



**ELM STREET PARK | GRAHAM, NORTH CAROLINA**

## Elm Street Park – Graham’s New Civic Social Space

*The creation of Elm Street Park represents a strategic investment in the health, happiness, and economic vitality of downtown Graham. By transforming this central site into a high-performance park, we are creating a space where nature meets culture and where the community finds a place to connect, celebrate, and thrive.*

*The vision will create an iconic public space that honors Graham’s unique character while serving as a functional engine for downtown growth.*

### **The Five Pillars of Elm Street Park:**

1. A Social “Living Room”: From the informal lawn to the outdoor living room with movable seating, the park invites “dwell time” that keeps downtown vibrant.
2. Connectivity & Safety: The park creates an active pedestrian route and “desire paths” that turn a simple walk into a safe, well-lit, and beautiful experience with clear sightlines and permeable edges.
3. An Engine for Vitality: With dedicated stage space, food truck hookups, and vendor utilities, the park is a turnkey venue for Graham’s beloved traditions—from Christmas Villages to summer concerts.
4. Sustainability & Comfort: Featuring native plantings, shade structures, and green infrastructure, the park provides a natural cooling effect and a quiet respite from the urban environment.
5. Identity & Experience: Through Instagram-friendly visual features and integrated cultural interpretation, the park creates a unique “sense of place” that strengthens Graham’s downtown branding.

*Elm Street Park: Honoring the past, activating the present, and securing the future.*

# PROJECT GOALS

## **COMMUNITY**

Target July 4 substantial completion  
A destination for all  
Maximize site efficiency

## **SCHEDULE**

Accelerated design process  
Simple design=fast construction  
Phase long-lead items

## **COST + VALUE**

Monitor initial cost and life cycle cost  
Maximize value  
Appropriate materials and detailing

## **A Balanced Approach to Downtown Needs**

*Every square foot of our downtown must work hard for its citizens. Elm Street Park is designed to maximize community gathering benefits while minimizing parking loss through smart, efficient site planning. This approach ensures a vibrant new social destination while maintaining the essential accessibility that local businesses and patrons rely on.*

## Core Social & Gathering Elements

- Flexible plaza / hardscape gathering space
- Movable seating and tables
- Shaded seating areas (trees, umbrellas, pergolas)
- Informal lawn or green respite zone
- Outdoor “living room” space for daily use

## Activity & Programming Features

- Small performance / event space or stage
- Public art or landmark focal feature
- Seasonal programming infrastructure (markets, concerts, festivals)
- Space for temporary installations or pop-ups

## Food, Retail & Edge Activation

- Food truck hookups
- Spillover seating from adjacent businesses
- Retail-edge integration opportunities
- Vendor utility access (power/water)

## Comfort, Amenities & Support

- Pedestrian lighting and safety features
- Wayfinding and interpretive signage
- Trash, recycling, and maintenance access
- Bike racks

## Landscape & Environmental Features

- Shade trees and planting beds
- Stormwater or green infrastructure elements
- Native / pollinator plantings
- Climate comfort strategies (shade, airflow, cooling)

## Connectivity & Urban Integration

- Strong street visibility and active edges
- Pedestrian through-connections / desire paths
- ADA-accessible circulation
- Clear entry points and sightlines
- Integration with surrounding retail, civic uses, or transit

## Identity, Culture & Experience

- Instagram-friendly visual features
- Community storytelling components
- Local materials or contextual design cues

## Economic & Civic Value Components

- Spaces encouraging dwell time near businesses
- Flexible event infrastructure to drive foot traffic
- Branding opportunities for downtown identity
- Social media engagement features

