

LaGasse Medal Nominations
(Landscape Architect Category)
c/o Carolyn Mitchell
636 Eye Street, NW
Washington, DC 20001-3736

Dear Executive Committee and Trustees:

It is my pleasure to nominate William L. Flournoy, Jr. FASLA for the LaGasse Medal for his consistent contributions to the management and conservancy of natural resources and/or public landscapes.

I first heard of Bill while I was a student in North Carolina State University's College of Design. His 1972 graduate project "The Benefits, Potential, and a Methodology for Establishing the Capital City Greenway" was a feasibility report and explanation of the multiple public benefits that can result from a riparian based greenway network. It was cited as an example of a contemporary presentation of traditional landscape issues, as well as the level of influence landscape architects can have. Twenty years later, Charles E. Little reported in his book "Greenways for America" that the report the plan is thought to be the earliest comprehensive local greenway system in the country. Then in 1999 the ASLA awarded a centennial celebration Landscape Medallion to Raleigh's greenways system for its contribution to the city's quality of life. In 2006 the "Carolina Planning Journal" identified the report among its selection of the top ten planning events in NC. Over the years Bill has actively shared the concepts of multiple purpose greenways and natural resource conservation across the state and beyond.

Prior to his retirement in 2007, Bill spent the last twenty-seven years with the NC Department of Environment and Natural Resources as Director of the Conservation Incentive Program. Among his roles was management of the nation's first (1983) state conservation tax credit program. The NCCTC was refined under his guidance through incremental amendments that resulted in the donation of more than 180,000 acres for conservation purposes in perpetuity, having a value in excess of \$800 million. His advocacy for NC's conservation tax credit experience assisted twelve other states in their successful efforts to authorize similar programs, and the resulting conservation of millions of acres across the country.

Bill had a number of other roles while at the NCDENR that provided opportunities to advance the management and conservation of natural resources and/or public landscapes. In 1981 he coordinated the development of environmental indicators, and production of the first "North Carolina's Environment Report". In the early 1990's he served as the project manager of the department's temporary NC Greenways Advisory Panel. Among the results of the report "Analysis of State Responsiveness to Local Greenway Development" were a Governor's Executive Order in support of local greenway corridors across state lands, and a NCDOT

Administrative Policy to incorporate local greenway plans into the State's Long Range Thoroughfare Plans. Until the mid-1990's he had oversight responsibility for the department's NEPA review process, and he established a multiyear relationship with the Presidents Council on Environmental Quality, including: (1) host conference chairman at the 1994 State/Federal Conference on the National Environmental Policy Act, (2) workshop presentation at the 25th Anniversary Short Course on Advanced and Emerging Techniques for Improving NEPA Assessment in 1995, and (3) serving as a juror for the 1995 Federal Environmental Quality Awards. In 1997 the Legislature ratified a bill he drafted creating the NC Conservation Grant Fund. Thereafter he created guidelines for and managed its grants process for the buffering of military training areas with tens of thousands of acres of conservation lands, as well as creation of its conservation easement stewardship program for state agencies.

Throughout his career, but outside his employment, Bill continued to pursue conservation and appropriate use of national resources, as well as the evolution of the tools necessary to advance implementation programs. From 1974-1983 he was an appointed member of the NCDOT's first Bicycle Committee where he drafted policies for the planning, design, construction, and maintenance of on and off road state bicycle facilities. From 1977-today he has been actively involved as a founding Board member of complementary nonprofit organizations that have conserved thousands of acres of land and sponsored volunteer construction of hundreds of miles of public trails, including the: Triangle Greenways Council; Triangle Land Conservancy; and the NC Trails Association that evolved into the Friends of the Mountains to Sea Trail. From 1985-1995 he was instrumental in an ad hoc group that organized four NC Greenway Conferences and two National Greenways Conferences, for their educational and promotional opportunities. From 1992-1994 he was an appointed member of the USDOT's National Recreational Trails Advisory Committee and drafted recommended amendments to incorporate off road trails in the agency's policies. He also served on numerous local and regional committees and task forces addressing growth management issues. Further, he has authored or edited more than a dozen reports and articles, and has been invited to review three prepublication book manuscripts pertinent to this application (see attached resume).

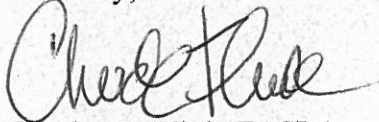
Bill has been active with the NCASLA for almost four decades, holding several offices and serving on various committees and Community Action Teams related to natural resource management and conservation. In 1995 he received the chapter's President's Council Award for Significant and Sustained Contribution to the Profession of Landscape Architecture. The ASLA acknowledged his accomplishments and service in 1993 when he was invested as a Fellow. He received further recognition in 1995 when the LAF and ASLA elected him to the Landscape Architecture Urban Parks Honor Roll. In 2009 he was the subject of an ASLA LANDonline Policy Shaper interview.

Over the years Bill has maintained a relationship with the NCSU College of Design, serving on several scholarship award committees, as well as department head and staff search committees. He has co-taught landscape architecture classes, sharing his natural resource perspective, and involved students in the preparation of public reports in 1985 and 1999.

From 1999-2007 he served on and chaired the Landscape Architecture Alumni Advisory Board. In 2009 he received the COD's first DESIGNsmith Award for Landscape Architecture as a "visionary individual who has had a profound impact on the profession of landscape architecture".

Having known Bill as a mentor, friend and colleague, I am pleased to submit his name and lifetime achievements into nomination and consideration for the ASLA LaGasse Medal. Bill is a worthy recipient.

Sincerely,

A handwritten signature in dark ink, appearing to read "Charles A. Flink". The signature is fluid and cursive, with the first name "Charles" being more prominent and the last name "Flink" following in a similar style.

Charles A. Flink, FASLA
President



City Of Raleigh
North Carolina

Charles Meeker
Mayor

Jan. 13, 2010

LaGasse Medal Nominations
(Landscape Architect Category)
c/o Carolyn Mitchell
636 Eye Street NW
Washington, D.C. 20001-3736

Dear Executive Committee and Trustees:

This letter is in support of the nomination of William L. Flournoy Jr. for the LaGasse Medal. He has made many significant contributions to the management and conservancy of natural resources and public landscapes in the city of Raleigh and the state of North Carolina for more than three decades.

