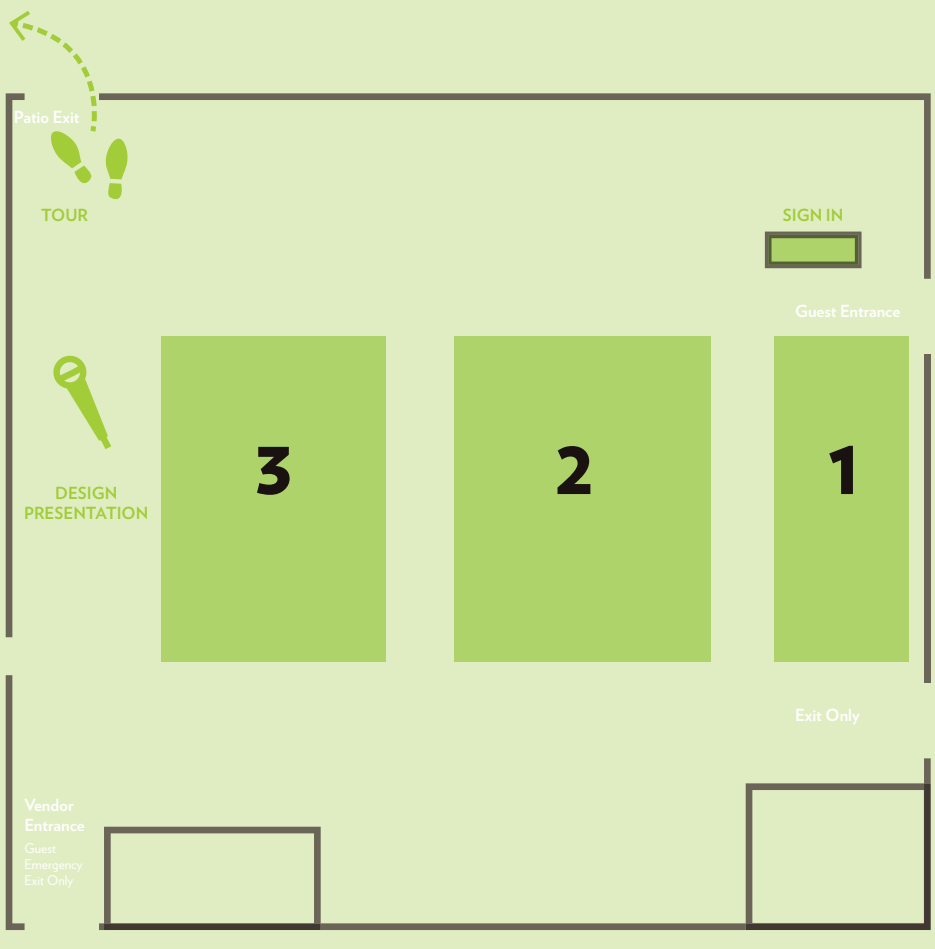
Welcome!

Today is about you! We want to hear your ideas for the future of Moore Square. What kinds of activities do you want to see there? What should it look like? What is the most important function of the park for you? Look for the icons throughout the open house to share your thoughts. Swing by the back of the hall to hear a presentation from the design team, and be sure to take a guided tour of the park.

