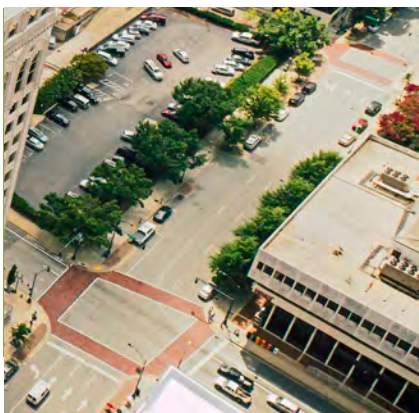


DOWNTOWN GREENSBORO

Streetscape Master Plan







FOR LEASE
FIRST FLOOR
SINGLE UNIT
AVAILABLE
17-042

COMMUNITY

COMMUNITY



CITY OF GREENSBORO

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**DOWNTOWN
GREENSBORO**

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INTRODUCTION + OVERVIEW



Bird's eye view of the city of Greensboro,
North Carolina. 1891 | Library of Congress

PROJECT OVERVIEW



The Downtown Greensboro Streetscape Master Plan was made possible by a \$38.5 million Community and Economic Development Bond, with the goals of inducing redevelopment, increasing employment and economic development, and preserving older neighborhoods. The funds will be used to buy, build, improve, or otherwise equip urban revitalization and community development projects.

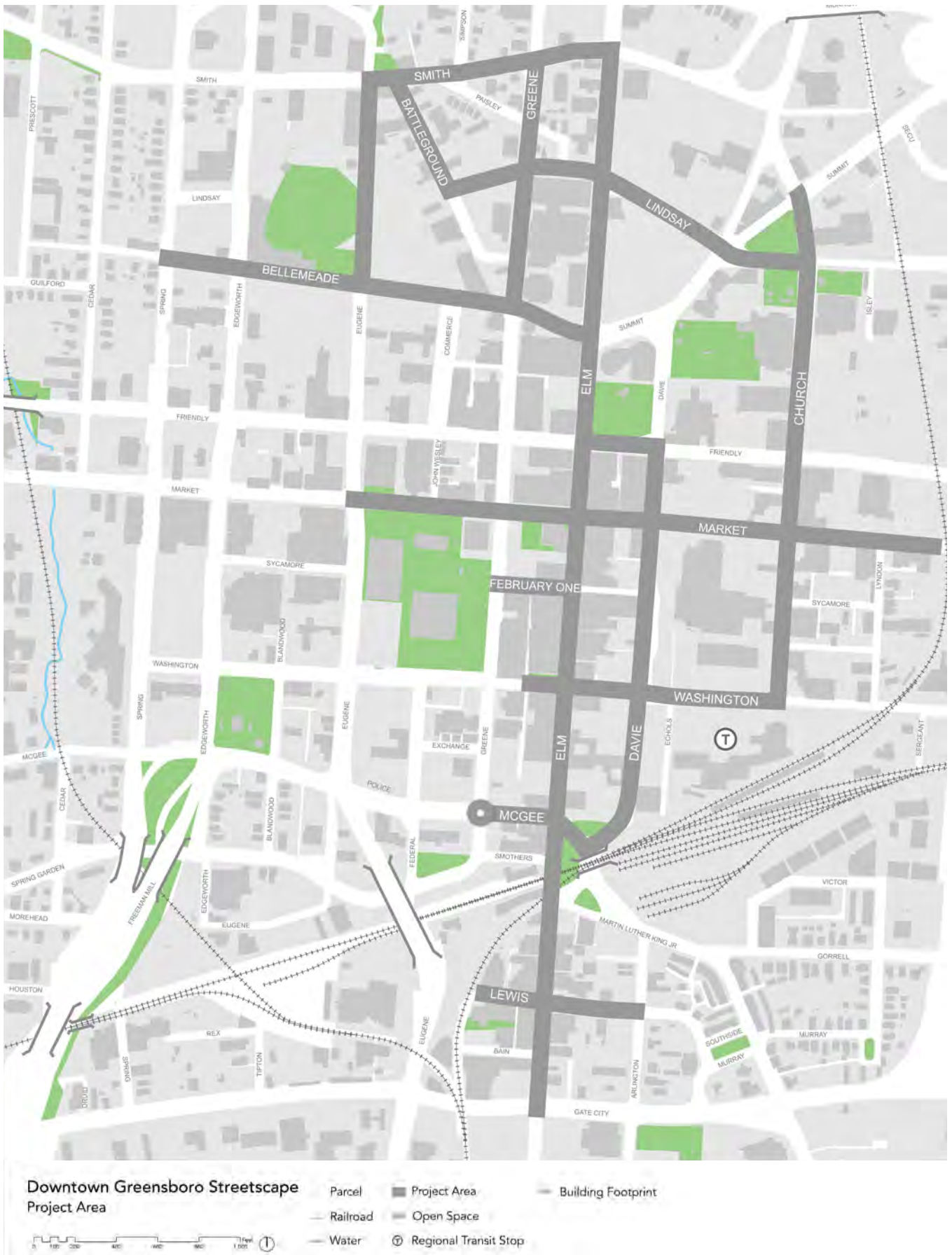
The first of these projects focuses on improvements to downtown streets, for which \$25 million of the funds from the Community and Economic Development Bond is dedicated. Streetscaping serves as critical infrastructure to improve the pedestrian experience, encourage walking and biking, reduce automobile traffic, and improve the quality of experience downtown. It creates places that people want to visit, while providing a cohesive framework for existing uses and promoting continued economic development.

