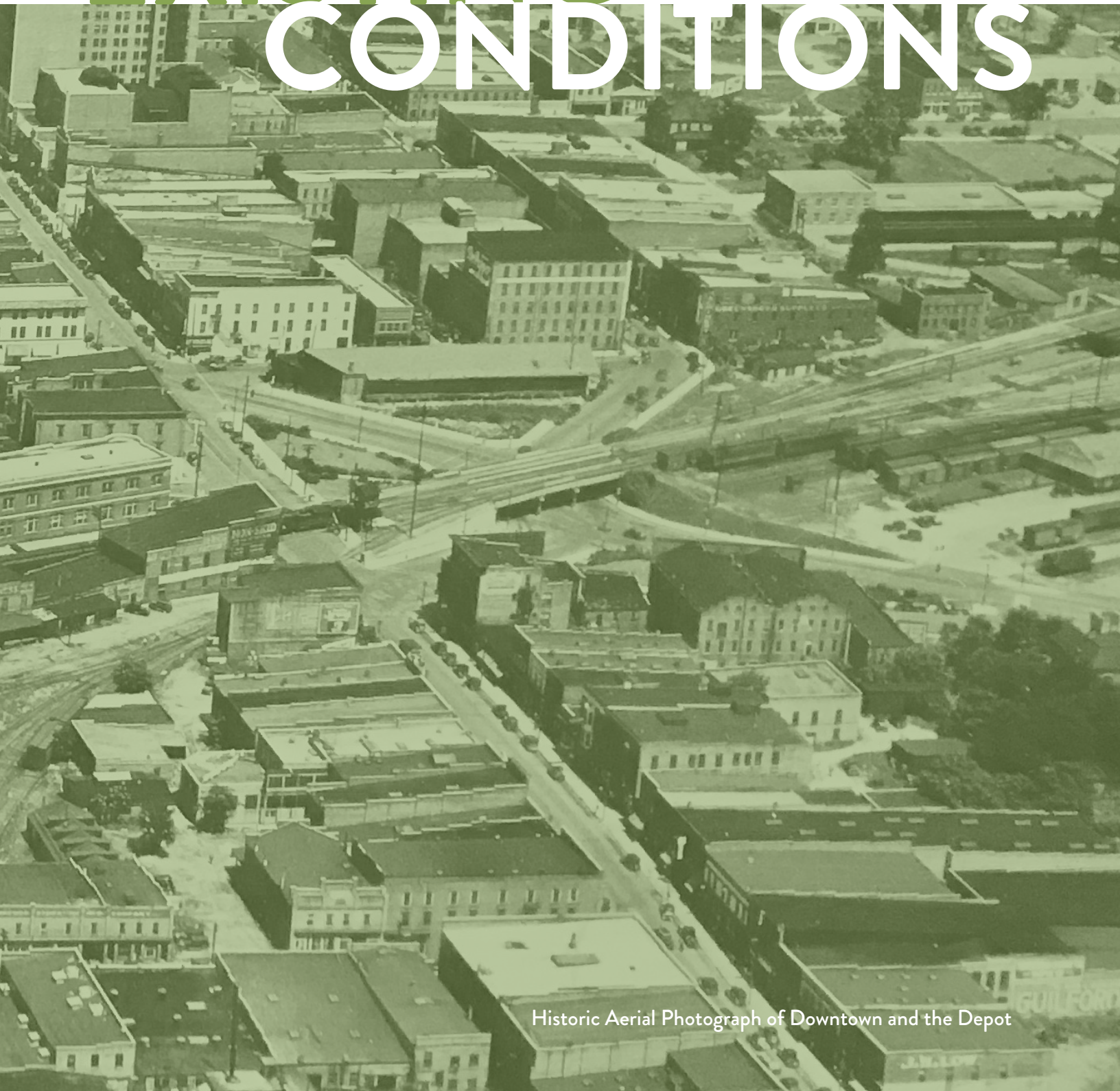




# EXISTING CONDITIONS



Historic Aerial Photograph of Downtown and the Depot



Historic Greensboro Map, Courtesy: Greensboro Historical Museum



1940s Elm Street, Courtesy: Greensboro Historical Museum

## The Gate City

Throughout the 19th century, rail connections and Greensboro's fortuitous location as a gateway to the West and the South created the recipe for a thriving and bustling downtown core built up around the central train station. The "Gate City" became a commercial and industrial hub for regional and transcontinental economic development.

## Architectural Treasures

As Greensboro grew block by block throughout the early 20th century, it created an index of American architectural history. Each decade brought new development and world class examples of defining architectural styles from the Romanesque Revival United Methodist Church, to the Neoclassical C.J. Kern Building, to the Art Deco Kress Building. Today, Downtown Greensboro is recognized as a national historic district; a walk down Elm Street is analogous to a stroll through American architectural history, each block with its own distinct style and treasure trove of stories.

