

5. ENGAGE

Experiencing the Cary Community



IN THIS CHAPTER:

- Adopted Plans
- Challenges and Opportunities
- Policy Direction
- How We Will Achieve Our Vision
- Related Policy Direction in Other Chapters

Cary's extensive greenway system, network of parks and open space, cultural opportunities, sports venues and recreational programs continue to make the Town a premier community for residents and visitors. Cary will work to increase the accessibility and variety of recreation services in order to meet the needs of our growing and diversifying population. The Town will further develop its public art and historic preservation programs that convey Cary's unique identity and history. All of these efforts will add to the community character and sense of place that attract and ENGAGE bright, creative people and businesses.

CARY VALUES:

Creating a Vibrant Arts and Cultural Environment

Cary will create a vibrant cultural and arts environment through performances, exhibits, festivals and places.

Preserving Historic Resources

Cary will preserve sites, structures and traditions that help convey the history of Cary as a source of community pride.

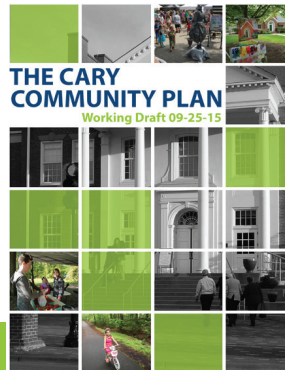
Providing Extensive and High Quality Parks and Recreation

Cary will provide extensive and high quality recreation services and facilities as a signature of the community, helping to make Cary a desirable place to live, supporting strong property values, and promoting healthy living. Opportunities for recreation include a well-connected greenway network, an expansive system of parks and natural areas of all sizes, and a diversity of recreational facilities and offerings for residents and visitors of all ages and abilities.

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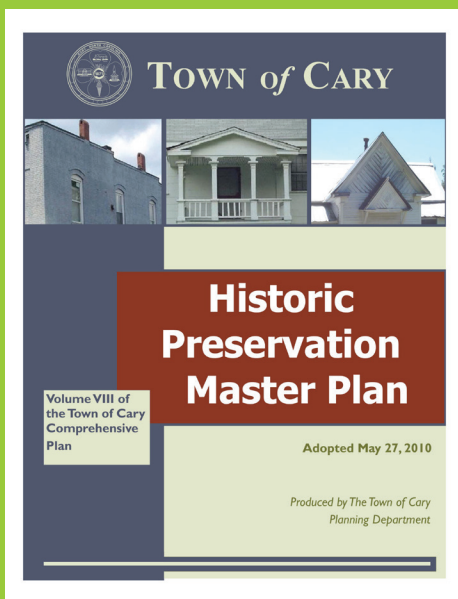
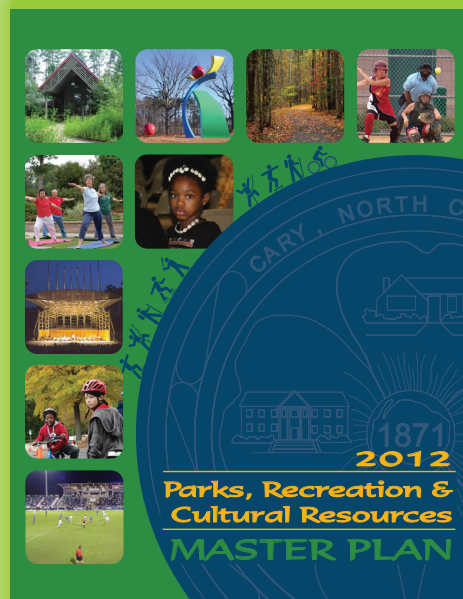
ADOPTED PLANS

This Engage chapter summarizes three previously adopted plans, each of which is still current, that represent the Town's current policies with respect to parks, recreation, cultural resources, public art, and historic preservation. The three plans are the 2012 Parks, Recreation and Cultural Resources Master Plan, the 2012 Public Art Master Plan, and the 2010 Historic Preservation Master Plan. In 2020, an addendum was adopted for the Parks, Recreation and Cultural Resources Master Plan to incorporate the area encompassed by the Chatham-Cary Joint Land Use Plan; the addendum is considered fully a part of the 2012 Parks Master Plan. These plans will remain as separate, free-standing documents, but are summarized here and incorporated by reference into the Cary Community Plan. Each plan currently provides goals or a vision, objectives, and recommended actions toward achieving Cary's ENGAGE values. As part of future updates to the Cary Community Plan these plans or the policies they represent will be updated and incorporated into the main plan document.



