



CONCEPT PLAN



TEAMBETTERBLOCK.COM/COLLEGEHILL

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What is a Better Block?

Team Better Block is a community engagement and planning consulting firm that specializes in rapid transformation of public and private places using the open-sourced Better Block process developed by its founders.

A collaborative of the College Hill Neighborhood Association, City of Greensboro and Team Better Block “College Hill for Everyone” will bring new livability options to this great neighborhood and expand tools for other parts of town.

College Hill for Everyone will combine traffic calming, signage, branding and community events to strength the identity of the neighborhood.

The project will conduct a demonstration of interventions on August 1st to visualize what the program will become in the future. A final plan and recommendations for further implementation will occur in the Fall. The goal is to have an even more connected neighborhood that invites residents and visitors to interact and enjoy each other’s company.

01.
What will it do?

Allow kids to play



Increase neighbor
interaction



Calms traffic &
increases livability



Open to cyclists of all
levels



02.
Study Area



03.

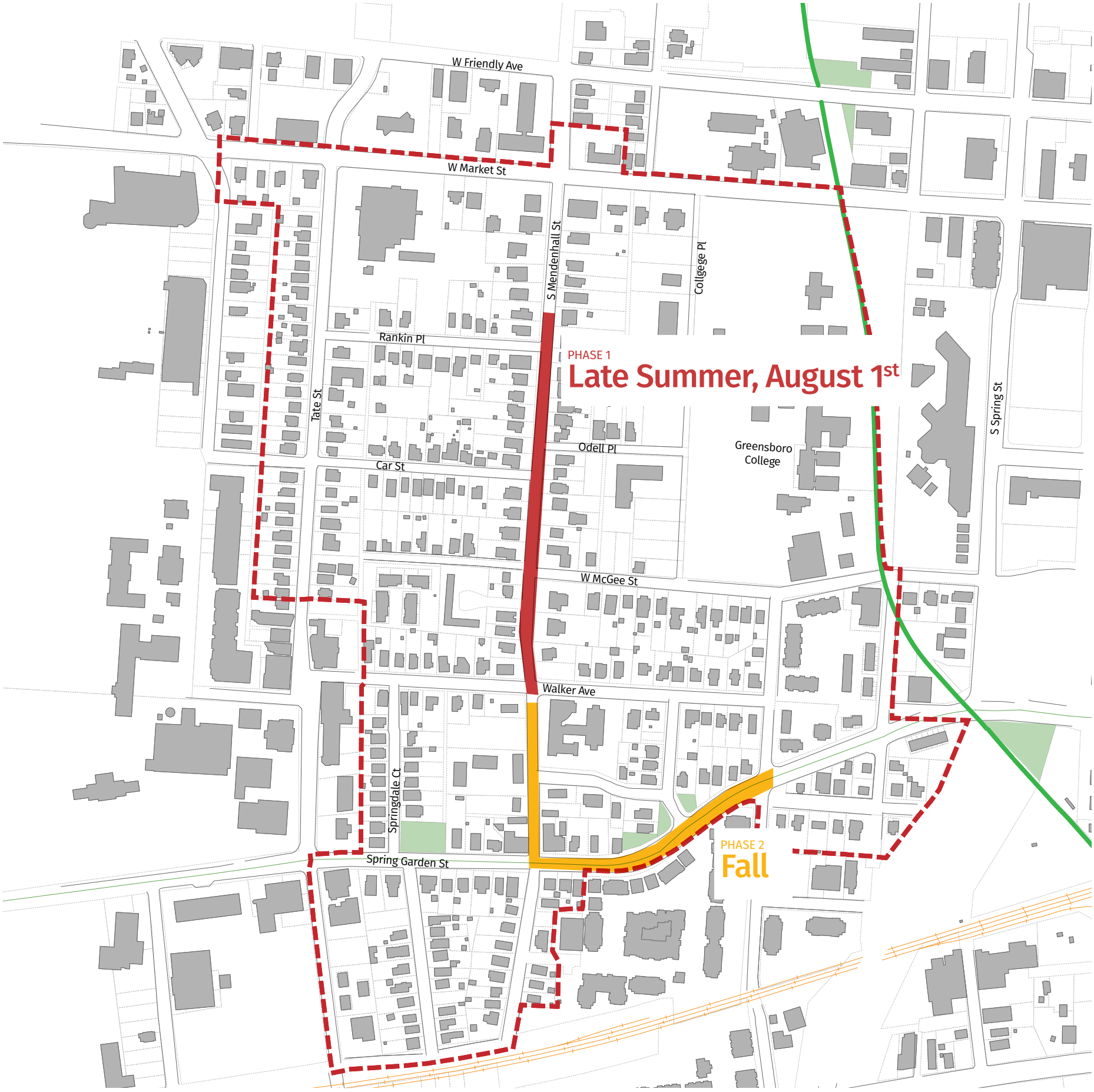
Areas of Interest for Early Implementation

The project team looked at a number of streets and intersections that could receive attention in the next few years for traffic calming, branding and identity improvements.



