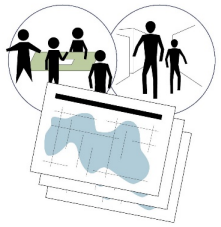
DOWNTOWN GREENSBORO 2030 STRATEGIC VISION PLAN

TIMELINE

PHASE 1
DISCOVERY

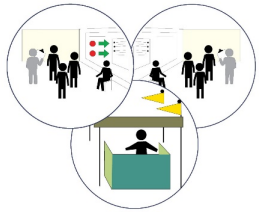


SPRING
2019

PHASE 2
VISIONING

SUMMER
2019

PHASE 3
COMMUNITY INPUT



WINTER
2019-2020

PHASE 4
DRAFT RECOMMENDA-TIONS

SPRING
2020

PHASE 5
COMMUNITY CHECK-IN

SUMMER
2020

PHASE 6
PLAN REVIEW AND ADOPTION

FALL
2020

COMMUNITY ENGAGEMENT

STAKEHOLDER Focus Groups

In-Person WORKSHOPS…pre-pandemic

POP-UP EVENTS in Each Council District

Two ONLINE SURVEYS

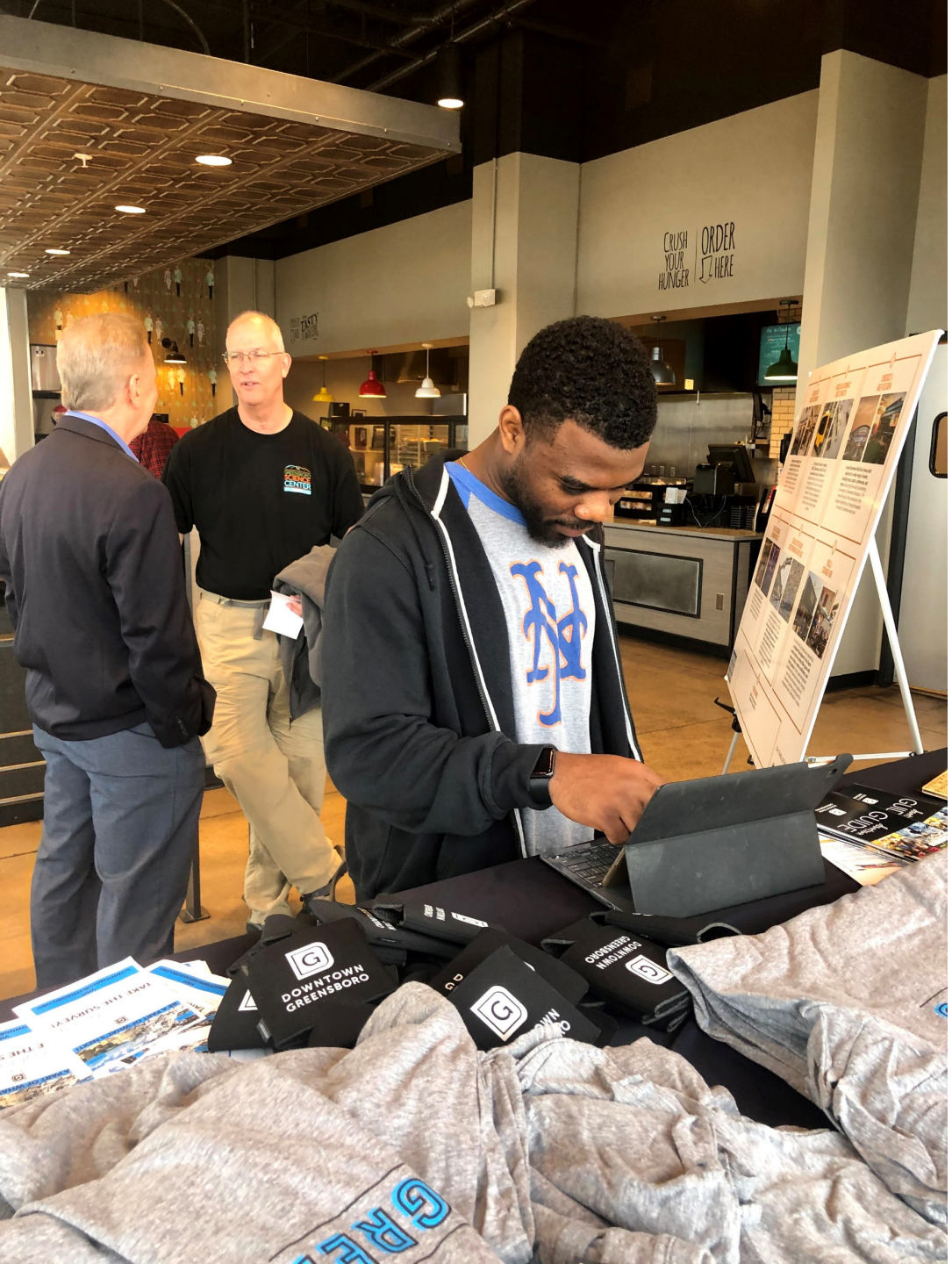
BE A PART OF WHAT'S NEXT!

