

## ***Selected Consultants for High Point Road/West Lee Street Corridor Plan***

Two consultants (marketing and design) have been selected to assist City of Greensboro staff in the development of the High Point Road/West Lee Street Corridor Plan. These consultants were selected by a staff team of relevant City departments, from 27 submitted proposals. Both firms demonstrated the best understanding of the City's needs for this Corridor Plan process and provided the best combination of skills and expertise. Both consultants will work closely with one another and staff throughout the development of the Corridor Plan

### **Marketing Component**

#### **Development Economics (Lead Consultant - Randall Gross)**

Development Economics (based out of Washington, D.C.) will conduct the marketing portion of our Corridor Plan process. Mr. Gross will examine both local and regional markets and provide recommendations on the appropriate types of uses for this area, identify unique development opportunities, and provide appropriate implementation strategies. Development Economics has worked previously for the City of Greensboro on projects related to overall economic development planning strategies and most recently was part of the consultant team that prepared the City of High Point Core City Plan.

### **Design Component**

#### **Teska Associates (Lead Consultant - Lee Brown)**

Teska Associations (based out of Evanston, Illinois) will work on the design portion of our Corridor Plan process. Mr. Brown will work with the community to determine ways to improve the appearance and functionality of the corridor and provide options for how and where new development or redevelopment could occur. Teska Associates has also worked previously for the City of Greensboro on the Southside neighborhood development and Martin Luther King Drive, Jr. Streetscape projects.