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## Letter of Nomination

### 2014 Community Service Award

The North Carolina Chapter of the ASLA is proud to nominate William L. Flournoy, Jr. FASLA for the Community Service Award. During Bill's four decades of strategically advancing the greenways concept, he has pursued diverse opportunities for its implementation resulting in 730 miles of built trails and over 21,000 acres of conserved land ... and counting.

Through publication of countless scholarly and professional writings, Bill has shared his insights into both the mechanics and methodology of greenways and land conservancy in a successful effort to mainstream acceptance of these significantly important landscapes.

Following completion of his graduate project: "The Benefits, Potential, and Methodology for Establishing the Capital City Greenway" and its presentation to the Raleigh City Council (1972), he discovered that there was no market for greenway professionals. He decided to stay local and advocate for implementation of this then-new type of multipurpose public infrastructure. While never having responsibility for direct greenways creation, Bill's community service activities have contributed to improved public and agency understanding, more supportive policies, and increasing numbers of quality examples of continuous and interconnected riparian greenway systems. Individually and cumulatively these activities have contributed to the creation of the first modern greenway system in Raleigh, with connections to the Triangle region, and other examples growing across North Carolina and throughout the country.

Having William H. Wythe's original greenway concept as its foundation, Bill's report echoed and expanded on the planning and design principles promoted by Olmsted and McKay. The key principle being that the greenway is the corridor of land from which multiple public purposes [health effects, environmental quality, ecosystem function, community image, etc] are achieved, while the trail is a facility. The activities reported below document the incremental process of updating, highlighting, institutionalizing, promoting, and raising expectations for riparian greenways that have given currency to the concept and kept it energized over the decades. Each activity has had its own role, added to the potential of the others, and provided a more complete vision of the breadth of public purposes to be gained.

**Public Involvement.** Advocacy, networking, community education, and service projects in support of greenways require organization and initiative. Through these activities the public has had an opportunity for engagement in greenways advocacy, as well as a broader

understanding of the greenways concept through direct experience. Bill has been involved at several scales:

- (1977 – Present) NC Trails Association. He was asked to organize a Citizen’s Trail Investigation Committee to sponsor a statewide gathering and resolve to create a nonprofit organization. He served as its acting president the first year and on the BOD for six years. The organization later narrowed its focus to become Friends of the Mountains to Sea Trail, and has since constructed 600 of a proposed and State authorized 1000 miles of trail on public and private land across the state.
- (1982 – Present) Triangle Land Conservancy. He was asked to serve on a Council Of Governments task force on nonprofit land trust feasibility, became the incorporator in ’83, and served on the BOD for thirteen years including two years as VP and three as President. The TLC has since conserved 16,000 acres within the Triangle region.
- (1982 – Present) Triangle Greenways Council. He was a founding member of this all-volunteer nonprofit organization. Originally a greenways advocacy and educational entity, then in the late ‘80s it started a public service function, and then it created a land trust function in the late ‘90s. He has served several terms on the BOD, serving as Chairman, President, newsletter editor, and the coordinator for several greenway reports. The TGC has conserved 800 acres of urban riparian corridors within the Triangle region, and constructed more than thirty miles of hiking trail on public lands.
- (1991 – Present) Conservation Trust for NC. He was supportive of creation of this service organization to the land trust community statewide. First as TLC’s representative, then as the TGC’s, and now he serves as Chairman of the Governmental Affairs Committee.
- (1998 – Present) Partners for Environmental Justice. He joined the BOD of this young nonprofit to serve as the TGC’s representative. This collaboration has yielded designation of a 60+ acre property as a wetland park within an historically minority community, successful passage of a bond issue to support construction of the Walnut Creek Wetland Center, and accumulation of an additional 190 acres adjoining the City’s riparian greenway corridor less than three miles from the original State Capital building and CBD.

**Institutionalization.** Adjusting the direction and focus of existing government agencies and programs is seldom effortless, and typically results from complementary initiatives from within and outside government institutions. Through these activities the governmental capacity to respond to greenways was advanced, and the public’s expectation was enhanced. Again, Bill has been involved at several scales.

