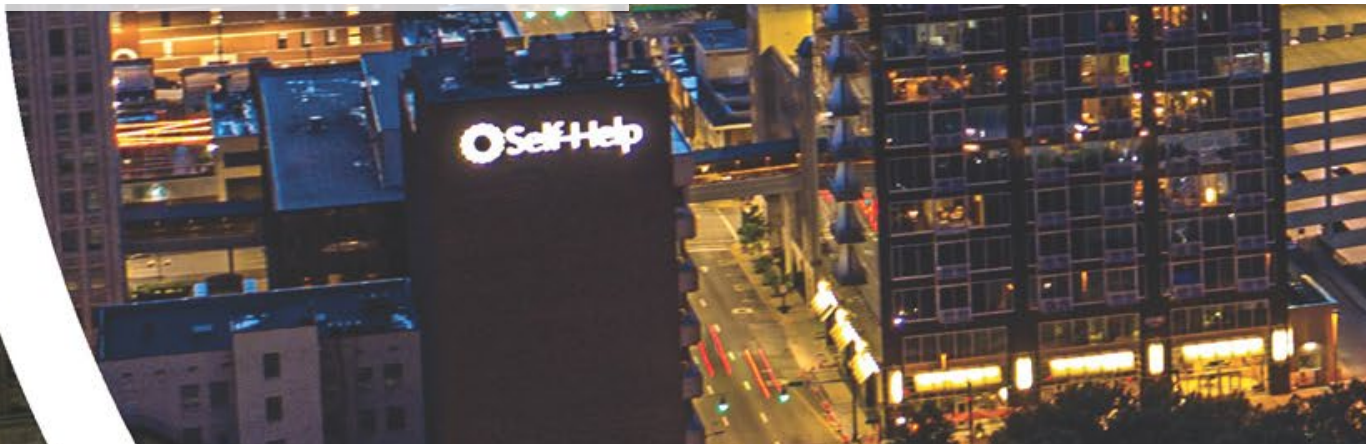




DOWNTOWN GREENSBORO

The Depot

03/07/2024



The Context

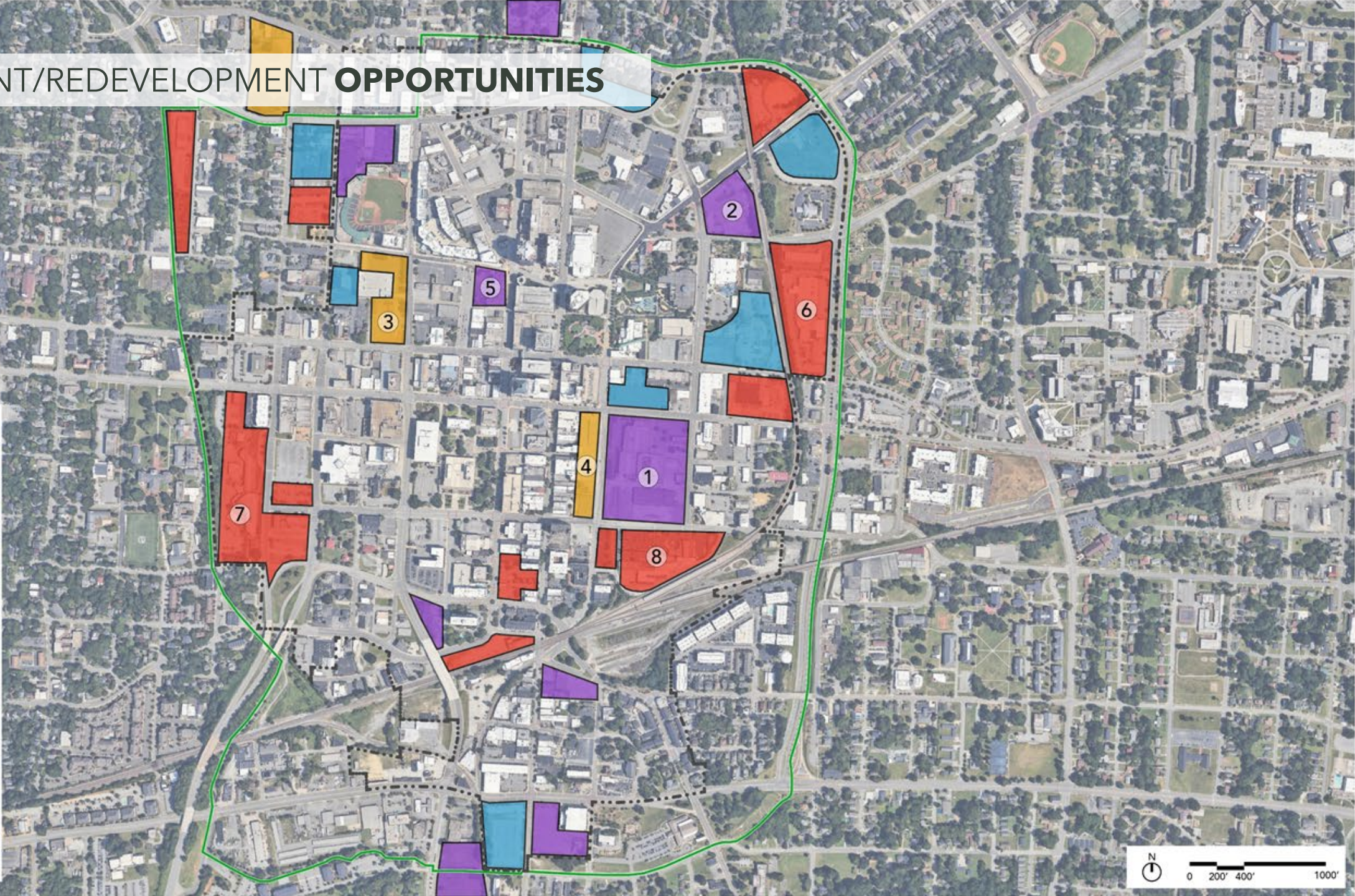
DOWNTOWN GREENSBORO



DEVELOPMENT/REDEVELOPMENT OPPORTUNITIES

- LEGEND**
- Business Improvement District
 - Downtown Greenway
 - In Planning / Under Contract
 - Vacant / Underutilized Parcels
 - City / County-Owned Land
 - Under Development