04.
Demonstrations

The first phase of the demonstrations are planned to take place in August. Details for the August 1st test are explained in this document. The second phase which includes S Mendelhall St and Spring Garden St intersection will take place in Fall,2017.

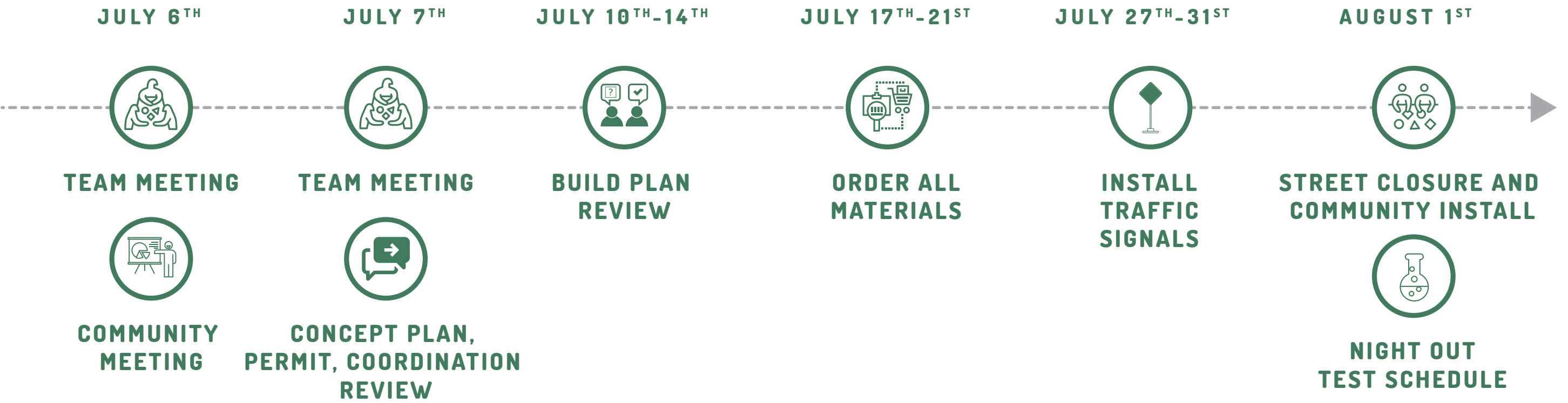


05.
Neighborhood Branding
Gateway

- 1- W. Market St. and S. Mendenhall St.
- 2- Tate St. and Market St.
- 3- Market St. and Spring St.
- 4- W. McGee St. and S. Spring St.
- 5- Tate St. and Spring Garden St.
- 6- S. Spring St. and Walker Ave.