HUMAN BEHAVIOR IN THE

# PUBLIC REALM

- People initially occupy the **edges of spaces**, moving to the center as occupancy grows.
- Points with **views or prospects** naturally attract people.
- **Varied edges** in circulation routes slow pedestrian movement; uniform edges speed it up.
- Pedestrians **cluster** rather than spreading evenly in spaces.
- Solitary pedestrians prefer visible areas with **protected edges**.
- Some enjoy “**seeing and being seen**,” like performers and audiences.
- Smaller, **protected spaces** near larger ones attract people.
- **Climate** affects behavior, e.g., seeking sun or wind protection.
- **Physical features** like benches, steps, and walls draw people.
- **Distinct** pathways encourage lingering.
- **Program elements**, both permanent and temporary, attract visitors.
- **Open edges** lead to higher usage; closed edges reduce it.
- People prefer to **sit facing others** and traffic.
- Edges with **diverse details**, like retail areas, are more appealing.
- Movable furniture and opportunities to recline or **elevate feet** are popular.

## LEGEND

- ① THE GREEN
- ② PAVILION
- ③ SEATING
- ④ PARKING-25 SP.
- ⑤ PARKING-3 SP.
- ⑥ GARDENS
- ⑦ PERFORMANCE VENUE
- ⑧ PROPERTY LINE



## ELM STREET PARK | GRAHAM, NORTH CAROLINA

*“THE GREEN is designed as Graham’s premier formal destination—a grand ‘Outdoor Room’ defined by a powerful central axis and balanced geometry. This scheme centers on an expansive, versatile green that provides a respite for daily play, picnics, and quiet reflection.*

*The space is anchored by a Pavilion, serving as a permanent civic stage and an iconic backdrop for weddings, ceremonies, and community milestones. Flanking the central green, two structured pathways offer a clear route through the park, defined by brick seat-walls that provide informal seating. Both sides of the park are enclosed by lush shrub and perennial gardens.*

*THE GREEN offers a sense of protected enclosure and order, creating a sophisticated, modern ‘Public Square’ that embodies the strength and spirit of downtown Graham.”*

# AERIAL PERSPECTIVE



## ELM STREET PARK | GRAHAM, NORTH CAROLINA

HISTORIC RESOURCES COMMISSION

# VIEW FROM ELM STREET



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# VIEW FROM ELM STREET



## ELM STREET PARK | GRAHAM, NORTH CAROLINA

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VIEW FROM PARKING LOT



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VIEW FROM PARKING LOT



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# VIEW FROM ELM STREET SIDEWALK