The three plans included in this chapter are fully part of the Cary Community Plan (CCP). In the event of conflict between these three plans and the CCP, the newer CCP policies, recommendations, and guidance govern.

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Current Policy Plans

The following table summarizes the purpose and planning timeframes of the Parks, Recreation & Cultural Resources Master Plan, the Public Art Master Plan, and the Historic Preservation Master Plan.

	Parks, Recreation & Cultural Resources Master Plan	Public Art Master Plan	Historic Preservation Master Plan
Purpose	<p>The plan provides decision-makers with the tools to:</p> <ul style="list-style-type: none"> • Serve the parks and recreation needs and interest of Cary’s current and future populations. • Maintain the quality of the system. • Ensure long-term sustainability of investments and operations. 	<p>The plan provides decision-makers with:</p> <ul style="list-style-type: none"> • An overview of the types of public art. • Opportunities where public art can make the greatest impact. • Venues and themes for increasing the diversity of Cary’s public art collection. • Ideas for educational and outreach programs. • Recommended practices for integrating public art into Town policies and processes. 	<p>The plan provides decision-makers with a comprehensive and coordinated approach to historic preservation, including:</p> <ul style="list-style-type: none"> • Legally defensible administrative and regulatory processes • Approaches for preserving historic resources • Recommendations for integrating historic preservation into Town policies • Ideas for public outreach and education
Timeframe	5 to 10 Years	10 Years	10 Years

CHALLENGES AND OPPORTUNITIES

Maintaining the High Quality of the Parks, Recreation, and Cultural Resources System with a Changing and Growing Population

Recent surveys have shown that Cary residents place a high value on the Town's parks and recreation facilities, and that making improvements and/or renovating existing facilities is a high priority. Due to the local trend showing an aging and culturally diversifying population, Cary will strive to enhance recreational opportunities through programming (such as fitness, heritage, environmental education and science, technology, engineering and math education, and therapeutic and specialized recreation for seniors) and the exploration of new facilities to meet the growing and changing recreational needs. A list of future challenges include:

- Continuing to maintain the high quality of the parks, recreation, and cultural resources system.
- Balancing parks and recreation facilities within areas of population expansion, ensuring equitable access to programs, facilities, and resources. Increase the accessibility of existing and future facilities by considering neighborhood context and connectivity to transit, bicycle, and pedestrian infrastructure.
- Being flexible and responsive to changing demographics, emerging trends, and evolving priorities.
- Completing gaps within the Town's greenway system and connecting to local and regional trail systems.
- Strengthening the stewardship and management of natural and historical resources.
- Consideration of additional sources of funding to assist with the completion of capital projects including substantial naming rights and sponsorships as well as community/park foundations.
- Continuing to incorporate environmentally sustainable solutions into the parks and recreation system – including facilities and operations.
- Continuing to collaborate with community partners including Wake County Public School System and other groups and organizations.
- Continuing to engage and grow our volunteer base.
- Keeping up with technological changes as customer demand and expectations continue to broaden.
- Planning and acquisition of land for new parks, trails and other community recreation facilities in expanding areas, particularly in the western and southern sections of the Town proper.



Maintaining Cary as an Amateur Sports Destination

Cary has positioned itself as one of the premier destinations for local, regional and national sport tournaments and events. Since 2004, the Town has developed three major sports venues, including the Cary Tennis Park, the USA Baseball national Training Complex, and the Wake Med Soccer Park.

During that time, the Town has hosted over 50 major professional, collegiate and amateur championships. These events have included Atlantic Coast Conference (ACC) tennis, soccer, and cross country championships; Division I, II, and III baseball finals and Division II and III cross country regional tournaments; and the National Collegiate Athletic Association (NCAA) Men's and Women's College Cup Championships (soccer). During that time, these events have generated over \$90 million in economic impact for the Town of Cary and the Triangle region.

The Town was one of the first in the region to capitalize on sports tourism. Sports tourism has gained serious momentum over the past decade and has become an economic stimulus for communities. A study by Sports Marketing Surveys USA (SMS) shows that in 2014, there were 34.9 million people who traveled with an overnight stay to participate in or watch an amateur sports event, a figure that has remained fairly consistent going back to 2008. While 18 percent of these sports travelers were ages six to 17, about 51 percent were ages 25 to 54, evidence that families are accompanying their young players to events.

