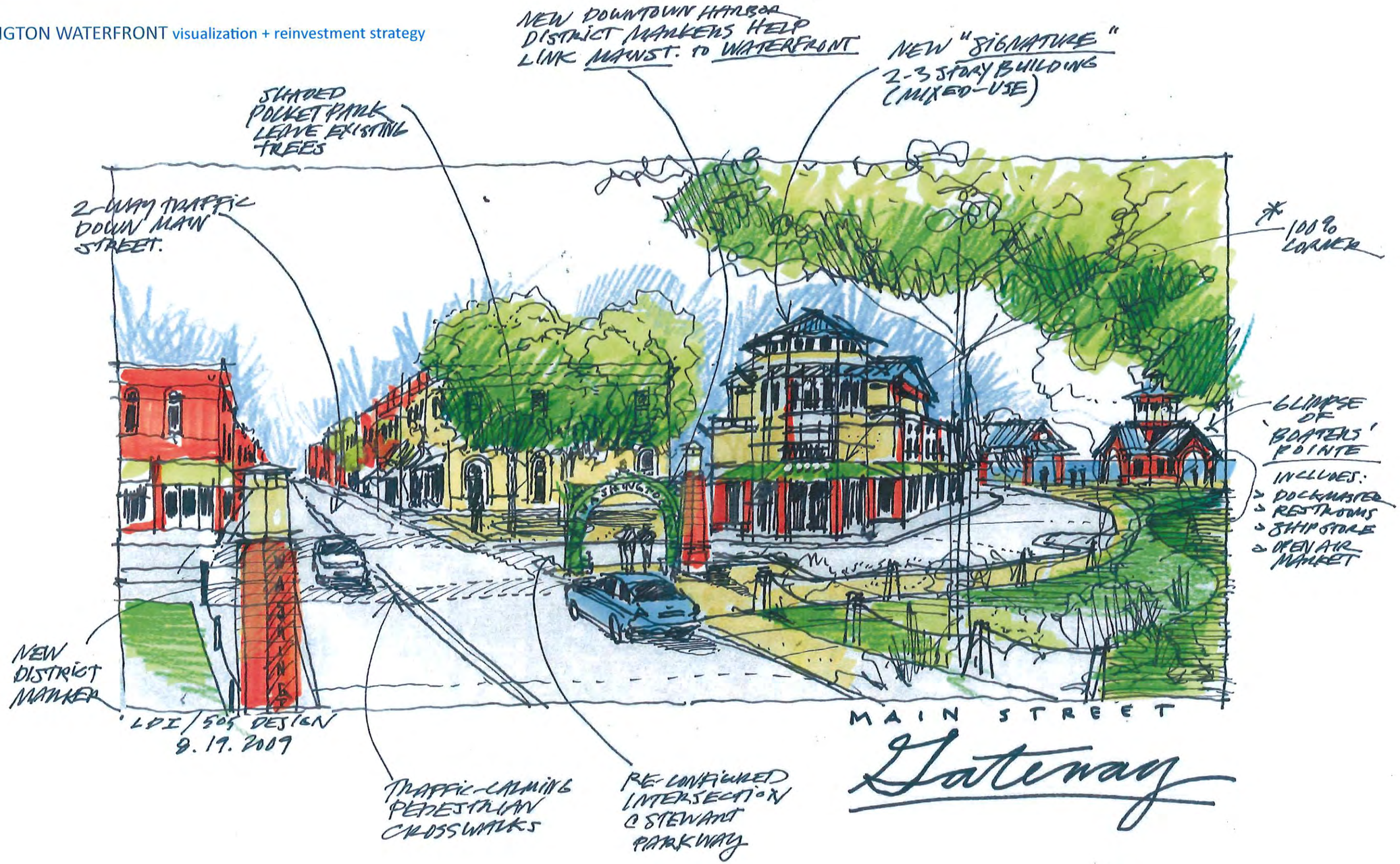
CHARRETTE DAY THREE DRAWINGS - REFINED ALTERNATIVE TWO

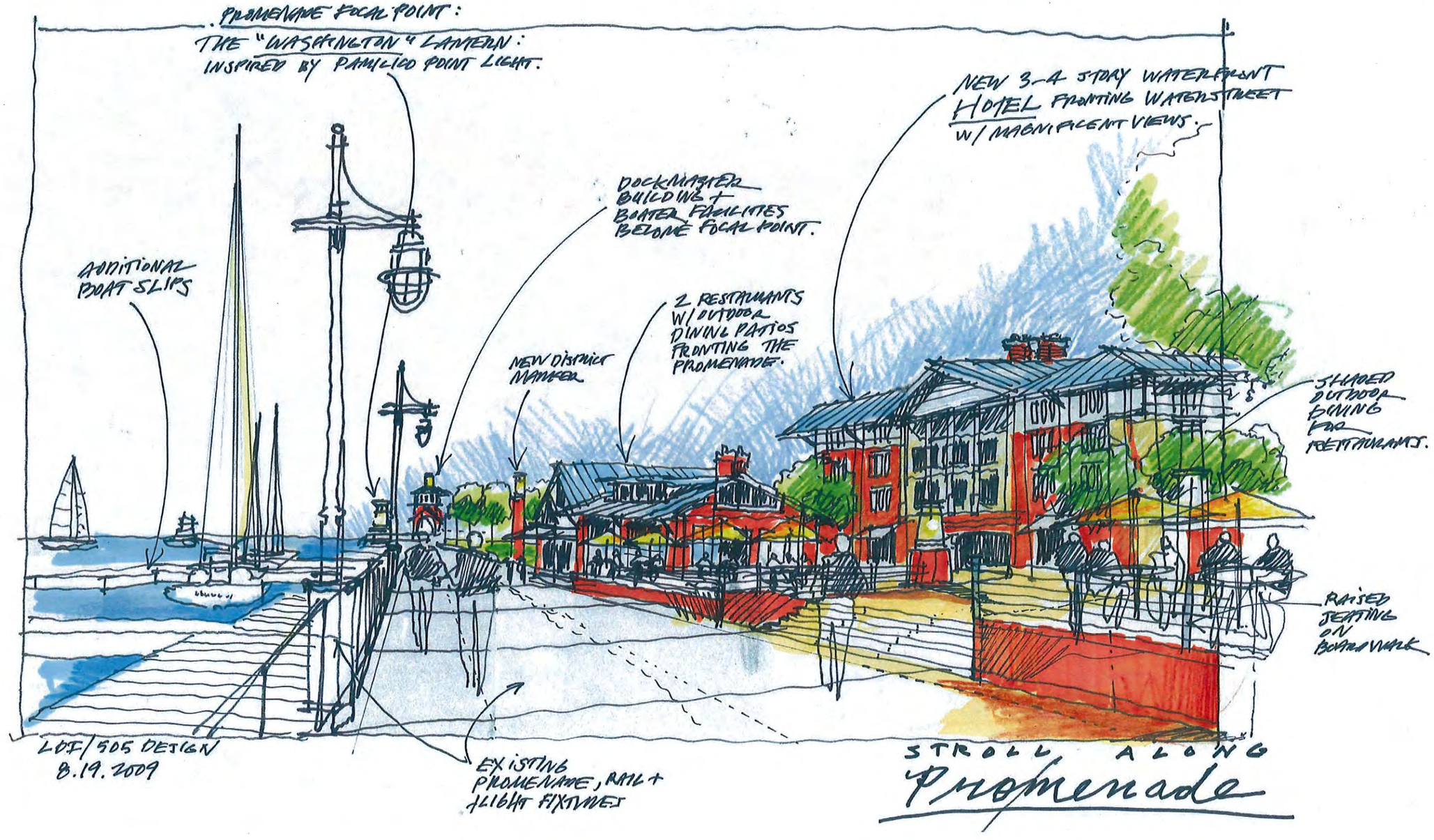


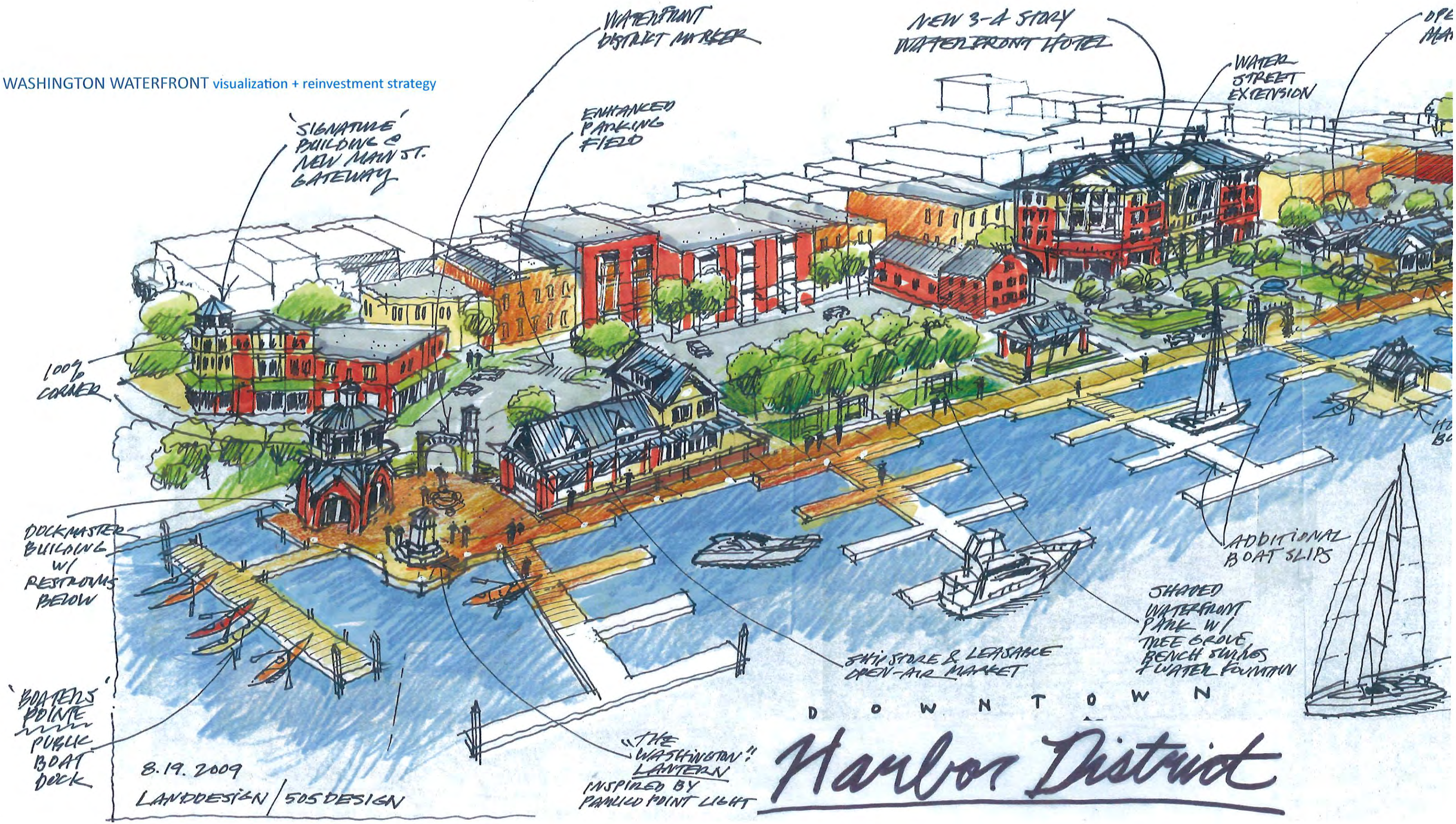
DRAFT VISUALIZATION AND REINVESTMENT STRATEGY OPEN HOUSE

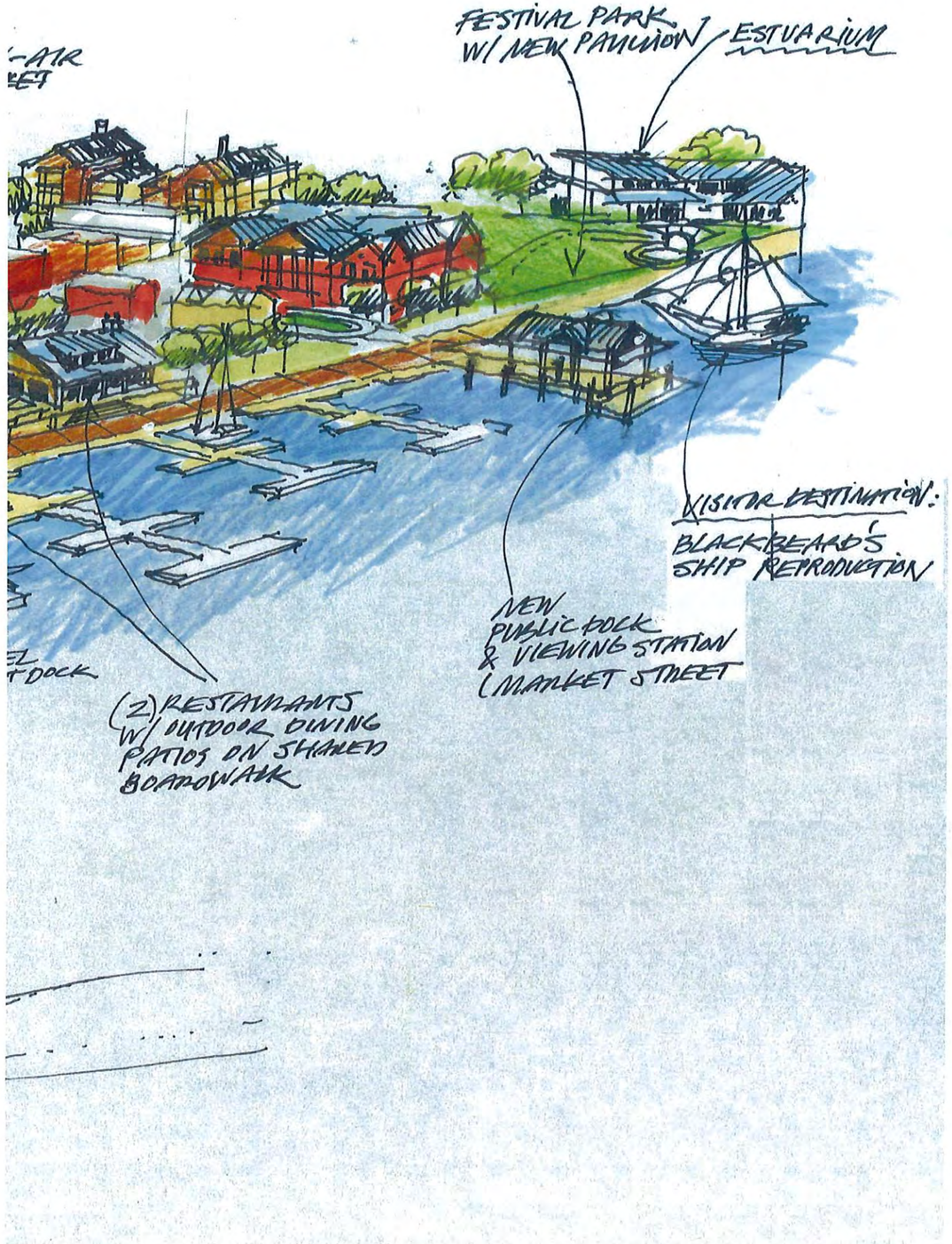
The end of the three-day Community Visioning Charrette did not mark the conclusion of the public engagement portion of the process. Following the Charrette, the study team focused on refining the outcomes of the charrette effort into a preferred direction underpinned by a strategy for