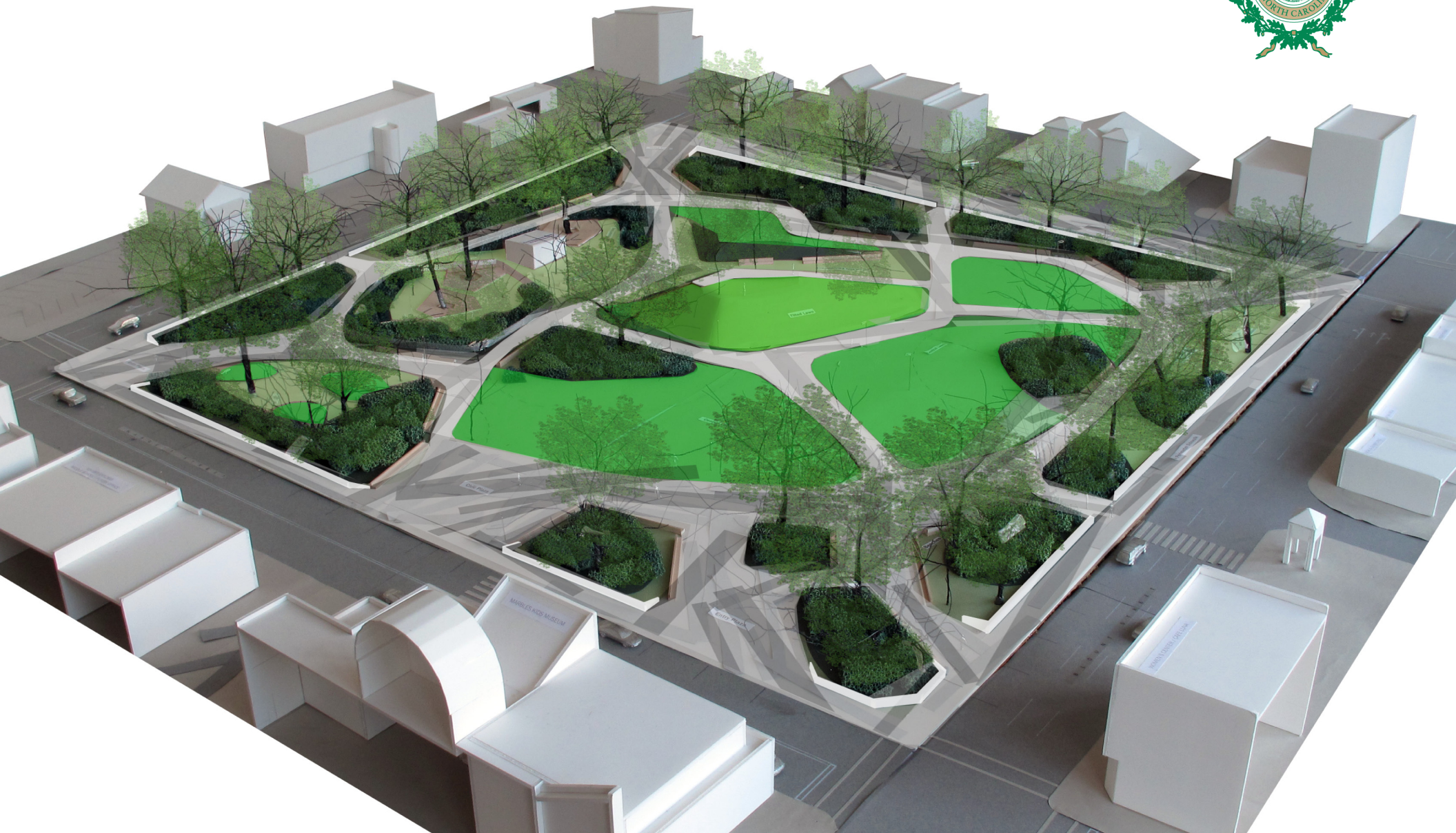


# Moore Square Master Plan

RALEIGH, NORTH CAROLINA 2011



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Renee Gledhill-Earley, North Carolina State Historic Preservation Office  
Joy Wayman, North Carolina Department of Administration  
Jan Pender, Parks and Recreation Greenway Advisory Board  
Jannette Coleridge-Taylor, Raleigh Historic Districts Commission  
Tania Tully, Raleigh Historic Districts Commission  
Brian Starkey, Arts Commission  
Lonnelle Williams, Central CAC, Raleigh CAC  
Lori Landman, Southeast CAC, Raleigh CAC  
Patrick Martin, Six Forks CAC, Raleigh CAC  
Clymer Cease, Downtown Raleigh Alliance  
Hallie Mittleman, Downtown Raleigh Alliance  
Pete Pagano, Moore Square Partnership  
Leo Suarez, Downtown Living Advocates  
David Shouse, City of Raleigh Parks and Recreation Department  
Trisha Hasch, City of Raleigh Department of City Planning Urban Design Center  
David Eatman, City of Raleigh Public Works Department

