



North Waterfront Park

Public Engagement Feedback/Park Planning Update
March 2, 2015 – Wilmington City Council Chambers



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Northern Riverfront Marina & Hotel Indigo



Presentation Outline

- History
- Common Objectives
 - Base Map
 - Planning Formula
- Public Engagement Campaign Results
 - Next Steps



History

- 6.63 acres of riverfront property in the northern downtown district purchased in December 2013 for \$4.1 million dollars
- **Public Engagement Campaign** launched with public meeting on **May 22, 2014**



Common Objectives

- Be able to host large community events like concerts and special celebrations
- Minimize the use of land for parking
- Ensure the park is safe, clean and comfortable for all who visit
- Ensure the park is accessible to pedestrians, cyclists, vehicles and public transit
- Showcase Wilmington's history and identity as a port city
- Create a number of small areas that will accommodate a variety of activities
- Provide for "intense casual use" of a passive park (no athletic facilities)





NORTH WATERFRONT PARK

Conceptual Sketch Plan
(FOR DISCUSSION PURPOSES ONLY)

Planning Formula – Adopted Plans

Consult Adopted Plans

Vision 2020

- Reclaim the Cape Fear River by reconnecting people with the waterfront and providing new and enhanced opportunities for holding public events (*page 32*)
- Establish a regional park at the north end of downtown near Isabella Holmes Bridge (*page 33*)

Parks, Recreation & Open Space Master Plan

- Acquire land for public parks at the north and south ends of the Riverwalk near the Holmes Bridge and Memorial Bridge, respectively (*p. 105-106*)



Planning Formula – Current Needs

*Lack of public venue
downtown to host large
community events like:*

- **Concerts**
- **Race Set Up/Finish Areas**
- **Markets**
- **Special Events**
- **Community Celebrations**



Planning Formula – Best Practices



Benchmark parks: objectives similar to North Waterfront Park:

- Center City – Greensboro
- Pack Square – Asheville
- Waterfront Park – Charleston, SC
- Ellis Square – Savannah, GA
- Henry Chambers – Beaufort, SC
- Waterfront Park – Louisville, KY
- Discovery Green – Houston

accommodate multiple events at once ~ good connections from park to surrounding uses ~ ample lighting ~ catalyze surrounding development ~ programmed + casual use

Comparable Parks (Regional & National)

Discovery Green, Houston, TX



- Series of outdoor rooms
- Lots of programming
- Well-connected to streets
- Sponsored spaces
- Can host large and small events at the same time

Planning Formula – Public Engagement

Your ideas here.

NORTH WATERFRONT PARK

1. What is your zip code?

2. What is your gender?
 Female Male

3. What is your age?
 17 or younger 40-49
 18-20 50-59
 21-29 60 or older
 30-39

4. What is your connection to Downtown Wilmington?
 Downtown Business Owner Live in Wilmington & visit downtown
 Downtown Resident Live outside of Wilmington, but visit downtown
 Work Downtown Other (please specify)


5. What elements/amenities would you like to see at the park?
 Greenspace (lawn) Gardens Performance/Concert Space
 Classroom Building Kids Play Area Plaza (hardscape)
 Festival Space Natural Habitat Areas Public Art/Sculptures
 River Access for Boaters Shade Other (please specify)
 Splash area/Interactive Water Feature

6. Of the amenities listed above, what are your top three choices of what you would like to see at this park?

#1 Choice-

#2 Choice-

#3 Choice-



May 22-Dec. 31 2014

The vision for the North Waterfront Park is that it becomes the intensely-used, vibrant and lush heart of the city. City staff expects the community to be the expert that refines the vision with leaders and professionals helping to implement the vision

Planning Formula – Public Engagement

Public Engagement Campaign

- *Presentations, Stakeholder Meetings, Community Events, Exhibits: 18*
- *Social Media 1,400 surveys received*

Possible Park Ideas

Here are a few features that might be included in the new park.

Which do you like most?
Can you think of others?



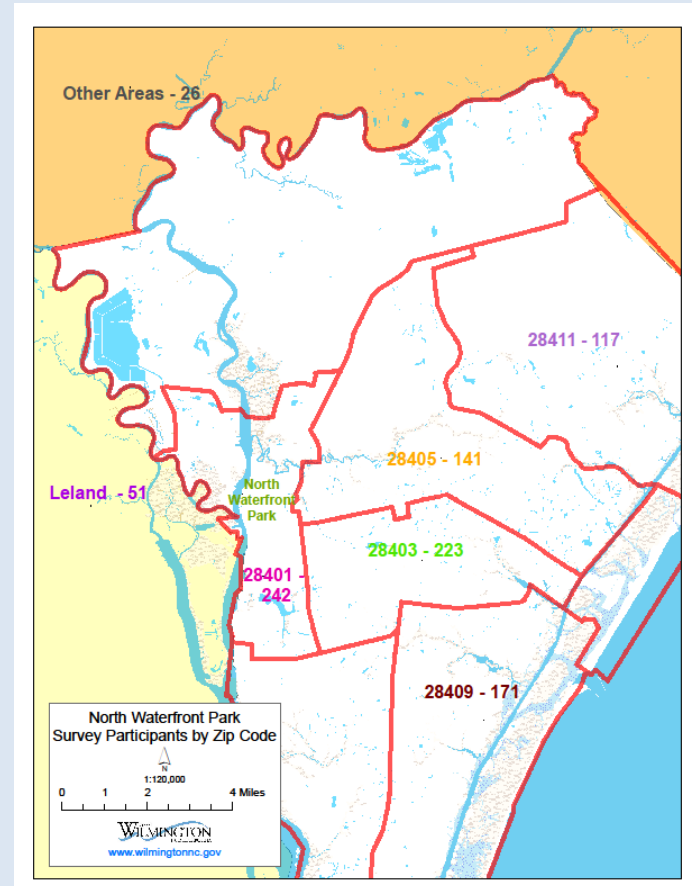
NORTH WATERFRONT PARK CITY OF WILMINGTON