implementation. The design team also prepared four early renderings of the plan to explore how improvements could look and interrelate.

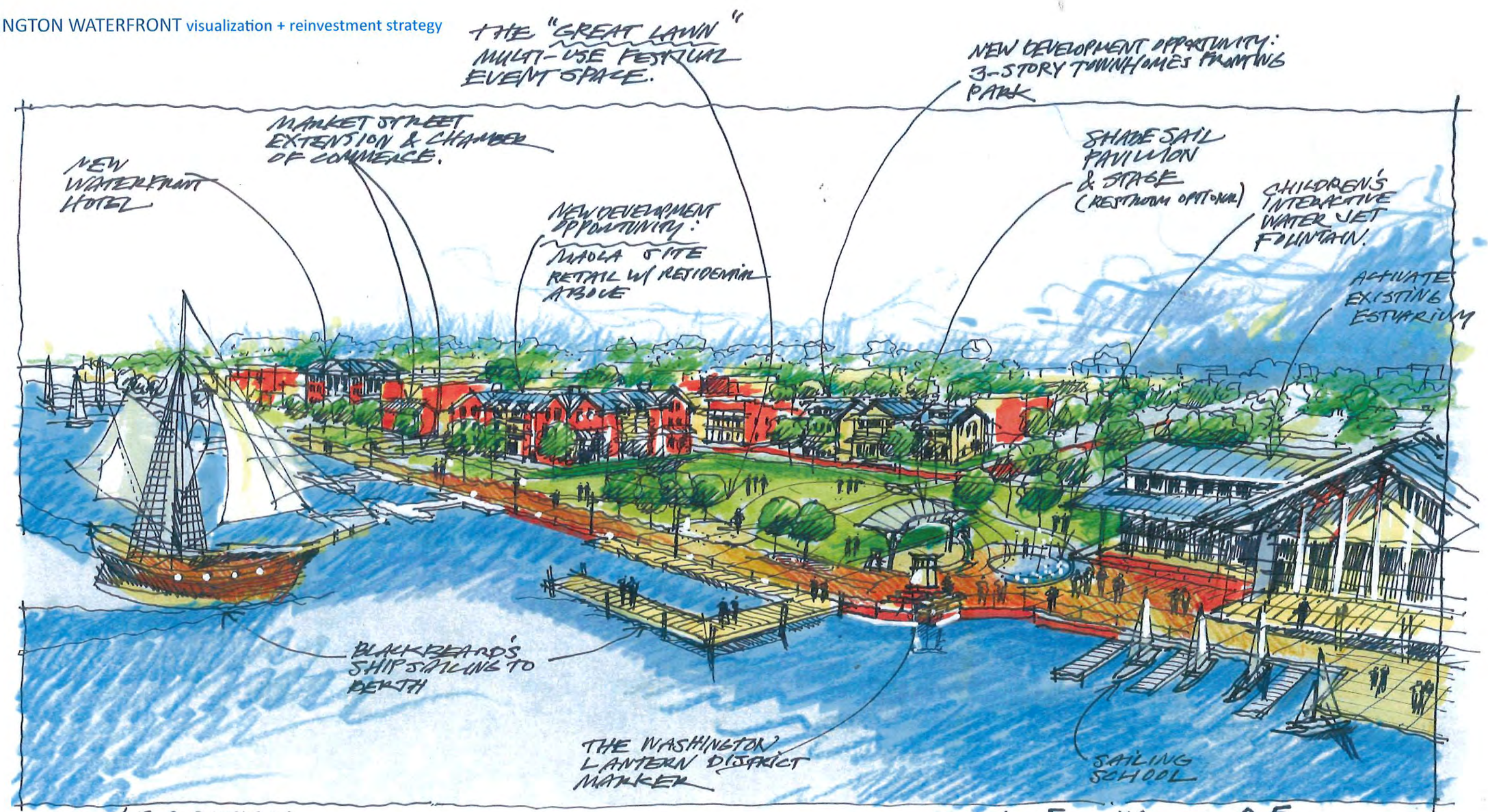
The study team presented a single refined vision alternative and renderings during an evening public workshop and open house on August 26. Public feedback was recorded as part of the full presentation as well as through use of a community questionnaire. The study team used information collected from both sources to make final modifications and prepare the final vision plan presented in Section 5.


