



The Smarter Gate City Corridor Project

NCAMPO Conference April 25th 2019

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1. Introduction

2. Greensboro

3. Tactics

4. Process

5. Participation

6. Future

1. Introduction

Greensboro is the
NUMBER ONE
city in the U.S.

Greensboro, NC

Population: 279,427



According to a recent [Wallethub survey](#), [Greensboro](#) topped the charts for the U.S. city with the least amount of traffic. Get this: the average commuter only spent an annual total of 4 hours in congestion. (This is a breeze compared to cities like Atlanta, where drivers spend up to 102 hours a year stuck in traffic.) One [Reddit user](#) describes their commute across the Greensboro metro area as taking only 15 minutes.

Besides virtually no traffic, Greensboro is a fabulous place to call home. The city scored a coveted spot on Livability's [Top 100 Best Places to Live](#) list this year thanks to affordability, its dedication to diversity and inclusiveness, and abundance of restaurants and craft breweries to spend all that free time you won't spend sitting in gridlock.

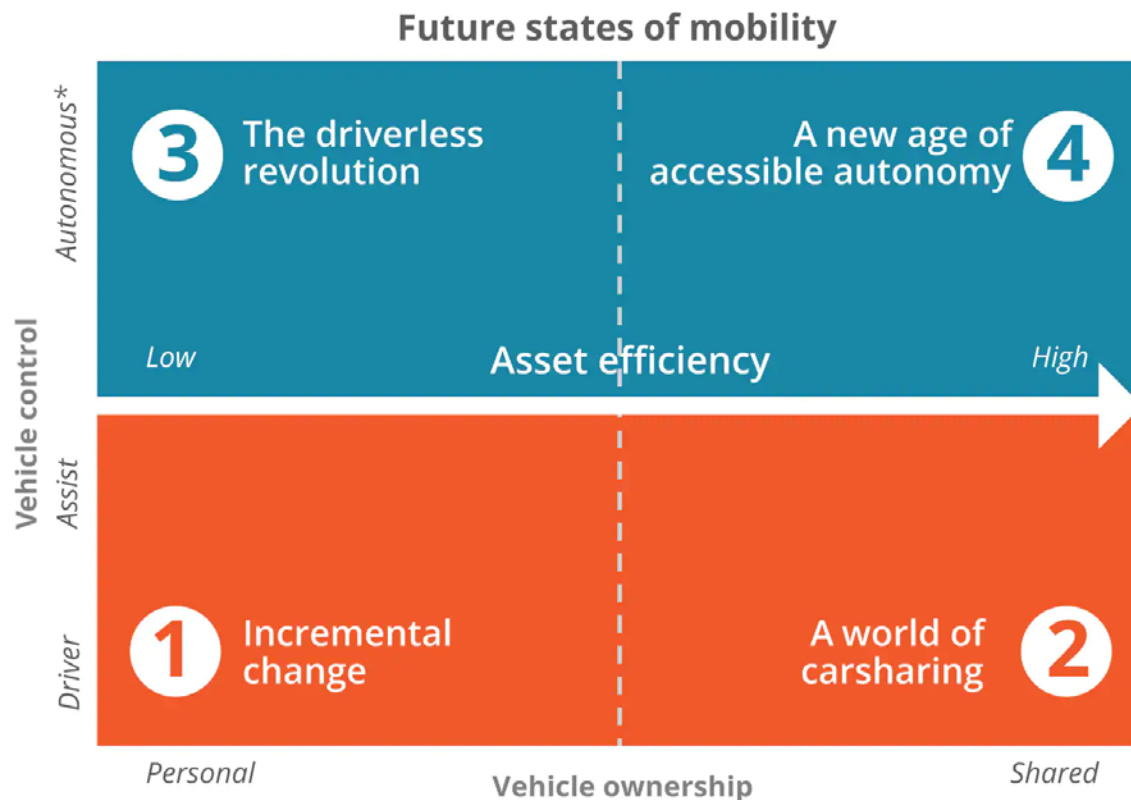
<https://youtu.be/lcd-jITIV0U>

The Future of Mobility

Figure 1. Four potential future states

Extent to which autonomous vehicle technologies become pervasive:

- Depends upon several key factors as catalysts or deterrents—e.g., technology, regulation, social acceptance
- Vehicle technologies will increasingly become "smart"; the human-machine interface shifts toward greater machine control



Extent to which vehicles are personally owned or shared:

- Depends upon personal preferences and economics
- Higher degree of shared ownership increases system-wide asset efficiency

Note: Fully autonomous drive means that the vehicle's central processing unit has full responsibility for controlling its operation and is inherently different from the most advanced form of driver assist. It is demarcated in the figure above with a clear dividing line (an "equator").