Public Survey – Who Responded?

ZIP CODES

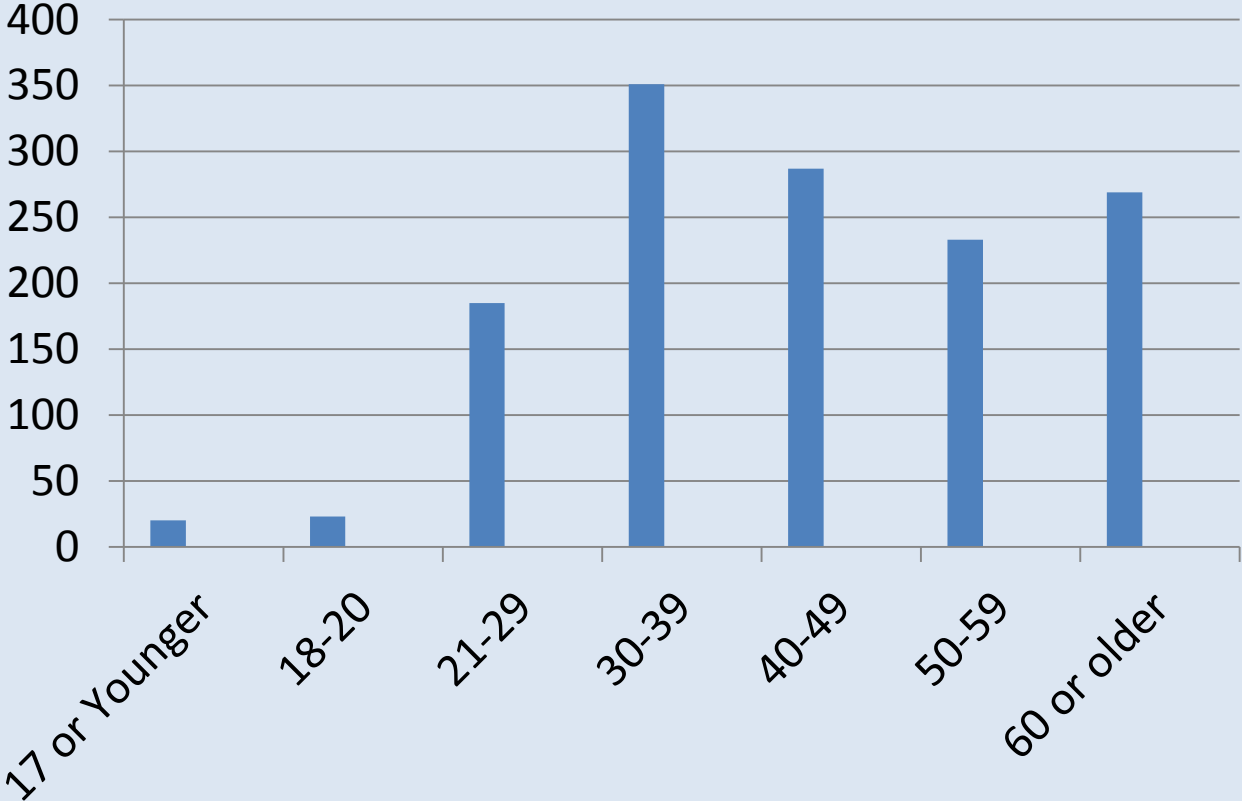
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28403:	223
28409:	171
28405:	141
28411:	117

