



# TABLE OF CONTENTS

# 1. PROJECT BACKGROUND

- Raleigh's Moore Square
- Project History
- Moving Forward

# 2. SUMMARY OF STAKEHOLDER INPUT

- Background
- Participation
- Positivity
- The Trends

# 3. PRIORITIES

- Flexibility
- History
- Safety
- Trees
- Play
- Dignified Frame
- Public Art
- Connection to Context
- Food and Restrooms
- Durability and Functionality

# 4. APPENDICES

- Summary Report
- Meeting Minutes

# PROJECT BACKGROUND

# RALEIGH'S MOORE SQUARE

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

In 1792, the same year Raleigh was founded as North Carolina's capital city, the General Assembly chose Senator William Christmas, a surveyor, to envision the lots and streets of the new capital. Christmas laid out 400 acres of city fabric through 1,000 acres of woodland, in a geometric grid which emulated the plan of Philadelphia. Moore Square, along with

Nash Square and Capitol Square, is one of three remaining squares originally planned by Christmas and, as such, it is a significant example of early American town planning.

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



\* In this document, the term Moore Square refers to the open space. Where the document refers to the surrounding district or the transit station, it will be specifically noted as such.

Moore Square Today



Team Site Walk

# **PROJECT HISTORY**

Much has changed over the past ten years in Downtown Raleigh: Fayetteville Street was converted back to a vehicular street, the new Raleigh Convention Center opened, the site of the old Civic Center opened as City Plaza, and the Red Hat Amphitheater opened. With each project, downtown Raleigh has incrementally become a more vibrant and desired city. In 2009, spurred on by these positive changes, City Council initiated the Moore Square Master Plan process. Two of the primary goals of the process were 1) to create a unique public space and urban experience for the 21st century, and 2) to engage the public in the concept design process through a series of public design dialogs. The resulting master plan, adopted by City Council in 2011, is rooted in Raleigh's current needs, culture and history, but also aspires to keep pace with a city on the rise. The plan reflects a comprehensive public process during which members of the community, business leaders, elected officials and many other stakeholders provided input and direction. Based on this input, a strong framework was established which provides a great foundation for launching the master plan into implementation.

The pace of growth in Raleigh continues to be rapid, and some significant changes have taken place since the adoption of the Moore Square Master Plan. The Parks, Recreation and Cultural Resources Department drafted a System Plan in 2014, citing implementation of the Moore

Square Master Plan as the highest priority action item identified by citizens for downtown. Additionally, the city, in collaboration with the Downtown Raleigh Alliance, created the Downtown Plan, dubbed "Experience It!" The Downtown Plan, while still in draft form, prioritizes the renovation of Moore Square and imagines new residential and commercial uses on currently underutilized and city-owned properties. The Downtown Plan also calls for strengthened physical and programmatic connections to Marbles Kids Museum and the Moore Square Transit Station, both of which are undergoing transformational renovation and expansion projects. Lastly, Raleigh's adopted Public Art Policy allows a percentage of a project's construction funds to be allocated for public art. As a result, the Moore Square project is including a public artist in the design team, ensuring that artistic elements can be considered as a part of vision for the park.

# **MOVING FORWARD**

The city stands now at an important milestone on the path toward a renovated Moore Square: the concept developed by the Master Plan, with feedback incorporated from the latest public engagement process, is about to become a reality. The design team will dig into the details and start laying out plans for the park's transformation. Detailed design development and construction documentation will occur over the next 8 months with construction of approximately 9 months to commence immediately following.

In order to enter the next phase armed with the best information, the city and the design team conducted a week of stakeholder engagement. The intent of this was threefold: (1) to elicit desired uses and experiences to be accommodated in the project, (2) to understand important changes since the master plan adoption, and (3) to generate enthusiasm about the impending implementation. This document summarizes the findings of the stakeholder engagement and outlines priorities for moving forward.

# SUMMARY OF STAKEHOLDER INPUT

# **BACKGROUND**

The City of Raleigh's Parks, Recreation and Cultural Resources Department and their design team, led by Sasaki Associates, hosted a week of conversation and engagement related to the development of Moore Square. The intent of the week was three-fold: (1) to align development of the square with available funding and resources, (2) to generate excitement for the next evolution of the square, and (3) to understand any changes in context or public sentiment since the 2011 master plan.

The findings from the week culminated in a summary report, which has informed the priorities identified by this document.

# **PARTICIPATION**

During the initial Stakeholder Engagement Week, public engagement focused on three different strategies:

- Focus Group Meetings: These meetings were 10 to 20 person conversations focused on a key theme. Themes included: user communities, events, and businesses.
- Stakeholder Meetings: Representatives from the design team had one-onone conversations with city leadership, including Mayor McFarlane and City Council members. One-on-one meetings were also held with neighboring businesses and associations including City Market, Marbles, the Transit Station, and the Raleigh/ Wake Partnership to End and Prevent Homelessness.
- Public engagement: Over 100 people attended two interactive, open-house style public meetings held in City Market. During the open houses, visitors were encouraged to participate in two interactive exercises, focused on places (various potential spaces and design elements) and programming (various potential activities, uses, and events). The open houses included a guided

tour of the Square with the design team. Two stations were also set up at a First Friday event during which dozens of people stopped by the booths to provide input on the project.

In addition to these meetings, the design team conducted a series of workshops with city staff addressing critical topics including: technical issues, historic and cultural resources, and programming. Each workshop was attended by 15-20 people.

Lastly, the design team met with groups providing oversight on the project including, the Moore Square Public Leadership Group (PLG), Design Resource Team (DRT), and the Public Art and Design Board (PADB).

The findings from the public engagement, workshops and other meetings have been documented in the Stakeholder Engagement Week Summary Report. The findings have been instrumental in confirming the 2011 Master Plan priorities, and providing clarity to the types of changes that have occurred in Raleigh that will inform the next phases of design.



Programming Activity at Open House

# THE TRENDS

Throughout Stakeholder Engagement Week, several trends emerged during interviews and meetings with constituents. In some cases consensus was clear, while in other cases constituents had conflicting priorities. But regardless of differing opinions, there was a willingness to seek compromise for the sake of progress; community members are truly excited that the plan has re-started and are focused on moving it forward. The following list captures the trends that came out during these conversations:

- People want access to food while they visit Moore Square. Most constituents were flexible regarding how and where food vending occurs. Suggestions included food trucks, food carts, picnicking from neighboring restaurants, and a fixed vendor in the Square.
- The general consensus was that restrooms in the park would be ideal – provided they are clean and safe. If restrooms are not viable in the square, many constituents alternatively requested that the city explore locating public restrooms directly adjacent to the Square.
- The majority of constituents wanted to limit the instances when large events would close down the entire park. Instead, general consensus supported more frequent small gatherings. Many suggested that when larger events occur, these could be located in the streets instead of the park so that the park would still be accessible.
- Constituents unanimously agreed that the design of the Square should relate to Raleigh's history and culture. The Square has been identified by the South Park Heritage Walk Project as a critical anchor point for the walking route.
- Feedback consistently stressed the importance of a sense of safety in the Square. Many constituents believed that

- the perceived safety issues have been overstated, but felt the matter must be addressed nonetheless.
- General consensus supported the design of gateway plazas to provide strong edge connections and programming opportunities.
- Citizens want the Square to be beautiful, but also stressed the importance of long-term durability of the materials. Many described the ideal design as "simple and timeless."
- Considerable feedback focused on the appropriate level of programming in Moore Square. Generally, people wanted to avoid adding "too much stuff" to the Square.
- Many citizens expressed a strong interest in the inclusion of art in the Square. In particular, people wanted to see the integration of art into site furnishings, children's play elements, planting and lighting.
- Constituents want the Square to be welcoming and comfortable to everyone.
- The overwhelming majority of constituents believed the oaks are a valuable part of the Square worth preserving.



Public Open House at Market Hall

# **PRIORITIES**

# INTRODUCTION

The Priorities Report establishes a set of priorities and recommendations to guide the design and implementation of Moore Square. The report builds on the framework established during the master planning process and incorporates feedback gathered during the Stakeholder Engagement Week and subsequent meetings. As such, the report reflects the current basis of design for future design phases.