- KEY SITES**
- ① News & Record Site
 - ② Gate City Motors Site
 - ③ Future AC Hotel
 - ④ Future Parking Garages / Hotel
 - ⑤ Elon Law School
 - ⑥ US Post Office
 - ⑦ Weaver Academy
 - ⑧ Train Depot



DOWNTOWN GREENSBORO

2030 STRATEGIC VISION PLAN



BIG MOVES

A CONTAINER HUB

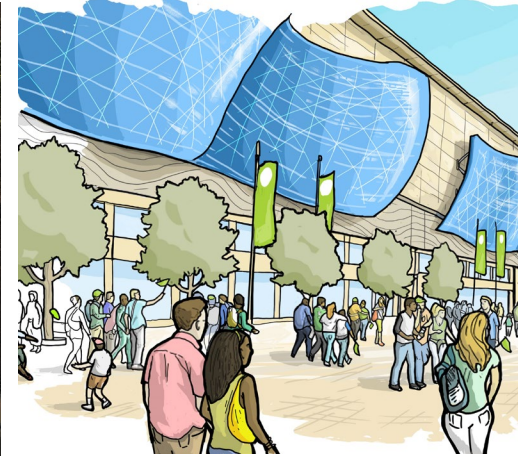
D SOUTH END AND LOWER DOWNTOWN GATEWAY PLANS

B MIXED-USE DEPOT DEVELOPMENT

E BATTLEGROUNDS ENTERTAINMENT DISTRICT

C AUTONOMOUS SHUTTLE CONNECTER

F MULTI-USE ARENA



BIG MOVES: Phasing

Phase One	0 - 3 Years	A: Container Hub B: Mixed-Use Depot Development
Phase Two	4 - 6 Years	C: Autonomous Shuttle Connector D: South End and Lower Downtown Gateway Plans
Phase Three	7 - 10 Years	E: Battleground Entertainment District F: Multi-Use Arena

BIG MOVES: Phasing

Phase One	0 - 3 Years	A: Container Hub
		B: Mixed-Use Depot Development
Phase Two	4 - 6 Years	C: Autonomous Shuttle Connector D: South End and Lower Downtown Gateway Plans
Phase Three	7 - 10 Years	E: Battleground Entertainment District F: Multi-Use Arena

DEPOT LOCATION

LEGEND

-  Business Improvement District
-  Downtown Greenway
-  In Planning / Under Contract
-  Vacant / Underutilized Parcels
-  City / County-Owned Land
-  Under Development

KEY SITES

- ① News & Record Site
- ② Gate City Motors Site
- ③ Future AC Hotel
- ④ Future Parking Garages / Hotel
- ⑤ Elon Law School
- ⑥ US Post Office
- ⑦ Weaver Academy
- ⑧ Train Depot



MIXED-USE DEPOT DEVELOPMENT

The Galyon Depot is one of **Downtown Greensboro's architectural gems**. Since its heyday, the train and bus station has retained much of its original beauty and features. Still functioning as an active transit hub, the Depot serves as a gateway and welcomes visitors to the city but portions of the facility sit largely unused. **Reimagining the Depot as a marketplace, food hall and public gathering space** will showcase the best Downtown has to offer.

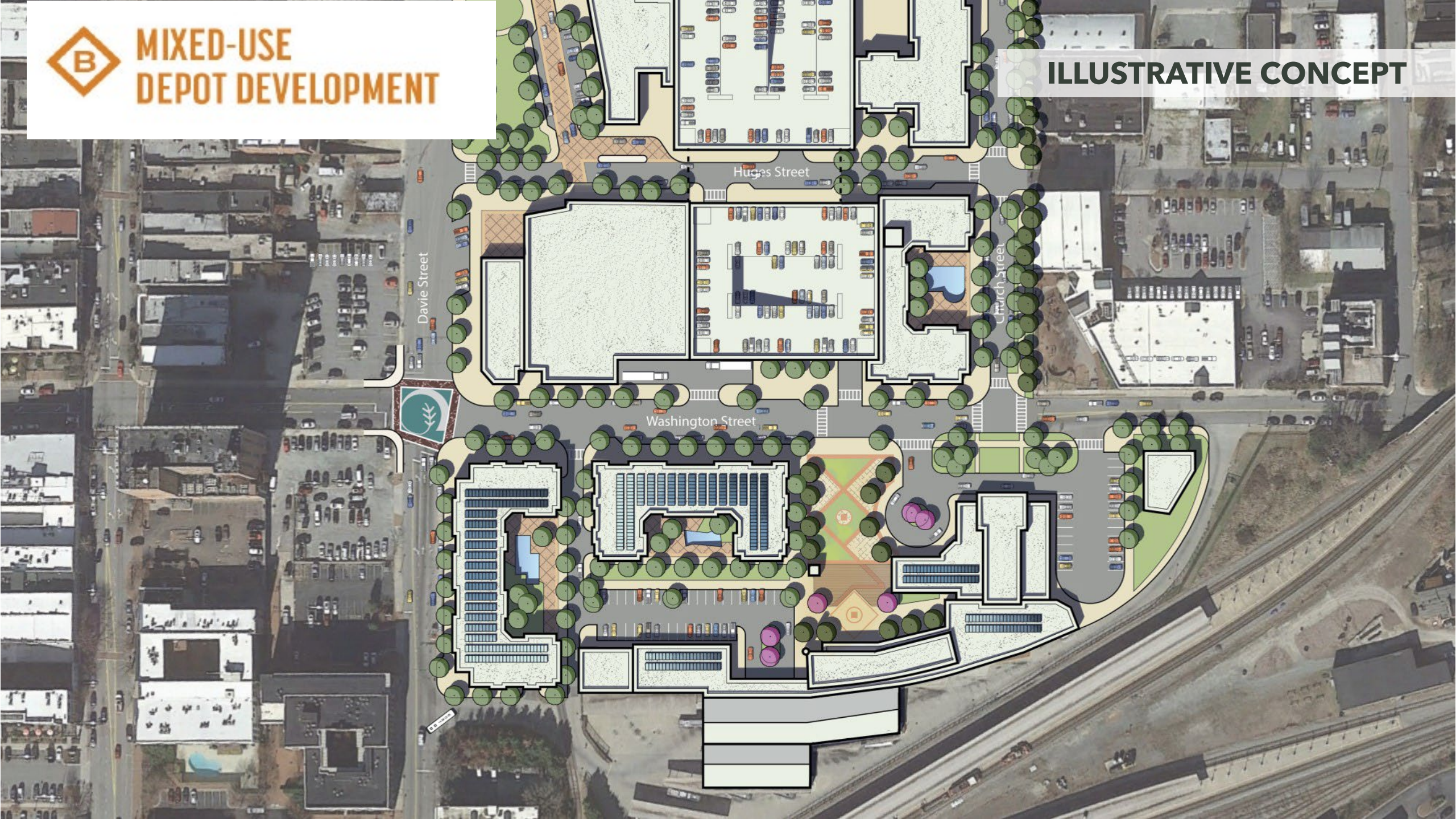
The new Depot will host artists, cooks, and vendors and include shared workspaces, studios and kitchens. It will take advantage of historic architecture while providing a mix of neighborhood services and destination retail and experiences. The Depot will celebrate the diverse Greensboro community while providing spaces for people to gather, play, and rest.