- (1974 – 1983) NC Bicycle Committee. NCDOT created the first Bicycle Program in the nation. A Bicycle Advisory Committee was created by administrative action and he was appointed by the Secretary, serving as its Chairman. The first State issued Bicycle Highways assessment criteria and maps were generated by the Department. In 1976 the NC American Planning Institute presented a Planning Excellence Award to the Department for its “NC Bicycle Facility and Program Handbook”. Subsequently, he prepared a draft Bill to authorize a formal Bicycle Committee within the NCDOT, and he coordinated public support. Upon ratification he was reappointed and continued to serve as Chairman. His most structural initiative was to prepare draft policies to define how bicycles should be integrated into NCDOT’s planning, design, construction, and maintenance programs; which were ultimately adopted by the Board of Transportation.

- (1986 – 1995) NC Greenways Conference. He was among a five person core-group that came together to organize greenways conferences. Six multi day events were presented over a decade, featuring state and national caliber speakers on topics related to the breadth of greenways knowledge and with opportunities to tour existing examples of greenway efforts. He chaired the 1992 event that was also promoted as the first National Greenways Conference.
- (1992 – 1994) National Recreational Trails Advisory Committee. ISTEA created this advisory body within the USDOT. He was recommended by the Governor at the request of the NC Department of Environment and Natural Resources, and appointed as a representative for the bicycling community. The first order of business was creation of guidelines for the distribution of National Recreational Trail funds to States. After that was addressed, attention turned to updating the USDOT's previously existing guidance and expanding them to also deal with trails off highway rights-of-way. He actively participated in the identification of new topics requiring guidance, as well a existing topics that required rethinking.

**Visualization.** Keeping a collective eye on the horizon is an important step in beginning and sustaining any movement. Exploration and explanation of potential projects can inform and build support over time. Bill did that with his initial graduate project, and followed it with timely and more focused supplements, reinforcing significant greenway characteristics and opportunities.

- (1978) “Falls Lake Whitewater Study” with multiple Wake County partners. Explored the feasibility of integrating a canoe and kayak training facility into the natural characteristics within a proposed greenway corridor that includes the tailrace of the Falls Lake Dam. Received an NCASLA Award of Honor for Design Excellence in Applied Landscape Technology.
- (1985) “Future Of The Neuse River” with the TGC and NCSU-LA students. Focused on the need for priority on and policy amendments for initiation of this future segment of riparian greenway corridor. Received an NCASLA Award of Honor for Design Excellence in Landscape Architecture Communication.
- (1997) “Conservation Plan for the Richland Creek Corridor” with the TGC, TLC, and funding from the World Wildlife Fund. Contemplated and justified pursuing the opportunity for a conservation corridor between Umstead State Park and NCSU's Educational/Research Forest.
- (1999) “Walnut Creek and Rocky Branch Greenway Loop” with the TGC and an NCSU-LA class. Explored the possibilities resulting from an integrated riparian greenway corridor system through the State's Dix Hospital lands and NCSU's Centennial Campus, and connector to Raleigh's CBD.
- (2000) “Riparian Corridor Conservation Design for the Upper Neuse River Basin” with the TGC and the State's Center for Geographic Information and Analysis. Assessed the ecological and water quality protection significance of lands within a 958K acre watershed, with 2,400 miles of streams, to establish land conservation priorities.

**Sharing Experience.** Standing on the shoulders of those who came before, begins with understanding the lessons they learned. Historical and contemporary greenway knowledge was shared through various venues for divergent audiences. Bill has authored both scholarly and professional documents.

- (1989) “A Nonlinear Approach to Open Space” for Carolina Planning Magazine, Vol. 15 #1.
- (1989) “Vigilantes, the Neuse, and Sure Salvation” presented to the Third Biennial Linear Parks Conference, and included in the Proceedings by the Appalachian Consortium.
- (1993) “Evolution of Environmental Consciousness and Emergence of an Environmentally Based Linear Parks Movement” presented to the Fifth Biennial Linear Parks Conference, sponsored by the Appalachian Consortium.
- (1994) “ISTEA: Conservation Money from an Unlikely Source” for the Land Trust Alliance’s EXCHANGE Magazine.

**Recognition.** A movement does not exist if no one knows it. Bill has welcomed opportunities to share insights into the world of greenways with a broader audience through print media.

