

Silver Medal Winner

Falls Park on the Reedy Greenville, South Carolina

The transformation of a forgotten waterfall and river valley into an urban oasis and centerpiece for the city



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Challenging Conventions

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BRUNER FOUNDATION, INC.

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Rosales+Partners

Overview

Submitted by: City of Greenville

Completed: 2004

Total Development Cost: \$13.5 million

In the center of downtown Greenville, South Carolina, in the foothills of the Blue Ridge Mountains, Falls Park on the Reedy is the transformation of a forgotten 40-foot-tall waterfall and overgrown river valley into an attractive urban oasis and centerpiece for the city.

Completed in 2004, Falls Park is the realization of a vision that began nearly 100 years earlier with *Beautifying and Improving Greenville, South Carolina*, a 1907 report sponsored by the local Municipal League that identified the Reedy River falls and gorge as “the most distinctive feature in the topography and landscape of Greenville.” But decades of industrial discharge from textile mills along the river polluted the water, and in the 1960s, the falls were obscured by a four-lane vehicular bridge. The idea of liberating the falls and creating a park was advanced by the Carolina Foothills Garden Club, which led an effort to establish the park beginning in 1967. Twenty years later, the club engaged Washington, DC-based landscape architect Andrea Mereschak Mains of Land Design/Research to complete a master plan for the park. This sparked widespread collaboration among city gov-

“THE PARK PUTS THE RIVER FRONT AND CENTER, REPURPOSING AN OVERGROWN AND FORGOTTEN VALLEY INTO A CENTERPIECE FOR THE CITY THAT HAS CAPTURED THE ATTENTION AND PRIDE OF EVERYONE IN GREENVILLE.” —2015 Selection Committee

ernment officials and agencies, private sponsors, and local developers to create a well-designed amenity used by a broad cross-section of the city’s population. Over the next decade, the city assembled a team that included Mains to prepare the detailed designs for what would become a new 26-acre park.

Development of the park included removing the four-lane vehicular bridge built directly over the falls and replacing it with an elegant, curving pedestrian suspension bridge. The award-winning bridge, designed by Boston-based Rosales + Partners, appears to float above the river, offering a dramatic overlook of the falls. It has become a signature feature of the park and city. A series of stone steps, gently sloping accessible ramps, and an elevator provide connections between Greenville’s Main Street and the river valley 65 feet below.

Falls Park offers sweeping vistas and a network of winding trails interspersed with manicured greens and wooded valleys that connect the city with the river and support a diversity of activities such as walking and cycling, quiet contemplation, and picnics, as well as large events like the annual Reedy River Duck Derby. Plantings include a mix of mature trees and native plants, supplemented with vibrant annuals that provide splashes of color in key areas.

Falls Park was completed under the leadership of Mayor Knox White with public funding, largely comprised of proceeds from the city’s hospitality tax. The \$13.5 million investment has yielded impressive economic and social returns, influencing nearly \$600 million in development, including \$65

million in new waterside hotels, housing, offices, and retail at RiverPlace. It is part of a growing network of green spaces including the nearly 20-mile Swamp Rabbit Trail that links downtown with nearby parks, neighborhoods, and public amenities. Falls Park is well maintained and managed and has gradually adapted to changing needs over the decade since it opened, and a new section was dedicated in 2014.

The park has created a popular outdoor “living room” in the heart of downtown that attracts a wide range of both locals and tourists and has become the focus of the city’s civic identity. According to Mayor White, “The park raised the bar for the community’s self-identity and sense of pride.” More than a place to go, it’s *the* place to be.





Project at a Glance

- A transformative, multi-use 26-acre park highlighting the Reedy River Falls.
- A centerpiece for the city that serves as the iconic image of a revitalized Greenville.
- Cleanup of a derelict stretch of the Reedy River.
- Removal of a highway bridge that covered the falls, replaced by a new pedestrian suspension bridge offering varied views of the newly “liberated” falls.
- Creation of a new outdoor “living room” for the downtown, city, and region, attracting a broad spectrum of the population for a wide range of scheduled and unscheduled activities.
- The extension of downtown development and activity to the park and well beyond, influencing nearly \$600 million in nearby development.



Project Goals

- Convert a run-down area into an attractive park.
- Reclaim the birthplace of the city, regain access to the falls, and reverse ecological damage to the river and its banks.
- Provide access to the river, which lies 65 feet below Main Street.
- Offer active programming to attract a broad array of people, including both locals and tourists.
- Accelerate private development along the river and to the west and increase vibrancy and activity in downtown Greenville.



Chronology

1774

The first trading post and grist mill are established at the base of the falls. The area remains Iroquois Nation territory until 1777.

1851

Furman University relocates from Winnsboro, SC to a 25-acre site overlooking the river in downtown Greenville.

1907

The report *Beautifying and Improving Greenville, South Carolina* identifies the Reedy River falls as "the most distinctive feature in the topography and landscape of Greenville."

1938

The Sara Crigler Garden Club is formed (renamed the Carolina Foothills Garden Club in 1952).

1960s

1960 Camperdown Bridge, four lanes wide and over 400 feet long, is built directly over the falls.

1967 The Carolina Foothills Garden Club sets out to reclaim the Reedy River corridor and begins purchasing additional land for the park.

1980s-2000

Tommy Wyche assembles over 80 parcels adjacent to the park for future development.

Late 1980s

1986 A plan for a performing arts center is developed and culminates in the Peace Center, which opens in 1990.

1986-1987 The city and Garden Club facilitate and adopt a master plan for Reedy River Falls Historic Park that includes expanding the park to 26 acres around the falls.

1989 A new downtown development strategy identifies Falls Park as the focal point for redevelopment and recommends removing Camperdown Bridge.

1800

Early 1800s

Additional mills are constructed as industry grows.

1812 The town of Pleasantburg is founded at the falls along the Reedy River.

1817 McBee's Mill, later known as Camperdown Mill, is constructed on the west bank of the Reedy River.

1900

Late 1800s

Grist mills are replaced by textile mills, which gradually pollute the river.

1929

A botanical park and arboretum are established along the river valley just below Furman's campus.

1950s

1953 Furman University breaks ground on a new campus north of the city, eventually deeding six acres around the falls to the city in 1969.

1956 Camperdown Mill closes.

1970s

1973 Reedy River Falls Historic Park and Greenway, now consisting of 14 acres, is listed on the National Register of Historic Places.

1976 Falls Cottage, which dates from the 1890s, is restored by the Garden Club as the entrance to the park.

Mayor Max Heller and city leaders travel to San Francisco to meet landscape architect Lawrence Halprin.

Early 1980s

1981 Greenville completes the Main Street Project designed by Lawrence Halprin.

1982 The last major source of industrial discharge into the river in the Greenville area is eliminated.

Early 1990s

1991 A redevelopment plan for RiverPlace, to be constructed on the parcels assembled by Tommy Wyche, is prepared.

1993-1995

Implementation of the park master plan continues; River Lodge, a stone shelter in the park, is dedicated.

Knox White is elected to his first four-year term as mayor.

2001

Greenville City Council unanimously passes a resolution to remove the bridge. The bridge is closed and no major traffic disruptions ensue.

2002-2004

Construction on the park begins, including removal of the Camperdown Bridge.

A new master plan, sponsored by the City and County of Greenville, provides a framework for environmental remediation and development within a 16-mile stretch of the Reedy River, both up- and downstream from Falls Park.

The Garden Club establishes an endowment fund to ensure future maintenance of the park, eventually raising \$3.6 million.

2004 Falls Park officially opens on September 10.

2009

Swamp Rabbit Trail opens.

2014

Falls Park celebrates its 10th anniversary.

Pedrick's Garden is dedicated on August 26.

1990s

\$500,000 is raised for the park by the Garden Club and matched by the city.

Late 1990s

1997 Elected to his second term, Mayor White makes implementing the park master plan and removing the Camperdown Bridge a major policy initiative.

An updated traffic study for removal of the highway bridge is prepared. While removal is deemed too costly, it is identified as a significant opportunity to be revisited.

1998-1999 The city commissions a new master plan for Falls Park depicting the replacement of Camperdown Bridge with a landmark pedestrian bridge and public garden.

The Governor's School for the Arts opens on the site of Furman University's former campus overlooking the park.

2005

The first phase of RiverPlace opens, including parking, the river walk, and the fountain. The balance is completed in 2007.

2008

A master plan update proposes development of an extensive network of connected parks.

2010-12

The Peace Center is substantially renovated, in part to improve its relationship to the river.

2015

Greenville issues an RFP for the next iteration of planning on the Reedy River corridor.

The Harriet Wyche Garden (part of Pedrick's Garden) and Rose Crystal Tower are dedicated.

2000



Project Description

INTRODUCTION

Falls Park on the Reedy River covers 26 acres in downtown Greenville, South Carolina. The river, falls, woodlands, manicured lawns, varied plantings, and facilities support a wide variety of recreational and leisure activities.

The project cleaned up a derelict stretch of the river, removed a vehicular bridge that covered the falls, and replaced it with a new pedestrian suspension bridge offering diverse views of the newly "liberated" falls. It has reclaimed Greenville's historic center along the river where the city was founded.

Falls Park has created a new outdoor "living room" for the downtown, city, and region. It attracts a wide spectrum of the local population (by age, gender, ethnicity, and socio-economic status) as well as tourists, who now flock to Greenville and the park in droves. It has become the iconic image of a revitalized Greenville and the center of downtown activity. In fact, the park is so heavily used and successfully programmed that scheduled activities are being reduced.

Falls Park has been called a "game-changer" for the city, extending downtown development and activity to the park and well beyond. Leveraging the public investment some 40-fold, the \$13 million expenditure has generated (or at least influenced) nearly \$600 million in nearby development. It lies at the heart of a green network linked by the Swamp Rabbit Trail that connects many other neighborhoods, parks, and amenities to downtown Greenville.

