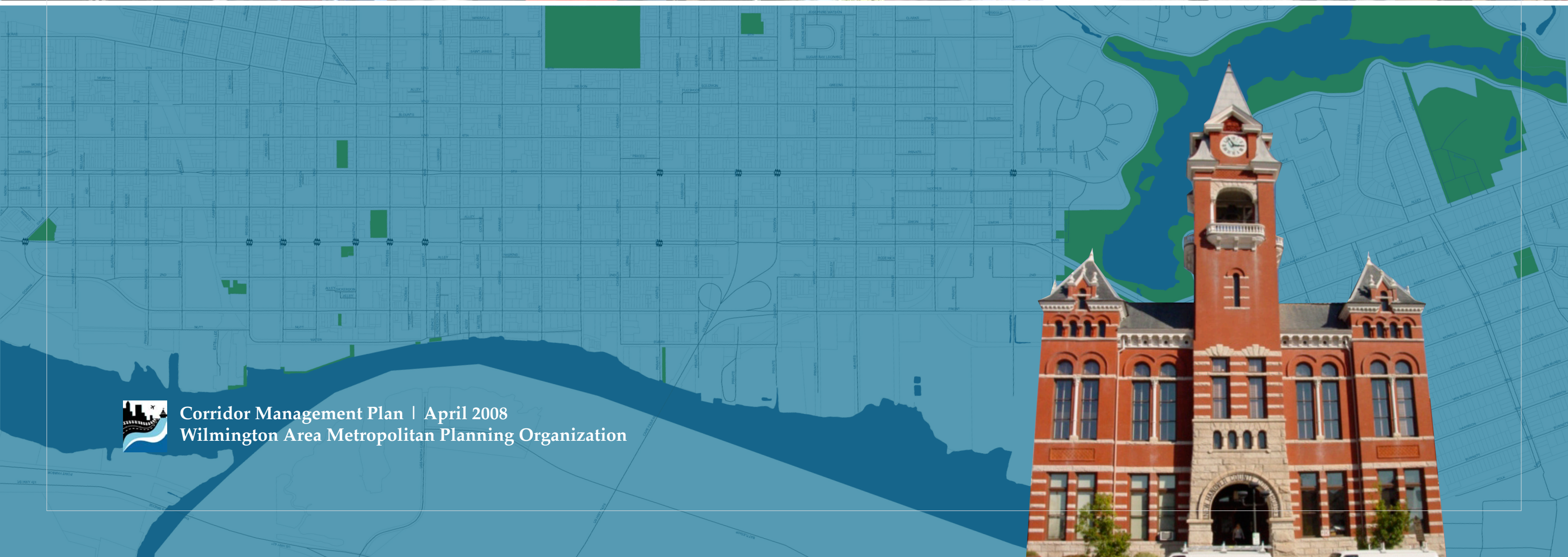


# Cape Fear Historic Byway



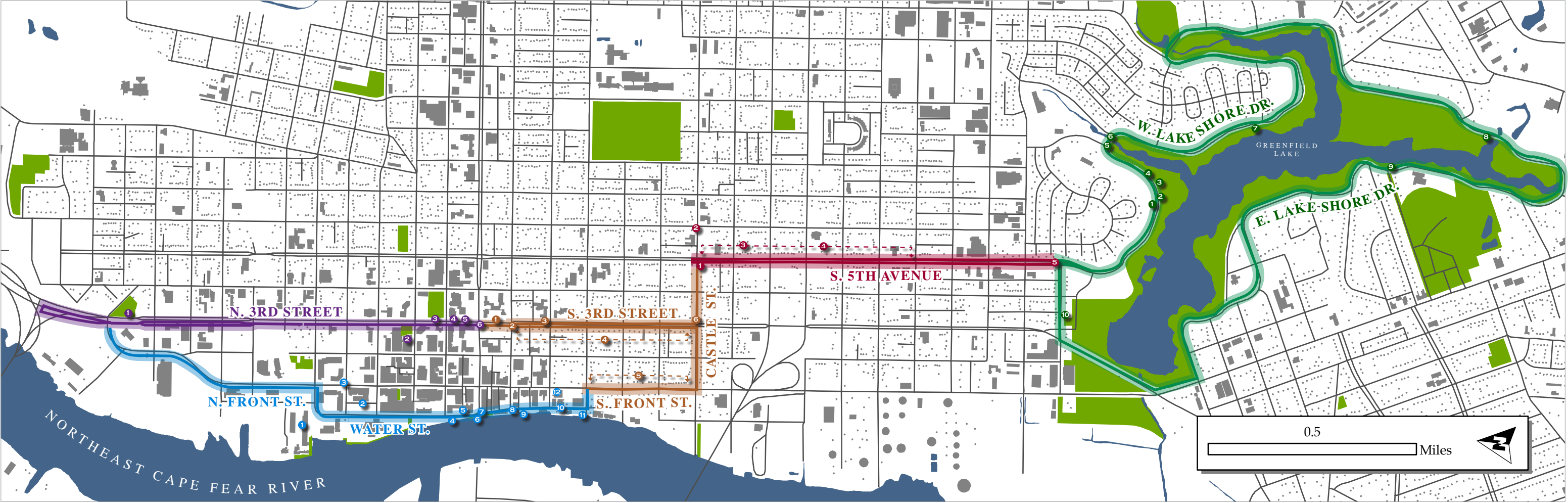
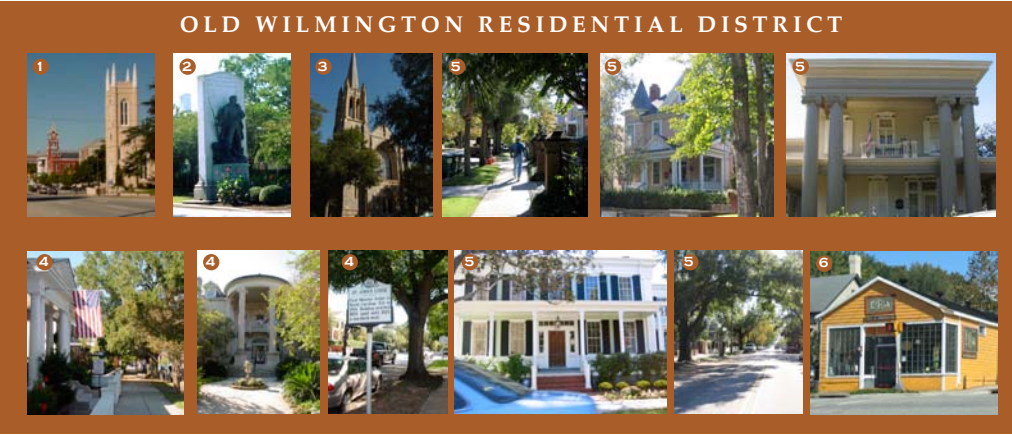
Corridor Management Plan | April 2008  
Wilmington Area Metropolitan Planning Organization





WILMINGTON, NC

*Cape Fear  
Historic Byway*







# *Cape Fear Historic Byway*



**Corridor Management Plan** | April 2008  
Wilmington Area Metropolitan Planning Organization



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# Acknowledgements

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# Chapter One: Corridor Description, Vision, and Goals

## Chapter Outline:

### 1.1 Corridor Description

### 1.2 Vision: A National Scenic Byway

### 1.3 Byway Goals

## 1.1 Corridor Description

The Cape Fear Historic Byway is a unique urban North Carolina Scenic Byway located within the heart of downtown Wilmington, North Carolina. The well-preserved architecture of the downtown civic buildings and homes adds to the small-town feel of this southeastern United States port city. The byway is made up of the following component landscapes:

*Wilmington Waterfront* (N. Front Street and Water Street) provides visitors with spectacular views of the Cape Fear River and the undeveloped western shore. The Riverwalk, part of the 3,000 mile East Coast Greenway, is a vibrant pedestrian promenade offering dining, shopping, and sites for archaeological and historical interpretation. Other unique features of the Wilmington Waterfront include civic buildings dating back to the 1700s, portions of streets paved with brick, and archaeological relics of sunken ships along the western shore.

*Old Wilmington Residential District* (S. Front Street, Castle Street, S. 3rd Street) is sheltered by large canopy live oak trees and beautifully detailed historic residential architecture. Remnants of the horse and carriage era are evident, such as carriage steps, horse ties and troughs as well as monuments to significant historical figures. This segment of the byway traverses the highest concentration of historic sites in downtown Wilmington.

*Dry Pond* is home to the Historic Dry Pond Neighborhood and includes the edge of the popular New Castle Street Art and Antique District—home to several successful ‘mom and pop’ businesses. The Dry Pond segment of the byway runs along S. 5th Avenue, a corridor shaded by large canopy live oaks, linking the Old Wilmington Residential District to Greenfield Park and Gardens.

*Greenfield Park and Gardens* is a lush oasis in an urban environment that offers a multitude of recreational activities and provides habitat for numerous bird species and other wildlife. The byway traverses the perimeter of Greenfield Lake and includes a paved multi-use trail that is also part of the East Coast Greenway.

The *N. 3rd Street Civic Corridor* begins north of Market Street and terminates the northern end of the byway at the intersection of Martin Luther King Jr. Parkway, the Isabel Holmes Bridge and N. 3rd Street. Numerous historic civic buildings are located here and other sites are currently under renovation in the north. The 1898 Memorial Park, located at the intersection of N. 3rd Street and Davis Street, will provide a space to commemorate the Wilmington Insurrection of 1898 and honor the achievements of African-Americans and other Wilmingtonians who fought for civil rights in the 20th century.



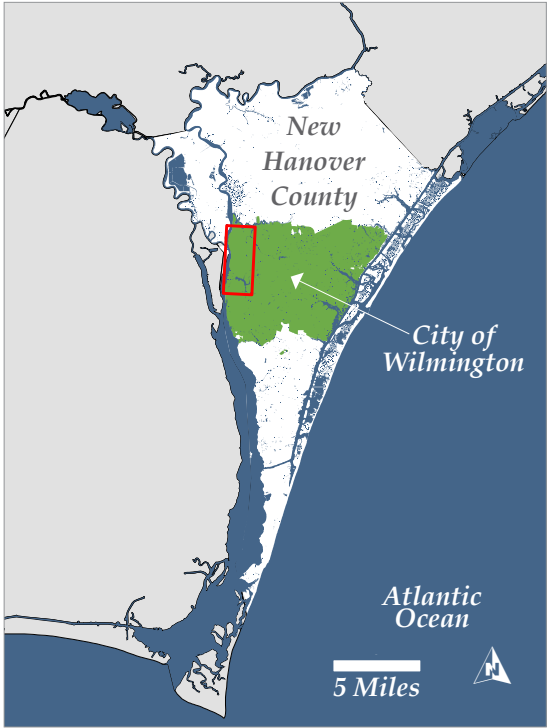
Byway Context Maps and Route Map

The byway is located along the Cape Fear River, in the City of Wilmington, New Hanover County, North Carolina. The route of the byway is designed in a figure-eight configuration intended to raise awareness of, and to weave together the historical tapestry of neighborhoods, significant man-made structures, and natural beauty that already exists throughout downtown Wilmington. The byway meanders to provide safe crossings at signalized intersections and to expose visitors to a diversity of attractions, such as the New Castle Street Art and Antique District and Bellamy Mansion and Museum of History and Design Arts, both along the fringes of the official byway route.

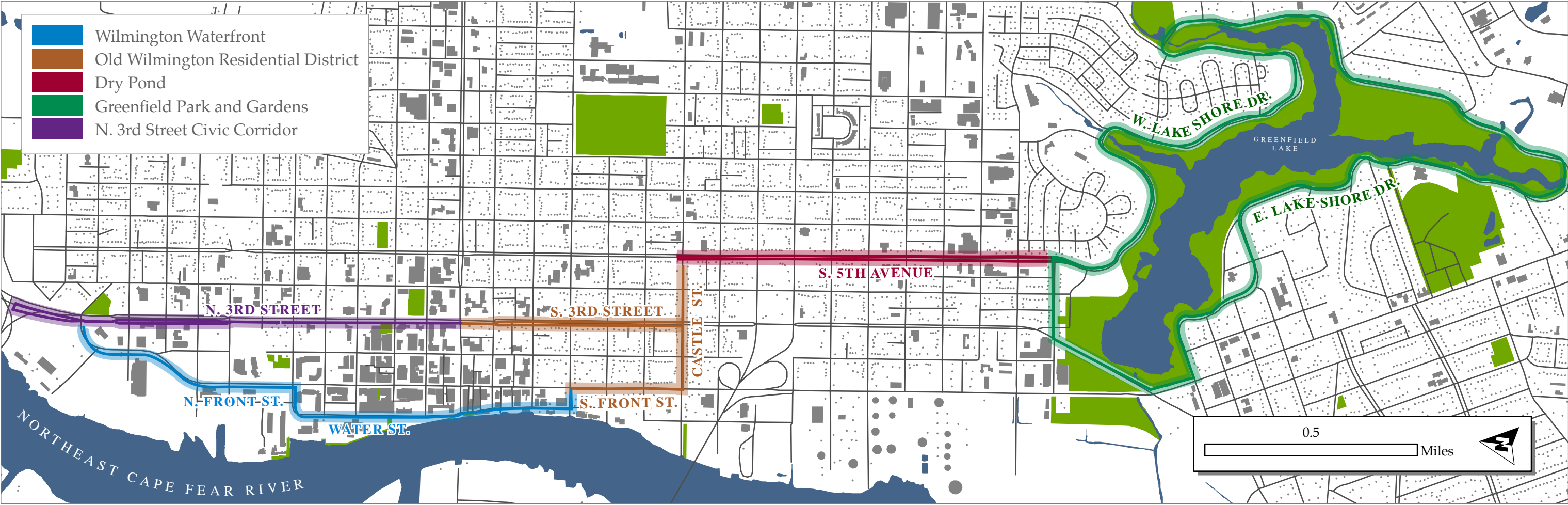
Mid-Atlantic Context Map



Regional Context Map



OFFICIAL ROUTE OF THE CAPE FEAR HISTORIC BYWAY







*Trolley at the intersection of Water Street and Dock Street*

## 1.2 Vision: A National Scenic Byway

According to the Federal Highway Administration’s (FHWA’s) interim policy for the National Scenic Byways Program (60 FR 96 pp. 26759 – 26762), a corridor management plan (CMP) must be submitted for any road to be considered for the National Scenic Byway or All-American Road designation. Corridor management plans should be developed with community involvement and specify the strategies that will be used to maintain the intrinsic qualities of a scenic byway.

This CMP for the Cape Fear Historic Byway was shaped from the comments, input and ideas of the Cape Fear Historic Byway Steering Committee (Steering Committee). The Steering Committee, which includes representatives from Wilmington’s business community, local government, homeowners associations and others; provided guidance for the content of the CMP and will be critical for carrying forward the strategies outlined within it. In the following chapters, the intrinsic qualities of the byway related to scenic beauty, nature, history, culture, archaeology, and recreation are highlighted. Opportunities and constraints for the byway are outlined; those factors are used to form the basis for recommended corridor improvements; and guidance is provided for marketing, wayfinding, interpretation and funding of the byway and improvement projects. In the final chapter, an action plan is provided to guide the Steering Committee in carrying forward the strategies outlined in the CMP.

*Vision: “The Cape Fear Historic Byway carries visitors and residents through a scenic tour of the key landscapes that make up Wilmington’s urban fabric: the beautiful Cape Fear riverfront, an 18th-century seaport, a premier National Register Historic District, and one of the nation’s most attractive and unique urban parks, Greenfield Park and Gardens. The byway can be explored by walking, biking, driving, and even taking a horse-drawn carriage or trolley to a multitude of attractions. “*

The Cape Fear Historic Byway is North Carolina’s first *urban* Scenic Byway. Aside from the scenic beauty of its waterfront and architecture, the byway also highlights the history of Wilmington, which was incorporated in 1739. The City of Wilmington served as a critical port during the Civil War and was known for its lumber production, railroads, and the expansion of the naval store industry in later years. The city was also known for shipbuilding, when some 243 ships were built in Wilmington to bolster the U.S. Navy’s World War II fleet. The 1898 Memorial Park, which serves as the northern gateway to the byway, signifies reconciliation and rebirth, parallel to the regeneration and growth that downtown has experienced in recent years.

With such deep roots in United States history, and with North Carolina’s beaches just minutes away, this historically significant city has always been an attraction for tourists. Additionally, several major developments in the past few decades have made Wilimington an even greater draw for tourists: the docking of Battleship U.S.S. North Carolina; the development of the Riverwalk; the firm establishment of various unique shopping districts; and a well-established film scene.

This CMP strives to preserve the historical integrity, reveal the natural character, convey the social diversity, celebrate the varied attractions, and enhance the many modes of transportation of this unique urban landscape. Wilmington residents, community groups and leaders envision a byway corridor that builds upon several intrinsic qualities and defines a progressive program of action that will make the Cape Fear Historic Byway one of America’s most notable national scenic byways.

1.3 Byway Goals

**Goal #1:** Encourage visitors to get out of their cars and safely explore the corridor by alternative means of transportation such as on foot, bike, trolley, horse carriage and even boat.

**Goal #2:** Raise awareness of the existing historical man-made structures, natural beauty and recreational opportunities within and adjacent to the corridor.

**Goal #3:** Guide development within the corridor to preserve the historical integrity, conserve the natural beauty, and enhance recreational opportunities.

**Goal #4:** Raise awareness of the historical significance of Greenfield Park and Gardens and surrounding homes, improve the water quality of the lake, and improve the perception of crime associated with the park.

**Goal #5:** Raise awareness of the numerous historical residences in addition to the historical downtown area.

**Goal #6:** Raise awareness of the maritime history buried in the Cape Fear River (Eagles Island Ships’ Graveyard).

**Goal #7:** Improve the visitor experience along the byway through future development.

**Goal #8:** Unite all communities along the byway corridor in an inclusive manner.

**Goal #9:** Form funding partnerships between local government, local businesses and community groups.

**Goal #10:** Encourage local government to continue working with the local citizens and businesses to prioritize improvements along the corridor.

**Goal #11:** Increase pedestrian and biking safety along the byway corridor, particularly on 3rd Street.

**Goal #12:** Preserve the existing brick streets and make recommendations for additional streets to be covered in brick.

**Goal #13:** Constitute the Cape Fear Historic Byway Committee to implement this corridor management plan and any additional plans developed for the byway.



*The Cape Fear River and the Riverwalk*



Riverwalk, Downtown Wilmington



Chapter Outline:

2.1 Scenic

2.2 Natural

2.3 Historic

2.4 Cultural

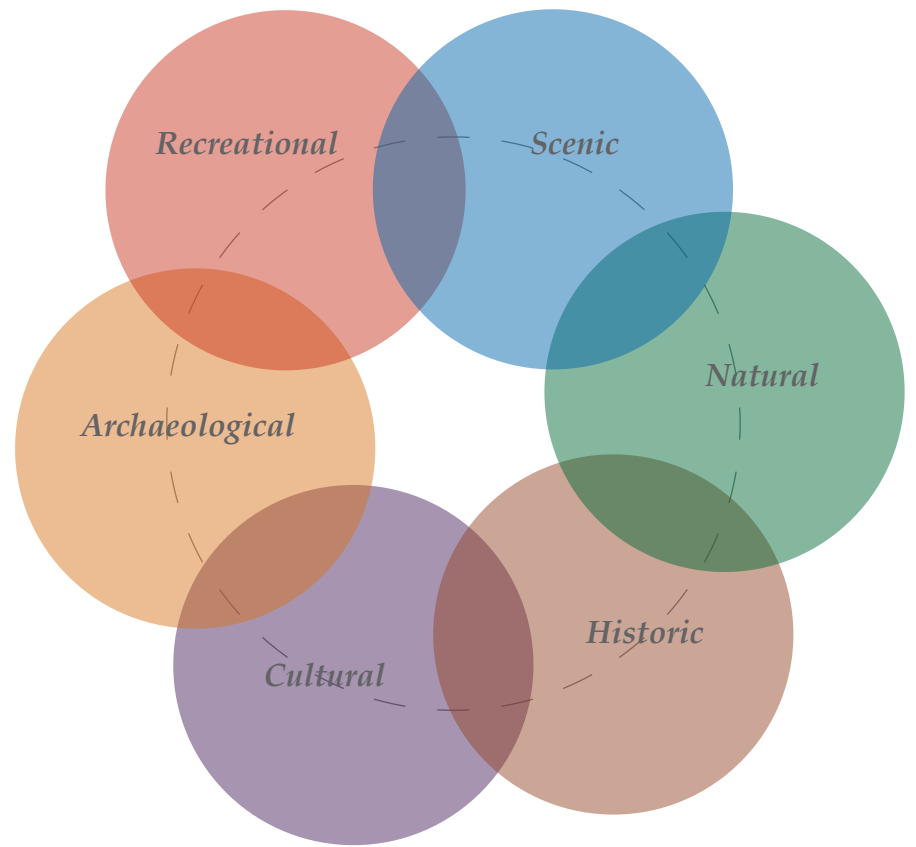
2.5 Archaeological

2.6 Recreational

# Chapter Two: Intrinsic Qualities

## 2.0 Overview

Each of the six intrinsic qualities recognized by the Federal Highway Administration (FHWA): scenic, natural, historic, cultural, archaeological, and recreational; are embodied in the Cape Fear Historic Byway (the byway), and together, make it an undeniably unique and special place. The features along the byway that exemplify these qualities are identified and described in this section. The goals established for the byway seek to preserve and enhance these intrinsic qualities.



## 2.1 Scenic

The Cape Fear Historic Byway passes through one of the most scenic urban areas in the entire nation, boasting both natural and man-made visual features (see pages 24 to 25 for a compilation of byway images). At the northern gateway, the byway passes the 1898 Memorial Park at the intersection of N. 3rd Street and Davis Street, a signature monument commemorating the racial violence that occurred on November 10, 1898, an important date for the State of North Carolina and the United States, as well as the City of Wilmington. The landscaped memorial consists of 11 figures, each 16 feet high, in the shape of African paddles with inlays representing the history of the city, including the riots and the progress since. Just over the railroad bridge, the significant spires and towers of downtown Wilmington are in clear view.

As travelers descend N. Front Street and Red Cross Street, they are treated to sweeping views of the *Cape Fear River*, passing by historic warehouses transformed into a hotel, museum and convention center. As visitors turn left onto N. Water Street, the entire Cape Fear River basin unfolds in front of them. Lush pine stands and the majestic *Battleship U.S.S. North Carolina* sit on the opposite shore and port traffic is framed by the Cape Fear Memorial Bridge to the south. The well manicured *Riverwalk* pedestrian promenade runs the entire length of Water Street. The inspiring *Alton Lennon Federal Building* — accented with palm trees, beautiful historic structures, quaint restaurants and shops all line Water Street between Red Cross Street and Ann Street. The historic *Chandler’s Wharf*, a colonial seaport complex complete with oyster shell streets, lies at the intersection of South Water and Ann Streets. A seasonal Visitor Information Center (March-November) is located on the Riverwalk between Market and Dock streets.

*Scenic Quality: The heightened visual experience derived from the view of natural or human-made elements of the visual environment.*

*S. Front Street* is a magnificent residential street lined with some of Wilmington’s most exclusive homes. After traveling along brick-lined *Castle Street*, the byway travelers encounter an enchanting, tree-lined boulevard — *S. 3rd Street*. The broad, median-divided avenue is lined with massive 19th century mansions and crape myrtles, oaks, holly trees, azaleas, camellias, palms, and dogwoods cloaked in Spanish moss. After passing through the heart of the *Wilmington National Register Historic District* (one of five National Register Districts in Wilmington), the byway traverses the New Castle Street Art and Antique District and the historic community between Wooster Street and Greenfield Street along *S. 5th Avenue*. This energetic and lively working-class neighborhood once housed workers in the city’s shipbuilding industry.

At the end of *S. 5th Avenue*, travelers enter Greenfield Park and Gardens. This park is a nature-lover’s paradise only two miles from the heart of downtown Wilmington. Greenfield Lake is a classic cypress mill pond surrounded by flowering trees and foliage, including assorted oaks, crape myrtles, dogwoods, maples, magnolias, cypresses, red buds, ornamental cherries, palmetto palms, camellias, holly trees, forsythia, spireas, and many varieties of azaleas. In fact, the thousands of azaleas planted in the park inspired the annual North Carolina Azalea Festival, which started in 1948 and continues to be one of North Carolina’s most popular festivals.

Numerous species of birds can be spotted at Greenfield Park and Gardens during various times of year, including warblers, woodpeckers, coots, grebes, wood ducks, teals, heron, anhinga, egrets, and hawks, to name a few. The lake is also home to the

American Alligator and several species of turtles, including the Yellow Bellied Slider, Florida Cooter, Common Snapper, Musk Turtle, and Mud Turtle.

The natural features of Greenfield Park and Gardens reflect flora and fauna that can only found in cypress swamps in the Southeast, and are worth a visit from any and all Wilmington residents and tourists. This unique park is astounding in its beauty, particularly in the spring when the azaleas are blooming and in the fall when the cypress trees are changing colors.

The Cape Fear Historic Byway then returns to downtown Wilmington via Carolina Beach Road, Burnett Boulevard, Willard Street, *S. 5th Avenue*, *Castle Street* and *S. 3rd Street*, another scenic tree-lined boulevard. Travelers are again immersed in the sights and sounds of the city’s large historic district. The city’s most significant churches and government buildings line this corridor (i.e., First Presbyterian Church, St. James Episcopal Church and School, New Hanover County Courthouse, and Wilmington City Hall/Thalian Hall performing arts center). All of these magnificent historic structures lend an air of elegance to downtown Wilmington. Visitors who pass the Soldiers of the Confederacy Monument at the intersection of *S. 3rd* and Dock Streets, are treated to a magnificent river vista west along Dock Street, and also catch a glimpse of the historic Senator George Davis and Cornelius Hartnett monuments, Kenan Memorial Fountain, Bellamy Mansion and First Baptist Church — the city’s tallest church. The byway then returns to the point of origin at the foot of the Isabel Holmes Bridge via *N. 3rd Street*.



*The city’s most significant churches and government buildings are found along the byway corridor (above: looking north from S. 3rd Street).*





Greenfield Park and Gardens

***Natural Quality:** The ecological features that are in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations, fossils, landforms, water bodies, vegetation, and wildlife.*

## 2.2 Natural

Although the Cape Fear Historic Byway is the first North Carolina Scenic Byway in an *urban* area, many of the byway's features are elements of the natural environment. The Cape Fear River is an intrinsic component of both modern-day and historic Wilmington. The Cape Fear River Basin is located entirely within the state's boundaries and flows southeast from the north central piedmont region near Greensboro to the Atlantic Ocean near Wilmington. It forms at the confluence of the Haw and Deep Rivers on the border of Chatham and Lee Counties, just below the B. Everett Jordan Reservoir Dam. From there, the river flows across the coastal plain past Fayetteville through three locks and dams to Wilmington before entering the ocean. The Cape Fear River Basin drains 9,322 square miles and is the largest river basin in North Carolina. The headwaters of the Cape Fear River are at nearly 1,000 feet above sea level in Forsyth County and drain to sea level in Brunswick County before entering the Atlantic Ocean. Portions of the Cape Fear River are navigable. The river is directly adjacent to the portion of the byway on Water Street.

Greenfield Park and Gardens is a natural treasure located near downtown Wilmington. The 250 acre park is home to a virgin cypress forest. The American Alligator is included among the wide variety of wildlife in the park. Numerous species of birds also live in and near the park and include: Black-Crowned Night Heron, American Coot, Mallard, White Ibis, Red-Tailed Hawk, Great Blue Heron, Anhinga, Snowy Egret, Osprey, Double-Crested Cormorant, Barred Owl, Purple Martin, Red-Headed Woodpecker, Northern Mockingbird, Red-Bellied Woodpecker, Gray Catbird, Northern Cardinal, Brown Thrasher, Common

Grackle, Boat-Tailed Grackle, Brown-Headed Cowbird, and Northern Flicker. Reptiles that can be found at the park include: the American Alligator, Snapping Turtle, Yellow-Bellied Slider, Eastern Box Turtle, River Cooter, Green Anole, Black Rat Snake, Five-Lined Skink, Eastern Garter Snake, Broadhead Skink, Copperhead, Northern Fence Lizard, Brown Water Snake, Eastern Cottonmouth, Broad-Banded Water Snake and Green Treefrog. The lake is surrounded by a variety of flowering trees and foliage including oaks (Live, Darlington, Willow, Water and Shumard), assorted crape myrtles, dogwoods, maples (Japanese and Red), magnolias (Southern, Tulip, and Star), cypresses, red bud (Forest Pansy and Eastern), ornamental cherries (Snow Goose and Kwanzan), palmetto palms, camellias, holly trees, forsythia, spireas, sweet shrub, sweet bay, elaeagnus, and many different varieties of azaleas.

In addition to the natural qualities of the river and park, the tree-lined streets and landscaping feature crape myrtles, oaks, holly trees, azaleas, camellias, palms, and dogwoods that surround buildings and homes along the byway. This softens the man-made features of the urban environment and add to its natural appeal.



*Historic Quality: Legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or human-made, that are of such historic significance that they educate the viewer and stir an appreciation of the past.*

2.3 Historic

From river port to city street, history is intrinsic to the character of the City of Wilmington, and much of it is captured along the streets that make up the byway.

*Transportation Hub - River and Rail*

The Cape Fear River is the anchor of Wilmington. The city’s early economy was based on the important link to the sea the river provides. Later, steamships plied the river between Wilmington, Fayetteville, Carolina Beach and Southport. Spanish galleons, English cutters, pirate ships, Confederate blockade runners, Union naval ships and United States war ships have all sailed the Cape Fear River at one time or another. In 2003, Wilmington was proclaimed a “Coast Guard City” which officially recognized the approximately 200 year relationship between the U.S. Coast Guard and the City of Wilmington. The U.S. Coast Guard Cutter Diligence is located at N. Water and Chestnut Streets. Diligence VI is the only active Coast Guard cutter named after one of the first ten revenue cutters based in an original homeport.

Just across the Cape Fear River, accessible by water taxi from the foot of Market Street, the Battleship U.S.S. North Carolina (Battleship Road and Cape Fear River), a National Historic Landmark, lies berthed. This World War II combatant ship provides visitors with a tour of portions of nine decks, gun turrets, bridge, officer and crew quarters, sick bay, engine room, and much more. Visitors can see one of the seven remaining Vought Kingfisher floatplanes in the world and the Roll of Honor that memorializes the names of the more than 10,000 North Carolinians who gave their lives in service to their nation during World War II.

In 1840, the connection of river port to rail was made with the completion of the Wilmington & Weldon Railroad, which, at the time, was the longest continuous rail line in the world at 161 miles long. Near the turn of the century, several railroads up and down the eastern seaboard, including the Wilmington & Weldon, merged to become the Atlantic Coast Line Railroad. The company’s headquarters was in downtown Wilmington. During its heyday, the railroad was referred to as the “aorta” of Wilmington. It contributed greatly to the area’s commercial and industrial growth, providing jobs and revenue for the local economy. In 1960, the Atlantic Coast Line Railroad moved its headquarters from Wilmington to Jacksonville, Florida. It was the largest single employee transfer ever staged by a southeastern firm. The railroad moved over 1,000 employees, families, and belongings as well as company files and office equipment over 450 miles by rail. The Wilmington Railroad Museum (501 Nutt Street) is dedicated to preserving the history of the Atlantic Coast Line Railroad and the history of railroading in the southeastern United States.

*Architecture*

Known as the Port City, Wilmington rises above the Cape Fear River and embraces North Carolina’s richest collection of 19th-Century urban architecture. The city traditionally was and remains the most urban of North Carolina’s coastal cities. The grid plan, which was laid out in 1737 and clarified in 1743, remains intact. The Cape Fear Historic Byway corridor passes, almost entirely, through the Wilmington National Register Historic District. Wilmington’s architectural character is that of a thriving port city, built primarily by commission merchants and prosperous businessmen who indulged themselves in the extravagances of antebellum and late nineteenth century culture. Few evidences of



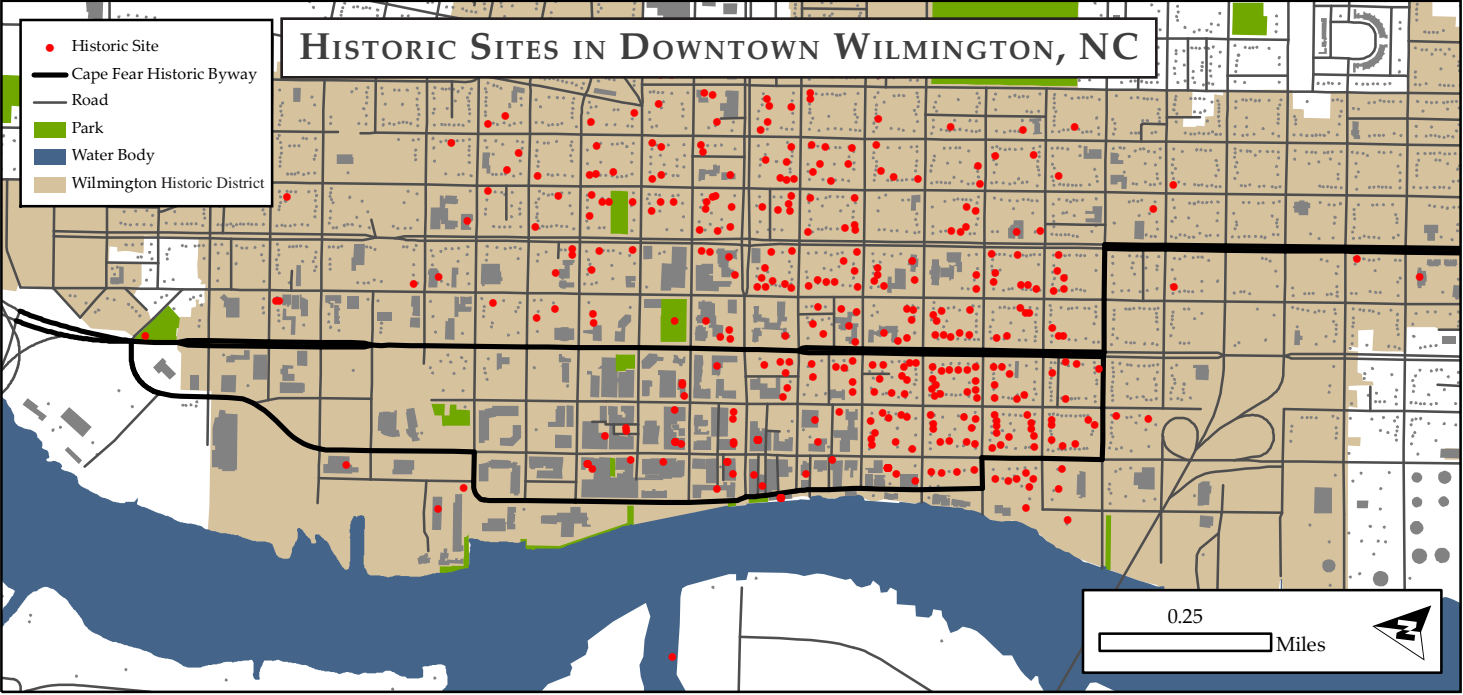
Wilmington Railroad Museum





Corner of Market Street and Water Street

Map created by combining locations listed for 1) the National Register of Historic Places, 2) historic plaques in the City of Wilmington, and 3) locations listed on historic brochure maps.



early Wilmington remain; rather the city is dominated by Italianate style which had a remarkably long run of popularity, lasting into the last decade of the nineteenth century. The longevity of the Italianate style provides a unity and flamboyance to Wilmington which is reflective of its commercial and social vitality.

*Residences*

The Latimer House (126 S. 3rd Street), built in 1852 by local merchant Zebulon Latimer, has housed the Lower Cape Fear Historical Society since 1963 and is currently open to the public as a house museum exemplary of upper-class life in Wilmington during the Victorian period. With 14 rooms furnished with historic objects including furniture, jewelry, ephemera, tableware, tools, and more, the Latimer House lets you step back in time to a more elegant era. The house, built in the popular Italianate style, was designed to be symmetrical, with a central hallway on each floor opening onto an identical layout on either side. On the first floor, the hallway divides the formal sitting and dining areas on the north side — used for entertaining and special occasions — from the less formal sitting rooms to the south.

The Bridger’s House (100 S. 3rd Street) is a massive Neo-Classical Revival style structure designed by Charles McMillen and constructed in 1905 by Joseph Schad. The house is two and one-half stories of rockfaced ashler with rock quoins binding the corners. The most notable feature of the striking house is the grand semicircular portico supported on colossal freestanding Ionic columns. Elizabeth Bridgers built the house to serve as her residence. She was the granddaughter of John Haywood, treasurer of North Carolina, a descendant of Richard Eagles,

for whom Eagles Island on the opposite bank of the Cape Fear River was named, and widow of Preston Bridgers the son of Rufus Bridgers, who was a nationally known railroader with the Wilmington and Weldon, and later with the Atlantic Coast Line Railroad.

The Donald MacRae House (23 S. 3rd Street) is a shingle style house designed by Henry Bacon and built in 1901. Bacon was raised in Wilmington and his best known work is the Lincoln Memorial in Washington, DC. Donald MacRae was a prominent businessman and developer. Today, the structure serves as the parish house for St. James Episcopal Church.

Using the old jail as the foundation, the Burgwin-Wright House (3rd and Market Streets), was built in 1770 by John Burgwin, planter, merchant, and treasurer of the colony of Carolina. In 1781, “the most considerable house in town” was occupied by Lord Cornwallis as his headquarters shortly before his defeat and surrender at Yorktown, Virginia. In 1799, Joshua Grainger Wright purchased the house for 3,500 Spanish milled dollars. Occupied as a residence until 1937, it was bought by the National Society of the Colonial Dames of America in the state of North Carolina. Today, the Burgwin-Wright House, beautifully restored, is the oldest museum house in southeastern North Carolina. Visitors enjoy the fine detail of the Georgian style architecture, the 18th and early 19th century furnishings, and stories of the people who have lived in this house. The house is graced by a formal or parterre garden, a terraced garden, and an orchard, all featuring appropriate plants and trees. This charming property creates a link with the past and is an excellent example of a colonial gentleman’s town residence.



The Bellamy Mansion (503 Market Street) is a classical style house built by slaves and free black artisans, for John Dillard Bellamy (1817-1896), physician, planter, and business leader; and wife, Eliza McIlhenny Harris (1821-1907). After the fall of Fort Fisher in 1865, the mansion was commandeered as Union Army headquarters during the occupation of Wilmington. It remained in family until 1972, when transferred to nonprofit Bellamy Mansion, Inc. and opened as Bellamy Mansion Museum of History and Design Arts in 1993. The former Bellamy slave quarters forms the wall at the rear property line and is a rare surviving urban antebellum two-story brick building. The mansion has been restored as museum of history and design arts. The slave quarters are currently undergoing restoration.

*Places of Worship*

St. Andrews Presbyterian Church (520 N. 4th Street) is a late Gothic Revival style church built in 1899 for St. Andrew’s Presbyterian congregation. The Sunday school annex was donated by William H. Sprunt (1857-1939). In 1944, the congregation merged with the Church of the Covenant at 15th and Market Streets. The church was purchased in 1964 by Holy Trinity Church and organized by Rev. James A. Forbes, Jr., a native of Burgaw. In 1989, Forbes became the first black minister of Riverside Church in New York. In 1998, the building was preserved by the Historic Wilmington Foundation and City of Wilmington.