- (1974) “Streamside Open Space: It’s a Natural” by Philip Morris in Southern Living Magazine.
- (1990) “Greenways for America” by Charles E. Little; Chapter 3 “The World of Greenways: Part 1, Raleigh, NC: The Capital Area Greenway”.
- (1991) “Father of the Greenways” Prospect Article by Charles E. Little in January, Landscape Architecture Magazine.
- (1995) “Marquis Who’s Who” recognized in the World, America, and Southeast editions.
- (2006) “Top Ten Planning Events in NC” by Godschalk, Hawkins, and Nance in Summer, Carolina Planning Journal.
- (2006) “Design for Ecological Democracy” by Randolph T. Hester.

**Unexpected Consequences.** As a result of the foregoing greenways specific community service activities, other related opportunities materialized. Bill responded to further improve and expand the foundation for quality land planning and design.

- (1977) National Trails Symposium, invited Program Committee Member.
- (1993) “Greenways, A Guide to Planning, Design, and Development” by Flink and Searnes, Island Press invited manuscript review.
- (1994) “Rural by Design” by Randall Arendt, APA Planners Press, invited manuscript review.
- (1995) Federal Environmental Quality Awards Juror, for the Executive Office of the President’s Council on Environmental Quality.
- (1996) National Urban Forest Conference, invited Program Committee member.
- (2002) “Mountains to the Sea Trail” by Allen deHart, UNC Press, invited manuscript review.
- (2007) Honorary Co-Chair of Raleigh Parks and Greenway Bond Issue Advisory Group, recommended by Mayor and confirmed by Council.

**Other Service.** For anything to grow, its source must be nurtured. Bill has served his roots as diligently as he has greenways.

- (1972 – Present) NC Chapter ASLA. Executive Committee Member, 1976 – 1982; Task Force 80, Chapter Representative, 1978 – 1980; Vice President of Chapter, 1978 – 1979; Steering Committee, Chairman, 1979 – 1981; Treasurer of Chapter, 1982 –

1986; Bicentennial Blvd CAT Project, 1986 – 1991; Wetlands Challenge Conference, Program Committee, 1990; Kinston Main Street CAT Project, 1994; ASLA National Landscape Medallion, Chapter's Nominator, 1999; Water Quality Challenge Conference, Program Committee 2000; and Fellows Nomination Committee, 2011 - .

- (1999 – 2007) NCSU College of Design, Landscape Architecture Alumni Advisory Board, two years as Chairman.
- (2010 – Present) NCSU College of Design”, Leaders Council.
- (2011) Dix Park Celebration, facilitated collaboration among the Dix Visionaries, NCASLA, NC Sierra Club, and TGC to host event at the NC Museum of Art supporting park creation.

Thanks to Bill Flournoy’s strategic and consistent commitment to community service over forty years, Raleigh now has 4,000 acres of greenway corridors and 130 miles of paved trails. This continuous and interconnected system now integrates with the systems of multiple municipalities across four adjoining counties to constitute a growing regional network. The greenways concept that he helped implement 35+ years ago, has been adopted by and is being pursued by most municipalities in the state, including interstate connections proposed into VA and SC. He has integrated the newer practices of landscape ecology and green infrastructure that can be accomplished by greenways in an urban and regional context. All of this results from his tireless, incremental and studious approach to effecting positive and permanent change.

Based upon his community service record, Bill has successfully promoted greenways systems to an accepted and legally defined element of public infrastructure. It is therefore the pleasure of the Executive Committee to nominate him for this ASLA award.

Sincerely,



Keith Downing, ASLA  
President, North Carolina Chapter, ASLA 2013-2014



*City Of Raleigh*  
*North Carolina*

**Nancy McFarlane**  
Mayor

February 21, 2014

NCASLA President  
2501 Blue Ridge Road  
Suite 250  
Raleigh, NC 27607-6346

Dear Sir:

I am writing in support of Bill Flournoy's nomination for ASLA's Community Service Award. Over the seven years I have served on the Raleigh City Council as a member, and as Mayor, I routinely learn of yet another way Bill has influenced the creation of our Capital City Greenway system. His efforts were recognized in 2007 when the Council appointed him Honorary Co-Chair of Raleigh's Parks and Greenways Bond Issue Advisory Group.

