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City of Raleigh Parks, Recreation and Cultural Resources



Chapter Five

“Let us ask the land where are the best sites. Let us establish criteria for many different types of excellence responding to a wide range of choice.” - Ian L. McHarg

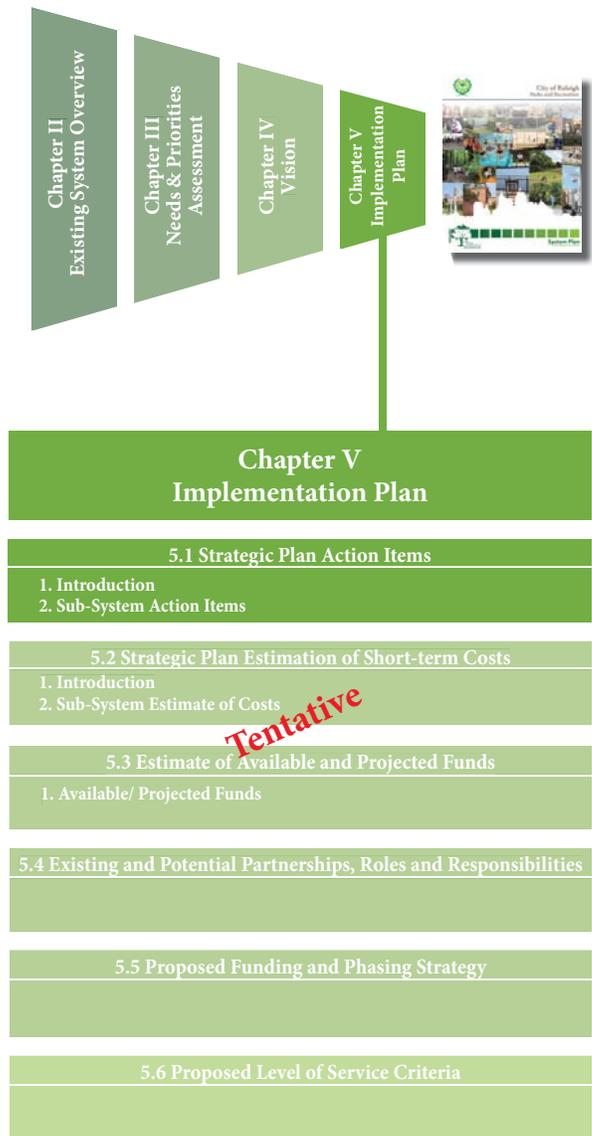
Implementation Plan



Edna Metz Wells Park

Chapter 5 | Implementation Plan

In order to honor the guiding principles defined by Raleigh citizens and advance the parks, recreation and cultural resources vision, identification of next steps is needed. As the final chapter of this System Plan, the Implementation Plan includes development of a Strategic Plan; including; action items, timeframes, identification of responsible parties, projection of short-term costs; identification of available funds; and criteria for future level of service analysis. These tools will help the Parks, Recreation and Cultural Resources Department in moving forward and achieving the visions, goals and guiding principles stated in Chapter 4.



implementation plan

Chapter Five

Section 5.1 | Strategic Plan Action Items

5.1.0 Introduction

The Vision Chapter of Raleigh's Parks, Recreation and Cultural Resources System Plan formed eight sub-systems defined by a series of goals and objectives. These eight sub-systems, each propagated with action items, work together and individually. Unlike the publicly defined goals and objectives that will help guide the development and delivery of services and facilities over a long period of time, action items are defined by the department and are meant to be implemented, reviewed and revised on a regular basis. Each action item is a progression of a goal and measurable objective and may require the allocation of additional capital or operational funding. Many of the of action items included in this strategic plan were born out of ideas first heard at through public meetings, surveys, and on-line comments. Other action items have been developed to ensure that the needs and priorities identified in the assessment (Chapter 3) are met. In all cases these action items are tied to a defined goal and objective.

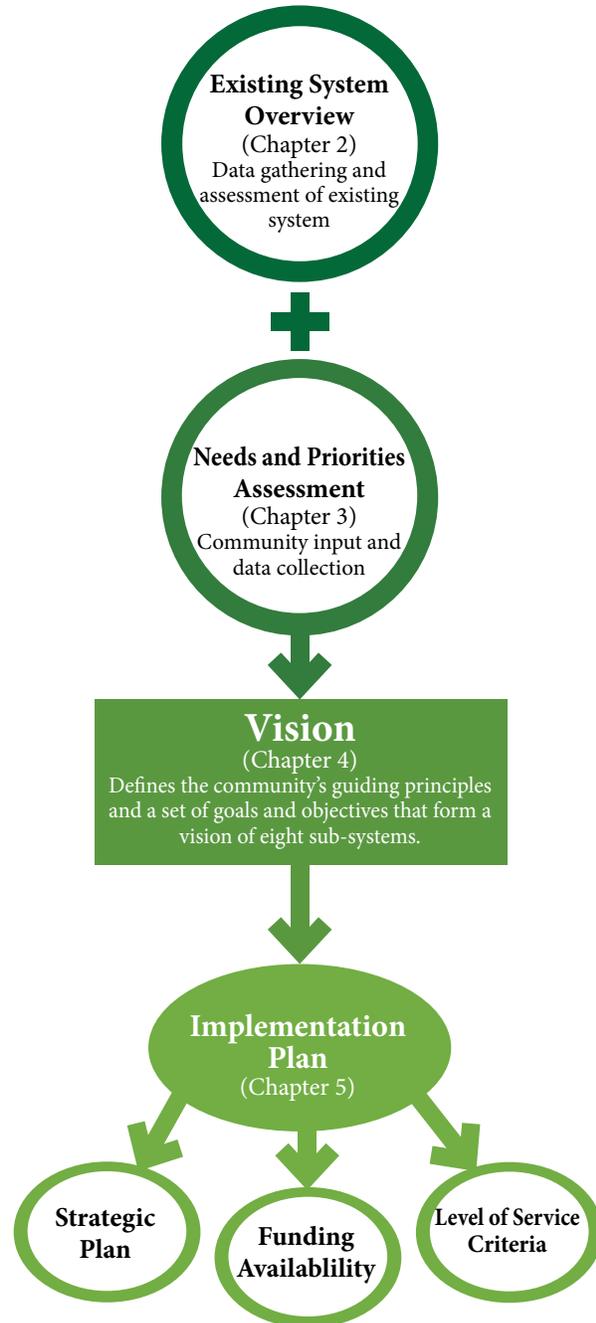
The strategic plan focuses on the implementation of the vision, goals and objectives, and guiding principles through four critical components; action items, projection of short-term costs; identification of responsible parties, and the establishment of timeframes for implementation. Priority of individual action items are tied to public input gathered and documented throughout the needs and priorities assessment (Chapter 3). Together, these four components will allow the Parks, Recreation and Cultural Resources Department to review and as needed, efficiently revise the strategic plan to reflect changing conditions, demographics or needs. **Diagram 4** identifies the how these component reflect the overall progress of the System Plan.

5.1.1 Strategic Plan Sub-System Action Items

The following pages and tables identify actions items for each of the eight sub-systems. Each action items advances a goal and objective of the vision. Goals are identified above each table in green, while objectives are shown

in blue. Timeframes for implementation of each action item are shown in the right columns and may consist of multiple on-going timeframes. An 'X' shown in a timeframe column indicates an action item will start or is currently underway.

Diagram 4. System Plan Flow Chart



Implementation Plan

Parks

Parks provide visitors with opportunities to relax, refresh, explore and play, contributing significantly to the quality of life throughout the City. The action items below are focused on continuously improving and re-investing in parks and park facilities, as identified as a top priority by public input. These action items will help the Department achieve two important goals: developing high-quality parks within walking distance of homes; and places of employment; and continuing to meet the needs of the community, visitors and workers.



