

# Moore Square Master Plan Appendix B

RALEIGH, NORTH CAROLINA, 2011





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# Technical Reviews

July 15 - 16, 2010

Raleigh Urban Design Center

Parks and Recreation Department  
Solid Waste Services Department  
Raleigh Urban Design Center  
Department of City Planning  
Public Works Department  
Public Utilities Department  
Police Department  
Downtown Parking Task Force  
Salvation Army  
Raleigh / Wake Ending Homelessness  
Marbles Kids Museum  
Moore Square Magnet Middle School  
Raleigh Urban Design Center  
Natural Learning Initiative  
Downtown Raleigh Alliance  
City Market  
Public Affairs  
Arts Commission  
Inspections Department



## Existing Park Conditions Maintenance and Operations

Parks and Recreation Department  
Solid Waste Services Department  
Raleigh Urban Design Center  
Bartlett Tree Experts  
Cynthia Rice Landscape Architecture and Planning

- **250,000 visitors each year**
- There are **no drains or drainage system**
- **A tree protection plan is desirable**
- **Waste disposal occurs 3 times a day** emptying approximately 100 trash cans
- Existing **lighting is inadequate**
- The **irrigation system has been destroyed by events and over use**
- **Utility power is inadequate** for events
- Trees are maintained twice a year
- Mulch has been used successfully to protect trees from compaction and ensure tree health
- Trees are aging and small impacts risk tree damage
- Trees range from 1 - 20 - 100 (200) years old
- There is no subsurface maintenance currently
- On site potable water is desired for events
- Existing fountain was turned off due to high operating expenses
- A predetermined tent staking system is desirable



## Transportation, Parking and Emergency Access

Public Works Department  
Raleigh Urban Design Center  
Parks and Recreation Department  
Police Department  
Downtown Parking Task Force

- **The parking decks downtown (14) are 30-40% vacant**
- **There has never been a serious police incident in Moore Square** or the Transit Center
- The downtown district is the safest in the city
- **The existing lighting is inadequate** for proper police patrol
- Parks are open and patrolled dusk 'til dawn
- There are no emergency access issues
- An RFP will soon be issued to **redesign the grounds of the Moore Square Transit Center**
- Improved mid-block crossing is desirable
- Shared bike lanes are being planned for Hargett and Martin Street
- Bike racks in Moore Square are desirable

## Homeless Citizens at Moore Square

Salvation Army  
Raleigh / Wake Ending Homelessness  
Parks and Recreation Department  
Raleigh Urban Design Center

- 1,100 homeless citizens in Wake County and most live downtown
- **The Salvation Army has the only public restrooms in Raleigh serving 75-100 people each day**
- 10 % of the population is homeless
- Moore Square or the Transit Center
- There are 1,100 congregations in Wake County
- **The Salvation Army is moving to Capitol Boulevard by next December**
- **The Salvation Army is the only public dinner soup line serving 150 people each night**
- Raleigh Rescue Mission provides housing for men, women, and children as well as daycare services
- **There is no non profit public food service available during the weekend**
- The Brown Bag Ministry **serves 2,000 lunches Saturday and Sunday adjacent to Moore Square**
- 50 % of homeless citizens have work full or part time jobs



## Children's Play and Activities

Marbles Kids Museum  
Moore Square Magnet Middle School  
Parks and Recreation Department  
Raleigh Urban Design Center  
Natural Learning Initiative

- **Marbles Kids Museum hosts 300,000 people a year**
- The nearest traditional playground is a 15-minute walk away
- **Students visiting the Kids Museum often eat lunch in Moore Square** Positive response to the proposed natural play environment
- **The IMAX theater hosts 200,000 people a year**
- Guests of receptions and parties held at Marbles Kids Museum typically avoid Moore Square
- **Parents with children currently tend to avoid Moore Square**
- Moore Square Magnet Middle school would use Moore Square for an outdoor classroom if possible
- Safety and comfort are primary concerns



## Site Context and Additional Adjacent Program

Downtown Raleigh Alliance  
City Market  
Raleigh Urban Design Center  
Parks and Recreation Department

- **A cafe/ concessions pavilion seen as a potential catalyst for adjacent businesses**
- 5,000 people come downtown on Sundays for church services
- **5,000 people live downtown, five years ago 1,500 lived downtown (330% percent increase)**
- Competition concept well-received
- Children and family-specific programming encouraged
- **Smaller events should be encouraged**



## Utilities and Stormwater

Parks and Recreation Department  
Public Works Department  
Public Utilities Department  
Integrated Water Strategies  
John McAdams Civil Engineering

- **There are very few underground utilities in Moore Square**
- Existing underground utilities are limited to power, telephone, and defunct irrigation lines
- An underground water storage system was encouraged
- **Potential damage from trucks servicing large events should be considered**
- Existing storm drains are limited right of way areas along perimeter curbs
- **Exiting lighting is inadequate**
- A new electronically controlled power system with bundled power and lighting with a remote controlled utilities panel is desirable
- **Wireless wi-fi in Moore Square** similar to Fayetteville Street is desirable



## Current and Future Use: Program and Events

Public Affairs  
Downtown Raleigh Alliance  
Parks and Recreation Department  
Raleigh Urban Design Center

- **Large events have been moved to City Plaza or the Amphitheater** that were previously hosted at Moore Square
- **Smaller events (1,500 - 2,000 people) may be appropriate to host in Moore Square**
- The Farmers' Market has been moved to City Plaza
- **Portable toilets and lack of potable water** are challenges for event planning
- Plans for **accommodating 10-15 portable toilets** for small events should be considered
- City does not want to manage a concession pavilion at Moore Square
- **Trucks used for event often damage the park**
- Consideration for event infrastructure needed of loading and unloading events was encouraged



## Current and Future Use: Public Art and Memorials

Public Affairs  
Arts Commission  
Parks and Recreation Department  
Raleigh Urban Design Center

- **The Acorn is very important to the citizens of Raleigh** and should be accessible if moved
- Existing **public art pieces could easily be moved** to alternate locations in the city necessary for the new design
- An opportunity **honor the African American Heritage** could be explored
- Existing public art and memorials the park have accumulated over time randomly
- **The Moore Square project would be eligible for the new Percent for Art program**
- Moore Square is within the Arts District
- The possibility for **accommodating artists' booths should be explored**



## Park Kiosk and Concessions

Inspections Department  
Parks and Recreation Department  
Raleigh Urban Design Center  
Frank Harmon Architect

- **According to code, there is no reason that a food concession and bathroom pavilion could not be introduced to Moore Square**
- Fire department access from the street would be adequate
- **Uni-sex and/or family bathrooms should be considered**
- Moore Square is a parking exempt area
- **Funding from State or Federal green initiatives could be possible**
- Portable toilets can not legally be placed on city sidewalks without 4' clearance
- The potential for a **concession stand that prepares food off site** (like the Raleigh Morning Times) could be considered





# Meeting Minutes

## August - December, 2010

Raleigh Urban Design Center  
Chavis Community Center

Public Leadership Group Meeting #1	12 August 2010
Public Workshop #1	9 September 2010
State Historic Preservation Office	6 October 2010
Public Leadership Group Meeting #2	18 November 2010
Public Meeting #2	16 December 2010

**MEETING MINUTES**

TO: Public Leadership Group  
Cassie Schumacher-Georgopoulos, City of Raleigh Parks and Recreation Department

FROM: Thomas Hogge, Christopher Counts Studio

SUBJECT: Moore Square Master Plan Public Leadership Group Meeting, 12 August 2010

DATE: 26 August 2010

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*Minutes prepared by Thomas Hogge of Christopher Counts Studio. These notes were prepared with the intent of recording all pertinent topics discussed. In the event of oversights or discrepancies, please contact Thomas Hogge with corrections within ten (10) business days of distribution.*

**THURSDAY 12 AUGUST | 6:30 – 8:30 PM**

Raleigh Urban Design Center, Main Hall

**PARTICIPANTS****Members of Moore Square Public Leadership Group**

Renee Gledhill-Earley *State Historic Preservation Office*  
 Joy Wayman *Department of Administration, State Property Office*  
 Jannette Coleridge-Taylor *Raleigh Historic Districts Commission*  
 Tania Tully *Raleigh Historic Districts Commission*  
 Brian Starkey *Arts Commission*  
 Lonnette Williams *Central CAC*  
 Lori Landman *Raleigh CAC Southeast*  
 Justin Fisher *Raleigh CAC Umstead/Northwest*  
 Clymer Cease, Hallie Mittleman *Downtown Raleigh Alliance*  
 Pete Pagano *Tir Na Nog, Moore Square Partnership*  
 Leo Suarez *Downtown Living Advocates*  
 David Shouse *Parks and Recreation Department*  
 Trisha Hasch *Raleigh Urban Design Center*  
 David Eatman *Transit Administrator, Public Works Department*

**Public**

Kelvin Leeks *Parks Recreation and Greenway Advisory Board*

**Project Manager**

Cassie Schumacher-Georgopoulos *Parks and Recreation Department*

**Design Consultants**

Christopher Counts *Principal, Christopher Counts Studio*  
 Thomas Hogge *Project Manager, Christopher Counts Studio*

## INTRODUCTION

- Meeting opened with an introductory description of the rules and responsibilities of the Public Leadership Group, including explanation of consensus building process, schedule of meetings, final products to be produced, and emphasis on public outreach efforts.

## PRESENTATION

- Presentation of work by Christopher Counts Studio included an explanation of the structure of the Moore Square Master Plan project as well as the core concepts generated by the winning Competition proposal.
- The history of the Square as a social and ethnographic landscape was described briefly, and followed by diagrams analyzing the relative sizes, circulation patterns and programmatic intensity of comparable urban squares researched by CCS specifically for study relative to Moore Square. Most of the precedent parks are also on the National Register for Historic Places.
- A summary of the recent Technical Review of the competition scheme and current design work and important findings from each of the nine meetings was presented.
- The existing adjacent context of the Square was referenced as a significant factor in the arrangement of program relative to the competition proposal.
- Existing site conditions that obscure views into the Square were discussed; images describing improved views were shown to promote deep interior views that are generally more inviting relative to public space.
- Attendees were reminded that as owners of Moore Square, the State of North Carolina has been involved in the public process, but that the City is charged with the redesign.

## DISCUSSION AROUND SITE MODEL

*A conceptual site model including adjacent buildings was used as the focus for explanation of core concepts and suggestions for revision of competition proposal. Paths, granular paving, lawn and plaza areas were included for response, as were precedent comparisons for refreshment and concession pavilion.*

### **Proposed Plan**

- Entry plazas and granular paving areas were noted as responsive to potential spill-out of adjacent program. Planted zones were envisioned as areas for exploring storm water retention options. The path system was placed intentionally to minimize disturbance of the tree root zones. Long benches were suggested as additional aids to guide circulation and promote tree protection.
- Paths represented thus far are intended to suggest a circulation strategy that prioritizes use of the Square over movement through it and allows a large continuous central lawn. Choreography and hierarchy of circulation will be among primary design investigations. Design tactics will encourage “drift” from some of the existing, direct desire lines.
- The new lawn would be approximately equal in total area to the existing lawn space, but by being consolidated would be more open to a variety of uses. Current crossing paths divide the existing lawn into small fragments that limit the range of uses and do not allow for a large, contiguous, and uninterrupted lawn.
- A question was raised about the introduction of topography as potentially contradictory to intention to open interior views. The goal of CCS is to prioritize views at critical points – such as at entry – and to better understand role of oblique views in perception of openness. Advantages to the tilted lawn would be to increase usability by expanding the range of occupiable space.
- Height of the tilted lawn should be graded to maximize a range of activities and uses, and to allow ADA-compliant access.
- Sensitivity of tree roots to excavation may prohibit depressions in the Square, but will need to be tested through the design process.
- Accommodating pets in the Square is a goal, although a traditional dog-run is not appropriate for the space.

- Question raised about whether skateboarding would be prevented by the design. Goal is that the design could accommodate a range of activity and that park elements would be built to absorb such intense use.
- New design elements should be treated with contemporary expression in order to distinguish from historical elements. In the case of the historic perimeter canopy trees, the new generation of planting would be intended to enrich and intensify the spatial quality without mimicking the spacing of trunks.
- Interest in night-time use of the Square relative to pedestrian and event-related use will require more research and testing between CCS and the PLG on a program for lighting rather than a specific lighting design plan.