NEW DOWNTOWN HARBOR DISTRICT MARKERS HELP LINK MAIN ST. TO WATERFRONT
NEW "SIGNATURE" 2-3 STORY BUILDING (MIXED-USE)
SHADED POCKET PARK LEAVE EXISTING TREES
2-WAY TRAFFIC DOWN MAIN STREET.
* 100% CORNER
GLIMPSE OF 'BOATELS' POINTE
INCLUDES:
- DOCKMASTER
- RESTROOMS
- SHIP STORE
- OPEN AIR MARKET
NEW DISTRICT MARKER
LDI/505 DESIGN 9.19.2009
TRAFFIC-CALMING PEDESTRIAN CROSSWALKS
RE-CONFIGURED INTERSECTION @ STEWART PARKWAY
MAIN STREET
Gateway


PROMENADE FOCAL POINT:
THE "WASHINGTON" LANTERN:
INSPIRED BY PAMLICO POINT LIGHT.
NEW 3-4 STORY WATERFRONT HOTEL FRONTING WATERSTREET W/ MAGNIFICENT VIEWS.
ADDITIONAL BOAT SLIPS
DOCKMASTER BUILDING + BOATER FACILITIES BECOME FOCAL POINT.
2 RESTAURANTS W/ OUTDOOR DINING PATIOS FRONTING THE PROMENADE.
NEW DISTRICT MARKER
SHADED OUTDOOR DINING FOR RESTAURANTS.
RAISED SEATING ON BOARDWALK
LOI/505 DESIGN
8.19.2009
EXISTING PROMENADE, RAIL + LIGHT FIXTURES
STROLL ALONG
Promenade


WATERFRONT DISTRICT MARKER
NEW 3-4 STORY WATERFRONT HOTEL
WATER STREET EXTENSION
'SIGNATURE' BUILDING @ NEW MAIN ST. GATEWAY
ENHANCED PARKING FIELD
100% CORNER
DOCKMASTER BUILDING W/ RESTROOMS BELOW
'BOATERS POINTE' PUBLIC BOAT DOCK
8.19.2009
LANDDESIGN / 505 DESIGN
"THE WASHINGTON" LANTERN INSPIRED BY PAMLICO POINT LIGHT
GIFT STORE & LEASABLE OPEN-AIR MARKET
SHADED WATERFRONT PARK W/ TREE GROVE BENCH SWINGS & WATER FOUNTAIN
ADDITIONAL BOAT SLIPS
DOWNTOWN
Harbor District


FESTIVAL PARK W/ NEW PAVILION
ESTUARIUM
VISITOR DESTINATION: BLACKBEARD'S SHIP REPRODUCTION
NEW PUBLIC DOCK & VIEWING STATION (MARKET STREET
(2) RESTAURANTS W/ OUTDOOR DINING PATIOS ON SHARED BOARDWALK

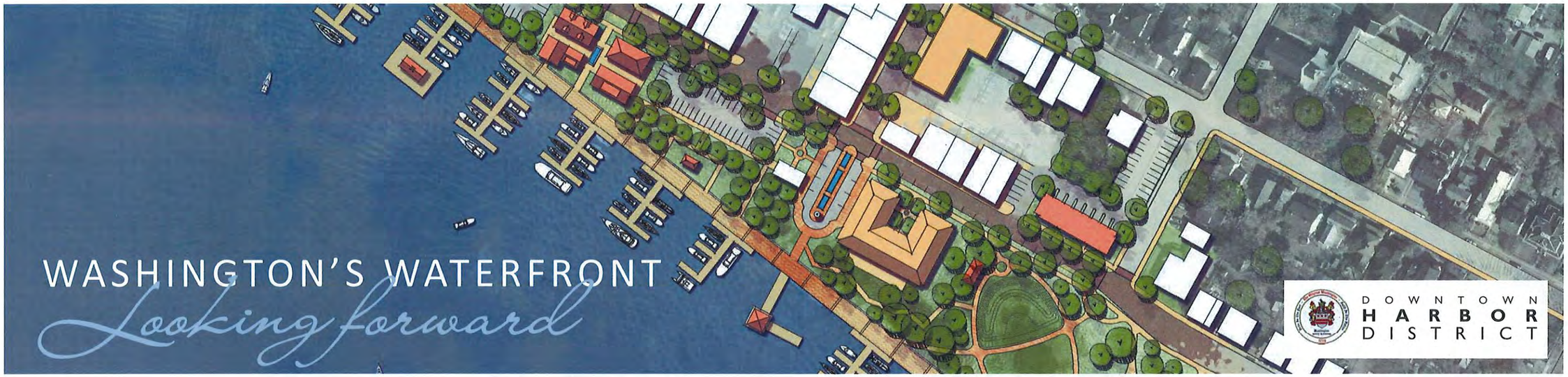


LDI / 505 DESIGN
8.25.2009

VIEW OF
Festival Park

DIGNIFIED · ELEGANT · TIMELESS
WATERFRONT
Hotel
BLEND OF OLD + NEW
Waterfront
HOTEL
ALT. 2
CONCEPT
SECTION
DOCK MASTER
ALT 2.
BOATERS POINTE
OCTAGONAL SHAPE
WASHINGTON LANTERN
FESTIVAL PARK
Bandshell
PAVILLION
ALT. 1
FESTIVAL PARK
Bandshell
PAVILLION
ALT. 2
OPEN-AIR MARKET
Washington LANTERN
BOATERS POINTE
Pavillion
ALT. 1
LANTERN

W. MAIN ST
VAN NORDEN ST
GLADDEN ST
E. 3RD ST
N. RESPESS ST
UNION DR
S. MARKET ST
N. BONNER ST
S. BRIDGE ST
E MAIN ST
WATER ST
LEGEND
Existing Buildings
Key Public/Private Investments
Other Private Development Opportunities



PROJECT VISION

The vision for Washington's Harbor District is an assembly of great spaces along the water's edge created for the citizens and business community of Washington and Beaufort County. It reinforces and builds upon the many strengths of Washington's waterfront and downtown by embracing and enhancing the maritime character of Washington; celebrating families, recreational pursuits and the environment; and supporting commerce and the long term success and health of downtown. Fully realized, the vision for Washington's Downtown Harbor District will strengthen the brand of Washington's downtown as a great place to live, work and play.

The fully phased vision for Washington's waterfront is described herein, with Section 6 presenting the anticipated phasing associated with specific planned improvements.

As illustrated, the overall plan depicts a collection of key public/private investments in the waterfront and downtown. The plans also denotes several additional parcels that, while privately held, might also be encouraged to regenerate and transform into mixed-use development offerings, filling in several notable gaps in the Downtown Harbor District.

The vision depicts some fairly substantial changes to the present functioning and configuration of the downtown and waterfront, most notably, the realignment and reconfiguration of Stewart Parkway (becoming Stewart Way) and the introduction of a downtown hotel and supporting new street as part of a redevelopment of the Hotel Louise and Belk Buildings. While these and other improvements are exciting enhancements and part of the overall vision for the waterfront, they are expected to be phased over time, and in some cases, be linked to favorable market conditions.

Finally, the vision contemplates the limited introduction of new buildings along the waterfront and at other key locations. New development is expected to take shape through public/private investment, or as described above for a handful of key parcels, direct private venture. The objectives of new building development contemplated as part of this vision plan are threefold: (1.) In line with best development practices observed at other successful community waterfronts, create new points of diverse activity and function along the water's edge that complement existing and planned downtown and waterfront uses; (2.) Seek new points of investment that contribute to the City's tax base; and, (3.) Look for new investment that works to offset anticipated costs of desirable improvements to the public realm (e.g., expanded parks and open spaces, improvement of streetscape and connections, reconfigured and enhanced parking areas).

W MAIN ST
VAN NORDEN ST
CLADDEN ST
E 3RD ST
N JEFFRESS ST
UNION DR
S MARKET ST
S BRIDGE ST
N BONNER ST
E MAIN ST
WATER ST
LEGEND
Existing Buildings
Key Public/Private Investments
Other Private Development Opportunities
1 Civic Center
2 Stewart Parkway Modifications, Downtown Gateway & Pocket Park Performance Venue
3 Gateway Building
4 Public Vessel Float
5 Dockmaster and Restrooms
6 Open Air Pavilion, Marine Shop & Restaurant
7 Open Air Pavilion
8 Expansion of Municipal Slips
9 55 to 90 Room Downtown Hotel
10 Turnage Theater
11 Mixed-Use
12 Chamber of Commerce
13 Market Street Promenade and Public Pier
14 Eco Revelatory Rain Garden and Public Boardwalk
15 Festival Park Great Lawn, Performance Pavilion, Children's Splash Park, and Public Restrooms
16 Sailing Center and Charter Boat Slips
17 Castle Island Beacon
18 Bridge Recreational and Aesthetic Enhancements.
19 Future Structured Parking Area

VISION WALKTHROUGH

THE GATEWAY AND STEWART PARKWAY RECONFIGURATION

Washington's Downtown Harbor District contemplates a new gateway into downtown (#2) and enhancement of the link between the Civic Center (#1) and planned waterfront improvements along the western end of the pedestrian promenade (#5). The intersection of Main Street and Stewart Parkway is reconfigured to encourage the primary movement into downtown along Main Street as opposed to the natural tendency to move to the right and follow Stewart Parkway. This reconfiguration, along with the change of Main Street to support two-way traffic, fosters increased interaction with downtown merchants, slows traffic speeds into downtown and creates an improved pedestrian connection and environment at Main and Stewart. Reorganization of this area also affords the opportunity to create a small new building development opportunity—the Gateway Building (#3)—and an enhanced pocket park at the southeast corner of Main and Stewart as well as to more strongly anchor this area as a point of arrival into the city.

The reconfiguration of this intersection leads to the broader realignment and reconfiguration of Stewart Parkway—more aptly termed under this vision as Stewart Way or Lane. Over time, this effort would align Stewart Parkway with Water Street, thereby creating a stronger definition of the street and its relationship to the south (back) faces of each of the downtown buildings along the waterfront as well as relinquish land on the waterside for creation of enhanced open spaces and other new development. A recast Stewart Parkway could be designed as a curbless road at the same grade as the adjacent sidewalk. Bollards, street trees and other elements would divide the vehicle lanes from the sidewalk. Street pavers and other elements could be introduced to slow traffic speeds and create and enhanced pedestrian and waterfront street and environment. Parking areas would be adjusted and improved in accordance with the phased realignment and reconfiguration of Stewart Parkway.

VIEW OF THE NEW GATEWAY INTO DOWNTOWN

MARITIME QUARTER

Following community direction, a series of improvements are contemplated as part of the vision for the southern edge the waterfront. The first of these involves the greatly needed creation of a new dockmaster building (#5) and related restroom and support facilities. The dockmaster building would be a two story structure, with the ground floor dedicated to boater, visitor and community information and a new restroom area. The upper level of the building would provide an office and a harbor observation area for the dockmaster. This building is envisioned to take architectural cues from the historic Pamlico Lighthouse and/or other local maritime references.

Flanking the dockmaster building is an open air pavilion (#6) and a two level marine shop. The open air pavilion—the first of two—is contemplated as a flexible public structure that can support waterfront and citizen events, the farmers market, picnicking activities and others. The structure would be open on at least three sides and be a simple, sustainable post and beam structure that can be partially or fully enclosed. Adjacent to the open air pavilion is a planned two level marine shop with a small upper level restaurant use. The marine shop would provide sundries and other supplies to mariners as well as offer shower, laundry and other support facilities.

VIEW OF THE ENTIRE WASHINGTON DOWNTOWN HARBOR DISTRICT

Between the two groupings of buildings in the Maritime Quarter is a small waterfront hardscape area leading to a new public floating dock (#4). This floating dock would provide a point of public access to launch canoes, kayaks and other manually powered craft as well as provide berthing spaces in-water craft can use to stop in Washington for short periods of time.

