



PRIMARY STREETS



SOUTH ELM STREET



Existing condition along South Elm Street

Existing Character

Stretching from Gate City Boulevard to Bellemeade Street and the backbone of the Downtown Greensboro National Historic District, South Elm Street is rich in architectural and cultural assets. The street is a thriving retail and dining destination with an intimate scale.

The diversity and concentration of architectural styles, materials, and destinations contribute to defining a unique character along the corridor and enhancing its walkability.

South Elm Street provides valuable parking, loading, and access to businesses. Through travel is slow, so drivers seek alternative routes.



4th Street, Winston-Salem



State Street, Chicago



Nueva Street, San Antonio

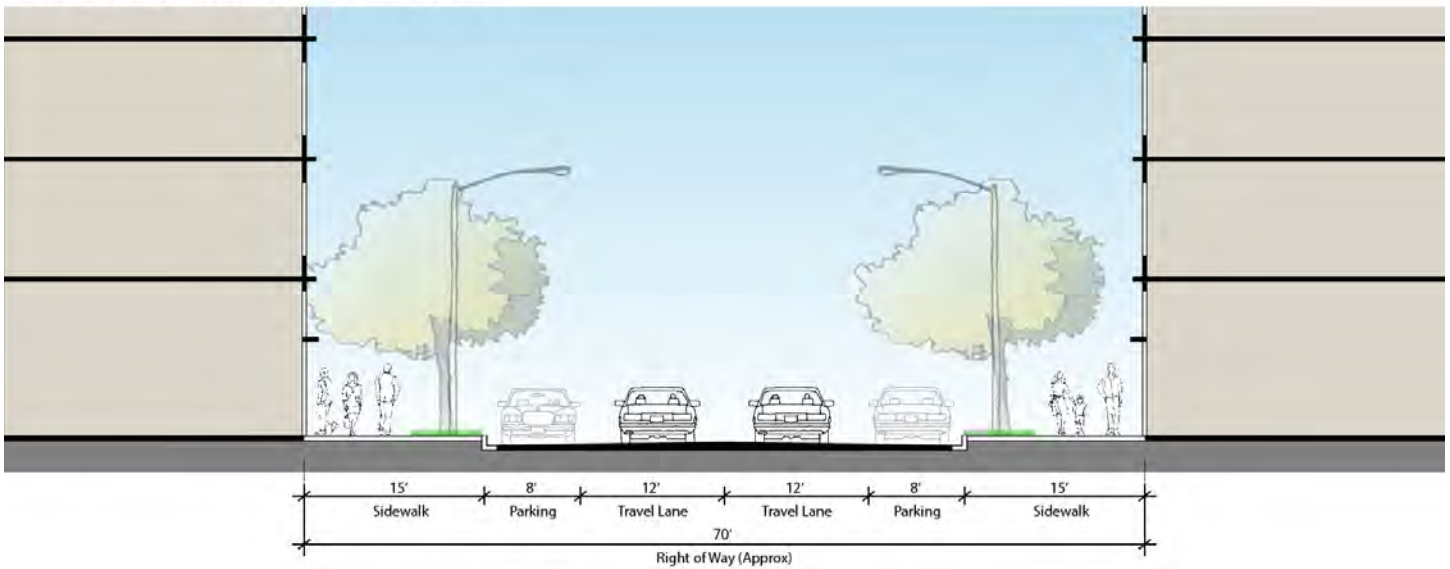
Future Role

The historic and cultural character of South Elm Street is showcased as the streetscape is further integrated with the numerous destinations along the corridor. Retail, dining, and the arts are bolstered; the street becomes a flexible space that provides access to local amenities, or it can be closed off to serve as a linear plaza accommodating festivals, markets, and events. Interactive art celebrates the corridor's unique history and cultural landscapes.

A consistent canopy of street trees and curbless sidewalks make South Elm Street a comfortable and pedestrian-oriented urban living room that accommodates a diverse range of activities, while serving the needs of local businesses. Retractable bollards allow key sections of curbless Elm Street to maximize opportunities for Elm Street to be closed and for the entire ROW to become a flexible festival street with no tripping hazards.

SOUTH ELM STREET

SOUTH ELM STREET : SECTION LOOKING NORTH (EXISTING)



Existing Condition

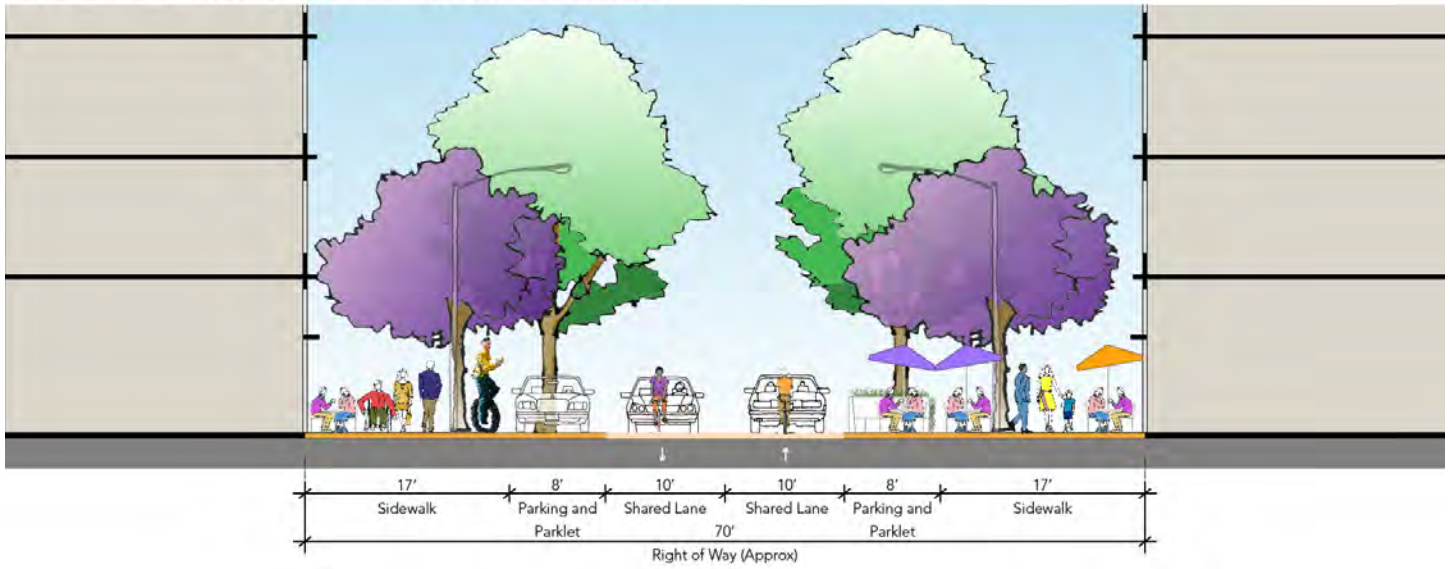
The streetscape has good scale, function, and character, but needs an update. Some street trees are missing or in decline. On-street parking provides easy access for customers to local businesses.

Proposed Concept

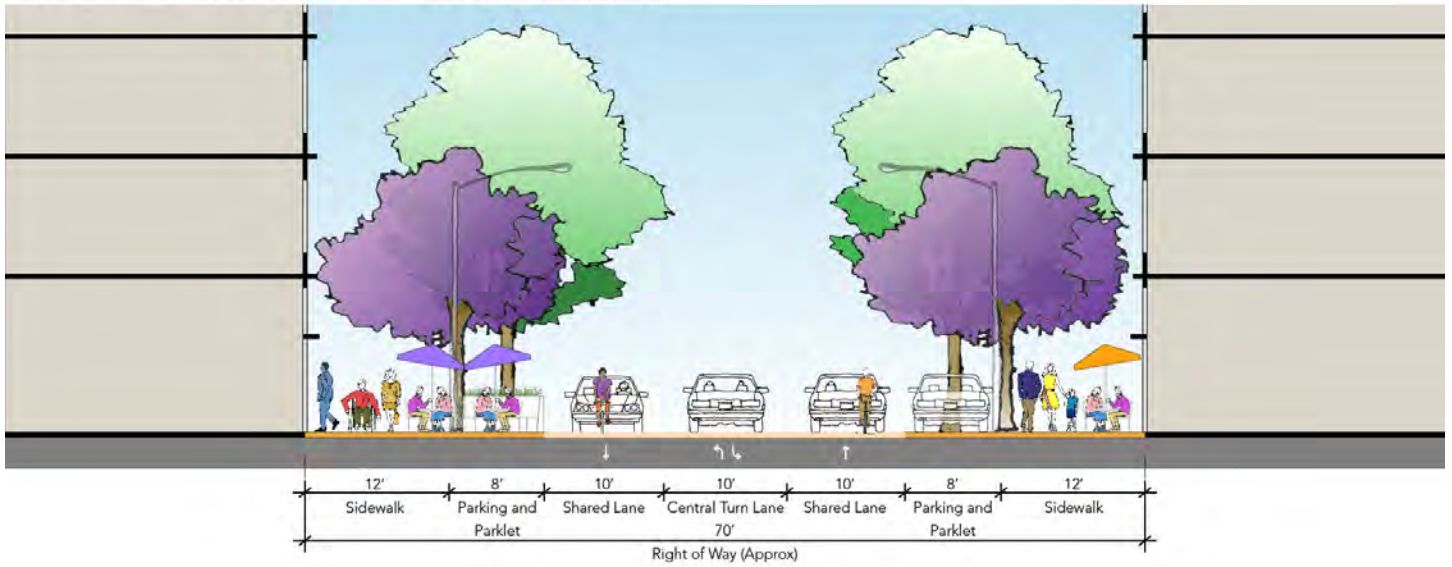
Curbless and widened sidewalks between Washington Street and Friendly Ave and between Bain Street and the railroad tracks define South Elm Street as a flexible pedestrian street, while maintaining vehicular access and parking lanes. Street trees create a canopy and enhance the sense of enclosure along the corridor. Cyclists share travel lanes with motorists as design elements reduce traffic speed.

Reduced travel lane widths and special colored pavement bands across the concrete roadway at regular intervals reduce travel speeds and enhance the destination character of the street. In addition, a diverse mix of seating, including permanent benches, seatwalls, and movable chairs provide opportunities for creating a variety of living room settings along South Elm Street. Additional streetscape furnishings such as pedestrian lighting and trash cans provide additional amenities for street users. Iconic interactive works of art at key nodes celebrate the key cultural milestones of Downtown Greensboro and tell its unique story.