# **Flexibility**

With redevelopment occurring throughout Downtown Raleigh, Moore Square will soon need to accommodate more neighbors, commuters and tourists. Since the specific needs of these users will vary over time, the design must be open and flexible to support diverse activities rather than fixed programs. In particular, the Square should support daily neighborhood-scale gatherings, such as lunchtime concerts and yoga classes. The Square will continue to serve as a potential venue for large events, though the size, location and frequency of these events should be planned to minimize negative impacts to the landscape and surrounding businesses.

# **History**

Moore Square is a historically significant landscape both locally and nationally. The future design will maintain elements that define this legacy, such as the perimeter trees, while introducing changes that respond to the contemporary and future needs of the city. The Square should acknowledge and celebrate the cultural history of the space, and shall establish a strong connection South Park Heritage Walk Project.

# Safety

In the past, Moore Square was a place where diverse populations came together to relax, but today many people perceive the Square as an unsafe environment. The future design will

introduce safety features such as lighting, and programmed activities and new development in the area will add eyes on the square to make everyone feel safe and welcome. Additionally, the Square's entrances, pathways, and furnishings will provide universal accessibility to meet the needs of all users.

## **Trees**

The large oak trees lining Moore Square frame the central lawn with a stately canopy that provides comfortable, shaded areas for visitors – and a grand sense of entry to the Square. This frame is a key part of the Square's historic identity and should be preserved for future generations. Tree preservation should focus on maintaining healthy and high-value trees at the perimeter of the site, as detailed in the 2013 Moore Square Comprehensive Tree Strategy. Additionally, new trees will be added to provide successors to the existing oaks.

# Play

As more families move to Downtown Raleigh, residents will demand walkable parks with family recreation opportunities. Moore Square will provide unique play features and landscapes that promote the exploration of nature. The design will also incorporate water – ideally in the form of an interactive water feature.

# **Dignified Frame**

Moore Square is highly visible from adjacent shops, restaurants and streets. As such, the Square's outward appearance impacts the experience of the district, in addition to the perception of the park. The Square's perimeter needs to be a civic-scale, attractive and long-lasting space that accommodates not only circulation, but also temporary programming such as vending and gatherings.

### **Public Art**

Public art adds a human dimension to the built environment, energizes public spaces, and provides an opportunity to connect to history and culture. Artful design can be integrated into a number of potential park elements, such as seating, stonework, play features, lighting, and beyond. Public art emphasis will be on site-integrated artwork and enhancements; any sculptural stand-alone artwork will be limited, high-quality and rooted in place and identity.

# Connection to Context

The Square is located within an increasingly vibrant part of downtown. By connecting to its physical and cultural context, the Square can both benefit from and contribute to the vitality of the neighborhood. The Square will connect to the surrounding built environment through material selections and maintenance of critical visual connections. The Square will also respond to neighboring programs, such as the Marbles Museum and the City Market block to the south, through physical connections.

# **Food and Restrooms**

Basic amenities, like bathrooms and food, enable people to stay longer in parks. This is especially true of groups that include children. Moore Square's visitors should have convenient access to public restrooms, food vendors, and park information either within the park or in the immediate surroundings.

# **Durability and Functionality**

Improving Moore Square will be a major investment in the future of Raleigh's public realm and the character of Downtown. Ensuring the longevity of this investment is critical. The Square will be constructed with lasting materials that can be maintained simply and efficiently. The design will accommodate the weight and travel routes of service equipment and emergency vehicles. Lastly, the Square will include infrastructure that anticipates future uses and avoids conflicts with surface materials and plantings.



Entrance to Moore Square









- 1. EXECUTIVE SUMMARY
- 2. THEMES FROM FOCUS GROUPS & STAKEHOLDER MEETINGS
- Trees
- Urban Context
- Programming
- Design and Construction
- Safety and Access
- Flexibility
- Buildings (on site)
- Permitting
- Culture and History
- Public Art
- Governance
- 3. PUBLIC FEEDBACK
- Program
- Places

# **EXECUTIVE SUMMARY**

# **POWER WEEK**

The City of Raleigh's Parks, Recreation and Cultural Resources Department and their design team, led by Sasaki Associates, hosted a week of conversation and engagement — dubbed "Power Week" — related to the development of \*Moore Square. The intent of the week was three-fold: to understand any changes in context or public sentiment since the 2011 master plan, to generate excitement for the next evolution of the square, and to align development of the square with available funding and resources.

The following document summarizes the key findings of Power Week, using the framework of the different engagement strategies.

- Focus Group Meetings: 10 to 20 person thematic conversations
- Stakeholder Meetings: one-on-one sessions with city leadership
- Public Open Houses: two interactive, openhouse style public meetings

The public feedback, based on two interactive exercises, focuses on places (various potential spaces and design elements) and programming (various potential activities, uses, and events).



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## **AREAS OF CONSENSUS**

Something needs to happen now. The current condition of the square's materials and furnishings, combined with perceived issues with safety, were unanimously seen as a deterrent to potential users and a negative impact on surrounding properties. Since the master plan was completed these concerns have only compounded. Throughout the week, constituents' highest priority was to see the design for the Square implemented soon.

Moore Square belongs to everyone. Downtown Raleigh is changing rapidly. With more people choosing to live downtown, the need for open space and family-friendly amenities has grown. The site design must balance the historic character of the square, and its existing users, with growth and change happening at its edges and beyond. The design and programming of the square should diversify engagement opportunities – from the introduction of more family-friendly spaces to the accommodation of more activities of everyday living. Integrated art, water features, and natural play were nearly universally seen as favorable additions.

The potential needs for Moore Square sometimes feel larger than the square's four acres. Consistently across many diverse constituents — from events planners to parks staff to the general public — flexibility in the design of the space was paramount. Respondents favored temporary program, and questioned fixed elements that could potential limit flexibility or contribute to "too much stuff" in the square.

Moore Square is a dignified part of the city's fabric. Whether responding to imagery, describing the square's heritage trees, or discussing its relationship to the history and development of the city, respondents opted for durable, lasting, and dignified materials deployed in simple and timeless configurations. The heritage trees were consistently identified as a critical part of the square's history and character.

The success of Moore Square requires us to take a long-term view. The programming, maintenance, and operation of the square needs to be robustly considered and integrated throughout the design process and beyond — for the life of the square. Respondents favored smaller, more frequent activities, moving away from the larger events that have defined the square in recent decades and have had significant impacts on adjacent users and the square's health.

# AREAS FOR IMPROVEMENT

There are opportunities for increased connectivity to the square's edges. While fixed vending in the Square was generally seen as a positive addition, many constituents also noted that nearby shops and restaurants will provide food and amenities for park users. Constituents felt this synergy should be promoted in the future design. Some constituents also felt the square could better connect to the surrounding architecture and streetscapes through material choices and maintenance of critical visual connections.

There are opportunities to strengthen connections to the square's identity and heritage. Moore Square — along with the street layout, Nash Square, and the State House — is a lasting mark of the 1792 Christmas plan. The master plan seeks to honor this legacy while responding to the next century of users. Constituents also felt the square's legacy as a central landscape within Raleigh's African American history should be foregrounded in the design.

There are opportunities for increased collaboration. Raleigh is excited for the new square and many constituents, including adjacent businesses and schools, expressed interest in participating in the management, programming, and maintenance of the square in the future.



Open House at Market Hall

# **AREAS OF CONFLICT**

**Permitting.** Given the historical significance of the site, the design will need to be permitted by the State Historic Preservation Office (SHPO) and the Raleigh Historic Development Commission (RHDC). Beginning the permitting reviews sooner will allow the design team to maximize efficiency and solidify base elements before proceeding into documentation.

**Buildings.** Many constituents agreed that amenities such as restrooms and food concessions would improve visitor experiences in the square. However, constituents said that the long-term value of such features would ultimately be determined by their design, location, maintenance and programming. There were multiple mentions of adjacent property at the perimeter providing a restroom, concession, and welcome facility to serve this perceived need.

# THEMES FROM FOCUS GROUPS & STAKEHOLDER MEETINGS

Over the course of Power Week, the design team conducted a series of thematic focus groups and workshops. The meetings included focus groups related to events, businesses, and the user communities, as well as workshops on historical resources, technical issues, and programming. The following 11 themes emerged from those conversations.