As a graduate student at North Carolina State University in 1972, Mr. Flournoy wrote the feasibility report, "The Benefits, Potential and a Methodology for Establishing the Capital City Greenway," that helped lay the foundation for the City of Raleigh's award-winning and nationally recognized greenway system. The report explained the many public benefits of a riparian-based greenway network and paved the way for Mr. Flournoy to later become an expert on multiple purpose greenways and natural resource conservation.

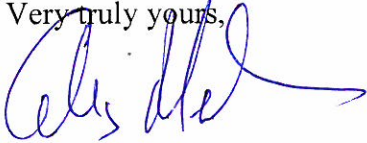
Prior to his retirement in 2007, Mr. Flournoy was employed 27 years in the North Carolina Department of Environment and Natural Resources, serving as director of the department's Conservation Incentive Program. He was involved with numerous land management and conservancy organizations, and often lent his vast expertise to efforts in his hometown of Raleigh:

- As a member of the Triangle Greenways Council and the Triangle Land Conservancy, Mr. Flournoy was influential in getting these two groups to participate in the City of Raleigh's Upper Neuse Clean Water Initiative (UNCWI). The purpose of UNCWI is to safeguard drinking water quality by conserving land along the streams that feed the reservoirs in the Falls Lake watershed, the primary source of drinking water for Raleigh. UNCWI has acquired approximately 4,330 acres of stream buffers since the initiative began in 2005;

- Mr. Flournoy was appointed by the City of Raleigh to serve as an honorary co-chair for the City's 2007 parks and recreation bond issue. Raleigh voters overwhelmingly approved the \$88.6 million referendum. Activities funded by this bond included various park improvements, greenway development and land acquisition projects; and
- Mr. Flournoy was an ardent and outspoken supporter of Raleigh's Comprehensive Plan update, most notably the plan's sustainable component, "Greenprint Raleigh." The City's Comprehensive Plan update took effect on Nov. 1, 2009 following adoption by the City Council.

Over the years I have been very impressed with Mr. Flournoy's leadership and accomplishments in managing and conserving natural resources and public landscapes. I endorse his nomination for the LaGasse Medal with confidence and enthusiasm.

Very truly yours,

A handwritten signature in blue ink, appearing to read "Charles Meeker", with a long horizontal flourish extending to the right.

Charles Meeker
Mayor



CONSERVATION TRUST FOR NORTH CAROLINA

January 29, 2010

LaGasse Medal Nominations
(Landscape Architect Category)
c/o Carolyn Mitchell
636 Eye Street, NW
Washington, DC 20001-3736

Dear Executive Committee and Trustees:

I write to express my strong support of the nomination of William L. Flournoy, Jr. FASLA for the LaGasse Medal for his commitment and long record of important contributions to the conservation and management of natural resources and public landscapes.

I am most familiar with Bill's work at the North Carolina Department of Environment and Natural Resources and his volunteer roles with the Triangle Land Conservancy and the Triangle Greenways Council. In each of these endeavors, Bill has been a thoughtful, knowledgeable and effective administrator and advocate for the conservation and sound management of open spaces, particularly for the creation of networks of public greenways.

At DENR, Bill managed the state's program that provides tax credits for donated conservation easements, and therefore played a key role in the protection of thousands of acres of forests, stream banks, wetlands, and farms. This program, by providing significant tax incentives, allowed the state to conserve much more land than would have otherwise been accomplished had the state relied only on funding the purchase of conservation lands. North Carolina's tax credit program, the first in the nation, has been held up as a national model, including in workshops at the national Land Trust Alliance Rally seven consecutive years. At least twelve states now have similar programs. Bill also managed the state's Conservation Easement Stewardship Grant program, which features an endowment to provide funds to land trusts to monitor and defend conservation easements. DENR has contracted with land trusts to provide funds to monitor easements annually. This funding source will be a critical asset over time for land trusts and the state to ensure that easements are abided by, and defended through legal means when necessary.

As a volunteer, Bill has been a true leader for both Triangle Land Conservancy and Triangle Greenways Council. Bill served as TLC president, and TLC is now the strongest local land trust in the state, a leader within the North Carolina land trust community. In addition, Bill's service on the NC Land Trust Council's Government Affairs Committee has been extremely

helpful to land trusts because of his deep familiarity with state government conservation programs and processes.

Bill has also been president of TGC, the lead greenways organization in the Raleigh/Durham/Chapel Hill region. Bill's and TGC's expertise in the design, implementation and protection of greenways is recognized and valued statewide.

To summarize, Bill possesses a wealth of knowledge and experience in protecting open spaces, particularly greenways, and has used this expertise both in government and with non-profit land trusts to significantly increase the amount of land protected and managed for conservation in North Carolina. He would be a deserving winner of the LaGasse Medal.

Thank you for your consideration, and please let me know if I can provide any additional information.

Yours truly,

A handwritten signature in blue ink, appearing to read "D. Reid Wilson", is written over the "Yours truly," line.

D. Reid Wilson
Executive Director

January 30, 2010

LaGasse Medal Nominations
(Landscape Architect Category)
c/o Carolyn Mitchell
636 Eye Street, NW
Washington, DC 20001-3736

Dear Executive Committee and Trustees:

It is an honor and privilege for me to support the nomination of William L. Flourney, Jr. FASLA for the LaGasse Medal. I concur with Mr. Charles Flink's account of Bill's lifetime of contributions to the management and conservation of natural resources and public landscapes. I know that Mr. Flink's description of Bill's good work is accurate because I have witnessed that work first hand, from 1973 until the present day. And, I'm happy to say, Bill's not finished yet.

In the 1970's, I watched as Bill's plan for the Capital Area Greenway established a conservation vision for the City of Raleigh and led to the establishment of the city's first greenways. In the 1980's I saw Bill lead our state to crucial innovations in environmental education and conservation tax policy. In the 1990's, he led still more innovations, these in the fields of environmental review and statewide and national greenway policy. In the first decade of this new century, Bill continued to innovate, not only in areas in which he had been working for years, but also on some important emerging natural resource conservation

issues, such as those related to the military and to the FERC relicensing of hydropower facilities.

Over forty years, in a variety of ways, I have had the opportunity to work with Bill and to admire his work. I have seen his plans, innovations and actions set our state and its communities on a green way, literally and figuratively. Based on what I have seen over these years, I can say with confidence that, if Bill receives the LaGasse Medal, the judges will have chosen wisely.