POINTS OF INTEREST

1. Falls Park on the Reedy
2. Liberty Bridge
3. Pedrick's Garden
4. Cancer Survivors Park
5. South Carolina Governors School for the Arts
6. Peace Center for the Performing Arts
7. River Place
8. West End Historic District

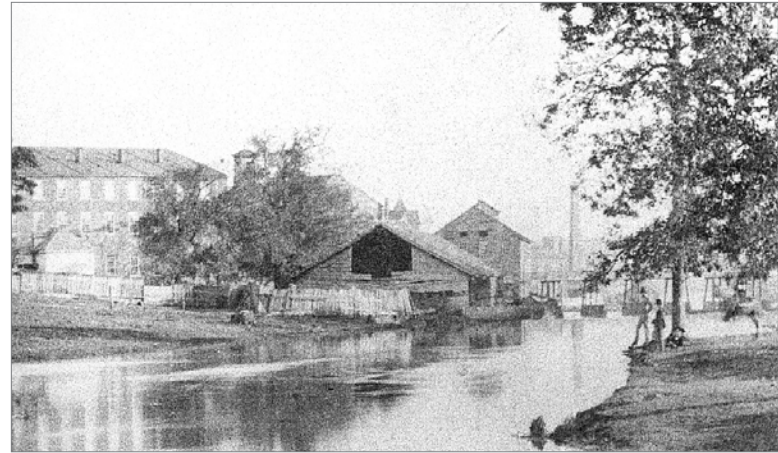
The park would not have come into existence without the extraordinarily effective efforts of a network of local leaders, including the Carolina Foothills Garden Club, whose members restored the first sections of the park and called for its expansion; Mayor Knox White, who developed the political support needed to remove the Camperdown Bridge and fund the park; Tommy Wyche, an environmentalist and philanthropist who, over almost 25 years, assembled the parcels of land that became RiverPlace; and a host of other local leaders who rallied behind downtown redevelopment and saw the park as the key to its success.

CONTEXT

History of Greenville and Its Downtown

What is now Greenville and Falls Park in particular was originally part of Iroquois Nation territory and inhabited by its Cherokee tribe. European settlers were forbidden to live there until 1777, when the Cherokee were forced to cede their land. The falls attracted the first European settler, Richard Pearis, to this region in 1768; he was married to a Cherokee woman and thus exempt from the prohibition on residence and land ownership. In 1774, Pearis established a trading post and grist mill at the base of the falls. Greenville grew up around the river and falls, which provided water and power.

Through the early and mid-nineteenth century, grist and flour mills grew to line the river. In the 1870s, the grist mills began to be replaced by textile mills. The first important textile mill was built immediately above the Main Street Bridge. This was McBee's Mill, situated where Liberty Bridge now touches down on the west bank of the river, right at the falls; its stone foundations are still visible there. McBee's later became known as Camperdown Mill, which expanded with a second mill across the river in 1875. Just south of the Camperdown Mills lay the future site of Furman University, which included an arboretum that would eventually become part of the park.



Development along the Reedy River in the 1890's (top) and the Camperdown Mill (bottom).

Photos: City of Greenville

Many of the mills were operated by New Englanders, giving Greenville strong ties to the North, though this did not prevent the implementation of Reconstruction-era segregationist Jim Crow laws and practices that persisted until the early 1960s (Jesse Jackson Jr. hails from Greenville and was active in protests there).

The textile mills gradually polluted the river with chemicals, including dyes that would turn the water different colors on different days. While exploiting it for industrial uses, Greenville turned its back on the river and its downtown developed up the hill, away from the river, along Main Street. Adding insult to injury, in 1960, the Camperdown Bridge was built directly over the falls, which as early as 1907 had been identified as “the most distinctive feature in the topography and landscape of Greenville.” The first formerly viable mill closed in 1956.

Around the same time, Greenville’s downtown district languished as citizens moved to the suburbs and out-of-town shopping centers replaced downtown retail businesses. The once-thriving Poinsett Hotel, for example, became derelict and later served as a retirement facility (but was completely refurbished and opened as a Westin in 1999).

In the 1970s, under the leadership of Mayor Max Heller, the city initiated a downtown renewal project focused on improving the streetscape along Main Street and making it more pleasant and attractive. Heller had fled from Vienna to Greenville in 1939 to avoid Nazi persecution and had a vision of creating European-like walkable streets in Greenville. In the mid-1970s, Heller and other city leaders visited renowned landscape architect Lawrence Halprin in San Francisco. Halprin’s firm was subsequently hired and proposed narrowing Main Street from four lanes to two, adding plantings, and creating parks and plazas in the central core. Much of the plan was implemented, though its immediate impact was limited as changes had not yet reached a critical mass. Like the 1907 report, Halprin’s 1974 plan also states that “probably the most important [feature] is the river itself and what it does and is to the downtown area” and points out its potential even though access to it is “difficult and tortuous.” The report argues that “the thing which is important is that something dramatic should be done. We feel that the place where that drama should start is right down by the river. That is where the new Greenville of the 21st century could be

born.” The plan indicates that the falls and river banks should be restored as a city park. In addition to exemplifying the commitment to design quality and urban improvement that have long characterized Greenville, the plan was another reminder of how central the falls are to the city—and how long it took to “liberate” them.

In the 1980s, Greenville implemented a downtown master plan that utilized public-private partnerships in which the city invested in the infrastructure and private entities developed the projects, including hotels, offices, and retail. The Hyatt Regency Hotel is an example; the city paid for the plaza in front of it.

A decade later, another public-private partnership redeveloped an industrial area adjacent to the river at the southern edge of downtown, creating a performing arts complex known as the Peace Center (named for the family



Main Street in downtown Greenville.



The Peace Center now opens to the river (top); a popular farmers market draws people downtown near the park.

that provided the core funding). After the park was built and additional development took place on the far bank of the river, the Peace Center reoriented itself to open to the river, building a new wing with a glass wall facing the river and a plaza leading down to the water. In this decade, much more investment and development was made in the vicinity of Falls Park, including offices, condominiums, and retail.

Health of the City

Greenville has succeeded in attracting jobs and in-migration, effectively reversing the suburban flight of the 1970s, when around 20,000 residents moved out of the city. The National Trust for Historic Preservation awarded Greenville the Great American Main Street Award in 2003 and 2009. Since then, it has received considerable recognition as a livable and successful city.

For example, in 2012 *CNNMoney* identified Greenville as one of the top 10 fastest growing cities in the US, *Bloomberg* named it the third strongest US job market in 2010, and *Forbes* called it the thirteenth best American city for young professionals. In 2011, the *Wall Street Journal* named Greenville one of the top 10 best places to live in the US, calling it “another one of those ‘smaller big cities’” and noting that “downtown is also a draw, thanks in part to recent improvements to the city park” and featuring a photo of the falls. Falls Park has been highlighted in several other publications, including *Southern Living* magazine and the *US Airways Magazine*.

Major corporations with a substantial presence in Greenville include Michelin, BMW, Lockheed Martin, 3M, Honeywell, Fluor, General Electric, and Hubbell Lighting.

There is also a thriving downtown farmers market which is a regional draw. Typically, there are 75 vendors that fall into one of three categories: farmer/producer/grower, crafter, or processor and commercial vendor.

All products must be the actual work of the crafter and produced within a 100 mile radius of Greenville. On its 2015 spring opening day, the market, which is operated by the city, was packed with people of all kinds. Though early in the year, there was still a substantial amount of produce, including strawberries and leafy green vegetables, and a wide variety of other homemade and handmade items. The market is highly organized and achieves an orderly, uniform appearance with standard white tent awnings and banner identification signage for each vendor.

Greenville's commitment to quality—on both the part of city employees and consultants—has fostered a very livable downtown rich with cultural and recreational amenities. Not surprisingly, this success has resulted in rising property values and rental rates in some city neighborhoods, which has generated some concerns about the city's ability to maintain economic diversity.

Much of Greenville's success is likely attributable to a very long-standing commitment to improving the city, county, and business climate through concerted planning efforts seen as far back as the 1907 plan and continuing with major studies up to the most recent, *Greenville Vision 2025*. Some of these plans are described below, and they all reflect an ongoing concern with the aesthetic as well as the economic health of the city.

Geography and Demographics

Greenville is in the foothills of the Appalachian Mountains, approximately halfway between Atlanta, Georgia and Charlotte, North Carolina, along a major interstate highway.

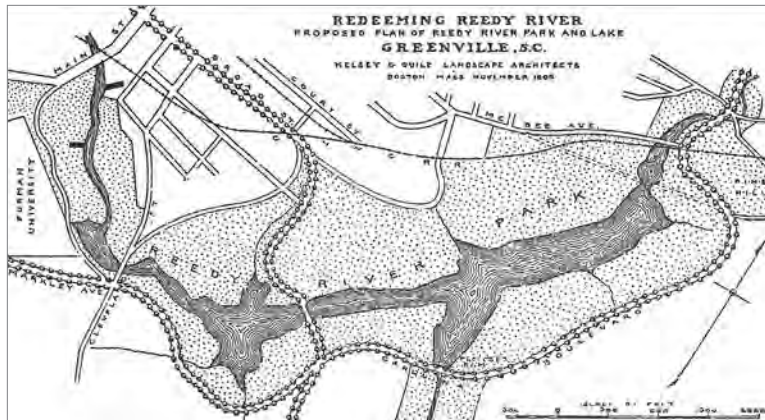
The city of Greenville's population was about 62,000 in 2015 while the county's was about 492,000—the largest and fastest growing in the state. The Greenville-Anderson-Mauldin metropolitan area is the state's most populous at about 850,000 residents.

Like most southern cities, Greenville had to deal with the impact of integration on a historically segregated community. While there are still many predominantly African-American inner-city communities, some of which about Falls Park, Greenville is statistically slightly more diverse than the rest of the state—30% of the population is African-American compared to 27% statewide—and on certain measures of integration (racial balance in census tracts, for example), the Greenville metropolitan area performs relatively well both nationally and compared to other southern locations.