Future challenges for maintaining Cary as an amateur sports destination include:

- Continuing investment in all three of Cary's sports venues. With the growing competition among communities nationally for sports tourism dollars, every effort needs to be made to make those improvements necessary to keep Cary's sports venues relevant and competitive against other venues. Considerations may include suitable capacity to host national events, professional level maintenance, professional level amenities, accessibility, and suitable technological infrastructure.
- With the growing number of communities investing in sports venues, continuing to actively market the quality of our venues and our expertise in hosting national events so that Cary can stay competitive in the growing sports tourism arena.



WakeMed soccer park, located in the Eastern Cary Gateway Destination Center, is one of three major sports venues that attracts national sports tournaments and events to Cary.

Demand for Robust Arts and Culture Offerings

Cary benefits from a wide offering of cultural and arts activities, made possible through partnerships between the Town and more than 60 arts and cultural organizations. Cultural activities and amenities are not only rich cultural offerings that enhance quality of life, but have important economic impacts.

Cary is home to several excellent cultural arts facilities including:

- Cary Arts Center
- Page-Walker Arts and History Center
- The Cary
- Koka Booth Amphitheatre
- Sertoma Amphitheatre in Bond Park

Building off of these facilities and Cary's many cultural arts programs, the Town has opportunities to continue and expand its cultural offerings for current and future residents of the community. Future challenges for the cultural arts include:

- Providing programs for growing western quadrant of Cary.
- Continued emphasis on Downtown Cary will include a focus on the arts, culture venues with a feature on festivals and events to attract visitors and support local business.
- In the coming years, the Town will work to protect, preserve, and reuse its historic structures as a connection to its rich cultural heritage.
- As the Town will continue to integrate art into the public realm, the challenge will be to install art that is both accepted by the general public and deemed cutting edge and unique.

All of these challenges, including maintaining existing facilities while meeting increasing demand for cultural activities may require additional revenue sources in the future.



Built in 2001, Cary's Koka Booth Amphitheatre is located on a 14 acre property with hardwoods and pines and hosts community events and world class performances.

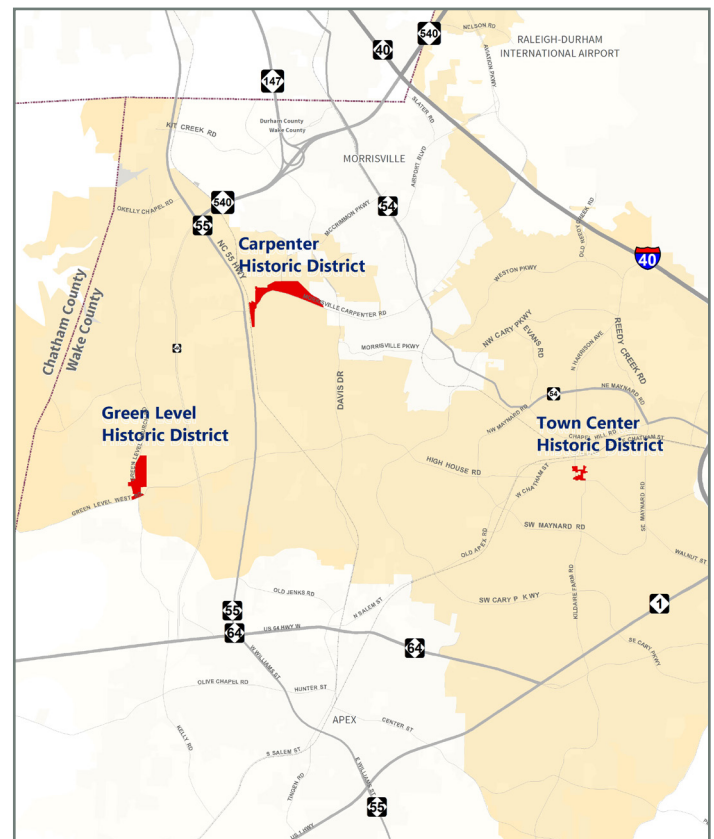
Protecting and Capitalizing on Cary's Historic Resources

Within its planning boundary, Cary has three National Register Historic Districts, four individually-designated National Register properties, and seven local Historic Landmarks. A town-wide comprehensive historic resources survey was completed in 2014, resulting in an inventory of approximately 350 properties that contain one or more buildings at least fifty years old. As Cary approaches geographic build-out and there are fewer vacant tracts of land left to develop, there is increasing pressure to redevelop these properties. Many of the pre-1940 historic buildings that have survived up until now are the best and/or the rarest of Cary's remaining historic resources. Challenges for the Town are to encourage preservation of these buildings as properties redevelop, and to ensure transportation and infrastructure projects respect and complement historic resources and landscapes. An emerging challenge for the Town is to recognize and take steps now to preserve the best of its mid-century (1940 to 1969) historic resources – those newly-historic buildings and structures that will help convey to future generations the sweeping cultural and technological changes of that era.