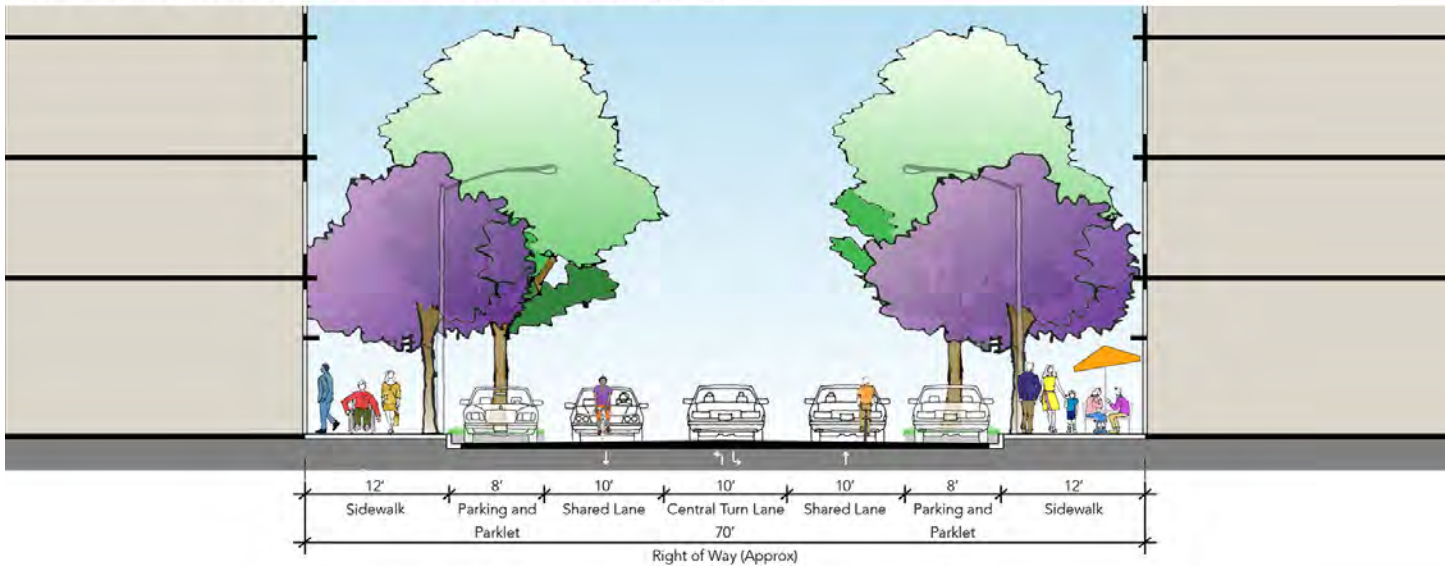
SOUTH ELM STREET : SECTION LOOKING NORTH (PROPOSED 2-LANE CONDITION)



SOUTH ELM STREET : SECTION LOOKING NORTH (PROPOSED 3-LANE CONDITION)



SOUTH ELM STREET : SECTION LOOKING NORTH (PROPOSED 3-LANE CONDITION WITH CURB)





EXISTING CONDITION

Proposed Improvements

These photo simulations illustrate full concept improvements and alternative interim improvements. Interim improvements are low-cost elements that can be quickly implemented to enhance the streetscape until full implementation can be realized. Interim improvements include repairing uneven sidewalks, striping roadways, providing site furnishings and temporary parklets.



PROPOSED CONCEPT - CLOSED STREET



INTERIM IMPROVEMENTS



PROPOSED CONCEPT - OPEN STREET



Existing condition along North Elm Street

Existing Character

The project area for North Elm Street extends from Bellemeade Street to Smith Street. It is part of the central spine of downtown that is full of history, culture, business, and the arts. This section of Elm is a wide street with an 80 foot right-of-way that is framed by large office and hotel buildings that lack human scale, as well as broad surface parking lots which fail to offer a sense of enclosure along the corridor.

The street is a critical north-south connector that currently lacks a dedicated bike lane. The City Bike Plan (March 2018) calls for the addition of a bike lane along this corridor.



Bell Street, Seattle



Buffered Bike Lanes, Downtown Phoenix



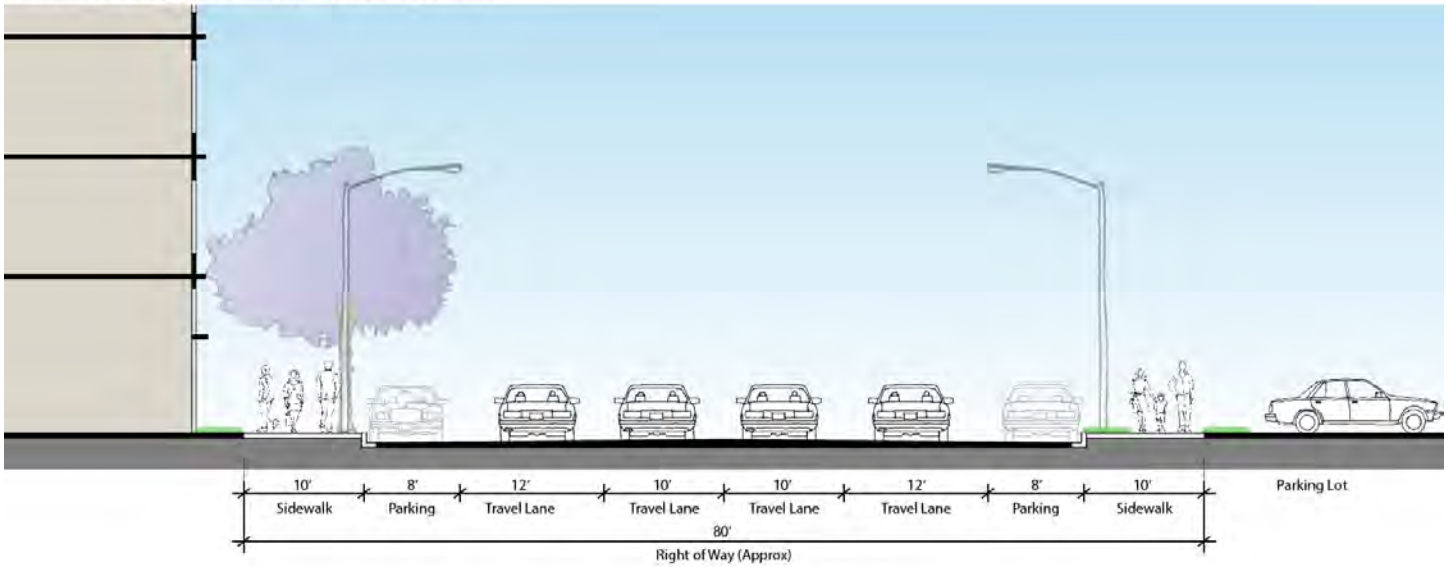
Winston-Salem

Future Role

As the northern gateway to the downtown core, North Elm Street plays a critical role in connecting downtown to the surrounding neighborhoods. The streetscape is well integrated with the Tanger Center and becomes a major cultural anchor in the northern part of downtown.

The proposed streetscape enhances the role of North Elm Street as key north-south mobility connector for all modes of travel. The design also bolsters it as part of a larger cultural corridor including South Elm Street. North Elm and South Elm each have their own character, forming a cohesive central spine of the downtown core that is walkable, bikable, safe, and well integrated with adjacent amenities.

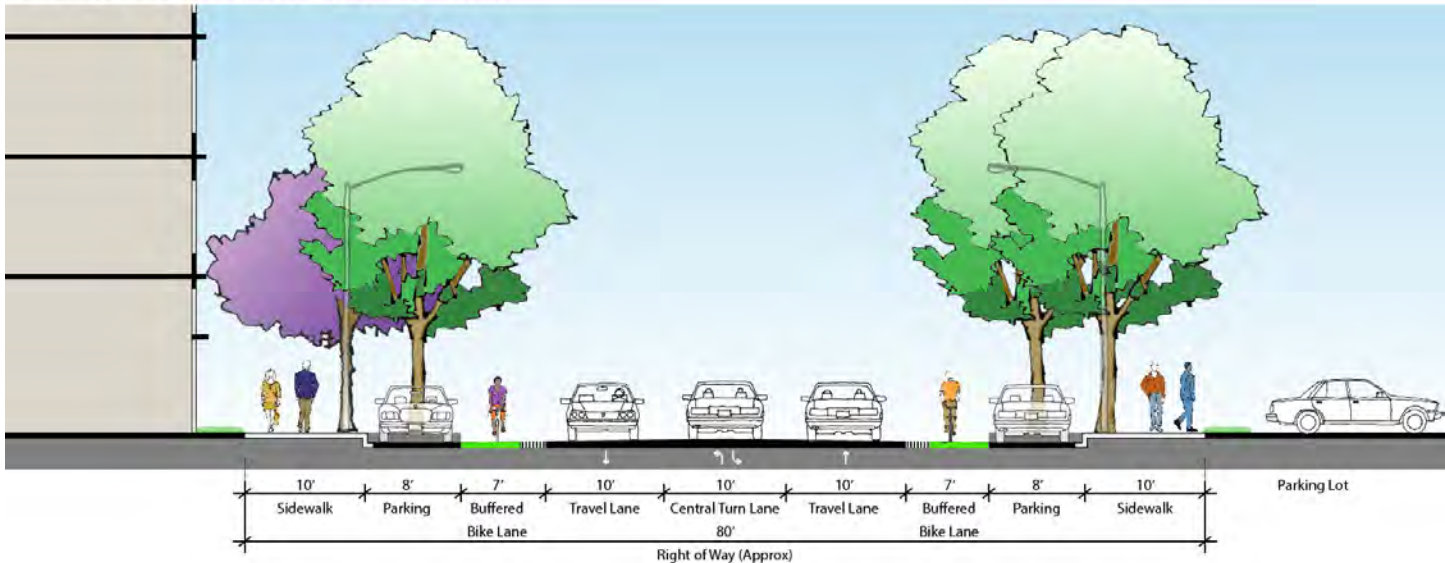
NORTH ELM STREET : SECTION LOOKING NORTH (EXISTING)



Existing Condition

Two lanes of traffic in each direction and parallel parking lanes on either side of the street take three fourths of the right-of-way. Pedestrian crossings are uncomfortable across the auto-oriented corridor. Some street trees are present on the west side of the street, though they are inconsistent. While most of the sidewalks are of sufficient width at 10 feet on either side of the street, the lack of street trees and the presence of surface parking lots on the east side of the street between Bellemeade and Lindsay fail to offer a sense of scale and enclosure. This critical north-south corridor lacks bike facilities; cyclists must ride with fast moving traffic or choose alternative routes.

