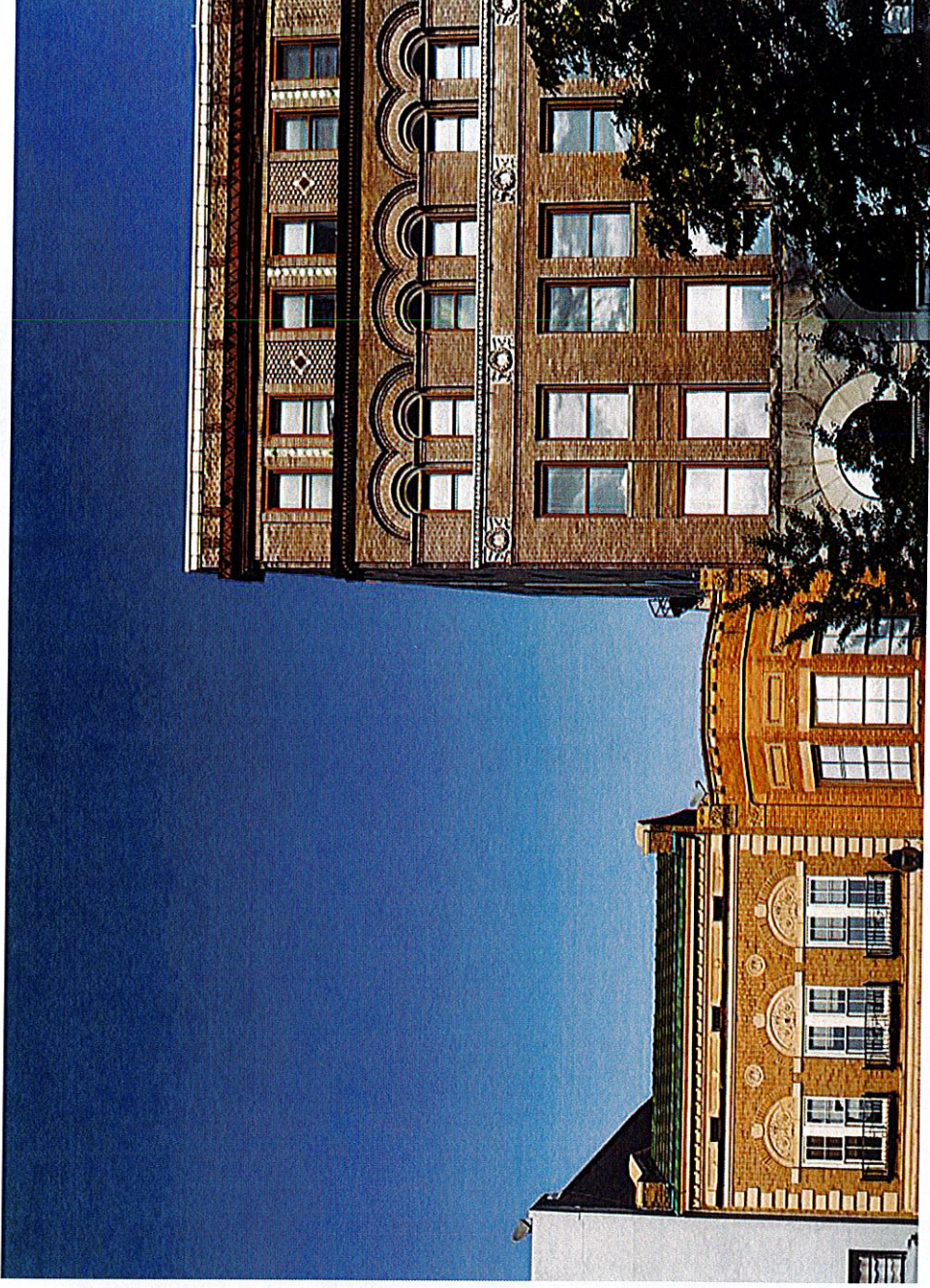




**DOWNTOWN
GREENSBORO**

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

