



GREATER PRINCEVILLE

DESIGN STRATEGIES TO **RESTORE + CELEBRATE**
AMERICA'S OLDEST BLACK TOWN

NC STATE College of Design

Coastal Dynamics Design Lab
North Carolina State University College of Design
Campus Box 7701
Raleigh, NC 27695
design.ncsu.edu

www.coastaldynamicsdesignlab.com

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PUBLICATION TEAM

Kofi Boone, ASLA / Associate Professor of Landscape Architecture
Virginia Fall, Student ASLA / Master of Landscape Architecture Student
Andrew Fox, PLA, ASLA / Associate Professor of Landscape Architecture
David Hill, AIA / Professor and Head of the School of Architecture
Benjamin Jones, Student ASLA / Master of Landscape Architecture Student
Travis Klondike, ASLA / Research Associate
Lindsey Naylor, Affiliate ASLA / Research Assistant



TURNER PRINCE HOUSE / MAIN ST



PRINCEVILLE DESIGN WORKSHOP / 2017



HOUSE ON PIERS / POWELL PARK SITE ON MAIN ST



ORREN JAMES GROCERIES / MUTUAL BLVD



RECOVERY FUNDRAISER / 2017



OLD TOWN HALL / MUTUAL BLVD



TOWN HALL / 2017



BRIDGE TO TARBORO / MAIN ST



53 ACRES / 2017

COASTAL DYNAMICS DESIGN LAB

The mission of the Coastal Dynamics Design Lab (CDDL) is to organize and lead transdisciplinary research and design teams to address critical ecological and community development challenges in eastern North Carolina.

Too often, coastal research and design is fragmented into discrete scientific, academic, and professional disciplines. The CDDL seeks to transform this compartmentalized approach by coupling designers—architects, landscape architects, graphic designers, and engineers—with scientists and local stakeholders, to create innovative, sustainable, adaptable, and resilient design solutions that address the environmental and human needs of coastal and riverine communities.

Environments along the U.S. Eastern Seaboard are vulnerable to challenges from long-term sea level variations and the more acute forces of powerful Atlantic storms. The collaborative project teams at the CDDL seek greater understanding of these dynamic natural forces and human-made environments that shape coastal and riverine regions.

The CDDL is operated from within the NC State University College of Design and has formed strategic partnerships with experts in the College of Engineering, the College of Natural Resources, and the UNC Coastal Studies Institute. Additional collaborators include planning experts from the East Carolina University Department of Geography, Planning, and Environment, the University of North Carolina Coastal Hazards Center, and numerous professional design firms.

OUR PARTNERS

During the past 18 months, the Coastal Dynamics Design Lab has worked with NC State faculty, emergency management professionals, and professional designers and planners to pursue a range of projects in partnership with the Town of Princeville. Below is a list of organizations that have contributed to the ideas shared in this book.

LOCAL PARTNERS

Fighters for Freedom Hill
Town of Princeville
Edgecombe County

STATEWIDE + REGIONAL PARTNERS

The Conservation Fund
EnviroKids
Hurricane Matthew Disaster Recovery & Resilience Initiative
North Carolina African American Heritage Commission
North Carolina Community Foundation
North Carolina Department of Commerce
North Carolina Department of Natural and Cultural Resources
North Carolina Department of Transportation
North Carolina Emergency Management
North Carolina Museum of History
North Carolina Rural Center
Office of the Governor
Upper Coastal Plain Council of Governments

NATIONAL PARTNERS

ChangeLab Solutions
U.S. Army Corps of Engineers
U.S. Environmental Protection Agency
U.S. Department of Agriculture
U.S. Department of Health and Human Services
U.S. Department of Housing and Urban Development
U.S. Department of the Interior
U.S. Federal Emergency Management Agency

UNIVERSITY PARTNERS

NC State University Department of Landscape Architecture
NC State University School of Architecture
NC State University Department of Art + Design
NC State University Department of Biological and Agricultural Engineering
NC Agricultural and Technical State University
North Carolina Sea Grant
UNC-Chapel Hill Coastal Resilience Center of Excellence
UNC-Chapel Hill Department of City and Regional Planning
UNC-Chapel Hill Development Finance Initiative
UNC-Chapel Hill Kenan-Flagler Business School
UNC-Chapel Hill Southern Historical Collection
Louisiana State University Robert Reich School of Landscape Architecture

INDUSTRY PARTNERS

AIA Eastern Section
Alta / Greenways Incorporated
Community Technical Assistance
Design Concepts
Greenworks
Moffatt Nichol
Oakley Collier Architects
PlaceEconomics
Ratio Design
Skanska

PREFACE

To mark the one-year anniversary of Hurricane Matthew, the Town of Princeville organized a Day of Hope on Freedom Hill, and William Barber II gave a sermon. He argued that love of a place is powerful, that it can sustain hope in the face of obstacles and **“create new possibilities based on a vision that will become contagious.”**

Today, as the flood’s two-year anniversary approaches, the Town of Princeville is poised to rebuild based on the vision of a future where Princeville’s history is visible and its streets are alive with residents and visitors. This report seeks to describe—and to offer advice for implementing—part of that vision as it has been shared with faculty and students from the NC State College of Design during 18 months of work, research, and conversation with Princeville residents, officials, and supporters.

When faculty and students began working with Princeville in April 2017, most of them knew little about the town’s past, and many learned for the first time that Princeville has a singular history as the oldest incorporated black town in America. Today the College of Design holds a richer understanding of Princeville’s significance and of the people and stories that have defined it over time. This report proposes achievable design measures—for both the short and long term—that could help to share Princeville’s story with new audiences and to position the town as a cultural and recreational destination.

OUR WORK SO FAR

This report builds upon the best and most achievable of the research and designs produced for Princeville during the last 18 months by students, faculty, and professional designers. This is the trajectory of projects completed so far.

HOMEPLACE

In April 2017, the Coastal Dynamics Design Lab received funding from the North Carolina Policy Collaboratory, in collaboration with the Hurricane Matthew Disaster Recovery and Resilience Initiative (HMDRRI), to produce guidebooks for six eastern North Carolina towns that faced flooding after Matthew. These books—titled *Homeplace*—were community-specific toolkits for resilient rebuilding at multiple scales, for homeowners looking to rebuild a house or town commissioners looking to rebuild an entire community.

DESIGN WORKSHOP

In August 2017, faculty partnered with HMDRRI, FEMA, NC Emergency Management, and professional designers from across the country to hold a five-day workshop that would help Princeville residents and officials generate design solutions to celebrate Princeville's past while planning for its future. Part of this workshop was devoted to possible uses and plans for the 53-acre parcel that has since been purchased by the state and annexed by Princeville.

COLLEGE STUDIOS

In spring 2018, historic Princeville was the focus of the college's Coastal Dynamics Design Lab studio—a six-credit-hour class that engages advanced architecture and landscape architecture students in real-world projects that offer lessons about thoughtful, ambitious, resilient design. Students generated long-term designs for buildings and landscapes with a focus on celebrating history at Freedom Hill, Shiloh Landing, the Tar River, the museum, and Mount Zion.

SUMMER 2018

In June 2018, faculty and students shared with Princeville officials and partners an overview of work the college had completed with the town so far. Feedback from that discussion drove the planning and priorities of this report, along with ongoing faculty efforts to design and build pilot streetscape and signage projects for installation in fall 2018/spring 2019.

ABOUT THIS REPORT

Princeville is a small town with a national story, and this report envisions a system of places, trails, and experiences that would allow people to connect to that story. It also offers examples of steps that the town and its partners can take to show short-term progress and build long-term momentum.

This report is a reference and resource for the redevelopment team, town manager, mayor, and commissioners as they pursue a redevelopment plan for Princeville; for residents seeking evidence of the work that's been done and what may come next; and for all the people and institutions who want to help Princeville rebuild and who could use some concrete ideas about how to get started.

The report's primary sections are:

- 1 / **PRINCEVILLE'S PLACE ON THE MAP** / [page 12](#)
- 2 / **PRINCEVILLE PLACES + TRAILS** / [page 15](#)
- 3 / **PRINCEVILLE EXPERIENCE** / [page 44](#)
- 4 / **FUNDING + PARTNERSHIPS** / [page 64](#)
- 5 / **REFERENCES + RESOURCES** / [page 73](#)

MAKING HISTORY VISIBLE

“Cultural landscapes are landscapes that have been affected, influenced, or shaped by human involvement. A cultural landscape can be associated with a person or event. It can be thousands of acres or a tiny homestead. It can be a grand estate, industrial site, park, garden, cemetery, campus, and more. Collectively, cultural landscapes are works of art, narratives of culture, and expressions of regional identity.”

—The Cultural Landscape Foundation

Princeville’s cultural landscape has the ability to offer complex, dynamic, and multigenerational snapshots of lived experience in the first black town incorporated in the United States. From the baptismal site to Freedom Hill, from Main Street to Church Street to Riverfront Park, Princeville’s landscapes contain narratives of the everyday and the profound spanning more than 200 years of American history. There is no doubt that Princeville’s cultural landscape is one of the most important in the country.

This report offers ideas for how to make Princeville’s history visible in the landscape.

This is a priority for Princeville residents and a critical step toward the vision of Princeville as a cultural destination. Already state officials with the Department of Cultural Resources are working to include Princeville as a stop on the state’s cultural trails, including the African American Music Trail and Freedom Roads. Princeville officials are organizing events to bring people together around the history and future of Princeville. The proposals in this report seek to ensure that Princeville’s places are ready to greet them—with marked trails and spaces for gathering, and with signage and public art that tell the stories of Princeville for current and future generations.

SHORT TERM TO LONG TERM

The Town of Princeville is in the midst of a multi-year post-flood recovery process overseen by state and federal agencies, with a focus on flood protection and the rebuilding of houses, businesses, and critical infrastructure. Though NC State faculty and students have worked in partnership with those officials, this report is not part of that recovery effort.

The design proposals in this report are concerned primarily with recovering and promoting the cultural, social, and economic vibrancy of Princeville. This focus opens the door—as disaster recovery processes approach a funding horizon—to partnership and funding opportunities with organizations outside the network of disaster recovery agencies.

The short-term proposals in this report can be implemented largely independently of the Princeville recovery process, with minimal funding support and volunteer labor. These proposals are intended to mark histories and establish concrete symbols of ongoing life and progress as slower, longer-term recovery and rebuilding processes play out. They also set the stage for the report's long-term proposals.

The long-term proposals should be implemented in coordination with and in response to the renovation and rebuilding work of the Princeville recovery process. These proposals will require stronger organizational partnerships and more substantial funding support in order to realize and sustain the vision of a Greater Princeville that is connected, productive, vibrant, and historic.

LIVING WITH FLOOD

On October 8, 2016, Hurricane Matthew dropped 20 inches of rain from North Carolina's Triangle to the coast. As water drained from cities and towns upstream, the Tar River swelled, and water began to enter Princeville from around the levee's easternmost edge. By October 12, more than half of Princeville was under water.

The devastation of flood struck Princeville six times in the twentieth century alone. In 1999, after Hurricane Floyd, the floodwater lingered for weeks. Each time, Princeville residents evacuated, returned, and rebuilt.

Over the decades, Princeville's urban fabric evolved. Streets like Church and Main, which historically were dense with houses and businesses, are today lined with vacant lots and with structures set further back from the street. Town development has slowly spread to land further from the river, closer to the edge of the floodplain.

This report does not offer solutions to keep floodwaters out of Princeville. But it recognizes that Princeville's floodplain land is significant and must be an integral part of the future landscape of Princeville. It offers ideas for ecologically sound trails and parks, and it identifies opportunities for Princeville to transform its vacant parcels into places of production and activity. It proposes ways to spotlight the historical and institutional buildings that define the core of Princeville. It imagines a historic town center that—even if it trends toward fewer structures—is fully alive as a civic, historical, recreational, and social destination.

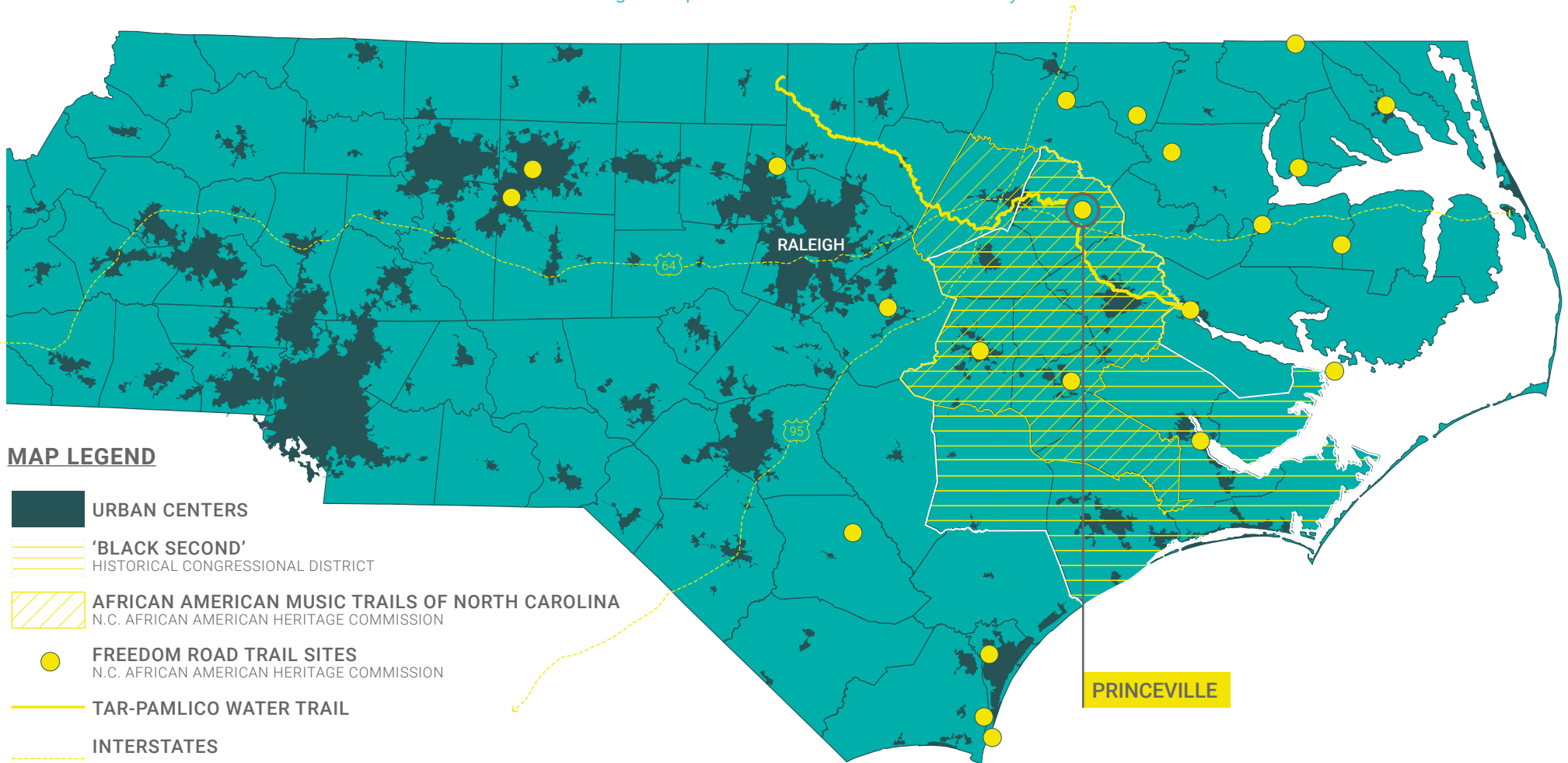
PRINCEVILLE'S PLACE ON THE MAP

This report describes a system of places, trails, and experiences with the potential to make Princeville a regional and national destination. This section compiles a few of the existing recreational and cultural tourism programs for which Princeville—as an eastern North Carolina town on the Tar River, as the hometown of musical and political royalty, and as the oldest incorporated black town in the country—is a good fit.

These programs strive to keep histories alive and to provide tourists with recommendations of places to visit. As Princeville builds its local capacity and its regional and national partnerships, it should work to ensure its rightful place on these and other maps.