DOWNTOWN GREENSBORO

2030 VISION PLAN

TAKE THE SURVEY!

...including a post-COVID check-in



...generated THOUSANDS OF IDEAS from a diverse array of residents

VISION

ECLECTIC · DIVERSE · CREATIVE · AUTHENTIC
ENTREPRENEURIAL · GENUINE · BUZZING · INNOVATIVE · OPEN
WALKABLE · SUSTAINABLE · RESILIENT · INCLUSIVE

GOALS

- BE CONNECTED
- BE KNOWN
- BE CREATIVE
- BE AT HOME
- BE TOGETHER
- BE EMPLOYED
- BE GREEN
- BE HEALTHY

BIG MOVES

- A CONTAINER HUB
- B MIXED-USE DEPOT DEVELOPMENT
- C AUTONOMOUS SHUTTLE CONNECTER
- D SOUTH END AND LOWER DOWNTOWN GATEWAY PLANS
- E BATTLEGROUND ENTERTAINMENT DISTRICT
- F MULTI-USE ARENA

STRATEGIES

1. SUPPORT ENTREPRENEURS AND SMALL BUSINESSES
2. CREATE AN ENGAGING STREET ENVIRONMENT
3. ENSURE EASY CONNECTIONS AND ACCESS FOR ALL
4. NURTURE AND RETAIN OUR STUDENT TALENT
5. AMPLIFY THE CREATIVE VIBE
6. LEVERAGE THE GREENWAY
7. INCENTIVIZE RESIDENTIAL DEVELOPMENT
8. CULTIVATE A MOSAIC OF DISTINCT DISTRICTS