The First Jewish Congregation in North Carolina was organized in Wilmington in 1867. The Temple of Israel (1 S. 4th Street) is the oldest Synagogue in North Carolina. The church was dedicated on May 12, 1876. The Moorish style architecture of this building is unique for Wilmington.

Built in 1839 for the Episcopal parish established in 1729, the St. James Church (125 S. 3rd Street) is the oldest house of worship in Wilmington. The church is the first mature example of Gothic Revival style in North Carolina. The chancel altar and south transept were added in 1885 from plans of New York architect Henry C. Dudley.

Construction of the First Baptist Church (411 Market Street) began in 1860; the Civil War delayed completion, and the building was not dedicated until 1870. The building was designed by Samuel Sloan, an architect from Philadelphia who also designed First Baptist Church in Raleigh. Both buildings were modeled after Fredericksburg Baptist Church in Fredericksburg, Virginia. The church is an example of early English Gothic architecture, with pointed arches and two narrow spires.

*Institutional Buildings*

The Consolidated Market and Fire Engine House No. 3 (602-604 N. 4th Street) is a Queen Anne style building erected in 1908 to replace old N. 4th Street farmers’ market and fire house. The market operated here until 1917. Wilmington Boxing Center, under the management of Sherriedale Morgan, was here until 1999.

The Alton Lennon Federal Building (2 Princess Street) was designed in 1916 as a combination courthouse and customhouse. It was opened in May 1919. The U.S. Customs Service moved their offices to the state ports in 1966. Three carved stones on the Princess Street entrance illustrate cotton, corn, and tobacco, North Carolina’s three most important crops. Today, the building also houses the Army Corps of Engineers.



*The Bellamy Mansion*



*The Alton Lennon Federal Building*





*The New Hanover County Courthouse*



*The City Hall/Thalian Hall*

The New Hanover County Courthouse (24 N. 3rd Street) was designed by A. S. Eichberg. This Queen Anne style courthouse with Romanesque Revival details was built as seat of government for New Hanover County at a cost of \$72,000. The cornerstone was laid on April 20, 1891. The Superior Court first met here on April 17, 1893. The Wilmington/Cape Fear Coast Convention & Visitors Bureau's year-round Visitor Information Center is located in the historic courthouse at N. 3rd & Princess streets.

The City Hall/Thalian Hall (102 N. 3rd Street) is an Italianate and Classical Revival style city hall and theater built for the citizens of Wilmington, the largest city in North Carolina at the time. One of the nation's few surviving antebellum buildings constructed to serve as both governmental and cultural center. Wilmington's library was here from 1858 to 1872 and 1906 to 1956. Major renovations were undertaken in 1989; the building continues to serve as the center for local government and the performing arts.

The William Hooper School (410 Mears Street) was designed by Joseph F. Leitner and built by Wallace and Osterman in 1914. The Classic Revival style building was originally used as an elementary school for the children of Southside Wilmington. Eliza Meares (1864-1926) served as the first principal from 1914 to 1925. The building served as a school until 1984 and was converted to apartments for the elderly in 1998.

#### *Meeting Places*

Since 1975, the Cotton Exchange (321 N. Front Street) has been historic downtown Wilmington's premiere shopping location for unique gifts and fine dining. Comprised of eight buildings erected

during the early 1900's, the Cotton Exchange is now host to a variety of specialty retail establishments. Restored and renovated to preserve street facades evocative of the earlier industrial and commercial usage of the downtown Wilmington area, the Cotton Exchange is the perfect location to enjoy a reflection of the style and feel of Wilmington's 19th-century river port.

Chandler's Wharf overlooks the Cape Fear River at the corner of Ann and Water streets. Created by Thomas Henry Wright Jr. in the late 1970s, it has evolved over time as a retail/dining complex, but part of it began as a ship's chandler in the nineteenth century. There was a maritime museum here in the 1970s and some marine artifacts are still scattered about the grounds, including an enormous anchor and other reminders of the complex's origins.

The Old Wilmington City Market stretches a city block in width between Front and Water streets. This historic brick and stucco building, built in 1879, began as a vegetable market.

#### *Landscape and Monuments*

The history of the City of Wilmington is evident in both its built and natural landscape. The most prominent natural area along the byway is Greenfield Park and Gardens. After many years of private ownership as a mill pond, the City of Wilmington acquired the property for Greenfield Park and Gardens in 1925 with strong support from the community. In the midst of the depression, nearly 1,500 people were employed to construct the five-mile drive around the park—an addition now widely considered the most exceptional feature of the park. Plantings here inspired the annual NC Azalea Festival, which began in 1948 and continues today.

In the late 1880s grassy plazas were introduced in the centers of Market Street, 3rd Street, and 5th Avenue. Planted with oaks, crepe myrtles and azalea; the plazas are dotted with sculpture, memorials, water troughs and fountains. Since then, the historic quality of the byway has been compromised for the sake of traffic flow. For example, medians along 3rd Street and 5th Avenue were cut-back and narrowed to facilitate the addition of two more travel lanes on each roadway.

Wilmington’s early 20th-century public statuary is among the finest in the state, and much of it appears at the foot of Market Street. At the intersection of Market and Water Streets stands the remarkable Anti-Germ Individual Cup Fountain (1915), which has a house fountain on top (with a horse in bas-relief), and below, two individual cup fountains, reminders of the Progressive Era’s emphasis on sanitation and public health. At the intersection of Market Street and 5th Avenue is the Kenan Memorial Fountain, erected in 1921. Water emanating from the festooned marble bowls splashes into a circular pool which is surrounded by secondary fountains arrayed with figures of turtles and fish.

A variety of old paving material survives on Wilmington’s streets, sidewalks and alleys. Parts of Ann, Castle, Church, S. 4th, S. 9th, N. 7th, N. 8th, Wright, Bladen, Dock and Chestnut Streets are paved in brick. Sidewalks of brick along S. Front Street, S. 4th Street and S. 5th Avenue; sandstone at 520 Orange Street; and octagonal block along Dock Street, S. 5th Avenue and on one block of N. 7th Street add character to the urban fabric. Iron, some of it possibly cast locally (by the Wilmington Iron Works), abounds in the form of ornate fences and gates, window grilles, and roof cresting and also is seen in utilitarian watering troughs and truss bridges (N. 6th Street Bridge).

The Confederate Memorial, a statue in the median at S. 3rd and Dock streets, is Wilmington’s most prominent Civil War memorial. It was dedicated in 1924.

The George Davis Statue, at 3rd and Market streets, commemorates Wilmington’s native son. George Davis was a Confederate Senator and later Attorney General of the Confederacy. Although a member of Jefferson Davis’ cabinet, George Davis actually had little to do, as the Confederacy had no courts and his department existed only on paper. But, he was Wilmington’s highest ranking Confederate official.

The earliest of the public monuments in Wilmington is the sedate Hartnett Obelisk (4th and Market Streets) erected in 1906 by the North Carolina Society of Colonial Dames of America. The monument, of granite, with a base measuring seven square feet, supports a tapered, 33-foot tall shaft. It honors “colonial heroes of the Lower Cape Fear,” in particular, “the hundred and fifty men who made the first armed resistance in the American Colonies to the oppressive stamp act of the British Parliament February 19, 1766.” The inscription only mentions Cornelius Harnett (1723-1781), “patriot and statesman,” thus the monument is known as the Harnett Obelisk.

The Kenan Memorial Fountain is rooted staunchly at the intersection of 5th Avenue and Market Street. The fantastic confection was a gift of William Rand Kenan Jr., scientist and business executive, to memorialize his parents, William Rand and Mary Hargrave Kenan. Just after Christmas of 1920, reported the Wilmington Dispatch, William Rand Kenan Jr., then living in New York City, requested that the city fathers grant permission to place an ornamental fountain at the intersection. The city council



*The Confederate Memorial*



*The George Davis Statue*



*Kenan Memorial Fountain with Bellamy Mansion in the background.*





*1898 Memorial Park: plan view at N. 3rd Street*



*The original layout of the Kenan Memorial Fountain, before being reduced in size to accommodate the growing number of motor vehicles.*

unanimously accepted the offer on behalf of the citizens of Wilmington. In early August 1921, about 30 carloads of material were delivered to the site. The city dubbed the intersection “Kenan Circle” and went about curving the corners and cutting back the curbs of the plazas to make way for the fountain. Water flowed in the fountain on May 26, 1922. The architectural firm Carrere & Hastings of New York City designed the 16-foot-high limestone assemblage. At the time, they were the “family architects” of the Kenans. This consisted of a central, tiered fountain, two benches at the 5th Avenue axis and classical balustrades at the Market axis. The fountain has a large festooned bowl atop a sculpted, slender pedestal that sits in a shallow, circular pool punctuated by fanciful fish forms. Four turtles squirt water at the base of the pedestal. Originally, another cascading pool expanded the fountain to 45 feet in diameter. William R. Kenan Jr. wrote in *Incidents By The Way* in 1946 that the fountain cost him \$42,939.92.

The popularity of the Kenan Memorial Fountain has contributed to its survival through the years, as described by Beverly Tetterton in her book, *Wilmington: Lost but Not Forgotten*:

*“When Mr. Kenan gave the fountain to the city most residents still walked or took the streetcar. However, some pessimistic citizens predicted that it would become a traffic hazard. Their forecast came true as the city grew and automobiles became a preferred mode of transportation. In 1953, the North Carolina Highway Safety Commission recommended that the fountain be moved to a safer location. Kenan and others took the opposite view, that the fountain actually reduced speeding. A compromise was reached when stoplights were installed, the streets widened to two lanes and the fountain reduced in size.” (Tetterton)*

The rich African-American history of the City of Wilmington is celebrated in its landscape and monuments. Since its beginning, the 1898 Foundation Memorial Committee has worked to develop plans for a fitting monument to commemorate the events of 1898 and honor the achievements of African-Americans and other Wilmingtonians who fought for civil rights in the 20th century. The site for the 1898 Memorial Park (N. 3rd and Davis streets) is the space planned by the North Carolina Department of Transportation, at the downtown entrance of Martin Luther King, Jr. Parkway, north of the city, where the racial violence began on November 10, 1898. The park will be constructed and landscaped by the State of North Carolina. The park will be maintained by the City of Wilmington.

Prior to desegregation, N. 4th Street (between Red Cross and Nixon streets) was a vibrant African-American commercial district that was home to dry good stores, meat markets, pharmacies, photography studios, furniture stores, doctor’s offices, and the Ritz, Wilmington’s only black theater.

The site “Orange Street Landing on Cape Fear” is part of the National Underground Railroad Network to Freedom program. The recognition is based on its association with Wilmington’s largest known slave escape that took place in September 1862 in which 22 enslaved African-American freedom-seekers confiscated three sailboats at the foot of Orange Street and successfully rowed 28 nautical miles to the mouth of the Cape Fear River. During this escape, Union blockading ships provided the freedom-seekers protection. The freedmen subsequently enlisted into the Union Navy.

***Cultural Quality:** The evidence and expressions of the customs or traditions of distinct groups of people. Cultural features include, but are not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, and vernacular architecture that are currently practiced.*

2.4 Cultural

*Performing Arts*

Thalian Hall Center for the Performing Arts (102 N. 3rd Street) is located in the east wing of Wilmington’s City Hall. Over 250 performance events are hosted annually in the center. The complex houses three performance venues: the Main Stage, the Grand Ballroom, and the Studio Theatre.

The Thalian Association also manages the Hannah Block Historic USO/Community Arts Center. The center is a major cultural resource for New Hanover County and is a historic landmark for southeastern North Carolina. Located at 120 S. 2nd Street, the building hosts crews and production facilities for movies, television shows, and commercials. Arts programs are offered to the community in stage and film acting, aerobics, ballet, drawing, fiction writing, guitar, jazz dance, modern dance, monologue, oil painting, pottery, photography, stage dance, stained glass, tap dance, vocal music, and yoga.

The Greenfield Amphitheater, located in Greenfield Park and Gardens, hosts performances and events throughout the year, including performances of Shakespeare’s work during the Shakespeare Festival each spring.

The Level 5 at City Stage theater group produces its own shows and provides a rental facility for other local theater company performances and independent film screenings. The theatre is located in the historic Masonic Building (built in 1897), located at 21 N. Front Street. The fifth floor of the building was converted to the present theatre around 1914.

*Museums*

There are plans to open the African-American Heritage Museum of Wilmington in 2010 in the historic Richter’s Building at Harnett & N. 4th Streets. Funds for the museum are being raised through a capital campaign. The museum will tell the African-American story in the greater context of Wilmington’s and America’s history through artifacts, memorabilia, exhibitions, education, and entertainment.

In addition to permanent exhibits covering topics in science and Wilmington’s history, the Cape Fear Museum of History and Science (814 Market Street) provides a variety of changing programs and displays and also hosts performance events.

Three historic homes, all of which were described in the previous section, have been transformed into museums. The Bellamy Mansion Museum of History and Design Arts is housed in the old Bellamy Mansion (503 Market Street). The museum offers tours, changing exhibitions, and an informative look at historic preservation in action. The Latimer House (126 S. 3rd Street) is open to the public as a house museum exemplary of upper-class life in Wilmington during the Victorian period. Guided tours of the house are provided six days a week. The Burgwin-Wright Museum House and Gardens (224 Market Street) offers public tours of the historic home and garden.

The Wilmington Railroad Museum (505 Nutt Street) provides displays and information tracing the development of railroads in Wilmington. The museum also hosts several special events and exhibitions throughout the year.

The Wilmington Children’s Museum (S. 2nd and Orange streets) is directed to children under age 12 and offers hands-on exhibits for exploration and learning.



The Latimer House





Local cultural events in Downtown Wilmington

*Note: Additional tours include the Hollywood Location Walk, the Cape Fear Segway Tour, and the Pirates and Unusual Tales Tour.*

*For more information on these and other tours, please contact the Wilmington/Cape Fear Coast Convention and Visitors Bureau:*

*24 N. 3rd Street,  
Wilmington , NC.  
(toll free) 877-406-2356  
[www.cape-fear.nc.us](http://www.cape-fear.nc.us)*

*Tours*

Several formal tours that traverse portions of the byway and highlight the history and culture of the area are offered in downtown Wilmington. Most of the tours highlight the sites and history described in the *Historic* section.

American Heritage Tours offers a van-tour of sites relevant to the history of African-Americans in downtown Wilmington. The tour departs in front of the Riverside Hilton, between Grace and Princess Streets.

The Ghost Walk of Old Wilmington departs from Market and Water streets. Tour participants are led by a costumed guide through the historic streets and alleyways of Old Wilmington where they are told stories of the “ghosts of Wilmington” during a 90-minute walk.

Another way to explore Wilmington is by horse drawn carriage tours. Carriage tours narrated by a costumed driver are available throughout the year and depart from Market Street between Water and Front streets.

Walking tours of Historic Downtown Wilmington are sponsored by the Lower Cape Fear Historical Society. The walking tour lasts approximately two hours and covers 12 blocks of the historic district.

An eight-mile trolley ride that departs from Dock and Water streets includes a narrated tour of Wilmington’s mansions, haunted homes, museums, birthplaces of famous Wilmingtonians, television and movie sites, African-American history and Civil War shipyards.

*Events*

The North Carolina Azalea Festival takes place at various locations throughout Wilmington each April. Exhibits include gardens, artwork, history and culture. Features of the event include concerts, a circus, street fair, and parade.

Wilmington’s 4th of July Riverfront Celebration is held each year at Riverfront Park. The “Battleship Blast,” a choreographed fireworks display that takes place over the Battleship U.S.S. North Carolina, is a feature of the celebration.

Many concerts and music festivals including the Cape Fear Blues Festival and North Carolina Jazz Festival are held throughout the year at various locations along the byway including the Hilton Riverside Hotel, Riverfront Park, Thalian Hall and other locations.

Wilmington is known for its film industry, as exemplified by the annual Cucalorus Film Festival. The festival is held annually in early November and takes place in various venues in downtown Wilmington including Thalian Hall, Riverfront Park and Bellamy Mansion.

The Wilmington Riverfest is an annual event held in October that features a variety of activities including fireworks, music performances, sports competitions, food vendors, artwork, a film festival, and car shows. The event takes place at locations throughout Wilmington, including Water Street, Front Street and Market Street.

*Archaeological Quality: The visible characteristics of the scenic byway corridor that are evidence of historic or prehistoric life capable of being inventoried and interpreted.*

2.5 Archaeological

In 1524, an Italian explorer named Giovanni da Verrazano was the first European to explore the coast of North America between South Carolina and Newfoundland, making landfall near Cape Fear. According to the North Carolina Coastal Explorers program (part of the North Carolina Division of Environment and Natural Resources and the North Carolina Division of Coastal Management), sailors named the river after the shallow sand bars that stretch from the mouth of the river into the Atlantic Ocean, an area known as the “Cape of Feare,” where many ships wrecked. Deadly shipwrecks happened when passing ships ran into these shoals, making North Carolina a very dangerous place for ships to travel during that time period. Hence, the North Carolina coast is nicknamed the “Graveyard of the Atlantic.”

There are numerous sunken ships within the view of the Cape Fear Historic Byway. Several of the shipwrecks are on the eastern bank of the Cape Fear River, but most are on the western bank, across the river from downtown Wilmington. Eastern Carolina University (ECU), with the National Park Service, is currently conducting investigations of the shipwrecks and the feasibility of creating an educational / tourist attraction surrounding the wrecks as part of the Eagles Island Maritime Heritage Trail project. ECU has mapped the shipwrecks, portions of which are visible above the water from the byway. They have also identified terrestrial archaeology on Eagles Island, including tug yards, salvage yards, wharves, tar barrels, Native American resources and significant industrial archaeology. ECU is considering several options to market the maritime trail, including signage, pamphlets, booklets, a website, documentaries and a video Ipod.

According to the National Park Service (NPS) Archeology Program, there are 35 identified shipwrecks in the Cape Fear River near Wilmington. These are the shipwrecks that were listed or determined eligible for the National Register of Historic Places as of 1990. For more information on the NPS Archeology Program, visit: [www.nps.gov/archeology/submerged/NRShips.htm](http://www.nps.gov/archeology/submerged/NRShips.htm).

A.P. Hurt. The intact remains of this iron hulled stern-wheel riverboat lie in 15 feet of water in the Cape Fear River near Wilmington. She was built in 1860 and wrecked in 1924. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Argonauta. Built in 1876, this iron hulled tugboat is laid up on the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Argonauta Barge. The remains of this wooden barge are buried on the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Barge #1. The remains of this wooden barge are on the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.



Representation of Giovanni da Verrazano.

*Note: There are approximately 60 shipwrecks along this portion of the Cape Fear River (compared to the 35 listed here from the NPS program). Two shipwrecks of prominence not included on the NPS list that deserve mention are the Civil War shipwreck Waccamaw and the tugboat Isco. For more information on these and other Cape Fear River archaeological resources, please contact the Program in Maritime Studies, School of Communications, East Carolina University.*





*The Cape Fear River near Downtown Wilmington*

Barge #2. The intact remains of this wooden barge are on the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Barge #3. The intact remains of this wooden hopper barge are on the shore of the Cape Fear River near Wilmington, having been sunk to serve as a bulkhead. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Barge #4. The scattered remains of this wooden barge are on the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Bendigo. The remains of this iron hulled side-wheel blockade runner (ex-Millie) are buried on the shore of Lockwood's Folly Inlet near Wilmington. She was built in 1863 and wrecked in 1864. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Bulkhead Barge. The remains of this wooden hulled barge lie submerged near the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Bulkhead Tugboat. The remains of this wooden hulled vessel are on the shore of the Cape Fear River near Wilmington, serving as a bulkhead. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Cherokee. The remains of the wooden hulled launch are buried on the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Dolphin. The intact remains of this wooden hulled tugboat, built in 1896, are on the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Eagles Island Launch. The remains of this wooden hulled launch are buried on the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Eagles Island Other Skiff. The intact remains of this wooden hulled skiff are buried on the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.



Eagles Island Side-wheel Steamer. The remains of this wooden hulled side-wheel steamer, named Sylvan Grove, are buried on the shore of Eagles Island in the Cape Fear River near Wilmington. She was built in 1858 and wrecked in 1891. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Eagles Island Skiff #1. The remains of this wooden hulled skiff are on the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Government Barge. The remains of this wooden barge are buried on the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

H.G. Wright. The remains of this wooden hulled stern-wheel snag boat, built in 1882, are buried on the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Iron Rudder Wreck. The remains of this wooden vessel are buried on the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

John Knox. The remains of this wooden riverboat, built in 1919, lie in 10 feet of water in the Cape Fear River near Wilmington.

Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Last One Wreck. The remains of this wooden vessel lie in 2 feet of water near the shoreline of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Minnesota. The hulk of this wooden tugboat, built in 1910, is on the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Orange Street Wreck. The remains of this steel hulled yacht are buried in 15 feet of water in the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Ranger Site. The remains of this iron hulled side-wheel blockade runner, named Ranger, are buried in Lockwood’s Folly Inlet near Wilmington. Built in 1863 and sunk in 1864. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Sanded Barge. The remains of this wooden vessel are buried on the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.



“Map of the Cape Fear River and Approaches to Wilmington, N.C.” Official Records of the Union and Confederate Navies in the War of the Rebellion, Courtesy of New Hanover Public Library





*“Admiral Porter’s fleet removing torpedoes and buoying the channel in Cape Fear River” 1865.  
North Carolina Civil War Image Portfolio; University of North Carolina at Chapel Hill*

Skinner’s Dock Wreck. The remains of this wooden vessel are buried in 25 feet of water in the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Splayed Wreck. The scattered remains of this wooden vessel are buried on the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Steam Crane Barge #1. The intact remains of this wooden crane barge lie on the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Stone #3. The hulk of this wooden tugboat (ex-Isabella), built in 1905, is on the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Stone #4. The remains of this wooden tugboat, built in 1915, are buried on the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Stone #5. The intact remains of this wooden tugboat (ex-Sadie E. Culver), built in 1896, are on the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Stone #6. The intact remains of this wooden tugboat (ex-Atlantic City), built in 1890, are on the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

The Little Barge. The remains of this wooden barge are buried on the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

U.S.S. Iron Age. The remains of this wooden side-wheel gunboat are buried in 12 feet of water in Lockwood’s Folly Inlet near Wilmington. Built in 1862, she sank in 1864 while in use as a Union Navy gunboat. This vessel is entitled to sovereign immunity. Owned by the U.S. Government, Department of the Navy. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.

Wright Barge. The intact remains of this wooden barge are on the shore of the Cape Fear River near Wilmington. Owned by the State of North Carolina. Listed in the National Register as part of an archaeological district, this wreck is nationally significant.



*Recreational Quality: The outdoor recreational activities directly associated with, and dependent upon, the natural and cultural elements of the corridor’s landscape.*

2.6 Recreational

The Cape Fear River is the focal point of much of Wilmington’s recreation today. It provides the backdrop for the city’s Riverwalk, which is lined by numerous retail shops, restaurants and small pocket parks; and the Riverfront Farmer’s Market, which runs from April through December at Riverfront Park.

Sightseeing along the river is enjoyed by drivers, pedestrians, bicyclists and boaters alike. The City of Wilmington offers boating facilities along the Cape Fear River, including a ramp at Dram Tree Park, a pocket park at the foot of Castle Street. Floating docks with power service that can accommodate vessels up to 200 feet are available within walking distance to downtown attractions, hotels, shopping, dining, theater, nightlife, and services.

Recreational fishing and boating are commonplace on the river. Fishing and cruise charter services include Northeast Cape Fear River Exploration cruises on the “Lorelei” and Cape Fear Riverboats cruises along the “Henrietta III”, which both depart from the downtown waterfront. The “Capt. Maffitt,” a converted World War II Navy launch named for Capt. John Newland Maffitt, one of the Confederacy’s most successful blockade runners, offers 45-minute sight-seeing cruises with historical narration departing from Riverfront Park. The Capt. Maffitt is also available for charter throughout the year, and doubles as the Battleship River Taxi during the summer.

Greenfield Park and Gardens is a haven for outdoor enthusiasts, offering over four miles of hiking, biking, and boating opportunities. The site boasts a skate park (Greenfield Grind Skate Park), tennis courts, seasonal paddle boat and canoe rentals provided by the Cape Fear River Watch ([www.cfrw.us](http://www.cfrw.us)), seasonal concession stand, fishing, playground equipment, and shelters and grounds for picnicking. The park and gardens is on the North Carolina Birding Trail and is touted as “a birding oasis within busy downtown Wilmington” by the Carolina Bird Club’s web site. The Cape Fear River Watch offers guided birding trips, either in their 20-foot electric canoe or by foot. In addition, the main offices of the Wilmington Parks, Recreation, and Downtown Services Division (PRD Division) are housed at Greenfield Lake. Through the PRD Division, recreational trips often leave from Greenfield Lake for seniors, Special Olympics, and outdoor enthusiasts. The types of trips offered include backpacking, canoeing and kayaking, and day trips.

Greenfield Park and Gardens is also home to several annual special events. The Greenfield Park Amphitheatre houses public concerts and the Cape Fear Shakespeare series in the summer. The annual Greenfield Adventure Sprint (a 22-mile, two-person canoe, bike and running triathlon) and the Dog Jog (a five kilometer race for humans and one mile fun walk for humans and their dogs, to benefit the Humane Society) are also hosted at the park. A recent addition to the Dog Jog is the Pooch Plunge, in which dogs have free-reign of the swimming pool at Legion Stadium.

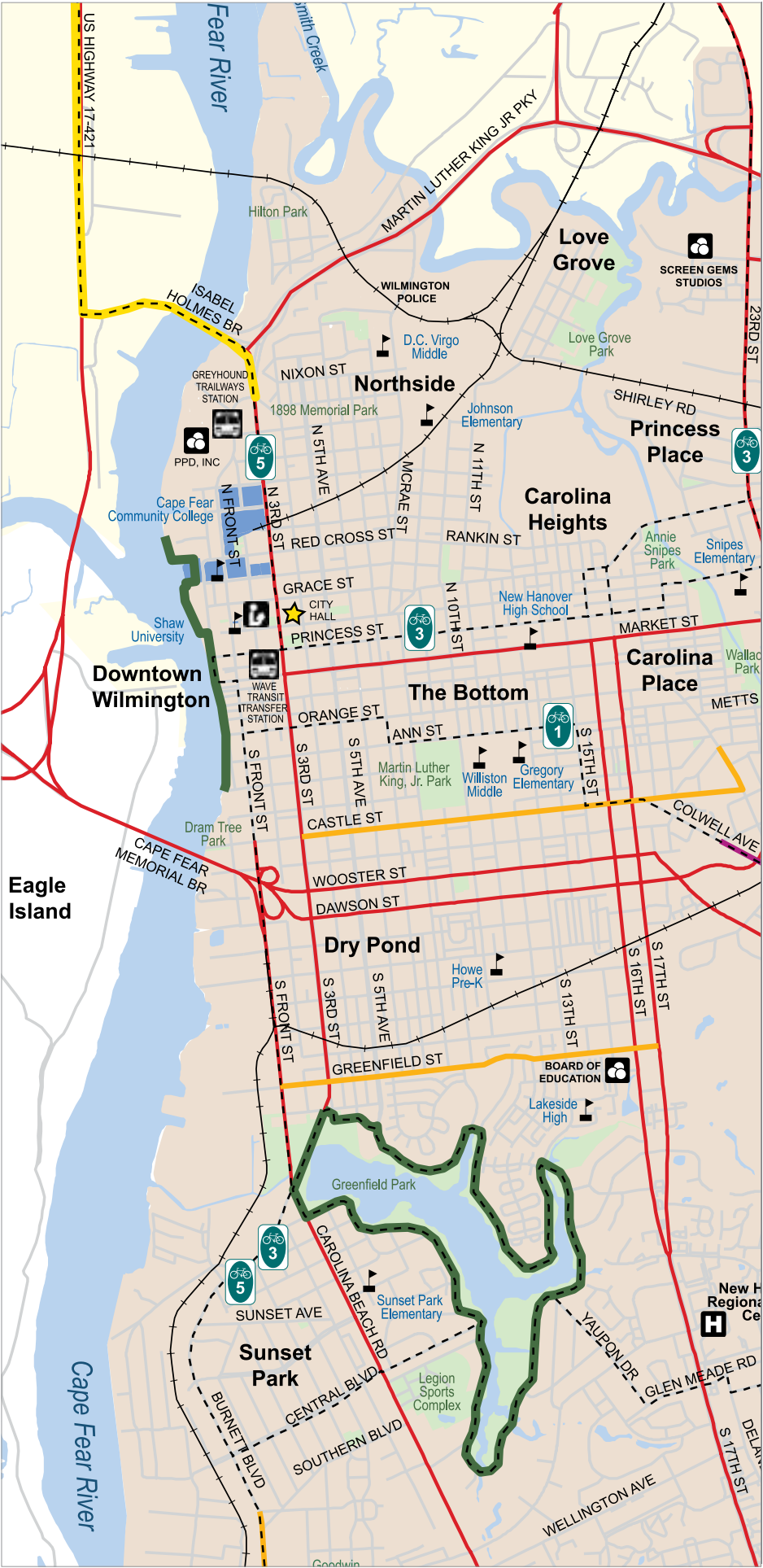


Jogger on the Riverwalk



Jogger and pedestrians on Greenfield Lake Trail

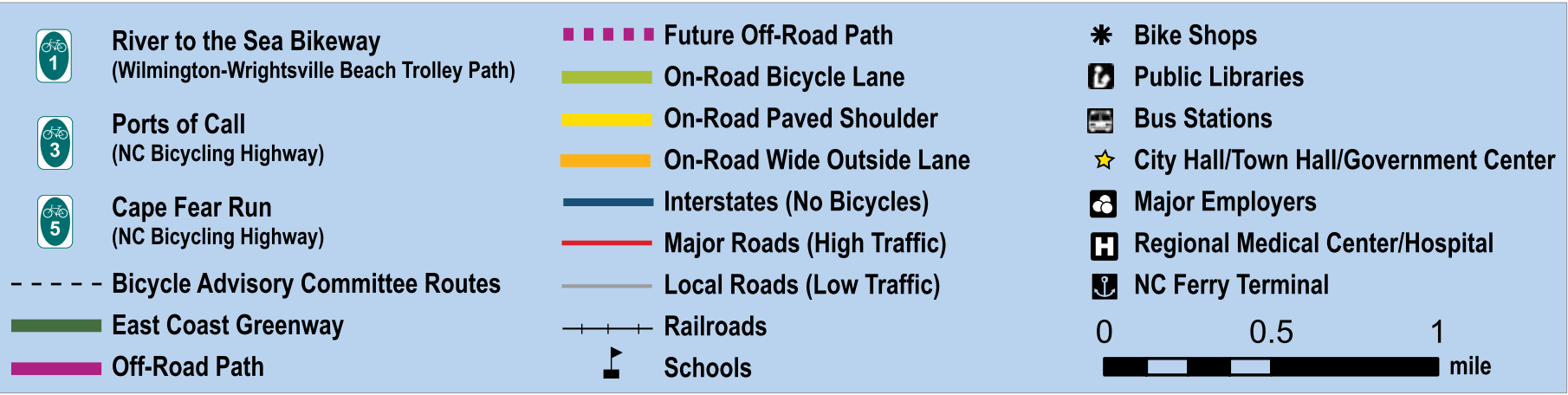




WILMINGTON METROPOLITAN AREA BICYCLE MAP

WMPO and the Cape Fear Breeze, 2007.

This is only a portion of the map; for the complete map, go to [wmpo.org/wmbpc](http://wmpo.org/wmbpc)



Legion Stadium, on the Carolina Beach Road side of Greenfield Lake, has a public swimming pool, four tennis courts, soccer fields and a baseball stadium which house the professional Wilmington Hammerheads ([www.wilmingtonhammerheads.com](http://www.wilmingtonhammerheads.com)), the semi-professional Wilmington Sharks ([wilmingtonsharks.com](http://wilmingtonsharks.com)), and the New Hanover High School Wildcats. The Wilmington Hammerheads have also used the facilities for a summer soccer camp for youth.

Greenfield Lake Trail (located within Greenfield Park and Gardens) is a four-mile loop which winds around the lake and through thousands of azaleas, cypress trees, and dogwoods. Also known as Wilmington Bicycle Route 10, the trail is designated as part of the East Coast Greenway, which aims to connect all major cities along the East Coast with a continuous, off-road path. A portion of the East Coast Greenway also traverses the downtown Riverwalk. Other bicycle routes in the vicinity of the byway include: Route 1, the River to the Sea Bikeway (Historic Trolley Path), which is a ten-mile route extending from Riverfront Park at the foot of Market Street to Wrightsville Beach, traversing both Orange Street and Ann Street; Route 3, Ports of Call (NC Bicycling Highway), which is a 319 mile trail from the Virginia Border to the South Carolina State Line with portions along Princess Street and Front Street; and Route 5, Cape Fear Run (NC Bicycling Highway), a 166 mile route linking Raleigh to Southport with portions along 3rd Street and Front Street. The Wilmington Area Metropolitan Planning Organization (WMPO) and the Cape Fear Breeze alternative transportation program produced the bike map shown to the left, featuring many of the aforementioned bicycle routes.

Downtown Wilmington is not just for bikers - Wilmington takes pride in being a walking city, and portions of the byway are heavily used by pedestrians. The Downtown Loop walking trail ([www.capefearhealthycarolinians.org/pdfs/wilm-walks-brochure-dt.pdf](http://www.capefearhealthycarolinians.org/pdfs/wilm-walks-brochure-dt.pdf)), sponsored by Cape Fear Healthy Carolinians, a coalition of organization in New Hanover and Brunswick counties, crosses 3rd Street, Nun Street, Water Street, Nutt Street and Harnett Street.

See page 22 for a map of existing bicycle routes, sidewalks, and trails, and how they relate to the Cape Fear Historic Byway

Several of the attractions of downtown Wilmington described in previous sections, including the festivals and trolley, walking and horse-drawn carriage tours, take place outdoors and are an excellent way for visitors and residents to enjoy downtown Wilmington while gaining an appreciation for the area's distinctive history and culture. A seasonal Visitor Information Center (March-November) is located on the Riverwalk between Market and Dock streets.

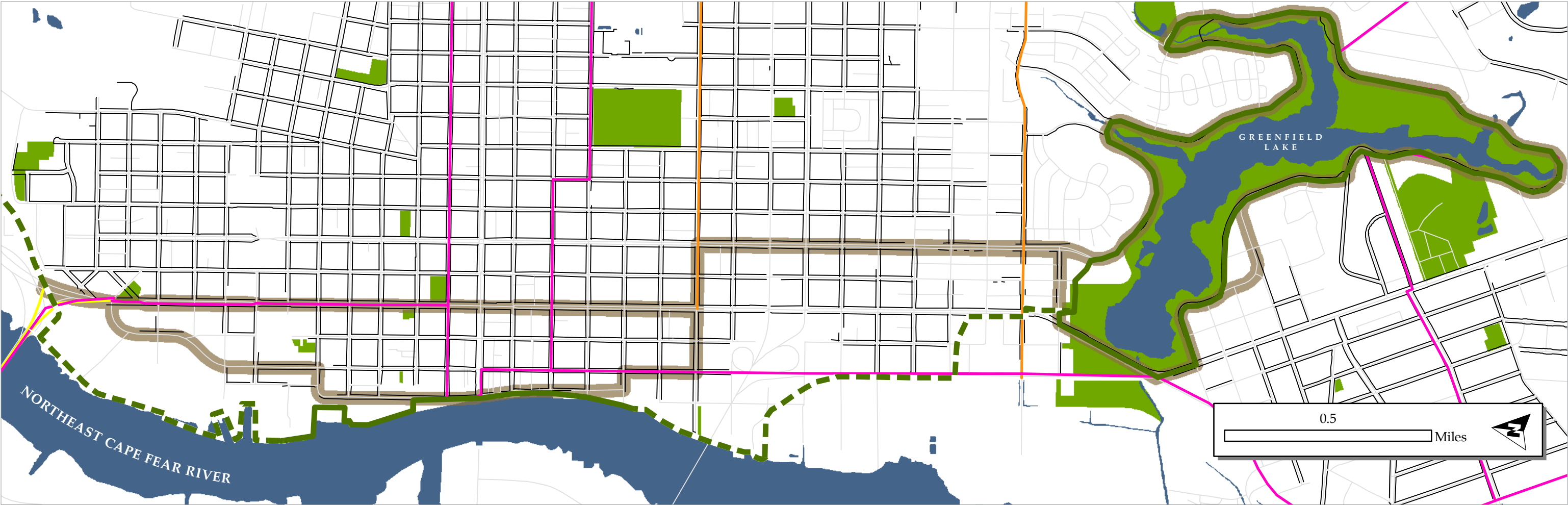
In addition to the many sites to see along the byway, the Intercoastal Waterway and area beaches are also local recreational focal points. These beautiful, uncrowded beaches and nearby estuarine reserves provide a true haven for sun seekers, beachcombers and nature lovers, and a sportsman's paradise for anglers, mariners and water sports enthusiasts.

LEGEND

- Cape Fear Historic Byway
- WMPO/NCDOT Bicycle Route
- Wide Outside Lane
- Paved Bicycle Shoulder
- Existing East Coast Greenway
- Proposed East Coast Greenway
- Sidewalk
- Road
- Park
- Water Body

EXISTING BICYCLE ROUTES, SIDEWALKS, AND TRAILS ALONG THE CAPE FEAR HISTORIC BYWAY

For a complete analysis of existing and future pedestrian facilities, please refer to Wilmington’s Pedestrian Plan (under development as of early 2008).





Cape Fear River, Photo by Jim Kerr



# Chapter Three: Existing Opportunities and Constraints

*Chapter Outline:*

*3.1 Chapter Overview*

*3.2 Summary of Core Opportunities by Segment*

*3.3 Roadway Characteristics*

*3.4 Zoning and Land Use*

*3.5 Crime/Prevention of Crime*

**3.1 Chapter Overview**

The Cape Fear Scenic Byway has numerous opportunities and constraints that must be taken into account before making recommendations for both corridor management and corridor improvements. This chapter reviews such factors, and is organized by exploring opportunities and constraints according to several main categories: intrinsic qualities, roadway characteristics, zoning and land use, and crime prevention/perception of crime.

**3.2 Summary of Core Opportunities by Segment**

This section summarizes some of the main opportunities found within the byway. As noted in Chapter One, the byway is made up of several core component landscapes, which provide a context for analyzing the byway in segments. These include the Wilmington Waterfront, the Old Wilmington Residential District, Dry Pond, Greenfield Park and Gardens, and the N. 3rd Street Civic Corridor. The intrinsic qualities within each of these segments are described briefly on the following pages.

*Wilmington Waterfront*

This byway segment hugs the east bank of the Cape Fear River along N. Front Street and Water Street. The Cape Fear River has scenic, natural, and recreational qualities, offering pleasing waterfront views, fishing and boating opportunities. Additional scenic qualities include the U.S. Coast Guard Cutter Diligence VI and the brick paved streets. Many of the streets in the downtown were originally paved in brick but have been paved over with asphalt in recent times, which degrades their character. The Eagle Island Ship’s Graveyard is an archaeological resource located on the west bank of the Cape Fear River. Students at East Carolina University are studying the sunken ship remains

and also developing a plan for a self-guided heritage trail. The Wilmington Riverfest and the Riverfront Farmers’ Market are cultural qualities that engage the local citizens and tourists. Historic qualities include the Wilmington Railroad Museum, the Cotton Exchange, the Battleship U.S.S. North Carolina, the Alton Lennon Federal Building, Old Wilmington City Market, Chandlers Wharf and the Riverwalk. The Riverwalk represents both a historic and recreational quality of the byway. Both the U.S.S. Battleship North Carolina and the U.S. Coast Guard Cutter Diligence VI can be viewed along the entire Riverwalk, which also provides seating and observation areas and some educational signage. Low-level pedestrian scale lighting beneath trees enables the Riverwalk to be used at night, however, additional or brighter lights would improve the safety perception.

