

# Southside

## North Carolina



Location: Greensboro, North Carolina  
Type: Urban Infill/Redevelopment  
Year Design: 1999  
Status: Substantially Completed  
Size: 10 Acres  
Contact: Nate Bowman  
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In 1999, the City of Greensboro, North Carolina, requested proposals for the redevelopment of a 10-acre brownfield/greyfield downtown site known as Southside. Just a few minutes' walk from the city's central business district, this once genteel neighborhood of Victorian homes had suffered from highway construction and subsequent decades of blight and abandonment. Tom Low, Director of DPZ's Charlotte office, teamed up with Nate Bowman of Bowman Development Group to design a new master plan for the site that would repair and revitalize Greensboro's urban fabric.



The project consists of 30 single-family homes, 10 two-family homes, 50 townhomes, 20 live-work (shopfront) buildings, 10 restored historic homes, and a number of garage apartments. The town square is carved from an existing block and lined with mixed-use buildings, townhouses, two historic houses, and an existing church. This central gathering space features a donated fountain and installations of public art. Less formal, smaller-scale open spaces are provided in a neighborhood common and a small pocket park that was created from an existing cul-de-sac.



One of the major hurdles to making Southside a vibrant, walkable community was Martin Luther King Jr. Boulevard, which runs through the center of the neighborhood. The road's high-speed, suburban geometries were effectively cutting Southside in half, creating an undesirable "dead zone" at the center. Using traffic-calming measures, such as shortening the building setbacks along the road and including on-street parking, the plan reclaims this main street as a grand urban boulevard, with a distinctive, pedestrian-friendly streetscape design that sets Southside apart from the surrounding neighborhoods.



As the first TND to be constructed in Greensboro, the project faced many obstacles at every stage of approval and implementation. However, it has emerged as a great success, selling out completely as of September 2004 and winning several prominent awards, including the American Planning Association Outstanding Planning Implementation Award for 2003 and the 2004 National Award for Smart Growth Achievement in the category of Built Projects. Now a thriving neighborhood, Southside brings in greatly increased tax revenues and has helped to spur redevelopment initiatives across the city.