

## 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 Vision 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 Vision Plan. For several months, we’ve been meeting with residents, business and property owners, students, employers, young professionals and more to gather ideas and inspiration for the Vision Plan.

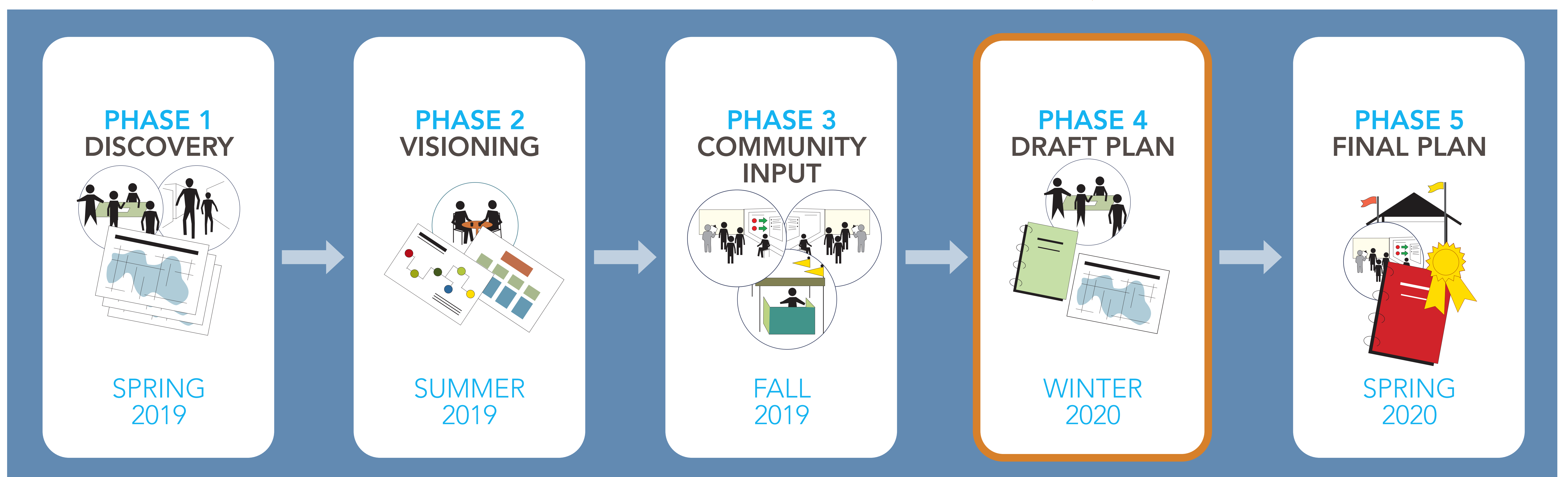
In November 2019, two community workshops and a series of stakeholder meetings were held to collect input from more than 200 participants. In December 2019, an online questionnaire was launched which received 1200 submissions. During December 2019 – February 7, in conjunction with the online survey, 2030 Vision Plan Pop Up events were held in each city council district with members of council attending and participating at each event. Additional pop ups were held at the Melvin Municipal Office Building, Lincoln Financial Building downtown and the Interactive Resource Center. This was an effort to ensure broad-based feedback from a cross section of community members and stakeholders in Greensboro.



CONSULTANTS REVIEWING FEEDBACK FROM ONLINE SURVEY

NEXT STEPS: DGI / CONSULTANTS WILL SHARE THE FINAL DRAFT PLAN IN SPRING 2020

## TIMELINE



# VISION | WE ASKED PARTICIPANTS: HOW WOULD YOU DESCRIBE DOWNTOWN IN 2030?

EMPHASIZE, COMMENT ON, OR ADD A WORD BELOW!

ECLECTIC

DIVERSE

CREATIVE

AUTHENTIC

ENTREPRENEURIAL

GENUINE

INNOVATIVE

OPEN

WALKABLE

TENACIOUS

INTELLECTUAL

SUSTAINABLE

RESILIENT

GRITTY

CONNECTED

INCLUSIVE

ROOTED

# GOALS | WE ASKED PARTICIPANTS: HELP US REFINE FUTURE ASPIRATIONS!

PLACE A POST-IT NOTE ON THE GOAL(S) YOU LIKE!