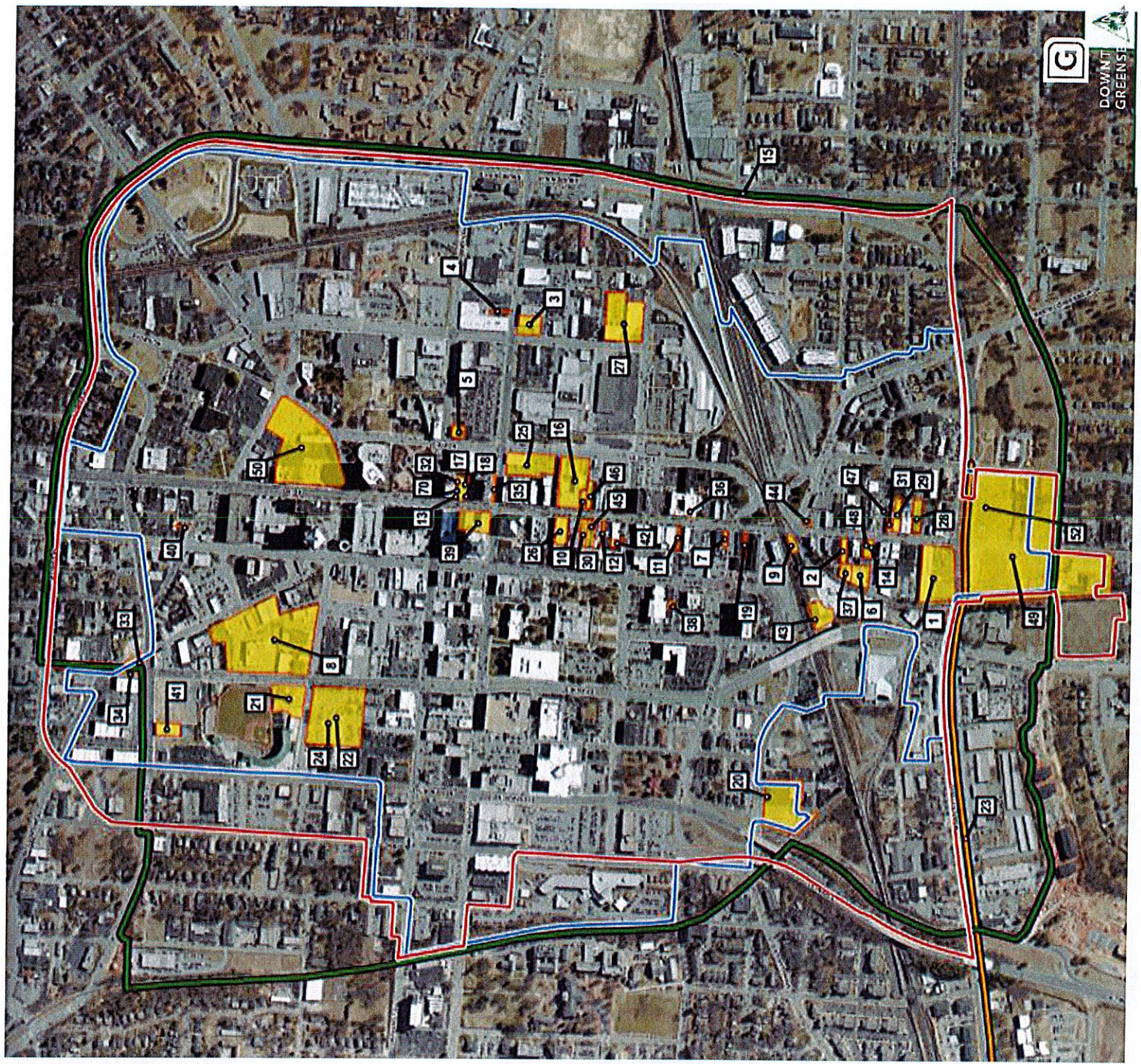


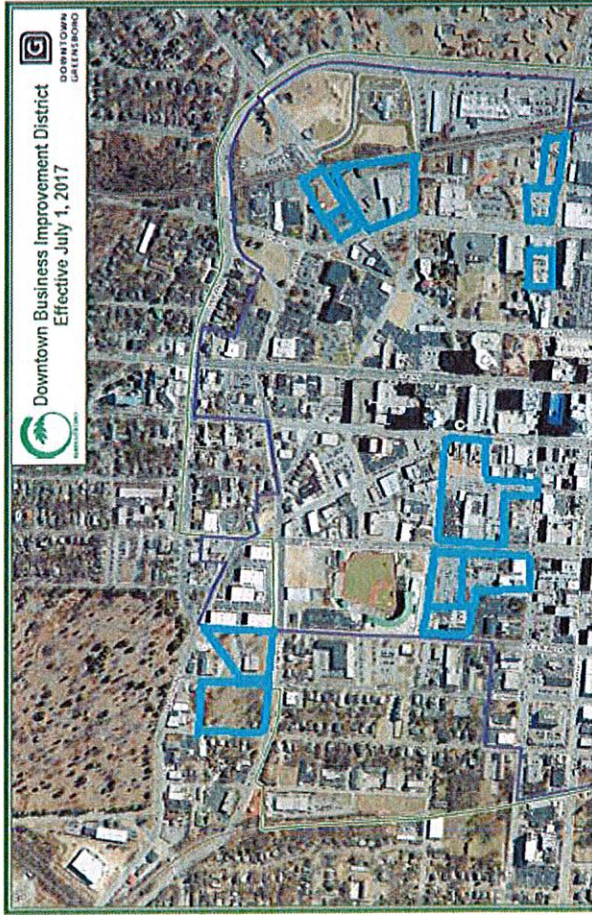
14.6% of the downtown population is married