Isabella Cannon Park.

Goal 1: The City of Raleigh will develop high-quality parks available within walking distance of homes or places of employment.

Action Items		Timeframe		
Objective A: Provide new parks or joint use facilities so that every resident has access to a park experience within 1 mile travel distance of their home or place of employment.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Continue to evaluate and analyze service areas and update search area priorities for new parks.	On-Going	On-Going	On-Going
2	Design and develop new parks.	X	On-Going	On-Going
3	Complete System Integration Plans for all newly-acquired properties and for undeveloped park sites.	X	On-Going	On-Going
4	Identify and acquire new park sites and joint-use target areas through the use of updated search area criteria to include conventional and non-conventional properties.	X	On-Going	On-Going
5	Partner with Wake County government and Wake County Public School System to develop and update a broad policy to allow public use of school grounds.	X		
6	Partner with adjacent local governments for joint acquisition and development of recreation facilities.		X	On-Going
7	Partner with private developers on large residential and/or mix-use projects for joint acquisition and development of public recreational facilities.		X	On-Going
8	Work with non-public recreational entities to develop joint-use agreements for public and shared-use and development of recreation facilities.		X	On-Going
Objective B: Expand sidewalks, trails, bicycle facilities and public transportation routes to improve access to and within existing and future parks and facilities consistent with adopted transportation plans and residents' needs.				
1	Use best available data develop, implement and continue to refine a method of analyzing Access Level of Service of all parks and park facilities.	X	On-Going	On-Going
2	Pursue partnerships with City of Raleigh departments and other governmental agencies to obtain data needed to represent the public transportation, bicycle and pedestrian networks	X	On-Going	On-Going
3	Coordinate with City of Raleigh's Public Works Department and Department of City Planning to identify priority sidewalk and bicycle facilities development.	X	On-Going	On-Going
4	Implement pedestrian and bicycle connections from public right-of-way to park facilities.		X	On-Going
5	Evaluate and develop internal park trails to provide connectivity to facilities and promote active outdoor fitness.		X	On-Going
6	Coordinate with local and regional public transportation providers to ensure that bus routes are maintained or created to connect residents to city parks and facilities.	X	Every 2 Yrs.	Every 2 Yrs.

Parks: Goal 1 Action Items continue on next page.

X = The Action Item will start or is currently underway.

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Parks: Goal 1 Action Items continued.

Action Items		Timeframe		
Objective C: Increase awareness of alternatives to access parks and services through collaborative partnerships with local and regional transportation providers.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Promote transportation options at facilities and parks through literature, signs, and the department's website.	X	On-Going	On-Going
2	Partner with transit providers to include major and/or regional parks on public transportation maps and other transportation plans.	X	On-Going	On-Going

Goal 2: The City of Raleigh will identify and address needs for high quality park facilities and programs.

Action Items		Timeframe		
Objective A: Upgrade and reinvigorate existing parks to meet user needs as identified in a comprehensive needs assessment.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Develop and implement a comprehensive needs assessment for park improvements and program evaluations.	X	On-Going	On-Going
2	Develop, prioritize and implement improvement plans that focus on life-safety, security, ADA, code requirements and critical maintenance issues for parks and facilities.	X	Every 5 Yrs.	Every 5 Yrs.
3	Develop, prioritize and implement re-purposing plans for parks and facilities that focus on changing user needs.		X	Every 5 Yrs.
4	Develop and review management plans to establish standards, frequencies and costs associated with maintenance of existing parks and facilities.	X	Every 5 Yrs.	Every 5 Yrs.
Objective B: Continue to actively engage the public in the planning and design of new parks and facilities or enhancements at existing parks and facilities.				
1	Continue to engage the public in planning and design processes and respond to changing needs and trends.	X	On-Going	On-Going
2	Provide on-going staff training, support and resources needed to carry out Public Participation Program for Park Planning.	X	On-Going	On-Going
3	Create a metric to measure success and continue to evaluate and update Public Participation Program.	X	Every 5 Yrs.	Every 5 Yrs.
4	Utilize technology for public feedback for planning and development projects.	X	On-Going	On-Going
5	Continue to engage citizen volunteers in the enhancement and maintenance of parks and facilities.	X	On-Going	On-Going
Objective C: Update park classification standards and facility fees to reflect changing needs and trends.				
1	Continue to evaluate and update park classifications standards in coordination with Growth Centers Goal 1; Objective A.	X	On-Going	On-Going
2	Evaluate and update facility fees.	X	Every 2 Yrs.	Every 2 Yrs.
Objective D: Continue to collaborate with the State of North Carolina and Wake County to promote regional recreation-tourism and encourage economic development.				
1	Collaborate with the State of North Carolina on the transition of the Dorothea Dix property to a destination park.	X	On-Going	On-Going
2	Continue to collaborate with Greater Raleigh Convention and Visitors Bureau and related agencies to promote tourism.	X	On-Going	On-Going
3	Develop cooperative marketing strategies with the State, Wake County and other municipal park systems in the region.		X	On-Going
Objective E: Promote economic, environmental and social sustainability.				
1	Identify current sustainable design standards and practices including LEED, Sustainable Sites, Conservation Assessment Project (CEAP), and Low Impact Development (LID) that are applicable to maintenance, upgrades and development of parks and facilities.	X	Every 5 Yrs.	Every 5 Yrs.
2	Implement sustainable design practices, including life-cycle costs, as part of facility development/upgrade projects.		X	On-Going

X = The Action Item will start or is currently underway.

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Natural Environments

Providing wildlife habitat, improving water quality, reducing stormwater runoff, and providing outdoor recreation and educational opportunities, are just a few benefits associated with the thousands of acres of natural areas and corridors throughout the city. Action items have been identified for four goals ranging from balancing protection and public access, to enhancing and expanding protected lands and awareness to community-wide benefits. From the more natural areas of the city to the urban areas of downtown, improved access to outdoor recreation and adventure opportunities throughout the city will be achieved.



Lakeside at Durant Nature Preserve Park.

Goal 1: The City of Raleigh will continue to expand residents' awareness of the environmental, economic and social benefits of natural areas.

Action Items		Timeframe		
Objective A: Foster a culture of thinking and acting within a broad regional ecological framework.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Promote and deliver youth and adult education on the values of natural environments.	X	On-Going	On-Going
2	Expand opportunities and roles of volunteers to build and strengthen a stewardship ethic.	X	On-Going	On-Going
3	Support local public and private school efforts to integrate natural resource awareness and environmental education into curriculum.	X	On-Going	On-Going
4	Facilitate and participate in local partnerships with advocacy groups, schools, developers, local governments, and the private sector.		X	
5	Establish and/or engage with local and regional partnerships focused on promoting natural environments.			X
Objective B: Identify and cultivate planning partnerships among the spectrum of agencies and organizations with similar goals and ecological jurisdictions.				
1	Coordinate with City of Oaks Foundation to broker stewardship and acquisition partners.	X	On-Going	On-Going
2	Evaluate City of Raleigh development regulations or other preservation tools available to conserve natural environments.		X	
3	Work with partners, Federal, State, local governments, non-profits and private sector, to identify and conserve natural environments on a regional, landscape scale.			X
Objective C: Promote education and awareness of ecological benefits of natural areas, floodplains, watershed preservation, and ecological conservation.				
1	Identify and inventory potential partnership opportunities.	X	Every 2 Yrs.	Every 2 Yrs.
2	Identify and implement strategies through traditional methods and emerging technologies to increase public awareness to the benefits of natural environments.	X	Every 5 Yrs.	Every 5 Yrs.

X = The Action Item will start or is currently underway.

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Natural Environments continued

Goal 2: The City of Raleigh will continue to protect, enhance, and expand natural environment areas.