### **Restroom and Concessions**

- It was noted that the public restrooms at the Transit Station were not built to accommodate the type of traffic they received, and a two-year effort to maintain open restrooms was challenging and ultimately cost-ineffective.
- Suggestion made that some seating should be near the bathroom facilities, especially considering potential use of the Square by older citizens and families with children.
- More than one bathroom pavilion should be provided, given the size of the park. The scale of the building relative to the park should be further tested through the design process.
- Legislation that potentially prohibits structures within the Square was enacted after the city had lost two of the four original squares was mentioned, and that the term “building” most likely refers to a large building that would prohibit the continued use of Moore Square as a public space. CCS feels that the type of small kiosk being considered would enhance the use of the Square as an amenity for the city to promote and expand public use.
- The State will be involved in review of the Master Plan and any legislation that could prohibit structures within the Square will be reviewed with the appropriate agencies. This issue was acknowledged as a challenge and there was general support that “the will of the public” might be allowed to alter legislation involving Moore Square.
- Food trucks, vendor carts or similar temporary booths could be accommodated by the linear plaza at Martin Street.

### **Public Art**

- There was general support for moving the Acorn from Moore Square; attendees suggested Nash Square or City Plaza as alternate locations.

### **Seating**

- It was suggested that seating is among the primary design investigations CCS is pursuing and is perhaps an opportunity to engage an artist in collaboration.
- In addition to options for seating to be adapted by visitors to the Square, the new design intends that most surfaces are flexible enough to accommodate multiple uses and options for inhabitation within certain defined areas; e.g. the lawn, civic plaza, and linear benches.
- Perimeter wall could be designed at a height to allow multiple uses, including sitting, leaning; intended as a “dignified frame” for the Square.

### **PLG ACTION ITEMS**

- Forward notice for the Moore Square Planning Workshop on 9 September. Cassie will supply e-mail with flyer.
- Approve the Public Leadership Group Charter by e-mail correspondence. Cassie will supply charter for review and approval.

### **CCS ACTION ITEMS**

- Investigate options for “drifting” from current desire lines or other existing circulation patterns.
- Continue to explore possibility of a single or multiple pavilions offering refreshment and concession facilities.
- Investigate threshold for excavating, i.e. depressions to manage storm water or mediate height of tilted lawn.
- Explore options for moving Acorn from Moore Square.



# MOORE SQUARE MASTER PLAN PUBLIC WORKSHOP SUMMARY

COBBLESTONE HALL IN HISTORIC CITY MARKET  
9 SEPTEMBER 2010

AFTERNOON SESSION 1:00 - 4:00 PM  
EVENING SESSION 7:00 - 10:00 PM

City of Raleigh Parks and Recreation Department  
Raleigh Urban Design Center

# 6 MOORE SQUARE MASTER PLAN: PUBLIC WORKSHOP SUMMARY

Summary notes prepared by Christopher Counts Studio with the intent of recording all pertinent topics discussed.

## THURSDAY 9 SEPTEMBER 2010

COBBLESTONE HALL

Afternoon session 1:00 – 4:00 PM

Evening session 7:00 – 10:00 PM

### INTRODUCTION

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Meetings opened with a description of the Moore Square Master Plan process, including the approximate schedule of events and anticipated timeline for future public input.

Today's meetings represent one of several opportunities the citizens of Raleigh will have to respond to the preliminary concepts being considered in the development of Moore Square.

This summary includes the following topics:

- Presentation
- Discussion around the Site Model
- Small Group Discussions
- Responses

### PRESENTATION

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Presentation of work by Christopher Counts Studio included an explanation of the structure of the Moore Square Master Plan project as well as the core concepts generated by the winning competition proposal.

The history of the Square as a social and ethnographic landscape was described briefly, and was followed by diagrams relating the urban square systems of Savannah and Philadelphia to that of Raleigh, including mention of several precedent parks also listed on the National Register of Historic Places.

Existing site conditions that obscure views into the Square were discussed. Images describing improved views were shown to promote deep interior views that are generally more inviting relative to public space.

Elements of a refined version of the competition proposal were presented along with precedent images of similar elements in a variety of urban squares and parks.

### DISCUSSION AROUND THE SITE MODEL

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A conceptual site model, including adjacent buildings, was used as the focus for the explanation of core concepts and suggestions for the revision of a revised competition proposal. Questions about specific elements were answered to clarify design intent and provide more information with which groups could evaluate the preliminary concept plan.

### SMALL GROUP DISCUSSIONS

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There was broad support of the fundamental design concepts, and a variety of suggestions for consideration as the Master Plan is developed. Groups were encouraged to respond to the following questions:

- What do you like about the preliminary design for Moore Square?
- What would you change about the preliminary design?
- What historic elements are important to retain or explore further?
- How should the Square's design accommodate day-to-day events and special events?
- How does the Square's design respond to the surrounding context of businesses and institutions? How should it respond?

### What do you like about the preliminary design for Moore Square?

Participants supported the preliminary design and the competition-winning “elevated ground” concept and how it has been developed thus far, with a tilted lawn that creates several outdoor rooms. *“The original thought is about the space as a whole.”* *“It provides a variety of outdoor spaces/rooms.”* **“Very fresh design; the different topographic changes definitely draw attention into the park.”** Most participants specifically mentioned liking the tilted lawn concept. Many specifically like the connection to the play environment. Potential for sunny and shady lawns was also cited as positive.

There also was broad support for preservation of the mature oaks along the edges of the Square. **“Please save as many old trees as possible.”** Most participants specifically mentioned tree preservation as a positive aspect of the preliminary concept design. Others mentioned *“Keep natural vegetation”* and *“Introduction of new trees.”* The strategy of planting new native vegetation at the root base to protect sensitive root zones also was seen as positive.

Groups liked the creation of a large central lawn as a contiguous space and the flexibility and increased range of use it provides. **“Downtown does not have enough open or green space.”** Most participants wrote that they liked the central lawn concept as represented. Its visual alignment with Marbles Kids Museum, flexibility and larger size relative to existing lawn space was cited as positive.

There also was support for the opened views into the Square facilitated by selective editing of interior planting and park elements. *“Opened up – getting rid of planters.”* There were several positive comments about the proposed circulation system that establishes several path circuits around the edge of the Square and few crossing paths. *“Like circulation path – inside path.”*

Many people commented positively on the concept of a perimeter wall that would provide a distinguished frame for the Square, and included several suggestions for consideration. *“Please make retaining walls out of stone not concrete blocks.”* Almost all participants appreciated the increased seating opportunities created by linear benches and this perimeter seat wall, including the clear entry points and edges it defined.

### What would you change about the preliminary design?

While there was overwhelming support for the introduction of a refreshment pavilion with light concessions and restrooms, there were several suggestions to consider in relationship to its location and appearance. *“Move closer to play areas.”* *“Link concessions to natural play environment.”* *“Move restroom closer to Marbles.”* Most participants suggested additional thought should be given to relocating the refreshment pavilion.

Most participants encouraged development of the pavilion as an icon for the city. *“Piece of signature architecture (not just a box).”* **“Concessions as significant public architecture.”** *“Bathrooms – do it great.”* Others suggested caution about management and operation of the pavilion. *“Bathroom could be a trouble magnet unless staffed, or somehow regulated.”* *“Concerns about the public restrooms and what activity an open building would invite late at night.”*

Other common suggestions related to access and safety from outside of the Square. *“More entries from Blount Street side.”* *“Blount Street traffic concerns.”* *“Person Street feels too much like the back.”* And other participants expressed a desire for consideration of access and safety within the Square itself. *“Children’s play space and activities should be contained so that elderly and physically challenged people can use and feel safe from physical play and sporting activities.”* **“Important to make people feel safe.”**

Several participants suggested investigating the location or orientation of the natural play environment and water play areas. Some participants suggested that further thought should be given to reorienting the natural play environment; while a few suggested enlarging it, others suggested reducing it. Some participants suggested further exploration into moving the water play area. Most expressed concerns for safety or desired a stronger connection to Marbles Kids Museum. *“Move the water play to the north edge, closer to Marbles.”* *“Children’s water play should be*

near Museum/should be closer.” Some suggested consolidation of the two landscape areas. “Consolidate children’s play area into one space.” “Incorporate water feature in natural area.”

Another very common suggestion was to increase the lawn area. “Make central lawn larger.” “Larger lawn area.” Some groups preferred the orientation of the tilted lawn, while others suggested considering reorienting the slope of the lawns. Others suggested considering the hierarchy of paths and desire lines within the Square. “Pathways shouldn’t fragment too much.”

Others suggested the addition of game-specific areas: several participants suggested adding game tables or an area dedicated to game play, including chess, checkers, hopscotch or other similar games.

### **What historic elements are important to retain or explore further?**

Most groups agreed that the perimeter oak trees and use of the Square as a social gathering space – rather than the specific layout of the Square elements – are the most important historical elements to retain. A large majority of participants cited the oak trees as important historic elements.

Aside from the existing perimeter oaks, however, participants tended to not consider existing paths, entry points, the Acorn sculpture or period-appropriate lighting fixtures to be historic. **“History needs to look forward – this new design does not need to look like previous versions of Moore’s Square.”**

Several participants suggested more explicit connections to specific aspects of history, including a “world history walk” linking public space downtown or connection to the proposed “black heritage trail.” “Needs to be intergenerational in its appeal.” “African American history of Hargett Street.” The Acorn sculpture was also specifically cited by three groups as important to the Square.

### **How should the Square’s design accommodate day-to-day events and special events?**

Most attendees agreed that smaller events are appropriate for the new Square, citing picnics, public meetings, social events, and even public movies as potential uses. In fact, most participants agreed that small events are appropriate for the new Square, particularly non-ticketed and family-friendly events. “Would love to see a lunch or dining area available. It would help draw people working together in the community to one space.” Most groups suggested consideration of year-round use, including parking schedules. Many groups suggested considering accommodation for port-o-johns set up during events. “Larger area for event accommodation.” “No wall of port-o-potties.”

Groups offered several suggestions for additions to the preliminary design, including bike racks and game tables, such as chess or checkers. Some participants suggested consideration of more permanent infrastructure for vendors or events, ranging from a stage or canopy to stake-post-holes and other utilities. “Add permanent stage and market stands/stalls.” “Rotating street vendors with permanent structure.” Some suggested considering that the Acorn or another sculptural element – potentially interactive – remain in the civic plaza or elsewhere within the Square.

### **How does the Square’s design respond to the surrounding context of businesses and institutions? How should it respond?**

Most groups agreed that the preliminary concept plan responded well to adjacent context. Some suggested additional consideration of connections to Blount Street and Person Street. Several groups cited traffic and pedestrian access issues with the surrounding streets as a concern.

### **NEXT STEPS**

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Christopher Counts Studio and the team of design consultants will be working to develop the preliminary concept plan based on these comments. The revised preliminary plan will be presented at the next public meeting in late November.

### **FOR MORE INFORMATION**

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Please contact Cassie Schumacher-Georgopoulos, Project Manager for the Moore Square Master Plan at (919) 996-4797 or [Cassie.Schumacher-Georgopoulos@raleighnc.gov](mailto:Cassie.Schumacher-Georgopoulos@raleighnc.gov).

PRESENTATION AND GROUP WORKSHOPS



## GROUP WORKSHOP REPORTING

WHAT WE LIKE

- PRESERVES THE TREES
- INVITES CHILDREN TO PLAY
- THE BATHROOMS
- WATER PLAY! - A FOUNTAIN YOU CAN GET INTO!!!
- OPENED UP (GETTING RID OF PLANTERS)
- RAIN COLLECTION
- INCREASED SEATING (MAKE THEM COMFORTABLE)
- NATIVE SHRUBS & HABITAT
- MAN MADE HILL - WE NEED HILLS & WATER IN RALEIGH,
- GENEROUS ENTRY, ESP. ON MARBLES SIDE
- CAFE
  - CONCERT AREA (MAKE GREEN ROOF ON CAFE + BATHROOMS)

- PATHS WORK WELL
- SEATING AT WALL ON EDGE
- PLAYScape - INVITES FAMILIES - YES!

