

ABOUT THE PLAN

What does the next decade hold for Downtown Greensboro? Downtown Greensboro Inc., in partnership with the City of Greensboro and Guilford County, is developing a new strategic action plan for the future of Downtown. The 2030 Strategic Plan will outline goals, strategies and “big moves” that will shape Downtown for the next 10 years. With an emphasis on “action,” the plan will lay out clear steps to achieve our shared goals.

COMMUNITY PARTICIPATION

We’re undertaking a community-wide effort to collect public input for the Strategic Plan. For several months before to the COVID-19 crisis, we’ve been meeting with residents, business and property owners, students, employers, young professionals and more to gather ideas and inspiration for the Strategic Plan.

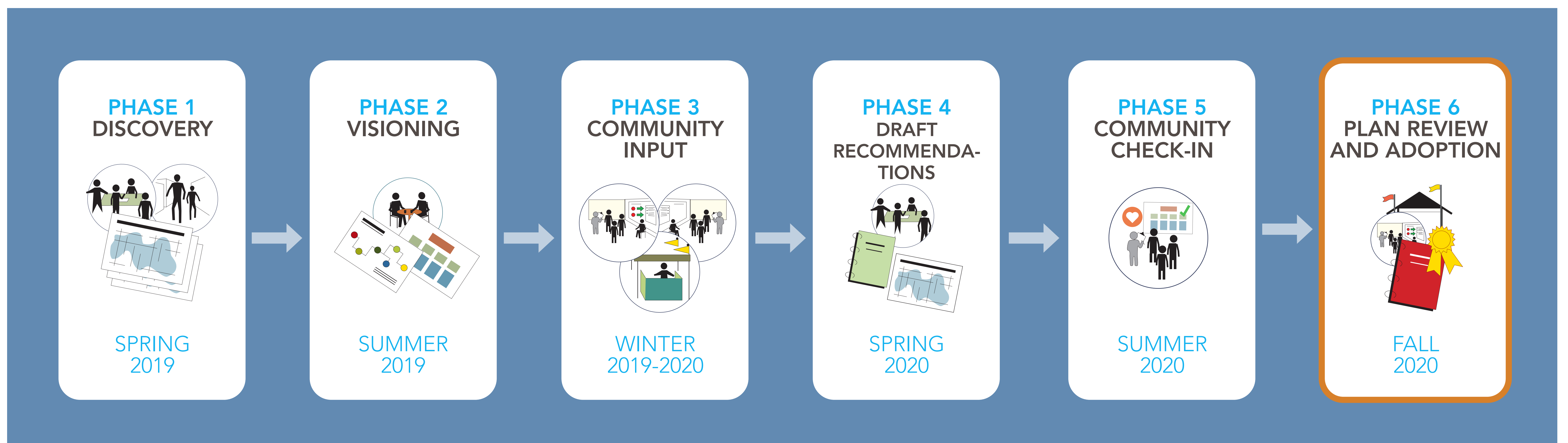
In November 2019, two community workshops and a series of stakeholder meetings were held to collect input from more than 200 participants. In December 2019, an online questionnaire was launched which received 1200 submissions. During December 2019 – February 7, in conjunction with the online survey, 2030 Strategic Plan Pop Up events were held in each city council district with members of council attending and participating at each event. A follow-up online survey was conducted during July – August 2020 with over 600 respondents to capture new ideas and gauge changing perspectives as a result of the pandemic. It was important to the process to take the pulse of the community to assess current priorities and ensure our plan was responding to, and appropriate for, the profound changes we have all experience the last several months. Ideas and information collected from the Greensboro community informed the vision, goals and strategies that form the backbone of the Plan.



PHASE 5 HAS BEEN ADDED DUE TO COVID-19 AND THE “STAY AT HOME” ORDER



TIMELINE



GOALS | WE ASKED COMMUNITY MEMBERS:

HELP US REFINE FUTURE ASPIRATIONS!

EARLIER THIS YEAR, WE ASKED COMMUNITY MEMBERS TO COMMENT ON A DRAFT SET OF ASPIRATIONS FOR OUR FUTURE DOWNTOWN.

PLEASE TAKE OUR SURVEY TO LET US KNOW WHAT YOUR IMMEDIATE PRIORITIES ARE IN LIGHT OF COVID-19 AND OTHER RECENT EVENTS.