BIG MOVES

BIG MOVES

A CONTAINER HUB

B MIXED-USE DEPOT DEVELOPMENT

C AUTONOMOUS SHUTTLE CONNECTER

D SOUTH END AND LOWER DOWNTOWN GATEWAY PLANS

E BATTLEGROUND ENTERTAINMENT DISTRICT

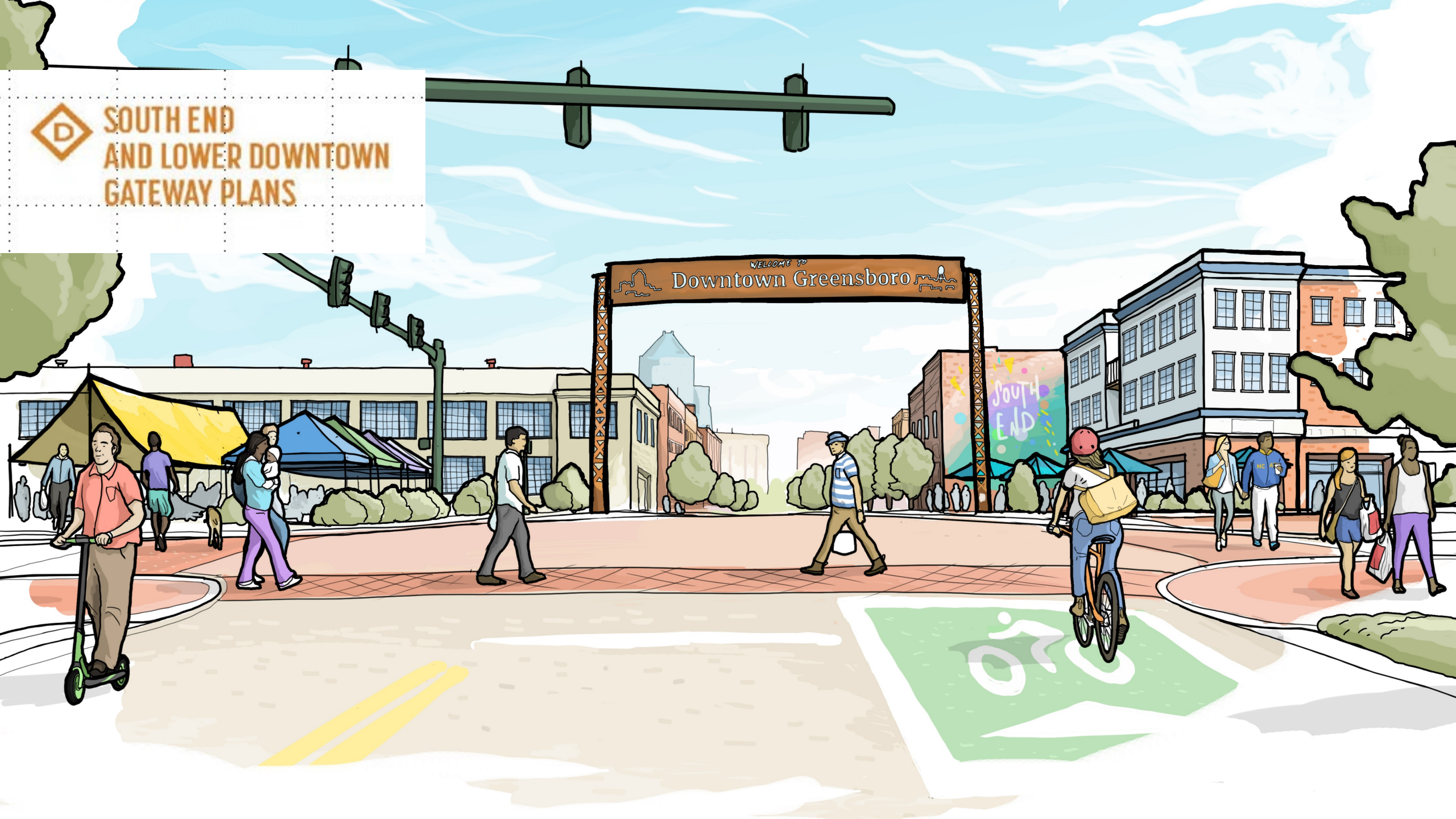
F MULTI-USE ARENA

CONTAINER HUB

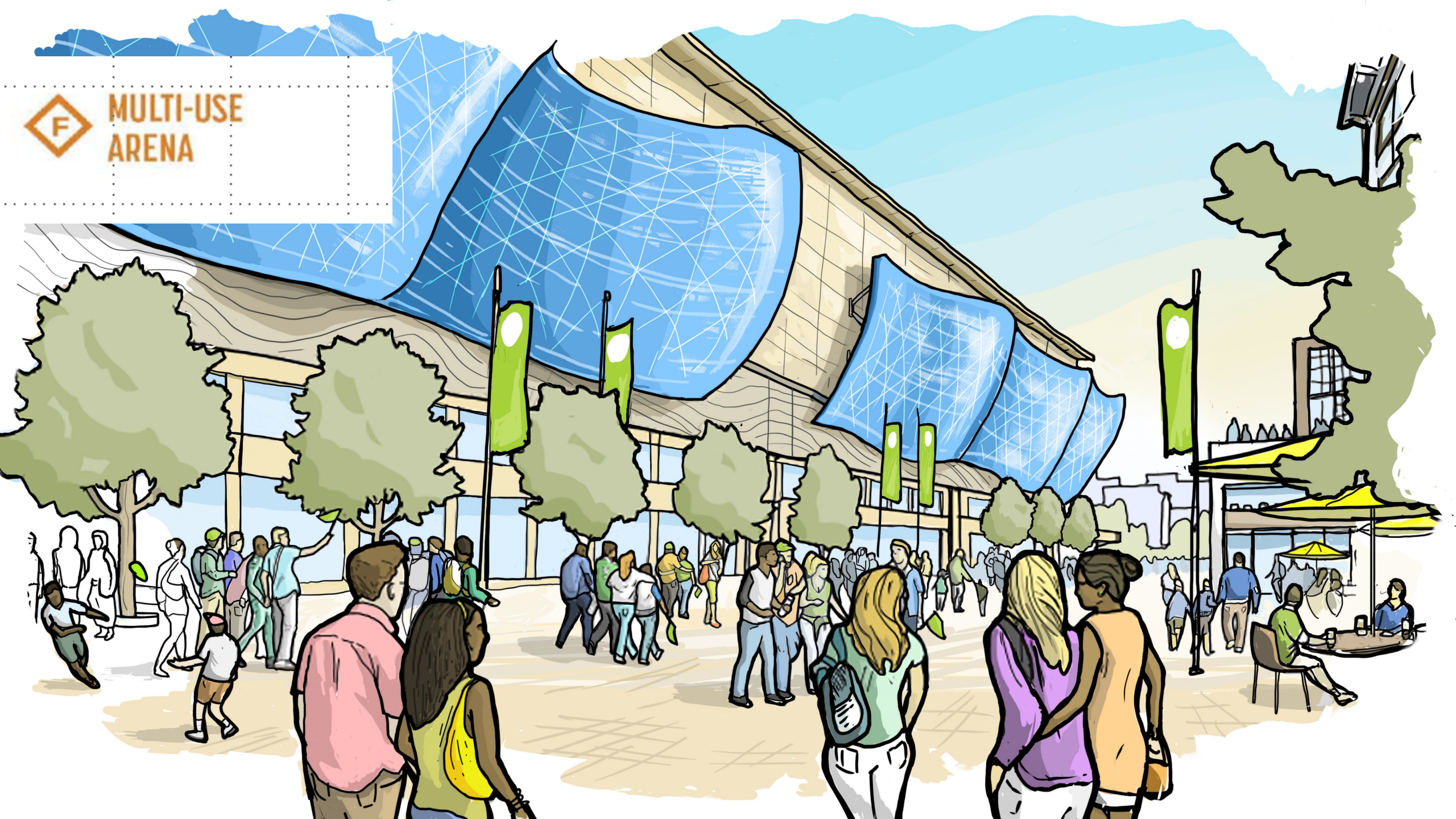
MIXED-USE DEPOT DEVELOPMENT

AUTONOMOUS SHUTTLE CONNECTER

SOUTH END AND LOWER DOWNTOWN GATEWAY PLANS



BATTLEGROUND ENTERTAINMENT DISTRICT


F
MULTI-USE
ARENA

STRATEGIES

STRATEGIES

1. SUPPORT ENTREPRENEURS AND SMALL BUSINESSES
2. CREATE AN ENGAGING STREET ENVIRONMENT
3. ENSURE EASY CONNECTIONS AND ACCESS FOR ALL
4. NURTURE AND RETAIN OUR STUDENT TALENT
5. AMPLIFY THE CREATIVE VIBE
6. LEVERAGE THE GREENWAY
7. INCENTIVIZE RESIDENTIAL DEVELOPMENT
8. CULTIVATE A MOSAIC OF DISTINCT DISTRICTS