PROJECT HISTORY AND LEADERSHIP

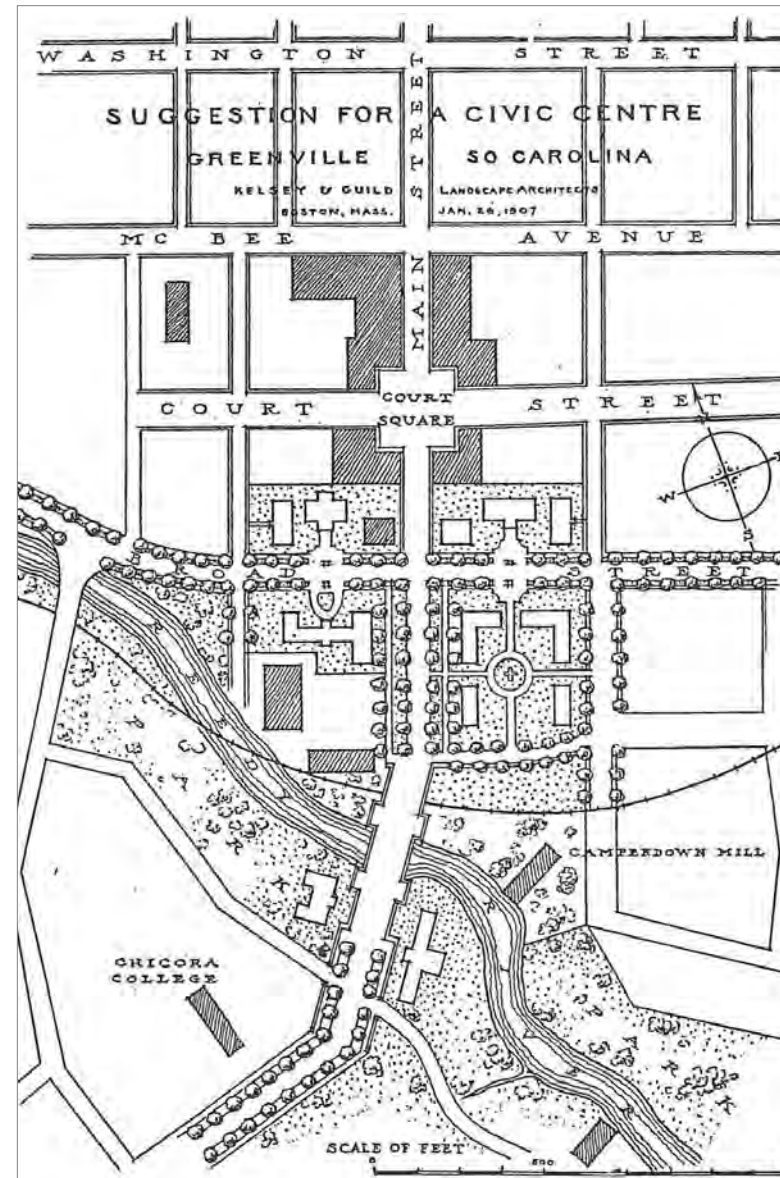
The history of the falls and their surroundings closely parallels that of the city; in fact, the two seem inextricably linked. It is a trajectory that comes full circle from a pristine attraction, to an exploited and polluted nuisance eventually hidden by a vehicular bridge, back to a treasured resource finally "liberated" and once again a major scenic attraction. It is also a story with many interesting twists and turns, contributed to by a wide range of civic leaders.

In 1907, a report titled *Beautifying and Improving Greenville, South Carolina*, prepared for the Municipal League, identified the river with its falls and gorge as "the most distinctive feature in the topography and landscape of Greenville." The report lamented that the view of the falls was "rapidly being destroyed and wasted" and recommended that the city take over the area to create a lake and park, "redeeming the Reedy River." The report included images from parks in Boston, Cleveland, and New York City that are strikingly similar to Falls Park today. It also expounded upon the virtues of investing in civic infrastructure (a city plan; public buildings, parks and playgrounds; streets, sidewalks, and bridges; and trees and other landscaping) and asserted that "a community's civilization and character may be fairly gauged by the extent and character of its service for the public good (such as public art and architecture, schools, streets, parks, playgrounds,



libraries, etc.)” While the report did not directly influence the current design of Falls Park, it marks the beginning of a process that, while it took almost 100 years, remained true to the spirit it extolled in 1907.

The modern history of Falls Park begins in 1967, when the Carolina Foothills Garden Club spearheaded efforts to reclaim the long-neglected site of Greenville’s birthplace and to restore its natural beauty along the banks of the Reedy River. The City of Greenville endorsed the project and resolved to establish and maintain a park. Furman University, whose campus was once nearby, donated the land which became the first six acres of the park and included its botanical garden and arboretum with many specimen trees. Other land grants from adjoining property owners soon followed, and over the next two decades, the Garden Club, in partnership with the city, continued to protect, expand, and develop the area. In 1975, Falls Cottage, a small house and now home of Mary’s Restaurant located on Main Street near the entrance to the park, was acquired and restored by the club.



Excerpts from the 1907 Beautifying and Improving Greenville South Carolina report suggesting the creation of a park along the river.

City of Greenville



Falls Cottage (left), prior to its restoration, is now home to Mary's Restaurant.

In the late 1980s, a series of studies and master plans focused attention on the falls and the areas surrounding the park. One in particular, funded primarily by the city and the Garden Club, covered the 26 acres around the falls and featured scenic overlooks, nature trails, a "land bridge," riparian plantings, and six specialty gardens, including a rock garden. This formed the basis for the city to move forward with redeveloping the park in the late 1990s.

The Camperdown Bridge

One of the most striking challenges in creating Falls Park—and perhaps the most compelling aspect of its story—was the Camperdown Bridge, a four-lane vehicular overpass built right over the falls in 1960, almost completely obscuring their view from street level. At the time, the falls and river were a polluted eyesore, so it may not have been seen as much of an issue to obscure them. However, as efforts to reclaim the area progressed, the falls came to be recognized (again) as a great potential asset to the city. Mayor Knox White, in particular, recognized the importance of the falls and the need to liberate them so that they could be seen and enjoyed. But the overpass was owned by the state highway department and a fixture for many commuters in and out of the city, and the feasibility of removing the bridge was the subject of a major controversy.



City of Greenville

The Camperdown Bridge, built in 1960, obstructed views of the falls.

Though many master planning studies from the 1980s called for the bridge to be removed, a 1990 traffic engineering study prepared by Post, Buckley, Schuh & Jernigan projected a cost to motorists of over \$3 million per year in delay time if the bridge were removed. Eventually this finding came to be questioned, but at the time it made removal of the bridge seem infeasible, if not foolish, as dozens of newspaper stories and editorials made statements along the lines of "why remove a perfectly good bridge?" It became politically risky to even mention its removal.

Reinforcing these doubts, the US Department of Transportation, in a 1991 letter to the city, cited a number of impediments to the removal of the bridge, including the possibility that the federal highway funds used to construct it might need to be repaid.

On the other hand, the 1999 Sasaki Associates *Master Vision Plan for the Reedy River Corridor* included a major expansion of Falls Park together with removal of the bridge. And the detailed RTKL *Vision Plan: Reedy River Falls* completed by Andrea Mereschak Mains around that time showed the great benefits of removing the bridge and replacing it with a light pedestrian one, thus "freeing" the falls.

The new park plans and a shift in the composition of the city council convinced Mayor Knox White, as he began his second term, that the time was right to press for removal of the bridge. In 2000, a resolution unanimously passed by the council supported removal, and the city formally requested that the state and federal governments transfer ownership of the bridge to Greenville.

Mayor White then made an appointment to meet with Betty Mabry, the new state Department of Transportation director, by chance learning that she was a member of another garden club and that Carolina Foothills Garden Club and prominent Greenville family member Harriet Wyche knew her.

A strategic phone call from Wyche convinced Mabry to come to Greenville, and once she saw the situation, she immediately agreed to support the transfer of ownership.

In 2002, construction started on the park with the demolition of the Camperdown Bridge, including the removal of almost 3,000 tons of concrete. Falls Park was completed and opened in 2004.



Vision plans completed in 1999 (top) led to the demolition of the Camperdown Bridge in 2002.

Leaders and Community Partners

The strength of connections among local leaders in Greenville is impressive. It became evident as the story of this project unfolded that there are very strong and effective social, economic, and political ties among community leaders. This is probably a product of many factors: the size of the community, shared values among leaders, and social institutions such as the Carolina Foothills Garden Club that bring local leaders together for easy communication. Many come from wealthy and influential families who have been in the area for many decades. Thoughtful and successful, they appear to share strong values related to improving the quality of life and success of Greenville, allowing them to compete one day in business and cooperate for civic improvement the next. When a promising vision is put forward, these leaders are able to coalesce around it to make it happen. This appears to have occurred in the case of Falls Park, with the Carolina Foothills Garden Club as the institution through which most of the families and organizations came together.

The relatively small size of Greenville appears to contribute to its ability to mobilize resources to get things done, facilitating communication and coordination among key players and the potential to unite behind goals which serve the common good. There even seems to be a certain pride in the fact that a community of this size has been able to accomplish so much in Greenville (including many other developments, quality-of-life improvements, the attraction of significant industries, and the resulting population growth).

The following groups and individuals contributed most substantially to creating Falls Park:

Carolina Foothills Garden Club: Founded as the Sara Crigler Garden Club in 1938, the Carolina Foothills Garden Club is responsible for a long list of civic improvements and beautification projects throughout the city. It is

a member of the Garden Club of America. The name of the group may conjure up genteel and wealthy white ladies gathering for tea sandwiches, but the club, led initially by Harriet Wyche and then by Anna Kate Hipp and Pedrick Lowery, showed toughness of purpose and strong resolve as members restored the initial six acres of the park (doing much of the labor themselves), commissioned landscape architect Andrea Mereschak Mains to prepare a master plan, and led the fundraising effort for the Falls Park Endowment. The club maintains an ongoing role in Falls Park through the endowment and the recent expansion they sponsored as memorials to Harriet Wyche and Pedrick Lowery.

Furman University: The first parcel of the park came from Furman University, which donated six acres around the falls to the city after it moved its campus north of Greenville. This land was then adopted and landscaped by the Garden Club. Most of the remaining original campus is now the site of the Governor's School For the Arts, which borders Falls Park to the south.

Tommy and Harriet Wyche and Bob Hughes: The Wyche family played a variety of important roles as supporters of Falls Park. Committed environmentalists, they were reported to have assembled thousands of acres in the Blue Ridge Mountains and deeded them to the public for conservation. Harriet Wyche spearheaded the campaign for the park in the 1960s. Tommy Wyche worked with dozens of owners over almost 25 years to assemble parcels just up-river and adjacent to the park and held them until a suitable development was proposed by Bob Hughes around the time construction on the park began in 2002. This development eventually became RiverPlace, an office and condominium complex that incorporates entrances to the park and a connection along the Swamp Rabbit Trail. Hughes, a strong supporter of Falls Park (and member of the board for the Governor's School), felt that the park greatly improved his development, which he was able to reorient toward the river. Hughes was also instrumental in helping city leaders develop a vision of what was

possible for Greenville and Falls Park, traveling to Europe and around the country to see inspirational projects that might expand the horizons of what could be accomplished in Greenville.

Greenville City Council and Mayor Knox White: First elected mayor in 1995, White has been reelected every four years since and was instrumental in making the Falls Park project happen. The comments of out-of-town visitors he took to see the falls convinced him that the highway bridge should be removed. He took significant political risks but was able to get the city council to vote to remove the Camperdown Bridge and crafted a public-private partnership to create the park. Mayor White has led many other important redevelopment and improvement projects and recently was made an honorary member of the American Society of Landscape Architects.

Community Foundation of Greenville: This nonprofit foundation played a variety of important roles in supporting Falls Park, including contributing money to the park's construction; holding, investing, and dispersing funds from the endowment; and administrating the construction contract for Pedrick's Garden and Harriet's Garden, two recent additions to the park.