MIXED-USE DEPOT DEVELOPMENT

ILLUSTRATIVE CONCEPT



The Depot
DRAFT DEVELOPMENT CONCEPT

SITE CONTEXT

Gate City Motors Site

US Post Office

Future Parking Garages / Hotel

News & Record Site

DAVIES ST

CHURCH ST

WASHINGTON ST

THE DEPOT



EXISTING CONDITIONS

DAVIES ST

WASHINGTON ST



SITE ANALYSIS

DAVIES ST

WASHINGTON ST

Inactive Rail Line

Existing Drop Off

Steep Grade Change

Various
Vacant
Spaces

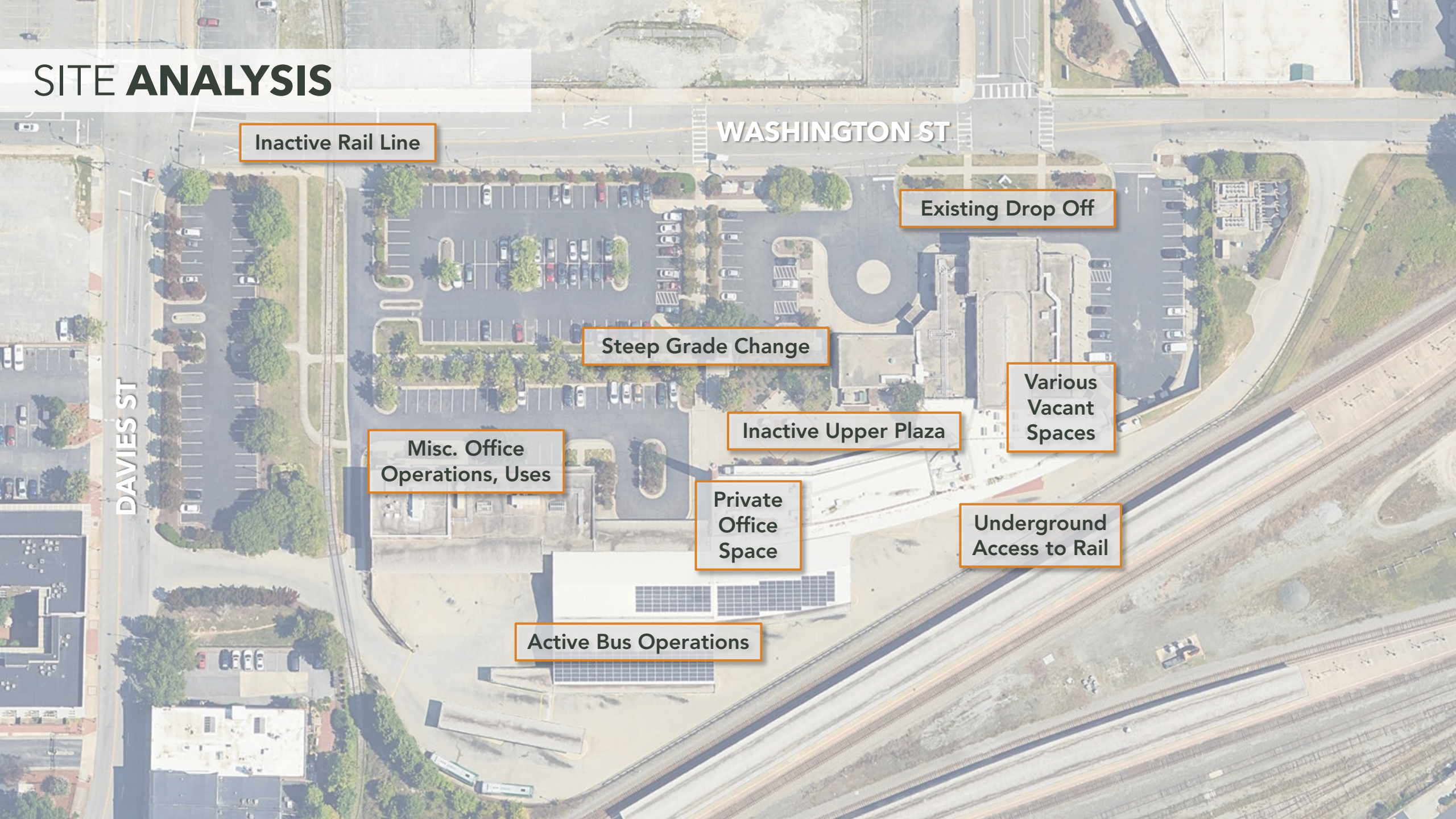
Misc. Office
Operations, Uses

Inactive Upper Plaza

Private
Office
Space

Underground
Access to Rail

Active Bus Operations



EXISTING CONDITIONS



EXISTING CONDITIONS



SITE DESIGN PRINCIPLES

- Create an **exciting destination with unique moments**
- Ensure a **strong gateway and sense of arrival**
- Expand **access and connectivity** throughout the site and beyond
- Provide a **broad range of uses, activities and experiences**
- Support **entrepreneurs and small businesses**
- Ensure a **welcome and inclusive environment** for all people
- Respect and promote the **history and culture of the Depot** and greater community
- Create rich, diverse and flexible **programming opportunities**
- Allow for **both big and small moves** in project phasing and implementation
- Bring it all together with a **vibrant, captivating brand and identity**

