



VISION + FRAMEWORK



VISION STATEMENT



Photo simulation of festival on South Elm Street



Photo simulation of Church Street



Photo simulation of North Elm Street



Photo simulation of Market Street

VISION

The streetscapes of Downtown Greensboro are safe, comfortable, and well-connected.

An integrated network of multi-modal streets stitches together a diverse mix of destinations that contribute to vibrant street life for a wide range of users and foster a unique sense of place that celebrates Greensboro's history and culture.

VISION ELEMENTS

The Streetscapes of Downtown Greensboro are...



Multi-Modal: Tower of America Way, San Antonio



Health Street, Golden, CO



Outdoor Living Rooms : Bellevue Place, Chicago

MULTI-MODAL

Downtown Greensboro's streets are well suited to serve automobiles, buses, cyclists, and pedestrians of all ages and abilities. They ensure a safe, pleasant, and efficient network for all users and contribute to the accessibility of Downtown Greensboro.

A BRIDGE TO SURROUNDING NEIGHBORHOODS

The streets within the downtown core are well-integrated with surrounding areas and welcome residents, visitors, and students to experience downtown.

HEALTHY

The redesigned Downtown streetscape encourages residents and visitors to use active forms of transportation like walking, jogging, or biking. A walkable and well-connected network of streets connects parks and recreational facilities within the district.

OUTDOOR LIVING ROOMS

Streetscapes in downtown Greensboro provide ample space for an eclectic range of programming. Street furniture, play areas, wider sidewalks, and flexible streets nurture a culture in which daily life is played out on the street through formal and informal events.

DIVERSE

The destinations and streetscapes of Downtown Greensboro offer a variety of amenities that can be enjoyed by all residents and visitors. Each street has its own unique character and sense of place.

PLAYFUL

Streets in Downtown Greensboro are engaging, vibrant, and fun. Design elements and integrated recreational facilities capture the imagination, providing a safe venue for children and adults alike to play, learn, and explore.

ARTISTIC

The works of local artists are featured throughout the downtown district in a celebration of community, history, and culture.

TEMPORAL + TACTICAL

Bold design features capture the ingrained courageous and innovative spirit so that streets are laboratories for urban experiments that enhance public life. Street design allows the public right of way to respond to the changing needs of the community depending on the time of day or year.

A CELEBRATION OF HISTORY + CULTURE

The historic fabric of the city is woven together seamlessly with streets that not only tie together a narrative of Greensboro's past, but also create a canvas for the public to share their own stories and cultures.