# **TREES**

The frame of mature shade trees surrounding Moore Square is perhaps the site's greatest character-defining element. Comments from the meetings stressed the importance of preserving the trees for historical, cultural, environmental, and aesthetic reasons. Throughout the meetings, the challenge of preserving the trees through construction was a recurring concern.

# **URBAN CONTEXT**

The retail, dining, and institutional neighbors located adjacent to the square present great opportunities for synergy with the square's uses. In particular, many constituent would like to see visitors buying food from local vendors, either from temporary stands in the square or adjacent restaurants. Many constituents also felt the design of the square should respond to the surrounding built environment through material selections.

# **PROGRAMMING**

Business owners, city staff, and program experts agreed that the current scale, frequency, and character of events in the square damage the space and large events have a negative impact on nearby businesses. The programming workshop concluded the square should host many small gatherings, such as free acoustic musical performances. Large events could be held in the streets to allow the park to remain open.

### **DESIGN AND CONSTRUCTION**

Moore Square has a legacy as a central public amenity for the City of Raleigh. As such, the space deserves durable and beautiful design and construction. The focus group stressed the importance of thinking long term about maintenance and operations of the square. In particular, the square's lawns and hardscapes must be designed to support and survive constant use. The design must also provide access for emergency, maintenance, and event-related vehicles. Access to utilities should be carefully considered during the design process.

# SAFETY AND ACCESS

For various reasons — some more founded than others — many people perceive Moore Square as an unsafe space. There was consensus across multiple focus groups that investment in the square, along with better lighting, will alleviate the current perception of danger. However, safety measures should not limit access to the square for anyone, including people experiencing homelessness.



Team Site Walk



Stakeholder Meeting at Market Hall

# **FLEXIBILITY**

Downtown Raleigh is transforming, and the area surrounding Moore Square is poised for new development in the near future. With change on the horizon, constituents consistently warned against building single-use fixed elements — such as a stage — that would limit future uses of the square. Additionally, the programming workshop envisioned a constantly evolving series of daily activities on the site, which should not be inhibited by prescriptive design elements.

# BUILDINGS

Under current state regulations, it was discussed that new buildings on the site are potentially not allowed. Several of the constituents voiced concern that pursuing a kiosk or bathrooms on the site may derail the permitting process. If buildings derail the progress of the project, adjacent off-site alternatives should be vetted. Many people suggested that an alternative strategy would be to use the city-owned property to the southeast of the square. It was noted by some stakeholders, however, that cafe and restroom structures would contribute toward activating the space and allow families to spend more time in the square.

# **PERMITTING**

As with most urban sites, Moore Square falls within the jurisdiction of multiple regulatory agencies. As such, the focus groups anticipated a complex permitting process. First, given the historical significance of the site, the project will require city and state historic review processes. Constituents suggested submitting a concept plan to Raleigh Historic Development

Commission (RHDC) for preliminary approval. Because the site is state-owned, the State Construction Office will provide the final permits. Also of note, any changes to the roadways will need to be approved by state and city transportation departments.

# **CULTURE AND HISTORY**

Throughout Moore Square's long history, the perimeter trees and views across the space have been character-defining elements that support passive recreation and gathering. Constituents noted that the passive, tree filled space was historically known as "the grove." The site is also inextricably linked to the history of Raleigh's African American population. The focus groups agreed the future design of the square must acknowledge this legacy and ensure the space is welcoming to all people. Constituents noted that connections within the Square to the South Park Heritage Walk are critical to celebrating the historical and cultural significance of the site.

# **PUBLIC ART**

Public art in the square was widely supported, and there was consensus that whatever form it takes the art must be rooted in the place. No "plop art" in the square! There was also interest in pursuing an integrated approach that would blend art and site design through creative site furnishings, lighting, and planting.

### GOVERNANCE

After the square is renovated, the increased use and potential shift in programming will demand additional management and organization. Given the multiple demands on the Parks, Recreation and Cultural Resources Department's staff, many constituents thought a partnership approach would be the best model. Suggestions included partnering with an entity to manage the events in the square, as well as teaming with a consortium of businesses to fund park maintenance.

# PUBLIC FEEDBACK — PROGRAM

During the two public open houses, participants were asked to share their aspirations and concerns about potential programming of the square. The feedback was organized around nine topics, each of which was illustrated by a poster of precedent images. The topics included the following:

- Health
- Art
- Food
- Gather
- Performance
- Play
- Shop
- Learn
- Relax

As participants visited each poster they were encouraged to use Post-it Notes to add their own ideas to the posters. The following is a summary of the themes that emerged from the nine boards (parenthesis indicates number of comments related to the theme).

# **HEALTH** (21 Comments)

- Make the square a place to meet for running or walking groups. (7/21)
- The square should be a place for group exercise classes. (6/21)
- Hold special events such as races and historic walks on the site. (4/21)

# ART (40 Comments)

- Art should be built into all elements of the square, in particular the bike racks and planting. (9/40)
- People should be able to interact with and participate in the art. (8/40)
- Light-based artwork should be included in the design. (7/40)
- Include fun, bold, and playful rather than traditional public artwork and memorials. (6/40)
- Engage local artist, and support art that tells the story of Raleigh's past. (5/40)

# **FOOD** (36 Comments)

- Do not create a fixed kiosk because it will be redundant and detrimental to the surrounding restaurants. (10/36)
- Create a designated area for food trucks. (6/36)
- Create a small-scale beer garden in the square, the large beer festival. (5/36)
- Create a fixed kiosk in the square. (5/36)

# **GATHER** (23 Comments)

- Gatherings should be small scale. (7/23)
- Schedule cultural events such as art shows, fashion shows, movies, or small concerts rather than rallies. (5/23)
- Ensure the square is free and open to all users — no fenced events. (3/23)

# **PERFORMANCE** (26 Comments)

- Provide concerts in the square. (8/26)
- Performances should showcase local talent, especially students from Longleaf School of the Arts. (7/26)
- There should be movie nights in the square. (5/26)
- Performances in the square should be free to the public. (3/26)



Public Open House at Market Hall



Public Open House at Market Hall

# PLAY (39 Comments)

- Include a water feature in the square, especially a splash pad. (13/39)
- Create a flexible open lawn for impromptu play. (9/39)
- Create nature play opportunities. (9/39)
- Do not allow dogs in the square to be off leash. (6/39)
- Include chess tables. (4/39)

# **SHOP** (24 Comments)

- Provide temporary shopping at the edge of the square on the sidewalks and streets, and engage surrounding businesses. (10/24)
- Allow for food trucks and other temporary vending on the site. (5/24)
- Provide farmers/food markets. (5/24)

# **LEARN** (27 Comments)

- Connect this programming to education partners in the city, such as schools, universities and museums — especially Marbles. (7/27)
- Provide classes related to nature. (6/27)
- Offer classes dealing with gardening. (3/27)
- Educate the public about social issues such as homelessness. (3/27)

# **RELAX** (24 Comments)

- Provide open lawns for relaxation. (12/24)
- Make the square a destination for people to take their lunch. (8/24)
- Provide more and better bench seating in the square. (6/24)
- Design the square to support sunbathing. (5/24)

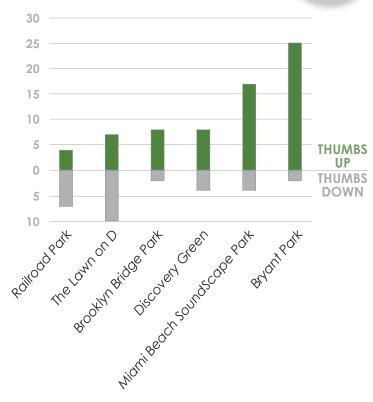
# PUBLIC FEEDBACK — PLACES



# **EVENT SPACES**

The master plan for Moore Square includes a flexible, central lawn that can be used for a variety of events and performances. When asked to vote on a series of similar spaces, respondents preferred Bryant Park over the five other precedents (see chart).

Looking at the ranking of the six options, a few preferences emerged. First, people preferred smaller spaces — Bryant Park's capacity is about 5,000 people. Second, parks with mature trees at the perimeter were ranked higher than parks with young or no trees.