Paul Ellis: The former director of the city's Recreation and Parks Department, Ellis was one of the earliest and strongest proponents of Falls Park and worked to coordinate its design and construction.

Landscape Architect Andrea Mereschak Mains: Washington, DC-based Mains worked for 15 years on the full range of Falls Park concepts and plans, starting in 1986 when she was commissioned by the Carolina Foothills Garden Club to prepare the first master plan and culminating with the final design documentation in 2002. Mains and the several firms she was associated with over the years provided continuous planning, design, and construction services for the park.



Looking north from the falls towards Main Street and RiverPlace.

Landscape Architect and Design Team Project Manager Tom Keith: A Greenville landscape architect with Arbor Engineering, Keith coordinated the design team of architects, landscape architects, bridge designers, and engineers. Keith is credited with playing a significant role in the on-site supervision for all the site components, including walls, walks, boulders, and plantings.

Bridge Architect Miguel Rosales: Boston-based bridge architect Rosales led the design of the Liberty Bridge. Internationally recognized for this specialty, Rosales has built iconic bridges for many communities in the US and abroad.



City of Greenville

Falls Park Expansion Plan

DESIGN AND DEVELOPMENT

Greenville has, and has had, a significant commitment to planning, and always in a collaborative, inclusive manner. In fact, it might be difficult to find another city of its size that has taken planning so seriously, not only commissioning highly qualified (and sometimes world-renowned) planners and designers, but actually following their advice and implementing proposed projects, even when it takes decades. More than a few of these planning studies either focused or at least touched on Falls Park and the Reedy River, including the plans outlined in Table 1.

Process

As is evident from the table, many plans focused on the potential value of the park to the city. The 1989 *Downtown Development Strategy* by Land Design/Research (LDR) is particularly rapturous about this potential, saying the falls “are a priceless asset for the city of Greenville, and potentially its single most important tourist attraction. This area can and should form the focal point for a resurgence of development. The Reedy River could become an attraction as significant as the canals in San Antonio or the parks in Savannah.” Specific recommendations include implementation of park renovations, study of a botanical garden there or elsewhere, study of traffic alternatives that would allow removal of the Camperdown Bridge, preparation of a specific development plan for surrounding sites, and moving forward with the redevelopment of the West End area adjacent to the park.

Landscape architect Andrea Mereschak Mains, lead designer of Falls Park, was part of LDR, the firm that prepared the 1989 study. LDR was working on the planning of the Peace Center for the Performing Arts in 1986 and 1987 when it was approached by the Garden Club for assistance in designing a small area within the park. When Mains came to Greenville to meet her potential clients and visit the site, she immediately saw the potential of the falls and the park as a whole and, rather than just design a little garden, she proposed a master plan for the entire park—and the club accepted and

funded her work. That plan had many of the features of the final design but did not yet envision removal of the Camperdown Bridge.

Between 1987 and 1992, Mains and the LDR team developed design and construction drawings for multiple phases of implementation of the park improvements that enhanced accessibility and management. These included building an earthen and stone “land bridge” to cover exposed sewer lines and a pond, followed by stone paths, the Falls Overlook, the main entrance, Falls Cottage rock garden and upper garden, and other plantings.

In the late 1990s, Sasaki Associates was commissioned to prepare the *Reedy River Corridor Vision Plan*. This plan identified many principles and strategies that were followed in the next phase of planning for Falls Park, highlighting the park as one of the key open space elements and supporting its expansion and continuing improvements. The plan specifically called for the removal of the Camperdown Bridge, saying it “obscures and insults” the falls, and suggested it be replaced with a pedestrian bridge across the river.

In 1999, the city commissioned RTKL Associates, where Andrea Mains was then practicing, to prepare a new design for Falls Park illustrating the replacement of the vehicular bridge with a pedestrian one and preparing construction documents for the park expansion with walkways, stairs, and terraces. RTKL (and later Arentz Landscape Architects, when Mains moved there) teamed with Greenville-based Arbor Engineering, which assumed the lead role on the project. Arbor was selected for both its knowledge about and passion for the project. It was a successful collaboration that included local landscape architect Tom Keith, who coordinated the design team’s efforts and supervised construction.

The design team held work sessions with the city and a citizen advisory panel and enlisted the help of other experts. These included urban designer and landscape architect Robert Gorman; bridge designer Miguel

TABLE 1: MAJOR PLANS AND STUDIES

<i>Year</i>	<i>Title</i>	<i>Author</i>	<i>Key Recommendations</i>
1907	Beautifying and Improving Greenville, SC	Kelsey and Guild, Landscape Architects	Identifies falls as Greenville's most significant feature and recommends creation of a park and lake there.
1968	Downtown Development Plan and Program	Marcou O'Leary and Associates with Hammer, Green, Siler Associates	Focuses on main area of downtown but recognizes park as needing attention and potentially forming a connector to fringe areas including the former Furman campus.
1974	An Urban Diagnosis for Greenville, SC	Lawrence Halprin & Associates	Proposes street improvements along Main Street and suggests a park at the falls.
1981	Greenville Central Area Action Plan	Crane Associates, Inc.	States the intention to "bring an end to over 70 years of frustrated efforts to reclaim the river" with a marketplace and housing.
1987	Master Plan: Reedy River Falls Historic Park	Land Design/Research	Focuses on development around Falls Park and points out its value as an amenity, but with little emphasis on the park itself.
1989	Downtown Development Strategy	Land Design/Research	Identifies Falls Park as the focal point for redevelopment and recommends removal of the Camperdown Bridge.
1989	South Sector Master Plan: Downtown Greenville	Land Design/Research	Identifies development potential of specific parcels adjacent to Falls Park (a 1998 follow-up reiterates the goals for Falls Park).
1999	Vision Plan: Reedy River Falls	RTKL Associates	Incorporates replacement of the Camperdown Bridge with a landmark pedestrian bridge and public garden and plans for park expansion.
1999	Master Vision Plan for the Reedy River Corridor	Sasaki Associates	Includes a major expansion of Falls Park and (again) suggests removal of the Camperdown Bridge.
1999-2002	Falls Park Expansion Plan: Phase I	Arbor Engineering with Andrea Mereschak Mains, landscape architect; Miguel Rosales, bridge designer; and others	Includes detailed design and planting plans for Falls Park, park structures, and Liberty Bridge (note that several phases of work on the park had already been completed).
2002	The Reedy River Master Plan	Clemson University Center for Community Growth and Change	Provides guidance for environmental remediation and development along the river corridor.
2008	Downtown Greenville Master Plan Update	Sasaki Associates	Envisions a "green necklace" system of connected parks linked by what became the Swamp Rabbit Trail.

Rosales, in conjunction with the German-based engineering firm Schlaich Bergermann; and, later in the design process, architect Richard Williams, who designed the park's restaurant and restroom facility, tent canopy, park overlook, and access elevator. Graphic designer Greg Rose was brought in to design the park's entrance signs, information plaques, and wayfinding system. Robert Miller, a Greenville landscape gardener, oversaw plant selection and installation. The detailed plan for the park was developed over several years beginning in 1999 and construction began in 2002, following a period of fundraising and acquisition of approvals.

As Falls Park moved toward realization, further studies elaborated on the potential connections through the park, both up and down the Reedy River corridor. These include the 2002 *Reedy River Master Plan* by Clemson University, which focused on environmental remediation, and the 2008 Sasaki Associates *Downtown Greenville Master Plan Update*, which expanded the vision to include a "green necklace" reminiscent (at least in terminology) of Boston's park network.

Challenges and Goals

The park's design responds to a number of challenges and goals. The challenges included:

- Determining how to make it inviting for users to venture down into the park and not feel like they were descending into a hole—a significant challenge given the very substantial changes in grade from street level to the river 65 feet below.
- Restoring the degraded landscape that was covered in kudzu and otherwise damaged by neglect and abuse.
- Removing the four-lane vehicular bridge in order to liberate the falls and provide pedestrian and bike access to the park from a number of directions.
- Providing handicapped access to as much of Falls Park as possible.

The design goals were to:

- Provide views of the falls from a variety of angles and locations.
- Establish an east-west axis to complement the main north-south orientation of the park and provide connections to districts that did not previously have them.
- Create a variety of settings with different scales and characteristics to support a wide range of group sizes and activities and to respond to the varied microenvironments of the site.
- Utilize native plantings near the river and in the farther reaches of the park while planting colorful annuals and perennials closer to street entrances.

Description

Falls Park consists of 26 acres of carefully planned and meticulously maintained public space starting at Main Street in downtown Greenville and running toward the southeast with a branch toward the west. It expands around the restored river gorge and falls, with pools of varying sizes above and below the falls where the river widens and slows. Much of Falls Park is wooded, with many mature trees. Between the more forested areas are large and small expanses of grass which provide settings for diverse activities and groups of varied sizes.

The park's layout and design are particularly effective at working with and enhancing existing natural features such as streambeds and banks, rock outcroppings, overlooks, open areas, and sunny and shady zones. The design succeeds impressively in capturing the magic of the place (the *genius loci*) and making it available to the visitors whether they become aware of it or not. One strategy employed in the design was to make the park more obviously designed and managed closer to the heavily used entries off Main Street and more naturalized as visitors proceed further into it and find more solitude. Other strategies—which follow, in essence, the principles of quality landscape design—include the use of natural, local stone and



The terraced garden at the Main Street entrance (top) provides views of the main lawn and activities below.

timber, which reference the historic mill construction as well as New Deal-era improvements; the successful integration of and transitions between places of varying scale and character, such as sunny and shady, scaled for large groups or more intimate; and the quality of the plant material selections and maintenance, including the increasing use of naturalized native plants, a shift from the early non-native splashes of color thought to be necessary to attract visitors.

Falls Park has five main entry points. The principal entry is from Main Street, where a small plaza with a sculptural fountain provides a gathering place for people to meet before they enter the park. An elevator is available to take people down to the next level, where Passerelle Bistro is strategically placed to be both convenient to the street and offer a dining terrace that provides excellent views of the park and the pedestrian bridge. From there, stairs and ramps lead in several directions, including toward the river. At the lower level is a small amphitheater where visiting tour guides and teachers can address their groups and a terraced rock garden with views of the lawns and activities unfolding below (these were early features in the park's development). From there, visitors can access the Liberty Bridge or proceed deeper into the park.

Another main entry is at the opposite end of Liberty Bridge leading from the intersection of East Camperdown Way and Falls Street, which used to run across the Camperdown Bridge. On the way to the bridge there are terraces and overlooks at street level and another important sculpture. These overlooks, along with the bridge, provide some of the best and most dramatic views of the falls directly below.

