



Lawndale Drive Corridor Study
Kirkwood Corridor- Phase 1 Urban Design Workshop
Greensboro, NC

Center for Creative Economy/ Design Link , May 2014- DRAFT



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Workshop facilitators discuss strategy at Lewis Recreation Center in Greensboro

Introduction



Introduction

On March 19-22, 2014, Greensboro residents, business owners and government officials gathered to participate in a community design workshop focused on the Lawndale Drive corridor. The specific focus area was the Kirkwood Corridor of Lawndale Drive between Cone Boulevard and Cornwallis.

The workshop was facilitated by the Center for Creative Economy (CCE) and its program, Design Link. The project is co-sponsored by the City of Greensboro, the Piedmont Authority for Regional Transportation (PART) and the Piedmont Together sustainability initiative. Piedmont Together is a 12-county sustainability and smart growth planning initiative headed by PART and the Piedmont Triad Regional Council (PTRC).

Development options discussed were based on Smart Growth and Sustainable Design principles. A market analysis, Key Findings, was completed in advance of the workshop, which helped citizens understand the market realities for this project. Residents and business owners provided their input as to the needs of the Kirkwood community regarding commercial development and sustaining the community aesthetic of the Kirkwood neighborhood.



Neighborhood residents listen as workshop format and content is introduced..



Design Link's Jason Epley sketches ideas on maps during workshop session.

Introduction

Design Link's focus was to provide a stimulus for the citizens to share their desires for improvements needed as well as smart commercial growth for the Lawndale Drive/ Kirkwood community. The team facilitated citizen meetings and developed visual design options to realize the citizens' ideas for the future. This "blue sky" approach created a dynamic flow of ideas among the community participants.

Hanna Cockburn and Sue Schwartz of the City of Greensboro Planning Department, and Piedmont Together leaders Mark Kirstner, Kyle Laird, and Walter Jenkins in collaboration with Design Link, facilitated this project.

The City of Greensboro has initiated a 3.6 mile Corridor Study of Lawndale Drive stretching from the intersection of West Cornwallis Drive to Regents Park Lane near the future Urban Loop (I-840): <http://www.greensboro-nc.gov/index.aspx?page=4257>

The existing conditions report includes maps, and key findings for the entire Lawndale corridor. The City identified specific target areas that require further specific planning. Phase 1 was specified as the Kirkwood Corridor and an important next step for development of the corridor.



Design Link's Bill Moser, explains the concepts of smart growth.



Participants listen to Design Link's Robin Spinks present the Key Findings for the Lawndale Corridor.

Workshop Objectives & Schedule

Five key objectives were the focus of gathering public input from residents and business owners within 'phase one' of the Lawndale Drive Corridor. These five key workshop objectives were:

- Address growth pressure and commercial development activity in the Lawndale Drive/ Kirkwood Community.
- Consider impacts and opportunities of Atlantic and Yadkin Greenway.
- Address neighborhood stability concerns and transitions to commercial areas.
- Address motor vehicle volumes and speeds in the study area and improve access for transit riders, walkers and bicyclists.
- Engage neighborhood and commercial stakeholders for input and ideas.



Kirkwood residents reflect on workshop discussions.



Kirkwood residents explore opportunities for development of the Sears building on Lawndale Dr.

Workshop Objectives & Schedule

- November-December, 2013- CCE, PART, and City of Greensboro meet to discuss and determine the focus of the Design Link Workshop.
- January, 2014- Meetings with City Planning staff and CCE/Design Link to determine themes, objectives, workshop location and details. City staff drafted a flyer to distribute to area citizens and businesses.
- February, 2014- Site visit held for Design Link team members to tour the Lawndale Dr. Kirkwood community, Sears building, and meet with citizen action team to discuss the workshop details. Venue was determined to be the Lewis Recreation Center, 3110 Forest Lawn Drive.
- March 19-20 – Public workshop sessions held at Lewis Recreation Center and approximately thirty-eight people attended.
- March 22 - Design Link presentation with recommendations based on public input. Community provided feedback and discussed next step priorities.
- May 21- Design Link presents final recommendations to Greensboro Planning Board



Kirkwood residents discuss transportation solutions.



Kirkwood residents analyze area maps.

Introduction-Workshop Process

Day 1- March 19

Conduct Community Discussions

Sears Building Adaptive Reuse Opportunities

Commercial Transitions Along the Lawndale Corridor

Two sessions were conducted on the first day to gain community input- one in the morning and one in the late afternoon. After a brief presentation regarding Sustainable Design and Key Market Findings, group discussion sessions were conducted to gain a better understanding of the community needs relating to the Lawndale Corridor.