The purpose of the Downtown Greensboro Streetscape Master Plan is to create a cohesive overarching streetscape framework to guide development and improve the social, physical, and economic well-being of the Downtown area.



Lincoln Financial Group Building

PROJECT AREA



Project Area Selection

The Streetscape Master Plan project area was determined in concert with the City of Greensboro and Downtown Greensboro, Inc. Street selection was based on a variety of factors, but primarily focused on current and potential economic impact. Supporting factors were also considered, such as popularity, connectivity, historic importance, and safety. Taken together with current and adjacent City of Greensboro projects, the central core of Downtown Greensboro is undergoing a significant transformation that will benefit from the streetscape vision and guidelines described herein.

Focusing on the streetscape framework and the way people interact and move around Downtown, five streets were identified as Primary Streets within the project area; each street was analyzed in depth for their existing character, general assets, challenges, opportunities, and overall vision. The following Primary Streets were identified:

Primary Streets

- **Elm Street**, extending north from Gate City Boulevard to Smith Street
- **Davie Street**, extending north from McGee Street to Friendly Avenue
- **Church Street**, extending north from Washington Street to Summit Avenue
- **Market Street**, extending east from Eugene Street to the railroad underpass at Murrow Boulevard
- **Bellemeade Street**, extending east from Spring Street to Elm Street

Additional Streets

While these Primary Streets are the focus of this plan, other streets are also important to the overall downtown streetscape network. Such streets are designated as Additional Streets and are reviewed for their complimentary function to the identified Primary Streets. The following streets were identified as Additional Streets:

- **Greene Street**
- **Battleground Avenue**
- **Smith Street**
- **Friendly Avenue**
- **Eugene Street**
- **Lindsay Street**
- **Washington Street**
- **February One Place**
- **McGee Street**
- **Lewis Street**

PROJECT GOALS



Triad Stage

Stakeholder meetings and community workshops were held to identify a holistic set of Project Goals for the Downtown Streetscape. The following goals were identified (listed in no particular order):

- **Improve Safety and Comfort**
- **Encourage Walking and Biking**
- **Enhance Downtown's Identity**
- **Incorporate Art and Distinctive Design Elements**
- **Create a Clear Road Map for Phased Improvements**
- **Catalyze Economic Development**
- **Strengthen Existing Business**
- **Attract New Private Developments**
- **Attract New Residents**
- **Create Community and Stakeholder Ownership**

PAST PLANNING EFFORTS

In recent decades, the planning efforts by the City of Greensboro and various civic groups, such as Downtown Greensboro, Inc. (DGI), have sought to guide the development of the downtown district. These initiatives sought to harness economic development opportunities, establish infrastructure and design standards, and preserve valuable historic and cultural assets. This project builds upon this rich history of planning that includes the following documents, among others:

- **2035 Long Range Transportation Plan** (2013)
- **Downtown Area Consolidated Plan** (2010)
- **Downtown Greensboro Design Manual** (2010)
- **Action Plan for Greensboro's Public Art Program** (2009)
- **Greensboro Downtown Area Plans** (1998-2008)
- **Greensboro Urban Area Bicycle, Pedestrian & Greenway Master Plan** (2006)
- **Connections 2025 Comprehensive Plan** (2003)