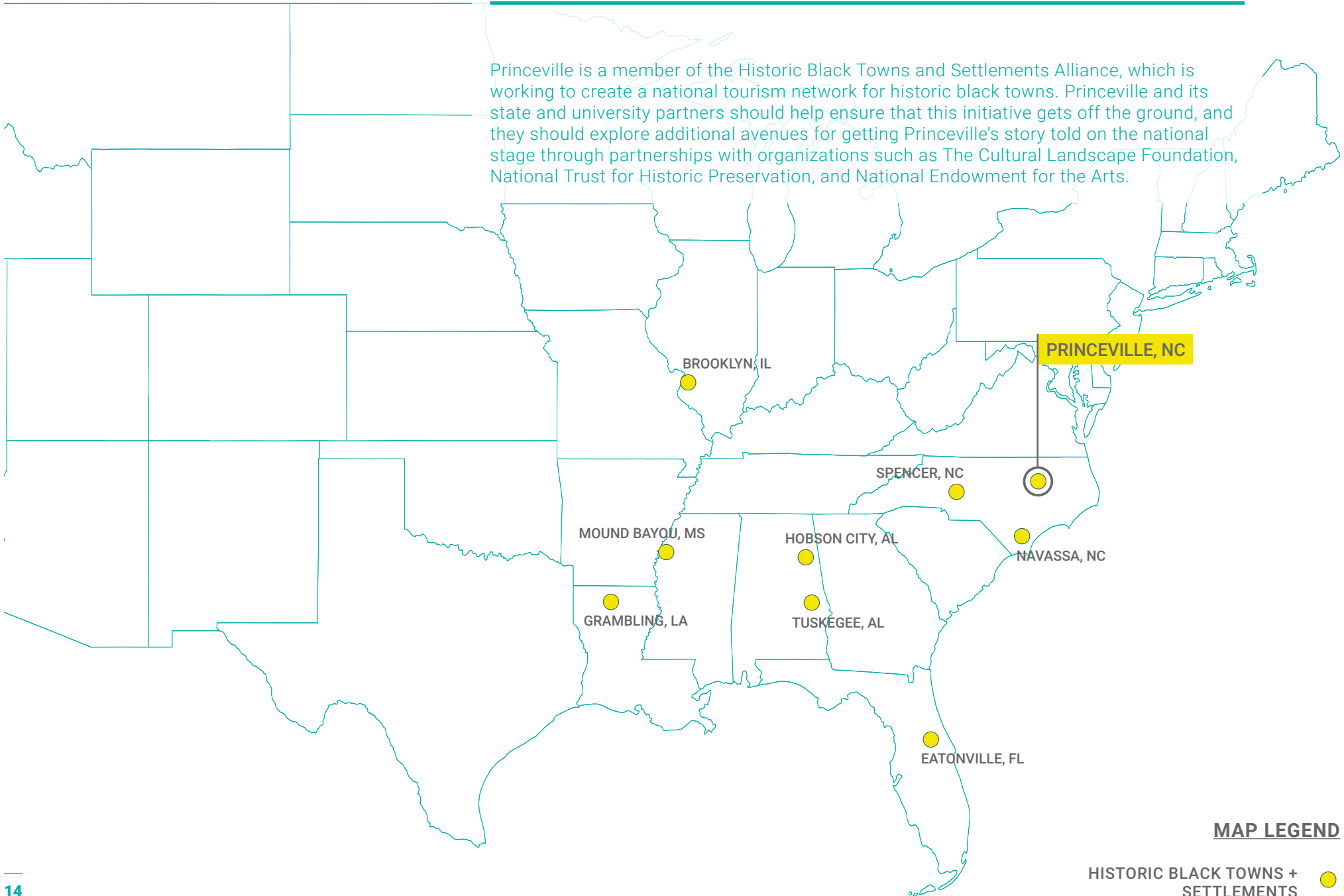
NORTH CAROLINA

Princeville is uniquely situated at the intersection of an existing river trail and multiple significant histories. The town should actively work with the Sound Rivers non-profit and the North Carolina Department of Natural and Cultural Resources to ensure they are equipped to promote Princeville in their materials. The town should also explore a partnership with the state and with non-profit cultural institutions to highlight Princeville's place within the historic 'Black Second' congressional district, an important and under-recognized piece of state and national history.



UNITED STATES

Princeville is a member of the Historic Black Towns and Settlements Alliance, which is working to create a national tourism network for historic black towns. Princeville and its state and university partners should help ensure that this initiative gets off the ground, and they should explore additional avenues for getting Princeville's story told on the national stage through partnerships with organizations such as The Cultural Landscape Foundation, National Trust for Historic Preservation, and National Endowment for the Arts.



MAP LEGEND

HISTORIC BLACK TOWNS +
SETTLEMENTS



PRINCEVILLE PLACES + TRAILS

The Town of Princeville contains a multitude of places with historic and cultural meaning, most of them currently unmarked. For residents and visitors with no knowledge of their significance, these places often fade into the background. The effect is that Princeville's rich and unique cultural landscape is virtually invisible to passersby.

This section maps those places of significance and proposes a series of trails to connect them to one another. Princeville's existing landscape is full of important places that with simple improvements could form the foundation of Princeville's future as a cultural and recreational destination.

PLACES

This report defines places of significance as buildings and landscapes that have stories to tell about the daily life—past and present—of the oldest incorporated black town in America. This includes current institutions, such as Town Hall and the elementary school. It includes buildings of historic significance, such as Mount Zion, the museum, and the Wooten house. And it includes landscapes that have the potential through design and storytelling to evoke Princeville's past.



MOUNT ZION PRIMITIVE BAPTIST CHURCH



T&T GROCERY SITE



FREEDOM HILL



TAR RIVER BAPTISMAL SITE



PRINCEVILLE MUSEUM



PRINCEVILLE COMMUNITY CEMETERY



PUBLIC FISHING POND + PIER



RIVERFRONT PARK



SHILOH LANDING



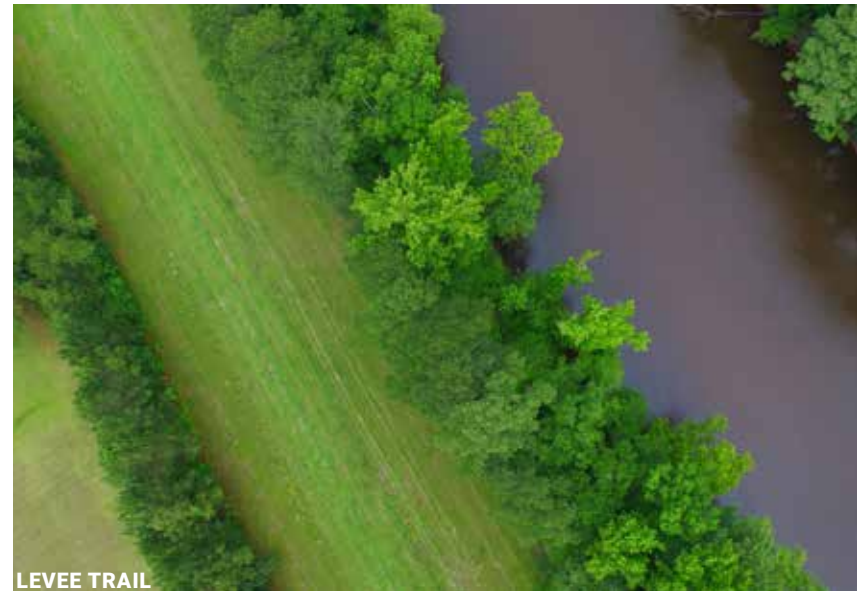
LEVEE TRAIL

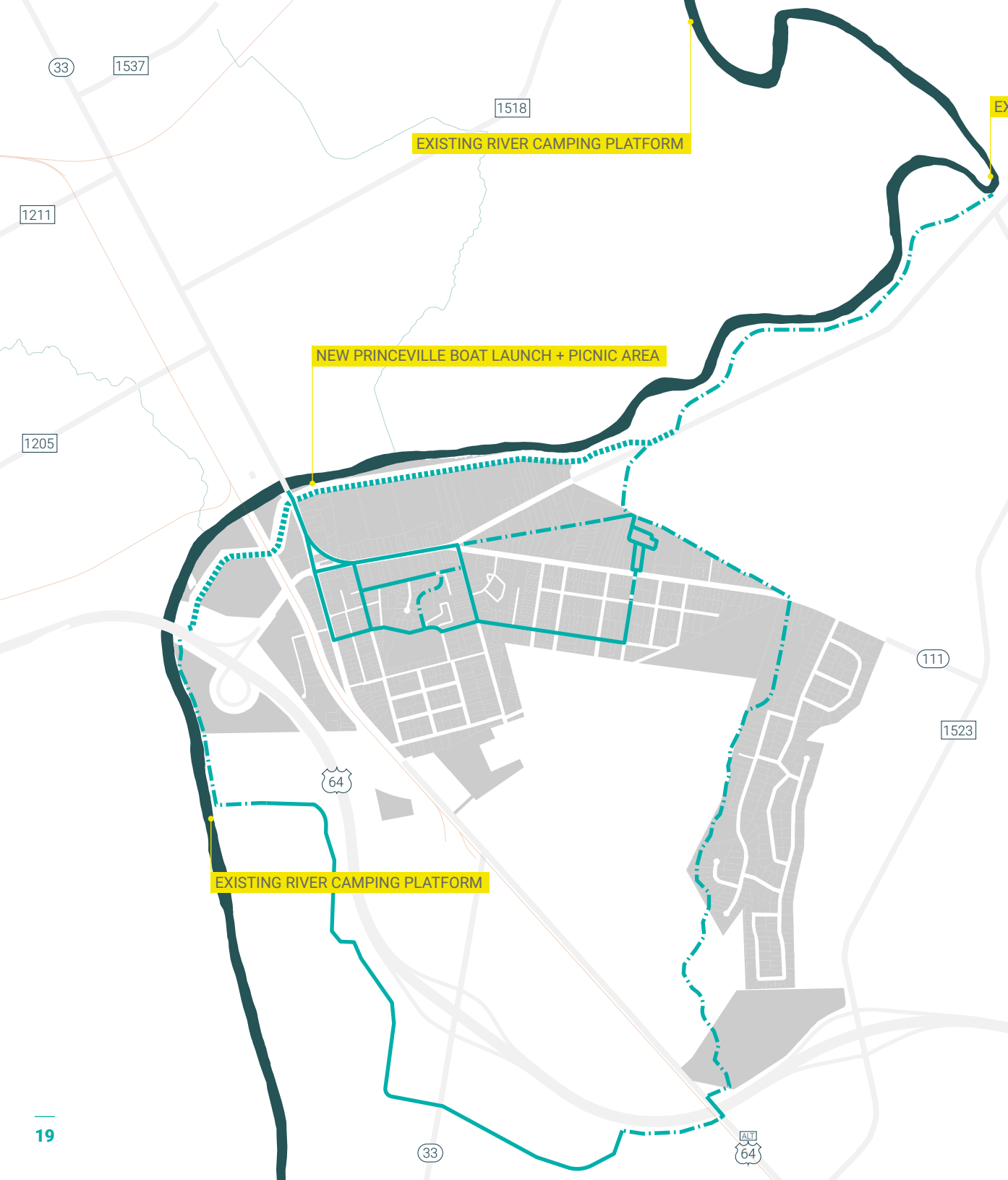


PRINCEVILLE ELEMENTARY SCHOOL

TRAILS

Trails can guide visitors through Princeville's places of significance, connect people to daily destinations from Town Hall to the new fire station, and create new opportunities for health and recreation. Studies by the Trust for Public Land and other organizations also suggest that trails and greenways could be good for Princeville's economy: Trail systems tend to generate local revenue, create local tourism jobs, and have a positive impact on local property values.

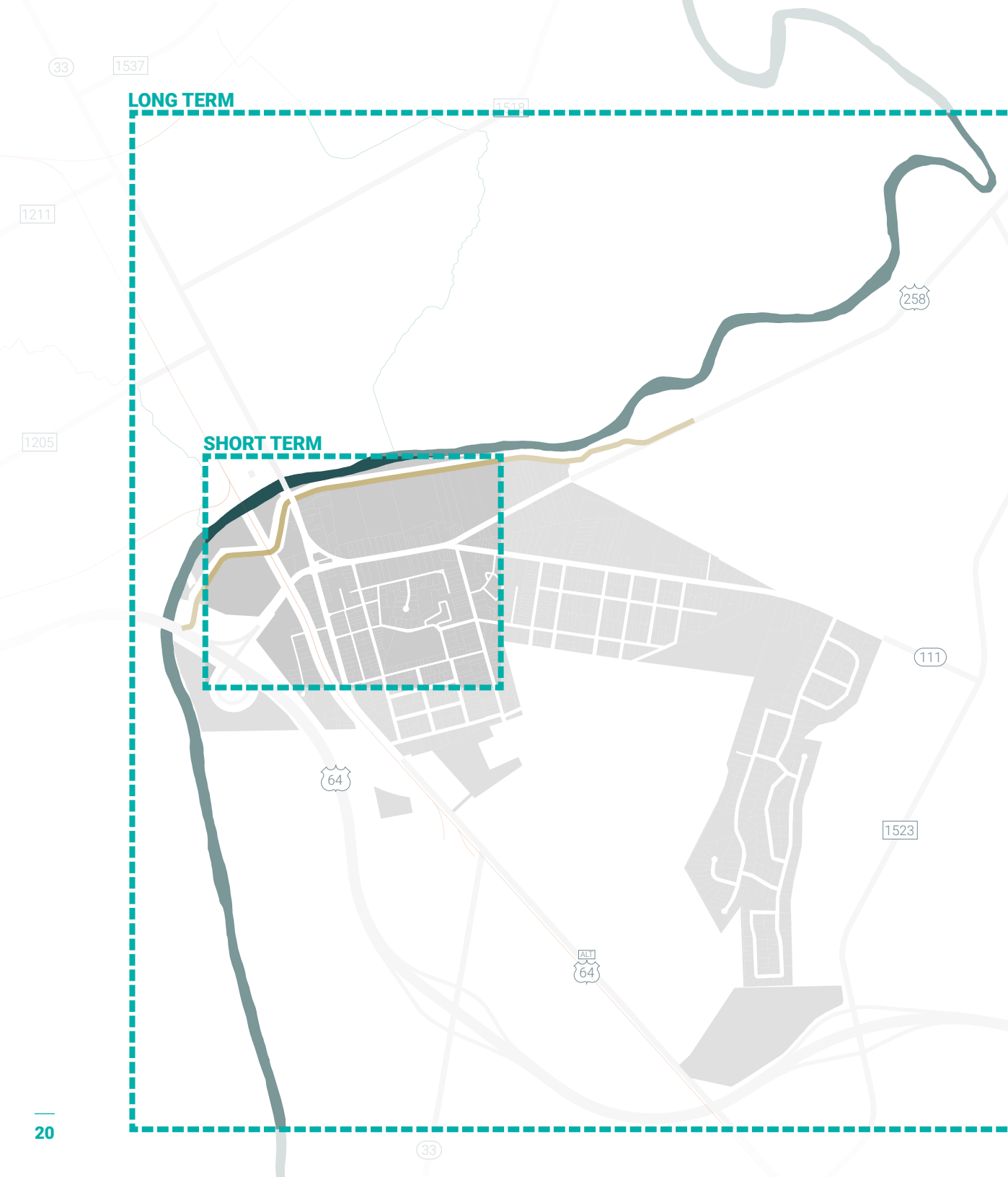




TRAILS OF GREATER PRINCEVILLE

This report proposes three kinds of trails: (1) trails that follow existing roads or sidewalks, (2) existing levee trails, and (3) new greenway trails that make use of vacant land and cultural and ecological corridors. The Tar River around Princeville is part of the Tar-Pamlico Water Trail, with existing boat launches and camping platforms outside of Princeville. The new and existing greenways shown here and on following pages can build connections into Princeville for users of this larger regional system, in addition to providing daily benefit for Princeville residents.