Day 2- March 20

Conduct Community Discussions

Residential Development along the Lawndale Corridor

Lawndale's Transportation Assets and Opportunities

Similar to the first day, day two included additional sessions in the morning and in the evening. Day two built on the ideas and concepts from day one. Small group sessions were conducted with meeting participants to test ideas from day one and to discuss potential development alternatives.

Day 3- March 21

Test Ideas, Develop Alternatives and Develop Recommendations

The Design Link team summarized the ideas and concepts generated by the public from the first two day sessions. Alternative options were explored. Further testing of concepts and ideas were compiled and developed into visual renderings and recommendations. "Next Steps" were developed.

Day 4- March 22

Present Ideas and Next Steps

The workshop concluded with the Design Link team presenting development concepts and recommendations to improve conditions within the phase one area of the Lawndale Corridor. "Next Steps" were presented and discussed.

Smart Growth & Sustainable Design

Each of the workshop sessions began with a review of Smart Growth Principles that apply to the communities and neighborhoods along the Lawndale Drive Corridor. Design Link's objective was to provide a stimulus for the workshop participants to share their desires and concerns for the future of the Lawndale Drive Corridor.

Throughout the workshop many of principles of Smart Growth and Sustainable Design were referenced as the team considered issues like adaptive reuse, alternative modes of transportation, and neighborhood enhancement.

Smart Growth requires a "holistic" view of the relationship of the surrounding region, neighborhood and site. In the case of the workshop the "site" was the southernmost section of the Lawndale Corridor (between Cone Blvd. to the north and Cornwallis Dr. to the south). Throughout the workshop the design team tried to reinforce the benefits of Smart Growth and Sustainable Design in order to enhance the Lawndale Corridor.



What is Smart Growth?

Development strategies intended to:

- Enhance existing communities
- Maintain affordable housing
- Provide a variety of transportation choices.
- Utilize existing infrastructure
- Protect open space and farmland



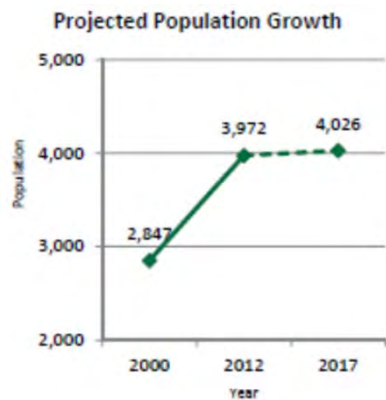
Key Findings Summary

Following the presentation on Smart Growth/Sustainable Design, key economic and demographic data relating to the Lawndale Drive corridor was reviewed. The primary data source for this information can be found in the June 2013 Lawndale Drive Corridor Study that was prepared by the City of Greensboro. However, additional key information on the former Sears Distribution Center and case studies and percent's of the adaptive reuse of other large mixed use projects was introduced. A brief summary of key findings presentation is provided here. Please refer to the Appendix for the complete Key Findings report.

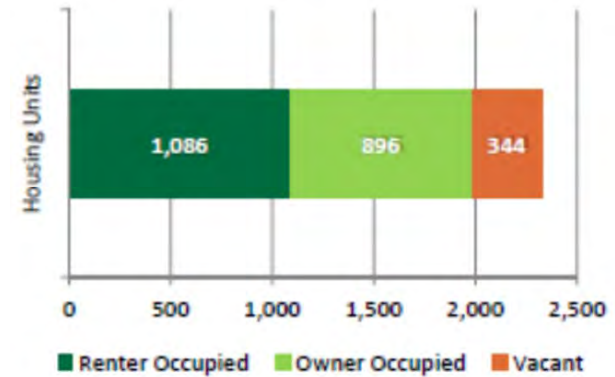


Key Findings Summary

Modest population growth predicted to 2017



- Past growth
 - Primarily from multi-family
 - In northern corridors, not in Kirkwood
- Few vacant parcels for future growth (creates development pressures on existing houses)



Large number of renters

- 47% renter occupied
- 15% vacancy
- Median house value \$149,547
 - Higher than City

Middle class neighborhood

- Median household income \$40,593
 - Lower than City
- Per capita income \$29,825
 - Higher than City
- Households have fewer people
 - 46% single people in corridor






Kirkwood Assets

- Tree canopy
- Historic assets
- Sufficient infrastructure
- Vibrant retail and services

Key Findings Summary

High vacancies, slowly improving (CoStar, Reis)