Action Items		Timeframe		
Objective A: Continue to provide stewardship of natural environments, ecological systems and local watersheds through best management practices.				
1	Develop site specific management plans that include inventory of natural assets and guidelines for park or natural area use.	X	On-Going	On-Going
2	Recruit and coordinate research of evidence-based conservation best practices.		X	
3	Research, establish and operationalize best management practice standards relative to specific ecosystems within the parks system.	X	Every 5 Yrs.	Every 5 Yrs.
4	Partner with appropriate departments and agencies to encourage stormwater management best practices.	X	On-Going	On-Going
Objective B: Provide additional natural resource lands as opportunities exist through acquisition, partnerships, non-profits or other means.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Identify priority natural resource lands as opportunities for strategic fee-simple acquisition, easement access or partnership development.		X	On-Going
2	Develop and promote the board network of natural spaces throughout the city for environmental, ecological and social purposes.	X	On-Going	On-Going
3	Work with City of Oaks Foundation and other non-profit or private sector opportunities to access additional natural lands or greenway corridors.	X	On-Going	On-Going
4	Work with City of Raleigh development regulations to enhance opportunities for preservation of natural environments by private developers.		X	
Objective C: Support Green Infrastructure Planning (GIP) throughout the city.				
1	Identify through sustainable park criteria, opportunities to support Green Infrastructure Practices (GIP) in park, facility and greenway development.		X	
2	Work with other city departments on coordinated goals and action items for the continued protection, enhancement and expansion of natural environment areas.		X	On-Going

Goal 3: The City of Raleigh will balance the protection of natural environments while continuing to provide appropriate public access and use.

Action Items		Timeframe		
Objective A: Improve and promote public access options such as greenway trails and public transit to natural areas for educational, recreational and environmental research opportunities.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Identify and inventory potential public access opportunities to natural areas.	X	Every 5 Yrs.	Every 5 Yrs.
2	Develop public access points to natural areas.	X	On-Going	On-Going
3	Promote public access options to natural areas through literature and website information.	X	On-Going	On-Going
4	Participate in planning activities at the site and system levels to achieve the balance between protection and use.	X	On-Going	On-Going
Objective B: Develop policies addressing the balance between protection and recreation through collaboration with outdoor conservation professionals, scientists and community advocates.				
1	Identify partners for participation.	X	On-Going	On-Going
2	Create and evaluate evidence-based policy framework for balancing protection and recreation within natural areas with desired future conditions.	X	Every 5 Yrs.	Every 5 Yrs.

X = The Action Item will start or is currently underway.

Implementation Plan

Natural Environments continued.

Goal 4: The City of Raleigh will provide access to outdoor recreation and adventure opportunities throughout the city.

Action Items		Timeframe		
		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
Objective A: Develop regional outdoor adventure hubs.				
1	Partner and develop Forest Ridge Park Outdoor Recreation Center, Falls Whitewater Park, 'Leonard Tract' Park and Neuse River Greenway connectivity.		X	
2	Identify potential partners to help meet regional needs for outdoor adventure activities and facilities.		X	On-Going
3	Plan and develop the Lake Wheeler rowing center in partnership with the rowing community.		X	
Objective B: Provide access through public transit, greenway trail, and bicycle facilities connectivity to regional adventure recreation hub(s).				
1	Identify and prioritize greenway trail, bicycle facilities and transit options to regional adventure recreation hub(s)	X	Every 5 Yrs.	Every 5 Yrs.
2	Partner with regional local governments to develop greenway trails, bicycle facilities and transit options to regional adventure hub(s).		X	
Objective C: Provide access through public transit, greenway trail, and bicycle facilities connectivity to lake-based recreation opportunities.				
1	Identify and prioritize greenway trail, bicycle facilities and transit options to City-owned lakes.	X	Every 5 Yrs.	Every 5 Yrs.
2	Partner with regional local governments to develop greenway trails, bicycle facilities and transit options to lake-based recreation facilities.		X	
Objective D: Provide small, urban outdoor adventure recreation opportunities and interfaces with natural areas.				
1	Identify need for urban outdoor adventure recreation and inventory potential sites.	X	Every 5 Yrs.	Every 5 Yrs.
2	Promote existing access to natural areas within and near to urban areas.	X	On-Going	On-Going
3	Promote and deliver natural resource education opportunities within urban located and proximal natural areas.	X	On-Going	On-Going
4	Plan and develop new small, urban outdoor recreation facilities.		X	On-Going

X = The Action Item will start or is currently underway.



Horseshoe Farms Nature Preserve

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Greenways

The Capital Area Greenway System is a framework for environmental protection, recreation opportunities and transportation infrastructure that balances the protection natural area corridors and over one hundred miles of greenway trails. Action items have been developed for three goals; protection and enhancement of linear natural environments; improvement of connectivity and accessibility to greenway corridors and trails; and enhancement of existing greenway trails to meet growing and changing needs of users. Several of the action items identified for greenways are to be aligned with goals and objectives for natural environments as these two sub-systems are closely linked.



Neuse River Greenway Trail

Goal 1: The City of Raleigh will protect and enhance vegetation, wildlife and wildlife habitat and the waterways along linear natural environment areas.

Action Items		Timeframe		
Objective A: Support initiatives that work to create a protected, linked network of linear natural areas, wildlife habitats and greenspaces throughout the region.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Align efforts with Natural Environment Goal 1.	X	On-Going	On-Going
Objective B: Continue to expand protection of contiguous greenway lands to full width of the flood plain or include quality natural resource areas adjacent to the greenway corridors.				
1	Identify potential additional greenway land opportunities throughout city.	X	On-Going	On-Going
2	Align efforts with Natural Environment Goal 2: Objective B.	X	On-Going	On-Going
3	Evaluate benefits and impacts of widening the greenway corridors to the full width of the flood plain.	X		
4	Develop and implement criteria for widening greenway corridors.		X	On-Going
Objective C: Preserve the natural character of watercourses through greenway acquisition, management, and protection.				
1	Align efforts with Natural Environment Goal 2: Objective A.	X	On-Going	On-Going
2	Implement identified acquisition opportunities.	X	On-Going	On-Going
3	Assist in the develop watercourse best management practices and standards.		X	
Objective D: Educate citizens about the benefits of supporting stewardship efforts of greenway corridors.				
1	Align efforts with Natural Environment Goal 1.	X	On-Going	On-Going
2	Develop education materials on benefits of greenway support and stewardship.	X	On-Going	On-Going
3	Develop educational materials and signage along greenway trails.	X	On-Going	On-Going
4	Create and implement online and social media component of educational material.	X	On-Going	On-Going
5	Make educational promotional literature available to distribution networks.	X	On-Going	On-Going

X = The Action Item will start or is currently underway.

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Greenways continued

Goal 2: The City of Raleigh will improve connectivity and accessibility to greenway corridors and greenway trails throughout the city.