## Courageous Spirit

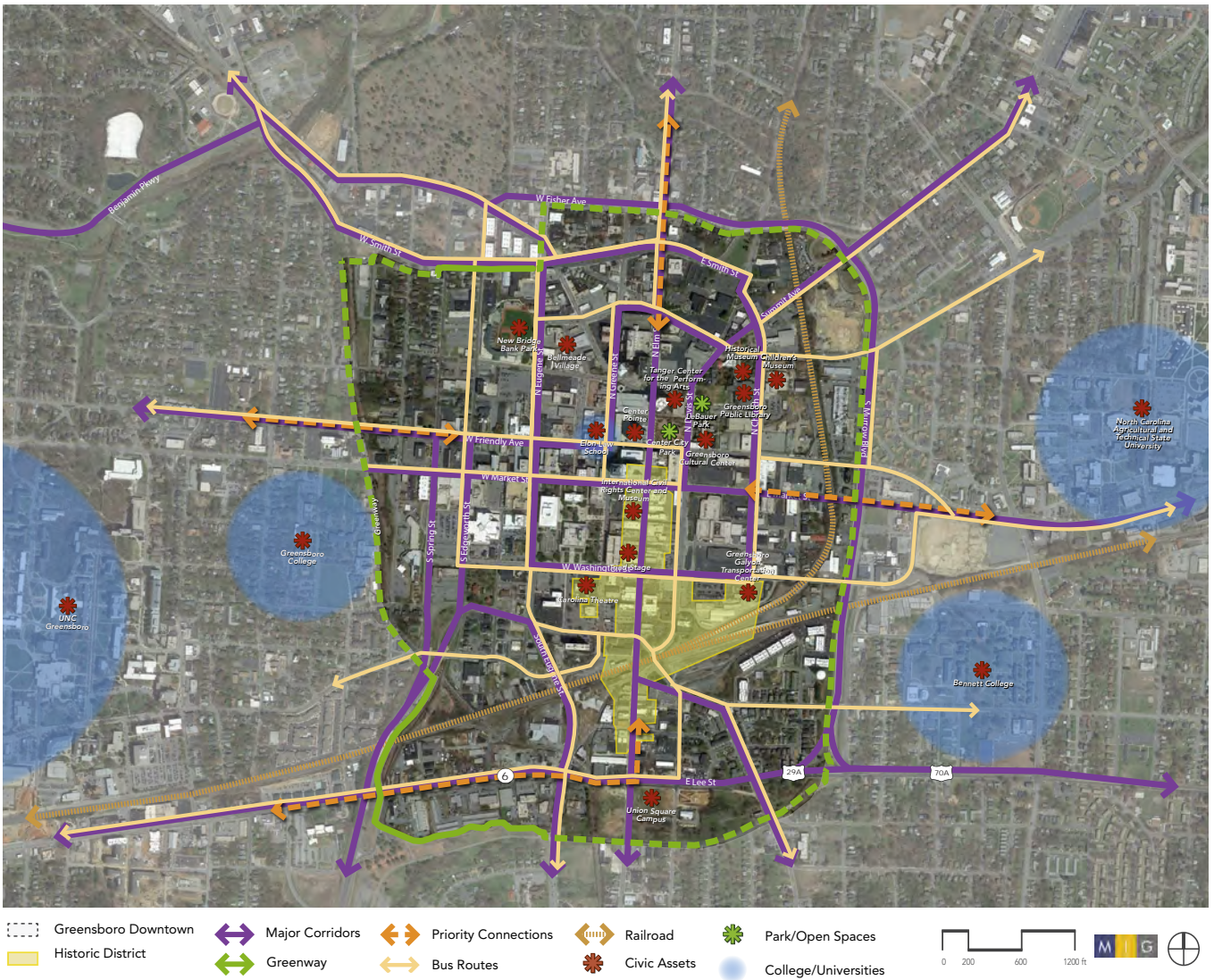
Any historical account of downtown Greensboro would be incomplete without underscoring its significance in the Civil Rights Movement. The courage shown by the Greensboro Four in their sit-in protest at the Woolworth's lunch counter in 1960 was the spark that ignited a national storm that spread like wildfire across the country. In less than two months, the protests had spread to 13 states and in April of that year the Student Non-Violent Coordinating Committee was formed in Raleigh, quickly becoming a pioneering force in the national fight for Civil Rights. Today, the International Civil Rights Center and Museum at the former Woolworth's building celebrates that the spirit of innovation, courage, and justice began right here in downtown Greensboro.