To meet these challenges, the Town has the opportunity to take full advantage of state enabling legislation that allows Cary, through the Historic Preservation Commission, to build on its established local landmark program and also to implement new regulatory- and incentive-based preservation programs. Some programs recommended by the Historic Preservation Master Plan for the next five years include a revolving fund program for the purchase and re-sale of historic properties; a demolition-delay ordinance; and local historic district overlay zoning for areas of town such as downtown and Carpenter. Cary has the foundation in place on which to build its program; now the challenge is to further develop and implement preservation programs and policies that capitalize on the many cultural and economic benefits that historic preservation can bring to Cary, such as:

- **Community character** – historic properties help Cary retain an authentic, quality community character and a sense of civic pride.
- **Economic and fiscal benefits** – compared to new construction, rehabilitation of historic buildings is usually more labor-intensive than materials-intensive. Consequently, more jobs are created; they are more likely to be filled by local artisans; and more of the dollars earned stay in the local community. Also, there is legitimate financial value in the character of historic buildings, and smart developers understand this fact and capitalize on it.

- **Environmental sustainability** – adaptive reuse of historic buildings recycles valuable building materials rather than sending them to landfills. Reusing buildings rather than demolishing them retains the embodied time and energy that was associated with acquiring the natural resources and producing the building in the first place.



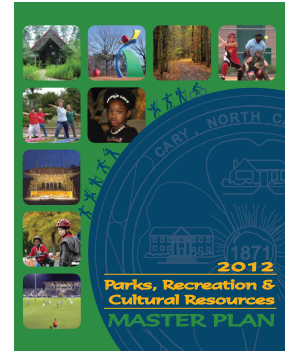
Cary's National Register of Historic Districts. Detailed maps of historic structures are located in the Downtown, Historic Carpenter, and Green Level Special Planning Areas of Chapter 6: SHAPE.

The three plans included in this chapter are fully part of the Cary Community Plan (CCP). In the event of conflict between these three plans and the CCP, the newer CCP policies, recommendations, and guidance govern.

Parks, Recreation & Cultural Resources Master Plan

Goals & Objectives

The Parks, Recreation and Cultural Resources (PRCR) Master Plan charts a course for providing a balanced system of cultural arts, active recreation, passive recreation, and conservation resources to all residents over a five to ten year period. Demographic information, public input, and advisory board recommendations were taken into consideration. Using an accurate inventory of department offerings, including both facilities and programs, recommendations are made for addressing the current needs of the Town, with flexibility to incorporate future facilities as the Town grows and changes. The plan also provides capital and operating investment decision-making tools to guide decision-makers. To provide high quality, accessible, sustainable parks, recreation and cultural resources to community members of all ages and backgrounds, the Plan offers the following goals and objectives:



PRCR Plan Goal 1 - Maintain a diverse and balanced park and open space system as the Town of Cary grows.

The intent of this goal is to plan for the recreational and open space needs of the growing population especially in the western and southern sections of Cary.

Objectives

- Continue to protect areas that are ecologically important and have a high wildlife habitat value.
- Actively manage the Town’s natural resources by developing resource management plans for park areas, greenways and future park parcels.
- Continue to develop a high quality, geographically-based system of parks throughout Town.
- Update the Master Plan Level of Service to match with the Land Dedication Ordinance.
- Evaluate open space requirements for future developments and ensure developments are providing adequate open space that maximizes public benefit. Work with developers to set aside important open space that provides trail connectivity, wildlife habitat corridors, and water quality protection.
- Develop a well-connected open space system in the Maynard Loop and downtown that provides improved opportunities for pedestrians and bicyclists, promotes economic vitality of the Town’s center, and reflects the unique character of these areas.
- Upon approval of the Cary-Chatham Land Use Plan, develop a plan in partnership with Chatham County for future parks, greenways, and open space.
- Based on an increasing demand for court-related athletic fields, develop a plan to increase the quantity and diversity of court types that are geographically dispersed throughout Town.
- Strive to meet demand for athletic fields by converting select fields to synthetic turf, adding lighting, and expanding partnerships with schools and local sport clubs, where appropriate.
- Based on an increasing demand for baseball fields, develop a plan to increase the quantity of field types that are geographically dispersed throughout Town.