February One Place

PROJECT PROCESS

January

- Project Kick-off
- Data Gathering

February

- Downtown Leadership Visioning Meetings
- Visioning Charrette

March

- Community Forum #1
- Streetscape Design Concept Meetings

June

- Community Forum #2
- Streetscape Design Concept Meetings

September

- Streetscape Corridor Master Plan
- Design Guidelines



Visioning Charrette

The project kicked-off in January 2018 with a Downtown site tour and extensive analysis of the project area. Client team meetings were held, and a review of existing City traffic data was completed with the aim of best understanding the way in which the Downtown streetscape is currently functioning and where it can be improved. It was vital to the process to involve key community leaders as they are the ones who know and understand their City best. A Visioning Charrette with key stakeholders, community members and elected officials helped affirm the primary project goals and identify emerging streetscape opportunities.



Stakeholder meeting with merchants

Regular in-person meetings were held with City Staff and local agencies to gain input and help inform the planning process. Monthly calls maintained a steady pace for the plan and continuously kept everyone on the same page while moving the plan forward. Stakeholder and Focus Group Meetings with local businesses, residents, property owners, artists and interest groups curated a dynamic overall vision for the plan. Collaboration with a diverse group of stakeholders helped ensure that this streetscape plan is rooted from a strong community vision and synergistic foundation.

Online surveys were utilized as a key resource to gain input from the community throughout the planning process. The first of two surveys opened in mid-March and asked respondents to submit their thoughts on a digital map, pinning precise locations and offering ideas on what works and what needs to be improved within the Downtown study area. Over 570 respondents participated in this interactive online survey, pinning nearly 3,500 individual ideas onto the map.

Following the opening of the first survey came the first community Open Houses and Community Design Charrette Workshops. These events allowed community members and stakeholders alike to come together and productively discuss and refine ideas. Attendees had the opportunity to imagine and create their own streetscapes by cutting and pasting different street section components together and creating their ideal future street cross section. Large wall posters of each of the Primary Streets were also displayed for attendees to vote on their favorite images of potential streetscape elements and comment on the overall design.

A second set of Open Houses and Community Workshops were held in June to further discuss and refine the emerging design concepts. Once these emerging concepts became more refined a second survey was opened to gain further public insight on these newly informed designs. Respondents were asked to pick their top priority streets out of the identified Primary Streets, voice their level of overall support and share their thoughts on the proposed streetscape improvements. Almost 300 people fully completed this second survey.



First set of Community Open Houses and Design Charrettes



Second set of Open Houses and Community Workshops



Davie Street

Master Plan Contents

Chapter 2: Existing Conditions

An in-depth assessment of Downtown's existing conditions, from its rich history and context to current infrastructure such as pavement, drainage, and grading. Visual and sensory influences are also considered. Assets, challenges, and opportunities are identified to better understand the factors influencing Downtown Greensboro's streetscape.

Chapter 3: Vision and Framework

Illustrating the overarching vision and framework of the plan, this chapter discusses key driving aspects of the Greensboro streetscape such as gateways, placemaking nodes, and districts that will help inform the overall design. Street typologies are broken down into five different categories, each depicting different characteristics all within the Downtown streetscape.

Chapter 4: Primary Streets

The five Primary Streets: Elm Street, Davie Street, Church Street, Market Street, and Bellemeade Avenue, are closely analyzed for existing character, multi-modal mobility considerations, and potential future roles.

Chapter 5: Additional Streets

Ten Additional Streets: Greene Street, Battleground Avenue, Smith Street, Friendly Avenue, Eugene Street, Lindsay Street, Washington Street, **Lewis Street, McGee Street** and **February One Place** are all examined for existing and potential future roles.

Chapter 6: Design Guidelines

This chapter outlines the design elements that will shape the character of Downtown Greensboro. These elements include: roadways, sidewalks and landscaping, signage, street furnishings, and the public-private interface. These design guidelines will be applied to the identified Primary and Additional Streets, helping dictate a design direction for future improvements.

Chapter 7: Streetscape Elements

An illustrated catalog of streetscape elements, including paving treatments, furnishings, and more.

Supporting Documents

Accompanying documents include a description of street improvement prioritization, supplemental meeting notes, survey results, rendered plan layouts, and exhibits from the planning process.



Community Workshop Meeting