2. Greensboro

Greensboro, NC

Population: 279,427



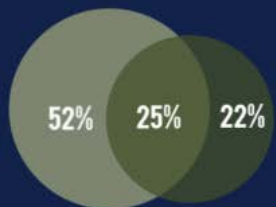
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GREENSBORO

HOUSING AND TRANSPORTATION CHARACTERISTICS

COMMUTE FLOWS



117,000 - Work in Greensboro but Live Outside
 56,000 - Live and Work in Greensboro
 50,000 - Live in Greensboro but Work Outside



82%
 DRIVE ALONE



4%
 WORK AT HOME



9%
 CARPOOL



2%
 NON-MOTORIZED



2%
 TRANSIT



1%
 OTHER

Area Growth Projections

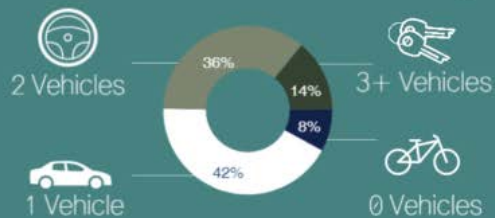


The Greensboro Urban Area is expected to expand by over 100,000 people by 2040.

Housing Stock



Household Vehicle Availability



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University of North Carolina - Greensboro



UNCG Millennial Campus District Objectives

- Accessible & Distinctive community-engaged research and teaching
- Diverse, Collaborative & Convergent development and shared spaces
- Entrepreneurial, Engaging, & Enriching connections with the city



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University of North Carolina - Greensboro



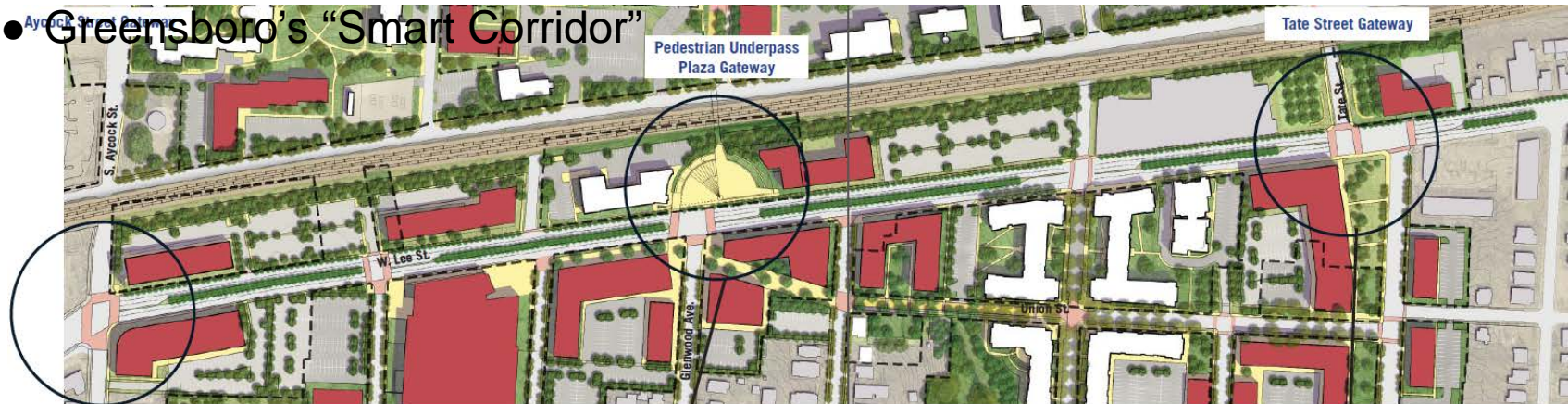
Gate City Blvd. Health District

- Focus on community wellness
- Create an urban feel
- Support a true hub of innovation
- Incorporate patient clinics

Tate Street Arts District

- New “user-friendly” arts destination
- Provide community art space
- Create new dining destinations
- Create a funky, organic feel
- Develop a community arts school

● Greensboro’s “Smart Corridor”



The corner of West Lee Street and Aycock Street would benefit from decorative paving materials and landscaping along the median and at the edge of buildings to establish a sense of campus identity.

Signage and landscaping like that outside the Aycock Auditorium would establish a sense of place at the Pedestrian Underpass Plaza along Lee Street.



Landscaped areas at the corner of Tate Street and West Lee Street provide opportunities for locating banners, maps, and other campus signage.



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University of North Carolina - Greensboro



Initial Development & Design Considerations

- “Game Changing” development projects
- Blur campus and community boundaries
- Incorporate art throughout the districts
- Encourage pedestrian traffic
- Include unique retail
- Build critical mass
- Highlight what makes Greensboro special
- Pursue near-term activation opportunities



2014 Campus Master Plan



3. Tactics

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A Tactical Urbanism Definition

“...**Tactical Urbanism** is an approach to **neighborhood building and activation** using short-term, low-cost, and scalable **interventions and policies**. ...It makes use of **open** and **iterative** development processes, the efficient use of resources, and the creative potential unleashed by **social interaction**.”