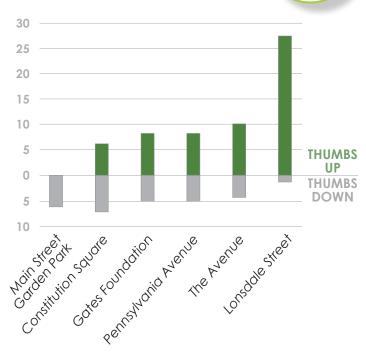




# STREET EDGES

A core element in the Moore Square master plan is the dignified frame: a sidewalk perimeter around the square built with high-quality, durable, and civic-scale materials. From a series of streetscape and promenade precedents, respondents overwhelmingly preferred Lonsdale Street.

User preferences among the six options, illustrate a few trends. First, there was a clear inclination toward bold, high-quality paving materials. Second, the precedents with clean, simple geometries rather than rugged or wild forms were ranked higher. Lastly, streetscapes with trees and ground plane planting were preferred over predominantly hardscape options.



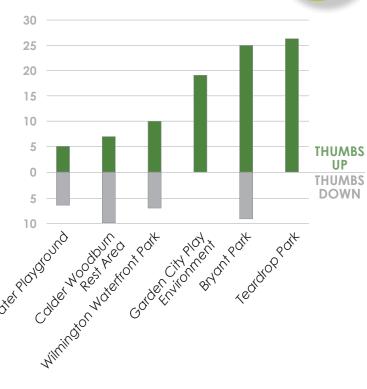
# PUBLIC FEEDBACK — PLACES

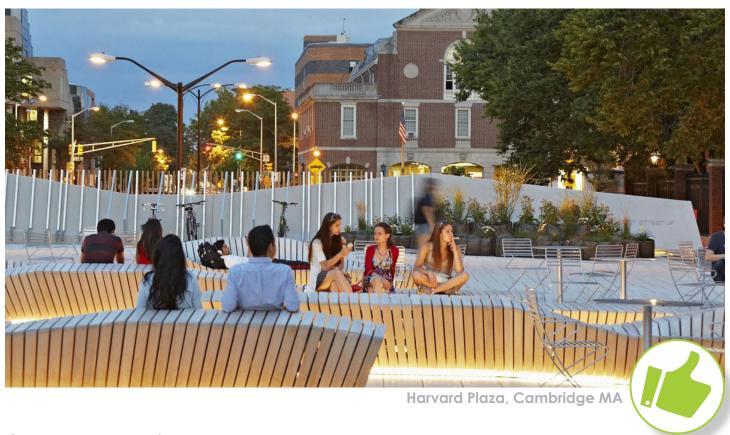


# **FAMILY SPACES**

The master plan for Moore Square includes a cluster of activity to prolong and support family participation in the park: concessions, restrooms, and children's play. Respondents clearly preferred the play component at Teardrop Park, as well as the Shake Shack at Bryant Park.

Looking at the ranking of the six options, the clearest preference is related to play. Respondents ranked the play features from most natural to least, with the most naturalistic — Teardrop — ranking first. The precedents with more architectural and brightly colored play components were less favorable. Play areas that included nature play were more desirable, as were water features.

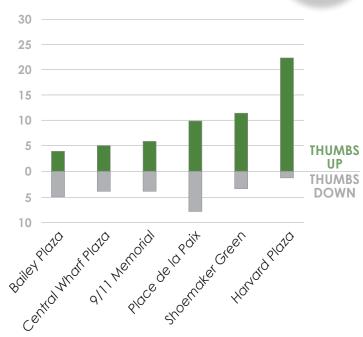




# **GATEWAY PLAZAS**

At each corner and mid block entry into the square, the master plan includes a gateway plaza featuring signature benches and bold paving. Respondents selected Harvard Plaza as their favorite plaza space. This precedent also features bold seating and paving, confirming the intent of the design.

When choosing among the six precedents, respondents gravitated toward the spaces that included long custom benches for seating and bold paving patterns. They also preferred larger open plaza areas with minimal planting — or planting focused at the edges. Visual openness and the lighting in the Harvard Plaza suggest a sense of safety was a concern among respondents.









date 13 May 2015

project name Moore Square Site Walk project # 46729.00

meeting date 4/28/2015 time 10:00 AM

location Moore Square

recorded by Zach Chrisco

distribution

purpose Site Walk

#### **ATTENDEES**

- 1. See attached list
- 2. Sasaki Team

#### **SUMMARY**

- Oak trees create an urban oasis. Some are 100+ years old. The older trees allow for
  excellent visibility across the Square. Two trees were removed as a result of the tree
  study. The existing trees should be assessed at the beginning of schematic design for
  any health changes.
- Currently, trucks and generators are not allowed in Moore Square and staking for tents
  is prohibited. The new design should allow for dedicated event space that will not
  disturb the trees. A layout plan should be provided for events that specify stage
  locations, truck turning movements, etc.
- New event accommodations should include quick couplers, power, etc. These items can be hidden within the landscape.
- There's an old irrigation system in the Square but exact piping locations are unknown.
   The City also has lighting and electrical conduits that need to be located.
- Changes at the adjacent parcels include transit center upgrades and potential new
  developments at the east side of the Square. Skyhouse is nearly open. Mid-block
  crossings will remain. The north side of the Square is fairly stable. The goal will be for
  ground floor retail at the new development sites. Parking will be removed at the south
  side. Goal is all edges become more pedestrian oriented.
- There are plans for Blount and Persons to become more bike and pedestrian friendly. Phase 2 of these projects may impact curb locations.
- There are generally 2-3 squad shifts at the transit center. The Square currently has
  good visibility and this should remain for security purposes. Lighting also will be critical
  to enhance safety. An elevation change would impact visibility. Moore Square area
  currently has the highest per capita police coverage.

- When there are events, police coverage is well coordinated but impromptu events cause issues. Warmer weather also brings more security concerns.
- City will need to determine the type of surveillance that will be required at the Square.
- City Plaza is currently well situated for larger scale events. Perhaps these no longer occur at Moore Square? If they are to occur at Moore the infrastructure to make them happen will be needed.
- The Square should not be overbooked. Allow City residents the opportunity to come use the Square.
- Square should have bike racks.
- If there is an event with alcohol, find a more natural way to corral people fencing is ugly and not welcoming.
- Team should explore the capacities of the design spaces. Could school groups or Marble use some spaces while others are in use, for instance?
- Art: Acorn will find a new home. Artist will enhance the landscape. The whole park should be viewed as a work of art.
- Transit hours are currently 4:30 am to midnight. Station will be redesigned which may impact the use of the Square. Events impact the bus schedule and the City sets up detours.
- Homelessness: Park is closed at night. A Food Distribution Task Force has been set up and Oak City Outreach currently serves 350-400 people per day. A multi-service center has also been established.
- Maintenance: Overuse is a major issue. The turf is challenging to maintain as it gets
  compacted at events and cannot be aerated properly. New design should be more
  similar to an athletic field with irrigation and subsurface drainage. Maintenance group
  has worked with Urban Forestry to protect the trees. Mulch within the critical root zones
  has been installed.
- The trees to be saved should be thought through. Save the best and be serious about preserving them.
- Roses are uncomfortable for people to sleep on/store things within.
- Moore Square was the default space for events for many years. This is no longer the
  case. What should the intentional use of this space be? Skyhouse will cause changes
  with uses of the Square. People do not currently think to use Moore and Nash.
- The grade change needs to be justified within the historical context. The pathway geometry also needs to be considered.

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date 13 May 2015 R1

project name Moore Square project # 46279.00

meeting date 4/28/2015 time 1:00 PM

location Market Hall

recorded by Zach Chrisco

distribution

purpose Design Review Team Kick-Off

#### **ATTENDEES**

- 1. See attached list
- 2. Sasaki Team

#### **SUMMARY**

#### **CONSENSUS**

- Moore Square and Nash Square are our waterfronts.
  - o Represent a city that is growing and changing, but also represents the past.
- Excited for innovative tree strategy want Raleigh and Moore Square to be a national leader in tree preservation. Educating the public will be an important part of preserving the trees.
- Bill King excited about programming opportunities
  - Stephen Bentley too add character through programming.
- Improve the daily lives of downtown activity activities to draw people in.
- Excited to see 'whole community' using the park: diversity.
- Focus on innovation, but value the past how do we make that balance?
- Similar to Boston Common open play, free space.
- Opportunities to improve maintenance clarify, define it.
- High quality detailing and design the jewel of the city.
- Help Raleigh compete with peer cities.
- Revive its character as a destination not a pass through location.
- Have an artist on board from the beginning.