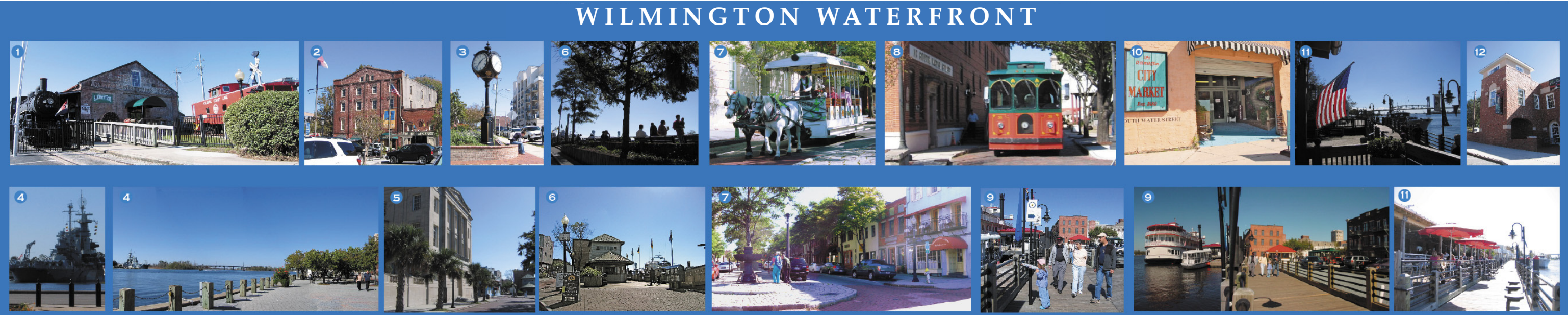
The Riverwalk is also part of the extensive 3,000-mile East Coast Greenway and is a one-mile leg of Wilmington Walks, a neighborhood walking trail initiative launched in 2006 by the City of Wilmington, Healthy Carolinians, Pharmaceutical Product Development, Inc., and the Wilmington YMCA. The Riverwalk is planned to expand from the Isabel Holmes Bridge in the north to the Cape Fear Memorial Bridge in the south. A seasonal Visitor Information Center (March-November) is located on the Riverwalk between Market and Dock streets.



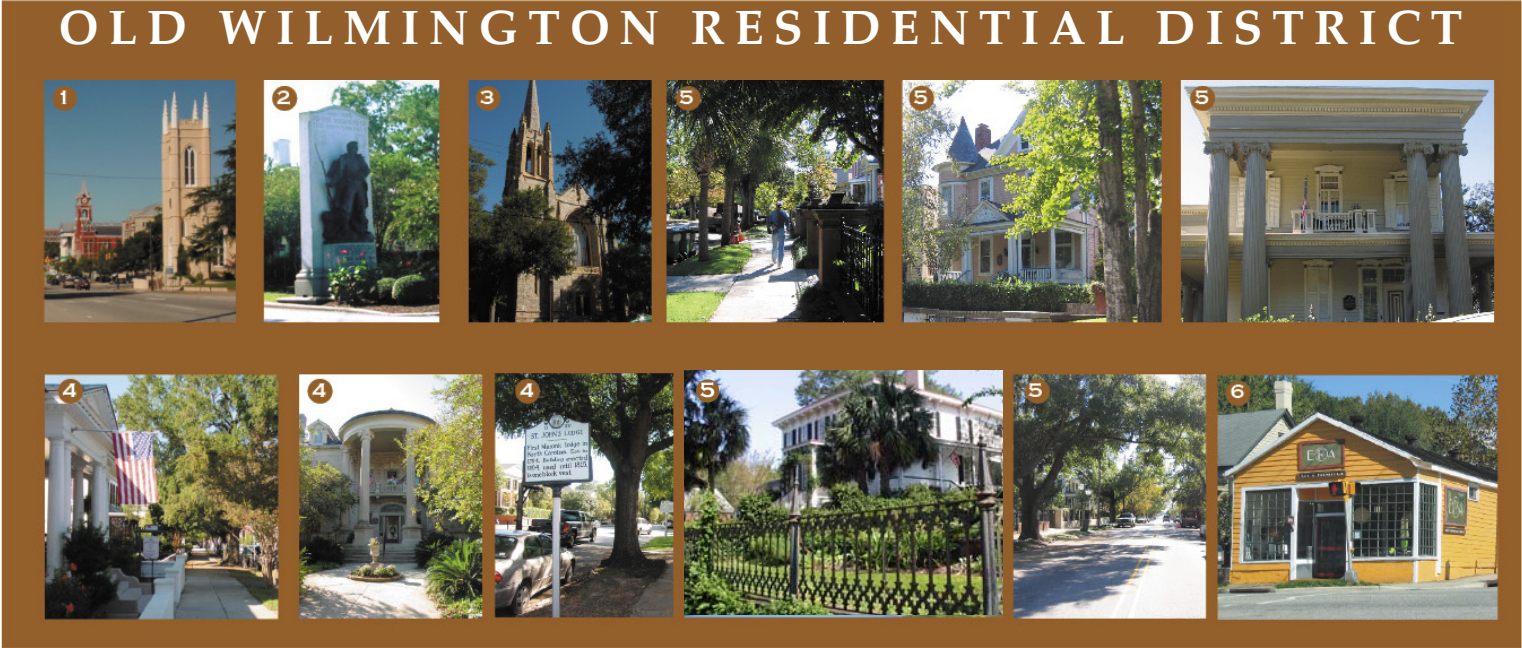








- Opportunities: Wilmington Waterfront*
- 1) Railroad Museum
  - 2) The Cotton Exchange
  - 3) Cape Fear Community College
  - 4) Battleship U.S.S. North Carolina / Cape Fear River
  - 5) Alton Lennon Federal Building
  - 6) Riverwalk near the Visitor’s Center
  - 7) Carriage / Intersection of Water Street and Market Street
  - 8) Trolley at the intersection of Water Street and Dock Street
  - 9) Riverwalk near the ferry at Water Street and Dock Street
  - 10) Old Wilmington City Market
  - 11) Riverwalk heading towards Chandler’s Wharf
  - 12) The Cape Fear Serpentarium



- Opportunities: Old Wilmington Residential District*
- 1) S. 3rd Street with St. James Episcopal Church
  - 2) Soldiers of the Confederacy Memorial
  - 3) First Presbyterian Church
  - 4) Views along S. 3rd Street
  - 5) View along S. Front Street
  - 6) Building on Castle Street



## DRY POND



*Opportunities: Dry Pond*

- 1) Fire Station Number 2
- 2) New Castle Street Art and Antique District
- 3 & 4) Quality tree cover along S. 5th Avenue
- 5) Greenfield Park and Gardens entrance sign

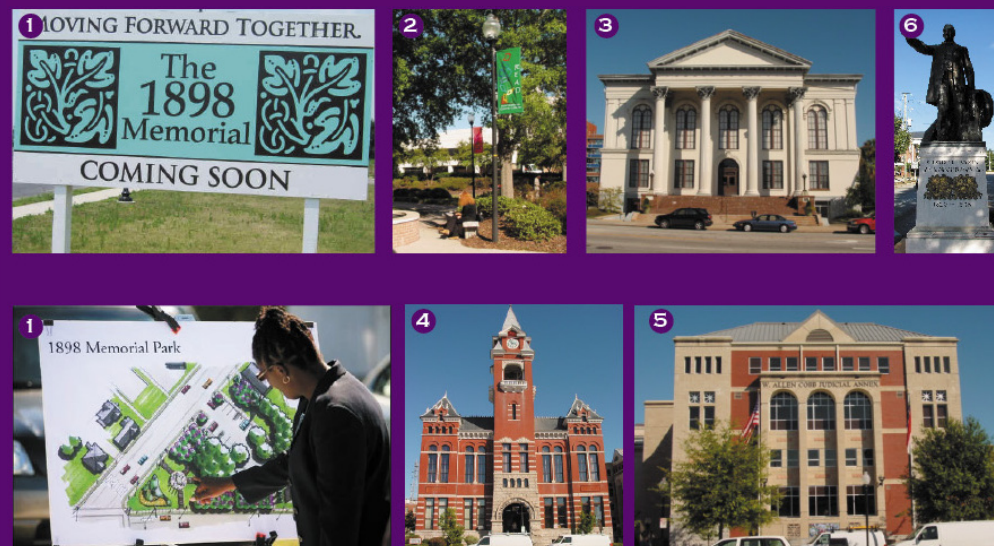
## GREENFIELD PARK AND GARDENS



*Opportunities: Greenfield Park & Gardens:*

- 1) Bicyclist on E. Lake Shore Drive
- 2) Part of the four-mile trail loop
- 3&4) Views of Greenfield Park and Gardens
- 5&6) Views of Greenfield Lake
- 7) Wood Ducks on Greenfield Lake
- 8) Greenfield Lake between E. and W. Lake Shore Drive
- 9) Runner along W. Lake Shore Drive
- 10) A sculpture at the Greenfield Grind Skate Park

## N. 3rd STREET CIVIC CORRIDOR



*Opportunities: N. 3rd Street Civic Corridor*

- 1) 1898 Memorial Park
- 2) New Hanover County Public Library
- 3) Wilmington City Hall/Thalian Hall
- 4) Historic New Hanover County Courthouse/year-round Visitor Information Center
- 5) W. Allen Cobb Judicial Annex
- 6) Senator George Davis Monument



*Old Wilmington Residential District*

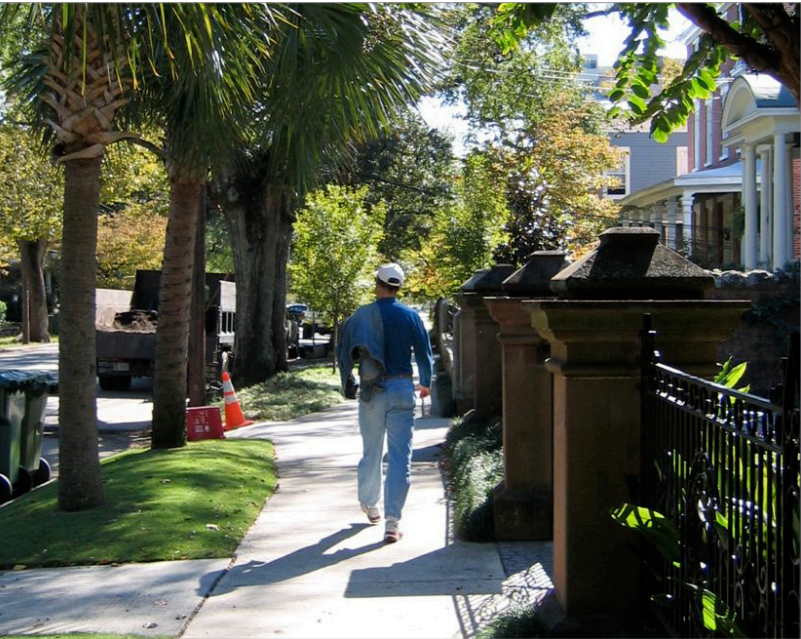
The Old Wilmington Residential District includes S. Front, S. 3rd, and Castle Streets. S. 3rd and S. Front Streets have scenic qualities with mature oak trees, historic residential architecture, wrought iron fences, and carriage steps. Car and truck traffic is heavy however, and crossing S. 3rd Street to tour the opposite side is often dangerous according to the local residents. Castle Street has both cultural and historic qualities. Along Castle Street, considered an ‘African-American Main Street’, a number of antique and African-American focused businesses are located, creating a common theme and unique atmosphere.

Further east along Castle Street, between S. 5th Avenue and S. 7th Street, the area is promoted as the ‘New Castle Street Art and Antique District’. Numerous historic qualities are located throughout this byway segment, including residences such as the Latimer House, the Bridgers House, Donald McRae House, Burgwin-Wright House and historic civic buildings such as the First Presbyterian Church, the Confederate Memorial and St. James Church. Each site has its own standard National Historic Register sign. Walking tours of the Wilmington National Register Historic District also convene regularly at the Latimer House.

*Dry Pond*

The Dry Pond byway segment includes S. 5th Avenue from Castle Street to the entrance of Greenfield Park and Gardens. A major scenic quality in this area includes the large canopy oak trees and planted medians along the northern end of S. 5th Avenue. However, the southern end of S. 5th Avenue is more industrial in character, with large industrial buildings, heavy trucks, and sparse vegetation. In some areas, there is limited space for pedestrians due to parked cars impeding into the streetscape, creating a safety hazard.

The northern tip of this segment connects to the New Castle Street Art and Antique District, however, this connection is not visually apparent. Historic qualities include Fire Station Number 2 and the William Hooper School, which currently provides residential apartment housing. Hall’s Pharmacy, considered the capital of Dry Pond is located on the northwest corner of S. 5th Avenue and Castle Street. The Pharmacy is on the National Register of Historic Places and is part of the identity of this neighborhood and area along the byway. This byway segment serves as a link from the historically rich north end of the byway and the naturally scenic south end of the byway.



*A pedestrian on S. Front Street in the Old Wilmington Residential District.*





*The Azalea Bells of the NC Azalea Festival, 2003*

*“Thousands of Azaleas are planted around the lake and are the focus of the popular NC Azalea Festival held in the spring drawing over 300,000 people annually for more than 60 years.”*

#### *Greenfield Park and Gardens*

Greenfield Park and Gardens includes a 4.5 mile drive around the perimeter of Greenfield Lake. Greenfield Lake and its surrounding vegetation contain an abundance of scenic, natural and recreational qualities. The lake itself and the vegetation provide habitat for a variety of bird species, so much so that Greenfield Park and Gardens is a designated North Carolina Birding Trail and the Carolina Bird Club calls the park “a birding oasis within busy downtown Wilmington.”

A virgin cypress forest exists on the southeast edge of the lake. The raised root structure of the cypress trees provide ideal perching places for the unique Anhinga bird that requires safe places to dry its wings after swimming in the water for food.

Thousands of azaleas are planted around the lake and are the focus of the popular NC Azalea Festival held in the spring drawing over 300,000 people annually for more than 60 years. Several pedestrian bridges offer peaceful views over the lake.

Recreational qualities include the four-mile paved multi-use trail adjacent to the vehicular drive, which is also part of the 3,000-mile East Coast Greenway, and several natural spur trails, paddleboats, tennis courts and a skate park.

#### *N. 3rd Street Civic Corridor*

The N. 3rd Street Civic Corridor includes N. 3rd Street between Market Street and the northern end of the corridor. Located at the intersection of N. 3rd Street and Davis Street, the 1898 Memorial Park has both cultural and historical qualities. Other historic sites along this segment include the Wilmington City Hall/Thalian Hall, New Hanover County Courthouse and the George Davis Statue. All three structures are on the National Register of Historic Places and are located within two blocks of Market Street. Thalian Hall serves as a local government center as well as a cultural center hosting performing arts events. A year-round Visitor Information Center is located in the historic courthouse at 3rd Street & Princess Street.

N. 4th Street and N. 5th Avenue are parallel to the N. 3rd Street Civic Corridor, and are home to the Bellamy Mansion, First Baptist Church, and the Consolidated Market and Fire Engine House Number 3. This area is undergoing aggressive economic redevelopment, and byway connections should be considered.

Overall, the N. 3rd Street Civic Corridor lacks the level of scenic, archaeological, natural and recreational qualities found in other segments of the byway. This is partly because the street caters primarily to vehicles, rather than pedestrians. Since the northern end of this segment is a gateway to the byway, effort should be made to improve the overall appearance and scenic qualities at a minimum. For example, as visitors enter the City of Wilmington and the N. 3rd Street Civic Corridor from the north, they see a sign that reads, “Welcome to Historic Downtown Wilmington,” yet the visual background for the sign is an unappealing industrial site.

3.3 Roadway Characteristics

In order to determine future national designation and funding opportunities that might arise from Scenic Byway designation, key elements associated with the road and street system must be examined and addressed. These elements include such things as traffic volumes, levels of service, safety, parking, and multi-modal accommodations. Additionally, the byway lies within an urbanized setting and, consequently, the land is predominantly developed. As improvements are made to the road and street system in accordance with the vision of the Corridor Management Plan (CMP), appropriate future and infill development practices must also be followed. Current and future land use is reviewed in Section 3.4 of this CMP.

Existing Streets

The Cape Fear Historic Byway is located in a typical, urban/ downtown, grid street system with relatively light to moderate traffic volumes.

Within the vicinity of the byway, a portion of Water Street provides one-way travel lanes while the other streets provide two-way travel. Intersections within the downtown area are controlled primarily by two-way stop signs on the east-west streets, with several four-way stop signs and a few traffic signals at the busier intersections.

Entering the byway from the northern gateway at Martin Luther King, Jr. (MLK) Parkway, the six-lane street tapers to four lanes at the Front Street/N. 3rd Street intersection. The recently constructed streetscape around this intersection includes a median that is attractive as well as a safe refuge for pedestrians crossing N. 3rd Street/MLK Parkway. The nearby 1898 Park provides for

pedestrian and bicycle travel along its associated trail. No on-street parking is available.

The byway turns west down Front Street, which is a four-lane street in front of the Pharmaceutical Product Development (PPD) facility. A crosswalk draws attention to pedestrian traffic crossing Front Street along this segment of the byway. No on-street parking is allowed.

At Red Cross Street, the byway turns west down a two-lane street for one block to N. Water Street. There is a sidewalk along the south side of Red Cross Street but no on-street parking is available.

N. Water Street is a two-lane street that parallels the Cape Fear River. Three crosswalks emphasize the pedestrian traffic associated with the Cape Fear Community College. Other crosswalks are located at Walnut, Grace and Princess Streets. Sidewalks are continuous along N. Water Street; however, on-street parking isn’t available until arriving at Walnut Street, just north of the Cotton Exchange. Several parking lots and a deck are located adjacent to N. Water Street. N. Water Street becomes “South” Water Street at Market Street, where it also becomes a single lane, brick, one-way street heading southward. Vehicular traffic lessens substantially along this segment of the byway. Sidewalks and some on-street parking are available, but there are no designated, marked crosswalks.

The byway turns eastward at Ann Street for one block to Front Street. Ann Street is a two-lane street with a two-way stop at Front Street. Sidewalks and on-street parking are available on both sides, although there are no designated crosswalks.



*Pedestrian crossing at the intersection of S. Front Street and Castle Street*





*Bicycle and pedestrian connections need to be established between the three parks that are divided by the intersection of Burnett Blvd. and Front Street/Carolina Beach Road. There are currently no designated crosswalks at this intersection.*



The byway turns southward again onto Front Street, a two-lane street with on-street parking and sidewalks on both sides. Designated crosswalks are provided at Nun Street, as well as Castle Street where there is also a pedestrian-actuated yellow flasher signal. Wheelchair ramps, but no marked or painted crosswalks are provided at Church Street.

The byway turns eastward once again at Castle Street, a two-lane, brick street with sidewalks and on-street parking on both sides. Crosswalk wheelchair ramps are provided at the intersections of 2nd, 3rd, and 4th Streets and 5th Avenue, with pedestrian crossing signals at 3rd Street and 5th Avenue. The byway turns southward at 5th Avenue, at which there is a traffic signal and left turn lanes on S. 5th Avenue.

S. 5th Avenue is a four-lane street with a tree-lined median, on-street parking and sidewalks on both sides. Segments of the sidewalks are broken, however. It is a relatively busy street as it is one of the primary north-south travel routes from the downtown area of Wilmington to major arterials including US 17 Business/74/76 and US 421. It also crosses a rail line at Martin Street. Traffic signals are located at Wooster Street, Dawson Street, and Greenfield Street. S. 5th Avenue terminates at E. Lake Shore Drive, the entry point to Greenfield Park and Gardens.

The byway follows East and West Lake Shore Drives, essentially around the perimeter of Greenfield Lake. Lake Shore Drive is a two-lane street. There is no sidewalk, however, the greenway trail associated with the Park serves essentially as a street-side path for pedestrians and bicyclists. There is no designated on-street parking, however, “bulb-outs” or “pull-overs” are provided for stopped vehicles.

The byway follows Carolina Beach Road and Burnett Boulevard, both highly travelled, four-lane streets with sidewalks. A traffic signal is located at the Burnett Boulevard/South Front Street/Carolina Beach Road intersection, but there are no designated crosswalks in this area. This intersection has rather unique operational characteristics as it is not only a skewed intersection, but it also offers a dedicated lane for vehicles travelling north along Carolina Beach Road and turning north on to Burnett Boulevard (see image at left). Due to the layout, number of travel lanes, high traffic volumes, and commercial use of the surrounding area, this intersection presents a number of issues with regard to the Cape Fear Historic Byway corridor, including safety and aesthetics. There is a planted median on the Carolina Beach Road/Burnett Boulevard side of the intersection that provides some refuge for pedestrians crossing this busy intersection; however, because this area serves as a primary gateway to the Cape Fear Historic Byway, particular attention should be given with regard to the design treatments that can be applied at this location.

The byway turns eastward onto Willard Street for four blocks to return to S. 5th Avenue at the intersection of E. Lake Shore Drive. Willard Street is a two-lane street with on-street parking and sidewalks on both sides. Traffic is controlled by a two-way stop at S. 4th Street and a one-way stop at S. 5th Avenue. Pedestrian wheelchair ramps occur at S. 4th Street.

The byway returns northward along S. 5th Avenue, turns back west onto Castle Street, then turns northward onto S. 3rd Street. S. 3rd Street is a four-lane street with a planted median, sidewalks and on-street parking for five blocks up to the Dock Street intersection. It transitions into a five-lane (center turn lane)



**Table 3.1 Existing Street Characteristics**  
This table provides information that describes the existing street characteristics for the various segments along the Byway route.

| On-Street     | Between                | And                    | ROW Ownership      | No. & Direction of lanes                             | No. of Intersections | Location of Signals    | Location of 2 or 4-Way Stops | Location of Pedestrian Crossings                                     | On-street Parking?       | Sidewalks? [Which side(s)?]        | Median? Vegetated?         |
|---------------|------------------------|------------------------|--------------------|--|----------------------|------------------------|------------------------------|--|--------------------------|------------------------------------|----------------------------|
| N 3rd St.     | MLK, Jr. Pkwy          | N Front St.            | NCDOT              | 6  | 0                    | Front St.              | None                         | None   | No                       | At 1898 Park                       | Yes – recently constructed |
| N Front St.   | N 3rd St.              | Red Cross              | City of Wilmington | 4  | 4                    | None                   | 4-Way at Red Cross St.       | PPD Inc. near 2 <sup>nd</sup> ,                                      | No                       | No                                 | No                         |
| Red Cross St. | N Front St.            | N Water St.            | City of Wilmington | 2  | 1                    | None                   | 4-Way at N. Front St.        | None   | No                       | N side – E half<br>S side – W half | No                         |
| N Water St.   | Red Cross St.          | Walnut St.             | City of Wilmington | 2  | 0                    | None                   | None                         | 3 in front of Tech College bldg.                                     | No                       | Yes - Partially on                 | No                         |
| N Water St.   | Walnut St.             | Princess St.           | City of Wilmington | 2  | 1                    | None                   | None                         | 1 at Walnut St.<br>2 at Grace St.<br>2 at Princess St.               | Yes<br>Both Sides        | Both Sides                         | No                         |
| N Water St.   | Princess St.           | Market St.             | City of Wilmington | 2  | 1                    | None                   | None                         | None   | No                       | Yes                                | No                         |
| S Water St.   | Market St.             | Dock St.               | City of Wilmington | 1 One-way South                                      | 2                    | None                   | None                         | None   |                          | Both Sides                         | No                         |
| S Water St    | Dock St.               | Muters St.             | City of Wilmington | 1 One-way South                                      | 1                    | None                   | None                         | None   | West Side –              | Yes<br>East Side Only              | No                         |
| S Water St    | Muters St.             | Ann St.                | City of Wilmington | 1 One-way South                                      | 1                    | None                   | None                         | None   | No                       | Both Sides                         | No                         |
| Ann St.       | S Water St.            | S Front St.            | City of Wilmington | 2  | 0                    | None                   | 2-Way at Front St.           | None   | Yes                      | Both Sides                         | No                         |
| S Front St.   | Ann St.                | Castle St.             | City of Wilmington | 2  | 2                    | None                   | None                         | 2 at Nun St.<br>Cuts at Church St.<br>2 at Castle St. w/signal       | Both Sides<br>Both Sides | Both Sides                         | No                         |
| Castle St.    | S Front St.            | 3 <sup>rd</sup> Street | City of Wilmington | 2  | 2                    | Castle St.             | None                         | Cuts at 2 <sup>nd</sup><br>2 at 3 <sup>rd</sup> w/signal             | Yes<br>Both Sides        | Yes<br>Both Sides                  | No                         |
| Castle St.    | 3 <sup>rd</sup> Street | 5 <sup>th</sup> Ave.   | City of Wilmington | 2<br>Right turn lane at 3 <sup>rd</sup> St. to north | 1                    | S 5 <sup>th</sup> Ave. | None                         | Cuts at 4 <sup>th</sup> St.<br>Cuts at 5 <sup>th</sup> Ave. w/signal | Yes<br>Both Sides        | Yes<br>Both Sides                  | No                         |

STREET REFERENCE MAP

*Dashed portions of the byway indicate NCDOT ROW ownership; solid byway segments owned by the city; map continues on page 33.*







STREET REFERENCE MAP

Map continued from page 32; dashed portions of the byway indicate NCDOT ROW ownership; solid byway segments owned by the city.

Table 3.1 (Continued) Existing Street Characteristics

| On-Street              | Between                        | And                                   | ROW Ownership   | No. & Direction of lanes | No. of Intersections | Location of Signals  | Location of 2 or 4-Way Stops                                  | Location of Pedestrian Crossings   | On-street Parking?                 | Sidewalks? [Which side(s)?]                        | Median? Vegetated?   |
|------------------------|--------------------------------|---------------------------------------|---|--------------------------|----------------------|--|---|--|------------------------------------|--|----------------------|
| S 5 <sup>th</sup> Ave. | Castle St.                     | Dawson St.                            | City of Wilmington (NCDOT at Intersections of Wooster St. and Dawson St.) | 4                        | 2                    | Wooster St.<br>Dawson St.  |   | Cuts at Wooster St.<br>Cuts at Dawson St.  | Yes<br>Both Sides                  | Yes<br>Both Sides                                  | Yes<br>Yes           |
| S 5 <sup>th</sup> Ave. | Dawson St.                     | Wright St.                            | City of Wilmington  | 4                        | 1                    | None   | None  | None   | No<br>Yes                          | Both Sides<br>Yes                                  | Yes<br>Yes           |
| S 5 <sup>th</sup> Ave. | Wright St.                     | E Lake Shore Dr.                      | City of Wilmington  | 4                        | 4                    | Greenfield St.   | None  | Greenfield St.   | Both Sides                         | Both Sides   | Yes                  |
| E Lake Shore Dr.       | S 5 <sup>th</sup> Ave.         | W Lake Shore Dr. (at Hart St.)        | City of Wilmington  | 2                        | 12                   | None   | 3-Way at 13 <sup>th</sup> St.                                 | None   | Occasional pull-overs on lake side | Periodic – coupled with greenway trail around lake | No                   |
| W Lake Shore Dr.       | E Lake Shore Dr. (at Hart St.) | Carolina Beach Rd.                    | City of Wilmington  | 2                        | 9                    | None   | 2-Way at 3-legged Woodlawn Ave.                               | None   | Occasional pull-overs on lake side | Periodic – coupled with greenway trail around lake | No                   |
| Carolina Beach Rd.     | W Lake Shore Dr.               | Burnett Blvd.                         | NCDOT   | 4                        | 1                    | Burnett Blvd./Front St.  | None  | None   | No                                 | Yes<br>Both Sides                                  | No                   |
| Burnett Blvd.          | Carolina Beach Rd.             | Willard St.                           | NCDOT   | 4                        | 1                    | None   | None  | None   | Partial on west side               | Yes<br>Both Sides                                  | No                   |
| Willard St.            | Burnett Blvd.                  | 5 <sup>th</sup> Ave./E Lake Shore Dr. | City of Wilmington  | 2                        | 4                    | None   | 2-way at 4 <sup>th</sup> St.<br>1-Way at 5 <sup>th</sup> Ave. | Cuts at 4 <sup>th</sup> St.  | Yes<br>Both Sides                  | Yes<br>Both Sides                                  | No                   |
|                        |                                |                                       |   |                          |                      |  |   | Cuts at Church St.<br>Cuts at Nun St.<br>Cuts at Ann St.<br>Cuts at Orange St.<br>Cuts at Dock St. | Yes<br>Both Sides                  | Yes<br>Both Sides                                  | Yes<br>Yes           |
| S 3 <sup>rd</sup> St.  | Castle St.                     | Dock St.                              | NCDOT   | 4                        | 5                    | None   | None  |  |                                    |  |                      |
| S 3 <sup>rd</sup> St.  | Dock St.                       | Market St.                            | NCDOT   | 5                        | 0                    | Market St.   | None  | Market St..  | Yes<br>Both Sides                  | Yes<br>Both Sides                                  | No                   |
|                        |                                |                                       |   |                          |                      | Princess St.<br>Chestnut St.<br>Grace St.<br>Walnut St.<br>Red Cross St. |   | Princess St.<br>Chestnut St.<br>Grace St.<br>Walnut St.<br>Red Cross St                            | Yes<br>Both Sides                  | Yes<br>Both Sides                                  |                      |
| N 3 <sup>rd</sup> St.  | Market St.                     | Hanover St.                           | NCDOT   | 5                        | 6                    |  | None  |  |                                    |  | No                   |
| N 3 <sup>rd</sup> St.  | Hanover St.                    | Front St.                             | NCDOT   | 4                        | 3                    | Front St.  | None  | None   | Yes<br>Both Sides                  | Yes<br>Both Sides                                  | Yes<br>Yes - Partial |



EXISTING TRAFFIC  
VOLUMES MAP

Figures on this map indicate Two-Year Average Daily Traffic Volumes (ADTs) Averages taken from 2007 counts.

Source: WMPO, “2007 Traffic Count Report,” February 2008.

section with no median to Market Street. There are left turn lanes constructed with asphalt curbing on S. 3rd Street and Castle Street. The asphalt curbing is not consistent with the granite curbing used along other portions of the Cape Fear Historic Byway route. Wheelchair ramps occur at Church, Nun, Ann, Orange, Dock and Market Streets. There is a traffic signal at Market Street where S. 3rd Street becomes N. 3rd Street.

N. 3rd Street consists of five lanes to Hanover Street where it transitions to the recently constructed four-lane street with a median to Martin Luther King, Jr. Parkway at the northern gateway. On-street parking and sidewalks are available on both sides. Traffic signals, as well as marked pedestrian crossings are located at Princess, Chestnut, Grace, Walnut and Red Cross Streets.

Roadway and Right-of-Way Ownership Issues

The term ‘right-of-way’ (ROW) refers to the area over which a legal right of passage exists; land used for public purposes in association with the construction or provision of public facilities, transportation projects, or other infrastructure. Roadway and ROW ownership are important issues for the corridor management plan because the success of the plan will be greatly enhanced if all recommendations meet the approval of roadway and ROW owners and managers (in this case, either the City of Wilmington or the North Carolina Department of Transportation). Tables and maps on pages 30-31 identify ROW ownership along the Cape Fear Historic Byway. Recommendations that relate to signage, pedestrian facilities, bicycle facilities, and other accommodations along the byway, should be presented to the appropriate ROW owners and managers with the intention of coordinating standards for design and construction.

Traffic Volumes and Level of Service

The Existing Traffic Volumes Map (right) depicts average daily traffic volumes (ADTs) at select locations along and in the vicinity of the designated Byway. The volumes shown are average daily traffic volumes taken from 24-hour count periods conducted in 2007 (WMPO, 2008. “2007 Traffic Count Report.” February 2008). Notable changes took place in 2005 following the construction of Martin Luther King Jr. Parkway (US74/NC 133), which brought additional traffic volumes into and through the byway area, as N. 3rd Street provides connectivity between Martin Luther King, Jr. Parkway and the Cape Fear Memorial Bridge, which is US76/US 421/US 17 Business.

Traffic along 3rd Street is the heaviest of all segments of the byway. 3rd Street serves as a primary link between MLK Parkway and NC 133 in the vicinity of the northern gateway to US 421 and US 76. Along the Byway corridor, ADTs along 3rd Street range from 21,945 between Hanover and Campbell Streets, to 24,773 between Church and Castle Streets.

ADTs along S. 5th Avenue are about 3,800-4,000 north of Wooster and Dawson Streets (streets that follow US 76 routing to and from the Cape Fear Memorial Bridge) but drop to about 3,600 south of Dawson Street.

Lake Shore Drive has ADTs that range from about 500 near Sunset park and around most of Greenfield Lake to 2,329 at the extreme northeast point around Greenfield Lake.

The ADT along Front Street is 6,097 between Nun and Church Streets and Water Street has an ADT of 3,015 between Grace and Princess Streets.

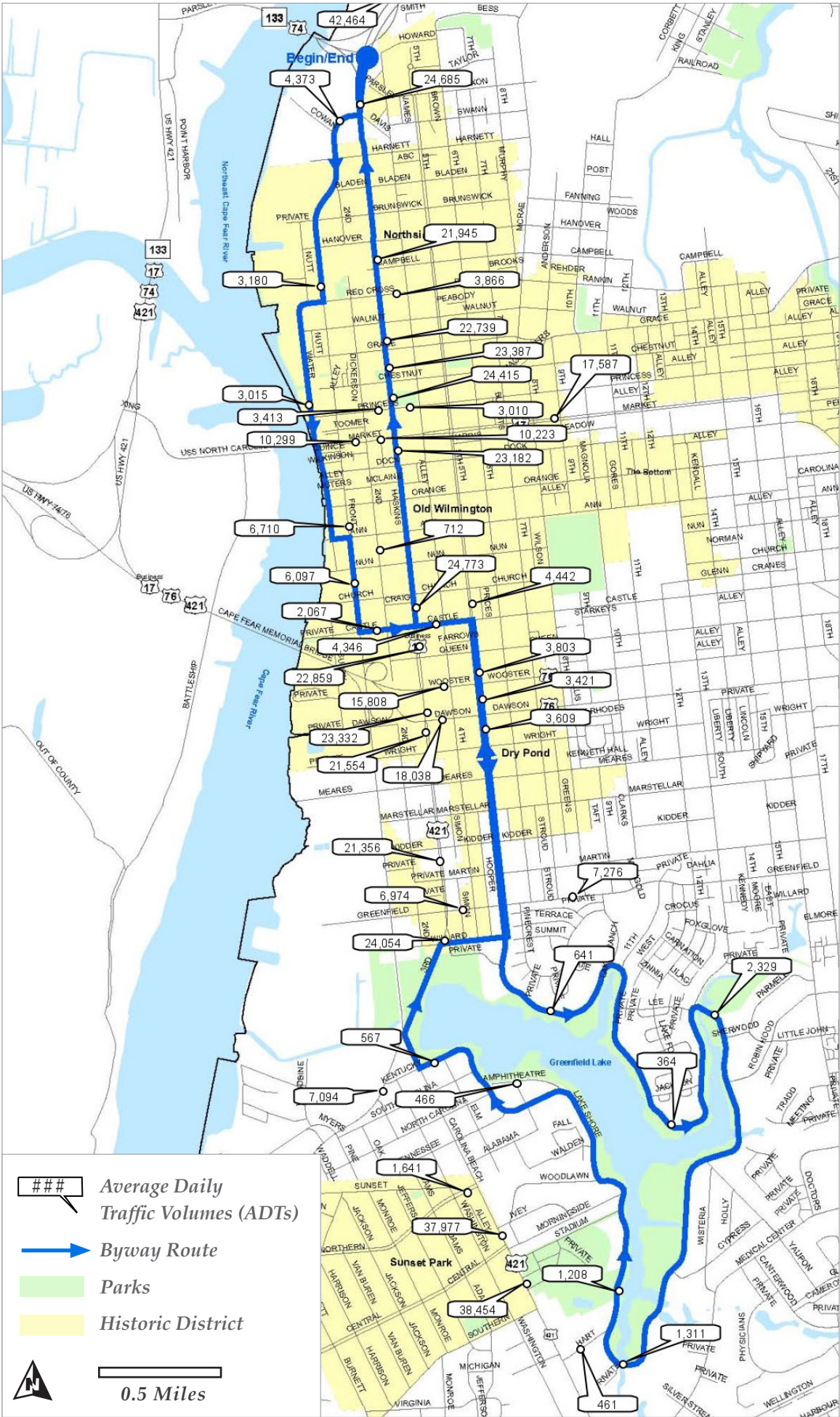




Table 3.2 Level of Service/Traffic Flow Conditions

|   |   |
|---|---|
| A | <i>A - Free Flow Operations. Vehicles are almost completely unimpeded in their ability to maneuver within the traffic stream. The general level of physical and psychological comfort provided to the driver is still high.</i>   |
| B | <i>B - Reasonably free flow operations. The ability to maneuver within the traffic stream is only slightly restricted and the general level of physical and psychological comfort provided to the driver is still high.</i>   |
| C | <i>C - Flow with speeds at or near free flow speeds. Freedom to maneuver within the traffic stream is noticeably restricted and lane changes require more vigilance on the part of the driver. The driver notices an increase in tension because of the additional vigilance required for safe operation.</i> |
| D | <i>D - Speeds decline with increasing traffic. Freedom to maneuver within the traffic stream is more noticeably limited. The driver experiences reduced physical and psychological comfort levels.</i>  |
| E | <i>E - At lower boundary, the facility is at capacity. Operations are volatile because there are virtually no gaps in the traffic stream. There is little room to maneuver. The driver experiences poor levels of physical and psychological comfort.</i>   |
| F | <i>F - Breakdowns in traffic flow. The number of vehicles entering the highway section exceed the capacity or ability of the highway to accommodate that number of vehicles. There is little or no room to maneuver. The driver experiences poor levels of physical and psychological comfort.</i>            |

The primary importance of traffic volumes is twofold as they influence both level of service and safety. For vehicular use of the Cape Fear Historic Byway, traffic volumes (or ADTs) directly affect traffic operations. The evaluation of traffic operations is most effectively accomplished through determination of the level of service (LOS). The concept of LOS is defined as a “qualitative measure describing operational conditions within a traffic stream, and their perception by motorists” (Transportation Research Board, 1997). The LOS is defined with letter designations from A through F, which can be applied to both roadway segments and intersections. LOS A represents the best operating conditions, and LOS F represents the worst. LOS A provides free-flowing conditions while LOS F produces forced or breakdown conditions with heavy traffic congestion. LOS C provides stable flow conditions and results in an acceptable level of service. For drivers interested in using streets within the Cape Fear Historic Byway as a means for travelling through the downtown area, LOSs can be analyzed for improving traffic flows through signal timing or provisions for turning movements. Table 3.2 describes the traffic conditions generally associated with each LOS designation.

N. 3rd Street, between Bladen and Brunswick Streets was analyzed to have a LOS of “C”. Brunswick Street, typical of the downtown, two-lane, grid system streets, was analyzed to have a LOS of “A”. Although specific capacity analyses were not performed for all of the roadway links or intersections along the byway, based on the two analyses conducted, the travel route can generally be described as having an “acceptable” LOS. Because much of the byway and its associated street system lie within an urban, grid system setting and LOS should be presented in a generalized fashion. In these areas, traffic is slowed down by intersections, changes in posted speed limits, the more enclosed feeling of the corridor created by development, and entrances for businesses and residences along the road.