Action Items		Timeframe		
Objective A: Prioritize an implementation schedule to complete the system of greenway trails, including connectors with a focus on inter-connectivity among neighborhoods, parks, schools, commercial areas, cultural and civil institutions and other regional destinations.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Inventory opportunities for expansion, closing gaps, and making connections.	X	On-Going	On-Going
2	Develop and evaluate a prioritization plan of trail expansions, gap construction, destination connections, access and connections.	X	Annually	Annually
3	Develop a policy and guide for private connections to greenway trail.	X		
4	Implement and construct identified connections and trails.	X	On-Going	On-Going
Objective B: Create a hierarchy of greenway corridors and greenway trail classifications based on trail user needs.				
1	Develop a hierarchical typology of greenway trails and corridors.	X		
2	Develop criteria for the hierarchical designation of greenway trails.	X		
3	Evaluate and classify trails and corridors for hierarchical designation.	X	Every 5 Yrs.	Every 5 Yrs.
Objective C: Strengthen and prioritize connections to public transportation, streets, sidewalks and other transportation corridors by closing gaps in connectivity to the greenway network.				
1	Identify and inventory existing gaps in connectivity of the greenway network to other transportation systems.	X	Every 5 Yrs.	Every 5 Yrs.
2	Develop, in coordination with applicable departments, prioritization criteria for access with Goal 2.	X		
3	Identify priority connection and access projects and funding options.	X	Every 2 Yrs.	Every 2 Yrs.
4	Identify nearest public transit stop(s) to each greenway access point and encourage installation of pedestrian and bicycle connection between each.	X	Every 5 Yrs.	Every 5 Yrs.
5	Coordinate with public transit providers to Identify greenway crossings and access points on transit maps.	X	Every 5 Yrs.	Every 5 Yrs.
6	Implement identified connections.		X	On-Going
Objective D: Provide increased accessibility and provide connectivity of greenway trails to Growth Areas.				
1	Coordinate with planning effort to identify potential access and connections to existing greenway trails and corridors within growth area comprehensive plans.	X	On-Going	On-Going
Objective E: Provide adequate parking at trailhead locations.				
1	Identify and inventory existing parking at or near all trailheads.	X	On-Going	On-Going
2	Assess additional parking needs.	X	Every 5 Yrs.	Every 5 Yrs.
3	Assess site, infrastructure and environmental constraints for parking needs.	X	Every 5 Yrs.	Every 5 Yrs.
4	Prioritize additional paved parking in coordination with Goal 2; Objective A.	X	Every 5 Yrs.	Every 5 Yrs.
5	Provide and increase parking capacity at access points through public and private partnerships.	X	On-Going	On-Going
6	Implement additional parking availability through construction and partnership.	X	On-Going	On-Going
Objective F: Develop a regional trail system.				
1	Coordinate with adjacent municipalities, and local, state, and national trail organizations to identify potential cross-jurisdictional connections.	X	Every 5 Yrs.	Every 5 Yrs.
2	Examine potential partnerships and funding opportunities to implement regional trail connections.	X	On-Going	On-Going

X = The Action Item will start or is currently underway.

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Greenways continued

Goal 3: The City of Raleigh will enhance existing greenway trails to provide a high quality system consistent with trail user needs and priorities.

Action Items		Timeframe		
		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
Objective A: Update Capital Area Greenway system design guidelines for new and renovated greenway trails to provide better safety, comfort, convenience, maintenance and amenities for users, and a consistent identity across the entire system.				
1	Update Capital Area Greenway design guidelines and revise as codes and regulations are updated.	X	On-Going	On-Going
2	Evaluate practices in other similar jurisdictions.	X		
3	Identify best practices applicable to the vision of the Capital Area Greenways.	X		
4	Develop a best practices Design Guidelines Manual.	X		
5	Prioritize and implement best practices renovations.	X	On-Going	On-Going
Objective B: Promote the Capital Area Greenway system trails as safe, healthy and sustainable travel alternatives.				
1	Identify potential partnership opportunities to promote the Capital Area Greenway system.	X	On-Going	On-Going
2	Develop promotional information with partners and identify distribution network.	X	On-Going	On-Going
3	Develop and implement a trail user safety and etiquette education program.	X	On-Going	On-Going
Objective C: Enhance and implement maintenance standards for existing greenway trails to ensure safe and comfortable travel by users and to achieve sustainable operations.				
1	Develop an annual funding source that provides for the periodic maintenance of asphalt, structures, and storm drainage facilities.	X	Annually	Annually
2	Review current maintenance standards for greenways trails and update as needed.	X	Every 5 Yrs.	Every 5 Yrs.
3	Identify, inventory and implement safety and emergency access improvements.	X	On-Going	On-Going
4	Continue to perform periodic inspection schedule of trail surfaces, structures, and storm drainage facilities.	X	Annually	Annually
5	Evaluate and implement maintenance needs based on inspection and needs.	X	On-Going	On-Going
Objective D: Develop Capital Area Greenway Programming Plan.				
1	Develop Greenway Programming Plan.		X	
2	Identify potential partnership opportunities for greenway programming.		X	On-Going
3	Based on programming plan, evaluate and staff greenway programs.		X	On-Going
4	Develop and implement trail user count system.	X	On-Going	On-Going
5	Develop event opportunities as part of greenway programming plan.		X	On-Going
6	Expand greenway volunteer program.	X	On-Going	On-Going
Objective E: Implement the Raleigh Greenways Master Sign Program throughout the system and improve to include wayfinding with comprehensive directions to and from the Capital Area Greenway system, nearby destination information, orientation indicators, and route options within the system by utilizing traditional and advanced technology-based methods.				
1	Update Raleigh Greenways Master Sign Program to include needs identified through the System Plan Needs Assessment.	X		
2	Continue to implement Raleigh Greenway Master Sign Program.	X	On-Going	On-Going
3	Collaborate with Public Works to develop an on-street signage package that provides directional info to the greenway trailheads.	X		
4	Collaborate with Public works to implement the on-street directional signage package.	X	On-Going	On-Going
5	Evaluate the use of emerging technology options for implementation of Raleigh Greenways Master Sign Program.	X	On-Going	On-Going.

X = The Action Item will start or is currently underway.

Implementation plan

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Programs and Services

The diversity of programs and services offered by the Park, Recreation and Cultural Resources Department meets a variety of needs and priorities that nurture a healthy, creative community and focuses on the development of youth. Action items will progress goals that focus on; promoting healthy lifestyles; creating a welcoming multi-cultural community; eliminating barriers to parks and participation in programs for all ages and abilities; providing inclusive and independent spaces and programs; and continued promotion of the Triangle area as a premier retirement destination.



Youth martial arts program.

Goal 1: The City of Raleigh will provide opportunities for every resident to maintain a healthy lifestyle.

Action Items		Timeframe		
Objective A: Expand healthy living options, activities and awareness through programs and events, including partnering with other agencies.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Develop and implement healthy living activities options for programming.	X		
2	Identify potential partner agencies for program and event opportunities to promote healthy living options.	X	On-Going	On-Going
3	Develop promotional materials with partners for distribution through programs and events.		X	
4	Review and update existing policies regarding healthy food options.		X	
Objective B: Enhance the promotion of the community's health services programs and services provided through our partner agencies.				
1	Identify community health partners for enhanced access opportunities for programming and information.	X		
2	Develop and distribute information to participants of programs and facility visitors and through partnering agencies.	X		
Objective C: Enhance existing and develop new indoor and outdoor spaces throughout the city that can be used for a variety of programs and activities, and are accessible via walking, biking, and public transit.				
1	Evaluate existing facilities and identify potential new facilities for indoor and outdoor spaces to better meet the needs of healthy living and wellness programs.		X	
2	Work with area partner transit agencies to identify opportunities to enhance transportation access to existing facilities and spaces.			X
3	Evaluate facilities and identify needed renovations or enhancements to promote healthy living and wellness programs.		X	
4	Plan and implement renovations of existing facilities and building of new facilities.			X

Programs and Services: Goal 1 Action Items continue on next page.

X = The Action Item will start or is currently underway.

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Programs and Services: Goal 1 Action Items continued.

