



# DOWNTOWN GREENSBORO Streetscape Master Plan

Presented for:



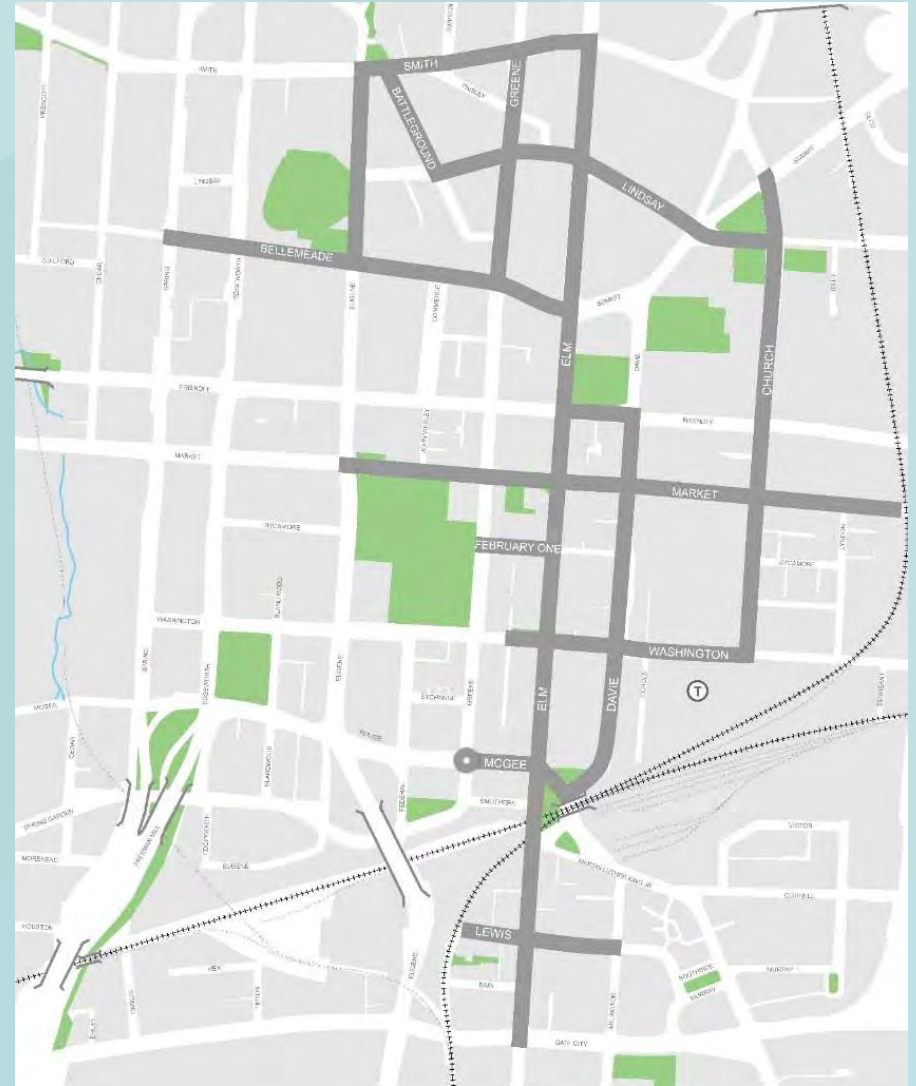
Presented by:

**Kimley»Horn**  
with assistance from



## Project Study Area

- Elm St (Smith to Gate City)
- Davie St (McGee to Friendly)
- Church St (Washington to Smith)
- Market St (Eugene to Church)
- Bellemeade (Spring to Elm)
- Other Streets (Greene, Eugene, Smith, Battleground, Lindsay, Friendly, February One, Washington, McGee and Lewis Streets)



## Project Goals

- Improve Safety and Comfort
- Encourage Walking and Biking
- Enhance Downtown's Identity
- Create A Clear Roadmap for Phased Improvements
- Catalyze Economic Development
- Create Community and Stakeholder Ownership

# Process

## January

### ⑩ Data Analysis

- Site analysis
- Client team meetings
- Traffic assessment

## May – June

### ⑩ Plan Development

- Explore concept alternatives
- Overall framework
- Prioritization
- Cost estimates
- Stakeholder meetings
- Survey 2

## February – April

### ⑩ Visioning & Engagement

- Survey 1
- Stakeholder meetings
- Community workshop 1

## July – October

### ⑩ Plan Refinement

- Preferred alternatives
- Cost and prioritization matrix
- Typology, design guidelines
- Final plan



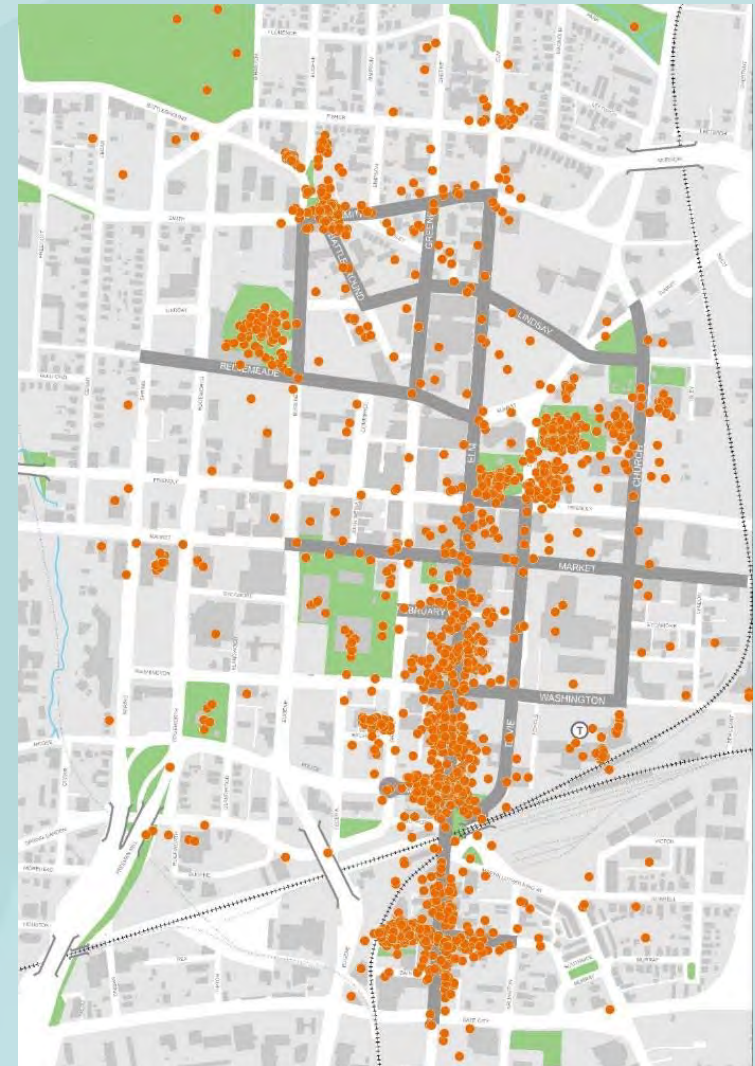
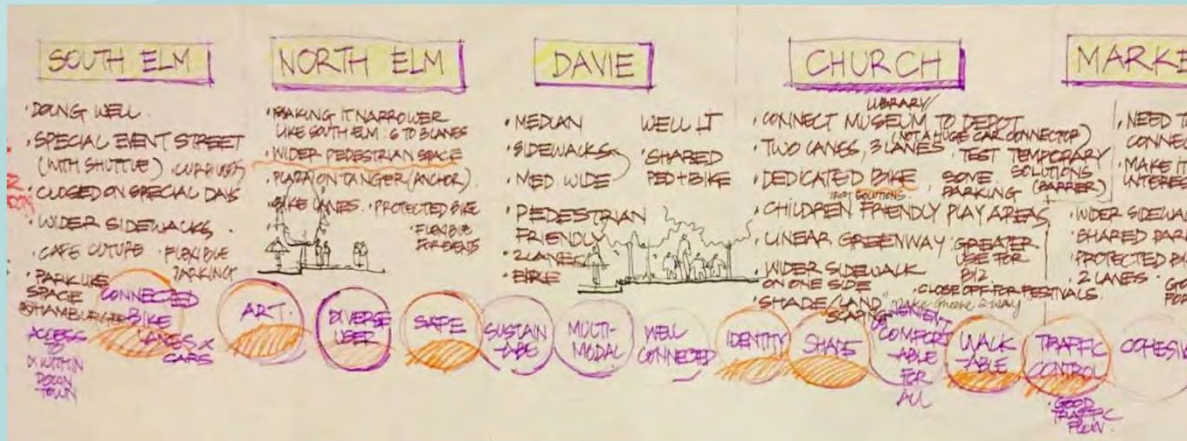
## Stakeholder Meetings

- 20+ Meetings Over 6 Months
- Visioning Charrette with Downtown Stakeholders
- Stakeholder Interviews





# Community Workshops and Online Surveys





# Community Workshops and Online Surveys II

**North Elm Street** (between Smith Street and February One)

**Overall Plan Framework:**

- Office and hotel
- Larger buildings
- Wide street

**Existing Conditions:**

- Existing Main Street
- Retail and office destination
- Small buildings, narrow street, sidewalk is old

**Community Vision:**

- Create a strong multi-modal northern gateway to downtown
- Enhance the pedestrian environment to support the commercial and retail environment
- Reprovide on-street parking to provide for a future transit facility
- Enhance street and central node of larger Center or business district

**Existing Streetscape Conditions:**

**Short-Term Streetscape Improvements:**

**Long-Term Streetscape Improvements:**

**Existing Prototypical Section:**

**Proposed Prototypical Section:**

**South Elm Street** (between February One and Gate City)

**Overall Plan Framework:**

- Historic Main Street
- Retail and office destination
- Small buildings, narrow street, sidewalk is old

**Community Vision:**

- Strengthen existing destinations including retail, restaurant and the arts
- Showcase Greensboro history with historic architecture, special events, etc.
- Provide access to local electric transit for downtown
- Enhance pedestrian environment with parking and transit access
- Create a public performance space for special events and street art

**Existing Streetscape Conditions:**

**Short-Term Streetscape Improvements:**

**Long-Term Streetscape Improvements:**

**Existing Prototypical Section:**

**Proposed Prototypical Section:**

**Davie Street** (between Friendly Street and Elm Street)

**Overall Plan Framework:**

- A mix of retail, office, and residential
- Residential / office retail at south end
- Wide street is wide and poorly defined

**Community Vision:**

- Create an active, pedestrian-friendly multi-modal urban street
- Enhance the pedestrian environment to support the commercial and retail environment
- Reprovide on-street parking to provide for a future transit facility
- Enhance street and central node of larger Center or business district