Thank you for your consideration of my views.

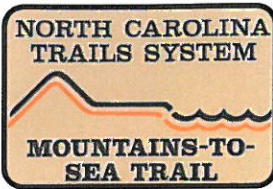
Sincerely,



William G. Ross, Jr.

Visiting Scholar, Duke University
Former Secretary, NC Department of Environment and
Natural Resources (2001-2009)

377 Tenney Circle
Chapel Hill, NC 27514
(Telephone: 919-932-9060)



Friends of The Mountains-to-Sea Trail

3585 US-401 South, Louisburg, NC 27549

Phone & Fax (919) 496-4771

February 2, 2010

LaGasse Medal Nominations
(Landscape Architect Category)
c/o Carolyn Mitchell
636 Eye Street, NW
Washington, DC 2001-3736

Dear Executive Committee and Trustees,

As a long-time advocate for conservation of natural and recreational areas, I was a supporter of North Carolina's Department of Transportation Bicycle and Bikeway Act in 1974. It was during this period of my research and involvement that I met Bill Flournoy. He was a land use planner in the Wake County Planning Department, an appropriate position reflecting his graduate degree in landscape architecture and recreational resources. Not only was he to be a source of information for me, he was a source of inspiration for my work in outdoor recreation.

In 1980 Bill's employment changed to the Environmental Assessment Chief in the Department of Natural Resources and Community Development (now the Department of Environmental and Natural Resources). Within ten years he had become the Environmental Analysis Program Manager. Throughout that period and until his retirement, he was an outstanding asset to the Department. In addition he was exceptionally active in allied public and private organizations that supported conservation and recreation groups.

Two such groups are the North Carolina Trails Association (NCTA) and the Triangle Greenways Council (TGC). In the NCTA, formed in 1977 and chartered in 1982, Bill was the acting first president and guided a steering committee into action. Among the organization's purposes were the establishment of a system of scenic, recreational, and historic trails in North Carolina. For the Triangle Greenways Council, he was a founding member and he has been active from its start with serving on committees or as an officer. For example, he has been on the Richland Creek Steering Committee from 1992 to 1995, and the Land Trust Committee from 1997 to 2008. He also has served on the Board of Directors from 1988 to 1992, 1995-2000, and 2003 to the present. In addition he has served on the N.C. Greenway Conference Organizational Committee from 1981 to 1995.

Jeff Brewer	Chris Bracknell	Elaine Marshall	Allen de Hart	Charles Yarborough
President	Vice President	Secretary	Treasurer & Project Director	Attorney
Other Board Members:				
Ray Benedictus; Bob Benner; Mark Gatehouse; Emily Grogan; Alan Householder; Glenn McLeroy				

Additionally, my association with Bill has provided me with insight into governmental information and its usage in public service. An example is his knowledge and his leadership in the cause for making the Mountains-to-Sea Trail (MST) a reality. This was demonstrated from his official position in the Department of Environment and Natural Resources where the Division of Parks and Recreation is a part. Once the North Carolina General Assembly ratified the North Carolina Trails System Act in 1973 with responsibility assigned to the Division of Parks and Recreation, Bill became active with other leaders in routing and constructing a 25-mile section of the MST, known as the Falls Lake Trail, on Corps of Engineers property. This effort established an example of how government officials and local citizens across the state could volunteer to design, construct, and maintain a hiking trail from Clingmans Dome in the Great Smoky Mountains National Park east to the Atlantic Ocean for nearly 1,000 miles. By the end of 2010 about 525 miles will have been designated by the Division of Parks and Recreation. Bill is also known for his involvement with the City of Raleigh's greenway planning and securing grant funds for the MST routing farther downstream from the Falls Lake Dam on the Neuse River.

Without question, I highly recommend Bill as a nominee of the LaGasse Medal.

Sincerely,


Allen de Hart, FMST
Founder

William L. Flournoy, Jr.
520 Polk Street
Raleigh, North Carolina 27604
(919) 828-8322

WORK EXPERIENCE

NC Department of Environment and Natural Resources

Office of Natural Resources Planning & Conservation, Director of Conservation
Incentive Program, 2006-2007

Office of Conservation & Community Affairs, Senior Conservation Specialist, 2002-
2006

Office of Legislative & Intergovernmental Affairs, Environmental Analysis Program
Manager, 1980 - 2002

Wake County Planning Department

Community Planner II, 1975-1980

Community Planner I, 1972-1975

NCSU, School of Design

Consultant to the City of Raleigh, 1971-1972

City of Raleigh

Parks Planner, Summer 1970 and part-time until February 1971

EDUCATION

NC State University, 1969-1972

Master of Landscape Architecture

Minor in Recreation Resources Administration, and emphasis on Regional Planning

NC State University, 1966-1969

B.S. in Recreation and Parks Administration

Emphasis on Sociology

Gardner-Webb Junior College, 1964-1966

INTERSHIP PROGRAMS

NC State Government Intern, Summer 1971

Division of State Parks, Raleigh, NC

Park Administration Intern, Summer 1968

Nashville-Davidson Co. Metro Park Authority, Nashville, Tennessee

TRAINING PROGRAMS

Title Investigations: Preventing Problems by Doing Your Homework, 2002, LTA

Mutual Gains Negotiation for Land Trusts, 2001, The Consensus Building Institute (LTA)

Planned Giving: Techniques to Build Endowments and Conserve Land, 1998, LTA

Advanced and Emerging Techniques for Improving NEPA Assessment, 1995,
Colorado State University

Project Development and Environmental Documentation (Course 14205), 1995,
National Highway Institute

Supervisory Communications, 1981, NCSU Continuing Education Program

Work Planning Performance Review, 1981, NC Office of State Personnel

Supervision and Group Performance, 1979, General Management Institute, US Office of
Personnel Management

MAJOR PROJECTS

Duke-Crescent FERC Plan for Catawba and Johns Rivers, Department (DENR) Representative
Preparation of Long Range Conservation/Trails Plan, 2006-2007

Conservation Grant Fund, Manager

Military Support Act Program, conceptualize, develop, and administer grant program,
2006-2007

Conservation Easement Stewardship Program, conceptualize and supervisor program
2006-2007

Coordinate development of and promote draft legislation, ratified 1997

Blue Ridge Greenways Conference, Department (DENR) Representative Planning and Program
Committee, 2005

Working With Public and Private Landowners, Session Chair

NC Wood Chip Production Study, Project and Grant Manager

Analysis of the Ecologic and Economic Impacts of Wood Chip Production, 1998-2001

NC Conservation Tax Credit Program, Manager

Administer and develop program, 1983-2007, contributed to conservation of 180K acres
with an estimated value of approximately \$800M.