This same spirit lies at the foundation of the Downtown Greensboro Streetscape Master Plan as it poses the questions: How do we take this courageous spirit that is woven into the fabric of the city to the next level? How do we integrate the cherished history of innovation into our streetscapes? How can we create streets that are distinctly local and that become precedents for vibrant, dynamic, and flexible streets throughout the country?



1960 Sit-in Protests, Courtesy: Greensboro Historical Museum

# REGIONAL CONTEXT



## Regional Center

As the largest city and eastern anchor of the Triad Region including High Point and Winston-Salem, Greensboro has the opportunity to attract visitors from neighboring cities and towns. Its concentration of entertainment, recreational, and cultural destinations provide all the right ingredients to make downtown Greensboro a regional hub for residents and tourists of all generations in a necklace of North Carolina's increasingly connected metropolitan areas stretching from Raleigh to Charlotte.

The downtown streets have the opportunity to celebrate Greensboro's unique position in the larger Triad Region as well as for the adjoining educational institutions including UNC-Greensboro, Greensboro College, Guilford College, Bennett College, and North Carolina Agricultural and Technical State University, as well as Wake Forest University in Winston-Salem.



Triad Stage



UNC-Greensboro





**Downtown Greensboro Streetscape Transportation Plan**

- Parcel
- Project Area
- Regional Transit Stop
- Existing Bike Routes
- Open Space
- Railroad
- Arterial Route
- Bus Route
- Existing Downtown Greenway
- Water
- Minor Route
- Bus Stop
- Planned Downtown Greenway



## Multi-Modal Access

Downtown Greensboro enjoys high connectivity in terms of multi-modal access. Arterial and connector streets provide a seamless network of automotive mobility, ample bus routes and stops are distributed throughout the downtown core, and close proximity to the train station enhances Greensboro's regional transit connectivity. Existing and forthcoming bike routes accommodate a growing number of bicycle riders for recreational and commuting purposes.



Downtown Greenway



Train Station at J. Douglas Galyon Depot





## Diverse Mix of Destinations

The downtown core has a concentrated and diverse mix of destinations including abundant open spaces, museums, community facilities, commercial areas, and historic assets. The online surveys confirmed the importance of these places, and identified a variety of downtown locations for work, fun, services, and shopping. The results from these surveys show a clear relationship between the existing destinations and their role in creating vibrant activity nodes for living, work, and play. A full series of survey result maps and graphs can be found in an accompanying document.