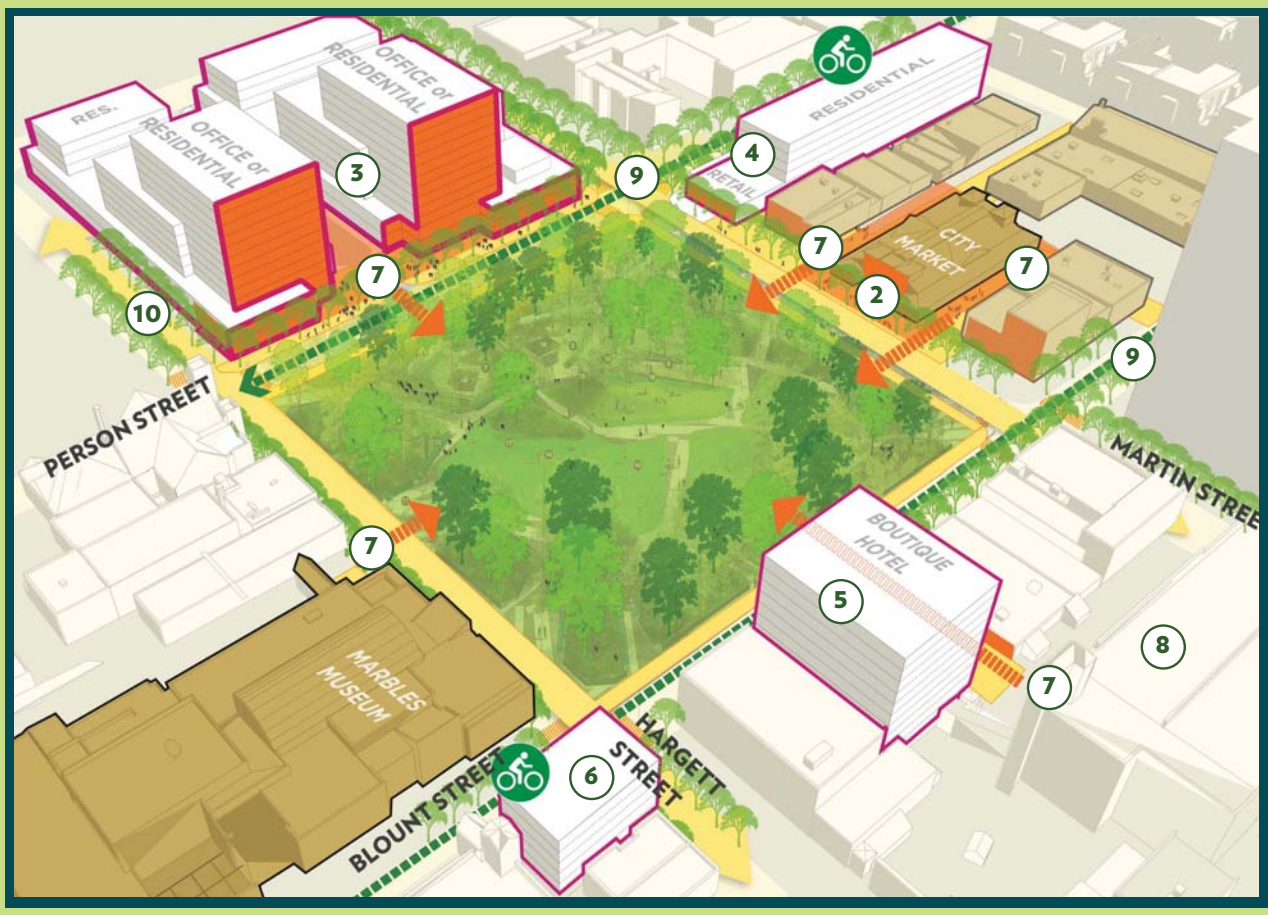
We want to hear your thoughts about Moore Square! Stop by the three stations:

1. **PLACE**
   Introduction to the project and history of Moore Square
2. **PROGRAM**
   How will you use the park in the future?
3. **PRIORITIES**
   What are the most important activities for you?



Tweet At Us!
#ExperienceMoore

Why invest in Moore Square?



