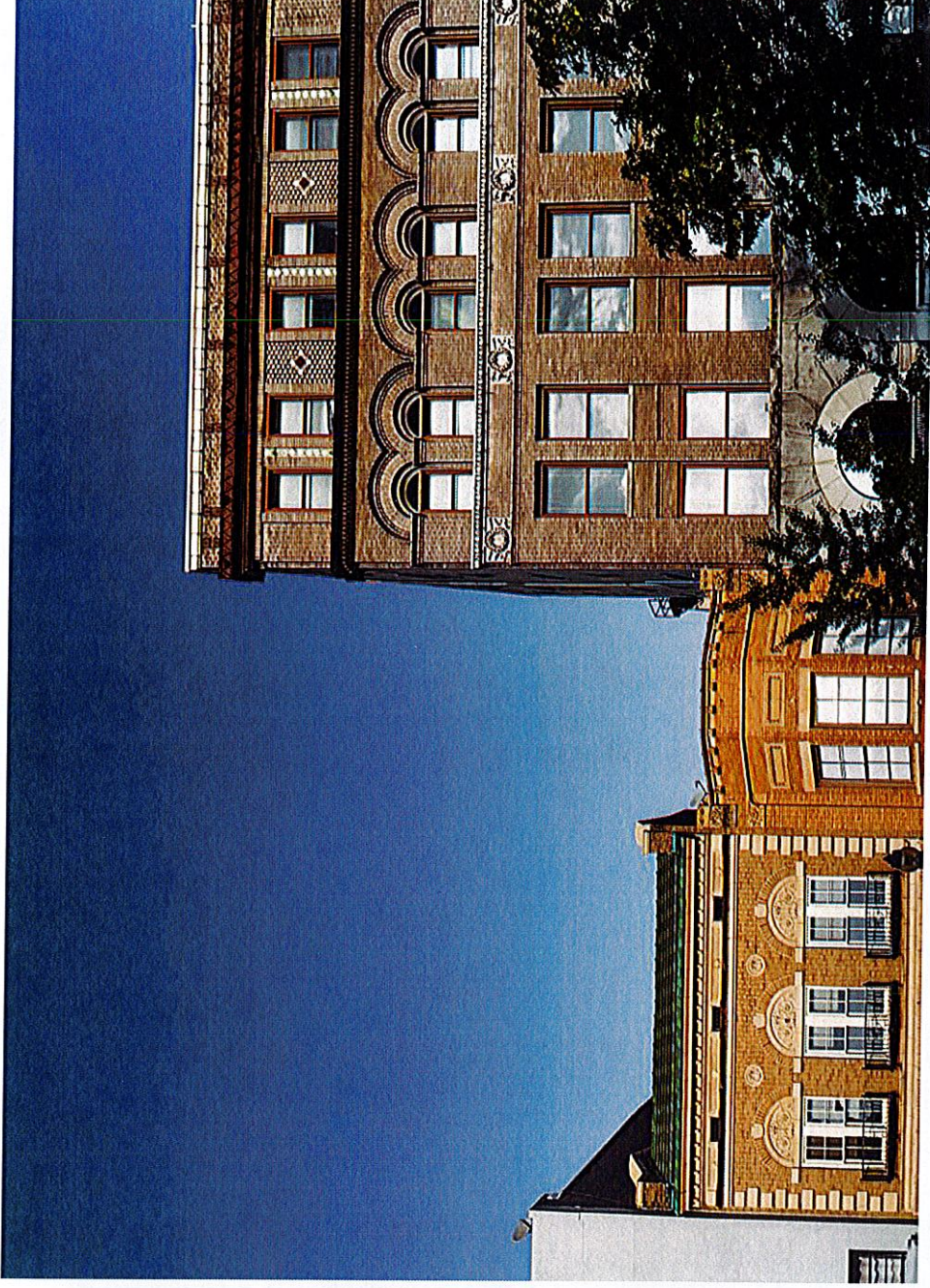




**DOWNTOWN  
GREENSBORO**

# MISSION



To lead the development of Downtown Greensboro as a prosperous and vibrant urban center, memorable and meaningful for those who choose to live, work, play and invest here.

# WHO MAKES UP DOWNTOWN?

## Workers

21,926 DAILY WORKERS



| Education Level                 | Percentage |
|---------------------------------|------------|
| Some college   Associate Degree | 33%        |
| Bachelor's Degree and up        | 31.3%      |
| High school   Equivalent        | 26.5%      |
| Less than high school           | 9.4%       |