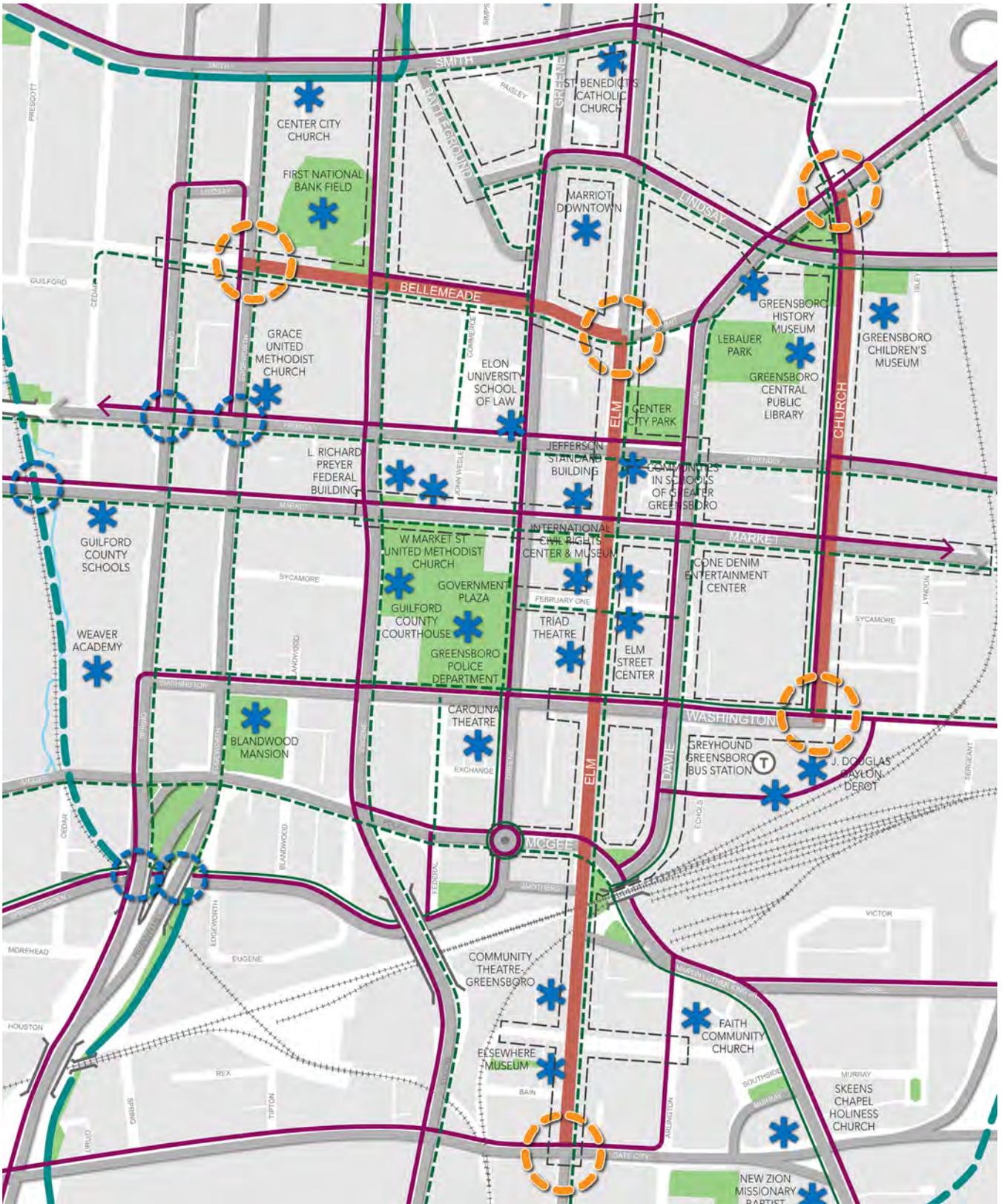
Festival, Elm Street



Playful and Artistic, Elm Street



Celebrating Art, Dixianne Ave, Sacramento



Downtown Greensboro Streetscape Development Framework Map

- Parcel
- Railroad
- Water
- Project Area
- Open Space
- Regional Transit Stop
- Existing Greenway
- Planned Greenway
- Arterial Route
- Existing Bike Route
- Proposed Bike Route
- Bus Route
- Major Destinations
- Primary Gateway
- Secondary Gateway
- Signature Streets

Overview

The framework map builds upon the downtown assets and incorporates design strategies that support the vision for the streetscapes of Downtown Greensboro.