PRCR Plan Goal 2 - Provide Cary citizens with a highly functional, safe, well-maintained greenway network that provides recreation, transportation, and education opportunities and wildlife benefits.

The intent of this goal is to provide objectives to continue to develop a comprehensive greenway system. While considerable progress has been made over the past fifteen years, the major effort in the near future will need to be to complete the remaining gaps and to complete links to adjoining trail systems.

Objectives

- Improve community awareness and use of trail network.
- Complete a system of trails that serve the entire Cary community by linking parks, open space, schools, and other public facilities to residential, commercial, and employment areas.
- Fund greenway/trail network expansion.
- Connect to national, regional, and adjacent jurisdiction trail networks.
- Provide well maintained and safe trails.
- Provide a seamless and safe trail user experience across the entire greenway network.

PRCR Plan Goal 3 - Provide a mix of recreation and cultural arts programs responsive to a growing and diverse population.

The intent of this goal is to make sure all of Cary’s citizens have access to high quality, affordable programs and services which reflect the diverse mix of ages, races and ethnicities, social economics, and abilities of its people. A diverse mix of quality programs are needed to meet the growing and changing needs of the community.

Objectives

- Base future programming on research and assessments to reflect the true needs and demands of Cary citizens.
- Consider the implementation of the approved Specialized Recreation Plan to establish a formal program for people with disabilities.
- Implement innovative and diverse programming for seniors.
- Emphasize programming for fitness and wellness.
- Expand heritage programming and interpretation.
- Expand festivals and special events with an emphasis on downtown.

PRCR Plan Goal 4 - Enhance program planning and market analysis efforts to more strategically deliver services.

The intent of this goal is to stay up-to-date with the quality and content of programming for recreation, cultural arts and athletics. The objective of this policy is to invest in the ongoing analysis of the services provided by the Town so that these services reflect the needs of the community.

Objectives

- Review existing programs to determine most effective use of program resources.

PRCR Plan Goal 5 – Provide an equitable distribution of public indoors recreation spaces in Cary that is sustainable.

The intent of this goal is to provide parameters for the development of future indoor facilities.

Objectives

- Refine Service Model for new Community Centers to a larger multigenerational, multipurpose center considering a proposed mix of components includes indoor leisure aquatics, fitness components, gyms, and multipurpose spaces for flexible programming.
- Develop a new, large multipurpose community center in an accessible location.
- Identify opportunities to meet the indoor recreation needs of a growing population in western Cary and southern Cary.
- Identify improvements or additions to existing Community Centers to best meet community needs and enhance the functionality.

PRCR Plan Goal 6 - Maintain quality cultural arts facilities that celebrate Cary’s history and diversity.

The intent of this goal is to recognize the importance of preserving and utilizing the local historical and cultural resources that are part of the Cary community.

Objectives

- Develop a strategic preservation/adaptive reuse plan for Town-owned historic buildings and sites to be operated by the Cary Parks, Recreation and Cultural Resources Department.
- Maintain high quality of Town Amphitheatres (Koka Booth and Sertoma) in order to continue to meet regional and community needs for outdoor performance venues.
- Pursue the implementation of the overall goals of the Civic and Cultural Arts Plan to create an arts district within Downtown Cary.
- Create and activate outdoor community gathering and event spaces in Downtown Cary to accommodate festivals and special events.
- Seek opportunities to incorporate public art in the development of the Town’s infrastructure, transportation, and parks and recreation system per the Public Art Master Plan guidelines.
- Continue to incorporate and expand cultural arts programming at Community Centers in response to community growth and interests.
- Identify new spaces for cultural arts programming as demand grows.

PRCR Plan Goal 7 - Manage the Town’s competitive Sports Venues so they are financially sustainable, continue to attract regional and national events, and are considered an asset by all citizens.

The intent of this goal is to leverage the distinctive benefits of the high-quality sport venues in Cary with incorporating community use and maximizing sports tourism. Cary is viewed as leader in the municipal sports venue world with superior quality venues and exceptional athlete experiences. This goal should brand the Town of Cary as an amateur sports destination. As other communities begin to compete for this market, the Town will continue to invest in and make on-going improvements in these venues including expanding spectator capacities, proper vehicular and pedestrian access, and technology advancements.

Objectives

- Implement approved projects at three sports venues based on the inter-local agreement between the Town and Wake County.
- Diversify and maximize use of existing sports venues.
- Explore partnership and funding opportunities for additional sport venues, including a large field house with multi-use athletic spaces to address local, regional, and national demand for tournaments and special events.

PRCR Plan Goal 8 – Expand special use facilities in response to community needs, trends, and funding and partnership opportunities.