- EXISTING ROADS + SIDEWALKS
- EXISTING LEVEE TRAIL
- NEW GREENWAY TRAILS
- TAR RIVER / EXISTING TAR-PAMLICO WATER TRAIL

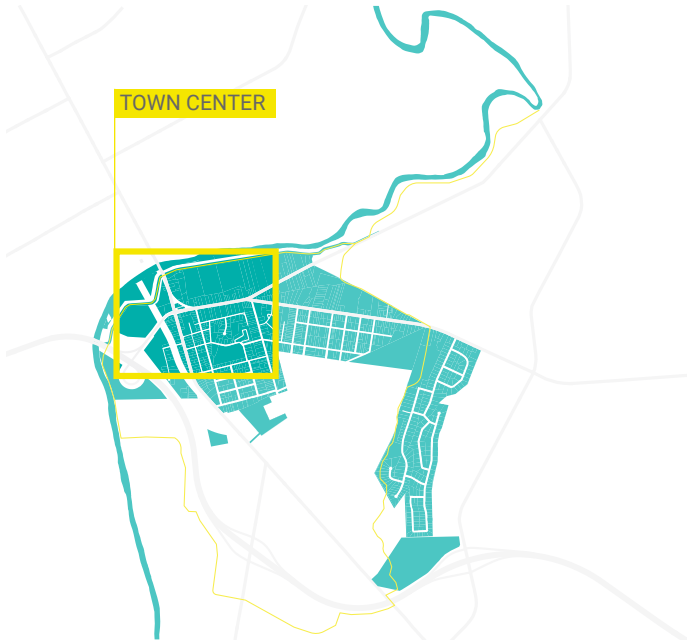


PRINCEVILLE PLACES + TRAILS

The following pages map places of significance and proposed trails, organizing proposals by what is considered achievable in the short and long term.

Short-term design proposals focus on Princeville's historic town center.

Long-term proposals build on short-term ideas for the town center and also connect north to Shiloh Landing, east to the 53 acres, and south to existing fishing and recreation sites.



TOWN CENTER / SHORT TERM

Princeville's earliest development emanated from Freedom Hill, stretching north to the Tar River, east along Mutual Boulevard, and south along Main Street. A short-term heritage trail that makes use of existing roads and sidewalks could explore this early history and bring it to life through simple signage and imagery.

The proposed one-mile loop (pictured on the following page) is short and simple but offers a window into Princeville's past. Through storytelling and archival photos, trail users could imagine Princeville histories from the individual—Abraham Wooten's journey from his home on Mutual Boulevard to his pulpit on Church Street—to the communal—decades' worth of community processions to the Tar River baptismal site or of daily walks to the historic Princeville Graded School. Bridgers Food Store—itself an institution—could act as a trailhead, with refreshments, restrooms, and brochures.

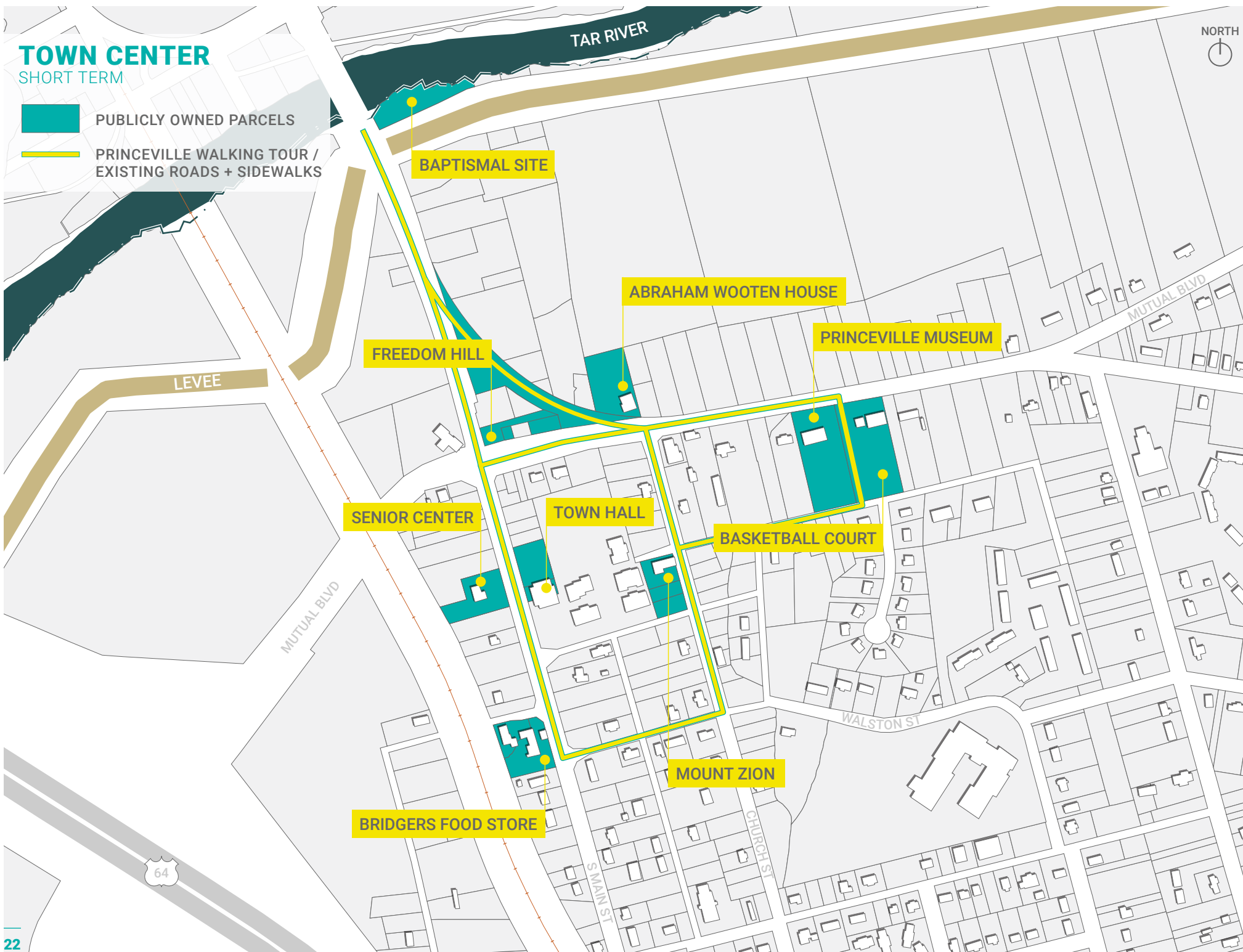
IDEAS + RESOURCES

- [page 46](#) Examples of affordable and easily installed short-term signage.
- [page 50](#) Tree varieties that are culturally and ecologically appropriate for Princeville and that could offer shade along the walking trail.
- [page 77](#) Online map of Princeville with markers showing archival photos of former homes and businesses.
- Reactions from out-of-town teenagers who walked this proposed trail in June 2018 and offered ideas and feedback.

TOWN CENTER

SHORT TERM

-  PUBLICLY OWNED PARCELS
-  PRINCEVILLE WALKING TOUR / EXISTING ROADS + SIDEWALKS





BASKETBALL COURTS

PRINCEVILLE MUSEUM

WOOTEN HOUSE

MOUNT ZION

FREEDOM HILL

TOWN HALL

SENIOR CENTER

BRIDGERS FOOD STORE

SUGGS ST.

WALSTON ST.

MUTUAL BLVD.

CHURCH ST.

MAIN ST.

U.S. 64

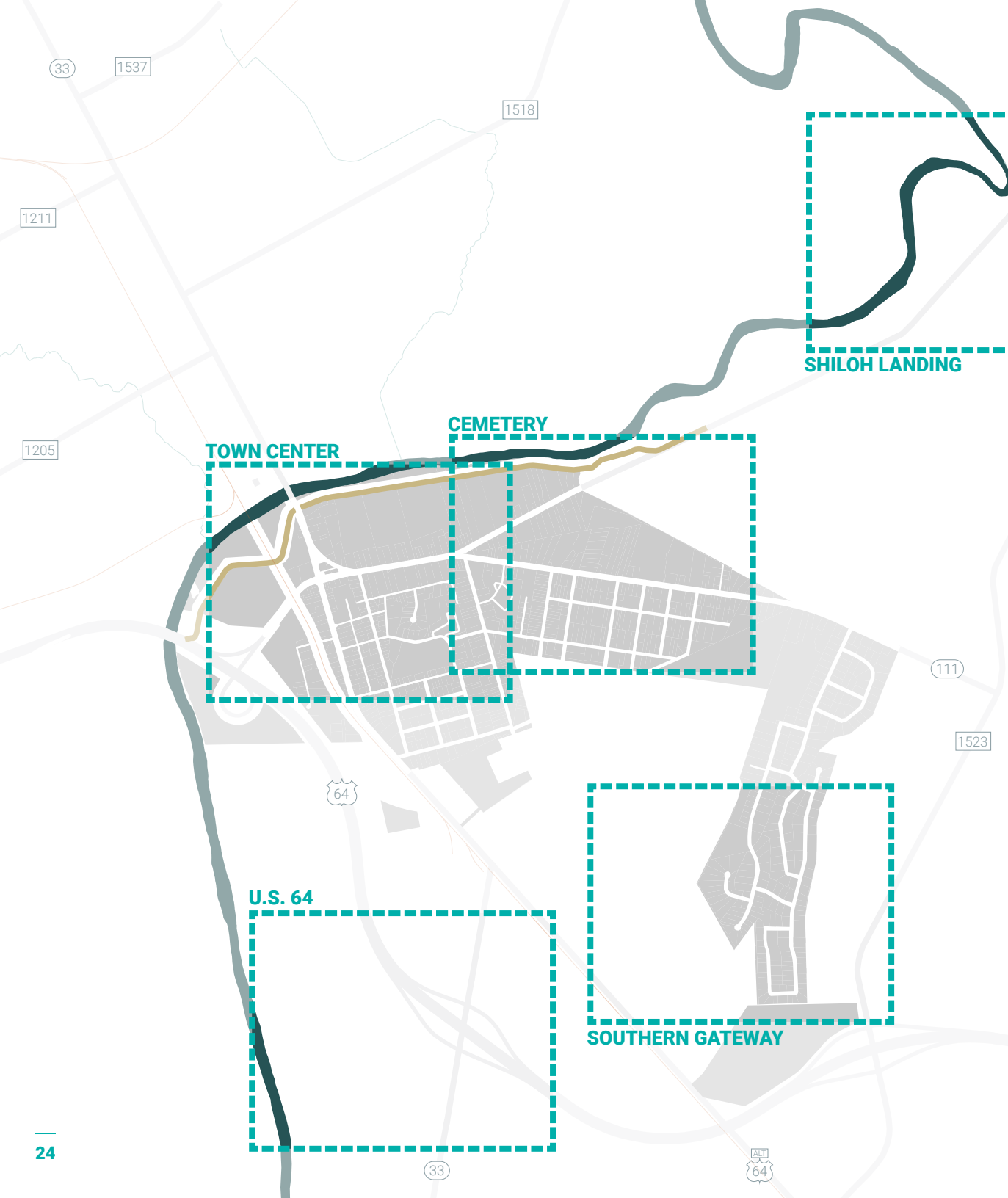
POWELL PARK

TRAIL LEGEND

— EXISTING ROADS + SIDEWALKS



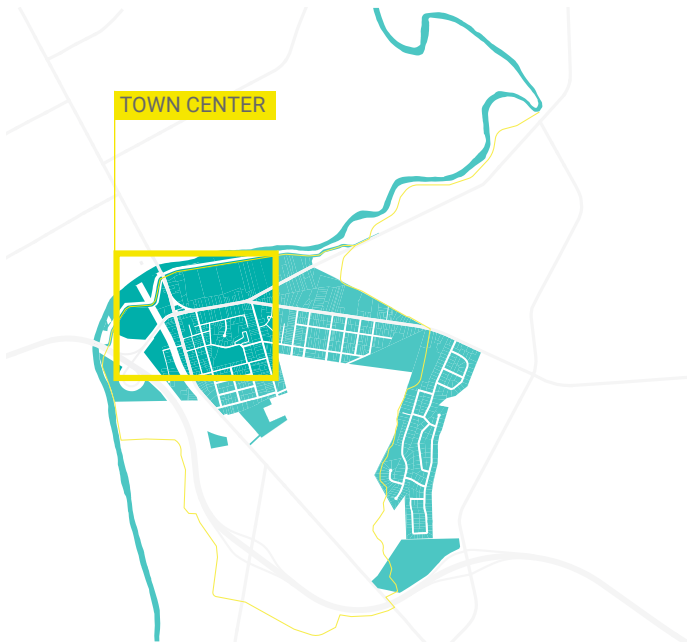
TO BAPTISMAL SITE + TARBORO



LONG-TERM PLACES + TRAILS

In the long term, the Town of Princeville has the opportunity to create a series of nested trails that improve circulation across town while promoting heritage tourism, recreation, and ecological education.

The following pages mark places of significance in each of the highlighted focus areas, along with how they could be connected to one another by way of new trails and existing roads and sidewalks. Also highlighted are under-utilized publicly owned parcels, along with parcels that if acquired could create significant new opportunities for connection, recreation, or commemoration.



TOWN CENTER / LONG TERM

There is enormous long-term potential in Princeville's historic town center for places and trails that celebrate history and promote gathering, recreation, and education. These recommendations should build upon lessons learned during the short-term implementation of the Princeville Walking Tour shown on [page 22](#). Similarly, proposed gathering spaces—some of which should be flexible enough to accommodate tents, stages, and electricity for large events—should be designed according to observations and lessons learned from existing town events such as the Princeville Cultural Gala and the Princeville Day of Hope.

The plan on [page 27](#) proposes an improved and expanded Princeville park system, including a new wetland state park on publicly owned land just south of the levee and north of U.S. 64, and an expanded Powell Park that allows for new wetland trails and recreational access from the Wooten House to the river. It calls for public acquisition of all Freedom Hill parcels, to ensure the site's long-term use as a sacred and commemorative place. The plan also calls for the acquisition of the T&T Grocery parcels, to create at the eastern end of Mutual Boulevard a Princeville gateway and gathering space.

The plan highlights Princeville's existing institutions and the public parcels that could be put to better use in creating gathering and commemorative spaces around them. The town should see the demolition of the apartments behind Town Hall as an opportunity to create new open space and a connection to Mount Zion and Church Street. The demolition of the fire station is an opportunity to create gathering space adjacent to the Princeville Museum and new connections to the existing basketball court and Suggs Street.

(continued on next page)

Princeville Elementary School and the publicly owned parcels that surround it offer a compelling opportunity to create a series of rain gardens and trails with lessons about local history and ecology. These could become gathering and recreational spaces for the community in addition to educational spaces for children.

Princeville's publicly owned vacant parcels are also highlighted on the plan. Research has shown that transforming vacant lots into spaces that appear cared-for can have a significant positive impact on the mental health and wellbeing of nearby residents. Princeville should partner with the county and with Conetoe Family Life Center, among others, to build projects that demonstrate—through urban agriculture and other uses—the huge productive, social, and educational potential of Princeville's vacant lots. This alone would bring new life and vitality to the town center, and it could spur new productive activity on nearby vacant lots.

IDEAS + RESOURCES

[page 74](#)

A link to a field guide created in Detroit to help communities transform their vacant lots through projects that meet local needs, capacity, and budget.