A lower-level entry at the north end of Falls Park passes under the Main Street Bridge, where there is a seating area with tables. This heavily used path leads from RiverPlace and the Peace Center for Performing Arts into the park; its elevation is just above the level of the river before it goes over

the falls. The path then ramps downward, passes close to the other end of Liberty Bridge, and runs along the main north-south axis of the park.

A fourth entry point is at the opposite end of Falls Park and leads in from the south, connecting to a pedestrian and bike trail from Cleveland Park farther down the Reedy River and passing through the planned Cancer Survivors Park near this entrance.

Finally, there is a relatively circuitous path through Falls Park that begins at its western end at Pedrick's Garden and Harriet Wyche's Garden, the most recently completed additions to the park, and continues through the historic Furman botanical garden and arboretum into the main part of the park.

The northern and southern entries connect Falls Park to a major regional greenway with bike and walking paths leading to other parks and attractions as well as connectors to many neighborhoods, including disadvantaged inner-city areas. This is the nearly 20-mile Swamp Rabbit Trail, in part a "rails to trails" conversion. The trail is a significant part of the city's recent and future open space and development planning strategy. This plan is articulated in Sasaki Associates' 2008 *Downtown Greenville Master Plan Update*, which envisions a "green necklace" system of connected parks (a concept reminiscent of Boston's Emerald Necklace, perhaps not surprising given the location of Sasaki's headquarters in nearby Watertown, Massachusetts).

Close to the Main Street entry is Falls Cottage. Built in 1897 for the supervisor of the Camperdown Mill, it had been abandoned until 1972, when the Carolina Foothills Garden Club partnered with the city to restore it. Now it houses Mary's Restaurant, which features traditional Southern cuisine and regularly hosts weddings and receptions overlooking the park.

Moving down into Falls Park from the Main Street entrance are several lawns and seating areas. The first is rather steeply sloped and often has kids



The dining terrace at Mary's Restaurant (top) and adjacent landscaped hillside and lawn.

sliding and rolling down it. This lawn provides a vantage point overlooking the main lower lawn where there is a stage supporting a variety of performances as well as a substantial flat area for viewing performances and other activities. The stage is supplied with power and lighting.

Much of the change in elevation coming down into the park is achieved via natural stone stairs or ramps. The stone is native granite and echoes both the native river boulders and the building materials used in earlier projects. While much of the park meets ADA (Americans with Disabilities Act) accessibility standards, the city is working to make it completely accessible.

Opposite the main lawn is another large, flat grassy area which borders the river and is heavily used for picnics, with benches and tables provided along the edges. All the areas described so far have substantial beds of annuals, which are replaced at least twice a year to provide a colorful welcome to park visitors. This section of the park, which features quiet pools formed by a small tributary to the Reedy spanned by a natural stone bridge, is planted with Siberian irises. The view up toward the falls and the bridge makes this a particularly attractive location for picnics and lawn-friendly games such as Frisbee.

Further into the park, the landscape is much more naturalized, with native plants and large trees. At this edge of Falls Park, on the former site of Furman University, is the Governor's School for Arts and Humanities, a public, residential, tuition-free high school that attracts talented students from around the state. Close to the school is the site of the former Furman Botanical Garden and Arboretum, with many specimen trees planted by the Greenville Garden Club in 1932. It is situated in an attractive canyon that leads up to Pedrick's Garden, with a small brook, rock outcroppings, and a grotto. The Governor's School opened in 1999, when access to the park was difficult and the area was considered to be dangerous at night. Now the school fully appreciates having Falls Park serve as its backyard.



A small brook and trails connect the lower lawn with a wooded ravine.



Landscaped areas and rock outcroppings provide access to the pools below the falls.

Turning to the left (or southeast) from the stone bridge, visitors enter a more densely wooded area and then come to the Old Mill Garden and River Lodge, a natural stone and timber pavilion which effectively incorporates remnants of the Vardry Mill. Both venues can be reserved for large parties and host many weddings, with vehicular and service access via an otherwise abandoned street that used to provide access to Furman. Along this street, visitors pass a landmark tree, an American beech with many of its roots exposed along the bank of the hill that rises above the paving. Here, visitors often stop to be photographed and marvel at how the tree came to be this way and how it survives.

The lower falls and various smaller pools can be reached from this area. There, massive boulders protrude along the banks and form enticing places

to climb and from which to view the river and falls. The landscape designers effectively incorporated these attractive natural features into their plan.

A little farther on, the Swamp Rabbit Trail exits Falls Park, passing the site of the future Cancer Survivors Park, a project that has been anticipated for a substantial period but, in spring of 2015, was still very early in its realization. The design concept includes a variety of active and contemplative spaces themed as a "healing garden." The concept is displayed on a billboard at the side of the trail, together with a fundraising appeal.

From this site, the trail heads a mile or so toward Cleveland Park. Highly utilized by residents of surrounding neighborhoods, including some of the city's historically African-American and lower-income neighborhoods, Cleveland Park features amenities for picnicking and three children's playgrounds. This serves as a prime example of how the Swamp Rabbit Trail and its laterals connect many of the city's neighborhoods to the park system.

To the west after crossing the stone bridge (or, alternatively, past the stage and up the ravine) is Pedrick's Garden. This most recently opened portion of Falls Park lies along Vardry Creek, a tributary to the Reedy, behind the commercial area of South Main Street near the West End Market and the Governor's School. Adding 3.5 acres to Falls Park, it is a partly flat area, some of which was created by building a substantial retaining wall. The garden is a memorial to Pedrick Stall-Lowrey, a Carolina Foothills Garden Club member instrumental in the creation of the park. It consists of a series of peaceful, contemplative spaces themed around sunflowers. Low planter walls with benches divide Pedrick's Garden into three defined areas: a main circular lawn, a circular fountain, and another circle dedicated to fellow club member and park proponent Harriet Wyche showcasing a 13-foot-tall rose-colored crystal made by renowned glass artist Dale Chihuly. A footbridge, using a single massive pre-existing bridge pillar to support it



(Bottom middle): City of Greenville

Footbridge (top) to Pedrick's Garden (middle), Rose Crystal Tower and Untitled sculptures (bottom left and middle), and historical plaque.

mid-span, connects to the far side of the ravine and to trails that lead into Falls Park. Pedrick's Garden was designed by Julie Moir Messervy Design Studio and constructed by Craig Gaulden Davis, a local firm. The construction contract was administered by the Community Foundation of Greenville to expedite contractor selection and administration. It cost approximately \$3 million.

Public Art and Historical Plaques

Greenville has a strong commitment to public art, and there are high-quality installations in many locations throughout the city. At Falls Park, there are two other major pieces in addition to Chihuly's *Rose Crystal Tower*. Strategically placed to mark major entrances to Falls Park, they were selected and paid for by the Falls Park Endowment and approved by the relevant review boards. There are two such boards, one for the park with four artist-members who recommend pieces for approval by the second city-wide group, the Arts in Public Places Commission, appointed by the Greenville City Council.

The first piece, a commissioned sculpture by artist Bryan Hunt, is found at the Main Street entrance. The sculpture, *Falls Lake Falls* (the first edition of which is installed in Tokyo), is a fountain representing two falls with a lake in between, clearly conveying a message relevant to Falls Park.

The second piece, *Untitled 2002-2003*, is a red steel sculpture by Joel Shapiro, an artist with an international reputation who is represented by the Pace Gallery in New York. Commonly referred to as the dancing or running sculpture (or the "Running Gumby"), it is across from Liberty Bridge at the overlook leading to the bridge.

There are also a dozen historical plaques throughout the park strategically located in places that relate to the events or epochs they describe. These plaques are highly informative and were created with the help of a graphic

designer who was part of the design team. Many visitors were observed to pause and read them. Three more were planned for installation in 2015.

Liberty Bridge

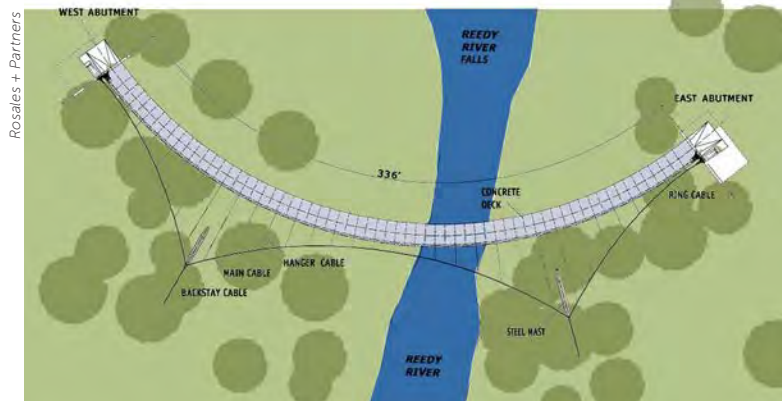
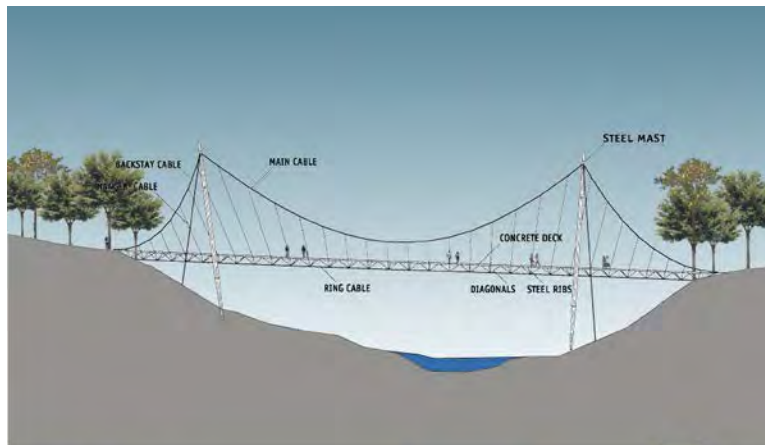
The concept of a pedestrian bridge was a key feature of the proposed park design since the Sasaki *Reedy River Corridor Vision Plan* and RTKL's *Vision Plan: Reedy River Falls*, both completed in 1999. Around that time, local developer Bob Hughes contacted architect and sculptor Santiago Calatrava

and traveled to Europe to meet with him and see his bridges. Later Hughes instigated a similar national and international tour by 80 civic leaders representing the city and the Greenville Chamber of Commerce, who also visited some examples of riverfront parks that had featured in downtown redevelopment schemes. Because Calatrava's fee was felt to be too high, the park design team searched for other options. They brought in three other designers to be interviewed, including Miguel Rosales of Rosales + Partners (at the time Rosales Gottemoeller and Associates). Rosales stood out based on his prior work and the clarity of his statement that the key goals for the bridge design should be to respect the falls, blend with the adjacent landscape, and contribute to the visibility of the falls. He followed through with a philosophy of elegance, economy, and simplicity of design and turned out to be an excellent team player.