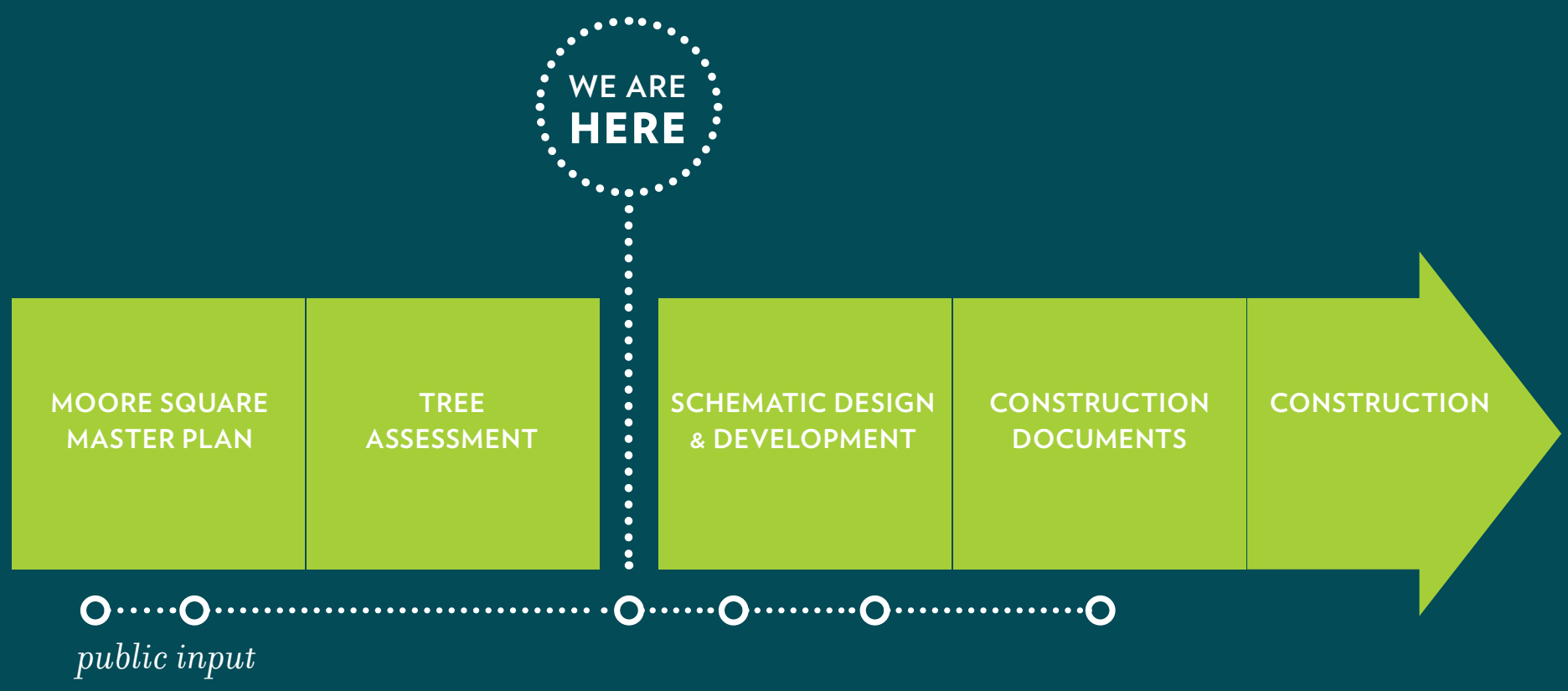
1. Moore Square improvements
2. Cobblestone Hall activated year-round
3. Potential office or residential development, with ground-floor active use fronting on park
4. Potential residential location, with active-use fronting on park
5. Potential hotel location
6. Potential infill development site
7. Mid-block pedestrian passages
8. Moore Square Transit Station improvements
9. Multimodal improvements on Person and Blount Streets
10. Hargett and Martin Streets as key pedestrian-oriented links through downtown

Great parks, great city

Parks contribute to a livable Raleigh by building civic identity, providing rest and relaxation, engendering social space, enhancing lifestyle choices, and producing environmental benefits. These benefits make downtown areas exciting destinations for visitors, welcoming neighborhoods for families, and lucrative marketplaces for businesses. The Moore Square master plan seeks to create a vibrant public space in the heart of Downtown Raleigh that will meet the needs of users today and catalyze a brighter future for downtown and the city in the 21st century.

Parks add value

In addition to elevating quality of life, downtown parks are also engines of economic development. High quality, attractive parks add value by raising property values and increasing foot traffic to nearby businesses. In the long term, a renovated square can also help to incentivize development throughout the broader district — supporting investment in vacant parcels to the south, east and west.



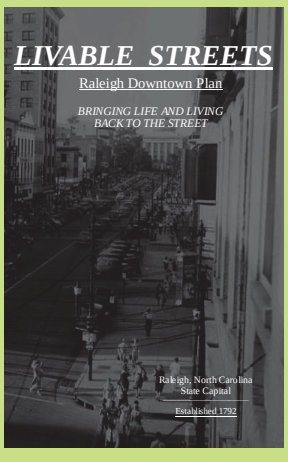
Project History

The master plan

Much has changed over the past ten years in Downtown Raleigh: Fayetteville Street was converted back to a vehicular street, the new Raleigh Convention Center opened, the site of the old Civic Center opened as City Plaza, and the Raleigh Amphitheater and Festival Site opened. With each project, downtown Raleigh has incrementally become a more vibrant and competitive city. In 2009, spurred on by these positive changes, City Council initiated the Moore Square Master Plan process. Two of the primary goals of the process were 1) to create a unique public space and urban experience for the 21st century, and 2) to engage the public in the concept design process through a series of public design dialogues. The result is a design that is rooted in Raleigh's current needs, culture and history, but also aspires to keep pace with a city on the rise.

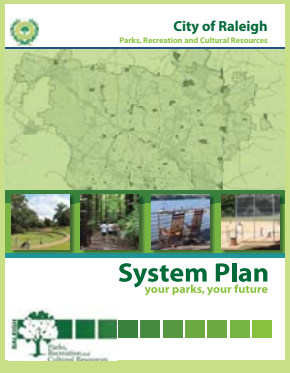
Moving forward

Today marks an important milestone on the path toward a renovated Moore Square: the innovative, accessible and forward-looking design envisioned in the Master Plan is about to become a reality. Next, the design team will dig into the details and start laying out plans for the park's renovation. But before we roll up our sleeves, today is an opportunity for you to confirm framework established by the Master Plan. After today, we will be asking for ongoing feedback from the public, so please stay tuned.