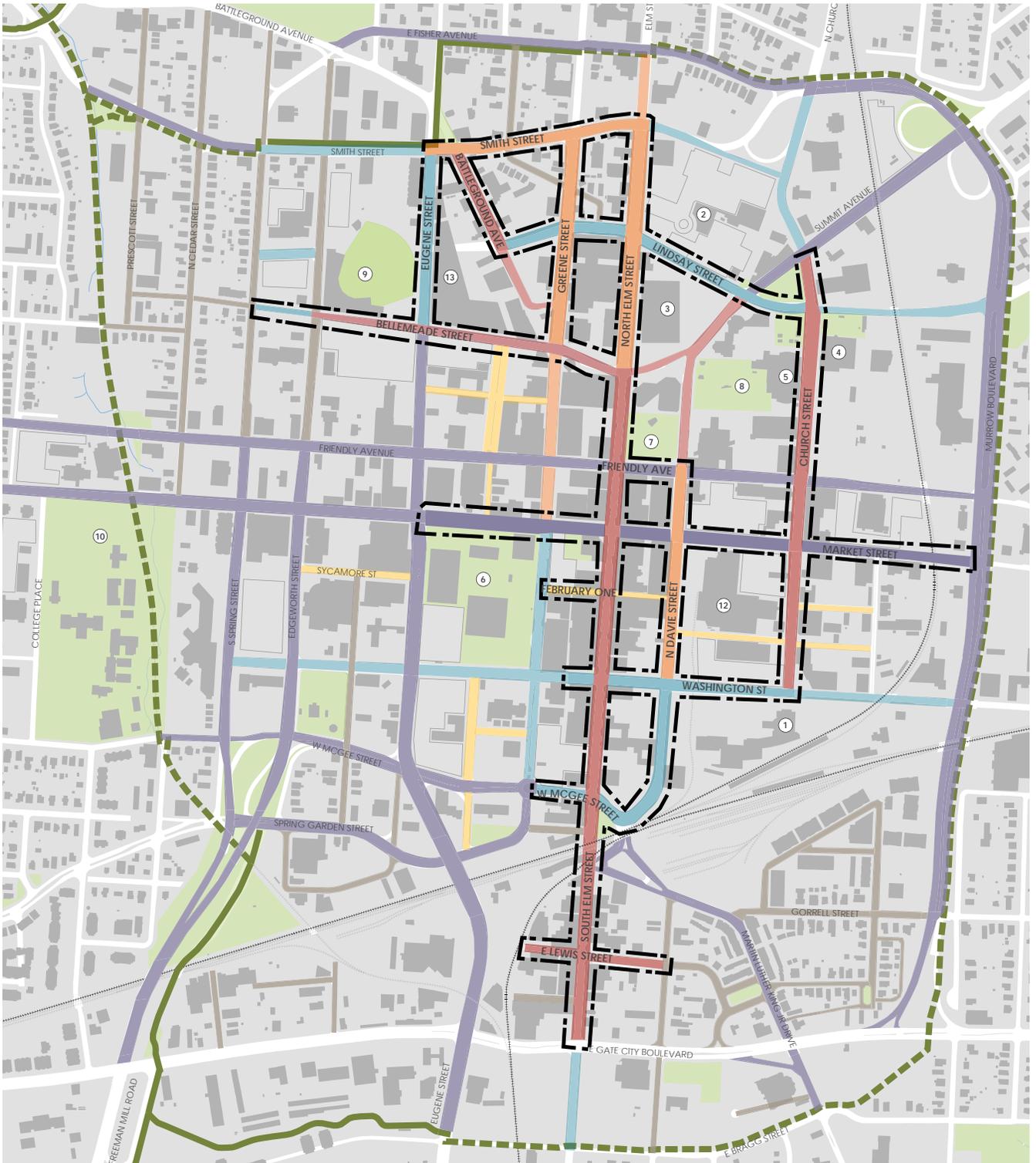
A mix of street typologies is envisioned for Downtown Greensboro to respond to the diverse roles and responsibilities of different streets. Elm Street, Church Street, and Bellemeade Street are designated to become Signature Destination Streets. Each of these streets has a unique character and are primary places for the community to gather, shop, celebrate, and play. Design elements of each Signature Destination Street bolster a distinct sense of place and identity that is uniquely Greensboro. Together they connect many of Downtown's historic and community destinations. More street typologies are discussed on page 51.

This framework also lays out a strategy for an integrated network of multi-modal mobility. Facilities for all modes of travel are enhanced and expanded so that pedestrians, bikers, transit riders, and drivers become equal users of the street right-of-way. Considerations for enhanced bike facilities and efficient automotive traffic flow are discussed on pages 53 and 55, respectively.

Gateways to the downtown district are identified as key locations for art and signage that offer a sense of arrival. Together, they serve as key bookend nodes for a unique experiential downtown.



STREET TYPOLOGIES



DOWNTOWN GREENSBORO STREETScape

EXHIBIT: Streetscape Typology Plan



KEY	
1	Bus Depot
2	Wrangler Headquarters
3	Future Tanger Center
4	Children's Museum
5	Public Library
6	Government Plaza
7	Center City Park
8	LeBauer Park
9	First National Bank Field
10	Greensboro College
11	Green Hill Cemetery
12	News & Record
13	Future Mixed-Use

LEGEND	
	Buildings
	Parks / open space
	Greenway
	Proposed Greenway
	Railroad Tracks
	Commerce Collector
	Community Connector
	Local Street
	Passage Street
	Signature Destination
	Urban Flex Street
	Site Boundary

Commerce Collector Street

Streets such as North Elm and Greene are characterized by taller, high-density buildings and a mix of larger-scale uses, predominantly office and service buildings. They feature accessible parking and bike facilities.