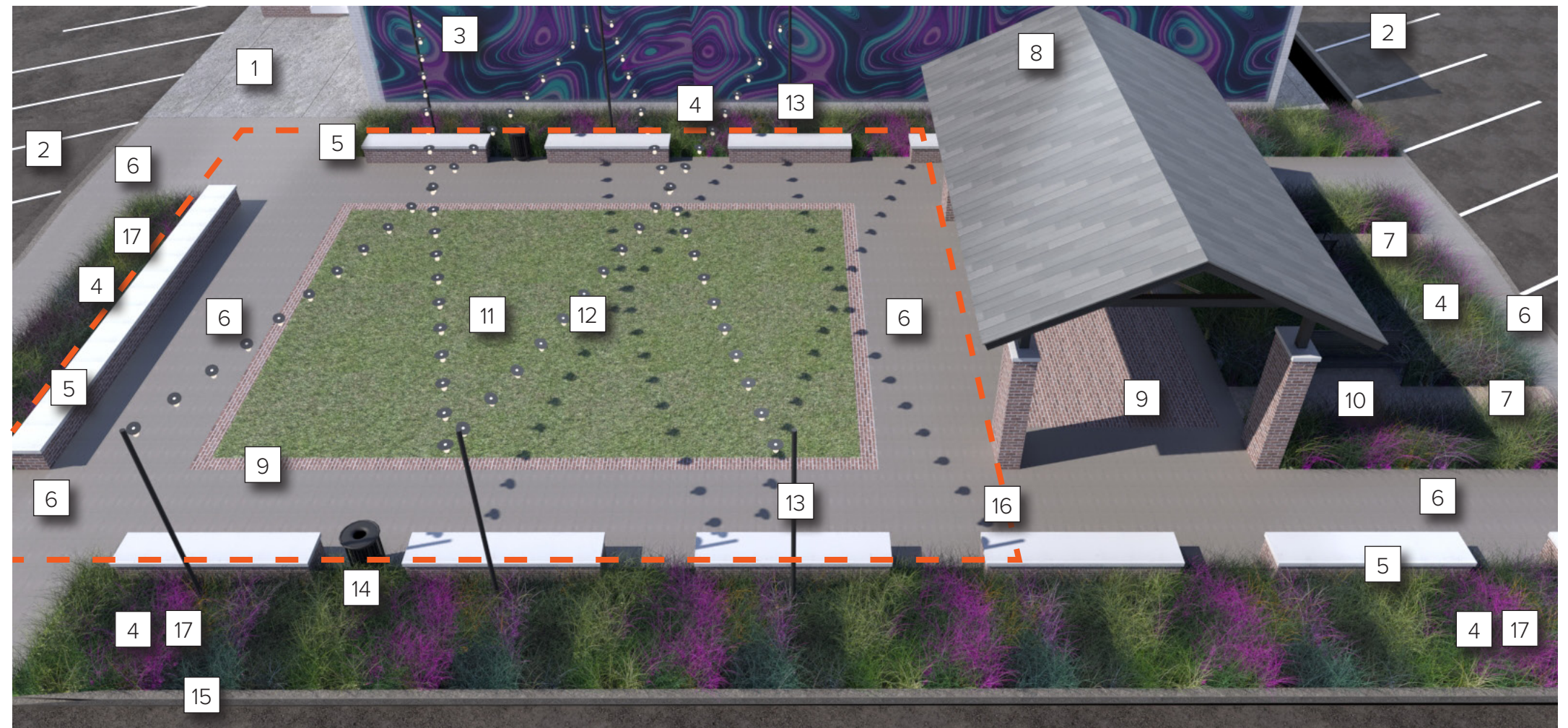


## ELM STREET PARK | GRAHAM, NORTH CAROLINA

HISTORIC RESOURCES COMMISSION

## LEGEND

- 1 EXISTING CONCRETE PAVING
- 2 NEW PARKING STRIPING
- 3 ART OPPORTUNITY ON WALL
- 4 GARDEN PLANTING
- 5 BRICK SEAT-WALLS
- 6 NEW CONCRETE PAVING
- 7 GRAVEL PATHWAY
- 8 PAVILION:
  - METAL ROOF
  - WOOD CEILING
  - STEEL STRUCTURE
  - CEILING FANS
  - LIGHTING
  - POWER OUTLETS
  - BRICK PIERS
- 9 BRICK PAVING
- 10 METAL BENCH (2)
- 11 SYNTHETIC LAWN PANEL
- 12 CANTENARY LIGHT FIXTURE
- 13 LIGHT POLE UPRIGHT
- 14 TRASH RECEPTACLE (3)
- 15 CONCRETE CURB
- 16 PERFORMANCE VENUE:
  - CAPACITY 250
- 17 SHADE TREES (NOT SHOWN)



# SITE MATERIALS AND FIXED FURNISHINGS

SITE MATERIALS AND FURNISHINGS CREATE A LAYERED HISTORY THAT TELLS A STORY OF BOTH HERITAGE AND PROGRESS. THIS APPROACH RESPECTS GRAHAM CONTEXT WHILE SIGNALING THAT THE TOWN IS FORWARD-THINKING AND ENERGETIC.