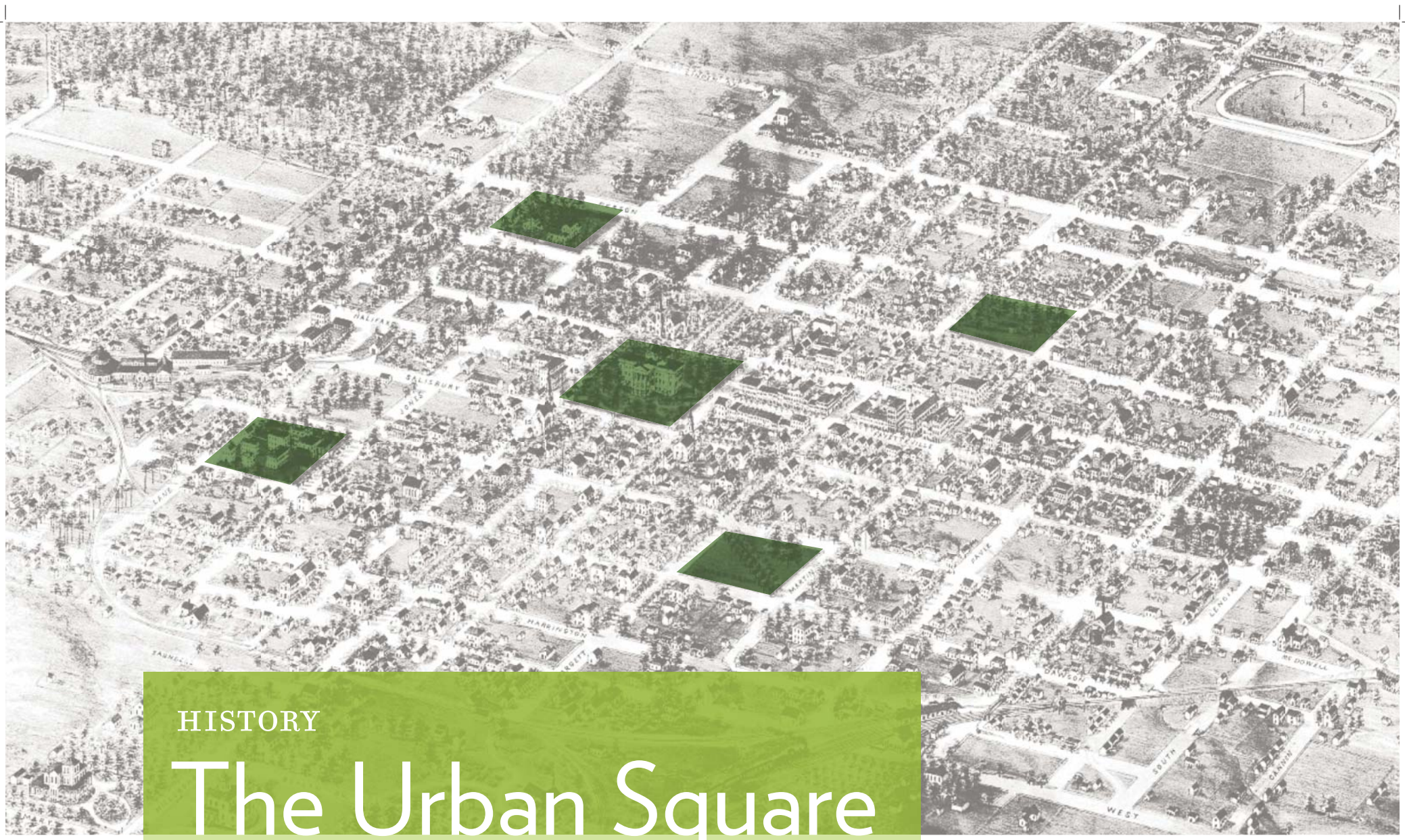
LIVABLE STREETS
DOWNTOWN RALEIGH PLAN

DOWNTOWN PLAN
EXPERIENCE



CITY OF RALEIGH
SYSTEM PLAN

MOORE SQUARE COMPREHENSIVE
TREE STRATEGY



HISTORY

The Urban Square

For over two centuries, Moore Square has persisted as an urban green space of tree canopy and turf providing a mix of shady and sunny places to gather and recreate, to see and be seen. Like all great public squares, Moore Square has evolved over time to fulfill the changing needs of the city. Its character of continuity lies in its continued use as a public space.