[page 75](#)

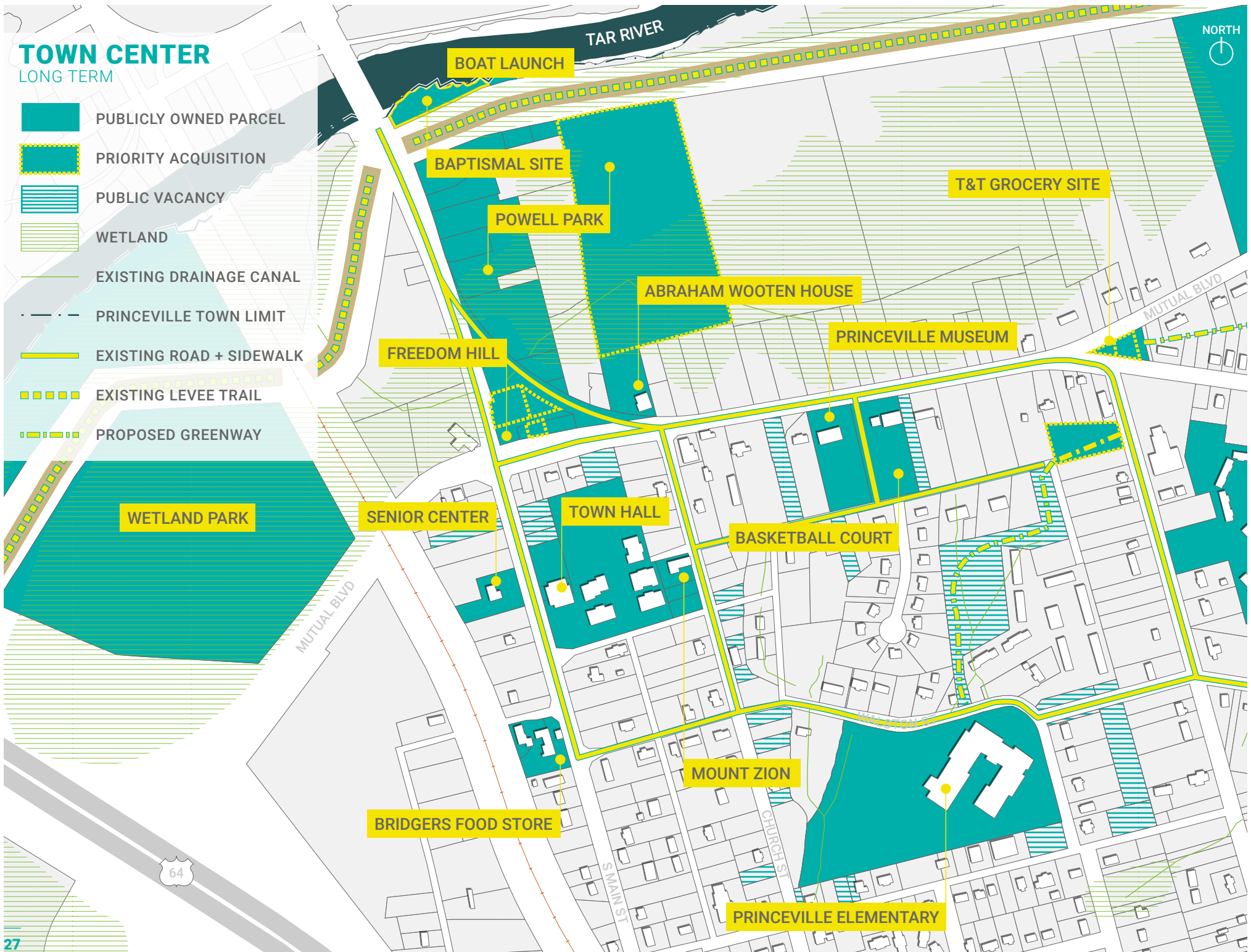
Plans and drawings that show what it might look like to have a wetland park on the public land between U.S. 64, the levee, and the railroad.

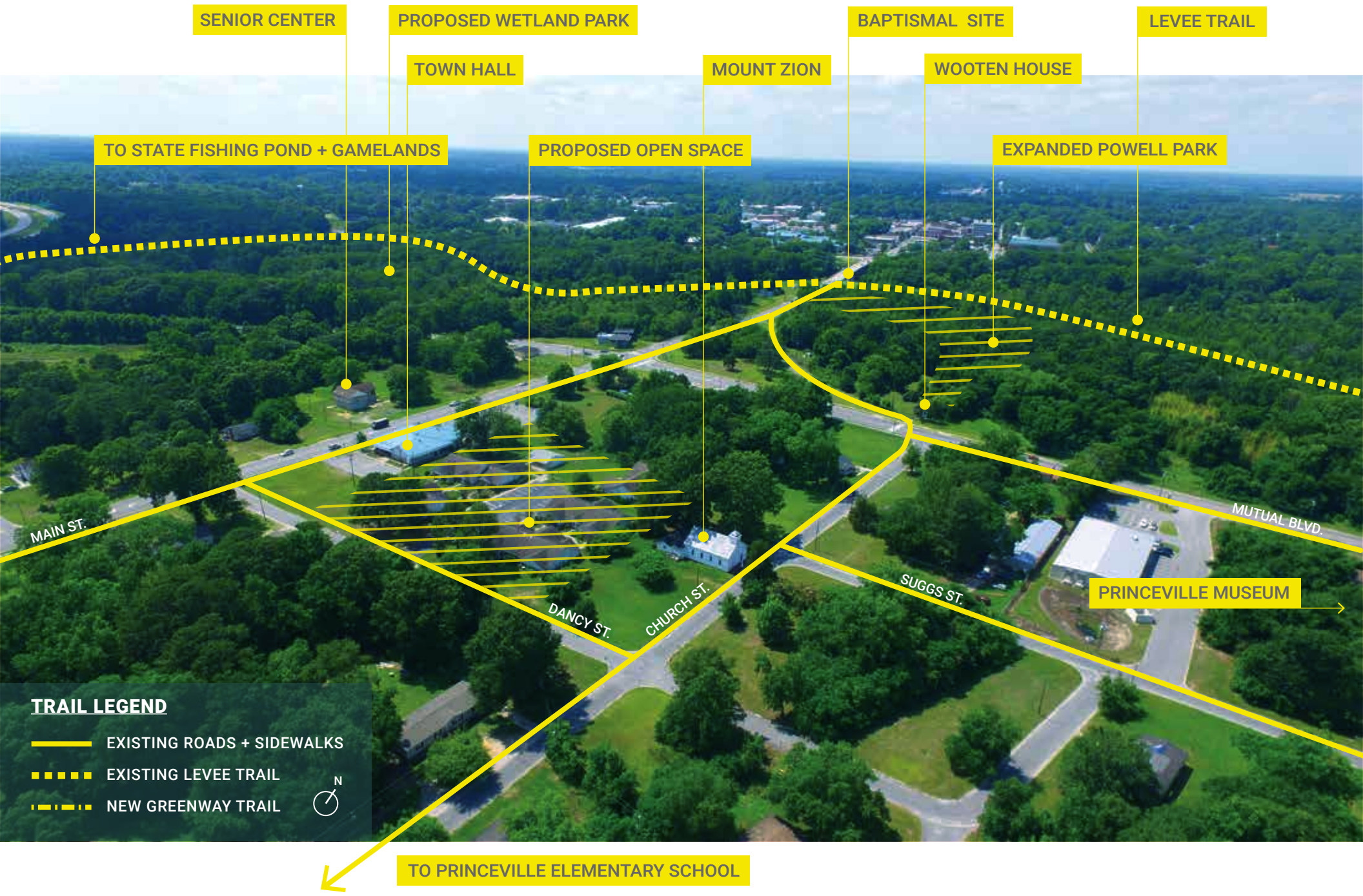
A creative dock design that would allow people to access the river and new recreation opportunities from Powell Park and the Wooten House.

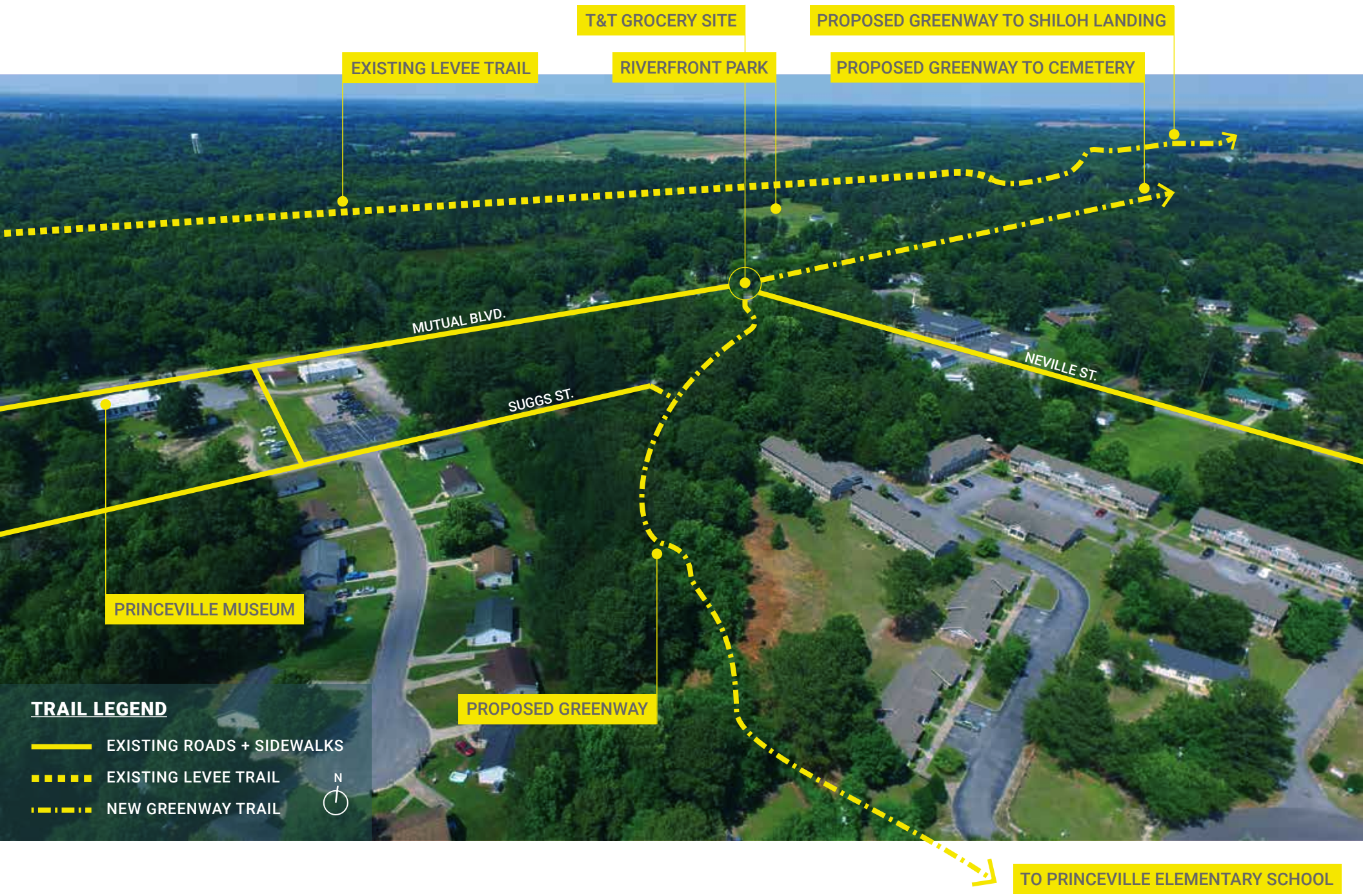
TOWN CENTER

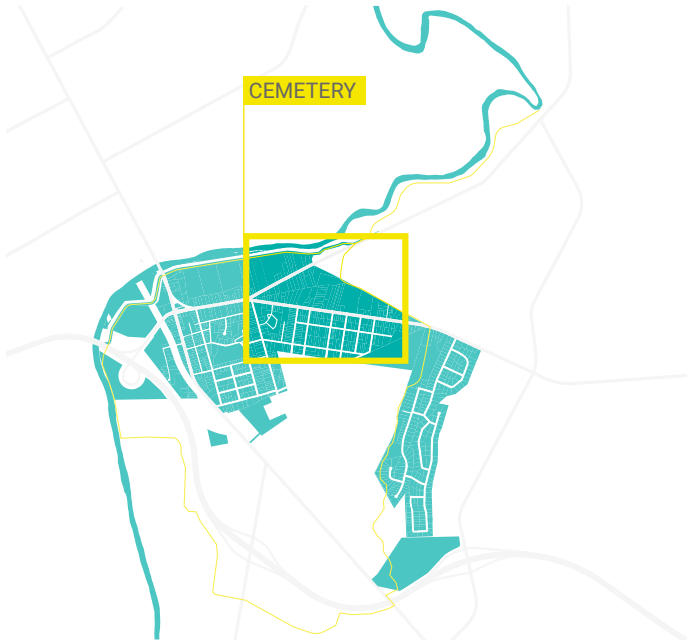
LONG TERM

-  PUBLICLY OWNED PARCEL
-  PRIORITY ACQUISITION
-  PUBLIC VACANCY
-  WETLAND
-  EXISTING DRAINAGE CANAL
-  PRINCEVILLE TOWN LIMIT
-  EXISTING ROAD + SIDEWALK
-  EXISTING LEVEE TRAIL
-  PROPOSED GREENWAY







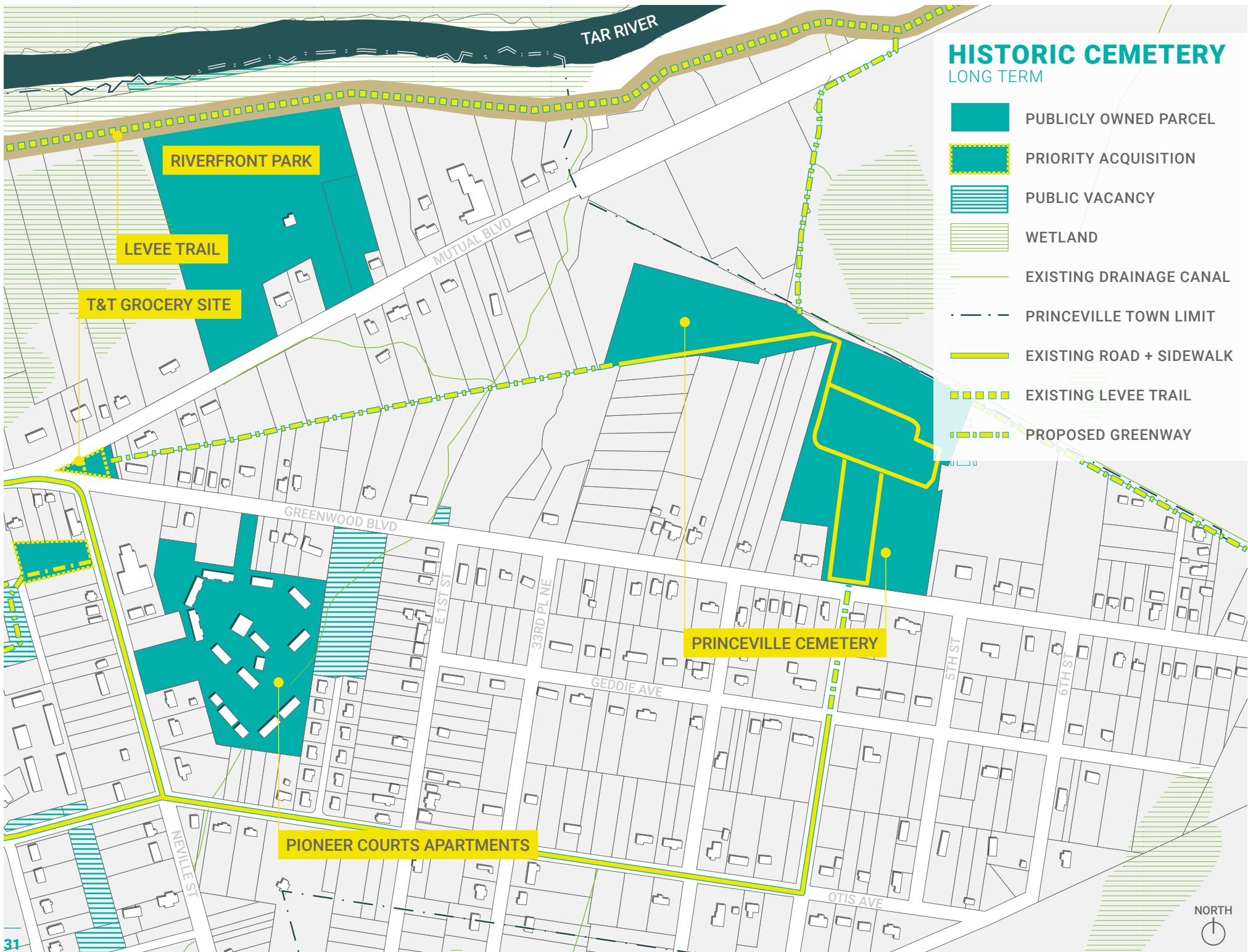


HISTORIC CEMETERY / LONG TERM

The Princeville Community Cemetery is a national historical treasure and a cherished burial place. The Town of Princeville has many options for the long-term clean-up and restoration of the cemetery, all of which would require sustained volunteer work and leadership. There are also opportunities in the cemetery for the design of commemorative spaces and pathways. This report does not address the cemetery itself, but the plan on the following page illustrates how new trails could forge stronger connections to this important community asset.