**Existing Streetscape Conditions:**

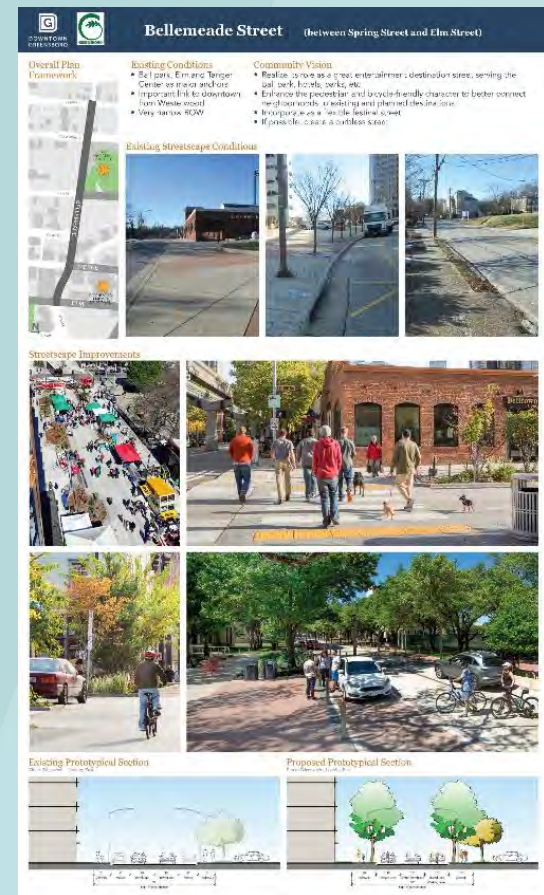
**Streetscape Improvements:**

**Existing Prototypical Section:**

**Proposed Prototypical Section:**



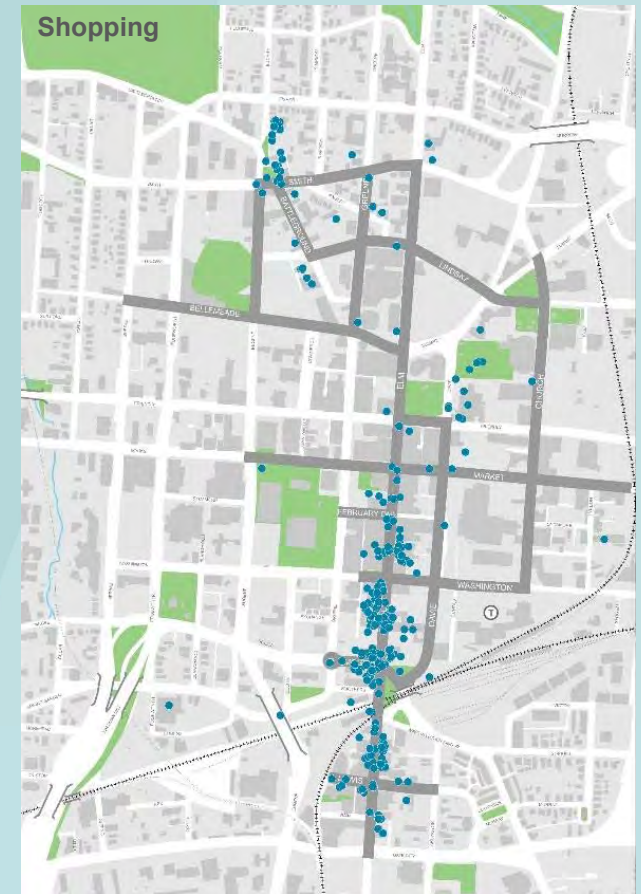
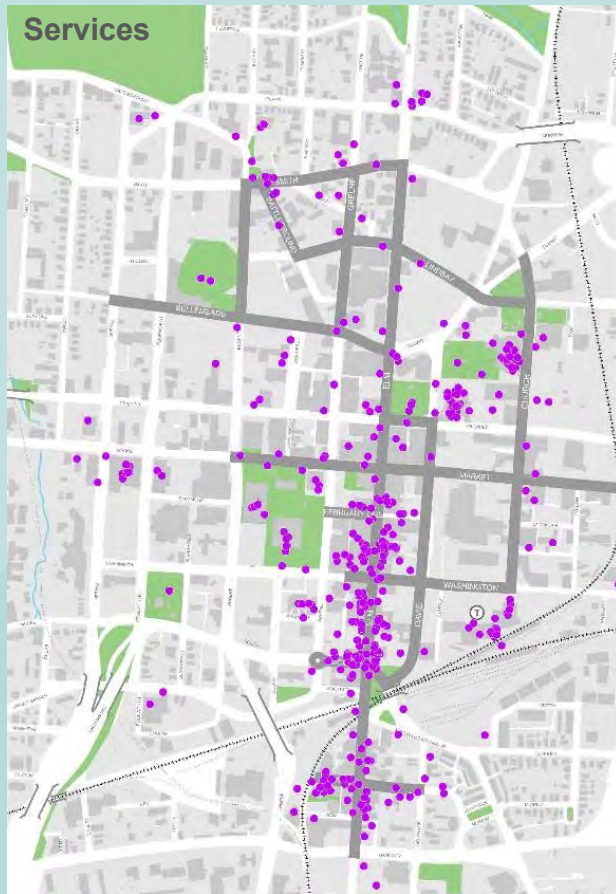
# Community Workshops and Online Surveys II





# SUMMARY OF COMMUNITY AND STAKEHOLDER RESPONSES

## Assets: Mix of Destinations





## Assets

- History and culture
- Eclectic character
- Multimodal access
- Recent and Planned Improvements

Hopefully, this streetscape project will encourage people to walk around more, instead of getting right back in their cars after a game.

This area represents an incredible opportunity for streetscape improvements that can spark development.

I visit festivals here, other events, and visit often for lunch

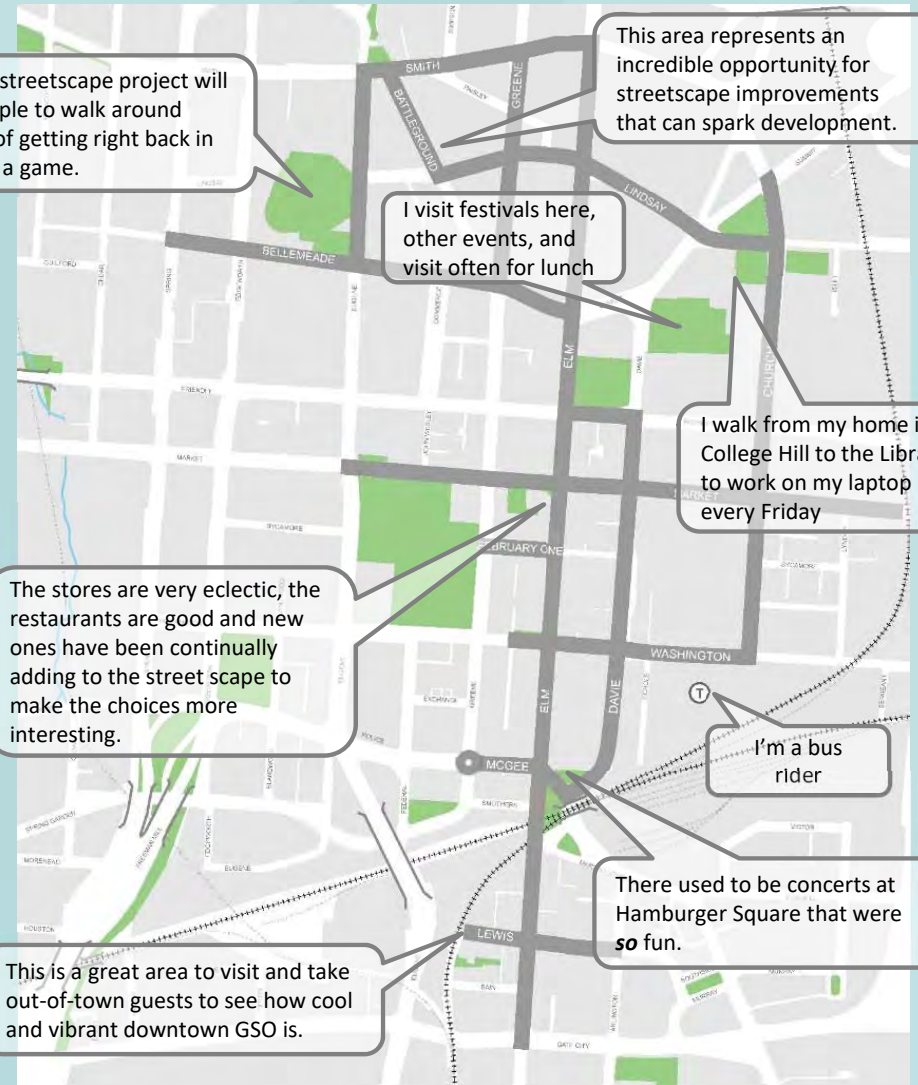
I walk from my home in College Hill to the Library to work on my laptop every Friday

The stores are very eclectic, the restaurants are good and new ones have been continually adding to the street scape to make the choices more interesting.

I'm a bus rider

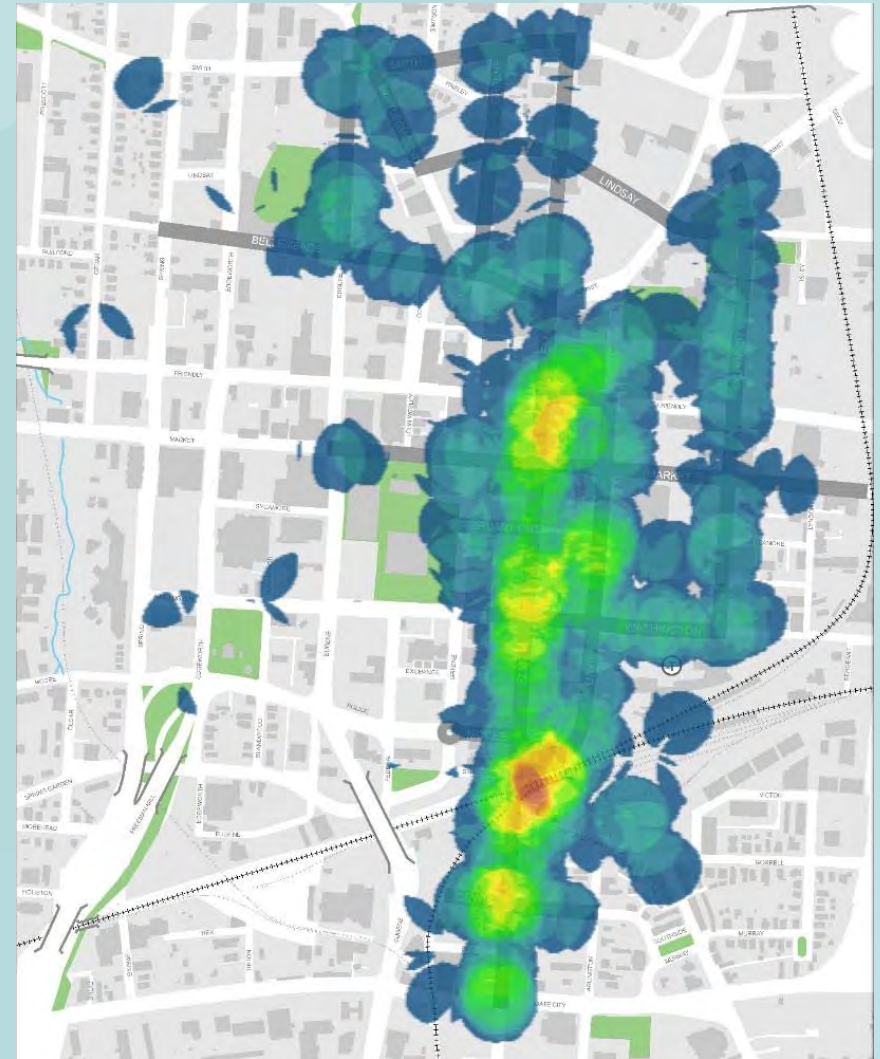
There used to be concerts at Hamburger Square that were so fun.

This is a great area to visit and take out-of-town guests to see how cool and vibrant downtown GSO is.



## Opportunities

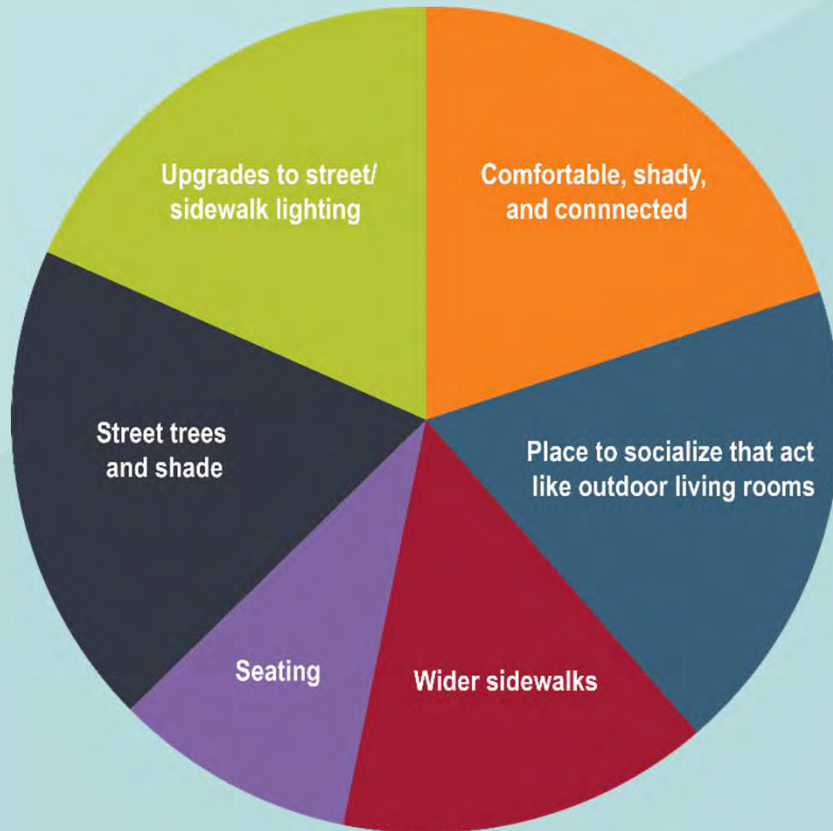
- Enhance pedestrian and bicycle environments and connectivity
- Activate streetscape