History of the Square

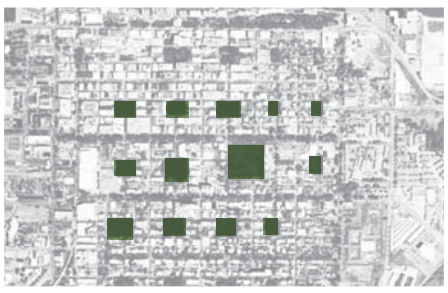
In 1792, the same year Raleigh was founded as North Carolina's capital city, the General Assembly chose Senator William Christmas, a surveyor, to envision the lots and streets of the new capital. Christmas laid out 400 acres of city fabric through 1,000 acres of woodland, in a geometric grid meant to emulate the plan of Philadelphia. Moore Square is one of the two remaining squares originally planned by Christmas and, as such, it is a significant example of early American town planning.

While an enduring greensward, Moore Square's landscape forms, spaces and surfaces have evolved over time. This evolution has occurred in response to changes in the character and use of the urban context—the surrounding blocks and buildings. As the area evolved from a residential to a commercial district, from an agricultural trading center to a vital, but segregated, African American downtown during the Jim Crow era, the Square transformed the way vernacular landscapes do—incrementally, gradually, and often through a series of ad hoc measures.

IT'S HIP TO BE SQUARE

PHILADELPHIA (1683)

Four 6-acre squares surrounding Pennsylvania State House designs by William Penn in 1683.

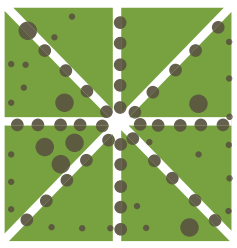


SAVANNAH (1733)

Twenty-four 2-acre squares planned by James Oglethorpe in 1733.

EVOLUTION OF THE SQUARE'S FORM

1822–1896
Religious & Educational Grounds



1896–1914
Formalized Green

1914–1964
Strolling Grounds

1964–CURRENT
Formal Square

2011 MASTER PLAN
Curated Public Landscape

HISTORY

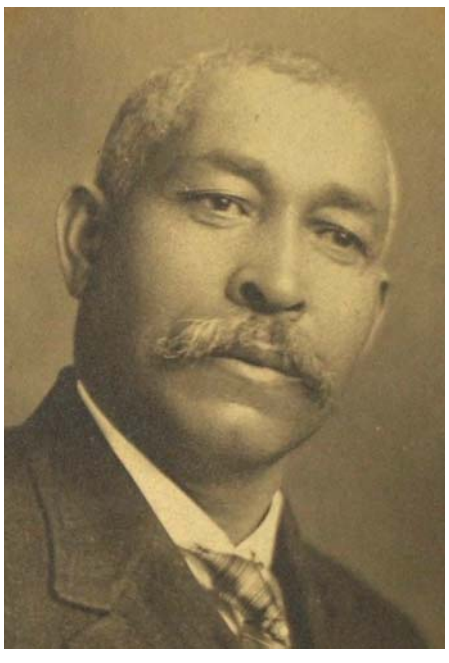
A Place for People

For over two centuries Moore Square has played an integral role within Raleigh's cultural landscape – particularly within the African American community. In its early life, Moore Square met the needs of the agricultural region as a common pasture for livestock. Later, during the early 1800's the Square was home to several small churches, lending it the name "Baptist Grove." Following the Civil War, Moore Square provided temporary housing for African American Union troops. During the Jim Crow Era, East Hargett Street transformed into "Black Main Street," a hub of black-owned businesses. Today, these layers of history imbue the space with great cultural significance.

Raleigh's Black Main Street

During the latter part of the 19th century, racial segregation passed into law and the area surrounding Moore Square gradually transformed into a largely commercial district. Much like the Square itself, the local businesses mirrored the growth and evolution of the neighborhood. Representative of the trend was the 1870 Carolina Boarding House at the corner of Hargett and Wilmington, which was converted into a hotel in 1880 and became a furniture store in 1899. Later serving as a grocery store, it was again repurposed as a furniture store in 1935 and remained open until 2003.

The early 20th century completed the district's commercial conversion, as two- and three-story brick storefronts came to dominate the streetscape. Agricultural enterprises also took hold, drawn by the construction of the Mission style City Market in 1914. New bank buildings and the nearby City Auditorium further nurtured commercial activity. By the 1930s, the area was fully part of the city's business core. Meanwhile, segregation had pushed black entrepreneurs and professionals to consolidate their business activity on Hargett Street. During the 1920s, the area emerged as Raleigh's "Black Main Street" and a vital part of local economic life.