Office Vacancies 7.1%

## Residents

POPULATION 2,683\*



\*there are 13,739 residents within a one mile radius of downtown

Median Age is 32

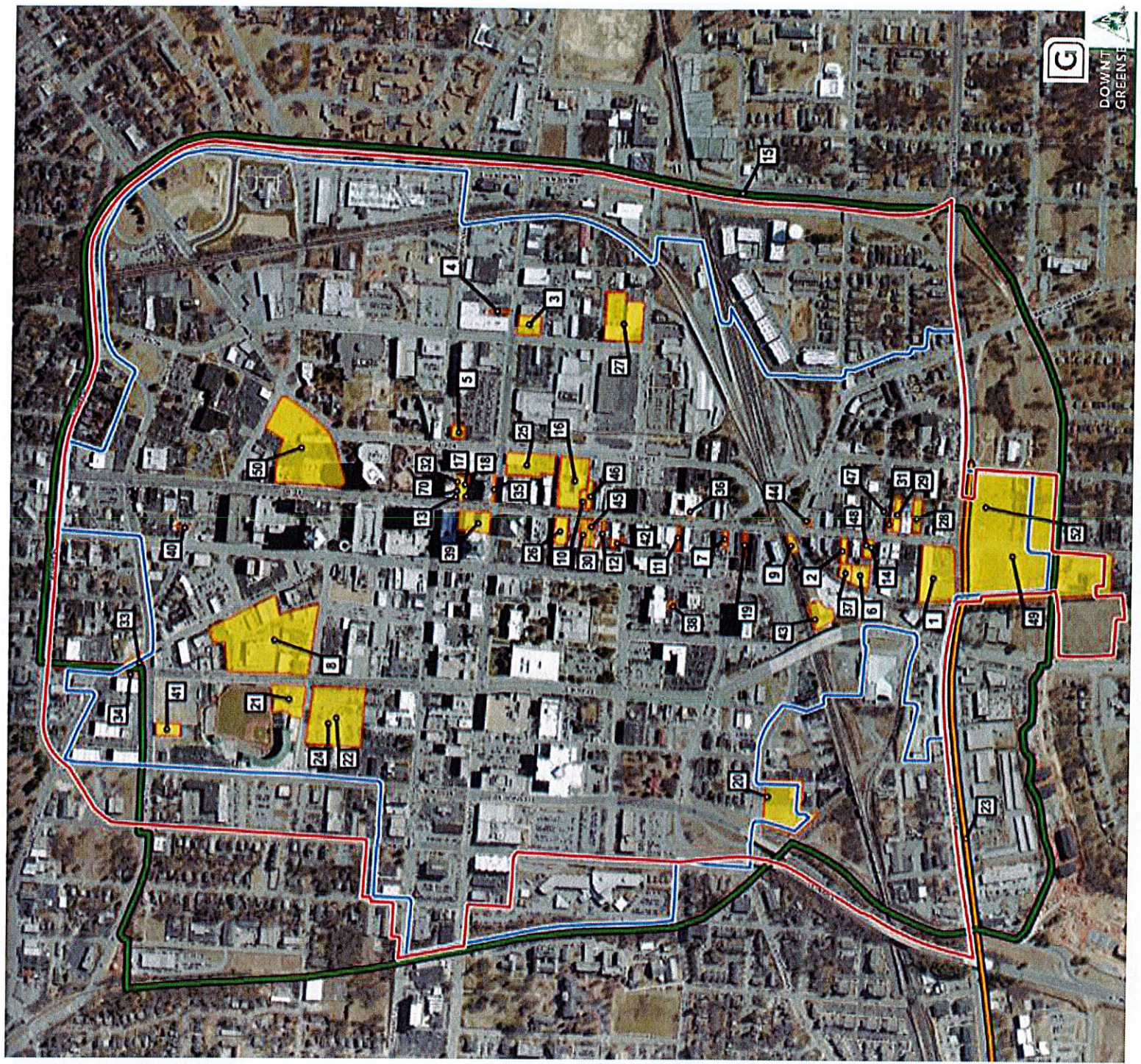


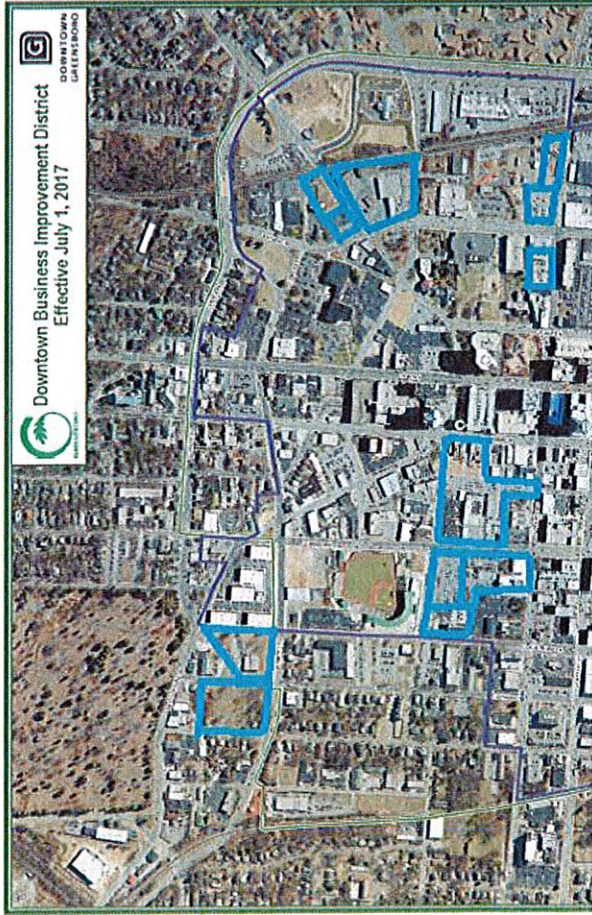
14.6% of the downtown population is married