# Stakeholder Feedback

## Pedestrian Improvements



## Bicycle Improvements

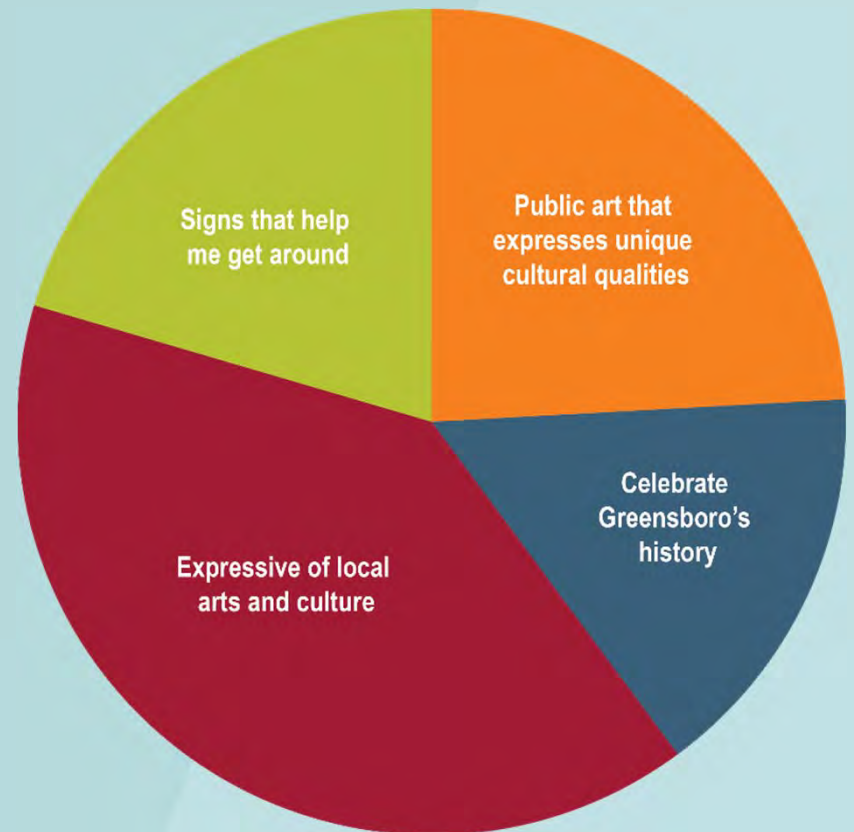


# Stakeholder Feedback

## Automobile Improvements



## Identity Improvements

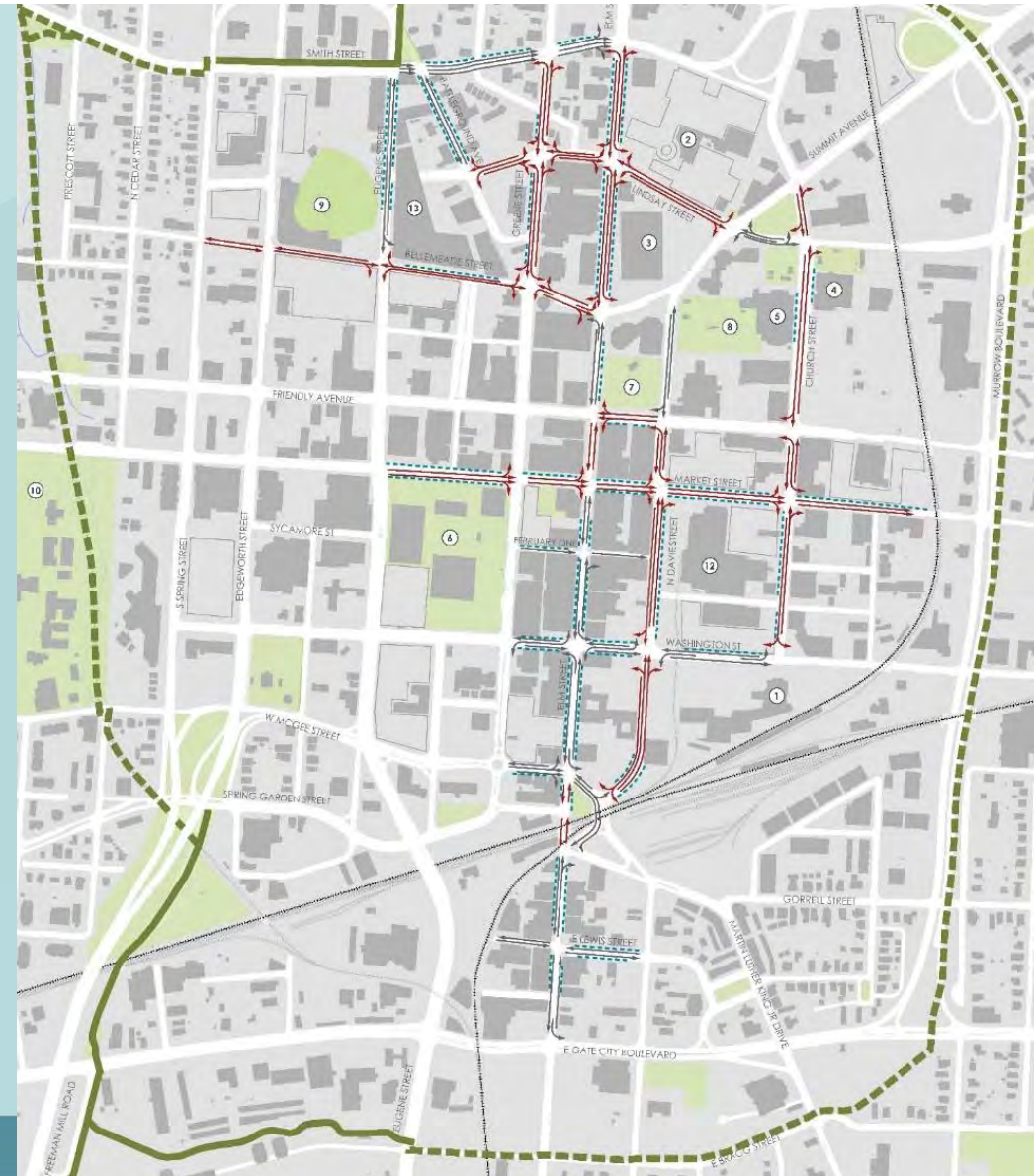




# OVERALL MULTIMODAL CIRCULATION PATTERNS

## Streamlined Traffic Flow

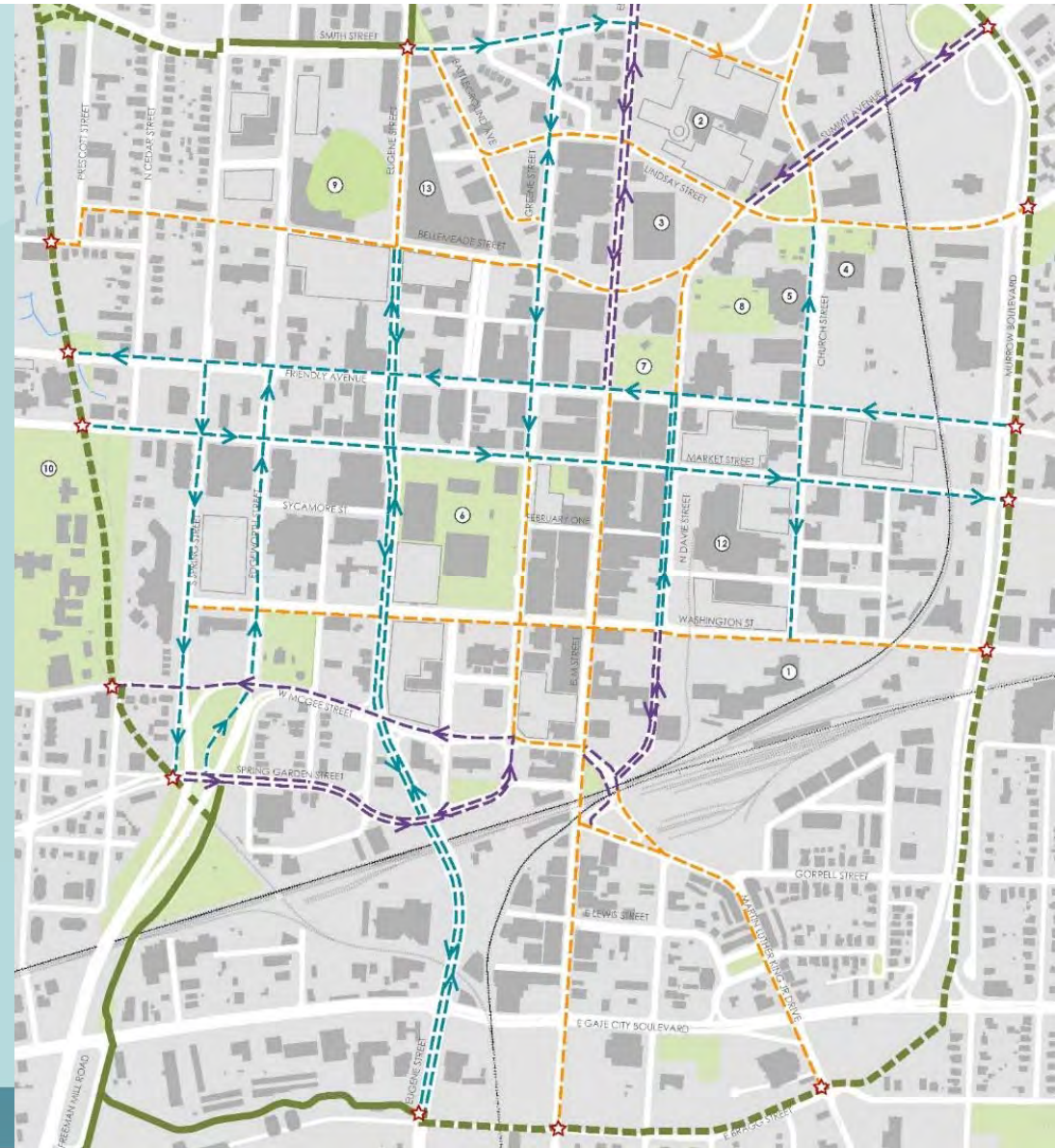
- Maintain all necessary travel/turn lanes, street parking and service access
- Minimize cut through traffic on destination streets
- Redistribute underused roadway areas





- Build a network of bike routes
- Design context - sensitive and low - stress facilities
- Encourage riders of all abilities

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- Design context - sensitive and low - stress facilities
- Encourage riders of all abilities

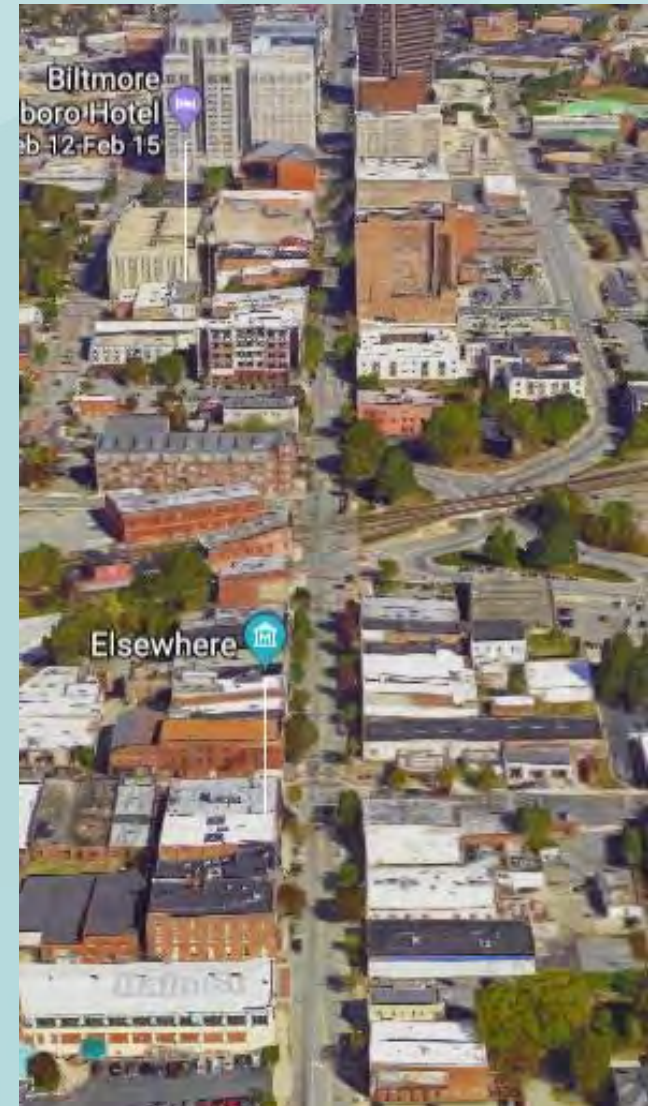


# KEY STREETS

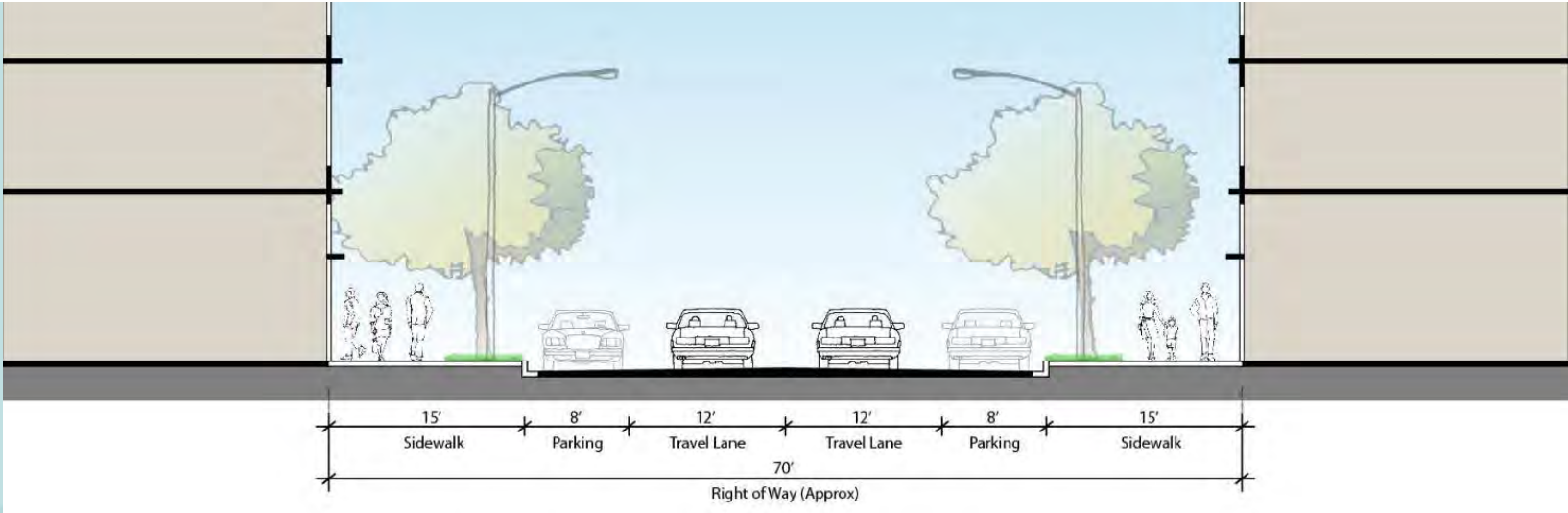


## South Elm

- Existing Character:
  - Historic main street
  - Retail and dining destination
  - Small buildings, narrow street, intimate scale
- Community Vision
  - Strengthen retail, restaurant, and the arts
  - Showcase Greensboro history
  - Provide access to local destinations
  - Maintain necessary parking and service access
  - Create special event street