NORTH ELM STREET : SECTION LOOKING NORTH (PROPOSED)



Proposed Concept

The traffic flow is streamlined with one lane in each direction. A central turn lane reduces congestion caused by vehicles making a left turn. The width of these travel lanes is reduced to ten feet to encourage slower travel speeds, heighten the awareness of drivers to their surroundings, and respect other modes of travel.

A buffered seven foot bike lane in each direction offers an attractive and safe route for bicycle travel and increases connectivity along this critical corridor.

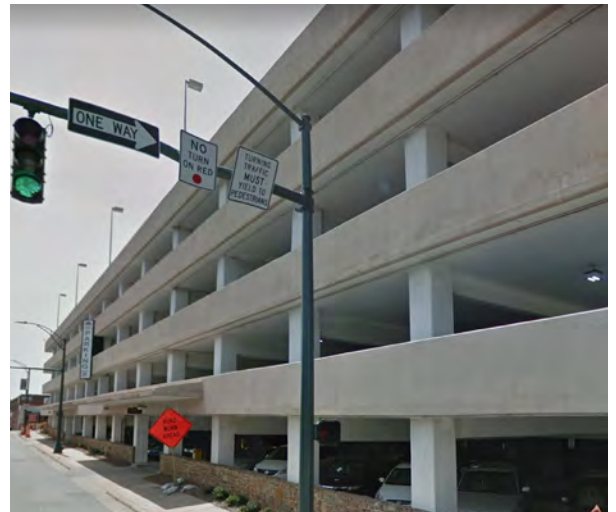
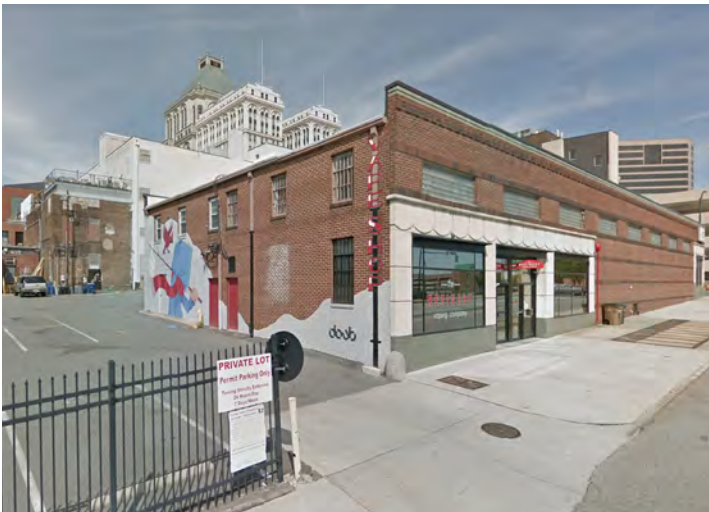
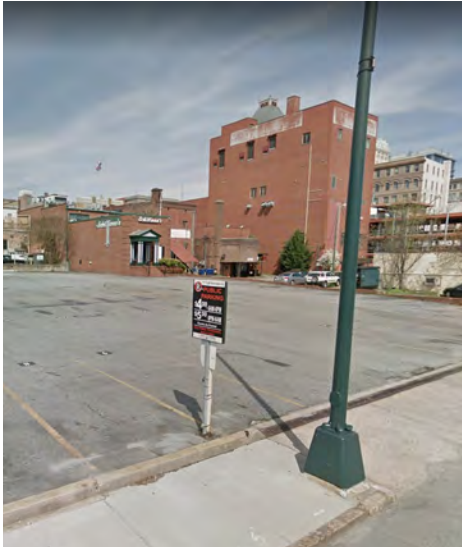
Additional street trees, especially where there are deep setbacks or surface parking lots adjacent to the corridor, will offer safety and comfort for pedestrians, cyclists, and motorists. Though the curbside parking lane is maintained, street trees are integrated there in a staggered planting that provides a sense of enclosure and increases walkability along the street.



Proposed Improvements

These photo simulations illustrate full concept improvements and alternative interim improvements. Interim improvements are low-cost elements that can be quickly implemented to enhance the streetscape until full implementation can be realized. Interim improvements include planting street trees within existing sidewalks, providing signage, bike lane striping, site furnishings and high visibility crosswalks at all intersections.





Existing condition along Davie Street

Existing Character

Between McGee Street and Friendly Avenue, Davie Street varies in character and includes residential, retail, and parking facilities. To the north, it is anchored by the Tanger Performing Arts Center (open June 2019) and two major parks; Center City Park and LaBauer Park. The central section is wide, poorly defined, and lacks human scale.

Davie hosts bus traffic leaving the depot every thirty minutes and carries major traffic north to Friendly

Avenue. North of Friendly, Davie mostly serves as a local access street and includes recent streetscape improvements along LaBauer Park and Center City Park.

The street has the potential to be reimagined through new private investment in underutilized parking lots and the redevelopment of the News & Record site with a more user-friendly streetscape experience.



Winslow Way, Bainbridge



West Capitol Ave, West Sacramento

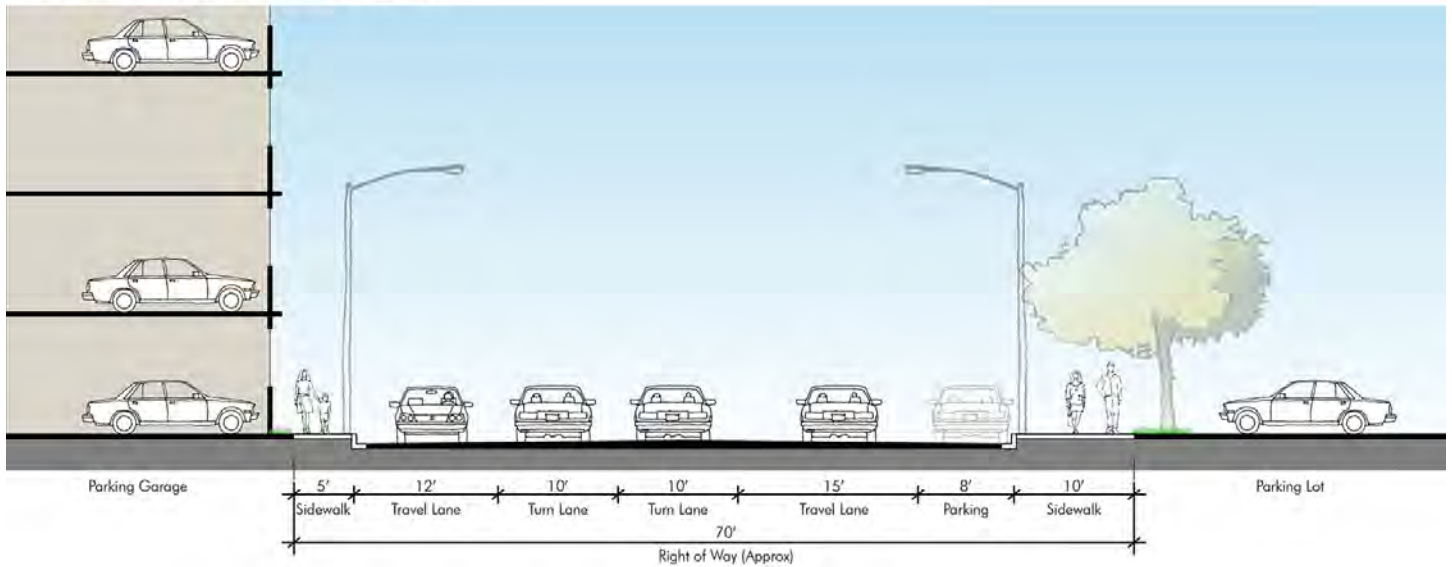


Bell Street, Seattle

Future Role

A key multi-modal street, Davie increases connectivity and access to the downtown core as it provides valuable on-street and on-site parking for existing and future destinations not just along Davie, but also on Elm and Church Streets. It attracts high-density, high-end commercial and residential development, creating new destinations and building upon the active urban retail district of Elm Street.

DAVIE STREET : SECTION LOOKING NORTH (EXISTING)



Existing Condition

The right-of-way of Davie Street varies considerably from block to block.

BETWEEN MARKET AND FRIENDLY

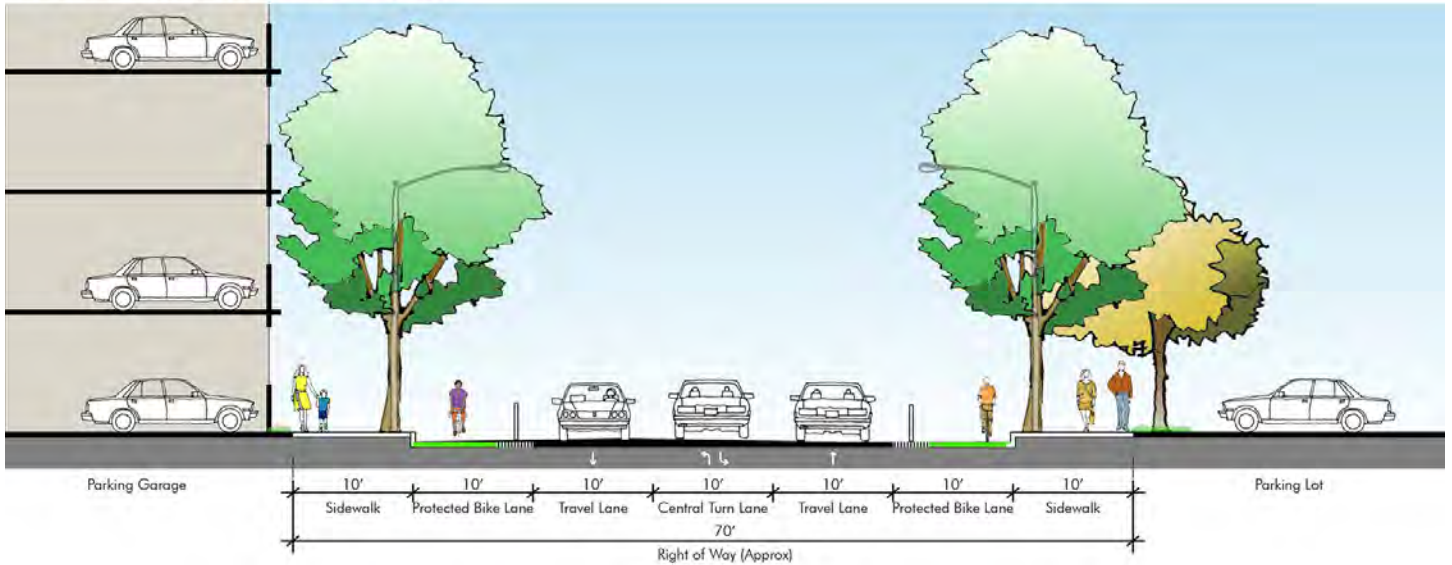
Wide travel lanes encourage fast moving vehicular traffic and two left turn lanes onto Friendly Street extend the curb-to-curb distance for pedestrian crossings. Narrow sidewalks along the Davie Street Parking Garage without buffers against fast moving traffic create an unwelcoming walking environment.