85.4% is single

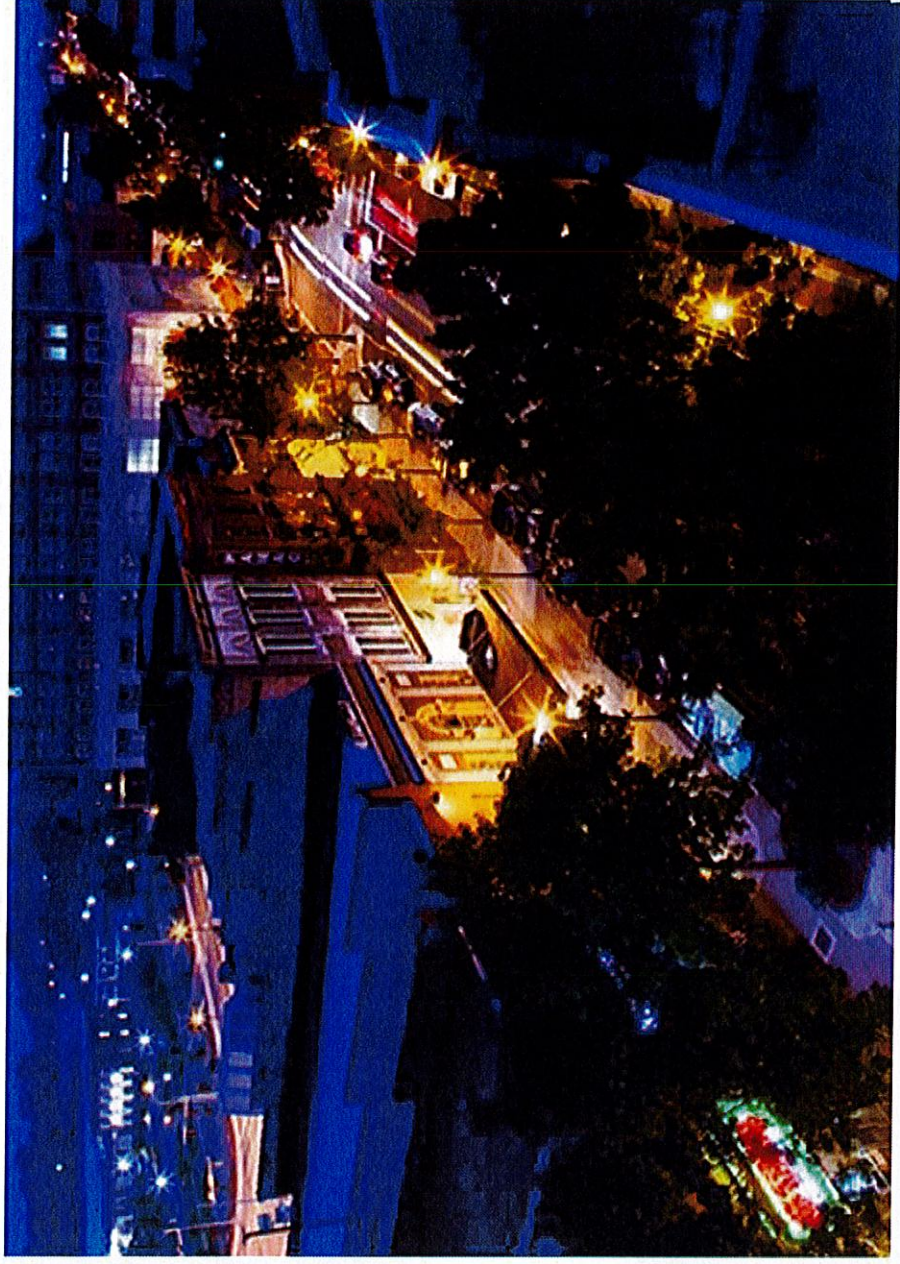
Residential Vacancies  
4.7%\*

\*Need almost 400 units based on Downtown Residential Study sponsored by LFG





## Potential Development Sites



# Greensboro Downtown Economic Development Strategy

Briefing Book | August 2010

MOSER  
MAYER  
PHOENIX  
ASSOCIATES, PA

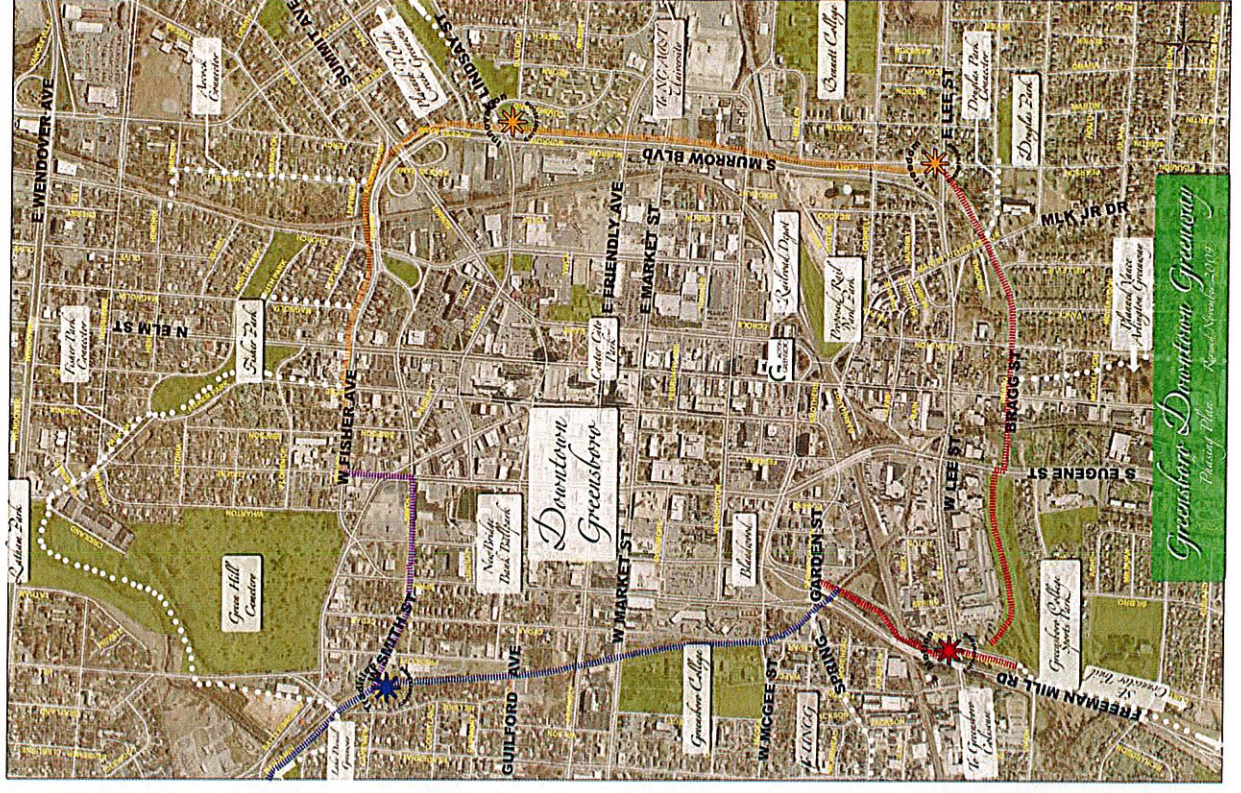


HR&A  
Analyze. Advise. Act

## SIX PRIORITY PROJECTS:

1. Complete the Downtown Greenway
2. Encourage connectivity through a comprehensive streetscaping program
3. Incentivize quality new mixed-use development
4. Activate downtown's unique historic building stock
5. Create a signature Performing Arts Center
6. Support a knowledge community by incentivizing colleges and universities to locate programs and facilities downtown

# 1. COMPLETE THE DOWNTOWN GREENWAY



## 2. ENCOURAGE CONNECTIVITY THROUGH A COMPREHENSIVE STREETSCAPE PROGRAM

### Overall Plan Framework



### Existing Conditions

- Ball park, Elm and Tanger Center as major anchors
- Impassable link to downtown from Westwood
- Very narrow ROW

### Community Vision

- Realize its role as a great entertainment destination street serving the Ball park, hotels, parks, etc.
- Enhance the pedestrian and bicycle-friendly character to better connect neighborhoods to existing and planned destinations
- Incorporate as a flexible festival street
- If possible, create a carless street

### Existing Streetscape Conditions



### Overall Plan Framework



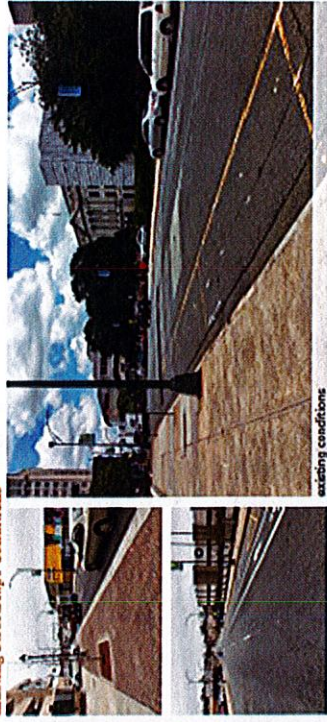
### Existing Conditions

- Important, busy commuter route
- Key commercial corridor including landmark Jefferson Standard building
- Fronted by civic campus