*Safety*  
An overview of the ADTs along the various segments of the Cape Fear Historic Byway offers a perspective with regard to pedestrian and bicyclist safety. Higher ADTs will generally contribute to higher risk for pedestrians and bicyclists, particularly with regard to street crossing. Safety of the numerous visitors to the downtown area of Wilmington is a concern that was expressed by residents, property owners, business owners, and local officials interested in the development of the Cape Fear Historic Byway. A common concern among many was the utilization of the byway by bicyclists, pedestrians, and vehicles and how to best accommodate for each use. The byway is utilized most heavily during the tourist season to gain access to restaurants, shopping facilities, festivals, Greenfield Park and Gardens and other attractions in the area. The area’s streets and sidewalks are also used by college students, business owners and residents. With this diverse use of the street system, safety is a necessary issue that must be addressed.

Citizens also expressed concern regarding safety at intersections along the byway, particularly with regard to pedestrians crossing 3rd Street and 5th Avenue. It should be noted that 3rd Street is the busiest street along the byway route.

Based on statistics outlined in the WMPO’s 2006 Crash Report, a number of crashes involving pedestrians and bicyclists occurred along the byway route. The map on page 34 depicts the locations, types of crashes, and degree of injury for these incidents. It is important to highlight a few of these incidents:

- Nine pedestrian crashes and thirteen bicycle crashes occurred along or in close proximity to the byway route.
- Three pedestrian and four bicycle crashes occurred along the designated byway route.
- The intersection of S. 3rd Street and Dock Street was the location of two pedestrian incidents, one of which resulted in a fatality. This intersection was also the site of a bicycle crash that resulted in a fatality.
- Most of the injuries that occurred involving bicycle and pedestrian crashes were classified as minor.
- Only three of the thirteen bicycle incidents that occurred in the vicinity of the byway took place on a Bicycle Advisory Committee designated bicycle route. The others occurred at locations that were not along a designated route.

There are a number of possible solutions that can be incorporated into corridor planning to address the safety of pedestrians and bicyclists including: separate bike and pedestrian lanes; construction/ marking of crosswalks and installation of pedestrian signals; construction of medians that provide a safe haven for crossing heavily travelled streets; the construction of curb cuts to slow traffic; and/or the construction of center turn lanes at specific locations. It will be important to plan design scenarios that will accommodate multi-modal use and provide for a traffic calming effect.

Lighting along certain segments of the corridor, especially in the areas where pedestrians and bicyclists are using the highway, can help with both security and visibility, thus increasing the overall safety along the byway. See section 3.5 for more information on safety.

BIKE/PED ACCIDENT LEGEND

Byway Segments

- Wilmington Waterfront
- Old Wilmington Residential District
- Dry Pond
- Greenfield Park and Gardens
- N. 3rd Street Civic Corridor

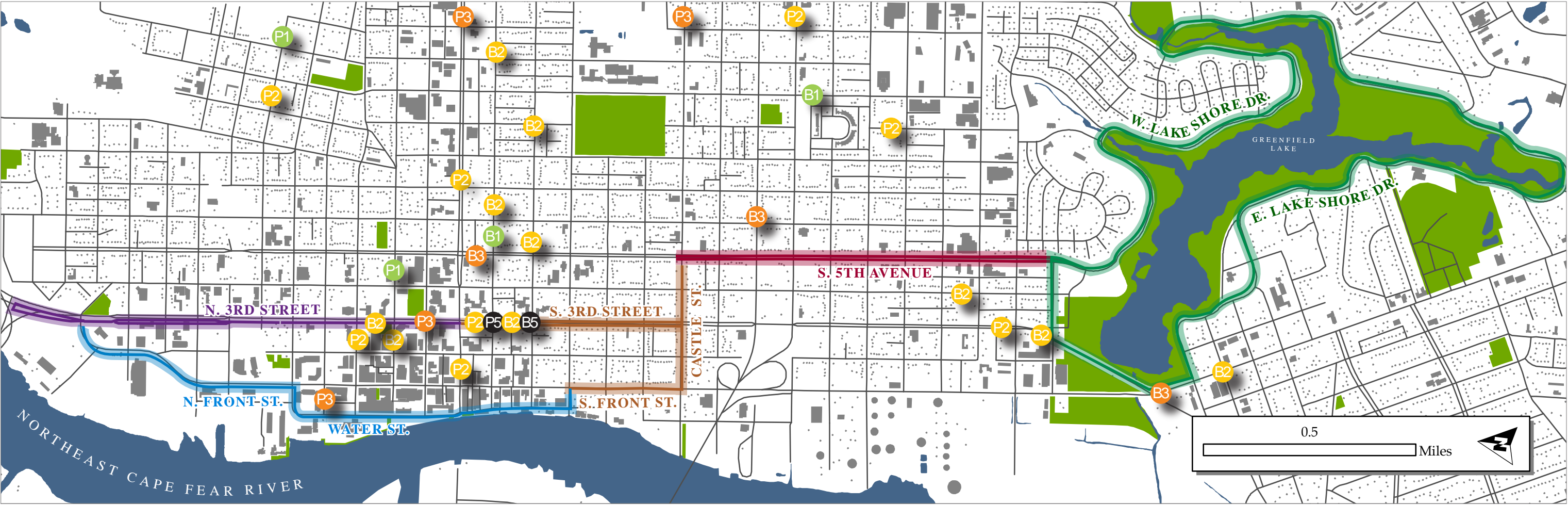
Bicycle Accidents

- B1 Property Damage Only
- B2 Minor Injury
- B3 Moderate Injury
- B4 Severe Injury
- B5 Fatality

Pedestrian Accidents

- P1 Property Damage Only
- P2 Minor Injury
- P3 Moderate Injury
- P4 Severe Injury
- P5 Fatality

BIKE/PED ACCIDENTS ALONG THE CAPE FEAR HISTORIC BYWAY (Based on the WMPO's 2006 Crash Report)





ZONING LEGEND

- Central Business District
- Commercial Services District
- Office and Institutional District
- Main Street Mixed Use
- Community Business District
- Historic District
- Historic District-Mixed Use
- Historic District-Residential
- Central City Residential District
- Residential District
- Multi-family Residential
- Cemetery District
- Light Industrial District
- Industrial District
- Airport Industrial District
- Water Body

Note: As of early 2008, City of Wilmington staff are recommending changes to the Central Business District (CBD) definition and description in the Land Development Code.

The CBD covers a large portion of the byway, from Martin Luther King, Jr. Parkway to the intersections of 3rd Street & Chestnut Street and Water Street & Ann Street.

The proposed changes to the code are generally consistent with the goals of the Cape Fear Historic Byway.

3.4 Zoning and Land Use

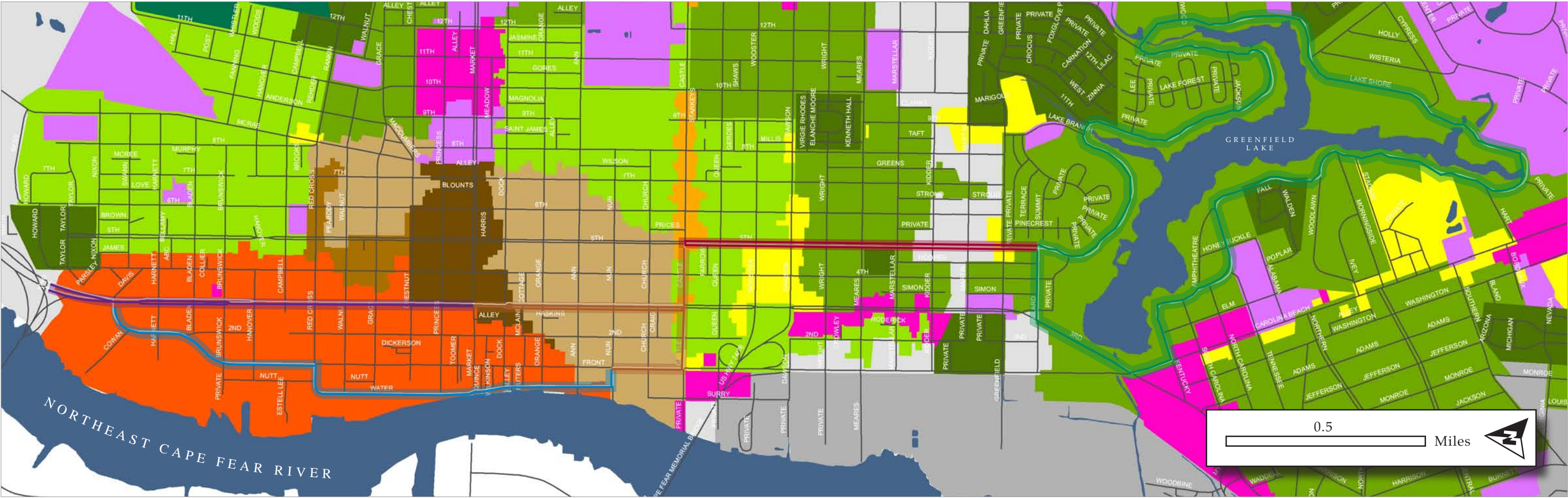
*Zoning and the Land Development Code*  
As shown in the zoning map below, the Cape Fear Historic Byway falls within only nine City of Wilmington zoning classifications. The descriptions of zoning categories below are from the City of Wilmington’s Land Development Code.

The northern portions of the corridor (from Martin Luther King, Jr. Parkway to the intersections of N. 3rd Street & Chestnut Street and Water Street & Ann Street) are part of the *Central Business District* ( ). This district is established to create and maintain a high-density commercial, office, service and residential area meeting City, county and regional needs. According to the City’s Land Development Code (Article 5, page 91), “The Central Business District is to be considered primarily as a pedestrian

oriented domain. The introduction of public spaces within or in conjunction with new development is encouraged. The physical boundaries defining these pedestrian zones shall be reinforced by consistent building setbacks for that area. Existing pedestrian thoroughfares such as the Riverwalk shall be enhanced by nearby development with the use of pedestrian-scale features”. See Wilmington Vision 2020, summarized on page 45, for more information on this district.

Continuing south on portions of S. 3rd Street and S. Front Street, the byway crosses through a *Historic District* ( ) and a *Historic District-Residential* ( ) area. According to the Land Development Code, the purpose of the Historic District is “to protect and conserve the heritage of the city, county, and state; to safeguard the character and heritage of the City by preserving the district as a whole and individual property therein that

ZONING ALONG THE CAPE FEAR HISTORIC BYWAY





embodies important elements of its social, economic, political or architectural history; to promote the conservation of such district for the education, pleasure and cultural enrichment of residents of the district and the city, county, and state as a whole; and to stabilize and enhance the property values throughout the Historic District as a whole, thus contributing to the improvement of the general health and welfare of the City of Wilmington and the residents of the Historic District.” Similarly, the Historic District-Residential zoning provides sufficient residential land area for the purposes mentioned above.

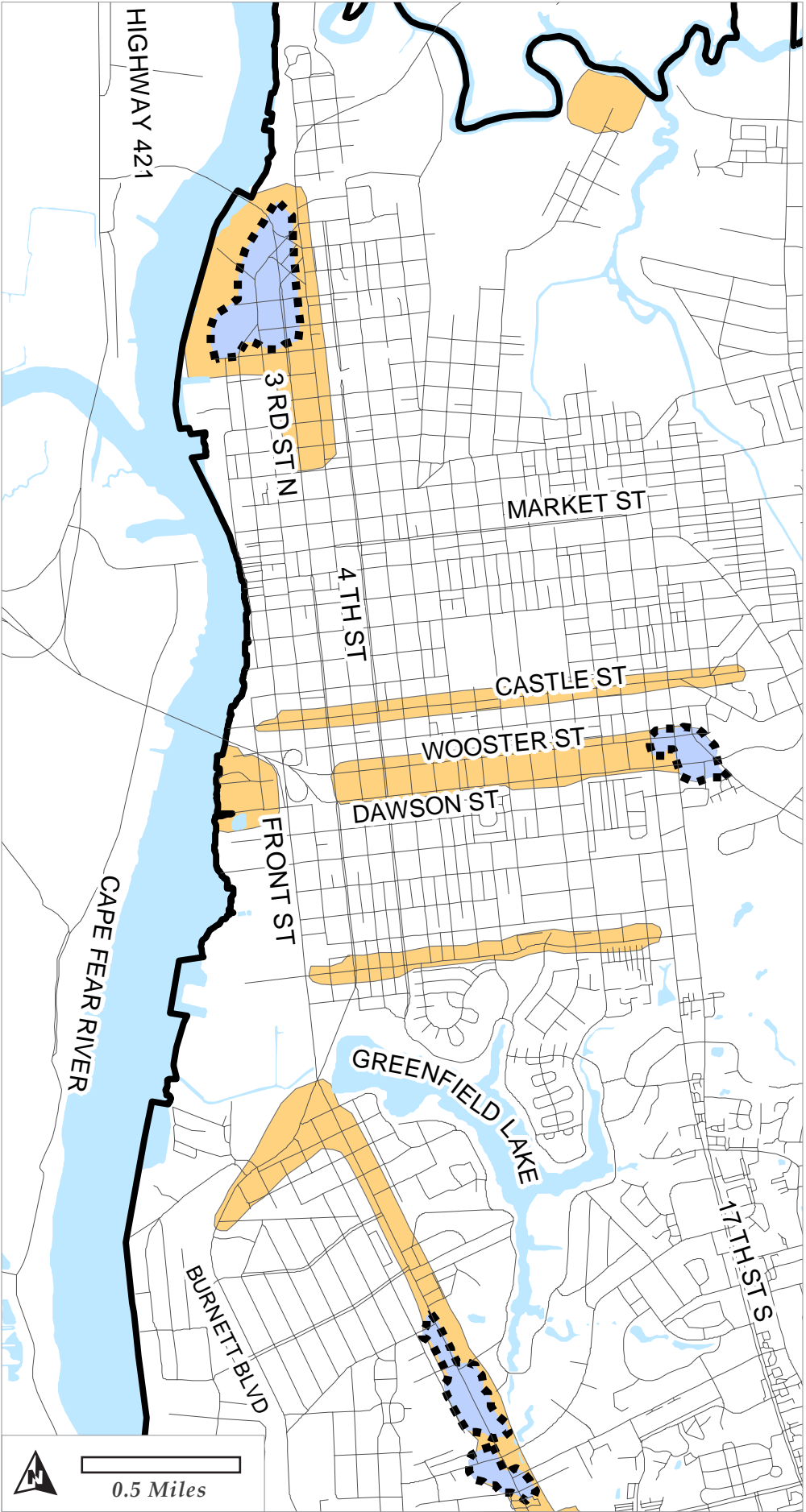
The *Community Business District* ( ), found along the byway at the intersections of S. Front Street & Castle Street, S. 5th Avenue & Dawson Street, and S. 5th Avenue & Greenfield Street) is created to accommodate a broader range of commercial services to meet the daily needs of the surrounding neighborhoods. Development in the Community Business District will reflect both pedestrian and automobile-oriented types and will be located as directed by adopted plans and policies, and typically accommodate large scale retail and commercial service uses than the Neighborhood Business (NB) District.

The purpose of *Main Street Mixed-Use* zoning ( ), found along the byway at the intersections of Castle Street & S. 3rd Street and Castle Street and S. 5th Avenue) is to enhance and retain the urban development pattern and context where intact commercial or mixed use areas exist outside of the CBD; to ensure that infill development and redevelopment do not adversely affect the physical character and context of such intact areas; and to encourage private investment to improve and stimulate the economic vitality and social character of these areas.

The *Central City Residential District* ( ), found along the byway on Castle Street and portions of S. 5th Avenue) is established for high-density residential development and other compatible uses. It is intended to recognize areas of high urban residential development in the 1945 Corporate Limits and encourage the protection, rehabilitation and maintenance of the housing stock within the district. Recognition of the 1945 Corporate Limits residential district serves as a positive force in efforts to preserve the character of established neighborhoods within it and thereby safeguard the property values of the inner City’s housing resources.

A small portion of S. 5th Avenue, between Marstellar and Greenfield, is zoned as a *Light Industrial District* ( ). This district is established to provide areas for office, distribution, warehousing, storage, and light industrial uses in accordance with adopted plans and policies. Light industries are generally characterized as industries with small physical plants and high worker-to-land ratios. Retail uses intended to serve the development are also permitted. The district is designed to be located in areas adequately served by public or private utilities, and near major transportation facilities (road, rail, air, and/or port) to ensure adequate access to its uses which, in turn, will discourage additional traffic generation on nearby residential streets. It should be located for satisfactory integration of the district into the surrounding area, not in a manner that adversely impacts existing or planned non-industrial uses.



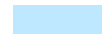








### REDEVELOPMENT AREAS MAP

*This map supplements the Redevelopment Section of the Wilmington Future Land Use Plan. Source: City of Wilmington GIS 2004*

#### LEGEND

-  Tier One Redevelopment
-  Tier Two Redevelopment
-  Water Features

Also along S. 5th Avenue, and the majority of Lake Shore Drive, are several different types of *Residential Districts* () , including pockets of *Multi-family Residential* areas (). The predominant category of residential zoning for the area surrounding Greenfield Park and Gardens is the ‘R-5’ Residential District, which is established for moderate to high density residential development and other compatible uses located in and near the 1945 Corporate Limits. Maintenance and improvement of areas of moderate to high density urban residential development is encouraged to protect the property values of the existing housing stock and to provide a suitable living environment for people who live in or near the 1945 Corporate Limits. Protection and rehabilitation of viable neighborhoods within this district shall be encouraged to ensure their continued existence as a major housing resource.

Some small portions of the byway along Lake Shore Drive also border *Office and Institutional Districts* () , and one area borders a *Commercial Services District* (). The Office and Institutional districts provide areas that are conducive to the establishment and operation of institutional, office and limited commercial activities not involving the sale of merchandise. The Commercial Services District (near the intersection of Third Street and Carolina Beach Road) was established to accommodate a mixture of light manufacturing, wholesale, storage, commercial service and repair, and distributive business type uses.

*Choices: The City of Wilmington Future Land Use Plan 2004-2025*  
Adopted by City Council in 2004, the Future Land Use Plan is a policy guide when considering rezoning properties, capital projects and development regulation decisions. The plan was developed following a series of more than 80 input meetings. Staff received input from more than 600 citizens. According to the City of Wilmington’s web site, the following issues emerged as the overarching themes derived from the Land Use Plan’s public input process:

- Promotion of the attractiveness of the community with landscaping and more aesthetically pleasing architecture.
- Improvement of transportation systems including a reduction in traffic congestion, a reduction of driveways along arterials, and more sidewalks and bike paths.
- Visual preference surveys indicated a higher tolerance for development density if pleasing architectural design and abundant landscaping is utilized. ([www.ci.wilmington.nc.us/landuse/tabid/220/Default.aspx](http://www.ci.wilmington.nc.us/landuse/tabid/220/Default.aspx))

As part of the Future Land Use Plan process, staff has prepared plans for four major road corridors, two of which (Carolina Beach Road and Market Street) intersect with the Cape Fear Historic Byway. The Future Land Use Plan also contains several supporting maps; a portion of the Redevelopment Areas Map is shown at left. The corridor plans prepared by city staff will support and enhance the Future Land Use Plan by providing more specific policy guidance for future rezoning proposals, long-term capital expenditures and potential regulatory changes.

*Joint Wilmington – New Hanover County CAMA Plan*  
The North Carolina Coastal Area Management Act (CAMA) was established in 1974. CAMA requires the establishment of a cooperative program of coastal land management between local government and the State of North Carolina for preparing, adopting, and enforcing local land use plans. The CAMA plan also provides guidance to the City and County officials in their decisions on new development proposals and redevelopment plans, development and zoning regulations, and new policies and programs.

The City of Wilmington and New Hanover County jointly prepared and adopted the most recent Coastal Area Management Plan Update in 2006. Among other issues, the plan analyzes a number of primary development trends that are expected to occur over the next twenty years, such as infill development of vacant land, transition of residential uses in developed areas, and redevelopment of existing commercial properties. Some findings include:

- Approximately ten percent of the City’s land area remains undeveloped.
- A review of vacant parcels to determine those most suitable for preservation as natural areas is an important step to assuring that development does not permanently eliminate remaining natural areas exist in the City (see Natural Areas Map below for the current level of *designated* parks and open space in downtown Wilmington).
- As a mature community nearing build out, the City is faced with the need to redevelop aging, underused properties. Redevelopment typically involves expanding or renovating existing commercial or industrial buildings. Transition of land uses is inevitable in a maturing, substantially built-out city such as Wilmington. The land use transitions are primarily single-family residential uses transitioning to either higher-density residential uses or commercial or office uses.

NATURAL AREAS LEGEND

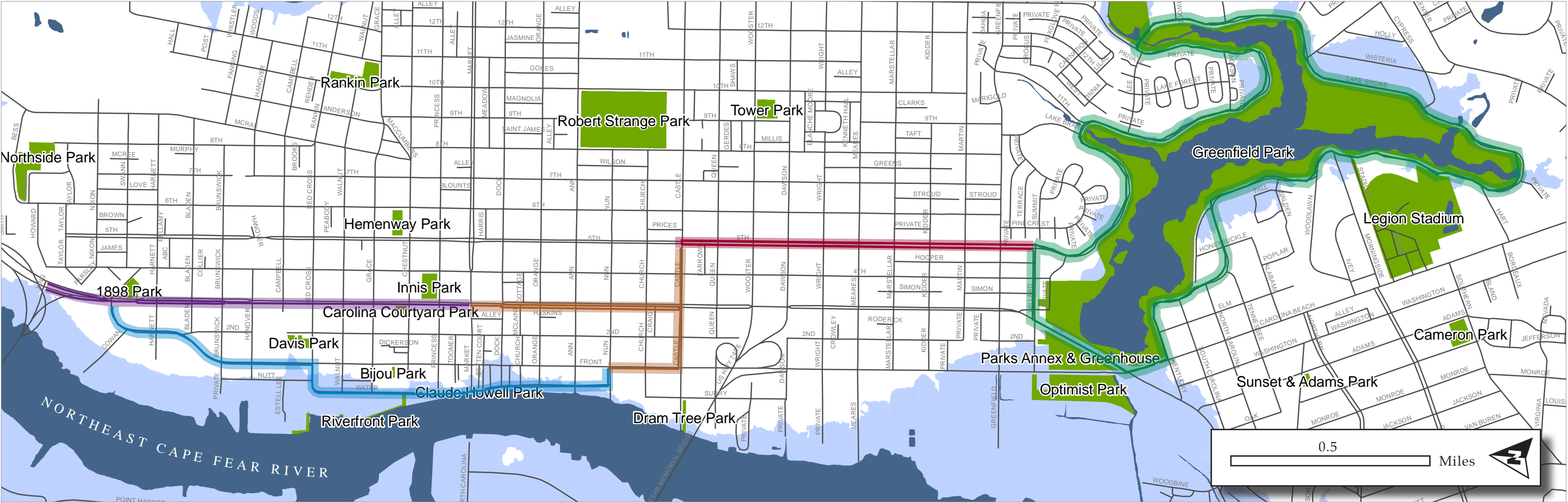
Byway Segments

- Wilmington Waterfront
- Old Wilmington Residential District
- Dry Pond
- Greenfield Park and Gardens
- N. 3rd Street Civic Corridor

Natural Areas

- Water Body
- Flood Zone
- Parks and Open Space

NATURAL AREAS ALONG THE CAPE FEAR HISTORIC BYWAY





- The 1998 Wilmington-New Hanover County Policies for Growth and Development recommends against allowing strip development along major city thoroughfares. Unfortunately, most of the corridors in the City are built out, and change will have to occur incrementally by redevelopment.

*Power Lines/Utilities*

Power lines and other utility lines provide essential services to Wilmington’s businesses and residents, without which the City could not operate. However, these overhead utility lines negatively impact the visual character of the byway by cluttering the streetscape and mutilating street trees. The value of street trees has been widely demonstrated in city planning literature (see *Urban Street Trees: 22 Benefits and Specific Applications* by Dan Burden, 2006) and by residents of Wilmington (see Appendix A: Public Input, pages A-8 and A-9).

Options for resolving the conflict between overhead lines and street trees include burying the lines underground or using innovative techniques to route the utility lines above ground. Such options are noted on page 52.

**3.5 Crime/Perception of Crime**

*Greenfield Park and Gardens:* Loitering is a problem in the park, creating an unsafe feeling among visitors. Particularly, local residents perceive the section of W. Lake Shore Drive near Lake Branch Drive & S. Eleventh Street as an unsafe area. This section of the park is perceived to have a high number of loiterers,

presumably because of the proximity of the homeless services provided on Martin Street, just a few blocks north of the park. The parking lot on East Lake Shore Drive (near Cypress Drive) and portions of S. 5th Avenue are also perceived as an unsafe areas.

107 actual incidents of crime in and adjacent to Greenfield Park and Gardens have been recorded and analyzed from 1998 to 2007, averaging less than one incident per month. The recorded incidents consist primarily of non-criminal activities (27.4%), larceny (19.8%), and property damage (9.4%) (non-criminal offenses include speeding and many other traffic-related offenses, noise violations, maintaining an unlicensed cat or dog, etc.). These are followed by burglary, simple assaults, drug violations, and fraud (all ranging from 7.5-8.5%). Eighty-four percent of all incidents were crimes against property, rather than against persons. Most incidents occurred between seven and eight in the morning, and during lunch hours. While the number of incidents per year has generally fluctuated, they have been steadily rising (from five to fourteen) since 2005. For more information about the incidents described in this section, please contact the City of Wilmington Police Department.

Another issue mentioned during public workshops (see Appendix A for details) was the use of lighting along the byway. As mentioned in the roadway analysis, lighting along certain segments of the corridor can help with both security and visibility, thus increasing the overall safety along the byway. Lighting along the streets and trails within Greenfield Park and Gardens, and along S. 5th Avenue, could provide increased safety for joggers and walkers.







# Chapter Four: Recommended Corridor Improvements

*Chapter Outline:*

*4.1 Chapter Overview*

*4.2 Current Projects in the Corridor*

*4.3 Future Projects in the Corridor*

*4.4 Overall Recommendations*

*4.5 Recommendations for the Wilmington Waterfront*

*4.6 Recommendations for the Old Wilmington Residential District*

*4.7 Recommendations for Dry Pond*

*4.8 Recommendations for Greenfield Park and Gardens*

*4.9 Recommendations for the N. 3rd Street Civic Corridor*

### 4.1 Chapter Overview

Building upon Chapter Three’s analysis of opportunities and constraints, this chapter outlines recommendations for corridor improvements along the Cape Fear Historic Byway. First, current and future projects that affect the corridor are listed and summarized (descriptions provided in 2008). Then, corridor improvements are outlined for each of the five component landscapes. Recommendations are provided for the enhancement of intrinsic qualities, streetscape improvements, and intersection improvements. Photo renderings and illustrative diagrams are used to communicate what these improvements could look like on the ground.

### 4.2 Current Projects in the Corridor

*N. 3rd Street Signal Improvements:*

The City of Wilmington is working on the N. 3rd Street signal improvements. Decorative mast-arm signals will be installed along N. 3rd Street between Market Street and Davis Street/N. Front Street.

*N. 3rd Street Streetscape Improvements:*

The City of Wilmington is working on streetscape improvements for N. Third Street between Market Street and Davis/N. Front Street.

*N. Front Street Streetscape Improvements:*

The City of Wilmington is working on the N. Front Street streetscape improvements that include a landscaped median and decorative crosswalks at intersections.

*Riverwalk Enhancements:*

The City of Wilmington will enhance the aesthetics and experience of the Riverwalk along the downtown waterfront by providing additional signage, flags, and banners to assist users with way-finding. The additional components to be added along the Riverwalk include pedestrian directional signs, markers, location signs, historical signs, gateways and seasonal banners.

*East Coast Greenway Connections:*

The Wilmington Riverwalk and the paved trail loop around Greenfield Lake are part of the East Coast Greenway (ECG), a 3,000 mile urban greenway trail linking cities from Maine to Florida. In North Carolina, part of the ECG is aligned along the Cape Fear River, running southeast from Fayetteville to Wilmington, then south to Myrtle Beach. The Riverwalk portion of the ECG will connect to the north along the Cape River through proposed developments, and then northeast along a rail-trail to the Blue Clay Road corridor. Another rail-trail opportunity exists for the ECG south of the Riverwalk, connecting to the trail at Greenfield Lake.

*Greenfield Park and Gardens Amphitheatre*

Renovations to the amphitheatre at the Greenfield Park and Gardens will be complete in spring 2008. The Amphitheatre is home to the annual Shakespeare Festival in the spring.

*Wilmington Pedestrian Plan*

The Pedestrian Plan will meet the demands for safer and more extensive pedestrian facilities, including greenways, sidewalks, and crosswalks. This plan began in early 2008.



*Dawson Streetscape Project*

In early 2007, the City of Wilmington, in cooperation with NCDOT, reconstructed Dawson Street between S. 3rd Street and S. 5th Avenue. What had been a four-lane one-way street with two parking lanes was converted to a three-lane one-way street with a bicycle lane and planting strips. Street trees were also introduced along either side of the roadway. Driveways were consolidated and moved away from the S. 3rd Street intersection to minimize conflicts. The city’s long-term goal is to continue this cross-section along the entirety of Dawson Street, as funds become available. This goal integrates well with the vision presented in the Dawson and Wooster Corridor Plan.

*Dawson and Wooster Corridor Plan (2007)*

This plan proposes solutions for a roadway corridor that has a number of safety and operational problems. The recommendations of the Corridor Plan are important to the Cape Fear Historic Byway due to the fact that both Dawson and Wooster intersect with the byway at S. 5th Avenue. Design recommendations within the Corridor Plan offer specific details for how these intersections can be improved to accommodate automobile and non-auto travelers (see graphics at right). These proposed intersection designs offer significant improvements which should be rigorously pursued by the City to upgrade the visibility and function of these intersections.

Other recommendations of the Dawson & Wooster Corridor Plan are in harmony with the goals and objectives of the Cape Fear Historic Byway, such as preserving the historic character of neighborhoods, making aesthetic improvements to both streetscapes and focusing on implementable actions.

4.3 Future Projects in the Corridor

*Riverwalk Extension:*

The City of Wilmington is planning to extend the Riverwalk so that it spans from the Isabel Holmes Bridge in the north to the Cape Fear Memorial Bridge in the south.

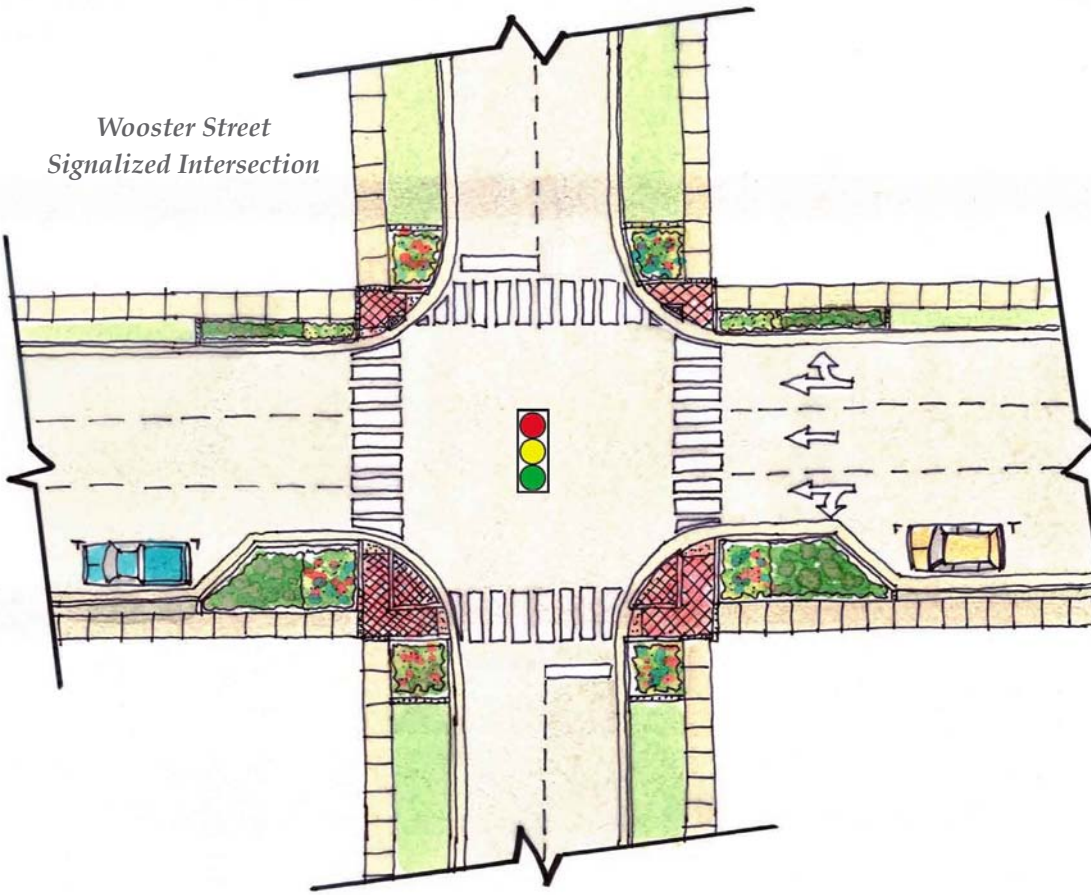
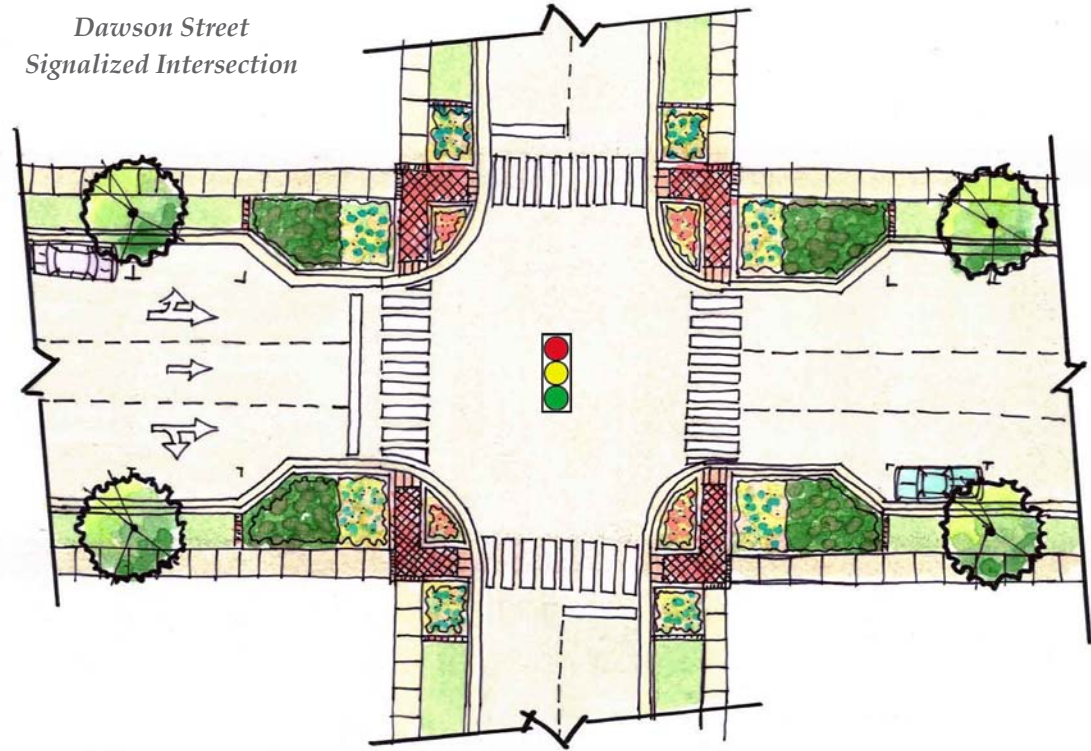
*Festival Park:*

*Wilmington Vision 2020: A Waterfront Downtown* recommends 12 waterfront parks to activate the river’s edge and engage the public. The highest priority park determined by the plan is Festival Park, located between the terminus of Chestnut and Princess Streets. The park design should enhance the existing open space into a public venue for a variety of programmed activities while at the same time providing respite from urban life with inviting green spaces and a children’s play area.

*Thalian Hall Civic Park*

*Wilmington Vision 2020: A Waterfront Downtown* also calls the site of the current parking lot for the Thalian Hall an ideal location for a civic park. Wilmington City Council approved a resolution showing support for the civic park by seeking acquisition of the parking lot. If the civic park is created, then visitor/handicapped parking should be maintained and the downtown free trolley should be rerouted to serve the front of Thalian Hall, providing direct service from the waterfront and public parking decks. Also, pedestrian safety at N. 3rd Street intersections would need to be improved.

Right: Design recommendations from the Dawson and Wooster Corridor Plan. These proposed intersection designs are for the Dawson and Wooster corridors, both of which intersect the byway at S. 5th Avenue.





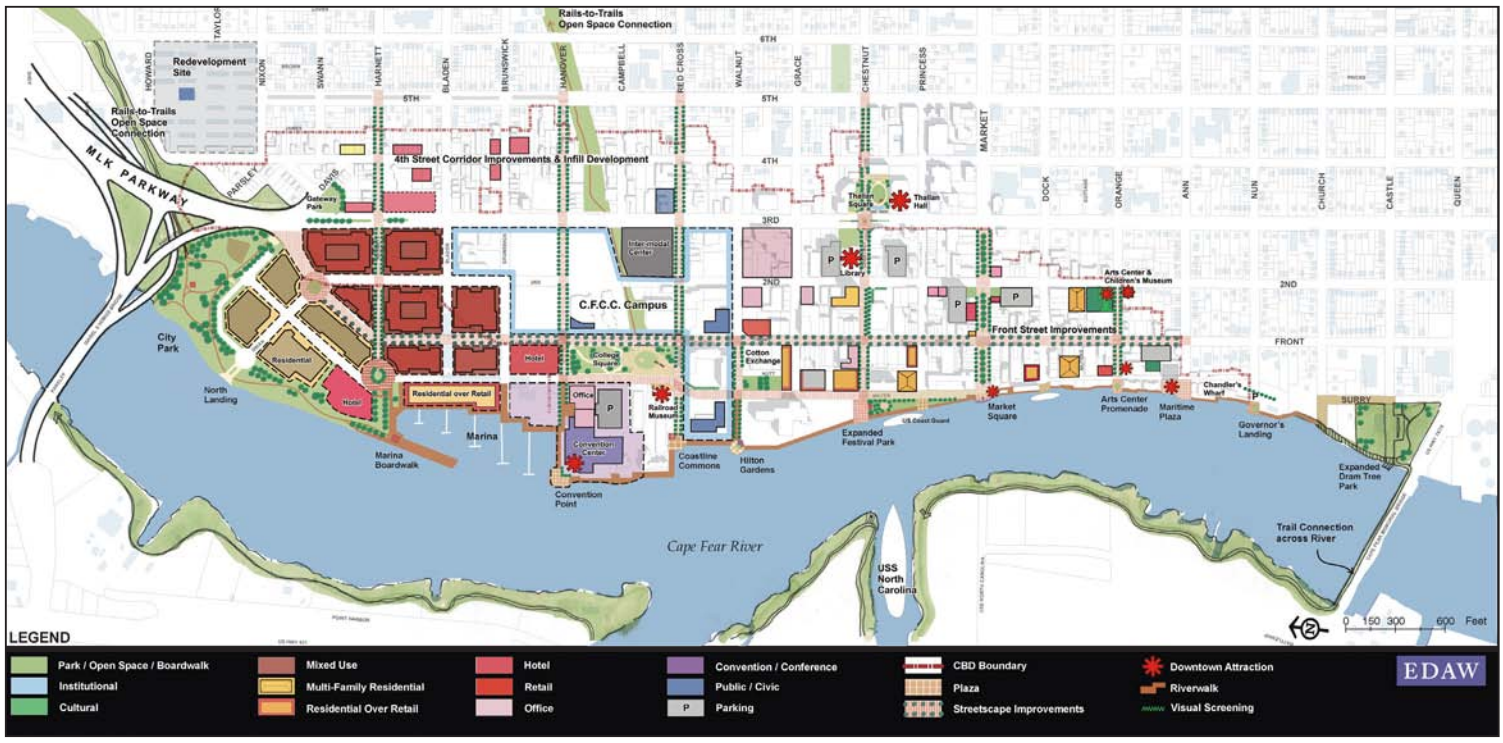
**Key Recommendations from  
Wilmington Vision 2020: A Waterfront Downtown**  
(that most relate to Cape Fear Historic Byway)

- Waterfront parks
- Streetscape improvements
- Create downtown public space “squares”
- Green envelope
  - Connections to other green spaces
- Encourage outdoor activity in public space
- Improve orientation to the river
  - Create east/west connections
- Fill in blank spaces
- Improve quality of new development
- Minimize surface parking lots
  - None on waterfront or other key streets
- Create more street level activity
  - Limit vacant or evening-only storefronts
- Increase emphasis on economic development
- Standardize hours for retail businesses
- Hire a marketing company
- Coordinate marketing efforts
- Complete grid pattern in north downtown
- Screen parking
- Widen sidewalks in key areas to accommodate outdoor activities
- Height regulated by streets/blocks with height bonuses
- Strengthen CBD supplemental design regulations
- Modify residential density regulations
- Increase the frequency and variety of special events

Right: An illustrative map of recommendations for Downtown Wilmington from Wilmington Vision 2020: A Waterfront Downtown

Please refer to the original plan for full-size maps and details.