Over the past several decades Bill has been a persistent force for greenways advocacy and conservation-based urban planning. He has been instrumental in the creation of two regional land trusts: one a traditional full-service land conservation organization; and the other specializes in greenway corridor land conservation, as well as related public education and service projects. Both organizations are key participants in the City's initiative to protect the quality and quantity of drinking water from nine reservoirs through land conservation. He was also a leader in the creation of two statewide nonprofits that are force-multipliers for land conservation and public use. These groups are having a significant effect on the establishment and interconnection of open space systems through Raleigh, the region, and statewide.

Bill has been a dependable participant in the last three Parks, Recreation & Greenway System Plan updates, always explaining and challenging the City to take the next progressive step to improve its greenways program. He also participated in the 2009 Comprehensive Plan update process, leading to adoption of several of his structural suggestions, including: (1) amendment of the City Code definition of Public Infrastructure to include greenways along with the traditional road, water, and sewer systems, and (2) preparation of a Green Infrastructure Plan to guide future urban planning and design decision making. Bill's insight into the

interrelationship of policy, regulation, design, and programming have enlightened Raleigh's growth guidance processes.

Currently the City is pursuing the last 300 acres of a closed State mental hospital campus, as the site for a new center-city park. In 2011, Bill brought together the Dix Visionaries, NCASLA, NC Sierra Club, and Triangle Greenways Council to host an event featuring the PBS documentary "Olmsted and America's Urban Parks". This served as a catalyst for the 250 opinion shapers who attended, and energized continuing efforts to secure the site.

Yours truly,

A handwritten signature in black ink that reads "Nancy McFarlane". The signature is written in a cursive, flowing style with a large initial 'N'.

Nancy McFarlane  
Mayor



THE  
CONSERVATION FUND

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February 13, 2014

Mr. Keith Downing, President  
ASLA, North Carolina Chapter  
c/o Blue Star Services  
2501 Blue Ridge Road, Suite 250  
Raleigh, North Carolina 27607

Re: Nomination of Bill Flournoy for 2014 ASLA Community Service Award

Dear Keith:

I am writing to strongly endorse the NC Chapter of ASLA's nomination of Bill Flournoy for a 2014 ASLA Community Service Award.

I've been working in the environmental field since I graduated from NC State University in 1978. Bill Flournoy has been at it longer than me! I even remember public discussion and debate about greenways in Raleigh – created by Bill – when I was a student.

I have known, worked with and called upon Bill throughout my career, as an environmental lobbyist at the NC General Assembly, as environmental regulator at NC Department of Environment & Natural Resources (DENR) (where I was nominally Bill's boss), as Executive Director of NC's Clean Water Management Trust Fund, as Director of State Policy at Duke University's Nicholas Institute for Environmental Policy Solutions, and now as NC Director of The Conservation Fund.

Bill has provided me with a wealth of ideas and strategies to implement them. He took time to answer my questions when I was an inexperienced environmental lobbyist, and he told me the truth even when it was inconvenient when I was Secretary of DENR. He's a walking, talking white paper on a variety of conservation issues.

I marvel at how popular greenways have become since the 1970's. Local governments can't acquire the land and build them fast enough to meet public demands. Bill had a powerful idea and it has carried the day.

In addition to getting Raleigh and many other communities to embrace greenways Bill has provided leadership in so many other areas including Triangle Land Conservancy, Triangle Greenways Council, NC Land Trust Assembly, NC Bicycle Committee, the National Recreational Trails Committee, and Partners for Environmental Justice. He also helped make NC's Conservation Income Tax Credit



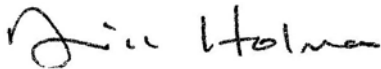
program an effective conservation tool. (Perhaps too effective, the 2013 NC General Assembly repealed it.)

I know Bill has been active in NC ASLA throughout his career.

I admire the fact that in “retirement” Bill continues to work hard to make North Carolina a healthier, greener state. He not only continues to work on big ideas, he also continues working to conserve properties for future greenways and parks.

Thank you for nominating Bill for the ASLA Community Serviced Award. He has earned the recognition from both his peers and his many friends and colleagues.

Sincerely,

A handwritten signature in black ink that reads "Bill Holman". The signature is written in a cursive style with a large initial "B" and "H".