## 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?

PLACE A DOT ON EACH SCALE TO LET US KNOW WHAT YOU THINK ABOUT EACH STRATEGY!

## 1 INCENTIVIZE RESIDENTIAL DEVELOPMENT

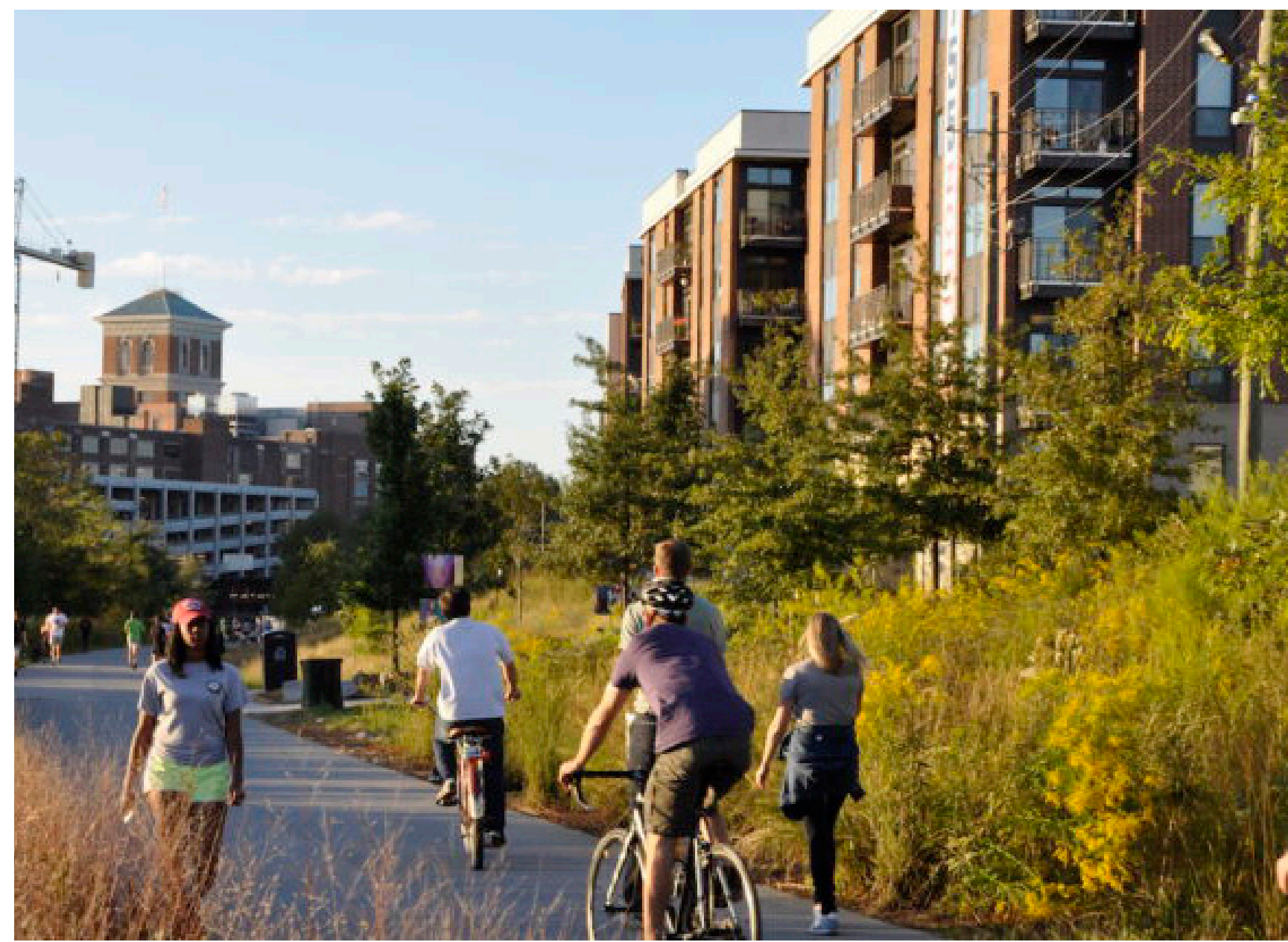


**Spur the development of more housing Downtown.** Encourage a diverse range of housing types, styles, and price points to ensure Downtown reflects our community's diversity. More housing in the city core will support lively neighborhoods and local businesses.