WHAT WE WOULD CHANGE

- COMFORTABLE SEATING FOR OLD FOLKS
- IMPROVE CONNECTION TO BUS STATION - MORE INVITING
- WHAT HAPPENS IN THE "CNIC PLAZA?" NEEDS A FUNCTION FOR SUCH A BIG, HARD SURFACE (IF IT'S WATER PLAY, THAT'S GREAT.) IS IT SAFE, THOUGH?
- PLEASE DON'T USE ACORNS OR OAK LEAVES ON ANYTHING EVER AGAIN! WE WANT SOMETHING DIFFERENT!
- IMPORTANT TO MAKE PEOPLE FEEL SAFE
- COULD BE HOT ON LAWN IN SUMMER WATCHING PERFORMANCES

HISTORIC ELEMENTS

- MAYBE SOMEHOW TELL THE STORY OF THE SQUARE
- BRING BACK FARMERS MARKET & OTHER ELEMENTS FR. PAST THAT ENLIVEN THE SQUARE IN THE PAST

EVENTS TO ACCOMMODATE

- MOVIES
- OPEN SPACE
- TEMPORARY CANOPIES FOR SHADE OR FARMERS MARKET
- MULTI-GENERATIONAL MUSIC (NOT ALL ROCK MUSIC)
- HOW TO DEAL WITH ALL THE UGLY PORT-A-JOHN'S & FENCING THAT RUIN THE CHARACTER OF THE PARK DURING EVENTS.
- CHECKERBOARDS ON TABLES
- 4 SQUARE, HOPSCOTCH, SHUFFLEBOARD, SKATEBOARDING, FRISBEE (PLACES FOR) →

SURROUNDING CONTEXT

- MAKE IT EASIER + INVITING TRANSITIONS INTO PARK SO BUSINESSES + BUS STAT. WILL SPILL INTO IT, FEED IT, LIKE TIR NA NOG. BLVD ST. BUSINESSES NEED TO BE INVITED IN.
- DO WE NEED WALL ACROSS FROM THE POUR HOUSE AT TREES? SHOULD THE WALL BE ~~CONTINUOUS~~ CONTINUOUS?
- MAKE SURE THE AREAS ARE DEFINED & SUGGESTIVE ENOUGH, INVITING ACTIVITY, NOT JUST A LABEL ON A PLAN (SUCH AS OUTDOOR CLASSROOM)
- MAKE SURE TO SUPPORT DIVERSE ANIMAL + BIRD LIFE

# GROUP WORKSHOP REPORTING

DATA-DATA ACTIVITIES → Picnicing, Playing, Relaxing, Socializing

## LIKES

- Clear entry points (esp. heavy traffic areas)
- Benches (esp. long benches)
- Keeping Green space / natural vegetation
- New concession stand (w/ light refreshments - drinks, water, ice cream)
- Raised canopy of vegetation that creates a clear view of the park (versus planters that block views from streets)
- Natural play area → TILTED LAWN

## DISLIKES

- Using Park for concerts (larger than 200 people)
- Removing current monuments (acorn, archways, rock, marker) & info booth (concerts)
- Moveable chairs (maintenance + retention of chairs)
- New traffic patterns → keep the current patterns
- Concession stand competing w/ surrounding restaurants (No Full service concessions)

## SUGGESTIONS

- Larger playing/climbing area
- POND/water features/Fountains
- Sculptures/covered areas → activity area (maybe w/ an oak tree canopy design)
- Rebuild a New Information Booth structure (keep concept)
- Relo/keep some of planters

## GROUP #1

- Respond to year-round use
- History needs to look forward - this new design doesn't need to look like a previous version of Marc Square.
- Advocate for children w/ disabilities for play spaces
- Address services & needs of ~~Salvation Army~~ Salvation Army, FIRM, etc. Social Aspects of the surrounding land uses
- Maintain ~~security~~ security & Operations of the Park.   
PRA's Ambassadors...
- Address all needs of the community around the Park   
- business/institutional   
- residential
- Lighting - lighting needs to be well designed + highlight the features   
sophisticated
- Game area   
Speaker's corner - Daily activity area - low key
- Cluster seating - intimate seating/private seating
- Element of surprise + public Art - Majic - historical markers - ~~throughout park~~
- Hierarchy of paths   
- width   
- wear lines
- Obsession - Piece of signature architecture (not just a box)   
- not sit-down needs   
- possibly more to other end of park - on Belmont side
- Planning for special events   
- Yearly events - Amphitheater/Beer Fest   
- Monthly - weekly events - music concerts, festivals   
- mobile stages
- Linear plaza w/ facing seating
- Free parking zone (1/2 hour parking to encourage use of park + to encourage exploration of park - discourage the 'impulsive' stop.
- Water element: (laminar flow water over path)

DESIGN ELEMENTS

## TEAM 12

- WE LIKE:
- SAVES TREES / PRESERVATION
  - MANY UNEQUAL-SIZE SPACES W/ DIFFERENT USES
  - OPENNESS
  - GESTURE TO MUSEUM PLAZA
  - LINEAR PLAZA OVER PARKING
  - TOPOGRAPHY

## WHAT WOULD WE CHANGE/DEVELOP FURTHER?

- PAVEMENT PATTERN... PICKUP STICKS? VISUAL ISSUE? <sup>TRIMMING?</sup>
  - BETTER INTERACTION ACROSS BELMONT ST.
  - BETTER GESTURE TO MARKET
  - CHILD SAFETY @ WATER PLAY AREA - TOO CLOSE TO STREET
  - SAFETY OF NATURAL PLAY AREA AT NIGHT <sup>MUSEUM</sup>
  - WHERE IS THE ACORN. →
  - BUMPY ROADS
- BATHROOMS - DO IT GREAT!*

## WHAT WE WANT:

- FOCAL POINTS @ ENTRANCES - ART? STATUES?
- RECYCLING, BICYCLE INFRASTRUCTURE
- PUBLIC ART!
- INTEGRATED LIGHTING
- GREATER MIX OF ALL POPULATIONS
- SECURITY IN DESIGN (<sup>SCPTED</sup>)
- COLOR IN LANDSCAPE
- CONSIDER OTHER PAVILIONS/SHELTER- ARCHES? <sup>ARCHES?</sup>

## HISTORIC ELEMENTS:

- ACORN - INTEGRATE W/ PUBLIC ART FEATURE
- TREES
- PROXIMITY/GESTURE TO CITY MARKET
- CONTINUED PUBLIC SERVICE ENVIRONMENT

- Δ CONTEMPORARY/MODERN OR HISTORIC/TRADITIONAL?
- Δ LOTS GOING ON - FRAGMENTS? COHESIVE IDENTITY?

## ISSUES EVENT IDEAS:

- NO VEHICLES/TRUCKS
- NO WALL-CO-PORTFOLIES
- PUBLIC EVENTS - NO TICKETS
- FAMILY FRIENDLY & PET FRIENDLY

## GROUP WORKSHOP REPORTING

## LIKES:

- LARGE LAWN SPACE
- NATURAL PLAY AREAS
- EXPANDED ENTRANCES
- SHRUBS AS FENCES
- PRIORITY ON SAVING TREES
- REMOVING VISUAL OBSTRUCTIONS [PLANTERS]
- TILTED LAWNS [SUNNY & SHADY]
- HISTORIC PATHWAY USES

GROUP  
5

## CHANGES:

- TILTED LAWN CLOSER TO STAGE [OR ENLARGED]
- KIOSK [CONCESSION LOCATION] - MGMT? [??] PLANTERS
- ADD INTERACTIVE SCULPTURAL ELEMENT
- RELOCATE WATER PLAY [SAFETY]
- ADD BICYCLE ACCOMMODATIONS

## HISTORIC ELEMENTS:

- LAWN AREAS & TREES
- PATHWAYS

## EVENTS:

- LIGHTING? LED?
- ARTS PLOURE
- BEER FEST
- BICYCLE ACCOMMODATIONS
- STAGING FOR CONCERTS

GROUP  
5

## SURROUNDING CONTEXT:

- BLOUNT ST. TRAFFIC CONCERNS [RAISED CROSSWALKS]
- CONNECTION TO "MARBLER" IS GOOD.
- BENCHES WITH ARMRESTS [TO DISCOURAGE SLEEPING]

## ① What do you like...

- "Natural" play area (-tilted lawn) "draw"
- Central lawn - centered w/ marbles
- Perimeters of protecting trees ⓐ (direct flow → people)
- Paths - north/south → moving to City Market
- Granular surfaces - moveable seating
- Native plants - more sustainable
- Openness of park → sitting areas
- Intro of new trees while keeping older

## ② Change...

- Martin St. Linear Plaza (transition space)
- Parking
- Outdoor classroom - benches facing in
- Concession - Competes w/ current businesses?
- How to get MS + CM to incorporate activities
- Children's water play - away from corner. (flat) Maintenance? \$\$\$
- Location of Concession: more ~~from~~ from

## Like

- exterior wall seal
- designer aware of site complexities including culture/history

## Dislike

- Seat wall should be more organic / break up seat wall
- curvilinear benches mimicking paths
- What brings you to the
- IDENTITY - how is it vital to the community?

## Ideas for Identifying Site

- world history walk connecting public spaces in downtown
- Cultural & educational
- connect to proposed Black heritage trail

## Context

- stability vs. change
- educational institutions - commercial
- cultural institutions - retail

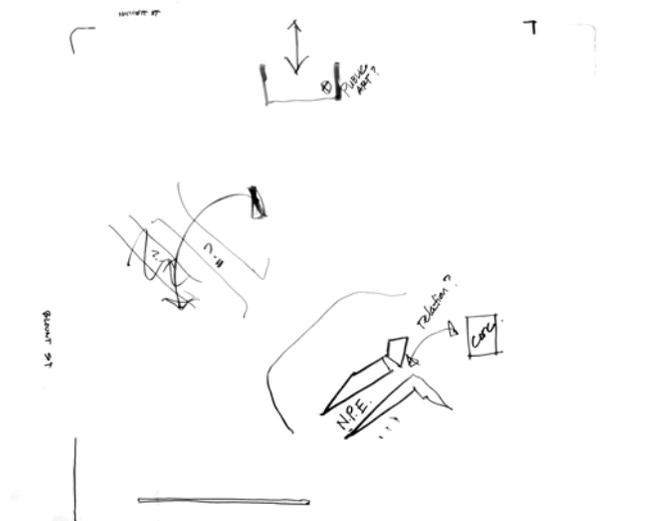
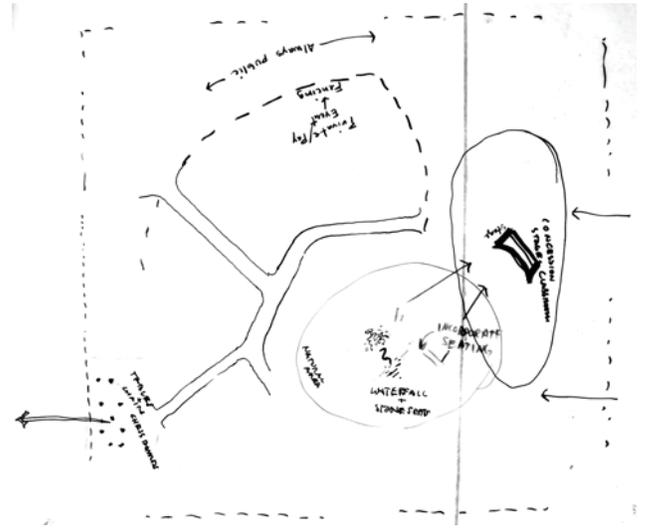
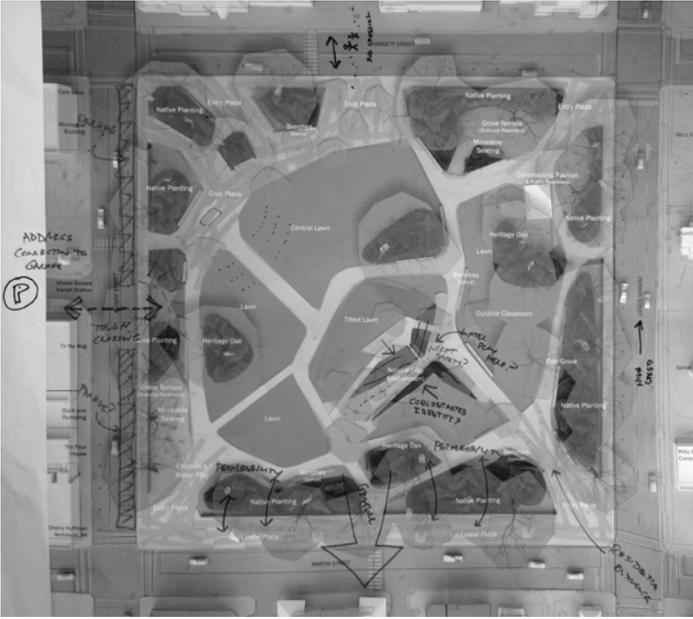
## Change

- move restroom closer towards Marbles
- make Central Lawn larger

## Events

- potential for small musical performances

# GROUP WORKSHOP REPORTING





## Moore Square Master Plan Planning Workshop #1

September 9, 2010  
1:00 p.m. – 4:00 p.m.  
7:00 p.m. – 10:00 p.m.