Action Items		Timeframe		
Objective D: Provide programs in local parks, schools, active adult and recreation centers, open spaces, non-traditional facilities and through partnerships.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Inventory and evaluate existing and future potential programming spatial needs.	X	On-Going	On-Going
2	Identify programmatic needs throughout City based on needs assessment(s).	X	Every 5 Yrs.	Every 5 Yrs.
3	Identify and inventory partnerships opportunities throughout system for programs and services.	X		
4	Through on-going analysis of parks and programs, develop new and enhance existing programs throughout city with partners as needed.	X	On-Going	On-Going
5	Identify resources to promote and implement wellness initiatives.			X
Objective E: Partner to accommodate non-traditional schedules by providing before/ after-school and work hours for programs and activities.				
1	Evaluate operational hours for needs of non-traditional schedules and locations for existing programming and implement recommendations.	X	Every 2 Yrs.	Every 2 Yrs.
2	Evaluate need for mobile or temporary programs or activities and implement recommendations.	X		
3	Identify partners in alignment with Goal 1: Objective A and Objective D.	X	On-Going	On-Going

Goal 2: The City of Raleigh will improve outreach and foster a welcoming multi-cultural environment.

Action Items		Timeframe		
Objective A: Promote existing facilities as multi-cultural centers by adding multi-lingual staff, provide news and program information in multiple languages, utilize universal symbols, and encourage family participation in events, activities and programs.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Evaluate and develop plan to address need for multi-lingual staff at Parks, Recreation and Cultural Resources facilities and programs.	X	On-Going	On-Going
2	Develop Parks, Recreation and Cultural Resources promotional materials with universal symbols.	X	On-Going	On-Going
3	Identify events, activities and programs to distribute multi-cultural information.	X	On-Going	On-Going
Objective B: Establish and promote multi-cultural events, festivals and programs in neighborhoods to foster a sense of pride and greater awareness of the city's multi-cultural populations.				
1	Identify and inventory multi-cultural communities' opportunities for events, festivals and programs.	X		
2	Promote, support and conduct multi-cultural events, festivals and programs in parks and other facilities.	X		
Objective C: Improve community outreach through presentations in churches, schools, and other cultural activity centers and through advertisement and distribution of multi-lingual literature.				
1	Identify opportunities for outreach at churches, schools and other cultural activity centers.	X		
2	Continue to develop outreach materials for distribution and through website in multi-lingual format for community events, programs and facilities.		X	
Objective D: Enhance programming and activities to meet changing needs of multi-cultural populations at a local level.				
1	Assess needs for programming and activities through existing resources and partners aligned with efforts for Goal 1: Objectives D and E.	X	On-Going	On-Going
2	Implement new and enhance existing programming to meet the needs of multi-cultural populations.	X	Annually	Annually

X = The Action Item will start or is currently underway.

Implementation Plan

Programs and Services continued.

Goal 3: The City of Raleigh will identify and eliminate barriers to participation in parks, recreation and cultural programs for preschool, youth and teens of all abilities throughout the city.

Action Items		Timeframe		
Objective A: Promote accessible and affordable public transportation options and access to parks, programs and facilities.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Utilize available materials for distribution use on website to promote access to parks, programs and facilities.	X	On-Going	On-Going
2	Identify and evaluate public transportation options to parks, programs and facilities.	X	On-Going	On-Going
3	Identify and promote parks and programs with a focus on the natural environment for preschool, youth and teens that are accessible by public transportation.	X	On-Going	On-Going
Objective B: Increase collaboration with schools, area colleges and universities, local and state agencies and non-profits for facility use and planning.				
1	Identify existing and potential schools, area colleges and universities, local and state agencies and non-profits to collaborate for facilities use and planning.	X	On-Going	On-Going
Objective C: Partner to provide mentoring and life skill programs, technology, employment, volunteerism, cross-generational participation, fitness and wellness, sports training equipment and affordable programs opportunities.				
1	Identify potential preschool, youth and teen partnership opportunities.	X	On-Going	On-Going
2	Partner with the City of Oaks Foundation on the 'Give Play Initiative' to provide scholarships for needs-based children for nature related programming.	X	On-Going	On-Going
3	Continue to develop programs and activities for all abilities in collaboration with partners.	X	On-Going	On-Going
Objective D: Continue to maintain and create new places throughout the City for preschool, youth and teens to meet and talk with friends, engage in fitness and wellness activities, utilize technology, and other non-programmed activities in a safe environment.				
1	Inventory existing and potential locations and spatial needs for facilities and activities.	X	On-Going	On-Going
2	Conduct a facilities and activities needs assessment for pre-school, youth and teens.	X	Every 5 Yrs.	Every 5 Yrs.
3	Based on new or existing Master Plans, construct new and enhanced existing spaces for preschool, youth and teen needs.		X	On-Going

Goal 4: The City of Raleigh will provide inclusive and independent spaces, facilities and programs that are accessible to all residents regardless of ability and age.

Action Items		Timeframe		
Objective A: Provide a broad range of opportunities for special population involvement through collaborations and partnerships, including access to different types of indoor and outdoor spaces; inclusive and independent programs and events; enhanced transportation options to facilities; and educational, mentoring and wellness programs.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Identify special needs partnership opportunities.	X	On-Going	On-Going
2	Continue to implement and update ADA Study recommendations for facilities.	X	On-Going	On-Going
3	Maintain existing and identify new programming opportunities for individuals with special needs.	X	On-Going	On-Going
4	Identify location and enhance existing amenities for specialized facilities to meet programming needs.			X
5	Evaluate current PRCR Department fleet and determine resources needed to meet programming demand.		X	
6	Identify resources to insure compliance with the Americans with Disabilities Act (ADA).	X	On-Going	On-Going

Programs and Services: Goal 4 Action Items continue on next page.

X = The Action Item will start or is currently underway.

implementation plan

Chapter Five

Programs and Services: Goal 4 Action Items continued.

Action Items		Timeframe		
Objective B: Increase awareness of special population needs and benefits.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Identify opportunities and partners to increase awareness throughout city and region.	X	On-Going	On-Going
2	Identify partners to develop and distribute information on special population needs, benefits and programs.	X	On-Going	On-Going
3	Develop and offer educational workshops to citizens on topics associated with different types of special needs.	X	On-Going	On-Going

Goal 5: The City of Raleigh will continue to promote the community as a premier retirement destination where residents can stay active and healthy; enjoy amenities of the Triangle area; have access to high quality health resources; and enrich the community through business, social, and volunteer activities.

Action Items		Timeframe		
Objective A: Expand and enhance active adult program options and facilities consistent with recommendations from the Senior Center Feasibility Study.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Inventory existing active adult programs.	X	On-Going	On-Going
2	Implement existing recommendations from the Senior Center Feasibility Study.	X		
3	Update Senior Center Feasibility Study.		X	Every 5 Yrs.
Objective B: Continue support for senior clubs to ensure that seniors have equitable access to recreation and social programs throughout the city.				
1	Establish a senior club at all staffed community centers.	X	On-Going	On-Going
2	Inventory existing access and evaluate potential opportunities for senior club through use of private facilities and volunteers.	X	On-Going	On-Going
3	Identify and evaluate opportunities for new senior club support.	X	On-Going	On-Going
Objective C: Enhance transportation and accessibility options to centers, clubs and programming through safe and affordable public transportation, biking and walking.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Identify accessibility options in alignment with Goal 3: Objective A; and Goal 1: Objective E.	X	On-Going	On-Going
2	Identify private transportation options available for senior adults.	X	Annually	Annually
Objective D: Provide access to a variety of indoor and outdoor programs and facilities, inter-generational programming and events, and therapeutic opportunities throughout the city.				
1	Inventory and evaluate access to existing indoor and outdoor programs and facilities as well as volunteer opportunities.	X	On-Going	On-Going
2	Identify and evaluate gaps in active adult program offerings in alignment with Goal 5: Objective A.	X	Every 5 Yrs.	Every 5 Yrs.
3	Construct new or enhance existing accessibility options at facilities and spaces as needed.	X	On-Going	On-Going
Objective E: Promote technology-based, fitness and wellness-focused programs and activities consistent with trends identified through the comprehensive needs and priorities assessment.				
1	Identify community partners to enhance active adult programming.	X	On-Going	On-Going
2	Assess need for new technology-based fitness and wellness-focused programs through survey of current and potential users and participants.	X	Annually	Annually
3	Develop and implement new or enhanced technology-based and fitness and wellness-focused programming and activities.	X	Annually	Annually

X = The Action Item will start or is currently underway.