(Lydon & Garcia, Tactical Urbanism, 2015, p.2)

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Community Goals & Tactical Processes

Greensboro Goals:

- Local-scale development
- Open collaboration
- Proactive versus reactive
- Thinking long-term
- Bottom-up grass-roots process
- Participatory-driven processes
- Fun impactful interventions
- Phased approach to change
- Walkable bikeable neighborhoods



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Tactical Urbanist Processes & Planning

Tactical Urbanist Processes + Traditional Planning

- **Iterative Processes**
- **Social Interaction**
- **Volunteer-Driven & Staffed**
- **Community-Lead Visioning**
- **Volunteer-Lead Outreach Events**
- **Neutral 3rd-Place Settings**
- **Public Stakeholder Discussions**
- **Use Previous Plans & Input**
- **Expanding Partnerships**
 - Universities & Academics
 - Developers & Neighbors
 - Nonprofits & Activists
 - Public Agencies
- **Data Collection**
- **Articulate Ideas through Design**
- **Catalyst Design Projects**
 - West Gate City Boulevard
 - Station Area Developments
 - Transit Networks
 - Regional Connections



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Part 1 - Partnership & Processes Evolution

June 2017
Project Start



December 2017
1st Partnership



February 2018
Fiscal Sponsorship



March 13th 2018
1st Workshop



November 1st 2018
2nd Workshop



March 26 & 26 2019
3rd Workshop &
Panel Discussion



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Catalyst Project - West Gate City Boulevard

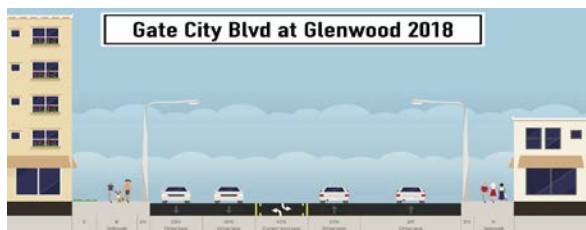
West Gate City Boulevard:

- Traditional highway to High Point
- Dangerous and busy main road
- Difficult to cross for walking & transit
- High crime and blight along corridor
- Recent building expansion by UNCG
- Money for sewer & bike lane funding



Greensboro City Initiatives:

- Outer Coliseum to I-40 section completed 2009-16 for \$13.5 million.
- Coliseum to Elm – Existing designs call for car-friendly highway.
- Coliseum to Elm - \$1.6 million for bike lanes and \$1 million for sewers.
- Coliseum to Elm – City Council asking for bond funding 2016 & 2020.
- Greensboro has regional leadership in transit planning & operations.

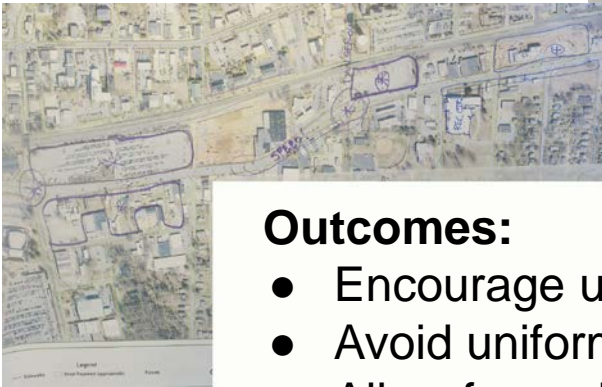
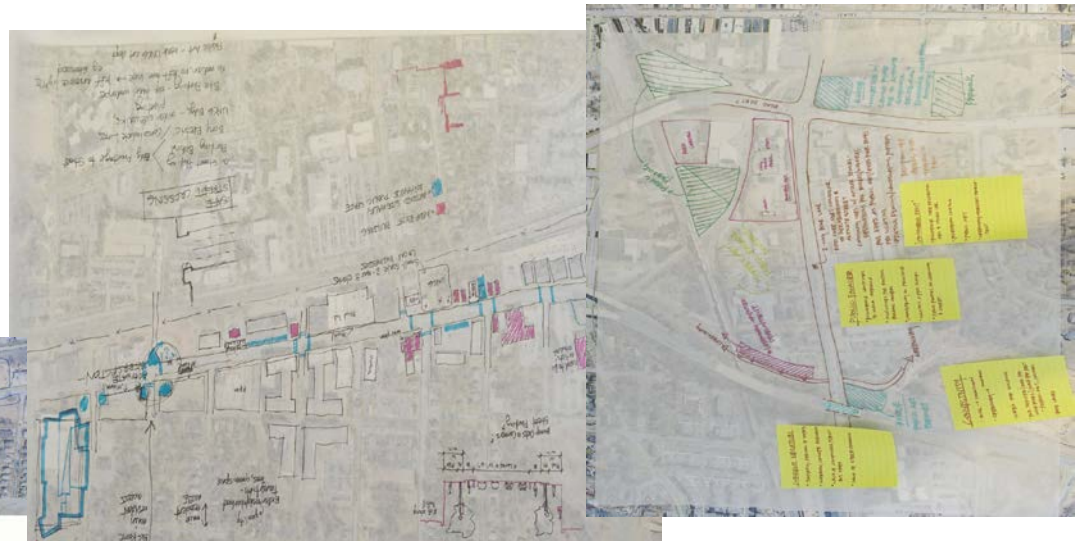


4.Process

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1st Workshop March 13th 2018

Participant-lead afternoon collaborative event brought together participants, facilitators, neighbors, advocates, architects, planners and developers.