MUNICIPAL SLIP EXPANSION

Already in the planning stages, Washington's municipal slips (#8) would be increased to provide for more maritime activity and economic revenues to the City. While still a point of negotiation with the U.S. Army Corps of Engineers, the vision calls for bringing the total number of municipal slips to between 65 and 75. Under this expansion, municipal slips and access docks would be arranged to provide for improved charter boat facilities near the Estuarium (#16). These facilities would continue to support the Belle of Washington as well as other charter craft and historic vessels, such as the planned full-scale replica of Blackbeard's ship, the Adventure. This area would also continue to support and enhance sailing education facilities at and adjacent to the Estuarium.

RESPESS STREET TERMINUS

An improved street termination and access point along with the creation of a second open air pavilion is planned at the terminus of Respess Street (#7). The second pavilion would be a sister facility to the one in the Maritime Quarter. Open space between the two pavilions would be replanted and new street furnishings (e.g., benches, swings) introduced.

DOWNTOWN HOTEL

A highly sought after downtown and waterfront enhancement evaluated as part of the project's public outreach effort, a new, 55 to 90 room downtown hotel is planned for the Hotel Louise and Belk Buildings along Main Street (#9). The hotel would provide an new point of activity and vibrancy in downtown and along the waterfront, supporting area visitors and well as smaller meeting, conference and family events.

The hotel as depicted in the waterfront vision would have a site arrangement massed against Main Street, a realigned Stewart Parkway and a new access street along the east edge of the hotel. Primary vehicle drop-off and ingress/egress to structured hotel parking would occur from this new street. The Main Street side of the hotel would reutilize to the greatest extent possible historic facade of the Hotel Louise. The mass off of Main Street could include retail and commercial functions transitioning into the hotel proper. Along Stewart Parkway, the hotel mass would bend to the west to increase the number of upper level rooms with waterfront views. The massing of the hotel would be sensitive to the views and parking area of the Fowle Building as well as historic properties to the west.

Hotel height would be limited to four levels; a ground floor level providing drop-off and lobby access, structured parking and service areas and three upper floors containing the hotel lobby, restaurant, banquet/multi-purpose facilities and guest rooms. Ground floor parking and a possible half basement would allow the hotel to support all needed parking demand onsite as well as potentially support other area parking needs.

As this is a signature building in Washington's downtown and highly visible from the waterfront, the architectural treatment of the building should be sensitive to the surrounding building context and be wed to the surrounding environment through careful materials selection, building proportion and fenestration.

At the terminus of the new street created as part of the overall hotel placement is a small cluster of four, single story waterfront buildings (#11). This cluster of development is intended to create a new node of activity, and in a small way, economic vibrancy as part of this central area of the waterfront. Planned use could include one to two restaurants (possibly linked to the hotel), a small store, a visitors information area, museum/cultural space and others. These buildings would be designed to feel as if they represent a grouping of small homes or shops left over from Washington's earlier maritime period and feel similar in scale to the nearby Chamber of Commerce building (#12). New parking areas, landscaping, and street furnishings are planned east and west of this cluster of buildings.

MARKET STREET TERMINUS

Under the vision plan, Market Street is emphasized as the eastern gateway to the waterfront. Private property improvements and urban infill projects are supported from Main Street approaching the waterfront.

Crossing Water Street, Market Street continues as an improved drop-off, parking, waterfront access and event logistics space (#13). During normal operation, design of this area allows vehicle access to move down and loop back from the waterfront to Water Street. During special events, this area can be closed to provide access only for event logistics, staging, support and vender set-up.

Once at the waterfront, the pedestrian and waterfront experience continues with the extension of pier into the harbor. Pedestrians can walk out onto the pier and more closely observe activities along the harbor as well as look back to the silhouette of downtown Washington. Pier design should include places to sit, swing and otherwise enjoy the water's edge. Design of the pier should also allow for a second temporary point at which in-water craft can pull into Washington for a short period of time.

FESTIVAL PARK

The key improvement along the eastern end of the study area is the introduction of the community's signature waterfront park (#15). Festival Park would be designed within the approximately 2.1 acre space to support live performances, provide a great lawn for people to relax and view the water's edge, and offer a place to gather for other planned events in Washington, large or small.

Given the solar and wind orientation of the planned site, placement of a covered performance shelter is suggested at the southeast corner of the park. Well designed, this shelter could be planned with multiple uses in mind and allow for a place for the public to sit and view the waterfront. Placement of a small ticket, concession and restroom area is suggested opposite the performance shelter and proximate to Water Street. A pump station found on the site would be concealed and incorporated into the overall park development. Potentially linked to the Estuarium is a planned children's splash park and education / interaction zone.

The area along the waterfront from Market Street to the planned Festival Park is an import stormwater interception point. It is critical this area be maintained as to its function. Without impacting the overall function of this important feature, the plan contemplates introducing an eco revelatory rain garden to enhance the visual aesthetic of the zone as well as to improve initial treatment of intercepted storm water (#14).

Widening of the Water Street right-of-way is also suggested adjacent to the Maola Building site and private properties located to the southeast. The public owned property directly across Festival Park should be planned for a two to three story residential development.

OTHER AREAWIDE ENHANCEMENTS

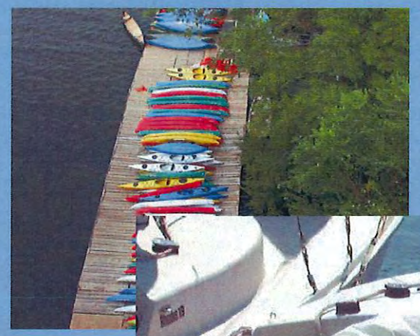
There are many other areawide enhancements contained within previous plans and as part of other community efforts that work in concert with the waterfront vision. These include:

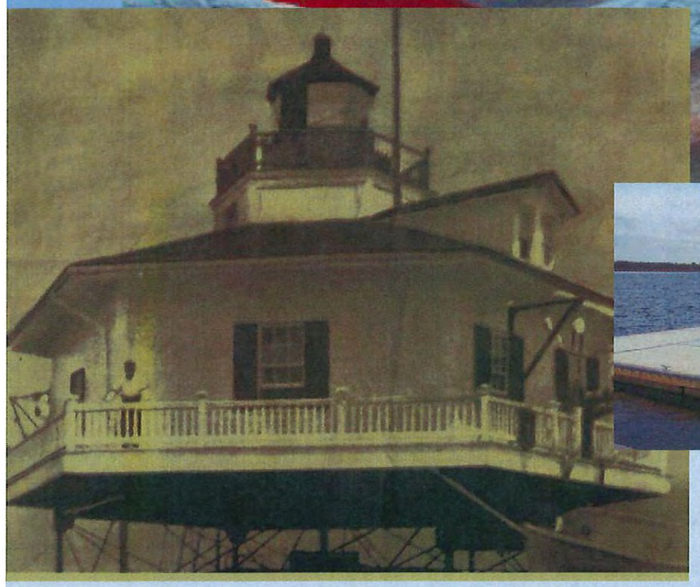
- Development / enhancement of the park area and Arts Council Building;
- Highway 17 / Bridge Street corridor improvements;

VIEW OF FESTIVAL PARK

- Pedestrian linkage from the promenade to Highway 17;
- Second Street improvements;
- Improvement and expansion of parking opportunities in and around the Harbor District, including structural parking (#19);
- Main Street and other downtown corridor landscaping and utilities improvements;
- Study and eventual conversion of Main Street and other related downtown roadways as two-way;
- Alleyway improvements;
- Development / enhancement of all gateways into downtown;
- Improvement of downtown signage and wayfinding; and,
- Creation of a maintenance standards plan for downtown.

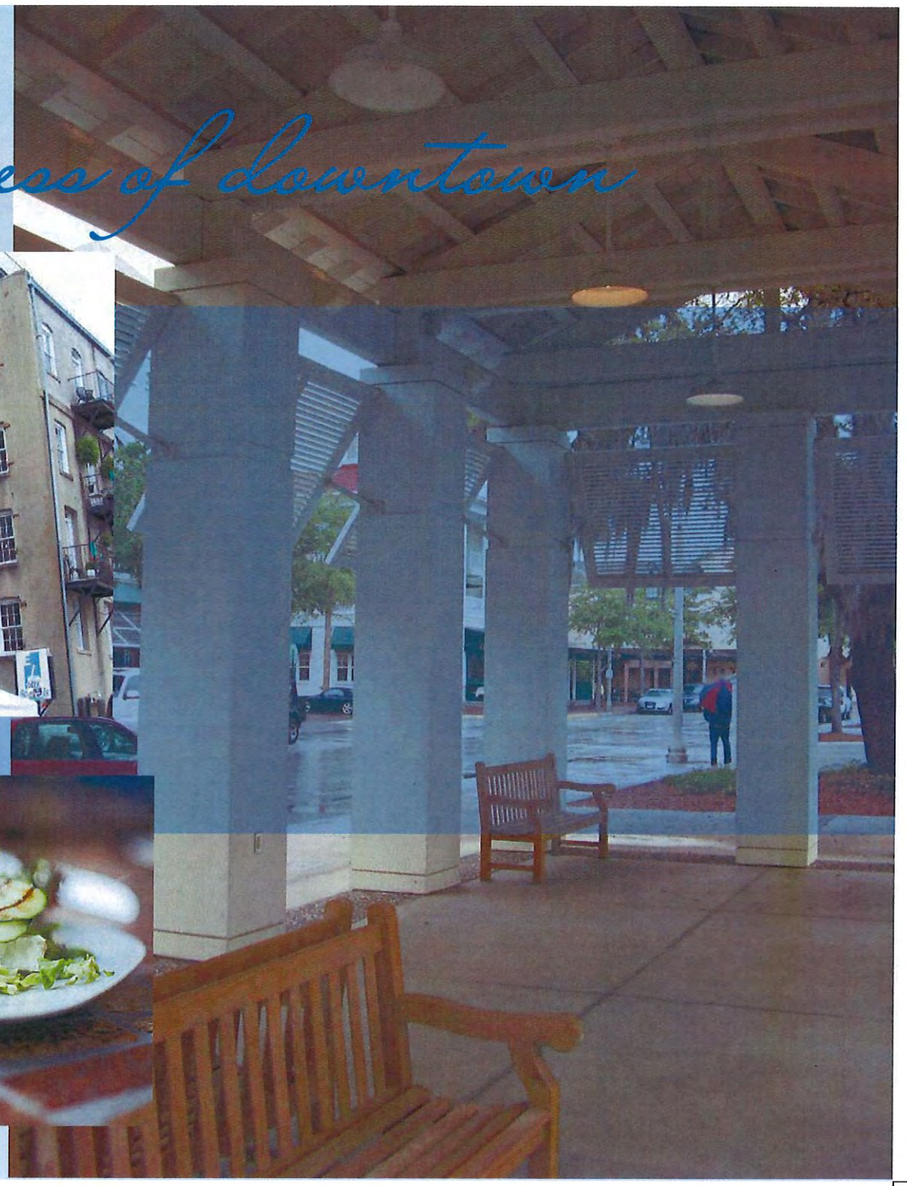
Embracing maritime activities





Celebrating recreation, families, and the environment

Supporting commerce + the success of downtown



STRATEGY AND IMPLEMENTATION OVERVIEW

As described in Section 5, the community vision presented for Washington's waterfront will be realized over time and achieved through a series of incremental steps. Initial projects will establish the foundation for others to follow with the goal of achieving the entire vision within the next 15 to 20 years.

