

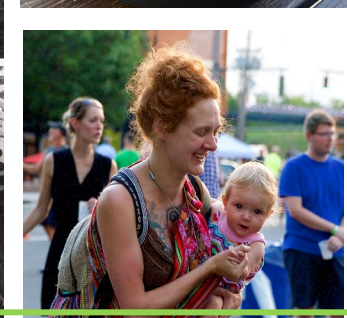


# thrive35

## DOWNTOWN GREENSBORO AREA STRATEGIC PLAN

County Commissioners  
May 15, 2025









**\$485.2M**

**COMPLETED PROJECTS**



**\$800M+**

**CURRENT & UPCOMING  
PROJECTS**

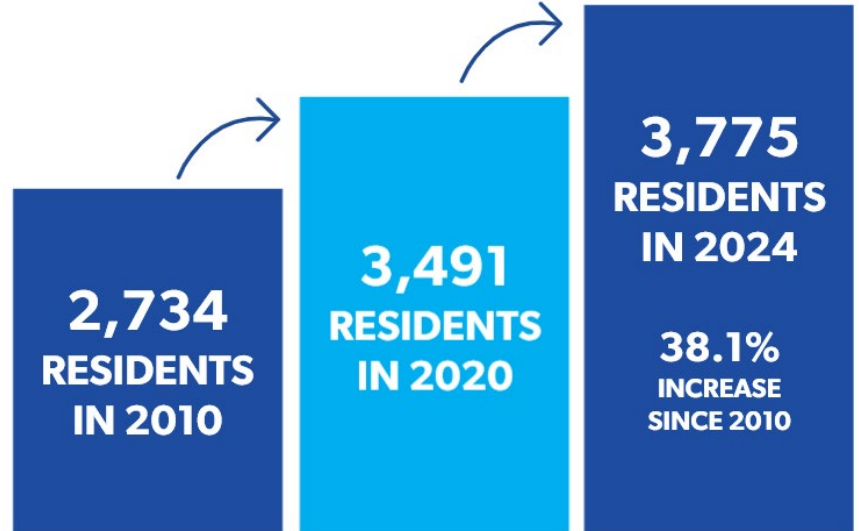
**64.4M**

**TOTAL VISITS  
2017-2024**

**21,597**  
AVG  
DAYTIME  
POPULATION

8.1% RESIDENTS  
91.9% WORKERS

**18,143**  
**JOBS/EMPLOYEES**



**1,283**

**TOTAL  
DOWNTOWN BUSINESSES**



**1M SQFT**

**BUILT OR RENOVATED SPACE  
SINCE 2015**

# THRIVE35 STRATEGIC VISION PLAN

## WHAT

- A bold, community-driven, 10-year strategic vision plan for downtown
- Exploring big ideas, development opportunities, housing strategies, connectivity and placemaking

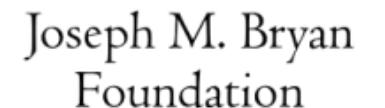
## WHY

- To capitalize on strong economic momentum, leverage transformational growth in the region, city and downtown
- To shape a collective vision for the future of our center city

## HOW

- Focus Groups
- Thrive35 Survey
- Open Community Meetings
- City Council District Meetings
- Guilford County – May 15th