85.4% is single

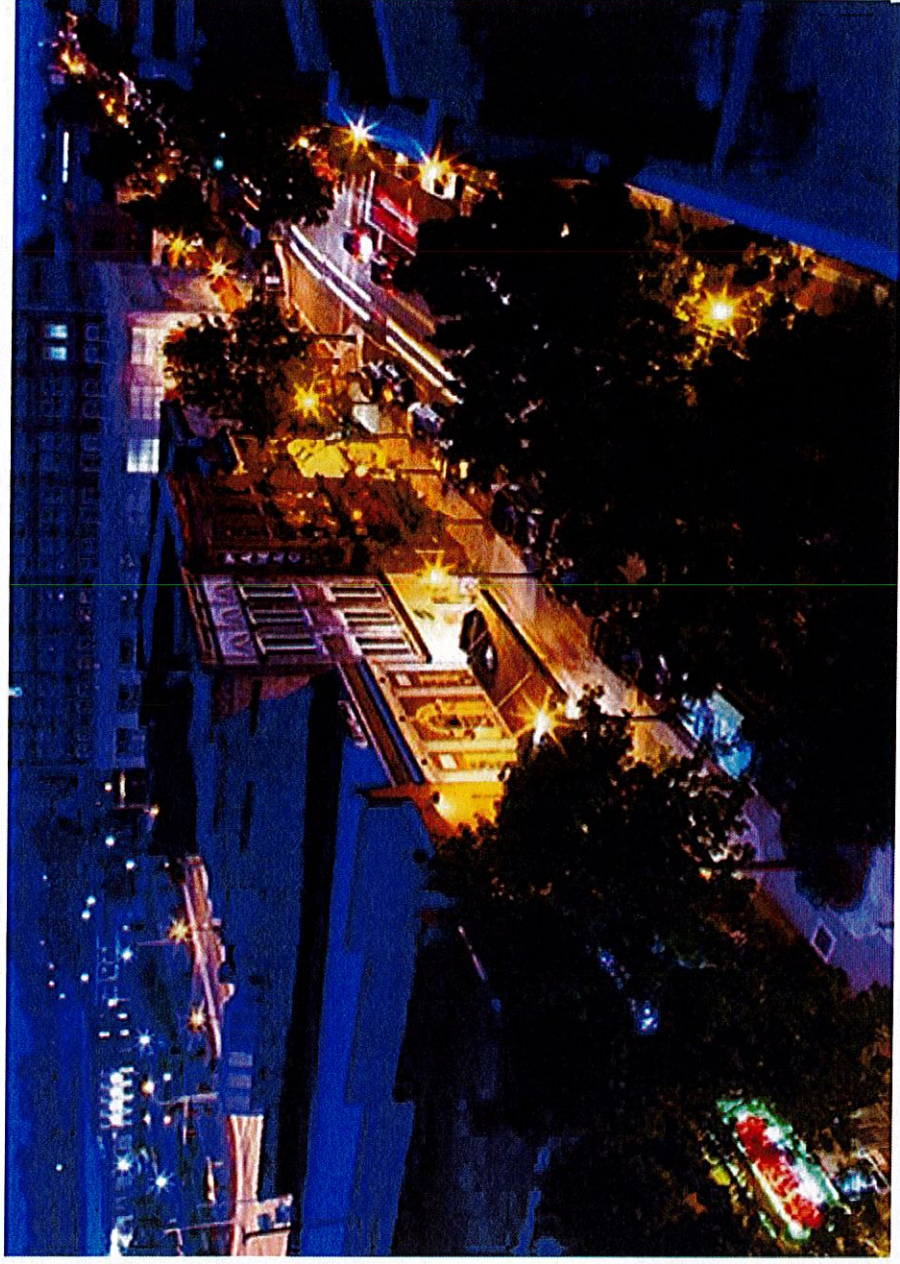
Residential Vacancies
4.7%*

*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

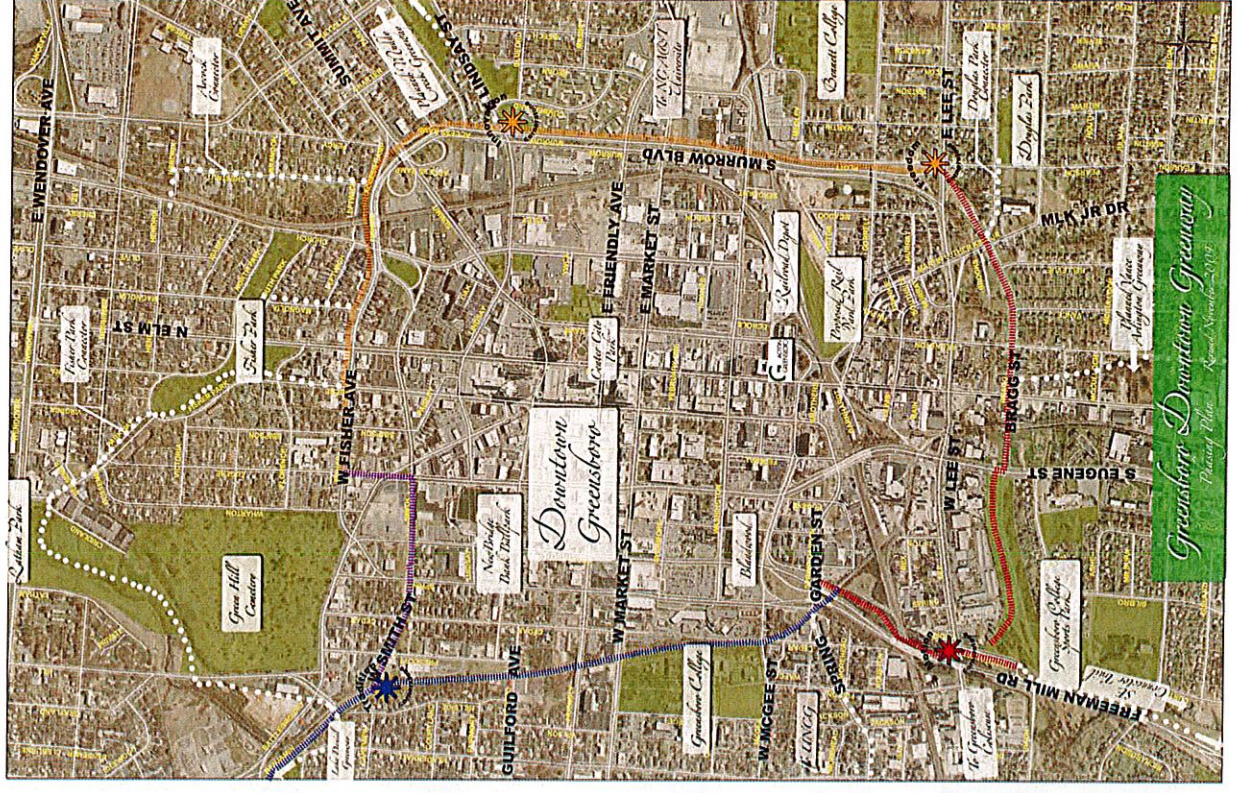


HR&A
Analyze. Advise. Act

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



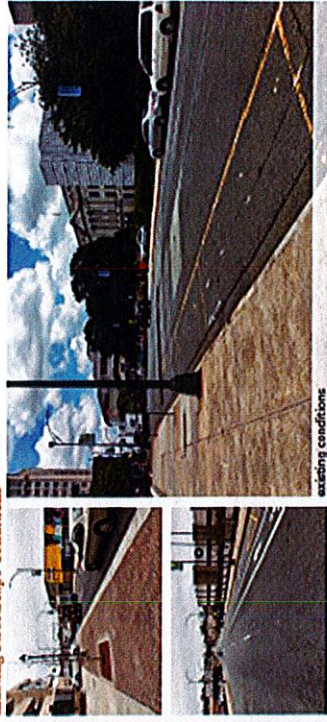
Existing Conditions

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