### Evaluation Form

32 Evaluation Forms received from 85 Participants

Quality	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The Public Participation Event met my expectations.	xxxxxxxx xxxxx	xxxxxxxxxxx xxxxxxxxxxx	x		
The format worked well for me.	xxxxxxxx xxxxx	xxxxxxxxxxx xxxxxxxxxxx	xxx		
The facilitators'/drafters' assistance helped me articulate my ideas and translate them to the site plan.	xxxxxxxx xxxxx	xxxxxxxx xx	xx	x	x
The presentation and discussion helped me understand Moore Square history, site and programming, and its potential importance to residents, workers, and businesses.	xxxxxxxx	xxxxxxxxxxx xxxxx	xxxxxxxx x	xx	
The Moore Square Master Plan site model was interactive and helped me formulate ideas.	xxxxxxxx xxxxx	xxxxxxxx xxxxx	xx		
Reports from other small groups gave me a broader perspective on issues including its current site plan and its value as a destination.	xxxxxxxx xx	xxxxxxxx xxxxx	xxxxxx	x	x
I liked the concept plan that Christopher Counts Studio presented.	xxxxxx	xxxxxxxxxxx xxxxxxxxxxx	xxxx	xx	

#### What did you like most about the meeting? Concept plan?

I love the plan! Especially the fountain you can get into! And that's family friendly. We have to bring downtown families there!

Workgroup time

Very Open

The opportunity to view model and interact with Chris

Very open to comments and public participation; Good presentation by Christopher

Opportunity to identify w constraints and understand history

Model was very useful

The design and breakdown of different aspects of the square

Loved hearing the public input

Small groups talking

Breakout groups

Opportunity for input. Functionality could be enhanced, incorporate history of 5 squares with map and updates

Group work

Open sharing of ideas from a wide range of people w/ varying background

I thought it was a good opportunity to interact within the community

Brief concept overview, MAPS, visual boards upon entry

Information sharing

It gave an opportunity for input. Concept plan needs the structure that I have proposed to put Raleigh in the league of world class cities.

Interaction among diverse interests

Being able to voice likes and dislikes

Format: The chance to participate in positive change for Raleigh. Concept: The original thought is about the space as a whole

Everyone participating

### **What would you alter about the meeting format? Concept plan?**

Plan needs connection to the proposed Black History Heritage Walk and needs a cultural and educational purpose such as a 20<sup>th</sup> century global history walk to connect other blocks

It was appropriate – no change, recommended except the lateness; 6-8pm rather than 7-10pm

All good

Need more info on current park use (what is it used for, how do people get there, etc)

Need to clarify limitation posed by large trees (historic elements)

Better sound system, it was very hard to understand people

The delivery of materials, the ability to adequately hear the speaker and his ideas were very limited due to the echoes of the hall

Better setting

Agree

Concept plan should define the hierarchy of the pathways

Format – ok / Concept – water collection in cistern for children's water area, irrigation etc. use pervious concrete, sodium lighting setting a softer evening mood

Nothing – thanks for the opportunity

More Q&A, after group discussions with Chris

More pointed questions to focus conversation

Could do brainstorming part in less time

Allow for vote on changes that are needed, concept plan needs world class structure to generate traffic to the area and across the state

Sounds system not very good – hard to understand speakers except for lady who didn't use mike

Acoustics – length

A little hard to hear sometimes; online surveys would be nice too.

10 minute walk to provide a true understanding and sense of space and place. To walk the paths and let my eyes land on all of the elements.

No drawing time, no sketch input just words. Too structured on answering questions

### **How did you hear about the meeting?**

Urban Design Center (2)

CAC

PRGAB

Email/Neighbor emailed me (8)

Signs posted in the square (7)

Local advertisement

Internet (2)

Public posters (2)

Postcard/Flyer through mail (4)

News & Observer (2)

NCSU (3)

DRA

Parks & Rec

Word of mouth

**MEETING MINUTES**

TO: Jeff Adolphsen, Renee Gledhill-Early, Peter Sandbeck *State Historic Preservation Office*  
 Cassie Schumacher-Georgopoulos *Project Manager, City of Raleigh Parks and Recreation Department*  
 David Shouse, Emily Ander *City of Raleigh Parks and Recreation Department*  
 Trisha Hasch *City of Raleigh Urban Design Center*

FROM: Thomas Hogge *Christopher Counts Studio*

SUBJECT: Moore Square Master Plan Project Update with SHPO, 06 October 2010

DATE: 14 October 2010

*Minutes prepared by Thomas Hogge of Christopher Counts Studio. These notes were prepared with the intent of recording all pertinent topics discussed. In the event of oversights or discrepancies, please contact Thomas Hogge with corrections within ten (10) business days of distribution.*

**WEDNESDAY 6 OCTOBER 2010****10:00 AM – 12:00 PM**

NC State Historic Preservation Office

**PARTICIPANTS**

Jeff Adolphsen *State Historic Preservation Office*  
 Renee Gledhill-Early *State Historic Preservation Office*  
 Peter Sandbeck *State Historic Preservation Office*  
 Justin Kockritz *State Historic Preservation Office*  
 Joy Wayman *Department of Administration, State Property Office*  
 Cassie Schumacher-Georgopoulos *Parks and Recreation Department*  
 David Shouse *Parks and Recreation Department*  
 Emily Ander *Parks and Recreation Department*  
 Trisha Hasch *Raleigh Urban Design Center*  
 Christopher Counts *Principal, Christopher Counts Studio*  
 Thomas Hogge *Project Manager, Christopher Counts Studio*

**PRESENTATION**

- Meeting opened with an update of the Moore Square Master Plan project and a brief presentation of the design investigations of Christopher Counts Studio since the 9 June meeting.
- The historic and spatial evolution of the Square, including the continued social use of the Square, was stated as the primary design driver and goal for the development of the project.
- To this end, the tilted lawn was pointed out as a design element whose intent is to encourage more diverse use of the Square in coordination with a concessions kiosk that helps promote the Square as a destination for downtown visitors and residents alike.

## DISCUSSION AROUND SITE MODEL

*A conceptual site model including adjacent buildings was used as the focus for continued explanation of core concepts and landscape elements.*

### Planting

- It was agreed that low plantings should be evaluated for safety and maintenance issues.
- Planted zones were also described as areas for exploring as storm water retention zones and as protection for tree root zones.
- Relative to soil fill within root zone, suggestion was made that roots within the 150% drip-line are less sensitive to disturbance than those within the traditional canopy drip-line.

### Proposed Tilted Lawn Concept

- The proposed central lawn would be approximately equal in total area to the existing lawn space, but by being consolidated would be more open to a wider variety of uses. Reorganizing the paths will still allow crossing the Square but without dividing the existing lawn into small fragments that limit the range of uses.
- A question was raised about the introduction of topography as potentially contradictory to a conceptual intention to open interior views. The goal of CCS is to prioritize views at critical points – such as at entry – and to better understand the role of oblique views in perception of openness.
- The greatest advantage of the proposed tilted lawn is to increase usability by expanding the range of space that can be occupied and used in a variety of ways. The elevation change would be calibrated to maximize a range of activities and uses, and to allow ADA-compliant access.
- Depressing the elevation of a portion of the Square was suggested as a means to possibly decrease the overall elevation change relative to existing grade. Sensitivity of tree roots to excavation may prohibit depressions in the Square, but will need to be tested through the design process.
- Openness of the central Square, circulation and views were suggested as the primary historical elements. These will be explored further.
- To a question about how the proposed change in topography would change views any more than current elements already limit views, it was suggested that current landscape elements were installed without any design intention and could be removed.

### Concessions

- It was suggested that current legislation prohibits the introduction of a building in the Square. To the question about where the prohibition of any one element is specified, it was suggested that the legislative language lists elements that the City is permitted to add to the space.
- The suggestion was made that the continued social use of the Square has motivated the inclusion of a kiosk with programming that expands the usability of the existing information booth.
- Leasing of food services was suggested as a potential concern for the State. It was suggested that the linear plaza proposed along Martin Street could accommodate food trucks, vendor carts or similar temporary booths.

### Restrooms

- The State Property Office could potentially block any proposal that includes restrooms because of the State's concern for taking on liability and maintenance issues. It was suggested that the State would consider granting the responsibility for such management to the City.
- The relocation of the Salvation Army and potential redevelopment of that site was suggested as a potential opportunity to reintroduce public restrooms. On-street urinals were also suggested as a possible means to minimize potential visual impact from restroom elements. There has been an extensive study by the Department of City Planning on options for street-side public restroom functions.
- Marbles Kids Museum has a bathroom that may be used without buying a ticket to the museum. Future development might potentially include bathrooms in the Transit Center, in the former Salvation Army site, and

in the former Police Department horse stables. It was suggested that additional signage in the Square could direct visitors to any potential restroom options as way-finding options. A map showing restroom locations could be another potential way to let the public know about potential restroom options.

- Higher visibility and a welcoming presence were suggested as motivations for proposing a restroom and concessions pavilion in the Square. By drawing more people, a visible kiosk would also potentially increase perceptions of safety.
- The State Construction Office would require a Design Review of any proposal for the Square, and also defines what types of structures are considered permanent or temporary.

#### **NEXT STEPS**

- Potential order of review by several City and State groups was discussed.
- Client request that project presentation be included on agenda for the 3 November 2010 meeting of the State Historical Commission.
- Send materials for presentation two weeks prior to meeting [20 October 2010]

#### **CCS ACTION ITEMS**

- CCS and Client to clarify schedule and identity of groups involved in City and State review process.
- CCS and Client to coordinate to add agenda item to State Historical Commission meeting 3 November 2010
- CCS to schedule interim review with Client and Consultants prior to November meetings.
- CCS and Client to coordinate to obtain State Construction Office definition of “permanent” structure.
- CCS to confirm dates for Technical Review, currently 4-5 November 2010

## MEETING MINUTES

TO: Cassie Schumacher-Georgopoulos *Project Manager, City of Raleigh Parks and Recreation Department*  
David Shouse, Emily Ander *City of Raleigh Parks and Recreation Department*  
Trisha Hasch *City of Raleigh Urban Design Center*

FROM: Rebecca Fuchs *Christopher Counts Studio*

SUBJECT: Moore Square Master Plan Public Leadership Group Meeting #2, 18 November 2010

DATE: 29 November 2010

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*Minutes prepared by Rebecca Fuchs of Christopher Counts Studio. These notes were prepared with the intent of recording all pertinent topics discussed. In the event of oversights or discrepancies, please contact Rebecca Fuchs with corrections within five (5) business days of distribution.*

### **THURSDAY 18 NOVEMBER 2010**

**6:00 PM – 7:00 PM**

City of Raleigh Urban Design Center

#### PARTICIPANTS

Jannette Coleridge-Taylor *Raleigh Historic Districts Commission*  
Tanya Tully *Raleigh Historic Districts Commission*  
Brian Starkey *Raleigh Arts Commission*  
Patrick Martin *Raleigh CAC*  
Hallie Middleman *Downtown Raleigh Alliance*  
Clymer Cease *Downtown Raleigh Alliance*  
Gordon Smith *Moore Square Partnership*  
Jim Belt *Downtown Living Advocates*  
Trisha Hasch *Raleigh Urban Design Center*  
Grant Meacii *Raleigh Urban Design Center*  
David Shouse *Parks and Recreation Department*  
Emily Ander *Parks and Recreation Department*  
Cassie Schumacher-Georgopoulos *Project Manager, Parks and Recreation Department*  
Christopher Counts *Principal, Christopher Counts Studio*  
Rebecca Fuchs *Project Manager, Christopher Counts Studio*

#### PRESENTATION

- Meeting opened with an update that the Moore Square Master Plan Project Update with the North Carolina Historic Commission on 03 November had gone favorably.
- A brief presentation of the design investigations of Christopher Counts Studio since the 03 November meeting included how the current design preserves certain “character defining features” of the historic Moore Square.