I think this Strategy is:



## 2 LEVERAGE THE GREENWAY

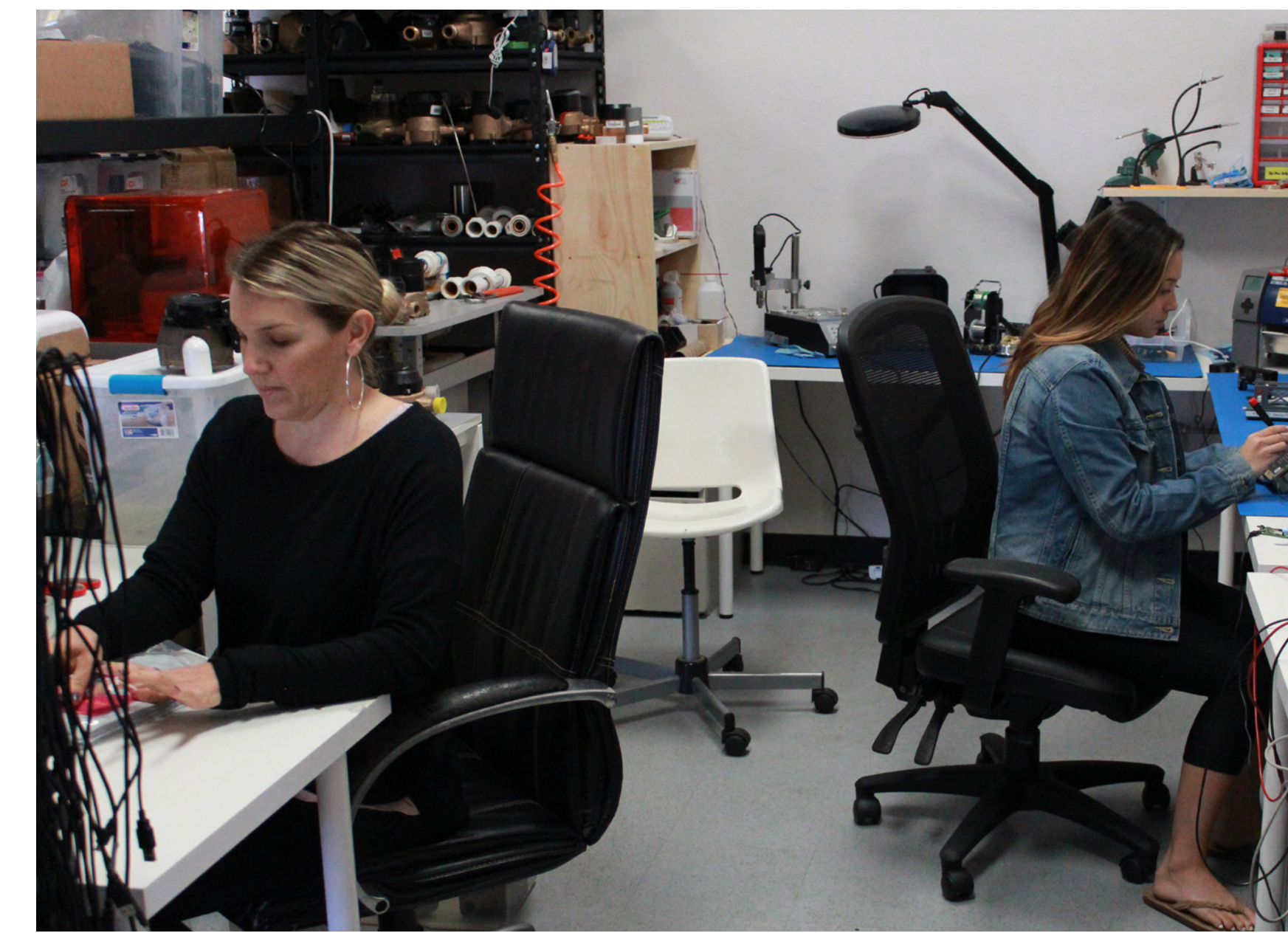


**Encourage trail-oriented development** that takes advantage of this unique Downtown amenity. Bringing a mix of land uses and investment to strategic locations along the Greenway will fulfill its potential as a recreational resource and connector.