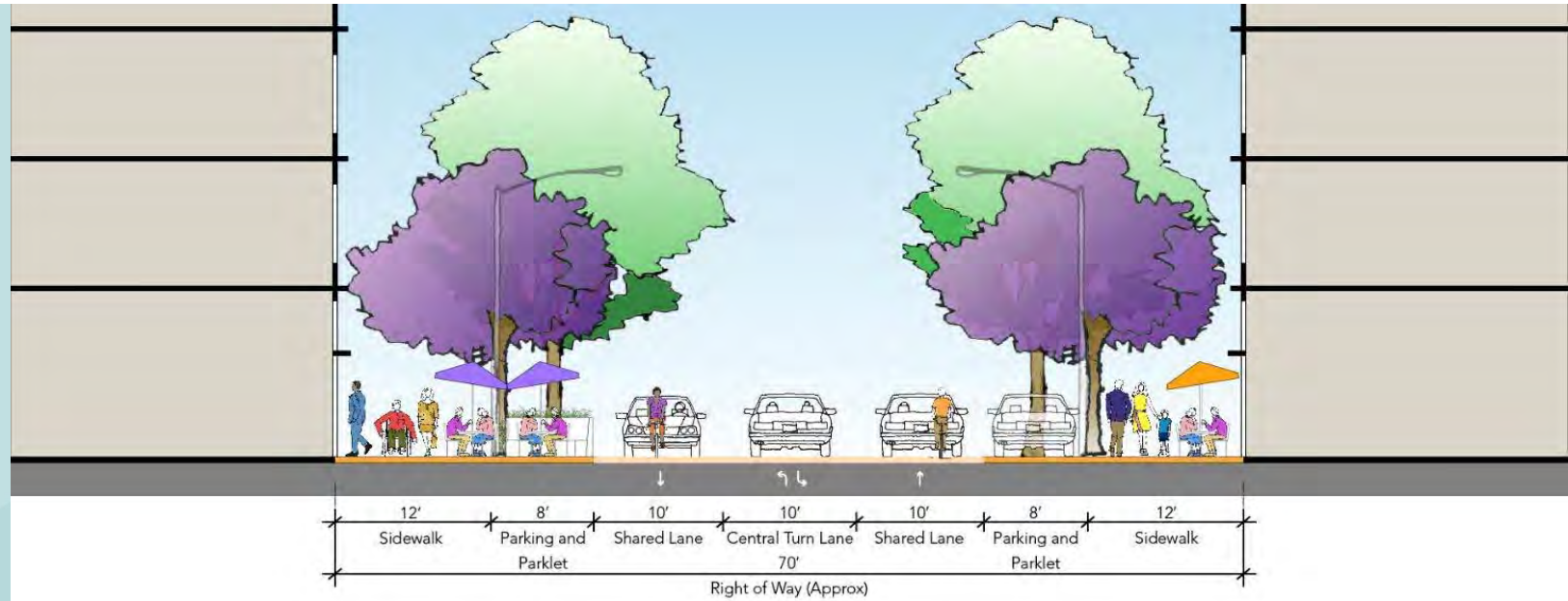


South Elm  
Existing  
Conditions



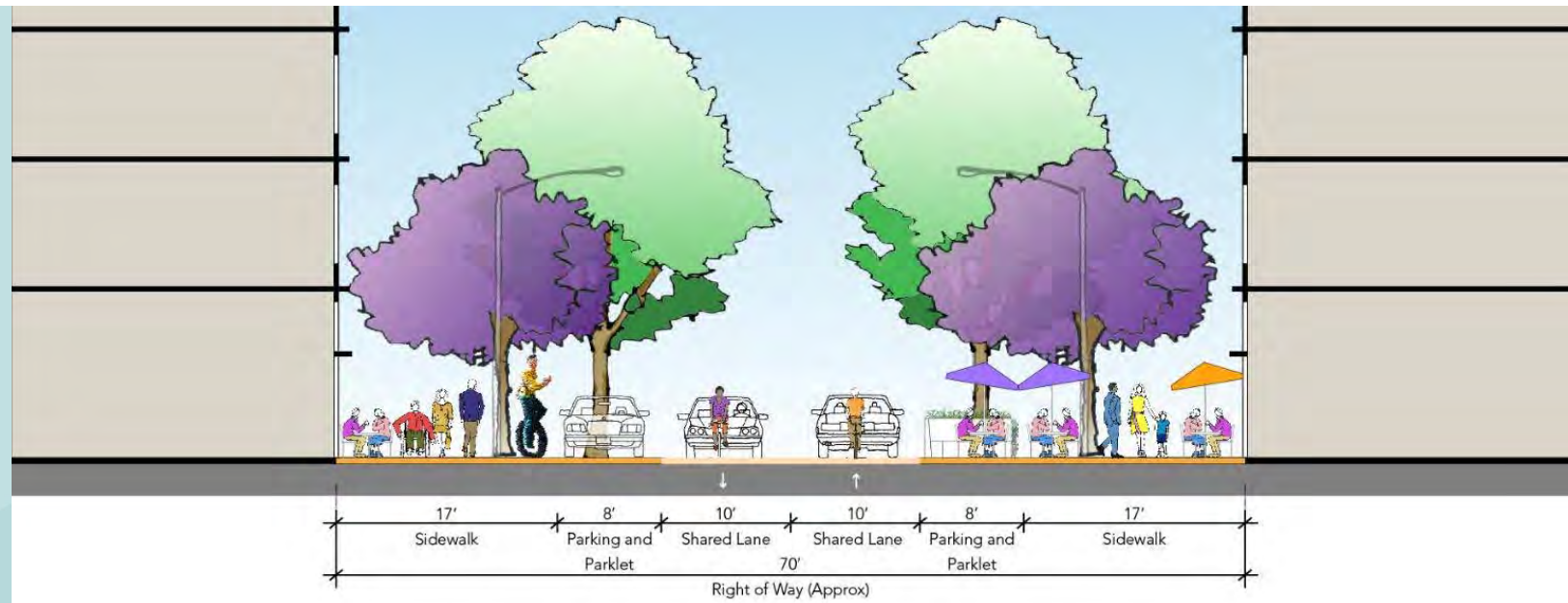


# South Elm Proposed Streetscape with Center Turn Lane





# South Elm Proposed Streetscape





## South Elm Festival Street





# South Elm

## Existing





# South Elm

## Proposed



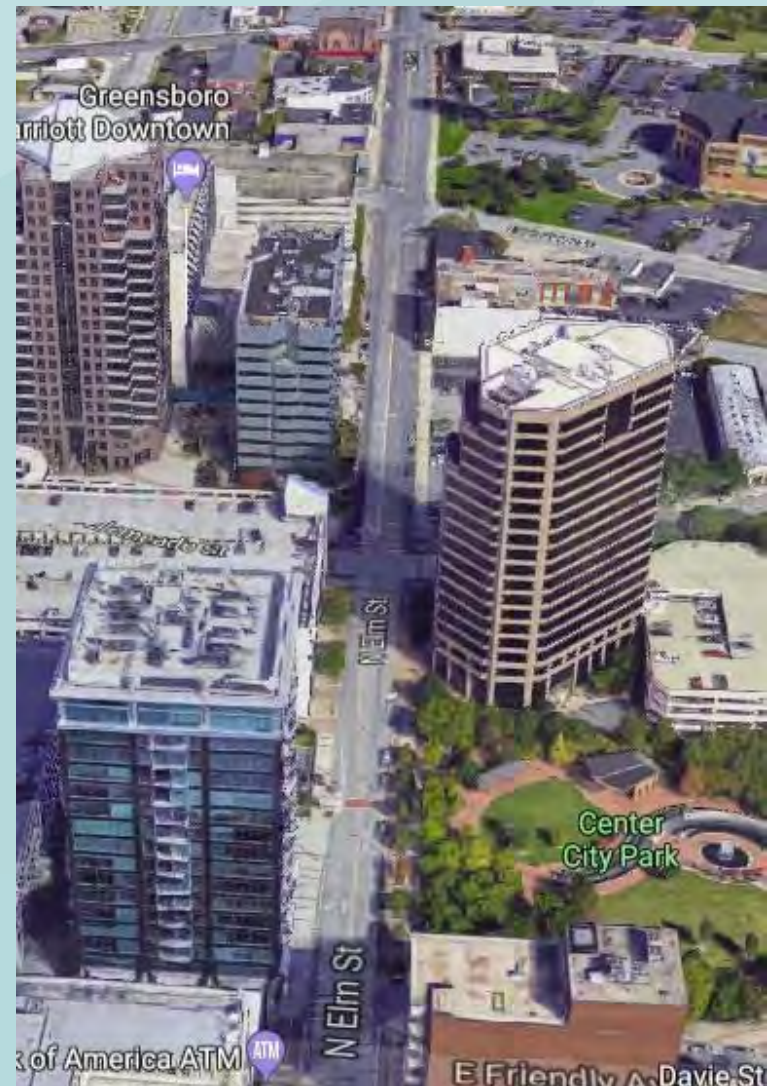
## Proposed (Curbless)



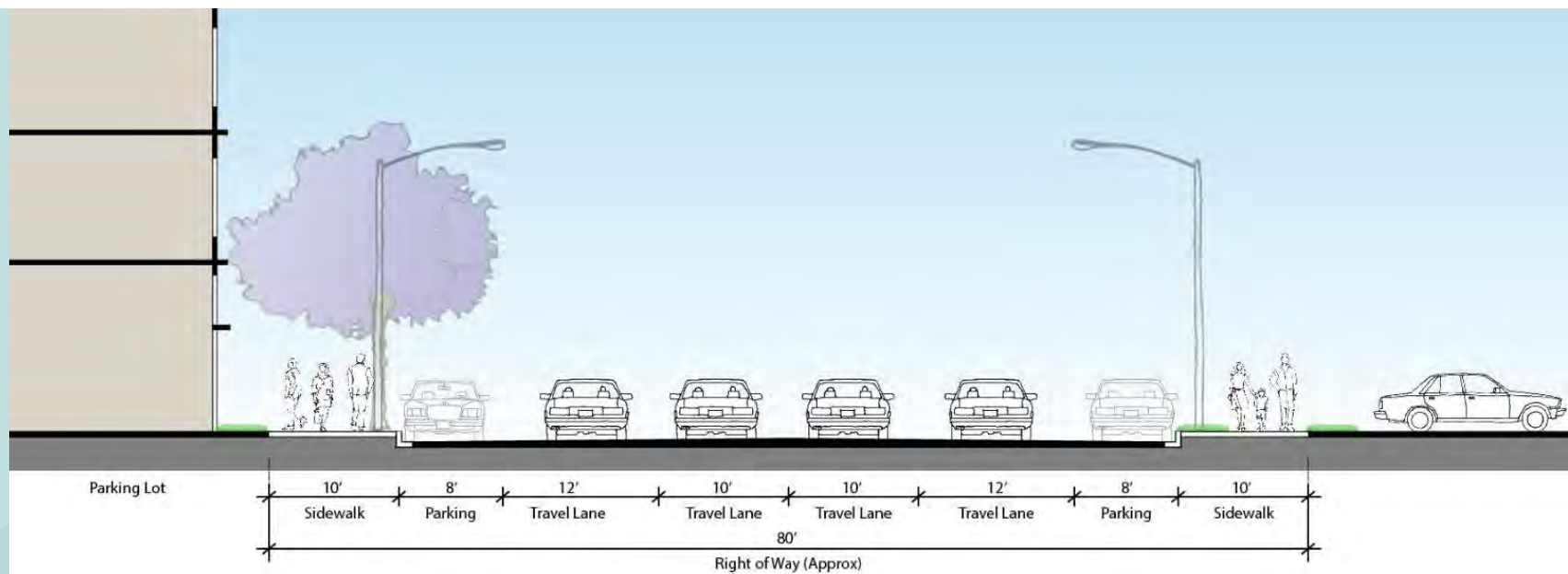


## North Elm

- Existing Character
  - Large office and hotel buildings in wider ROW
- Community Vision
  - Create strong multimodal northern gateway to Downtown
  - Enhance pedestrian environment
  - Support the commercial and entertainment corridor
  - Provide two way bike facility
  - Celebrate arts and culture at Tanger Center

