



Spotlight on businesses investing near the Downtown Greenway

Andy Zimmerman



Through his 15-year-old company, AZ Development, Andy Zimmerman works as a real estate developer, new product developer, and consultant for the outdoor industry. Previously, he was founder/owner of Legacy Paddlesports for seven years and Wilderness Systems for 15 years. Andy built and sold kayaks, canoes, and paddleboards. He currently holds four patents for outdoor products. Andy has a passion for downtown rehabilitation, and he has renovated buildings for both the Forge (Greensboro's Makerspace) and Gibbs Hundred Brewing. Preyer Brewing and Crafted-Art of Street Food occupy his building on Battleground Avenue, which will be adjacent to the Downtown Greenway. In addition, AZ Development has renovated the HQ Greensboro space at 111 West Lewis Street. Andy has just opened BoxCar Bar & Arcade at 120 West Lewis Street – it is an arcade and bar, located in downtown Greensboro, for the ultimate drinking and gaming experience!

Andy shares with us his love of greenways and Greensboro:

From a developer's standpoint, the Downtown Greenway is Greensboro's 'icing on the cake.' The Downtown Greenway has helped influence numerous development decisions in the downtown area; it's truly a small ingredient within the larger finished product.

Andy believes that successful downtowns and cities have greenways—gathering places that tie people together—and he wants Greensboro to be a leader in greenway development.

Andy is also a strong proponent of biking. He bikes every day in downtown Greensboro; he bikes for exercise or for riding 4-6 blocks to a meeting instead of getting in his car and hassling with traffic and finding a place to park. He has three bikes at HQ for members to utilize at either HQ or the Forge. At any given time, there are 5-10 bikes available for use at the Forge. Andy feels that Greensboro's downtown and the city, itself, are not complete without a finished greenway.

Jim Jones



Greensboro native Jim Jones has spent most of his professional life in the few blocks surrounding Joymongers Brewing Co. For 25 years, he and his brother ran North State Chevrolet. Then after its sale, they developed the remaining six acres of downtown space into two Greenway apartment communities. And the beer lover that he is, Jim next partnered with Mike Rollinson and Mike's son Brian to open Joymongers. Now his new favorite activities are music and beer research!

"I have spent my professional life invested in downtown Greensboro. My partners and I recognized the intrinsic value of urban greenways long before Greensboro began theirs. This public/private venture has inspired us to create more than \$30 million of new tax value in both our apartment communities and a new brewery in just the last five years. The Downtown Greenway is a home run—and it isn't even finished!"

Jim Jones
Greenway at Fisher Park/Greenway at Stadium Park
Joymongers Brewing Co.

The Historic Magnolia House: Natalie Miller



Greensboro Native, Natalie Miller, has recently moved back to Greensboro to take on the family business **The Historic Magnolia House** located at 442 Gorrell Street. The Magnolia House is a Green Book site in Greensboro, NC that housed African American writers, actors, athletes and musicians as they traveled south to perform during the Jim Crow era.

- Listed on the National Register of Historic Places, this former motel was recognized in 6 editions of The Green Book as a highly recommended place to stay for Negro travelers in North Carolina.
- Identified as a Distinctive Destination with the National Trust for Historic Preservation.
- Of the 300+ documented Green Book sites, we are 1 of maybe 6 open and operating currently within its historic context in the entire state of NC.



Within these walls embeds the history of our space are memories of James Brown playing in the street with neighborhood children, Joe Tex signing autographs on the front porch and moments captured with Ike & Tina Turner, Ray Charles, James Brown, James Baldwin, Sam Cooke, Jackie Robinson to name a few. As we strive to preserve and restore the Magnolia House both structurally and operationally it is a community effort.

The Magnolia House and the Downtown Greenway partnership is a perfect example of bringing together the Greensboro community. Both projects share a common theme of creating a space that will unite and bring communities together to create memories, experiences, and history. Natalie truly believes the Downtown Greenway is a key part of the very important Greensboro Transformation Movement that is taking place. The Magnolia House will be accessible to the Downtown Greenway from stairs at the Gorrell Street bridge and Murrow Boulevard. The Freedom Cornerstone on the Downtown Greenway will be fabricated and installed in October 2020 which will be located one block south at the corner of Gate City and Murrow Blvds.

The Salvation Army Royce and Jane Reynolds Center for Worship and Service and Boys & Girls Club

Our new facility located next to the Downtown Greenway is The Salvation Army Royce and Jane Reynolds Center for Worship and Service and Boys & Girls Club. The Salvation Army has operated in Greensboro since 1904. We have been located in several different address but no further than a mile or so from downtown Greensboro. In September of 2016 we located our Worship Center and Boys & Girls Club in the new facility that sits adjacent to the Downtown Greenway. We could not be happier to be 'within the circle' of the Greenway as it is a physical reminder of ongoing presence in the heart of Greensboro and the important programs and services we bring to those in Greensboro who need The Salvation Army.

Major Don Vick
The Salvation Army of Greensboro



East Greensboro Now: Mac Sims



The Downtown Greenway will be a catalyst to significant economic development in East Greensboro. We can expect to see additional commercial and residential development surrounding the Greenway. Several developers have already expressed an interest in the area. East Greensboro Now has been a supporter of the initiative since its inception. A game changer for East Greensboro is now in place.