EXISTING CONDITIONS



N Church St

E Washington St



CHARACTER ZONES

-  Potential Redevelopment Opportunities
-  Architectural Improvements (Interior/Exterior)
-  Open Space Amenities
-  Parking and Drop Off Improvements
-  Parking and Drop Off Improvements



N Church St

E Washington St

CIVIC & CULTURAL

WORK & COMMUNITY

SOCIAL GATHERING AND MULTIXPERIENTIAL





TRANSIT

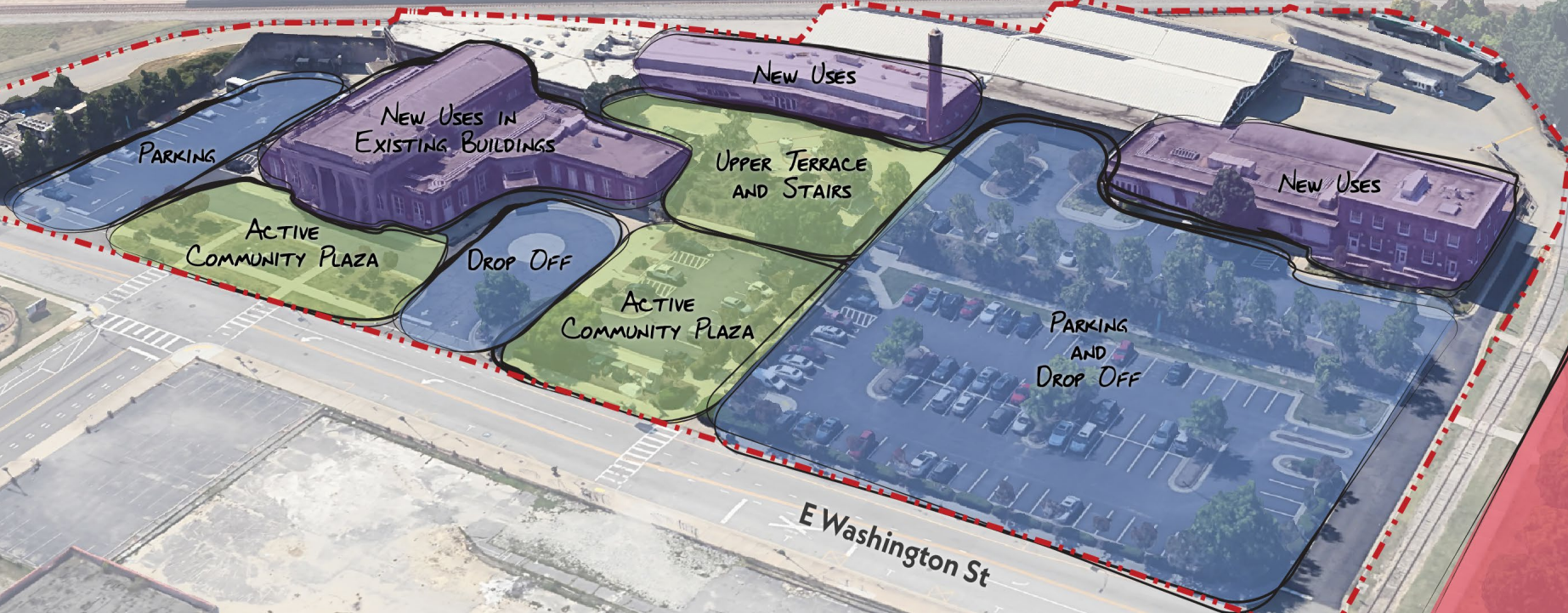
MIXED-USE

PARKING (FUTURE MIXED-USE)



PRIMARY SITE USES

-  Potential Redevelopment Opportunities
-  New Uses in Existing Buildings (Interior/Exterior Enhancements)
-  Open Space Amenities
-  Parking and Drop Off Improvements



FUTURE ADJACENT DEVELOPMENT

N Church St




E Washington St



ADDITIONAL ELEMENTS

NEW USES: DINING/CAFE,
LOUNGE, MUSEUM, ETC.



-  Potential Redevelopment Opportunities
-  Architectural Improvements (Interior/Exterior)
-  Open Space Amenities






N Church St

E Washington St



ADDITIONAL ELEMENTS

-  Potential Redevelopment Opportunities
-  Architectural Improvements (Interior/Exterior)
-  Open Space Amenities

NEW USES: DINING/CAFE,
LOUNGE, MUSEUM, ETC.






BUSINESS INCUBATOR
SPACE FOR MINORITY
OWNED BUSINESSES



N Church St

E Washington St

ADDITIONAL ELEMENTS

-  Potential Redevelopment Opportunities
-  Architectural Improvements (Interior/Exterior)
-  Open Space Amenities

NEW USES: DINING/CAFE,
LOUNGE, MUSEUM, ETC.



ACTIVATED ENTRY AND
ARRIVAL OPEN SPACE AREA






BUSINESS INCUBATOR
SPACE FOR MINORITY
OWNED BUSINESSES



N Church St

E Washington St

ADDITIONAL ELEMENTS

-  Potential Redevelopment Opportunities
-  Architectural Improvements (Interior/Exterior)
-  Open Space Amenities

NEW USES: DINING/CAFE,
LOUNGE, MUSEUM, ETC.



FOOD HALL
- INTERIOR/EXTERIOR
BUILDING IMPROVEMENTS



ACTIVATED ENTRY AND
ARRIVAL OPEN SPACE AREA






BUSINESS INCUBATOR
SPACE FOR MINORITY
OWNED BUSINESSES



N Church St

E Washington St

ADDITIONAL ELEMENTS

-  Potential Redevelopment Opportunities
-  Architectural Improvements (Interior/Exterior)
-  Open Space Amenities

NEW USES: DINING/CAFE,
LOUNGE, MUSEUM, ETC.



MARKET PLAZA SPACE —
TERRACED STEPS TO
ADJACENT OPEN SPACE



FOOD HALL
— INTERIOR/EXTERIOR
BUILDING IMPROVEMENTS



ACTIVATED ENTRY AND
ARRIVAL OPEN SPACE AREA






BUSINESS INCUBATOR
SPACE FOR MINORITY
OWNED BUSINESSES



N Church St

E Washington St

ADDITIONAL ELEMENTS

-  Potential Redevelopment Opportunities
-  Architectural Improvements (Interior/Exterior)
-  Open Space Amenities

NEW USES: DINING/CAFE,
LOUNGE, MUSEUM, ETC.