DR. MANASSA THOMAS POPE

Dr. Manassa Thomas Pope was an exemplary figure among Raleigh's African American entrepreneurs running businesses in the district. Amidst the repression of the era, Dr. Pope built a successful practice at 13 E. Hargett Street.

1850

TOWN PLAN
1792 Christmas completes survey and signs first official plan for Raleigh.

MOORE SQUARE NAMING
1792 The Square was named in honor of Alfred E. Moore, N.C. State Attorney General and U.S. Supreme Court Associate Justice, and Captain in the Continental Army.

AFRICAN AMERICAN UNION SOLDIERS OCCUPY SQUARE
1865 African-American soldiers occupy the square to help enforce efforts at Reconstruction and prevent attempts at uprising.

FARMERS' MARKET
1868 The Square is used as a temporary farmers market after the existing market located elsewhere is destroyed by fire.

INTERIOR OAKS PLANTED
1871 The City is given authority by the State to beautify the Square and several stands of Oaks are planted.

PERIMETER OAKS PLANTED
1910 The Square becomes the City's most popular park and perimeter oaks are planted.

1900

NEW PATHS AND OAKS
1899 A state bill entrusts the Square's maintenance to the City of Raleigh. A more permanent path system, including islands with Oaks, is laid down.

BLACK BUSINESSES
1920s An explosion in black owned businesses on Hargett Street and City Market results in strong use of the park for social events.

CITY MARKET OPENS
1914 The City Market opens across Martin Street from the Square.

LIBRARY OPENS
1935 The Richard B. Harrison Library opens facing the Square.

BLACK MAIN STREET
1930s Black Main Street reaches its peak, bringing social and economic growth to the Square, despite the Depression.

1950

EVENT VENUE
1970s As decline bottoms out, the Square hosts occasional festivals in an attempt to renew interest in downtown.

DEPRESSED DOWNTOWN
1957 The Square finds itself surrounded by nearly half a million square feet of emptying space.

HISTORIC REGISTER
1983 Moore Square Historic District is listed in National Register of Historic Places.

ARTS DISTRICT
1980s The Square attracts artists as the old City Market becomes home to Raleigh's art colony.

2000

TODAY
2015 Tuos quidelest acculpa dolutaquamus que la apid molupta quatus quossime vols volorru mquisitasin conecus as eraepersped quas imus im fuga. Et quodit reheniet adit que eum que simaxim aximinvent denet iliqui cum fuga.

HISTORY

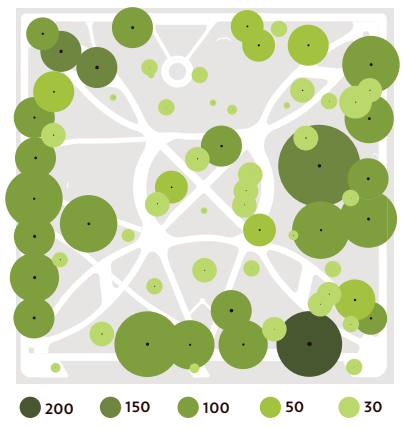
A Legacy of Trees

Moore Square has nearly 70 trees, the majority of which are mature specimens. They are the soul of the park and treasured by the citizens of Raleigh for their green canopy at the perimeter of the park. Just how old are the trees? At least four of the trees on site predate the American Civil War, and 24 of them were in the Square before the year 1900. In addition to their stately appearance, these ancient specimens provide exponentially more environmental benefits than young trees.

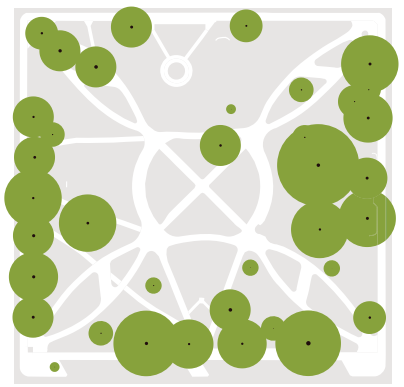
Protect the Legacy

The preservation, enhancement, and protection of the existing oak perimeter is a primary driver of the design of Moore Square. The location of paths, program, and all landscape elements is organized to minimize disturbance to the root zone and ensure the long-term health of the mature trees. In addition to the sensitivity towards protecting the existing trees, planning for the next generation of oaks is of prime importance. Although the existing soils and tree roots are in excellent condition, maintaining their health while accommodating expanded intensity of use in the square is a key design principle. The perimeter wall, linear benches, and plant bed rails will discourage visitors from entering critical root zones and a structural system of piers will allow new construction to navigate important supporting roots. The presence of perimeter oaks and large canopy trees is important to the square's historic continuity. The strategic planting of the next generation of oaks around the perimeter will ensure the long term vitality of the perimeter oaks into the 21st century and beyond. As well, the planting of smaller canopy trees within select locations such as the grove terraces and natural play areas will provide additional shade, more intimate landscape areas, and a socially functional perimeter.