- Industrial (4Q 2013)
 - G/W-S 8.5% 
 - US 8.0%
 - 2.5M sf under construction
 - Average rent \$2.99
- Retail (4Q 2013)
 - G/W-S 7.3% 
 - US 6.6%
 - 13k sf under construction
 - Average rent \$10.02
- Multi-family (3Q 2013)
 - G/W-S 7.3%
 - US 4.2%
 - 1105 units under construction
 - Average rent \$705
- Office (1Q 2013)
 - G/W-S 11.0% 
 - US 11.8%
 - 43,700 sf under construction
 - Average rent \$13.77



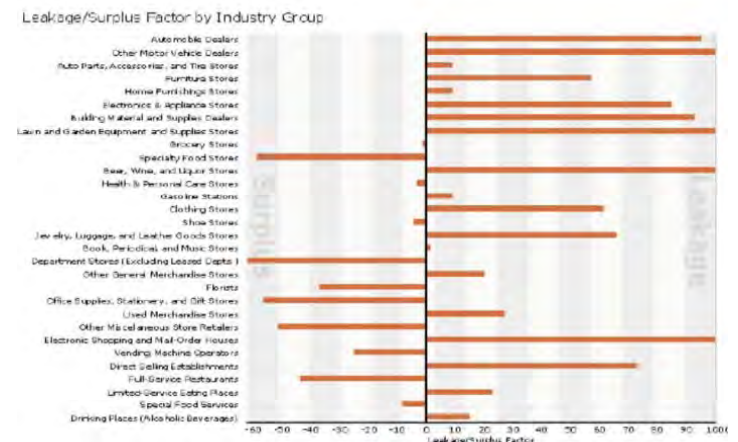
Increased demand for multi-family

Existing units will be lost to Urban Loop

Other challenges

- Traffic flow
- Pedestrian connectivity

Corridor retail demand still strong



Community Input



Community Input

Community input was focused into the following sessions

March 19

- Sears Building adaptive reuse opportunities
- Commercial transitions along the Lawndale corridor and Kirkwood Neighborhood

March 20

- Residential development along the Lawndale corridor
- Lawndale's transportation assets and opportunities

March 22

Design Link' summary of community input, recommendations

A summary of public input follows on pp 15-21. All comments offered by participants at the workshop can be found in the Appendix.



Workshop facilitators meet to discuss strategy.

Community Input

Land Use

- Protect single-family dwellings to mitigate commercial encroachment through various strategies
 - Low rise multi-family development as buffer on east-side of Lawndale Dr.
 - Professional offices or adaptive re-use of pre-existing single-family homes on Lawndale Dr.
 - Protect existing trees and add new ones—collaborate with the urban forester
 - Protect historic assets in neighborhood (e.g. Lustron homes)
 - Interest in “pocket parks” along the corridor



Recent commercial adaptive reuse at the corner of Lawndale Drive and Fernwood Drive.

Connectivity

- East-West opportunities are limited
- Develop master plan for Lawndale corridor but need to be patient and focus on each phase of development
- Build a connected walkable community, in part, to help attract more young urban professionals (Greensboro has a history of net out-migration of the 20-34 year-old age cohort)



Pedestrians attempt to cross at unmarked intersection of Lawndale Drive at Independence Drive.

Sears Building Adaptive Reuse Opportunities

- Potential uses and strategies:
 - Develop a parking deck that varies from 300 to 1200 spaces (basement and two stories on the first floor).
 - Natural amphitheater in the back on the building.
 - Develop an “access throughway” for pedestrians and bicyclists.
 - Develop “Pop-up” stores and public markets, and potentially a film studio.
 - Allow natural light into the building with windows and skylights.
- Potential for outparcel development south of the Sears building fronting the Target parking lot (e.g. Trader Joe’s). Redevelop the parking lot for interconnectivity for pedestrian use.
- Redevelopment may lead to elevated traffic volume.
- Cost of redevelopment is high.



The south elevation of the Sears Distribution Center facing the Target shopping center parking lot.

Lawndale's Transportation Assets and Opportunities

- Introduce traffic calming strategies on Lawndale southbound as vehicles approach the Sears/Target area.
- Safety issues- more pedestrian friendly initiatives, speeding issues, crossing streets.
- Potential for additional bike lanes (along Lawndale).
- Greenway is viewed as an asset.
- Explore potential of a trail center on the northwest side of the Sears building including a bike share station.



Battleground Ave. as it splits off to become 220 North and Lawndale Drive.

Community Input

In summary, the public comments can be organized as below:

- The Sears Building presents the community with a series of challenges and opportunities.
- Neighborhoods need protection from commercial encroachment
- North- South traffic flows require better traffic management
- The Sub-corridor lacks significant east-west connectivity
- The Atlantic-Yadkin greenway is a substantive asset but lacks connectivity to the Lawndale corridor.