While the height of the parking garage could give a sense of enclosure to the street, it lacks human scale and its architecture does not contribute to the streetscape.

The surface parking lot on the east side of the street is screened by a few street trees, though they are not consistent throughout this segment. An on-street parallel parking lane is redundant on this segment; there are abundant parking facilities in very close proximity.

There is no dedicated lane for bicycle travel, cyclists must ride with fast moving traffic or choose alternative routes.

DAVIE STREET : SECTION LOOKING NORTH (PROPOSED)



Proposed Concept

BETWEEN MARKET AND FRIENDLY

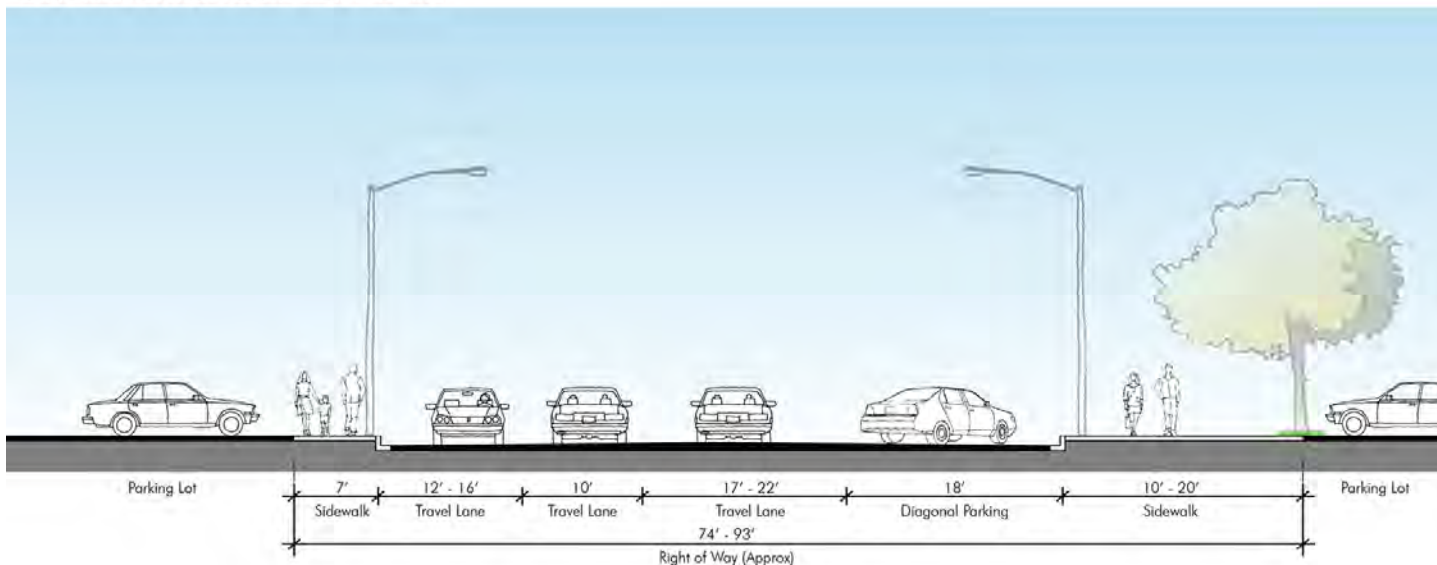
Two of the four travel lanes are repurposed and a central turn lane is added to reduce congestion caused by vehicles making a left turn. The width of these travel lanes is reduced to ten feet to encourage slower travel speeds and heighten the awareness of drivers to their surroundings.

The addition of street trees, including a double row where there are deep setbacks or surface parking lots on the east side of the corridor will offer a sense of enclosure for pedestrians, cyclists, and motorists.

Buffered ten foot bike lanes in each direction serve as comfortable, low-stress bike facilities and increase connectivity along this multi-modal corridor.

Widened sidewalks on the west side of the street, traffic calming measures, and narrowed crossings create a more walkable and pedestrian-friendly environment.

DAVIE STREET : SECTION LOOKING NORTH (EXISTING)



Existing Condition

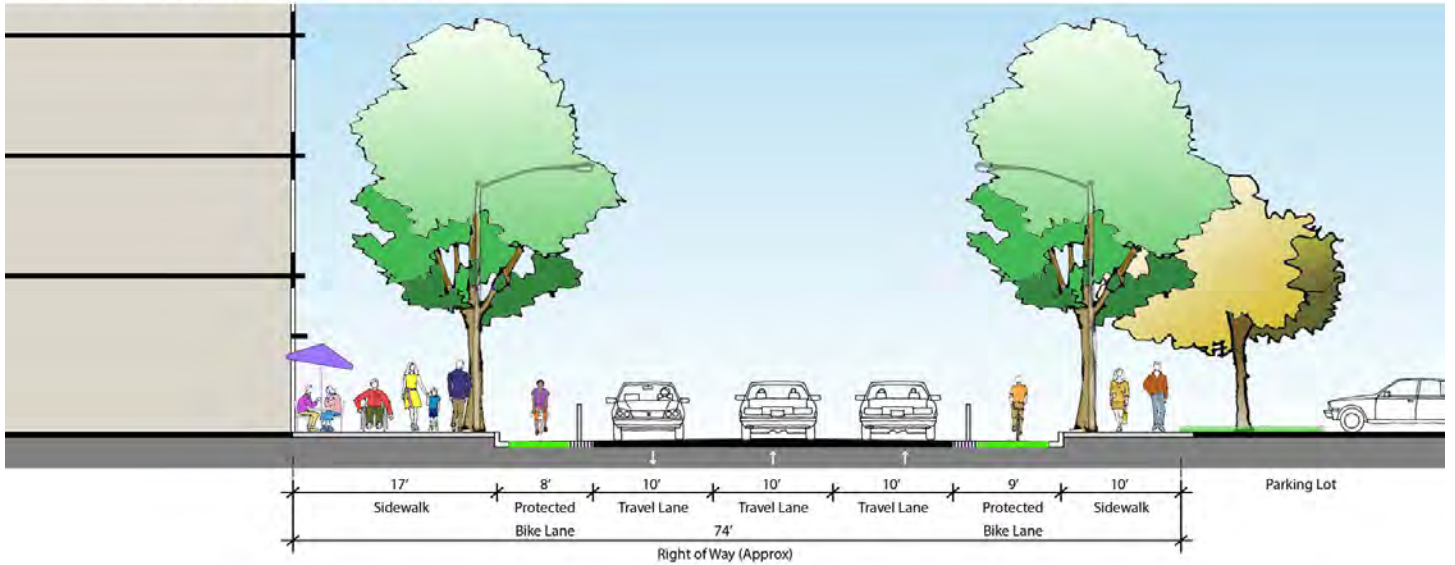
BETWEEN MARKET AND WASHINGTON
 This segment of Davie Street has a ROW that changes significantly in width. Two north-bound travel lanes and one south-bound travel lane are wide and encourage fast moving traffic and make pedestrian crossings uncomfortable. There is a diagonal parking lane along the east side of the street for much of this segment. Like other segments of Davie, this stretch also lacks bike facilities. Sidewalks on the east side of the street are wide and buffered by the diagonal parking, especially along the News and Record site, but they lack a sense of enclosure.

Proposed Concept

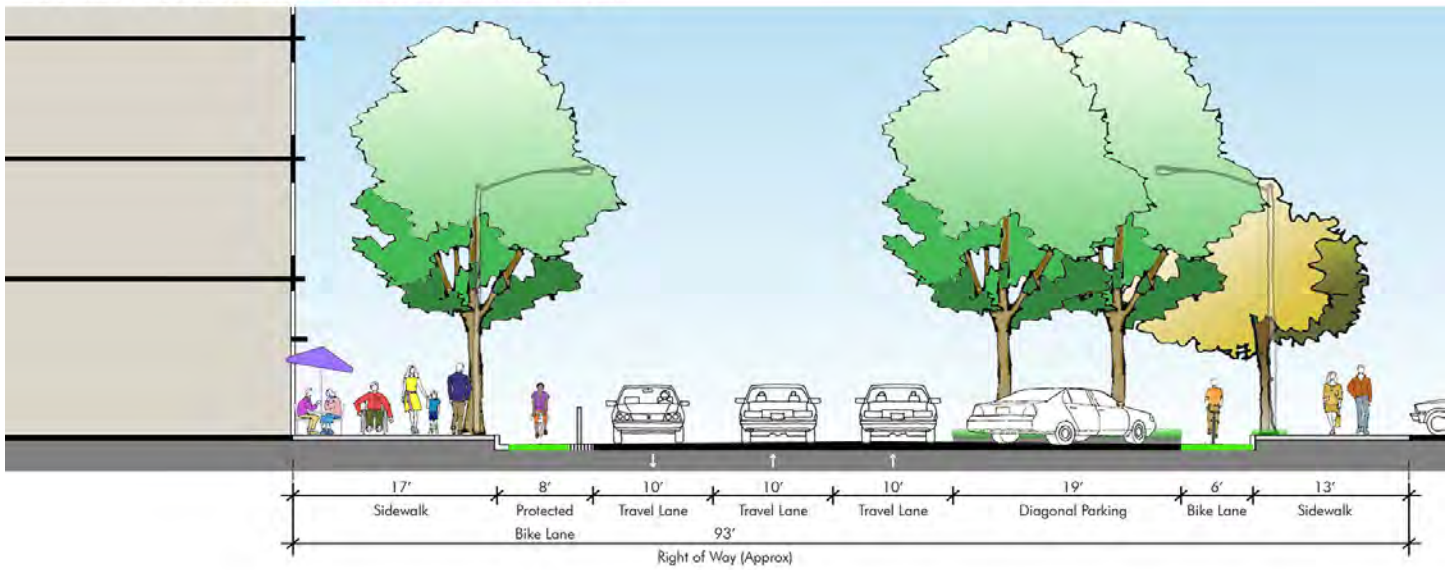
BETWEEN MARKET AND WASHINGTON
 Multiple rows of street trees offer a sense of enclosure for pedestrians, cyclists, and motorists. Buffered eight to nine foot bike lanes in each direction offer attractive and safe routes for bike travel and increases connectivity along this multi-modal corridor. The width of travel lanes is reduced to ten feet to encourage slower travel speeds, while a widened sidewalk along the west side of the street creates a more walkable and pedestrian friendly environment.