Shown to the west of the cemetery, cutting toward the proposed T&T Grocery gateway park, is a trail that would follow the path of a former Princeville road. To the east from the cemetery is another proposed trail that would allow users to avoid much of Greenwood Boulevard in getting from the cemetery to Southern Terrace. Both trails would require easements from property owners.

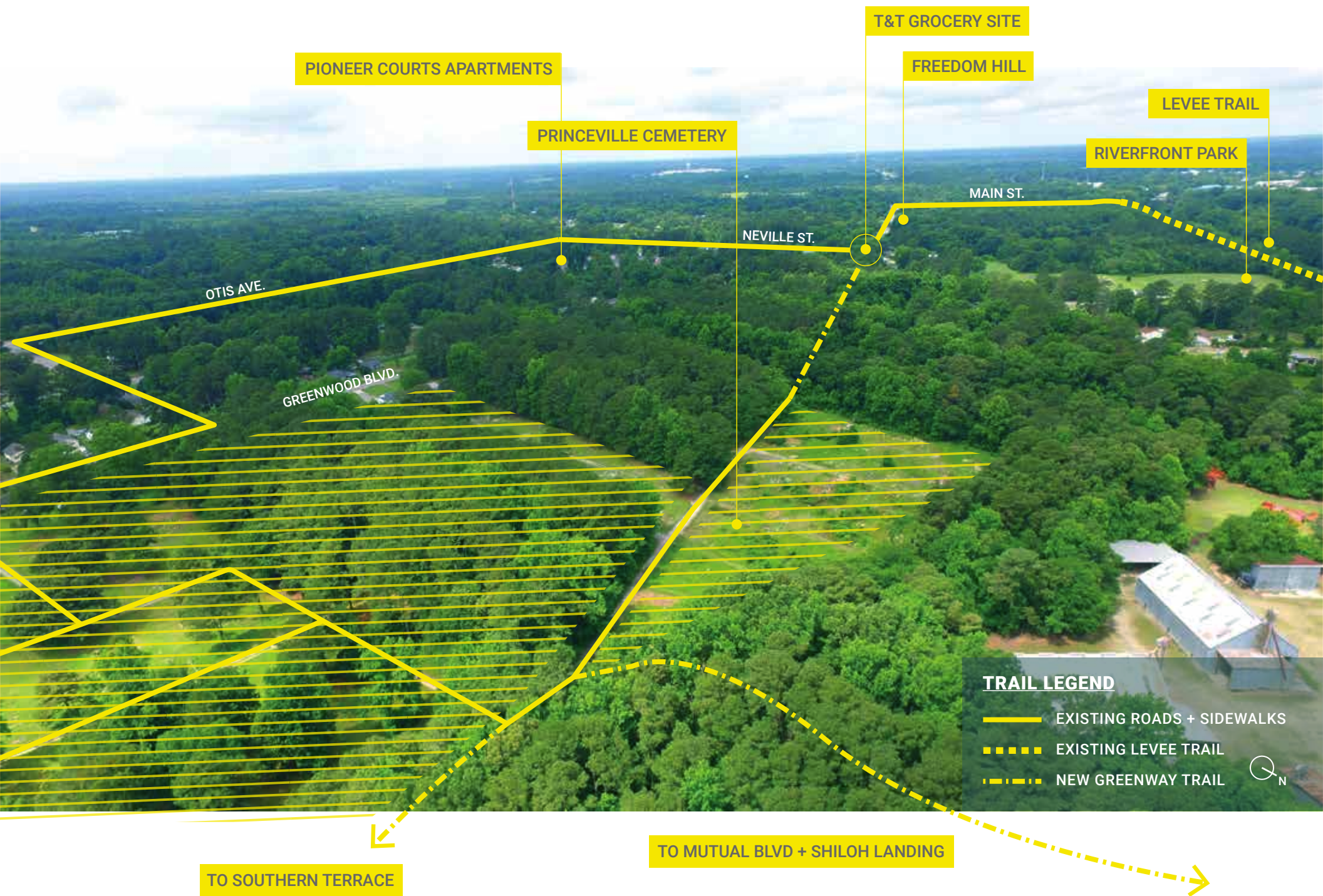
The plan also shows the existing levee trail and proposed new connections to Shiloh Landing. Riverfront Park is also highlighted and, with repairs and improvements, would be a midpoint along the proposed park system stretching from the wetland park to Powell Park to Shiloh Landing.



HISTORIC CEMETERY

LONG TERM

- PUBLICLY OWNED PARCEL
- PRIORITY ACQUISITION
- PUBLIC VACANCY
- WETLAND
- EXISTING DRAINAGE CANAL
- PRINCEVILLE TOWN LIMIT
- EXISTING ROAD + SIDEWALK
- EXISTING LEVEE TRAIL
- PROPOSED GREENWAY



A map showing the Shiloh Landing area. A yellow box highlights a specific section of the Tar River, labeled 'SHILOH LANDING'. The map includes a grid of streets and a blue area representing the river or wetland.

SHILOH LANDING

SHILOH LANDING / LONG TERM

Shiloh Landing lies outside the town limits but holds an important place within the Princeville cultural landscape. The site, located at a sharp bend in the Tar River that allowed steamboat access, is believed to have been a point of delivery for enslaved people who would have been marched into Tarboro and sold into the brutal working conditions that defined eastern North Carolina's lucrative slave economy. There are families in Princeville today who trace their own Edgecombe County lineage to Shiloh Landing by way of the slave trade. The Town of Princeville should work with the county and state to build better connections to the site and to develop it as a commemorative—in addition to recreational—space.

The plan on the following page illustrates how long-term parcel acquisitions could allow for the creation of off-road wetland trail access to Shiloh Landing from the existing levee trail. It also illustrates the potential for greater connections to county-owned land across U.S. 258 and to the trails already developed by the Edgecombe County-based North Carolina Cooperative Extension Service.

IDEAS + RESOURCES

[page 76](#)

Multiple ideas from architecture students for the construction of plazas, pavilions, and bridge structures that could commemorate the history of Shiloh Landing.

[page 77](#)

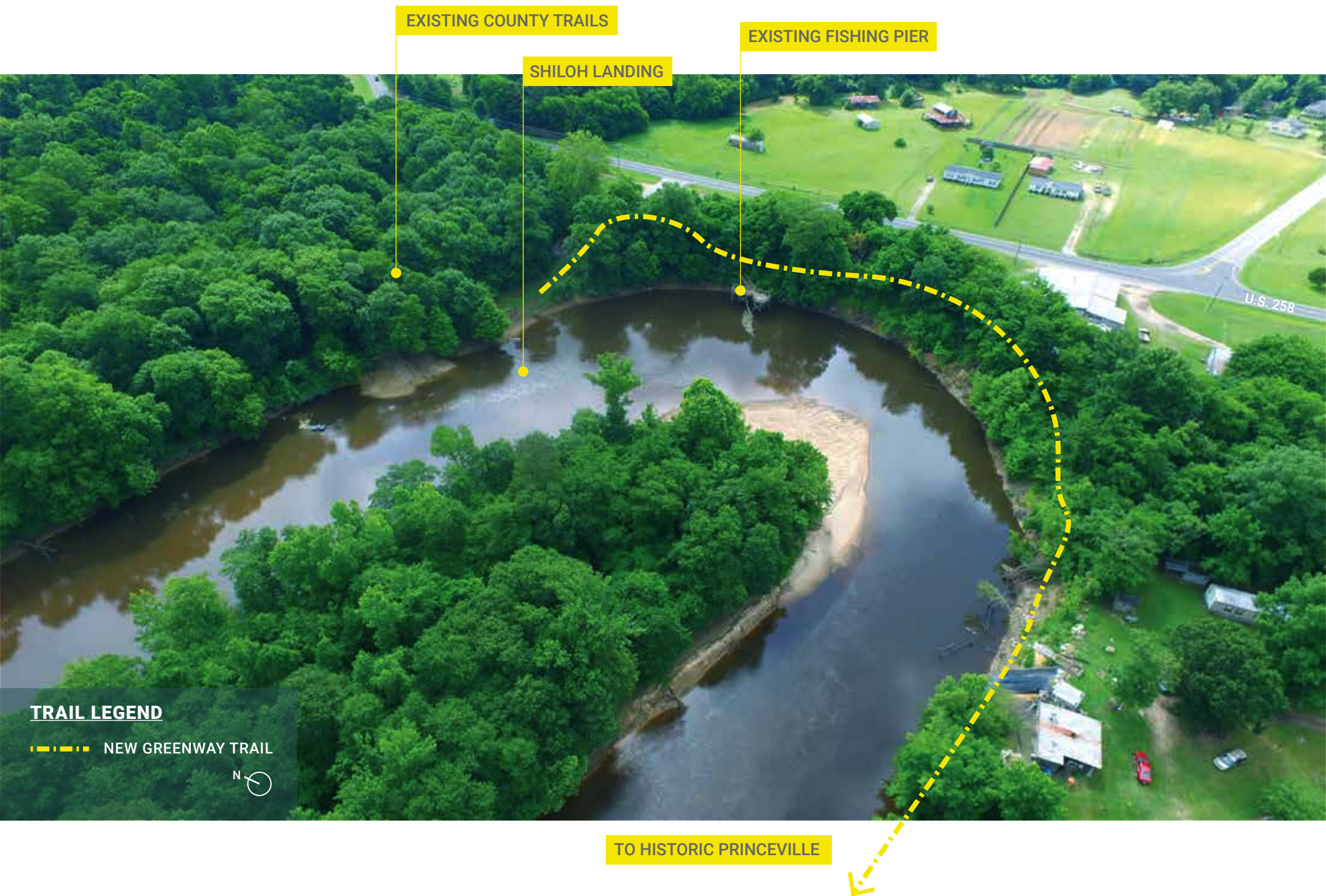
More information about potential parcel acquisitions for new trails.

SHILOH LANDING

LONG TERM

-  PUBLICLY OWNED PARCEL
-  PRIORITY ACQUISITION
-  WETLAND
-  PROPOSED GREENWAY

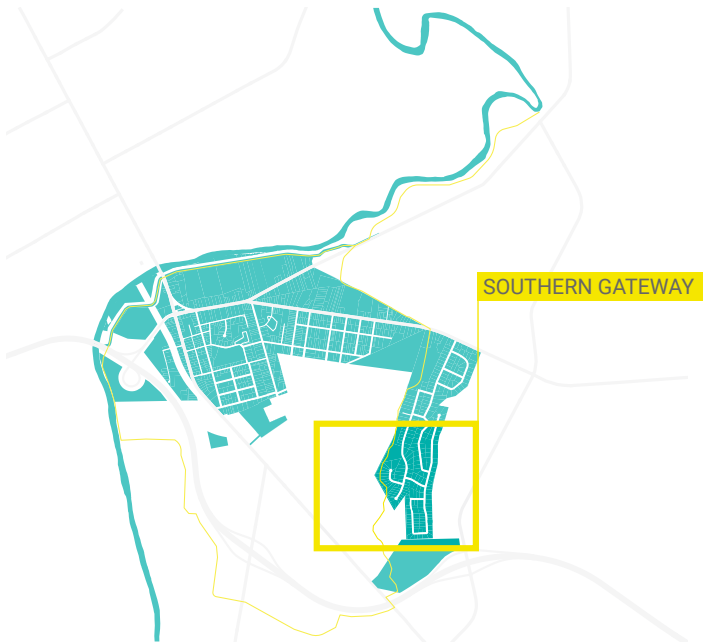




TRAIL LEGEND

— NEW GREENWAY TRAIL





SOUTHERN GATEWAY / LONG TERM

At the August 2017 Princeville design workshop, one group of designers and planners focused almost exclusively on generating ideas for the development of the 53-acre parcel—since purchased by the state and annexed by Princeville—that was meant to give the town new options for development outside the floodplain. A key part of those plans was the consideration of how to connect the parcel to Princeville itself, namely to Southern Terrace directly to the parcel’s north and to the town center more than a mile to the northwest.

The plan on the following page illustrates possible trail connections. Southern Terrace residents expressed reluctance about a direct road connection to the 53-acre parcel, so the focus here is on new, off-road pedestrian trails. The parcels labeled “Southern Terrace Trailhead” are publicly owned buy-out parcels that could host a neighborhood park and act as a trail gateway. Connections would require the acquisition of several parcels and easements, to allow trail access to Southern Terrace from the 53-acre parcel to the south and from Greenwood Boulevard and the cemetery to the north. These connections would also serve to close a larger loop that could entirely surround the Town of Princeville while building trail connections to Shiloh Landing and to the state-owned recreational lands south of U.S. 64.

IDEAS + RESOURCES

[page 74](#)







Summary documents from the August 2017 design workshop, including schematic plans for development of the 53 acres and ideas for connections between the site and Princeville’s town center.

[page 76](#)

A proposed design for a fire station that could act as a beacon on the 53-acre site.

SOUTHERN GATEWAY

LONG TERM

-  PUBLICLY OWNED PARCEL
-  PRIORITY ACQUISITION
-  WETLAND
-  EXISTING DRAINAGE CANAL
-  PRINCEVILLE TOWN LIMIT
-  PROPOSED GREENWAY