## Thrive35 Partners





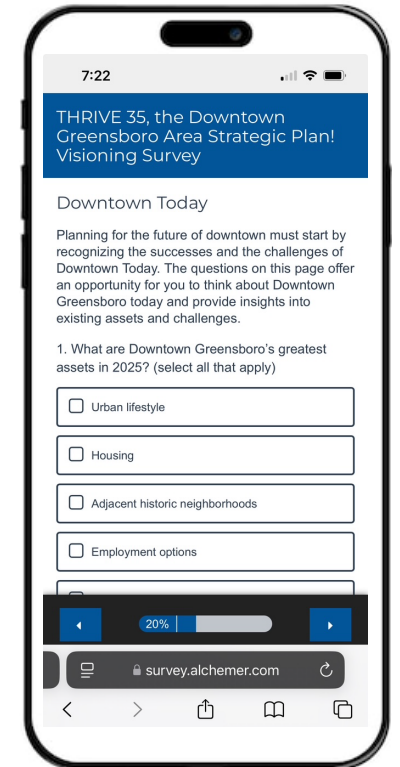
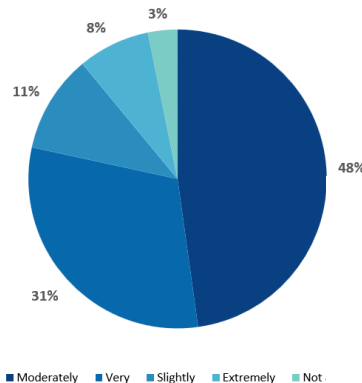
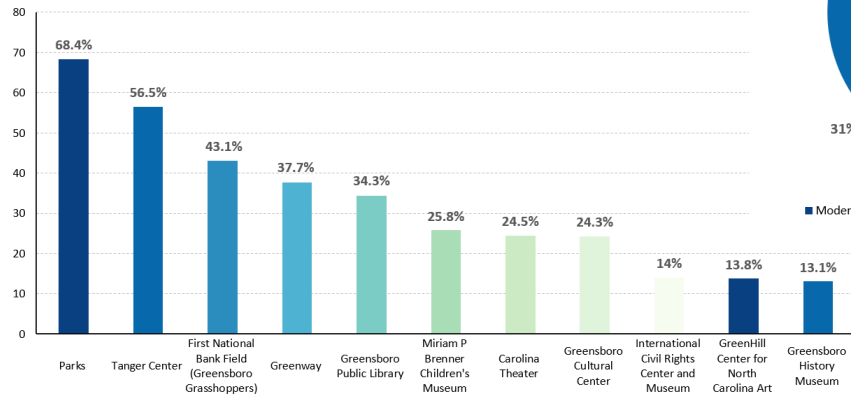
# COMMUNITY ENGAGEMENT to date . . .

## Online Survey

1700 + responses!  
quantitative and qualitative  
input and feedback

"The trolley is  
great addition. I  
hope it stays and  
expands."

"Downtown has  
many vacant  
buildings that  
present a huge  
opportunity."