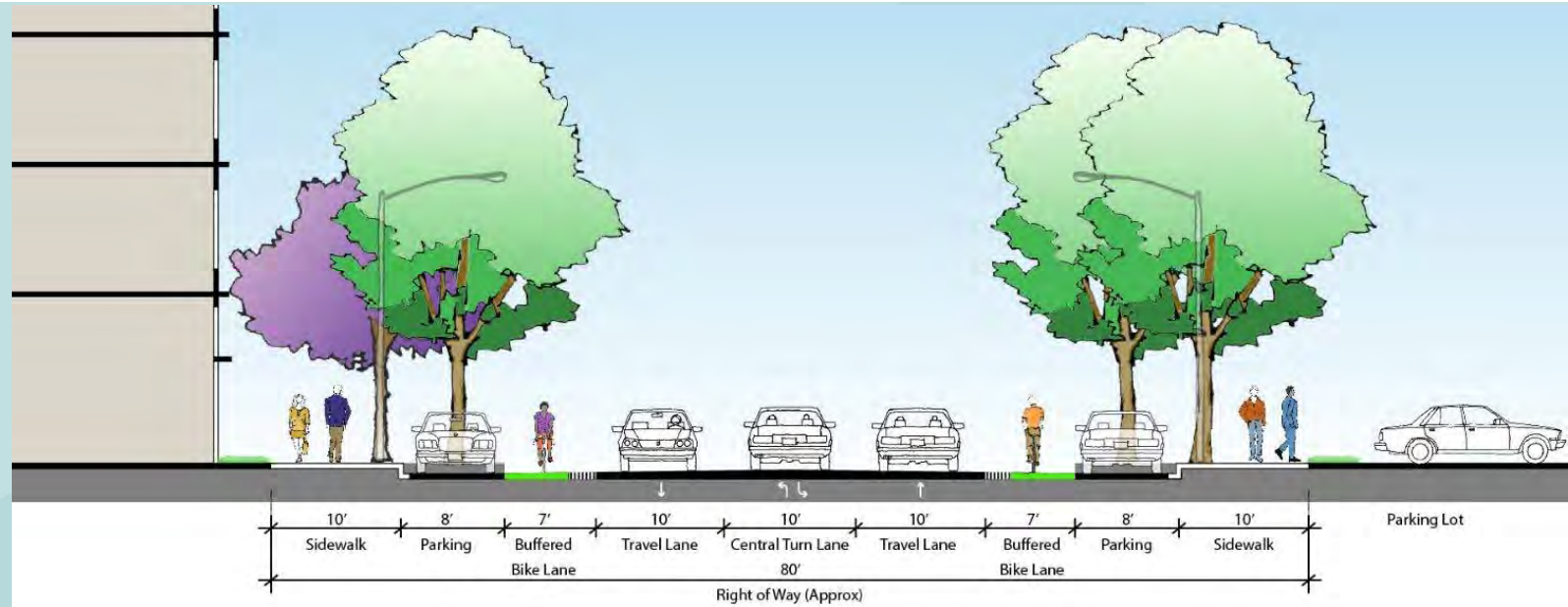


# North Elm Existing Conditions





# North Elm Proposed





## North Elm Interim





## North Elm Existing





# North Elm

Interim

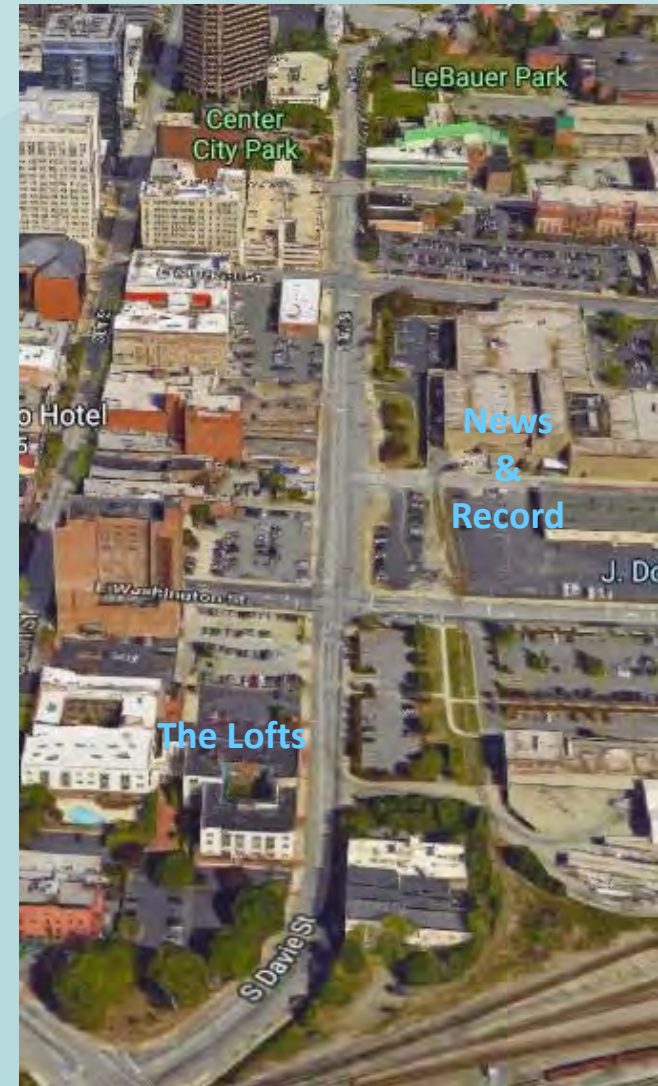


Final Completion



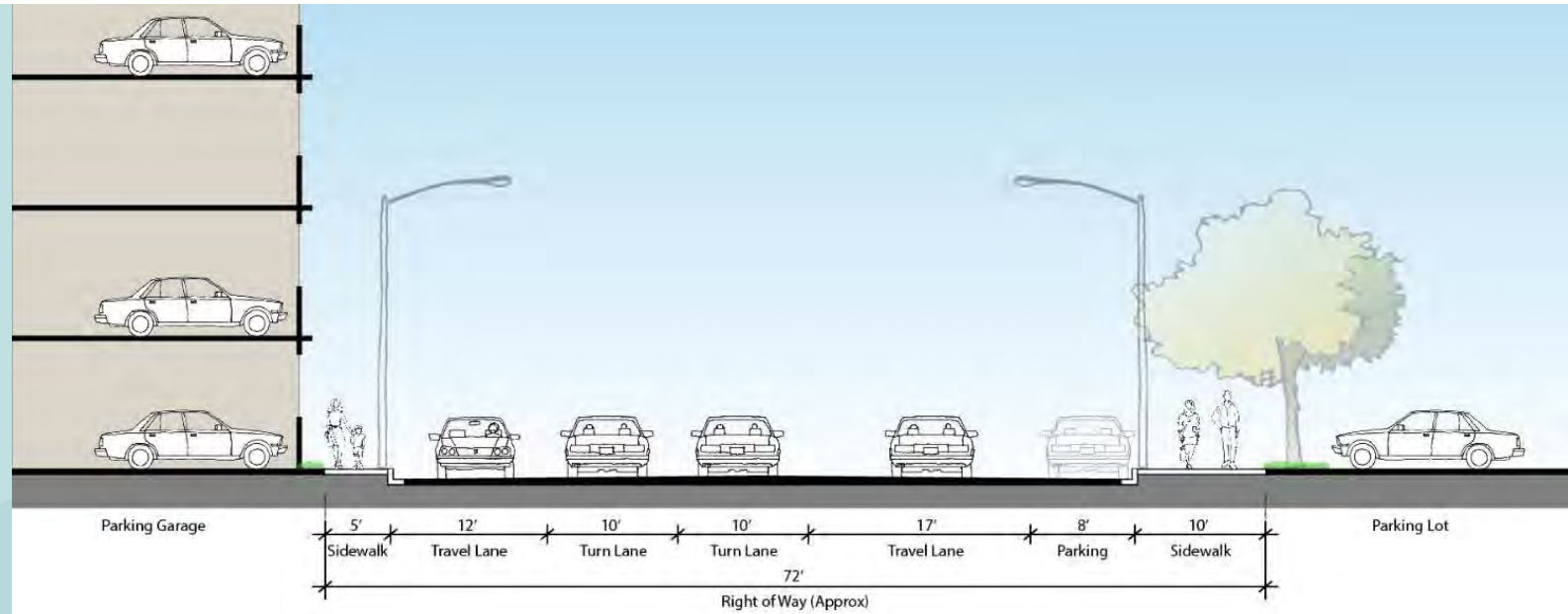
# Davie Street

- Existing Character
  - Anchored by 2 parks at north end
  - Residential/retail at south end
- Community Vision
  - Create an active pedestrian friendly multimodal urban retail street
  - Serve automobile and parking access to existing and planned development along Davie, Elm, etc.
  - Maintain major automobile flow and transit service
  - Repurpose excess roadway to provide safe and protected bike facilities in both directions