WARM-TONE CONCRETE PAVING



FOOD TRUCK POWER PEDESTAL



ZOZO FLAT-ALUZ



TURF GREEN-FOREVER LAWN



SCARBOROUGH BENCH AND TRASH-LANDSCAPE FORMS



BRICK ELEMENTS OF THE PARK INCLUDE PAVING, PAVILION AND SEAT-WALLS WITH PRECAST CAP

## ELM STREET PARK | GRAHAM, NORTH CAROLINA

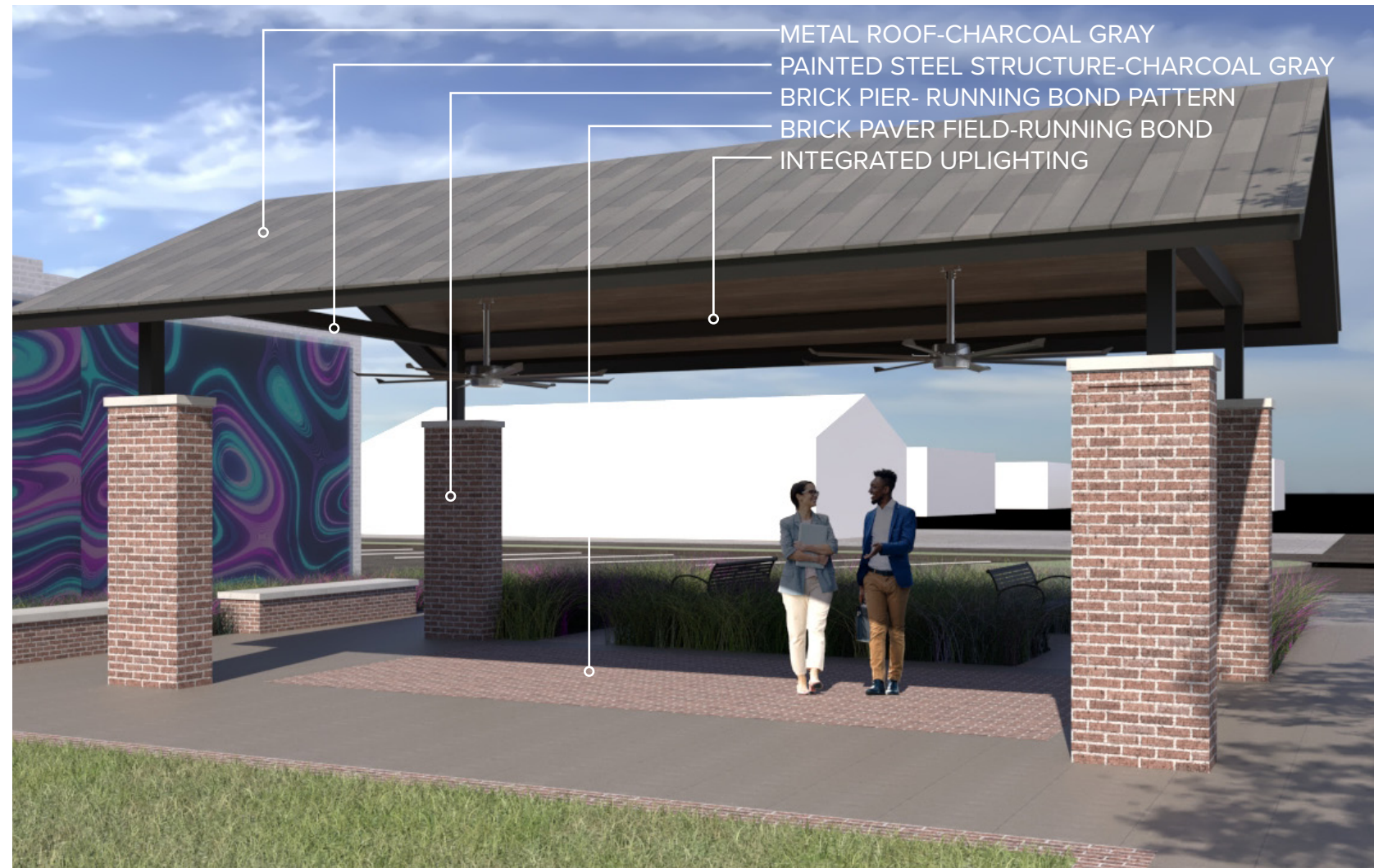
HISTORIC RESOURCES COMMISSION

# SITE MATERIALS AND FIXED FURNISHINGS

DESIGNED AS A DURABLE YET INVITING CENTERPIECE, THE CENTRAL PAVILION BLENDS A LONG-LASTING PAINTED STEEL STRUCTURE AND NO-MAINTENANCE METAL ROOF WITH A WARM WOOD CEILING AND INTEGRATED LIGHTING, CREATING A COMFORTABLE, ALL-SEASON GATHERING SPACE ANCHORED BY TRADITIONAL BRICK PIERS AND A PATTERNED PAVER "CARPET" THAT ECHOES THE HISTORIC CHARACTER OF THE DOWNTOWN.