# CONTINUING THE CONVERSATION

---

**Take the Thrive35 Survey and view  
our emerging concepts!**



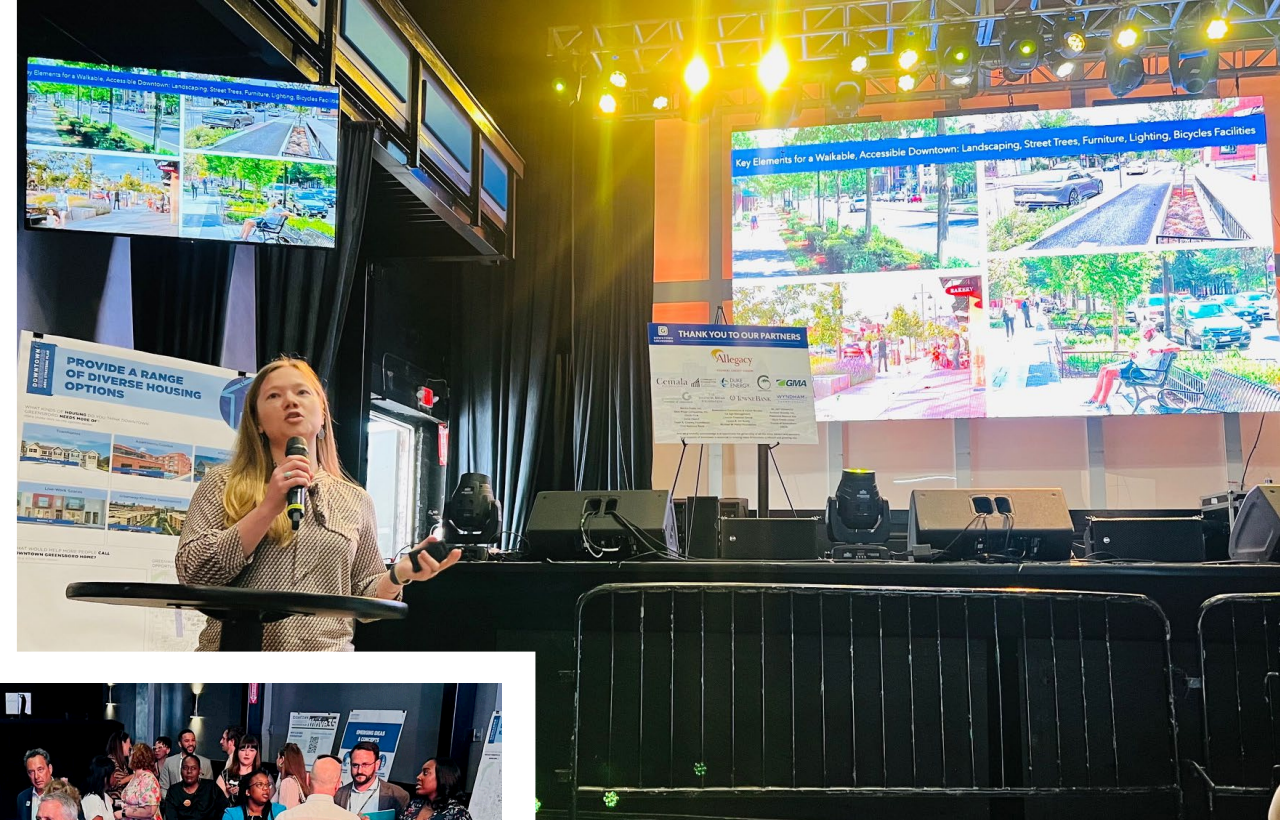


# COMMUNITY ENGAGEMENT this week . . .

- Executive Committee – April 29
- Steering Committee – April 30
- Community Workshop – April 30
- State of Downtown – May 1
- Focus Groups – May 1
- City Council Study Session – May 1









