

STARTING
A NEW
BUSINESS





www.DowntownGreensboroGa.Com



Thanks for considering Greensboro as a place to operate your business. The City of Greensboro and the Main Street office want to maintain a user-friendly approach to opening your business in Downtown. We strive to make the experience of starting your business as simple as possible while upholding our commitment to protect the aesthetic and economic well-being of Downtown. We are excited that you are considering investing in our community.

This guide is a resource for business owners and entrepreneurs in the City of Greensboro. While it certainly does not answer all of the questions you have, it does provide information on who can answer those questions.

We hope you find this guide full of information for what you need to know to establish a business in the historic downtown.

If we can assist you in any other matter regarding locating and operating your business, please contact Cail Hammons, Community Development Director or Kendrick Ward, Main Street Manager at 706-453-7674 or email at CHammons@greensboroga.gov or KWard@GreensboroGa.gov



Why Historic Downtown Greensboro?

10 Great Reason to open in Downtown Greensboro

1. National Main Street City- Recognized by the National Trust for Historic Preservation
2. Tax Credits- RURAL Zone three tier tax credit
3. Downtown Events- Annual calendar of events that draw thousands of people
4. Façade Grant Program- Façade Grants for exterior improvements to downtown buildings
5. Business to Business Support- Greensboro Business Association is an independent merchant's group that work together
6. Festival Hall- Greensboro's performing arts center that attracts hundreds of people downtown each month
7. Marketing and Promotion-Greensboro actively markets downtown though advertisement and tourism focused promotions
8. Investment- Greensboro continues to secure public grants to invest in the city's future
9. Design Assistance- Property Owners and the Main Street office work with local design assistance team to produce to the façade of their building
10. Small Business Development- The city offers referrals to the Georgia Small Business Development center for business consulting and training



Greensboro's Historic District

Greensboro's Historic District is protected by local ordinance. These special guidelines protect the city's historic resources and preserve Greensboro's unique sense of place for citizens and visitors to experience and enjoy.

Downtown Greensboro's locally designated Historic District includes properties bounded by North Street, East Street, South Street and West Street. Most of these properties are commercial in nature. The city's Historic Preservation Commission must review exterior Improvements for properties within this district before construction begins. Interior changes are not reviewed.

Projects within the district are eligible for the city's Façade Grant program. The Façade Grant offers a limited 50/50 matching grant for projects conducted by either the property owner or business owner.

Historic preservation design guidelines and customized design assistance are available by request to the city's Office of Downtown Development.

Signage

Special guidelines apply for signs within the historic district. A Historic District Sign Permit must be approved before new signage may be installed. A complete explanation of the Historic District sign guidelines and a copy of the Historic District sign application is online at www.downtowngreensboroga.com under the Downtown Development tab.

Exterior Changes

The city's Historic Preservation Commission must review improvements such as repainting, adding or replacing awnings, and other exterior building changes. If approved, the Commission will issue a Certificate of Appropriateness (COA). After a COA is issued, your project will be forwarded to the City Planner to be issued a building permit if needed.

Design Assistance

Greensboro provides low-cost design assistance for projects within the historic district through a partnership with a local design studio. Are you ready to paint but not quite sure which colors to choose? Maybe you want to add awnings to your building but aren't sure which size is appropriate. We can help! Contact the Office of Downtown Development for more information.



Opportunity in Greensboro

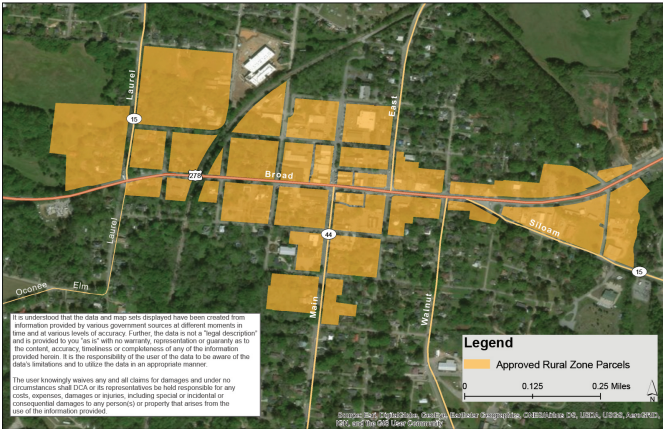
RURAL ZONE in Downtown Greensboro

What is Greensboro’s RURAL ZONE?

Recognizing that many small, rural downtown areas have experienced varying levels of economic distress, DCA worked with the Georgia General Assembly to secure passage of a bill calling for the development of “Rural Zones.” The establishment of up to 10 zones per year will enable businesses and investors to obtain tax credits for qualified activities occurring within designated Rural Zones. DCA, in partnership with the Georgia Department of Economic Development, will receive applications and designate zones each year to provide an incentive for job creation and private investment in the designated locations.

Credits will be available for job creation activities, investment in downtown properties, and renovation of properties to make them usable. The credits can be layered on top of each other; however, no credits are eligible without the job creation element being present. This program cannot be used in conjunction with any other state tax credit program.

Official Rural Zone map for City of Greensboro



Georgia Department of
Community Affairs

Data Source: Shapefiles from City of Greensboro - GIS, August 2018
Map Prepared by: Georgia Department of Community Affairs, 2018
Approved: January 1st, 2019
Expires: December 31st, 2023

Who can I contact for additional information?

State Contact:

Cherie Bennett

cherie.bennett@dca.ga.gov

Local Contact:

Cail Hammons
(706) 453-7674

chammons@greensboroga.gov

Or Visit:

[https://www.dca.ga.gov/
community-economic-
development/incentive-programs/
rural-zones](https://www.dca.ga.gov/community-economic-development/incentive-programs/rural-zones)



Greensboro Business Association

Greensboro's Association of Independent Business Owners.

Business Association members work together to make Greensboro a great place to do business. The GBA allows business owners the opportunity to collaborate and partner on advertising and promotions and other matters that are important to small business. The association supports the City of Greensboro's downtown revitalization efforts and directly communicates with the city regarding issues effecting downtown.

What is the GBA?

The GBA strives to:

1. Be a self-sustaining non-profit advocacy group for the greater Greensboro Business Community.
2. Produce a cooperative platform and provide economic opportunities for member businesses to thrive and grow.
3. Create an environment for creative expression and historic preservation, including providing opportunities for continued economic development historic downtown Greensboro.
4. Encourage development in all areas surrounding the downtown business district.
5. Work in cooperation with other organizations such as the Greensboro DDA, City, and Greene County.



www.DowntownGreensboroGa.Com



Important Numbers to Know:

City of Greensboro, City Hall,
Business License, City Clerk, Permitting:
706-453-7967

Tax Clerk
706-453-3355

Office of Downtown Development
706-453-7674

Main Street Program
706-453-7674 ext. 1

Community Development Director
706-453-7674 ext. 2

Police Department
706-453-7555

Greene County Chamber of Commerce
706-453-7592

Greene County Economic Development
706-454-7022

Greene County Government
706-453-7716

Greene County Health Department
706-453-7561

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