**RESOURCES:**

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Dan Becker, Raleigh Historic Districts Commission  
Mike Hakan, Moore Square Partnership  
Dick Bailey and Emily Ander, City of Raleigh Parks and Recreation Department  
Grant Meacci and Roberta Fox, City of Raleigh Department of City Planning Urban Design Center  
Dean Fox and Eric Lamb, City of Raleigh Public Works Department

**CITY OF RALEIGH PARKS AND RECREATION DEPARTMENT:**

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Dick Bailey, Design Development Administrator  
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Cassie Schumacher-Georgopoulos, Master Plan Project Manager  
Emily Ander, Planner I

**CITY OF RALEIGH DEPARTMENT OF CITY PLANNING AND URBAN DESIGN CENTER:**

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Grant Meacci, Managing Designer  
Roberta Fox, Assistant Manager  
Trisha Hasch, Design Competition Project Manager

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Christopher Counts, ASLA, FAAR, Principal in Charge  
Rebecca Fuchs, C. Thomas Hogge, Project Manager  
Elizabeth Boyles, Sarah Kohlhepp, Benjamin Messinger, Jenny Mikulski, Christopher Sherwin, Michael Smith, Weishun Xu

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Frank Harmon, FAIA, Will Lambeth, Erin Sterling

**CIVIL ENGINEER**

The John R. McAdams Company, Durham, North Carolina  
Jonathan Moore, P.E., Jon Aldridge, P.E.

**CHILDREN'S PLAY CONSULTANT**

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Halford House, Ph. D, Jeanne McClure

**ARBORIST**

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Jeffery Kish, Board Certified Master Arborist

**COST ESTIMATOR**

Capital Building Consultants, Winston Salem, North Carolina  
Eddie Brown, CPE

# Moore Square Master Plan

RALEIGH, NORTH CAROLINA 2011

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# The 2011 Moore Square Master Plan

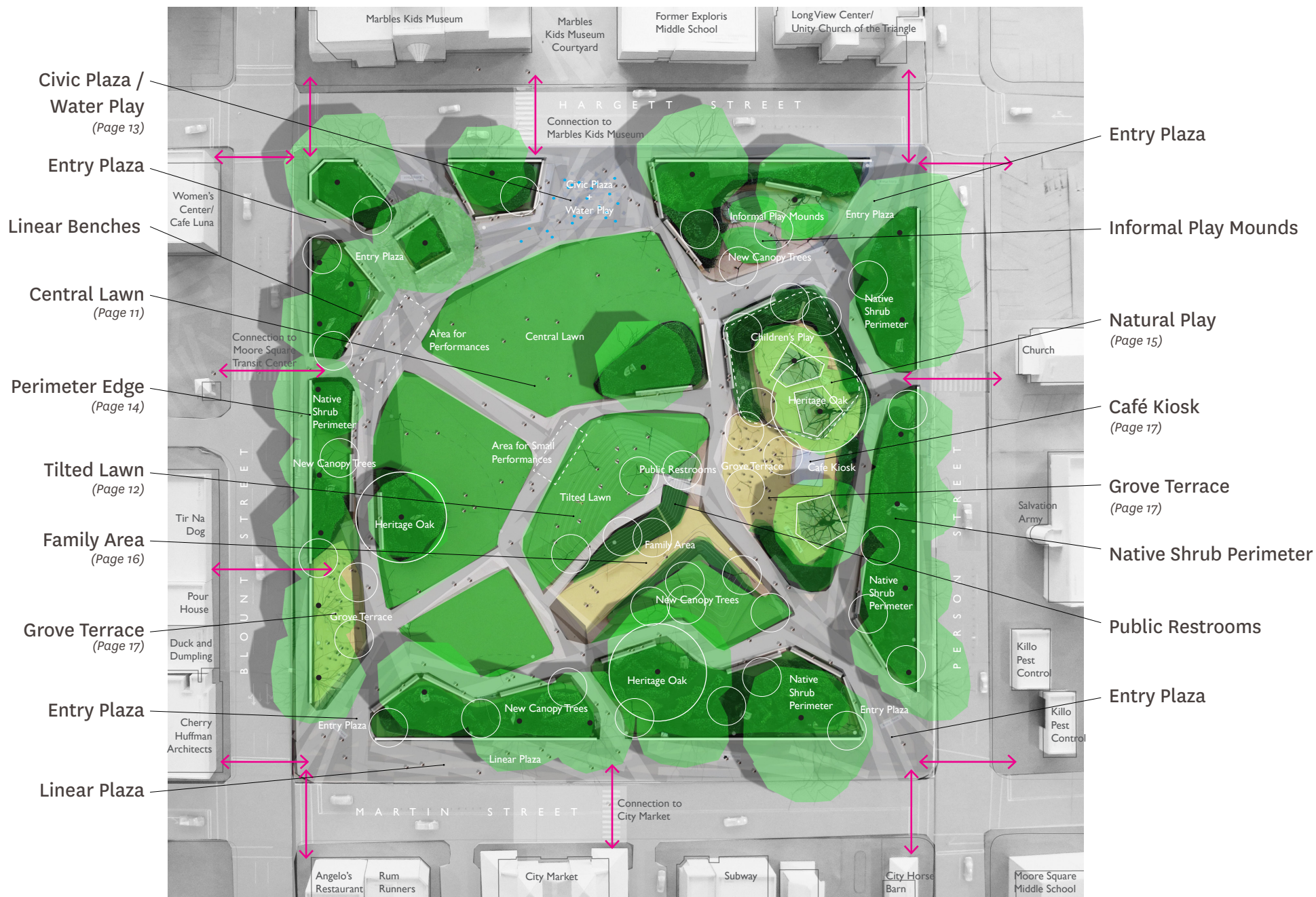
Moore Square is one of the two surviving squares of William Christmas' 1792 four-square town plan in the capital City of Raleigh, North Carolina. It is a four acre public space with a rich history and a magnificent stand of mature oak trees, giving it tremendous potential to shape the new identity of Raleigh in the 21st Century. Like many cities throughout the United States, the City of Oaks is enjoying a resurgence of life in its downtown core. As an increasing number of young adults, empty nesters, and new residents move back to downtown for its amenities and urban lifestyle, improvement of the quality of Raleigh's public space is critical to its continued economic and cultural growth. This investment in improvements to Moore Square will distinguish Raleigh as a city with premier public spaces and act as a catalyst for downtown growth and economic development. As the City of Raleigh continues to draw new urban dwellers attracted to a burgeoning downtown lifestyle, the city will require beautiful civic spaces to sustain this flourishing urban activity and landmark cultural growth.