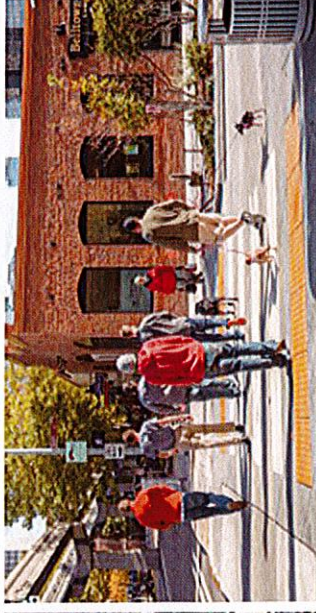
### Community Vision

- Enhance multi-modal road with greenway connections
- Repurpose excess roadway to provide protected east-bound bike facilities for all ages that complement future west-bound bike facilities on Friendly
- Strengthen the pedestrian friendly civic character of the street
- Provide flexible parking lanes

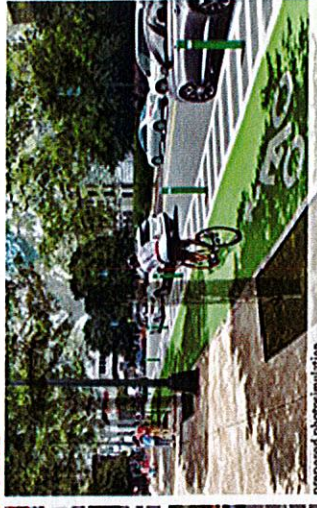
### Existing Streetscape Conditions



### Streetscape Improvements



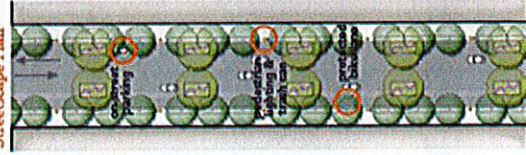
### Short Term Streetscape Improvements



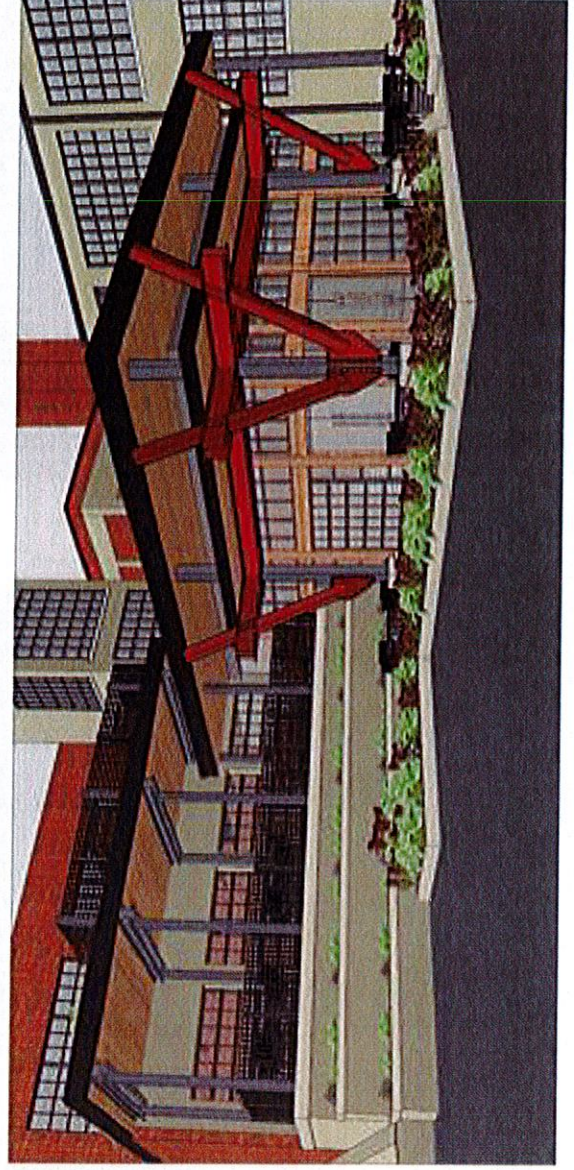
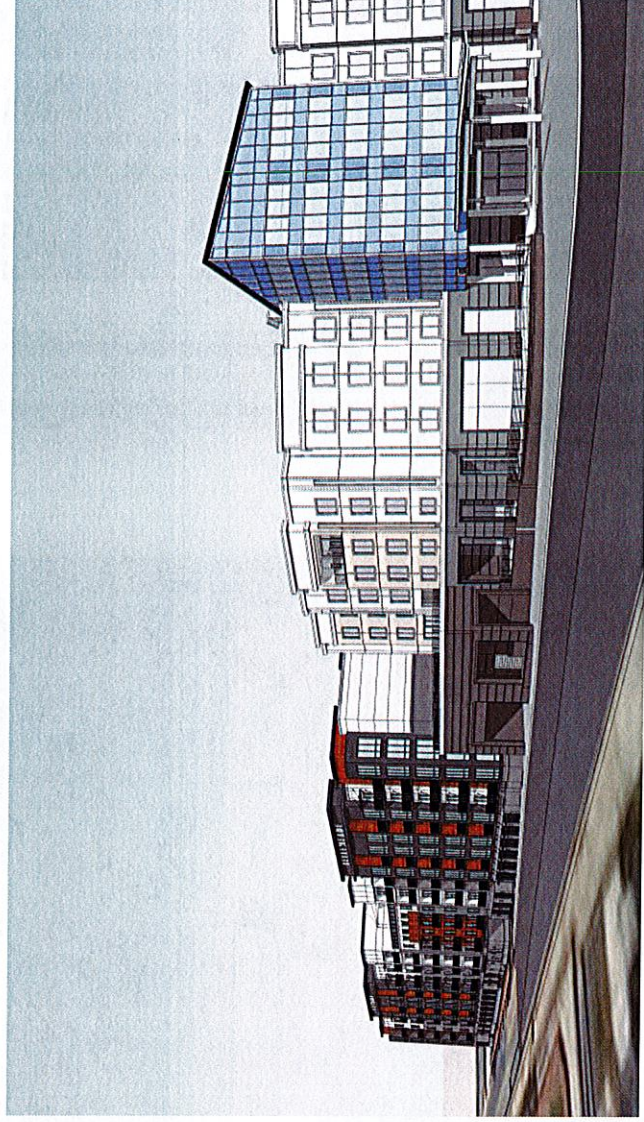
### Long Term Streetscape Improvements