BE CONNECTED

Downtown will be easy to get to from nearby neighborhoods, campuses and other destinations – no matter how you choose to travel.



BE KNOWN

Downtown will be a destination offering a distinct urban experience that reflects our strong identity and rich history.



BE CREATIVE

Greensboro is a town of makers, doers, and movers who will have the tools and paces to express their craft Downtown.



BE AT HOME

Downtown will offer a range of housing types and styles, so that more residents can live in the heart of our city.



BE TOGETHER

Dynamic, welcoming and unique public spaces will be Downtown gathering spaces for our diverse community.



BE EMPLOYED

Downtown will be the economic hub of the region, with resources and options for employers, employees and entrepreneurs.



BE GREEN

Enhanced open spaces and green infrastructure will contribute to a beautiful and resilient Downtown environment.



BE HEALTHY

Downtown Greensboro will support active lifestyles, clean air and water, and access to quality food to foster a healthy community.

OTHER GOALS

Add yours here!

STRATEGIES | WE ASKED PARTICIPANTS: ARE WE GOING IN THE RIGHT DIRECTION?

THROUGH OUR ONLINE SURVEY, WE'RE RE-EXAMINING THESE STRATEGIES TO SEE IF THEY ARE MORE - OR LESS - IMPORTANT GIVEN RECENT EVENTS.