# **CLARIFICATION**

- How will the tilted lawn work??
- Don't get hung up on things with the state don't get distracted by it; they won't make
  or break it.
- Site is only 4 acres how much to pack into it? It is part of a SERIES of downtown public spaces story needs to always remember that.
  - Consider the carrying capacity and appropriate uses for a small 4 acre park.

- How can we reconcile the edges and sidewalks with the park can we deviate from the policies?
- Define what the park is and isn't.
- Spaces need to be flexible need to be able to change over time.
- Geometry of current plan is very angular concerned about how this would be experienced by people.
- Need to look at pinch points and turning radii need to accommodate some vehicles
   etc.
  - Better for people to not drive over sod to access set up places.
- Impressive things happening with subsurface sod need to hedge high traffic areas.
- Flexibility
  - Power and water will be consistently needed, but don't necessarily need a permanent stage.
- Not every event is right for Moore Square.
- Think about lighting and operational aspects.
  - What is the city's position on dusk til dawn, knowing that surrounding businesses are open late into the night?
- Don't over clutter and over pack the park (like Romare Bearden in Charlotte or Fayetteville Street sidewalks)
- Bring along the expectation of maintenance and support for the long term life of the park
   think about operations.
- Ownership someone needs to take ownership of the park a core group.
- Think about what elements endure over time (trees) and what are "trendy" (water features etc.)

#### **CONCERNS**

- Park must service both old and new Raleigh this is a huge challenge. Can't just make a park for the west side. Can't be a gentrification project.
- Everyone needs to feel comfortable and not excluded.
- Equity in design thoughtful about materials, need to wisely use resources.
- Can't let the newness factor wear off City Plaza in disrepair after 7 years.
- The park does not respond enough to surrounding urban form and program.
- Park needs a \$2 million dedicated endowment.
- Need courage and humility courage to say what the park is who steps up to fund the park if it's wearing many hats.
- Concerns that it is trending to becoming a big events space.
- Concerns about budget and concerns that corners will be cut.
  - Make sure that plan is ultimately tree-friendly.
- Flip side of downtown growth is that more green spaces are needed need to proactively add more. Downtown plan is starting to address this.
- Dog areas are needed what do pet owners do with their dogs? Need to find a solution.
- The design shouldn't be cluttered. It will limit long term flexibility.

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# SASAKI

project name Moore Square Master Plan

project # 46279.00

meeting date 4/18/15

time [:80 PM

purpose DESILV REVIEW TEAM

name (please print)	affiliation (please print)
1. George Adler.	Housing & Neighborhoods
2 Crystal Littlefield	PRCR PROCE / Faulitust Open
3. William R. Saykgod	PRCIZ / Facilitus + Ops.
4. JUSTIN MATTAEWS	COR. POLICE
5. Rich Marx	//
6. WEYLE SCHILLER	PRCR
7. ZACH MANOR	PRCR
8 Sally Thispen	PRCP
9. DERRICK REMER	COR-SPECIAL EVENTS
10. Tania Tully	Planning / COR/ Historic
11. Ivan Dickey	PRCR'
12. T.J. MCCOURT	PRER
13. S COTT PAYME	PRCR
14. VED thister	3565
15. G. Maughon	PRCE
16. Elizaboth Alley	UDC
17. BRADGOLDBERG	ARTIST
18. Kim Curry Evans	COR-Office of Raleigh Au
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date 13 May 2015

project name Moore Square project # 46279.00

meeting date 4/28/2015 time 4:30 PM

location Maket Hall

recorded by Zach Chrisco

distribution

purpose Stakeholder Interview

#### **ATTENDEES**

#### SUMMARY

#### **Sally Edwards**

- Moore Square is an extension of Marbles which is a play-based children's museum.
- Marbles is beginning a master plan to understand capacity and address exterior envelope. The goal will be to double foot traffic and enhance vibrancy.
- Wake County owns the building and therefore creates an interesting dynamic with the City. The City is a major user.
- Team should bring a bold vision to the Square. This is a unique opportunity for the City.
- Constituents who actually use the park wouldn't have selected the plan that won the
  design competition. The focus should be on building a beautiful park that enhances all
  uses at its edges.
- There is a vision to feel invited the mound does not accomplish this. Can't see City Market, for instance.
- The trees are critical to making the park great. They need to be limbed up so it doesn't feel claustrophobic.
- Park should have clean site lines and feel safe. It doesn't feel this way today, therefore Marbles does very little to engage the Square.
- Safety concerns related to the transit station.
- The exterior promenade is the best part of the design. The bathrooms are one benefit of the mound.
- There need to be places to sit and eat lunch. Tables to bring food from outside vendors and support local businesses. At Pullen there are no adjacent vendors so it is okay.
- Seasonal, flowering plantings would make for a beautiful space.
- If an outreach program is in place, a safe, clean park will not push people away. All types of families could use the park.
- Programming needs to be thought through carefully. People have negative reactions to City Plaza.

- Marbles has a great opportunity to engage the Square. "Marbles in the Square". Nature play is a great idea. No typical playgrounds.
- Paving pattern shown in the master plan does not fit the City. Try to achieve "classic beauty". Irregular paths are odd. From a cost perspective – do it right.

The information above will stand as recorded unless Sasaki receives written comments within five days of the distribution date from a recipient requesting an amendment.

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date 13 May 2015 r1

project name Moore Square project # 46279.00

meeting date 4/28/2015 time 6:30 PM

location Market Hall

recorded by Zach Chrisco

distribution

purpose Public Leadership Group Kick-Off

#### **ATTENDEES**

- 1. See attached list
- 2. Sasaki Team

#### **SUMMARY**

#### Sally Edwards, Marbles Museum

- Loves the edges of the park in the master plan large sidewalks add to the feeling of safety and welcome.
- Marbles is packed to the gills, starting a master plan for future growth.
- Drawn to focus on family spaces Moore Square is their front yard.

#### Kimberly Wicker, Chair-Parks, Recreation and Greenway Advisory Board

- Member of Downtown Living Advocates and lives 2 blocks from Moore Sq.
- Involved in planning process for park.
- Particularly interested in diversity of uses embellish this idea.

#### **David Eatman, Go Raleigh**

- Moore Square Transit Center starting construction this fall.
- Have about 7000 boardings a day.
- Transit facility is tired.
- Park overall is not at the highest and best use for the space.
- Street ROW is difficult to navigate in terms of crossing.

#### Joy Wayman, State Property Office

- State owns underlying fee.
- Looks forward to park being safe.

#### Leo Suarez, Downtown Living Advocates

- Look forward to a setting for impromptu activities.
- Liked the tree study keep tree canopy but allow visibility
- Wants design to incorporate 24/7 activity.

Moore Sq. shows wear and tear from events – monopolizes the weekends.

#### **Patrick Martin, Chair Midtown Community Advisory Council**

- Everyone is very excited about landscape, trees, frame, and playground.
- Concerned that park may not really be large enough to incorporate café and restrooms—would they be well maintained? Is there really a need?

#### **Brian Starkey, Public Art and Design Board**

- Office overlooking Moore Square, member of public art and design board.
- Excited about incorporating art early in process.
- Interest in impact transformation will have on surrounding properties City Market, etc.
  - Catalyst for improvements
- Concerns
  - o Safety and visibility no dark corners.
  - Making connections across the street to other uses.

#### Ulysses Lane, Vice Chair - SE Citizens Advisory Council

- Attends first Baptist church with ministries to the homeless.
- Likes the diversity of the plan to be inclusive so that visitors and downtowners are all welcome.

#### **Veronica Alcine, Central Citizens Advisory Council**

- Property owner near MLK.
- Really excited about a place to hang out with kids and families.
- Active member of central CAC.
- · Concern is safety.

### Jannette Colerdge-Taylor, Raleigh Historic Development Commission

• State of NC owns property – might be a problem with digging foundations to put permanent structures. Alternatives should be considered.

#### Tania Tulley, Planning Dept.

Interested in preservation aspects.

#### **Bill King, Downtown Raleigh Alliance**

- Potential for economic development.
- Programming
- Equity
- Process concern be clear with public about what's a redesign vs an implementation process.