Key bridge design objectives were to:

- mark the center of the park, much as a steeple might mark the center of a town or village;
- dramatize the falls;
- serve as viewing platform for the falls;
- provide a pedestrian link between the east and west sides of the river; and
- be transparent and elegant—a floating ribbon in the landscape.

The suspension-cable bridge, engineered by the German-based firm of Schlaich Bergermann & Partners, is approximately 345 feet long with a clear span of approximately 200 feet (61 meters). Gently curved, it is supported by twin towers, each 90 feet tall and inclined 15 degrees away from the bridge. The towers and cables are on one side only, downstream from the bridge. The 12-foot-wide deck is cantilevered from that side so that the falls side is open with an unobstructed view. The deck rises gently, with a 3% slope up toward Main Street in order to resolve the differences in elevation.



The bridge marks the center of the park and provides a viewing platform for the falls.

The bridge's curve serves many purposes. It is more compatible with the natural setting than a straight bridge might be, it moves the central part of the span farther from the falls, and it continuously shifts the viewing angle to give a variety of perspectives when looking at the falls. In addition to providing a link across the river, the bridge's most significant contribution may be its respect for—and even enhancement of—the falls.

The bridge towers are just visible above the tree tops after nearly 15 years of growth. Still, they do mark the center of Falls Park to some extent. Somewhat springy or bouncy when few people are on it, the bridge does not feel like it moves at all when fully loaded.

The structure is illuminated at night by LED lighting in its handrails and shining up from underneath (including onto the masts), making it appear to glow with an almost ethereal blue light.

Constructing such a bridge posed many challenges, including the accuracy of the site survey, the close tolerances on cable length, and the need to tension the cables while the deck is otherwise supported. Many of the parts were manufactured in Germany, and there were errors in the cable lengths requiring some to be replaced before the final erection. This problem, however, caused only a brief delay.

The name Liberty Bridge honors Liberty Corporation, which donated \$500,000 to Falls Park, and its founder W. Frank Hipp and his family. Anna Kate Hipp, a relative, was among the Carolina Foothills Garden Club's most active participants in working on and raising funds for the park.

The bridge was initially budgeted at \$2.5 million, but bids came in at \$4.5 million. The bridge's unusual design and the fact that it was the first unilateral curved suspension-cable bridge in the United States might have contributed to the higher construction bids. While this might have killed



Rosalés + Partners



Lighting illuminates the bridge and its elegant design at night.

another project, the city was willing to absorb the over-run largely through financing based primarily on Certificates of Participation (a commonly used municipal finance instrument) paid for by relatively abundant revenue from hospitality taxes.

Flood Control

There are flooding issues along the Reedy River. In the area of the park and falls, the river is reported to become a raging torrent during periods of high rainfall. There are also constraints imposed by FEMA (Federal Emergency Management Agency) that seek to ensure that no improvements or changes to the landforms will cause an increase in the elevations to which water rises during a flood. The park's design responded to these issues through a combination of removing impediments within the stream bed and reinforcing the bank with large boulders and rip-rap. It reportedly took several iterations to get it right, so powerful is the force of the waters. Just upstream, construction of a dam between RiverPlace and the Peace Center also helps by reducing silting as well as the force of the water as it comes over the falls. Park maintenance crews also learned that they could not expect certain plants or paving materials to survive within the flood zone and have replaced pavement and changed the location of some plants.

Maintenance

Greenville is fully committed to keeping Falls Park in top condition and it is very well maintained. While there is a maintenance program specified in the master plan, the park maintenance team has discovered over time how to alter and fine-tune the plan to best care for various areas and features of the park. The lawns, for example, need and receive more aeration than normal due to the heavy traffic volume. Annuals are planted twice a year in spring and early summer, including about 20,000 bulbs such as tulips and hyacinths, which are treated as annuals and replaced each year. Falls Park is cleaned and trash removed every morning.



Regular maintenance (top) includes planting annuals and bulbs.

The material used for paving and planter walls throughout Falls Park is typically a native stone, integrating the new construction with the historic. As a result, many walkways and stairs are uneven and pose challenges to mobility-impaired visitors. Ramps are provided to meet ADA accessibility requirements, but the Recreation and Parks Department's goal is to further improve access.

A dedicated crew of six employees takes care of Falls Park, and the budget (which includes seven other staff members who maintain RiverPlace and Main Street) is over \$1 million per year. Larger capital improvements are supported by special earmarks or from the Falls Park Endowment.

Future Initiatives and Plans

The principal future plan related directly to the park's design is the Cancer Survivors Park just outside the southeast entrance between Church and Cleveland Streets. A 6.8 acre site has been set aside and conceptual plans developed with an estimated construction cost of \$6 million.

Cancer Survivors Park is intended to transform an inaccessible and overgrown area of the Swamp Rabbit Trail into gathering spaces and walkways that will provide a place of healing for visitors. The plan includes a central pavilion, specialty gardens, and sculptural and educational elements. It is anticipated that when construction is complete, regular maintenance will be taken over by the city. Ongoing programs will be run by Cancer Survivors Park Alliance, formerly Patients First, the lead organizer of the project.

In addition, the city is actively working to acquire land adjacent to the Swamp Rabbit Trail along its northern branch in order to expand parkland and recreational amenities.

Several initiatives related to Falls Park and its environs fit into Sasaki's 2008 update of the master plan for downtown. One of the plan's key principles,



The Swamp Rabbit Trail connects the park with neighboring communities and development.

creating a "green necklace," was intended to strengthen links to better-defined urban districts and entry points. Falls Park is a key feature of the necklace, which integrates important open spaces into a continuous system along which there have been expansions including the Kroc Center recreational complex and the adjacent A.J. Whittenburg Elementary School, which has an engineering-focused curriculum, developed on reclaimed brownfields just north of Falls Park.

Beyond the Sasaki master plan, in late 2015, the city published a request for proposals for the "Reedy River Redevelopment Area and City Park Planning Projects," intended to complete important park and open space improvements together with adjacent affordable housing and other initiatives to improve equitable access to recreation and other facilities.



Lawns and shelters offer a variety of options for informal and formal gatherings.

ACTIVITIES

Patterns of Use

Patterns of use at Falls Park are, of course, seasonal. While the park is open and maintained all year, the months from November through February are relatively quiet. Falls Park is officially open from 5 a.m. to 9 p.m., but there are no gates and the hours are not rigidly enforced, especially along the main pathways including Liberty Bridge and the Swamp Rabbit Trail. In fact, the path across the bridge is said never to be closed, a tribute to level of safety that park guests now enjoy.

Typically, there is a succession of activities over the span of a day. Runners start jogging through the park by 5 a.m., followed by more casual walkers. Mid-morning might find groups of young mothers pushing strollers as well as a group listening to a lecture in the amphitheater. At lunchtime on weekdays, many office workers from downtown as well as individuals and families visit Falls Park, often bringing their lunches and sitting on benches or a lawn. In the afternoon, groups of elementary and middle school children can be seen touring the park with their teachers, and on evenings and weekends, special events such as concerts draw additional crowds beyond those enjoying the park for recreational use. During the high school graduation season, many graduates are reported to visit Falls Park to be photographed there, reinforcing the park's iconic stature.

Levels of use of the Swamp Rabbit Trail (not just through Falls Park) are tracked by the Greenville Health System, as use of the trail is associated with substantial health benefits. As the trail has expanded and become better known, its use has increased. Fiscal year 2013 (the most recent year for which statistics are available) showed a 20% increase over 2012. Total annual users are estimated based on a sample of counts on 16 days, four during each season. In 2013, over 500,000 users were projected. Men account for about 60%. African-American users account for approximately 8% (compared to 18% of the county population).



The annual Reedy River Duck Derby draws a crowd.

A high percentage of users are cyclists. Not surprisingly, the highest levels of utilization are on mild, sunny weekend days. Almost 10% of users surveyed said that “transportation” was a primary purpose (getting to school, work, or somewhere else), but the vast majority use it for recreation. The high levels of use and resultant crowding in certain areas were reported to prevent some people from visiting the trail more frequently, though the city is continuing to install amenities such as bus stop shelters with the intention of enhancing use of the trail as a transportation route.

Because the Reedy River is not navigable in Falls Park, there is no boating officially permitted on the river, though when water is high, some adventurous kayakers will go over the falls. While the river is much cleaner than it was a few decades ago, there are still concerns about bacteria counts resulting from agricultural runoff and sewer and septic outflows upstream, and there are advisory notices warning that swimming could make you sick, but not prohibiting it. The city and other agencies are working to improve the quality of water that runs into the Reedy through riverbank restoration, installation of bio-swales, and a storm water ordinance.

Programmed Activities

Greenville’s director of public information and events, who oversees park programming and the farmers market, noted that before Falls Park, there was no special place for events, so the city would typically close a street. Since opening the park, events have been moved there and were initially used to draw visitors to Falls Park. In fact, the city planned for a year before opening the park to ensure that it would be successful. However, within two years, events were no longer needed to draw people; they just came on their own. In fact, demand has become so great that the city has decided to limit the number of permitted events.

All public events in the park must be nonprofit and free. Examples include Shakespeare in the Park (Thursday through Sunday afternoons, mid-May to July, at the stage), free concerts with a variety of types of music to attract a diverse demographic (also at the stage), and bike races that typically start at, end at, and/or run through Falls Park.

One weekend each May, the Reedy River Duck Derby, a major fundraiser for the Rotary Club, takes place in the park. Thousands of rubber ducks, most sponsored by a donor, are released all at once from above the falls. They float in groups over a variety of routes down the river and over the falls and are collected at the bottom. The first ones to arrive generate prizes for their sponsors. This event is hugely popular and very well attended. Many thousands of people throng to every vantage point—overlooks, banks of the river, and particularly Liberty Bridge, which can become so crowded with spectators that it is barely possible to traverse it.

Use of the Park

Although statistics are not available, Falls Park appears to be used by people of a variety of ethnic groups, ages, and income levels. With the Swamp Rabbit Trail and its lateral feeder trails, access has been improved to many inner



Park design and effective policing contribute to sense of safety.

city neighborhoods. The city intentionally offers programs that encourage diversity, such as scheduling concerts with different kinds of music—jazz, blues, rock and roll, country—to attract a variety of users. All events are free.