Workshop presentations on NCCTC, 1990-2007

LTA presentations on State Tax Credits, 1998-2004

TRAINING PROGRAMS

Title Investigations: Preventing Problems by Doing Your Homework, 2002, LTA

Mutual Gains Negotiation for Land Trusts, 2001, The Consensus Building Institute (LTA)

Planned Giving: Techniques to Build Endowments and Conserve Land, 1998, LTA

Advanced and Emerging Techniques for Improving NEPA Assessment, 1995,
Colorado State University

Project Development and Environmental Documentation (Course 14205), 1995,
National Highway Institute

Supervisory Communications, 1981, NCSU Continuing Education Program

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NC Conservation Tax Credit Program, Manager

Administer and develop program, 1983-2007, contributed to conservation of 180K acres
with an estimated value of approximately \$800M.

Workshop presentations on NCCTC, 1990-2007

LTA presentations on State Tax Credits, 1998-2004

NC Greenways Advisory Panel, Department (EHNR) Project Manager and Representative
Analysis of State Responsiveness to Local Greenway Development, 1991-1996

State/Federal Conference on National Environmental Policy Act Coordination Issues,
Department (EHNR) Representative and Conference Coordinator with Executive Office of the
President's Council on Environmental Quality, and U.S. Environmental Protection Agency, 1994
Host Agency Conference Manager
Program Committee Chairman

NC Greenways Conference, Department (EHNR) Representative, 1992
Host Agency Conference Manager
Editor, Conference Proceedings
Organizing Committee Chairman
Program Committee Chairman

RDU International Airport Long Range Planning Committee, Department (EHNR)
Representative
Preparation of Long Range Growth/Development Plan, 1988-1995

Military Activities Environmental Compatibility Roles
Formerly Used Defense Sites (FUDS) Working Group, 2003-2007
Natural Resources Committee of the State/Military Environmental Issues Working
Group, Co-Chair, 2002-2005
Waterbased Targets Lease Negotiation, 2000-2007
Airspace Access Agreements Negotiation, 1999-2007
Airspace Committee of the State/Military Environmental Issues Working Group,
Co-Chair, 1992-2007
NEPA Assessment Review of Existing and Proposed Activities, 1984-2007

Superconducting Super Collider, Project Manager For Environment
Best Qualified List Submittal, on Environment, March 1988
Feasibility Study, Vol. II on Environment, June 1986
Feasibility Study to the Legislature, on Environment, 1985

Wetlands Regulation, Project and Grant Manager
Report on Feasibility of State 404 Assumption, March 1986

High-Level Nuclear Waste Repository, Project Manager
Second Repository Siting Process, 1984-1986

Environmental Indicators, Project Manager
North Carolina's Environment, 1981 Report

Foreign Trade Zone, Project Manager
Feasibility Study for Wake County Siting, 1979

Canoe & Kayak Training Area, Project Manager
Falls Lake Whitewater Study, 1978

REPORTS AND PUBLICATIONS

Flournoy, William L., Jr., editor, *Riparian Corridor Conservation Design for the Upper Neuse River Basin*, Triangle Greenways Council, NC Center for Geographic Information and Analysis, and NC Division of Community Assistance; with a grant from the NC Clean Water Management Trust Fund, through the Conservation Trust for NC, 2000

Flournoy, William L., Jr., editor, *Walnut Creek and Rocky Branch Greenway Loop*, Triangle Greenways Council and NCSU School of Design/Dept. of Landscape Architecture, 1999

Flournoy, William L., Jr., editor, *Conservation Plan for the Richland Creek Corridor*, Triangle Land Conservancy, Triangle Greenways Council, and Umstead Coalition; with a grant from the World Wildlife Fund, 1997

Flournoy, William L., Jr., *Needed Improvements in State/Federal Relationships on Environmental Assessment Issues*, 25th Anniversary Short Course on Advanced and Emerging Techniques for Improving NEPA Assessment, Colorado State University, 1995

Flournoy, William L., Jr., *States and Environmental Assessment Issues*, State/Federal Conference on the National Environmental Policy Act (NEPA) Proceedings, the President's Council on Environmental Quality, 1994

Flournoy, William L., Jr., *ISTEA: Conservation Money from an Unlikely Source*, EXCHANGE Magazine, Land Trust Alliance, Volume 13, No. 1, 1994

Flournoy, William L. Jr., *Evolution of Environmental Consciousness and Emergence of an Environmentally Based Linear Parks Movement*, Fifth Biennial Linear Parks Conference Proceedings, the Appalachian Consortium, 1993

Flournoy, William L. Jr., *Vigilantes, the Neuse, and Sure Salvation*, Third Biennial Linear Parks Conference Proceedings, the Appalachian Consortium, 1989

Flournoy, William L. Jr., *A Nonlinear Approach to Open Space*, Carolina Planning Magazine, Volume 15, No. 1, 1989

Flournoy, William L. Jr., *et al.*, *Future Of The Neuse River*, Wake County Parks and Recreation Commission, Triangle Land Conservancy, and Triangle Greenways Council; with a grant from Wake County, 1985

Flournoy, William L. Jr., *et al.*, *Falls Lake Whitewater Study*, Wake County Planning Department,

1978

Flournoy, William, L. Jr., *The Benefits, Potential, and a Methodology for Establishing the Capital City Greenway*, City of Raleigh, NC, September 1972

Wilkinson, Richard R., *et al.*, *The Integration of Multiple Objectives in Urbanizing Watersheds*, Water Resources Research Institute of the University of North Carolina, Raleigh, July 1972

Flournoy, William L. Jr., *An Evaluation and Proposal for the Evolution of the: Principles Governing the Establishment, Extension and Development of the State Park System of the State of North Carolina*, Division of State Parks, Raleigh, September 1971

Flournoy, Moon, Ranney, Riley, and Walker, *Preliminary Redevelopment Plan for Chavis Community Park*, Raleigh Parks and Recreation Department, August 1970