# EMERGING IDEAS & CONCEPTS



**LEVERAGE KEY  
ASSETS**



**FOSTER A  
ROBUST  
ECONOMY**



**ACTIVATE  
DOWNTOWN  
THROUGH  
EVENTS &  
PLACEMAKING**



**CAPITALIZE ON  
DEVELOPMENT &  
REDEVELOPMENT  
OPPORTUNITIES**



**SHAPE EFFICIENT  
MOBILITY &  
CONNECTIVITY  
OPTIONS**



**PROVIDE CLEAN  
& SAFE  
AMENITIES &  
STREETS**



**PROVIDE A  
RANGE OF  
DIVERSE  
HOUSING  
OPTIONS**



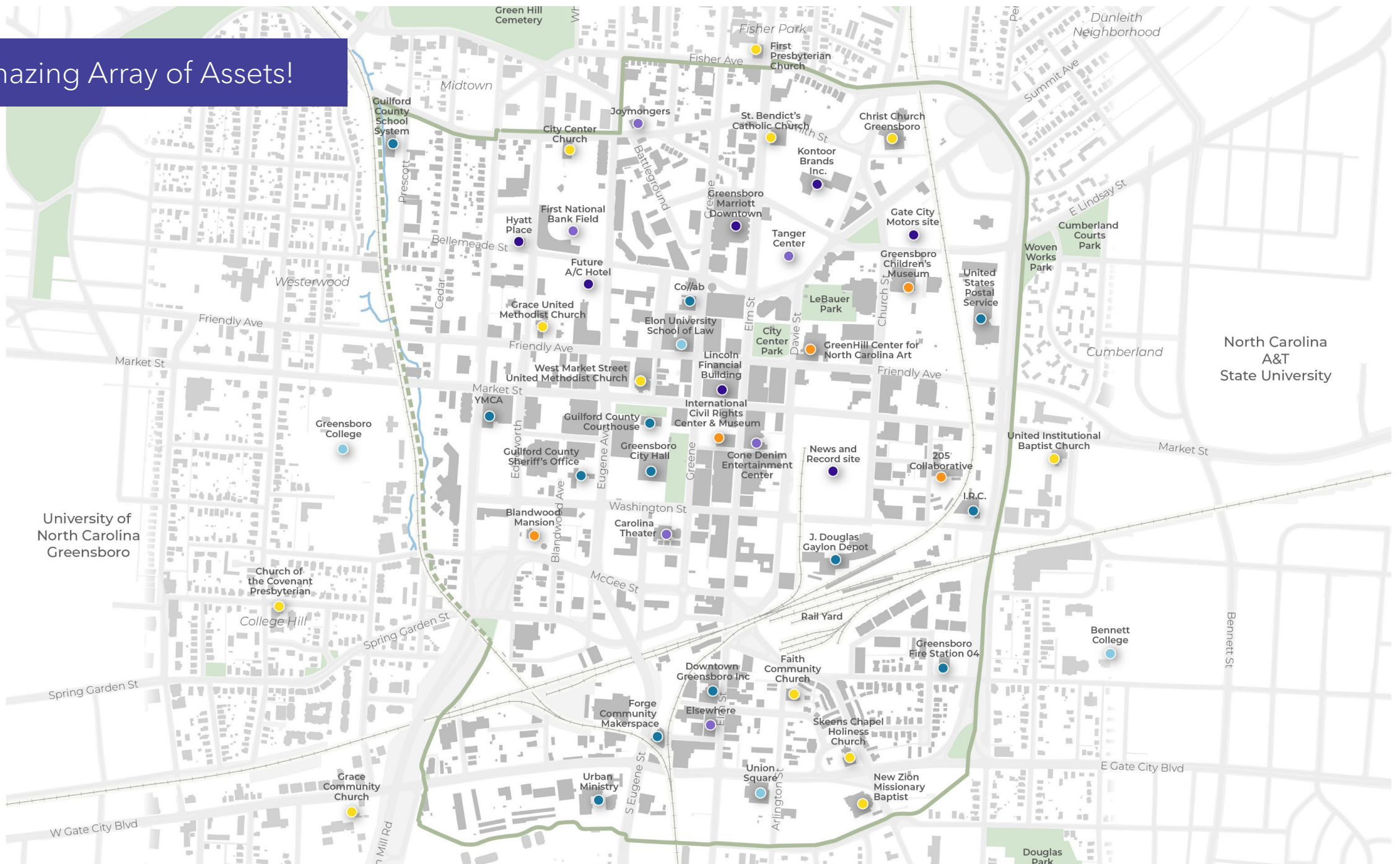
**CREATE  
FLOURISHING  
PARKS**



**PROMOTE A  
UNIFIED IDENTITY  
AND BRAND**



## An Amazing Array of Assets!



[illegible]