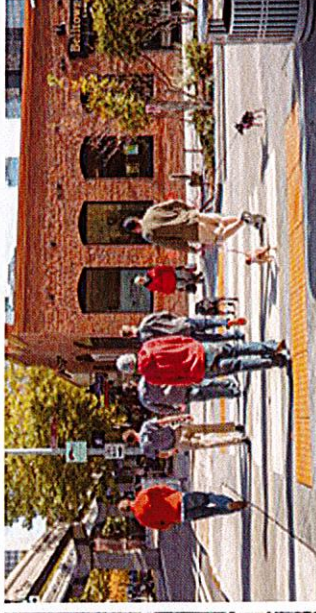
Community Vision

- 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

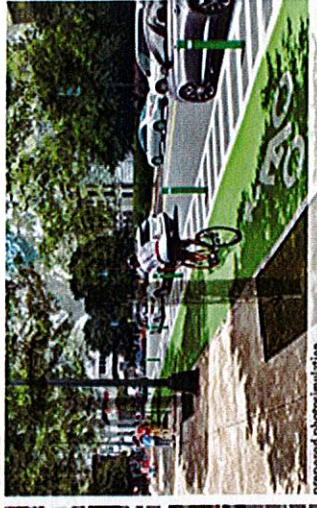
Existing Streetscape Conditions



Streetscape Improvements



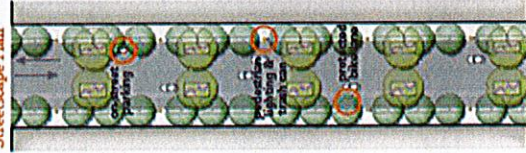
Short Term Streetscape Improvements



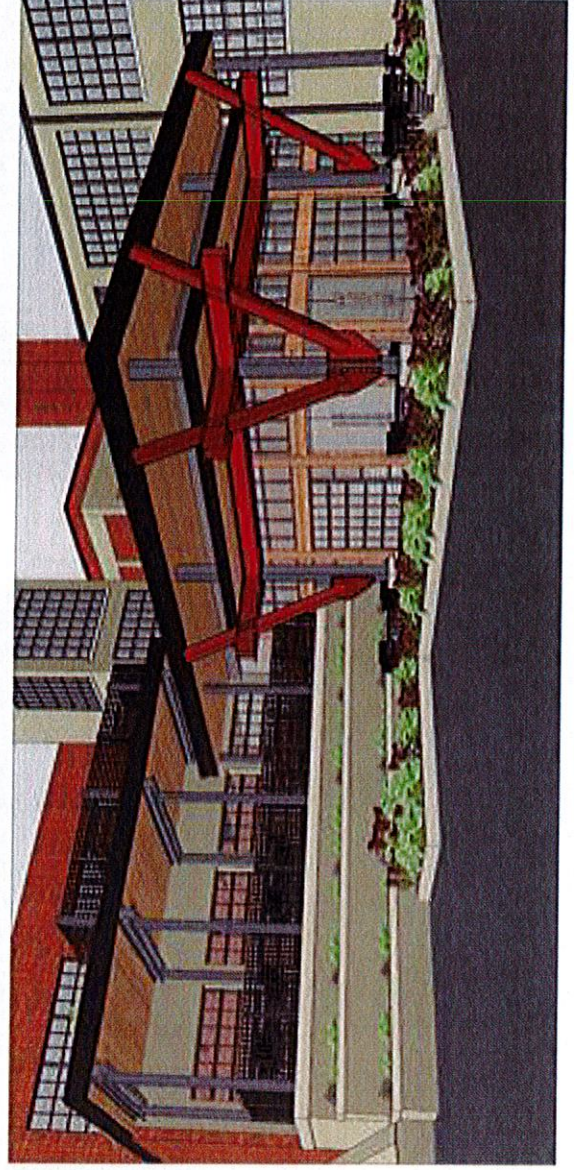
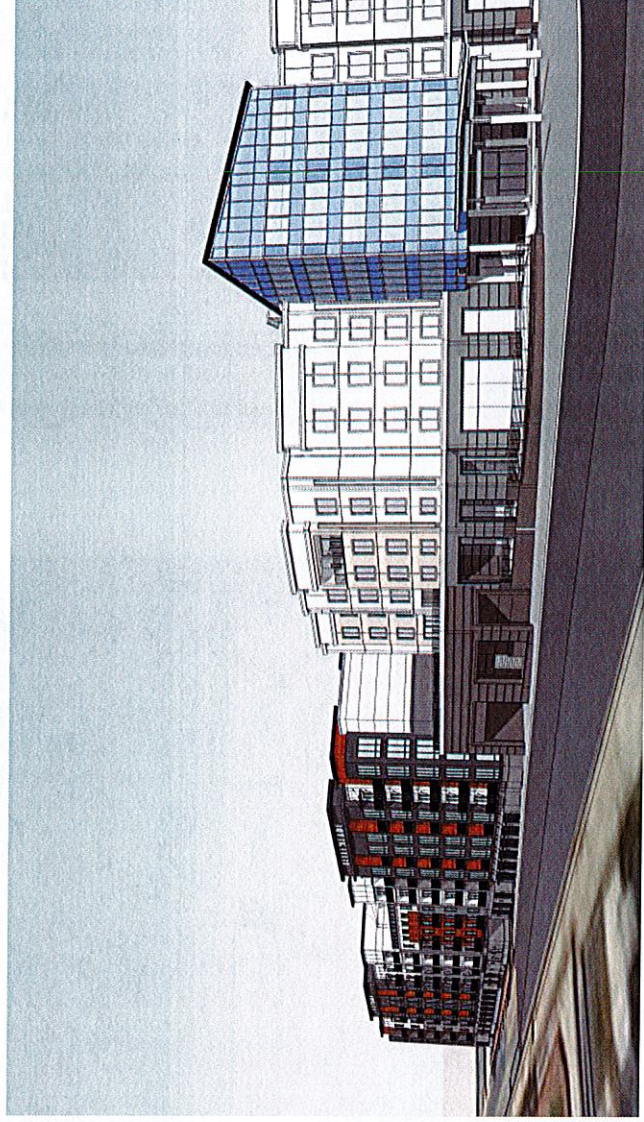
Long Term Streetscape Improvements