FOOD HALL
- INTERIOR/EXTERIOR
BUILDING IMPROVEMENTS



MARKET PLAZA SPACE -
TERRACED STEPS TO
ADJACENT OPEN SPACE



ACTIVATED ENTRY AND
ARRIVAL OPEN SPACE AREA



BUSINESS INCUBATOR
SPACE FOR MINORITY
OWNED BUSINESSES



FAMILY ORIENTED
COMMUNITY OPEN SPACE
- SPLASH PAD






N Church St

E Washington St



ADDITIONAL ELEMENTS

-  Potential Redevelopment Opportunities
-  Architectural Improvements (Interior/Exterior)
-  Open Space Amenities

NEW USES: DINING/CAFE,
LOUNGE, MUSEUM, ETC.



MARKET PLAZA SPACE -
TERRACED STEPS TO
ADJACENT OPEN SPACE



FOOD HALL
- INTERIOR/EXTERIOR
BUILDING IMPROVEMENTS



NEW USES: BREW PUB, CITY
OFFICES - INTERIOR/EXTERIOR
IMPROVEMENTS



ACTIVATED ENTRY AND
ARRIVAL OPEN SPACE AREA



BUSINESS INCUBATOR
SPACE FOR MINORITY
OWNED BUSINESSES






FAMILY ORIENTED
COMMUNITY OPEN SPACE
- SPLASH PAD



N Church St

E Washington St

ADDITIONAL ELEMENTS

-  Potential Redevelopment Opportunities
-  Architectural Improvements (Interior/Exterior)
-  Open Space Amenities

NEW USES: DINING/CAFE, LOUNGE, MUSEUM, ETC.



MARKET PLAZA SPACE - TERRACED STEPS TO ADJACENT OPEN SPACE



FOOD HALL - INTERIOR/EXTERIOR BUILDING IMPROVEMENTS



NEW USES: BREW PUB, CITY OFFICES - INTERIOR/EXTERIOR IMPROVEMENTS



ADJACENT MIXED-USE INFILL DEVELOPMENT



ACTIVATED ENTRY AND ARRIVAL OPEN SPACE AREA



BUSINESS INCUBATOR SPACE FOR MINORITY OWNED BUSINESSES



FAMILY ORIENTED COMMUNITY OPEN SPACE - SPLASH PAD



N Church St

E Washington St

ACTIVITIES AND EXPERIENCES

- **SOCIAL GATHERING**
- **ENTREPRENEUR HUB**
- **EATING AND DRINKING**
 - Bricks and mortar
 - Carts and kiosks
 - Pilots and pop-ups
- **EVENTS**
 - Parties
 - Holiday celebrations
- **RELAXATION**
 - Flexible seating
- **RECREATION**
- **MUSIC AND PLAY**