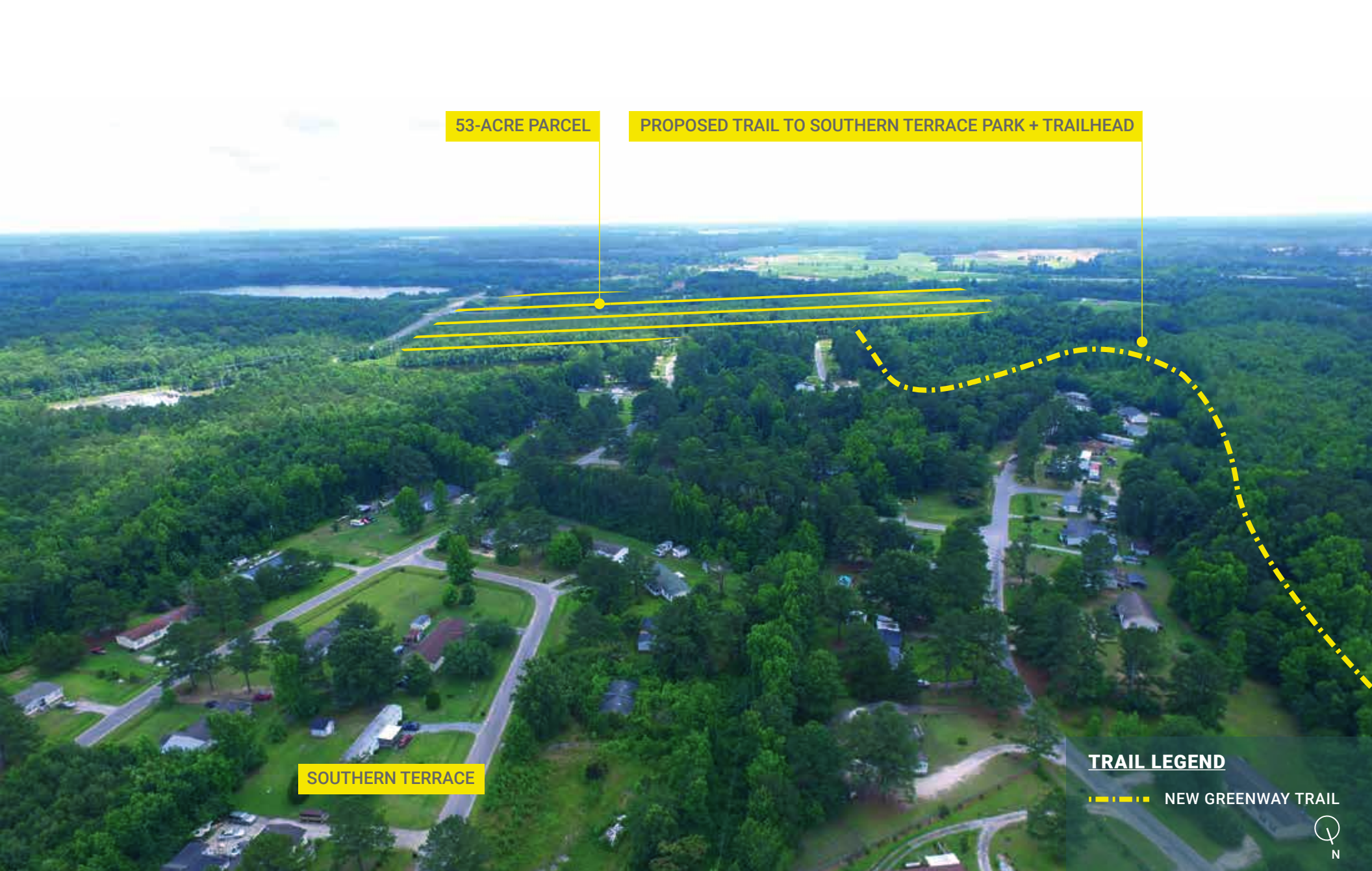
SOUTHERN TERRACE PARK + TRAILHEAD

GREATER PRINCEVILLE TRAIL CONNECTIONS

53 ACRES







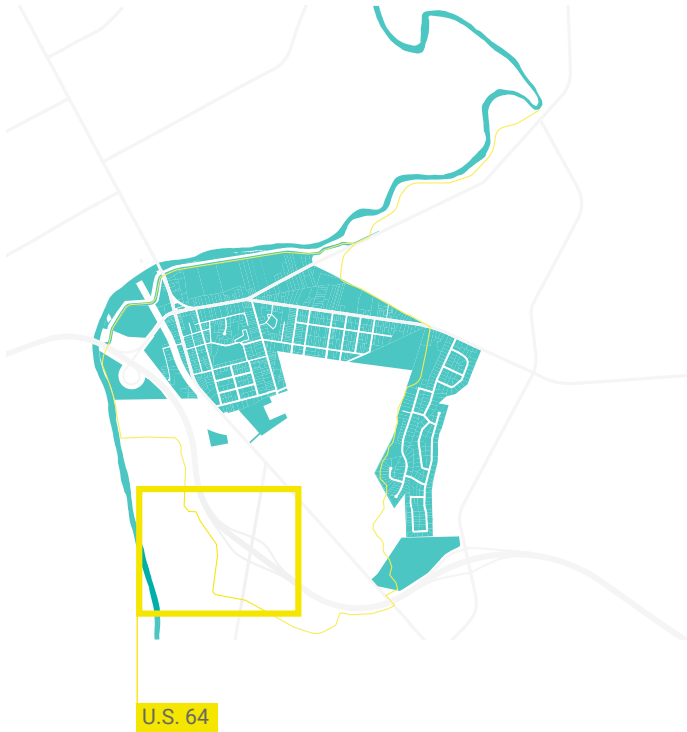
53-ACRE PARCEL

PROPOSED TRAIL TO SOUTHERN TERRACE PARK + TRAILHEAD

SOUTHERN TERRACE

TRAIL LEGEND
--- NEW GREENWAY TRAIL





CROSSING U.S. 64 / LONG TERM

South of Princeville across U.S. 64 are a series of state-owned recreation and conservation properties that could be accessible to Princeville residents by way of the extended levee trail to the north and, to the south, a new proposed trail that would connect to the 53-acre parcel along Main Street.

The plan on the following page shows a portion of this proposed trail south of U.S. 64. Trails around the public fishing pond and the permit-only gamelands are existing and would connect to existing neighborhood roads before crossing N.C. 33 onto a newly marked trail on county property. That trail would continue east to Main Street before crossing under the U.S. 64 overpass to meet the entrance to the 53-acre parcel.

This trail leg south of the interstate would complete the Greater Princeville loop. See page 40 for the full trail map.






IDEAS + RESOURCES

[page 77](#)

An analysis of easements and acquisitions that would be necessary to realize the full seven-mile trail system.

CROSSING U.S. 64

LONG TERM

-  PUBLICLY OWNED PARCEL
-  PUBLIC VACANCY
-  WETLAND
-  EXISTING DRAINAGE CANAL
-  EXISTING ROAD + SIDEWALK

EXISTING STATE GAMELANDS

EXISTING FISHING POND + PIER

COUNTY BUY-OUT PARCELS

GREATER PRINCEVILLE TRAIL CONNECTIONS

TAR RIVER

JENKINS ST

DOWENS ST

BOGEY ST

RIDGEWOOD RD

64

33



PROPOSED GREENWAY TO LEVEE TRAIL

PRINCEVILLE TOWN CENTER

EXISTING FISHING PIER

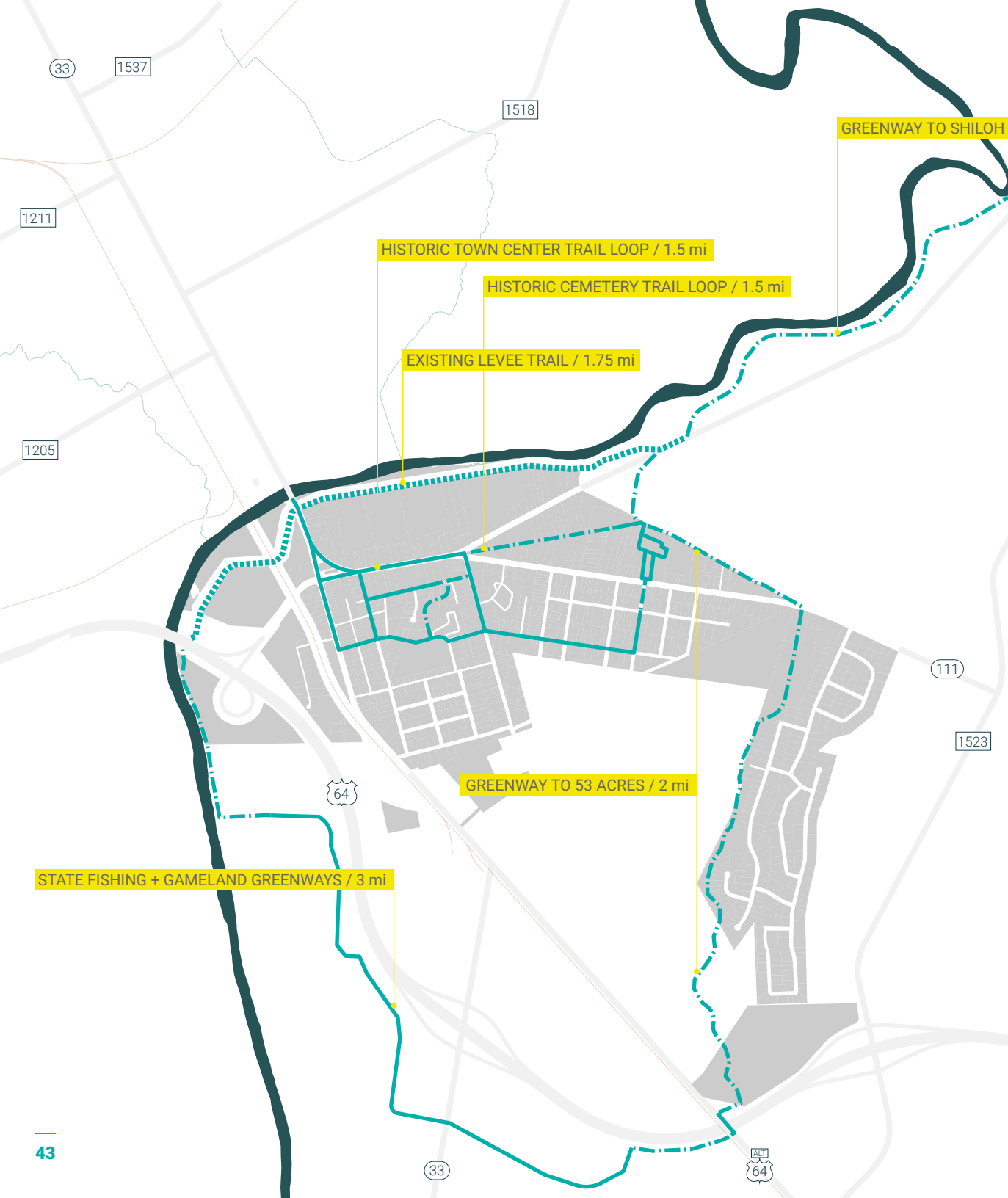
EXISTING FISHING POND

TRAIL LEGEND

- EXISTING ROADS + SIDEWALKS
- NEW GREENWAY TRAIL



TO COUNTY-OWNED BUYOUT PARCELS



TRAILS OF GREATER PRINCEVILLE

Almost 60% of the trails shown on previous pages use existing public infrastructure and would require signage, coordination, and maintenance to become a valuable preliminary system. The proposed greenways, which would require significantly more time and funding, would connect those existing pieces while creating new opportunities for exploration of Princeville's existing canals and wetlands. Each new piece of the system could create significant new recreational and economic benefit for Princeville.

- EXISTING ROADS + SIDEWALKS / 5 miles
- EXISTING LEVEE TRAIL / 1.75 miles
- NEW GREENWAY TRAILS / 4.75 miles

PRINCEVILLE EXPERIENCE

Marking places and trails on a map is a good first step. The Town of Princeville and its partners must also consider the quality of experience for people visiting those places and using those trails. This report compiles examples of relatively simple design measures that—if implemented with care and planning—could ensure that the experience of Princeville’s places and trails is comfortable, informative, evocative, or all of the above.

This section explores the potential impact of:

SIGNAGE / [page 45](#)

TREES / [page 48](#)

PUBLIC ART / [page 52](#)

BEAUTIFICATION / [page 55](#)

SIGNAGE

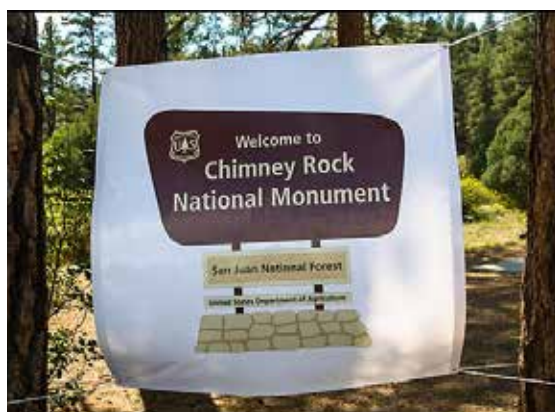
Princeville has no shortage of important places and histories. What it needs is a way to make them visible and bring them to life. Signage is a first step to draw people to Princeville, to let them know they've arrived in a historic place, and to let them in on the storied people and events that have defined Princeville over the past 153 years.

Signage should be considered at multiple scales—from the billboard sign on the interstate, to the welcome sign at the edge of town, to the interpretive sign examined in detail by walkers of the historical trails, to the brochures available for pick-up at the Princeville Museum and local businesses.

Regardless of their size or level of detail, all signs should follow Town of Princeville style guidelines. Like the beautiful but faded wooden signs that currently mark the Princeville Community Cemetery and Mount Zion Primitive Baptist Church, future Princeville signs should use the same colors, logos, and fonts, and similar types of signage should have similar layouts and headings.

SHORT-TERM EXAMPLES

There are a variety of options for short-term signage that is inexpensive to purchase, easy to install, and high-impact in its ability to mark sites and trails for visitors and residents. Without the commitment and expense of more permanent signage, the style, scale, and locations of short-term signage can be adapted to reflect feedback, and its general use and reception can inform the next phase of permanent signage. The example signs featured here identify sites, give directions to nearby attractions, and ultimately encourage the exploration of the places where they are installed.



LONG-TERM EXAMPLES

Long-term signs are more substantial and permanent, but they serve the same purpose as short-term signage by identifying sites and helping visitors navigate the town. Long-term signage should be thoughtfully designed to reflect the character and history of Princeville and to incorporate community ideas and feedback. Its design and placement should reflect lessons learned from the installation of short-term signage. And regardless of size, location, or function, long-term signage should follow a consistent style that is specific to Princeville.



TREES

Princeville is blessed with a tree cover that hints at the town's ecological and human histories, from the hardwoods that define the native bottomland forest to the heritage oaks and pecans that mark former home sites. But there are gaps in the canopy that—if strategically filled—could improve the experience of the town for current and future generations.

For example, on a summer day, the walk along Church Street from Mount Zion to the Wooten house is uncomfortably bright and hot. Shade trees would allow people to walk the street in comfort and to linger at places along the way.

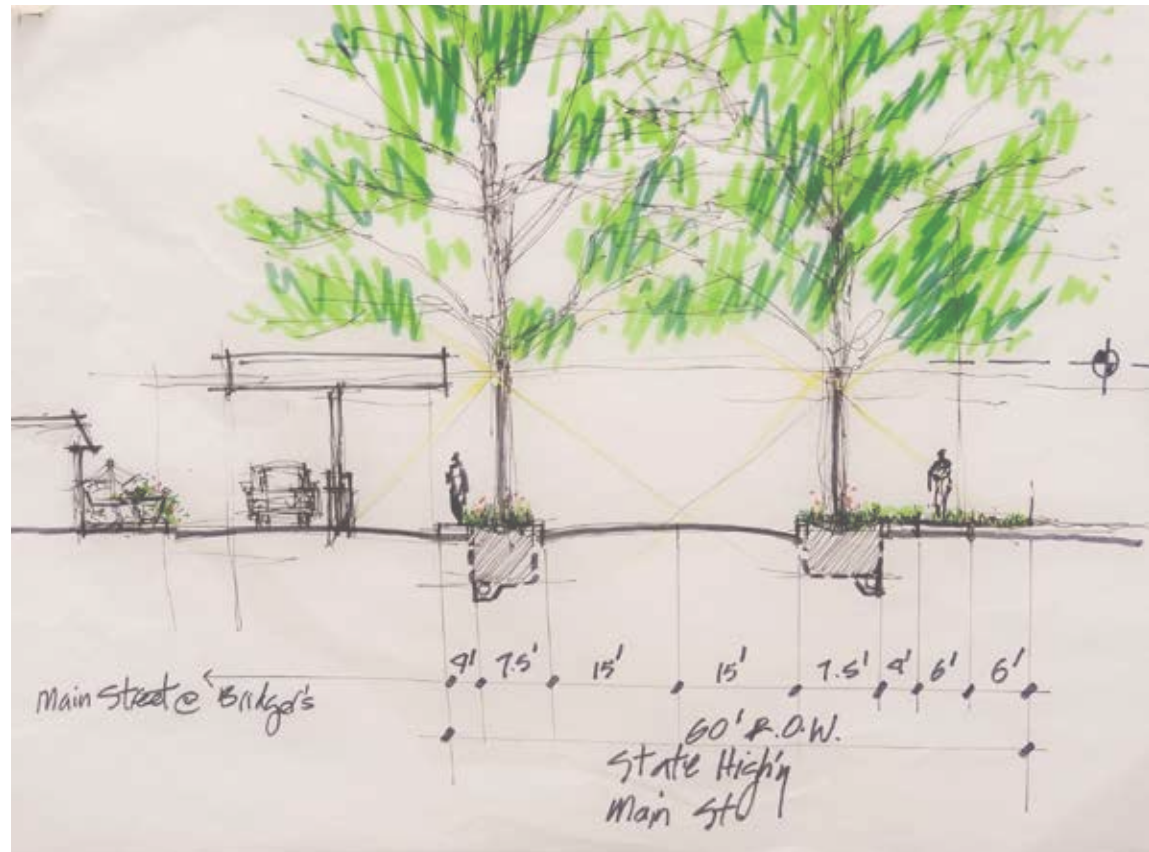
Main Street and Mutual Boulevard are prominent thoroughfares that historically have been home to prominent Princeville businesses, institutions, and residences, yet they currently are unmarked and unwelcoming to pedestrians. Street trees along Main and Mutual would provide much-needed shade and comfort while also establishing a sense of place and entry for people arriving in Princeville.