The Moore Square Master Plan concept design honors the Square's historic heritage while establishing a forward looking vision for a 21st century urban space. The Master Plan seeks to elevate the status of the Square to its historical importance as one of the original four squares of the City of Raleigh, while giving physical expression to the progressive, contemporary and diverse aspirations of the citizens of Raleigh today.

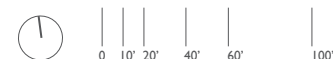
In the new Moore Square, visitors will experience a sense of welcome, safety and excitement. The central lawn and entry plazas function as civic theaters, the Square's edges as a dignified frame, and the central landform as an iconic social generator. The topographic design feature energizes and organizes the site into visually and functionally distinct spaces that accommodate a wider range of uses than the Square currently offers. The Square becomes multi-dimensional—offering prospect, a continuous expanse of open lawn, places for respite, refreshment, and children's play, and a connection to surrounding business and institutions. Walking through Moore Square, one could expect to experience a sequence of unfolding views and a range of diverse landscape types and social activities. The historic oak perimeter will be preserved and enhanced through protective construction techniques which safeguard the trees while allowing for greater occupation of the Square.

The design will retain the existing corner entry points and will remove the existing planters to create deep views into the Square, drawing visitors inside. Larger entry plazas on the north and south edge will allow for a variety of grand and impromptu performances, children's water play, weekend markets, street fairs and festivals. A natural play landscape embedded in the south-facing slope of the tilted lawn creates an area for children's play, while a gentler northern slope serves as an amphitheater and ideal place to sunbathe and people-watch. Collecting and re-using storm water on the site and enriching habitat through native plantings have the potential to make Moore Square a demonstration project of green infrastructure and sustainable design.





2011 Moore Square Master Plan







# Project Summary

Over the past five years public development has helped to transform Downtown Raleigh.

Projects have included:

- 2006 Fayetteville Street converted from a pedestrian mall back to a vehicular street
- 2008 The new Raleigh Convention Center opens
- 2009 The site of the old Civic Center opens as City Plaza
- 2010 Raleigh opens its newest event space: the Raleigh Amphitheater and Festival Site

These new public spaces in Downtown Raleigh were the catalyst for Raleigh's first public design competition, the *Moore Square Design Competition* and the *Moore Square Master Plan*.

In April 2009 the Raleigh City Council approved the Moore Square Design and Public Process with the objectives to:

- Create a unique public space and urban experience for the 21st century.
- Engage the public in the concept design process through an Open Call for Ideas that informs the competition design parameters.
- Provide an opportunity for young designers and the area's local firms to engage in the momentum that has taken place in Downtown Raleigh.
- Implement innovative design ideas.
- Create a communal gathering place, accessible to all.
- Enhance the connection between Downtown and adjacent neighborhoods.
- Create the conditions for a sustainable economic development strategy for the Moore Square area that supports the existing business community and provides a catalyst for the area's future as a destination.