Segments with a wider right-of-way accommodate diagonal curb parking with interspersed stormwater planters serving as functional green infrastructure.

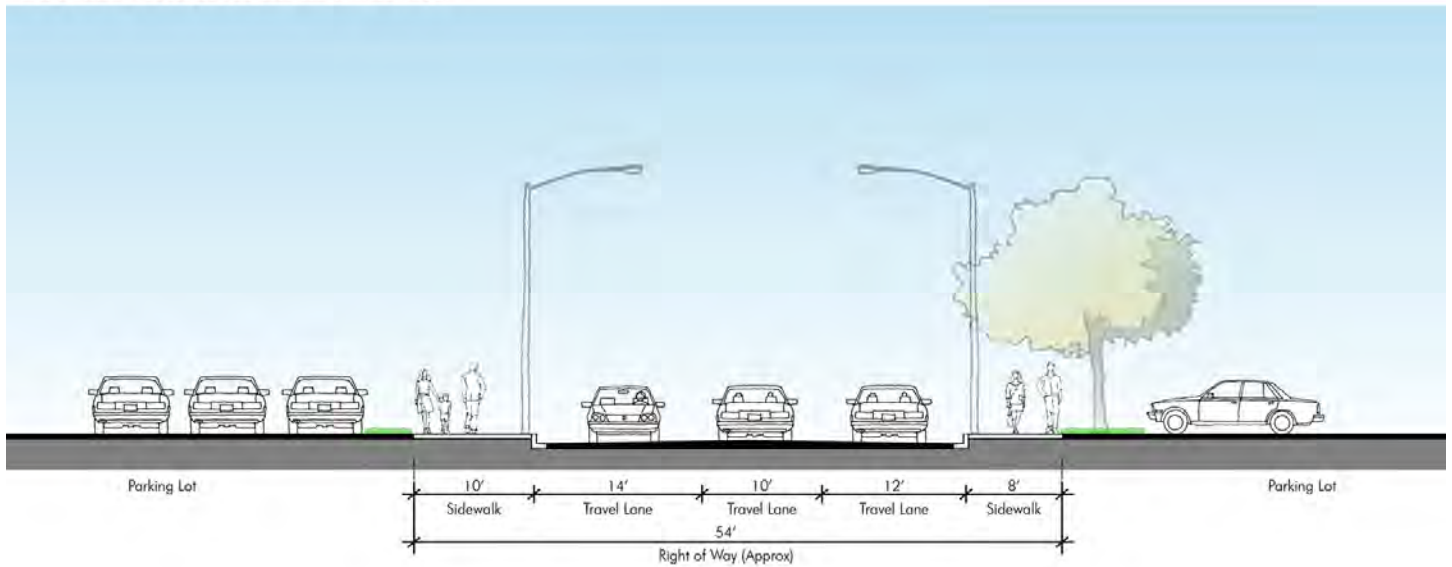
DAVIE STREET : SECTION LOOKING NORTH (PROPOSED)



DAVIE STREET : SECTION LOOKING NORTH (PROPOSED WITH PARKING LANE)



DAVIE STREET : SECTION LOOKING NORTH (EXISTING)

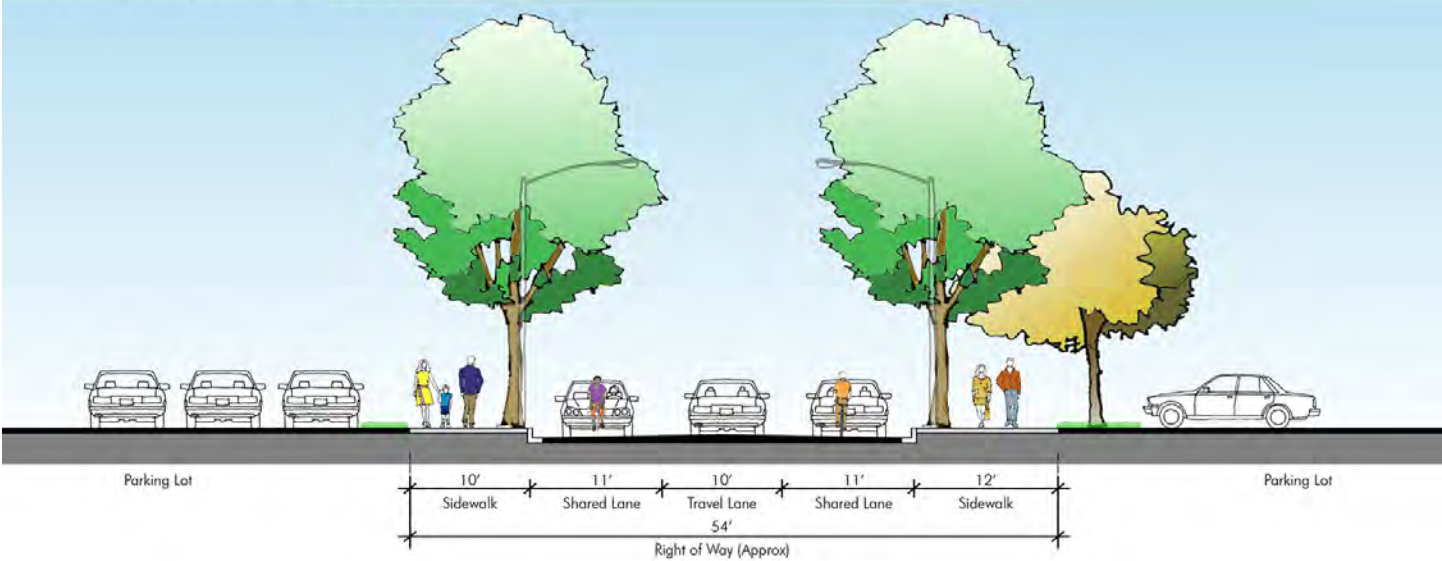


Existing Condition

BETWEEN WASHINGTON AND MCGEE

The number and direction of travel lanes on this segment of Davie Street is consistent with the rest of the corridor to Friendly Avenue, but the right of way is significantly more narrow. Still, travel lanes are wide and encourage fast moving traffic. Sidewalks are narrow, street trees are inconsistent, and adjacent surface parking lots do not contribute to a sense of enclosure.

DAVIE STREET : SECTION LOOKING NORTH (PROPOSED)



Proposed Concept

BETWEEN WASHINGTON AND MCGEE

In this local access segment of Davie Street, cyclists share travel lanes with slow moving traffic. The width of travel lanes is reduced to ten feet to encourage slower travel speeds. A widened sidewalk on the east side of the street and a double row of street trees work together to improve pedestrian comfort.



Existing condition along Church Street

Existing Character

Church Street has the unique opportunity of connecting the Children's Museum, Library, Greensboro History Museum, and Greensboro Cultural Center with the train station. It extends from Washington Street to Summit Avenue with a key cultural node at the northern end and a transit anchor at the southern end.

Additionally, the ongoing development of a new placemaking node around the Cadillac Garage will further enhance the unique character of the street.

With peak hour traffic at only 320 vehicles per hour, Church Street has underutilized capacity that can be repurposed to meet other goals; such as shifting some traffic load to Davie Street. This will preserve Elm and Church as destination streets.



Indianapolis Trail, Indianapolis



Indianapolis Trail, Indianapolis



Jamison Plaza, Portland



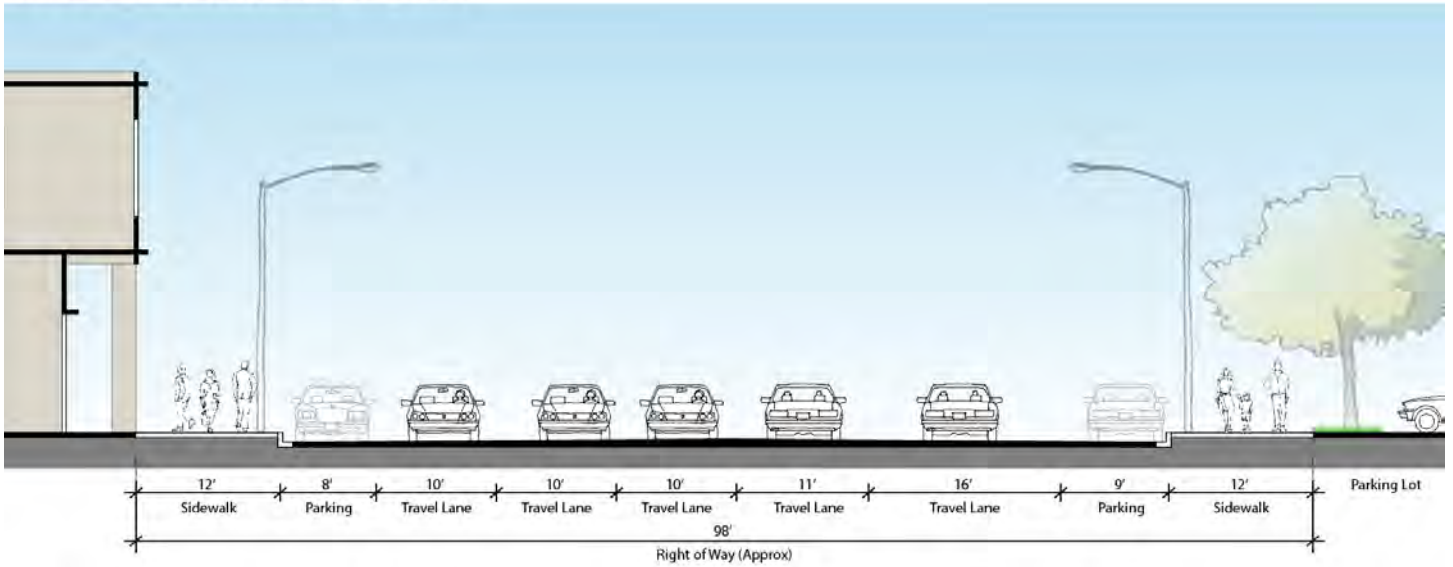
Water Street, San Antonio

Future Role

Church Street is a family-friendly, park-like lifestyle street providing an outdoor experience that is integrated with the Children's Museum, library, and Experiential School. The unique character, concentration of cultural amenities, and abundant open space will encourage quality redevelopment and contribute to making Church Street a key downtown destination.