(Prepared for the City of Wilmington by EDAW, 2004)



*Wilmington Vision 2020: A Waterfront Downtown:* Implementation of the ‘Vision 2020’ plan will influence many future projects in the byway corridor. The plan is intended to provide additional policy guidance for decisions affecting downtown’s economic development, future land use, regulatory practices and capital improvements. The plan recommends ten overall enhancement strategies, which fall into the three main categories of “Celebrate the Waterfront,” “Complete the Historic Core,” and “Sustain the Momentum.” Strategies and implementation steps are contained in chapter four of the plan, which is the most critical component. While the plan as a whole has an influence on the future management and enhancement of the byway, the list to the left includes the key recommendations that most relate to the Cape Fear Historic Byway.

The *Riverfront Park* is an extremely successful urban linear park in downtown Wilmington. The Park makes accessible the community’s most outstanding natural resource, the Cape Fear River. The Vision 2020 Plan calls for the expansion and extension of the Riverfront Park north along the river to an area defined as north waterfront. This byway plan supports this conclusion and recommendation. Expanding the Riverfront Park enables the City to expand the attractions of the byway and to complement transportation elements of the byway. For example, interpretive information about the Battleship U.S.S. North Carolina and other key elements of the downtown could be featured as part of an expanded Riverfront Park. The Vision 2020 Plan also speaks to the need for more open space along the waterfront in the

downtown. Some of this open space should be designed to host events and festivals, which currently use downtown streets for their activities.

*Multi-Modal Transportation Center*  
The Multi-Modal Transportation Center is envisioned as a single facility that would facilitate the interaction between several modes of travel in the Wilmington area, thereby encouraging increased use of alternative travel modes as well as allowing for more efficient allocation of transportation funds by allowing for the shared usage of certain infrastructure facilities. Some of the modes that would be served include local transit buses, intra-city buses (Greyhound/Trailways), taxis, bicycles, and pedestrians. A critical element is also the potential for future passenger rail service to Wilmington.

The Multi-Modal Transportation Center will be located on the east side of N. 3rd Street, between Hanover and Campbell. Both the location and function of this center match well with the Cape Fear Historic Byway CMP’s goal of encouraging byway users to explore the route by means of alternative transportation. Implementation of many recommendations within this CMP may in fact be expedited through cooperation and coordination between the future byway committee (see Chapter Seven) and the future staff of the Multi-Modal Center.



4.4 Overall Recommendations

*Guiding Development in the Corridor*  
A form-based code is a means of regulating development to achieve a specific urban form. Form-based codes create a more predictable public realm by controlling physical form primarily, with a lesser focus on land use, through city regulations.

Form-based codes are a new response to the modern challenges of urban sprawl, deterioration of historic neighborhoods, and neglect of pedestrian safety in new development. Tradition has declined as a guide to development patterns, and the widespread adoption by cities of single-use zoning regulations has discouraged compact, walkable urban development. Form-based codes are a tool to address these deficiencies, and to provide local governments the regulatory means to achieve development objectives with greater certainty. Form-based codes address the relationship between building facades and the public rights-of-way, the form and mass of buildings in relation to each other, and the scale and types of streets and blocks. The regulations and standards in form-based codes, presented in both diagrams and words, are keyed to a regulating plan that designates the appropriate form and scale (and therefore, character) of development rather than only distinctions in land-use types. This is in contrast to conventional zoning’s focus on the micromanagement and segregation of land uses, and the control of development intensity through abstract and uncoordinated parameters (e.g., floor area ratios, dwelling units per acre, setbacks, parking ratios) to the neglect of an integrated built form. Not to be confused with design guidelines or general statements of policy, form-based codes are regulatory, not advisory.

*Right: Hillsboro Street in Raleigh, NC. This NCDOT owned and operated road provides a good example of potential streetscape elements (such as street trees, buried utility lines, and mast-arm signals) that could be used on portions of the byway.*



The City of Wilmington may wish to consider establishing a form-based code throughout its downtown area as a way of appropriately managing and guiding future growth and development activity within the downtown in a manner that preserves the historical integrity and at the same time promotes progressive and successful economic development. To review a case study of form-based codes, refer to the Arlington Virginia Columbia Pike Initiative as a good example (visit, [www.arlingtonva.us/Portals/Topics/TopicsDevelopment.aspx](http://www.arlingtonva.us/Portals/Topics/TopicsDevelopment.aspx)), or for more specific resources, visit the Form-Based Codes Institute website: [www.formbasedcodes.org](http://www.formbasedcodes.org).

*NCDOT Policy on Streetscape/Landscape*  
NCDOT defines guidelines for planting within road rights-of-ways for all roads that are owned and managed by the State. For urban roadways with curb and gutter and speed limits under 35 mph, NCDOT provides that small trees can be installed and maintained, with the primary trunk being five feet behind the back of curb. Small shrubs can be installed between the back of curb and trunk of small tree. Large shade trees can be installed and maintained, with the primary trunk being ten feet from the back of curb. Lowering the speed limit to 25 mph has no effect on these policies. Types of small trees allowed include; dogwood, crape myrtle, Japanese maple, redbud, hawthorne, crabapple, flowering cherry and Bradford pear. Large deciduous trees include oak, beech, maple, ash, pecan, black walnut, sweetgum, poplar and sycamore. Shrubs include azalea, forsythia, holly, privet, juniper, waxmyrtle, eleagnus and camellia.



*Above: S. Elm Street, Greensboro, NC. This crosswalk, on an NCDOT owned and operated road, provides a good example of potential crosswalk improvements that could be used on portions of the byway.*





**WAVE TRANSIT**  
**DOWNTOWN BUS SERVICE**  
*Cape Fear Public Transportation*  
*Authority (CFPTA) (2007)*

Should the City of Wilmington desire the opportunity to take ownership and management of all roadways that comprise the byway, the City would need to work with the NCDOT District Engineer to begin the process of ownership transfer. There is no guarantee that the request would be honored, but the first step in the process would be for the City to submit a formal request to the District Engineer and define the reasons that such ownership transfer is desired and necessary.

## Transit Service

The current public and private Wilmington trolley services are an excellent way for visitors to get oriented to the byway and the rich heritage of the City. The WAVE trolley service offers visitors with free ridership on a circuit that engages the waterfront, downtown and north waterfront area (see map at left). Private trolleys extend travel into the historic neighborhoods of the City and offer historic narrative (whereas WAVE trolleys do not). The City of Wilmington should work with private trolley operators to share with them the goals and objectives of the byway and the action plan elements for implementing the byway. Private operators can become valuable partners in the interpretation and visitation of the byway. Linking the public and private trolley operations should also be a goal of the City. Coordination can occur physically, such as sharing space and slot times at transfer stations, or be accomplished through brochures and internet sites that define schedules and attractions.

Extended trolley service should also be considered to include a trip to Greenfield Park and Gardens, even if only for limited service, such as twice daily or on weekends. This would allow for greater compatibility in cross-marketing the Cape Fear Historic Byway with trolley service.

*Example of a mast-arm traffic light combined with pedestrian-scale lighting.*



## Traffic Signal Design

It is recommended that black decorative mast-arm signals be installed at all signalized intersections along the Cape Fear Historic Byway, including Castle/S. 3rd, Castle/S. 5th, S. 5th/Wooster, S. 5th/Dawson, S. 5th/Greenfield, and Carolina Beach/Burnett/Front (see example image, top right)

## Crosswalks

Provide crosswalks and improve the visibility of existing crosswalks at all signalized intersections (listed in paragraph above) along the Cape Fear Historic Byway. For city-maintained intersections, use brick crosswalks. For NCDOT-maintained intersections, use colored pavement, since brick crosswalks are not permitted (see bottom image on page 46).

### *Parking*

The City of Wilmington is fortunate to have an abundant supply of downtown parking available throughout the entire byway corridor. The city offers ample surface parking and there are three public parking decks that are located strategically throughout the corridor. As future development occurs, some of the surface parking lots may be replaced by a variety of other urban land uses. The City should always keep in mind that a healthy supply of parking will be needed to support activities of the byway and other tourism related venues. A coordinated program of mapping, signage and information that is specifically related to parking for byway activities and tourism is needed to orient visitors and maximize visitation activities. For example, the Grand Rounds National Scenic Byway indicates on its informational maps, where convenient parking is available in each of its seven districts.



LOCATION OF WILMINGTON WATERFRONT (segment in blue)



4.5 Recommendations for the Wilmington Waterfront

The following is a compiled set of recommendations for the Wilmington Waterfront segment of the Cape Fear Historic Byway. These improvements were recommended by project Steering Committee members, the Wilmington Area Metropolitan Planning Organization (MPO) staff, project consultants, and residents of the City of Wilmington.

General Recommendations

These recommendations apply to the Wilmington Waterfront as a whole:

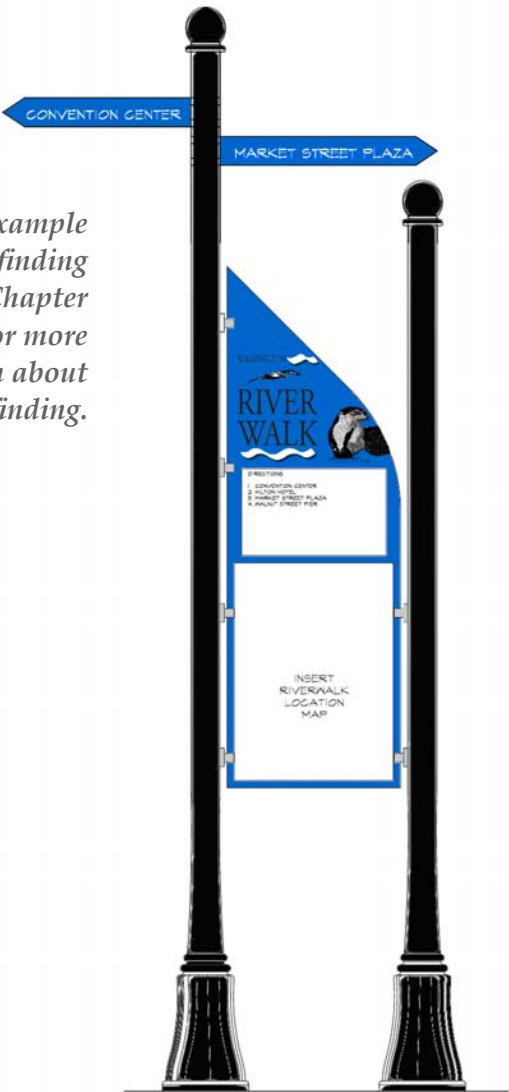
- A comprehensive wayfinding program would help tie the byway—and specifically the Riverwalk—into the rest of Wilmington and its many attractions. See chapter five for wayfinding guidelines.
- High-quality interpretive signs and brochure information should educate byway visitors about local history along the Cape Fear River. See chapter five for interpretive program guidelines.
- Brick paving (not stamped concrete asphalt) should be reintroduced along streets and alleys that were originally paved in brick. Also, use landscaped medians where adequate right-of-way exists.

- User friendly parking accommodations should be clearly marked and should include a wayfinding kiosk with self-guided, take-away tour maps (specific location TBD).
- Kiosk and brochure information should encourage visitors to explore on foot and should clearly identify where visitors can rent bicycles.
- Sidewalks and pedestrian-scale lighting should be provided throughout the waterfront area. A width of twelve feet allows two couples to pass each other easily with minimal interruption. An absolute minimum width of five feet should be used in areas where the right-of-way does not allow more. Repair existing sidewalk.
- Soften the look of the corridor as a whole through increased use of landscaping; landscape with native species only.
- Coordinate the marketing of the byway with marketing and promotion of festivals on Water Street. When portions of the byway are closed to automobile traffic, byway visitors should be encouraged to walk and/or bike those portions.

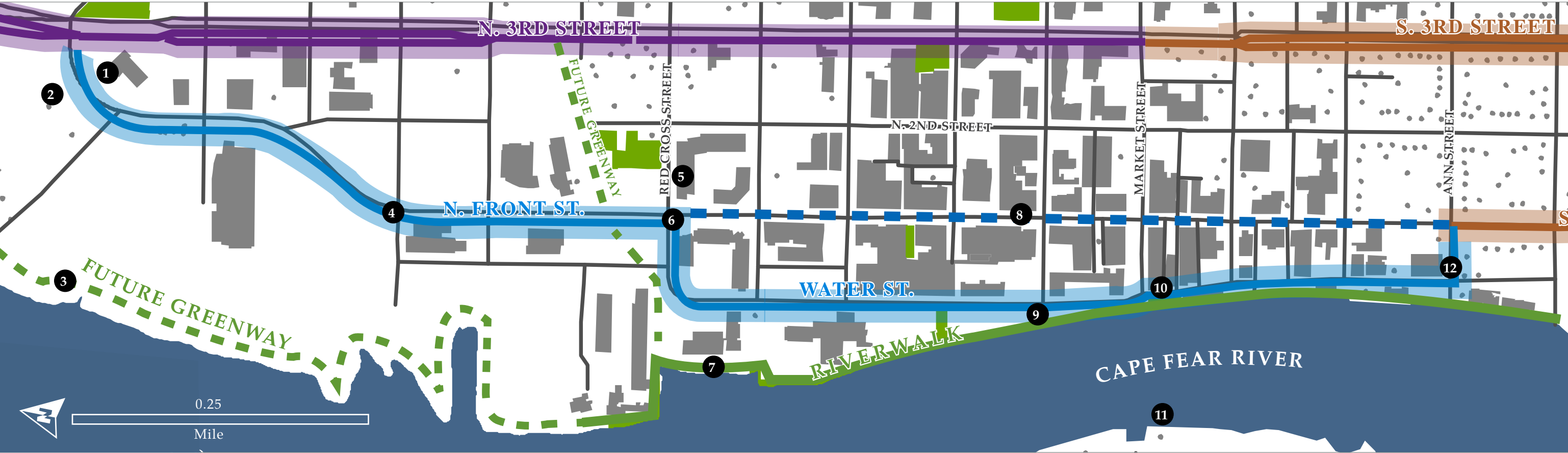
Right: This portion of the Riverwalk, between the Hilton Hotel and the convention center is a high-priority area for landscaping improvements (number '7' corresponds with the map on page 49).



Right: Example of wayfinding signs. See Chapter Five for more information about wayfinding.







*Specific Recommendations*  
These recommendations apply to specific locations within the Wilmington Waterfront, with numbers corresponding to the maps and image on this page

- 1 On the corner of N. 3rd and Front Street, the “Historic Downtown” sign needs to be improved and/or relocated until the backdrop for the sign (the heavy equipment rental site) changes. If ownership and use of the site is not expected to change within the short term, then landscaped screening should be used with sign improvements. See page 57 for recommendations related to this site.
- 2 As part of a corridor-wide program, invasive plant species should be removed or replaced wherever possible. An example is along the north side of N. Front Street, just west of N. 3rd Street, where large stands of kudzu overtake the roadside.
- 3 Redevelopment along the waterfront, south of the Isabel Holmes Bridge, will include mixed-use development that features an extension of the Riverwalk. The Riverwalk extension should be open to the public and should seamlessly complete the East Coast Greenway from the rails-to-trails corridor to the existing boardwalk.

- 4 Underground utilities, pedestrian-scale/historic lighting, and increased use of landscaping is particularly recommended along N. Front Street. Add a safety/decorative barrier to separate pedestrian and vehicle traffic on Front Street Bridge (see page 43 for information on current projects for N. Front Street and page 52 for more options for utility lines).
- 5 Hold meetings between the Cape Fear Historic Byway Committee and Cape Fear Community College (CFCC) to encourage them to blend with the historic downtown character for new buildings and renovations.
- 6 At the intersection of N. Front Street and Red Cross, signage must steer byway users towards Water Street, while at the same time letting people know that Front Street is a major business and commercial corridor. A gateway arch could signify the entrance to the business district (see ‘spur’ recommendation, number eight, below).
- 7 The portion of the Riverwalk between the Hilton Hotel and the convention center needs special attention in terms of landscaping, definition of space, and overall continuity with the rest of the Riverwalk (see aerial photo, page 48).
- 8 Major spur connection off of the byway: Front Street is a major business and commercial corridor for downtown Wilmington.

- 9 Provide interpretive information at Riverfront Park for the Battleship U.S.S. North Carolina, across the river. Also, increase the brightness of the existing lighting along the park and Riverwalk, or introduce additional pole- and bollard-light features.
- 10 When renovations of the Visitor’s Center near Market & Water Street are complete, the center should provide information about the byway and should be staffed year-round. Currently the seasonal information center/booth (located on the riverwalk) is staffed April through October, and on weekends in March and November. Short-term visitor parking should be provided in the vicinity of the Visitors Center.
- 11 A heritage trail with self-guided tours should be completed for the Eagles Island Ship’s Graveyard on the west bank of the river. Involving local boat owners interested in providing water tours is also recommended. Tours should be geared toward the historic, archeological, and natural significance of the river.
- 12 Directional signs are needed at this intersection for byway routing.

*\*See Chapter Two, pages 21-22, for existing bicycle and pedestrian facilities.*

LOCATION OF OLD WILMINGTON RESIDENTIAL DISTRICT *(segment in brown)*



4.6 Recommendations for the Old Wilmington Residential District

The following is a compiled set of recommendations for the Old Wilmington Residential District of the Cape Fear Historic Byway. These improvements were recommended by project Steering Committee members, the Wilmington Area Metropolitan Planning Organization (MPO) staff, project consultants, and residents of the City of Wilmington.

General Recommendations

These recommendations apply to the Old Wilmington Residential District as a whole:

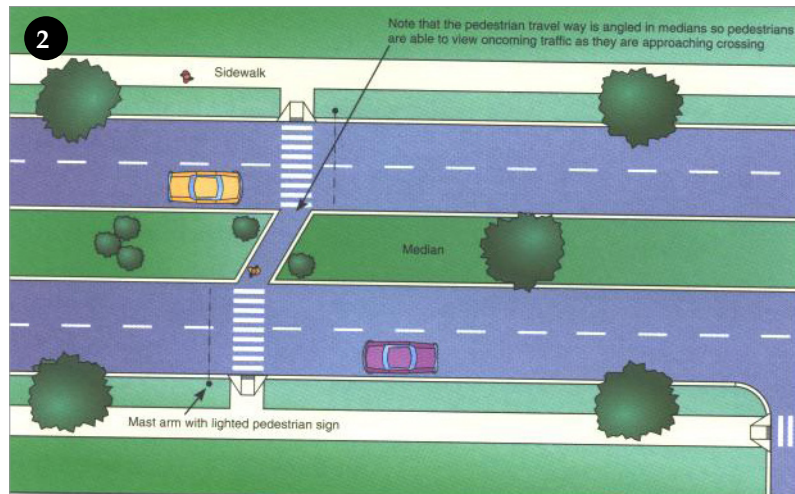
- Enforce speed limit; pedestrian safety is of particular concern on S. 3rd Street because of the nearby schools and residential land uses. Achieve traffic calming through lowering the speed limit, narrowing lane widths, and/or coordinating traffic signals to decrease speeding.
- Restripe or reconfigure lanes on S. 3rd Street to accommodate both wider parking stalls for those entering and exiting their vehicles, and for wider outside lanes.
- An organized signage program and marketing brochure would enable visitors to find their destinations with ease. See chapter five for wayfinding guidelines.

- Coordination should be made between current streetscape improvements to S. 3rd Street and this corridor management plan.
- Relocate overhead utility lines underground only if possible without destroying existing canopy trees.
- Repair sidewalks, increase landscaping along sidewalks, and use paved, colored crosswalks to improve visibility.
- Use mast arms for traffic lights, rather than overhead wires (see image on 47).
- Areas along Castle Street are identified as ‘tier two redevelopment areas’ in the City of Wilmington’s Future Land Use Plan. Refer to page 39 recommendations related to the Future Land Use Plan.
- Consider Main Street Mixed Use zoning for the intersections of Castle Street and S. Front Street, Castle Street and S. 3rd Street, and Castle Street and S. 5th Avenue. Community Services zones seem to be run-down and filled with abandoned structures



*Current conditions on S. 3rd Street (looking north, just north of the Castle Street intersection). Note the narrow parking on the right and the overhead utility lines in the median.*



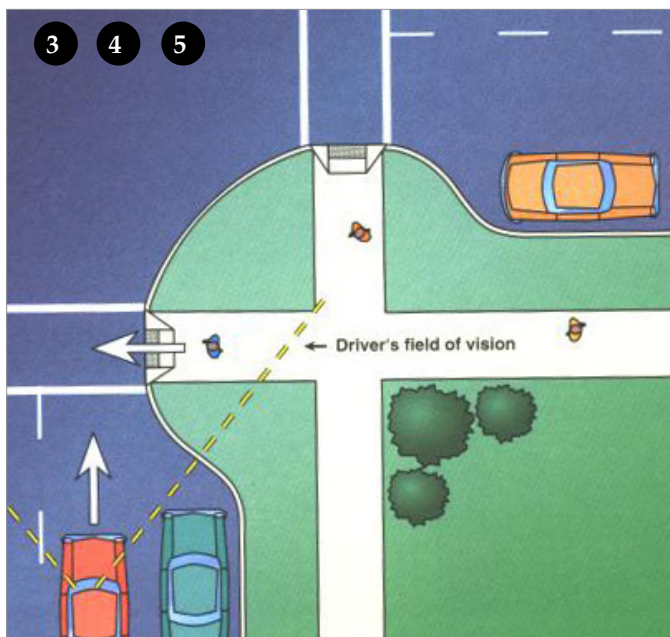


Midblock crossing diagram. See the *Guide for the Planning, Design, and Operation of Pedestrian Facilities* by the American Association of State Highway and Transportation Officials (AASHTO, 2004) for details.



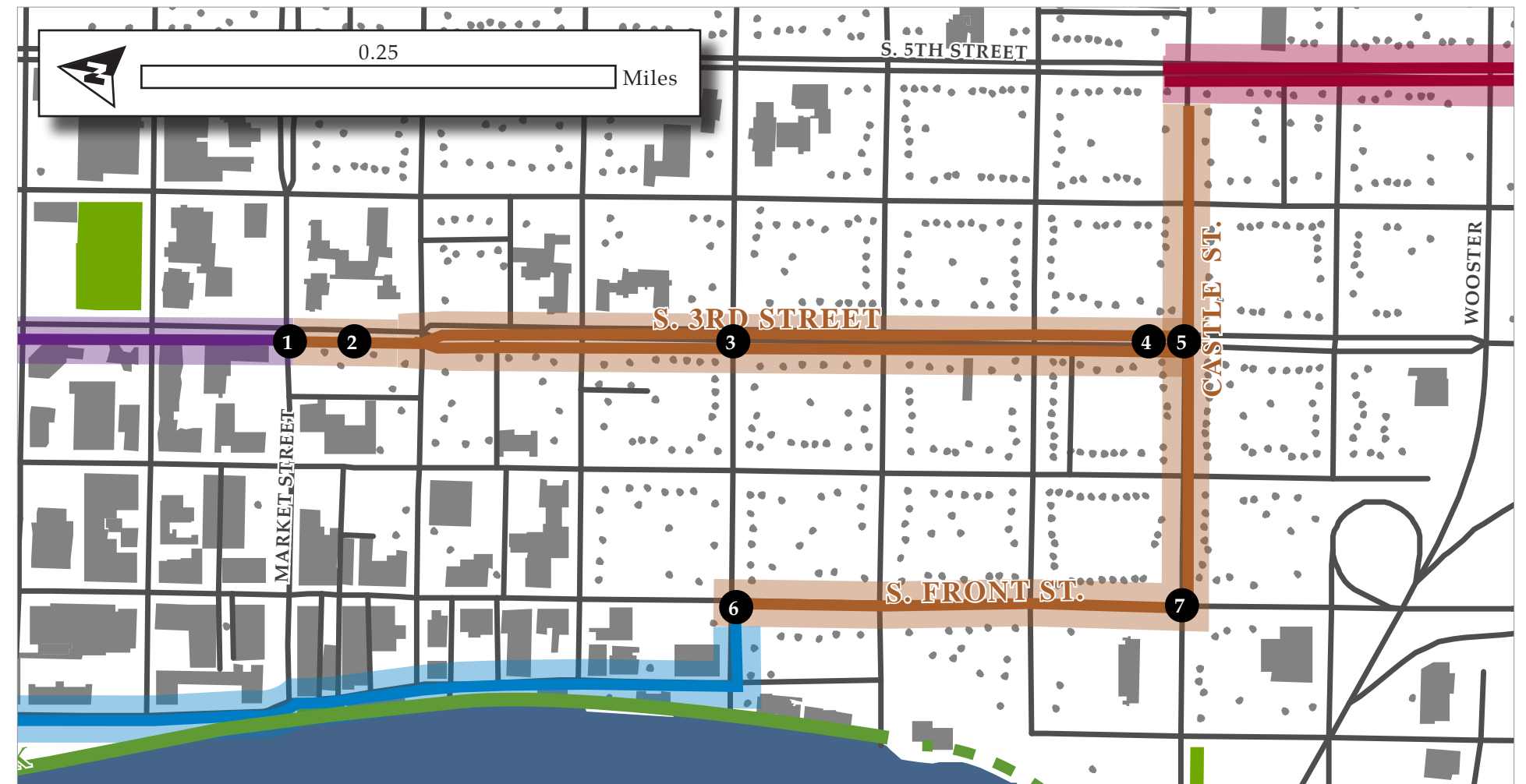
Example of a mid-block crossing combined with a pedestrian refuge island. See recommendation #2, at right.

Image courtesy of the Pedestrian and Bicycle Information Center (PBIC).



Curb extension diagram. See the *Guide for the Planning, Design, and Operation of Pedestrian Facilities* by the American Association of State Highway and Transportation Officials (AASHTO, 2004) for details.

## RECOMMENDATIONS: OLD WILMINGTON RESIDENTIAL DISTRICT (segment in brown)



### Specific Recommendations

These recommendations apply to specific locations within the Old Wilmington Residential District, with numbers corresponding to the maps and images on this page:

- 1 At intersection of N. 3rd Street, S. 3rd Street, and Market Street, create a pedestrian refuge on the eastern crosswalk by extending the median from the statue to the crosswalk. See photo rendering on page 58.
- 2 Consider extending the S. 3rd Street median from Dock Street to Market Street and convert Dock Street into right-in right-out with pedestrian crossings/refuges. Provide a left turn lane onto Market Street westbound by using a narrow median for the extension.
- 3 Consider a median closure, pedestrian refuge, and pedestrian activated signal (as recommended at the Cape Fear Historic Byway Steering Committee meetings and public workshops) at S. 3rd Street and Ann Street to allow residents and visitors to safely cross S. 3rd Street to access schools, historic structures, and the waterfront (see diagrams and photo at left).

- 4 Extend curb at intersection (bulb-out) and improve crosswalks at the intersection of S. 3rd Street and Castle Street (see diagram, bottom left). Directional signs are needed at this intersection for byway routing. Also, on the northbound S. 3rd Street approach, the median north of Castle Street could be widened and turned into an area for a welcome sign and/or landscape area.
- 5 Consider a bicycle lanes and/or a median along Castle Street between S. 3rd Street and S. 5th Avenue
- 6 Extend curb at intersection (bulb-out) and improve crosswalks at the intersection of Front Street and Ann Street (see diagram, bottom left). Also, signage must steer byway users towards Water Street, while at the same time letting people know that Front Street is a major business and commercial corridor.
- 7 Extend curb at intersection (bulb-out) and improve crosswalks at the intersection of Front Street and Castle Street (see diagram, bottom left). Directional signs are needed at this intersection for byway routing.



LOCATION OF DRY POND (segment in red)



4.7 Recommendations for Dry Pond

The following is a compiled set of recommendations for the Dry Pond segment of the Cape Fear Historic Byway. These improvements were recommended by project Steering Committee members, the Wilmington Area Metropolitan Planning Organization (MPO) staff, project consultants, and residents of the City of Wilmington.

General Recommendations

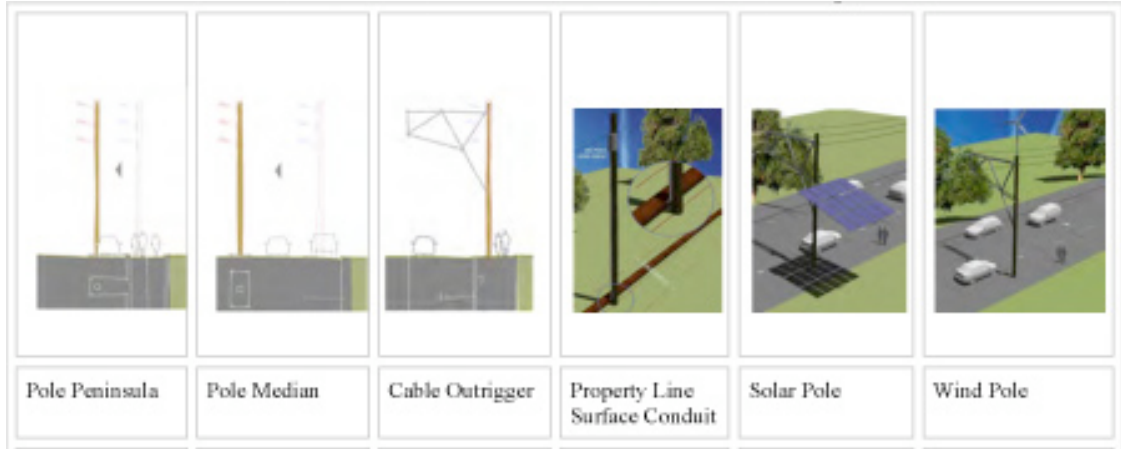
These recommendations apply to the Dry Pond segment as a whole:

- All of N. & S. 5th Avenue should be striped as two travel lanes, two bicycle lanes and two parking lanes from Campbell Street to Greenfield Park & Gardens (not just the byway portion).
- Plant more street trees to complete the existing canopy for the length of this segment. Currently, the tree canopy along the southern portion of this segment (Marstellar to Greenfield) is notably absent, compared to the healthy tree coverage along the northern portion. See text and graphics at right for information on overhead utility line and street tree compatibility.
- Improve functionality of the Dry Pond segment for pedestrians by repairing and widening existing sidewalks, filling gaps where sidewalks and curbs are missing, using paved, colored crosswalks, and by providing benches, lighting and signage for pedestrians.



- Improve safety/increase police presence along this portion of the corridor. Also address illegal parking issues through a verbal reminder/warning from police to local business owners, and if necessary, through ticketing. Illegal parking is especially an issue along the industrial area of S. 5th Avenue, south of Marstellar Street.
- Encourage the City of Wilmington to amend the Future Land Use Plan to classify S. 5th Avenue as a priority redevelopment area (tier I), for urban infill. This could be done in conjunction with the introduction of a form based code that provides design guidelines for future development. Form-based codes would help fulfill the goals for future land use noted on page 39. They would also effectively address the desire of making this corridor more appealing to residents, visitors, new businesses through aesthetic standards and quality infill development. See page 46 for more information on form-based codes.
- Landscaping could be improved throughout this segment, but particularly along S. 5th Avenue median and sidewalks between Marstellar Street to Greenfield Street. The native vegetative community of Greenfield Lake Park should be incorporated.
- Support related elements from the Dawson & Wooster Corridor Plan (see page 44), especially the treatment of the S.5th Avenue intersections, the potential to return Dawson Street and Wooster Street to two-way operation, and the installation of a monument in Dry Pond at 5th Avenue and Wooster Street (see drawing above).

Left: A monument drawing from the Dawson and Wooster Corridor Plan. The monument would be located at 5th Avenue and Wooster Street.



Above: Six overhead technologies for utility lines. A recent study responds to the challenge to find the most innovative, cost-effective way to integrate utility lines in urban areas, promote the planting of street trees, and protect existing mature urban trees while maintaining excellent electrical system reliability. The overhead solutions shown above include:

1. Pole Peninsulas, which relocate power lines away from densest portions of the tree canopy by moving power poles to peninsulas along the street
2. Pole Medians, which relocate power poles to the street centerline when it is necessary to avoid larger tree canopies
3. Cable Outriggers, which relocate power lines to the ROW centerline to avoid dense canopy
4. Property Line Surface Conduits, which allow electric lines and vegetation in alley-less rear lots to coexist by running lines through a non-excavated, surface channel that ties into existing rear lot poles.
5. Solar Poles, which use existing power poles to produce distributed energy
6. Wind Poles, which use existing power poles to produce distributed energy

For a comprehensive review of such options, review the full document: University of Texas and Austin Energy Research Competition Proposal (2007). URS Corporation and the School of Architecture and the Center for Sustainable Development at the University of Texas at Austin.





Above: Existing conditions along S. 5th Avenue, looking south towards greenfield park; cars currently obstruct passage on the sidewalk.

Below: A photo rendering showing the same section of S. 5th Avenue, with buried utility lines, bike lanes, revived street trees, crosswalks, and residential infill development. The Greenfield sign is an example only; actual design TBD.



## RECOMMENDATIONS: DRY POND (segment in red)



**Rail Road Crossing:** The railroad tracks that cross 5th Avenue and Martin Street will one day become a trail as part of the East Coast Greenway, linking the waterfront with Greenfield Park and Gardens. Currently, however, the rail line is still operational, and safety issues must still be addressed.

Railroad crossings are particularly hazardous to those who rely on wheeled devices for mobility (railroad crossings have flangeway gaps that allow passage of the wheels of the train, but also have the potential to catch wheelchair casters and bicycle tires). In addition, rails or ties that are not embedded in the travel surface create a tripping hazard.

1. Recommendations: Raise approaches to the tracks and the area between the tracks to the level of the top of the rail.



2. Install detectable warnings similar to a transit platform where the railroad crosses the sidewalk.

3. Provide railroad crossing information in multiple formats, including signs, flashing lights, and audible sounds.

### Specific Recommendations

These recommendations apply to specific locations within the Dry Pond Segment, with numbers corresponding to the maps and images on this page:

- 1 At intersection of Castle Street and S. 5th Avenue, provide interpretive signs that inform visitors of the nearby Castle Street Arts District (just east of S. 5th Avenue on along Castle Street). Also, directional signs are needed at this intersection for byway routing.
- 2 This intersection (S. 5th Avenue and Dawson Street) is a gateway for the byway corridor. Place a brick pillar monument here for the historic district of Dry Pond (see page 52).
- 3 If form-based codes are not used (as recommended on page 46) consider using Main Street Mixed Use zoning for S. 5th Avenue corridor between Wooster Street and Greenfield Lake Park & Gardens. Mixed-use properties should be especially encouraged for the vacant parcels along S. 5th Avenue in the vicinity of Wooster and Dawson Streets.
- 4 Aesthetic and safety improvements to the streetscape are recommended along the south end of S. 5th Avenue, particularly at the rail road crossing near Martin and Fifth Street. See note at top left.
- 5 “Welcome to Greenfield Park & Gardens” sign could be installed at S. 5th Avenue/Greenfield Street. There is an unnecessary left-turn lane on S. 5th Avenue northbound at Greenfield Street that could be used to expand the median and provide space for the sign.



LOCATION OF GREENFIELD PARK AND GARDENS *(segment in green)*



4.8 Recommendations for Greenfield Park and Gardens

The following is a compiled set of recommendations for the Greenfield Park and Gardens segment of the Cape Fear Historic Byway. These improvements were recommended by project Steering Committee members, the Wilmington Area Metropolitan Planning Organization (MPO) staff, project consultants, and residents of the City of Wilmington.

*General Recommendations*

These recommendations apply to the Greenfield Park and Gardens segment as a whole:

- An historic designation should be pursued for Greenfield Lake and Gardens.
- Environmental education signs are recommended to bring awareness to the importance of Greenfield Lake and its surrounding landscape to the health of the local natural environment and its inhabitants (such as the unique Anhinga bird and other species).
- Cultural and historical signs are recommended to tell the significance of the nearby World War II ship-builders’ homes and the local history of the lake.
- The existing educational bus tours of Greenfield Park and Gardens (run on bio-diesel) should be tied into the marketing program of the byway. The tour could eventually be expanded to include the byway as a whole.

- Parallel parking spaces should be designated by painted markings along segments of West and East Lake Shore Drive where appropriate. Park maintenance workers should take care to not discard leaves and debris from the trail onto the roadway.
- Directional signs for byway routing should also be provided around the perimeter of the park, with mile markers along the trail.
- Loitering is a problem in the park, creating an unsafe feeling among visitors. Recommendations for addressing the reportedly ‘unsafe’ feeling of some areas of the park include: Police bicycle patrols on the park’s trail system; better lighting along the trail; cameras, emergency call boxes (see recommendation #2, on page 55).
- The integration of the City owned Legion Sports Complex and Greenfield Park and Gardens should be further studied.
- The intersection of Burnett Boulevard, S. Front Street and Carolina Beach Road should be further studied with regard to traffic safety, aesthetics and how it functions as a gateway to the Byway (see recommendation #5, on page 55).



Above: A photo rendering showing the park with interpretative signs for bird watching, plus an example of a non-intrusive emergency call box. Right: Existing conditions at Greenfield Park and Gardens.