Our recommended phasing strategy offers five groupings of projects. Each grouping reflects a purposeful desire to mix revenue generating enhancements (e.g. expansion of the municipal marina slips) with those that are revenue neutral or negative (e.g. the dockmaster building). In most cases, groupings can be broken down into smaller, annual or biennial improvement efforts tailored to the City's economic reach and the availability of grants and other public/private funding sources. Diagrams on each page depict the region of the primary phased improvement (shown in orange) as well as the location of key private initiatives that will likely respond to specific property owner wishes and market conditions (shown in red). We highlight our "3 Key's to Success" projects in each phase discussion (blue) as well as present a compendium of funding sources at the end of the chapter.

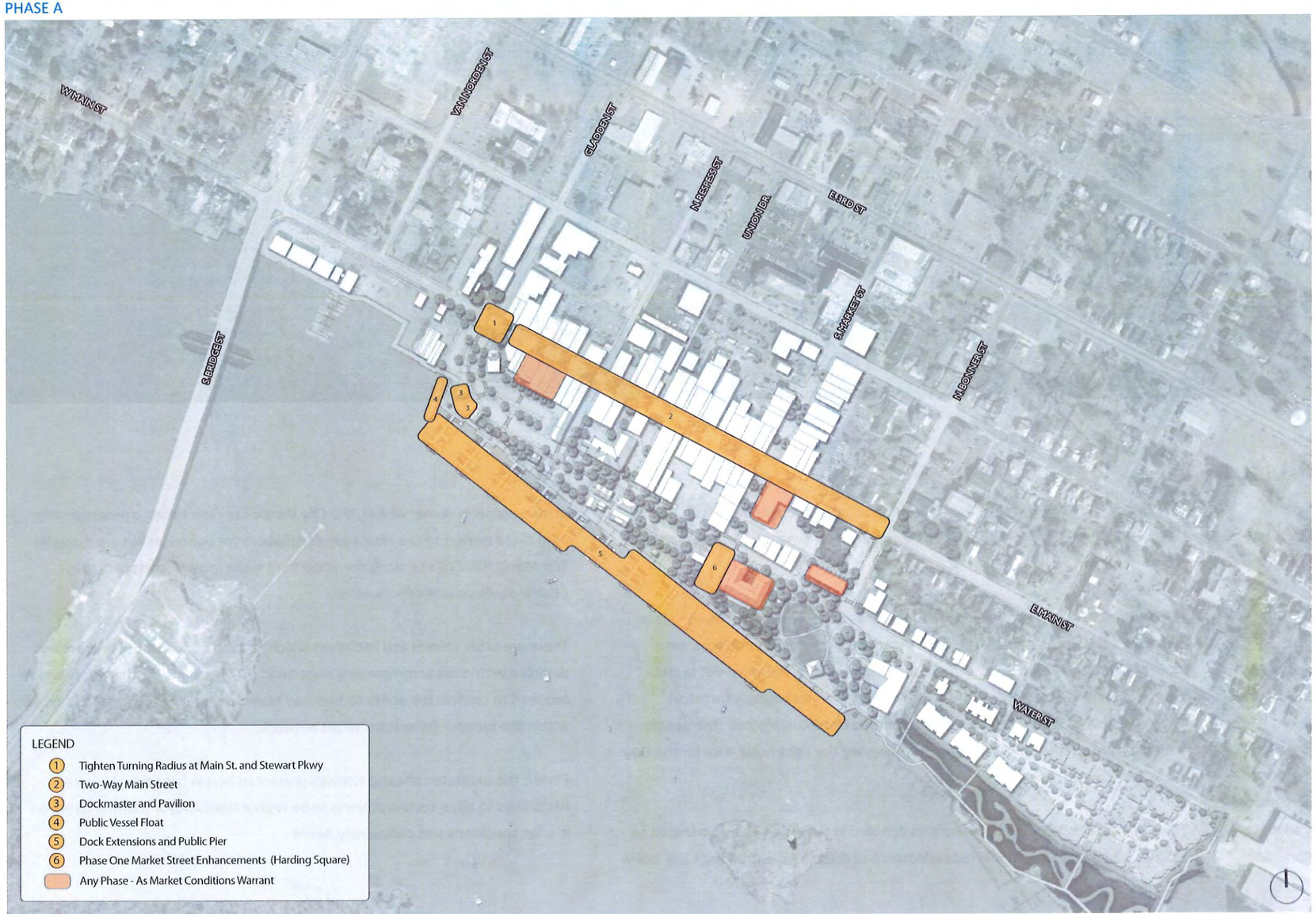
The timing of several projects rests squarely on conditions in the marketplace and the ability of the public sector to assemble a compelling public/private package on key projects and show leadership in getting the word out in the development community. There is likely no greater packaging effort than the one envisioned for creation of the planned Downtown hotel. The upside rewards are sizable for Washington but securing the right hotel deal for the City will take creativity and perseverance.

Key private development opportunities denoted in the vision plan also should be supported by the City. While redevelopment of these parcels/buildings will follow private property owner wishes, the City should consider taking a proactive role with these owners to see what type of collaborative opportunities are available. The Maola Building site along the waterfront is the most important of these private development opportunities.

There are other studies and initiatives which need to be prioritized that are not depicted within the accompanying illustrations. By example, further study will be required to confirm the ability to two-way Main Street and to consider this move within the broader Downtown street network.

Finally, the suggested phasing strategy presented herein has several inherent flexibilities to allow certain projects to be reprioritized and/or shuffled based on market conditions and community desire.

PHASE A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LEGEND
1 Tighten Turning Radius at Main St. and Stewart Pkwy
2 Two-Way Main Street
3 Dockmaster and Pavilion
4 Public Vessel Float
5 Dock Extensions and Public Pier
6 Phase One Market Street Enhancements (Harding Square)
Any Phase - As Market Conditions Warrant

Phase A of planned improvements to the Downtown Washington Harbor District involves several initiatives and efforts. These include the following.

Item A1. City Adoption. Adopt the Washington Waterfront Visualization and Reinvestment Strategy, allowing it to serve in the role of guiding decisions for the area and setting the stage for commencing improvements identified under the study.

Item A2. Championing Team. Establish a team to drive Washington Waterfront Visualization and Reinvestment Strategy efforts forward. Team responsibilities should include (1.) coordination and prioritization of plan efforts, (2.) identification of funding opportunities, and (3.) project outreach, education and advocacy efforts. Existing groups, such as the Citizens for Revitalization Committee and Downtown Washington on the Waterfront (DWOW) may be considered for this role. The Team should also assess the need for expanding study and branding efforts beyond the study area into the broader Downtown Washington Harbor District.

Item A3. Roadway Study. Conduct an assessment for making Main Street and other related downtown roadways two-way.

Item A4. Tighten Turning Radius of the Gladden and Main Street Intersection. Close the free movement right turn from Main Street onto Stewart Parkway and tighten the overall intersection to encourage greater through traffic along Main Street and improved pedestrian connectivity. Make Main Street and other related downtown streets two-way based on Item A3 results.

Item A5. Maritime Quarter Enhancements. Improvements planned for the Maritime Quarter constitute the first of our "3 Keys to Success." These enhancements set the stage for Washington to solidify its role as a leading boater friendly destination in the region and capitalize on anticipated economic impacts associated with maritime business. The City and Championing Team should work together to modify the municipal slips plan to provide for new facilities contemplated under this study effort and work together with review agencies to expedite any approvals required for implementation. Expanded municipal slip revenues along with available grants and other local budget yearly contributions should be used to offset costs associated with dockmaster, restroom, pavilion and public in-water facilities. Ensure development of convenient fueling facilities within the Harbor District.

Item A6. Market Street Enhancements (Phase 1). Enhance the water view at the end of Market Street by removing the tree growing in the fountain and other minor modifications in this zone.

Item A7. Revisit the Festival Park Master Plan. The City and Championing Team should revise and update the Festival Park Master Plan based upon recommendations contemplated under this study effort. Given grant requirements and other issues, the Festival Park Master Plan should very clearly communicate (1.) the public process used to arrive at plan recommendations, (2.) a phased program for improvements, (3.) study and consideration of stormwater and pump station facilities in the area, and (4.) potential issues and opportunities associated with changes of use to the Maola Building and Estuarium. With Festival Park planned as a venue driven site, the updated Festival Park Master Plan should also address the needs of promoters and other venue users for booking of acts/talent. We see implementation of the Festival Park Master Plan occurring under Phase B.

Item A8. Funding and Incentives Assessment. Assess in detail short and long term funding available for Downtown Washington Harbor District initiatives. Review and assess elements and efforts envisioned under the plan for applicability for funding from several sources, including but not limited to the following (refer to the end of this section for additional discussion):

i. Revenue Bonds
ii. General Obligation Bonds
iii. Special Assessment Bonds
iv. State Revolving Fund Loans
v. Installment Purchase Agreement
vi. Stormwater Utility Fees
vii. Local Option Sales Tax
viii. Local Option Excise Tax
ix. Local Tax Increment Financing (TIF)
x. Impact Fee / Developer Contribution
xi. Private Individual Donations
xii. Corporate Donations and Sponsorships
xiii. Foundation Grants (e.g., NC Golden Leaf Foundation)
xiv. Federal Grants (e.g., EDA Grants, CDBG Grants)
xv. State Grants (e.g., NCDOT Transportation Enhancement Grant, NC Housing Finance Agency)
xvi. Local Grants
xvii. Land Trust Acquisition and Donation and Waterfront Specific Trust Funds
xviii. Local Budget Yearly Contributions
xix. Transportation Development Tax Credits
xx. In Lieu of Fees
xxi. Utility Lease Revenue

PHASE B

Phase B of planned improvements to the Downtown Washington Harbor District includes the following.