Workshop facilitators and neighborhood residents discuss strategies for development of the Sears building.

Community Input

Public Comments from the 3/22 Presentation

As Design Link made their presentation, participants asked questions and made the following comments:

Needs

- Bike lanes- Gutters are not considered usable space by bike community
- Median types clarify recommendations
- Bike Parking
- Trail Center (water, restroom, food)
- Park possibility, North East side Cornwallis at Lawndale

Sears Building

- Sears- no windows now, but possible to add affordably
- Exterior changes important
- Green roof uses desired
- Plumbing/irrigation needs
- Potential for LEED certification



Design Link member Robert Grill, presents ways to enhance the Sears building site as a mixed-use development.

Community Input

Public Comments from the 3/22 Presentation

As Design Link made their presentation, participants asked questions and made the following comments:

Communication

- Resolve rail spur ownership log-jam
- Communicate future study data and implementation steps
- Explain speculative nature of private redevelopment
- Impact of market forces

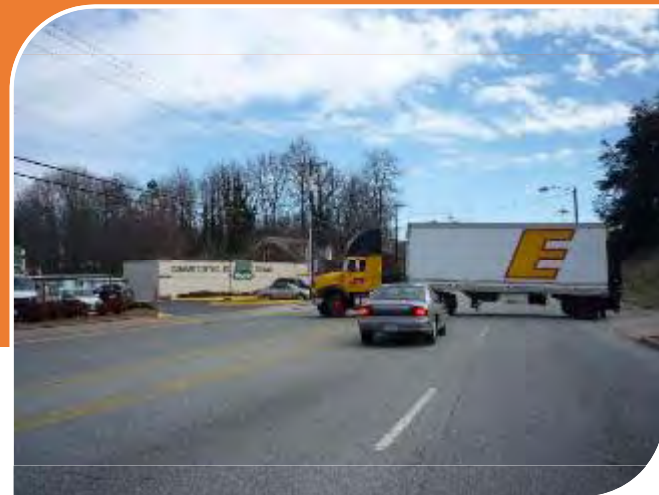
Transportation and Traffic

- Capacity improvement Cone-Battleground (signage, directional)
- Study traffic impact on Battleground and changes needed
- Additional signalization at Lawndale and cross streets (Efland, etc.)
- East side of Cone- eliminate left turning movements- use Royal Palm?
- Use green medians-not concrete
- East/West road connecting the Lawndale corridor-through North side of Sears building



Jason Epley presents Design Link's recommendations at the final workshop session.

Context



Lawndale Corridor

Phase IV
Urban Loop I-840

Phase II
Park District Corridor

Phase III
Pisgah Church

Phase I
Kirkwood Corridor



Urban Loop
I-840

Pisgah
Church Rd.

Cone
Blvd.

Workshop
Focus Area

Cornwallis Dr.

The City of Greensboro recently performed a corridor study for this 3.6 mil segment of Lawndale Dr.

Lawndale Corridor Traffic Counts

2009- 8,920
 2015- 9,421
 2025- 6,555
 2035- 7,037

2009- 15,379
 2015- 15,977
 2025- 13,710
 2035- 14,606

2009- 21,269
 2015- 21,739
 2025- 19,273
 2035- 20,259

2009- 16,595
 2015- 17,116
 2025- 14,694
 2035- 15,607

2009- 16,229
 2015- 16,900
 2025- 14,197
 2035- 15,129

The traffic counts noted here list vehicles per day at various locations within the Lawndale Corridor study area.



Pisgah Church Rd.

Cone Blvd.

Workshop Focus Area

Cornwallis Dr.