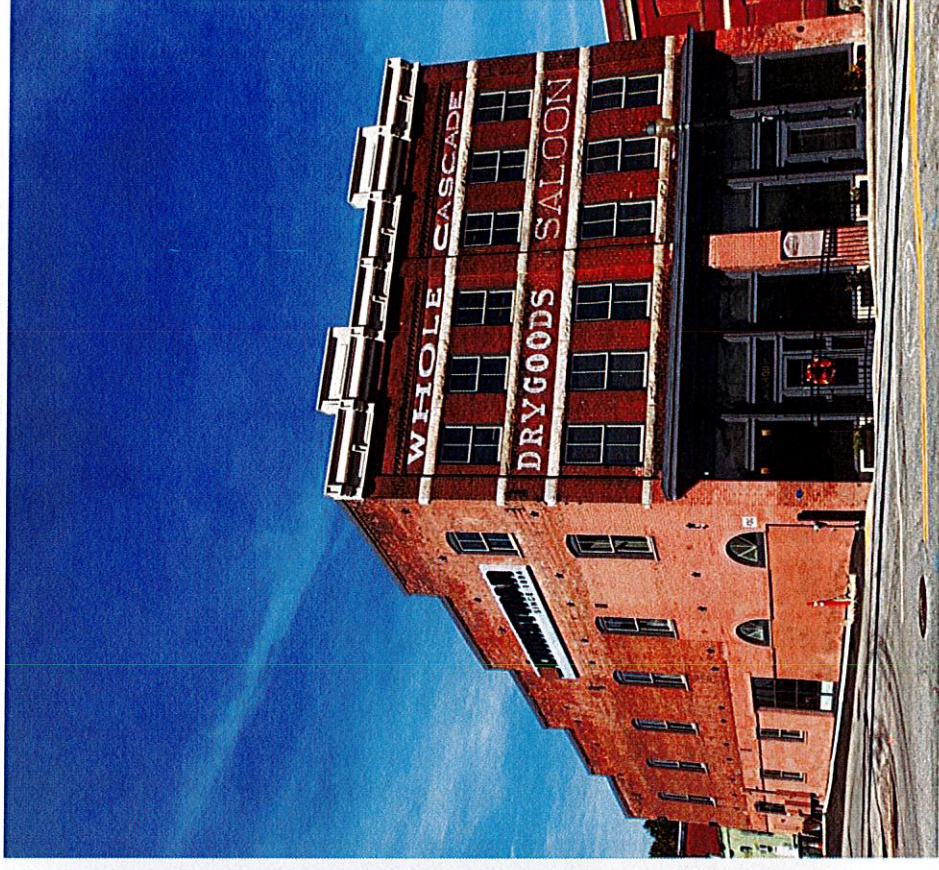
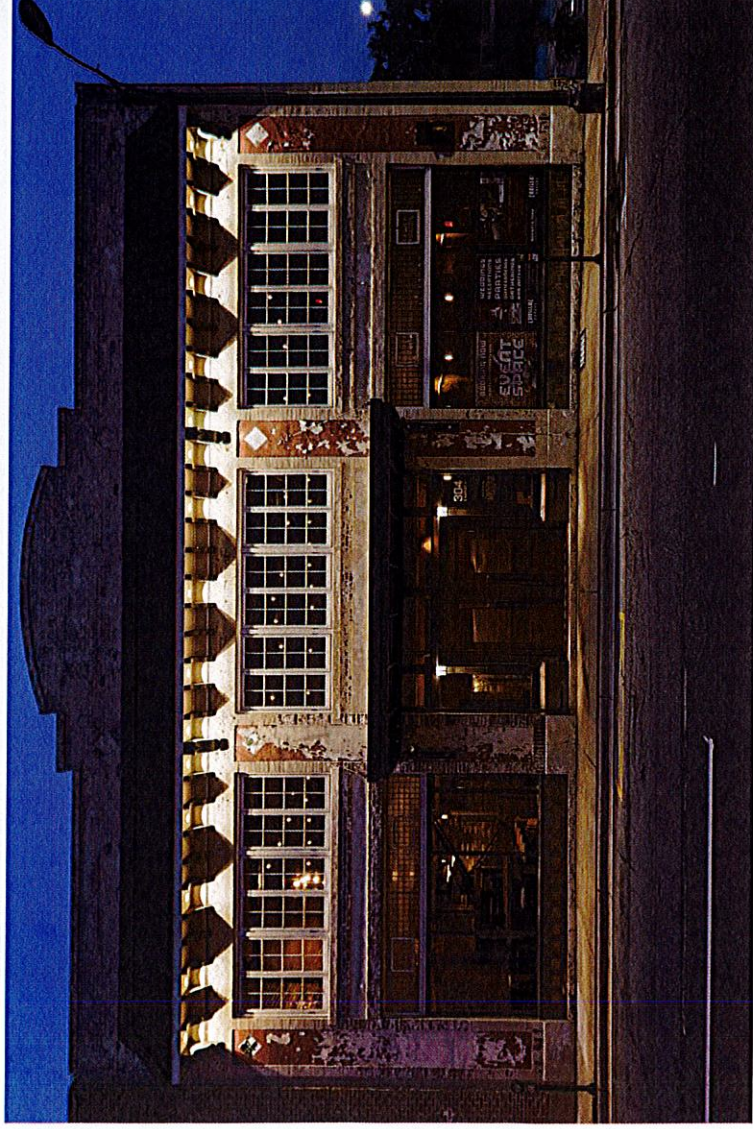
Prototypical Streetscape Plan