Item B1. Festival Park (Phase 1). Our second Key to Success, implementation of the first phase of the Festival Park Master Plan begins the process of creating the community's long sought signature waterfront park. To be confirmed as part of the park Master Planning process, the first phase should provide initial facilities needed to support live performances, inclusive of the covered performance shelter and restrooms.

Item B2. Market Street Enhancements (Phase 2). Enact Phase 2 of the enhancements to Market Street, inclusive of traffic access and parking areas and improved public spaces and hardscapes linking to the public pier and waterfront promenade.

Item B3. Stormwater Bioswale. Design and implement and eco revelatory rain garden to enhance the function and visual aesthetic of the conservation easement. Work under this action item should be considered for implementation concurrent with Items B1 and B2 above.

Item B4. Hotel Strategy and Site Packaging. Working with property owners, prepare a master plan, site packaging and implementation strategy to bring forward the planned vision for creation of a Downtown hotel.

Item B5. Waterfront Plantings Strategy. The City and Championing Team should study and seek opportunities to start the process of planting trees along the waterfront.

Item B6. Design of Stewart Parkway / Water Street. Study and design planed improvements for Stewart Parkway and Water Street.

PHASE C

Phase C of planned improvements to the Downtown Washington Harbor District includes the following.

Item C1. Festival Park (Phase 2). Implement Phase 2 of the Festival Park Master Plan, which may include the children's splash park/tidal area (linked to the Estuarium) and other park investments.

Item C2. Downtown Hotel Development. Our final Keys to Success, the City, Championing Team and other stakeholders should work to implement the hotel strategy conducted under Item B4.

Item C2. Stewart Parkway / Water Street Reconfiguration (Phase 1). Along with the development of the Downtown Hotel, implement Phase 1 of the Stewart Parkway / Water Street reconfiguration effort. This project is grouped under Phase C with the expectation that the Hotel Development can offset costs to the section of roadway immediately adjacent to the property. While the ultimate strategy for design and implementation of the Stewart Parkway / Water Street reconfiguration will occur under Item B6, we contemplate under this study effort that the roadway segment can be completed in two parts, with an interim roundabout/ intersection being provided at Respess Street until Phase 2 of the Stewart Parkway effort can be undertaken. As an alternative and based upon funding availably, the entirety of the Stewart Parkway / Water Street reconfiguration can occur as one improvement package.

PHASE D

Phase D of planned improvements to the Downtown Washington Harbor District includes the following.

Item D1. Stewart Parkway / Water Street (Phase 2). Implement Phase 2 of the Stewart Parkway / Water Street reconfiguration effort.

Item D2. Gateway Building. Develop the planned Gateway Building, linking this improvement to Item D1 above.

Item D3. Improve Parking Areas. Improve parking areas and facilities between Gladden and Respess Streets, linking these improvements to Item D1 above.

Item D4. Second Pavilion and Pocket Park Area. Create the second planned pavilion and other open space improvements along the waterfront, linking these improvements to Item D1 above.

PHASE E

With the completion of improvements to Stewart Parkway and Water Street, the Downtown Hotel and an anticipated overall betterment of the Downtown business environment, the timing for creation of the planned small cluster of four, single story waterfront buildings is appropriate (Phase E, Item E1). This cluster of development is intended to create a new, final node of activity and add to the overall economic vibrancy of this central area of the waterfront.

WATERFRONT BUILDING FAÇADE AND ACCESS IMPROVEMENTS

As discussed, waterfront facing buildings and parking areas should undergo enhancement and improvement. Suggestions on specific enhancement elements are provided in the accompanying illustration. Enhancements will need to follow Downtown Historic District Requirements and other related building codes. The Championing Team should consider development of a block-by-block strategy for aesthetic enhancements and opportunities for private property owner costs to be partially offset by Community Development Block Grants (CDBG) or other funding sources.

COMPENDIUM OF FUNDING

Financial support for projects and efforts identified under this study effort will need to come from both public and private sectors. In the following section, we present a collection of referenced funding resources available in the State of North Carolina, especially as it relates to park and open space improvements (those most likely to require near full public funding support). Please note that this listing should serve as a starting point for funding considerations; other sources are likely available and continue to evolve with federal stimulus efforts, shifting state and local budgeting availability/ priorities.

OVERVIEW OF FUNDING STRATEGIES

The following section highlights possible funding strategies that could provide a consistent source of dedicated capital to fund improvements at a faster than normal pace.

Revenue Bonds

A revenue bond is a municipal bond identified by its guarantee of repayment solely from revenues generated by a specified revenue-generating entity associated with the purpose of the bonds. Revenues specified in the legal contract between the bond holder and bond issuer are required to be used for repayment of the principal and interest of the bonds; other revenues (notably tax revenues) and the general credit of the issuing agency are not so encumbered. This is the major difference between a revenue bond and a general obligation bond. Revenue bonds may carry a slightly higher interest rate than general obligation bonds, but are also considered one of the most secured type of municipal bonds options.

General Obligation Bonds

General obligation bonds are issued with the underlying belief that a municipality will be able to repay its debt obligation through taxation or revenue from projects. This financial commitment does not require assets to be used as collateral, but is issued as "good faith debt". A GOB is a bond sold by a specified jurisdiction to investors to raise money. Typically, money is raised for capital improvement projects and general improvements (i.e. open space acquisition and/or park and greenway construction); this depends on the local and state laws which are subject to change. A GOB requires a referendum approval before issued. This portion of the process is time sensitive as referendums are approved or denied in election years.

Special Assessment Bonds

A special type of municipal bond used to fund a development project. Interest owed to lenders is paid for by taxes levied on a specific boundaried district within the city which is benefited by the bond funded capital improvements. For example, if a bond of this sort was issued to pay for sidewalks to be re-paved in a certain community, an additional tax would be levied on homeowners in the area benefiting from this project. Area homeowners get nicer walking paths, and they will probably see the value of their property increase accordingly, but this comes at a price. Their property taxes will increase to pay the interest owed to the bondholders by the municipality.

State Revolving Bonds

There is a variety of revolving loan funds offered through the State for water pollution control and environmental protection. These revolving loan funds are available for local communities and act similar to revenue bonds which require upfront revenue repayment sources, limited repayment terms and low interest rates.

Installment Purchase Agreement

An installment purchase agreement is basically a payment plan to compensate property owners for restrictions on the future use of their land. IPAs spread out payments so that landowners receive tax exempt interest over a period up to 30 years. The principal of the sales amount is due at the end of the agreed upon term thus making the agreement favorable in terms of property taxes. However, because installment purchase agreements are essentially long-term debt, the agreements generally require the same approvals as general obligation bonds and require a dedicated funding source to be in place.

Stormwater Utility Fees

Storm water fees are financial obligations levied on land owners to compensate for storm water services provided. The fees obtained on the municipality's behalf are important for municipal fiscal budgets, future capital projects, and general operations and management. The primary concern for most municipalities is the actual rate and the collection process. Oftentimes, the process is complicated and lacks an overall understanding on behalf of consumers as well as the respective municipality.

Local Option Sales Tax

The state legislature has authorized sales tax on a variety of retail purchases used by counties for capital improvement projects. This is a method of appropriating funding for projects without incurring debt and is therefore considered an equitable method for creating funding. This decision is typically left up to voters as to whether or not they wish to extend a local option sales tax.

Local Option Excise Tax

The state legislature has authorized sales tax on specific goods that are purchased such as gasoline, alcohol, tobacco, and luxury items. The money that is generated is used by counties for capital improvement projects. This is a method of appropriating funding for projects without incurring debt and is therefore considered an equitable method for creating funding. This decision is typically left up to voters as to whether or not they wish to extend a local option excise tax

Local Tax Increment Financing (TIF)

A local TIF permits the use of a portion of local property and sales taxes to assist funding the redevelopment of certain locally designated TIF districts within a given jurisdiction. Areas eligible for Local TIF are usually in need of conservation measures or economic expansion. The TIF program is a measure to generate income without leveraging significant debt or creating a new taxable system.

Impact Fee / Developer Contribution
Development impact fees are one-time charges applied to offset the additional public-service costs of new development. The fees are typically applied at the time a building permit is issued and are dedicated to provision of additional services, such as water and sewer systems, roads, schools, libraries, and parks and recreation facilities, made necessary by the presence of new residents in the area. Impact fees are essentially user fees levied in anticipation of use, expanding the capacity of existing services to handle additional demand. There are multiple methods of exercising an impact fee and they can be somewhat creative depending on current demand.

Private Individual Donations
Private individual donations can come in the form of liquid investments (i.e. cash, stock, bonds) or land. Municipalities typically create funds to facilitate and simplify a transaction from an individual's donation to the given municipality. Donations are mainly received when a widely supported capital improvement program is undergone. Such donations can improve capital budgets and/or projects.

Corporate Donations
Corporate donations are often received in the form of liquid investments (i.e. cash, stock, bonds) and in the form of land. Municipalities typically create funds to facilitate and simplify a transaction from a corporation's donation to the given municipality. Donations are mainly received when a widely supported capital improvement program is undergone. Such donations can improve capital budgets and/or projects.

Corporate Sponsorships
Corporate sponsorships are often delivered in the form of services, personnel volunteers, liquid investments (cash or stock) or land. Municipalities often team with corporations for necessary and or alternative funding. A sponsorship, which is the equivalent of a donation, usually involves some marketing elements or recognition in some form or another. The benefits of marketing often improve the image of the given corporation and are often thought to benefit both parties.

Foundation Grants
Foundation grants are provided by corporations, individuals, or organizations with a specific mission. The process involves an application which requires the municipality to explain the direct relation between the foundation's mission and the applicant's reason for the funding needs. Foundation grants can offer a wide range of awards from a thousand dollars to a million dollars. The award amounts depend on the foundation's funding capacity and allocation decision.

Federal Grants
The federal government offers grants for a variety of purposes. These grants can be extremely large and can jump start or complete an entire capital improvements program. Municipalities must apply for grants and express a connection between its agenda and the grants purpose. Given the financial capacity of these grants, each is extremely competitive; there are many more applications than funds being requested.

State Grants
Each state offers a variety of grants, each with specific purposes. State grants are limited to municipalities within the specific state's border. These grants range from capital improvement projects to economic revitalization purposes. The award amounts of these grants depend on the state's funding capacity and allocation decisions.

Local Grants
Municipalities oftentimes offer a variety of grants, each with specific purposes. Local grants are limited to areas within the specific municipality's border. These grants range from capital improvement projects to economic revitalization purposes. The award amounts of these grants depend on the city's funding capacity and allocation decisions. These grants are typically much lower than federal grants and state grants.

Fundraising / Campaign Drives
Organizations and individuals can participate in a fundraiser or a campaign drive. It is essential to market the purpose of a fundraiser to rally support and financial backing. Oftentimes fundraising satisfies the need for public awareness, public education, and financial support.