Leland: 51
Others: 26



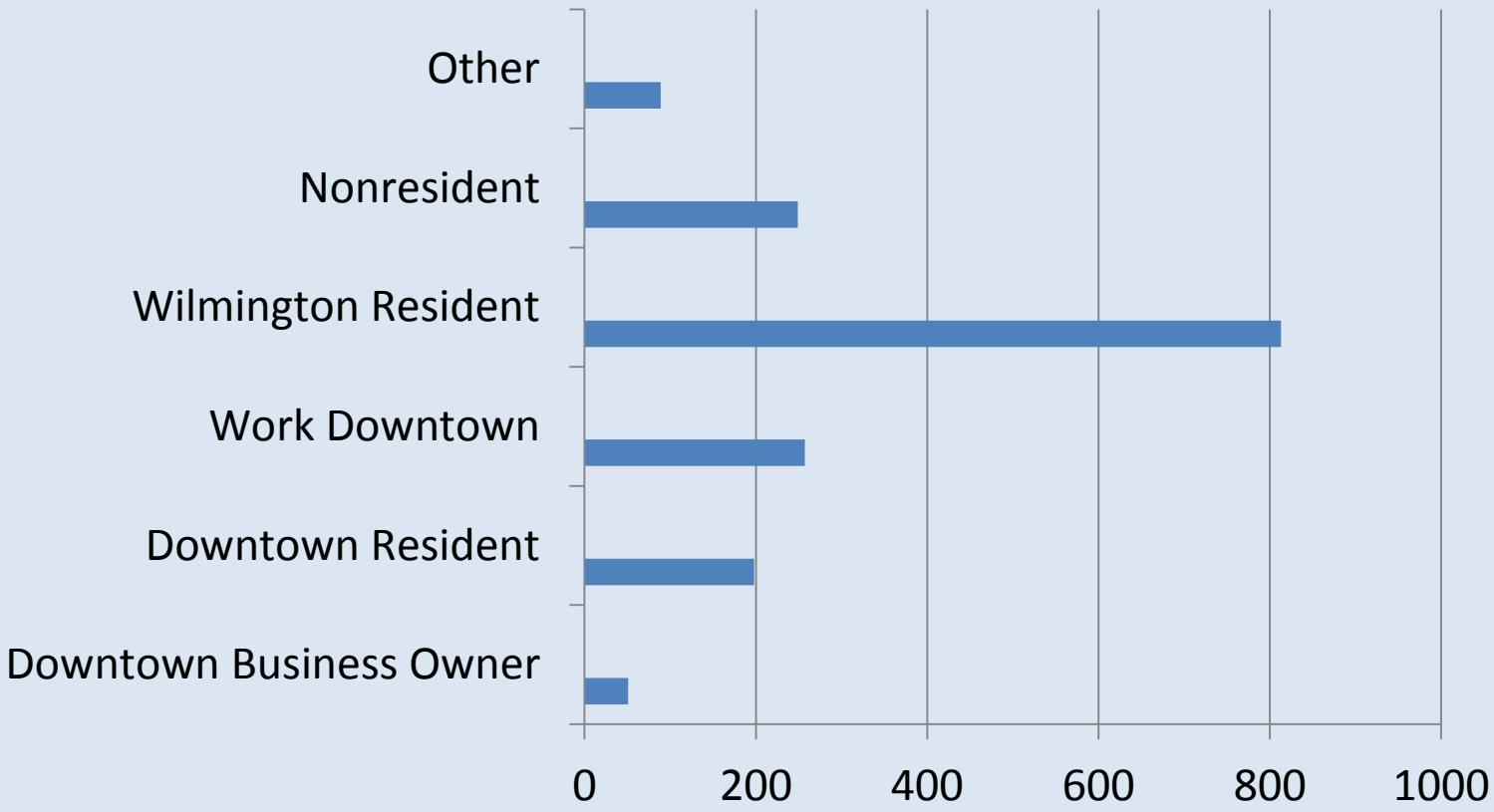
Public Survey – Who Responded?

AGE



Public Survey – Who Responded?

CONNECTION TO DOWNTOWN



Public Survey – Results

“What Elements Would You Like to See in the Park?”

1. Greenspace (lawn)	75%	7. Public Art/Sculpture	46%
2. Shade	70%	8. Splash Area	45%
3. Performance Space	62%	9. Kid’s Play Area	44%
4. Gardens	59%	10. Boater Access	30%
5. Festival Space	49%	11. Hardscape Plaza	15%
6. Natural Habitat Area	47%	12. Classroom	5%



Public Survey – Results

“What Would You Least Like to See in the Park?”



Comparable Parks > Site Design Framework

Learning from Discovery Green

The site plan for Discovery Green is informed by an intensive programming diagram.



How might we use similar programming to drive the design of our future park?



Note:
Discovery Green is nearly 2x the size of our site.

Conceptual Site Plan (Working Draft)

Existing Facilities

Park Boundary

- A** Riverwalk
- B** City Streets
- C** Riverwalk*
- D** Shoreline Stabilization

Proposed Facilities

- A** Riverwalk Connections
- B** Public Restrooms
- C** Splash Plaza
- D** Small Plazas
- E** Retail Gateway
- F** Festival Street
- G** Sculpture Garden
- H** Screening & Loading
- I** Stage Platform
- J** Event Lawns

Access, Parking & Adjacent Development

- Access Points
- 1** Hotel & Event Ctr.**
- 2** Office & Retail**
- 3** PPD Headquarters
- 4** Mixed-Use**
- P** Parking
- 5** Restaurants**
- 6** Residential**
- 7** Mixed-Use***
- 8** Mixed-Use***

*Under construction.
**Planned
***No current plans for development.



Next Steps

1. Develop Park Master Plan
2. Identify funding strategies
3. Pursue development funding
4. Continue outreach

To stay engaged:

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North Waterfront Park



QUESTIONS?