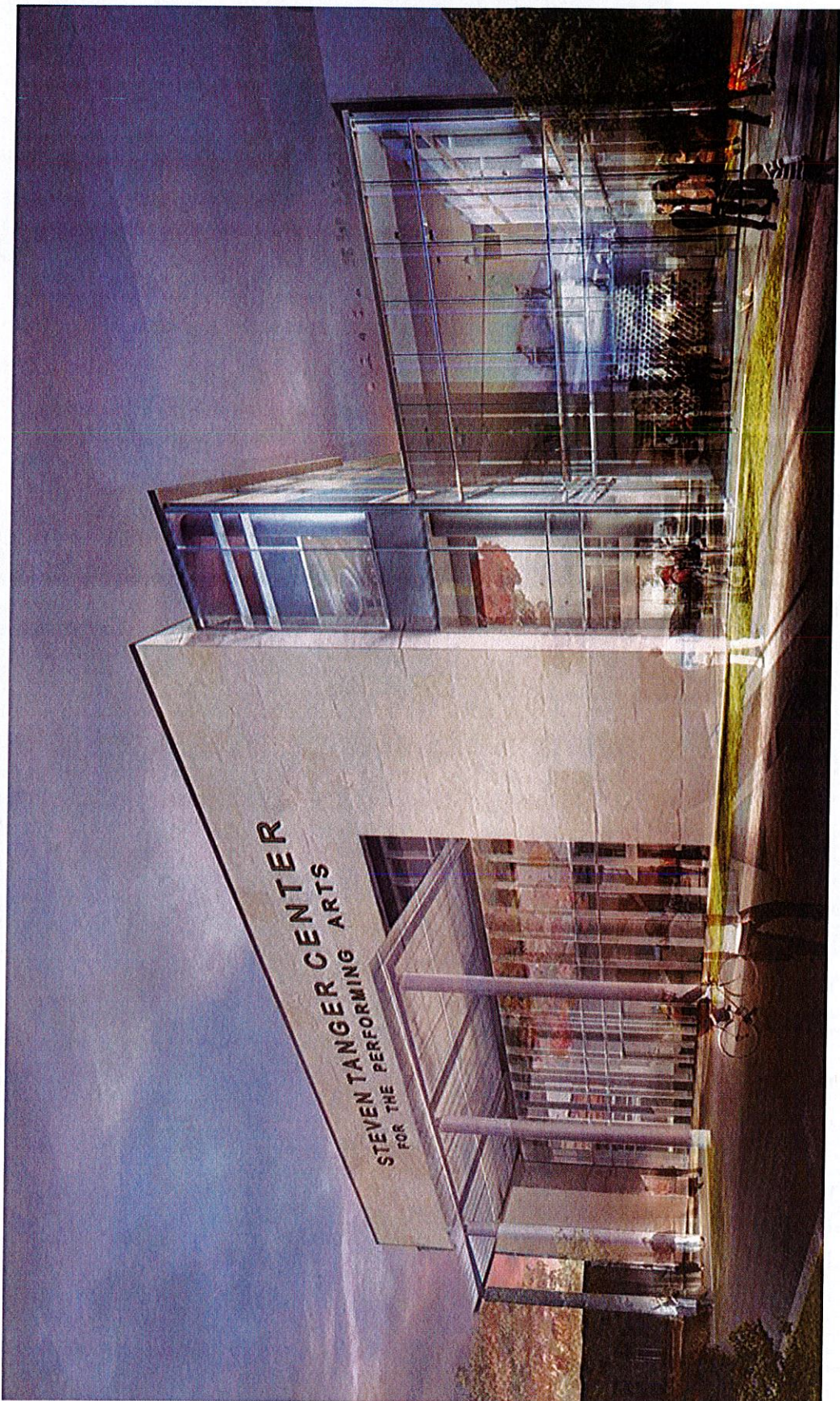
3. INCENTIVIZE QUALITY NEW MIXED USE DEVELOPMENT