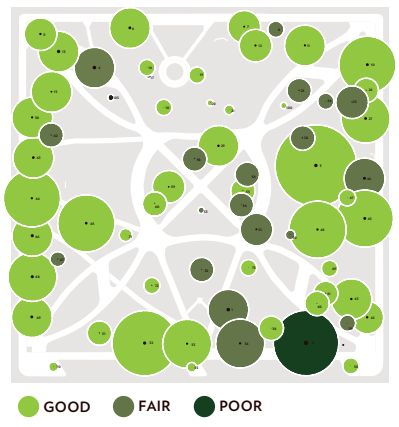
TREES AT MOORE SQUARE



TREE AGE (IN YEARS)

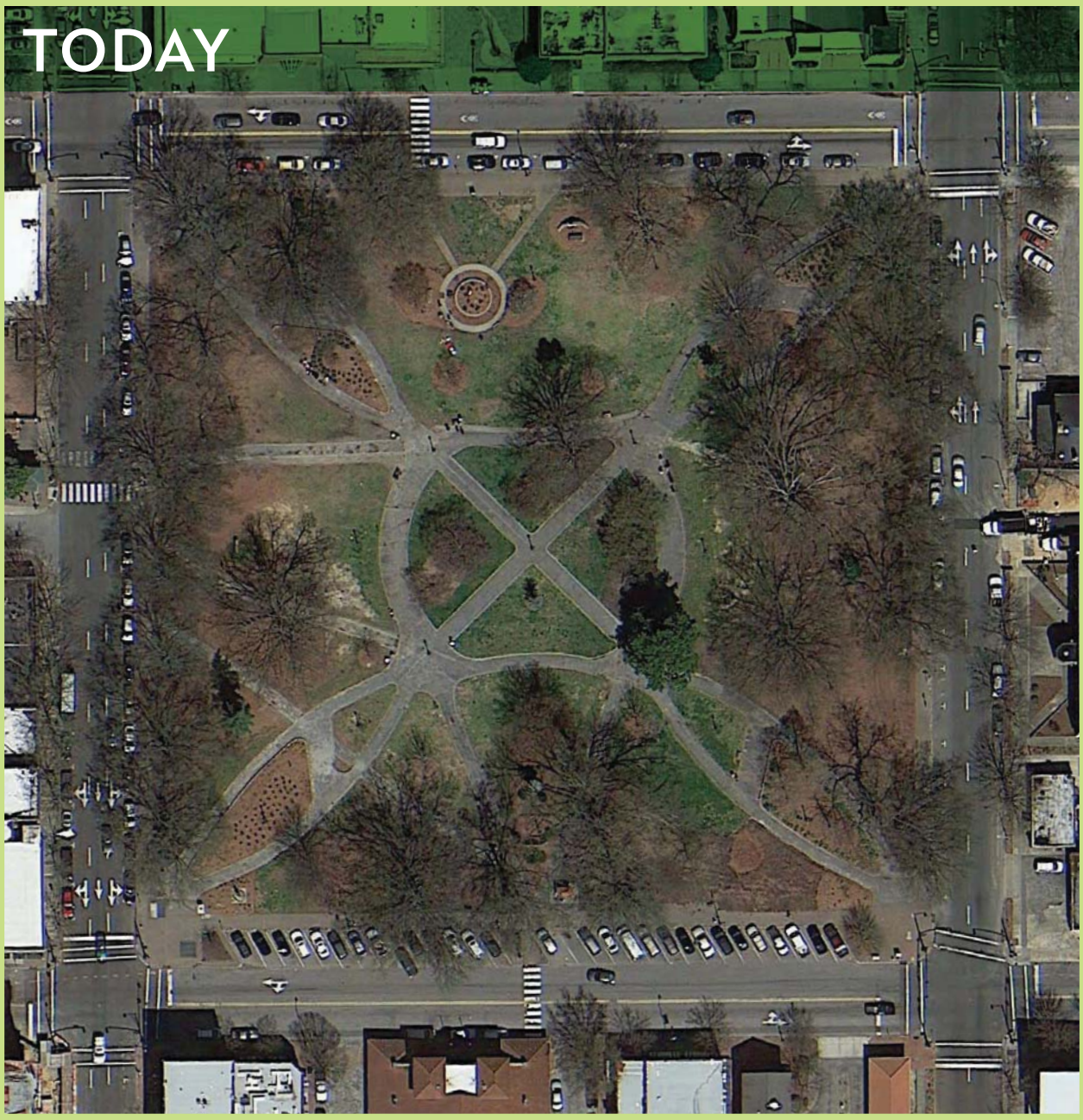