Outcomes:

- Encourage unique neighborhood identities & nodes.
- Avoid uniformity - Each street segment needs a unique profile.
- Allow for variations in massing, land use, & canopy.
- Design the environment to make walking fun and interesting.

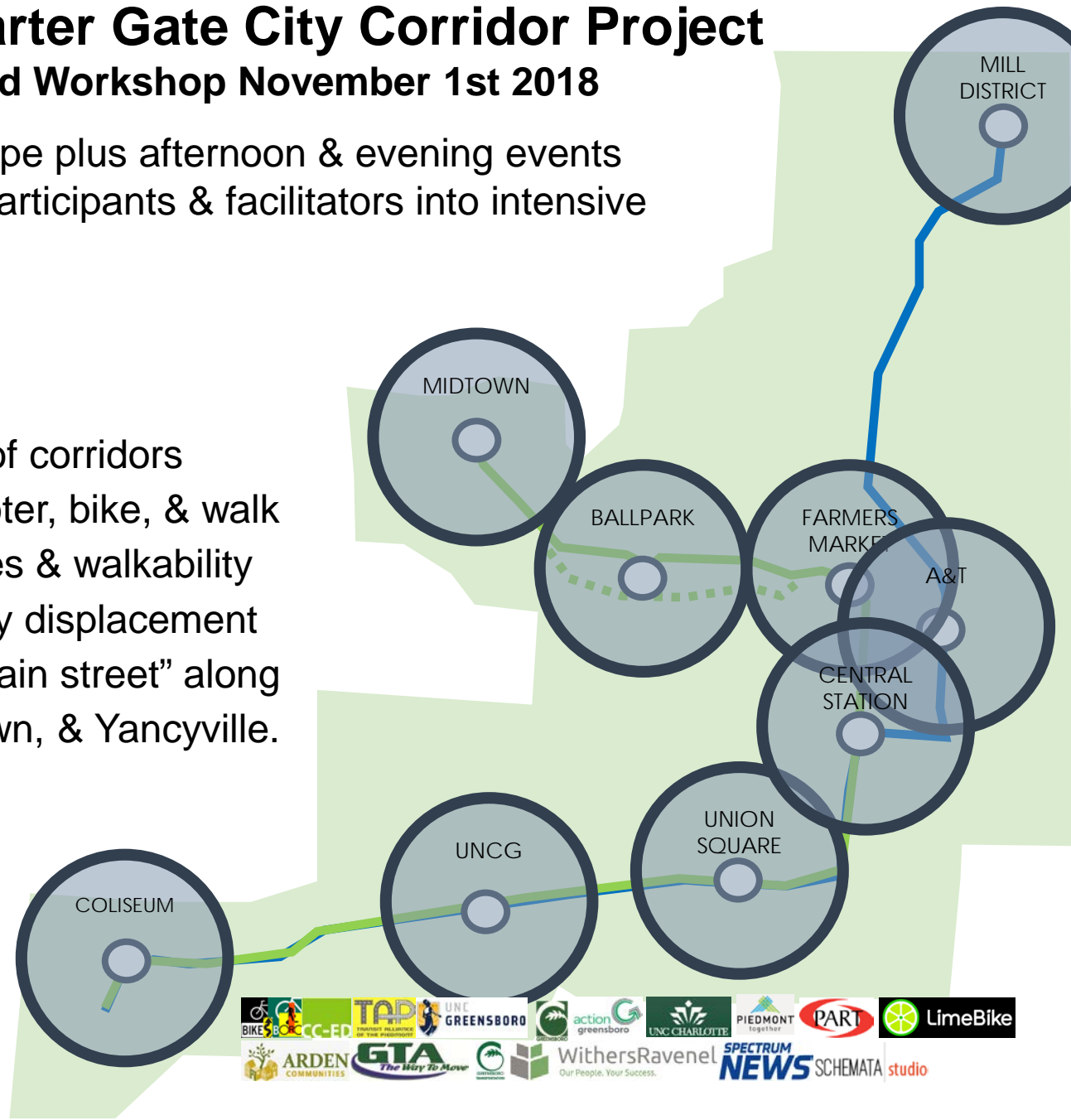
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2nd Workshop November 1st 2018

Expanded project scope plus afternoon & evening events brought together participants & facilitators into intensive discussions.

Outcomes:

- Thinking in terms of corridors
- Mix of transit, scooter, bike, & walk
- Development nodes & walkability
- Mitigate involuntary displacement
- Creating a new “main street” along Gate City, downtown, & Yancyville.



The Smarter Gate City Corridor Project

Grants & Demonstration Projects

February 2019: Project received a \$5,990 grant from the UNCG Office of Sustainability Green Fund, administered by UNCG Dept of Interior Architecture.

UNCG Grant: Funds pay for design student assistants through 2020 + some printing, travel, & publication costs.