4. ACTIVATE DOWNTOWN'S UNIQUE HISTORIC BUILDING STOCK

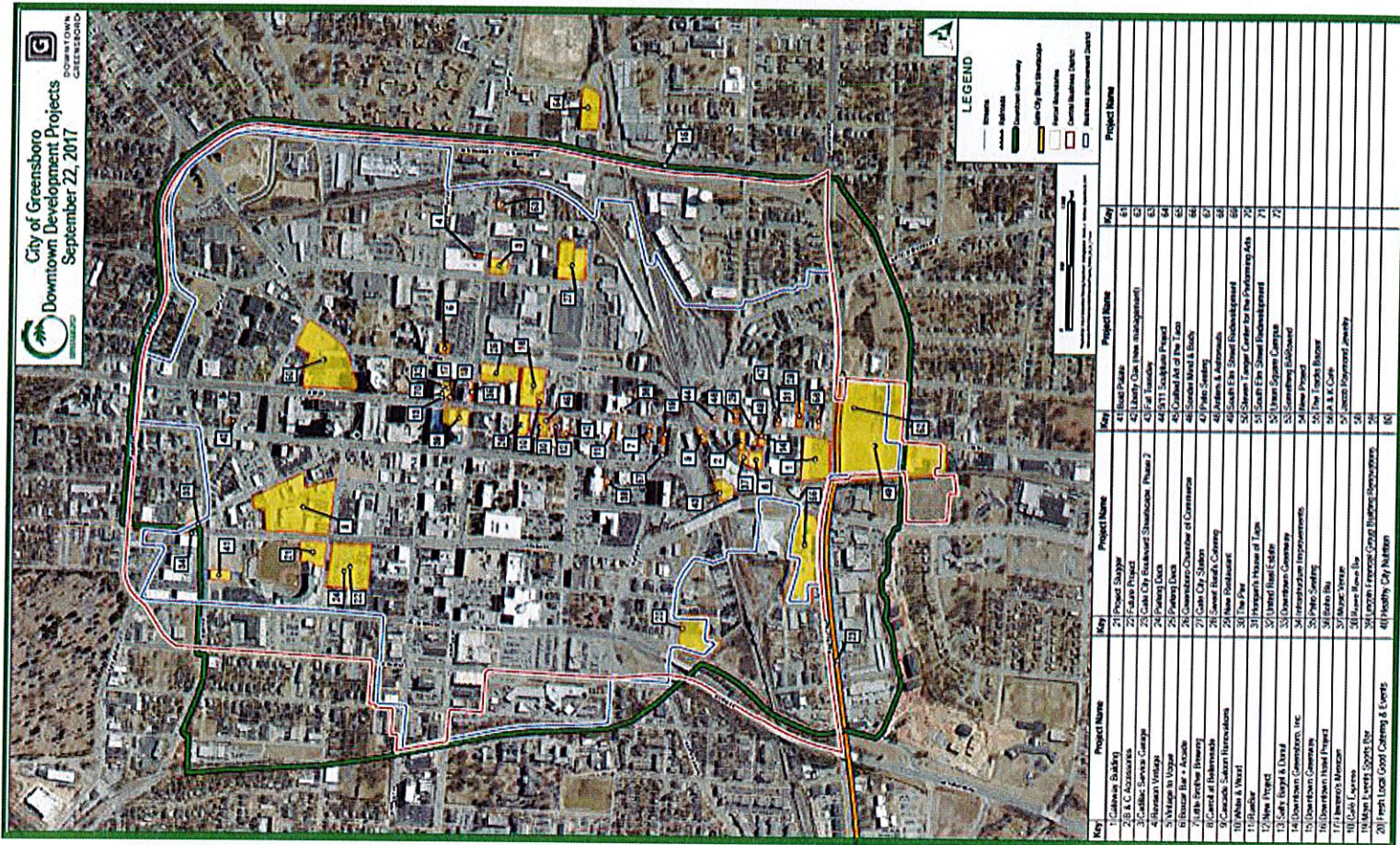


5. CREATE A SIGNATURE PERFORMING ARTS CENTER



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





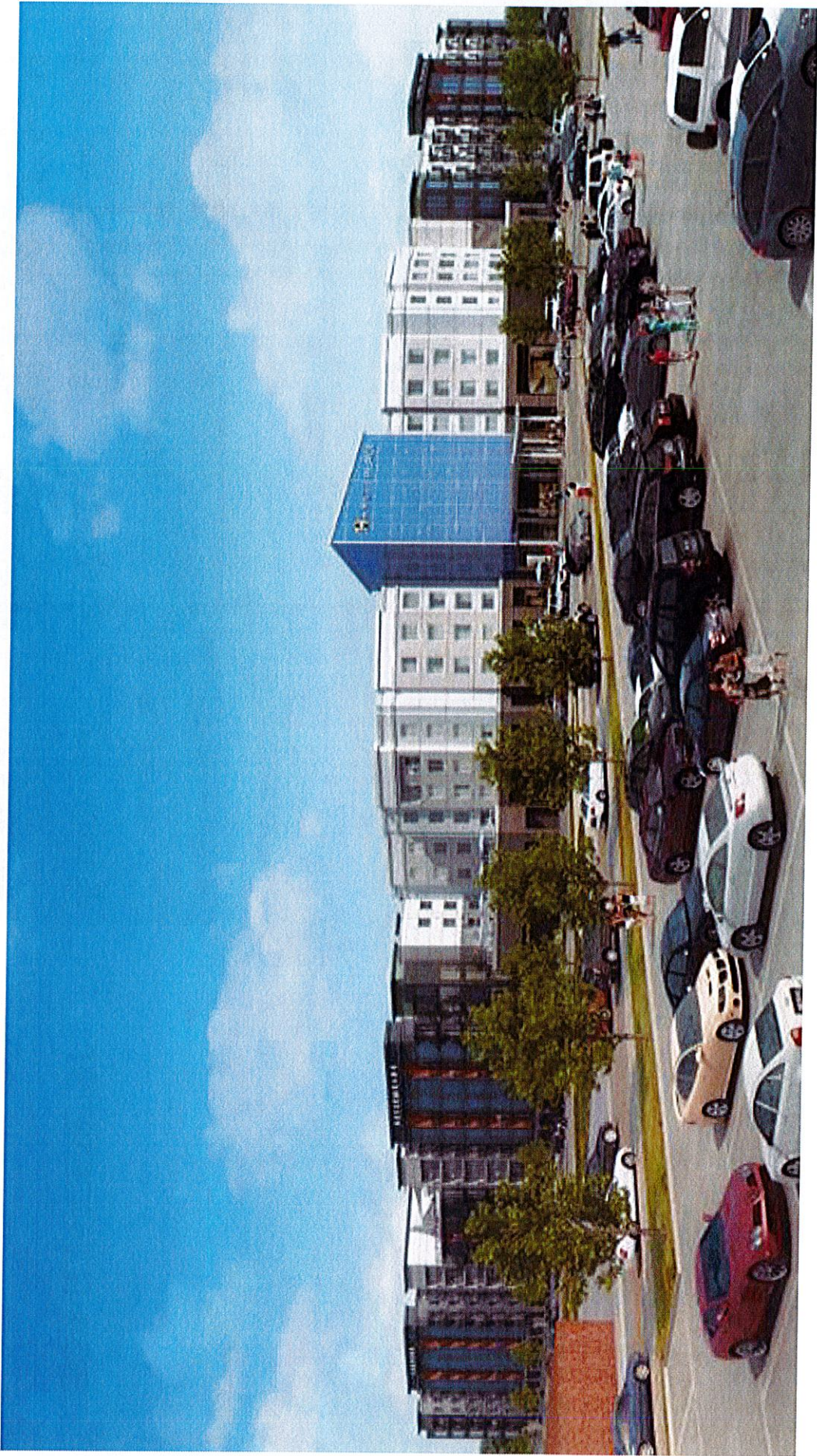
DOES IT MAKE FINANCIAL CENTS?