It is a play street destination that integrates and enhances its family-centered assets by offering an outdoor experience. The outdoor spaces flow seamlessly together with indoor facilities. Water elements at key places enhances the playful character and fosters an iconic identity. It is a fun, safe, accessible, and pedestrian-oriented corridor that is welcoming to users of all ages and abilities.

CHURCH STREET : SECTION LOOKING NORTH (EXISTING)



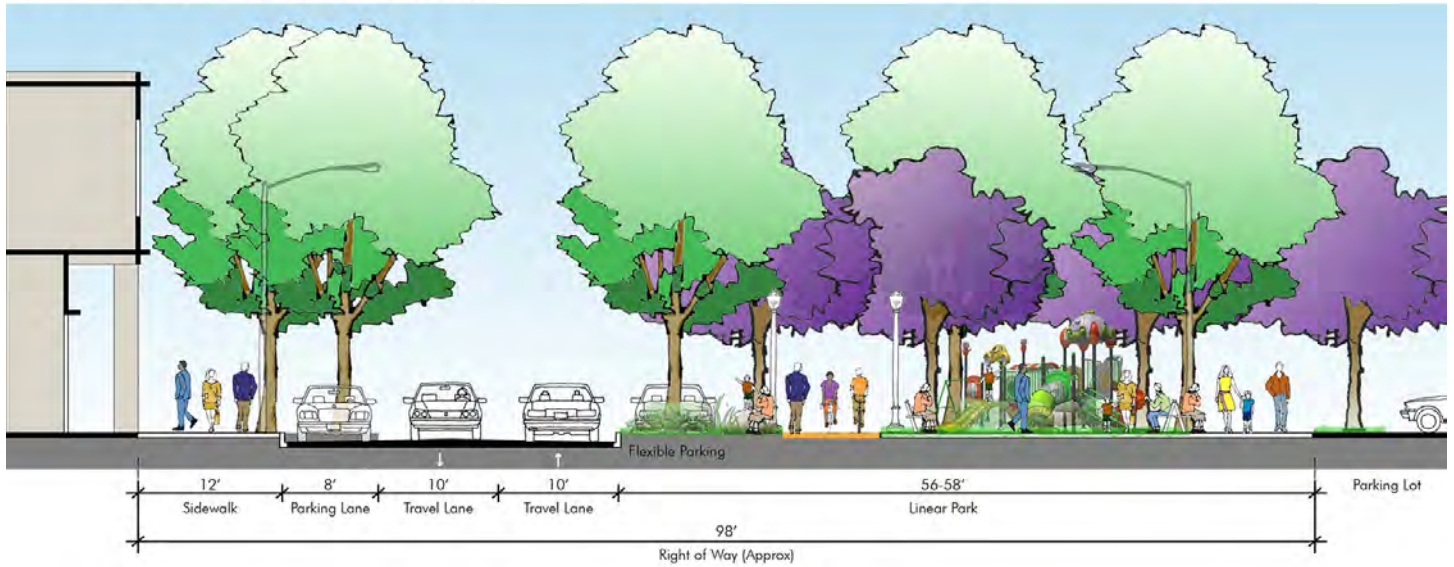
Existing Condition

The right-of-way of Church Street varies considerably north and south of Friendly Avenue.

NORTH OF FRIENDLY TO LINDSAY

Five travel lanes of varying widths and parallel parking lanes on either side of the street create a total curb-to-curb distance of nearly 75 feet. Traffic volume is generally low and there is an abundance of underutilized roadway. Twelve foot sidewalks on both sides of the street can accommodate pedestrians, but the walkability of this segment suffers because of the lack of a sense of scale and enclosure, in addition to uncomfortable crossing distances. The corridor also lacks bike facilities.

CHURCH STREET : SECTION LOOKING NORTH (PROPOSED)



Proposed Concept

NORTH OF FRIENDLY TO LINDSAY

Underutilized traffic lanes are boldly reimagined and repurposed. A broad multi-purpose park creates a flexible, family-friendly space that is well-integrated with nearby cultural destinations.

A shared bike and pedestrian way within the park, complimented by a dense canopy of trees and ample lighting, provides a pleasant and safe path that it is well-separated from vehicular traffic.

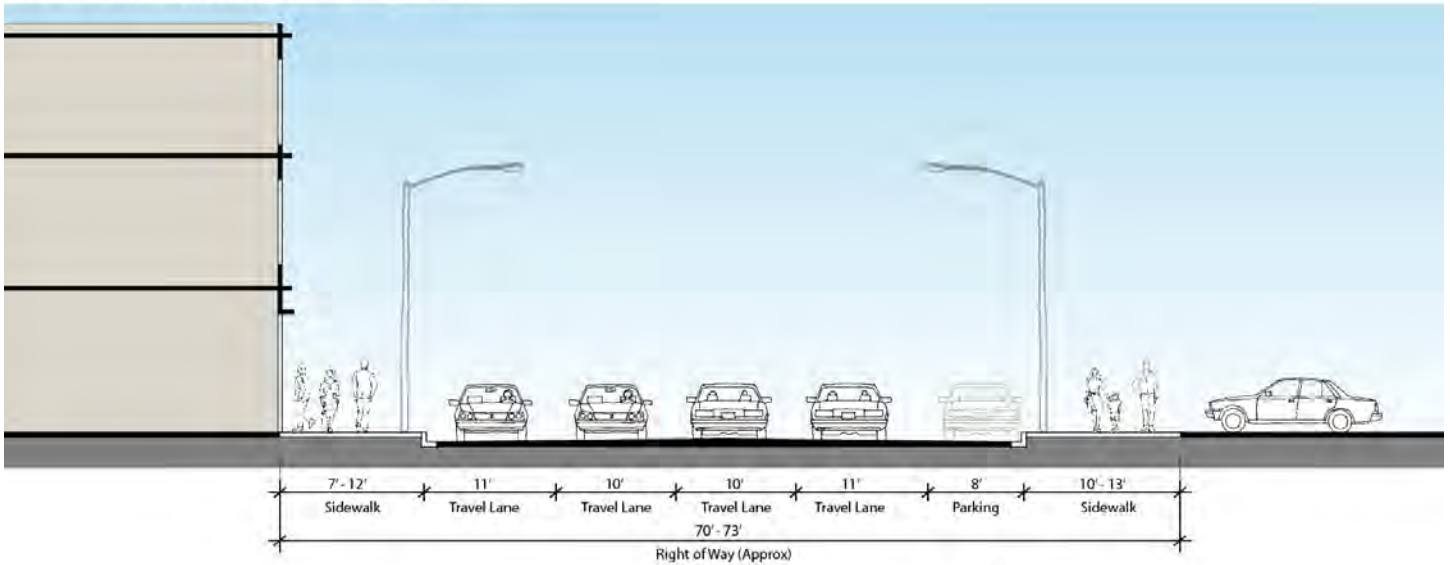
The addition of street trees on the west side of the street will offer a sense of enclosure for pedestrians, cyclists, and motorists.

Traffic lanes are ten feet wide and ensure slower travel speeds and comfortable pedestrian crossing conditions. Nearby Davie Street provides viable parking and vehicular access, which allows Church Street to become a park street that invites a sense of play.

On the west side of the street, Stormwater planters are interspersed with curbside parking and act as green infrastructure.

A flexible parking lane on the east side of the street provides drop off and pickup areas as well as occasional on-street parking which in turn slows down the moving traffic next to linear park.

CHURCH STREET : SECTION LOOKING NORTH (EXISTING)

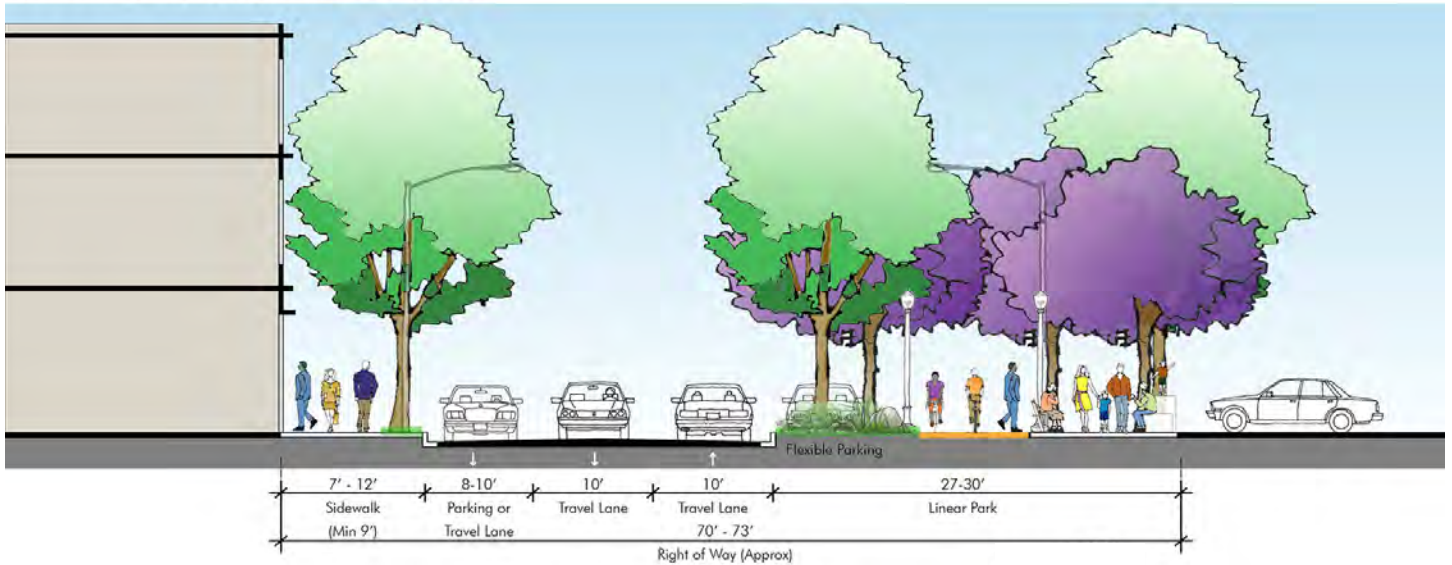


Existing Condition

SOUTH OF FRIENDLY

The right-of-way narrows to four travel lanes and one parallel parking lane on the east side of the street south of Sycamore Street. Sidewalk widths vary and there are few street trees or buffers against moving traffic. Like other segments of Church, there are no bike facilities.