UNCG Grant Project Impacts:

- Official UNCG project recognition
- Focus on UNCG Gate City design
- Paid student artists for workshops
- Leverage for additional grants

Demonstration Projects:

- Test ideas and traffic changes
 - Working with partners
 - Applying for demo grants
 - Fall transit routing workshop



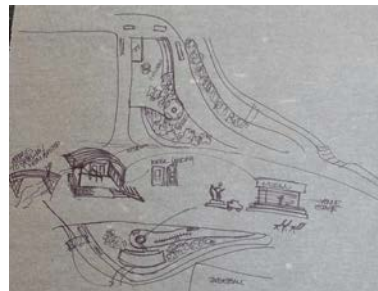
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3rd Workshop March 25th & 26th 2019

Collaborative 2-day workshop and panel discussion event brought together **110** participants, including students, faculty, & neighbors.

Outcomes:

- Create neighborhood destinations
- Connect destinations with BRT
- Make local destinations car-optional
- Walk, bike, transit-oriented development
- Expand project beyond Greensboro
 - Winston-Salem & High Point
 - Tie with existing highway projects





5. Participation







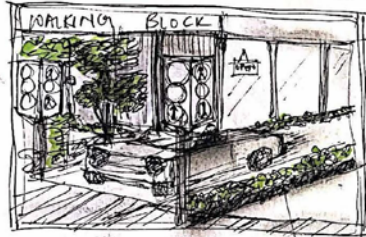




RETAINER-WALL
CAN SERVE AS
SITTING

PEDESTRIAN SUGGESTIONS

- ADDING SIGNAL
TIMING



WALKING
BLOCK



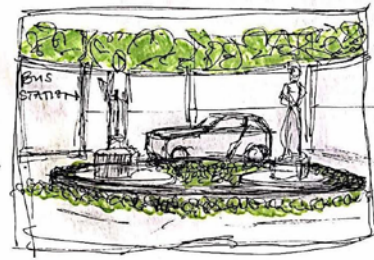
- * ADD ROUNDABOUT
- REDUCES SPEED TO 10-20mph



GATECITY



MOVE BUS STOP
TO THE OTHER SIDE
OF THE CORNER.



- CURRENTLY (NOTES FROM GUESTS)
- * CIVIC SPACES (BUSSTOP)
 - * AFFORDABLE HOUSING (NO STUDENT HOUSING)
 - * HIGHEST EVICTION RATE IN THE COUNTRY
 - * CREEK (ECO SYSTEM)
 - * MURALS
 - * RAIN CATCH (BIOSWEELE) - catches heavy metals
 - * PLANTS TO REDUCE THE NOISE
 - * BIKE RACKS (FOR STORAGE)

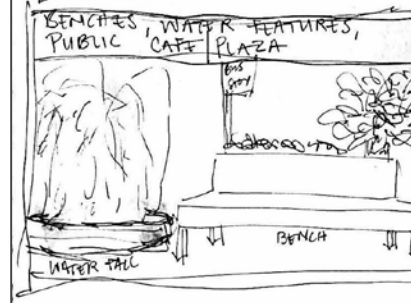
Road sharing a common
Ground with the sidewalk



FOUND ABOUT SUGGESTION TO
REDUCE TRAFFIC SPEED (TATE GATECITY)



Adding trees to reduce
the noise on the road.



OBSERVATIONS

1. CED CORNER: BUSES HAVE
DIFFICULTY TURNING
2. AIR POLLUTION
3. NOISE CREATED BY TRAFFIC
CREATING CATES & GATHERING
CAN HELP REDUCE THE NOISE &
ALLOW PEOPLE TO INTERACT INSTEAD.
4. CARS BUFFER THE STREET NOISE
- USEFUL TO PED.
- USE AS PROTECTED CARLANS.
5. WALMART OR SHARING SPACE W/
PEDESTRIANS.
6. PUBLIC SHARING CAN HELP
REDUCE TRAFFIC
7. SUGGESTS (MIX OF LAND USES,
COPY/INTERNET CAFE, DAYCARE,
HEALTH CENTER)
8. PARKING LOTS CAN BE USED AS
FOOTSTUCKS, PARKS, SIDEWALK CAFES



- * Jeff Leil, TAP / football
- * Marcu Torres, IARE
- * Ramon Sabor / quad.
- * Monica Davis / students
- * Morgan Bryant
- * Jaylon Lowe / IARE

- to easily connect
Revolution Mills +
Proximity Mills +
Revolution Ball Field

- * to enjoy parks, food trucks, art, shopping

- * rather than a plaza, develop the Devolution Ball field into a full-service park

- * include:
 - Riverwalk - a pedestrian bridge

- * as the area becomes a destination in its own right, will need to provide parking (in addition to public transportation)

- * Revolution Mill + Proximity Mill (up-swing) provide middle/upper income housing