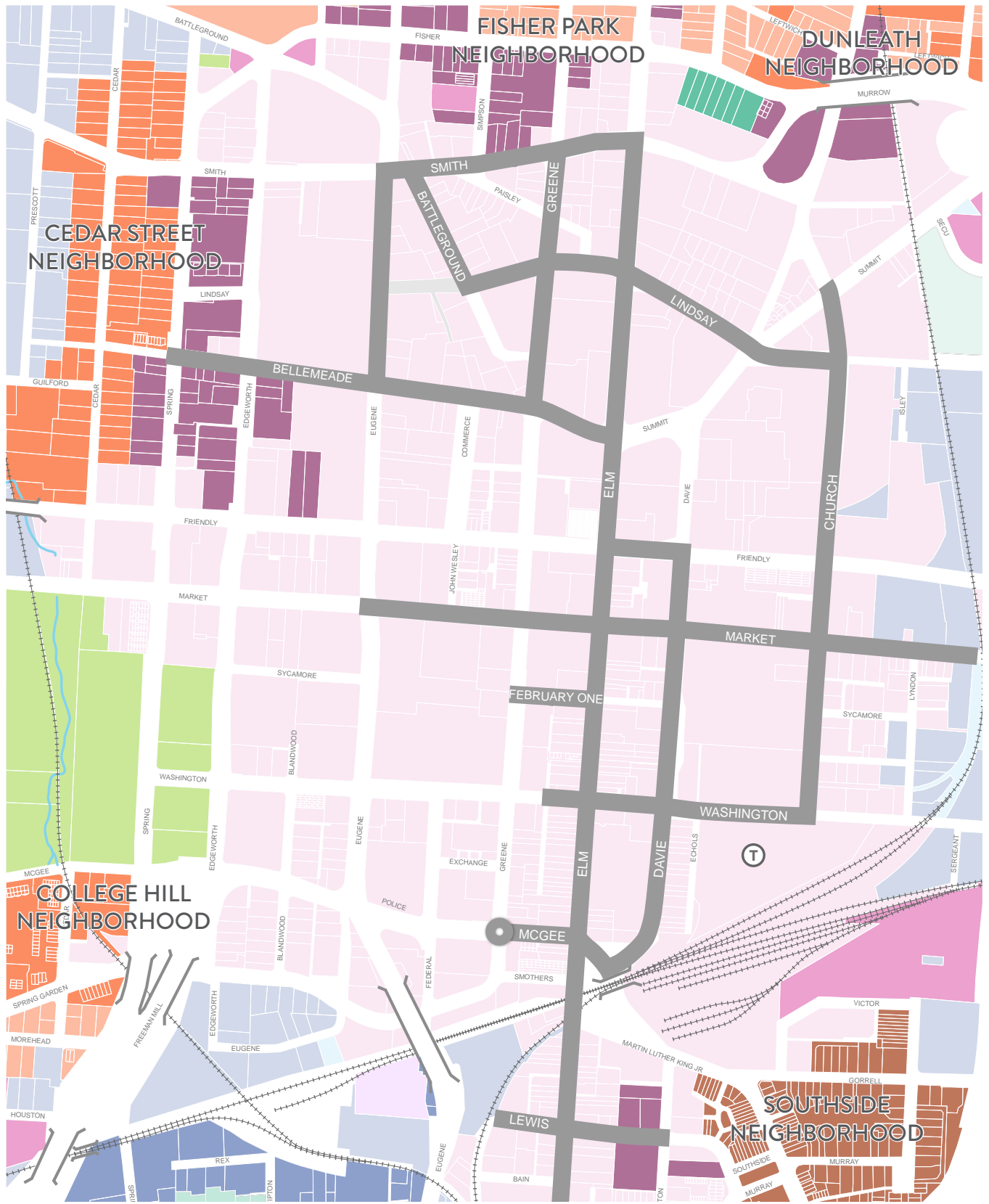
LaBauer Park



First National Bank Field



International Civil Rights Center and Museum



**Downtown Greensboro Streetscape Land Use Map**

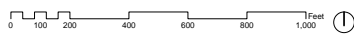
- Project Area
- Railroad
- Regional Transit Stop

- Central Business
- Commercial
- Office

- Public and Institutional
- Light Industrial
- Heavy Industrial

- Mixed Use
- University Mixed Use
- Planned Unit Development

- Single Family Residential
- Multi-Family Residential
- Traditional Neighborhood