- Three key elements of the design include a framed perimeter to distinguish views, clarify edges, and mark an entranceway; a tilted lawn which consolidates existing fragments of lawn into a larger, functional open space; and the removal of miscellaneous clutter which is not in keeping with the historic character of the Square
- Also key is the placement of a concessions kiosk, public restroom, and children's play area within close range and clear view of each other in order to generate activity and maintain high visibility within the Square.
- CCS proposed embedding multiple functions such as a storm water cistern and public restrooms within the tilted lawn in an effort to consolidate new construction and avoid the critical root zones of the Square's Historic Oaks.

## DISCUSSION AROUND SITE MODEL

*A conceptual site model including adjacent buildings was used as the focus for continued discussion of core concepts and landscape elements.*

- A water play area near the entry plaza by the Marbles Museum was agreed on as a good addition to the project.
- A suggestion was made to investigate the removal of the large specimen oak in the center of the large, open lawn in light of its obstruction of views from the tilted lawn.
- It was noted that there is a disparity between the continuity of the lawn as shown on the site model and the continuity of lawn with more pathways as shown on the 18 November Working Plan.
- There was discussion about removing the current crosswalk at the Transit Center in order to reduce the need for paths which cut across the lawn, but it was also brought up that Public Works was unlikely to remove a crosswalk and that the Square would want to capitalize on the high traffic of visitors coming from the Transit Center.
- It was suggested to consider the widths of interior pathways and whether those widths should vary more than is currently shown in the 18 November Working Plan.
- Reviewing the pavement patterns, the location of stone paving around the perimeter reflects the diffusion of patron density in the Square in which its edges are considered to be the most urban, functioning as mini-plazas. The use of granular material on the interior paths reflects a desire for a porous paving strategy to reduce storm water runoff, noting that there is a maintenance issue with granular paving material that needs to be explored.
- It was asked why stone was being used for paving rather than the more commonly used brick, and why the design called for an irregular paving pattern. These questions were raised as possible points of contention for the Historic Districts Commission.
- The response was that stone paving has a much longer life-span than brick and that at the Master Plan Level the concept of a beautifully dignified paving – not necessarily a particular design – is what needs to be communicated.
- The Square's furniture was discussed and noted as not yet designed in this stage, but that the Master Plan should communicate that well-designed and logically-placed furniture is a component of design.
- The existing lighting in the Square was described as unacceptable. It was suggested that the lighting design in the Master Plan could be less about a fixture and more about the use of lighting to create differing rooms across the Square. It was suggested that the Master Plan include a lighting performance standard.
- There was unanimous support for the embedding of a restroom and a cistern, but not a concessions kiosk, within the tilted lawn.

### **CCS ACTION ITEMS**

- CCS to further clarify the concepts that define the circulation, paving, water feature, furniture, and lighting for the Master Plan.
- CCS to further investigate maintenance issues of granular paving materials.
- CCS to provide cost estimate and cost comparison with the budgets of other contemporary urban park projects.
- CCS to present a Preliminary Draft of the Master Plan at the Public Meeting scheduled for 16 December 2010.

## MEETING MINUTES

TO: Cassie Schumacher-Georgopoulos *Project Manager, City of Raleigh Parks and Recreation Department*  
 David Shouse, Emily Ander *City of Raleigh Parks and Recreation Department*  
 Trisha Hasch *City of Raleigh Urban Design Center*

FROM: Rebecca Fuchs *Christopher Counts Studio*

SUBJECT: Moore Square Master Plan Public Meeting #2, 16 December 2010

DATE: 20 December 2010

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*Summary prepared by Rebecca Fuchs of Christopher Counts Studio. These notes were prepared with the intent of recording all pertinent topics discussed.*

### THURSDAY 16 DECEMBER 2010

**6:00 PM – 7:30 PM**

Chavis Community Center

### INTRODUCTION

- Meetings opened with a description of the Moore Square Master Plan process, including the approximate schedule of events and anticipated timeline for future approval of the Master Plan.
- This meeting represents the last in a series of opportunities for the citizens of Raleigh to respond to the preliminary concepts being considered in the development of Moore Square.

### PRESENTATION

- Presentation by Christopher Counts Studio of the Preliminary Draft Master Plan of Moore Square of the core concepts and a description of the design elements.

### DISCUSSION AROUND SITE MODEL

*A conceptual site model was used as the focus for a question and answer session between Christopher Counts (CCS), and the public audience in attendance at the meeting. Questions from the audience are noted as 'Q' and responses from Christopher Counts as 'CCS.'*

### Public Process

Q: This is to voice a concern that there is not a well-articulated 'mission' or 'conceptual' statement about the intent of the design at the front of the written description. (Note: written descriptions of the elements of the design were handed out at the beginning of the meeting).

### Bathrooms

Q: Is there going to be a bathroom? Who is going to take care of it? The bus station has one and it's bad. I might be scared to go in the bathroom.

CCS : We are aware of the challenges of public restrooms, but there are many wonderful examples of successful public restrooms. If the square is to be a place people occupy for long periods of time there is a need for a bathroom, especially with small children.

### Storm Water

Q: I am very excited about the storm water management system and its inclusion in the bathroom will help with the upkeep and maintenance of the bathroom.  
I am intrigued by the storm water capture of the site and its surroundings for irrigation.  
How much more or less lawn and impervious surface are you proposing in the design compared to what exists now?

CCS: The amount of total lawn proposed is roughly one acre, which is about how much there now. Just for reference, Bryant Park's lawn is also one acre.

### Homeless Population

Q: How do the edges of the square affect the design, especially on the East and West sides? What will happen when the urban fabric changes and the services along the square's perimeter relocate?

CCS: In regard to your question about orientation, a square needs an equal and common address on each of its four sides. It is likely that the area surrounding Moore Square will become more densely developed in the future, and the current design is very much about this change through accommodating a wide variety of people in the square. While there is a concern about the future of the homeless population in the square, it is important to note that most, if not all, great public spaces have homeless people in them as well. Our responsibility lies in accommodating all citizens of Raleigh and visitors.

Q: How are the social systems for the homeless population going to change and be restricted in the new proposal?

CCS: Historically, public squares are spaces where homeless citizens can do well. As a public space, Moore Square should invite everyone to participate in it; no one should be precluded from enjoying it. There is currently an RFQ about to be realized for the redesign on the transit center that has the potential to more specifically address social services for the homeless population.

### Entry Plazas

Q: People are drawn into the square from the Northwest corner, but what about the southern edge of the square which has pronounced entrances at its corners but a small entrance at its center. Will that be a barrier to passerby's entering the square?

CCS: We've looked at many options and are currently considering this design of a threshold. There is a strong visual connection from the southern edge into the park as a compromise, because there are a concentration of tree roots along the southern perimeter, coupled with our desire to create a moment of arrival. We expect that the vibrant

adjacent urban fabric means that there will be a lot of people occupying the southern edge of the square.

Q: This is more of a suggestion regarding the proposed water feature along Hargett Street. I've seen projects expand the sidewalk both to slow down traffic where kids will be playing and also to give more space to the water feature. I've also seen traffic signs used to slow down traffic when passing by areas of children's play and dense activity.

CCS : Yes, those are great suggestions; we will continue to investigate as well the possibility of raised crosswalks.

### Native Shrubs

Q: I would suggest that the height of the plant selection along the southern edge be below 4 feet for the purpose of being able to see into the park, a form of 'natural surveillance.'

CCS: We totally agree and share your concern; we might even suggest that the shrub layer be below 3 feet.

Q: I am concerned about the foliage being used as a hiding place and I am suggesting that it not be too dense nor too tall.

CCS: We are aware of the public space concerns relative to the shrub layer and it is the goal of the design to promote the 'self-surveillance' of the square through intense use by people that will make it less opportune as a hiding place.

### Performance Space

Q: Where are the stages for Arts Pleasure type of events?

CCS: We are imagining a range of stages. The plaza, the tilted lawn, and the amphitheater are all envisioned as potential performance spaces which could both serve smaller performances—like a puppet show, as well as larger events, in which trucks bring portable stages that set up on the pavement in northwest corner of the lawn facing the amphitheater of the tilted lawn.

### Trees

Q: Has thought been given to losing a few trees in the center of the square to make the lawn even more usable?

CCS: Actually, quite a few trees have been removed in this design proposal. It's a balancing act. We would like to see the canopy perimeter of oaks be maintained for years to come and when there is a situation where it is in the long-term interest of these trees to take another tree down, we will do so. We will address the specifics of this long-term management strategy in the design development phase of the project.

Q: I am concerned that planting under the oak trees will be detrimental to the health of the trees.

CCS: We will be working very closely with our arborist regarding the planting and selection of a native shrubs under the trees, and have been assured by him that it is very do-able. The planting techniques involve locating areas for shrubs that avoid major roots and radial trenching which cuts trenches parallel to the direction of the roots to minimize the possibility of severing the roots.

Q: Would the granular paving be elevated?

CCS: Granular paving is good for drainage and the idea is to use it as an alternative to the current mulch in specific, occupiable places. If it was determined that the granular paving compromised the health of the trees, we would eliminate it.

Q: I am worried that every tree will be impacted by the design and that children playing under the trees will compact the soil.

CCS: Everything we are doing in the design is an effort to protect and enhance the health of the trees. That said, Moore Square is not a botanical garden, it is a public space and must balance the requirements of protecting the health of the trees with those of a public space for people.

### Parking

Q: Could the linear plaza at the southern edge of the square accommodate parking as well? I'm worried that eliminating parking spaces will keep patrons from visiting City Market.

CCS: We will be removing the diagonal parking spaces, but creating parallel parking on Martin Street, which will create 18 parking spaces compared to the current 30 spaces there now. Currently, we feel that the parking is more than adequate and the benefits of an expanded sidewalk for a social space outweigh the parking needs.

### Safety

Q: My concern is about safety. Are there going to be 911 call boxes in the square? Will there be an electronic cash dispensing machine near the kiosk? Are the city ordinances that govern public conduct going to be modified for Moore Square?

CCS: We will be looking into those concerns as we continue to develop the design. Regarding public conduct, the proposed fountain would not be on all the time and we could coordinate with the police department and the city to determine the best times for fountain operation to promote its use for children's play and public enjoyment rather than its use for public bathing. For example, the fountain could go on at times such as 3pm on a sunny day, and not at times such as 3am.

### Kiosk

Q: Will the kiosk create competition with other stores in the area?

CCS: We have spoken to the adjacent businesses and there was unanimous support for a kiosk in the square because they thought it would bring more people to the area, and more people meant more business.

Q: What about the possibility of signage or an interactive map that shows the connection of Moore Square to other downtown venues and could also explain the square's innovative storm water system to visitors?

CCS: Those are good ideas and we will look into them.

Q: What is the objection to a structure that supports the elements of the design mentioned in the presentation, but touched the ground in a manner that protected the trees, but would allow activity underneath, such as the Eiffel Tower, which touches the ground at 4 points?

CCS: The direction CCS has taken is to accomplish those goals not with a built structure, but with landscape.

**CCS ACTION ITEMS**

- CCS to submit Moore Square Master Plan DRAFT on 3 January 2010.
- CCS to submit Moore Square Master Plan on 6 January 2010.



**Moore Square Master Plan  
Public Participation Event #2  
Review of the Preliminary Draft Master Plan**

**December 16, 2010  
5:00 p.m. – 7:30 p.m.**

**Evaluation Form Compilation - 19 evaluations received out of 31 registered participants**

Quality	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The Public Participation Event met my expectations.	xxxxxxxxx x	xxxxxxx			
The format worked well for me.	xxxxxxx	xxxxxxxxxxx			
The site model of the Preliminary Draft Master Plan was interactive and helped me formulate ideas.	xxxxxxxxx xxx	xxxxx	xx		
The presentation and discussion helped me understand Moore Square history, site and programming, and its potential importance to residents, workers, and businesses.	xxxxxxxxx xxxx	xxxx	x		
The Question and Answer Session helped to clarify questions I had about the Preliminary Draft Master Plan	xxxxxxxxx	xxxxxxxxxxx	x		
I liked the Preliminary Draft Master Plan that Christopher Counts Studio presented.	xxxxxxxxx xxx	xxxxx		xx	
Public comment has contributed throughout the planning process	xxxxxxx	xxxxxxxxxxx	xx	x	
Chavis Community Center is a good meeting venue.	xxxxxxxxx x	xxxxxxx	x		

**What did you like most about the meeting? Concept plan?**

Visuals

Very informative

That people showed up on a rainy, cold night

Round table question and answer

The overall explanation of the design was very helpful at understanding the process

It was very informative and presented clearly

The explanation from the designer was good

The handout and the posters helped me understand the presentation. I like the protection of the trees and the stormwater cistern.