IN THE CONVENTIONS ROOM
NEED THAT ARE MULTIPLE
WILLS-THAT ALL HAVE
RENDERED THE NATURE OF CO-
OPERATION IN EFFORTS TO CREAT
AN ATTRACTIVE OUTDOOR SPACE
THAT NOT ONLY SUPPORTS
CURRENT OCCUPANTS BUT
FUTURES AS WELL. IN ORDER
TO ACHIEVE THIS VISION, WE
HAVE REACHED A PRELIMINARY
DIRECTION OF THE 3 MILES +
SAFE BUS ROUTE FOR
PRODUCTS + VISITORS. THIS
SERVES AS A COMMUNITY









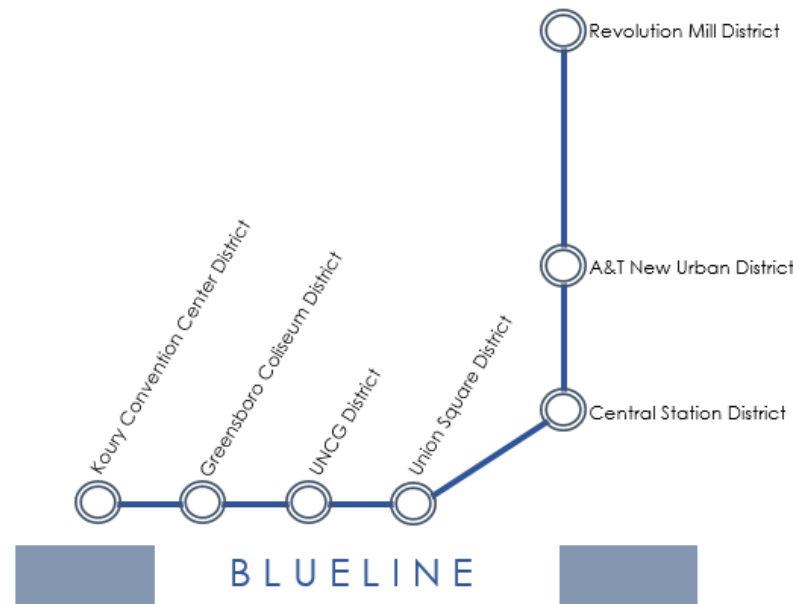
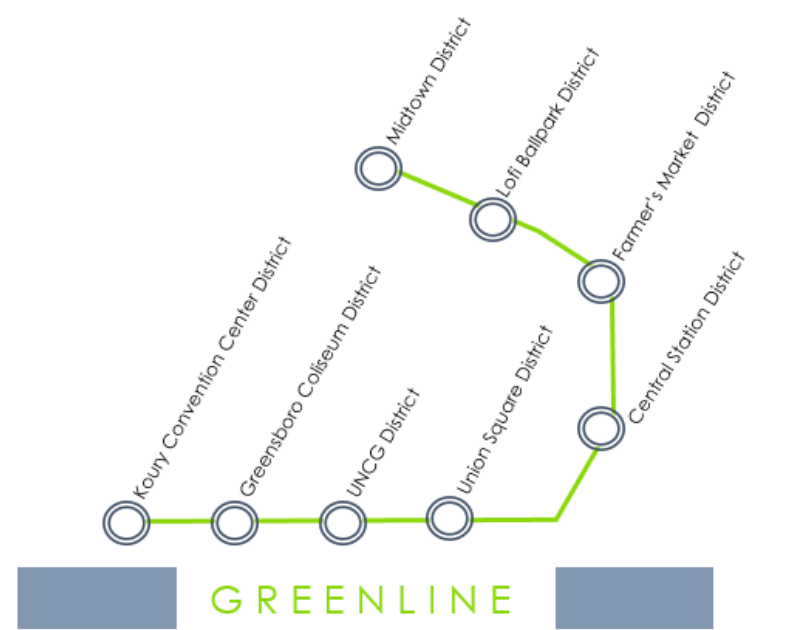
6.Future