Implementation Plan

Athletics

Enjoying a healthy and active lifestyle is core function of the Parks, Recreation and Cultural Resources Department and one that athletic programs and facilities contribute significantly towards. Youth development is a critical aspect of these programs. Action items focus on two goals; the first is a continuation of providing athletic venues for every resident; and the second is being a regional athletic destination with venues that attract residents and visitors to enjoy a healthy lifestyle while providing positive economic benefits to the community.



Buffaloe Road Athletic Park

Goal 1: The City of Raleigh will continue to provide athletic venues and programs for every resident to maintain a healthy lifestyle.

Action Items		Timeframe		
Objective A: Continue providing and maintaining high quality athletic fields, courts, pools and programs that are equitably distributed throughout the city.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Evaluate condition and identify improvements needed for all existing fields, courts, lighting, pools, and other athletic facilities.	X	Every 5 Yrs.	Every 5 Yrs.
2	Develop and implement a policy to address need to close facilities and fields for annual maintenance.	X		
3	Prioritize, schedule and implement improvements for existing facilities.	X	Every 5 Yrs.	Every 5 Yrs.
4	Inventory and evaluate access to existing athletic fields, courts, pools and programs.	X		
5	Identify potential partners in providing access to athletic facilities and programs.		X	
6	Create family friendly spaces and amenities in new and existing athletic facilities.		X	
Objective B: Increase participation by youth and adults in the City's athletic programs.				
1	Document and assess historic participation levels and establish goals for future growth.	X	On-Going	On-Going
2	Develop an education and promotional campaign focused on the benefits of youth involvement in athletic programs.	X		
3	Identify barriers that prevent participation in athletic programs.	X		
4	Increase athletic opportunities in existing programming based on identified need and/or barrier to access.	X	On-Going	On-Going
5	Identify and evaluate need for expanding or reducing existing athletic program offerings by frequency, capacity and hours of operation.	X	Annually	Annually
Objective C: Provide, partner and plan for indoor and outdoor opportunities for new and growing athletic trends.				
1	Identify needs and/or trends in new or growing athletic trends.	X		
2	Identify partners and funding sources.		X	
3	Develop new and enhance existing indoor and outdoor spaces to accommodate new athletic needs.		X	

Athletics: Goal 1 Action Items continue on next page.

X = The Action Item will start or is currently underway.

Chapter Five

Athletics: Goal 1 Action Items continued

Action Items		Timeframe		
		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
Objective D: Provide small-scale, urban sports opportunities throughout the city.				
1	Assess needs for small-scale urban sports in growth areas of city.	X	Every 5 Yrs.	Every 5 Yrs.
2	Identify potential sites and site selection criteria for small-scale and urban sports opportunities.	X	On-Going	On-Going
3	Identify and develop small-scale and urban sport venues in collaboration with partners.		X	On-Going

Goal 2: The City of Raleigh will continue to promote the community as a premier athletic venue destination where residents and visitors can compete, stay active and healthy, and enjoy amenities of the region.

Action Items		Timeframe		
		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
Objective A: Promote development of athletic facilities that attract regional and national competitions, generate new revenues and provide economic development opportunities.				
1	Inventory existing athletic facilities and identify need for regional and national tournament and competition quality athletic facilities.	X	On-Going	On-Going
2	Partner with the Convention and Visitors Bureau to document existing athletic facility usage economic value.	X	On-Going	On-Going
3	Assess opportunities and develop a policy to work with partners and sponsors for development, operations and management of athletic venues	X		
4	Work with partners and sponsors to develop and implement marketing and promotion strategies to attract regional and national competitions.		X	
5	Develop regional and national tournament and competition quality athletic facilities to meet identified needs.			X
Objective B: Provide a new multi-sport indoor athletic complex(es) to accommodate aquatics, track and field, tennis, basketball, and other sports that will support city-wide program needs and attract regional and national competitions.				
1	Evaluate athletic sport types and spatial needs for multi-sport indoor facility and implement recommendations.		X	On-Going
Objective C: Renovate, expand and enhance existing and new aquatic facilities consistent with recommendations from the Aquatic Study.				
1	Implement existing recommendations from Aquatic Study.	X	On-Going	On-Going
2	Renovate and enhance existing aquatic facilities.	X	On-Going	
3	Update Aquatic Study.	X	Every 5 Yrs.	Every 5 Yrs.
Objective D: Increase public awareness of City's athletic programs.				
1	Identify partnerships consistent with Programs and Services Goal 3; Objective B.	X	On-Going	On-Going
2	Develop promotional materials in collaboration with partners and distribute.	X	On-Going	On-Going
Objective E: Promote greater access to residents and visitors to athletic facilities through accessible and affordable public transit, biking and walking options.				
1	Identify public transportation options to athletic facilities and evaluate routes and stops with public transit agencies.	X	Every 2 Yrs.	Every 2 Yrs.
2	Identify and prioritize opportunities to enhance access to athletic facilities.		X	Every 5 Yrs.

X = The Action Item will start or is currently underway.

Implementation Plan

Historic Resources

Throughout our parks, facilities and programs the Park, Recreation and Cultural Resources Department serves as the stewards of the City of Raleigh’s historic resources, whose stories help connect our past with our future. Action items fall under four goals including; conserving and protecting existing resource while looking for future opportunity; providing public programming and access while balancing resource stewardship; supporting efforts to restore and preserve the city’s historic public cemeteries; and fostering interpretation of the city’s historic public cemeteries while insuring their future stewardship and preservation.



Main House at Mordecai Historic Park.

Goal 1: The City of Raleigh will continue to support historic resource preservation, protection and acquisition.

Action Items		Timeframe		
		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
Objective A: Implement the mission and goals of the Historical Resources and Museum Program.				
1	Validate the Historical Resources and Museum Program goals and mission through public process and program metrics.	X		
2	Evaluate the need and funding opportunities to implement a Historical Resources and Museum Plan.		X	
Objective B: Manage City of Raleigh Historical Resources and Museum Program’s Fine Arts Object Collection to adopted industry standards.				
1	Adopt and implement the Historical Resources and Museums Collections Policy.	X	On-Going	On-Going
2	Work with identified partners to address privately held collections.	X	On-Going	On-Going
3	Work with partners to develop criteria to acquire property through gift, purchase, or in-kind donation and implement.	X	On-Going	On-Going
4	Identify and secure private and public funding sources for preservation and conservation of objects in the collection.		X	On-Going
Objective C: Operate City of Raleigh Historical Resources and Museum assets to effectively balance public use and stewardship.				
1	Implement maintenance and facility plans at existing sites.	X	On-Going	On-Going
2	Create measurement tools to establish carrying capacity at historic sites balancing public use and resource stewardship.	X	On-Going	On-Going
3	Prioritize public access opportunities and implement.		X	On-Going

Historic Resources: Goal 1 Action Items continue on next page.

X = The Action Item will start or is currently underway.

Chapter Five

Historic Resources: Goal 1 Action Items continued

Action Items		Timeframe		
Objective D: Actively seek, acquire, and manage unique historic properties and assets that are critical to preserving the city's and area's heritage and story.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Identify opportunities for growth and expansion of historic resources and museums, including all eras of Raleigh history.		X	On-Going
2	Leverage available opportunities and partnerships to acquire, collect or provide access to identified assets.		X	On-Going
Objective E: Actively seek, engage and nurture public and private sources of funding and support.				
1	Leverage public and private funding for acquisition, conservation and support.	X	On-Going	On-Going
2	Assess potential economic models of support, including per capita funding similar to Arts.		X	Every 5 Yrs.
Objective F: Expand opportunities for effective partnerships and volunteers throughout all City of Raleigh Historical Resources and Museums.				
1	Evaluate current volunteer and development practices throughout the Historical Resources and Museum Program.	X	Every 5 Yrs.	Every 5 Yrs.