Community Connector Street

Market Street and Friendly Avenue, among others, serve to connect Downtown Greensboro to its surroundings. They provide an efficient commuter route, are designed to move people, and feature dedicated low-stress bike facilities.

Local Street

Local Streets like Cedar and Gorrell are characterized by predominantly residential land use and mostly serve local traffic.

Passage Street

Sycamore Street and February One Place are examples of Passage Streets, which are characterized by a narrow right-of-way and an intimate scale that is perfect for pedestrians and bike users. They often subdivide large blocks to add human scale.

Signature Destination Street

Signature Destination Streets include South Elm, Church, and Bellemeade. These streets are fun, active, and a comfortable place to spend time. They connect unique destinations and feature an intimate scale, slow-moving traffic, and shared low-stress bike facilities.

Urban Flex Street

Streets such as Washington Street and Lindsay Street have a character that will be better defined as development matures and currently serve as secondary access routes. They feature shared bike facilities.

FRAMEWORK ELEMENTS



DOWNTOWN GREENSBORO STREETScape

EXHIBIT: Bike Facilities



KEY

- | | |
|-----------------------------|------------------------|
| 1 Bus Depot | 10 Greensboro College |
| 2 Wrangler Headquarters | 11 Green Hill Cemetery |
| 3 Future Tanger Center | 12 News & Record |
| 4 Children's Museum | 13 Future Mixed-Use |
| 5 Public Library | |
| 6 Government Plaza | |
| 7 Center City Park | |
| 8 LeBauer Park | |
| 9 First National Bank Field | |

LEGEND

- | | |
|---------------------|---------------------|
| Buildings | Greenway |
| Parks / open space | Proposed Greenway |
| Railroad Tracks | Sharrows |
| Greenway connection | Protected Bike Lane |
| | Buffered Bike Lane |