ACTIVITIES

NCSU College of Design, Landscape Architecture Alumni Advisory Board
Chairman, 2003-2005
Member 1999-2007

National Urban Forest Conference
Program Committee, 1996

National Recreational Trails Advisory Committee, USDOT
Appointed Member (Representing Bicycling), 1992-1994

Invited Manuscript Review
Mountains to the Sea Trail by Allen de Hart, UNC Press, 2002
Rural by Design by Randall Arendt, APA Planners Press, 1994
Greenways, A Guide to Planning, Design, and Development by
Flink and Searnes, Island Press, 1993

American Society of Landscape Architects
The Water Quality Challenge, NC Chapter Conference Program Committee, 2000
Professional and Special Awards Program, NC Chapter, Juror, 1994
Kinston Main Street/NCASLA CAT Charrette,
Team Member and Greenway Topic Leader, 1994
Fellows Committee Member, 1993-Present
The Wetlands Challenge, NC Chapter Conference Program
Committee, 1990

Bicentennial (Capital) Blvd., NC Chapter CAT; Project Task Force Member, 1987-1991;
Creek, Flood Protection, and Wetland Design Team Leader, 1987-1988; Project

Identification Committee Chairman, 1986
Treasurer, NC Chapter, 1982-1986
Council of Landscape Architectural Registration Boards,
CLARB 1980 - National Panel of Experts, 1979-1980
Chairman, Steering Committee, NC Chapter, 1979-1981
Vice-President, NC Chapter, 1978-1979
Task Force 80, NC Chapter Representative, 1978-1980
Executive Committee, At large Member, NC Chapter, 1976-1982
ASLA Member 1972-Present

Executive Office of the President's Council on Environmental Quality
Federal Environmental Quality Awards, President's Council on Environmental Quality,
Juror, 1995
25th Anniversary Short Course on Advanced and Emerging Techniques for Improving
NEPA Assessment, Presenter, 1995
State/Federal Conference on the National Environmental Policy Act (NEPA), Program
Committee Chairman and Conference Manager, 1994

Triangle Land Conservancy
Strategic Plan Committee, 1997
Mason House Peninsula Plan Committee, 1995-1998
Richland Creek Steering Committee 1992-1995
Editor, Richland Creek Corridor Conservation Plan 1995-1997
Project Director and Editor, Future of the Neuse River report, 1984-1985
President, 1991-1994
Vice-President, 1990-1991
Board of Directors, 1983-1995
Incorporator, 1983
COG's Land Trust Feasibility Task Force, 1982-1983

Triangle Greenways Council
Land Trust Committee Chairman, 1997-2008
Hymettus Woods Park Master Planning Committee, 2001
Partners for Environmental Justice, Walnut Creek 2000 Project, 1999-Present
Upper Neuse River Corridor Conservation Plan, Director, 1999-2000
Project Director and Editor, Walnut Creek & Rocky Branch Greenway Loop Report,
1998-1999
Newsletter Editor, 1992-1999
Richland Creek Steering Committee 1992-1995
Editor, Richland Creek Corridor Conservation Plan 1995-1997
Project Director and Editor, Future of the Neuse River report, 1984-1985
Board of Directors 1988-1992, 1995-2000, 2003-Present
President, 1989-1991, 2008-Present
Chairman, 1982-1985
Founding Member, 1982

NC Bicycle Committee, NC Department of Transportation
Appointed Member, 1974-1983
Chairman, 1974-1976 and 1978-1979

People for Parks
Board of Directors, 2000-2004
Chairman, 2002-2004

Triangle Open Space Network
Steering Committee, 1997-1999

NC Greenways Conference
Conference Chairman, 1992
Organizing Committee, 1986-1995

Environmental Federation of North Carolina
Combined Campaign Committee, 1994-1998

1992 World Class Region Conference Steering Committee
Appointed Member, 1992-1994

Wake County Community Assessment Steering Committee
Appointed Member, 1992-1994

NC Museum of Life and Science
Community Advisory Group for Master Plan 2000, 1992

NC Trails Association
Board of Directors, 1977-1982
Acting President, 1977
Chair, NCTA Organizational Meeting, 1977
Chair, Citizen's Trail Investigation Committee, 1977

National Trails Council's Symposium
Program Committee, 1977

United States Society of Ecological Economics
Member 2000-2003

NC Chapter, National Association of Environmental Professionals
Member 1991-2003

American Planning Association
Member 1978-1981

American Society of Planning Officials
Member 1973-1978

Southeastern US Masters Track and Field, Inc.
Board of Directors, 1976-1982

AWARDS, HONORS, AND RECOGNITION

DESIGNsmith Award, NCSU College of Design, 60th Anniversary, 2009, for visionary individual who has had a profound impact on the profession of landscape architecture

ASLA LANDonline, Policy Shaper: Interview with Bill Flournoy, FASLA, (Recognition) March 24, 2009

Honorary Co-Chair, Bond Advisory Group, Parks and Greenway Bond Referendum, appointed by Raleigh City Council, 2007

Design for Ecologica Democracy by Randolph T. Hester, (Recognition) 2006

Carolina Planning Journal article by Godschalk, Hankins, and Nance, "Top Ten Planning Events in NC", (Recognition) Summer 2006

Mountains to the Sea Trail by Allen deHart, (Recognition) 2002

Award of Excellence for Outstanding Volunteerism, Fred Fletcher Volunteer Awards; Raleigh Parks, Recreation, and Greenways Advisory Board, 2001

Landscape Architecture Urban Parks Honor Roll, Landscape Architecture Foundation and the American Society of Landscape Architects, elected 1995

Biography in MARQUIS' Who's Who in America and World, (Recognition) 1995-Present

The President's Council Award, for Significant and Sustained Contribution to the Profession of Landscape Architecture, NC Chapter, American Society of Landscape Architects, 1995

Invested as a Fellow in the American Society of Landscape Architects, 1993

Landscape Architecture, Prospect Article by Charles E. Little, "Father of the Greenways", (Recognition) January 1991

Award in Recognition of Outstanding Contributions and Service to the Profession of Landscape Architecture, NC Chapter, American Society of Landscape Architects, 1990

Greenways for America by Charles E. Little, Chapter 3: "The World of Greenways: Part 1, Raleigh, North Carolina: The Capital Area Greenway", (Recognition) 1990

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March 24, 2009

Policy Shaper: Interview with Bill Flourney, FASLA

North Carolina's "Father of the Greenway System" looks back-and-forward.