RECOMMENDATIONS: GREENFIELD PARK AND GARDENS (segment in green)



*Specific Recommendations*  
These recommendations apply to specific locations within the Greenfield Park and Gardens segment, with numbers corresponding to the maps and images on this page:

- 1 An informational kiosk should be provided at the park entrance from S. 5th Avenue. Recreational information should be provided at the kiosk, in terms of a park map with directions for parking and participating in various recreational and educational activities. Information provided at the kiosk should encourage byway visitors to get out of their cars and utilize the trail system and other recreational amenities. Take-away maps of the park should also be available here.
- 2 The perception of public workshop participants was that this particular section of trail feels ‘unsafe’. Consider removing or relocating benches along the existing wooden bridge to help prevent loitering in this area.
- 3 Observation areas with parking pull-offs and gathering spaces around the perimeter of Greenfield Lake will offer locations for visitors to interact and enjoy the natural and scenic qualities of Greenfield Lake and Gardens. [Actual locations TBD]
- 4 An additional pedestrian bridge is proposed across one of the eastern “fingers” of Greenfield Lake to provide another location for visitors to get closer to the water and to shorten a connection across the park. [Actual location TBD]
- 5 Install black decorative mast arms at the intersection of Burnett Boulevard, South Front Street and Carolina Beach Road. Provide pedestrian refuge islands on Burnett Boulevard and South Front Street to better connect the three adjacent parks. Traffic speed should be monitored near the intersection.
- 6 This area should be considered a gateway for the Cape Fear Historic Byway as a whole. (see Chapter Five for guidelines on signage.)
- 7 Study the abandoned gas station site between Burnett Boulevard, Willard Street and S. 3rd Street for development opportunities such as a monument or Byway signage.



LOCATION OF NORTH 3RD STREET CIVIC CORRIDOR (segment in purple)



4.9 Recommendations for the N. 3rd Street Civic Corridor

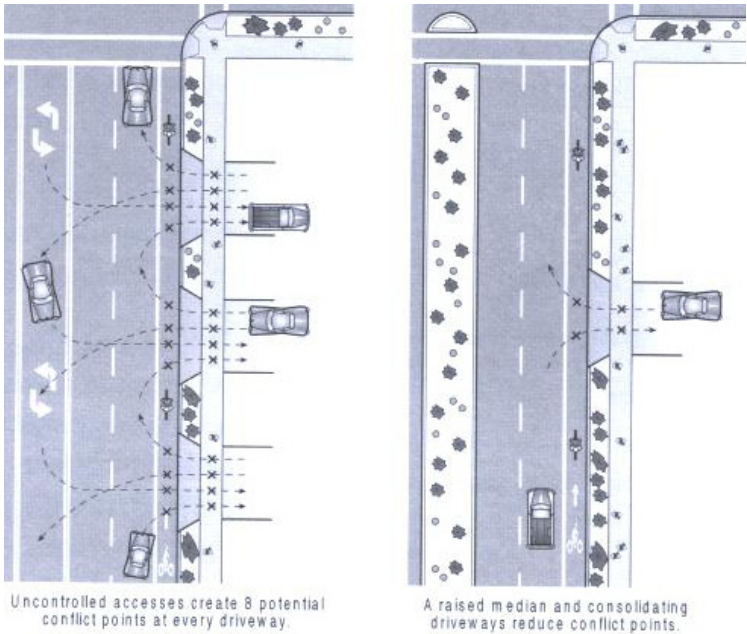
The following is a compiled set of recommendations for the N. 3rd Street Civic Corridor segment of the Cape Fear Historic Byway. These improvements were recommended by project Steering Committee members, the Wilmington Area Metropolitan Planning Organization (MPO) staff, project consultants, and residents of the City of Wilmington.

General Recommendations

These recommendations apply to the N. 3rd Street Civic Corridor segment as a whole:

- Coordinate design efforts for the N. 3rd Street Streetscape with the City’s design team and the upcoming streetscape plan (see “N. 3rd Street Streetscape Improvements,” page 43).
- A feasibility study should be done of the creation of a tree-lined median all along N. 3rd Street with potential median breaks at Chestnut Street, Red Cross Street, Brunswick Street and North Front/Davis Streets. Issues include providing enough room for vehicle stacking and landscaping among others.
- Relocate overhead utility lines underground.
- Improve the streetscape by introducing street trees in the medians and along sidewalks particularly on the west side of N. 3rd Street between Market Street and Princess Street.

- Repair sidewalks, close curb-cuts (see diagram, top right) and increase landscaping along sidewalks.
- Use pedestrian-scale lighting and mast-arm traffic lights (see image, page 47).
- Extend the curb at all N. 3rd Street intersections (bulb-outs) and improve crosswalks on N. 3rd Street intersections (see curb-extension diagram on page 51). Use paved, colored crosswalks to improve visibility.
- Coordinate median construction with crosswalk locations to create pedestrian refuge islands.
- Restripe or reconfigure lanes on N. 3rd Street to accommodate bicycle travel with wider outside lanes with ‘sharrow’ pavement marking (see page 50 for sharrow marking diagram). Also, narrow the travel lanes to reduce vehicle speeds and provide a wider parking lane to provide better protection to those entering and exiting their vehicle.
- Enforce and/or reduce speed limit on N. 3rd Street. Also, examine signal timing to calm traffic/control vehicular speeds.
- Consider removing existing parking meters along N. 3rd Street to encourage more on-street parking that may in turn slow traffic along the corridor.



Curb-cut reduction diagram. See the Guide for the Planning, Design, and Operation of Pedestrian Facilities by the American Association of State Highway and Transportation Officials (AASHTO, 2004) for details.

Note: Vehicle conflict points include both pedestrians and cyclists.



Above: A photo rendering showing N. 3rd Street with buried utility lines, a sharrow marking for bicycles, street trees, a bus stop, and new mixed-use development.



Left: Existing conditions along N. 3rd Street, looking north towards Martin Luther King, Jr. Parkway.



## RECOMMENDATIONS: N. 3RD STREET CIVIC CORRIDOR (segment in purple)

*Specific Recommendations*

These recommendations apply to specific locations within the N. 3rd Street Civic Corridor segment, with numbers corresponding to the maps and images on this page:

- 1 This area should be considered a gateway for the Cape Fear Historic Byway as a whole (see Chapter Five for guidelines on signage).
- 2 The 1898 Memorial Park is currently under construction. This site could serve as a main gateway welcome center for the byway. A building that borders the park's parking lot could be acquired and retrofitted for rest rooms and an information kiosk/lobby.
- 3 There is a billboard along N. 3rd Street, next to the 1898 Memorial Park. This could become a welcome sign for the Cape Fear Historic Byway, or even simply for downtown Wilmington. If the City has no interest in using it, then removal of the billboard is recommended for the visual quality of the corridor.

- 4 The heavy equipment rental site on the corner of N. 3rd and N. Front Street does not represent the highest and best use of that land. As the Gateway Area develops, and as this site changes ownership and use, it will be critical that the City of Wilmington's Technical Review Committee be committed to approving only high quality mixed-use, and/or retail as defined in Wilmington Vision 2020: A Waterfront Downtown. This is also a prime location for a welcome/visitors center. [See page 49 for recommendations related to the existing welcome sign near this site]
- 5 US Highway 421 at the opposite entrance to the Isabel Holmes Bridge should also be considered a gateway for the Cape Fear Historic Byway.
- 6 Spur paths leading visitors to the revitalized N. 4th Street are recommended with signs and maps directing visitors to the historic sites found adjacent to the byway corridor.
- 7 The future Multimodal Transportation Center is to be located on the east side of N. 3rd Street, between Hanover and Campbell. The center should be built to the sidewalk (oriented towards the street) with a permeable façade; other than on-street parking, the parking area(s) should be allowed only above, below, behind, or beside the building, not in front of the building. Integrity of historic

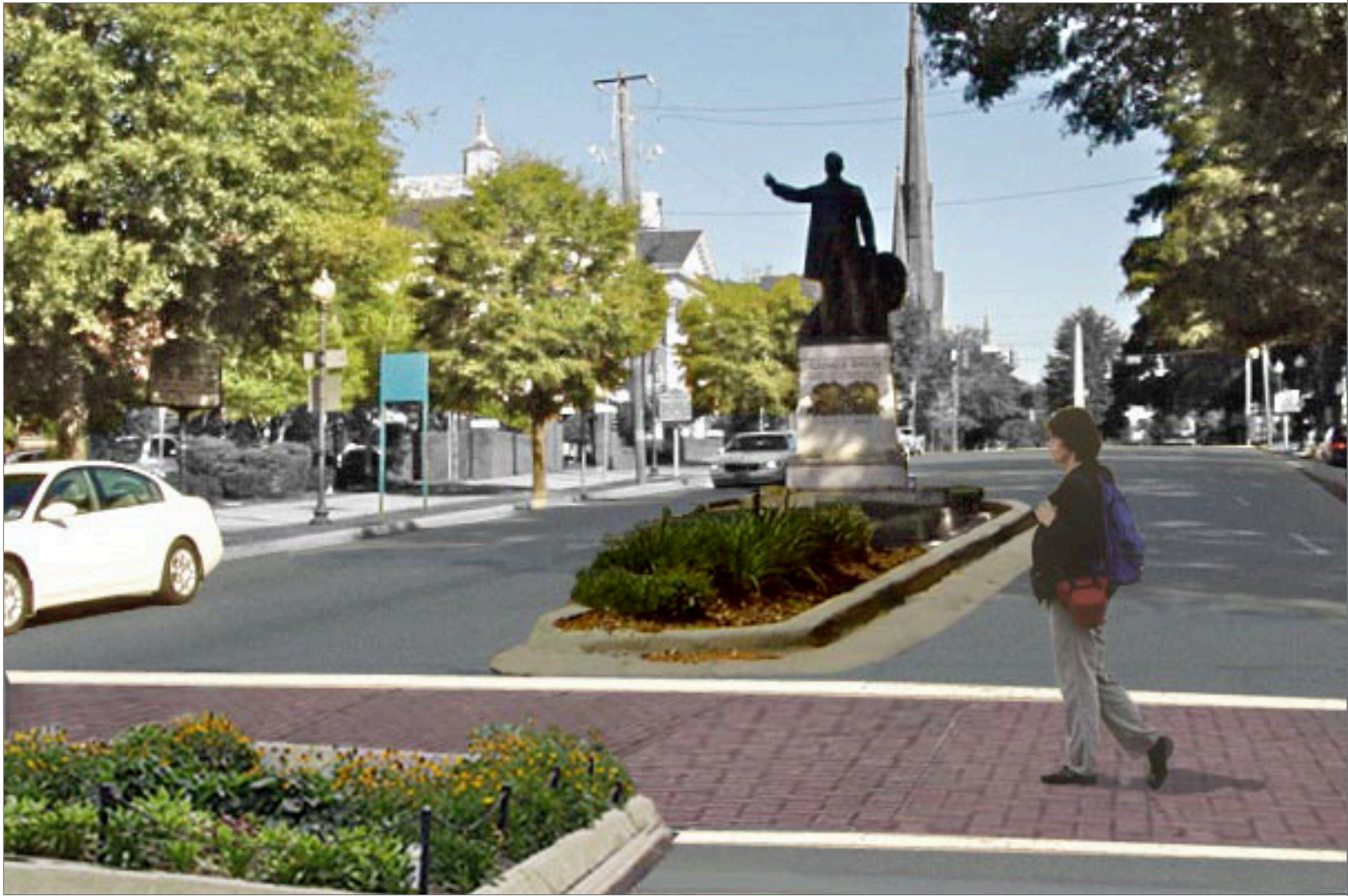
structures in the vicinity of the future Wilmington Multimodal Transportation Center should be preserved and incorporated into the center's design.

- 8 Near the future Multimodal Transportation Center, the elevation of the road changes, originally to accommodate rail traffic beneath the road. Now that there is no longer rail traffic, the road may be made level once again, possibly in conjunction with the building of the Multi-modal Center. Byway funding should also be considered to return the road to its original elevation. A portion of the underpass should be preserved underneath the road for bicycle and pedestrian access.
- 9 The Market Street area should be considered a gateway for the Cape Fear Historic Byway as a whole. (see Chapter Five for guidelines on signage.)
- 10 At intersection of 3rd Street and Market Street, create a pedestrian refuge on the eastern crosswalk by extending the median from the statue to the crosswalk. See photo rendering on page 58.
- 11 Consider restoring on-street parking on southbound N. 3rd Street between N. Front Street and Harnett Street. Consider ending the southbound N. 3rd Street right-turn lane at N. Front Street.





*Left, top: Existing conditions at the intersection of 3rd Street and Market Street*



*Left, bottom: A photo rendering showing a pedestrian refuge on the eastern crosswalk (of 3rd Street and Market Street) by extending the median from the statue to the crosswalk*





*Chapter Outline:*

*5.1 Marketing*

*5.2 Wayfinding*

*5.3 Interpretive Program*

# Chapter Five: Marketing, Wayfinding, & Interpretive Program

## 5.1 Marketing

### Overview

Building awareness and personal investment in the corridor is the first step to effectively marketing and promoting North Carolina’s first and only scenic byway in an entirely urban setting, the Cape Fear Historic Byway. Infusing the corridor with the cultural activities that define the residents and their landscape is a dynamic way to communicate the uniqueness of the corridor. Promoting the traditional way-of-life along the corridor is interesting to visitors and beneficial to future generations of local residents.

Organized awareness efforts and activities that celebrate or reinforce the corridor’s intrinsic qualities will stimulate efforts to ensure their preservation. Simultaneously celebrating and protecting the intrinsic qualities of the corridor secures the long-term viability of the Cape Fear Historic Byway as a desirable place to live and visit.

The City of Wilmington was included in the prestigious 2008 list of *Dozen Distinctive Destinations* by the National Trust for Historic Preservation. The National Trust for Historic Preservation annually selects 12 unique destinations across the United States that offer “an authentic visitor experience by combining dynamic downtowns, cultural diversity, attractive architecture, cultural landscapes and a strong commitment to historic preservation and revitalization” (per the National Trust for Historic Preservation website). Only 108 communities have received this designation since the program’s inception in 2000.

Following the adoption of the Cape Fear Historic Byway Corridor Management Plan, the existing Steering Committee should be disbanded and replaced with a permanent Corridor Management Committee. The purpose and function of this committee is to implement the CMP recommendations, promote and market the byway, assist the Wilmington MPO staff with applications for grant funding and to make application for National designation. Further, the Committee will serve as an advocate for the byway and matching funds from local, state and federal resources for enhancement and to implement the recommendations of the CMP. The Committee should have representation from local nonprofit organizations responsible for promoting tourism and economic development as well as government officials. Representatives from the Wilmington/Cape Fear Coast Convention & Visitor’s Bureau, Residents of Old Wilmington, Wilmington Downtown, the Downtown Business Alliance, the Greater Wilmington Chamber of Commerce, etc. as well as members from NCDOT, the WMPO and local planning officials should be included. Creation and administration of the Committee should be under the supervision of the WMPO staff. Terms for the members of the Committee should be staggered and a Chair should be selected at the start of each year. The Committee should function under an adopted set of by-laws and meet on a monthly or quarterly basis. Annual reports should be made to the Wilmington City Council and New Hanover County Commissioners and a record of activities should be maintained by the WMPO staff on behalf of the Corridor Management Committee.

The Wilmington/Cape Fear Coast Convention & Visitor’s Bureau should incorporate the byway in all of its promotional and marketing efforts including websites, brochures, videos and tour planning where appropriate.

Ultimately, it will be the responsibility of the Corridor Management Plan stewards to select the most effective techniques to promote awareness of the Cape Fear Historic Byway. Collaboration between the Corridor Management Committee and the City staff to develop a list of capital improvements along the byway for the next three to five years is strongly encouraged. Following the successful completion of each effort (establishing the Corridor Management Committee to receiving the first grant) should be publicized through the city’s Public Information Office. Press releases from the transportation staff developed in partnership with the Corridor Management Committee and this document will be necessary to establish the byway’s significance in the community. Each milestone will have unique opportunities for press coverage and community involvement.

5.1.2 Recommendations  
The following recommendations are broken down into four categories: funding, design, collaboration and promotion

- Funding*
- Apply for federal funding to develop a Cape Fear Historic Byway Tourism and Promotion Plan.
  - Approach local businesses and community groups for financial support for specific elements of the byway where federal and state funding is not available.

- Design*
- Create a similar “look” for the byway through signage, street treatment and other communication efforts.

- Utilize in-house Communications staff to develop a uniform signage system and logo signs.

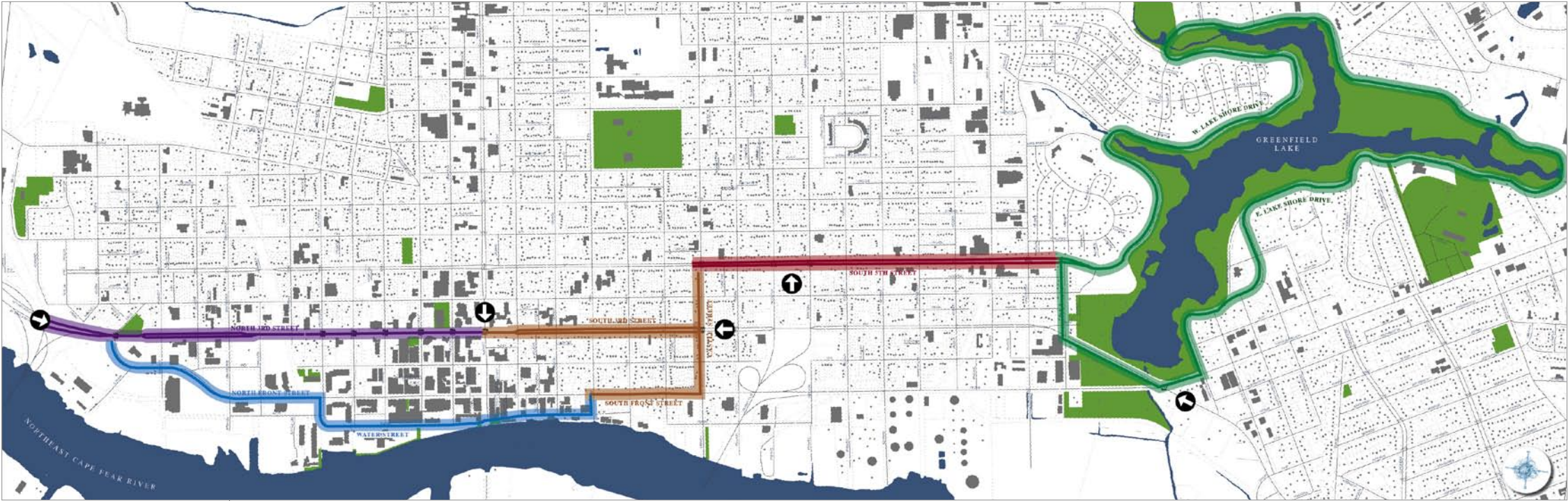
- Collaboration*
- Regional cooperation not only within North Carolina but also through South Carolina tourism agencies. Many visitors will “nest” several different locations into a single vacation trip, attempting to see as much of the US Eastern Seaboard as possible.

- An annual or quarterly publication about the byway could be jointly produced by the Corridor Management Committee (identify content), Transportation Planning staff (technical writing for the articles) and the Public Information Office (interface with City management on article ideas, graphics and design of the publication).

- Research*
- Market research can be undertaken to promote intrinsic qualities and assets of the corridor and to identify other attractions that would be successful ventures for future visitation. Attitudes of visitors and their satisfaction with the condition of the byway should also be profiled.

- Tracking visitors to information portals, such as web sites, welcome or visitor centers and on tours of both the historic district and visitors to Greenfield Lake. This feedback can help to form the basis for future cost/benefit analysis.





**Promotion**

*Airway promotion*

- Internet web page promoting the Cape Fear Historic Byway. Content could feature standard corridor information as well as periodic announcements of upcoming events and festivals. Linking the new Cape Fear Historic Byway to existing regional websites would be an effective way to introduce the byway to potential visitors and investors. Opportunities for web-links include the Wilmington/Cape Fear Coast Convention and Visitors Bureau, Wilmington Downtown, Inc., the Greater Wilmington Chamber of Commerce, Wilmington Industrial Development, Wrightsville Beach Chamber of Commerce, New Hanover County, City of Wilmington, etc.
- Utilize GTV8 and the New Hanover County Government channels to produce a documentary about the byway and its position as the first and only one of its kind in North Carolina. The same documentary could be run on closed-circuit television within local and regional hotel rooms. Further, the video could be truncated to a 30 or 60 second spot that could be used for paid advertising in other states. This will require advertising funding for the purchase of air time in hotels and other locations and would in turn reach a much wider audience.
- The documentary promoting the byway could also be distributed to libraries and schools across the state.
- A dedicated am radio channel that gives information about the byway and where to obtain maps and schedule tours. Advertise this radio channel on the gateway signage for the byway and on the approach to Wilmington.

**Printed Promotion**

- Printed brochures that include an annotated map of the byway that highlights points of interest (see Interpretive Program).
- Visitor Centers are already in-place along the Riverwalk and at the historic New Hanover County Courthouse. Information about the Cape Fear Historic Byway route and content should be developed and provided at these locations. These and other locations, such as hotels, the city and county sites, etc. would be ideal places to distribute a printed brochure or other materials that celebrate the intrinsic qualities of downtown Wilmington and Greenfield Lake.
- Printed materials provided at festivals and special event booths that can be displayed. Also, a special event held that commemorates the byway and highlights the resources of the area.



5.2 Wayfinding

One of the goals of the Cape Fear Historic Byway is “to encourage visitors to get out of their cars and safely explore the corridor by alternative means of transportation such as on foot, bike, trolley, horse carriage and even boat”. A wayfinding system can help visitors successfully do this with carefully designed and thoughtfully placed signs and maps.

Signs

It is essential that the byway be signed seamlessly with other alternative transportation routes, such as designated bicycle routes, historic and / or cultural walking tours, and wherever possible the WAVE Transit system.

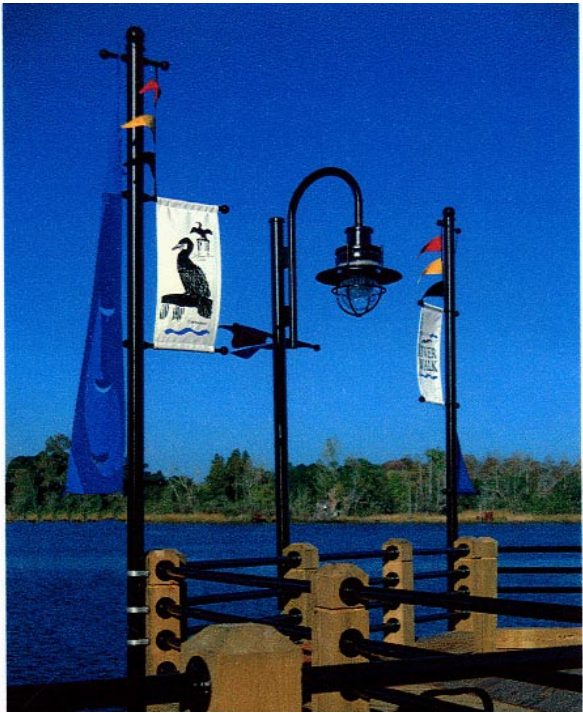
Feedback from the November public workshops showed that bright colors with large, clear text are popular and easy to read such as the Atlanta sign shown in the Visual Preference Survey in Appendix A. Legible London, an ongoing wayfinding design program in London, England, uses a series of ‘progressive disclosure’ so as not to overwhelm users with information. Signs should provide just enough information but not too much.

Signs can be further divided into the following categories:

- Logo sign
- Informative
- Interpretive

Logo Signs

The Cape Fear Historic Byway logo should be used to aid in reinforcing the byway’s identity. Additionally, segment logos, such as Wilmington Waterfront and Dry Pond should compliment all byway signage. Logo signage should be simple, direct, and easy to identify.



A skilled graphic designer, such as the one the City is working with for the Riverwalk Enhancement Program, should be consulted when generating the design for local logos. Logos should be used as a consistent element throughout the corridor and spur trails.

Informative Signs

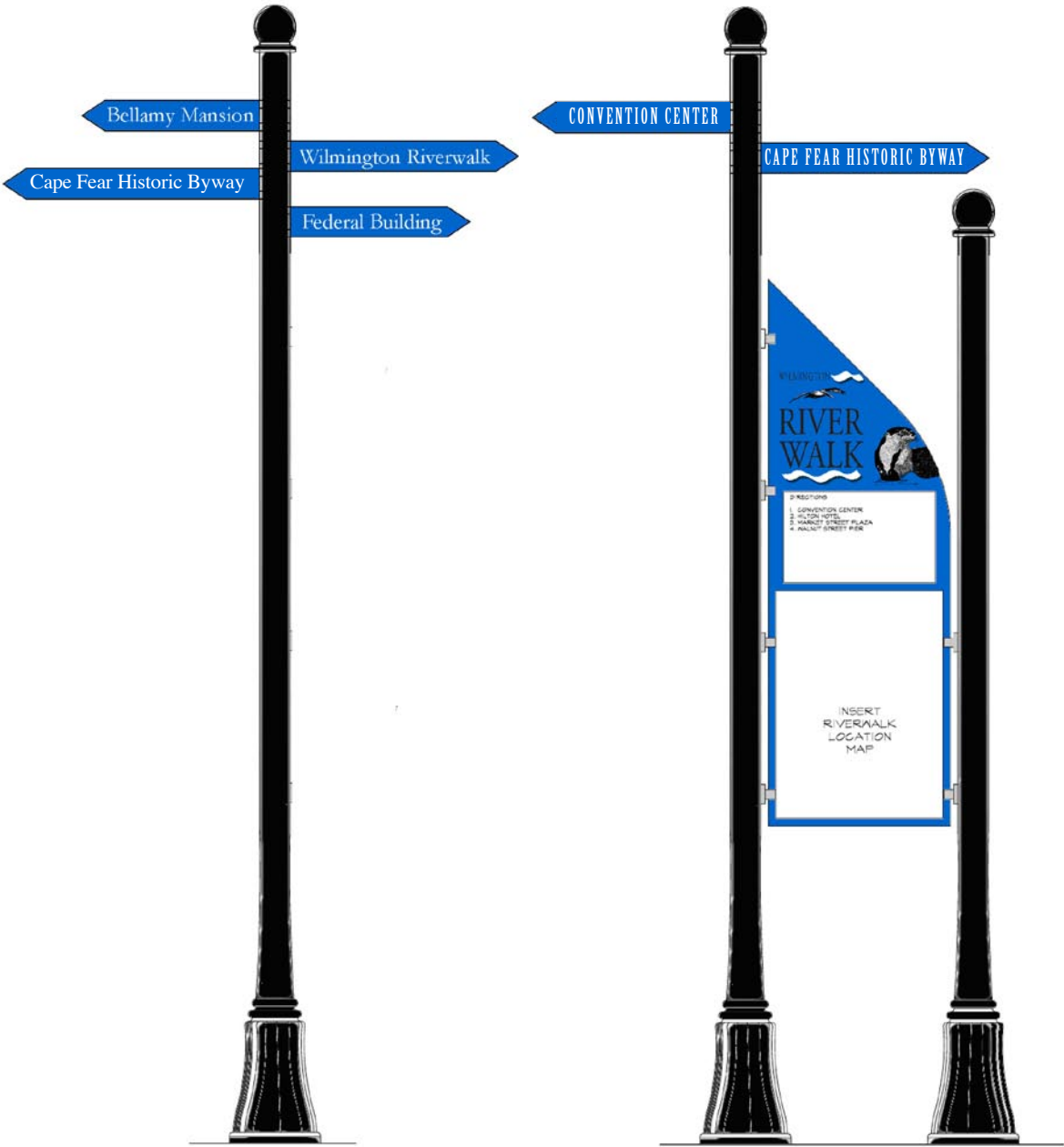
Informative signs are designed to inform trail users the rules of the corridor and spur trails and associated amenities and distances along the corridor. These include regulatory and warning signs, maps and directional signs, mileage markers and location identities for emergency services.

Locate regulatory signs at parking lots, public gathering spaces and trailheads along the corridor.

Locate warning signs appropriately at the specific hazards that they refer to such as at pedestrian, trail and railroad crossings, and stop signs.

Locate maps and directional signage at public gathering spaces, trailheads and key corridor access points to help people entering the byway to determine their next destination and to identify their locations should they need emergency assistance.

Locate specific identification signs at attractions. Many nationally designated historical sites already have official signage and any additional signage should be coordinated with it so as not to add visual clutter.



Typical Byway signage (left) coordinates with the Riverwalk signage (right) to create a uniformed streetscape appearance. Examples of installed signs and posts are shown above. (Images Courtesy of the City of Wilmington Riverwalk Enhancement Program).





*This map uses contrasting colors and illustrates distances to destinations by showing a walking radius. (Image courtesy of Legible London's Yellowbook).*



*Three-dimension buildings like this one (above) shown on a map help visitors intuitively find their way. This sign (right) shows a colorful map as well as directional information to destinations. (Images courtesy of Legible London's Yellowbook).*



Locate mile markers at approximately one mile intervals beginning at the north and south ends of the byway system. (Note: Mile markers should be cumulatively labeled as follows: mile 1, mile 2, mile 3, etc so that each mile is unique for identification purposes).

*Interpretive Signs*

Interpretive signs provide byway visitors with detailed information about specific attractions along the byway. There is a wide variety of interpretive signage styles and the amount and type of information they can provide. Consideration should be given to the character of the surrounding elements when designing the signs. These signs can provide information focused on specific themes for the byway such as historical or environmental depending on the theme and the attraction. More information is provided in the Interpretive Program later in this chapter.

*Maps*

Maps posted on signs and kiosks as well as printed in attractive brochures can help orient byway visitors and help them play their journey. Legible London suggests utilizing three-dimensional buildings on maps as a way for users to intuitively locate where they are and identify destinations. Wilmington has numerous iconic buildings and monuments that can be depicted on maps for orientation purposes. A walking radius shown on a map will further help users determine their route.

In addition to locating key attractions along the byway, maps should also provide information on support facilities such as parking for cars and tour buses, transportation stop locations, restrooms, accessibility concerns and where to find additional information.

### 5.3 Interpretive Program

A successful interpretive program will enable local residents and visitors to safely and comfortably enjoy the attractions along and in the vicinity of the Cape Fear Historic Byway. Further personalization of the byway experience can be accomplished with specific themes. A multitude of attractions exist along the byway, however, additional attractions are located within walking/biking distance of the byway and should also be considered for inclusion in the design of the interpretive program.

The interpretive program will help raise awareness of the byway and its attractions and benefits for local residents and visitors. This type of “Byway education” will also help raise local support for the byway and future improvements to the corridor. Local residents need to realize the importance of their support for the success of the byway both in seeking the national designation and in future development along the byway and subsequent projects and funding efforts and prioritization.

The Corridor Management Committee should consider the following characteristics and themes to initiate marketing efforts for the corridor. Using the interpretation products defined throughout this chapter, a variety of opportunities and techniques can be used to promote the corridor. The features mentioned below should be considered when developing promotional activities, communication with the media and other mediums to promote and enhance the byway. The Cape Fear Historic Byway includes, but is not limited to the following list of characteristics and themes:

- The five “areas” of the route and their relative interpretations (see map on page 61)

- Ecosystems along the Cape Fear River and in Greenfield Lake and their function. Native wildlife (water fowl, estuarine and marine creatures)
  - Use arboretum style plaques to identify trees/plants along the byway
  - Create a brochure for nature lovers
  - Create an ecotour
  - Create a Birding Trail

- Historic architecture depicting original building techniques, evolution and design
- The inventory of “historic street furniture” from the Historic Wilmington Foundation (Provide education about hitching posts, carriage stoops, water troughs, etc. to encourage maintenance and preservation)
- Archeological sites of Wilmington’s shipping industry. The National Register Historic District’s Ship “graveyard” along the west bank of the river (ECU Underwater Archeology Dept. project)
- Recreation opportunities along the corridor (biking, walking, site-seeing, boating on the Cape Fear River and in Greenfield Lake) Include information on bicycle facilities (East Coast Greenway, River to the Sea Bikeway, downtown bike racks, etc.)
- Museums, restaurants, nightlife, cultural activities, and performing arts
- Public Access to the water, Cape Fear River and Greenfield Lake
- African-American Heritage Tours and the Underground Railroad site at the foot of Orange and South Water Streets.
- Railroad history
- History of neighborhood development
- Historic Churches/Houses of worship
- Promotion of PedArt (pedestrian art program)
- Existing Walking tours (ghost tour, history tour, carriage rides, etc.)

#### Possible Themes

##### *Maritime History of the Cape Fear River*

Focusing on the history of the Cape Fear River during maritime wars. Heritage tours of the Eagle Island Ship Graveyard and other archaeological relics.

##### *Architectural Heritage of Wilmington*

Tours of historically significant civic buildings and other residences as well as “street furniture” such as carriage steps and horse troughs.

##### *African-American Cultural History*

Focusing on the roles of African-Americans in establishing local businesses and working for civil rights.

##### *Ecosystems of the Cape Fear Historic Byway*

Ecotours and bird watching tours along the Cape Fear River and Greenfield Park & Gardens. Focusing on the importance of preservation of natural resources unique to Wilmington.

##### *Ready-Set-Go Wilmington!*

Encouraging visitors to bike, rollerblade, walk and alternative ways to experience the Byway and Wilmington. Fishing, paddle-boats are also options in Greenfield Park & Gardens.

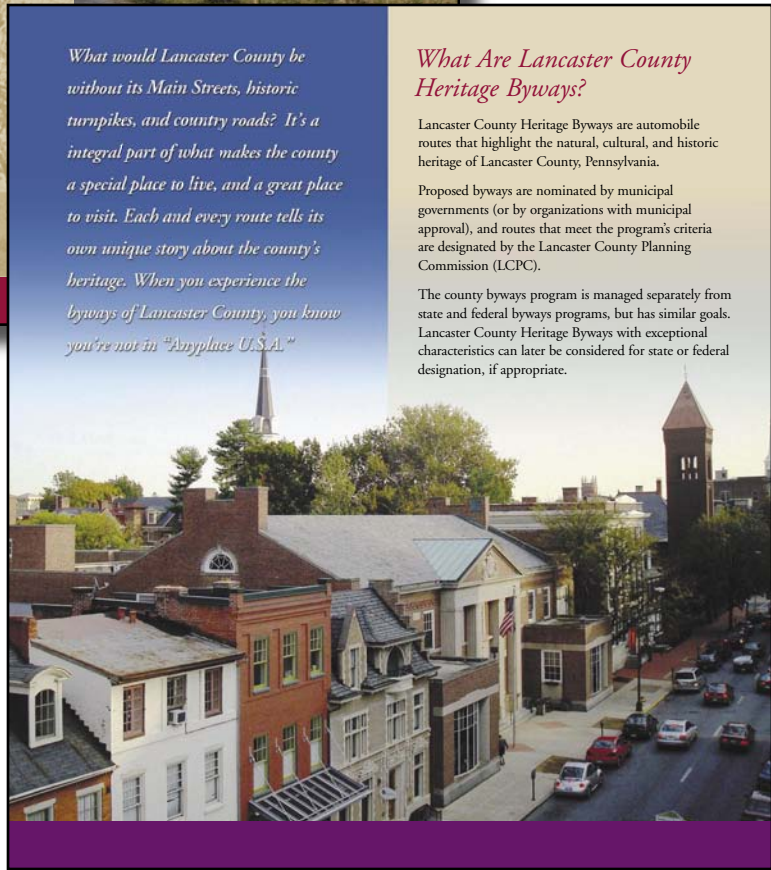
##### *Wilmington After Hours*

Focusing the abundant Wilmington nightlife such as fine dining and live music along the riverfront.

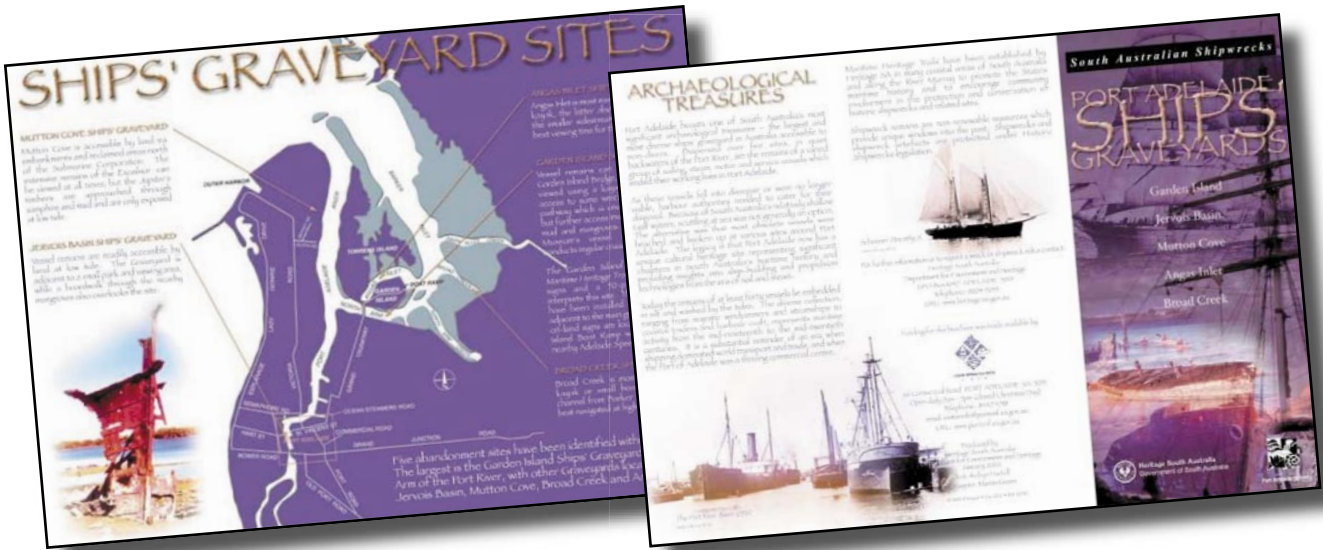
##### *Lights Camera Action Wilmington!*

Inviting visitors to participate in film industry activities and learn about the history of film in Wilmington. Collaborate with the annual Cucalorus Film Festival and hollywood Location Walk of Old Wilmiintgon (a year round tour of downtown movie locations).





Examples of a brochure for the Lancaster County Heritage Byways in Lancaster, Pennsylvania.



Examples of brochures for a self-guided Eagle Island Ship Graveyard Heritage Tour. (Images Courtesy of East Carolina University, Program in Maritime Studies, School of Communications.

### Interpretive Brochures

#### Entire Byway Corridor Brochures

One universal Cape Fear Historic Byway brochure will

- provide a graphically appealing map to identify the byway corridor
- locate sites of interest and their characteristics
- locate areas for parking cars and tour buses
- locate public bike rental shops and WAVE transit locations (buses can have advertising and brochure racks at stops, trolley, water taxi)

#### Individual Sites of Interest Brochures

These brochures provide more detailed information specific to individual sites of interest along and adjacent to the Cape Fear Historic Byway. This information will enable visitors to participate in self-guided tours of specific sites such as the historic homes along a “spur” trail accessed from the byway. These brochures can be designed for a particular theme depending on the attraction such as historical, environmental, recreational, etc.

#### Interpretive Signage

An interpretive signage program will help identify byway corridor segments and specific sites found along and in the vicinity to the byway. A graphic identity for the entire Cape Fear Historic Byway and the byway segments (Waterfront, Greenfield Park & Gardens, etc.) need to be established as a way for visitors and locals to easily recognize they are traveling on a nationally designated scenic byway.

#### Corridor Segment Designation

To better understand the byway in more manageable pieces and further refine its identity, the byway is divided into physical ‘segments’ as shown on the map. These segments are defined by unique characteristics that are further described earlier in this document. The segments are as follows:

- Wilmington Waterfront
- Old Wilmington Residential District
- Dry Pond
- Greenfield Park & Gardens
- North 3rd Street Civic Corridor

Large Corridor Segment signs should be located on the edges of each segment. A corridor segment logo should be associated with individual site of interest.