I think this Strategy is:



## 3 FOSTER A DIVERSE AND ENTREPRENEURIAL ECONOMY

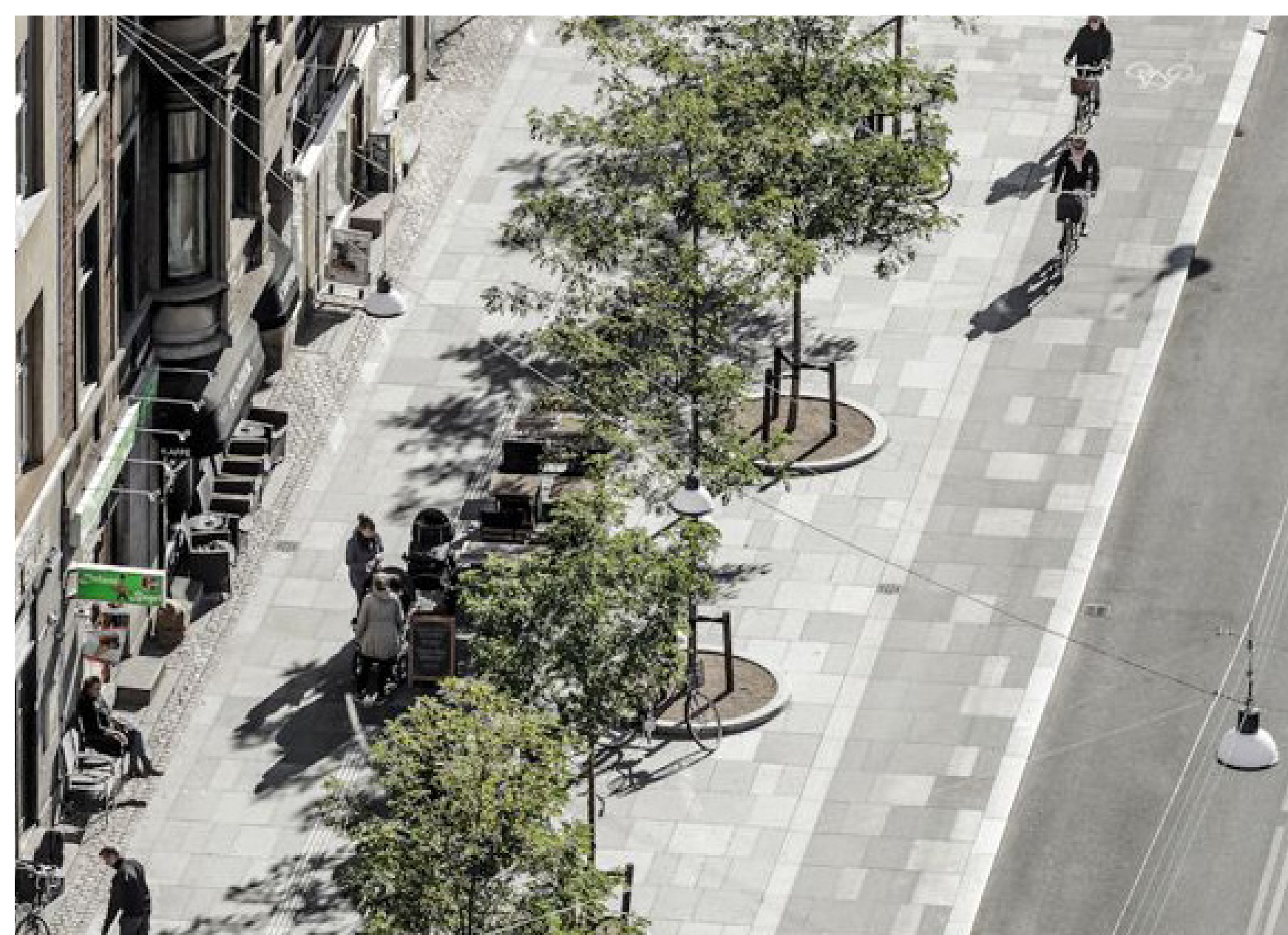


**Build upon the robust craft and maker culture** in Greensboro and nurture the continued growth of creative endeavors. Support and promote innovation and entrepreneurship to create jobs, engage young professionals, and energize local industry.