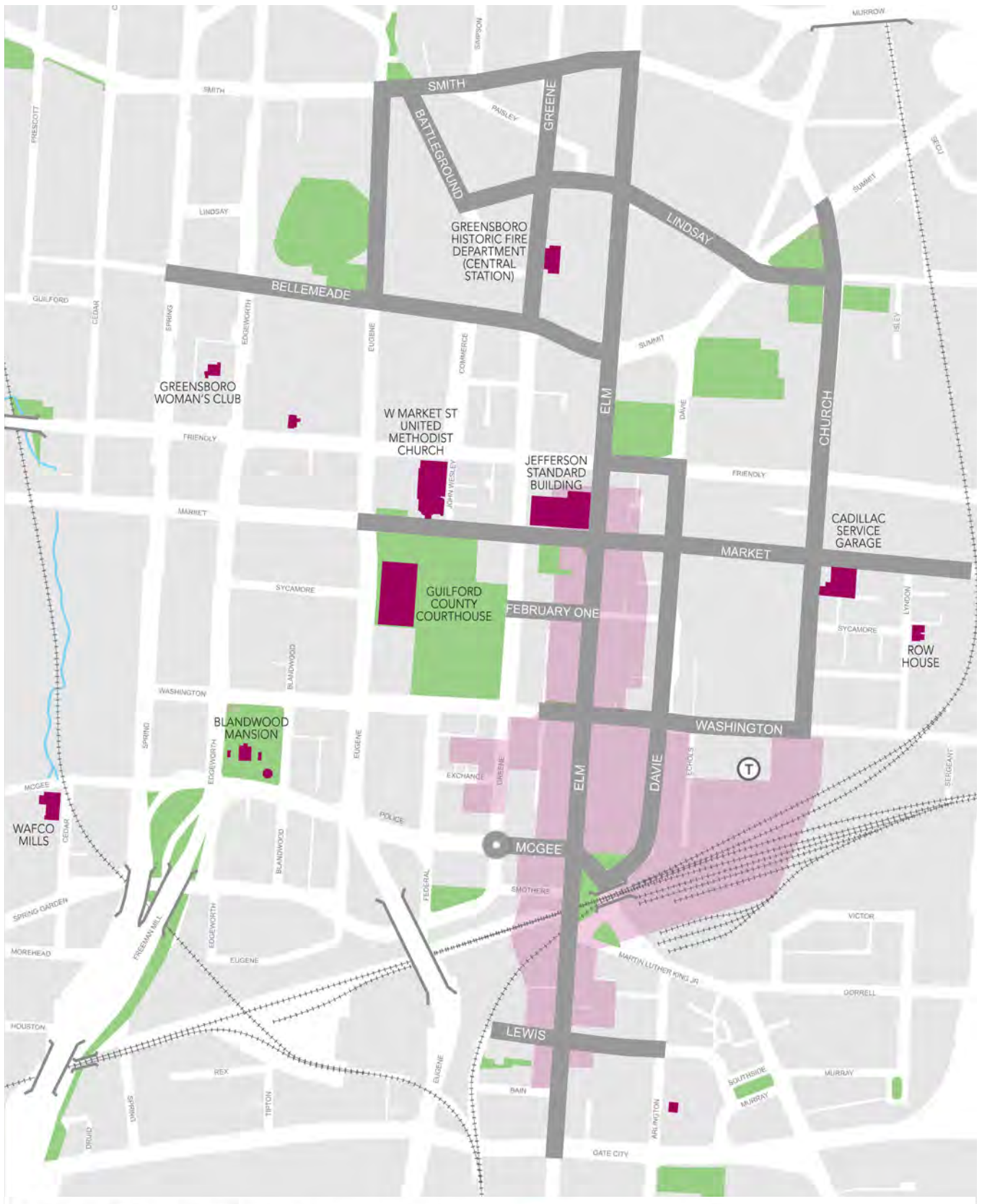


## Well Established Neighborhoods

While the majority of downtown is comprised of commercial business land use, several well established residential areas create a ring around the core district. In this way, the public areas and streetscapes of downtown have a critical role as connectors among the adjacent residential neighborhoods. The integration of these neighborhoods with Downtown Greensboro through a carefully considered streetscape network promises to have positive effects in terms of quality of life for residents while contributing to the economic vitality of downtown.



Downtown surrounded by residential neighborhoods



**Downtown Greensboro Streetscape  
Historic Assets Map**

- Parcel
- Project Area
- Nat'l Register Historic Building
- Railroad
- Open Space
- Nat'l Historic Area
- Water



## Historic Character

The Downtown Greensboro Historic District is nationally recognized for its architectural and historical significance. The district includes 96 buildings and presents stunning architectural examples from the late 19th and early 20th centuries. In addition to the downtown core, several other buildings in close proximity have been listed on the National Register of Historic Buildings. The network of streets connecting these treasured heritage sites has the opportunity to weave together a historical narrative that is showcases these architectural and cultural assets.



The Kress Building is part of the Downtown Greensboro Historic District

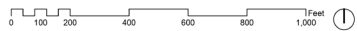


Historic Woolworth Building along February One Place



Downtown Greensboro Streetscape Block Structure

- Parcel
- Project Area



## Walkable Block Structure

The block structure of downtown Greensboro features relatively small blocks, some of which are broken down further by small access roads and alleys. The dense network of streets increases access throughout the district by offering more direct routes to destinations among short and walkable blocks. The redundancy of the street network allows the use of and character of streets to become even more flexible and pedestrian oriented without sacrificing automotive or transit mobility.