CEILING FAN-BIG ASS FANS



- METAL ROOF-CHARCOAL GRAY
- PAINTED STEEL STRUCTURE-CHARCOAL GRAY
- BRICK PIER- RUNNING BOND PATTERN
- BRICK PAVER FIELD-RUNNING BOND
- INTEGRATED UPLIGHTING

FRONT PERSPECTIVE



- CEILING FANS
- WOOD CEILING
- BRICK PAVER FIELD-RUNNING BOND
- BRICK PIER- RUNNING BOND PATTERN

END ELEVATION

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# MOVABLE FURNISHINGS

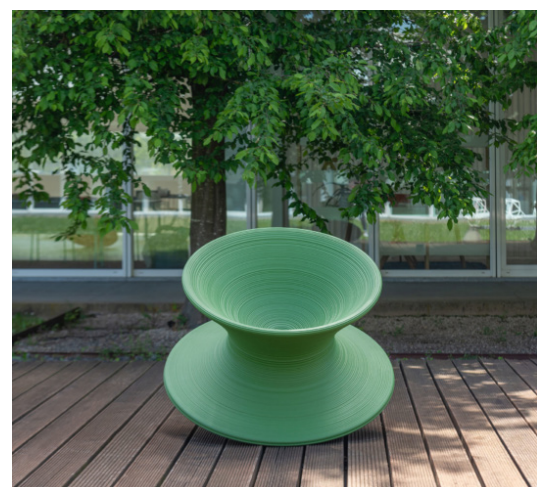
MOVABLE, COMFORTABLE AND VIBRANT FURNISHINGS TRANSFORM A STATIC PARK INTO AN INVITING “OUTDOOR LIVING ROOM,” GIVING PEOPLE THE FREEDOM TO SHAPE THEIR OWN SOCIAL SPACES WHILE INJECTING A SENSE OF ENERGY AND COMMUNITY INTO THE LANDSCAPE.