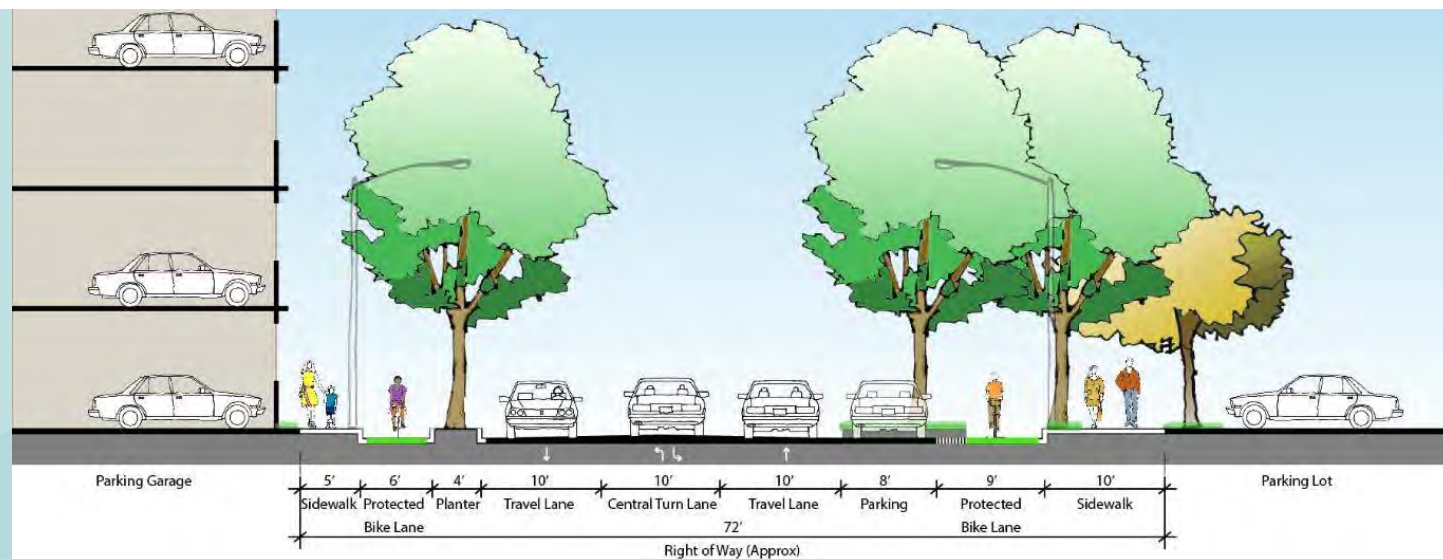




# Davie Street Existing Conditions

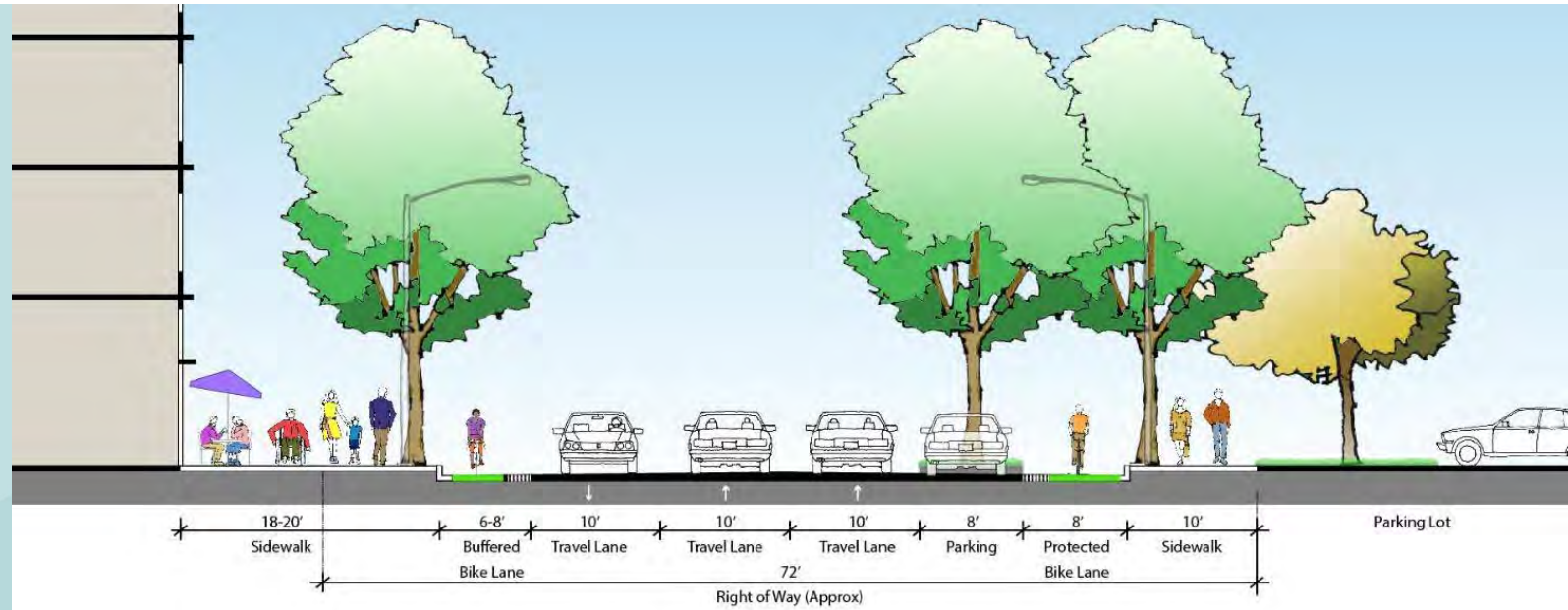


# Davie Street Proposed (North Section)



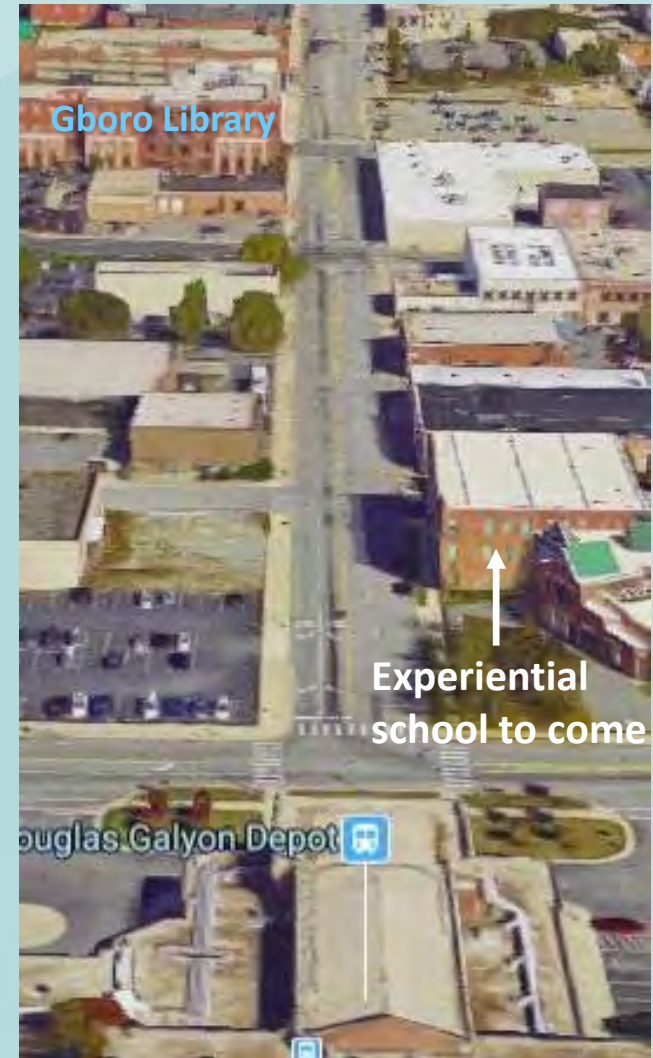


# Davie Street Proposed (South Section)



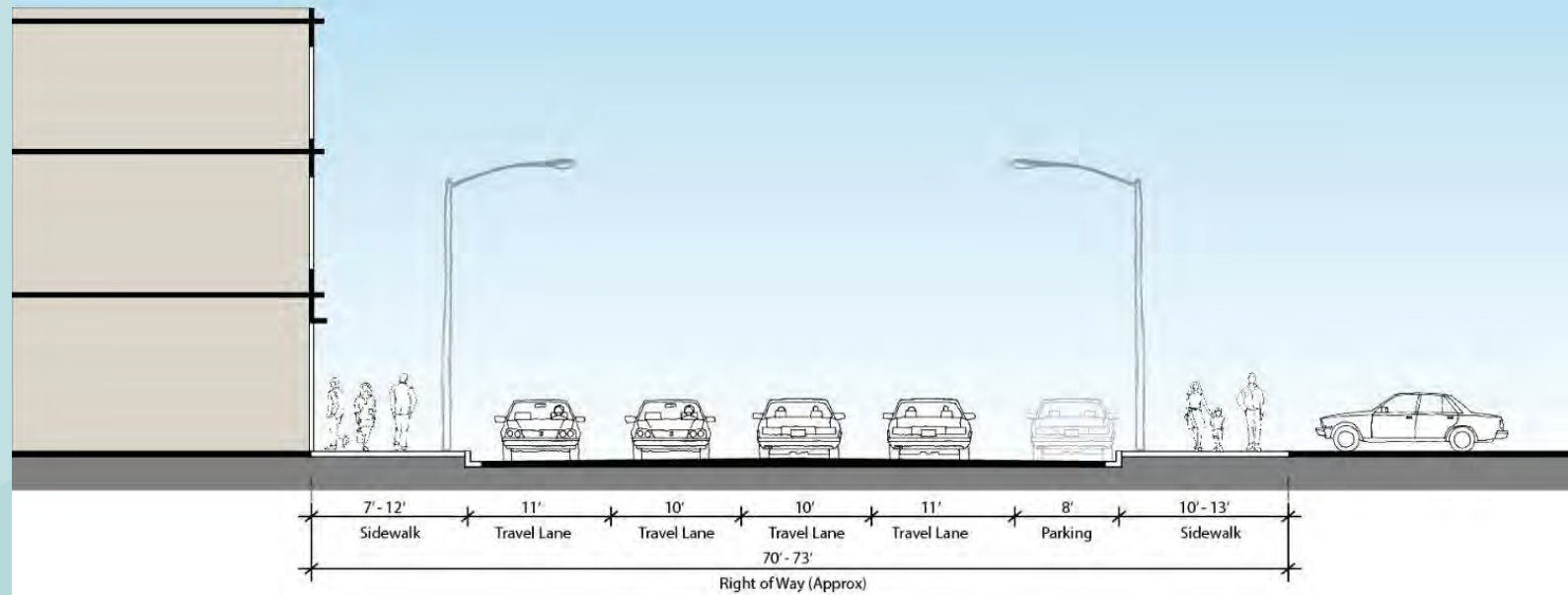
## Church Street

- Existing character
  - Key anchors
    - Galyard Depot
    - Greensboro Childrens Museum
    - Greensboro Public Library
  - New node developing around Cadillac Garage
- Community Vision:
  - Create iconic family friendly play street
  - Create a vibrant linear park programmed with child friendly activities and a shared pedestrian/bike pathway
  - Provide outdoor experiences near museum, library, and future Experiential School