In the spring of 2015, African-American visitors to Falls Park reported feeling comfortable there and visiting frequently. A small group of high school senior girls from 30 miles away encountered on the bridge on a Saturday night said that they come here often because it's the only "happening place" in the area.

Particular areas and even the entire park may be reserved for private events, providing additional revenue for the park. The modest rental fees make Falls Park an affordable venue option. For example, the River Lodge (hosting a maximum of 100 people) can be reserved for three hours for just \$150-200; the Amphitheater (maximum 200 people) can be rented for four hours for just \$375; and the entire park (maximum 650 people) can be reserved for a mere \$800, \$1000 on a weekend or holiday.

Safety

Greenville appears to be pursuing progressive and effective policing strategies to make and keep Falls Park safe. The city expends much effort on community involvement and relations and recently implemented a bike patrol. Two to four police officers patrol the park and vicinity on foot or bikes, with more officers on hand for special events and weekend evenings. There is a city-wide curfew of 10 p.m. for minors.

While the area around the falls was described as being a crime-ridden drug haven before Falls Park (with, for example, four stabbings in a prior year), no serious crime problems are reported to have taken place in the park since it opened. Park visitors seem to feel safe walking even into darker and less visible parts of the park at night, perhaps in part because it is well used and there are lots of "eyes on the street."

FINANCING

Development Costs

The design and construction of Falls Park cost \$13,445,000, which was funded by the City of Greenville over a multi-year period in three primary phases (see Table 2). At 26 acres, the cost to build Falls Park was approximately \$11.85 per square foot.

The Falls Park Endowment

Initially amounting to \$3.6 million, the Falls Park Endowment was established in 2002. Led by Pedrick Stall-Lowrey and Anna-Kate Hipp, the Carolina Foothills Garden Club raised the funds in a campaign offering naming rights to featured elements of the park. For example, a \$500,000 gift by the Liberty Corporation (Hipp family) bought naming rights to Liberty Bridge.

<i>Phase</i>	<i>Years</i>	<i>Budget</i>	<i>Uses</i>
Phase 1	1999-2000	\$380,000	Design and improvements
Phase 2	2001-2002	\$2,200,000	Design, physical improvements at the park, demolition of Camperdown Bridge
Phase 3	2002-2003	\$10,065,000	Liberty Bridge, river improvements, gardens, lawns, Woodland Walk (now part of Swamp Rabbit Trail), and activity spaces
Later Items		\$800,000	Added project expenses
Total		\$13,445,000	

Since its establishment, the endowment fund has been administered by the Community Foundation of Greenville. A three-person board, consisting of two representatives from the Garden Club and one from the city, determines how funds may be spent. According to Bob Morris, president of the Community Foundation, initial expenditures included a fundraising consultant and the administrative support services to solicit, acknowledge, and track pledges. It also paid for signage and for the production and

<i>Sources</i>	<i>Amount</i>
Central Business District Tax Increment Fund	\$1,830,000
Certificates of Participation (COPs Series 2001)*	\$10,850,000
Greenville Water Commission	\$200,000
Hospitality Tax Fund	\$215,000
Other Appropriations	\$350,000
Total	\$13,445,000
<i>Uses</i>	<i>Amount</i>
Bridge Demolition	\$575,000
Pedestrian Bridge Construction	\$4,500,000
Stream Restoration	\$200,000
Landscaping	\$1,300,000
Hardscape and Buildings	\$5,000,000
Design and Construction Management	\$1,680,000
Miscellaneous	\$190,000
Total	\$13,445,000

**Note: COPs are paid for from the proceeds of the city's hospitality tax, which funded the majority of park construction. This 2% tax is levied on meals and beverages, generates more than \$8 million per year (and is projected to grow), and must be used for tourism-related expenditures.*

installation of brick paving and teak benches. The fund paid \$220,000 for the Bryan Hunt sculpture and contributed \$300,000 to Pedrick's Garden and \$150,000 for Harriet's Garden. The largest grant from the endowment was \$358,000 for the Joel Shapiro sculpture. Total distributions have been just over \$1,000,000, and the balance as of early 2015 was \$3,200,000. The endowment is the recipient of rental income from the two restaurants in Falls Park: Mary's at Fall's Cottage and Passerelle Bistro, which pays a percent of its gross, typically in the range of \$35,000-40,000 per year.

Operations and Maintenance

In 2003, the city established a Falls Park division within the Recreation and Parks Department budget with crews assigned to the park, RiverPlace, and Main Street. The annual operating budget was \$1,070,741 in fiscal year



Looking up across the main lawn towards Mary's Restaurant.

2014-15, a 36% increase from two years prior, and covers 13 full-time staff members, six of whom focus on the park. Key goals for park operations and maintenance include ensuring that Falls Park remains safe, attractive, and inviting for public use by establishing a regular program of grounds maintenance, continually upgrading or replacing park amenities, and maintaining Falls Park as a centerpiece attraction for the community and for drawing additional visitors to Greenville.

IMPACT

It would be difficult to overestimate the impact of Falls Park on Greenville. The park completed a critical link in the revitalization of downtown, extending its reach considerably to the west. It provides a major attraction for area residents and visitors, offering a variety of activities and attractive venues. It recaptured the falls, Greenville's greatest natural asset, and has become emblematic of the city's ability to reinvent itself. It has also served as the catalyst for very substantial economic development.

Economic Impact

Falls Park has spurred a significant amount of public and private investment in projects directly or indirectly related to the park. The City of Greenville's Economic Development Department identified nearly two dozen projects completed or under way by 2015 with a total development value of more than \$585,781,000 (see Table 4). Leveraged on the \$13.5 million capital cost of the park, this is an economic multiplier of over 40.

Another measure of economic impact is the reported 78% downtown hotel occupancy rate, a figure that reflects the attraction of tourists and business visitors. Two new hotels were under construction or in planning in early 2015. In addition, gross business sales around the West Side increased 65% from 2000 to 2008, and property tax revenue in the area increased 300% from 2002 to 2012.

TABLE 4: RELATED DEVELOPMENT PROJECTS

<i>Year</i>	<i>Value</i>	<i>Project</i>
1992	\$4,166,000	West End Market: Mixed-use project including a public market, restaurants, and offices
1998	\$18,000,000	Governor's School for the Arts: New residential campus overlooking the park
1999	\$57,800,000	Poinsett Hotel: Renovation plus new parking, offices, retail, and condos
2002	\$11,000,000	200 East Broad Street Office Building
2005	\$67,400,000	RiverPlace: Phases 1 and part of 2a, including parking, riverwalk, and fountain
2006	\$11,438,000	Pendleton West: Affordable single-family development and office
2006	\$30,311,000	Baseball stadium and adjacent office building with shops and restaurants
2007	—	Riverplace: Phase 2a offices and condos
2007	\$8,100,000	Swamp Rabbit Trail
2009	—	NEXT Innovation Center
2010	\$46,500,000	Main at Broad: Courtyard Marriott, offices, restaurant
2010	\$16,000,000	AJ Whittenberg Elementary School
2011	\$46,000,000	Salvation Army - Ray and Joan Kroc Center
2012	\$16,816,000	Riverwalk project: Retail, offices, and apartments
2012	\$23,000,000	Peace Center for the Performing Arts: Extensive renovation to improve relationship to river
2014	\$31,000,000	RiverPlace: Phase 2B with Embassy Suites, condos, retail, and continuation of riverwalk
2014	\$18,250,000	400 Rhett Apartments: 150 units
2015	\$99,000,000	Camperdown Project: Mixed-use development with dine-in movie theater, hotel, offices, 200+ apartments, condos, and retail (estimated cost)
2015	\$25,000,000	LINK Apartments West End: 215 units
2015	\$56,000,000	Southridge: Mixed-use development
	\$585,781,000	Total



The park has attracted additional investment along the river including Riverplace and the Peace Center.

Awards and Recognition

Falls Park on the Reedy has been the recipient of a number of awards, including:

- American Horticultural Society Urban Beautification Award, 2007, to the Carolina Foothills Garden Club.
- International Bridge Conference, Arthur G. Hayden Medal, 2005, to Liberty Bridge for “a single recent outstanding achievement in bridge engineering demonstrating innovation in special use bridges such as pedestrian, people-mover, or non-traditional structures.”
- Outstanding Civil Engineering Achievement Merit Award, American Society of Civil Engineers, 2006, to Liberty Bridge.
- Southeastern Horticultural Society, Virginia Hand Callaway Award, 2009, to Falls Park.
- Urban Land Institute Urban Open Space Award Finalist (one of six), 2010, to Falls Park on the Reedy.

- Waterfront Center Excellence on Waterfront Awards, 2008, for Falls Park on the Reedy and the Liberty Bridge (Park/Walkway/Recreational category).
- YWCA Amy Kay Stubbs Women of Achievement Award, 2009, presented to Carolina Foothill Garden Club members Anna Kate Hipp and Pedrick Lowery for their work on the Falls Park Endowment Campaign.

Approximately 100 official delegations with a total of around 1,800 members have come to Greenville from 15 states and three foreign countries to visit Falls Park. Joe Riley, former mayor of Charleston (and 1989 RBA Selection Committee Member), is reported to have called the park “the finest public space in South Carolina.”

Beyond its recognition and economic impact, the Falls Park project reaches well beyond the Greenville community by offering a number of lessons that may be valuable for other cities to consider.

Capitalizing on Local Assets

When official visitors come to Greenville and exclaim that Falls Park is great but they don’t have a feature like the falls, they are told to figure out what they do have and work with it. “Find your falls” is Greenville’s message to others, inspiring them to capitalize on the unique features and assets of their city.

Leadership and Vision

Both of these factors are essential to the conception and implementation of a project. In Greenville, leadership came from several directions: the Carolina Foothills Garden Club, the mayor, enlightened citizens, and developers. Garden Club members imagined what the derelict area around the river could become. The mayor and others were able to visualize what the falls would be like without the bridge, and White was able to develop

strategies to win support for its removal. Gradually, others realized how great an attraction the falls and park could become, and developers moved forward to support and capitalize on that momentum. Such leadership cannot be conjured up where it does not exist, but leaders with vision can learn from Greenville's experience and enlist the support of key constituents.

Patience and Persistence

A 1907 study called for capitalizing on the falls, and 60 years later, in 1967, the Garden Club initiated what turned out to be a 40-year process. Building on a series of small accomplishments, leaders never stopped pushing toward their ultimate goal, which continues to evolve with the creation of new links to the park along the Swamp Rabbit Trail and new development in its environs. While leadership changed over time, commitment to the project remained strong. One visionary community member, Tommy Wyche, led an effort to assemble 82 separate land parcels along the river with dozens of different owners into a partnership that strengthened all of them and opened new opportunities for development adjacent to the park. His innovative strategy—bringing in parcel owners as partners with a valuation based on their own appraiser's report—took almost 25 years. Wyche waited until the time was right and he found a developer he trusted, finally selling the land to Bob Hughes, who Wyche felt would “do the ‘right’ thing.”