The intent of this goal is to recognize the need to continue to invest in unique and special facilities that reflect the diversity of the community.

Objectives

- Consider development of new special use facilities to meet diverse needs of community.
- Expand the Stevens Nature Center at Hemlock Bluffs to accommodate more program participants.
- Consider incorporating park specialty facilities with the development of all new parks.

PRCR Plan Goal 9: Incorporate best management and planning practices to ensure quality services and efficient use of resources.

The intent of this goal is to outline those potential actions that will result in the more efficient delivery of services for Cary citizens.

Objectives

- Ensure that the Department’s Business Plan, the Long Range Program Plan, and all other facility Business Plans align with the broader goals and vision of the 2012 PRCR Master Plan.
- Develop a Strategic Communication and Marketing Plan to promote parks, recreation, and cultural resource facilities and services.
- Improve customer service and the delivery of services through the continued use of new technology.
- Enhance financial management tools to effectively track and manage costs to deliver services.
- Expand the use of alternative funding through sponsorships, volunteers, grants, and donations.
- Continue to seek Wake County Hotel Occupancy Tax funding to support high quality, competitive venues to contribute to the regional economy.
- Expand revenue generation opportunities as appropriate at parks, recreation, and cultural arts facilities (e.g., rentals, concessions, etc.).
- Expand partnerships to encourage joint development of facilities.
- Provide park facilities and services that promote the Town’s sustainability goals by developing and implementing environmentally sensitive design principles and practices.
- Continue to incorporate the new 2010 Americans with Disabilities Act (ADA) standards and guidelines in parks and recreation facilities.
- Maintain updated records of Town-owned and -managed land, park and facility inventory, historical collections, demographic data, and planning documents to facilitate the ongoing management of Town resources.

Public Art Master Plan

Vision and Objectives

The 2012 Cary Public Art Master Plan is an update to the 2001 Plan and provides a platform for public art policies, guidelines, and recommendations. Through a community outreach process that included focus groups, public forums, workshops, and interviews; the plan offers ideas and recommendations for the Cary Public Art Program. The Plan (1) suggests venues, art types, and themes for public art based on public input and an urban design analysis for existing and desired conditions, (2) identifies numerous educational and outreach programs for implementation by the Public Art Advisory Board and Public Art Coordinator, and (3) provides an overview of types of public art and suggests venues and themes for increasing the diversity of Cary's public art collection.



The Plan offers the following vision statement and program objectives for a public art program that ENGAGES the community, promotes civic identity, and transforms places:

Cary Public Art Vision: Promote public art through site-specific and community-specific artworks that enhance the public realm, deepen a sense of place and civic identity, stimulate community dialogue and transform Cary's public spaces into vibrant and meaningful places.

The intent of the Public Art Master Plan is to guide future policy and program decisions related to Cary's public art program.

Objectives

- Enhance the quality of life for every citizen of Cary by integrating public art into public spaces, including streetscapes, infrastructure, public facilities, parks, and greenways.
- Enrich the identity of Cary through public art that communicates the Town's unique culture, landscape, and heritage.
- Support economic development goals through the thoughtful inclusion of public art throughout the Town of Cary, thus promoting tourism and expanding business opportunities.
- Engage all citizens of Cary in building community identity by encouraging civic spirit, local pride, and increased citizen involvement in community life.
- Promote a greater understanding and appreciation of the power of the arts for individual enjoyment and civic growth.

CARY PUBLIC ART OPPORTUNITIES

Great cities are remembered for interesting streets, lively gathering places, surprising discoveries, and pleasant strolls – physical and social environments where public art can meaningfully connect people with place. Through metaphors, illusions, story-telling, and cultural messages, public art creates new and exciting experiences that build upon other urban design strategies. Public art thrives in public spaces that are centers of human activity and are designed as destination places.

Over the past few decades, rapid development has transformed Cary and the surrounding landscape into a suburban community with multiple commercial centers and residential neighborhoods. Public art operates within this rapidly changing context to:

- Cultivate Cary’s emerging community identity/identities
- Show that Cary’s public facilities, including its parks and greenways, are part of a larger system that supports community and culture
- Ensure that larger-scale, mixed-use development in Cary is part of the town-wide public realm
- Advance the goal of making the Town Center a unique, vibrant, dynamic, pedestrian-friendly location
- Continue to place a public art emphasis in the downtown core along Academy Street

The following photographs illustrate how public art in Cary lends distinct character to places and is an important component of creative placemaking within Cary’s developments.