## MOORE SQUARE COMMUNITY OPEN CALL FOR IDEAS

The Moore Square Community *Open Call for Ideas* kicked off the creative process of soliciting site and programming ideas for Moore Square. Its goal was to inform the design competition. Citywide public participation was encouraged among all who were vested in the Square: residents, CACs, environmental groups, Downtown Raleigh Alliance membership, the Moore Square area property and business owners, local schools, universities, and neighborhoods. The meetings took place June 17 and 27 and July 22, 2009.

Participants and interested citizens prior to and following the *Open Call for Ideas* shared ideas for the Square. The following summarizes the major themes of the comments:





Diagram of competition concept tested through the Master Plan Public Process

## MOORE SQUARE COMMUNITY OPEN CALL FOR IDEAS *continued*

### Values

Attendees value openness, activity, and versatility, as well as simplicity, diversity of people and safety. Making it accessible and interesting to everyone—adults, children, youth, people with disabilities, and elderly—is a value shared by all. Many suggested making it a place for children since the population of families in Raleigh continues to rise. In addition to activity, people want a place to sit and relax. Connections to other green spaces/parks in the city is important as well as ensuring the Square be the face of the community; outward, rather than inward focused. The homeless population generated many discussions. People want the Square to be a welcoming place for all and to feel safe when visiting and engaging in future activities.

### General Use of Space

People want to play, eat, and relax in the Square. Many attendees lauded the open space and want to maintain it. They want the Square to serve many functions and activities including interactive art, water features, meditation gardens, organic gardens, bird houses, day vendors, skateable objects, street performers, after hours activities, simple stages, large stages, labyrinth, an outdoor market, movies, chess tables, playgrounds, gardens and sport activity spaces.

### Light and Structures

Light is synonymous with safety and an active destination. Participants suggested better lighting that directs people to different areas of the Square, which make for a safer environment. Different areas of the Square might support a water fountain, stage, amphitheater, rock climbing wall, and outdoor café. Along with lighting, picnic tables, and both movable and unmovable benches, participants suggested trash bins and recycling bins. Some wanted to enclose the Square and others did not. But many suggested buffers between the Square and surrounding streets.

### Pathways, Trees and Green Space

The Square gives people an experience of nature, trees and green space in the midst of a busy downtown and hectic lives. Broader, more accessible paths are recommended, along with the use of pervious surface materials. Many felt that history would guide the layout of paths. Raleigh is known as the City of Oaks, and people had many suggestions for keeping the historic, large trees, thinning out frail trees, and trimming the canopy of all trees to restore sight lines throughout the Square. The Square is a habitat for birds and a site that would benefit from an enhanced plan for plantings and flowers that might surround the green, open space that many value.

### Events

Moore Square is a major public event space in the city and will be joined by City Plaza and Raleigh Amphitheater and Festival Site. The Square also is a communal gathering place. People continue to support events in the Square, both large and small. Some also suggest that larger events could move to other spaces, including the streets around the Square. There was continuing support for concerts, but smaller in scale and more numerous. Event suggestions include area school performances, readings, dramatic events, music, and puppet shows to complement a program of street performers, chess players, sporting events and movies.







## DESIGN COMPETITION OVERVIEW

The design competition was a one-stage conceptual design competition with an invited jury of five individuals chosen to select the winning concepts. Cash awards were presented to the first, second, and third-place winning concepts. Additionally, five honorable mentions were awarded.

The State of North Carolina owns the Square and the City of Raleigh maintains it. With the approval of the Raleigh City Council and the State of North Carolina, the first-place winning design concept team was provided the opportunity to participate in the master planning process.

## COMPETITION ADVISOR AND JURY

The Raleigh City Council appointed Mr. Rodney Swink, FASLA, to serve as the Design Competition Advisor, to be an impartial intermediary between the City, jury, and competitors. He ensured the jury understood the design competition objectives and criteria, and that jurors were versed in supporting materials. Mr. Swink advised on answers to questions posed by entrants, and was available to the jury to discuss submissions. He supported and guided jurors during deliberations.