06.
Schedule



07.
Better Block Concept



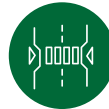
STREET MURAL



COLORED CROSSWALK



PARKLET



CHOKER



TRAFFIC CIRCLE



HALF CLOSURE



BULB-OUT



LANE SHIFT

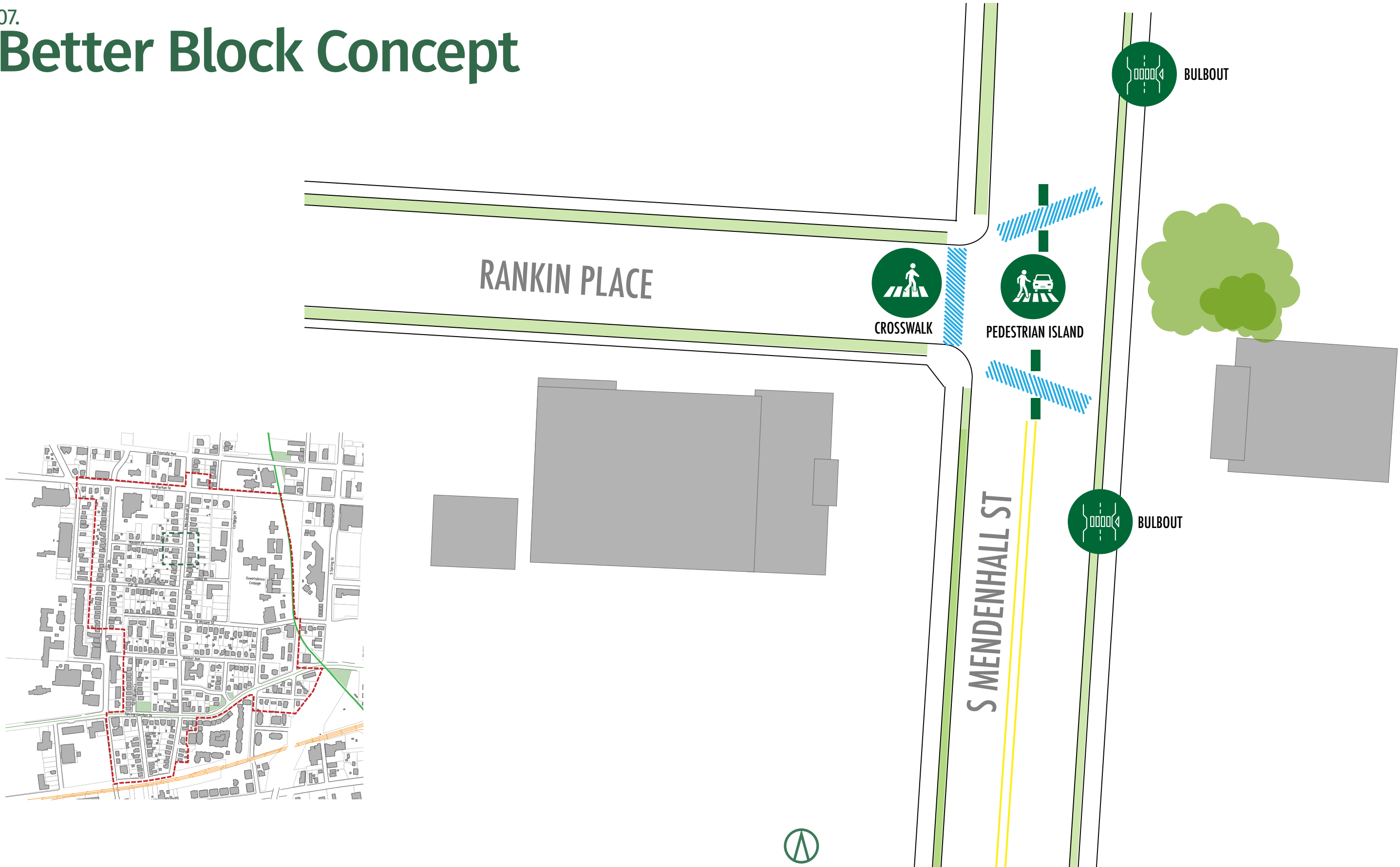


PEDESTRIAN ISLAND

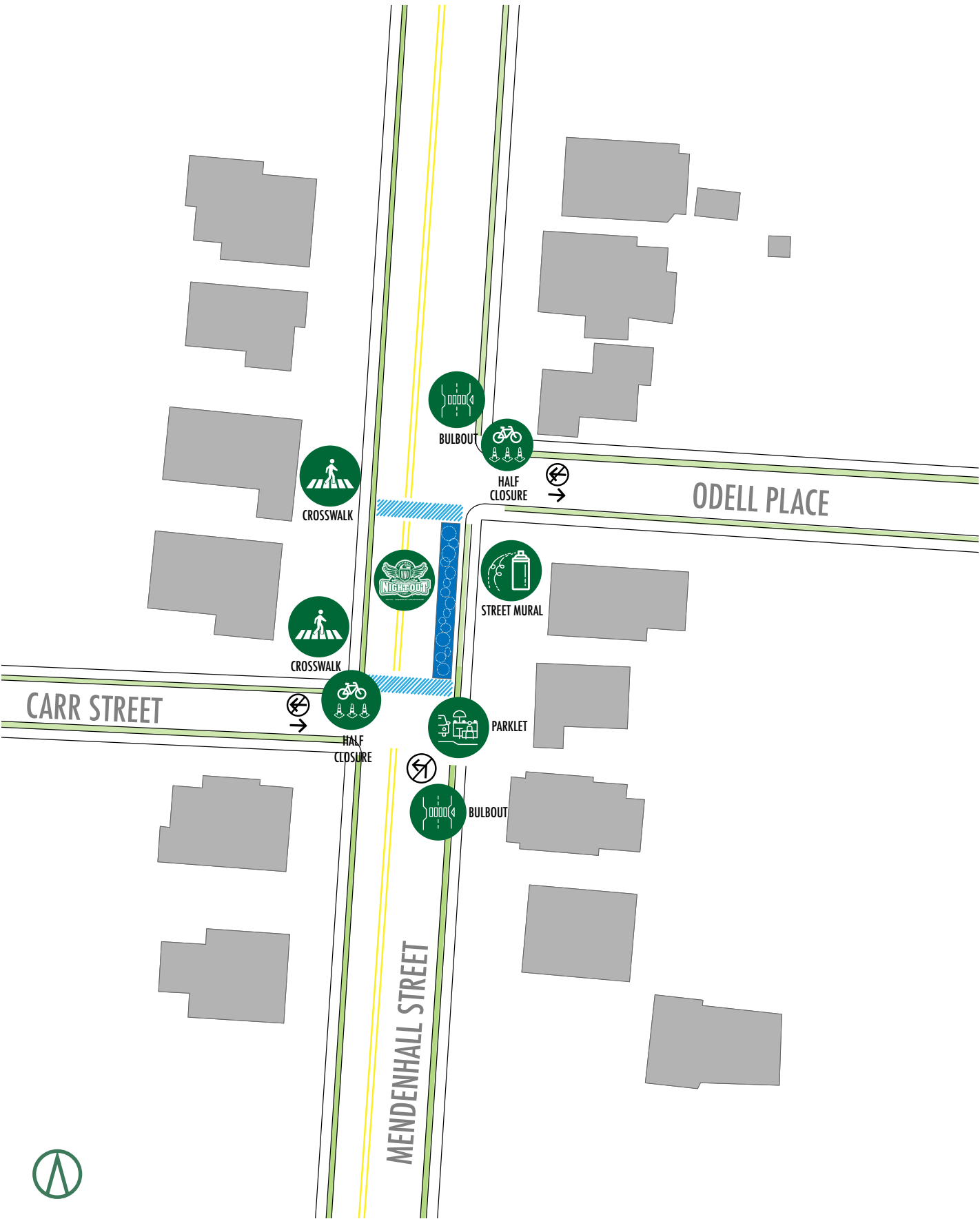


RAISED INTERSECTION

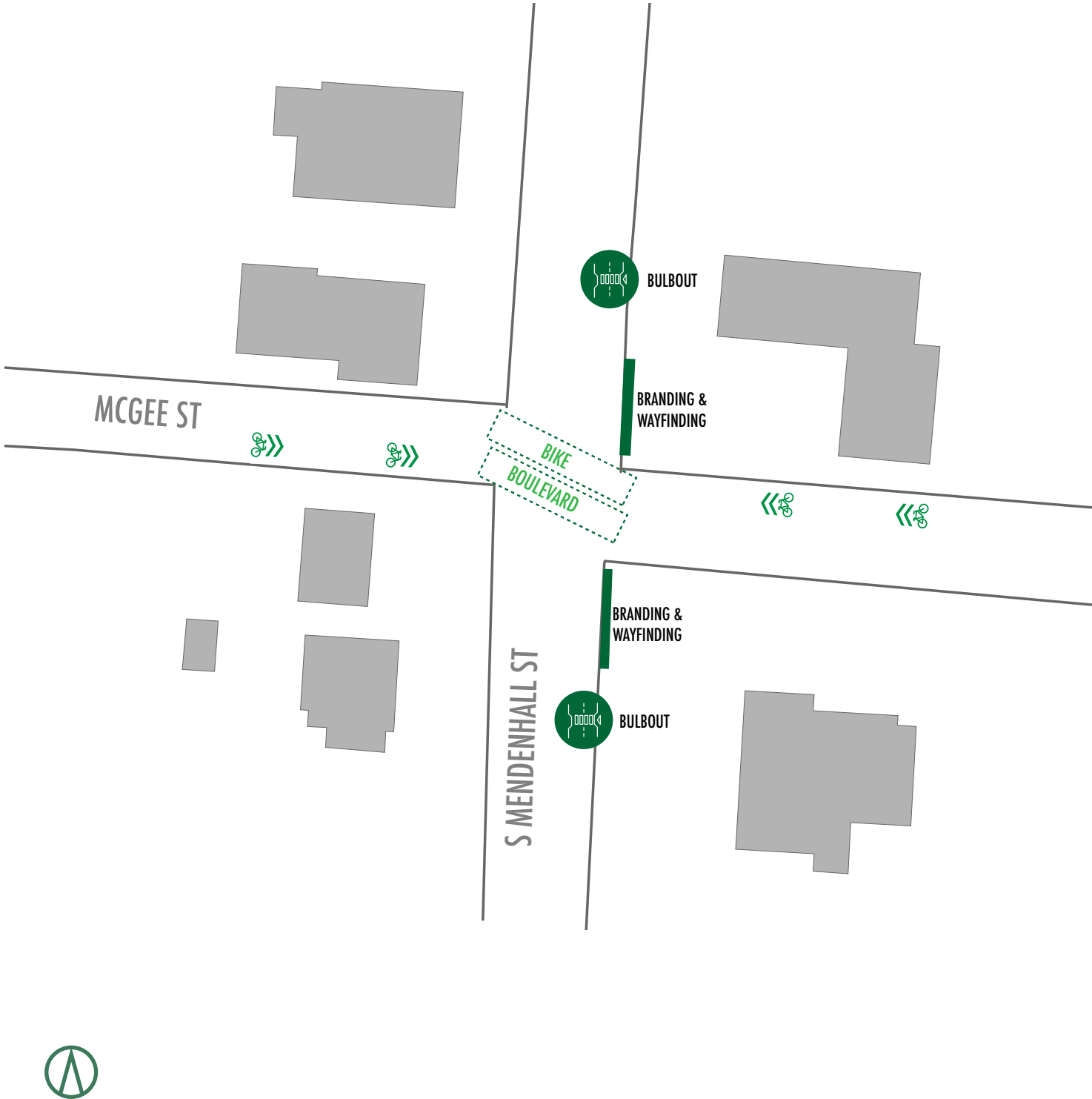
07.
Better Block Concept



07.
Better Block Concept



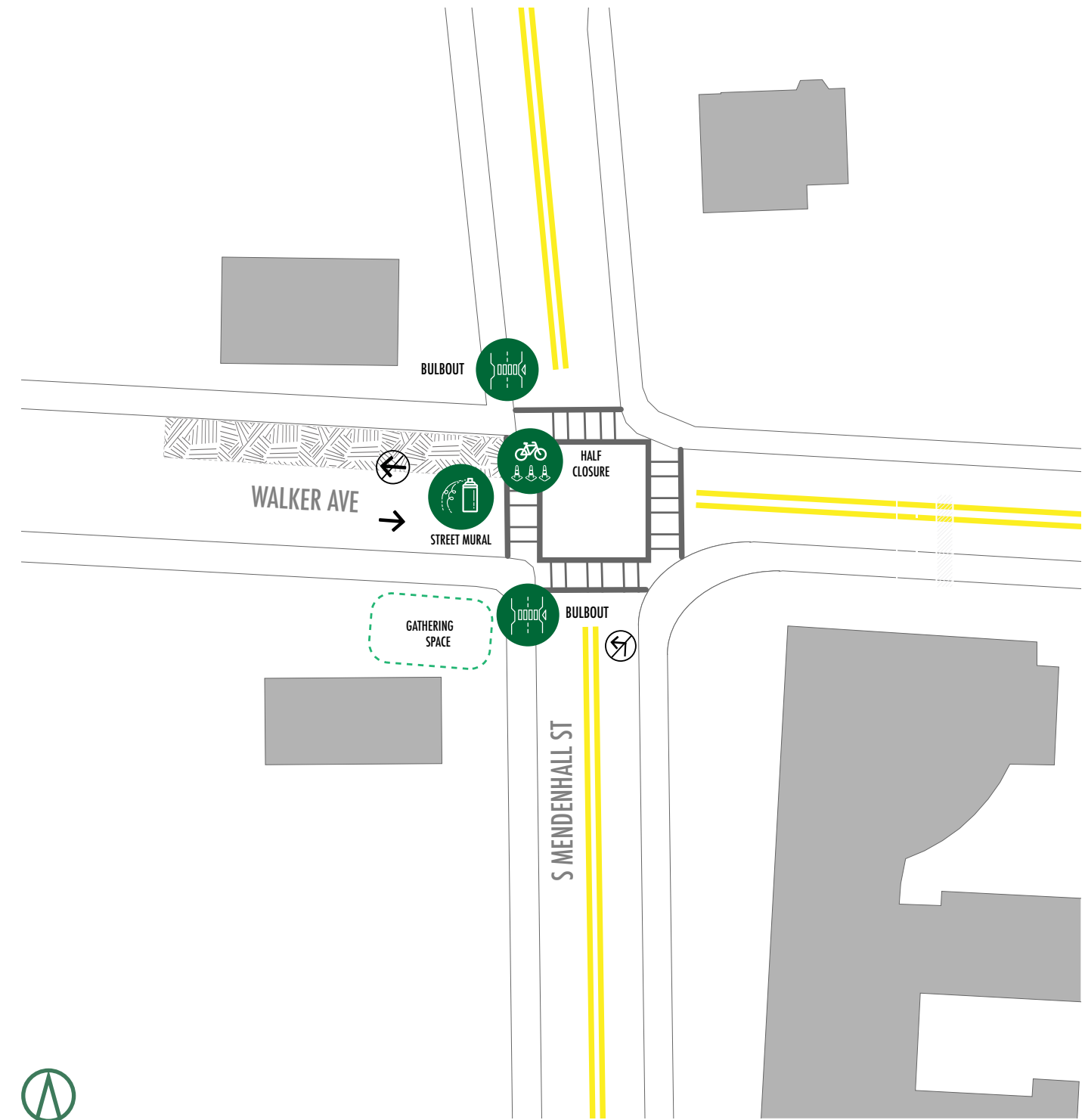