GOALS

Develop Long Range
Streetscape Plan

Bus Rapid Transit
Protected Bike Lanes
Pedestrian Friendly



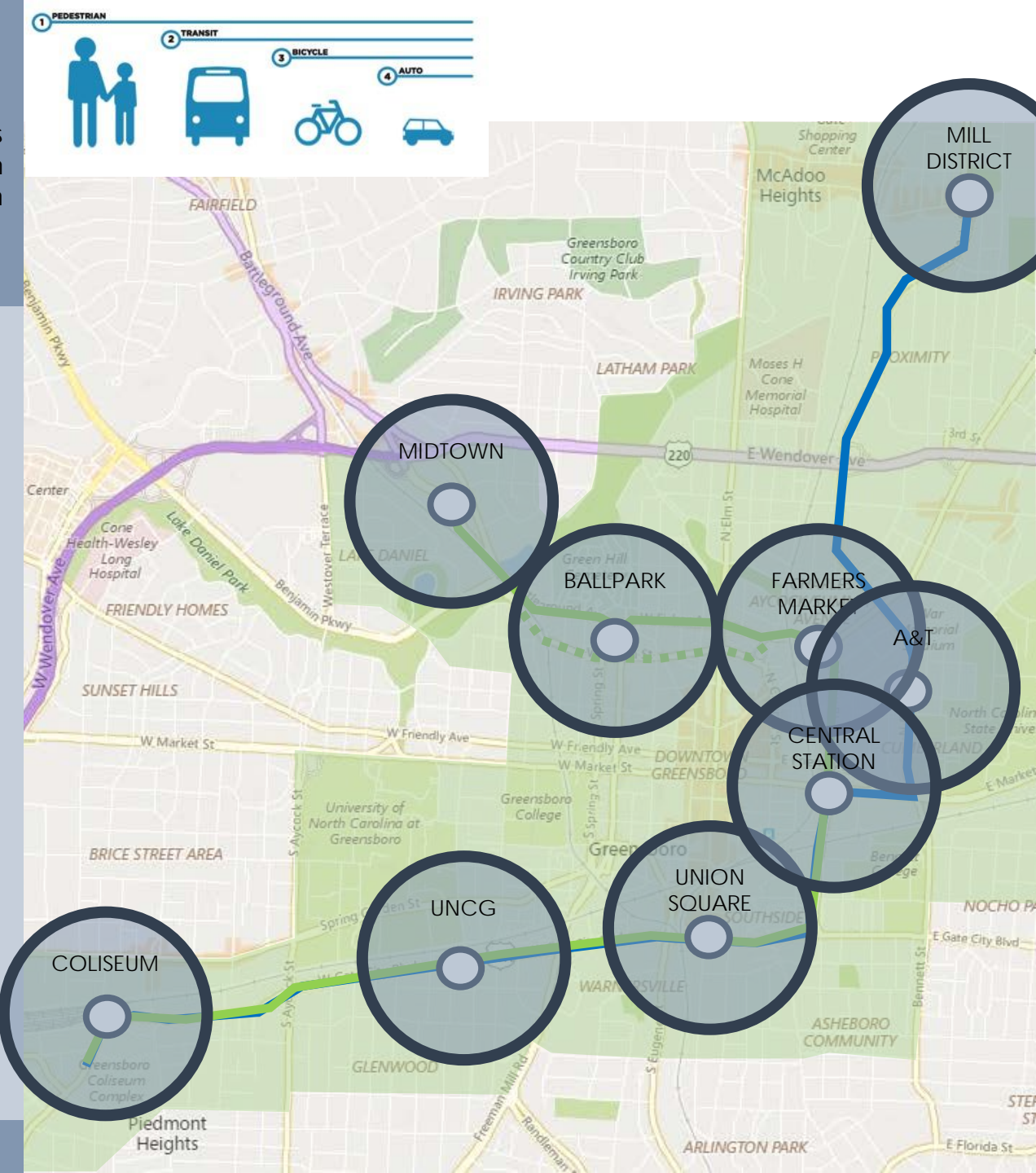


GREENSBORO PROJECT VISION

Multimodal connectivity to Greensboro's Placemaking Districts. Creating an urban development pattern that establishes an attractive, car-optional lifestyle.