1 INCENTIVIZE RESIDENTIAL DEVELOPMENT

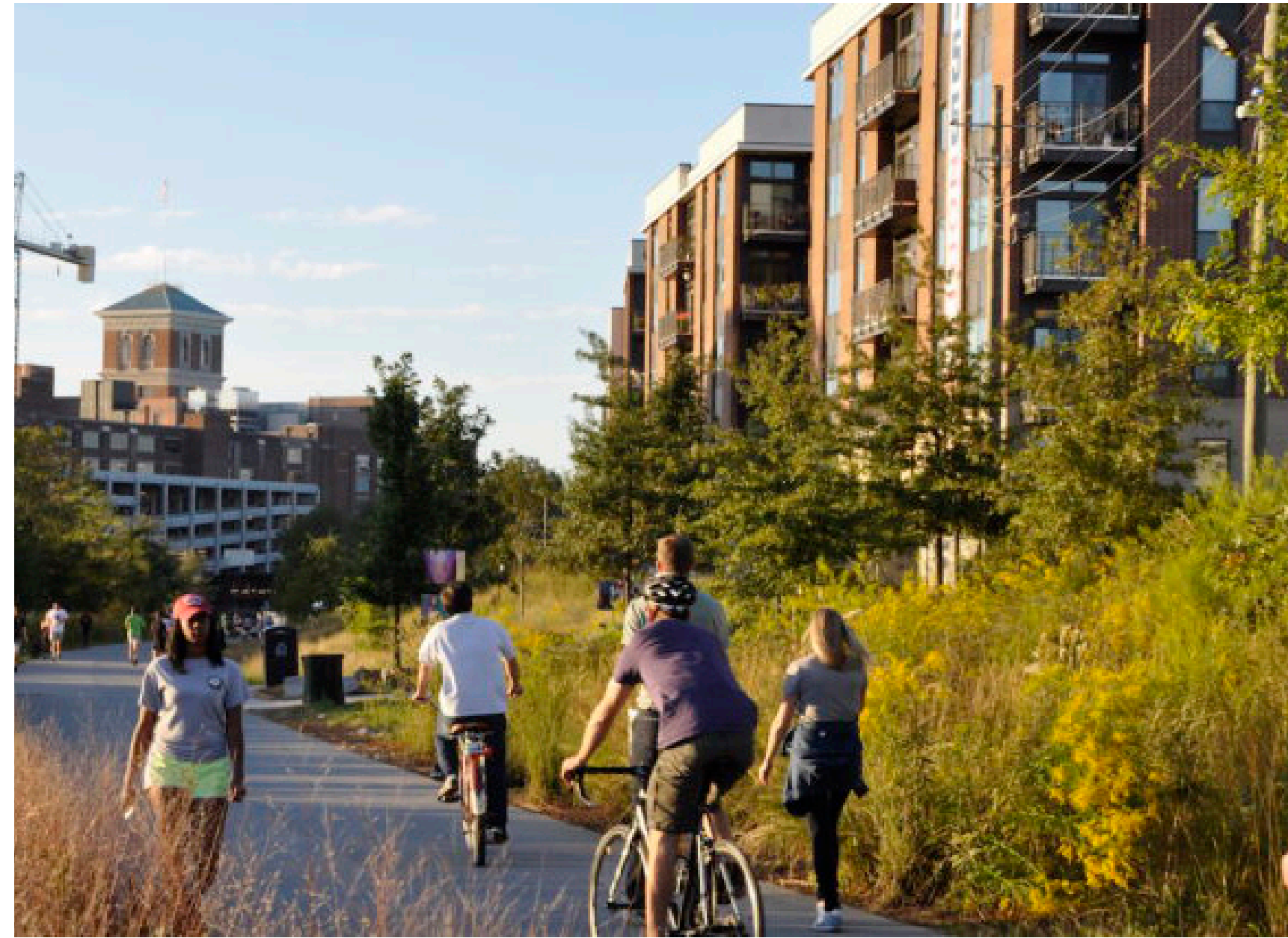


Spur the development of more housing Downtown. Encourage a diverse range of housing types, styles, and price points to ensure Downtown reflects our community's diversity. More housing in the city core will support lively neighborhoods and local businesses.

I think this Strategy is:



2 LEVERAGE THE GREENWAY

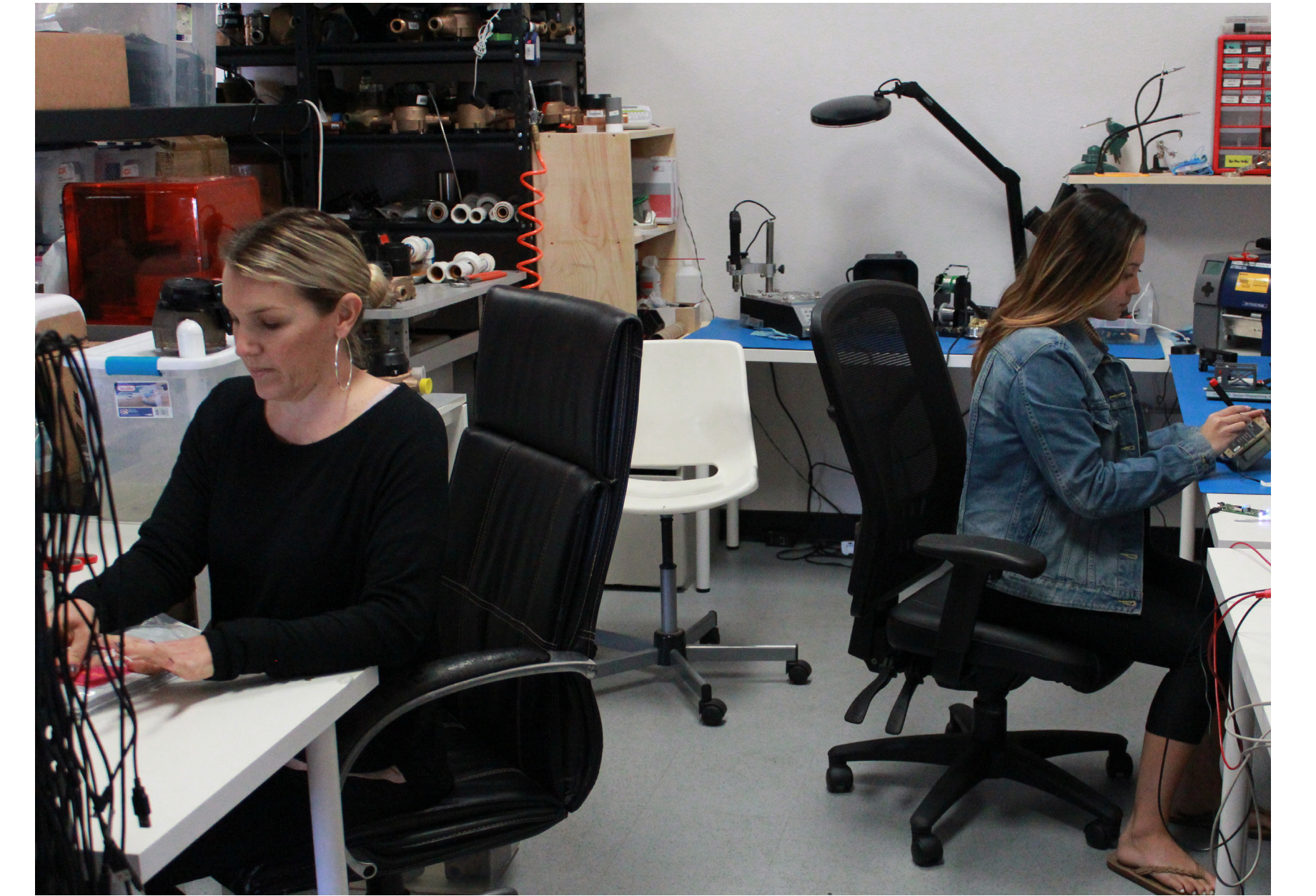


Encourage trail-oriented development that takes advantage of this unique Downtown amenity. Bringing a mix of land uses and investment to strategic locations along the Greenway will fulfill its potential as a recreational resource and connector.

I think this Strategy is:



3 FOSTER A DIVERSE AND ENTREPRENEURIAL ECONOMY



Build upon the robust craft and maker culture in Greensboro and nurture the continued growth of creative endeavors. Support and promote innovation and entrepreneurship to create jobs, engage young professionals, and energize local industry.

I think this Strategy is:



4 ENSURE EASY CONNECTION AND ACCESS FOR ALL



Improve access to jobs, resources, entertainment, and homes in Downtown through multi-modal transportation improvements. Better connect to our college campuses and grow a vibrant student presence Downtown.

I think this Strategy is:



5 AMPLIFY THE CREATIVE VIBE



Establish Downtown Greensboro as a regional hub for music, arts, and culture. Showcase local talent to bigger audiences, create additional performance spaces and events, and draw more visitors for a unique urban experience.

I think this Strategy is:



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6 NURTURE AND RETAIN OUR STUDENT TALENT



Foster more opportunities for college students and graduates to learn, work and play in Downtown. Create programs and places that welcome and support the next generation of talent.

I think this Strategy is:



7 CREATE A COMPELLING PEDESTRIAN EXPERIENCE



Develop visually engaging experiences along Downtown's streets through placemaking, programming, and active ground floors. Take advantage of Downtown Greensboro's walkable street grid.

I think this Strategy is:



8 CULTIVATE A MOSAIC OF DISTINCT DISTRICTS



Identify and strengthen a complementary patchwork of Downtown districts, each with their own character, to offer a variety of experiences and serve diverse needs, tastes and interests.

I think this Strategy is:



9 LEVERAGE MUNICIPALLY-OWNED LAND FOR CATALYTIC DEVELOPMENT



Jump-start development and investment in key areas by using City or County-owned sites for exciting new projects that will encourage other development and help Downtown flourish.

I think this Strategy is:



10 OTHER STRATEGIES

Ideas?
Write them below!

GIVEN COVID-19 AND OTHER EVENTS, WHAT IS YOUR INTEREST IN THESE "BIG MOVES" FOR OUR FUTURE DOWNTOWN?

A

ESTABLISH A DEPOT MIXED-USE DEVELOPMENT



Re-imagine our charming Depot and its grounds as an active and functional mixed-use hub that could anchor the revitalized neighborhood. The repurposed Depot would include retail, restaurants and market and maker spaces. It could be a top destination for Downtown visitors while connecting Greensboro to the region.

B

INTEGRATE AN AUTONOMOUS SHUTTLE CONNECTOR



Use high-tech transit to connect UNCG, Downtown, and A&T and to move people through Downtown. An Autonomous Vehicle (AV) shuttle featuring technology from A&T would bring people to and through the most vibrant areas of Downtown. This iconic, innovative and functional system could put Greensboro ahead of the curve in modern transit solutions.