#### Individual Sites of Interest

There are a large number of attractions and sites of interest along and surrounding the Cape Fear Historic Byway. Historical structures such as the Latimer House, commemorative monuments such as the 1898 Memorial and recreational and natural resources such as Greenfield Park & Gardens are examples of attractions that should be identified with signage, located on maps and promoted through the marketing plan.



Self-guided tours

Visitors are led to specific sites by the byway Corridor Interpretive Brochure where they can then find a more detailed Individual Site Brochure to guide them through the self-guided tour. The use of emerging technology, such as an iPhone, can enhance the tourist experience. The idea is that as people travel the Cape Fear Historic Byway, they can instantly download content about the byway and the community onto their iPhone. The byway could have a running content that lists the days events, sites to see, programs for different age groups.

Cape Fear Historic Byway Video

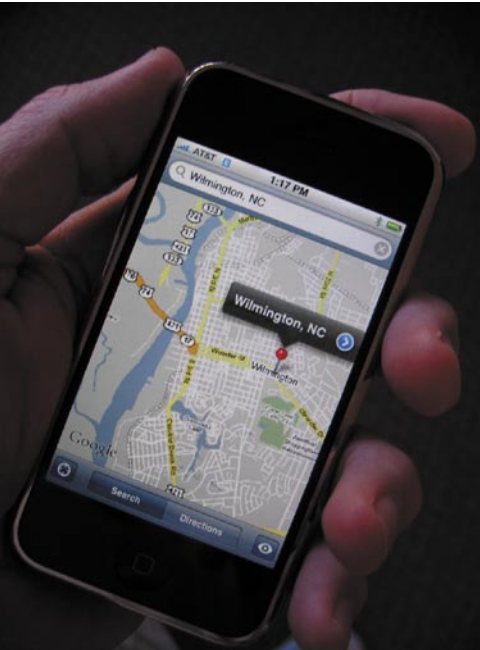
New technology now makes it possible to develop video content and publish this through the internet so that byway visitors can download and view this content on portable video devices. For example, several scenic byway projects now make their video content available through YouTube. Video can be viewed on an iPhone, iPod, Blackberry, Palm and other portable players. This method of video delivery provides the Cape Fear Historic Byway with new opportunities for communicating a variety of messages to the visiting public. From an overview of the byway to daily messages about current events, emerging technology provides the opportunity to enhance the byway experience.

5.3.5 Programming

A variety of activities can be programmed along the byway to raise awareness and support for the corridor and its amenities. Recreational events such as a 10 and 5K run/walk and coordinating with local tourism groups and companies during events such as the NC Azalea Festival, North Carolina Jazz Festival and the 4th of July Riverfront Festival can further promote the Cape Fear Historic Byway.



Examples of interpretive signage along the North Delaware Riverfront. (Sign images courtesy of Cloud Gehshan and Associates).



Emerging technology can enhance the visitor experience of the Cape Fear Historic Byway by utilizing such tools as downloadable content for an iPhone (left) and a YouTube byway promotional video (right).





Chapter Outline:

6.1 Overview

6.2 Federal, State and Local Sources

# Chapter Six: Funding

## 6.1 Overview

Chapter 4 of this Byway Corridor Management Plan defines a wide range of facility improvements, such as new crosswalks, bicycle facilities, signage systems, landscape plantings and streetscape modifications that should be undertaken in order to make the Cape Fear Historic Byway project successful. A wide range of funding will be required to implement these facilities and to implement the marketing and promotion program described within Chapter 5 of this Plan. There is no magic bullet for funding. The Wilmington community will need to cobble together a variety of different sources of funds to build the recommended improvements and carry out the programs that are needed to support a national scenic byway. Some of these funds will come from federal sources, some from state sources. The City of Wilmington, the Wilmington Metropolitan Planning Organization (WMPO), and the Cape Fear Historic Byway Steering Committee will need to define local sources of funds that can be used to leverage or match state and federal funding, and to implement the projects and programs defined in this Plan.

Therefore, the purpose of this section of the Corridor Management Plan is to define a list of funding sources that the project partners should pursue to finance facility development and program implementation. Some examples of successful funding are provided to illustrate where such financing has been used to support other similar endeavors in North Carolina. The project partners need to determine who will lead the effort to solicit requests for funding and to match facility development and program budgets to available sources.

## 6.2 Federal, State and Local Sources

### *National Scenic Byways Grant-Eligible Projects*

Through the National Scenic Byways Program, various elements of the Cape Fear Historic Byway are eligible for funding. The federal share normally associated with Scenic Byway projects is 80 percent of total cost. The following projects are eligible for National Scenic Byway Grant funding:

- Activities related to the planning, design, or development of a scenic byway program.
- Implementation of a Corridor Management Plan (CMP) that maintains scenic, historic, cultural, recreational, natural and archaeological characteristics of the byway, while providing for increased tourism and related amenities.
- Safety improvements to the byway corridor, to the extent that these are necessary to accommodate increased roadway traffic and changes in vehicle type using the roadway resulting from designation of the byway.
- Construction of a scenic byway facility for pedestrians and bicyclists, rest areas, turnouts, road improvements, overlooks and interpretive areas.
- Improvements that enhance recreation, including water-related recreation.

- Protection of scenic, historic, cultural, natural, recreational and archaeological resources within and adjacent to the byway corridor.
- Implementation of the byway marketing plan and program.

North Carolina’s Scenic Byway funding comes from the Surface Transportation Improvement Program. However, there is no direct set aside within the program for any specific project or region of the state. Examples of recent North Carolina Department of Transportation (NCDOT) funding for byway projects in North Carolina includes: 1) Outer Banks Scenic Byway: NCDOT is funding improvements to a rest area, that includes parking, restrooms and lobby, with a total budget of \$250,0000; and 2) Blue Ridge Parkway: NCDOT is purchasing scenic easements to protect viewsheds along the Parkway. Within the 2007-2013 TIP, NCDOT has allocated \$2.6 million to implement elements of the statewide Scenic Byway program.

*Surface Transportation Act (SAFETEA LU)*

The single largest source of funding for the Cape Fear Historic Byway is likely to come from the broader SAFETEA-LU program. The byway can be thought of as a streetscape improvement program, with an orientation toward improving multiple modes of travel within the corridor. As such, different elements of SAFETEA-LU support facility development recommendations defined in Chapter 4. The way in which these funds are accessed is to have them included in the WMPO list of priority projects and to work with NCDOT Division 3 to tap eligible funds for

facility development. The following are subsections of SAFETEA-LU that should be further explored by the WMPO as specific sources of project funding. These will require a 20% local match for funding.

*1) Surface Transportation Program (STP)*

This is the largest single program within SAFETEA-LU from a funding point of view. In North Carolina, the 2007–2013 STIP comprises 3,604 projects totaling \$12.3 billion, which includes 2,516 highway projects totaling \$10.4 billion, 984 public transportation projects totaling \$1.8 billion and 104 aviation projects totaling \$62.3 million. Of particular interest to the scenic byway are the funds that have been designated for Transportation Enhancements (TE) activities, including landscape improvements, on-road bicycle and pedestrian improvements, off-road greenway trails, signage, mapping and historic preservation projects. Examples of funded projects under this category are very broad and include every type of roadway or highway improvement. Under the Bicycle and Pedestrian funding, New Hanover County recently received a grant to fund construction of a bike path, connecting the River-to-Sea Trail with Eastwood Road Bike Path. Other examples include roadway resurfacing projects, bridge replacement, signalization, installation of intersection improvements and drainage improvements.

*2) Recreational Trails Program (RTP)*

The Recreational Trails Program is specifically set up to fund both motorized and non-motorized trail development. Under SAFTEA-LU funding is established at \$370 million (nationally) for the five-year term of the legislation. At least 30% of these funds must be spent on non-motorized trails. In North Carolina,



**Our Vision:** All citizens of North Carolina and visitors to the state will be able to walk and bicycle safely and conveniently to their chosen destinations with reasonable access to roadways.

*Contact info for NCDOT-DBPT:*

*Mr. Tom Norman, Director,  
NCDOT-DBPT  
1 South Wilmington Street,  
Raleigh, NC 27602  
(919) 733-2804.  
E-mail: [tnorman@dot.state.nc.us](mailto:tnorman@dot.state.nc.us)*

*DBPT web site:  
[www.ncdot.org/transit/bicycle/about/about\\_intro.html](http://www.ncdot.org/transit/bicycle/about/about_intro.html).*

*Division offices:  
[www.ncdot.org/contact/findcounty/](http://www.ncdot.org/contact/findcounty/).*





*SRTS Contact Info:*  
*Leza W. Mundt, AICP*  
*Safe Routes to School Coordinator*  
*Office of the Secretary*  
*NC Dept of Transportation*  
*Transportation Building*  
*1501 Mail Service Center*  
*Raleigh, NC 27699-1501*  
*Phone: 919-733-2520 Fax: 919-733-9150*  
*E-mail: [lmundt@dot.state.nc.us](mailto:lmundt@dot.state.nc.us)*

this program is administered by NC State Parks, Trails Division. In 2008, \$1.3 million is available for funding. A 20% match is required of each grant recipient. Applications must be submitted by January 31st of the eligible year. The next round of applications are due January 31, 2009. Examples of projects funded by this program include: Master Plan for the North Carolina Mountains-to-Sea Trail in Johnston County, including detailed planning for Town of Smithfield and Town of Clayton. Go to [http://www.ncparks.gov/About/grants/trails\\_grant.php](http://www.ncparks.gov/About/grants/trails_grant.php) to download the grant application.

### 3) Safe Routes to School Program (SR2S)

A new program under SAFETEA-LU is the Safe Routes to School (SR2S) program, with \$612 million (nationally) in funding during the term of the legislation. This is an excellent new program, that within North Carolina will be paired with a variety of health and wellness programs, to increase funding for access to the outdoors for children. Each state will receive no less than \$1 million in funding, with 10% to 30% of the funds allocated to non-infrastructure activities. North Carolina is scheduled to receive approximately \$15 million in Safe Routes to School (SRTS) funding, allocated as a part of the 2005 SAFETEA-LU legislation. Currently, North Carolina is funding a variety of planning grants to support program goals. The Wilmington MPO should apply for these grants to support further planning and design work of the Cape Fear Historic Byway for project elements that also support the SR2S program. Go to [http://www.ncdot.org/transit/bicycle/saferoutes/funding/funding\\_intro.html](http://www.ncdot.org/transit/bicycle/saferoutes/funding/funding_intro.html) for more information about this program.

### North Carolina Land and Water Conservation Fund (LWCF)

The Land and Water Conservation Fund is the largest source of federal money for park, wildlife, and open space land acquisition. The program's funding comes primarily from offshore oil and gas drilling receipts. In North Carolina alone, the LWCF program has provided more than \$75 million in matching grants to protect land and support more than 875 state and local park projects. More than 38,500 acres have been acquired with LWCF assistance to establish a park legacy in our state. The program provides up to 50 percent of the cost of a project, with the balance of the funds paid by grant recipients. These funds can be used for outdoor recreation projects, including acquisition, renovation, and development. This program is administered by the North Carolina Department of Environment and Natural Resources as a reimbursable, 50/50 matching grants program. Grants for a maximum of \$250,000 in LWCF assistance are awarded yearly to county governments, incorporated municipalities, public authorities and federally recognized Indian tribes. Go to [http://www.ncparks.gov/About/grants/lwcf\\_grant.php](http://www.ncparks.gov/About/grants/lwcf_grant.php) to download a grant application. Currently, no funding has been announced for this program in 2008. For more information contact the trust fund's central office. Email: [John.Poole@ncmail.net](mailto:John.Poole@ncmail.net), or call (919) 715-2662. An example of a funded project is Greenfield Lake Park improvements totaling \$104,567, sponsored by the City of Wilmington.

*North Carolina’s Clean Water Management Trust Fund (CWMTF)*  
The Clean Water Management Trust Fund (CWMTF) was established by the General Assembly in 1996. At the end of each fiscal year, 6.5% of the unreserved credit balance in North Carolina’s General Fund (or a minimum of \$30 million) will go into the CWMTF. Revenues from the CWMTF are then allocated in the form of grants to local governments, state agencies and conservation non-profits to help finance projects that specifically address water pollution problems. A 21-member, independent, CWMTF Board of Trustees has full responsibility over the allocation of moneys from the Fund. CWMTF funds projects that (1) enhance or restore degraded waters, (2) protect unpolluted waters, and/or (3) contribute toward a network of riparian buffers and greenways for environmental, educational, and recreational benefits.

Example of funded projects includes: a 2006 grant of \$1.6 million to the NC Museum of Art in Raleigh to help manage stormwater runoff from 52 acres of land that included mixed urban uses, managed lands and natural areas. The money was used to restore a stream, create a retention pond and created a forested marsh. The funding was combined with other sources to build a bike path and install artwork.

*North Carolina Parks and Recreation Trust Fund (PARTF) -*  
Established in 1993. Funded by 75% of state deed excise stamp tax revenues: state parks receive 65%; local parks, 30%; beaches & waterfronts, 5%; and administration, 3%. About \$23 M is available each year. Managed by Board of Trustees of the Parks & Recreation Authority and the Division of Parks & Recreation (DPR) in DENR. Since 1995, local governments have submitted 599 applications requesting over \$84 million for capital improvements and land acquisition. The Parks & Recreation Authority has approved 317 projects for a total of \$48.4 M. Over 1950 acres have been added to local parks. A 1:1 match is required. The deadline for applications is January 31st of the eligible year. The Parks & Recreation Authority selects local grant recipients in early May and July of each year. Contact Robin Munger at DPR at 919-715-2661 Web site: <http://ils.unc.edu/parkproject/partfund>. Examples of funded projects include a 2006 grant award to the City of Raleigh for the Walnut Creek Wetland Park Interpretive Center, a 2006 grant award of \$500,000 to the Town of Hillsborough for Phase I of its Riverwalk, and a \$99,000 2007 grant to Oak Island for a Teen Center.



*Contact info for the CWMTF:*  
*Richard Rogers , Executive Director, CWMTF*  
*530 N. Wilmington St.*  
*Raleigh, NC 27604*  
*(919) 733-6375.*  
*E-mail: [richard.rogers@ncmail.net](mailto:richard.rogers@ncmail.net)*  
*[http://www.ncparks.gov/About/grants/pics/partf\\_trial\\_logo.gif](http://www.ncparks.gov/About/grants/pics/partf_trial_logo.gif)*





*Contact info for Adopt-a-Trail:*

*Darrell McBane  
State Trails Coordinator  
12700 Bayleaf Church Road  
Raleigh, NC 27614  
(919) 846-9991*

*Web site:  
<http://ils.unc.edu/parkproject/trails/home.html>.  
E-mail:  
[darrell.mcbane@ncmail.net](mailto:darrell.mcbane@ncmail.net).*

*North Carolina Natural Heritage Trust Fund*

Established in 1987, the North Carolina Natural Heritage Trust fund provides supplemental funding to select state agencies for the acquisition and protection of important natural areas, to preserve the state’s ecological diversity and cultural heritage, and to inventory the natural heritage resources of the state. The trust fund is supported by 25% of the state’s tax on real estate deed transfers and by a portion of the fees for personalized license plates. Since its creation, the trust fund has contributed more than \$136 million through 345 grants to support the conservation of more than 217,000 acres. Conserving North Carolina’s natural and cultural heritage now is critical. The Natural Heritage Trust Fund invests in North Carolina’s most significant natural areas, strengthening communities and the economy.

Grants are awarded for:

- The purchase of lands that represent the state’s ecological diversity to ensure their preservation and conservation for recreational, scientific, educational, cultural and aesthetic purposes;
- The purchase of additions to state parks, state trails, aesthetic forests, wild and scenic rivers, fish and wildlife management areas;
- The development of a balanced state program of historic properties; and
- The inventory and conservation planning of natural areas by the Natural Heritage Program.

The Board currently meets twice a year, once in the Spring (March / April) and once in the Fall (September) to review applications and make awards. Applications are due March 1st of the eligible year. Contact: Lisa Riegel, Executive Director. 521 N. Salisbury St., Raleigh, NC 27604. (919) 715-8014. Web site: [www.ncnhtf.org](http://www.ncnhtf.org). E-mail: [nc.nhtf@ncmail.net](mailto:nc.nhtf@ncmail.net). Examples of funded projects include a 2007 \$400,000 grant to the City of Durham for the preservation of 100 acres of the Stagville State Historic property and a 2007, \$20,000 grant to Alamance County for preservation of a 1.5 acre parcel of land for the Alamance Battlefield site.

*North Carolina Adopt-a-Trail Grants*

Operated by the Trails Section of the NC Division of State Parks, annual grants are available to local governments for trail and facility construction. Grants are generally capped at about \$5,000 per project and do not require a match. The Adopt-A-Trail grant program awards \$135,000 annually to local governments, nonprofit organizations and private trail groups for trails projects. The funds can be used for trail building, trail signage and facilities, trail maintenance, trail brochures and maps, and other related uses. Applications for funding may be obtained by contacting a regional trails specialist or the State Trails Program at (919) 715-8699. Applications are typically due in February of the eligible year.

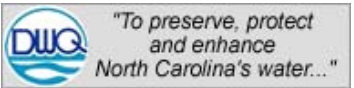
*North Carolina Division of Water Quality - 319 Program Grants*  
By amendment to the Clean Water Act Section in 1987, the Section 319 Grant program was established to provide funding for efforts to curb non-point source (NPS) pollution, including that which occurs though stormwater runoff. The U.S. Environmental Protection Agency provides funds to state and tribal agencies, which are then allocated via a competitive grant process to organizations to address current or potential NPS concerns. Funds may be used to demonstrate best management practices (BMPs), establish Total Maximum Daily Load (TMDL) for a watershed, or to restore impaired streams or other water resources. In North Carolina, the 319 Grant Program is administered by the Division of Water Quality of the Department of Environment and Natural Resources. Each fiscal year North Carolina is awarded nearly \$5 million dollars to address non-point source pollution through its 319 Grant program. Thirty percent of the funding supports ongoing state non-point source programs. The remaining seventy percent is made available through a competitive grants process. At the beginning of each year (normally by mid-February), the NC 319 Program issues a request for proposals with an open response period of three months. Approximately \$880,000 is available statewide for distribution to grant recipients.

Grants are divided into two categories: Base and Incremental. Base Projects concern research-oriented, demonstrative, or educational purposes for identifying and preventing potential NPS areas in the state, where waters may be at risk of becoming impaired. Incremental projects seek to restore streams or other portions of watersheds that are already impaired and not presently satisfying their intended uses. State and local governments, interstate and intrastate agencies, public and private nonprofit organizations,

and educational institutions are eligible to apply for Section 319 monies. An interagency workgroup reviews the proposals and selects those of merit to be funded.

*HUD and Small Cities Community Development Block Grants*  
CDBG funds are allocated through the NC Department of Commerce, Division of Community Assistance. These funds can be used to promote economic development and to serve low-income and moderate-income neighborhoods. The Cape Fear Historic Byway passes through areas of Wilmington that may qualify for these funds, especially if these areas are part of a community’s economic development plan. Recreational areas that serve to improve the quality of life in lower income areas may also qualify. Approximately \$50 million is available statewide to fund a variety of projects. Wilmington is one of 23 entitlement cities in North Carolina that can receive funds directly from the US Department of Housing and Urban Development (HUD)

Contact: Division of Community Assistance, Community Development Block Grant Program 1307 Glenwood Avenue, Suite 250, Raleigh, NC 27605 (919) 733-2850. Web site: [www.ncdca.org/cdbg](http://www.ncdca.org/cdbg). E-mail: [dino@nccommerce.com](mailto:dino@nccommerce.com).



Contact infor for 319 Grants:

*North Carolina DWQ*  
*512 N. Salisbury St.*  
*Raleigh, NC 27604*

*(919) 733-7015*

*Web site:*  
*[www.h2o.enr.state.nc.us/nps/Section\\_319\\_Grant\\_Program.htm](http://www.h2o.enr.state.nc.us/nps/Section_319_Grant_Program.htm)*  
*E-mail:*  
*[kimberly.nimmer@ncmail.net](mailto:kimberly.nimmer@ncmail.net)*





#### *Department of Commerce Tourism Matching Program*

The Tourism Matching Funds grant program assists statewide, regional and local marketing organizations and some governmental entities in marketing their areas as travel destinations. An important part of North Carolina's marketing program, the Matching Funds program is open to any statutorily empowered tourism marketing agency or legally chartered non-profit North Carolina organization that includes tourism promotion among its major activities. In 2007, the State distributed \$130,000 in matching grants to 29 tourism-based marketing initiatives. An example of one of these grants was a \$3,400 grant to Washington, NC to promote its downtown waterfront. Go to the following web site for more information: <http://www.nccommerce.com/en/TourismServices/PromoteTravelAndTourismIndustry/>

#### *Urban and Community Forestry Assistance Program*

The program operates as a cooperative partnership between the NC Division of Forest Resources and the USDA Forest Service, Southern Region. It offers small grants that can be used to plant urban trees, establish a community arboretum, or other programs that promote tree canopy in urban areas. To qualify for this program, a community must pledge to develop a street-tree inventory, a municipal tree ordinance, a tree commission, and an urban forestry-management plan. All of these can be funded through the program. For more information, contact the NC Division of Forest Resources.

Greenways are a specific category within this program. Naturalization Projects or Greenway Development. These types of projects can be combined with tree planting, where native species are used and environmental benefits to the community are emphasized. Planning and development, assessments and studies, maps and drawings, promotional and educational materials may be eligible for funding when matched with a solid volunteer and in-kind staffing match. Forest buffers, connecting corridors between fragmented wooded areas, riparian buffers/protection, or reduction of mowing maintenance in municipal parks through edge naturalization, are some naturalization projects that will be considered for grants. Approximately \$200 thousand is available each year for grant recipients. Examples of projects funded in 2007 include a Community Forest Management Plan for Matthews, NC, A Comprehensive Tree Inventory and Management Plan for Bath, NC, and a Tree Preservation Ordinance for the Town of Indian Trail.

Contact: Nancy Stairs, Urban Forestry Program Coordinator, NC Division of Forest Resources, 1616 Mail Service Center, Raleigh, NC 27699-1616. Web site: [www.dfr.state.nc.us/urban/urban\\_grantprogram.htm](http://www.dfr.state.nc.us/urban/urban_grantprogram.htm). E-mail: [Nancy.Stairs@ncmail.net](mailto:Nancy.Stairs@ncmail.net)





# Chapter Seven: Action Plan

Chapter Outline:

7.1 Overview

7.2 Cape Fear Historic Byway  
Corridor Advisory Committee

7.3 Organizational Structure

7.4 Adoption of Corridor Management Plan

7.5 Marketing and Promotion

7.6 Summary of Corridor Improvements

### 7.1 Overview

This chapter of the Cape Fear Historic Byway Corridor Management Plan offers a step-by-step process and road map for implementing the recommendations of this Plan. Crucial initial steps include forming a leadership organization that will be tasked with carrying out the vision, goals and objectives of this CMP, and preparing appropriate marketing and promotion materials that signify the importance of the byway and opportunities for tourism. Also defined in this chapter is a summary and prioritization of physical improvements that should take place to enhance the visitor experience.

### 7.2 Cape Fear Historic Byway Corridor Advisory Committee

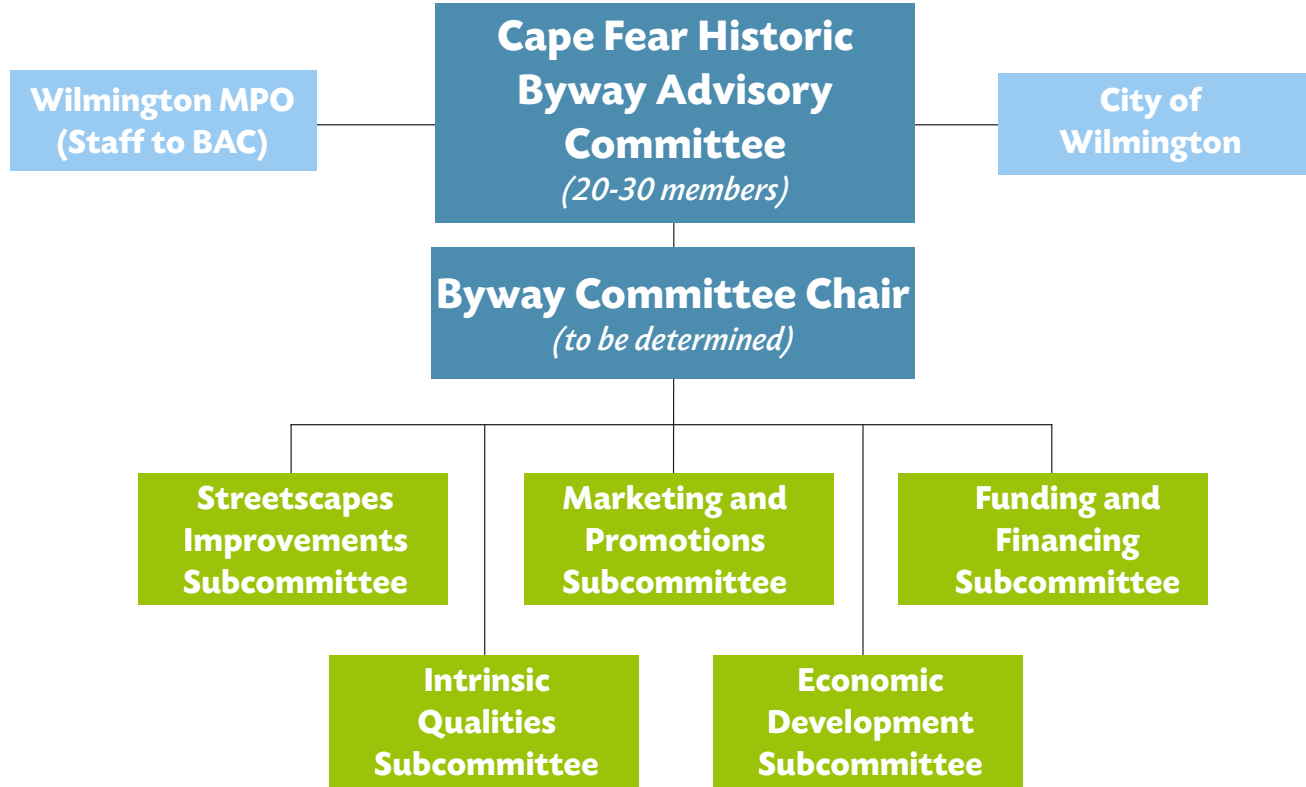
One of the most important first steps in implementation of this CMP is to create a leadership organization for the Cape Fear Historic Byway. The Byway Corridor Steering Committee that was created to guide the planning efforts for this CMP offers a starting point for the creation of this organization. It is recommended that a Byway Advisory Committee (BAC) be established to serve as champion, coordinator and advocate for this CMP and for the byway. The BAC will need to coordinate future development and program activities with the City of Wilmington, and the State of North Carolina.

- The following is a list of key responsibilities of the proposed Cape Fear Historic Byway Advisory Committee:
- Submit this Corridor Management Plan to the Federal Highway Administration, along with letters of support, and a request for national designation.
  - Build support among community leaders, civic groups, downtown businesses, NCDOT and other partners for national designation.
  - Work with local agencies, including but not limited to the

- Wilmington MPO, to carry out the objectives defined by this CMP.
- Employ consultants, as necessary, to carry out recommended additional planning, design and implementation steps.
  - Build, operate and maintain an interactive web site that is devoted to the Cape Fear Historic Byway.
  - Design, produce and distribute marketing and promotional materials for the byway.
  - Co-host a national Scenic Byway designation event with local, regional and state partners.
  - Apply for a scenic byways grant from NCDOT to fund early activities of the BAC.
  - Prepare and submit annual reports that describe the activities of the BAC and progress of byway implementation.
  - Develop and implement an outreach program that will serve

### 7.3 Organizational Structure

The Cape Fear Historic Byway Advisory Committee will need to be created and sanctioned by the local government to work on behalf of the community to implement the recommendations of this Corridor Management Plan. It is recommended that the Committee be established from the membership of the Byway Steering Committee that was used to create this Plan. The BAC would be vested with the powers that are described below under roles and responsibilities. The organizational structure is defined within the following chart. The Wilmington MPO would be asked to provide staff support to the BAC.



7.3.1 Roles and Responsibilities

Byway Advisory Committee

- Meet once a quarter to review the implementation program for the byway
- Prepare an annual capital improvement program for the byway in coordination with local, regional and state agencies
- Host an annual meeting of the BAC that is open to the public to review progress to date
- Prepare an annual report that describes activities, programs and accomplishments
- Coordinate efforts of the byway with local public and private sector organizations

Wilmington MPO

- Provide staff support to the BAC
- Work with the BAC to produce an annual report of byway activities and accomplishments
- Employ consultants and additional staff to carry out objectives of the BAC
- Work with BAC to raise funds, host meetings, and promote the byway.

City of Wilmington

- Appoint representatives to the BAC that represent the interests of the City.
- Coordinate downtown and Greenfield Park development activities with BAC to ensure that these are mutually beneficial to national byway designation objectives.



The Cape Fear Historic Byway Advisory Committee would be established and become the champion for the recommendations in this Corridor Management Plan.





Wilmington Riverwalk at sunset

- Work with the BAC to raise funds, host meetings and promote the byway.

#### 7.3.2 Funding the Committee's Work

In order to fund the initial work of the Cape Fear Historic Byway Advisory Committee, seed money will need to be raised and allocated so that the Committee can carry out its duties and responsibilities. It is recommended that a combination of funds be collected and allocated by the Wilmington MPO in support of the first three years of operation of the Committee according to the following formula:

- City of Wilmington and the Wilmington MPO allocate \$7,500 each per year for a total of three years (\$22,500/agency for three years; total commitment \$45,000/agency).
- State of North Carolina Department of Transportation through a Scenic Byways Grant \$15,000.
- Federal Highway Administration provide a Scenic Byways Grant of \$ 30,000.
- Private sector and corporate sponsors from the community commit \$45,000.

Using this formula, a total of \$225,000 would be raised to support the first three years of activity of the Byway Advisory Committee. This funding should be sufficient to carry out the initial activities associated with pursuing national designation, marketing and promotion of the byway.

#### 7.4 Adoption of Corridor Management Plan

The very first action of the Byway Advisory Committee would be to adopt the Corridor Management Plan and have the plan adopted by the City of Wilmington and Wilmington MPO.

#### 7.5 Marketing and Promotion

The most important first step will be to market and promote the Cape Fear Historic Byway as a national scenic byway. To accomplish this, the Byway Advisory Committee will need to work with local and state partners to submit this CMP to the USDOT FHWA for national designation. Along with this designation, the BAC will need to take on the task of implementing the following marketing and promotion activities.

##### 7.5.1 Media and Marketing Materials

The BAC should work with local partners to produce a video that highlights the historical significance and tourism opportunities of the byway. There are several examples of such videos that can be viewed on the Internet. Including the Loop River Scenic Byway (<http://www.youtube.com/watch?v=gKouHXjWG6A>), the Grand Rounds Scenic Byway (<http://video.aol.com/video-detail/minneapolis-parks-grand-rounds-part-ii/4251304743>), and NCDOT's scenic byways videos ([http://www.ncdot.org/doh/operations/dp\\_chief\\_eng/roadside/scenic/video/wmv/sb\\_intro.wmv](http://www.ncdot.org/doh/operations/dp_chief_eng/roadside/scenic/video/wmv/sb_intro.wmv)).

Other marketing and media materials should be discussed, defined and produced by the BAC as required. The following list includes other endeavors that should be undertaken.

Lead Group: Byway Advisory Committee

Support: City of Wilmington, Wilmington MPO, NC Office of Travel and Tourism

Budget: \$30,000 set up and \$10,000 annual maintenance

Timeline: Phase 1

7.5.2 Interactive Web Site

The BAC should create an interactive web site for the Cape Fear Historic Byway. The best example for the Cape Fear Historic Byway to follow would be the web site of the Grand Rounds Scenic Byway in Minneapolis, MN (<http://www.minneapolisparks.org/grandrounds/home.htm>). This web site provides a wealth of information about the Grand Rounds Byway and activities associated with the project. This project could be coordinated with the City of Wilmington, Wilmington MPO and the North Carolina Office of Travel and Tourism.

Lead Group: Byway Advisory Committee  
Support: City of Wilmington, Wilmington MPO, NC Office of Travel and Tourism  
Budget: \$15,000 annually  
Timeline: Phase 1

7.5.3 Visitors Guide

Another marketing product for the byway would be a printed brochure that can be displayed and distributed throughout the community in public and private establishments. A good example of a scenic byway brochure is the one produced for Lancaster County, PA ([http://www.co.lancaster.pa.us/heritage/lib/heritage/file\\_1\\_byways\\_brochure.pdf](http://www.co.lancaster.pa.us/heritage/lib/heritage/file_1_byways_brochure.pdf))

Lead Group: Byway Advisory Committee  
Support: City of Wilmington, Wilmington MPO, NC Office of Travel and Tourism  
Budget: \$20,000 initial cost  
Timeline: Phase 1

7.5.4 Multi-Lingual Information

The Cape Fear Historic Byway will be an attraction for visitors around the world. As such, information and materials should be produced in a variety of languages. It is recommended that at a minimum materials be produced in English, Spanish, French and German. This would included printed materials to begin with, and then as time and funding permits, web site pages should be translated and maintained in different languages.

Lead Group: Byway Advisory Committee  
Support: City of Wilmington, Wilmington MPO, NC Office of Travel and Tourism  
Budget: \$30,000 initial cost  
Timeline: Phase 1 and 2

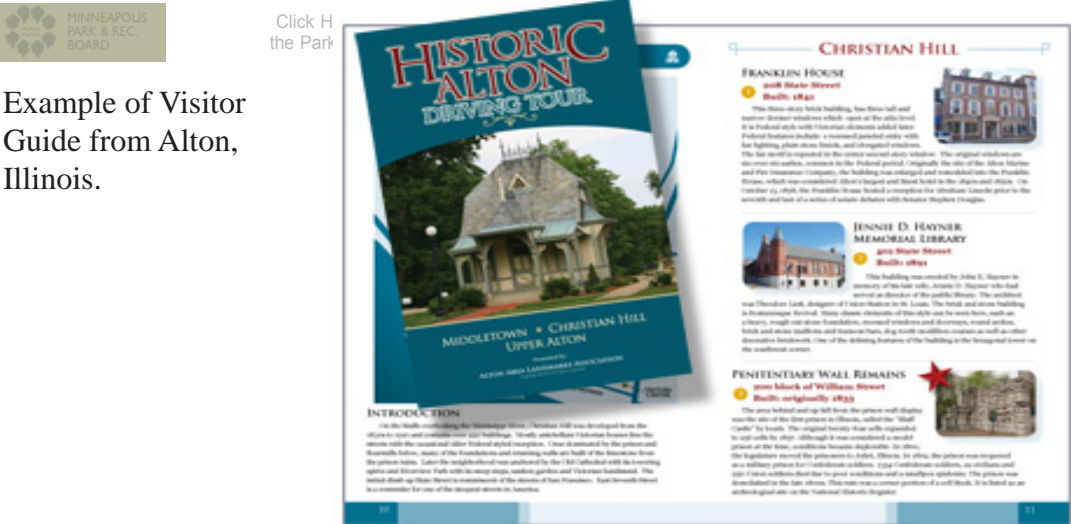
7.5.5 Designation Celebration

Once the Cape Fear Historic Byway has been officially designated a national scenic byway, it is recommended that the Byway Advisory Committee work with local and state officials to host a designation celebration. This will offer a great opportunity to draw attention to the byway program and kick-off implementation activities for the project.

Lead Group: Byway Advisory Committee  
Support: City of Wilmington, Wilmington MPO, NC Office of Travel and Tourism  
Budget: \$5,000  
Timeline: Phase 1



Example of Web Site from Grand Rounds Scenic Byway, Minnesota.



Example of Visitor Guide from Alton, Illinois.



7.6 Recommended Corridor Improvements

On the following page, Table 7.1 provides a summary of the key physical corridor improvements that are recommended for the Cape Fear Historic Byway. Each of these corridor improvements are described in detailed within Chapter 4 of this Plan. The following table organizes the key recommendations by category, suggests a priority for future development, matches the recommendation to both relevant intrinsic quality and byway goals, defines the byway district that each improvement is located within and suggests a lead agency for implementing the improvement.