Called the "Father of the Greenway" system in North Carolina, Bill Flourney, FASLA, has been actively shepherding the linear park system and major environmental causes in North Carolina since he wrote his graduate thesis, which began the Capital City Greenway system in Raleigh in 1972. In a career of public service spanning more than three decades, Flourney has been influential in setting policy and establishing nonprofit organizations to shape the public realm and make North Carolina a healthier and more ecologically sound place to live and enjoy.



What is your field of practice in landscape architecture?

Initially, I worked in local land-use planning and then moved to the North Carolina Department of Environment and Natural Resources, where I spent the next 27 years in a number of different programs involving environmental policy. I saw this as an opportunity to touch major projects that affected different localities and regions of the state, and I got increasingly involved over time with environmental incentives and grant programs. Throughout my career, I've had a big-picture perspective of landscape architecture. I was never particularly fascinated by small site scale. I felt that if I could be involved from the program or, even broader, from the policy scale, then I could have more lasting influence and a bigger impact than working on site-specific projects. This was my professional motivation for going into public practice.

Why did you decide to become a landscape architect?

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My undergraduate degree was in recreation and parks administration, but by the time I graduated I had lost my fascination with programmed activities. I started with the first graduate class in the landscape architecture program at North Carolina State University School of Design. I was interested in parks, and I wanted to be involved in building great parks. For my final graduate school project, I developed a master plan and feasibility study for the city of Raleigh greenway system. Although I was pursuing what I was interested in doing, there was no market for greenway planners in 1972. But I found a job and stayed in the Raleigh area to nurture the greenway system from concept into reality.

I saw landscape architecture as a way to affect the system—the way things happened—and I wanted to do what I could to be a part of those changes. My work has never provided any direct opportunity to do greenways, but the linear park system is a big concept that gets into a lot of different areas: landscape conservation, water and air quality, wildlife and plant habitats, and social interactions. I took it on myself to look for opportunities to get involved in all those different areas that riparian greenways affect. I saw my role as better aligning those things that would make greenways easier to happen. I have a grand strategy that takes many lifetimes, and I have only one. But I'd say we've kicked the can down the road a long way.

When you took on the greenways as a graduate school project, what was the precursor?

The concept of a riparian greenways system showed up in the 1969 Raleigh Parks Master Plan and five-year budget. The idea for linear parks in Raleigh had been percolating since the turn of the century in the Garden City movement, but it wasn't going anywhere. What was needed at the time was a good explanation of what the greenway concept was and how it would benefit the city. My report was a feasibility study with a simplified explanation for the city council and the individuals and organizations that supported the idea. I was only successful because the stars aligned—a presentation I made ended up as an article in *Southern Living* magazine, which gave us a great forum for the concept. Neighborhood and park activists joined the city council, so the politics shifted, and the new mayor gave me a shot at getting the study approved. After graduating, I was a consultant to the city for a brief period and kept the project moving along, so for \$1,500, the city got a greenway feasibility study and a great deal.

How did your work change when you moved to a state agency?

My work at the North Carolina Department of Environment and Natural Resources has been varied. In addition to coordination and commenting on environmental review documents, principally the National Environmental Policy Act and the State Environmental Policy Act, I have often volunteered to take on special projects without staff or budget from the legislature. I put together a team to work with the U.S. Department of Energy on a high-level nuclear waste disposal site repository study. We were given grants to participate, and we developed a strategy to direct most of the money into the state GIS program. This was a major infusion that allowed the North Carolina GIS system to move forward in a way that it would not have otherwise; it was an indirect and positive effect. Then DOE came back with a proposal for the superconducting supercollider, and we were able to take the lead on the environmental side of the documentation working with 25 to 30 folks in the state and local universities to write the reports with our expanded GIS capabilities.

Also, North Carolina has been overwhelmed by the number of military projects being proposed, several from many years ago before there were environmental laws. My challenge has been to find ways to shape policy in the process of responding to proposals that could have profound impacts on the landscape and quality of life in the state. As a part of these projects, we got additional coastal management act legislation and regulations implemented. I like to say that I never learned how to draw, but I could get into the 4th Circuit Court of Appeals.

Perhaps my greatest pride comes from the N.C. Conservation Tax Credit program that was the first such state program in the country. Over 25 years I was able to nurture and enhance the program to the point that it assisted in the permanent conservation of 180,000 acres through the donation of fee simple or conservation easement interests. The value of these donated interests amounted to approximately \$800,000,000. When I retired, 11 other states had used North Carolina as a model for the adoption of similar programs.

But what does this have to do with landscape architecture? It goes back to scale. If you look at the whole state as being the site I'm responsible for as a landscape architect, then what happens in various places is all part of a bigger design. The unfortunate part is that you don't have a consistent or coherent client. You're always trying to weigh the good and the bad; the environmental, the economic, and the social ramifications of various proposals and what will they do to the landscape; and most importantly for the community, what are the near and long-term effects. Without a long history of state land-use planning, maybe the good news is you have a chance of making changes as you go. Incremental change is a force of its own. If you can get good policies or programs established, make bad projects better, or stop some of the bad stuff from happening, then maybe you've served your purpose.

Outside of your work life, what other special projects are you involved in?

Greenways continue to be a personal interest of mine. I volunteer to do a lot of things that get greenways moving along indirectly. For many years I served on the North Carolina Bicycle Committee and worked to establish a list of legislative items and wrote a set of policies—the relationship of bicycles and planning, with design, with construction and budget—that were adopted as internal policies at the North Carolina Department of Transportation. And the engineers will follow policies. In the early 1990s, I served on a newly created national trails advisory committee. It was only around for a short time and a marriage of competing interests made in hell, but the thing I'm proudest of is the policy we got out of it. We wrote the definition of what a recreational trail is in the U.S. Department of Transportation and influenced the way the money is distributed. I think it has had a long-term positive effect.