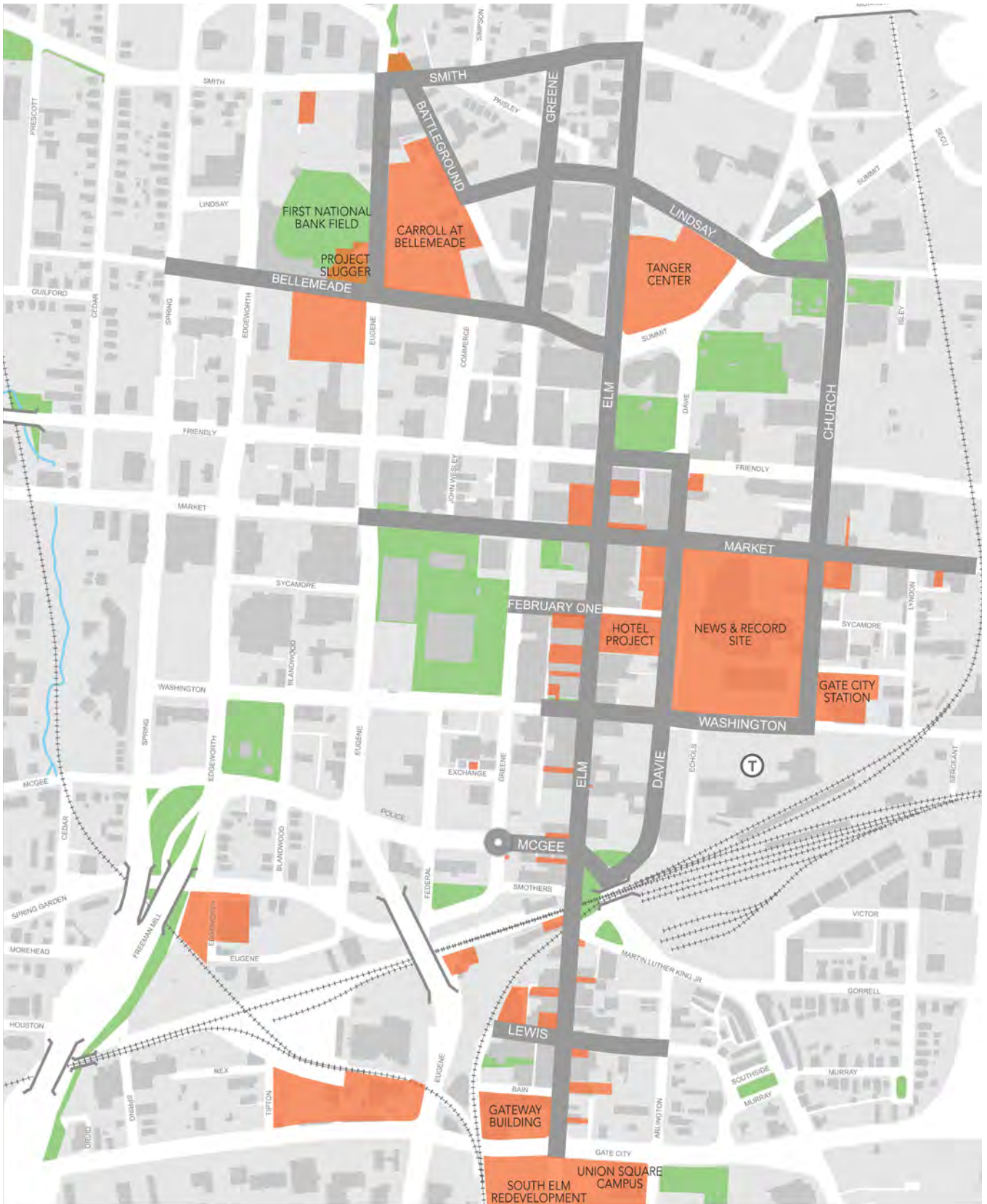


Walkable blocks along Elm Street



Human-scale along Elm Street





**Downtown Greensboro Streetscape  
Development Projects Map  
(as of September 22, 2017)**

- Parcel
- Project Area
- Open Space
- Railroad
- Building
- Planned/Active Development
- Water
- Ⓣ Regional Transit Stop

## Development + Investment

Several major development projects in and around the downtown core are a testament to the continued economic vitality of the city. The concurrent development of major site constructions and building rehabilitations alongside a streetscape design strategy is an ideal opportunity to integrate the street and the city's built form into a harmonious, lively, and dynamic urban fabric.



Site for future development along Davie Street



Center Pointe Development

# CHALLENGES + OPPORTUNITIES



Downtown Greensboro Streetscape Building Figure Ground

■ Building    - - - Project Area



## Street Definition

Building facades create a framework for public spaces and streets by offering a sense of enclosure, visual interest, and the opportunity for public life to interface with various programs within adjacent buildings. As seen in the figure ground map, while some streets such as South Elm offer a strong sense of enclosure and a dynamic mix of buildings that contribute to lively street-life, others lack architectural definition. Such streets could be improved by the addition of design elements and vegetation that create a sense of human scale and foster a street environment that is more like an urban living room.