#### Rich Marx and Justin Matthews, Raleigh Police Department

DT District Policing Squad

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# SASAKI

project name Moore Square Master Plan

project #

46279.00

meeting date 9/28/15

time

location

purpose Public LEADERSHIP STOUP

name (please print)	affiliation (please print)
1. JUSTIN MATTHEWS	COR - POLICE DEPT.
2. Rich Marx	4
3. Bill king	Dountown Raleigh Alliance (RH
4. Tania Tully	Cox- Raleigh Historic Development Comm
5. Sannette Coleridge-Taylor	RHDC
6. Veronica Alcine	Resident & Central CAC Montes
7. ULYSSES J. Lane VMD	SECAC
8. BRIAN STARKEY	obs / PADB
9. PATRICIC MARTIN	BOMMWATTY MANSORY CONNCA
10. Les Suarez	Raleigh DLA
11. Joy Wayman	State Property Office
12. LAUID EATMAN	COKAleigh (CLAT)
13. Kimberly Wicker	Parks Board
14. Sally Edwards	Marbles Kids Museum
15. BRAD GOLDBERG	ARTIST
16. FROMEN'S HUTTON	SASMUS ALCOCIATES
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project name Moore Square project # 46279.00

meeting date 4/29/2015 time 8:00 AM

location Market Hall

recorded by Zach Chrisco

distribution

purpose Technical Workshop

### **ATTENDEES**

1. See attached list.

2. Sasaki team

### SUMMARY

### **Technical Meeting**

- The City has developed a lighting specification that can be used as a guide for the
  project. LEDs should be utilized. Drivers can be hidden in adjacent elements. It is
  unclear at this time if security cameras will be needed but a minimum conduit should be
  run. One goal would be to have total camera coverage at Moore.
- The twist-lock connections for power and water on Fayetteville Street have been very successful. They have 400-600 amps for performances. The square should include lots of conduits in place for future use.
- Irrigation will be required and an as-built plan should be included so the City understands the locations of the lines.
- Pathways should be designed for proper weight and width of service and event vehicles. Turning radii need to be considered. The geometry also needs to be considered. How would the angular pathways be experienced at ground level?
- Consider the use of reinforced lawn. The department has experience using geo-grids for drivable lawns. They have performed well, but they are unsightly.
- A rainwater collection system may be appropriate, as was detailed in the master plan.
- Plant species selection is important. Use native species if possible. Drought tolerance is important but also needs to have the "wow" factor. The City has a list of approved plantings.
- There is a need to understand the transit construction to make sure sequences of staging areas and road impacts are known.
- A fountain that is interactive and new to the City. The team will need to understand the
  health code requirements. The city has active fountains but none that are truly
  interactive. These fountains are recirculating. Wind will be an issue for the fountains.
- Off leash area for dogs need to be thought through. Not near fountain, for instance.

- Raleigh is a tricky climate for grass. Too warm for the cool season species and vice versa. The park needs to have rest periods for the grass to rejuvenate.
- Unit pavers are maintenance intensive. Large trees cause issues with heaving.
   Consider other, more durable, materials.
- Natural play area should follow the CPSC Guidelines for design. The Wilkerson Nature Reserve has an organic play area.
- For trees, the current plan is spectacular but how will this be followed in construction? Changes made on ground would impact trees.
- The mid-block crossings are currently a bit hazardous. They need to be celebrated and adjusted to be safer. Downtown signal timing would likely prohibit pedestrian-activated signals. Concerned about crosswalk safety at Marbles in particular.
- Site furnishings should be elements that are durable. For some, they should be off shelf if new items need to be obtained.
- If up lighting is used, it needs to be of the highest quality to maintain durability. No lights should be attached to the trees. The city has had "bad experiences".
- Any changes to adjacent roadways will need to be coordinated with the City and State Transportation departments.
- At the western half of the park is a perched water table which causes shallow rooting. It
  may be appropriate to use a boardwalk system to preserve the roots. Trees are
  currently fairly well adapted to the soil conditions on site.
- There is a layer of saprolite rock which is a combination of feldspar and sand which has decomposed and is free draining. Could be used to infiltrate storm drainage.
- The project will need to file for a Certificate of Appropriateness. The master plan was approved however the structures remain a concern. The design team should not progress too far without getting input as this could have a major impact on the current plan.
- Because the land is state-owned, the Secretary of Interiors standards need to be met.
   The Raleigh Historic commission will be interested to hear what state rules.
- The State Construction office will administer the permits for this project.
- It is known that there were historic buildings on the site which may mean site
  excavations expose archeological resources. The team should have a plan for dealing
  with these foundations.
- A series of recommendations should be established for the historic context. An example would be to use backless benches to maintain views.
- Utility corridors will need to be coordinated with the existing trees. Establishing zones where utilities cannot be run will be important for tree health.
- Park hours and smoking/non-smoking will need to be defined by the City.



project name Moore Square project # 46279.00

meeting date 4/29/2015 time 10:00 AM

location Market Hall

recorded by Gina Ford

distribution

purpose History and Cultural Resources

### **ATTENDEES**

- 1. See attached list
- 2. Sasaki team

### **SUMMARY**

- Adjacent city-owned property is a critical piece of historic context
- Service station (horses) is owned by the City and can potentially be used
- The significance of the frame a common theme throughout the conversation
- Capital Square should be considered for context
- Nash
  - o 1938 ... gateways / beaux artes
- Moore
  - Baptisms occured
- Evolutionary desire....
  - o businesses in this building and in this area
- Should the Square feel like a Front Yard
- · Church and Schools were on this site
- Temporary and flexible ...is this the right type of space?
- 1940's ... think about being in the park and seeing out. Views out of the park are equally as important as views into the park
- Tilted lawn concept ....
  - o "Piedmontesque feature" into a flat place ... just wacky
- Pedestrian approaches
- Historic context
- Infrastructure
- Visitor orientation / vistas .... information
- Vision + access.... viewsheds
- · Seeing people on the other side of the square
- One house still remaining
- Kiosk ... visitor's service

- Baptist ... design elements in that form
- Plug-in places
- Charles
  - o design guidelines for the Heritage Spaces of Raleigh
  - bench layouts ... backless in places of openness, backed at edges, consistent with programming
  - o horticulture ... garden clubs
- Trees
  - o utility conflicts
- Policy
  - o park hours
  - o smoking (allowed in Moore and Nash)
- COA
  - o suggested for phasing
  - city-council approved master plan ...
- Design Review Advisory Committee
  - o may be appropriate to meet with them
- Development Standards
  - the COA may want to know
- State Construction Office will provide the permits
- Jeanette (sits on the COA, but will not be part of the process)

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# SASAKI

Moore Square Master Plan

project # 46279.00

meeting date 4/17/15

time |0:00 AM

location

purpose HISTORY + CULTURAL FE SOURCES

name (please print)	affiliation (please print)
1. T.J. MCCOURT	COR-PRCR-SPCA
2. Bontlee	ce 🐃
3. Dayles Porter	PRCE-HRM PROGRAM
4. AL BROTHERS	HISTORIC RESOURCES
5. Kimberly Floyd	City of Ralligh Museum
6. Barbara Freedman	Historic Resources+Museum A
7. TROY BURTON	PRCR-HRM PADGRAM
8. Ruse Gledhill-Earley	NC State His Pus. Office
9. Tania Tully	COR - RHDC
10. MARY RUFFIN HANBURY	H.P.C.
11 BRAD GOLDBERG	
12. Brie Hensold	Sasaki team
13. Den Becker	C.O.R. D.C.P.
14. CHAPLES BIRNBAUM	The Cultural fanticape fate.
15. Marcha Lauer	PHDC-COR
16. El raboth Alley	VDC/
17. Luke Wallentock	UDC
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project name Moore Square project # 46279.00

meeting date 4/29/2015 time 10:00 AM

location Market Hall

recorded by Zach Chrisco

distribution

purpose Stakeholder Interview

### **ATTENDEES**

### **SUMMARY**

### Mike Haken

- Mr. Hakan would like the market hall space to operate as a farmers market that features
  mostly prepared foods (requires less loading space). He has researched other similar
  markets. He thinks Findlay Market in Cincinnati is a good precedent.
  - These operations require a lot of management, which he is not able to provide.
     He needs a partner organization that will manage the market.
  - These markets typically have additional funding from the city in order to be feasible. He cannot make enough in rent from the vendors to make it work. He wants the city to subsidize the market.
- He is disappointed by the city's lack of investment in the park. When he bought the
  property in 1994, the city promised they would be investing in the park soon. He is still
  skeptical.
- The caterer on the park side has a long-term lease.
- He would like to acquire the horse barn site to expand his retail frontage on Martin St. and have more parking. He feels this is necessary to make the rest of his project successful.
- Once the Square is complete he would like his restaurant tenants to use the Martin Street promenade for outdoor dining.
- He believes it should be a neighborhood park the large events cause problem for surrounding businesses.