CHURCH STREET : SECTION LOOKING NORTH (PROPOSED)



Proposed Concept

SOUTH OF FRIENDLY

While the vehicular right-of-way remains consistent throughout both segments of Church Street, the linear park narrows south of Friendly Avenue and is programmed to accommodate more passive use. High quality street furniture, a pollinator garden, and a comfortable human scale make this segment an ideal and lush urban living room, welcoming to users of all ages. Mid-block crossings make this urban oasis even more accessible by shortening the distance between pedestrian crossings on long blocks.



Proposed Improvements

These photo simulations illustrate full concept improvements and alternative interim improvements. Interim improvements are low-cost elements that can be quickly implemented to enhance the streetscape until full implementation can be realized. Interim improvements on Church Street include planting trees within existing sidewalks, temporary play areas (passive and clearly protected by seat walls) and a shared pedestrian/bike lane painted on the existing street surface and protected from traffic by bollards and planters.



PROPOSED CONCEPT



INTERIM IMPROVEMENTS



Existing condition along Market Street

Existing Character

The stretch of Market Street between Eugene Street and Church Street is part of a crucial and busy commuter route. This auto-oriented one-way street hosts fast moving traffic and creates uncomfortable conditions for cyclists and pedestrians.

The corridor is fronted by several large scale architectural and civic assets, including the Richardson Preyer Federal Building, United Methodist Church, County Courthouse, and the iconic Jefferson Standard Landmark Building.



Outdoor dining, South Elm Street



Buffered bike lane



Cycle track, Seattle

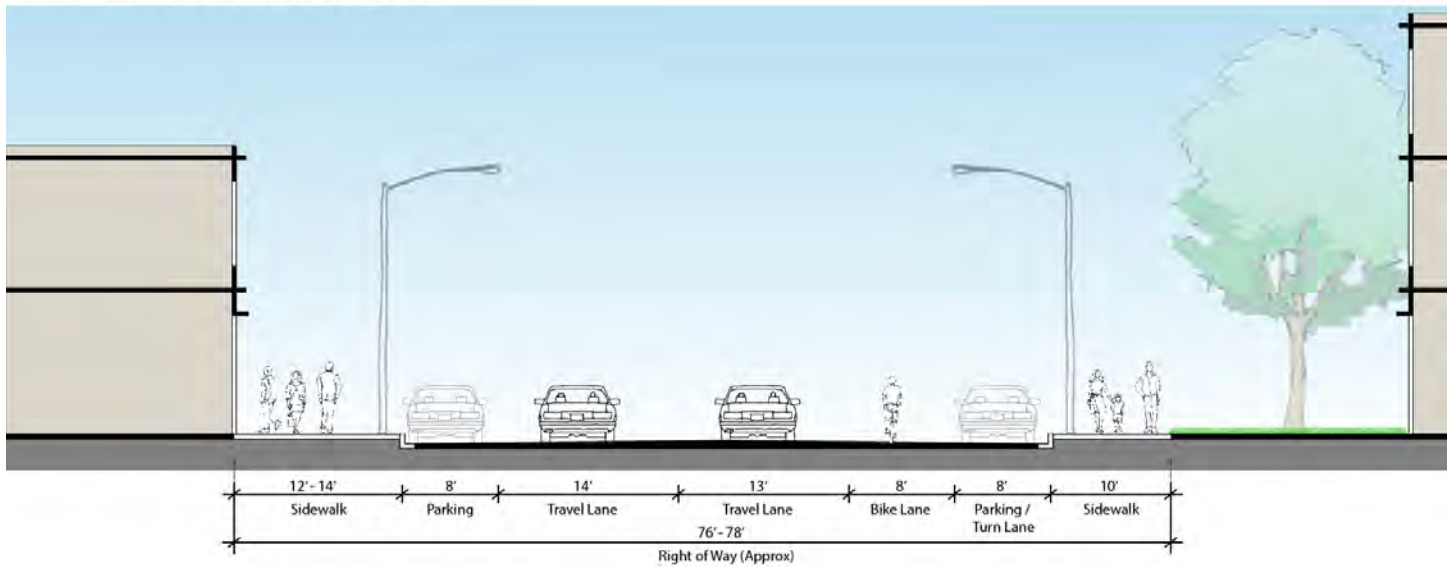


Buffered bike lane, New York City

Future Role

Market Street is a multi-modal Community Connector. Its east-bound cycle track pairs with west-bound Friendly Avenue. It is an active, mixed-use street that connects to the Downtown Greensboro Greenway and features raised intersections at Signature Destination Streets. Enhanced mobility choices and four rows of trees will provide a sense of enclosure, calm traffic, and will further attract new investment.

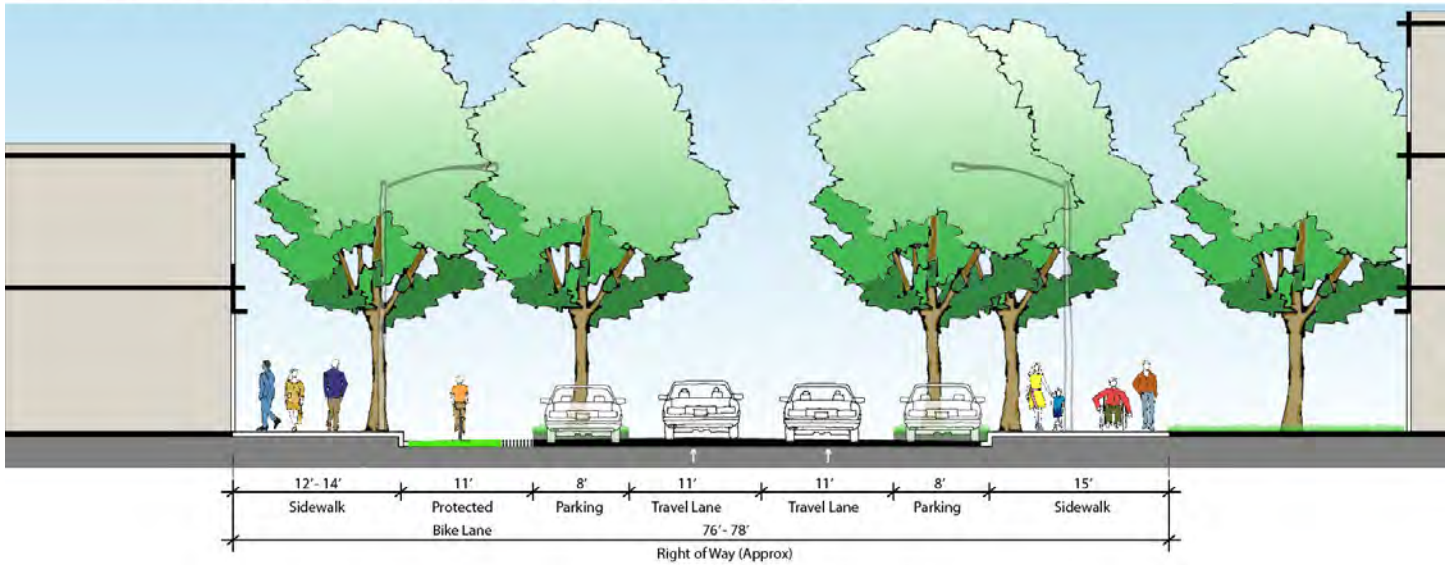
MARKET STREET : SECTION LOOKING EAST (EXISTING)



Existing Conditions

Two wide, east-bound travel lanes host fast moving commuter traffic. Enhanced bike facilities are present, but feel unsafe despite its width. It has no buffer or protection from fast moving traffic. There are very few street trees and little protection from the elements.

MARKET STREET : SECTION LOOKING EAST (PROPOSED WITH BIKE ON NORTH SIDE OF THE STREET)



Proposed Concept

The width of travel lanes is reduced to eleven feet to encourage slower travel speeds. A widened sidewalk on the south side of the street contributes to a more walkable, tree-lined, and pedestrian friendly environment.

The addition of four rows of street trees to the corridor will offer a safe, comfortable, and iconic experience for pedestrians, cyclists, and motorists. Both parking lanes allow for trees and stormwater planters. The staggered trees will provide a sense of enclosure and incentivize more pedestrians and bikers to use the street.

An eleven foot wide and protected bike lane is extensively buffered from moving traffic by the parking lane as well as from opening doors of parked vehicles; creating a safe, comfortable, and low-stress facility for bicyclists of all ages.



EXISTING CONDITION

Proposed Improvements

These photo simulations illustrate full concept improvements and alternative interim improvements. Interim improvements are low-cost elements that can be quickly implemented to enhance the streetscape until full implementation can be realized. Interim improvements on Market Street include planting street trees along the sidewalk, striping a bike facility in the existing roadway, installing bollards to protect cyclists and providing site furnishings.





Existing condition along Bellemeade Street

Existing Character

Extending from Spring Street and anchored by the ball park, Elm Street and Tanger Center, Bellemeade is an important link to downtown from the Westerwood Neighborhood. The character of the street changes significantly and quickly in this short stretch, with a diversity of adjacent land use conditions and architectural massing that frame the corridor in different ways. It also serves as a main pedestrian route before and after ball games.

Primarily serving local traffic, the narrow right-of-way is a necessary east-west traffic connector. The closure of Lindsay Street to the north pulls additional traffic to Bellemeade. Traffic is re-routed during ball games, with Bellemeade Street closed to automobiles between Edgeworth Street and Eugene Street.