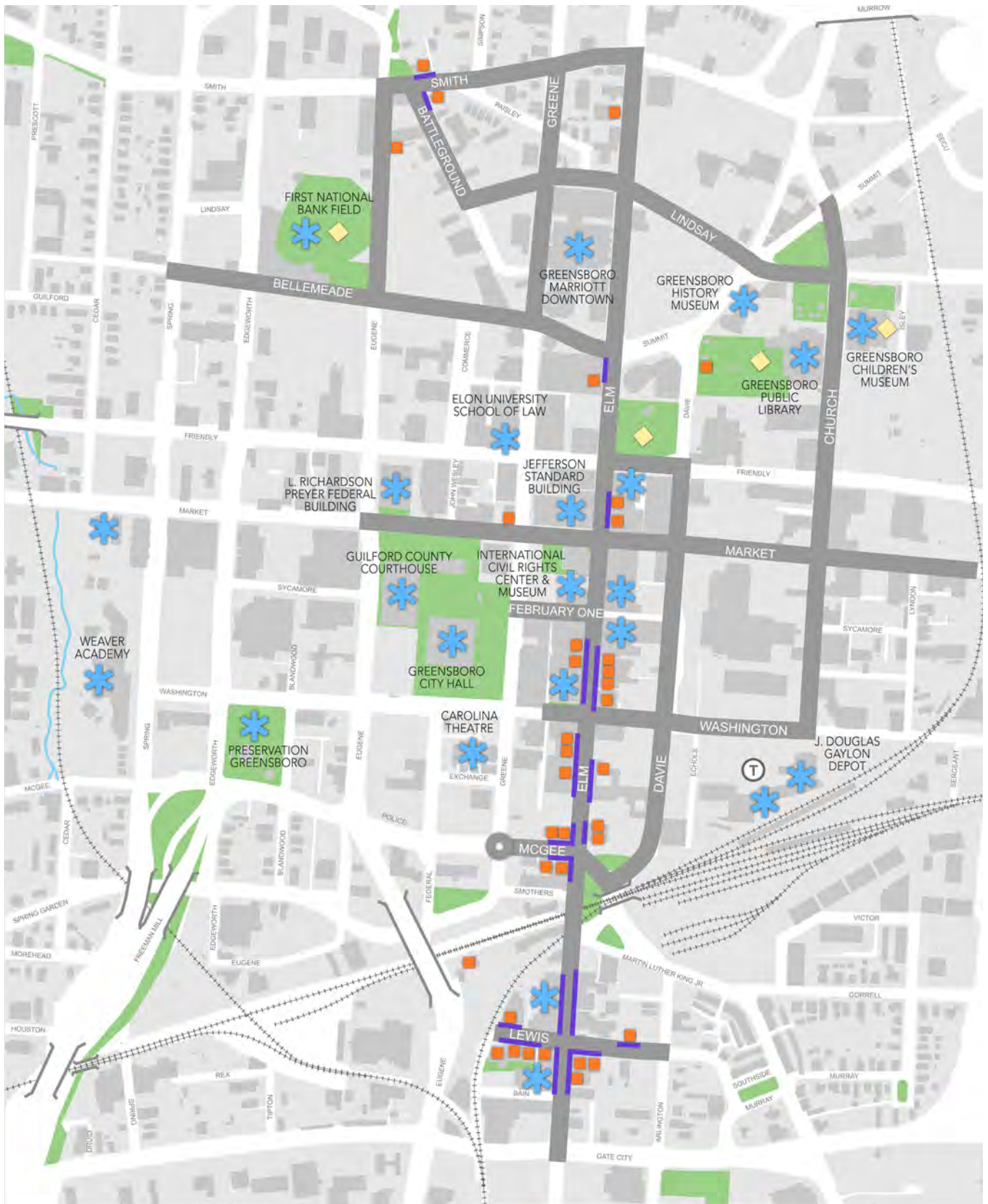


Segment of Elm Street with strong street definition



Segment of Church Street where street definition is lacking

# CHALLENGES + OPPORTUNITIES



**Downtown Greensboro Streetscape Area Affordances Map**

- Parcel
- Project Area
- Railroad
- Water
- Building
- Restaurant / Dining
- Active Frontage
- Play Element
- Anchoring Destination



## Street Activation

Although there is an abundance of diverse destinations in and around the downtown core, these sites are not always well integrated into the urban fabric in a way that contributes to active street life. Some commercial segments along Elm Street provide good examples of how restaurants, bars, shops, and other businesses can generate foot traffic and dynamic street interactions. However, these successful segments along Elm are disconnected and other streets lack significant interaction between adjacent land use and the street altogether. This Streetscape Master Plan will seek to integrate and reinforce the interface between the street and the wide range of destinations that are distributed throughout the district in a way that creates a lively urban experience.