Cary's public art is a critical component of the public realm that creates a sense of place in developments around Town.

"Dancing Beams" (shown above) and the transportation bus shelter on Kildaire Farm Road (shown to the left) are two examples of how public art can contribute to the unique sense of these places and add a visual richness to public environments.

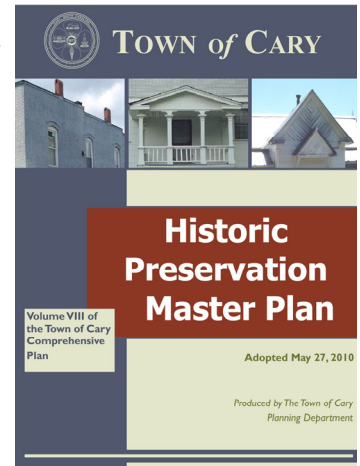
This Historic Preservation Master Plan (HPMP) is fully part of the Cary Community Plan (CCP). In the event of conflict between the HPMP and the CCP, the newer CCP policies, recommendations, and guidance govern.

Historic Preservation Master Plan

Goals and Objectives

The 2010 Historic Preservation Master Plan (HPMP) provides guidance for establishing and developing the Town’s first formal preservation program.

The Plan offers the following goals and objectives:



HPMP Goal 1: Establish Fair and Effective Processes and Policies For Preservation

The intent of this goal is to ensure a legally defensible and effective preservation program.

Objectives

- Adhere to an effective administrative and legal framework when implementing historic preservation activities.
- Maintain a complete, up-to-date survey of Cary’s historic resources.
- Ensure that historic preservation concerns are considered in all Town actions and ordinances.
- Promote preservation using economic incentives whenever possible.

HPMP Goal 2: Preserve, Protect and Maintain Cary’s Historic Resources

The intent of this goal is to use all available tools to proactively preserve historic resources.

Objectives

- Preserve and protect Cary’s historic resources.
- Preserve and protect cemeteries and archaeological resources.
- Encourage adaptive re-use of historic structures.
- Effectively steward Town-owned historic resources.

HPMP Goal 3: Preserve Historic Contexts

The intent of this goal is to preserve the land and patterns associated with historic buildings that complete the perspective.

Objectives

- Protect existing development patterns that contribute to historic areas.
- Preserve and protect historic viewsheds, rural and designed landscapes, and associated historic resources.

HPMP Goal 4: Raise Awareness of Historic Preservation

The intent of this goal is to increase appreciation for history and historic preservation.

Objectives

- Increase the visibility and accessibility of historic resources and preservation information.
- Educate the community about Cary’s history.
- Promote understanding of the environmental and economic value of historic preservation.
- Promote a sense of pride among owners of historic properties.

HPMP Goal 5: Document, Preserve and Share Cary’s Culture & Heritage

The intent of this goal is to promote understanding of the people and events that have shaped Cary.

Objectives

- Continue to capture and record Cary’s stories and history using a range of technologies.
- Facilitate research on all aspects of Cary’s history and development (religious, military, cultural, geographic, transportation), including the recent past.
- Continue to foster an appreciation of Cary’s history and diverse cultural heritage.

HOW WE WILL ACHIEVE OUR VISION

1 Implement the Recommendations of the Parks, Recreation & Cultural Resources Master Plan

Chapter Ten of the Parks, Recreation and Cultural Resource Master Plan contains an implementation chart with 248 proposed implementation actions (see Appendix). The chart identifies general timing, responsible entities, and financial impacts for each implementation action. The implementation actions are arranged in five sections:

Parks and Open Space

This section contains actions to protect and manage ecologically important areas, develop a high quality parks system, ensure adequate provision of parks in future development, coordinate with other jurisdictions, and meet demands of the community.

Greenways and Trails

This section contains actions to increase awareness and use of Cary's trail network, link key areas and destinations in the community, expand the greenway network, connect to regional trail networks, and provide safe and well-maintained trails.

Recreation Programs

This section contains actions to establish objective measures of program need and effectively use resources, establish formal programs for persons with disabilities, provide programming for seniors, promote fitness and wellness, and expand festivals and special events.

Community and Special Use Facilities

This section contains actions designed to increase best practices in facility management through effective use of financial tools, facility planning, customer services, and sustainability. Other actions seek to expand Cary's stock of community and indoor recreation centers, maintain cultural area facilities and amphitheatres, create an arts district, expand access to sports venues, and accommodate more programming at the nature center.