A five-member jury and two alternates was chosen and approved by City Council to select first, second, and third place winners of the competition as well as the five honorable mentions. The jury members were diverse, knowledgeable, and respected by their peers. Each juror believed in the value of the project and was sensitive to project objectives. Several of them had jury experience as a juror or competitor and they resided and worked regionally. The five jury members and two alternate jurors included:

- Robin Abrams, ASLA, AIA: Head of the School of Architecture, NC State University, College of Design
- Kofi Boone, ASLA: Assistant Professor in the Department of Landscape Architecture, NC State University, College of Design
- Sally Edwards: President of Marbles Kids Museum

- Perry Howard, FASLA: Program Coordinator and Associate Professor of Landscape Architecture at North Carolina A&T State University in Greensboro
- Edna Rich-Ballentine: Raleigh native who has used her encyclopedic knowledge of the city to advance neighborhood development concerns, working over the years with citizens and the City Council to reach solutions
- Dr. Phillip MacNelly, Alternate Juror
- Kermit Bailey, Alternate Juror

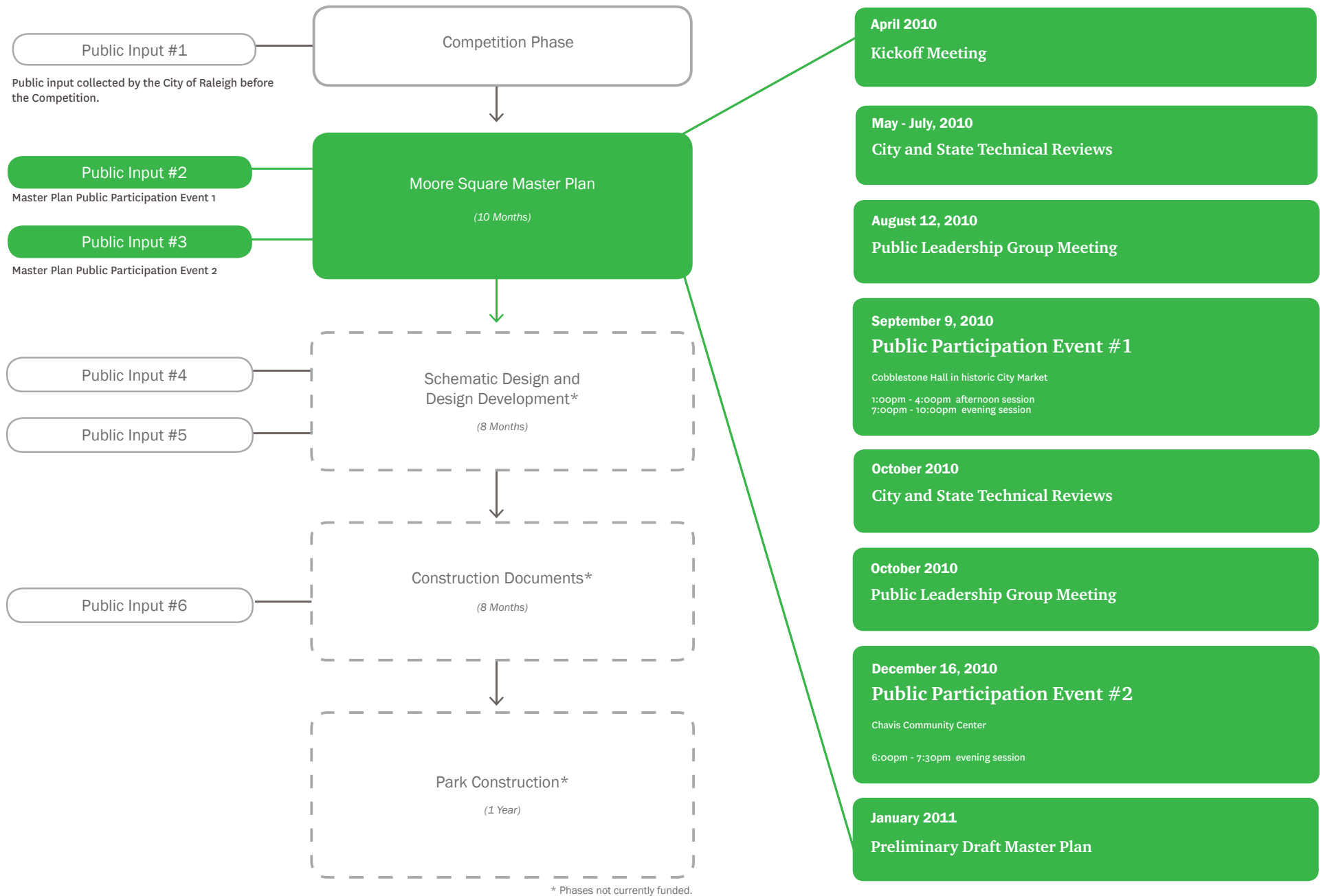
## DESIGN COMPETITION AWARDS

In October 2009, Mayor Charles Meeker announced the winners and honorable mentions of the Moore Square Design Competition. Christopher Counts Studio of Brooklyn, NY was announced as the First Place Winner for his concept titled “Elevated Ground”. Winners and honorable mentions include:

- First-Place Winner - Christopher Counts Studio, Brooklyn, NY
- Second-Place Winner - Larry Zucchini, ASLA, JDavis Architects, Raleigh, NC
- Third-Place Winner - Stephen Stimson Associates, Falmouth, MA
- Honorable Mention - Samuel Reynolds, President/Owner, Reynolds & Jewel
- Honorable Mention – Vincent Petrarca, PartnerTonic Design
- Honorable Mention – Eric Davis, Principal, Lappas & Havener
- Honorable Mention – Roger Lynn Spears, Senior Design Architect, Szostak Design, Inc.
- Honorable Mention - Davin Hong, Senior Design Architect, KlingStubbins

## MOORE SQUARE MASTER PLAN

Christopher Counts Studio (CCS) was approved by the City Council to proceed with establishing a team to develop a Master Plan for Moore Square by working in partnership with the Parks and Recreation Department and the Department of City Planning Urban Design Center. The process to develop the Master Plan was based on a modified Community Meeting process.



## **PUBLIC LEADERSHIP GROUP**

As part of the scope for the master plan design, CCS worked with a stakeholder group to provide insight for the program and design of Moore Square based on public input. The stakeholder group was called the Public Leadership Group (PLG) and was made up of citizens, business owners, representatives from city boards and commissions, and city staff. The PLG functioned similar to a Core Team in a Community Meeting Process and adhered to a charter (provided in Appendix B).

Representative groups approved by the City Council to participate as part of the Public Leadership Group include:

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

Two PLG meetings were held to review public comment with the group and test new design ideas. The PLG was also instrumental in helping to provide notice of upcoming meetings and to distribute project information.

## **TECHNICAL REVIEWS**

As part of the design process for Moore Square, Technical Reviews were conducted as a general review of the recent winning competition design and proposed changes based on public input relative to existing conditions and patterns of use. Several categories were covered by a series of small-group interviews with multiple city departments, State agencies, surrounding businesses, and residents. For more information see Appendix B: Technical Reviews.

## **PUBLIC PARTICIPATION EVENTS**

Two public meetings were held for the public to review and comment on the master plan concept and Preliminary Draft Master Plan. The first meeting on September 9, 2010, held in Cobblestone Hall, was a series of two workshops to offer the community two opportunities to participate. The workshops were structured with a presentation of the current status and conceptual design of Moore Square, discussion around the site model, small group sessions to brainstorm recommendations to the plan and reports back to the entire group.

The second public meeting was held on December 16, 2010 at Chavis Community Center. Christopher Counts presented the Preliminary Draft Master Plan of Moore Square and changes made since the public workshops in September. A question and answer session followed the presentation for members of the public to provide feedback on the Preliminary Draft Master Plan.

The master planning process also included the body of knowledge derived from the *Community Open Calls for Ideas, Moore Square Design Competition* and public comments on the winning designs. All public input throughout the Open Calls/Competition and Master Plan processes has been used to hone the winning competition concept into the Draft Master Plan present in this document.

See Appendix B to review PLG charter and meeting minutes for all PLG and Public Participation Events.





View of central lawn from entry plaza at Hargett and Blount Streets

## Central Lawn

*“This is Raleigh’s living room.” “A lawn for gathering, performance, picnics.”*

Comments from participants in the Moore Square Community Open Call for Ideas. June 17, 2009

The central lawn is a character defining feature of the historic Moore Square and its enhancement as a usable social space is a primary objective of the Master Plan. This will be accomplished through the consolidation of the existing fragmented lawn into a large, continuous expanse of usable and flexible open space. Reorganizing the circulation system from the existing cross-square diagonal paths into an arrangement that accommodates direct routes through the Square while maintaining greater lawn continuity will improve the functionality of the lawn as a gathering space and activity surface. The central lawn is an opportunity to create a grand ‘civic room’ framed by the existing oak trees and a gently sloping tilted lawn and bound at its perimeter by pathways and long linear benches, encouraging visitors to sit and watch the activity on the central lawn. This room will be a space for individuals to picnic, sunbathe, and informally recreate, as well as a gathering space for large events and music performances.





View of tilted lawn from linear bench facing East

## Tilted Lawn

*“The different topographic changes definitely draw attention to the park.”*

Comment from participant in Moore Square Master Plan Planning Workshop #1. September 09, 2010

The tilted lawn is the engine of the design proposal. It is a multi-functional design element that will attract users to the Square, create a variety of spatial experiences, and allow for the creation of an increased range of landscape types. In addition to functioning as the central organizing element of the design, it dually serves as the infrastructural hub of the Square. A strategy of embedding a utility vault, public restrooms, and a stormwater cistern in the tilted lawn landform suggests the opportunity for a centrally located, above ground hub for all park utilities, minimizing disturbance to the root zones by concentrating construction in a single location. The gently rising, grassy surface of the tilted lawn’s north slope would create a comfortable and inviting place to people-watch, relax and enjoy the Square from a slightly elevated point of view. The south slope frames a leafy natural play environment of rocks and native plantings. A lushly planted east slope will provide the entrance to the public restrooms and infant changing area embedded within the tilted lawn. In a triangulation with the natural play areas and the public restrooms, a strategically placed café kiosk offers parents a place to sit and watch their children play while providing important eyes-on-the-bathroom, helping to ensure the safety and maintenance of the public restrooms.