My community involvement and civic activities have included regional policy consensus and establishing nonprofit sector organizations. I was involved in starting the Triangle Land Conservancy, a land trust, and the Triangle Greenways Council (TGC), an educational and promotional group. In the past few years, both groups have acquired easements and holdings of many thousands of acres. The TGC is collaborating with Partners for Environmental Justice to develop 60 acres as a wetland park with an environmental education center along a greenway corridor with outdoor classroom opportunities. Raleigh is being proactive in protecting its water supply for quality and quantity issues, and the

land trust community has stepped up to assist by working either directly or indirectly through collaborations to secure riparian corridors.

What information and resources would you recommend to create positive change in the public realm?

One of my greatest concerns about landscape architects is that many of them lack knowledge of ecological systems and functions. Landscape architects are like doctors: They practice on living and breathing media and should not design without understanding the consequences of their work. In this era of global warming, every landscape architect's project is going to have an effect, positive, negative, or neutral, on environmental and ecological systems. The effect is more than just how it is perceived visually. Those effects can't be optimized without the understanding and the skills to know what you are doing. As for sources, key words from my large-scale perspective would be landscape ecology, green infrastructure, conservation biology, biodiversity, ecological footprint, and, of course, greenways. From the networking perspective, some of my favorite groups are the Land Trust Alliance, Ecological Society of America, and the Society of Conservation Biologists.

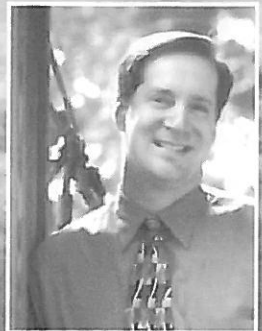
What's next for you?

I'm interested in teaching and trying to find a modest revenue stream for the Triangle Greenways Council to get them on the same escalator as the Triangle Land Conservancy. I will continue to work with the minority community in Southeast Raleigh to develop the riparian greenway system and to provide the conservation-based real estate expertise that will keep the project moving along.



A History of Greenways

By Charles A. Flink,
FASLA



The Greenway movement in North Carolina began in earnest in the early 1970's. A series of environmental, social and economic concerns in Raleigh and Charlotte converged and created the opportunity for citizens, community planners, academicians and elected officials to begin planning and implementing municipal greenway systems.

In Raleigh, the flooding of Crabtree Valley in the early 1970's caused city, state and federal officials to examine land use and floodplain management issues. Crabtree Valley Mall, the region's largest shopping center, was just about ready for its grand opening when torrential rains caused catastrophic flooding. The post flood recovery program included a wholesale examination of how Raleigh managed its floodplains to prevent natural disasters from occurring. This was one of the factors that led to the creation of the Capital Area Greenway System, one of the earliest community-wide greenway programs in the United States.

Bill Flournoy, FASLA is widely regarded as the "Father" of North Carolina's greenway movement. As a graduate student at the North Carolina State University School of Design, Flournoy, who was earning a degree in landscape architecture, prepared a thesis that "proposed a strategic use of part of the city's floodplain for an open-space corridor system between adjoining land uses." Based in part on Flournoy's thesis, the City of Raleigh created a Greenway Commission in 1974 and embarked on implementing the Capital Area Greenway program. Today Raleigh's greenway system has protected ap-

proximately 2,000 acres of land, and includes almost 50 miles of interconnected trails.

Raleigh's success inspired communities throughout North Carolina to follow suit and establish local, county-wide and regional greenway programs. All of the large towns and cities in North Carolina have established successful greenway programs, including Charlotte, Greensboro, Durham, Winston-Salem, High Point and Asheville. Mid-size communities including Cary, Greenville, Chapel Hill and Salisbury have implemented similar programs. Even small communities, such as Edenton, Mt. Airy and Huntersville have active local greenway programs. Several counties including Wake, Mecklenburg, Durham, Orange and Surry have also established greenway programs.

In 1977, the Secretary of North Carolina's Department of Natural Resources and Community Development proposed a trail that would extend from North Carolina's mountains to the Atlantic Ocean. Built mostly through the efforts of volunteers, this trail has slowly and steadily emerged during the past 30 years to become one of the most significant long distance trails in the nation. Current efforts are being coordinated by the NCDOT and NCDENR to design and build sections through eastern North Carolina. Not only does the Mountains-to-Sea Trail (MST) link to the famous north-south Appalachian Trail in the western mountains, it will also link to the proposed north-

See "Greenways" on Page 11

Greenways Continued from Page 10

south, 2,600 mile East Coast Greenway in the central part of the state.

North Carolina has long been regarded as a leader in the American Greenway movement. Not only does our state have an abundance of local government, state and national greenway projects and programs, we are also well known for promoting and disseminating important information about greenways throughout the United States and around the globe. North Carolina was one of the first to convene a citizen's commission to study the effects of a statewide greenway program. This led to the release of the North Carolina Greenways Advisory Panel report in July 1994. North Carolina was the first state to conduct statewide educational conferences to discuss the relevance and importance of greenways. The first such conference occurred in 1986, and featured Victor Ashe, chief of staff to the President's Commission on American Outdoors. In 1990, Charles Little, author of *Greenways for America*, which describes in detail the American Greenway movement, donated his research files to North Carolina State University, creating the first ever National Greenways Archives.

North Carolina's leadership in greenway development extends beyond academic pursuits and municipal programs. Business and industry understands and recognizes the economic values that greenways bestow on communities and regions. The Research Triangle Park has worked, since 1984, to establish a network of trails, conserved landscapes and open space throughout the world-class, 7,000 acre campus. Recently, the Moses Cone-Wesley Long Community Health Foundation became the first private health organization to provide financial support

for a community greenway system. This health foundation understands that a healthy populace is a productive one and greenways are one way to ensure equitable access to outdoor resources. Finally, the Foundation for the Carolina's is currently studying a 14-county regional greenway that would link communities in North and South Carolina together, providing environmental and economic and socio-demographic solutions to a vast region of our state.

North Carolina is blessed with some of the most valued and scenic native lands and waters within the United States. The citizens of our state have long understood and recognized the qualities that make the Old North State a special place to live, work and raise a family. The North Carolina Greenway movement has made great strides, in a short time, conserving, protecting and making accessible the natural assets of our state. There is still much to accomplish, and plenty of unmet need in North Carolina's 100 counties. North Carolina's greenways have served to connect our citizens to cherished resources, and will serve as an enduring legacy for generations to come.