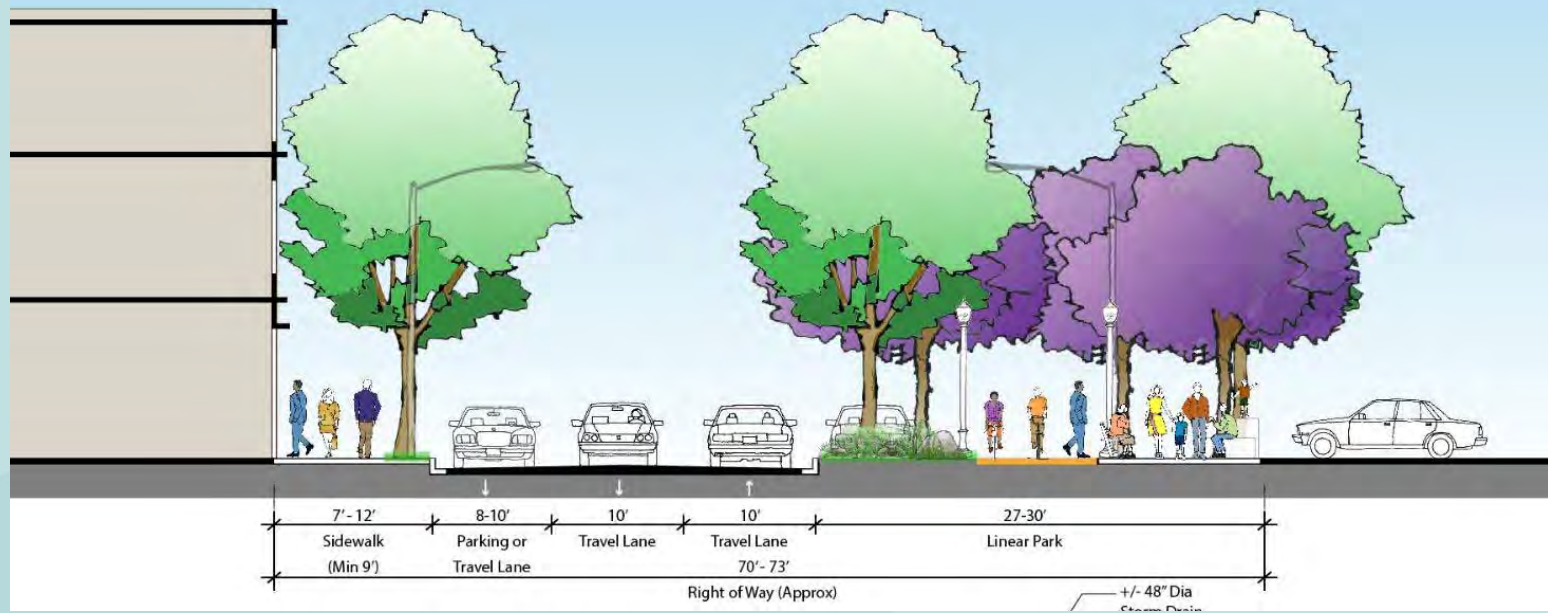




## Church Street Existing Conditions (South Section)

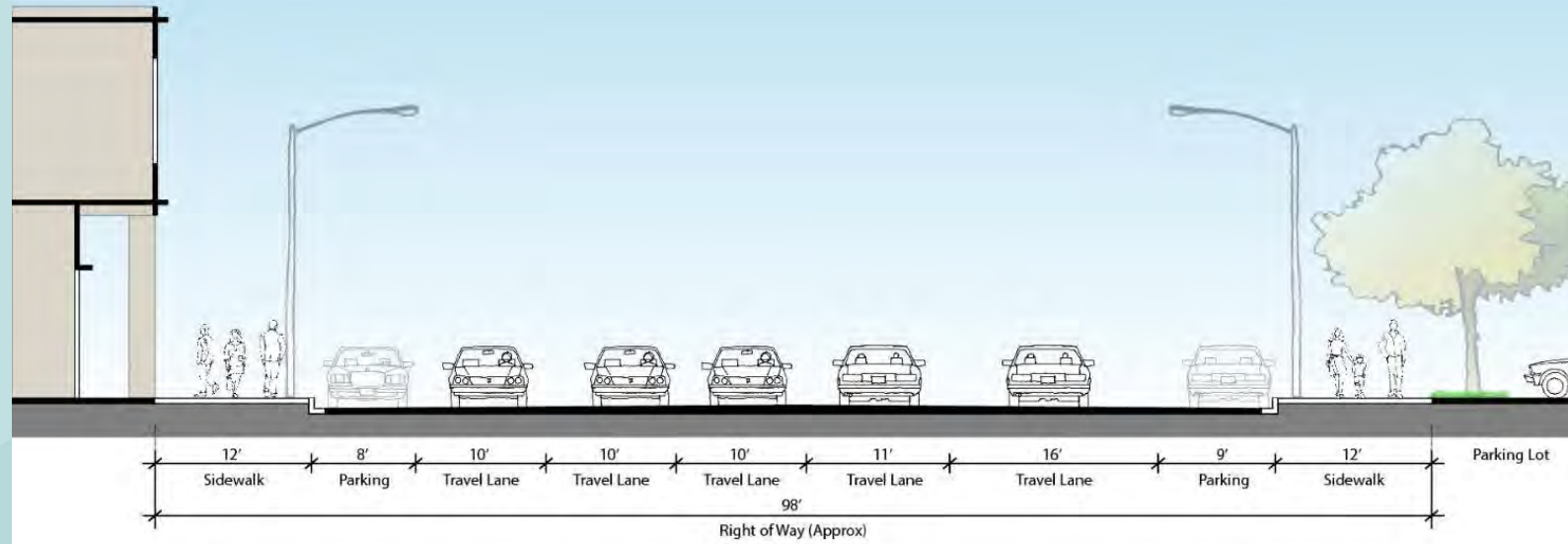


# Church Street Proposed (South Section)

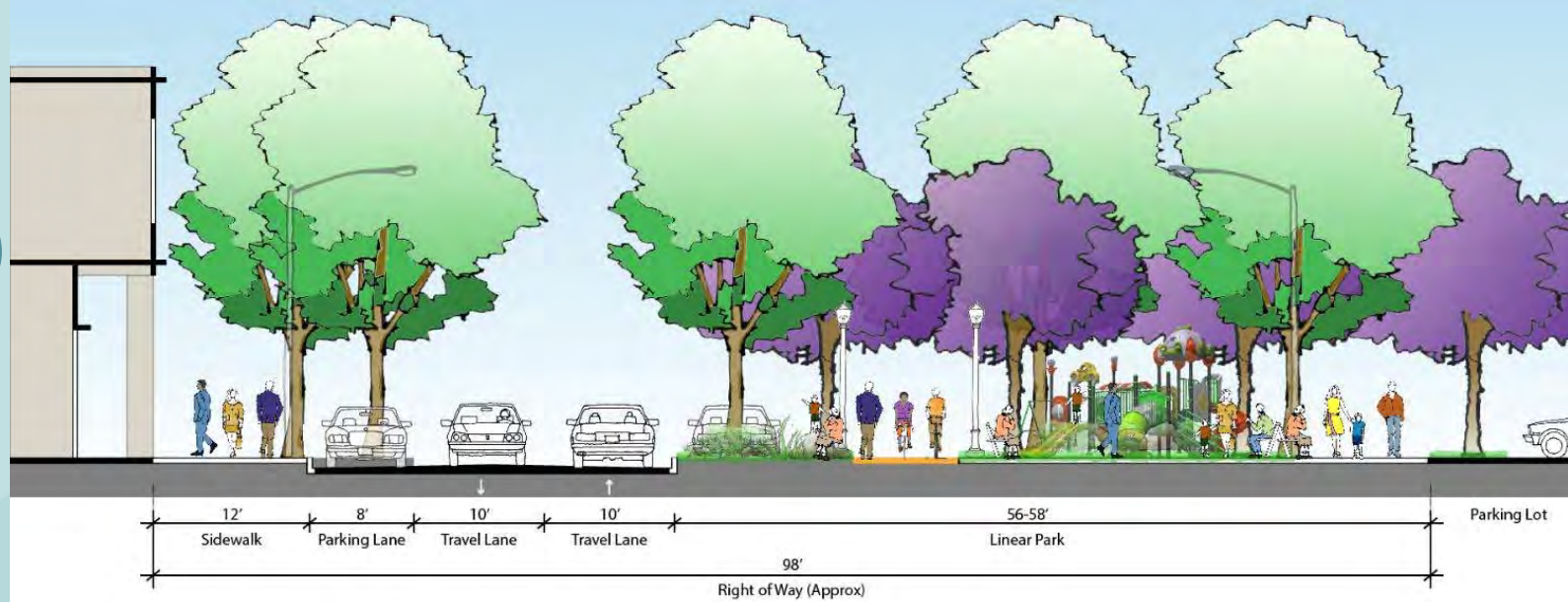




# Church Street Existing Conditions (North Section)



# Church Street Proposed (North Section)





## Church Street Existing





## Church Street Proposed



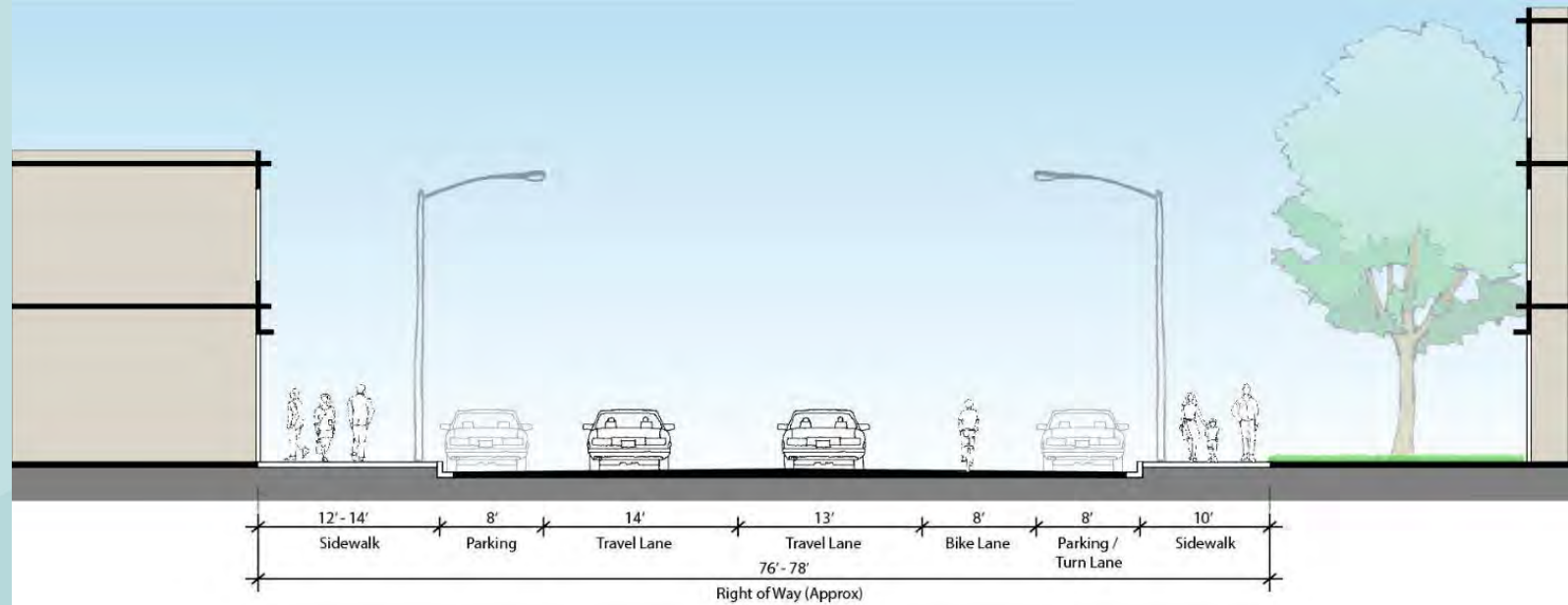


# Market Street

- Existing Character
  - Important commuter route
  - Key commercial corridor, fronted by civic campus and landmark Jefferson Standard building
- Community Vision
  - Enhance multimodal road with greenway connections
  - Provide protected bike facilities (complemented by future bike facilities on Friendly)
  - Strengthen pedestrian friendly civic character of the street
  - Provide flexible parking lanes

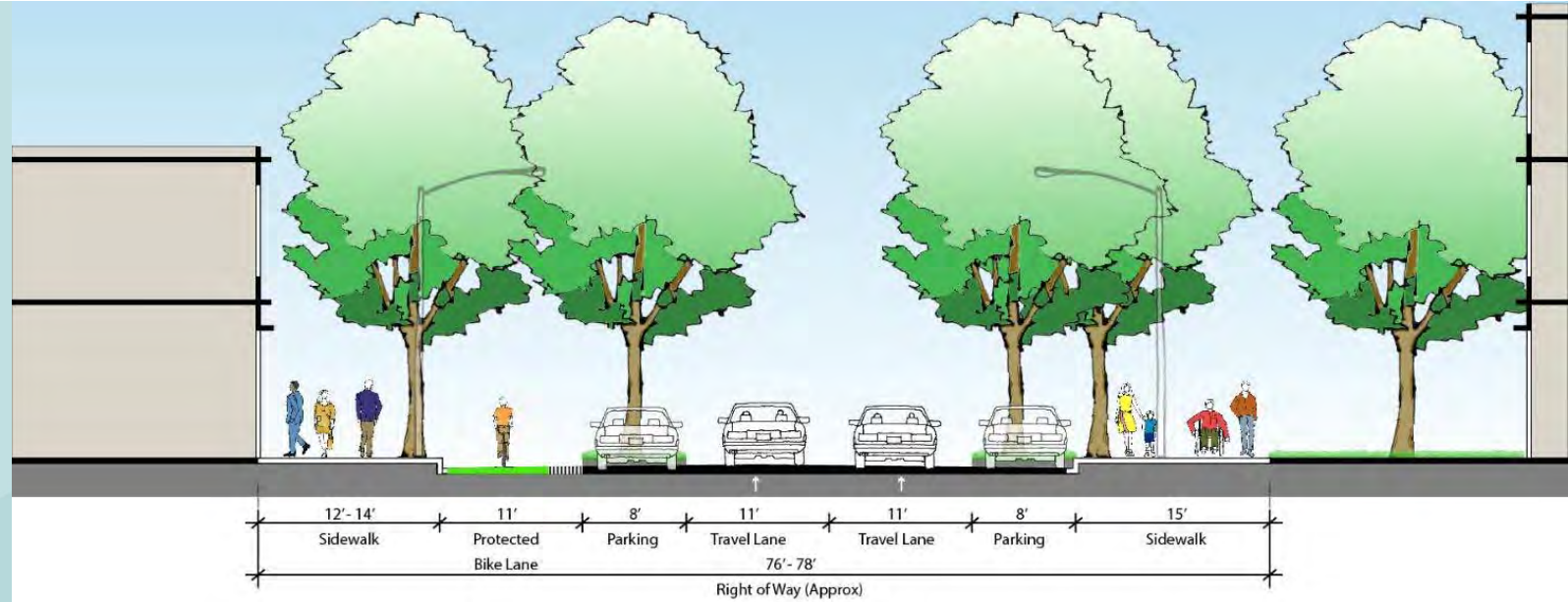


# Market Street Existing Conditions





# Market Street Proposed





## Market Street Existing





# Market Street

## Interim



## Final Completion



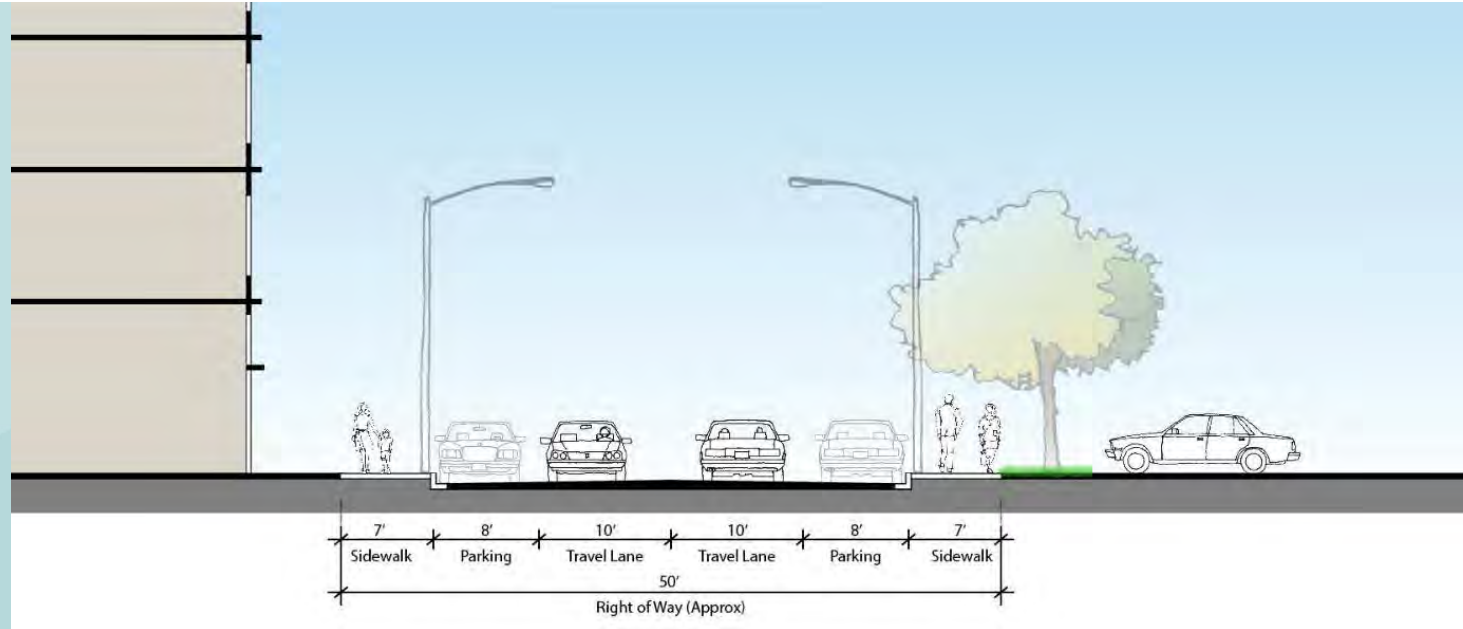
# Bellemeade Street

- Existing Character
  - Narrow ROW
  - Major anchors (Ballpark, Tanger Center)
  - Important link to downtown from Westerwood neighborhood
- Community Vision
  - Realize role as a great entertainment corridor
  - Strengthen pedestrian friendly character connecting neighborhoods to destinations
  - Incorporate as flexible street
  - Remove right turn lane onto Greene and left turn lane
  - Close Greene-Edgeworth for games