Presentation

Green elements: stormwater/visual lines/kiosk/non-traditional playground. Need a little more help envisioning event setup, but really support event space across from City Market

Good model, good presentation

Mr. Counts was very informative and appeared to be an engaged and active listener as well.

Meeting) Ability to ask questions and comment. Concept) bathrooms and kiosk, low walls for seating  
 Good attendance for such a miserable night to be out and close to the holiday season. Plan-water plaza  
 and restroom under tilted lawn, low walls for seating.

### **What would you alter about the meeting format? Concept plan?**

Between the two hills, these may be 'hidden' locations

Engage the people that this affects the most; the businesses, the homeless, the people there everyday.  
 It was a good format, I wish it was better publicized, and that more immediate community residents  
 could have come.

Better microphones and screen for the presentation. Move the small children's area further from the  
 entrance closest to the homeless shelter.

Offsite food prep for kiosk might diminish quality of food. Connection between linear plaza and civic  
 plaza for cohesion of events?

Management element (?) for maintaining and programming space as part of 'design' although no  
 physical/built elements.

State agenda, state proposed next steps in project development

Tree preservation is stressed in the presentation, but the plan does not reflect this – this plan has major  
 impacts to many of the perimeter trees with over planting shrubs, walls, pavement and granular paving.

Wider, more visible crosswalks to access the square.

Comment sheets posted or cards provided. The lack of creating a 'mission statement' for the park that  
 would guide and inform the process and the public is a huge omission.

### **How did you hear about the meeting?**

Email (3)

I had to search, so advertising could have been much better

Email from friends, postcard

Design team

The homeless

Through a friend from my church

Through a friend

Email and WRAL

Attended public meeting #1 and was on mailing list

Postcard (2)

By chance

From a friend





# **Public Leadership Group Charter for Moore Square Master Plan**

# Public Leadership Group Charter for Moore Square Master Plan

Adopted November 18, 2010

## 1. BACKGROUND AND PROJECT DESCRIPTION

### *History & Description*

Moore Square was originally conceived in 1792 when it was designated as one of four public spaces in Raleigh. Today, Moore Square is an historic, signature destination.

The square serves as host for a number of high-profile, public events including concerts, Artsposure, area school activities, summer movies and is the home of one of Raleigh's most recognized icons, the acorn sculpture which sits in the square's southwest corner. The square, however, was not designed as a venue for large events and the heavy traffic has created significant maintenance issues and impacted the attractiveness of the square.

In 2009, Raleigh Mayor Charles Meeker issued a 'call for ideas' to reconceive the four-acre square to better serve a new era and inform potential applicants of the City of Raleigh's first design competition.

### *Competition*

The competition was a juried process approved by the City Council and representatives from the North Carolina State Historic Preservation Office. The City, through the Competition, hoped to:

- Create a unique public space and urban experience for the 21st century;
- Engage broad public participation throughout the process and in the future; and
- Establish the conditions to develop a sustainable economic development strategy for the Moore Square area.

Chris Counts, of Christopher Counts Studio (CCS) in Charlottesville, VA., was selected the winner of the jury-based competition with a design concept that creates a new Moore Square respectful of tradition while looking forward. His design builds upon the square's unique and significant characteristics while expanding the square's sense of space and programmatic range. It also organizes the site into visually and functionally distinct areas that accommodate a wide range of uses.

While the concept by Mr. Counts won the design competition, it is considered only the beginning of a public process to refine and confirm a more detailed master plan for Moore Square. The process will include public meetings to receive input from citizens, a project website and review by a number of local and state boards and commissions.

### *Master Plan*

In January 2010, the Raleigh City Council unanimously approved a master plan services contract with CCS, the winner of the Moore Square Design Competition. The contract amount is \$184,000.

A master plan is a conceptual design document that, once approved by the City Council, generally describes and guides the future design, development and management of a property.

A final master plan is scheduled to be presented in the winter for review and consideration by the Raleigh City Council and the State of North Carolina. As the owner of Moore Square, the state must approve any changes to the property. Funding for implementation of the master plan has not been determined.

## 2. DEFINITIONS

Terms, abbreviations, and acronyms used and updated throughout the planning process.

CAC - Citizen Advisory Council

Consensus – The goal of reaching a gradient of *AGREEMENT*, rather than simply deciding for or against a proposal.

DRA – Downtown Raleigh Alliance

PLG – Public Leadership Group

PRGAB - Parks Recreation and Greenway Advisory Board

UDC – Urban Design Center

### 3. PUBLIC LEADERSHIP GROUP MEMBERS

Moore Square Public Leadership Group - Ensures public participation informs the Master Plan

- State Historic Preservation Office
- NC Department of Administration
- Parks Recreation and Greenway Advisory Board
- Raleigh Historic Districts Commission
- Arts Commission
- Central Citizen Advisory Council
- Raleigh Citizen Advisory Council
- Downtown Living Advocates
- Downtown Raleigh Alliance
- Moore Square Partnership
- City of Raleigh Parks & Recreation Department
- City of Raleigh Department of City Planning Urban Design Center
- City of Raleigh Public Works Department Division of Transportation

### 4. PURPOSE & ROLE

The purpose of the PLG is to provide recommendations to the Raleigh Parks Recreation and Greenways Advisory Board (PRGAB), other respective boards and commissions for review, and ultimately the Raleigh City Council for a total program for Moore Square that will best meet the needs of the City of Raleigh and create a great public space.

The PLG will operate under a consensus process. There are four major goals of the consensus process: 1) to provide PLG Members with a process of discovery, information sharing, and education; 2) to provide PLG Members with a direct role in developing, reviewing, and discussing the studies necessary to support the master plan application; 3) to provide PLG with a direct role in shaping agreements that resolve the issues and balance the interests relative to the development of Moore Square, and 4) to take measures to inform the public about the topics being addressed in the process.

### 5. FINAL PRODUCTS

The PLG will participate in and provide oversight to develop four products: (1) a Program Statement, (2) a Draft Master Plan, (3) Priorities for Phased Development, and (4) a Proposed Master Plan.

**A. A Program Statement** describes the overall vision for the park, including uses, sensitivity to natural elements, identity, history, and other characteristics as appropriate. The Program Statement should reference the context surrounding the site and its relationship to the larger citywide and countywide facilities and their functions.

Based on the Program Statement, the design professionals will develop alternative site-related diagrams representing a range of Plan Alternatives. The group will select the concept that best accomplishes the Program Statement goals.

**B. The Draft Master Plan** shall include the conceptual plan rendering, the Program Statement, other background information as appropriate, and a written description of the intent of the Plan concept proposed, including the established elements of other previously adopted Plans, as well as recommendations for environmental stewardship of the site and development of the square.

**C. The PLG** shall identify **Priorities** for phased development of the project, with consideration given to information on existing and anticipated funding.

**D. The Program Statement, Draft Plan, and Phasing Priorities** will be made available for public review and comment. The PLG will address comments received and develop a **Proposed Master Plan**. The Proposed Master Plan will include the final conceptual plan rendering, program statement, other background information as appropriate, written description of the intent of the Plan concept proposed, and recommendations for phased development of the project, as well as the established elements of other previously adopted master plans. The Proposed Master Plan will be forwarded to the PRGAB for their consideration.

## 6. AUTHORITY OF THE PUBLIC LEADERSHIP GROUP

The PLG for the Moore Square Master Plan is an advisory group that reports its final recommendations to the PRGAB. Plans, Program Statements and Priorities generated by the PLG may be accepted in whole, in part, or rejected at the discretion of the PRGAB. The PRGAB will in turn submit its recommendations to City Council for adoption. The State of North Carolina will have the final approval of the Master Plan.

## 7. GROUP MEMBERS' REPRESENTATION AND RESPONSIBILITIES

### A. Representation

The PLG should be representative of persons with interests in the square and appropriate uses. Representation on the PLG should take into account demographics of the area including age, race, gender, educational background, professional/personal experience, and other relevant qualifications related to the characteristics of Moore Square.

Stakeholder groups may be represented by a Primary Group Member and an Alternate Group Member. In the event that a Primary Group Member cannot attend a meeting, he/she may be represented by the Alternate Group Member of his/her choosing without concurrence of the Group. Alternate Group Members are encouraged to attend Group meetings along with the Primary Group Member, but should be fully briefed by the Primary Group Member before attending any meetings as the sole representative.

Group Members will be expected to represent the interests of (1) organizations that have authorized the Group Member to represent them, or (2) groups of constituents from a similar interest group.

### B. Responsibilities

*Deliberating in Good Faith.* Group Members will share information with constituents and share their interests with other Group Members. The primary responsibility of a Group Member is to balance interests and participate in the development of the Proposed Plan. Group Members will endeavor in good faith to develop a consensus Proposed Plan that is satisfactory to all Group Members. Group Members will ensure an integrated approach is taken in drafting the Proposed Plan by meeting together as needed to assure strong communication and collaboration between all the Group Members.

*Representing Constituents.* In developing a Draft Master Plan, Group Members will consider the interests of all Raleigh residents as well as their own particular interest group when reviewing issues and recommendations. Group Members will invite proposals from their constituents to present to the Planning Group and will provide proposals from the Group to their constituents for feedback and input.

*Attending Meetings.* Each Group Member is expected to attend and fully participate in each meeting, which includes being present for substantially all of the meeting. Group Members shall read appropriate materials and arrive prepared to work. Materials presented for discussion should be distributed at least one week in advance of the meeting, as practical.

In the event that neither the Primary Group Member nor the Alternate Group Member is able to attend a meeting of the Group, and the Primary Group Member is not in agreement with any actions taken by the Group during his/her absence, that Member has until the meeting summary review at the next meeting to register his/her dissatisfaction with actions taken. A reasonable amount of time will be devoted to old business at meetings. E-mail may be used to expedite this process.

### C. Appointment, Withdrawal and Replacement

*Members and Alternates.* In the event that a Group Member cannot attend a meeting, he/she may be represented by an alternate of his/her choosing without concurrence of the Group. Alternates are encouraged to attend Group meetings along with the Group member, but should be fully briefed by the Group member before attending any meetings as the sole representative.

*Voluntary Withdrawal and Replacement Appointments.* If a Group member withdraws from the Group, he/she may appoint a replacement (typically their alternate) from the same organization without concurrence of the Group. If the member is unable to appoint a replacement from his/her organization, the Department may appoint a replacement member from the same interest group or neighborhood.

*New Member Appointments.* A strong effort was made during the forming of the Group to encourage participation by representatives from all the various interests in the study area. While it is certainly the Group's desire to be inclusive and sensitive to the many various interests, the Group recognizes the need to remain focused and moving ahead if the Group's goal (i.e. a set of consensus recommendations) is to be achieved. When evaluating potential new members, the Group should first ensure that the interests that the potential new member would represent can not reasonably be covered by an existing Group member. If the Group decides there is in fact a need to have additional interests represented, then the Group will identify potential candidates and review their qualifications (e.g. past experience in collaborative group processes, knowledge about the issues and the interests they represent, communications mechanisms for sharing information, etc.). The Group will decide by consensus if a particular candidate should be added to the Group.