Exploiting Public-Private Partnerships

Falls Park capitalized on cooperation between public and private entities. Members of the Garden Club, city leaders and departments, the design team, and many private developers collaborated effectively to get the project done. Each played its appropriate role in terms of providing leadership, vision, and resources for the mutual benefit of all and the common good. The public investment of about \$13.5 million helped stimulate private investment of more than \$585 million as of spring 2015.



A view of the river and Peace Center from Main Street.

Social and Physical Connections

“Connections” is an important theme of this project. Social connections among civic leaders made their collaboration more effective; now the park is viewed as a physical space that brings together people from all over the city and from all backgrounds—urban and suburban, various classes and races, locals and tourists—in what is referred to as “the city’s living room.” Connections have also been strengthened between downtown and the formerly underdeveloped area west of the park as well as to the surrounding neighborhoods. A new plan for extending the park is in process. One of the explicit goals is to use the park extension as a way of creating more access for less advantaged neighborhoods while not necessarily stimulating gentrification. The Liberty Bridge and the Swamp Rabbit Trail both support connections, while the park serves as a magnet. This level of connectivity contributes to a healthier city.



The lower falls and pools.

Instilling a Culture of Quality

Why was this project so well done and why is it so well programmed and maintained? Largely because there is a culture of quality, commitment, and doing things the best way possible cultivated by leaders at city hall. This is said to have been instilled by the city manager and mayor who, for example, have implemented “Greenville Cares,” a hotline for inquiries and problems; follow-up is evaluated as part of each city department’s performance review. The park “raised the bar” on this culture of quality and showed that the city could do things really well.

Learning from Outstanding Precedents and Thinkers

Just as officials from other cities now come to Greenville, local leaders toured other cities with rivers, parks, and pedestrian bridges in the US and Europe during the early planning stages. They consulted planners and de-

signers with broad experience and recognition, including Lawrence Halprin and Santiago Calatrava. All of this stretched their vision of what might be possible in Greenville.

Establishing a Stable Funding Stream

The City of Greenville is able to ensure adequate and sustainable funding for maintenance and programming in Falls Park by virtue of its thoughtful creation of a secure and stable funding stream. Given the park’s impact on attracting tourism, the city allocates income from its hospitality tax to the park. This revenue stream also pays off the debt incurred for the capital expenditures to create the park and build Liberty Bridge.

ASSESSING IMPACT IN RESPECT TO PROJECT GOALS

GOAL: Convert a run-down area into a park.

This rather modestly-stated goal has been achieved—and with great success. “Before” photographs show a ravine choked with kudzu and littered with trash. It was reportedly a magnet for drug use and related crimes of violence. Now, it is a beautiful park filled with locals and tourists and a popular venue for many activities and community celebrations.

GOAL: Reclaim the birthplace of the city and reverse ecological damage.

The falls were the original site of European settlement in Greenville, and the city grew up around the falls and the river as the settlers built water-powered mills and housing for the workers. But the river was polluted by the textile mills and the falls were obscured in the 1960s by a vehicular bridge. While the pollution was gradually mitigated as the textile mills closed, the area surrounding the falls was overgrown, filled with trash, and generally deteriorated.

The removal of Camperdown Bridge “liberated” the falls and exposed them again for people to view and enjoy. The mitigation and repair of ecological damage to the river, the riparian habitat, and the surrounding woodlands and meadows are very far along. There are reports of fish in the river again, though they are not edible because of contaminated runoff from upstream.

GOAL: Provide active programming to attract a broad array of individuals, both locals and tourists.

There is an effective mix of city-sponsored and privately-sponsored events which attract varying numbers of people to Falls Park, and there are many other opportunities for activity which keep the park active. The park and the falls in particular are a popular stop for tourists and an important part of what draws them to visit Greenville.

GOAL: Accelerate private development along the river and to the west and increase vibrancy and activity downtown.

Reclaiming the falls and building Falls Park have clearly contributed significantly to private and public development in these zones. Main Street has filled in toward the park, and the area to the west, which was reported to have been close to derelict before the park, is now home to extensive commercial and residential development, including affordable housing and a minor league baseball stadium.

SELECTION COMMITTEE DISCUSSION

The Selection Committee praised Falls Park on the Reedy as a beautiful and transformative project that creates an important new civic space in the city of Greenville. They noted the park’s significant physical, social, and economic impact and the role of leadership and vision, long-term planning, and quality design in making it possible. Falls Park puts the river front and center, repurposing an overgrown and forgotten valley that once served industry into a centerpiece for the city that has captured the attention and

pride of everyone in Greenville. The committee commented that Falls Park is “a truly urban project that illustrates the importance of integrating green space into the urban realm” and enhances the “connectedness” of the city.

The committee noted the role of vision and long-term, intentional planning, including attention to quality design, which informed the park’s development. It is the result of over 100 years of thoughtful planning initiatives that engaged well-known designers and firms from across the country. The committee observed that the project illustrates the value of establishing and advancing benchmarks for quality, such as seeking comparable projects in other cities and Calatrava for inspiration for the bridge design. They agreed that the park is very well designed, with an overall scale that people can relate to and attention to details and materials which help integrate it



The terrace and Passerelle Bistro below the Main Street entry.

“FALLS PARK PUTS THE RIVER FRONT AND CENTER, REPURPOSING AN OVERGROWN AND FORGOTTEN VALLEY THAT ONCE SERVED INDUSTRY INTO A CENTERPIECE FOR THE CITY THAT HAS CAPTURED THE ATTENTION AND PRIDE OF EVERYONE IN GREENVILLE.”

into the natural and built environment. The committee also praised the new pedestrian bridge, observing that its design is a bold statement that “makes the place.”

Like the other 2015 winners, Falls Park required significant collaboration among multiple players to come to fruition: the city, the Carolina Foothills Garden Club, and various business leaders, individuals, and institutions all had different leadership roles and were critical in connecting and assembling resources over time. The committee observed that among the five winners, Falls Park stood out for the most involvement from government and the public sector and would not have been possible without the consistent leadership of the city. The committee praised the courage that it took to remove a “perfectly good” vehicular bridge, particularly the mayor’s strategy and patience to wait for the right time and use of political capital to make it happen.

There was some discussion as to whether a project completed ten years ago would be considered innovative. In the end, the committee agreed there was “a lot going on” with much to learn and that it was an important story to celebrate and share. Most of all, the committee agreed that the project illustrates the value of the mayor’s “find your falls” approach to uncovering and discovering what makes a city special and creating something that is unique to its place.

RELATED RBA WINNERS

Many cities were built on riverfront sites, often to exploit their potential for transportation or to power water-driven machinery. While transportation persists on major rivers, water power has largely been supplanted, and the related industrial uses have made way for open space. A number of similar waterfront projects have been RBA winners and provide an interesting contrast to Falls Park.



LOUISVILLE WATERFRONT PARK (2013 Silver Medalist) is located along a much larger river and city, with a similar array of uses and relationship to downtown. One major difference is in how automobile bridges have been handled. In Louisville, highways and their bridges enter the city by traversing the park, and rather than attempting to remove them, the park was designed around them.



BROOKLYN BRIDGE PARK (2011 Silver Medalist) along the East River serves an urban area of an entirely different scale than Greenville or Louisville. This park serves a much more local function and its impacts, while impressive, are not citywide. Still, the project transformed a derelict site (as did the others), applied sustainability concepts, and responded to the needs and concerns of local residents.



SOUTH PLATTE RIVER GREENWAY (2001 Silver Medalist) in Denver extends downtown open space for many miles along a river with hiking trails and bike paths and connects to a series of parks. Passing through the edge of downtown and reclaiming abandoned rail yards, the Greenway offers a variety of recreational opportunities and stimulated adjacent development.

Civic Space Park (2011 Silver Medalist) in Phoenix, Millennium Park (2009 Silver Medalist) in Chicago, and Providence River Relocation Project (2003 Silver Medalist) in Rhode Island offer additional examples of how investment in new public spaces and infrastructure can increase downtown vitality and catalyze additional development.

More information about these and other RBA winners can be found at www.rudybruneraward.org.

Resources

This case study was compiled from information gathered from the project application, an extensive site visit in May 2015, discussions with the RBA Selection Committee, and research and interviews conducted during those processes and throughout the writing and editing of this book. Titles and positions of interviewees and URLs listed below were effective as of the site visit unless otherwise noted.

INTERVIEWS

City of Greenville:

Knox White, Mayor
Amy Doyle, City Councilor
Lillian Flemming, City Councilor
Susan Reynolds, City Councilor
John Castile, City Manager
Sarah Cook, Grants Coordinator
Dwayne Cooper, Engineering Services Manager, Department of Public Works
Jordan Franklin, Falls Park Garden Manger
Michael Kerski, Planning and Development Manager
Edward Kinney, Senior Landscape Architect
Ken Miller, Chief of Police
Angie Prosser, Director of Public Information and Events
Dana Souza, Director of Parks, Recreation and Sustainability
Kevin Stiens, Parks and Recreation Business Manger
Ginny Stroud, Community Development Director
Dale Westermeier, Deputy Parks and Recreation Director
Nancy Whitworth, Deputy City Manager and Economic Development Director
Megan Young, Parks and Recreation Administrative Assistant

Designers:

Andrea Mereschak Mains, Landscape Architect, formerly of RTKL and LDR
Jay Martin, Arbor Engineering
Miguel Rosales, Principal, Rosales + Partners
Ed Ziegler, Architect, Craig Gauden Davis Architects

Businesses:

Bob Hughes, Hughes Development Corporation
Nate Lipscomb, Greenville Drive
Bob Morris, Community Foundation of Greenville
Charles Reyner, Windsor Aughtry Corporation
Carl Sobocinski, Table 301 and Passerelle Bistro
Chris Stone, Greenville Convention and Visitor's Bureau

Community:

Robert Benedict, PhD, Director of Masters in Real Estate Program, Clemson University
Bruce Halverson, PhD, President, South Carolina Governor's School for the Arts and Humanities
Nancy Fitzer, Education Director, Upstate Forever (conservationist organization)
Barry Nocks, PhD, Professor of Planning, Clemson University (also serves on city's design review board and led the Clemson study of the Reedy River Master Plan)

Carolina Foothills Garden Club:

Anna Kate Hipp
Betty Stall
Martha Pellett

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Liberty Bridge