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project name Moore Square project # 46279.00

meeting date 4/30/2015 time 2:30 PM

location Market Hall

recorded by Gina Ford

distribution

purpose Focus Group: Special Events

### **ATTENDEES**

- 1. See attached list
- 2. Sasaki team

### **SUMMARY**

- Need for criteria for deciding what is appropriate in terms of event venues ... some "trashy events" and some high-quality events
- Infrastructure, power and water
- How do you secure events? Beer blast and chain link fence
- Possible to have no ticketed events?
- Architectural features
- Need for design guidelines
- Loading / staging / vehicular access
- Element of safety
- Gateway entry points ... sheltering the park from the street
- Moore Square is "grittier" ... in a positive way
- Establish an events budget
- Programming is done through parks ... funding, manpower
- Planning for proper infrastructure. New utilities could damage trees.
- Destroying the park. Need to allow for rest and maintenance
- Small concert at the same time as other events ...
- Collaborating
- Many new residents downtown ... organic growth
- Recurring farmers markets or yoga clsses

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# Sign-In

# SASAKI

project name

Moore Square Master Plan

project #

46279.00

meeting date

time

location

purpose EVENTS

name (please print)	affiliation (please print)
1. Jerry Bolas,	Office of Roleigh Arts
2. Camnata Sadson	Blue Lotus Yoga
3. Kate Cross	special events office
4. DERRICK REMER	COR-SPECIAL EVENTS
5. Kelly Lindsey	COR- Special Exerts OFF
6. Taylor Traversari	CONV. Censer / Rad Hest Amp
7. Rachel Dice	Raleigh Conv/ Red Hat
8. Ileana Podriguez	Artspace
9. Julie Braken DURY	GRCVB
10. Amy Cox	Deep South
11. Jessica Janes	Vintage Church
12. Ivan Dickey	PRCA
13. CONNIE CHUNG	HKJA, ADVISOKS
14. Rich Marx	Kaleigh PD
15. Justin Matthews	111
16. Laty Burguys	Marioles
17. Terri Dollat	Stoplosure
18. Wiehael Lowder	Aitsplosnie
19. Kim Curry-Evans	Office of Rateigh Arts.
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# minutes



date 13 May 2015

project name Moore Square project # 46279.00

meeting date 4/30/2015 time 10:30 AM

location Market Hall

recorded by Gina Ford

distribution

purpose Marbles and Transit

### **ATTENDEES**

- 1. See attached list
- 2. Sasaki team

### SUMMARY

### **Marbles**

- · Connectivity is important to eh Square
- Edges and vitality are keys to creating a great place
- Mid-block connectivity
- Wake County is the landlord
- Nimble and community responsive
- Anchors and downtown
- · Splashes of color
- Healthy/active
- Could the courtyard get a little greener?
- Ar
- Parking an issue ...
- Indianapolis Children's Museum

### **Transit**

- Connection is moving further south to the midblock
- Development site on Blunt Street is freed
- Underway with interior portion this year ... 14-16 months
- One-way in from Blount Street only (and bus layover)
- Drivers are unionized
- All pavilions are removed in midblock section
- Schematic design was completed last fall: has gone through
- Access to concessions in stores...

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project name

Moore Square Master Plan

project #

46279.00

meeting date

time

location

purpose MACRLES + TRANSIT

name (please print)	affiliation (please print)
1. REGGIE SCALES	PHOSONS BY THANHOT (MORE SOFT)
2. Mon Peng Yuch	Clearscapes, P.A.
3. GIL JOHNSON	CAPTAL PROJECTS (MODELS SOT OUS ITSTA.)
4. TIM HAYES	PARKONS BRINCKERHOFF (MODEL SA TX)
5. S.C. Bentle	COR Parks
6. MIKE KENNOW	PW-TRANSPORCATION
7. Cardace Damon	HR+A Advisors
8. BRIAN MICHOT	Kinley-HORN (MOME SQUARE TEAM)
9. MARY RUFFIN HANBURY	Hanbury Preservation
10. Sharon crawford	Gensler (marbles mesterplen)
11. BRETT HAUTOP	GENSLER
11. BRETT HAUTOP 12. Sally Edwards	Marbles
13. Michael Altman	GENSE
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project name Moore Square project # 46279.00

meeting date 4/30/2015 time 1:00 PM

location Market Hall

recorded by Zach Chrisco

distribution

purpose Focus Group: User Community

### **ATTENDEES**

- 1. See attached list
- 2. Sasaki team

### **SUMMARY**

- · Expand homelessness awareness is a major goal
- Welcome homeless into park. Do not push them out.
- Water features/fountains are a bit of a concern
- Structures and café state allows?
- Lighting needs to be improved.
- Safety is a real concern and it is also a perception
- Perception
  - Difference between being in park and being aggressive
- Events that all can enjoy
- Smaller events return
- Parking for events is an issue downtown
- Use old city horse building for restrooms
- Oak City Outreach 57,000 meals in 10 months plus care points at other sites
- Park has been center of the community
  - o Homeless relationship to bus shelters
  - Transit center has bathroom
- Undersized housing
- · Historical nature
- People may choose to be outside even if housing is available to them
- Keep the types of spaces in Moore Square diverse
- Rescue outreach
- Sidewalks well lit. Is natural pass-through.
- Restaurants at perimeter are adequate for food.
- Seasonal novelty (ice skating, merry-go-round, bumper cars)
- Linear plaza tents
- Children's area chalk or sand art

- Place for art
- Sound garden
- Outdoor piano
- Seating and lighting
- Synthetic turf for activities less bugs
- State agriculture corner of park?
  - o History and culture of food
- Bike share program will be coming soon.
- Vary types of activities not just kids
- Continue density to increase diversity
- Portland, Oregon good example of parking where many types of users feel safe
- Outreach teams to Moore Square
- Utah Housing first. Community housing.
- London people stayed in parks longer because of its beauty, flowers
- Start with lots of space see how people use it
- Doretheia Dix coordinate relationship
- Park is not going to be a destination for those that live outside city (15-20 min type park)
- As density increases more pressure on park don't over develop/program

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46279.00

project name Moore Square Master Plan

project #

time

meeting date

location

purpose USER COMMUNITY

name (please print)	affiliation (please print)
1. Brie Hensold	Sasaki
2. Amy Cole	City of Paleigh Community Dev.
3. Annemarie Maiorano	Wake County
4. Rick Miller- Haraway	Catholic Charities (Oak City Outreach)
5. Rich Marx	Raleigh &D
6. Scott Payne	PRITE
7. David Smoot	Partnership to End Homeleisness
8. Aizabeth whete	Sacred Heart Cath Morore Squ Min
9. Candace Damon	ARHA
10. Richard Freguents	Raliel Rescu Mission
11. Veronica Alcine	CentralCAC
12. Shava Duerdort	Partnership to End/Frevent Handlessness
13. Wendy Clark	Raleigh Police Department
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project name Moore Sq project # 46279.00

meeting date 5/1/2015 time 9:30 AM

location Market Hall

recorded by Zach Chrisco

distribution

purpose Stakeholder Interview

### **ATTENDEES**

### SUMMARY

### **David Diaz**

- Doing a strategic plan about the DRA's role will they still produce events?
- Place making = activation of space
- DRA is really good at starting things, but then they need to pass to someone else
- Martin Street would be a wonderful event space easily close it.
- Parks Dept. is really strong at programming.
- Conservancies take a while they're an evolution.
  - Not sure where the champions are with influence.
  - Best bet is to explore short and longer term programming approach.
    - Loose network of leaders parks, events office, Marbles, DRA, property owners. City is the lead initially.
    - Facilitate others doing events
  - o Convention Center also does events well.
- · Look at 2 things separately
  - Programming/events
  - Clean and safe DRA wants to continue their role and take the lead
    - Big question is how to pay for it given the uses surrounding the building?
    - If you tax it too soon, you could hurt the area.
- City currently contracts with DRA to have clean and safe ambassadors patrol parking garages; parks and rec could contract similarly until the density gets there.
- · Moore is a city asset.
- Could do an analysis of opps around clean and safe
- This is a government town not a company town.
- Can some of the budget be an endowment for programming etc...?
- Need clear recommendations about programming and governance.
- DRA will do some homework to add depth on programming and clean and safe.