CIVIC AND CULTURAL . THE GREAT HALL

PRIMARY FUNCTION/USE

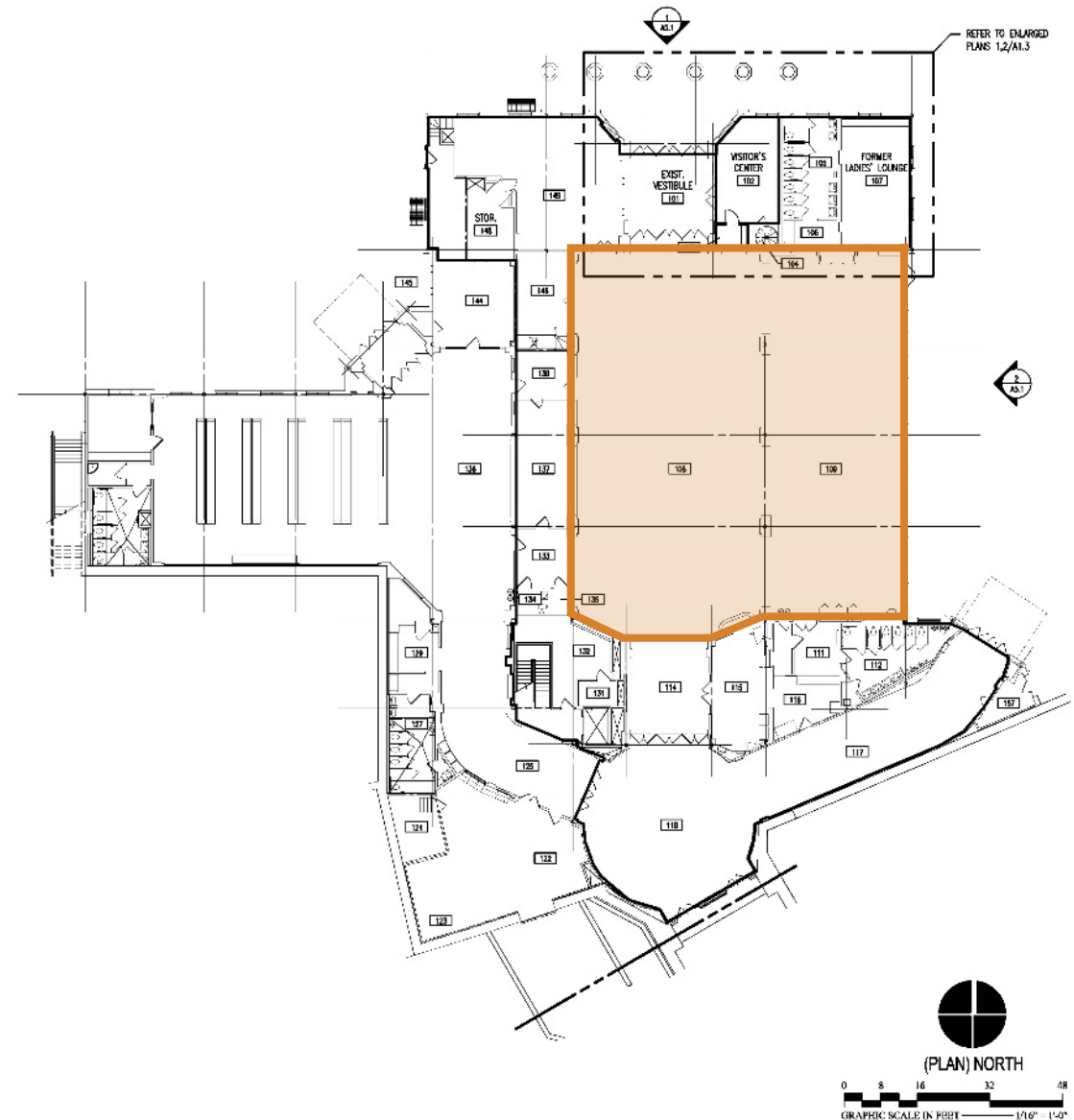
- Event space, restaurant, and museum

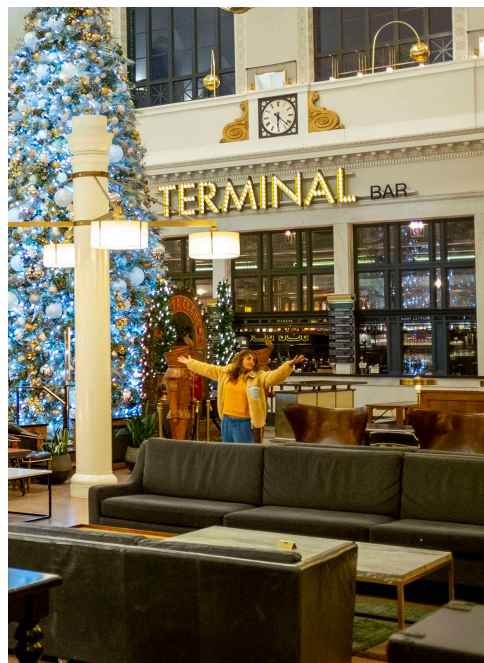
SUPPORTING USES

- Restaurant in the current conference space
- Additional branding/programming elements
- Highlights from the train museum
- Updated corner store

ADDITIONAL ELEMENTS

- Maintained historic aesthetic
- New access point to the Hub





EXISTING CONDITIONS



When moving through the train
GET-A-GRIP on

- Feet & white poles
- Handrails
- Luggage racks
- Seat backs
- Tables & counters

If you need help, ask our crew.

BULLETIN TELEPHONE

MEN

TRAIN ANNOUNCEMENT BOARD

SOUTHERN RAILWAY SYSTEM

NORTH BOUND

SOUTH BOUND



AMTRAK TRAINS



POTENTIAL FUTURE



MULTIEXPERIENTIAL . THE MARKET

PRIMARY FUNCTION/USE

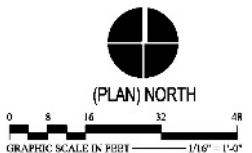
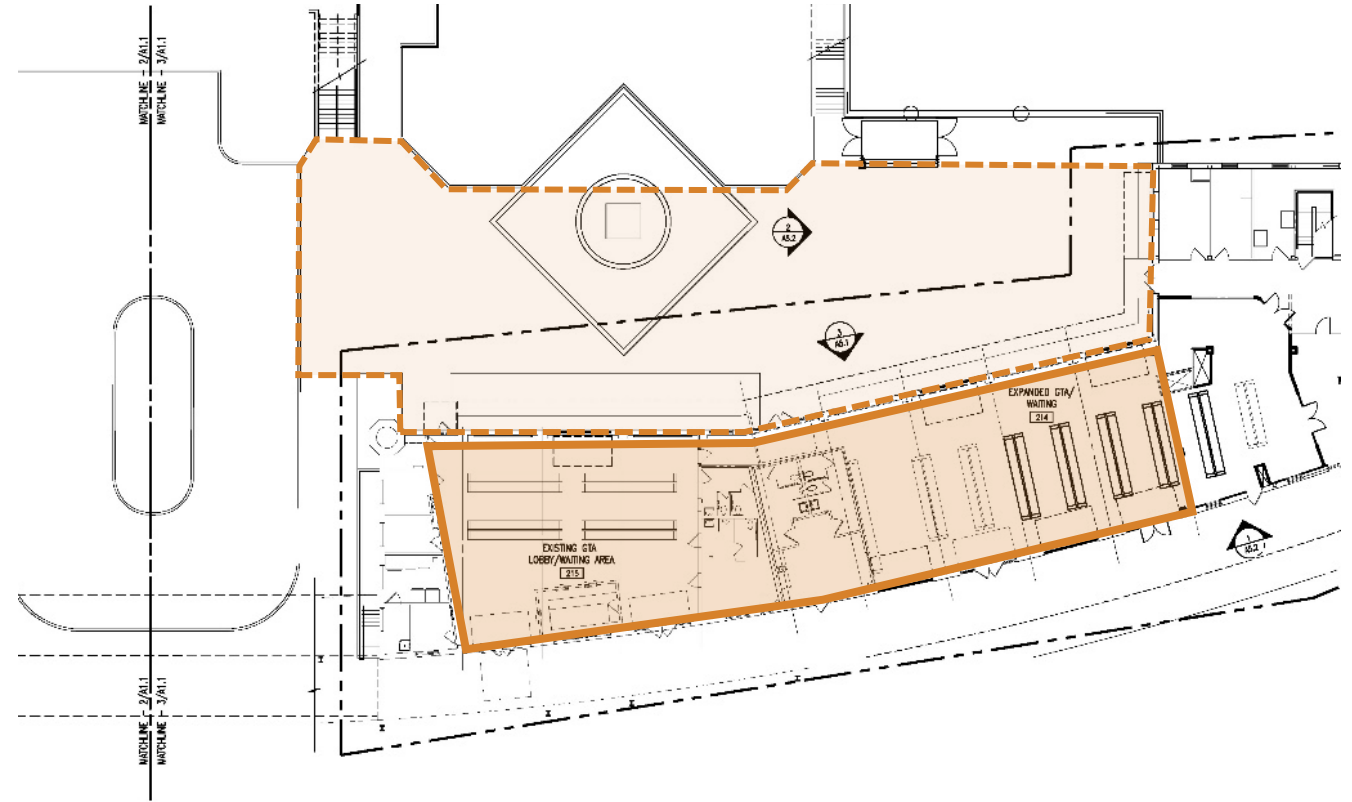
- Outdoor terrace and food hall

SUPPORTING USES

- Consolidated transit ticketing
- Permanent and rotating food vendors
- Food trucks utilities support
- Additional physical/visual access along the northern wall

ADDITIONAL ELEMENTS

- Updated and various lighting
- Modern art/mural elements
- Variety of seating choices