Trees can also serve programmatic purposes. Baldcypresses planted in the wetland on the edge of the Princeville Elementary School playground could provide shade for children and teachers while also offering lessons about local plant communities and the enormous capacity of trees to absorb rain water. Additionally, the care and management of the town's canopy could offer opportunities for local job training and business development.



TREES FOR PRINCEVILLE

The Town of Princeville should identify the places and streets where tree plantings could have the greatest impact on appearance, stormwater absorption, and human comfort. As opportunities for tree plantings arise in the form of donations of materials and labor, the town and its partners would be ready to take advantage. As a starting point, the following two pages list tree species that would be culturally and ecologically appropriate for Princeville. These trees could offer beauty and ecosystem services for Princeville streets, parks, gateways, and trails.





Overcup Oak / *Quercus lyrata*

USE: arterial street tree, shade tree

HEIGHT / SPREAD: 45-70' / 35-50'

INTEREST: rich yellow-brown leaves in fall

NATIVE TO: N.C. bottomland hardwoods



Willow Oak / *Quercus phellos*

USE: arterial street tree, shade tree

HEIGHT / SPREAD: 40-60' / 30-40'

INTEREST: bright yellow leaves in fall

NATIVE TO: N.C. bottomland hardwoods



Baldcypress / *Taxodium distichum*

USE: arterial street tree, shade tree

HEIGHT / SPREAD: 50-70' / 25'

INTEREST: green needles turn orange in fall

NATIVE TO: N.C. cypress-gum swamps



Shagbark hickory / *Carya ovata*

USE: large shade tree

HEIGHT / SPREAD: 70-90' / 50-70'

INTEREST: yellow leaves and edible nuts in fall

NATIVE TO: N.C. bottomland hardwoods



Red Maple / *Acer rubrum*

USE: shade tree

HEIGHT / SPREAD: 40-70' / 30-50'

INTEREST: bright red leaves in fall

NATIVE TO: N.C. bottomland hardwoods



Sweetgum / *Liquidambar styraciflua*

USE: shade tree

HEIGHT / SPREAD: 60-75' / 40-50'

INTEREST: bright yellow to red leaves in fall

NATIVE TO: N.C. cypress-gum swamps





Serviceberry / *Amelanchier arborea*

USE: flowering tree, sun to part shade

HEIGHT / SPREAD: 15-25' / 15-25'

INTEREST: white spring flowers, summer berries

NATIVE TO: N.C. woodlands and bluffs



Sourwood / *Oxydendrum arboreum*

USE: flowering tree, sun to shade

HEIGHT / SPREAD: 20-50' / 10-25'

INTEREST: white summer flowers, red fall leaves

NATIVE TO: N.C. hardwood forests



Carolina Snowbell / *Halesia carolina*

USE: flowering tree, sun to shade

HEIGHT / SPREAD: 30-40' / 20-35'

INTEREST: white bell-shaped flowers in spring

NATIVE TO: N.C. woodlands



Sweetbay Magnolia / *Magnolia virginiana*

USE: flowering tree, sun to part shade

HEIGHT / SPREAD: 10-35' / 10-35'

INTEREST: fragrant white flowers into summer

NATIVE TO: N.C. bottomland hardwoods



Eastern Redbud / *Cercis canadensis*

USE: flowering tree, sun to part shade

HEIGHT / SPREAD: 20-30' / 25-35'

INTEREST: pink flowers in spring

NATIVE TO: N.C. woodlands and bluffs



Flowering Dogwood / *Cornus florida*

USE: flowering tree, sun to part shade

HEIGHT / SPREAD: 15-30' / 15-30'

INTEREST: large white flowers in spring

NATIVE TO: N.C. woodlands



PUBLIC ART

Public art has the ability to tell stories and capture the imagination in a way that straightforward signage cannot. The mural in Riverfront Park and the sculpted likeness of Abraham Wooten in front of Mount Zion Primitive Baptist Church offer vivid examples of how public art can evoke both community and individual histories.

Many state, federal and private grant programs recognize the importance of public art in establishing a sense of place, sharing under-told stories, and creating high-quality outdoor experiences for residents and visitors. The Town of Princeville and its partners could use these programs to hire artists to create permanent installations, such as the planned sculpture of Turner Prince. The town also could establish a fund for rotating public-art exhibits, to allow multiple local people and artists to share multiple stories and perspectives of Princeville over time, and to transform some of the town's prominent places into dynamic destinations and gathering spaces.

The Town of Princeville also should consider seeking funds to protect their existing art assets—for example, the reinstallation of the town mural in a place where it would enjoy higher visibility, along with its high-resolution scanning for long-term archiving and preservation.



MURAL AT RIVERFRONT PARK



SHORT-TERM EXAMPLES

Artists and local residents can use inexpensive materials—paint, yarn, and lights, for example—to create public art that captures the eye and brings life and vitality to a place. The art can tell a story, or it can simply be a bright and beautiful installation. Performance is another powerful example of public art that is feasible in the short term. This can include dance, poetry, and film screenings. It can also include mobile storytelling, whereby local residents or hired artists lead walking tours that feature stories tied to particular places along the route.





LONG-TERM EXAMPLES

Long-term public art installations are permanent or semi-permanent pieces commissioned from professional artists who create work based on community conversations and research. These pieces have the potential to represent histories, and to provoke somber reflection or exuberant celebration. They can be gallery-style pieces intended for observation, or they can actively encourage interaction and exploration. Like the short-term examples of public art, they have the potential to transform a place and to attract residents and visitors alike.



BEAUTIFICATION

This is a catch-all category for the wide variety of small design measures that can make a place feel distinct and cared-for. This section includes examples of how the strategic application of **lighting**, **planting**, **paint**, and **seating** can have a transformative impact on the appearance and experience of a place.

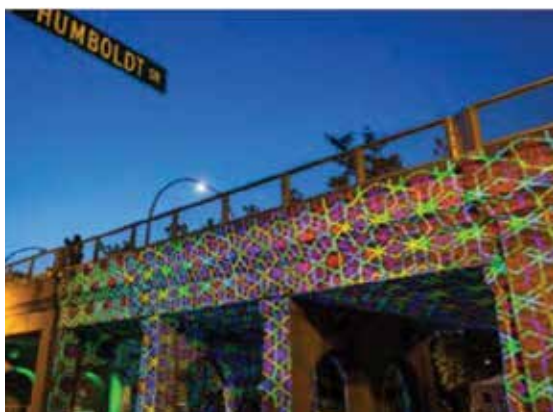
For each of these categories, it is critical that the Town of Princeville and its partners create simple strategic plans to ensure that funding and volunteer labor are put to the best and highest-impact use. If applied in a haphazard fashion, these measures are likely to appear sloppy or under-planned, which sends exactly the wrong message about the recovery and national importance of Princeville.

Civic beautification is more marathon than sprint. Princeville and its partners must establish clear timelines and realistic long-term phasing and management plans for each project pursued.

If applied well and maintained over time, these simple beautification measures could help to establish Princeville as a destination while substantially improving health and quality of life for current and future residents.

LIGHTING

Lighting is a tool both for the simple marking of places and trails and for the kinds of high-impact displays that can capture the imagination and attract people to a place. In a utilitarian sense, it can illuminate otherwise dark or dormant spaces to help people see and to feel safe. It can help people follow the intended path, and it is essential in places intended for gathering or performance. In an artistic sense, lighting can 'wow' passersby through the use of pattern, color, and unexpected forms. It can literally spotlight specific places or structures of importance, and it can help to mark Princeville as a destination.





PLANTING

Plants can activate places and make them beautiful. They can also filter rain water and offer habitat. Princeville and its partners should establish distinct local planting typologies—such as plantings to mark trail entries, plantings to distinguish historic sites, plantings to produce food, and plantings to educate about local ecologies. Each typology should be designed for local conditions and low maintenance, in partnership with entities charged with their long-term care and their adaptation as needed. When plants are chosen with care and tended over time, they can transform places and improve long-term quality of life.





PAINT

Paint is a low-cost and adaptive material that can have a high impact. It can be used by local volunteers to colorfully mark trails, entries, and important streetscapes. It can transform bleak and blank surfaces into expressions of art and community. It can touch up structures in disrepair. And it can be used by artists to relay historical events and to display individual portraits. The Town of Princeville should create a priority list of the street and sidewalk surfaces, structures, and blank walls that could benefit from these applications and work with partners to pursue them as volunteer and funded projects.





SEATING

Seating sends a message that visitors are welcome to stop and linger. For people walking cultural trails, seating is essential for basic rest and comfort. Seating can have a utilitarian aesthetic, or it can become a statement piece. The placement and orientation of seating should consider the design tenet of prospect and refuge—people want a good view, and they do not want to feel that their back is exposed and unprotected. High-activity sites—like parks and playgrounds—should have plenty of seating for rest, relaxation, and people-watching. Less active sites might only need large quantities of portable seating, for special events.









Welcome to
PRINCEVILLE
Incorporated 1885



PRINCEVILLE ELEMENTARY SCHOOL / WALSTON STREET

FUNDING + PARTNERSHIPS

Already the Town of Princeville has strong organizational partners that are public and private, large and small, local and national. This section provides a list of existing and potential partners with the capacity to provide the funding and planning support needed to pursue the proposals outlined in this report.

These organizations mostly operate outside of traditional recovery networks, focusing instead on trails, conservation, preservation, or placemaking. This broader network of alliances will provide long-term sustainability as Princeville's window for post-Matthew recovery dollars begins to close.

CULTURE + HISTORY / PLACES / TRAILS / RESEARCH / PRESERVATION

NORTH CAROLINA ORGANIZATIONS

Conetoe Family Life Center / Conetoe, NC

Local nonprofit with the mission to improve the health of youth and communities by increasing access to healthy foods, increasing physical activity, and providing access to health services. Programs are supported by funds generated through the nonprofit's impressive community garden and bee operation, which involves local youth, volunteers, residents, and churches. Programs are designed to empower youth and communities to create new economic opportunities that are rooted in the land, to restore sustainable resources, and to build collaborative partnerships.

Edgecombe Community College / Tarboro, NC

Local community college with a Historic Preservation Trades program led by faculty with deep knowledge of Edgecombe County histories and the craft of preservation.

Edgecombe County Cooperative Extension / Tarboro, NC

Partners with local communities to support gardens, food, nutrition, and community preparedness through education and technology to enrich the lives, land, and economy of North Carolinians. Edgecombe County Cooperative Extension is predominantly focused on environmental and economic initiatives relating to agriculture.

North Carolina African American Heritage Commission / Raleigh, NC

Supports heritage practitioners and community stakeholders through non-financial support, including technical assistance and professional development opportunities, in preserving North Carolina's African American history, arts, and culture. Programs include cultural trails and traveling exhibits.

North Carolina Arts Council / Raleigh, NC

Provides grants to organizations and artists to increase exposure to art throughout the state. Also provides resources for implementing art programs in schools and communities.

North Carolina Humanities Council / Raleigh, NC

Statewide nonprofit and affiliate of the National Endowment for the Humanities dedicated to exploring and celebrating our state's heritage, history, and people. The Council welcomes project proposals that support free, public programs addressing fundamental questions about who we are and how we live in the world we share. In particular, the Council encourages programs that explore North Carolina's rich diversity by examining the culture and traditions of specific groups as well as programs that foster cross-cultural understanding.

North Carolina Museum of History / Raleigh, NC

Collects and preserves artifacts and other historical materials relating to the history and heritage of North Carolina in a local, regional, national, and international context to assist people in understanding how the past influences the present. The museum interprets history through exhibitions, educational programs, and publications available on-site or through distance-learning technologies and traveling exhibits.

North Carolina Department of Cultural and Natural Resources / Raleigh, NC

Uses the state's natural and cultural resources to build the social, cultural, educational, and economic future of North Carolina. The Department of Natural and Cultural Resources awards grants to individuals and organizations to foster historical, cultural, recreational, and environmental pursuits. This includes awards that encourage the creation and maintenance of strong arts infrastructure across North Carolina, support local historic preservation efforts and foster innovation in public and institutional libraries from Murphy to Manteo. Additional grants promote conservation of our state's natural beauty, the preservation of clean water, and the development of recreational trail systems.

Phoenix Historical Society / Tarboro, NC

Seeks to recover, record and promote the unique history of Edgecombe County as experienced by its African American community.

State Historic Preservation Office / Raleigh, NC

Assists private citizens, private institutions, local governments, and agencies of state and federal government in the identification, evaluation, protection, and enhancement of properties significant in North Carolina history and archaeology. Staff oversee the statewide survey of historic buildings, districts, and landscapes, and provide funding and technical assistance for preservation and restoration projects.

NATIONAL ORGANIZATIONS

Historic Black Towns and Settlements Alliance (HBTSA) / Tuskegee, AL

Nonprofit with the vision to protect and preserve for future generations the heritage, history, and cultural traditions of Alliance members such that those who follow will have the ability to assume active stewardship and to understand, interpret, and appreciate these historic places through the lenses of their inhabitants. As a part of the strategic plan for the HBTSA, the Discover Our America project is an ongoing effort to create a trail that links the historic black towns and settlements across the nation, highlighting untold histories of how people of African descent helped to establish the country.

Keep America Beautiful / Stamford, CT

Nonprofit dedicated to helping communities improve and beautify their environments. The Community Restoration and Resiliency Fund benefits Keep America Beautiful affiliates that serve communities directly affected by natural and environmental disasters. The fund provides short- and long-term support for cleanup efforts focused on rebuilding vital public spaces: parks, greenways, community gateways, Main Street and downtown areas, open spaces, and other shared spaces.

National Endowment for the Arts / Washington, D.C.

An independent federal agency that funds, promotes, and strengthens the creative capacity of our communities by providing all Americans with diverse opportunities for arts participation. 'Our Town' is the NEA's creative placemaking grants program, which supports projects that integrate arts, culture, and design activities into efforts that strengthen communities by advancing local economic, physical, and/or social outcomes. Successful 'Our Town' projects ultimately lay the groundwork for systemic changes that sustain the integration of arts, culture, and design into strategies for strengthening communities.

National Park Service / Washington, D.C.

Works with volunteers and partners to safeguard national parks and share their stories with visitors. The National Park Service also works to revitalize communities, preserve local history, celebrate local heritage, and create close-to-home opportunities for families to get outside. The African American Civil Rights Grant Program documents, interprets, and preserves sites and stories related to the African American struggle to gain equal rights as citizens in the twentieth century. Grants fund a broad range of planning, development, and research projects for historic sites.

National Trust for Historic Preservation / Washington, D.C.

National nonprofit that seeks to protect significant places representing our diverse cultural experience through direct action and by inspiring broad public support. The trust's African American Cultural Heritage Action Fund supports projects that draw attention to the remarkable stories that evoke centuries of African American activism and achievement and tell our nation's full history.

LAND + WATER / PARKS / TRAILS / CONSERVATION / RESTORATION

NORTH CAROLINA ORGANIZATIONS

Albemarle-Pamlico National Estuary Partnership (APNEP) / Raleigh, NC

The APNEP's mission is to identify, protect, and restore the significant resources of the Albemarle-Pamlico estuarine system through collaboration with regional partners and advisory bodies. APNEP operates within the NC Department of Environmental Quality. There are additional details about specific grants through the APNEP at this web address: <http://portal.ncdenr.org/web/apnep/grants> Grants fund a variety of educational, restoration, and built projects that address small, site-specific efforts and larger initiatives at the watershed level.

Black Family Land Trust / Durham, NC

Provides educational, technical, and financial services to protect and preserve land ownership for African Americans and other historically underserved landowners thereby protecting lands rich in African American history and culture, including lands that supported African American communities economically. Their mission is to work with both current and future generations as well as rural and urban landowners to support economically and environmentally sound land stewardship.

Conservation Trust for North Carolina / Raleigh, NC

Works with local landowners, local land trusts, and communities to protect streams, forest, farms, parks, and scenic vistas.

The Nature Conservancy of North Carolina / Durham, NC

Works in regions across the state with a unifying ecological feature, including the Albemarle-Pamlico estuarine system, to protect high value conservation areas and their surrounding land and waters through land acquisition or easement and through policy engagement. In each of the systems, the conservancy and its partners use science to build resilience and meet the needs of people.