North Carolina  
A&T  
State University







Wrigleyville, Chicago, IL



First National Bank Field, Greensboro



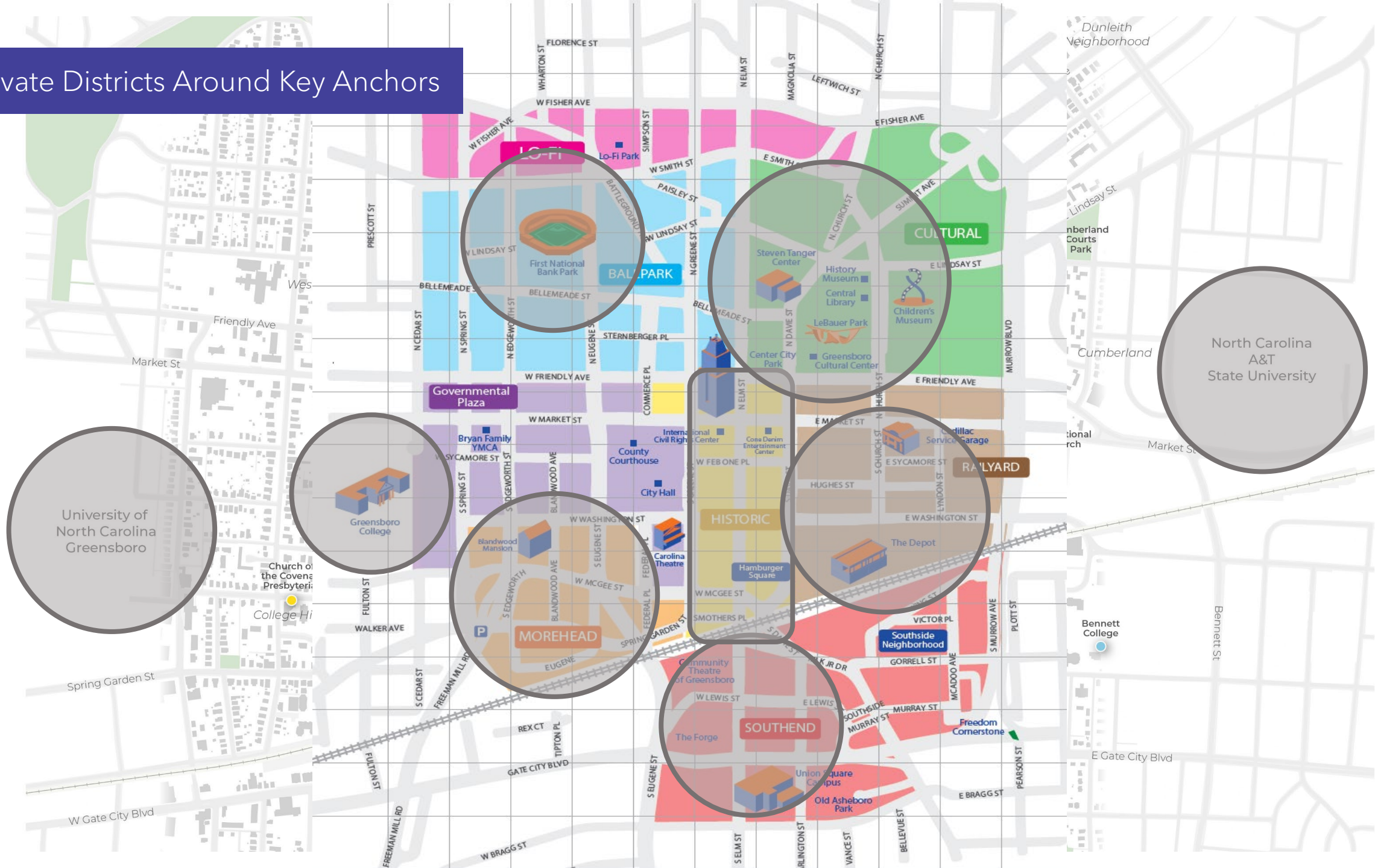
Truist Ballpark, Charlotte, NC



- Tourism attraction
- Jobs creation
- Local business support
- Revenue generation through ticket sales, merchandise, and concessions




# Cultivate Districts Around Key Anchors



[illegible]