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:



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

PLACE A DOT ON EACH SCALE TO LET US KNOW WHAT YOU THINK ABOUT EACH STRATEGY!

## 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!

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

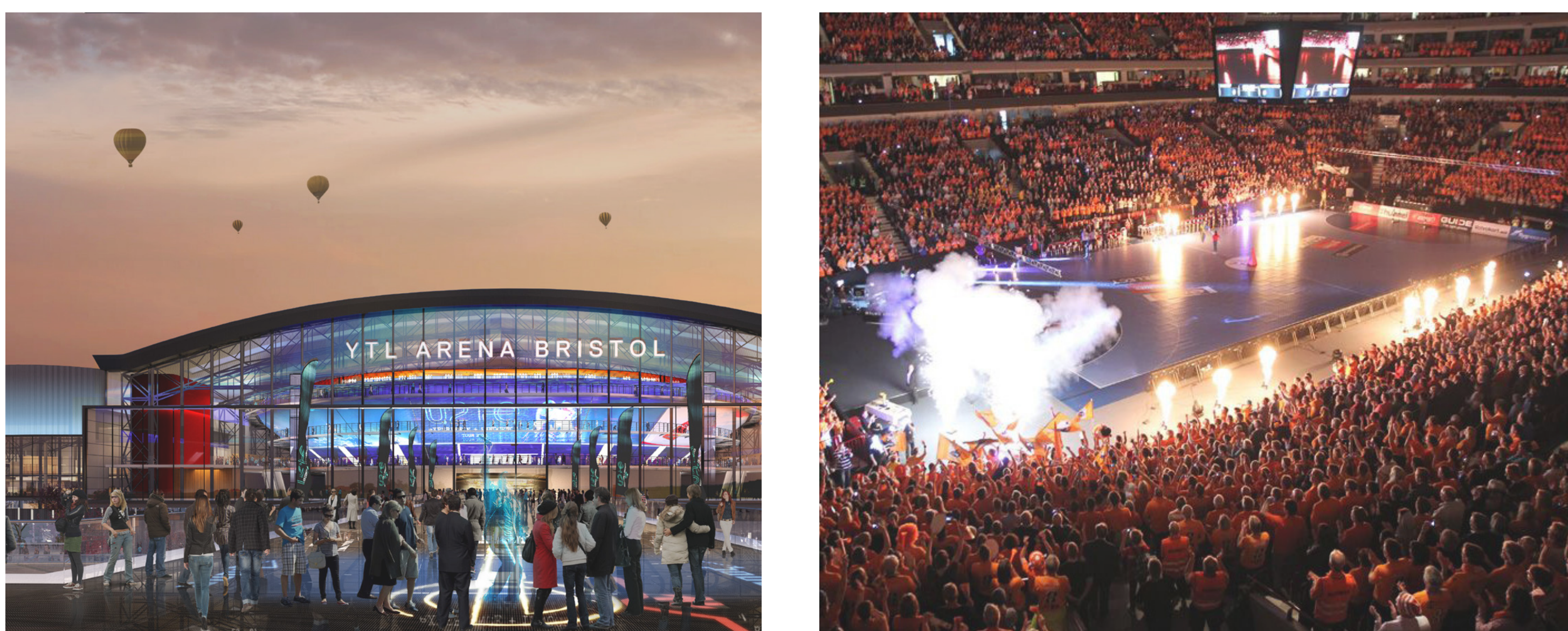
### INTEGRATE AN AUTONOMOUS SHUTTLE CONNECTOR



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

### 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.

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.

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

### 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.

G

### OTHER BIG MOVES

Share your Big Moves for  
Downtown Greensboro!

Questions?  
Email [sarah@downtowngreensboro.org](mailto:sarah@downtowngreensboro.org)