North Carolina Clean Water Management Trust Fund / Raleigh, NC

Created by the General Assembly as a non-regulatory organization with a focus on protecting and restoring the state's land and water resources. The fund awards grants to nonprofit and governmental organizations to protect land for natural, historical, and cultural benefit; to restore degraded streams; and to develop and improve stormwater treatment technology.

Division of Water Infrastructure, N.C. Department of Environmental Quality / Raleigh, NC

Provides financial assistance for projects that improve water quality, including sewer collection and treatment systems, drinking water distribution systems, water treatment plants, stormwater management systems, and stream restoration.

North Carolina Sea Grant / Raleigh, NC

A multi-campus program that is a partnership between the UNC system and the National Oceanographic and Atmospheric Administration.

Sea Grant conducts research, facilitates education activities, and provides technical capacity through extension programming on coastal issues, including response and recovery related to hurricanes in the coastal plain. It also funds grants for collaborative community research and student research projects and offers technical expertise in wetland and stream restoration, tourism, environmental literacy, and career development in marine industries such as aquaculture.

Parks and Recreation Trust Fund (PARTF), North Carolina State Parks / Raleigh, NC

Provides dollar-for-dollar matching grants to local governments for parks and recreational projects to serve the public. PARTF is the primary source of funding to build and renovate facilities in the state parks as well as to buy land for new and existing parks.

Sound Rivers / New Bern, Raleigh, and Washington, NC

Protects the ecological health of the Neuse and Tar-Pamlico river basins by working with local citizens to ensure clean water for recreational, utilitarian, and essential purposes. Operating as an advocacy group, Sound Rivers also maintains fulltime riverkeepers to protect the state's water resources and educate policymakers, schools, and communities on the ecological and economic value of North Carolina waterways.

Tar River Land Conservancy / Louisburg, NC

Protects rural landscapes, riparian corridors, drinking water, wildlife habitat, farms, forests, and recreational open space by working with landowners and acquiring permanent conservation easements through public and private partnerships.

NATIONAL ORGANIZATIONS

The Conservation Fund / Chapel Hill, NC

National nonprofit practicing conservation to achieve environmental and economic outcomes. The fund's focus is on conservation and communities—creating as many pathways possible for people and organizations to protect their natural resources and save the places that matter most—properties with ecological, historic and/or cultural significance. They deliver conservation and economic vitality through strong partnerships with government, business and colleague organizations, re-imagining our short-term human systems to better align them with the longer-term cycles of nature.

National Recreation and Park Association / Ashburn, VA

Works to ensure that everyone has access to the many benefits of parks and recreation. Grant opportunities vary in terms of project type and scope to include implementation, planning, and technical assistance. Funded projects include stormwater infrastructure initiatives and efforts to restore public lands responding to natural disaster.

National Resources Conservation Service (NRCS), United States Department of Agriculture / Washington, D.C.

The Conservation Technical Assistance (CTA) program is the avenue through which NRCS helps land users make sound natural resource management decisions on private, tribal, and other non-federal lands. Clients may use the funds to develop conservation plans, which may serve as a springboard for those interested in participating in USDA financial assistance programs. CTA planning can also serve as a door to financial assistance and easement conservation programs provided by other federal, state, and local programs.

GENERAL CAPACITY BUILDING

NORTH CAROLINA ORGANIZATIONS

North Carolina Main Street and Rural Planning Center / Raleigh, NC

Works in regions, counties, cities, towns, downtown districts, and in designated North Carolina Main Street communities, to inspire placemaking through building asset-based economic development strategies that achieve measurable results such as investment, business growth, and jobs. NC Main Street staff provide strategic downtown economic development planning, technical assistance, program guidance, education, and training that achieves measurable results, including investment, business development, and job growth.

North Carolina Rural Center / Raleigh, NC

Nonprofit working to improve quality of life for the state's rural people and places, operating with the core belief that our rural communities have inherent cultural value and are vital to the overall economic health of our state. Programs include lending, leadership development, food and community development, and the Small Business Recovery Program.

UNC-Chapel Hill School of Government / Chapel Hill, NC

The largest university-based local government training, advisory, and research organization in the United States. Faculty members respond to thousands of phone calls and e-mail messages each year on routine and urgent matters and also engage in life-long advising projects for local governing boards, legislative committees, and statewide commissions.

Upper Coastal Plain Council of Governments (UCPCOG) / Wilson, NC

Planning and development entity that administers and coordinates federal programs at the regional level comprised of several counties: Edgecombe, Halifax, Nash, Northampton, and Wilson. UCPCOG provides support in zoning and planning, as well as economic development and community development relating to disaster recovery and hazard mitigation, parks and recreation, and fair housing. UCPCOG also focuses on transportation, sewer, and stormwater infrastructure. UCPCOG support includes technical assistance, administrative support, grant writing, and training and facilitation. The Planning and Development Services Department helps to acquire grant funds and to leverage additional public and private investment.

NATIONAL ORGANIZATIONS

AmeriCorps / Washington, D.C.

The Resilience AmeriCorps VISTA program specifically focuses on projects to increase availability of affordable, resilient housing stock, increase resilience and accessibility of critical infrastructure, and identify resources for dealing with extreme events. AmeriCorps VISTA members engage the local community in capacity-building activities that respond to those needs in a way that will outlast any individual

VISTA member's service in the community. For example, VISTA members may conduct vulnerability assessments, help write and implement community planning processes, identify funding and other resources for resilience work, or mobilize volunteers and other community members to implement resilience projects.

ChangeLab Solutions / Oakland, CA

National nonprofit creating innovative laws and policies to ensure everyday health for all. ChangeLab's solutions address all aspects of a just, vital, and thriving community, including food, housing, childcare, schools, transportation, public safety, jobs, and the environment. The group is working to build local capacity in Princeville through a Robert Wood Johnson Foundation grant.

Community Planning and Capacity Building Recovery Support Function, FEMA / Washington, D.C.

A FEMA division that works closely with local, state, and tribal governments to support and build their immediate and long-term recovery capacities and community planning resources.

COLLABORATIVE FUNDING OPPORTUNITIES

NORTH CAROLINA ORGANIZATIONS

Golden LEAF Foundation / Rocky Mount, NC

Aims to increase economic opportunity in North Carolina's rural and tobacco-dependent communities through leadership in grantmaking, collaboration, innovation, and stewardship as an independent and perpetual foundation. Golden LEAF has several programs focused on community capacity building in addition to the Disaster Recovery Grant program.

North Carolina Community Foundation / Raleigh, NC

Through grants and endowments, NCCF provides funding to sustain long-term support on a range of community needs. Their mission is focused on calling attention to rural communities to be recognized on local, state, and national levels.

Z. Smith Reynolds Foundation / Winston-Salem, NC

A statewide, private, family foundation that has been a catalyst for positive change in North Carolina for more than 80 years. The foundation's core values are stewardship, integrity, fairness and justice, dignity and equity, civic participation, excellence, sustainability, and collaboration. Grant programs fund projects that promote collaborative problem-solving, inclusive public art, local momentum, and systemic change.

NATIONAL ORGANIZATIONS

Opportunity Zones, United States Treasury and North Carolina Department of Commerce

A community development tool established by Congress in 2017 to drive long-term capital to target low-income communities. The new law provides a federal tax incentive for investors to reinvest their capital gains into Opportunity Funds, specialized vehicles dedicated to investing in designated low-income areas. Investments can support a range of business, tourism, and low-income housing ventures along with community and rural development. If an investment is held in the Opportunity Fund for at least 10 years, the investor would be eligible for an increase in its basis equal to the fair market value of the investment on the date that it is sold. The Princeville Census Tract has been designated an Opportunity Zone.

National Trust Community Investment Corporation / Washington, D.C.

Enables tax credit equity investments that support sustainable communities nationwide. Provides tax credit financing for federal and state historic, new markets, solar, and low-income housing projects.

REFERENCES + RESOURCES

This section includes links to additional references and resources. Some of the documents were curated and compiled from the body of past work completed by NC State students and faculty in partnership with Princeville. Other documents were created by outside organizations and include ideas and information that could help Princeville and its supporters kick-start planning on Princeville-specific projects.

For a digital version of this report, visit: **www.coastaldynamicsdesignlab.com**



HOMEPLACE // NCSU FACULTY + STUDENTS / SPRING 2017

Homeplace was created by a team of landscape architects, architects, and graphic designers to help the Town of Princeville consider its options for resilient rebuilding after Hurricane Matthew. One section provides floor plans and renderings for affordable houses in styles that honor eastern North Carolina vernacular architecture. Some of the house designs allow for elevation at least two feet above Base Flood Elevation. The next section describes the key considerations for rebuilding neighborhoods that capture stormwater and whose yard and street designs promote connections among neighbors. The final section imagines how Princeville could use its cultural and natural assets to offer greenway and blueway trails that connect to larger regional tourism networks. [\[Report Link\]](#)



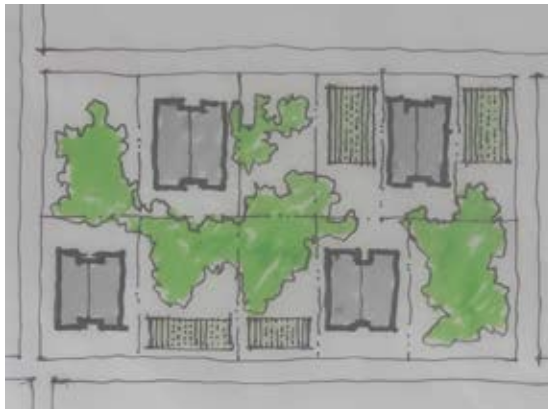
DESIGN WORKSHOP // NCSU FACULTY / AUGUST 2017

At the five-day Princeville Design Workshop, NC State students and faculty were joined by professional designers and by subject-matter experts in everything from disaster recovery and planning to historical preservation and geomorphology. The team generated a large body of drawings and recommendations for the resilient rebuilding of historic Princeville. Included here are links to two summary reports, along with a compiled list of potential partners and resources.

[\[Summary One Link\]](#)

[\[Summary Two Link\]](#)

[\[Partners and Resources Link\]](#)



WORKING WITH LOTS: A FIELD GUIDE // DETROIT FUTURE CITY

Residents, community leaders, and designers at the Princeville Design Workshop spent a lot of time talking about the potential within Princeville's vacant lots for gathering spaces, food production, historic commemoration, and other uses that could bring life and vitality to places that currently are under-used. This field guide was created by Detroit Future City as part of its effort to translate Detroit's abundance of land into neighborhood vitality and economic prosperity. The guide includes concrete examples of how to reclaim vacant lots through planting and other projects, and it lays out key considerations and guidelines for maintenance, long-term partnerships, and costs. [\[Field Guide Link\]](#)



PRINCEVILLE WETLAND PARK // NCSU STUDENT / SPRING 2018

In this project, landscape architecture student Mengxi (Max) Cao imagined how the Town of Princeville and its partners could make better use of the publicly owned land west of town between the U.S. 64 interchange, the railroad tracks, and the levee. Cao proposed a wetland park, with trails and pavilions for residents and visitors and with increased capacity to hold and absorb stormwater. The types of boardwalk trails shown in Cao's images could be constructed in other parts of Princeville, including along the drainage canals and existing wetlands that crisscross the town's historic center and the edge of Southern Terrace. [\[Summary Link\]](#)



TAR RIVER DOCK ACCESS // NCSU STUDENT / SPRING 2018

Architecture student Marc Ryan proposed the reuse of the existing gas station building across Main Street from Freedom Hill, along with a trail connection from there to the Tar River, where he proposed an impressive new infrastructure of docks and recreation space. Some version of these proposed dock structures could also be built at the Tar River north of the Wooten house, accessed by trails through the proposed extension of Powell Park. Construction of new dock and river access could make Princeville a destination along the existing Tar-Pamlico Water Trail and represents one more opportunity for the town to provide recreational opportunities for both residents and visitors. [\[Summary Link\]](#)



COMMUNITY PRODUCE CENTER // NCSU STUDENT / SPRING 2018

Architecture student Betsey Clarke identified the land surrounding the Princeville Museum as prime community real estate and proposed the creation of gardens, greenhouses, and market stalls around a newly elevated museum building. Clarke proposed elevation to protect the museum from future floods and the agricultural focus to offer new job opportunities along with new opportunities for community education and gathering. These images give a sense of how elevated buildings, such as the senior center, can maintain strong and active relationships to their surroundings if well-designed and heavily programmed. The images also show how creative reuse of existing public lots could breathe new life into Princeville's town center. [\[Summary Link\]](#)



SHILOH LANDING PAVILIONS // NCSU STUDENTS / SPRING 2018

Three architecture students created three different visions for the addition of pavilions and trails to commemorate the history of Shiloh Landing. Astha Shah proposed two levels of pavilions, to allow for street access and long views at the upper level and for river access and fishing at the lower level. Caroline Towns proposed a multi-level bridge that spans the river and allows for views, gathering, and learning. Both Shah and Towns imagined how the pavilion's interior spaces could include rotating exhibits from local artists and featuring Princeville and eastern North Carolina history. Austin Loman proposed a series of pavilions from street level to river level that allow visitors to progress through different experiences of the Shiloh Landing site. [\[Summary Link\]](#)



PRINCEVILLE STATION 17 // NCSU STUDENT / SPRING 2018

The Princeville fire station is slated to be one of the first buildings constructed on the 53-acre site south of Southern Terrace. Architecture student Austin Corriher proposed a fire station design that could accommodate community activities and act as a highly visible beacon at the entrance to Princeville. Corriher's design proposed that the fire station sit on Powell Park, but the idea of an architecturally eye-catching fire station could be well suited to the 53-acre site, marking the southern entry to Princeville and the build-out of the newly annexed part of town. [\[Summary Link\]](#)



PRINCEVILLE MAP OVERLAYS // NCSU STUDENT / SPRING 2018

Landscape architecture student Lindsey Naylor created a series of maps that provide information about Princeville's ecological history, the history of its built form, and its current plant communities and parcel ownership. The maps could be useful in helping Princeville and its supporters make decisions about the location and materiality of future projects. They're also a helpful reference for anyone interested in seeing the locations of former houses and businesses that were destroyed by flood or demolition. [\[Summary Link\]](#)



ARCHIVAL PHOTO MAP // NCSU STUDENTS / SUMMER 2018

Landscape architecture students visited the archives of the State Historic Preservation Office searching for images of the Princeville houses and businesses that have been lost over time to flood, neglect, and demolition. Dozens of photographs document these past structures, most of them taken during a 1981 trip to Princeville as part of the Statewide Architectural Survey. This map compiles the photos of structures for which an address is known; those images can be accessed on the map by clicking on the icon at their corresponding address. [\[Map Link\]](#)



TRAIL PARCEL ACQUISITIONS // NCSU STUDENTS / SUMMER 2018

The proposals in this report make use of publicly owned parcels and rights-of-way as much as possible. There are several recommendations of parcel acquisitions in cases where the land would create significant new opportunities for trail connections, historic commemoration, land conservation, or recreation. These maps mark the target parcels and their current ownership. [\[Document Link\]](#)



ENVIROKIDS WALKING TOUR // NCSU FACULTY / SUMMER 2018

EnviroKids, a program administered by the Institute of Landscape, Art and Sustainable Spaces, exposes Triangle-area youth ages 13 to 18 to environmental and design education. Professor Kofi Boone and practitioner Yasmin Fozard, both of whom worked at the Princeville Design Workshop in August 2017, traveled with the young people to Princeville and partnered with Fighters for Freedom Hill to teach them about the town's history. The teenagers also walked the proposed route of the short-term Princeville Walking Tour and gave feedback about the experience, including the impact of remaining historical structures, the need for shade and places to rest, and the desire to know more about what Princeville's town center looked and felt like in the past. [\[Report Link\]](#)



101 TYSON ST



400-BLOCK / CHURCH ST



BACK TO SCHOOL / DECEMBER 2016



CIVIL RIGHTS MURAL / CHAPEL HILL, NC



311 CHURCH ST



408 CHURCH ST



313 HOWARD ST



T&T GROCERIES / MUTUAL AT GREENWOOD



305 CHURCH ST

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