View of Civic Plaza from entrance at Hargett Street

## Civic Plaza

*“Reinvent the park as a signature urban space.”*

Comment from participant in Moore Square Master Plan Planning Workshop #1. September 09, 2010

The entry plazas serve to invite visitors into the Square, offering spaces that accommodate a high intensity of use located closest to the surrounding urban fabric. The plazas and their elements are a signature design unique to Moore Square. They are marked by a distinctive, beautiful stone pavement and establish a civic landscape emblematic of Raleigh’s new vitality. The unique stone pavement design will shape the identity of the Square, giving voice to the expression of the citizens of Raleigh for a great, contemporary public space. Deep views through the Square are associated with all the entry plazas, inviting users inside and presenting them with a range of circulation options. The entry plazas will be bordered by custom-designed, linear benches which frame the plaza and make them highly occupiable and enjoyable. Linear benches offer a range of seating options and are proven social generators. The entry plazas will facilitate people-watching, impromptu performances and social gathering and provide a flexible surface for events such as farmers’ markets, art fairs, and vendor stands. The design of the granite pavement in combination with the custom-designed benches responds to the public’s desire—voiced through the Moore Square Master Plan public process—for a signature urban space.





View of perimeter edge along Person Street

## A New Dignified Perimeter

*“Please make the walls and pavement out of stone not concrete pavers.”*

Comment from participant in Moore Square Master Plan Planning Workshop #1. September 09, 2010

The introduction of granite pavement and a seat wall around the perimeter creates a dignified frame, equal to other world class public spaces. Framing the Square serves both to distinguish entrances and protect trees through discouraging visitors from walking across sensitive root zones. The existing sidewalks around Moore Square would be replaced with beautiful, monolithic granite—a long-lasting, sustainable, and historically civic material that will elevate the identity of Moore Square to that of a dignified, great public square.





View of Children's Natural Play area in Tilted Lawn

## Family Area *"Make it family friendly to accommodate the young families moving downtown."*

Comment from participant in Moore Square Master Plan Planning Workshop #1. September 09, 2010

The Moore Square design, as the outcome of a broad community participation process, demonstrates a deep understanding of a family's recreation needs and the City of Oak's commitment to bringing nature to children. The proposed naturalized family recreation area contains the crucial trio of natural play areas, a café kiosk, and family bathrooms in close proximity to each other. Memories will be sown for today's children to share as grandparents with the next generation of Moore Square users and a lasting love of place and associated historic cultural value will evolve over time. Urban squares offer children the daily benefits of direct experiences with nature: the motivation to explore, discover, learn about their world and engage in health-promoting physical activity. Urban squares are places of democratic expression, where residents of all ages, backgrounds, and beliefs can mingle, interact, and enjoy a shared feeling of inclusion and belonging with the place they call home. They offer a vehicle for children's participation in community development, citizenship, and democratic processes. Long-lasting pride of place evolves from vivid childhood memories of meaningful experiences associated with nature and bold landscape forms.





View of children's natural play area from grove terrace near Person Street

## Natural Play

***“Moore Square ought to be a place for kids.”***

Comment from participant in Moore Square Master Plan Planning Workshop #1. September 09, 2010

In the children's play environments a richly articulated landscape becomes the central play element. There are three areas: one area is a contained space designed for small children in which the play elements are scaled to the size of a toddler and include rocks, sand, and grove terraces. In the larger child play area on the south side of the tilted lawn, rocky outcrops and robust native planting create opportunities for adventurous, exploratory play. In the third children's play area a series of miniature topographic mounds are intended for informal play and seating by both children and adults. The smaller scale areas located on both sides of the northeast Moore Square entry provide an intimate environment of nature's textures, shapes, colors and smells where young children can explore and make their own discoveries. Broad, comfortable decks, raised to protect tree roots, provide comfortable, dry play surfaces. Because the areas are enclosed by either natural boundaries or fencing, parents can relax and rest assured that their children cannot wander off.