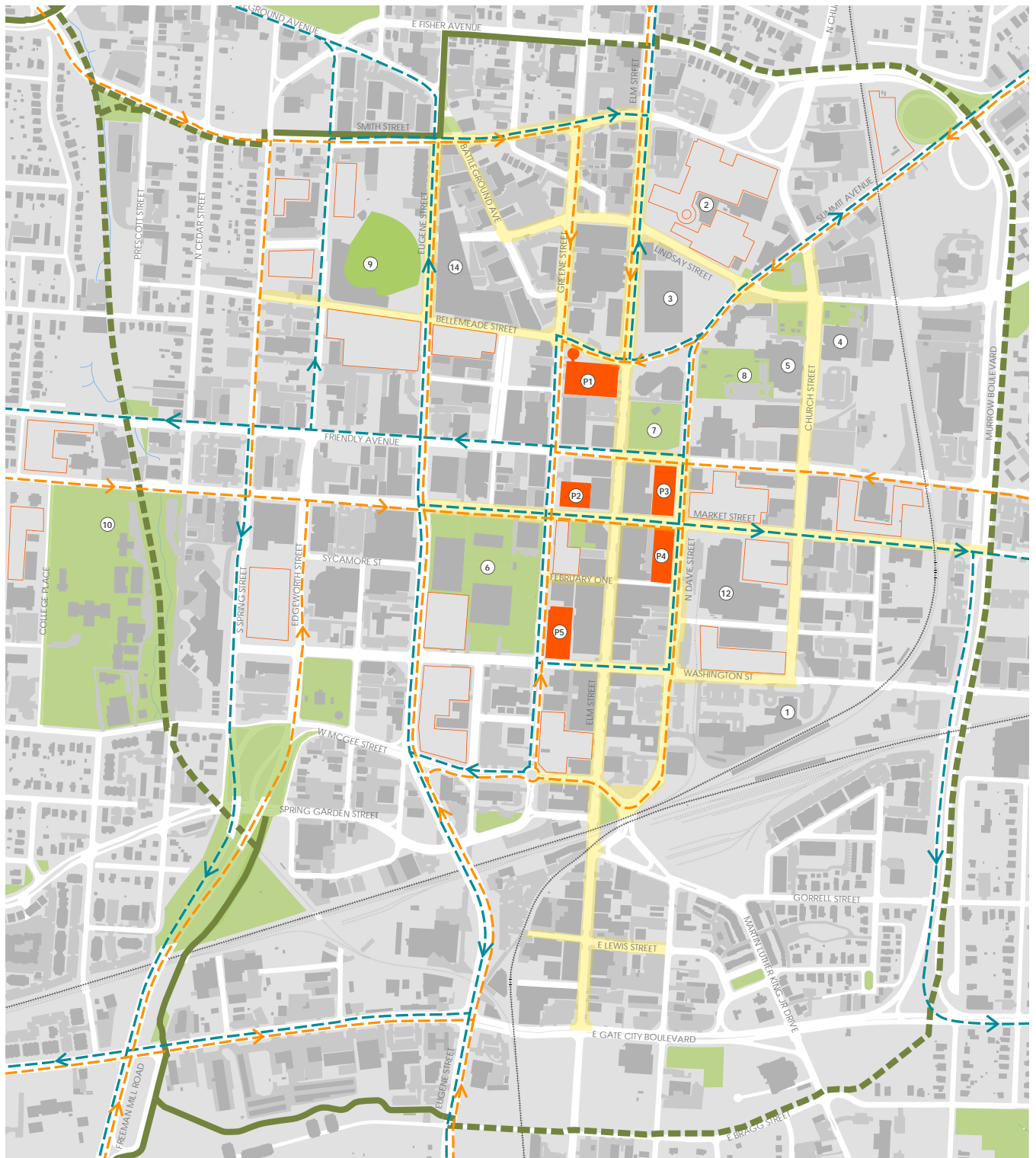


Street festival along Elm Street



Street festival along South Elm Street

# CHALLENGES + OPPORTUNITIES



## DOWNTOWN GREENSBORO STREETScape

EXHIBIT: Commuter Traffic Flows

KEY		LEGEND	
①	Bus Depot	■	Buildings
②	Wrangler Headquarters	■	Parks / open space
③	Future Tanger Center	☆	Greenway connection
④	Children's Museum	■	Parking decks
⑤	Public Library	□	Parking lots
⑥	Government Plaza	—	Greenway
⑦	Center City Park	—	Proposed Greenway
⑧	LeBauer Park	—	Railroad Tracks
⑨	First National Bank Field	—	AM Commuter traffic
⑩	Greensboro College	—	PM Commuter traffic
⑪	Green Hill Cemetery		
⑫	News & Record		
⑬	Future Mixed-Use		
⑭	Bellemeade Street Deck		
⑮	Greene Street Parking		
P1	Bellemeade Street Deck		
P2	Lincoln Financial parking		
P3	Davie Street Parking		
P4	Future parking deck		
P5	Greene Street Parking		

## Commuter Traffic + Parking Facilities

Like all downtown commercial districts, Greensboro experiences peak traffic during the morning and evening commute. These traffic flows change throughout the day, most markedly on one-way streets like Market Street and Friendly Avenue. Streets that serve commuters should serve all modes of travel and have the flexibility to meet changing travel demands throughout the day while serving other placemaking functions during periods in which they are underutilized.

The location of parking facilities aligns with traffic patterns and influences commuter behavior. They are key destinations for motorists and should be carefully considered in concert with the development of streetscape proposals.



Market Street carries east bound commuter traffic



Davie Street Parking Deck