EXISTING CONDITIONS



POTENTIAL FUTURE



SOCIAL GATHERING . THE STAIRS

PRIMARY FUNCTION/USE

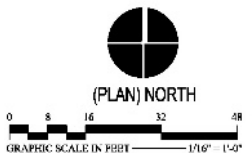
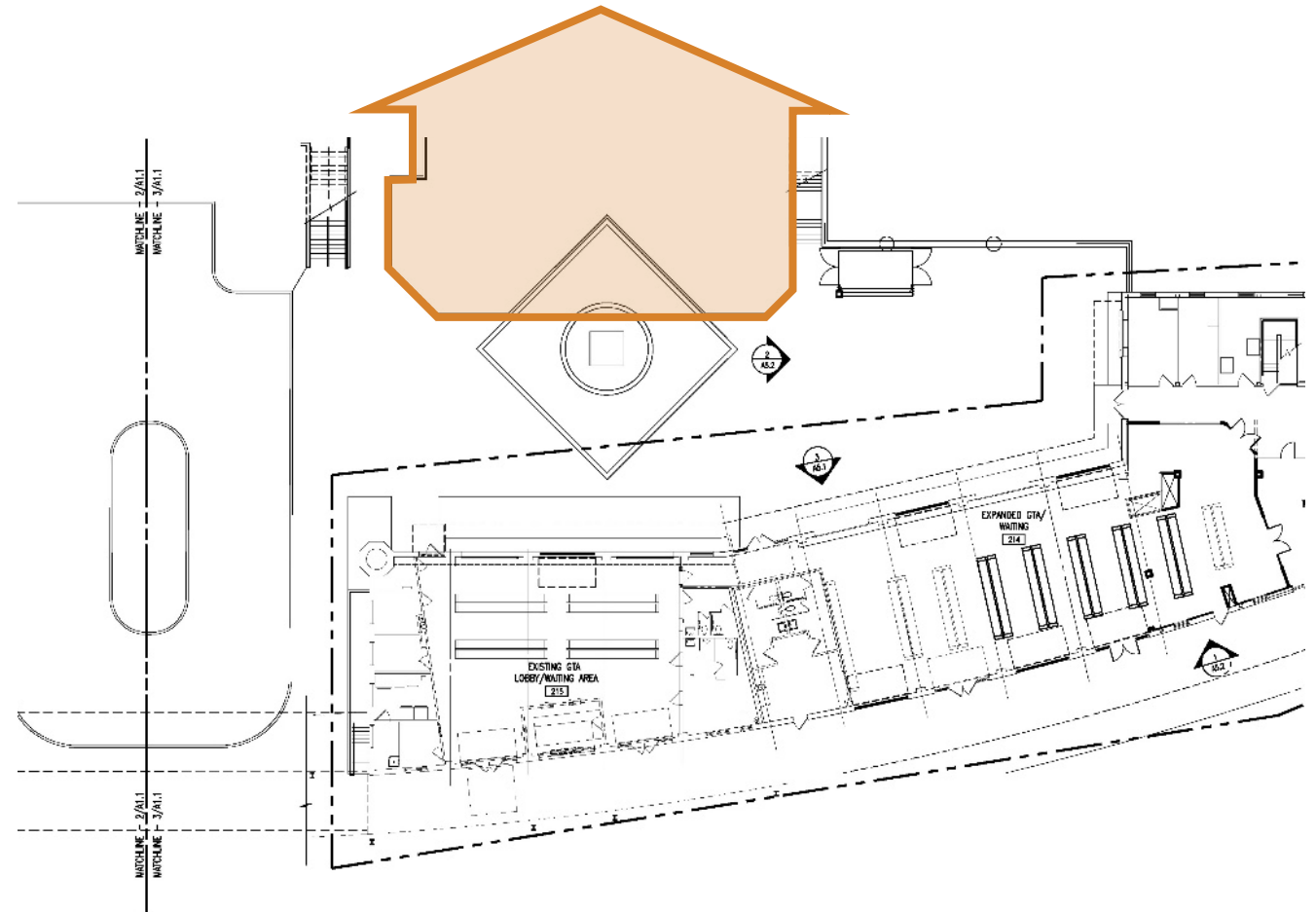
- “Stadium” seating/staircase and active plaza

SUPPORTING USES

- Splash pad
- Low-speed mobility parking
- Sub-terraces

ADDITIONAL ELEMENTS

- Variety of seating options
- New shade trees
- “Warmer” material palette





EXISTING CONDITIONS



POTENTIAL FUTURE



THE DEPOT

- Greensboro Transit
- PART
- Carolina Model Rail
- Carolina Coach
- Greyhound
- Elevator
- South Davie St.
- AMTRAK