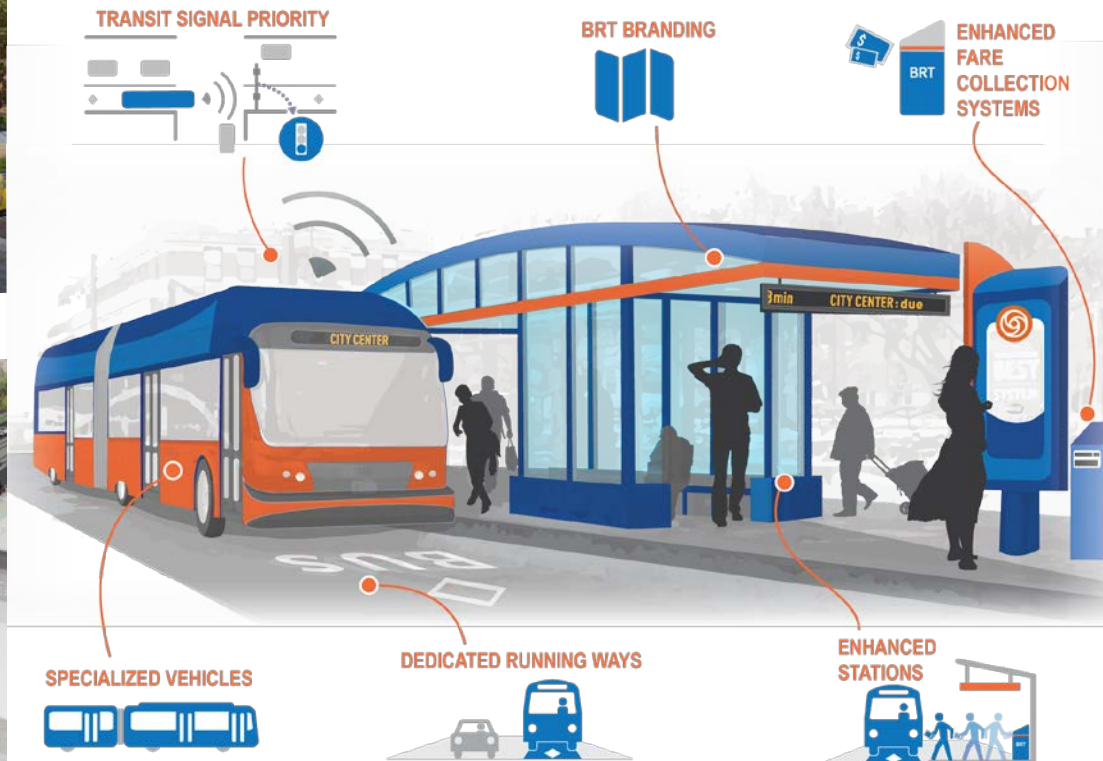
Placemaking Districts

- Greensboro Coliseum Complex
- UNCG
- Union Square
- Central Station | Galyon Depot
- A&T
- Farmers Market
- Greensboro Grasshoppers
- Midtown
- Revolution Mill
- Four Seasons Town Center



BUS RAPID TRANSIT (BRT)

creating a light rail experience on rubber tires



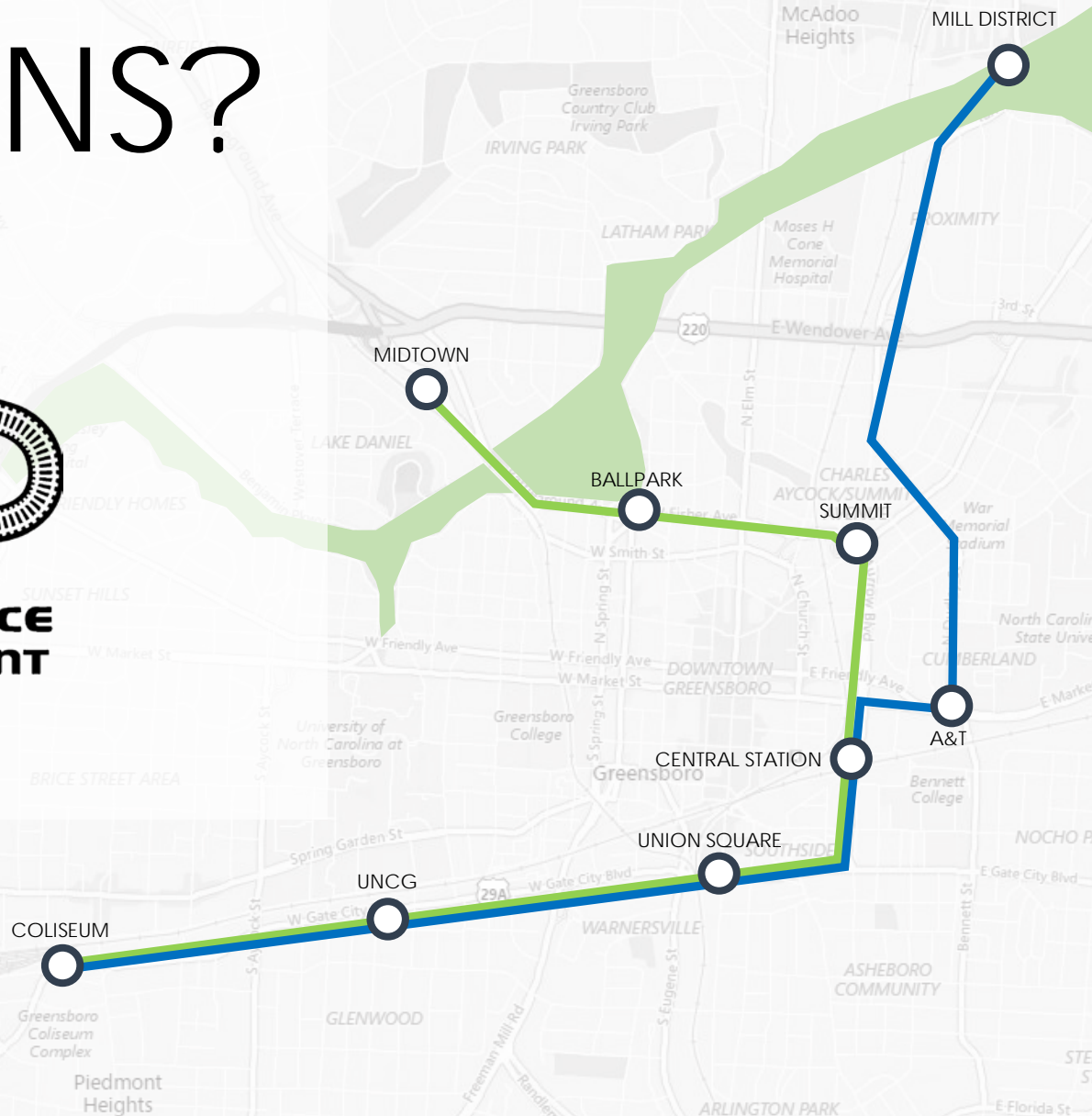


BUS RAPID TRANSIT (BRT)

Establish Unique Fleet



QUESTIONS?



Acknowledgements

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Bikesboro.com, ...