

STUDY AREA SELECTION

The study area, shown in Map 1, is focused on the Highway 421 Corridor consistent with the EDA Grant that will support the funding for this project. The study area boundary was selected after considering three boundary options – all emphasizing Highway 421 and Liberty Road corridors as the primary roadway framework for the Plan. The study area extends from the intersection of I-85 and Highway 421 to the Guilford/Randolph County line. It reflects an area along the Highway 421 corridor – one-half mile on the west side and one mile on the east side (to include Liberty Road). In addition to the City of Greensboro, it includes parts of the Town of Pleasant Garden, Guilford County, and the Greensboro Randolph Megasite Enhanced Area.

Greensboro Randolph Megasite Enhanced Area

The Megasite is a regional collaboration between government, businesses, and education institutes. The megasite will house Toyota’s first electric car battery plant in North America. To mitigate potential negative impacts, the City of Greensboro has agreed to not extend new water or sewer services within the designated one-mile Enhanced Area surrounding the megasite to new low density residential developments.

Map 1. Study Area