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

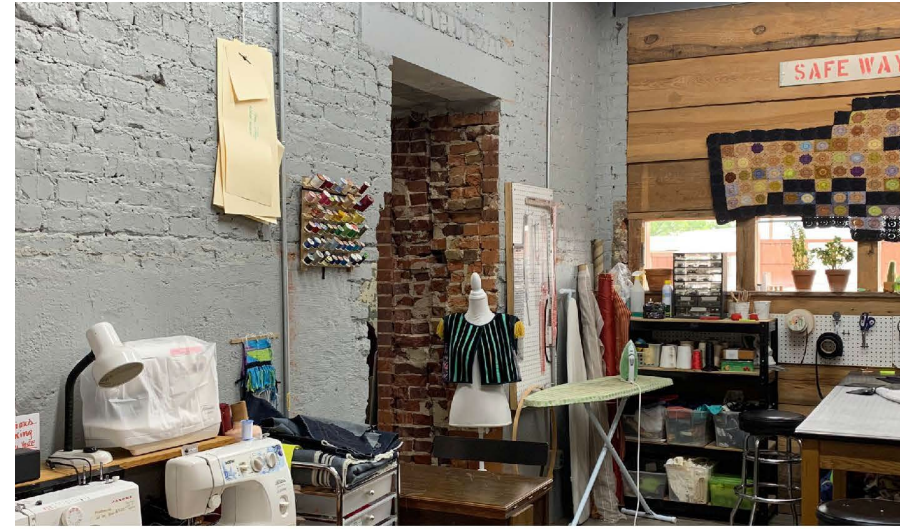
STRATEGIES

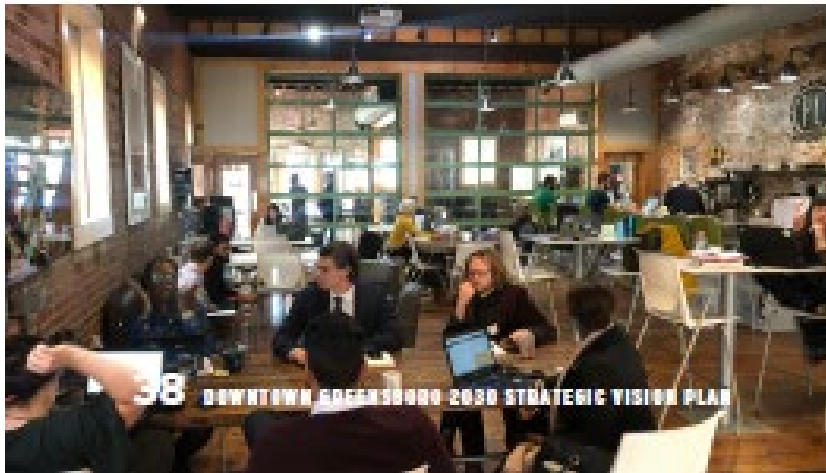
- 1 SUPPORT ENTREPRENEURS AND SMALL BUSINESSES**
- 2 CREATE AN ENGAGING STREET ENVIRONMENT
- 3 ENSURE EASY CONNECTIONS AND ACCESS FOR ALL
- 4 NURTURE AND RETAIN OUR STUDENT TALENT
- 5 AMPLIFY THE CREATIVE VIBE
- 6 LEVERAGE THE GREENWAY
- 7 INCENTIVIZE RESIDENTIAL DEVELOPMENT
- 8 CULTIVATE A MOSAIC OF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



SUPPORT ENTREPRENEURS AND SMALL BUSINESSES

Support and sustain
small businesses
through the pandemic
recovery and beyond,
tapping into
Greensboro's
creativity and
innovation to create
jobs and opportunity





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 Minority and Women's Business Enterprises (MWBE)
- 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

WORK AND COMMUNITY . THE HUB

PRIMARY FUNCTION/USE

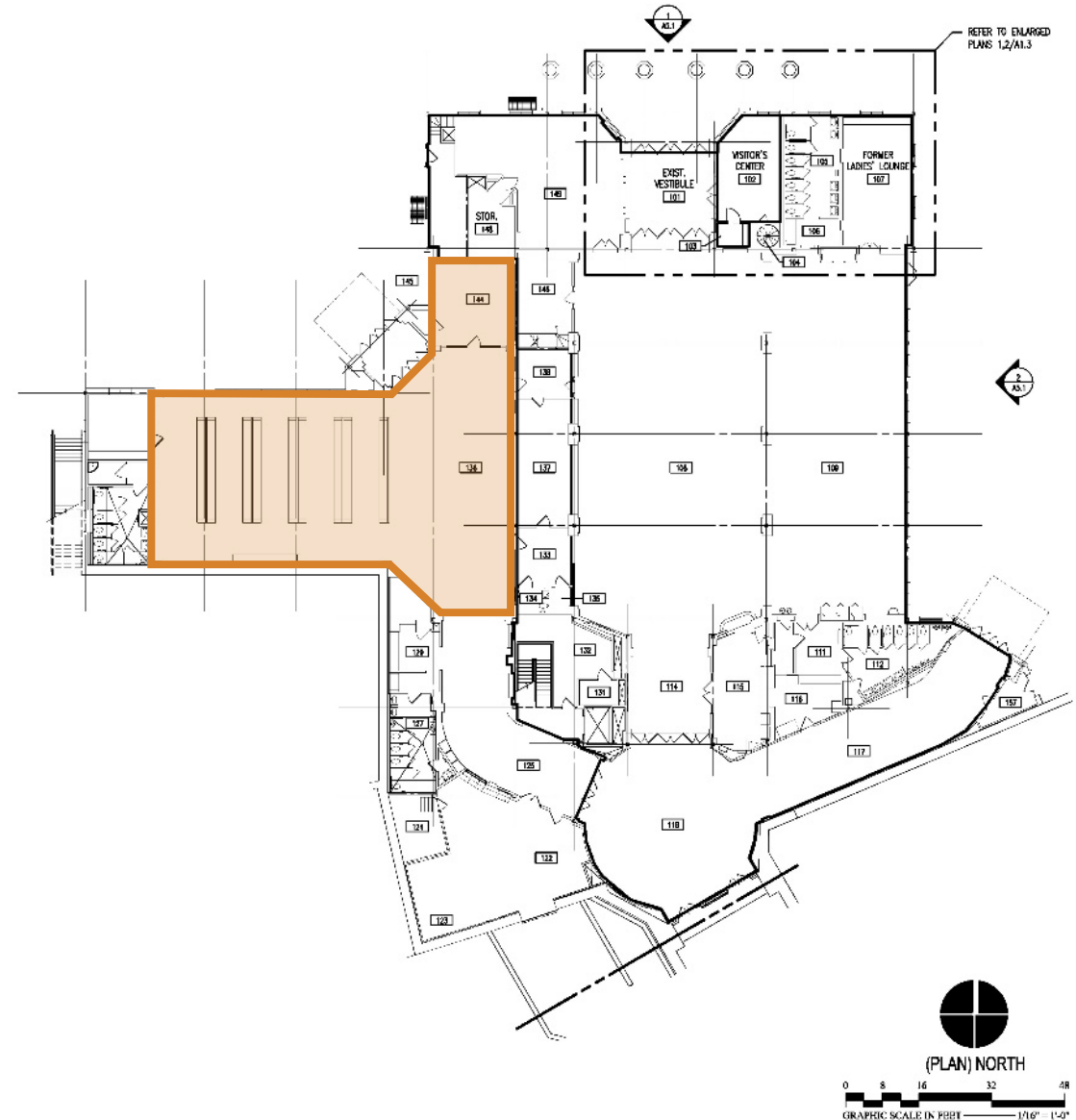
- African American Entrepreneurial Hub

SUPPORTING USES

- Active co-working space
- New huddle/private spaces

ADDITIONAL ELEMENTS

- New glazing along the northern wall
- Access to the Great Hall
- Public art and informational kiosks
- Preserved historic signage






EXISTING CONDITIONS







DOWNTOWN GREENSBORO

The Depot

03/07/2024

