



Implementation Update

1st Quarter 2023



Welcome to **year 3** of implementing the **GSO2040** Comprehensive Plan! In this first quarterly update of 2023, you'll find highlights of the work Greensboro is doing to bring the goals and vision of **GSO2040** to life. More info on the **GSO2040** website:



[GSO2040 Homepage](#)



[City's Maps and Apps](#)

Completion of Urban Loop Marks End of an Era, Major Shift in Greensboro's Transportation Focus

On January 23, the North Carolina Department of Transportation announced that the final leg of the Greensboro Urban Loop, between Lawndale Drive and US 29, was open to traffic. Planning this 39-mile beltway began over 50 years ago; construction has taken more than 20 years. This highway, which carries portions of Interstates 73, 85, 785, and 840, represents an investment of over \$1 billion of federal, state, and local funding in Greensboro's transportation network.

Completing the Loop is a significant addition to the regional and statewide highway infrastructure, benefitting travelers, freight, and economic activity far beyond Greensboro and the Triad. In the Greensboro area, impacts will include travel time savings for cross town travelers, reduced traffic on key cross town thoroughfares, and altered traffic patterns near interchange areas. New freeway access points are expected to stimulate nearby residential, commercial, and industrial development as well.

With this momentous accomplishment, the freeway network in the Greensboro area is now

complete, though modernizations and expansions are expected in the future on I-40 and US 29.

Transportation officials are now shifting attention to improving roadway safety, especially for vulnerable users such as people who walk, who ride a bicycle, or who have mobility limitations.

This new focus is reflected in the term "complete streets". Creating complete streets will involve investing a greater proportion of annual transportation funding in projects that will increase safety, reduce reliance on auto travel, improve access, and expand equity, for everyone going from Point A to Point B.

Greensboro can now expect to see construction of more sidewalks and greenways, improvements to public transit, safer intersections and pedestrian crossings, better way-finding features, and improved accessibility for all users. Guided by the strategies and goals of [Vision Zero Greensboro](#), these initiatives, along with improvements in the built environment, will make places throughout Greensboro more inviting and prosperous, while helping everyone to get around safely!



Goal A – Greensboro has unrivaled pedestrian, biking, transit and road networks that provide safe, comfortable, and convenient transportation options.

Strategy 3 – Multiple transportation options should be considered when designing streets.



Peeler Recreation Center Re-Opens After Upgrades

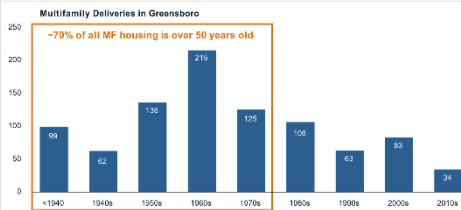
The Parks & Recreation Department has finalized [renovations and enhancements](#) of the Peeler Center and community park. Inside work has included modernizing the restrooms and painting the gymnasium, classrooms, and other interior spaces. Outside, renovations included parking upgrades, a community gathering space with solar work station, a new playground, new outdoor fitness equipment, and Greensboro's first [StoryWalk®](#), connecting Peeler Center with the McGirt-Horton Library. Ballfield renovations included a new entrance sign, scoreboard, and lighting, handicap accessible walkways, and an automated video broadcasting system. Local artist James Raleigh, Jr. was chosen to design and install a mural.



Goal C – People choose to live in Greensboro because every neighborhood is safe and has convenient access to first-rate schools, services, shopping, parks, and community facilities.

Strategy 2 – Invest in building and maintaining quality, accessible public recreation centers, libraries, neighborhood park facilities and other services to sustain livable neighborhoods.

The majority of Greensboro multifamily housing is more than 50 years old and in need of rehabilitation.



Housing Bond Projects Approved by City Council

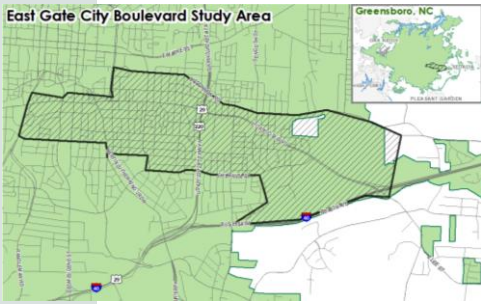
Housing GSO, the City's 10 year plan for affordable housing, includes a key objective to create a public-private loan fund to provide funding for production of new affordable rental housing units and the preservation of existing units. On November 17, the Community Foundation of Greater Greensboro announced that the **Greensboro Housing Loan Fund** had reached over \$27 million in commitments toward its \$32.5 million goal and is on target for a 2023 launch.