University of  
North Carolina  
Greensboro



Church of the Covenant  
Presbyterian  
College Hi

Dunleith  
Neighborhood

Shirley  
Land  
Courts  
Park

Cumberland

CULTURAL

E LINDSAY S



Children's Museum



--	--



Service Gara

E SYCAMORE ST  
RA

E WASHINGTON ST

The Depot



**Southside**

GORRELL ST AVE

CADDO

MURRAY ST

Free  
Comer


E BRA

QUEST

BELLERU





Camp North End, Charlotte, NC






Multi-Use Stadium + Mixed-Use Development, Colorado Springs, CO



STATE OF THE CITY | 2025  
GREENSBORO SOUTH CAROLINA

# Youth Sports Capital



Pathway to Progress





Activate Vacant Land/Lots – Art Fair, Ann Arbor, MI

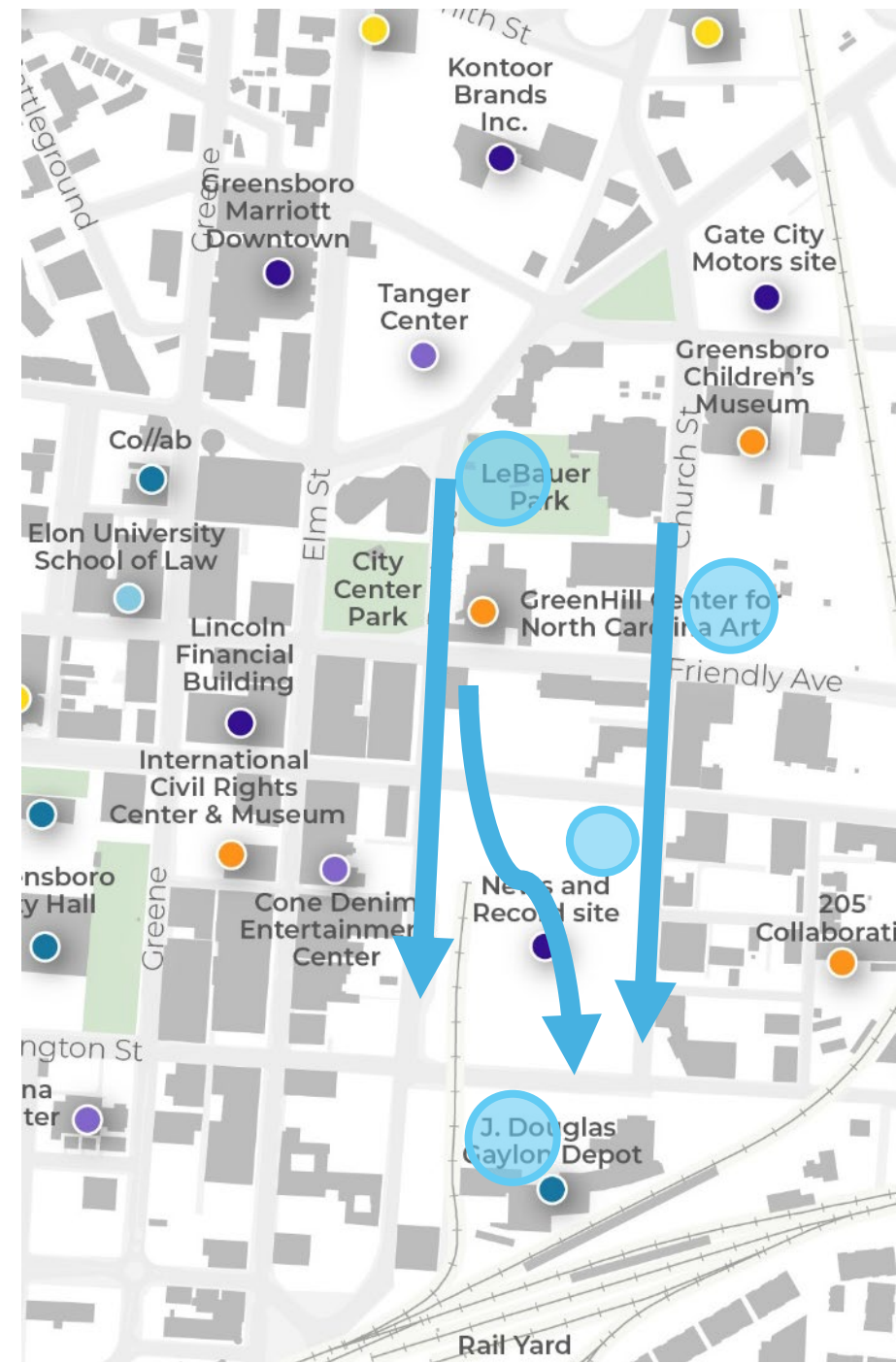
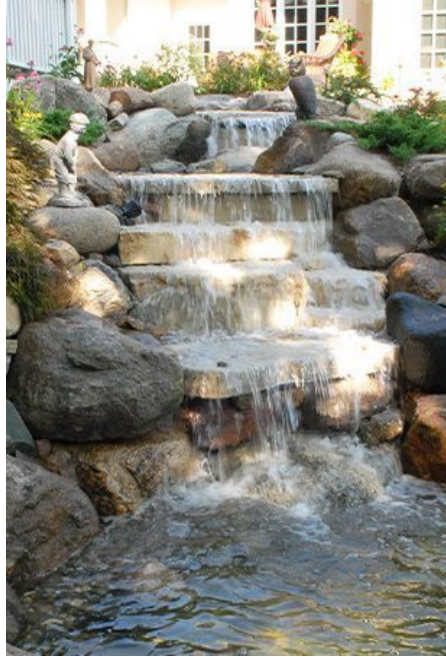


Activate Vacant Land/Lots - Food Truck Festival, Fort Collins, CO





Water – Recreation, Relaxation, Attraction!