300 N EUGENE ST

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

304 N EUGENE ST

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



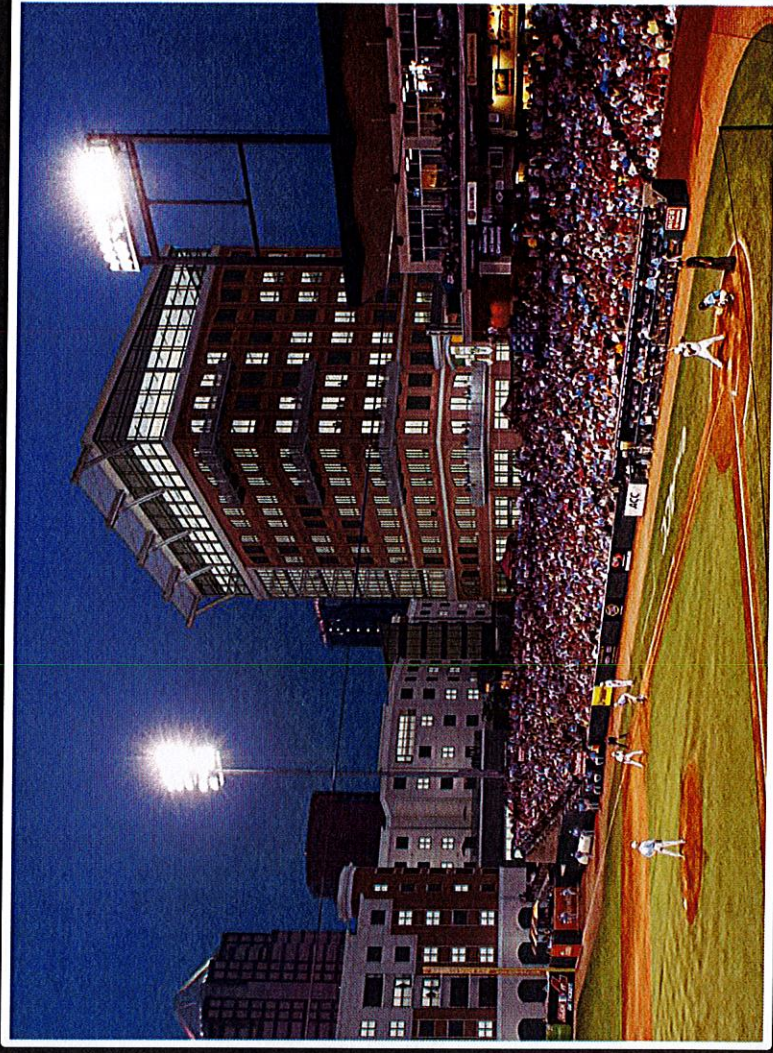
DOES IT MAKE FINANCIAL CENTS?

300 N LINDSAY ST

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

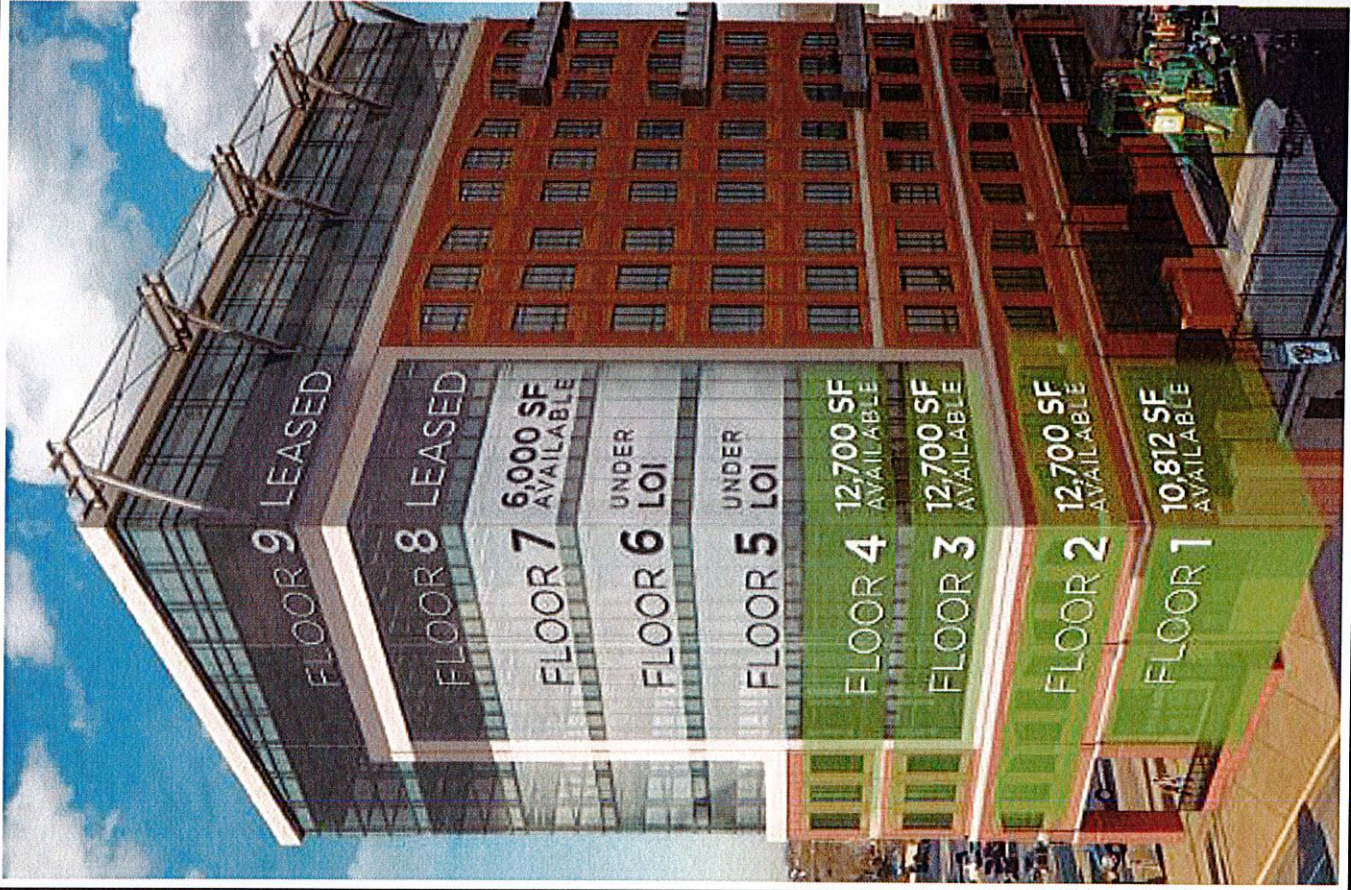
304 E MARKET ST

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



PROJECT SLUGGER

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







SEE YOU DOWNTOWN!