



**Celebrate
Greensboro**

Art. Culture. Entertainment.

Downtown Greensboro

Growing, developing, and
revitalizing the center city

Downtown Greensboro's revitalization efforts continue to grow the economy and nurture the region's arts and culture scene. Key players attribute the vibrant local outlook to two major factors: committed leadership that maximizes the center city's key business assets and artistic and cultural offerings that appeal to a wide range of people.

Clockwise from top right: NewBridge Bank Park, historic antique district, First Friday stroll, public art, artisan at work



South Elm Street in downtown Greensboro is the best place to see the blending of commerce and arts that is so vital to the city. This historic district features distinctive architecture and a wide array of users.

Restaurants, nightclubs, antique stores, art galleries, and charming, unique retail shops create a vibrant streetscape. Triad Stage and the Broach Theatre are home to theatrical performances, and the majestic Carolina Theatre (just a block away on Greene Street) hosts concerts, movies, and events. Five museums, including the International Civil Rights Center & Museum, offer interactive experiences that range from solemn to whimsical. Upper

floors along South Elm are filled with a mixture of offices and residences.

North Elm Street's high-rise buildings are occupied by corporate giants such as Lincoln Financial Group, United Guaranty, and VF Corporation. Nestled among the office towers is Center City Park, a two-acre urban oasis with fountains, sculptures, and well-manicured landscaping. The park was privately built and opened in 2006.

Just two blocks away from Elm Street is the Southside neighborhood. This redevelopment won awards from the Sierra Club and the Environmental Protection Agency for its mix of townhomes, single-family houses, and live-work units. The project, along with several others, helped to fuel the doubling of downtown's residential population over the past seven years.



PHOTOS COURTESY OF DOWNTOWN GREENSBORO INCORPORATED. PHOTO OF NEWBRIDGE BANK PARK BY BERT VANDERVEEN

Anchored on one end by a restored train depot and the Greensboro Historical Museum on the other, Church Street is another lively destination. Nearby attractions include the Greensboro Children's Museum, the Greensboro Cultural Center, and Festival Park. The park hosts events ranging from the Carolina Blues Festival to the Beach Music Concert Series and even offers outdoor ice-skating during the holiday season.

"The downtown is growing at a faster rate than the city as a whole — and has for the last six years," says Ed Wolverton, president and CEO of Downtown Greensboro Incorporated. The nonprofit shepherds a number of economic redevelopment programs aimed at revitalizing the 99-block business improvement district in the heart of downtown.

While newcomers ranging from Elon University School of Law to the Greensboro Grasshoppers minor league baseball team have diversified the economic base of downtown, leaders continue to recognize the relationship between development and the arts.

The First Friday gallery stroll highlights the creative community, and street festivals like Festival of Lights and Fun Fourth attract huge crowds. While these free events draw visitors, Wolverton says that they also spark interest from entrepreneurs and investors.

The momentum is undeniable. Ask Wolverton if he's bullish about downtown's future and without pause he replies, "Absolutely ... Center city Greensboro is the dominant commercial and artistic center for the region and is the premier place to live, work, shop, dine, and visit. The experience keeps getting better and better."



To learn more about Downtown Greensboro Incorporated, visit downtowngreensboro.net.