The [City of Greensboro](#) has committed \$5 million in 2022 housing bonds toward the fund, in conjunction with lending institution partners, foundations, and individual contributors. The fund will be co-administered by the Self Help Ventures Fund and the National Institute for Minority Economic Development. The fund will offer two forms of support: up to 100% financing for projects by small or minority developers, and up to 25% gap financing for projects using conventional loans. The combined efforts of the fund are expected to yield over 900 new or improved rental housing units.



Goal A – Greensboro's citywide network of unique neighborhoods offer residents of all walks of life a variety of quality housing choices.

Strategy 3 – Work towards providing housing for all residents of Greensboro. Ensure that supportive and transitional housing are included in the housing mix.



Two Small Area Planning Efforts Move Forward

A draft of the [East Gate City Boulevard](#) plan will be available for review soon. The draft incorporates input from a pair of public open house meetings at Windsor Recreation Center on September 27 and 29. The meetings offered an opportunity for residents and other stakeholders to give their feedback on draft goals for the plan and their ideas about what the corridor should be known for in the future. The Plan should be moving into the public hearing phase to consider adoption in the next few months.



Development of the [Fleming Road Area Plan](#) also made progress, with a second public open house meeting on June 22 at the Leonard Recreation Center, and series of online polls. Stakeholder feedback from these opportunities helped inform the draft plan goals, which are the subject of a poll that was available through November 30. A public open house will be held in March to present the draft plan, with City Council adoption tentatively expected in April 2023.



Goal A – Greensboro’s citywide network of unique neighborhoods offer residents of all walks of life a variety of quality housing choices.

Strategy 1 – Protect and enhance the unique character of every neighborhood.



City Hall Lighting Replacement to Reap Energy Savings

The Engineering & Inspections Department recently completed an extensive project that replaced lighting throughout the Melvin Municipal Office Building (Greensboro City Hall). The department has used its "Energy Fund" for several years to carry out similar projects at city buildings and facilities, each project paid for by the energy cost savings of previous projects. While the primary intent of this project is to reduce energy use and save money, a side benefit is a smaller greenhouse gas footprint.



In all, this project replaced over 6,800 fluorescent light tubes, compact fluorescent bulbs, and metal halide lamps with modern energy saving LED fixtures. Lights were replaced on all 5 levels of the building’s interior, along with exterior lighting on the governmental plaza and entryways. With a total cost of \$74,170 in materials and labor, this project is expected to reduce annual energy use and costs at City Hall by approximately 48%.



Goal A – Greensboro advances environmental stewardship, taking care of our natural resources and the natural systems that support all living things.

Strategy 2 – Take policy and program actions that advance sustainability.

Our Big Ideas



Filling in Our Framework describes our land use and development: how the patterns of buildings, roads, and other man-made parts of the city can create a more vibrant and livable Greensboro.



Prioritizing Sustainability describes our leadership role in environmental stewardship, social equity, and a resilient economy.



Creating Great Places describes the creation of interesting, attractive places and vibrant public spaces in neighborhoods across Greensboro, in downtown, and with our historic resources.



Building Community Connections describes our quality of life, the culture, arts, and places that make Greensboro unique and memorable, and the ties that bind us together as a community.



Becoming Car Optional describes our aim to expand quality transportation options beyond cars and maintain an efficient transportation system that allows people and goods to travel throughout Greensboro.



Growing Economic Competitiveness describes building a prosperous, resilient economy that creates equitable opportunities to succeed.

Our Vision

Our Vision expresses what we as a community aspire to be in 20 years and provide a common touchpoint for making decisions and a consistent point of reference to manage changes in conditions in the future. We want these statements to be true in 2040:

Greensboro is the most desirable mid-size city in America.

Greensboro is an ambitious city that achieves and is known for great things. Our community is livable and active: friendly, warm, and welcoming, with all the amenities of a larger city.

Greensboro is the greenest city in the Southeast.

Greensboro is green in all ways: we have a resilient tree canopy, a vibrant park system, and we take care of our environment.

Greensboro is committed to equity, diversity, and inclusivity.

Greensboro is diverse. We commit not just to diversity, but also to inclusion and equitable participation and opportunity for those who live, work, or go to school in Greensboro.

We make history.

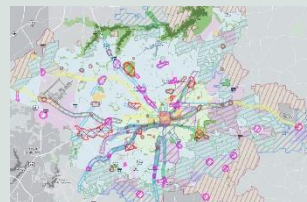
Greensboro honors and builds on its history and continues to make history as a forward-thinking city.

Greensboro is a city of inspiration and creativity where people and businesses thrive.

The culture of Greensboro includes arts, education, and a history of entrepreneurship.



Please click or scan QR code to access the *GSO2040* homepage and plan, or visit greensboro-nc.gov/GSO2040



Please click or scan QR code to access the *GSO2040* Interactive Map