## **8. RESPONSIBILITIES OF THE FACILITATOR – Chris Counts Studio with City of Raleigh Staff support**

The roles and responsibilities of the Facilitator and City Staff include:

- Facilitating meetings in a manner consistent with interest-based negotiations and this charter;
- Handling meeting logistics;
- Keeping meeting attendance records of all Group Members;
- Helping the Group stay on task and on process;
- Protecting Group Members and their ideas from attack, while ensuring that provocative issues are not avoided, but are discussed in a candid and respectful manner;
- Helping Group Members to concisely describe their interests;
- Helping Group Members find innovative and workable solutions;
- Helping Group Members reach;
- Providing for equitable participation by all Group Members;
- Working, both at and between meetings, with Group Members to assist in the free exchange of ideas between the Members and to resolve any impasses that may arise;
- Periodically surveying a sampling of Group Members to assess fairness, meaningfulness, and efficiency of the process;
- Maintaining a list of significant topics on which the Group(s) have reached consensus or have failed to reach consensus; and
- Acting as contact point and spokesperson for the stakeholder process and its progress (except when otherwise agreed to by the Groups) for the public and the media.

## **9. MEETING SUMMARIES AND AGENDAS**

### **A. Meeting Summaries**

The facilitator and city staff will develop meeting summaries within 14 days following the Group meetings and will notify Group Members of their availability. E-mail will be the primary form of information dispersal and correspondence within the Group with the option of having material faxed or mailed to those who do not have email or web access. Summaries shall include an attendance record, a summary of actions taken at the meeting, and other information pertaining to the deliberations. In general, discussion of new substantive issues will not commence until the summary of the preceding meeting is approved.

### **B. Agendas**

At the end of each meeting, the Group will specify a tentative agenda for the following meeting. The Facilitator will develop draft meeting agendas prior to each meeting. Final agendas including any added topics will be approved by the Group at the start of each meeting and will include opportunities for public comment.

## **10. DECISION PROCESS**

The Group will operate by consensus of all members represented at the meeting. Consensus is the decision rule that allows collaborative problem solving to work. It is a way for more than two people to reach agreement. Consensus prevents domination by the majority, allows building of trust, and the sharing of information, especially under conditions of conflict. Consensus does not mean that everyone will be equally happy with the decision, but all do accept that the decision is the best that can be made at the time with the people involved.

Consensus requires sharing information, which leads to mutual education, which provides the basis for crafting workable and acceptable alternatives. Consensus promotes joint thinking of a diverse group and leads to creative solutions. Also, because parties participate in the deliberation, they understand the reasoning behind the recommendations and are willing to support them.

In making decisions, each Group member will indicate his/her concurrence on a specific proposal using a five-point scale. The scale allows Group members to clearly communicate their intentions, assess the degree of agreement that exists, and register their dissatisfaction without holding up the rest of the Group. The five-point scale is as follows:

1. Endorsement –Member likes it.
2. Endorsement with Minor Point of Contention – Basically, member likes it.
3. Agreement with Minor Reservations – Member can live with it.
4. Stand aside with major reservations – Formal disagreement, but will not block the proposal/provision
5. Block – Member will not support the Proposed Plan.

Facilitators will measure the Group's consensus on a given proposal by open polling of the members present. The levels of consensus are:

- Consensus - All Group members present rate the proposal as a 1, 2 or 3.
- Consensus with Major Reservations – All Group members present will rate the proposal as a 1, 2 or 3, except at least one Group member rates it as a 4.
- No Consensus - Any Group member present rates the proposal as a 5.

#### **11. GROUND RULES FOR INTERACTION (to be finalized at first Public Leadership Group meeting)**

In order to have the most efficient and effective process possible, Group Members will follow these basic ground rules:

##### **Discussion Ground Rules During the Meetings**

- Raise hand to be recognized by the Facilitator.
- Speak one at a time in meetings as recognized by the Facilitator. Everyone will participate, but none will dominate.
- Be concise and stick to the topics on the meeting agenda. Honor a two-minute time limit for statements and responses unless the Facilitator allows more time.
- Speak only on one topic per entry (no laundry lists).
- Speak to the whole group when talking.
- Avoid side conversations.
- Avoid off-topic questions.
- Treat each other, the organizations represented in the Group and the Group itself with respect at all times.
- Refrain from interrupting.
- Monitor your own participation – everyone should participate, but none should dominate.
- Adhere to the agenda and time schedule with diligence.
- Put cell phones on “vibrate” and leave the room when a call is received.
- Be prepared to start on time.
- Recognize that everyone's interests are important.
- Avoid repetitiveness (i.e., one-track-mind behavior).
- Agree that it is okay to disagree, and disagree without being disagreeable.
- Avoid “cheap shots” and/or sarcasm.
- Refrain from hostility and antagonism.
- Leave personal agendas and “baggage” at the door; put personal differences aside in the interest of a successful Group.
- Focus on the problem, not the person.

##### **Process Ground Rules throughout the Planning Process**

- Adhere to the charter.
- Review information and stay informed.
- Work as group players and share all relevant information. Ask if they do not understand.
- Encourage free thinking. Offer mutually beneficial solutions.
- Encourage candid, frank discussions. Be honest and tactful. Avoid surprises.

- Openly express any disagreement or concern with all other Group Members. Focus on the problem, not the person.
- Actively strive to see the other points of view.
- Follow through on commitments.
- Share information discussed in the meeting with the organizations / constituents represented and bring back to the Group the opinions and actions of their constituencies as appropriate.
- Communicate the requirements of this charter with the organizations they represent to minimize the possibility of actions contrary to the charter.
- Commit to issues in which they have an interest.
- Support and actively engage in the Groups' decision process.

## **12. SCHEDULE AND DURATION**

Total duration to develop a Master Plan for Moore Square is planned for seven months starting in May and ending in December with City Council's anticipated adoption.

### Draft Schedule

- May-June: Present to identified Boards, Commissions, and Councils to solicit for their participation
- June 1, 2010: Presentation to City Council for approval of the PLG and Charter
- August 12, 2010: First meeting of PLG
- September 9, 2010: First Public Participation Event
- November 2010: Second Meeting of PLG
- December 2010: Second Public Participation Event
- January 2011: Draft Master Plan Published for Public Review
- February 2011: Presentation of Draft Master Plan to identified Boards, Commissions and Councils, Submission to PRGAB, State Historic Commission Review
- March 2011: PRGAB move to recommend the Draft Master Plan to City Council
- April 2011: Draft Master Plan Recommended to Council for Approval

## **13. AMENDMENTS TO THIS CHARTER**

Changes to the charter can be made at any meeting of the Group by consensus.

## **14. STAFF CONTACT**

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# **Report to the North Carolina Historical Commission**

by Elizabeth K. Meyer, Historical Landscape Architect

## Moore Square, Raleigh, North Carolina

### Assessment of Christopher Counts Studio (CCS) Master plan    October 2010

Elizabeth K. Meyer, Historical Landscape Architect

Based on the NPS: Standards for Rehabilitation of Cultural Landscapes

#### 1.0 Background

During a 2009 Design competition, the City requested that designers propose a scheme for Moore Square that would

- Create a unique public space and urban experience for the 21st century;
- Engage broad public participation throughout the process and in the future; and
- Establish the conditions to develop a sustainable economic development strategy for the Moore Square area.

#### 2.0 Summary of Site's historical significance and existing conditions

As noted in the National Register of Historic Places nomination for the Moore Square Historic District (1983), "Moore Square is one of only two four-acre public parks platted in the original plan of the city of Raleigh; as such, it is an important artifact of 18<sup>th</sup> century American town planning." For over two centuries, it 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.

KEY INTO DIAGRAMS OF EXISTING "CONTRIBUTING FEATURES": OAK GROVES, LAWN SURFACES, CORNER ENTRANCES

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.

Moore Square is a valued green space within the city fabric, and a "pivotal" space within the Historic District. But its physical form and spatial character are far from ideal. Much of the green surface of the Square has been substituted with vast mulch beds (INSERT SQUARE FEET?). Thirty years of small-scale ad hoc changes—planters, walls, benches, light fixtures, electric junction boxes, a kiosk—clutter the greensward adversely impacting the visual character and integrity of the Square. In addition, small understory trees compromise the spatial character created by a dominant grove of high-branching oaks. These built and planted features are both non-contributing and incompatible with the character of Moore Square.

KEY INTO DIAGRAMS AND IMAGES OF NON-CONTRIBUTING FEATURES IN THE PARK.

Today, Moore Square is surrounded by buildings and blocks with ethnographic associations and with varied uses and programs. The new Marbles Kids Museum, the City Transit Center, many renovated buildings near City Market as well as several schools and churches. Until recently, the Salvation Army operated a building on its east side. Not all of the Square's diverse adjacent uses and users feel its current form accommodates them comfortably.

#### 3.0 Summary of Chris Counts Studio (CCS)'s "Elevated Ground" impact

The master plan proposed by CCS removes these non-contributing features with the goal of renewing Moore Square as a tree-canopied green space. The master plan also incorporates new social uses and activities suggested by the City and community members, but does so with a landscape design and preservation concept that is compatible with the existing character of Moore Square.

Like the earlier phases in this vernacular and ethnographic cultural landscape's history, these proposed changes to Moore Square respond to the current use and condition the surroundings as well as the City's desired future uses of the surrounding city blocks and buildings. Unlike several earlier phases in the Square's history, the proposed changes are the result of community engagement and a design consultant. As a result of incorporating these uses, this master planning process is not a restoration or preservation of Moore Square. Rather, Moore Square will be rehabilitated through design, and guided by the NPS Standards for Treatment of Cultural Landscapes.

*Rehabilitation* standards acknowledge the need to alter or add to a cultural landscape to meet continuing or new uses while retaining the landscape's historic character.

When alterations to a cultural landscape are needed to assure its continued use, it is most important that such alterations

do not radically change, obscure, or destroy character-defining spatial organization and land patterns or features and materials.

The installation of additions to a cultural landscape may seem to be essential for the new use, but it is emphasized in the Rehabilitation guidelines that such new additions should be avoided, if possible, and considered only after it is determined that those needs cannot be met by altering secondary, i.e., non character-defining, spatial organization and land patterns or features. If, after a thorough evaluation of alternative solutions, a new addition is still judged to be the only viable alternative, it should be planned, designed, and installed to be clearly differentiated from the character-defining features, so that these features are not radically changed, obscured, damaged, or destroyed.

At the end of this process, the vernacular and ethnographic landscape of Moore Square will acquire a new layer, or addition, that is a designed landscape. Throughout the master planning process, CCS has been testing the capacity of Moore Square to absorb change without compromising the continuity of character that has persisted over two centuries.

CCS's winning competition proposal was accompanied by this statement of intent:

"This design concept for Moore Square builds upon its most unique and significant characteristics, but expands its spatial, experiential, and programmatic range by introducing a gentle landform. The landform feature energizes and organizes the site into visually and functionally distinct spaces that accommodate a wider range of uses than the Square offers today. The Square becomes multi-dimensional, offering prospect, large expanses of open lawn, and places for refuge and recreation."

A key component of the design refinement during the Master Planning process has been the desire to make Moore Square more multi-dimensional without compromising its integrity as a significant historic and cultural landscape. The design goal has been to transform Moore Square into a public space that attracts a broad range of the city's residents to linger, play, and rest in comfort and in the company of others.

The CCS design concept, "Elevated Ground," proposes to rehabilitate the Square through the following strategies:

1. Reinforcement of the character-defining features of spatial continuity and "relatively clear" views through the removal of non-contributing site elements and understory trees added over the past thirty years.
2. Reinforcement of the character-defining feature of oak grove canopy through the construction of a perimeter retaining wall to protect the tree root zone and reduce erosion, and the planting of additional oaks to supplement the mature oak stand.
3. Reinforcement of the character-defining feature of a circulation system through the connection of paths to the street corners and the adjustment of paths within the square to preserve trees and choreograph views as well as accommodate the new multi-generational gathering space.
4. Addition of a new gathering space and "creative play" program, proposed in the competition and developed through a community engagement process. This family gathering area relies on the gentle sloping up of the \_\_\_\_\_ s.f of the ground ( \_\_\_\_\_% of the square). Instead of relying on play ground equipment that would detract from the character of the square, CCS is proposing to create a play area with turf covered land forms that have several other functions—picnicking, sunning, and gathering for a small public event. Two interior sides of the landform would be steeper and allow for more varied play. The slope will rise up eight feet from its base 325' elevation to an elevation of 333' (above sea level). The elevations along Hargett Street range from 324' to the east to 329' to the west. The top of the "creative play" landform will be approximately five to nine feet higher than the sidewalk elevations on Hargett Street.