Table 7.1

| Cape Fear Historic Byway Corridor Management Plan: Summary Action Plan Recommendations |   |   |          |                                 |                       |   |
|--|---|---|----------|---------------------------------|-----------------------|---|
| #  | Roadway & Streetscape Improvements                                      | Description   | Priority | Intrinsic Quality               | Byway Goals Furthered | Byway District                                    |
| A1   | North 3rd Street utility relocation                                     | Relocate utility lines & poles from right-of-way                                | High     | Scenic                          | 2, 3, 5, 7, 8         | North 3rd Street Civic Corridor                   |
| A2   | North 3rd Street traffic signals  | Install black decorative mast arm signals                                       | High     | Historic, Scenic & Cultural     | 1, 7, 11              | North 3rd Street Civic Corridor                   |
| A3   | North 3rd Street streetscape  | Install median, sidewalk bulb-outs & decorative lighting                        | High     | Historic, Scenic & Cultural     | 1, 7,11               | North 3rd Street Civic Corridor                   |
| A4   | North Front Street streetscape  | Install landscaping, median & decorative lighting                               | High     | Historic, Scenic & Cultural     | 1, 7,11               | Wilmington Waterfront                             |
| A5   | South 3rd Street streetscape  | Install landscaping, decorative lighting & sidewalk bulb-outs                   | High     | Historic, Scenic & Cultural     | 1, 3, 7, 8, 9, 11     | Old Wilmington Residential                        |
| A6   | Historic brick streets  | Preserve existing & construct new brick streets in historic districts           | Medium   | Historic & Scenic               | 2, 3, 12              | Wilmington Waterfront                             |
| A7   | Decorative traffic signals  | Install black decorative mast arm signals throughout byway corridor             | Medium   | Scenic & Historic               | 1, 7, 11              | All   |
| A8   | South 5th Avenue at Dawson Street & Wooster Street streetscape          | Construct streetscape improvements per Wooster & Dawson Corridor Plan           | Medium   | Historic, Scenic & Cultural     | 2, 3, 12              | Dry Pond  |
| A9   | Parallel parking in Greenfield Park & Gardens                           | Stripe parking stalls at existing bulb-outs along E. & W. Lake Shore Drives     | High     | Cultural                        | 1, 4, 7, 11           | Greenfield Park & Gardens                         |
| A10  | Burnett Boulevard, South Front Street & Carolina Beach Road streetscape | Install landscaping & black decorative mast arm signals                         | Medium   | Historic, Scenic & Cultural     | 1, 7, 11              | Greenfield Park & Gardens                         |
| A11  | Utility relocation  | Relocate utility lines & poles throughout byway corridor                        | Medium   | Scenic & Historic               | 2, 3, 5, 7, 8, 10     | All   |
| A12  | South 5th Avenue street trees   | Improve tree canopy along South 5th Avenue                                      | Low      | Scenic & Natural                | 2, 3, 5, 7, 8         | Dry Pond  |
| A13  | South 5th Avenue railroad crossing                                      | Improve rail crossing using NCDOT standard design                               | Low      | Cultural                        | 1, 7, 11              | Dry Pond  |
| A14  | South 5th Avenue at Greenfield Street streetscape                       | Install median, sidewalk bulb-outs & decorative lighting                        | Low      | Cultural                        | 1, 7, 11              | Dry Pond  |
| A15  | Greenfield Park & Gardens pull-outs                                     | Construct vehicle pull-outs along East & West Lake Shore Drives for sightseeing | Low      | Scenic, Cultural & Recreational | 1, 4, 7, 11           | Greenfield Park & Gardens                         |
|  |   |   |          |                                 |                       |   |
| Bicycle & Pedestrian Improvements  |   | Description   | Priority | Intrinsic Quality               | Byway Goals Furthered | Byway District                                    |
| B1   | Pedestrian level of service   | Improve pedestrian level of service throughout byway corridor                   | High     | Cultural & Recreational         | 1, 7, 11              | All   |
| B2   | Sidewalk maintenance & repair   | Repair and maintain sidewalks throughout byway corridor                         | High     | Cultural & Recreational         | 1, 7, 11              | All   |
| B3   | South 5th Avenue sidewalks  | Complete sidewalks & curbing between Meares Street & Greenfield Street          | High     | Scenic, Cultural & Recreational | 1, 7, 11              | All   |
| B4   | South 3rd Street at Ann Street pedestrian improvements                  | Install refuge island, sidewalk bulb-outs & median closure                      | High     | Cultural & Recreational         | 1, 7, 11              | Old Wilmington Residential                        |
| B5   | South 3rd Street at Dock Street pedestrian improvements                 | Construct refuge island, sidewalk bulb-outs & median closure                    | High     | Cultural & Recreational         | 1, 7, 11              | Old Wilmington Residential                        |
| B6   | South & North 5th Avenue bicycle lanes                                  | Reduce travel lanes & add 6-foot bicycle lanes                                  | High     | Scenic & Cultural               | 1, 7, 11              | Dry Pond  |
| B7   | South Front Street at Ann Street pedestrian improvements                | Install refuge islands, sidewalk bulb-outs, decorative crosswalks & lighting    | Medium   | Scenic, Cultural & Recreational | 1, 7, 11              | Old Wilmington Residential                        |
| B8   | South Front Street at Castle Street pedestrian improvements             | Install refuge islands, sidewalk bulb-outs, decorative crosswalks & lighting    | Medium   | Scenic, Cultural & Recreational | 1, 7, 11              | Old Wilmington Residential                        |
| B9   | Riverwalk extensions  | Extend Riverwalk to Holmes Bridge & Memorial Bridge                             | Medium   | Scenic, Cultural & Natural      | 1, 2, 4, 7, 8, 11     | Wilmington Waterfront                             |
| B10  | Castle Street bicycle lanes   | Install bicycle lanes between South 3rd Street & Wrightsville Avenue            | Medium   | Cultural & Recreational         | 1, 7, 11              | Old Wilmington Residential                        |
| B11  | Market Street at South 3rd Street pedestrian improvements               | Install refuge islands, sidewalk bulb-outs, decorative crosswalks & lighting    | Medium   | Scenic, Cultural & Recreational | 1, 7, 11              | Old Wilmington Residential                        |
| B12  | Burnett Boulevard & South Front Street refuge islands                   | Install refuge islands between Willard Street & Carolina Beach Road             | Low      | Cultural & Recreational         | 1, 7, 11              | Greenfield Park & Gardens                         |
| B13  | East Coast Greenway connections   | Connect Riverwalk to Greenfield Park & Gardens                                  | Low      | Cultural & Recreational         | 1, 2, 4, 7, 8, 11     | Wilmington Waterfront & Greenfield Park & Gardens |

(Continued on page 81)



Table 7.1 continued

|     | Parks & Cultural Improvements                                 | Description   | Priority | Intrinsic Quality                   | Byway Goals Furthered          | Byway District                        |
|-----|---|---|----------|-------------------------------------|--------------------------------|---------------------------------------|
| C1  | Greenfield Park & Gardens historic landmark status            | Achieve National Historic Register status for park  | High     | Scenic, Natural & Historic          | 2, 4, 7, 8, 9, 10              | Greenfield Park & Gardens             |
| C2  | Festival Park construction                                    | Design & build Festival Park per Wilmington Vision 2020 plan  | High     | Cultural & Recreational             | 2, 4, 7, 8, 9, 10              | Wilmington Waterfront                 |
| C3  | Civic Park construction                                       | Design & build Civic Park per Wilmington Vision 2020 plan   | High     | Cultural & Recreational             | 2, 4, 7, 8, 9, 10              | North 3rd Street Civic Corridor       |
| C4  | Riverfront Park expansion                                     | Design & build Riverfront Park per Wilmington Vision 2020 plan  | High     | Cultural & Recreational             | 2, 4, 7, 8, 9, 10              | Wilmington Waterfront                 |
| C5  | 1898 Memorial Park & byway gateway                            | Build restrooms & install byway kiosk south of 1898 Memorial Park   | Medium   | Cultural                            | 2, 4, 7, 8, 9, 10              | North 3rd Street Civic Corridor       |
| C6  | Greenfield Park & Gardens bicycle patrol                      | Regularly assign police officers to patrol path & parking areas   | Medium   | Cultural                            | 4, 7                           | Greenfield Park & Gardens             |
| C8  | Legion Sports Complex & Greenfield Park & Gardens integration | Better connect & integrate two city parks   | Low      | Cultural & Recreational             | 2, 4, 7, 9                     | Greenfield Park & Gardens             |
| C9  | Greenfield Park & Gardens pedestrian bridge                   | Construct pedestrian bridge across southern leg of lake   | Low      | Recreational                        | 4, 7                           | Greenfield Park & Gardens             |
| C10 | Archeological tours   | Lead tours of Eagles Island ships graveyard by boat   | Low      | Archaeological, Historic & Cultural | 1, 2, 6, 7                     | Wilmington Waterfront                 |
|     | Signage System Improvements                                   | Description   | Priority | Intrinsic Quality                   | Byway Goals Furthered          | Byway District                        |
| D1  | Byway signage   | Install standard byway signage throughout byway corridor  | High     | Cultural                            | 1, 2, 4, 5, 6, 7, 8, 9, 11     | Wilmington Waterfront                 |
| D2  | Comprehensive wayfinding system                               | Install byway & East Coast Greenway signage   | High     | Cultural                            | 1, 2, 4, 5, 6, 7, 8, 9, 11     | All                                   |
| D3  | Greenfield Park & Gardens information kiosk                   | Install kiosk at park entrance on South 5th Avenue  | High     | Cultural                            | 2, 4, 7                        | Greenfield Park & Gardens             |
| D4  | Battleship USS North Carolina identification                  | Install interpretive signage at Riverfront Park across from ship  | High     | Historic, Cultural                  | 2, 6, 7, 8, 9, 10              | Wilmington Waterfront                 |
| D5  | Byway parking map   | Create and distribute user-friendly byway parking map   | High     | Scenic & Cultural                   | 1, 2, 4, 5, 6, 7, 8, 9, 11     | All                                   |
| D6  | "Welcome to Historic Downtown Wilmington" sign improvements   | Install landscaping or screening at North 3rd Street at North Front Street                                  | High     | Scenic & Cultural                   | 2, 7                           | Wilmington Waterfront                 |
| D7  | US Highway 76 gateway   | Install sign/monument at South 5th Avenue at Dawson Street  | High     | Scenic & Cultural                   | 1, 2, 4, 5, 6, 7, 8, 9, 11     | Dry Pond                              |
| D8  | US Highway 421 gateway  | Install sign/monument between S. 3rd Street, Willard Street & Burnett Blvd.                                 | Medium   | Scenic & Cultural                   | 1, 2, 4, 5, 6, 7, 8, 9, 11     | Greenfield Park & Gardens             |
| D9  | New Castle Street Arts & Antique District gateway             | Install sign/monument at South 5th Avenue at Castle Street  | Medium   | Cultural                            | 7, 8, 9, 10                    | Dry Pond                              |
| D10 | "Welcome to Greenfield Park & Gardens" sign                   | Install sign/monument at South 5th Avenue at Greenfield Street  | Medium   | Scenic & Cultural                   | 2, 4, 7                        | Dry Pond                              |
| D11 | North Front Street business district gateway                  | Install sign/monument at North Front Street at Red Cross Street   | Medium   | Cultural & Recreational             | 2, 7                           | Wilmington Waterfront                 |
| D12 | Greenfield Park & Gardens historical & environmental signs    | Install interpretive signage along East & West Lake Shore Drives  | Low      | Archaeological & Historic           | 2, 4, 7                        | Greenfield Park & Gardens             |
| D13 | US Highway 17 gateway   | Install sign/monument at west side of Holmes Bridge   | Low      | Scenic & Cultural                   | 1, 2, 4, 5, 6, 7, 8, 9, 10, 11 | North 3rd Street Civic Corridor       |
| D14 | North 3rd Street at Davis Street billboard                    | Remove billboard or use for byway/event signage   | Low      | Scenic                              | 2, 7                           | North 3rd Street Civic Corridor       |
|     | Miscellaneous   | Description   | Priority | Intrinsic Quality                   | Byway Goals Furthered          | Byway District                        |
| E1  | Speed limit and crosswalk enforcement                         | Regularly assign police officers to patrol North & South 3rd Street & intersections                         | High     | Cultural                            | 1, 7, 11                       | Old Wilmington Residential            |
| E2  | Corridor landscaping  | Soften byway corridor through increased landscaping   | High     | Scenic & Natural                    | 7                              | All                                   |
| E3  | Coordinated byway marketing                                   | Coordinate with other city festivals & programs   | High     | Cultural & Recreational             | 1, 2, 4, 5, 6, 7, 8, 9, 10, 11 | All                                   |
| E4  | Visitors center byway information                             | Stock visitors center with byway information  | High     | Cultural                            | 1, 2, 4, 5, 6, 7, 8, 9, 10, 11 | Wilmington Waterfront                 |
| E5  | Tier I redevelopment area                                     | Designate South 5th Avenue as a Tier I redevelopment area between Dawson Street & Greenfield Street         | High     | Scenic, Cultural & Historic         | 3, 8, 10                       | Dry Pond                              |
| E6  | North 3rd Street at North Front Street property               | Integrate byway visitors center into new development  | Medium   | Cultural                            | 1, 2, 4, 5, 6, 7, 8, 9, 10, 11 | North 3rd Street Civic Corridor       |
| E7  | Wilmington Multimodal Transportation Center design            | Integrate byway historic qualities into the North 3rd Street façade of center                               | Medium   | Scenic, Cultural & Historic         | 1, 2, 4, 5, 6, 7, 8, 9, 10, 11 | North 3rd Street Civic Corridor       |
| E8  | Main Street Mixed Use zoning                                  | Consider MSMU zoning at the Castle Street at South Front Street, South 3rd Street, & South 5th Avenue nodes | Medium   | Historic, Cultural                  | 3, 7, 8, 9, 10                 | Old Wilmington Residential & Dry Pond |
| E9  | Cape Fear Community College coordination                      | Work to integrate historic character into new college buildings   | Low      | Historic, Cultural                  | 3, 7, 8, 9, 10                 | Wilmington Waterfront                 |
| E10 | Form-based codes  | Study use of form-based codes South 5th Avenue between Dawson Street & Greenfield Street                    | Low      | Cultural                            | 3, 8, 10                       | All                                   |
| E11 | Invasive plant species removal                                | Remove invasive plant species throughout byway corridor   | Low      | Scenic, Natural                     | 7                              | All                                   |

Image from a public workshop for the CMP



Chapter Outline:

A.1 Meeting #1: Overview

A.2 Meeting #2: Overview

A.3 Corridor Tour and Public Workshop

A.4 Overview of the Corridor Management Plan

A.5 Visual Preference Survey

A.6 Input on Byway Segmentation

A.7 Meeting # 3: Overview

# Appendix A: Public Input

## A.1 Meeting #1: Overview

This chapter contains the minutes of a meeting held October 22, 2007. The meeting was for the Cape Fear Historic Byway Steering Committee, facilitated by project consultants and members of the Wilmington Metropolitan Area Planning Organization (attendees listed at right).

### Meeting #1: Discussion

A meeting was held at the main branch of the New Hanover County Public Library to discuss the Cape Fear Historic Byway (CFHB) Corridor Management Plan (CMP). The project team was introduced, project goals and objectives were described, the roles and responsibilities of the steering committee were reviewed, and long-term goals were outlined.

Following the presentation, discussion amongst the Steering Committee ensued. Topics discussed are listed on page A-2.

### Attendees

Kim Adams.....City of Wilmington  
Beverly Ayscue.....Bellamy Mansion Museum  
Travis Barnes.....City of Wilmington  
Tom Cunningham....Greater Wilmington Chamber of Commerce  
Paul E. D’Angelo.....Downtown Business Alliance  
E.B. Davis, Sr.....Northside Community Resource Center  
George W. Edwards.....Historic Wilmington Foundation, Inc.  
Carl Farmer.....City of Wilmington Engineering

Megan Gorham.....Children’s Museum  
Ilse Henagan .....Council of Neighborhood Associations  
Johnnie N. Henagan....Sunset Park Neighborhood Association  
Dan Hickman.....Cape Fear Community College  
John Hinnant.....Wilmington Downtown  
Kim Hufham .....Wilmington / Cape Fear Coast Convention  
and Visitors Bureau  
Nick Kern.....Plantation Building Corp.  
Jeff Lackey.....NCDOT, Roadside Environmental  
Sid Livingston.....Progress Energy  
Stoney Mathis.....NCDOT, Roadside Environmental  
Candace McGreevy.....Lower Cape Fear Historical Society  
Connie Nelson.....Wilmington / Cape Fear Coast Convention  
and Visitors Bureau  
Maggie O’Connor.....City of Wilmington  
Kevin O’Grady.....Residents of Old Wilmington  
Patrick Riddle.....NCDOT, Division 3  
Captain Dave Scheu.....Battleship North Carolina  
Andrea Talley.....City of Wilmington Recreation  
Harry L. William.....The Bottom



Themes:

- water
- history
- railroad history
- Wilmington Riverwalk
- evolution of architecture
- history of neighborhood development
- houses of worship
- seaport
- arts & culture
- PedArt (pedestrian art program)
- archeology
- bicycle facilities (East Coast Greenway, River to the Sea Bikeway, etc.)
- walking tours (ghost tour, history tour, etc.)
- NC birding trail
- George Washington’s visit
- 24-hour downtown
- entertainment
- working waterfront
- ship graveyard (ECU project)

Favorite Experiences:

- Wilmington Riverwalk
- horse and carriage
- Henrietta cruise
- restaurants
- festivals
- cool experience/hip
- filming (Dawson’s Creek, One Tree Hill, etc.)
- 465 historic plaques
- Underground Railroad stops
- USS Battleship NC
- Civil War markers
- walking in historic district
- museums/ galleries
- Shakespeare at Greenfield Lake Amphitheatre
- 1898 Park & Memorial
- historic markers
- historic street furniture (water trough, fountain, etc.)
- brick streets
- cypress trees at Greenfield Lake Park & Gardens

Vision in 10-20 Years:

- Wayfinding signs (ex. Southport)
- park ‘n’ walk tours
- walk through history
- gateway / welcome center (vicinity of 1898 Park & Memorial)(possibly integrate with new development)
- bury utility lines
- new context sensitive street lighting
- planted medians with irrigation (environmentally sound)
- plantings
- move US 17 Business from South 3rd Street
- cruise ship dock
- improved / expanded brick streets
- granite curbing
- change in type/ character of traffic (less trucks, slower speeds, etc.)
- rebuild North 3rd Street bridge over railroad bed
- different byway for different people (i.e. cultural tour, architectural tour, culinary tour, etc.)

Challenges:

- traffic type, amount and speed
- identification of architectural styles
- marketing to varied interests
- vacant lots/infill design
- integration of new Water Street park
- funding
- tree preservation/ maintenance
- increase public involvement
- festivals shut-down Water Street (Parks & Recreation has been discussing moving festivals to Front Street)
- infrastructure needs
- connectivity (i.e. bicycle lanes, sidewalks, etc.)
- drainage
- pedestrian safety
- ADA compliance
- potential traffic increase from visitors
- perception of Greenfield Lake Park & Gardens
- RV parking/ need to ban?
- tour bus traffic/ designated motorcoach parking

Need to Involve:

- religious community
- North Carolina State Ports Authority
- African-American Heritage organization
- Janet Seapker
- Latino community
- New Hanover Airport Authority



Image from a public workshop for the CMP



Image from a public workshop for the CMP

A.2 Meeting #2: Overview

This section contains the minutes of a meeting held November 9, 2007. The meeting was for the Cape Fear Historic Byway Steering Committee, facilitated by project consultants and members of the Wilmington Metropolitan Area Planning Organization (attendees listed at right).

Meeting #2: Discussion

A meeting was held at Wilmington Children’s Museum to discuss the Cape Fear Historic Byway (CFHB). The meeting was preceded by a walk/ride of the CFHB corridor on November 8, 2007 at 1:30PM and a public meeting held at the Wilmington Children’s Museum on November 8, 2007 at 6:00PM. The purposes of this meeting were to familiarize the CFHB Steering Committee with the project and obtain stakeholder input for development of the Corridor Management Plan (CMP).

Key Features of Wilmington

Iona Hauser (Stewart) began the meeting by asking the Steering Committee where they bring visitors to Wilmington. The exercise was meant to identify what locations and activities are at the heart of Wilmington, or what makes Wilmington what it is. The Steering Committee identified the following locations and activities (on page A-4).

Attendees\*

|                         |  |
|-------------------------|--|
| Joe Abate.....          | Cape Fear River Watch                        |
| Shannon Cox.....        | URS Corporation – North Carolina             |
| George W. Edwards.....  | Historic Wilmington Foundation, Inc.         |
| David Griffin.....      | URS Corporation – North Carolina             |
| Betty Gurganus.....     | City of Wilmington,<br>Parking Management    |
| Susi Hamilton.....      | Development Services<br>of the Cape Fear     |
| Iona L. Hauser.....     | Stewart Engineering                          |
| Johnnie N. Henegan..... | Sunset Park<br>Neighborhood Association      |
| Christine Hughes .....  | City of Wilmington,<br>Long-Range Planning   |
| Susan Kirk.....         | Greenways Incorporated                       |
| Mike Kozlosky.....      | Wilmington MPO                               |
| Jeff Lackey.....        | NCDOT, Roadside Environmental                |
| Stoney Mathis.....      | NCDOT, Roadside Environmental                |
| Candace McGreevy.....   | Lower Cape Fear Historical Society           |
| Joshuah Mello.....      | Wilmington MPO                               |
| Maggie O'Connor.....    | City of Wilmington,<br>Historic Preservation |
| Kevin O'Grady.....      | Residents of Old Wilmington                  |
| Anthony Prinz .....     | Wilmington MPO                               |
| Jason Reyes.....        | Greenways Incorporated                       |

\*Some attendees may not be listed due to an incomplete sign-in sheet.



Key Features Identified:

- 1898 Park\*
- African-American Heritage Museum\*
- Airlie Gardens Park
- New Castle Street Art and Antique District\*
- Aquarium
- Battleship U.S.S. North Carolina\*
- Beaches
- Bellamy Mansion\*
- Brick streets\*
- Brooklyn Art District\*
- Cameron Museum (art and Civil War bunkers)
- Canopy streets\*
- Cape Fear River\*
- Carolina Beach State Park
- Carriage ride\*/ tours
- Children’s Museum\*
- Civil War Markers\*
- Community Art Center
- Cotton Exchange\*
- Diligence\*
- Farmer’s Market\*
- Festivals\*
- Film Tour\*
- Fishing and golf
- Fort Fischer and aquarium
- Free trolley\*
- Ghost tour\*
- Greenfield Lake\*

- Halyburton Park
- Hanover High
- Henrietta\* (boat)
- Hilton\*
- Historic cemeteries\*
- Historic District\*
- Market, 5th and 3rd streets\*
- Mayfaire
- Memorial Bridge
- Mom and Pop businesses\*
- Multi-Modal Center\* (important connection)
- Municipal Golf
- National Register Houses District spurs (4 new)
- Neighborhoods – The Bottom, Dry Pond, Lake Forest\*
- Orange Street Landing\*
- Orton Plantation
- Pedestrian Art (Streetscape Art)
- Pembroke Playground
- Public dock/boating\*
- Railroad Museum\*
- Redevelopment of waterfront\*
- Restaurants\*
- River walk\*
- Shopping\*
- Tennis
- Thalian Hall\*
- Theatre
- Underground Railroad (Orange Street)\*
- Underwater archaeology\*
- Walking tours\*



The Riverwalk (above) was mentioned as a key feature of Wilmington.

The group noted that most of the locations and activities that make Wilmington what it is are on or near the corridor. It was also noted that a focus of the CMP will be to identify measures that will increase the awareness and accessibility of these features (items marked with an asterisk are on or near the CFHB corridor):



*The main comment during the November 8, 2007 meeting was the need to get people out of their cars and provide for pedestrian and bicycle use (Pedestrians on the Riverwalk shown above).*

### A.3 Corridor Tour and Public Workshop

Joshuah Mello (Wilmington MPO) reviewed the feedback that was received during the Steering Committee’s walk/ drive of the corridor on November 8, 2007 and the public meeting, also held on November 8th. The following main observations were made:

- Vicinity of the 1898 Park
  - Need for a welcome center
  - Opportunities for redevelopment
  - Need for streetscape improvements
- Waterfront Area
  - Existing streetscape is valuable and design elements may be incorporated in other areas
  - Existing information kiosk is a good resource that may be used further
- Outside of Greenfield Park and Gardens
  - No clear identity
  - No sidewalks
  - Railroad tracks are difficult to cross by bike
- Inside of Greenfield Park and Gardens
  - Need for security
  - Need to change image of housing area – celebrate rather than fear
  - Need to promote tours of lake
  - Need for connection to other parts of corridor, possibly through the trolley
- Market and 3rd streets
  - Pedestrian safety /lack of crosswalks is a major concern
  - Streetscape features including wrought iron, street furniture, granite curbs are valued design elements that could be incorporated in other locations

During the public meeting, the main comment was the need to get people out of their cars and provide for pedestrian and bicycle use.

### A.4 Overview of the Corridor Management Plan

David Griffin (URS) described the CMP. As an example, David shared the CMP that was prepared for the Outer Banks Scenic Byway. He explained that the CMP will be prepared in accordance with guidelines established by the Federal Highway Administration (FHWA) and will be submitted to FHWA for approval. Thoughts and ideas generated by the Steering Committee will be included in the CMP. The CMP will: (1) call out the features of Wilmington on and near the CFHB corridor, (2) set the stage for pursuing grants, and (3) serve as a visioning blueprint (outline the desired vision for the CFHB corridor). The following points were discussed among the Steering Committee and project team:

- How does new development fit into the CMP?
  - A long-standing committee will be established to implement the CMP. New development will be one of the challenges addressed by the committee.
  - The committee will bring the CMP to the attention of developers to help them fit their projects into the vision of the CFHB. The CMP will help to convey desired design elements to developers.



- The foundation of the CMP is being developed through this effort, but the CMP will be a dynamic working document that can be amended.
- Go to [www.byways.org](http://www.byways.org) to review other projects and see how they have evolved.
- Can infill/ appropriate infill be addressed in the CMP?
  - The CMP will establish suggested design standards but it is not a regulatory document.
  - Standards may also vary along the CFHB corridor.
- Is the CMP helpful/ desirable for developers?
  - Developers generally want to fit in, but also need to design developments in order to make money (ex., consider parking facilities and elevation issues).
  - The expectation is that the waterfront area will see many changes. PPD has set the tone for this area with their new building, which does not have a historic look.
  - The CMP needs to be a collaborative effort.
- Bridge to Bridge Riverwalk Development
  - Larger scale; Larger buildings; Influenced by PPD’s design

Jeff Lackey (NCDOT) described some of the impacts scenic byways and CMPs have had on other communities. It was noted that CMPs can have a tremendous impact on communities. The Outer Banks project brought together three different groups to create a very visionary document. It allowed people along the corridor to have input and take ownership in the project. The byway program has helped revitalize other communities as well. It served as a unifying theme for Baltimore’s Inner Harbor. It helped revitalize the waterfront area in Duluth, Minnesota. Duluth saw a tremendous economic gain. The following points were discussed among the Steering Committee and project team:

- The CMP is the first document that will bring the north and south sides of Wilmington together. This can only be a positive thing.
- The CMP will provide information to “users” or visitors with different interests. It is a tool to help visitors find what is already on or near the corridor.
- To be approved at the national level, the CMP must address the visitor experience and intrinsic qualities of the CFHB. It should take local knowledge and make it accessible.
- The success of the CMP depends on project champions and marketing materials. The CMP itself is not necessarily what visitors will see.
- Interpretive/ narrative information (River, historic area, natural, African-American History)
- Gentrification concerns; Protecting ‘Mom and Pop’ business
- Sustainable development

Workshop participants were directed to [www.byways.org](http://www.byways.org) for more information about existing byway programs (a portion of the byway web site shown below).



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## A.5 Visual Preference Survey

Iona Hauser (Stewart Engineering) walked the Steering Committee through workbooks designed to obtain the Steering Committee's general design preferences for the CFHB. The exercise was meant to paint a broad-brush picture of the Steering Committee's vision for the corridor rather than to design specific elements. The Steering Committee recorded their opinions in the notebooks, which were collected and used to develop the CMP. The comments that were discussed during the meeting are summarized in this section.

### Wayfinding

Consider wayfinding from the perspective of both the pedestrian and the driver. Elements may include a general theme with a symbol, color or border change incorporated for different districts.

- Some of the options are too urban looking for Wilmington.
- One icon or symbol for the entire byway may be appropriate since the theme throughout is that it is historic.
- The corridor will be marked by the scenic byway sign used throughout the State. These signs can be installed at any time, but it may be appropriate to wait until the 1898 Park is completed.
- The sign used in New York minimizes visual clutter since it can be installed on existing poles.
- The sign used in Atlanta is most vivid and easy to read with clear fonts and bright colors.
- References to transit options (bus, trolley) and parking should be integrated in the signs.
- Do not use acronyms
- Direction arrows are good



### Best Wayfinding Examples According to the Steering Committee:

#1 - Atlanta

#2 - Newport

#3 - Greensboro





Best Corridor Map Examples According to the Steering Committee:

- #1 - New York
- #2 - Atlanta
- #3 - Maryland

*Corridor Maps*  
How do pedestrians figure out where they are and where they want to go? Corridor maps can be helpful when visitor kiosks/welcome centers are closed.

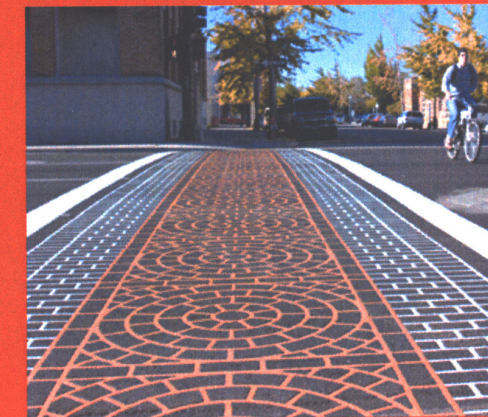
- Pictures and images, such as those used on the New York map, are important since a word or phrase (e.g., Bellamy mansion) may not make sense or be of interest to visitors.
- The Iowa sign is far too massive, but elements of the sign are good, including:
  - shelter provided,
  - placement provides room for people to look at the map,
  - benches are provided - the map acts as a meeting point, and
  - there is room for other information such as fliers about events.
- A four-sided map kiosk was shown as an additional example.
  - The group thought there may be locations where this type of map would be appropriate (e.g., waterfront) and others areas (e.g., residential areas) where a smaller map would make more sense.
  - If two different types of stands are used, unifying elements should be incorporated throughout.
- There are opportunities to coordinate with Wave transit.
  - Wave will be installing new pierced metal shelters.
  - New signs will be installed at busier bus stops.
  - There is an opportunity to incorporate trolley signage with CFHB signage.
- Consider a flexible marquee for posting information
- Consider iron work as a sign design element



*Crosswalks*

The alternatives shown in the notebooks depict different materials and methods. The pedestrian refuge slows down pedestrians and forces them to look at oncoming traffic.

- 3rd Street is a major concern for pedestrian safety
  - 3rd Street is maintained by NCDOT.
  - NCDOT probably will not allow brick pavers.
  - The median on 3rd street is not wide enough to accommodate strollers – a staggered approach may help.
- Wilmington is kicking off a city-wide pedestrian plan. Steering Committee members should contact Josh Mello if they are interested in the plan.
- The staggered crossing may not work for all crossings but did work on Ann Street.
- The expense of the material should be taken into consideration. Paint may not be the ideal material, but funds would go further if paint was used.
- Enforcement of crosswalks is a concern
- Consider 'raised table' crosswalks

*Crosswalks**Brick Pavers**Painted Crossing**Staggered Pedestrian Refuge**Stamped Asphalt**Geometric Pattern**Pedestrian Refuge***Best Crosswalk Examples According to the Steering Committee:**

*#1 - Brick Pavers*

*#2 - Stamped Asphalt*

**The pedestrian refuge examples ranked evenly**



# Sidewalks



Traditional Residential



Raised Planter / Street Furniture



Wide Urban Sidewalks



Mixed Materials



Retail Fronting Sidewalks

Most Important Aspects of Residential Sidewalks According to the Steering Committee:

- #1 - Street Trees
- #2 - Repaired Sidewalks

Most Important Aspects of Urban Sidewalks According to the Steering Committee:

- #1 - Street Trees
- #2 - Wide Sidewalks

*Sidewalks*  
The examples shown include separate designs for residential and commercial areas.

- Maintenance is a big part of the streetscape and should be kept in mind.
- Sidewalks are currently maintained by the Parks Department.
- There are technical standards that currently limit the use of brick walks because of maintenance issues. An action item in the CMP may be to look at technical standards and work with the Engineering Department to revise technical standards to incorporate the vision for the CFHB.
- The City has a full arboring staff and a list of approved street trees.
- Consider water use and native plants



## Medians

- 3rd Street

- NCDOT's focus is on cars. 3rd Street is a scar in Wilmington's downtown.

- Medians must meet NCDOT standards unless the City takes over maintenance of the street.

- It is possible that the City could take over maintenance of the street, but not until the 3rd Street bridge is replaced. There are currently no funds in the TIP to replace the bridge.

- How should 3rd Street be handled in the CMP? Since the CMP is a long-range document, should suggestions for 3rd Street take into account that it is maintained by NCDOT or treat it as a City street?

- May want to include a vision that is compatible with NCDOT standards and a vision that is compatible with City of Wilmington standards.

- Design exceptions are possible – look into Context Sensitive Design.

- 3rd Street is not the same along its entire length.

- Accommodate the potential for statuary and other street art.

- Consider use of water conservation measures such as Portland's program that used recycled stormwater to maintain median plantings.

## Medians



*Median Islands*



*Lush, Densely Planted Median*



*Mixed Landscape*



*Lightly Planted Median*



*Low Median Plants*



*Canopy - Tall Median Trees*

### Best Median Examples According to the Steering Committee:


*#1 - "Canopy - Tall Median Trees"*

*#2 - "Mixed Landscape"*


*#3 - "Lightly Planted"*




# On-Street Parking




Diagonal Parking



Parallel Parking



Median Parking



Bulb-Out for Pedestrian Crossing

## On-Street Parking

- Bulb-out treatment could have several benefits:
  - Improve pedestrian safety through improved sight-line.
  - Protect parked cars (particularly on 3rd Street) from side-swiping.
  - Help slow traffic.
- Need to look at parking decks and surface lots.

Best Type of Parking for Residential Areas, According to the Steering Committee:

Parallel Parking

Best Type of Parking for Urban Areas, According to the Steering Committee:

Parallel Parking

Importance of Bulb-Outs at Crossings, According to the Steering Committee:

Very Important

Cape Fear Historic Byway Symbols

The Steering Committee ranked the following attractions as strong, medium or weak symbols of Wilmington:

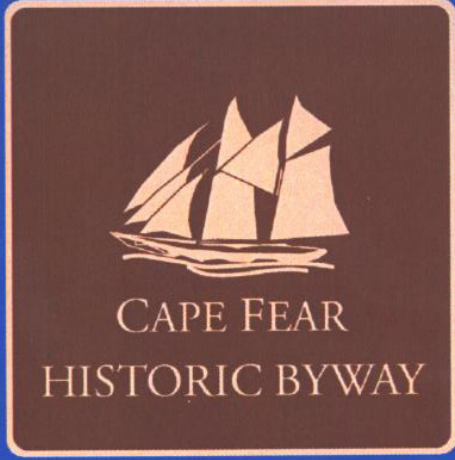
| Attraction/Symbols               | Strong | Medium | Weak |
|----------------------------------|--------|--------|------|
| Historic Wilmington              | 18     | 0      | 0    |
| Riverwalk                        | 18     | 0      | 0    |
| Historic Architecture            | 18     | 0      | 0    |
| Thalian Hall                     | 18     | 0      | 0    |
| Battleship U.S.S. North Carolina | 12     | 5      | 0    |
| Carriages                        | 9      | 7      | 2    |
| Film Industry                    | 7      | 9      | 2    |
| Cotton Exchange                  | 7      | 10     | 2    |
| Riverboat                        | 6      | 8      | 3    |
| Trolley                          | 6      | 9      | 4    |
| Cape Fear River Bridge           | 5      | 7      | 6    |
| Railroad Museum                  | 5      | 8      | 5    |
| Greenfield Lake                  | 5      | 10     | 2    |
| U.S. Coast Guard                 | 4      | 6      | 8    |
| Walking Tours                    | 4      | 10     | 0    |
| 1898 Memorial                    | 3      | 9      | 3    |
| Alton Lennon Federal Building    | 0      | 4      | 13   |

- The brown color shown in the examples is the universal color for this type of sign and should be used for recognition purposes.
- Possible suggestions for different symbols are:
  - Skyline
  - Pirate flag
  - Bridge
  - Commodities, such as cotton, that were historically important to Wilmington’s port
  - Riverboats that traveled to Fayetteville and Carolina Beach
  - A marriage of the water and historic architecture of Wilmington (i.e., the view from the opposite side of the Cape Fear River)
  - Boat design
  - Riverboat
  - Blockade runner

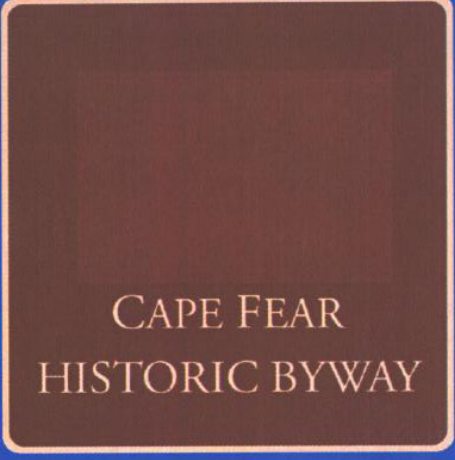
Cape Fear Historic Byway Symbols



Ship Wheel Design



Clipper Design



Steering Committee Reaction to “Ship Wheel Design”:

*Hate it!*

Steering Committee Reaction to “Clipper Design”:

*Like it!*

Steering Committee Reaction to Color Scheme:

*It’s O.K.*





Byway Corridor Input Map: Workshop participants were invited to write and draw their comments on this input map. As a result of the workshop, the areas discussed in section A.6 (and shown on this map) were modified into the byway segments used for the CMP.



### A.6 Input on Byway Segmentation

Jason Reyes (Greenways Incorporated) facilitated a discussion of the different areas along the CFHB. The project team had divided the CFHB into five segments: (1) Gateway, (2) Waterfront, (3) N. 3rd Street Civic Corridor, (4) 5th Avenue Corridor, and (5) Greenfield Park and Gardens. Other comments centering on each area are provided in this section.

#### Gateway Area

- This area is undergoing a lot of redevelopment, including the new PPD building. In five years this area will likely be fully developed and have a totally different look.
- The owner of the RSC Equipment property (John McFarland) needs to be brought to the table.
- Placement/ type of existing welcome sign needs to be reconsidered.
- Landscaping that will be incorporated into the 1898 Memorial may help this area; could be a good location for a visitor center.
- There are really two gateways.
  - Many visitors come into Wilmington over the Cape Fear Memorial Bridge.
  - Scenic byway funding could not be used far off of the CFHB corridor, but wayfinding signage could be used in this area to direct visitors to the CFHB.
- Federal money could be used to rehab 3rd Street Bridge.

#### Wilmington Waterfront

- This area could be continued further south due to similar architecture.
- Coming off of Front Street, the corridor bypasses the shopping district. Some type of a spur designation may be needed in this area to direct people to the shopping area.
- Wayfinding to parking is critical in this area to get people out of their cars.
- There is a bottleneck near Princess Street. In this vicinity, Castle Street could be a separate district

#### N. 3rd Street Civic Corridor

- The residential area needs to be broken out of this district as it is a very distinct area.
- Spurs at Market Street and the antique district should be considered.
- Close median and provide a crosswalk and pedestrian activated signal at S. 3rd Street and Ann Street (as discussed in previous meetings with City staff).

#### 5th Avenue Corridor

- Call this the Dry Pond area.
  - Dry Pond already has significance to people in the area.
  - Center of Dry Pond is at Castle Street and Fifth Avenue. The area continues all the way to Greenfield Park and Gardens.
- The tree canopy stops at Marstellar. May consider extending the canopy to Greenfield Lake.
- Consider future stakeholder meetings to articulate the direction and identity of this area.
- Fifth Avenue south of Dawson and Wooster could be a separate district from Fifth Avenue north of Dawson and Wooster.

#### Greenfield Park and Gardens

- Often referred to as Greenfield Lake, but official name is Greenfield Park and Gardens.



A.7 Meeting #3: Overview

The third meeting for the Cape Fear Historic Byway Steering Committee was held at the main branch of the New Hanover County Public Library, on March 18th, 2008, The meeting was facilitated by project consultants and members of the Wilmington Metropolitan Area Planning Organization (attendees listed at right). The main purpose of this meeting was to review the draft plan and provide comments and suggestions for revision.

David Griffin (a project consultant from the URS Corporation), presented an overview of the draft plan, including the overall structure and contents. He reviewed the 13 goals of the plan and six intrinsic qualities of the corridor. Plan implementation was discussed and stressed as a key element to the success of the byway.

Comments were collected from the committee as a whole, and some members sent individual comments via e-mail. After the meeting, all committee edits were complied and incorporated into the final CMP.

Attendees

- Kim Adams.....City of Wilmington
- George W. Edwards.....Historic Wilmington Foundation, Inc.
- David Griffin.....URS Corporation – North Carolina
- Ilse Henagan .....Council of Neighborhood Associations
- Johnnie N. Henagan.....Sunset Park Neighborhood Association
- John Hinnant.....Wilmington Downtown Inc. (WDI)
- Nina Johnston.....City of Wilmington, Parks
- Nick Kern.....Plantation Building Corp.
- Mike Kozlosky.....Wilmington MPO
- Joshuah Mello.....Wilmington MPO
- Candace McGreevy.....Lower Cape Fear Historical Society
- Maggie O’Connor .....Council of Neighborhood Associations
- Kevin O’Grady.....Residents of Old Wilmington
- Laura Padgett.....Wilmington City Council
- Jackson Provost.....NCDOT
- Bret Russell.....City of Wilmington, Engineering
- Andrea Talley.....City of Wilmington, Recreation
- Wade Toth.....Bellamy Mansion







*The Cape Fear River and Riverwalk*

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