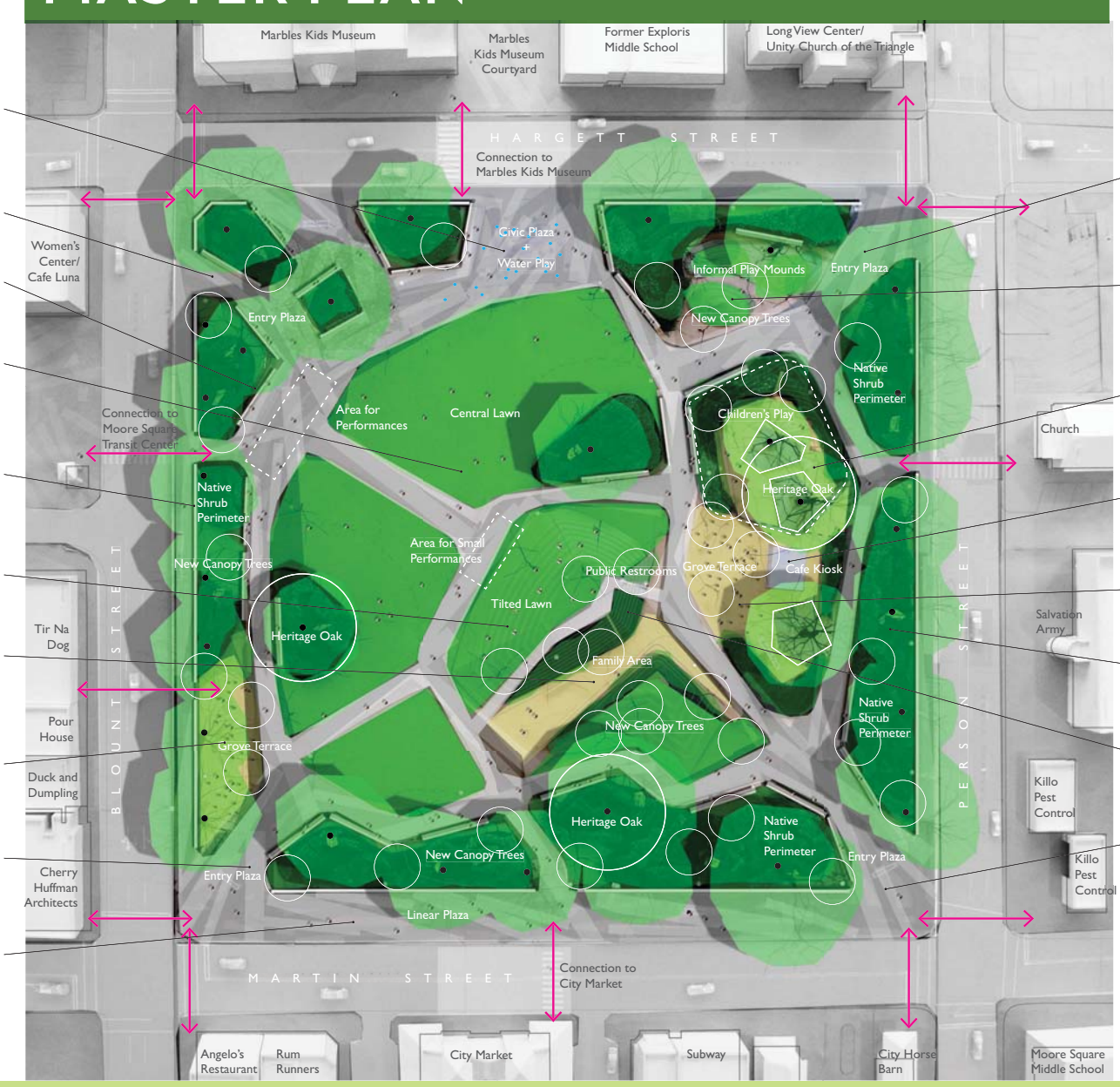


OAK TREES



TREE HEALTH

The Square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