4th Street, Winston-Salem



Nueva Street, San Antonio



West Capitol Ave, West Sacramento



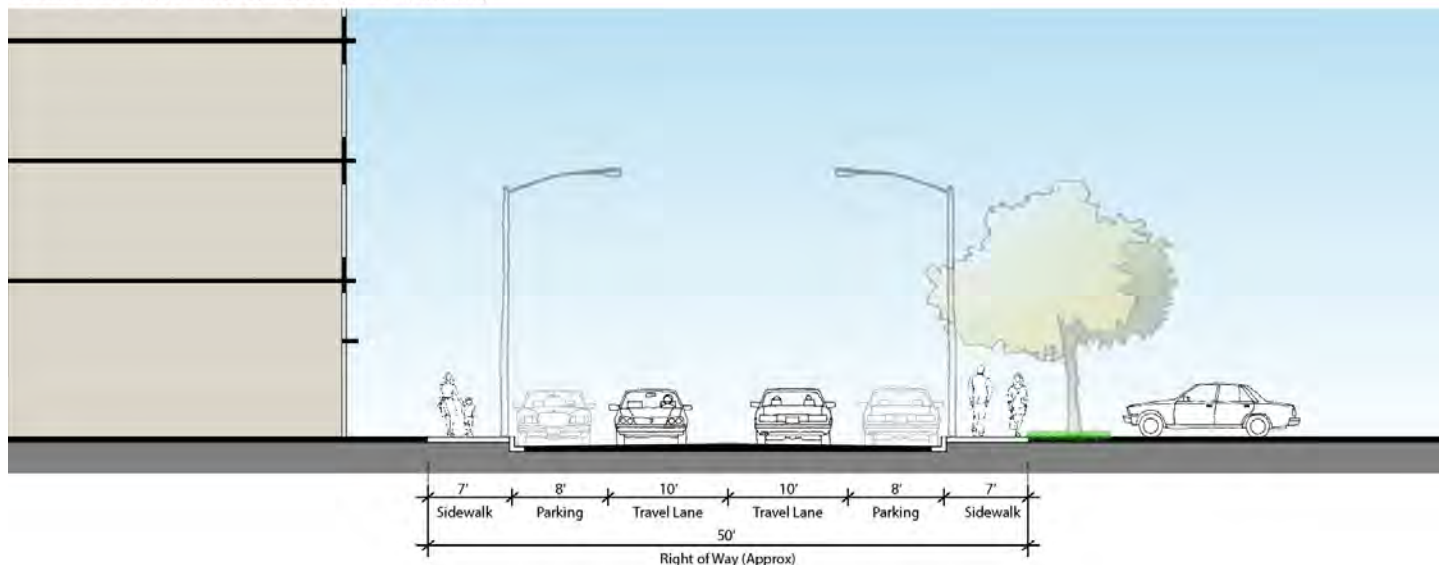
PNC Park, Pittsburgh

Future Role

Bellemeade is a lively and flexible corridor stitching together a dynamic entertainment district. It changes its character significantly from one end to the other; the western half is anchored by the ballpark and sports entertainment, while the eastern half is bracketed by a variety of arts and cultural destinations. The streetscape includes a memorial to Miss Babe Ruth, the beloved bat-fetching canine of the Greensboro Grasshoppers.

It not only celebrates the cherished narratives that have emerged from the stadium, but also serves to promote a unique sense of identity for the district and serves as key gateway to downtown.

BELLEMEADE STREET : SECTION LOOKING EAST (EXISTING)



Existing Condition

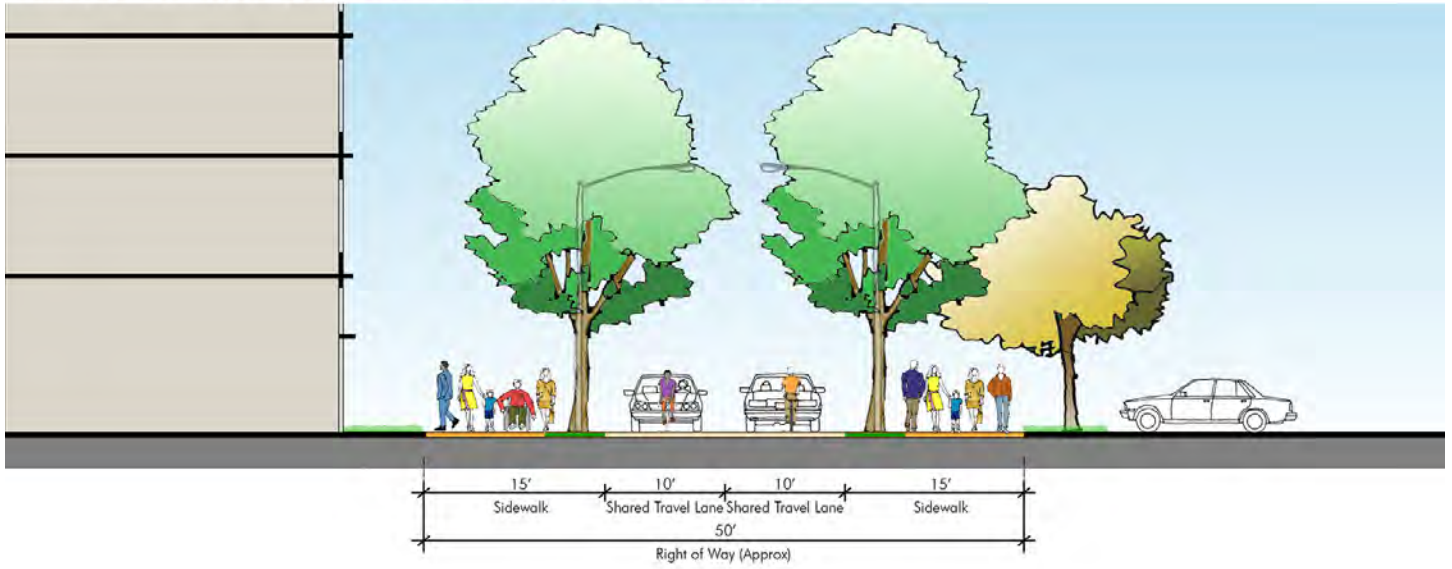
The adjacent land uses and character along Bellemeade changes significantly among blocks, but the right-of-way is generally consistent. It is narrow at 50 feet and hosts two travel lanes, one in either direction, in addition to parallel parking lanes on either side of the street. Sidewalks are narrow and insufficient to accommodate heavy pedestrian traffic before and after baseball stadium events. Though some street trees are present on the south side of the street, they are inconsistent.

Proposed Concept

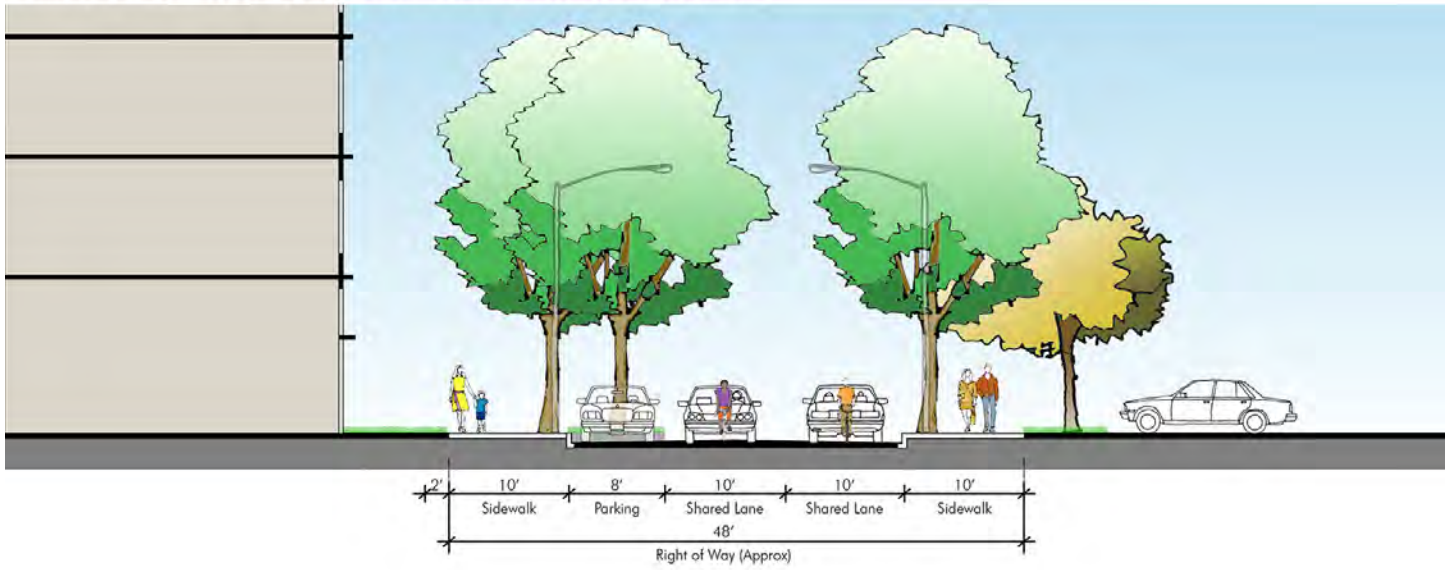
In response to the changing roles and responsibilities of the Bellemeade streetscape as it stretches from Edgeworth to Elm Street, different street treatments are proposed for distinct segments. Travel lanes are maintained throughout, and slow moving traffic and signage promote a condition in which cyclists can safely share the lane with motorists.

Street trees offer a sense of enclosure for pedestrians, cyclists, and motorists. Sidewalks are widened to accommodate more pedestrian traffic. Parking lanes are removed, except on the north side of the street between Eugene and Greene. As a result, the curb-to-curb distance is significantly reduced and pedestrians can comfortably cross. The walkability and pedestrian-orientation of the street is further amplified by a curbless street segment near the baseball stadium, between Edgeworth and Eugene, allowing this stretch to become a festival street during special events without tripping hazards.

BELLEMEADE STREET : SECTION LOOKING EAST (PROPOSED BETWEEN EDGEWORTH AND EUGENE)



BELLEMEADE STREET : SECTION LOOKING EAST (PROPOSED BETWEEN EUGENE AND GREENE)



BELLEMEADE STREET : SECTION LOOKING EAST (PROPOSED BETWEEN GREENE AND ELM)