Mac Sims is the president of East Greensboro NOW, a Community Development Corporation. EGN leads the economic development initiative in east Greensboro, provides a variety of support to east Greensboro neighborhoods, and conducts programs for new and existing entrepreneurs. Since East Greensboro NOW's inception, the community has seen significant economic development totaling over \$250 million in a variety of ventures, such as: shopping centers, apartments, new businesses, streetscapes, and community centers.

Chaney Properties: Dawn Chaney

Dawn Chaney owns Chaney Properties in Downtown Greensboro and has been a long time Greensboro resident. She is a dedicated volunteer and advocate for the Downtown Greenway, serving on the Downtown Greenway Technical Team. She has also participated and walked in the Run 4 the Greenway every year since the run began in 2010.

Dawn's love for the Downtown Greenway is evident in her remarks below:



When complete in 2019, the Downtown Greenway will allow everyone a pathway to Downtown Greensboro. The Downtown Greenway is a scenic artery for runners, walkers and bikers of all ages and abilities to connect to each other at the City Center. It is a unique fitness facility for everyone. The Downtown Greenway is adjacent to the Ole Asheboro, Warnersville, Fisher Park, Westerwood, College Hill, Dunleath and East Market Street neighborhoods with close connectivity to Glenwood and university campuses. Even in its incomplete phase, more than 2,000 users are on it every month. When complete, we anticipate usage at 10,000-15,000 pedestrians per month. Greensboro will be recognized by other cities and towns for the connectivity and engagement provided by our Greenway.

Boulton Creative: Beth Boulton

Founded in 1991 and located in downtown Greensboro since 1995, Boulton Creative takes great pride in being a woman-owned, Greensboro-based agency. At Boulton Creative, we specialize in helping our clients achieve their communication goals through creative, impactful design and messaging. From complete branding and strategic marketing plans to brochures, ad campaigns and web development, Boulton Creative delivers exceptional service and design to clients in the Triad and across the United States.

In 2007, we moved into our building on the corner of Smith and Spring Streets, and we are excited that the Greenway will run directly beside our building. Over the past ten years we have enjoyed watching the Greenway become a reality and how it has helped increase foot traffic by our building - our dogs seem to enjoy this too. The Greenway has become a foundation for growth. The energy it has brought to downtown Greensboro has been contagious, and that's apparent in all the new projects that are taking shape downtown currently. We are proud to be a part of this project, and we look forward to the continued excitement the Greenway will bring to businesses and residents downtown and throughout our community.



Spotlight on the City of Greensboro Partners: Water Resources

Over the years, the City of Greensboro Department of Water Resources has been extremely responsive to stormwater issues adjacent and on the Downtown Greenway. Stormwater Department Manager David Phelgar has been a member of the Downtown Greenway Oversight Committee since 2010 and has been a bike lead for the Run 4 the Greenway several times. We worked with David and his team to install the first stormwater tree wells on the section of the Downtown Greenway along Smith Street in 2013. Special thanks to Virginia Spillman and Jeremy McCall with Water Resources for serving on the Technical Team over the years. We are very appreciative of the great partnership we have with Water Resources and Stormwater Management- thank you for helping keep the 'green' in Downtown Greenway!



Spotlight on the City of Greensboro Partners: Greensboro Department of Transportation (GDOT)



The Greensboro Department of Transportation (GDOT) has been the driving force in keeping the Downtown Greenway's public/private partnership moving forward in design and funding. The divisions within GDOT include Engineering, Planning, Metropolitan Planning Organization (MPO), Public Transportation-GTA/SCAT, and Business and Parking. Services provided to residents, businesses and visitors include traffic signals and signs, transportation planning, parking, street lighting, sidewalks and bikeways.

In November 2017, a NCDOT Funding Resolution was adopted - accepting \$3,331,815 in additional funding for the Phase 2 of the Downtown Greenway (Murrow Boulevard/Fisher Avenue) which will allow it to go under construction in 2018. This was accomplished through the dedicated efforts of City Council member Justin Outling, Assistant City Manager David Parrish, Greensboro Department of Transportation staff Adam Fischer and Tyler Meyer, and the Greensboro Urban Area Metropolitan Planning Organization (MPO) led by Councilmember Marikay Abuzuaiter. This additional funding is certainly a reflection of the power of private funding that has leveraged local public funding as well as state and federal funds and the commitment of so many in the community, especially the work of GDOT.

We are very grateful for the partnership with GDOT and the Downtown Greenway. Adam Fischer serves on our Oversight Committee as well as our Finance Committee. Chris Spencer leads our Technical Team. Daniel Amstutz and Kym Smith serve on that team as well. Tyler Meyer and Stephen Carter serve on our Finance Committee and there are many others within the department who are working hard behind the scenes to make this project a reality. Thank you to all the GDOT staff for their dedication and service.

Spotlight on the City of Greensboro Partners: Parks & Recreation



Mike Simpson, Matti Carey, and David Andrews

The Parks & Recreation Department has been instrumental in keeping the 'green' in the Downtown Greenway since the first section opened in March 2010 with the opening of Five Points between South Eugene and Freeman Mill Road. From spreading mulch, watering, replacing plants, mowing, pruning, the Parks & Recreation Staff, supervised by Mike Simpson and David Andrews who leads the crew that is responsible for maintenance, have made the Downtown Greenway a priority. They have also assisted and included the Downtown Greenway with many events over the past years—special thanks to Matti Carey for her dedication to all Greensboro trails and the Downtown Greenway. This is a partnership we are very grateful for and could not do without! Thank you to all the Parks & Recreation staff for their dedication and service.