

**EAST MARKET STREET CORRIDOR TRANSPORTATION MANAGEMENT STUDY
GREENSBORO, NC**

HPE RESPONSIBILITY:

Developed Corridor Development Plan

CLIENT'S NAME & ADDRESS:

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The Hall Planning & Engineering Team prepared a corridor development plan designed to restore East Market Street's walkability and vitality. The East Market Street corridor was once the center of Greensboro's African-American culture, commerce, and education—including North Carolina A&T State University and Bennett College. In the early 1960's, urban renewal transformed East Market Street from a vital neighborhood center to an automobile commuter route. Utilizing significant community involvement, field research, information gained through review of prior studies, and work with local staff from the City of Greensboro and the East Market Street Community Development Corporation a corridor development plan was prepared and ultimately approved by the Greensboro City Council. Proposed East Market Street improvements were subsequently funded by a bond issue approved by Greensboro voters.