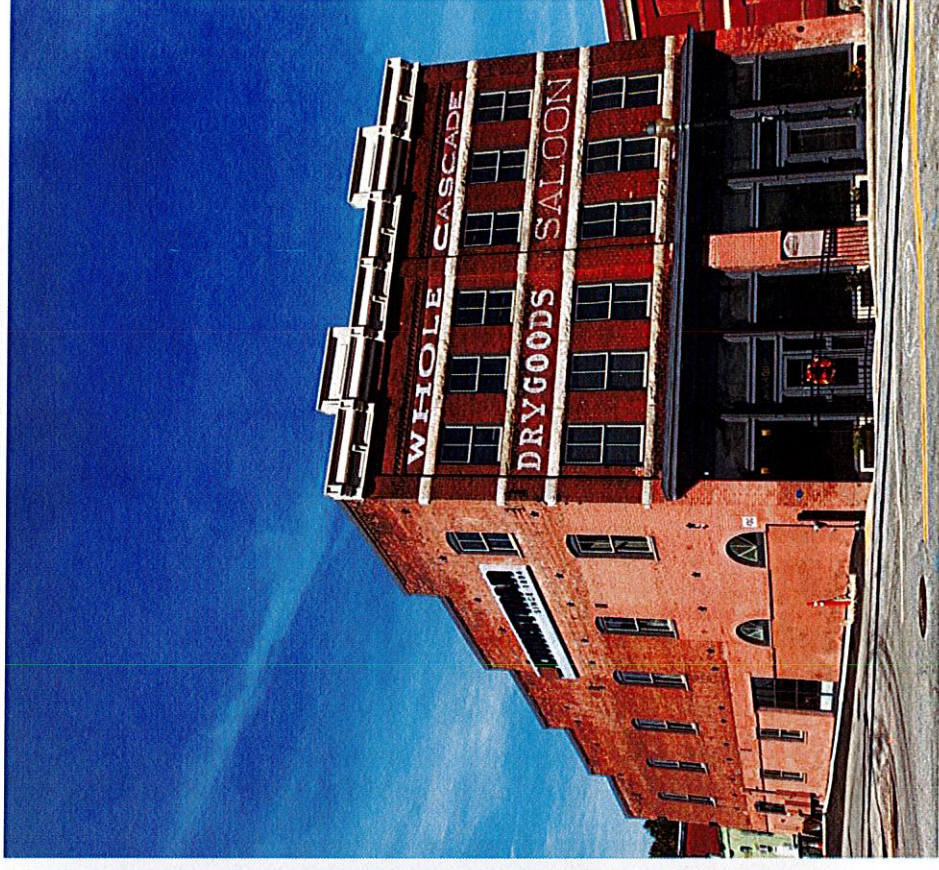
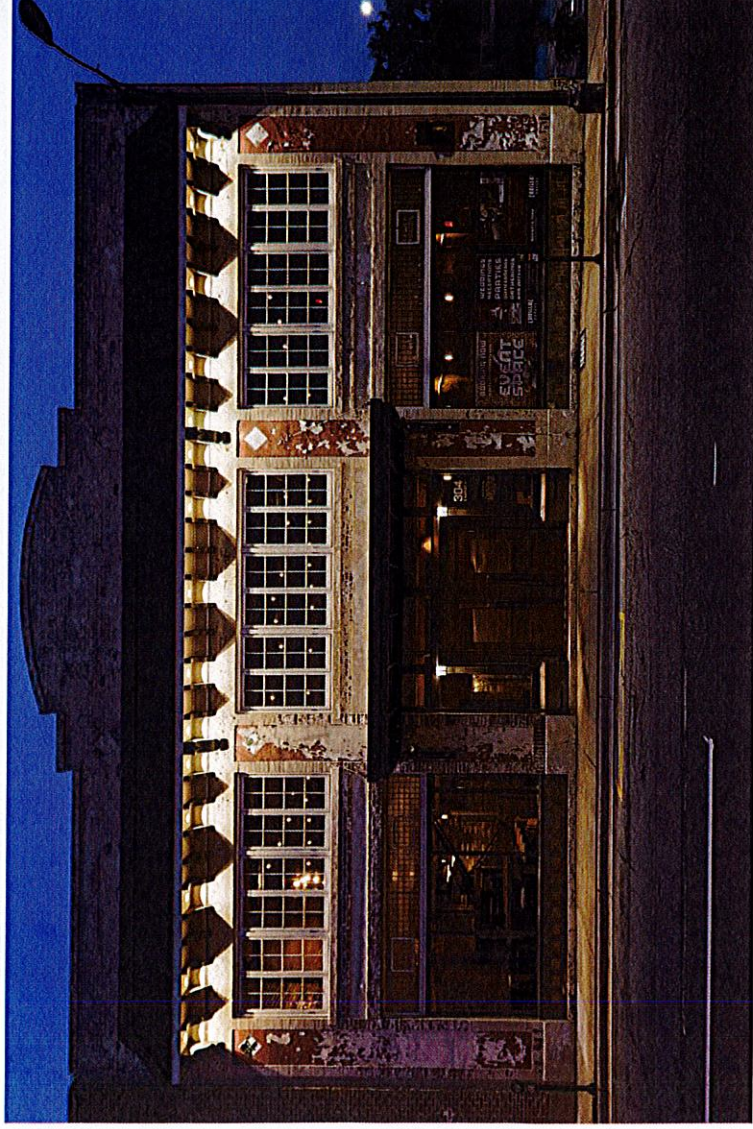
### Prototypical Streetscape Plan