Added Density on Downtown Periphery - Charleston, SC | Scottsdale, AZ





Mixed Use - Bradenton, FL | Sacramento, CA





# Atlanta's Beltline Becomes Crucial Part Of Economic Uplift, Promoter Of Green Space

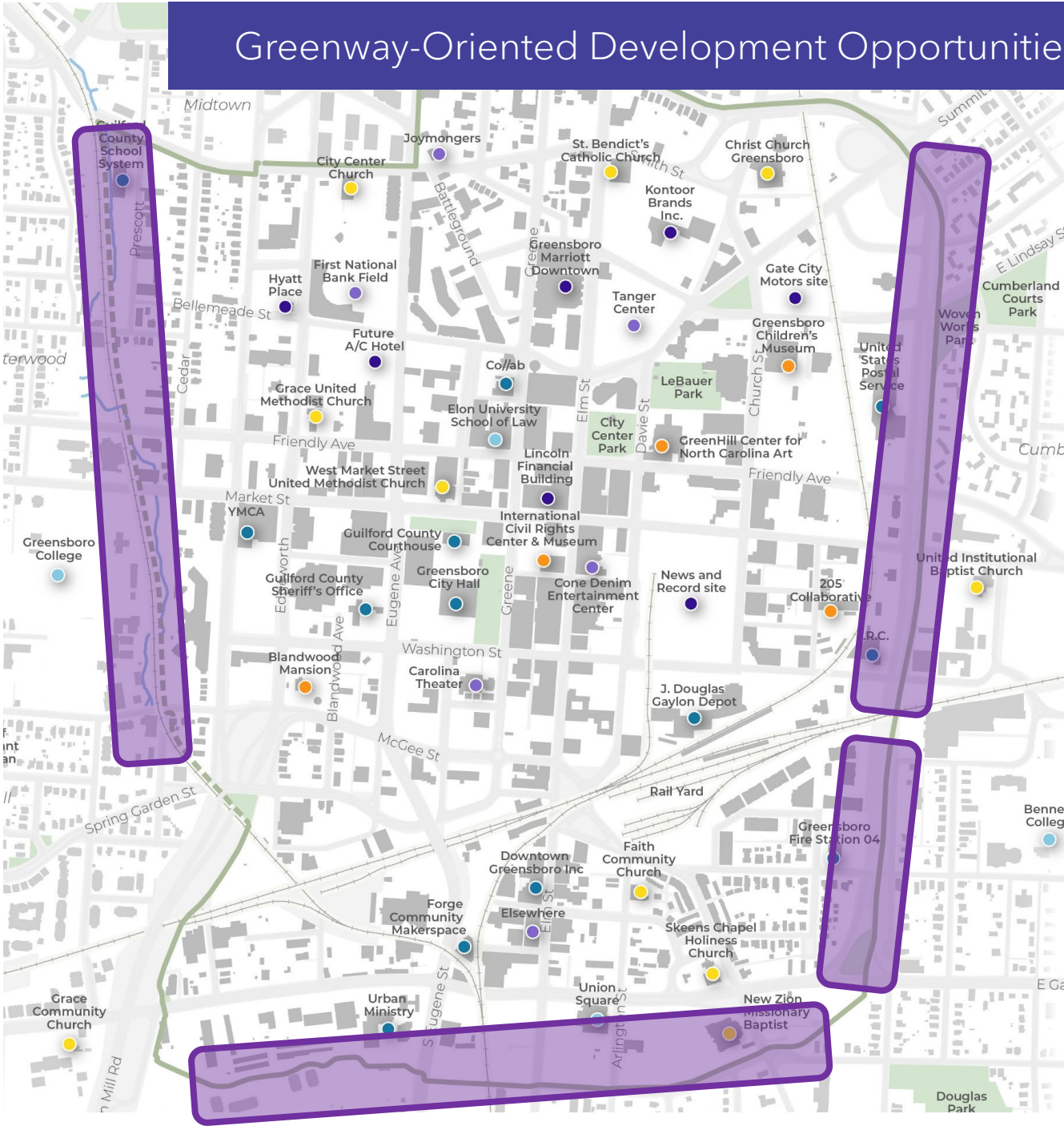


Atlanta, GA



Tacoma, WA

## Greenway-Oriented Development Opportunities





# Support Small Business and Young Professionals – 4<sup>th</sup> Street, Berkeley, CA





Restaurant Incubator – Spice Kitchen, Salt Lake City UT





Attract Professional Services and Start-Ups through Flexible Workspaces



Potential Use/Space at the Depot



News & Record Site















# Key Elements for a Walkable, Accessible Downtown: Landscaping, Street Trees, Furniture, Lighting, Bicycles Facilities

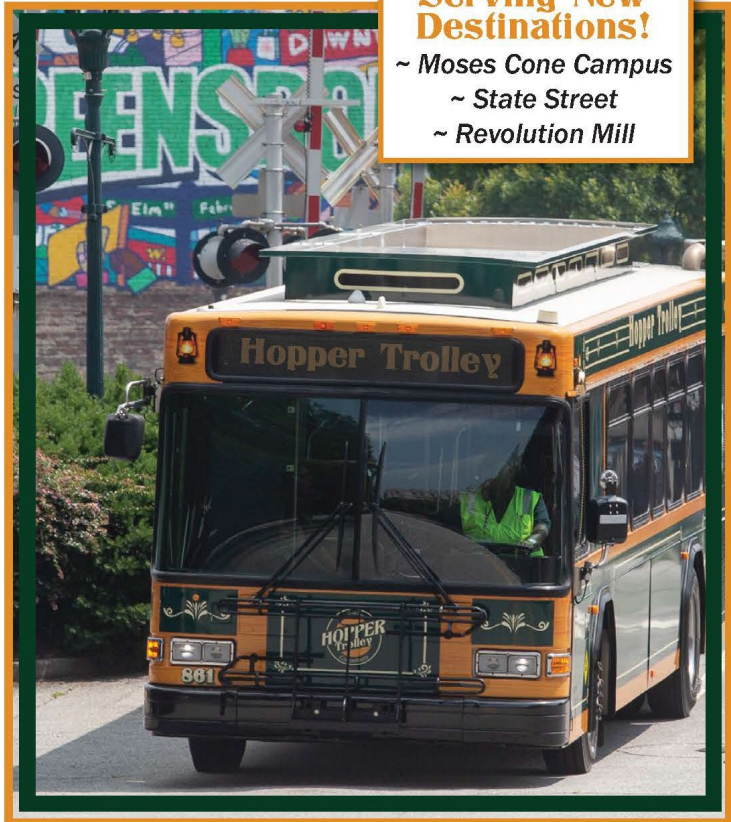




# Extended Trolley Network



**Serving New Destinations!**  
~ Moses Cone Campus  
~ State Street  
~ Revolution Mill



**Effective July 2024**





Connections to Surrounding Neighborhoods and Destinations, East Greensboro Greenway





# N.C A&T UNVEILS AUTONOMOUS SHUTTLE ROUTE TO DOWNTOWN GREENSBORO

By Jordan Howse / 09/18/2023 [Research and Economic Development](#), [College of Engineering](#), [Electrical](#)



EAST GREENSBORO, N.C. (Sept. 18, 2023) - North Carolina Agricultural and Technical State University's exciting and innovative Aggie Auto self-driving shuttles are heading in a new direction: Downtown Greensboro.



# Connecting the Future: NC A&T Autonomous Shuttle

## International Downtown Association 2024 Award of Excellence

INSPIRED LEADERS  
SHAPING CITIES

OUR VISION

JOIN IDA

CONNECT







## Right-Sized, Activated, Safe Open Spaces and Network



## Downtown Housing Amenities, Colorado Springs, CO



# Gaylon Depot, Potential Redevelopment

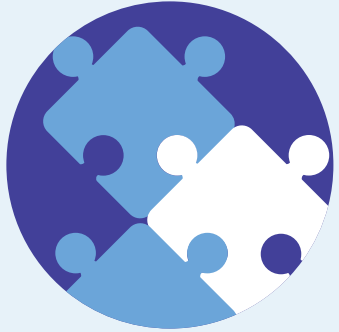