1 SUPPORT ENTREPRENEURS AND SMALL BUSINESSES

STRATEGIC ACTIONS

1A Institutionalize successful strategies from the 2020 pandemic recovery

- Identify sustainable funding mechanisms, such as revolving loan funds or money pools, for micro-loans to support business resilience through unexpected events
- Adopt more flexible regulations regarding outdoor retail, recreation, dining and beverage sales, including food trucks
- Temporarily close streets to cars to support socially distanced outdoor dining, recreation and shopping events

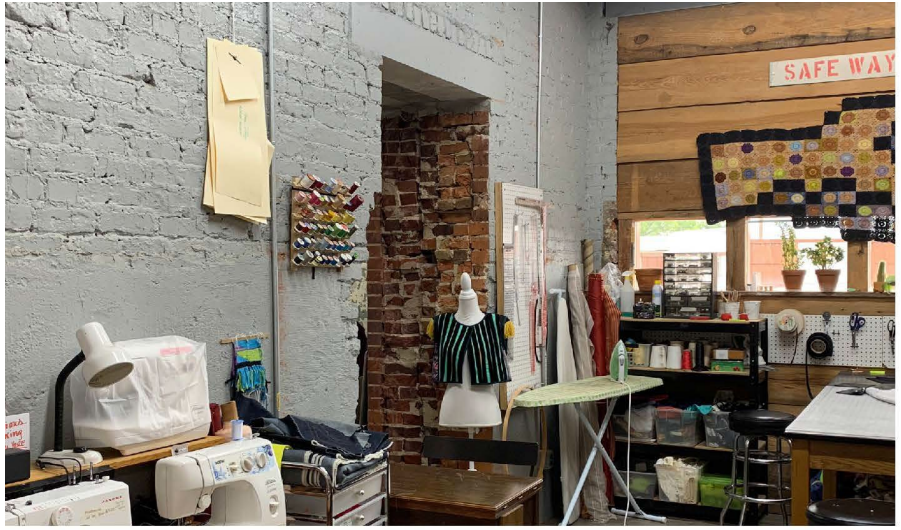
1B Improve technical assistance, support networks, and marketing and promotion for small businesses throughout Downtown, with particular effort on BIPOC and women-owned businesses