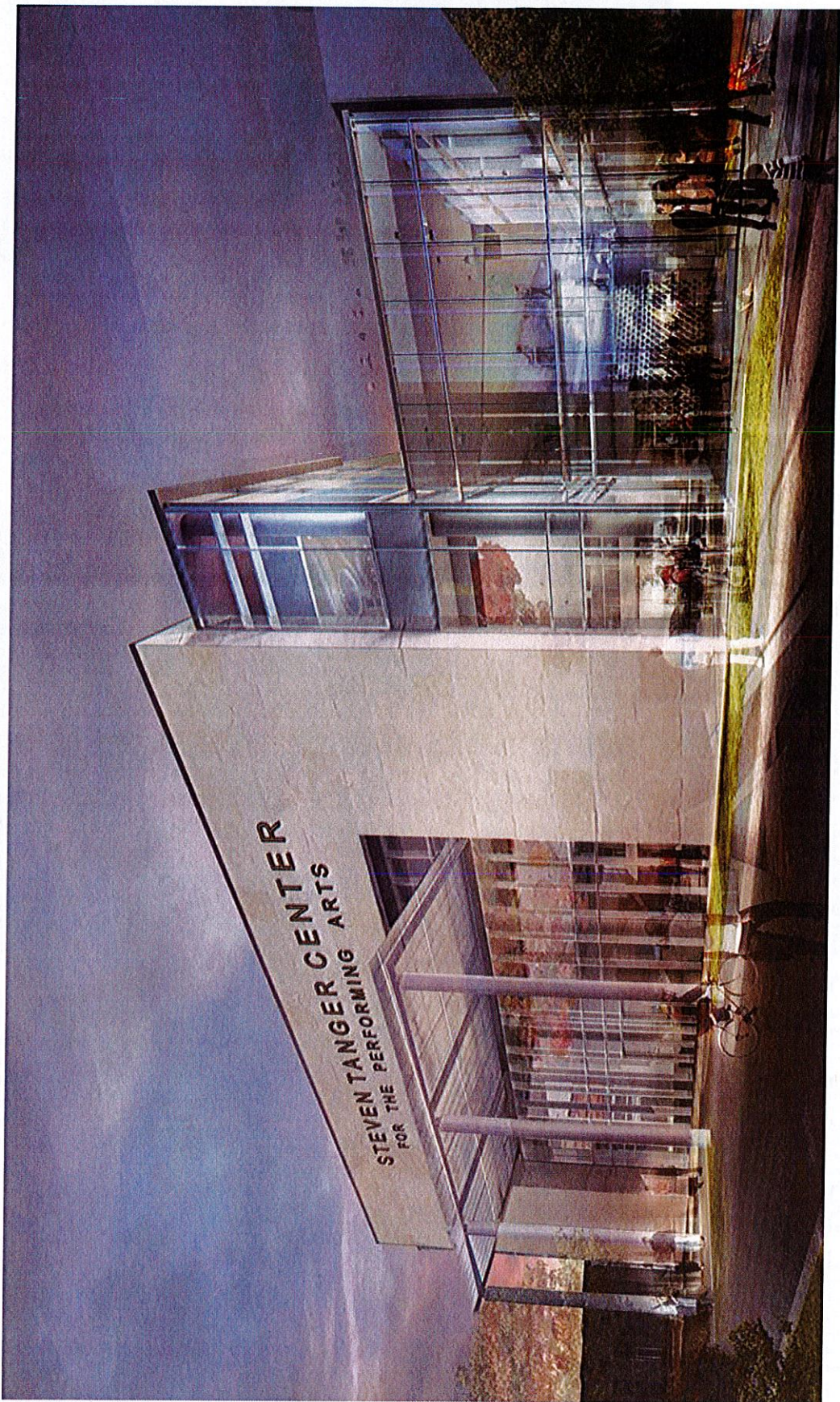
### 3. INCENTIVIZE QUALITY NEW MIXED USE DEVELOPMENT



#### 4. ACTIVATE DOWNTOWN'S UNIQUE HISTORIC BUILDING STOCK

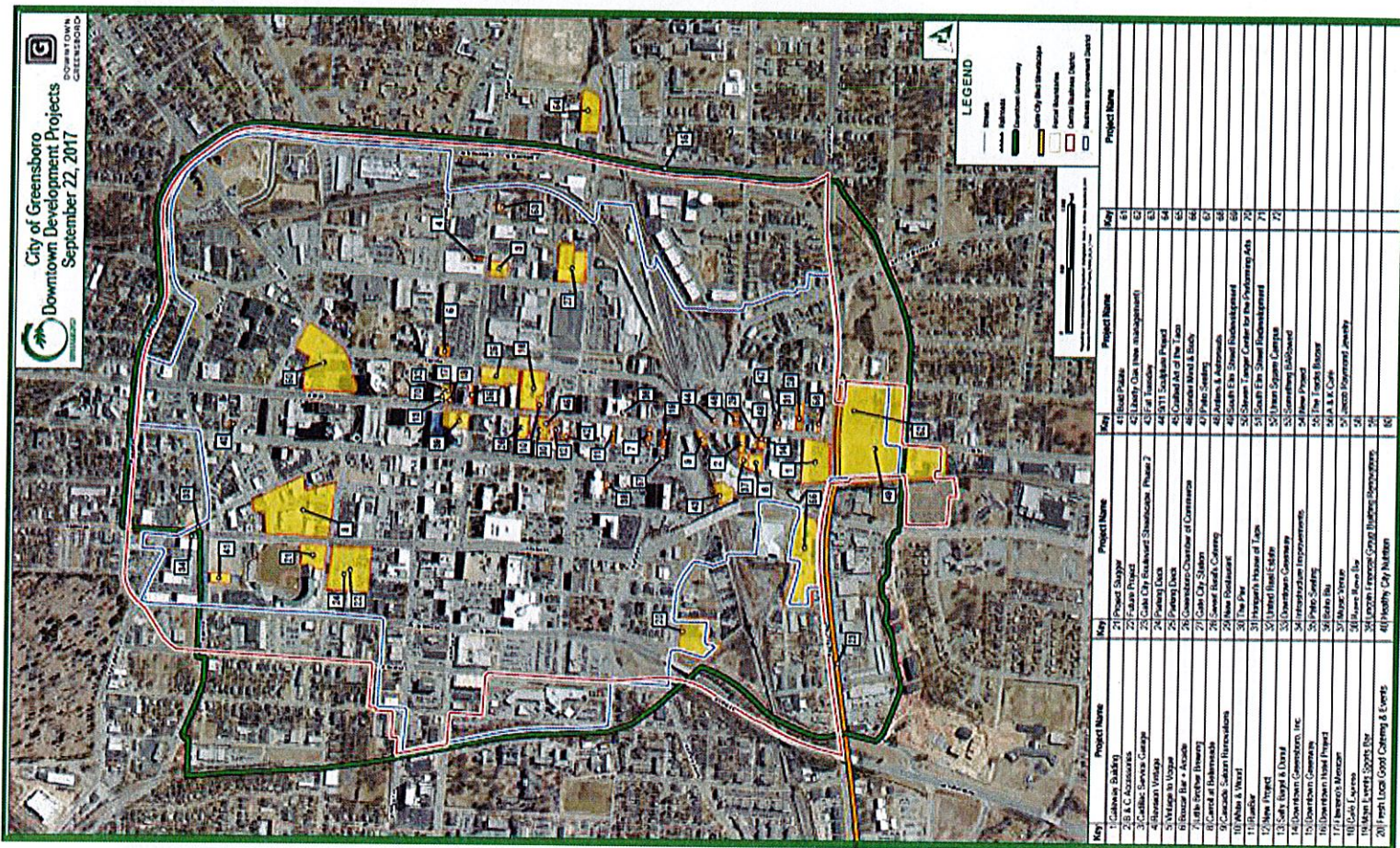


5. CREATE A SIGNATURE PERFORMING ARTS CENTER



**6. SUPPORT A KNOWLEDGE COMMUNITY BY INCENTIVIZING COLLEGES AND UNIVERSITIES TO  
LOCATE PROGRAMS AND FACILITIES DOWNTOWN**