HARVEST TABLE AND BENCH-LANDSCAPE FORMS



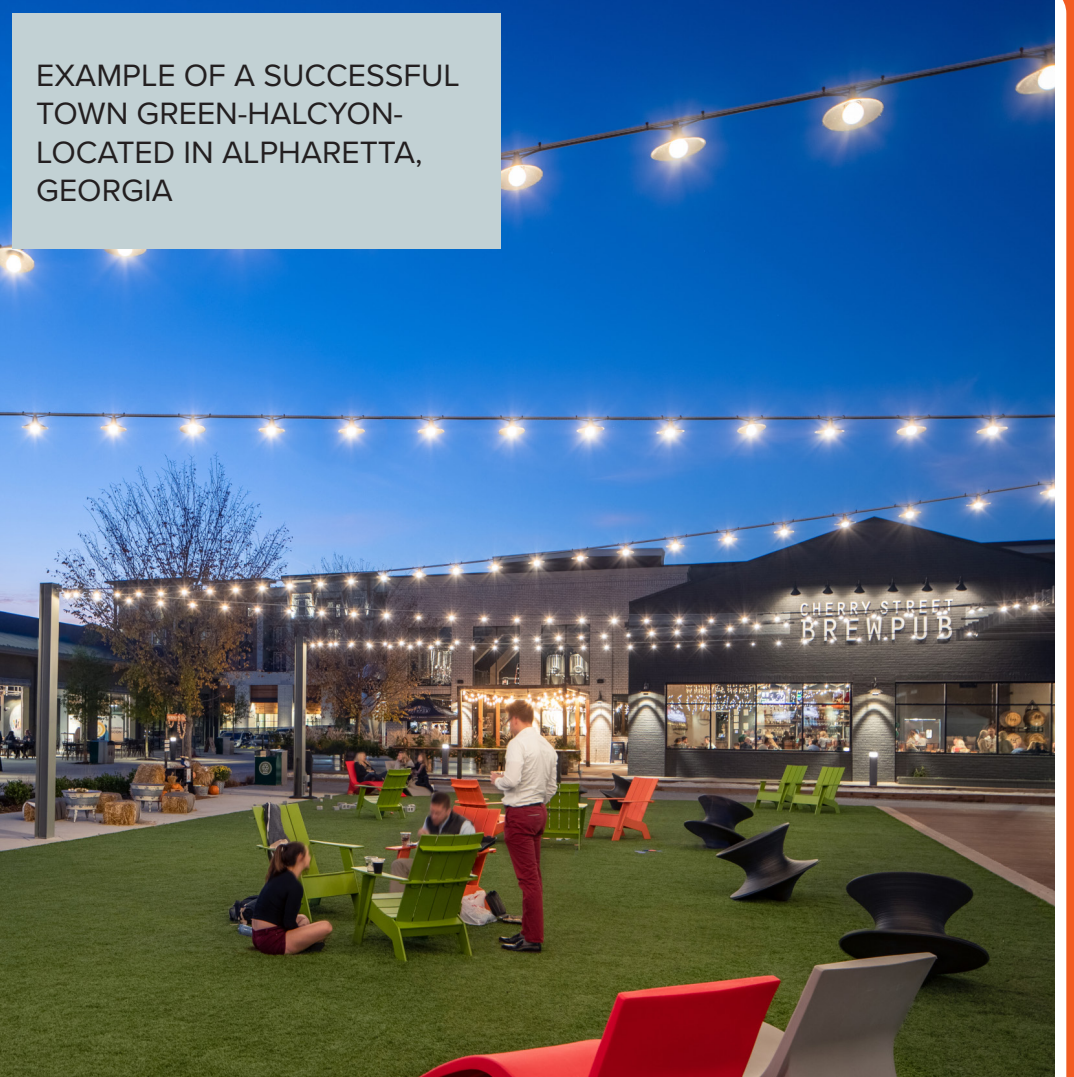
CATENA-LANDSCAPE FORMS



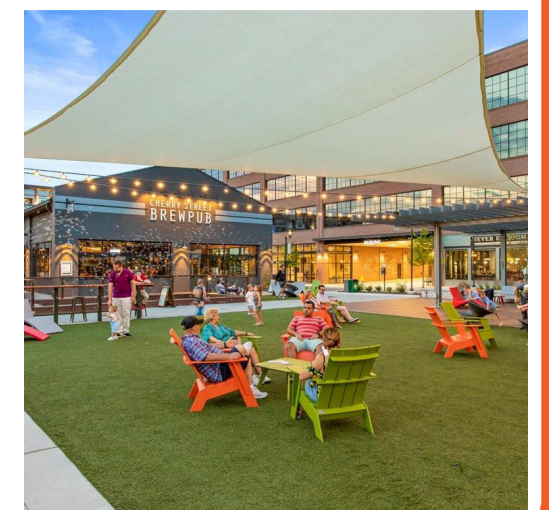
SPUN-MAGIS



AMERICANA LOUNGE CHAIR-LANDSCAPE FORMS



EXAMPLE OF A SUCCESSFUL TOWN GREEN-HALCYON-LOCATED IN ALPHARETTA, GEORGIA



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