Enhanced Bike Facilities

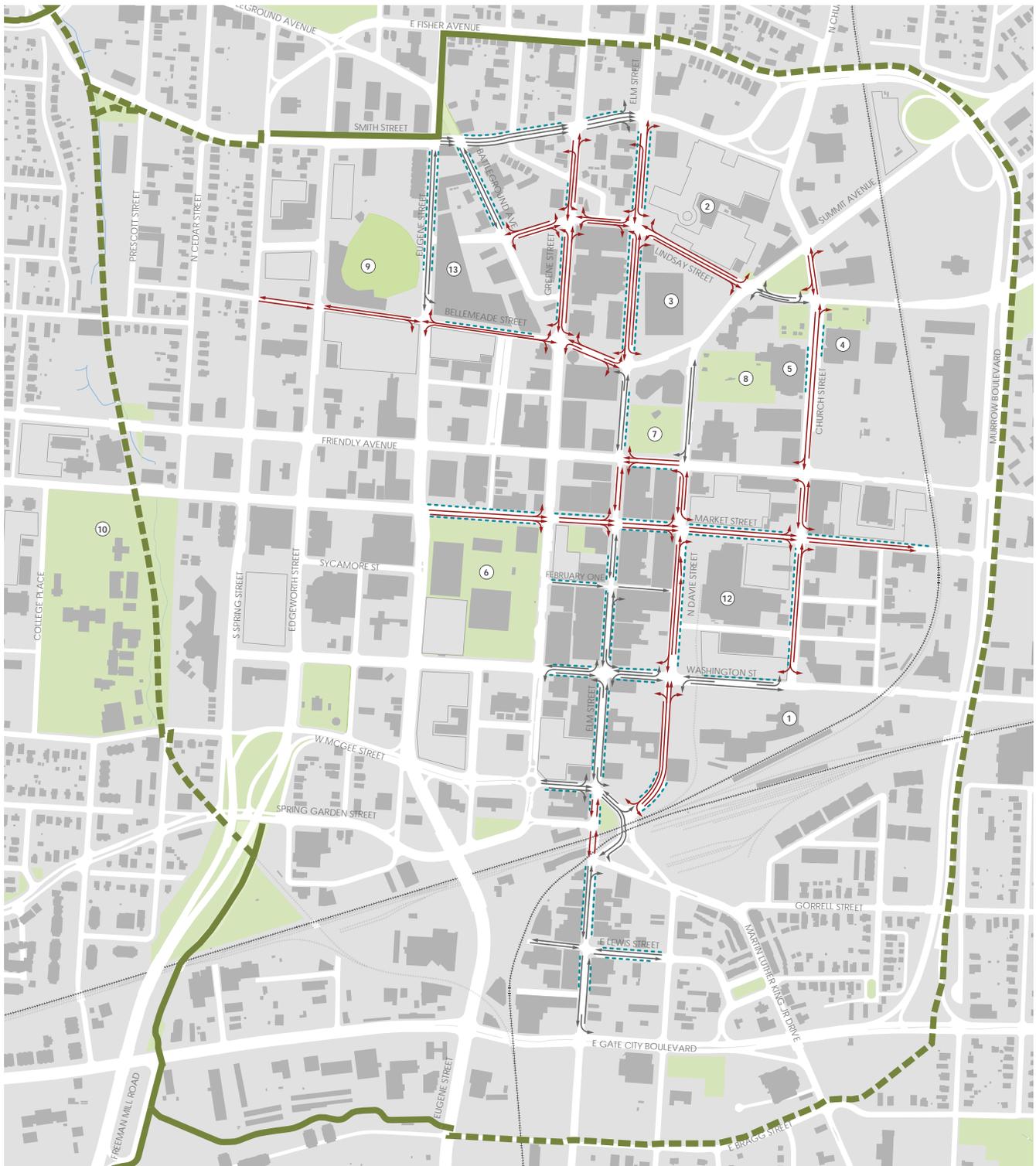
An expanded bike network focuses on establishing routes that feature destinations and that connect to the existing and forthcoming greenway belt. These strategic connections serve to enhance connectivity with adjacent neighborhoods and accommodate not just recreational and commuter cyclists, but also residents, workers, and children.

While different types of bike facilities are proposed throughout the network, the key consideration is to design a safe, low-stress biking environment that is accessible to all cyclists regardless of age or experience. With this in mind, protected bike lanes are proposed on streets with high traffic volume or fast moving one way travel, like Market and Friendly. Traffic calming strategies and signage are proposed on slow moving local and destination streets, like South Elm, to ensure safe conditions for cyclists and motorists to share lanes.



Protected bike facilities envisioned along Market Street

FRAMEWORK ELEMENTS



DOWNTOWN GREENSBORO STREETScape

EXHIBIT: Traffic Lanes

KEY	
1	Bus Depot
2	Wrangler Headquarters
3	Future Tanger Center
4	Children's Museum
5	Public Library
6	Government Plaza
7	Center City Park
8	LeBauer Park
9	First National Bank Field
10	Greensboro College
11	Green Hill Cemetery
12	News & Record
13	Future Mixed-Use

LEGEND	
	Buildings
	Parks / open space
	Greenway
	Proposed Greenway
	Railroad Tracks
	Existing Traffic Lanes
	Proposed Traffic Lanes
	Parking Lanes
	Greenway connection



Efficient Traffic Flow

The key considerations for the proposed traffic flow framework are to maintain an efficient traffic network that supports the needs of downtown businesses and commuters, while re-purposing underutilized space to serve additional functions such as enhanced pedestrian and bike connectivity, outdoor commerce, and vibrant open space.

All necessary travel and turn lanes, on-street parking, and service access routes are maintained. Through traffic is efficiently concentrated on Community Connector and Commerce Collector streets such as Market St and Friendly Ave. Destination traffic needs are prioritized on other streets such as Elm St and Church St enhancing economic development, while supporting existing and future local businesses and key community destinations.



South Elm Street