C

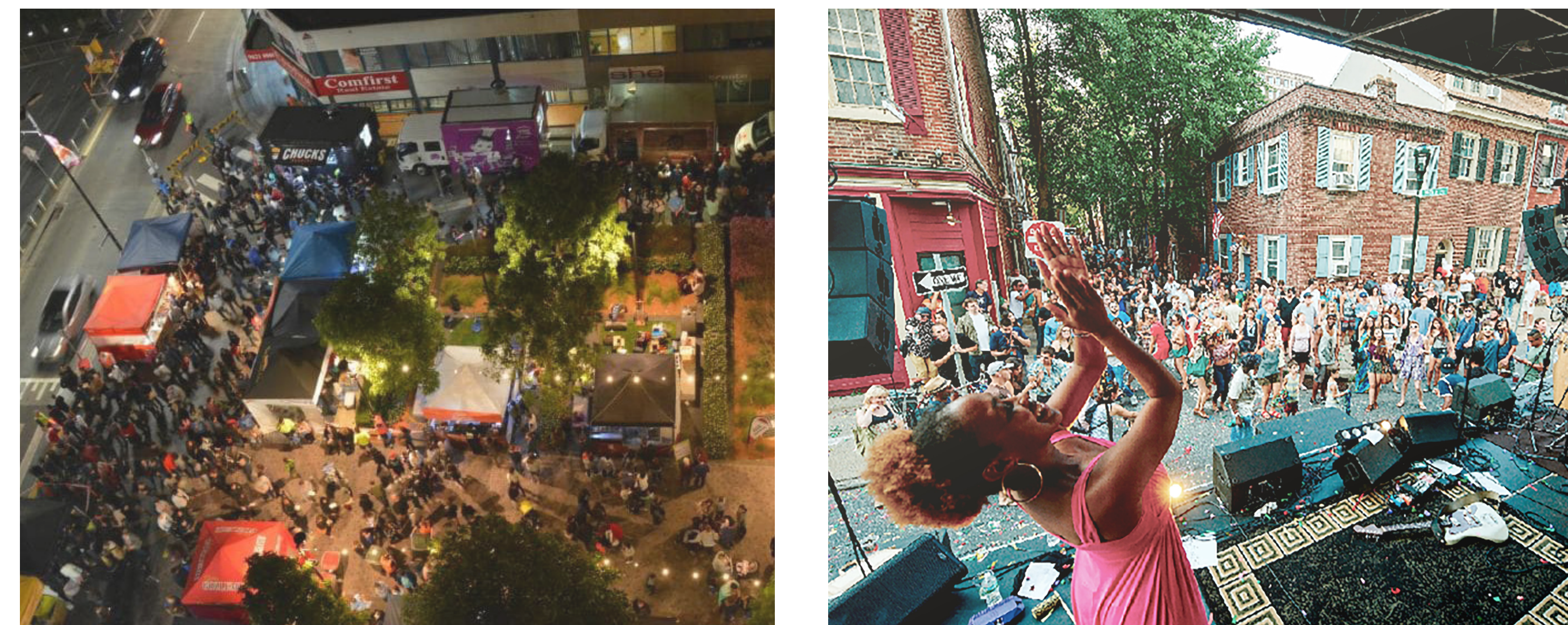
BUILD A CONTAINER HUB



In a nod to the City's status as a railroad hub, a container hub adjacent to the Depot would create an activity-filled space with pop-up shops, creative exhibitions, and dining options in a hip, open atmosphere. Containers will serve as incubators, bringing new culinary and shopping options to Downtown, providing a springboard for entrepreneurs and a destination for visitors.

D

CREATE A BATTLEGROUND ENTERTAINMENT DISTRICT



Battleground Street in LoFi would be ground zero for local entertainment. A vibrant, pedestrian-oriented zone with multiple music, dining, and nightlife options could create a destination street and talent showcase that is uniquely Greensboro.

GIVEN COVID-19 AND OTHER EVENTS, WHAT IS YOUR INTEREST IN THESE "BIG MOVES" FOR OUR FUTURE DOWNTOWN?

E

ESTABLISH SOUTH END AND LOWER DOWNTOWN GATEWAY PLANS



Some of Greensboro's most exciting innovations are happening in South End and LoDo. A bold gateway to Elm Street **will announce the entrance to Downtown, create a welcoming experience for visitors, and make a strong statement about our forward-thinking City.** An area plan for new projects with exciting architectural design features and creative streetscapes would cement these areas as destinations.

F

CONSTRUCT A MULTI-USE ARENA



A new Downtown Multi-Use Arena will play host to a wide range of events, including music, sports, conferences, and more; ensuring that there will be something for everyone in Downtown Greensboro. The arena will build on the momentum in the Ballpark neighborhood, bringing thousands of visitors to Downtown each year.

G

OTHER BIG MOVES

Share your Big Moves for Downtown Greensboro!

Questions?
Email sarah@downtowngreensboro.org