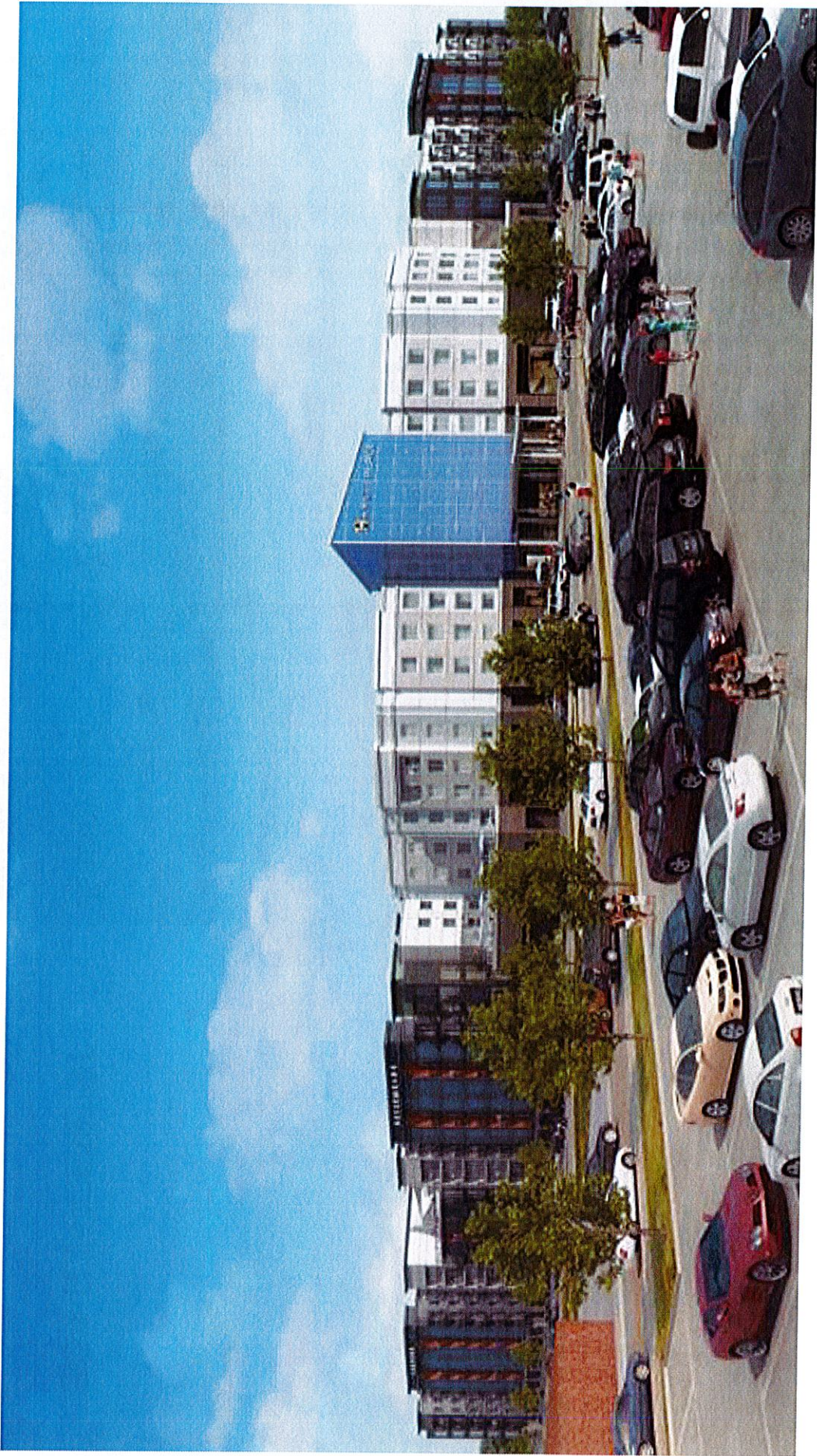
## DOES IT MAKE FINANCIAL CENTS?

### 300 N EUGENE ST

|              | PROPERTY<br>VALUE | PROPERTY TAX                                      |
|--------------|-------------------|---------------------------------------------------|
| January 2018 | \$741,400         | GUILFORD: \$5,415.93<br>CITY OF GSO: \$4,689.36   |
| July 2019    | \$13,106,600      | GUILFORD: \$95,743.71<br>CITY OF GSO: \$86,831.23 |

### 304 N EUGENE ST

|              | PROPERTY<br>VALUE | PROPERTY TAX                                        |
|--------------|-------------------|-----------------------------------------------------|
| January 2018 | \$3,676,900       | GUILFORD: \$26,859.75<br>CITY OF GSO: \$23,256.39   |
| July 2019    | \$30,327,600      | GUILFORD: \$221,543.12<br>CITY OF GSO: \$200,920.35 |