View of grove terrace, café kiosk, and public bathrooms from South

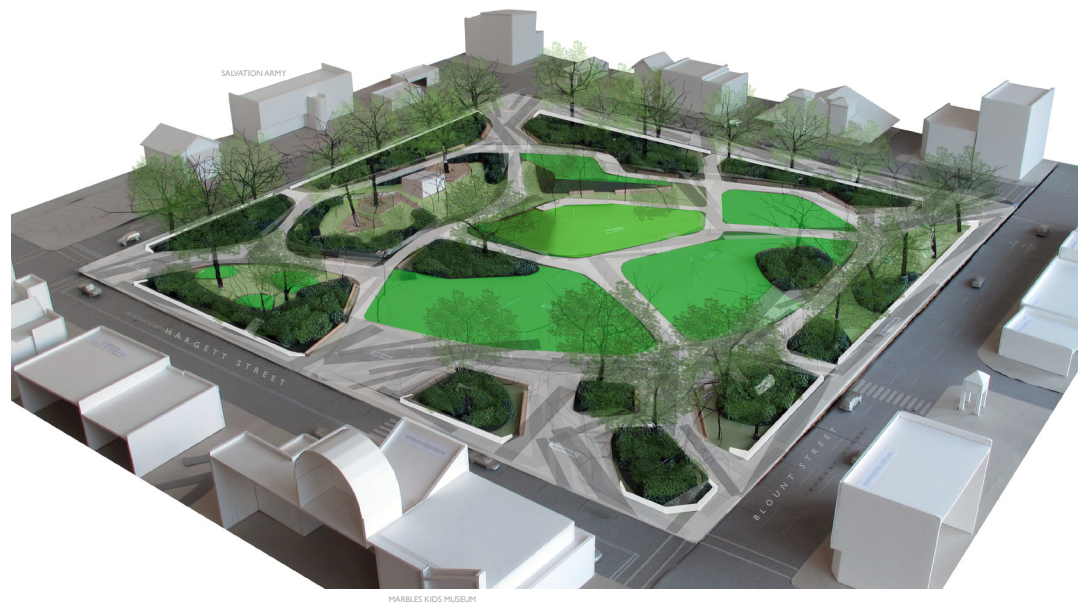
## Grove Terrace and Café Kiosk

*“A lunch or dining area would help draw people in the community to one space.”*

Comment from participant in Moore Square Master Plan Planning Workshop #1. September 09, 2010

Among the most beautiful and uplifting areas within Moore Square are the spaces beneath the perimeter oak trees. Currently these expansive areas are covered with beds of mulch accounting for 25% of the total area of the square. The Master Plan proposes a new way to enjoy these special areas with two large granular terraces located near the restaurants on Blount Street and near the proposed café kiosk. A café kiosk was recommended by the public and will be a great social and economic generator—attracting visitors to the area and benefiting local businesses. The proposed café kiosk could serve refreshments and pre-prepared food, allowing it to be extremely small in size. Granular terraces will offer a soft surface which accommodates both a high level of use and allows water and nutrients to reach the root zone of the trees. Movable chairs, also requested during the public process, will offer visitors the option to create their own seating arrangements, making the social environment of the terraces adaptable to the desires of its occupants and to the shifting sun and shade.





## 2010 Master Plan Budget Estimate

|   |             |                                 |                     |
|---|-------------|---------------------------------|---------------------|
| <b>Earthwork</b>  | \$759,288   |                                 |                     |
| Demo/Protect/Gen-Fine Grading/ERC/Stabilization, etc.                 |             |                                 |                     |
| <b>Utilities</b>  | \$1,255,888 |                                 |                     |
| Storm/Sewer/Water/IRG System/Power/Lighting/Spec. Systems, etc.       |             |                                 |                     |
| <b>Site Hardscape</b>   | \$5,476,825 | <b>Contractors Overhead/Fee</b> | \$880,406           |
| Stone Walls/Curbs/Paving/Struct. System/Site Features/Bio-Basin, etc. |             |                                 |                     |
| <b>Landscaping</b>  | \$602,867   | <b>Design Contingency</b>       | \$1,035,772         |
| Turf/Sod/Planting, etc.   |             |                                 |                     |
| <b>Site Furnishings/Fixtures</b>                                      | \$1,088,472 | <b>Construction Contingency</b> | \$1,035,772         |
| Boulders/Decks/Slide/Tables/Chairs/Benches/Fencing, etc.              |             |                                 |                     |
| <b>Site Structures</b>  | \$1,174,377 | <b>Owners Contingency</b>       | \$517,886           |
| Cistern/Vault/Toilets/Cafe, etc.                                      |             |                                 |                     |
| <b>Current Day Cost</b>   |             |                                 | <b>\$13,827,552</b> |
| <b>Projected Inflation Factor</b>                                     |             |                                 | <b>\$912,618</b>    |
| Through Third Quarter 2013  |             |                                 |                     |
| <b>Projected Total Through 2013</b>                                   |             |                                 | <b>\$14,750,170</b> |