07.
Better Block Concept



07. Better Block Concept

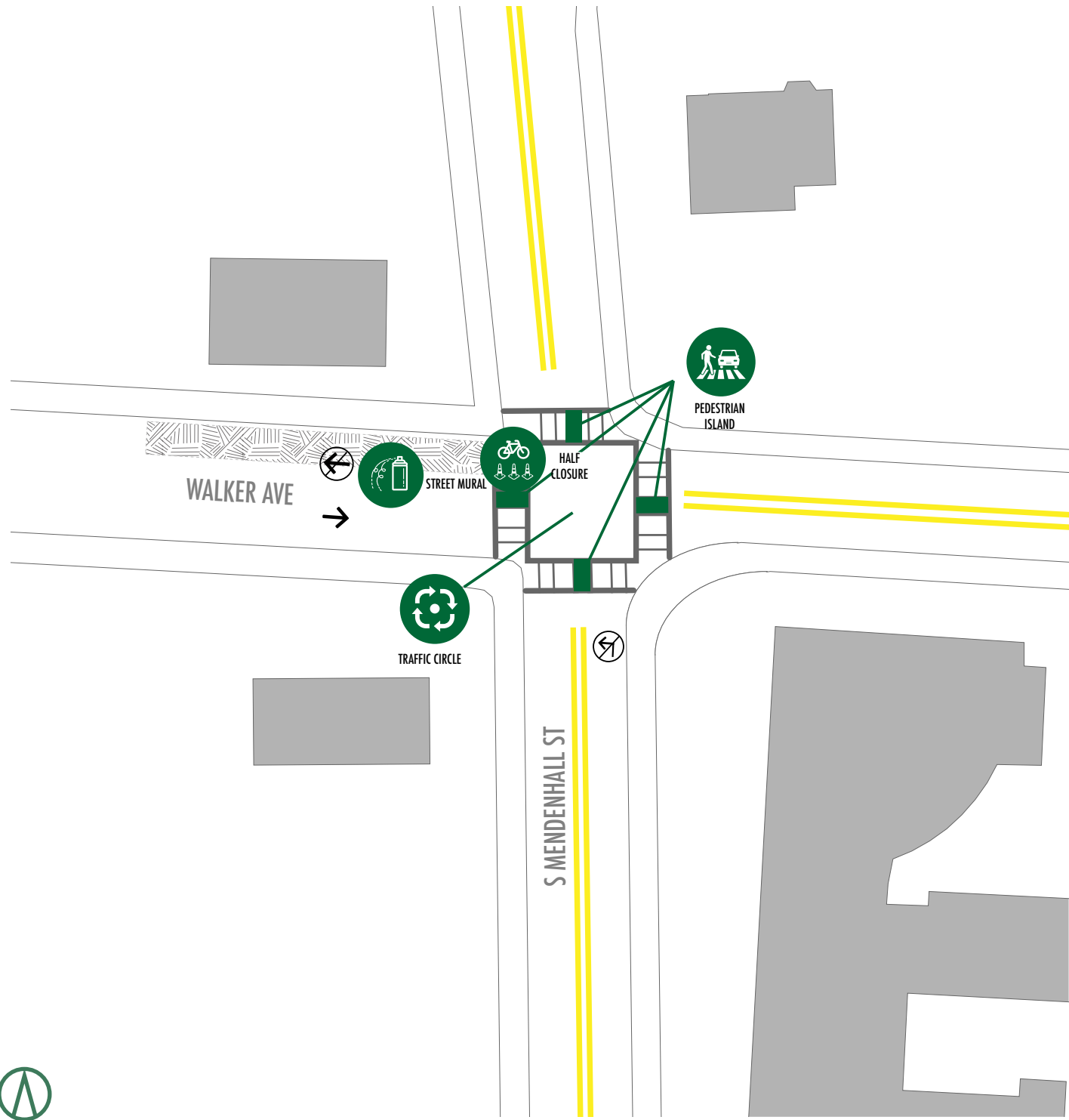


Option 1

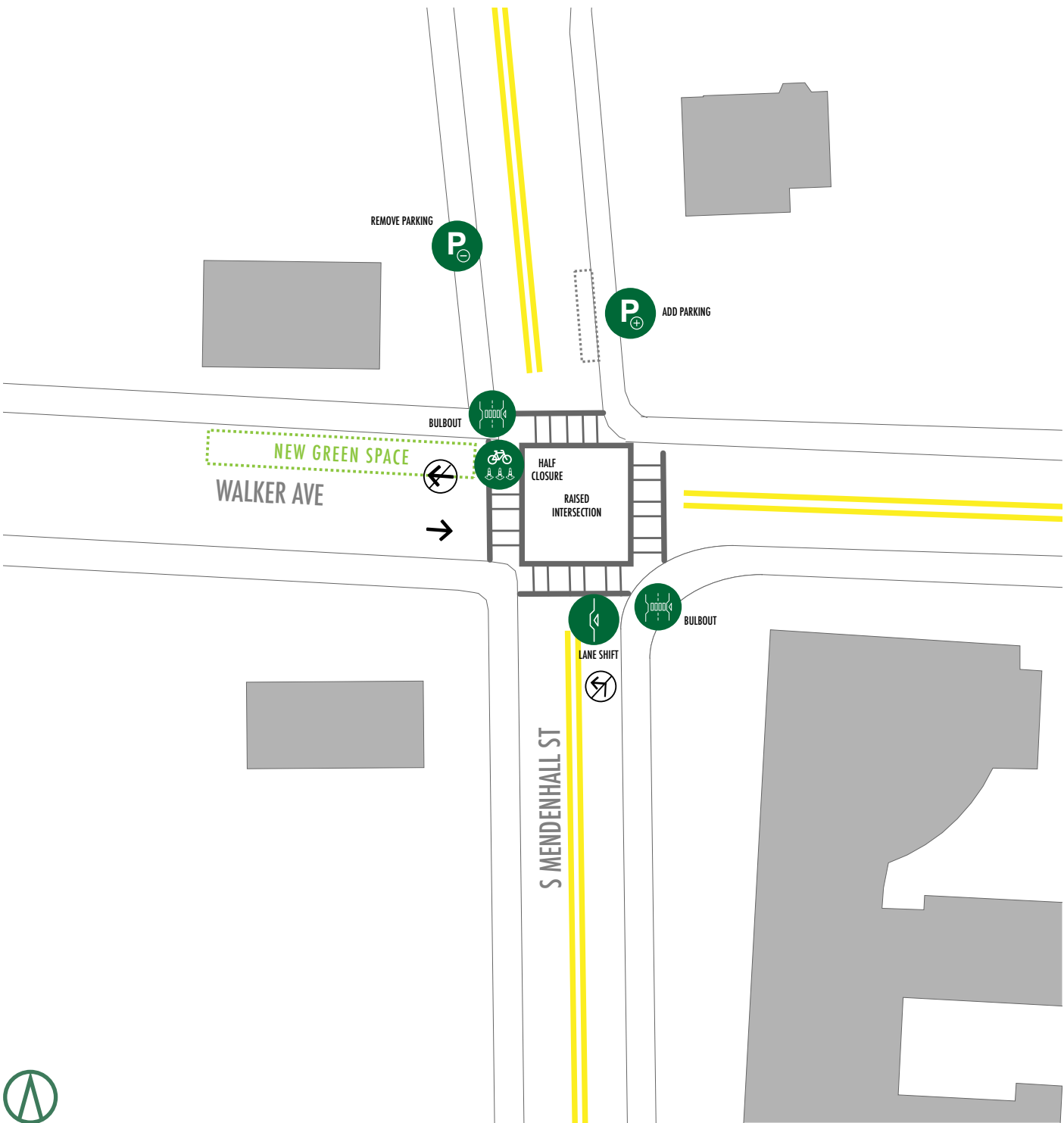


07.
Better Block Concept

Option 2



Option 3



08.
Workshops

July 27th

July 28th

July 29th

July 30th

July 31st

Aug 1st



Median Workshop



Street Mural Workshop



Art Crosswalk Workshop



Street Prints Workshop

Traffic Calming City and
TBB install

Traffic Calming City and
TBB install



City and Community Workshop



Parklet



Parklet



Parklet



Parklet

08.
Branding

Neighborhoods need simple and effective ways to brand themselves and set them apart from other areas of the city. High impact and cost effective solutions are abound using simple materials and residential ingenuity.



08.
Wayfinding

Signage that directs and educates is an important feature of placemaking. Adding directional or historical elements with time and distance encourages residents to walk or bicycle within the neighborhood. It is a simple, inexpensive, and effective solution to providing educational wayfinding to a neighborhood. In addition, you'll help further encourage walking and bicycling and reduce trips by car by residents and visitors.



08.
**S. Mendenhall and
Spring Garden St.**

Retaining walls are often mis-used and overlooked, however are an excellent location for linear text and a splash of color.



08.
S. Spring St and
W. McGee St

Creating gateway sculpture can be done by a group of creative, passionate neighbors on a weekend using donated bicycles and parts.



08.
Carr St. and Tate St.

Utility boxes and poles make up the urban landscape, but don't have to be so drab. Many cities have programs to paint the boxes with original pieces of art. Utility poles are good places for hanging signs or creating iconic art.