1C Launch the Black Entrepreneur Program to improve access to capital, technical assistance, and networking for African American business owners

1D Work with building owners and property owners to improve access to small commercial spaces through tools such as collective lease agreements and short-term or flexible leases

1E Support the creation and retention of low-cost start-up spaces for small and emerging businesses, including shared workspaces such as a commercial kitchen at the Depot

1F Establish a business and technology incubator in Downtown in partnership with local colleges and universities



2 CREATE A COMPELLING PEDESTRIAN EXPERIENCE

STRATEGIC ACTIONS

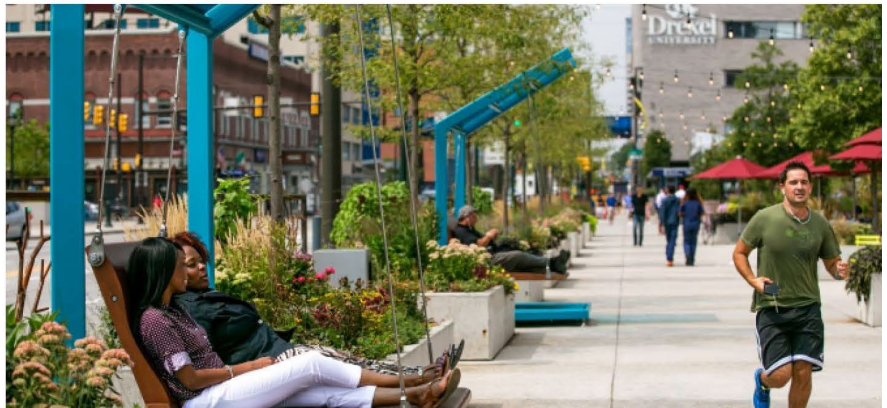
2A Encourage businesses to “spill out” into sidewalks, plazas and adjacent open spaces, provided an accessible walkway is maintained at all times

2B Work with building and property owners to eliminate or mitigate gaps in the street wall including surface parking lots and vacant parcels, through infill development, landscaping, and /or programming

2C Create a Downtown placemaking toolkit with a range of solutions including landscaping, lighting, pop-up parks, events, art installations, and other methods

2D Identify design and/or infrastructure solutions to major pedestrian barriers, including the rail line across South Elm Street and underpasses

2E Ensure Downtown land use requirements and design guidelines support ground-floor activity and transparency



3 ENSURE EASY CONNECTIONS AND ACCESS FOR ALL

STRATEGIC ACTIONS

3A Conduct demonstrations of the A&T Testbed of Connected Autonomous MicroTransit Vehicles program in Downtown and identify opportunities for pilot passenger programs as technology evolves

3B Establish and test bus or shuttle routes consistent with the Autonomous Shuttle Connector map (see page 25)

3C Complete construction the Downtown Greenway and ensure seamless connections to Downtown sidewalks and bike lanes

3D Continue implementation of the Streetscape Master Plan, prioritizing South Elm and Church Streets as well as interim solutions for other priority streets

3E Prioritize implementing pedestrian direction and orientation signage recommendations of the Downtown Wayfinding Plan