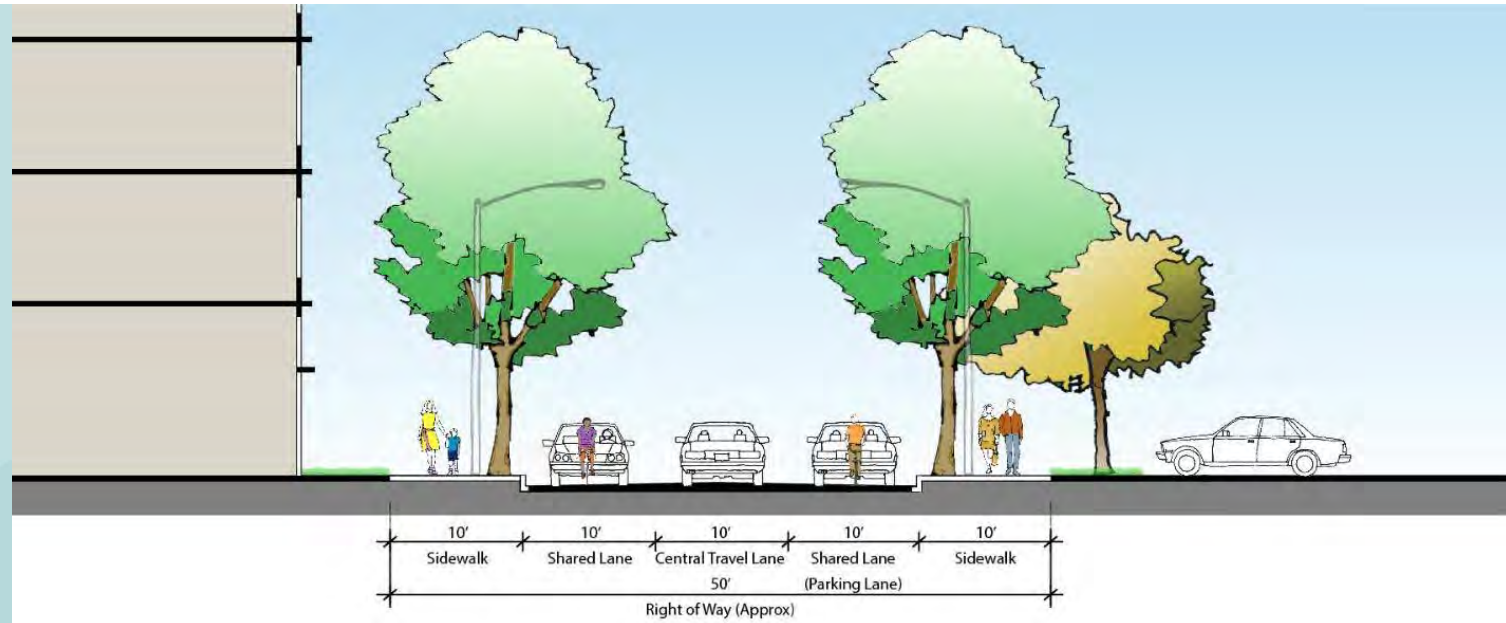




# Bellemeade Street Existing Conditions



# Bellemeade Street Proposed





## Bellemeade Street Night Lighting

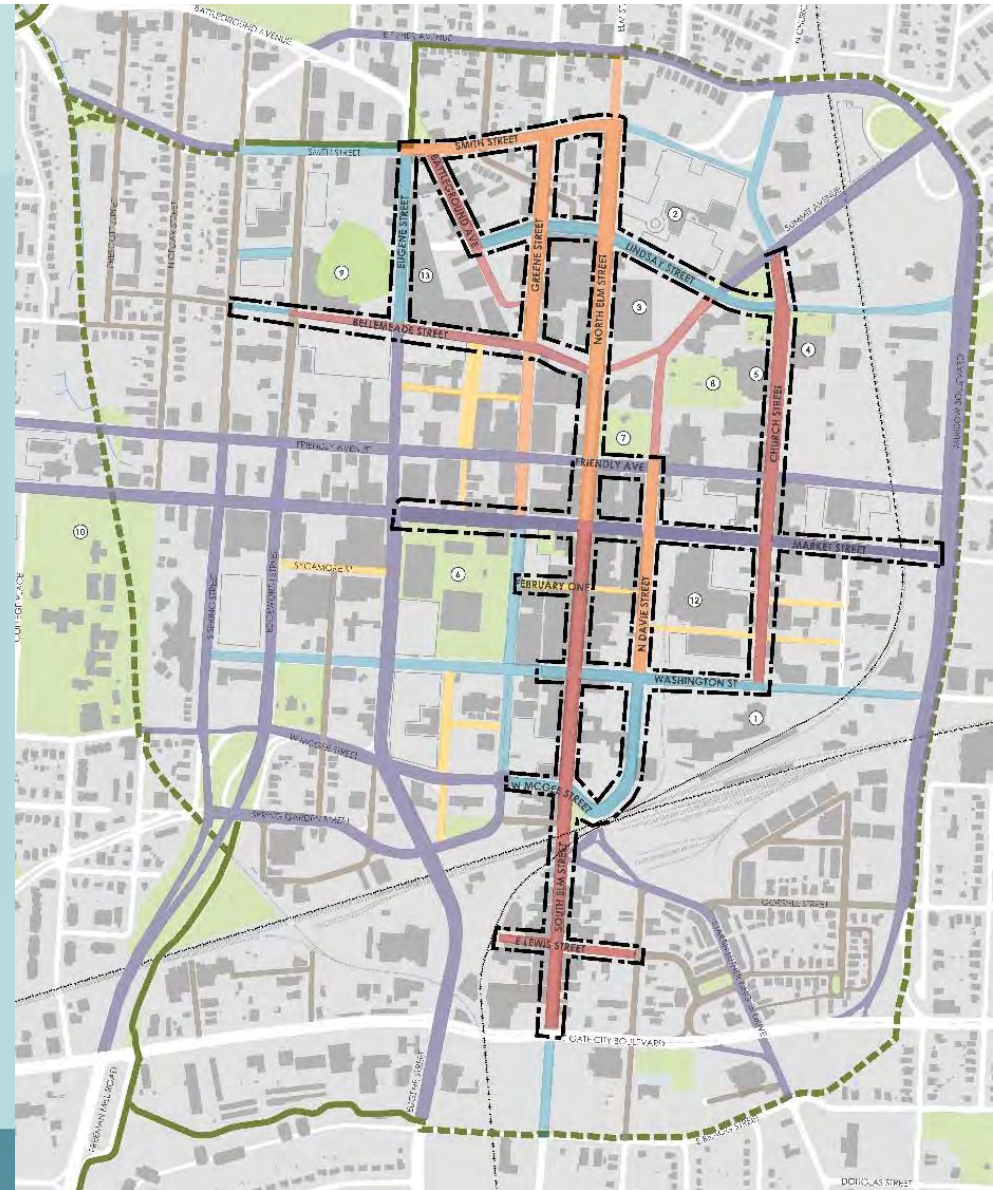


# **DOWNTOWN GREENSBORO STREETScape MASTER PLAN CONCEPTS AND PRIORITIZATION**



# Framework Plan

- Define roles for Downtown Streets
  - Commerce Collector (Orange)
  - Community Connector (Purple)
  - Local Street (Brown)
  - Passage Street (Yellow)
  - Signature Destination Street (Red)
  - Urban Flex Street (Blue)



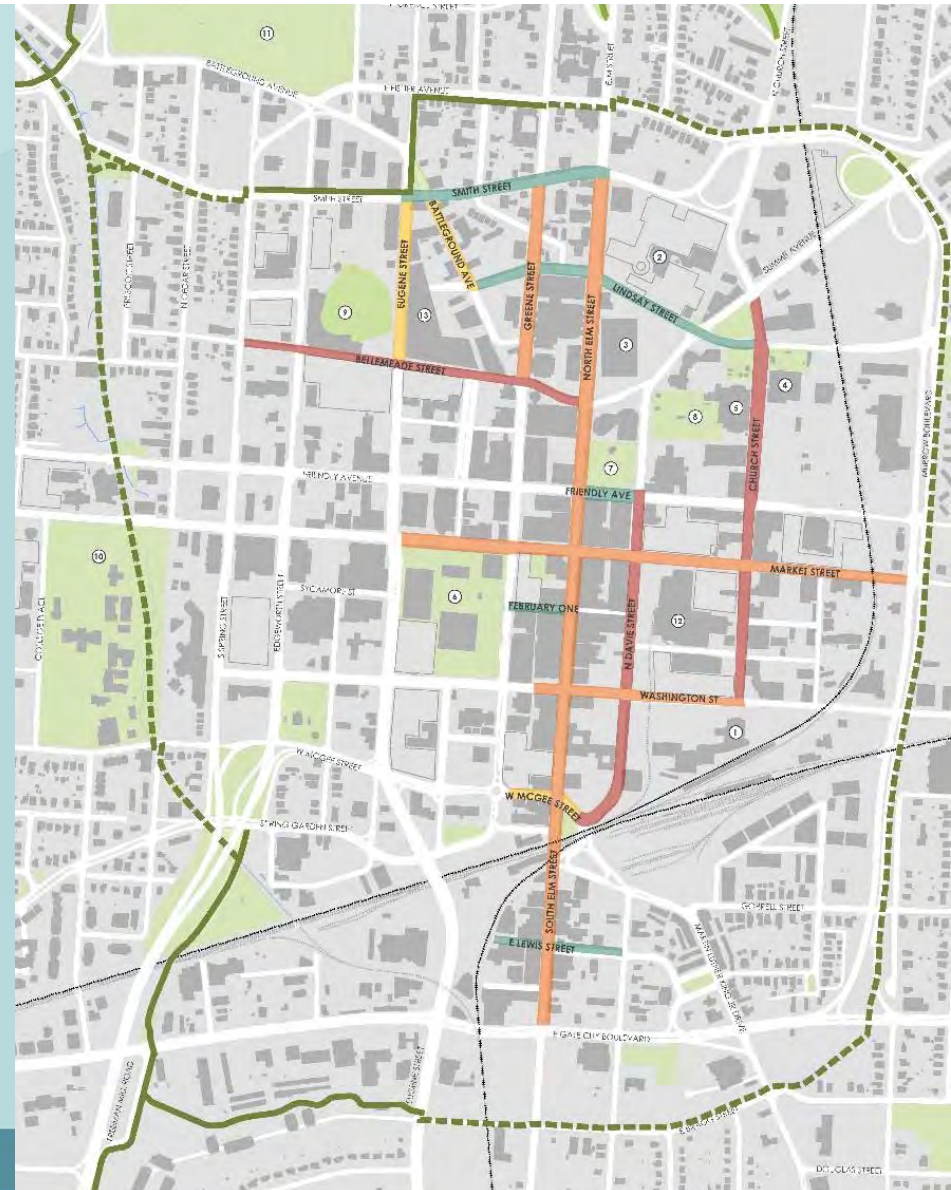
# Street Scoring Matrix

Score: 1 (Low) to 5 (High)	South Elm	North Elm	Davie	Church	Market	Bellemeade	Eugene	Greene	Washington	Friendly	Lindsay	Battleground	Smith	Lewis	McGee	February One
Water or Sewer Repairs (2018 Planned = 5, CIP = 4, "Needed" = 3)	5	4	4	5	5	4	4	5	4	1	1	3	4	4	4	1
Utilities Recently Rehabbed (No/Repairs Coming = 3, Yes = 1)	3	1	3	3	3	3	3	3	3	1	1	3	3	1	1	3
Adjacent Road or Streetscape Work	1	4	5	1	1	5	5	5	1	1	3	5	1	1	1	3
Disruption to Existing Businesses (No disturbance = 5, Major disruption = 1)	1	3	3	3	3	4	3	3	5	4	5	1	5	1	1	4
Hot Development Area / Business Attraction	5	4	5	4	4	5	4	1	4	1	1	3	1	3	3	2
Public Gathering, Linger, Meeting Areas (High volume = 5, Moderate = 3, None = 1)	5	3	4	5	3	5	3	2	2	3	1	4	1	5	4	3
Improves Pedestrian Connections	5	3	5	5	3	5	3	4	4	3	2	4	1	2	3	3
Improves Bike Connections	3	5	5	5	5	2	3	4	3	5	2	2	5	1	3	1
Downtown Identity / Historic Importance / Gateway	5	4	3	5	5	5	2	3	5	3	3	2	3	2	5	5
Improves Safety (Major improvement = 5, negligible = 1)	2	4	5	5	5	5	3	4	3	4	4	2	4	1	2	2
High Importance (from survey results)	5	4	4	5	3	5	2	2	3	3	2	3	2	3	4	2
Total Streetscape Score	40	39	46	46	40	48	35	36	37	29	25	32	30	24	31	29



# Street Scoring Map

- Visualization of Street Scores
  - Priority Level 1 Streets (Red)
    - Bellemeade
    - Church
    - Davie
  - Priority Level 2 Streets (Orange)
    - Elm (North and South)
    - Greene
    - Market
    - Washington
  - Priority Level 3 Streets (Yellow)
    - Battleground
    - Eugene
    - McGee
  - Priority Level 4 Streets (Green)



## Estimates of Probable Cost

STREET	TOTAL (millions)
Battleground Avenue	\$1.8
Bellemeade Street	\$5.6
Church Street	\$8.2
Davie Street	\$5.5
North Elm Street	\$4.1
South Elm Street	\$15.8
Eugene Street	\$2.8
February One Street	\$0.9
Friendly Avenue	\$1.0
Greene Street	\$3.2
Lewis Street	\$2.2
Lindsay Street	\$3.5
Market Street	\$7.6
McGee Street	\$1.3
Smith Street	\$2.7
Washington Street	\$2.5
<b>GRAND TOTAL</b>	<b>\$68.6</b>



# Streetscape Prioritization

- Priority basis:
  - Street Scores from Matrix
  - Opinion of Probable Costs
  - Constructability
  - Momentum for future phases
- Funding from \$25M Community & Economic Development Bond^
  - Streetscape Master Plan project
  - Adjacent Downtown Projects
  - Wayfinding Signage
  - Street Lighting Upgrades

**^Remaining Funds \$23.3M**

PROJECT	TOTAL (millions)
Street Lighting Upgrades *	\$0.5
Greene Street Streetscape *	\$1.2
Summit Ave. (Phase 2) *	\$2.0
<b>Bellemeade Street</b>	<b>\$5.6</b>
<b>Davie Street</b>	<b>\$5.5</b>
<b>S. Elm Curbless Street (Wash. to Friendly)</b>	<b>\$6.4</b>
<hr/>	
<b>SUBTOTAL</b>	<b>\$21.2</b>
 <b>ADDITIONAL PRIORITIES</b>	
<b>Church Street</b>	<b>\$8.2</b>
West Lewis Street	\$0.8
South Elm Interim Improvements	\$5.0
Wayfinding Signage	\$1.0
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<b>SUBTOTAL</b>	<b>\$15.0</b>
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<b>GRAND TOTAL</b>	<b>\$36.2</b>



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