The "creative play" sloping landform is sited just southeast of the center of the Square. This location was chosen for several reasons as it minimizes the impact on the historic cultural landscape:

- The elevation of the southeast corner of the Square is ten feet lower than the northwest corner, so the new landform addition's impact is less in this corner than others.
- This off-center location maintains an open center for multiple uses, while preserving the perimeter oaks.

#### 4.0 Assessment of CCS Master Plan Impacts

It is my assessment that the CCS Moore Square master plan is compatible with the character and significance of the existing landscape. The master plan rehabilitates many of the character-defining features of Moore Square by protecting the oak groves, removing a considerable amount of post 1980 site furnishings that are non-contributing, adjusting paths within the general corner to corner circulation framework that has existed for centuries, and opening up views obscured by understory plantings and planters.

There will be slight impacts to two of the character-defining features, the spatial and ground plane, as a result of the sloping, or tilted, lawn. The landform performs many functions—gathering, playing, prospect, identity, infrastructure (it could hold acistern for rain-water reuse on site)--that in another master plan concept would require many structures and elements.

Yes, the titled lawn, or landform, will obscure some of the views to surrounding city blocks from some places within the Square. The But as eye-level perspectives of this design proposal demonstrate, the visual experience of the Square is neither one of single-panoramic view (“An unbroken view of the whole region surrounding an observer.” OED), nor one of a dominant viewshed (“The view of an area from a specific vantage point.” OED). The visual character of Moore Square is a sequence of unfolding, changing, partial views that are “relatively clear” providing orientation to the many historic buildings and cultural institutions on the Square’s periphery. This visual character is not dependent on one dominant place of orientation, but structured by a walker’s particular path or the multiple places where one can choose to linger in the Square. KEY IN DIAGRAM OF SEQUENTIAL LONGITUDINAL SECTIONS CUT EVERY 20’ OR SO ON CENTER.

The impact of this eight foot change in the ground’s elevation over \_\_\_\_\_ % of the park’s surface is preferable to the alternatives considered which would require the continued cluttering of Moore Square with individual site furnishings, walls, play ground equipment, etc. These minor impacts are necessary if the Square is to continue to perform a significant role as an attractive destination for Raleigh citizens who work nearby and regularly visit the adjacent cultural institutions and retail establishments. The character of this new program layer uses the landscape material that currently defines the existing character of the Square—sloping surfaces, grass or turf, and high-canopy trees. The discrete shape of the “Elevated Ground” landform, or tilted lawn, clearly, but subtly, differentiates this new landscape addition from the existing conditions. In sum, the shape and the location of the multi-generational and multi-purpose gathering space minimizes the impact of the new activities that are necessary to revitalize Moore Square as a public space and attraction.

## 5.0 Research notes, supporting materials

### **Significance of Moore Square** (source: CIRCA, *Common Beauty* 2009, page 13)

“Moore Square retains significance as one of two remaining squares currently unbuilt upon from the 1792 William Christmas plan for the City of Raleigh and serves as an example of the Colonial-era town planning that Christmas used as a model. There appears to be no customary evidence (site plans, significant man-made elements, or noted relation to a historically significant designer) that Moore Square as it exists today is a Historic Designed Landscape. However, there seems to be evidence, via mapping, aerial photography, and oral histories, that the square is an Ethnographic Landscape due to its key location in a major ethnic neighborhood (Black Main Street) and the presence of a culturally significant plant community (oak grove used by the same residents). An Ethnographic Landscape is a place that a cultural group may define as meaningful due to its inextricable and traditional relationship to their local histories, cultural identities, or beliefs and behaviors (U.S. Dept. of the Interior, NPS/Cultural Resources Management Publication. Vol. 24, Issue 5/2001). Social factors such as class, ethnicity, and gender are often a force in defining the places and they may include unique vegetative communities or cultural elements.

In addition to its development as an Ethnographic Landscape the Square has significance as a Cultural Landscape of the City of Raleigh and has been the scene of numerous events and activities that are central to the day-to-day lives of citizens. These include religious, educational, military, political, and agricultural components, some of which have left their mark on the Square.”

### **Surviving landscape elements** (source: CIRCA *Common Beauty* 2009, page 15)

1. Impromptu paths, not always in a fixed location

2. Perimeter oaks, 36-48” DBH

3. Interior oaks, 48-60” DBH

(remnant of ethnographic landscape period when Hargett Street was Raleigh’s Black main street)

4. View sheds. High canopy, “relatively clear views” to Black Main Street, Hugh Morson High School and City Market

According to CIRCA, this ethnographic and cultural landscape does not necessarily have a specific plan to be preserved or restored as much as a “character-defining features” that are essential to its identity.

### **What are the “Character defining features” at Moore Square?** (source: *Common beauty*)

DIAGRAM THESE

*Traces left of three systems*

Paths—a system of paths through and across the square that have changed locations over time

Vegetation

(or what I would call Planted form as vegetation has no inherent spatial or formal properties)

Central oak grove (only a few remaining specimen)

Perimeter oaks that line the streets and sidewalks, creating a threshold into the square

Spacing is 50’ o.c.

View sheds (or what I would call Orienting views)

Eye level views across square, esp towards historic structures on the south and west, and historic Black main street on Hargett. This is a “relatively clear” space, not a totally open and continuous view.

Note: a view shed is a view from a fixed point. Its use at Moore Square is odd. There is not one fixed point from which a privileged view exists. Rather, like many public spaces, the views are sequential and unfolding as someone walks through the landscape. It does seem important for there to be panoramic views from each of the four corners that afford orientation through visibility to the square and city beyond. But the park is not primarily a viewing platform for the adjacent buildings. According to *Common Beauty*, it affords “relatively clear” views across its extent and beyond, but not unobstructed views.

From my reading of the *Common Beauty* documents and my site visit, I would add two other systems that are key to Moore Square’s character, and its landscape medium: surface and space.

Sloping grassy surface or ground

The site is not flat; there is a ten feet of grade change across site (equal to a building story). This grade changes results in a greater presence of the ground than if it were flat. The Moore Square ground lifts up as if it were an elevation. In other words, the ground is “read” in elevation as it rises from southeast to north-northwest.

#### Space between the sloping ground and high tree canopy

Landscape space is often layered, and best perceived in section and elevation. At Moore Square, the character-defining spatial feature is the zone between the sloping ground and the high perimeter tree canopy. This is a “relatively clear” space, in *Common Beauty’s* terminology. It is also the “space of appearance” for contemporary Raleigh citizens who gather there (Hannah Arendt defines the public realms as the space of appearance in her book, *The Human Condition*). This space creates orienting views to surrounding buildings and streets connecting the square physically with its surrounding context, and by association with memories of the past.

It is has never been a totally open panoramic view, and especially for over thirty years when the retaining walls and understory trees were added

### **CCS Master Plan in light of NPS STANDARDS**

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.

*The use will remain the same—a public square with places to walk, to sit, to play, and to gather.*

2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.

*CCS proposes to remove numerous element added since 1987 including benches, information kiosk, brick utility boxes, light poles will be removed. These elements are not character-defining features of MSq.*

3. Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.

*CCS is proposing a landscape addition that “will be recognized as a physical record of its time, place and use.”*

4. Changes to a property that have acquired historic significance in their own right shall be retained and preserved.

*The majority of the perimeter oaks and INTERIOR OAKS will be preserved. Trees that will be removed are in poor health or \_\_\_\_\_. (INSERT NUMBERS AND/OR PERCENTAGES*

5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.

*Oak groves will be supplemented with new trees and protected with low retaining walls along the perimeter sidewalks.*

6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.

NA

7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.

*Of course.*

8. Archeological resources will be protected and preserved in place. If such resources must be

disturbed, mitigation measures will be undertaken.

CCS: WILL THE CITY DO AN ARCHEOLOGICAL DIG IN THE AREA WHERE YOU ARE BUILDING THE MOUNDS? THIS COULD BE A MITIGATION STRATEGY.

9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

*The new elements—pavements, walls, light fixtures, benches, and small kiosks—will be differentiated from the old and will be compatible in materials and massing.*

*The new walls and long benches are intended to create a protective frame for the historic perimeter trees that are exposed to sidewalks and to define clear thresholds into and paths through the square.*

*The eight foot tall tilted lawn, or landform, will create a multi-generational and multi-purpose gathering place within the park, acting as a social attractor. It is intended to be multi-purpose—a casual place for diverse groups to gather, and a space for children to play watched by their families. The center of the mound drops back to existing grade. This linear area is a wide path and climbing wall to provide a more active children’s play area that aligns with path through the Square.*

*“Elevated Ground” will alter part of the existing spatial character of Moore Square. It will change a few views across the Square, but given the path network’s layout, the experience of walking through the Square will be primarily one of orienting and connecting views across the extent of the space. As noted in earlier analysis, Moore Square has always had partial, sequential views, but has not been characterized by panoramic views or vistas from a single, dominant place of reference (viewsheds).*

*While the CCS master plan does change the existing slope, the scheme clarifies the character-defining element of ground plane by increasing the amount of grassy surface and reducing the amount of mulch. It extends the sense of a greensward through the lifting of the ground in the SE precinct of the square.*

*CCS deemed the landform or tilted lawn less intrusive an addition than new “off the shelf” play equipment or gazebos that would clutter the Square’s essential character—a tree canopied, “relatively clear” sloping, grassy space.*

10. New additions and adjacent or related new construction will be undertaken in a such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

*The landform could easily be removed at a later date, and the existing grade restored.*

## **DRAWINGS NEEDED TO ACCOMPANY THIS ASSESSMENT**

1. Character defining features
2. Impact On Character Defining Features: Oak trees
  - 2a All existing oak trees plan  
Interior oaks and Exterior oaks keyed differently (see Common Beauty)
  - 2b All existing oak trees to remain in CCS scheme plan
3. Impact on Character Defining Features: Ground plane
  - 3a Current grass surface plan
  - 3b and Removed mulch surface plan
  - 3c Proposed grass surface (increase) plan
4. Space and views (I might combine these) section/elevation  
Show before and after for each corner like you have already in earlier presentations

## Conversation with Chris, October 17th

Question of effect, adverse

Existing conditions have an adverse effect on the MSq  
Last thirty years of stuff

On the other hand,

New design improves that condition  
Proposal correcting an existing adverse effect/impact

If you cannot do the landform idea...

What are the benefits?  
Prospect, identity, comfortable, cistern, utilities, bathrooms, attractor, play,  
Multifunctional

Doing all this with the materials and spatial character of the existing site  
Not adding lots of separate buildings, etc

Different context

Context not what it was  
Needs to attract, since perimeter is not as lively as it was

**Page one**—plaza could be part of heritage for Black main Street

### Page two

Impromptu paths; not in a fixed location.  
1960s plan appropriate for those conditions  
We agree, continue this tradition

Changes due to changes in the perimeter—such as the museum

Contemporary museum (Numbers for Marbles alone)  
Many more children; parents are afraid of square  
Need a family area  
new transit station

Thus new systems, maintaining the corners but recognizing changes, like Market

Spot elevation 9 feet high, but how high above Hargett

### Page three

Panoramic view.....never been, sequential, partial unfolding

### Page four

Point 5 historic—square, public space, enduring, vernacular... that is the most important thing  
Vernacular space, distinctive US square is green and canopied, common, American tradition, predominantly greensward.....

We are taking existing character defining features to accomplish new goals, reconfigured.  
Paths, grass, trees

### Point nine

Impact or Enhance  
Occlude versus enrich  
Can I speak to the compromised views that are there now? Not a flat plane with no objects on it.  
Sloping site, lots of stuff

100% open-ness not what a good site design is

**Chris Counts intention**

Elevated ground

transformation of the square for urban living; urban back yard

\*\*\*\*preserves and enhances the existing trees

protect the trees and add 40 new trees, plant for next generation

resonates with familiar, expectations of park

social space for city residents as well as office workers

generational change, about urban life

aspirational, how to construct a new urban realm

time specific approach

internet work

hybrid—still car based, museum brings kids on the weekends and afternoons

physical response to these social and historical—economical and appropriate way to add new things, does all this work, without changing the essential character of the place

place of difference and appearance

**Alternatives**

Space not changed

Fill square with stuff

**Tompkins square park, NYC**—city back yard....

**Sequential sections**—across site (color code—removals and additions, improve vs impact)

**Other schemes**—huge plazas, lots of buildings, new forms and patterns

**What is significance—re buildings facades can be restored, change in interior.**

No façade in landscape; cannot give up the use of the square, needs to change with continuity