Charles A. "Chuck" Flink, FASLA, is Founder and President of Greenways Incorporated, an environmental planning and landscape architecture company established in 1986 and based in Durham, North Carolina. He is widely regarded as one of the nation's leading greenway planners, having completed comprehensive greenway, trail and open space plans for more than 100 communities within 32 States and in US Virgin Islands, Argentina, Canada and Japan. Contact: chuck.flink@greenways.com



Greenways, Incorporated Projects: Guilford County Bicentennial Greenway, Greensboro, NC (Opposite Page)
Pictured Above: Canoeists enjoy a day on the Neuse River Greenway.

watch-

by Frank Harmon AIA

Raleigh Greenways: a park with a city in it



In 1970, Bill Flourney proposed the concept of greenways — thin, linear parks often located along streams — in his graduate thesis. Today, 42 miles of greenway are in place around Raleigh.

Creek to teach summer programs at Jaycee Park, and the kids splash and hunt the streams for aquatic insects as indicators of biological health.

Tom Quay, Professor Emeritus of Life Sciences at N.C. State University, estimates this branch of Beaver Dam Creek has been here for approximately 2 million years and used by the same species of salamanders, opossums and birds we see now for much of that time. Greenways allow the movement of animals from place to place. Chipmunks and turtles that can't survive a crisis in one area can migrate to another, so the greenways are significant conservation tracts — a kind of refuge trail for animals.

Twenty years ago, this creek was full of trash and old mattresses, according to Quay. "Now houses, lawns and wildness can co-exist."

John Lyle, a prominent landscape architect who visited the city recently, observed that "Every regional and urban plan, city park and backyard should include specific provisions for wildlife habitat." As

Connors said, "People feel better about sharing a world with wild creatures. I feel better knowing I've left a world with box turtles in it."

Lisa Schicker found that children ages six to 10 favored "wildlands" over organized playgrounds in a 1987 study she conducted of the Raleigh greenway system when she was a graduate student in

Landscape Architecture at the School of Design. According to Schicker, "If one were forced to choose a single neighborhood open space that best suits wildlife and kids simultaneously, it would be a greenway park along a stream corridor. The closer to home, the better." She makes another observation about the significance of greenways: "Providing places for children to grow up that are both challenging and naturally beautiful can only make them better decision-makers about our environmental future."

Which brings us back to Bill Flourney, who got his feet muddy as a child exploring the streams of west Raleigh and now hosts visitors from Florida, Denmark and Portugal, who have come to learn about the Raleigh Greenways. ■

Greenways
set aside and reserve
landscape most reasonably
used as open space because of
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built in a natural garden, [Flour-
noy] said, "but we've been eat-
ing our seed corn for years.

Now we're coming
away hungry."

STANDING AT BEAVER DAM CREEK under the shade of 100-year-old poplar trees, I look at raccoon tracks and children's footprints left in the sand where both have hunted for crayfish at different times of the day. In the distance a wood thrush sings, while overhead a broad-winged hawk circles in the morning sunlight....

I'm not in the Great Smoky Mountains or Umstead State Park, but on a greenway trail 100 yards from Wade Avenue, one of the busiest roads in Raleigh, where today thousands of people are driving to work. Nearby are houses, street signs and a school bus. But this morning, near the center of Raleigh, I'm alone in a little piece of wildness.

I stop and think gratefully of the creeks where Bill Flourney played as a kid.

Bill Flourney remembers being knee-deep in muck in the stream near his home on Buckingham Road in Raleigh where he grew up in the 1950s. He roamed the creeks of west Raleigh, then on the edge of open countryside. Dixie Trail was a dirt road. He remembers a "whipping" he got from his parents for climbing down an old mine shaft near the spot where I-440 now zooms over Lake Boone Trail. By 1970 Flourney was a graduate student in Landscape Architecture at North Carolina State University's School of Design, with a background in parks and recreation management. He got a \$1500 grant from the City of Raleigh to study the concept of greenways — thin, linear parks often located along streams. His graduate thesis, "Capitol Greenways," described a park with a city in it.

Flourney remembers that in the 1950s, most streams in Raleigh ran clear. Until then earth-moving had been done by men and mules. Neighborhoods like Cameron Park and Hayes Barton preserved the woods

around creeks and valleys out of necessity.

Developers began to use heavy earth-moving equipment sometime after the Korean War. As a result, hillsides were leveled, valleys were filled and streams were placed in channels or covered in culverts — Crabtree Valley Shopping Center was a notorious example. The city had no erosion-control ordinance at that time, so streams ran red with clay and became "too thin to plow and too thick to drink."

Flourney envisioned the greenway concept as a way to buffer and protect the many streams of Raleigh and, at the same time, provide recreation areas close to people's homes.

In "Capitol Greenways" he proposed an emerald necklace of greenways that would connect activities throughout the city, including schools, shopping areas, residential neighborhoods and parks. Adopted by the City Council in 1972, the initial goal was to have 200 miles of linear parks threading through the urban fabric by the year 2000 — a goal since realized as too ambitious. Today, 42 miles of greenway are in place. They are, as Flourney says, self-perpetuating as they extend outward as the city limits expand. And his greenway concept has become a model for developing cities in the United States and around the world.

In a recent interview, Flourney, who is now a Fellow of the American Society of Landscape Architects and program manager with the State Department of Environment, Health & Natural Resources, discussed the benefits of the greenway system.

• Greenways set aside and reserve landscape most reasonably used as open space because of its environmental sensitivity and biological diversity. Raleigh was built in a natural garden, he said, "but we've been eating our seed corn for years. Now we're coming away hungry."

• By their linear nature, greenways present many opportunities for public use: walking, jogging, canoeing, nature-watching and play for children, to name a few.

• Greenways protect the watershed and prevent flooding. Beaver Dam Creek flows into Crabtree Creek and then to the Neuse River. Protecting the Neuse River depends not only on hog farmers downstream, it begins in our neighborhood.

• Greenways increase the value of adjacent properties. At first slow to embrace the concept, developers now actively market the benefits of the greenway system.

• Properly designed, greenways can accommodate public utilities without detriment to the natural environment.

• Greenways provide important wildlife corridors for the creatures of Wake County.

"My job is to keep track of how nature is doing and to bring people and nature together," said John Connors, City of Raleigh naturalist and director of Camp Durant. "Greenways bring nature close to your home. The creatures that live in streams are telling us about the health of a stream. They're like the canaries miners used to take down a mine shaft." He uses the greenway on Beaver Dam