Goal 2: The City of Raleigh will interpret the community's history through its historic properties, museums and programs in such a way as to attract more use and visitation while balancing stewardship and conservation of resources.

Action Items		Timeframe		
Objective A: Identify compelling stories that can be conveyed using industry standard active, passive and/or tactile learning methods.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Implement curricula based programs for active, passive and tactile learning opportunities.	X	On-Going	On-Going
2	Identify and implement compelling narratives at existing sites and museums.	X	On-Going	On-Going
3	Model industry leading interpretive techniques.		X	
Objective B: Enhance utilization technology at the City's historic properties and museums.				
1	Place the Historical Resources Fine Arts Collection online for public use and research.	X	On-Going	On-Going
2	Expand marketing and advertising through web based media and measure resulting analytic.	X	On-Going	On-Going
3	Incorporate technology where appropriate into historic sites and museums.		X	On-Going
Objective C: Integrate historic resources and museums throughout the City's parks, recreation and cultural resources as well as other city departments.				
1	Evaluate and develop opportunities to better integrate historic resources and museums into City's Parks, Recreation and Cultural Resources Department.	X		
2	Develop programming to integrate historic resources and museums into Parks, Recreation and Cultural Resources Department.		X	On-Going
3	Create a cultural resources trail map for the Greenway System.			X
4	Create cultural brochures for sites, facilities, and parks that are not in the historic resources and museum program.			X
Objective D: Advocate and promote traditional site-based visitation as well as utilize technology to provide remote experiences for non-site based visitations.				
1	Develop marketing materials to promote site-based visitation and distribute.	X	On-Going	On-Going
2	Evaluate technologies to provide remote experiences for non-site based visitations.		X	On-Going
3	Create web-based programs as an incentive to participate in site based visitation.	X	On-Going	On-Going
4	Create mechanism to measure on-site versus remote contacts and visitation.			X

X = The Action Item will start or is currently underway.

Implementation Plan

Historic Resources continued.

Goal 3: The City of Raleigh will continue to support, preserve and restore the City's historic cemeteries.

Action Items		Timeframe		
Objective A: Continue implementation of the Strategic Plan for the Inventory, Conservation, Programming, Access and Management of Raleigh's Historic Cemeteries.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Continue review of the recommended priorities found in the Strategic Plan for the Inventory, Conservation and Management of Raleigh Historic Cemeteries for possible funding and implementation.	X		
2	Identify and secure adequate resources to insure priority objectives of the strategic plan are achieved for historic cemeteries.	X	On-Going	On-Going
3	Adhere to the Secretary of Interior's Standards for Preservation with regard to the overall management, repair, conservation and ongoing maintenance of Raleigh's historic cemeteries.	X	On-Going	On-Going
4	Validate the mission and goals of the Historic Cemeteries Advisory Board work program against the Strategic Plan, Raleigh Design Guidelines and current Cemeteries Ordinance.	X		
Objective B: Develop an Operations and Maintenance Manual for the City's historic cemetery properties.				
1	Review recommendations from the Strategic Plan, guidance from the Secretary of Interior's Standards for Preservation and comparative best practices in the development of management and maintenance goals and objectives.	X	Every 5 Yrs.	Every 5 Yrs.
2	Complete and periodically update the Cemetery Operations and Maintenance Manual.	X	Every 5 Yrs.	Every 5 Yrs.
Objective C: Develop and expand partnerships for programs and funding toward preservation, conservation, rehabilitation, programs, and access to the City's historic cemeteries.				
1	Identify priority projects and opportunities for partnerships consistent with Objective A.	X		
2	Develop and promote a Historic Cemetery Volunteer and Docent Program.	X	On-Going	On-Going
3	Identify and secure additional private and public funding sources for preservation, conservation, and rehabilitation efforts.		X	On-Going
4	Assess existing and identify potential new partnership opportunities.		X	On-Going

Goal 4: The City of Raleigh will support the interpretation of our historic public cemeteries in a manner that will insure stewardship and conservation of these valuable resources.

Action Items		Timeframe		
Objective A: Continue to investigate and utilize opportunities to use technology.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Complete the conversion of all hardcopy burial records into an electronic database.	X		
2	Develop an interactive website that would allow for public searches of burial records, provide gravesite location, etc.	X	On-Going	On-Going
3	Develop accurate mapping of our historic cemeteries through physical surveys, GIS and other relevant methods.	X	On-Going	On-Going
4	Establish and maintain an Historic Cemeteries Website.	X	On-Going	On-Going
Objective B: Integrate Raleigh's historic cemeteries into the City's parks, recreation and cultural resources system.				
1	Evaluate opportunities for public visitation and on-site interpretive programs.	X	Every 2 Yrs.	Every 2 Yrs.
2	Evaluate opportunities for remote, non-site based visitation and interpretation through the use of technology, classes and programs.		X	Every 5 Yrs.

Historic Resources: Goal 4 Action Items continue on next page.

X = The Action Item will start or is currently underway.

Chapter Five

Historic Resources: Goal 4 Action Items continued

Action Items		Timeframe		
		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
Objective C: Integrate our historic cemeteries into a comprehensive City historic and cultural tourism program.			X	Every 5 Yrs.
1	Promote Raleigh's historic cemeteries through the Chamber of Commerce, Convention and Visitors Bureau and other agencies tasked with promotion and economic development.		X	Every 5 Yrs.
2	Develop and distribute promotional materials.	X	On-Going	On-Going

X = The Action Item will start or is currently underway.



City of Raleigh Museum.



Borden House at Fred Fletcher Park.



Allen Kitchen at Mordecai Historic Park.



City Cemetery looking west towards downtown.

Implementation Plan

Arts

Striving to become ‘The Southern Capital of Arts and Culture’ a goal stated by the Raleigh City Council in 2012, the Parks, Recreation and Cultural Resources Department will continue to support and promote the arts throughout the city. Action items focus on achieving three goals; becoming a national leader in supporting the arts; making the arts more accessible through partnerships and investment in traditional and non-traditional venues; and nurturing the growth of the city’s creative community and cultural of entrepreneurship and innovation.



Art program at Pullen Park.

Goal 1: The City of Raleigh will be a national leader in supporting the arts.

Action Items		Timeframe		
		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
Objective A: Implement goals identified in the City of Raleigh’s forthcoming Raleigh Arts Plan.				
1	Complete a city-wide community engagement process to inform the Raleigh Arts Plan.	X		
2	Identify Raleigh Arts Plan goals and priority actions for implementation.	X		
Objective B: Increase City of Raleigh investment in arts organizations, arts programs, and arts events and installations.				
1	Research and analyze other municipal funding models for support of arts organizations, arts programs, and arts events and installations.	X	On-Going	On-Going
Objective C: Increase collaboration and investment in public art projects associated with City of Raleigh Capital Improvement Projects (CIP).				
1	Collaborate with all City of Raleigh departments on public art projects.	X	On-Going	On-Going
2	Research and analyze other funding models for public art.	X	On-Going	On-Going
Objective D: Encourage private developers to increase investment in publicly accessible art and art programs.				
1	Identify opportunities for private developers to invest in publicly accessible art and art programs.	X	On-Going	On-Going
2	Develop and distribute promotional materials to highlight opportunities for private investment in publicly accessible art and art programs.		X	On-Going
Objective E: Increase awareness of the economic value the arts contribute to the City of Raleigh.				
1	Document economic value of the arts on the City of Raleigh.	X	Every 5 Yrs.	Every 5 Yrs.
2	Update the “Arts and Economic Prosperity” Report.	X	Every 5 Yrs.	Every 5 Yrs.