Land Trust Acquisition and Donation
Land trusts are held by a third party other than the primary holder and the beneficiaries. This land is oftentimes held in a corporation for facilitating the transfer between two parties. For conservation purposes, land is often held in a land trust and received through a land trust. A land trust typically has a specific purpose such as conservation and is used so land will be preserved as the primary holder had originally intended.

Waterfront Specific Trust Fund
A waterfront specific trust fund is a holding company designated to shelter land for the purpose of greenway usage. This land should be preserved as intended and is protected by law. The trust can accept land, funding, or both. The land can be utilized for the actual greenway or for a potential land swap, which depends on the donor's specifications. Funding can be used for infrastructure, land acquisition, maintenance, and/or services.

Capital Budget Increase
An increase in the capital budget increases the financial capacity for capital improvements. This option is rarely exercised unless there is a specific use for the capital reallocation. Capital budgets changes originate in the capacity of the federal government, state, county, town or city. It is possible for a jurisdiction to ask for a change in capital budget from more than one entity to obtain funding for a project.

Local Budget Yearly Contributions

Local governments may choose to contribute to capital improvement projects on an annual basis as opposed to a one-time budget allocation. A funding change such as this offers a project a financial perpetuity which is a continuous stream of funding. This is especially beneficial when a project requires additional funding for maintenance, operations, salaries, or scheduled enhancements.

Transportation Development Tax Credits

Some states have authorized transportation development tax credits for companies that contribute to a needed community development/public infrastructure improvement. Most of the time eligible activities are generally transportation facilities owned by a public entity for use by the public.

In Lieu of Fees

Developers often dedicate open space or greenways in exchange for waiving fees associated with park and open space allocation requirements in respect to proposed development. These types of requirements are presented within local municipal codes and ordinances.

Utility Lease Revenue

A utility lease is a method to generate revenues from land leased to utilities for locating utility infrastructure on municipally owned parcels. This can improve capital budgets and support financial interest in property that would not otherwise create revenue for the government.

OVERVIEW OF SELECTED FEDERAL FUNDING SOURCES

Federal-aid Highway Program

The Federal-aid Highway Program provides more than $30 billion per year to the States for the Nation's surface transportation system. Most funds are distributed to the States by formula for several program areas: Interstate Maintenance, National Highway System, Bridge, Surface Transportation Program (STP, which has a set-aside amount for Transportation Enhancement activities), Congestion Mitigation and Air Quality Improvement Program, Highway Safety Improvement Program, Appalachian Development Highway System, and the Recreational Trails Program. There are also several discretionary programs, and congressionally directed high priority projects.

Federal-aid highway funding programs benefit recreational interests, either indirectly by providing access to goods and services, or directly by providing access to recreation areas. Nearly all Federal-aid highway funding categories can be used to develop pedestrian facilities and bicycle transportation facilities, including shared use paths and related facilities that may have recreational use.

Surface Transportation Act (SAFETEA LU)

On August 10, 2005, the President signed into law the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). With guaranteed funding for highways, highway safety, and public transportation totaling $244.1 billion, SAFETEA-LU represents the largest surface transportation investment in our Nation's history. The two landmark bills that brought surface transportation into the 21st century—the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) and the Transportation Equity Act for the 21st Century (TEA-21)—shaped the highway program to meet the Nation's changing transportation needs. SAFETEA-LU builds on this firm foundation, supplying the funds and refining the programmatic framework for investments needed to maintain and grow our vital transportation infrastructure.

Surface Transportation Program (STP)

The Surface Transportation Program provides flexible funding that may be used by States and localities for projects on any Federal-aid highway, including the NHS, bridge projects on any public road, transit capital projects, and intracity and intercity bus terminals and facilities.

Funded by contract authority, to remain available for 4 years. Funds are subject to the overall Federal-aid obligation limitation. Apportioned funds are to be distributed based on the following factors:

- 25% based on total lane miles of Federal-aid highways
- 40% based on vehicle miles traveled on lanes on Federal-aid highways
- 35% based on estimated tax payments attributable to highway users in the States into the Highway Account of the Highway Trust Fund (often referred to as "contributions" to the Highway Account

The Federal share is generally 80 percent, subject to the sliding scale adjustment. When the funds are used for Interstate projects to add high occupancy vehicle or auxiliary lanes, but not other lanes, the Federal share may be 90 percent, also subject to the sliding scale adjustment.

FEDERAL-AID LAND AND WATER CONSERVATION FUND (LWCF)

The Land and Water Conservation Fund (LWCF) provides funding to assist in preserving, developing, and assuring accessibility to outdoor recreation resources including but not limited to parks, trails, wildlife lands, and other lands and facilities desirable for individual active participation. Grants are to be evaluated based on:

- How the project addresses the identified needs and priorities of a statewide comprehensive or strategic plan;
- Technical merits; and,
- Public/private partnerships.

Eligible grant recipients include counties, cities and towns; park districts; port districts; tribal governments; and, state agencies.

Grant recipients must provide at least 50% matching funds in either cash or in-kind contributions. Applications are to be evaluated in a competitive process by a team of experts, with criteria developed by a citizen advisory committee. A portion of Federal revenue derived from sale or lease of off-shore oil and gas resources. The program is administered by the US Department of the Interior through the National Park Service and the IAC.

ENVIRONMENTAL PROTECTION AGENCY (EPA) - ENVIRONMENTAL EDUCATION GRANTS PROGRAM

The Grants Program sponsored by EPA's Environmental Education Division (EED), Office of Children's Health Protection and Environmental Education, supports environmental education projects that enhance the public's awareness, knowledge, and skills to help people make informed decisions that affect environmental quality. EPA awards grants each year based on funding appropriated by Congress. Annual funding for the program ranges between $2 and $3 million. More than 75 percent of the grants awarded by this program receive less than $15,000.

COMMUNITY BLOCK DEVELOPMENT GRANT PROGRAM (HUD-CBDG)

Since States are in the best position to know and to respond to the needs of local governments, Congress amended the Housing and Community Development Act of 1974 (HCD Act) in 1981 to give each State the opportunity to administer CDBG funds for non-entitlement areas. Non-entitlement areas include those units of general local government which do not receive CDBG funds directly from HUD as part of the entitlement program (Entitlement Cities and Urban Counties). Non-entitlement areas are cities with populations of less than 50,000 (except cities that are designated principal cities of Metropolitan Statistical Areas), and counties with populations of less than 200,000.

The State CDBG program has replaced the Small Cities program in States that have elected to participate. Currently, 49 States and Puerto Rico participate in the program. HUD continues to administer the program for the non-entitled counties in the State of Hawaii because the State has permanently elected not to participate in the State CDBG.

The primary statutory objective of the CDBG program is to develop viable communities by providing decent housing and a suitable living environment and by expanding economic opportunities, principally for persons of low- and moderate-income.

Communities receiving CDBG funds from the State may use the funds for many kinds of community development activities including, but not limited to:

- Acquisition of property for public purposes;
- Construction or reconstruction of streets, water and sewer facilities, neighborhood centers, recreation facilities, and other public works;
- Demolition;
- Rehabilitation of public and private buildings;
- Public services;
- Planning activities;
- Assistance to nonprofit entities for community development activities; and
- Assistance to private, for profit entities to carry out economic development activities (including assistance to micro-enterprises).

BUILD AMERICA BONDS AND RECOVERY ZONE BOND PROGRAMS (ARRA)

The American Recovery and Reinvestment Act of 2009 (ARRA) provides a number of important new financing tools and benefits to state and local governments. Section 1531 of Title I of Division B of the ARRA Act of 2009, added § 54AA to the Code, authorizing state and local governments, at their option, to issue two types of Build America Bonds as taxable governmental bonds with Federal subsidies for a portion of their borrowing costs. In addition, § 1401 of ARRA, which added § 1400U-2 of the Code, provides for a third type of Build America Bond known as Recovery Zone Economic Development Bonds, which provides for a deeper Federal subsidy through a refundable tax credit paid to state or local governmental issuers in an amount equal to 45 percent of the total coupon interest payable to investors in these taxable bonds.

The US Treasury announced the implementation of the Build America Bond program to provide much-needed funding for state and local governments at lower borrowing costs. This will enable them to pursue necessary capital projects, such as:

- Public buildings (i.e., courthouses, schools, fire stations, recreation centers, etc.)
- Roads, and other transportation infrastructure
- Government hospitals
- Public safety facilities and equipment
- Water and sewer projects
- Environmental projects
- Energy projects
- Governmental housing projects
- Public utilities

Build America Bonds are a new financing tool for state and local governments. The bonds, which allow a new direct federal payment subsidy, are taxable bonds issued by state and local governments that will give them access to the conventional corporate debt markets. At the election of the state and local governments, the Treasury Department will make a direct payment to the state or local governmental issuer in an amount equal to 35 percent of the interest payment on the Build America Bonds. As a result of this federal subsidy payment, state and local governments will have lower net borrowing costs and be able to reach more sources of borrowing than with more traditional tax-exempt or tax credit bonds.

OVERVIEW OF SELECTED STATE FUNDING SOURCES

North Carolina DOT – Bicycle and Pedestrian Program

The North Carolina General Assembly enacted legislation (G.S. 136-71.12 Funds) that authorizes the North Carolina Department of Transportation (NCDOT) to spend any federal, state, local, or private funds available to the Department and designated for the accomplishment of Article 4A, Bicycle and Bikeway Act of 1974. In addition the 2005 Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) requires the Department to set aside federal funds from eligible categories for the construction of bicycle and pedestrian transportation facilities"

Federal Aid Construction Funds – Several categories of federal aid construction funds — **National Highway System (NHS)** and **Surface Transportation Program (STP)** — or **Congestion Mitigation and Air Quality (CMAQ)** funds provide for the construction of pedestrian and bicycle transportation facilities. The primary source of funding for bicycle and pedestrian projects is STP Enhancement Funding.

State Construction Funds – State roadway construction funds (not including the Highway Trust Fund for Urban Loops and Interchanges) may be used for the construction of sidewalks and bicycle accommodations that are a part of roadway improvement projects.

Governor's Highway Safety Program (GHSP) – GHSP funding is provided through an annual program, upon approval of specific project requests, to undertake a variety of pedestrian and bicycle safety initiatives. Amounts of GHSP funds vary from year to year, according to the specific amounts requested.