4 NURTURE AND RETAIN OUR STUDENT TALENT

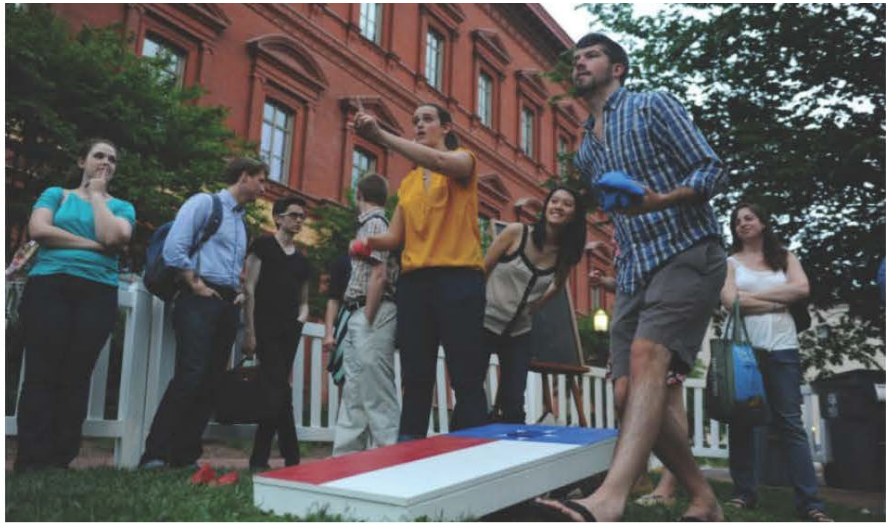
STRATEGIC ACTIONS

4A Partner with Downtown employers to establish and/or expand paid internship and job opportunities for college and university students and graduates

4B Promote low and no-cost Downtown recreation and entertainment options to students

4C Establish an east-west shuttle route through Downtown between UNC Greensboro and A&T using small buses or jitneys

4D Explore partnerships with universities and the private sector to bring new learning centers, student housing, or mixed-use facilities to Downtown



5 AMPLIFY THE CREATIVE VIBE

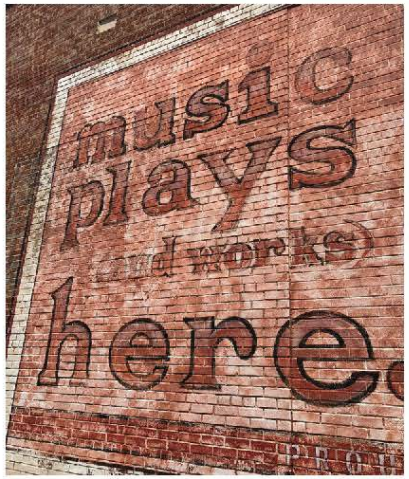
STRATEGIC ACTIONS

5A Create additional performance spaces and events throughout Downtown, with a focus on small venues (capacity of 250-1000) to support emerging and touring artists

5B Develop or strengthen professional support systems for arts and culture professionals in partnership with existing organizations

5C Establish a robust public art program throughout Downtown that includes commissioned work by Greensboro artists

5D Represent Downtown Greensboro on the new Cultural Affairs Commission and maintain an active role in implementing the Cultural Arts Master Plan recommendations in Downtown



6 LEVERAGE THE GREENWAY

STRATEGIC ACTIONS

6A Identify potential sites for new residential mixed-use development adjacent to the Greenway, including publicly owned parcels that have redevelopment potential

6B Work with property owners along the Greenway to improve trail access and building frontages along the Greenway including lighting, landscaping and other design interventions

6C Establish design guidelines and standards for new development adjacent to the Greenway to ensure access, lighting, safety and to prevent buildings from "turning their back" on the trail

6D Encourage new developments to create public gathering spaces along the Greenway

7 INCENTIVIZE RESIDENTIAL DEVELOPMENT

STRATEGIC ACTIONS

7A Encourage a diverse range of housing types, styles, and price points to ensure Downtown reflects our community's diversity

7B Leverage publicly owned land for residential mixed-use development and affordable housing

7C Encourage the development of for-sale units and a range of housing types and sizes

7D Pursue the feasibility of developing student housing Downtown in partnership with colleges and universities

8 CULTIVATE A MOSAIC OF DISTINCT DISTRICTS

STRATEGIC ACTIONS

8A Leverage investment in the Tanger Center, Cultural Center and Children's Museum to promote Greensboro's cultural district

8B Strategically and proactively recruit businesses and establishments that complement existing uses

8C Build upon the Big Moves that create signature destinations as catalytic projects and as anchors for emerging neighborhoods

8D Improve wayfinding and connections between districts so that residents and visitors can easily explore different areas

DOWNTOWN GREENSBORO 2030 STRATEGIC VISION PLAN