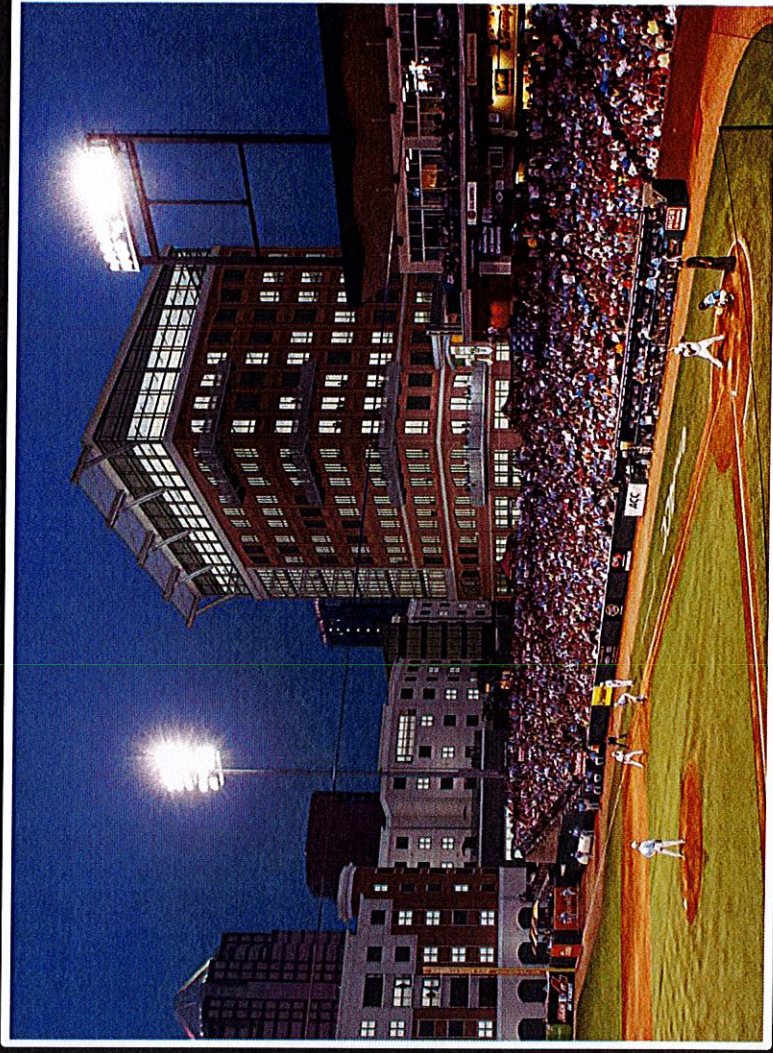
## DOES IT MAKE FINANCIAL CENTS?

**300 N LINDSAY ST**

|               | PROPERTY VALUE | PROPERTY TAX                                         |
|---------------|----------------|------------------------------------------------------|
| December 2018 | \$3,396,900    | GUILFORD: \$24,817.35<br>CITY OF GSO:<br>\$21,485.39 |

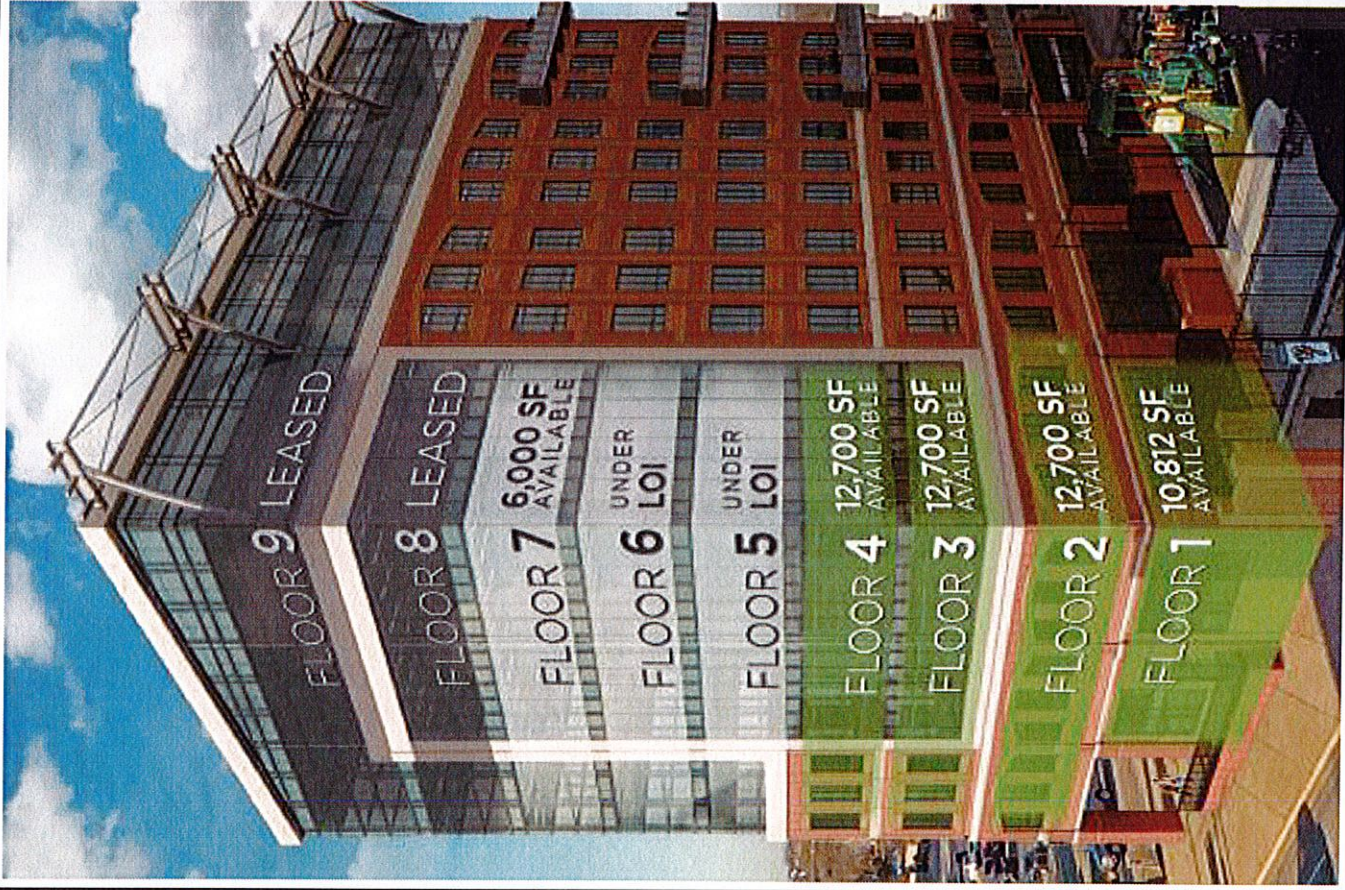
**304 E MARKET ST**

|             | PROPERTY VALUE | PROPERTY TAX                                         |
|-------------|----------------|------------------------------------------------------|
| August 2018 | \$9,404,200    | GUILFORD: \$68,697.68<br>CITY OF GSO:<br>\$59,481.57 |



## PROJECT SLUGGER

- 111,869 SF
- 9 Stories
- Class A Office and Retail
- Adjacent Parking Structure







**SEE YOU DOWNTOWN!**