# Gaylon Depot, Potential Redevelopment







**LEVERAGE KEY  
ASSETS**



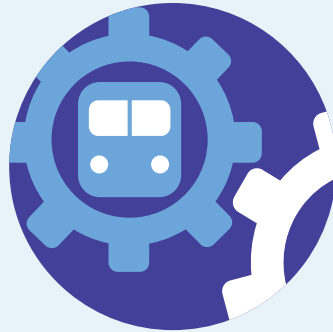
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**CREATE  
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**PROMOTE A  
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The background of the slide features a faded, high-angle photograph of a city street with buildings, trees, and a river. Overlaid on this is a large, stylized logo for 'thrive'. The word 'thrive' is written in a lowercase, rounded font. The letters 'th' are green, while 'rive' is white. The 'i' in 'thrive' has a white dot. The entire logo is semi-transparent, allowing the city background to be visible through it.

# **MOVING FORWARD: From Vision to Action**

thrive



# TOOLS AND ROLES

## Funding and Tools

- Public-Private Partnerships (PPPs)
- Incentives and Tax-Based Tools
- Flexible Capital Sources
- Zoning and Land Use Levers
- Infrastructure Alignment




## Roles and Partners

- Clarify who leads what (**City, DGI, BID, institutions, developers**)
- Formalize MOUs or shared implementation agreements
- Consider dedicated implementation lead or coalition






# MOVING BIG MOVES TO REALITY - BUNDLING AND PHASING



## Why It Matters

-  Phased action builds momentum and trust
-  Bundling public tools reduces risk, attracts investment
-  Focused moves avoid spreading resources too thin

## How It Could Work

-  Advance sites in waves: Now / Next / Later
-  Sequence by readiness, impact, partner alignment
-  Use flexible tools tailored to each opportunity

## What Each Initiative Needs

-  Site control or program lead + delivery strategy  
Financing stack (TIF, OZ, grants, land, capital programs)
-  Infrastructure, zoning, or policy alignment to unlock value





# 35

## DOWNTOWN GREENSBORO AREA STRATEGIC PLAN

County Commissioners  
May 15, 2025