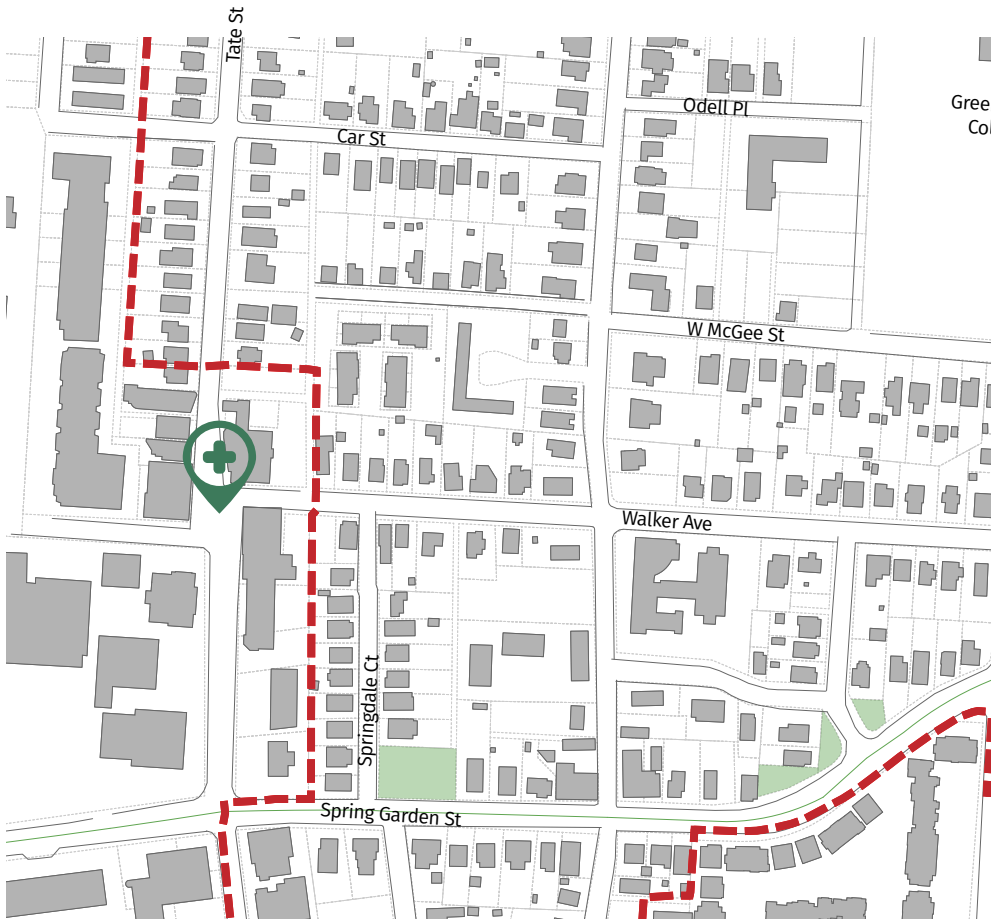
08.
**Market St. and
Mendenhall St.**

Get volunteers to paint walls a base green and an artist to do the lettering and stencil work. High impact and low costs, along with a quick turnaround.



08.
Walker Ave. and Tate St.

Brighten up a commercial storefront with planter box landscaping within the ROW, another utility box brand, and a little library to read a book while you grab a slice!



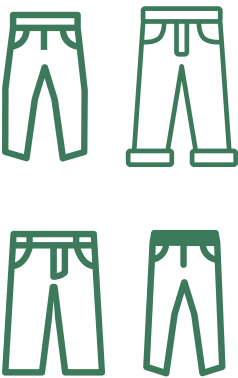
08.
Median Wayfinding



08.
Street Markings



Greensboro, N.C., the home to VF's global headquarters, which owns Wrangler, the most iconic denim brand in America. The crosswalks of College Hill could honor this history with painted crosswalks of jeans.



It is also important to add stencils that are responsive of College Hill users. A local man walks his dog via skateboard, so make a stencil for it!

08.
Programming Ideas

How the new calmed streets in College Hill are used is as important as the interventions themselves. The community should test a variety of ways of using a closed street, replacing parking with active uses and using calmed streets in new ways. A few ideas as follows and we will take your ideas and help to design quick ways to implement them.



It gets hot in August, but shade and water can provide relief. Set-up this quick splash pool during the national night out.



09. Traffic Control (FOR AUG 1ST TEST)

- 1- Left only southbound Mendenhall onto Odell Pl. No northbound traffic
- 2- No southbound, right turn onto Odell Pl. from College Pl.
- 3- Two way traffic on Odell Pl.
- 4- No northbound, left turn onto Odell Pl. from College Pl.
- 5- No northbound traffic on Mendenhall St. Forced left or right turn
- 6- No right or left from McGee
- 7- No left onto Mendenhall from Carr St.



09.
Traffic Control (FOR AUG 1ST TEST)