X = The Action Item will start or is currently underway.

Chapter Five

Arts continued.

Goal 2: The City of Raleigh will make art more accessible to residents and visitors through traditional and non-traditional venues and partnerships.

Action Items		Timeframe		
Objective A: Provide increased capacity through investments in existing and new traditional and non-traditional arts organizations and venues.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Identify capacity needs and future arts facilities through the Raleigh Arts Plan process.	X	On-Going	On-Going
2	Inventory and facilitate opportunities for mobile, pop-up and other non-traditional venues for the arts and arts programming throughout Raleigh.	X	On-Going	On-Going
3	Expand the Pullen Arts Center in conjunction with the expansion of the North Carolina State University Gregg Museum.	X		
4	Implement upgrades to the Sertoma Arts Center.	X		
5	Identify and implement needed improvements to the Raleigh Little Theatre and Theatre in the Park.		X	
Objective B: Support coordinated event listings, marketing and use of city facilities.				
1	Identify opportunities with other organizations to leverage resources relating to event listings, marketing and use of city facilities.	X	On-Going	On-Going
Objective C: Encourage greater collaboration with local schools, colleges and universities and other organizations for youth after-school, summer camp and adult arts programming.				
1	Identify and set goals for collaborative partnerships.	X	On-Going	On-Going
2	Develop access to programming, activities and facilities with identified partners.		X	On-Going

Goal 3: The City of Raleigh will nurture the growth of Raleigh’s creative community to promote entrepreneurship and innovation.

Action Items		Timeframe		
Objective A: Encourage and support innovative arts business enterprises.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Research and analyze municipal arts incubators and arts business enterprises.		X	On-Going
Objective B: Market Raleigh’s creative community as essential for becoming the “Southern Capital of Arts and Culture”				
1	Contribute to the City’s branding and marketing efforts.	X	On-Going	On-Going

X = The Action Item will start or is currently underway.

Implementation plan



Implementation Plan

Growth Centers

Urbanizing areas, such as Downtown Raleigh, North Hills and Brier Creek, have experienced some of the highest levels of growth throughout the region as people seek the benefits of an urban lifestyle. The Parks, Recreation and Cultural Resources Department seeks to improve the function of parks, recreation and cultural spaces and places to meet this growing demand. Action items have been developed to advance two goals; providing adequate park and open space within urbanizing areas; and responding to urban lifestyle needs with attractive, flexible and functional spaces.



Fayetteville Street, Downtown Raleigh.

Goal 1: The City of Raleigh will provide adequate park and open spaces within urbanizing areas of the city.

Action Items		Timeframe		
Objective A: Establish new urban park types and acquisition criteria to ensure that Growth Centers in the city have adequate access to a mix of parks and open space types to meet needs.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Evaluate urban open space regulations in Unified Development Ordinance (UDO).	X		
2	Establish return-on-investment metrics for urban parks.	X		
3	Evaluate access to existing and future parks in Growth Centers.	X	Every 5 Yrs.	Every 5 Yrs.
4	Develop policy and process for addressing temporary park related tactical urbanism ideas from the public.	X	X	
5	Work with City of Raleigh Planning and Development to understand economic development focus areas needs and help attract and retain businesses.		X	
Objective B: Establish new public and private partnerships that increase opportunities for a variety of parks and open spaces.				
1	Evaluate urban open space opportunities in coordination with City of Raleigh Planning and Development.	X		
2	Identify methods or strategies that bolster current funds for acquisition and development of urban parks, facilities, greenways or programming.	X		
3	Partner with City of Oaks Foundation on parks acquisition and funding in growth areas.	X	On-Going	On-Going

X = The Action Item will start or is currently underway.

Chapter Five

Growth Centers continued.

Action Items		Timeframe		
Objective C: Create new urban parks and enhance existing parks throughout Growth Centers using proactive planning, partnerships and innovative approaches.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Identify improvements needed and implement enhancements to existing urban parks.	X	On-Going	On-Going
2	Inventory and evaluate access to parks in current and future Growth Centers and potential partnerships.	X	Every 5 Yrs.	Every 5 Yrs.
3	Integrate new park search criteria into transit planning in corridor studies and station areas and focus park planning and acquisition in Growth Centers as opportunities become available.	X	On-Going	On-Going
4	Plan and develop new urban parks in growth areas as needed.	X	On-Going	On-Going
5	Identify and emphasize urban parks that preserve, protect and restore cultural and natural resources.	X	On-Going	On-Going
6	Partner with private organizations and businesses for maintenance of urban parks, spaces and greenways.		X	On-Going
Objective D: Utilize existing and future public transportation centers, greenway trails and pedestrian connections to provide access to parks, recreation and cultural opportunities throughout growth areas and city-wide.				
1	Identify existing and future public access opportunities to existing and future parks, recreation and cultural opportunities and prioritize development or enhancement access opportunities.	X	On-Going	On-Going
Objective E: Capitalize on regional and/or state resources to meet recreation and open space needs.				
1	Identify opportunities to collaborate with State of North Carolina to meet local and city-wide needs for recreation and open spaces.	X	On-Going	On-Going
2	Collaborate with state to develop Dorothea Dix site as a destination park in coordination with Parks Goal 2; Objective D.		X	On-Going

Goal 2: The City of Raleigh will respond to urban lifestyle needs with attractive, flexible, high quality functional urban parks, plazas and open spaces.

Action Items		Timeframe		
Objective A: Develop new standards and sustainability criteria for urban parks, plazas and open spaces that ensure implementation of sustainable community principles.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Develop new standards and sustainability criteria in conjunction with Parks Goal 2: Objective A.	X		
2	Pilot new sustainability technology.	X	On-Going	On-Going
3	Implement new standards, existing urban parks and facilities and jointly plan improvements with City Public Works Department and City's Planning and Development.		X	Annually
4	Seek opportunities for partnerships to enhance urban street tree canopy.		X	On-Going

Growth Centers: Goal 2 Action Items continue on next page.

X = The Action Item will start or is currently underway.

Growth Centers image to be inserted

Growth Centers image to be inserted

Implementation Plan

Growth Areas: Goal 2 Action Items continued.

Action Items		Timeframe		
Objective B: Enhance existing downtown public spaces to meet urban lifestyles, attract new residents and businesses, and provide accessible recreation programs and opportunities.		Short-term: 1-5 Years	Medium-term: Up to 10 Years	Long-term: 10+ Years
1	Implement Moore Square Master Plan.	X		
2	Identify and assess downtown needs for public spaces and programs and potential partnership opportunities in conjunction with forthcoming Downtown Master Plan.	X	Every 5 Yrs.	Every 5 Yrs.
3	Work with City of Raleigh Planning and Development to implement vision and goals of forthcoming Downtown Master Plan.	X	X	
4	Develop programs and facilities to meet identified needs for downtown and urban lifestyles, recreation, and cultural engagement.		X	On-Going
5	Work with Department of City Planning to encourage civic space development through partnership.		X	On-Going
6	Implement North Park, Capital Blvd./Deveroux Meadows park projects.		X	
7	Continue to inventory vacant or underused land for potential open space.	X	X	
Objective C: Continue to engage the public in the planning and design of innovative urban parks and facilities.				
1	Implement Public Participation for Park Planning Guidelines consistent with Parks Goal 2: Objective B to identify innovative urban park and facility solutions.	X	On-Going	On-Going
2	Development public feedback website tool for planning projects consistent with Parks Goal 2: Objective B.	X	On-Going	On-Going

X = The Action Item will start or is currently underway.



Performance at City Plaza along Fayetteville Street.

implementation plan





System Plan
your parks, your future

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