Bill Holman, NC Director  
The Conservation Fund

College of  
Environmental  
Design **LANDSCAPE ARCHITECTURE  
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February 10, 2014

To: ASLA Selection Committee  
From: Randolph Hester  
Re: Community Service Award

I write to add my strongest possible support for William Flournoy to receive the ASLA Community Service Award. I have known Bill Flournoy for over forty years and, during that time, have worked with hundreds of volunteers in open space planning. Bill stands head and shoulders above any other for his lasting and meaningful contributions. In North Carolina Bill has done more to make the public aware of the importance of landscape architecture than anyone else I know.

Bill has done this through leadership of some of the most successful efforts to provide open space for all our citizens: every effort he has volunteered to lead has accomplished extraordinary results. I do not think this is mere coincidence. He simply will not let public serving volunteer visions fail. We witness his leadership and service in the Mountains to the Sea Trail which most people thought was nothing but a dream; it is nearly accomplished. We witness his leadership and service in the Research Triangle Trail System that extends throughout the region, connecting cities in ways never thought feasible. We witness his leadership and service in acres of open space in and around Raleigh, Durham and Chapel Hill and now throughout the state. Most recently we witness his efforts in creating a central city park from the Dix Mental Hospital in Raleigh and a Wetland Center on Walnut Creek in the Low income African American neighborhood of Southwest Raleigh. Bill can work with anyone and he will do any task needed to accomplish open space visions.

When first asked to write about Bill, I could not recall what he did for a living. He simply stands in my mind as a fulltime volunteer for the public good. Of course he has worked, but always in public service and always effectively. But he still seems like a never ending landscape architect caravan in community service. His persistence matches his success. He has been at this for fifty years. He consistently innovates. He changes roles as necessary to meet the next challenge. I first met Bill when he created the Greenway Plan for Raleigh as his thesis project. It was a creative proposal, far more visionary than previous ideas. It was met with skepticism, but Bill would not give up. He worked on it for over a year to make it acceptable to the planning director and other city officials. He pushed and revised until the City Council finally adopted it. No other plan in

four decades since has improved the quality of life in Raleigh as much as Bill's Greenway. Lots of people are credited with its success, but Bill Flournoy made this happen. I was the City-University Coordinator then and saw him weekly working out every distraction to the plan. And later I was on the City Council when Bill got some of the first greenway trails built. I saw his community service up close and first hand. It was never easy, but Bill simply kept going forward. Yes, Bill alone had the vision and Bill made it a reality.

A lot of people have a period of intense community service sometime in their lives. What is most remarkable to me is that Bill has done this his whole life. His ideas have influenced floodway and open space planning nationally and internationally. I saw his Greenway presented just last year at a conference in China. But for those of us who live in North Carolina, Bill Flournoy is the homeboy landscape architect who made our cities delightful and healthy. We need more landscape architects like him.

Sincerely,

A handwritten signature in cursive script that reads "Randolph J. Hester".

Randy Hester

**NC STATE UNIVERSITY**

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February 20, 2014

Keith Downing ASLA  
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NC Chapter American Society of Landscape Architects  
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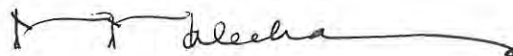
Dear Mr. Downing,

It is my privilege to recommend nomination of William L. Flournoy, Jr., FASLA, for the ASLA Community Service Award. Bill Flournoy has provided immeasurable service to the Raleigh community and beyond through his work with greenways. Affectionately known as North Carolina's "Father of the Greenway System," Bill has worked tirelessly to develop one of Raleigh's most attractive amenities (and a system looked to as a model across the country). He also established the North Carolina Conservation Tax Credit program to encourage land conservation and helped to create the Triangle Land Conservancy and the Triangle Greenways Council.

Here at the NC State University College of Design, Bill has always been a welcomed, contributing member of our own community. For the better part of a decade, Bill served as an active member of the Landscape Architecture Alumni Advisory Board, offering advice and helping to reach out to the professional community on behalf of the college. Most recently, Bill has become a member of the College of Design Leaders Council, an advisory and networking group of our most distinguished alumni and friends.

We appreciate Bill's service to both the community and the College of Design. Thank you for the opportunity to recommend Bill for this honor.

Most sincerely,



Marvin J. Malecha, FAIA  
Dean