- Need to reach consensus with City.
- Moore wants...
  - o Clear pedestrian site lines- welcoming and safe.
  - Historically been heavy on loitering.
  - Need it to be an open environment.
  - o Need to protect trees.
  - Needs the formality of Rittenhouse Square where people treat it well Moore is messy at the edges; make sure to take special place – Moore needs to be taken care of.
  - Needs to be durable, well-selected materials.
  - o Feel as much like a plaza as a park.
  - o More places to sit down.
  - Benches you can't lay down on/anti-sleeping types places for sitting not lying; anti-loitering.
  - o Good lighting.
  - Should be inviting, active not really a quiet oasis feel active during the day.
  - Permanent structures will make it easier to activate, take pressure off of programming.
  - Look at destination, inspiring events Saturday market, serial events (i.e. First Fridays)

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project name Moore Square project # 46279.00

meeting date 5/1/2015 time 9:00 AM

location Market Hall

recorded by Gina Ford

distribution

purpose Planning Group Discussion

### **ATTENDEES**

### SUMMARY

### **Planning Meeting with Ken and Grant**

- Changing perception of it from a tree farm
- Successful and vibrant
- Was once the only vibrant space downtown
- Opportunities to extend the park
- Porosity is defining
- Business owners
- The market exchange plaza re-do
- Transit center renovation
- · Children's museum ... kid-friendly play area
- · Families will spell success
- Competition helped change perception
- Materials will make it timeless
- Innovative and forward-thinking (Raleigh's culture)
- Grizzly
- Balancing act
- These are engineered designed landscape
- Gathering space ...
- Connection to city market (this complex) ... removal of parking for a linear plaza
- How people enter ....
- Introduction of topography ... circulation
- Streetscape master plan ... homogenized everything
- Updating the streetscape document ... Elizabeth and Luke from district
- Cobble study by NC State Studio ... cobbles give the district its character ... but also hard for people with strollers
- Pedestrian lighting: new justice center has pedestrian scale lighting
- Benches / materials

- Intentionally crafted
- Does not have a history of quality associated with it
- A culture that was at the sidelines
- The story here ... heritage trail idea
- Black main street idea ...
- Kofi's work ...
- This area was one of the least segregated
- Incubator ...
- Building a park that can be maintained over time ... funding and maintenance
- "design is design"

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project name Moore Square project # 46279.00

meeting date 5/1/2015 time 1:00 PM

location Market Hall

recorded by Zach Chrisco

distribution

purpose Stakeholder Interview

### **ATTENDEES**

### **SUMMARY**

### **Lonnette Williams**

- Moore Square used to be known as "The Grove" and would be a meet-up spot. It was a communal place where people would gather. This is an intricate part of the Square's heritage and needs to be shown.
- The connection to South Park should be celebrated as well. This is a historically significant connection for the African American community.
- Some components of the Chavis Master Plan that have been identified as historically significant include: vitality and music, the trolley, sounds and dancing, the feeling and atmosphere (soul train). The historic neighborhood should extend to Moore Square and is one of the largest historically black neighborhoods in the United States.
- The African American festival should be held at Moore Square.
- Events at Moore should be a combination of small/big.
- Bathrooms are a must. Needs to be central to the Square. If State says no, then she's
  okay with no restrooms.
- There's a great opportunity for concessions at the edges.
- Moore Square should be a welcome center for the City. The Department of Cultural Resources would likely support this.
- Lonnette is concerned that we are designing on a space that we do not own.
- Multi-generational activities can occur on site. There should not just be activities for millennials.
- Square should have great seating and lighting.
- The Salvation Army building is an opportunity for concessions and restrooms.
- The First Baptist Church is a historically black church
- A heritage walk could come through the Square highlighting the positive aspects of the neighborhood.
- Engage homeless into ownership.
- Square needs to be family friendly.

Water elements are important.

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project name Moore Square project # 46279.00

meeting date 5/1/2015 time 11:30 AM

location Market Hall

recorded by Zach Chrisco

distribution

purpose Programming Workshop

### **ATTENDEES**

### SUMMARY

### **Programming Meeting**

- Front Yard where family welcomes visitors.
- Events goal: 10-15 large events, 300+ gatherings
  - o Locally authentic, organically conceived
- Look at how to fund a clean and safe service and how to fund programming separately.
- Diane how has fundraising worked in more comparable cities financially?

### Exercise 1 - Vision for the square

- Not a park project it's a district and community living, shopping, eating, play
  - o The square is the catalyst.
  - o Surrounding uses make it a destination
    - Moves people between different opportunities unless an event
- Needs to be partner driven.
- Inclusiveness everyone's front yard.
- Needs to remind us of the history of Raleigh.
- Needs to feel like you're in a mature city when in Moore Square.
  - Activity
  - o Friction between different types
  - More volume of people
  - Going to be one of the few green spaces left once development happens
  - All kinds of people should feel comfortable
- Does Moore Square do a little bit of everything or do we define it more?
- · Place with many different experiences at once
- Metrics
  - o Safety
  - o Perception survey
  - o Turnover/Stability of stores revenue

- Residential occupancy
- Concerned about Moore Square in the context of Downtown as a whole.
  - Some experiences can only be in Moore Square would be hard to move.
  - Need more greenscape.

### Exercise 2 – Events and Gatherings

- It's not just about size it is other parameters.
- The park itself can define size:
  - o No fences can a landscape feature sub in?
  - o Tree protection
  - Doesn't adversely affect the Moore Square resource design, maintenance capacity
  - o Infrastructure within the park no outside generators
  - o Schedule allows rest time for plant survival
  - o Some serial events
  - o Big question is the balance of open time
  - o No ticketed events
  - o Alcohol? It provides revenue that enables events to happen successfully

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project name Moore Square project # 46279.00

meeting date 5/1/2015 time 8:30 AM

location Market Hall

recorded by Zach Chrisco

distribution

purpose Stakeholder Interview

### **ATTENDEES**

### SUMMARY

### **Shana Overdorf**

- The feeding event in August 2013 prompted the Moore Square Task Force. It is comprised of downtown businesses, elected officials, churches, residents. The short term goal was to create a temporary food distribution system. The multi-service center has showers, storage, etc. near the Square. It has been open for 10 months and has served 57,000 meals. 6,900 unduplicated people have been served.
- An operator RFQ has been issued to more effectively help people. This will release Oak
  City Outreach of some of their duties. The service center location is not known but could
  be up to 2.5 miles from the current location.
- The park is only open dawn to dusk this is meaningless because the homeless are issued tickets that they can't pay. There is generally a visible police presence around the Square.
- If homeless are engaged to take ownership of the park it will be very successful. Posters could be installed at the multi-service center, for instance.
- Keeping people informed of the plans for Moore Square is really important. Perhaps some component of decision making could be informed by the current park users.
- The second Saturday of each month is a food corridor walking tour. They discuss proposed uses for urban land. Could this be folded into the design?
- Asking for volunteers could also be a way to engage the current users.

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project name Moore Square project # 46279.00

meeting date 5/8/2015 time 2:00 PM

location Phone Conference

recorded by Zach Chrisco

distribution

purpose Stakeholder Interview

### **ATTENDEES**

### SUMMARY

### **James Sauls**

- There should be seating along the Square edges.
- Food trucks and café tables would activate the space.
- The Square should be flexible to allow for multiple events.
- Be aware that policy issues (such as food trucks) can be a challenge.
- Prepared foods may be tricky with County Health.
- The Square could use a refresh with better lighting and activation. It will need to be maintained at a higher level.
- The edges, if done correctly, will be a great opportunity to stimulate economic development. The east side will be mixed use. On the south side Market Hall should be reactivated.
- The space should have the capacity to have many types of events.
- Could BID money be used for Moore Square? Given that it is State owned, perhaps the State contributes maintenance money?
- City is exploring crowd funding for public projects.

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