Best Management Practices

This section contains actions to audit and align the department's plans against the broader goals of the PRCR Master Plan, promote PRCR facilities and services, improve customer service, effectively maintain records, manage costs, expand funding sources and revenue generation, and increase the accessibility and sustainability of facilities.

2 Implement the Recommendations of the Public Art Master Plan

Chapter 8 of the Public Art Master Plan recommends the following programs, practices and administrative tasks that should be explored and implemented as deemed appropriate:

- Adopt a town policy that public art is expected to be considered for all capital construction processes. As projects are approved, public art will be commissioned, funded, and implemented as an integrated part of approved capital planning projects.
- Prepare site design standards for public art in private development and the public realm.
- Consider developing a public-art-in-private-development ordinance that would provide incentives for developers to incorporate public art.
- Adopt a formal Town policy on public art that acknowledges the role of public art in capital projects, including transportation projects, public works, and parks and open space development.
- Prepare a work agenda for community educational programs on public art.
- Develop partnerships with corporations, businesses and arts organizations for sponsorships, programs, grants and pooled resources.
- Include the Public Art Master Plan as a chapter of the future Cary Community Plan. This new plan will encompass existing plans and integrate public art into the framework throughout the plan.
- Develop a master plan for public art in the Town Center district, working jointly with the Downtown Development Manager.

3 Implement the Recommendations of the Historic Preservation Master Plan

Chapter Six of the Historic Preservation Master Plan contains an action plan and implementation schedule that includes recommended implementation year(s) and involved entities (see Appendix). There are 71 action items categorized into three separate implementation phases:

Phase 1: Strengthening the Framework

(timeframe 1-3 years)

This phase includes priority actions as well as actions that can be implemented in a short period of time, including a comprehensive survey of historic properties, development of a Historic Preservation Commission, prioritization of historic properties, new development standards and Town policies, and engaging in meetings and outreach efforts to promote historic preservation.

Phase 2: Program Development

(timeframe 4-7 years)

In this phase, actions include achieving Certified Local Government status, sponsorship of workshops, incentive development, outreach to property owners, ordinance development, and additional public and stakeholder outreach efforts.

Phase 3: Looking Ahead

(timeframe 8+ years)

In this phase, actions include development of a historic preservation resource library, identification of new historic properties of interest, and investigating financing mechanisms such as a historic preservation revolving fund.

Ongoing Actions: Programs Already Underway that Will Continue

The plan calls for continuing current historic preservation work that provides outreach assistance to property owners, identifies eligible properties, educates the public, and seeks grant funding.

4 Incorporate the Parks, Recreation & Cultural Resources Master Plan, Public Art Master Plan, and Historic Preservation Master Plan into the Cary Community Plan Document

Major Actions:

Update the three existing plans and incorporate them into the main Cary Community Plan document within five years of its adoption.

For each plan, the update should:

- Examine existing conditions
- Evaluate trends and update opportunities and challenges
- Provide new or updated policies related to parks, recreation, cultural resources, public art, and historic preservation
- Identify new policy initiatives and recommended actions

RELATED POLICY DIRECTION IN OTHER CHAPTERS

This plan has been organized to address specific topics in specific chapters; however, the policies listed throughout this plan are very much interrelated. Listed here are the policies included in other plan chapters that relate to the Town’s policies on parks and recreation, cultural resources, public art, and historic preservation.

Engage: Experiencing the Cary Community	Live:	Work:	Shop:	Shape:	Move:	Serve:
	Fostering Strong Neighborhoods	Assuring Continued Prosperity	Creating Vibrant Destinations	Guiding Community Growth	Providing Transportation Choices	Meeting Community Needs
	<p>Policy #1: Maintain Neighborhood Character</p>	<p>Policy #5: Attract New, High Value Businesses</p> <p>Policy #7: Ensure the Economic Growth and Vitality of Downtown</p> <p>Policy #9: Promote High Quality Education</p>		<p>Policy #8: Preserve and Maintain Cary’s Attractive Appearance and Quality of Development</p>	<p>Policy #4: Focus Investments on Improving Connections and Closing Gaps</p> <p>Policy #6: Improve Pedestrian and Bicycle Crossings</p> <p>Policy #8: Ensure a Well-Maintained System</p>	<p>Policy #2: Provide Safe, Reliable Water and Wastewater Services</p> <p>Policy #3: Encourage Environmentally Responsible Stormwater Management</p> <p>Policy #5: Protect and Restore Open Space and the Natural Environment</p> <p>Policy #6: Protect Air Quality</p> <p>Policy #9: Preserve and Protect the Urban Tree Canopy</p>