Independent Projects – $6 million is annually set aside for the construction of bicycle improvements that are independent of scheduled highway projects in communities throughout the state. Eighty percent of these funds are from STP-Enhancement funds, while state funds provide the remaining 20 percent. Currently, $1.4 million is annually set aside for pedestrian hazard elimination projects in the 14 NCDOT highway divisions across the state; $200,000 is allocated to the Division of Bicycle and Pedestrian Transportation for projects such as training workshops, pedestrian safety and research projects, and other pedestrian needs statewide.

Incidental Projects – Bicycle accommodations such as bike lanes, widened paved shoulders and bicycle-safe bridge design are frequently included as incidental features of highway projects. In addition, bicycle-safe drainage grates are a standard feature of all highway construction. Most pedestrian safety accommodations built by NCDOT are included as part of scheduled highway improvement projects funded with a combination of federal and state roadway construction funds.

North Carolina's Clean Water Management Trust Fund (CWMTF)
North Carolina's Clean Water Management Trust Fund (CWMTF) was established by the General Assembly in 1996 (Article 18; Chapter 113A of the North Carolina General Statutes). CWMTF receives a direct appropriation from the General Assembly in order to issue grants to local governments, state agencies and conservation non-profits to help finance projects that specifically address water pollution problems. The 21-member, independent, CWMTF Board of Trustees has full responsibility over the allocation of moneys from the Fund.

CWMTF will fund projects that (1) enhance or restore degraded waters, (2) protect unpolluted waters, and/or (3) contribute toward a network of riparian

North Carolina Parks and Recreation Trust Fund (PARTF)
¬The North Carolina General Assembly established the Parks and Recreation Trust Fund (PARTF) on July 16, 1994 to fund improvements in the state's park system, to fund grants for local governments and to increase the public's access to the state's beaches. The Parks and Recreation Authority, an eleven-member appointed board, was also created to allocate funds from PARTF to the state parks and to the grants program for local governments.

PARTF is the primary source of funding to build and renovate facilities in the state parks as well as to buy land for new and existing parks.

The PARTF program also provides dollar-for-dollar grants to local governments. Recipients use the grants to acquire land and/or to develop parks and recreational projects that serve the general public. At this website, you can learn how to apply for a grant, see lists of past grant recipients, and download an application. You can also learn about the Parks and Recreation Authority and how to contact us.
A portion of PARTF is the primary funding source for the Public Beach and Coastal Waterfront Access Program. The program, administered by the Division of Coastal Management (DCM), offers matching grants to local governments throughout North Carolina's twenty coastal counties.

North Carolina Natural Heritage Trust Fund
Established in 1987, the North Carolina Natural Heritage Trust fund provides supplemental funding to select state agencies for the acquisition and protection of important natural areas, to preserve the state's ecological diversity and cultural heritage, and to inventory the natural heritage resources of the state. The enabling legislation is found at General Statute Article 5A Sections 113-77.6 through 113-77.9.

The trust fund is supported by 25% of the state's portion of the tax on real estate deed transfers and by a portion of the fees for personalized license plates. These sources now generate about $19 million each year. Since its creation, the trust fund has contributed more than $136 million through 345 grants to support the conservation of more than 217,000 acres.

Conserving North Carolina's natural and cultural heritage now is critical. The state's population is expected to grow by 50% in the next 25 years (that's 4 million more people!) As detailed on One NC Naturally's website, North Carolina loses an estimated 383 acres per day of woodlands, farmland and open space. This loss of natural areas has serious consequences for our air and water quality, wildlife habitat, recreational opportunities, and our quality of life. Jobs in rural areas are increasingly dependent upon tourism generated by scenic beauty, historic places and quality outdoor recreational opportunities. Land conservation helps families to continue working in forestry and farming. Surveys show that open space, outdoor recreational opportunities and other conservation benefits are important for attracting and keeping knowledge-based workers.

The Natural Heritage Trust Fund invests in North Carolina's most significant natural areas, strengthening our communities and our economy

North Carolina Conservation Income Tax Credit Program
North Carolina has a unique incentive program to assist land-owners to protect the environment and the quality of life. A Credit is allowed against individual and corporate income taxes1 when real property is donated for conservation purposes. Interests in property that promote specific public benefits may be donated to a qualified recipient. Such conservation donations qualify for a substantial tax credit.

North Carolina Division of Water Quality - 319 Program Grants
By amendment to the Clean Water Act Section in 1987, the Section 319 Grant program was established to provide funding for efforts to curb nonpoint source (NPS) pollution, including that which occurs though stormwater runoff. The U.S. Environmental Protection Agency provides funds to state and tribal agencies, which are then allocated via a competitive grant process to organizations to address current or potential NPS concerns. Funds may be used to demonstrate best management practices (BMPs), establish Total Maximum Daily Load (TMDL) for a watershed, or to restore impaired streams or other water resources. In North Carolina, the 319 Grant Program is administered by the Division of Water Quality of the Department of Environment and Natural Resources.

Each fiscal year North Carolina is awarded nearly 5 million dollars to address nonpoint source pollution through its 319 Grant program. Thirty percent of the funding supports ongoing state nonpoint source programs. The remaining seventy percent is made available through a competitive grants process. At the beginning of each year (normally by mid-February), the NC 319 Program issues a request for proposals with an open response period of three months. Grants are divided into two categories: Base and Incremental. Base Projects concern research-oriented, demonstrative, or educational purposes for identifying and preventing potential NPS areas in the state, where waters may be at risk of becoming impaired. Incremental projects seek to restore streams or other portions of watersheds that are already impaired and not presently satisfying their intended uses.

State and local governments, interstate and intrastate agencies, public and private nonprofit organizations, and educational institutions are eligible to apply for Section 319 monies. An interagency workgroup reviews the proposals and selects those of merit to be funded.

North Carolina Ecosystem Enhancement Program
Clean water, clean air and thriving natural habitats are fundamental indicators of a healthy environment. Protecting North Carolina's ecosystems is critical to maintaining the state's quality of life, continuing its economic growth, and ensuring the health and well-being of its citizens. According to the three-party Memorandum of Agreement that established the initiative's procedures in July 2003, the mission of the Ecosystem Enhancement Program is to "restore, enhance, preserve and protect the functions associated with wetlands, streams and riparian areas, including but not limited to those necessary for the restoration, maintenance and protection of water quality and riparian habitats throughout North Carolina."

EEP provides:

- High-quality, cost-effective projects for watershed improvement and protection;
- Compensation for unavoidable environmental impacts associated with transportation-infrastructure and economic development; and
- Detailed watershed-planning and project-implementation efforts within North Carolina's threatened or degraded watersheds.

Urban and Community Forestry Assistance Program
Urban and Community Forestry begins to address the stewardship of urban natural resources where 80 percent of the Nation lives. Important connections exist between the quality of life in metropolitan areas and land consumption associated with sprawl. In addition there is a strong economic case for conservation of green open space to guide growth and revitalize city centers and older suburbs. The Urban and Community Forestry Program responds to these needs by maintaining, restoring, and improving the health of urban trees, forests, greenspaces and sustainable forest ecosystems for more than 70 million acres of America's urban and community forest resources. Through these efforts the Program encourages and promotes the creation of healthier, more livable urban environments across the Nation. The Program will continue to expand partnerships with non-governmental organizations to restore natural resources in older, declining cities and towns.

Water Resources Development Grant Program
This program is designed to provide cost-share grants and technical assistance to local governments throughout the State. Applications for grants are accepted for seven purposes: General Navigation, Recreational Navigation, Water Management, Stream Restoration, Beach Protection, Land Acquisition and Facility Development for Water-Based Recreation, and Aquatic Weed Control. There are two grant cycles per year, the application deadlines are January 1st and July 1st.

Blue Cross Blue Shield Mini Grant
The BCBSNC Foundation developed the Mini-Grants category in order to provide funding opportunities for counties that are experiencing greater levels of economic distress. The Foundation is also interested in supporting smaller non-profit organizations that provide direct services within the specified geographic region. Specifically, funding is restricted to the 85 designated rural counties across the state. Organizations with an annual operating budget of less than $500,000 are eligible to apply.

The BCBSNC Foundation funds programs that align with its mission and established focus areas. Applicants in the Mini-Grants category will engage in a competitive process for funding. The typical range is between $1,500 - $5,000.

Blue Cross Blue Shield Grant
The BCBSNC Foundation funds programs that align with its mission and established focus areas. Applicants in the Grants up to $25,000 category, engage in a two-step, competitive process to identify those projects that meet all required eligibility criteria and present the most compelling case for funding. The typical range is

between $5,000 - $15,000.

OVERVIEW OF SELECTED PRIVATE FUNDING

Many communities have solicited greenway funding assistance from private foundations and other conservation-minded benefactors. Below are two examples of private funding opportunities available in North Carolina.

North Carolina Community Foundation

The North Carolina Community Foundation serves philanthropic donors and supports not-for-profit organizations throughout North Carolina. The NCCF makes grants from charitable funds established by individuals, families, corporations, and non-profit organizations. Our donors make grants from over 800 funds that serve the following areas of interest:

- Arts and Humanities
- Community Service
- Education
- Environment
- Health
- Historic Preservation
- Religion
- Science
- Social Services
- Youth

Duke Energy Foundation

The Cinergy Foundation places special emphasis on projects that help communities help themselves. We support local community, civic and leadership development projects. The Cinergy Foundation also views community foundations as positive vehicles for sustaining the long-term health of a community and promoting philanthropic causes. Infrastructure needs by a community will not be considered.

The Cinergy Foundation supports health and social service programs which promote healthy life styles and preventative medical care. United Way campaigns are included in Health and Social Services funding.

Golden LEAF Foundation

The Golden LEAF Foundation was formed under a charter established by the North Carolina General Assembly. According to the charter, the Golden LEAF Foundation "shall promote the social welfare and lessen the burdens of government [by using its funds] to provide economic impact assistance to economically affected or tobacco-dependent regions of North Carolina in accordance with the Consent Decree [between the state of North Carolina and cigarette manufacturers]."

Activities to be supported include, but are not limited to, the following:

- Education assistance for tobacco farmers and other workers affected or projected to be affected by a decline in production of tobacco products.
- Job training and employment assistance for tobacco farmers and other workers dependent on tobacco farming, production and sales to transition to other sources of income.
- Scientific research to develop new uses for tobacco or for the development of alternative cash crops.
- Economic hardship assistance experienced by tobacco farmers, quota owners, their families and others as a result of decline in quota and/or production of tobacco or tobacco products.
- Public works and industrial recruitment to local governments for upgrading utilities, transportation, and other public service infrastructure to attract new businesses or for more general economic development purposes.
- Health and human services to improve health care and other social services needed to maintain the stability of tobacco-dependent communities.
- Community assistance in the form of grants and/or loans to economically depressed and deteriorating tobacco-dependent communities, to be used exclusively for public purposes.