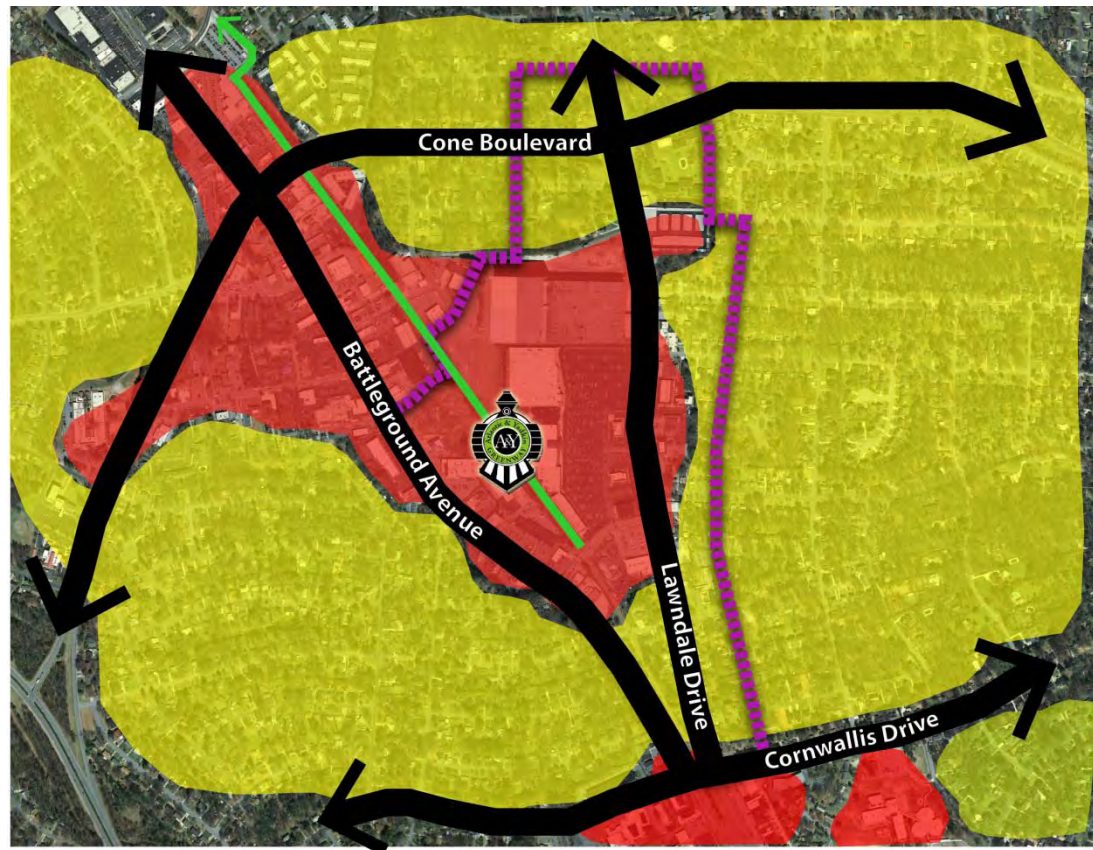
Basic Development Patterns

The Design Link team presented an overview of the basic physical development patterns that influence future decision making in the study area. The image to the right displays the major transportation corridors serving the Lawndale Drive study area that is shown in purple. The major transportation corridors are Cone Boulevard to the north, Cornwallis to the south, Battleground Avenue along the western edge, with Lawndale Drive traversing the middle of the area. The Atlantic & Yadkin Greenway also bisects the study area, currently ending at Markland Drive.



Major Transportation Corridors

The image to the right displays the generalized existing land use pattern. The red areas represent non-residential uses and the yellow areas depict residential.



Generalized Land Use Pattern

Concept Development



Concept Development

Overview

During the second day of the workshop, the Design Link team began testing ideas with the community to develop concepts for the future development of the Lawndale Drive corridor, utilizing facilitated discussions and various illustration methods. The major topics addressed during the workshop included:

- Land Use Compatibility
- Complete Streets and Connectivity
- Redevelopment of the Sears/Loomcraft Building

Land Use Compatibility

A consistent theme of the workshop discussions centered around land use compatibility along the Lawndale Drive corridor. Over time, commercial development has gradually encroached into the residential neighborhoods along the corridor. Residents that spoke at the meetings expressed a desire to preserve the residential character of the section of Lawndale Drive between Fernwood Drive and Cornwallis Drive.



Concept Development

The section of the corridor between Fernwood Drive and Cornwallis Drive is characterized primarily by small single family residential dwellings set beneath a mature canopy of street trees lining Lawndale Drive. While the desire exists for the current residential character to be maintained along this particular section of the corridor, meeting participants indicated that the areas north of Fernwood Drive that have not yet been converted to nonresidential use are likely to transition in future years as development pressure continues leads to more growth in the area.

For those areas that have not yet transitioned to nonresidential uses north of Fernwood Drive, the community expressed a desire for new development to be in scale and character with the adjoining residential neighborhoods. To achieve compatibility, it is recommended that development occur in a manner that incorporates elements of design and site layout that reinforce the following community desires:

- Encourage the reuse of existing residential structures and sites for nonresidential use, where possible.
- Where the reuse or rehabilitation of existing structures is not practical, encourage developers to assemble multiple adjacent lots to provide for more flexibility in site layout and design to lessen direct impacts and reduce potential incompatibility with adjacent residential uses (i.e. – parking and solid waste storage screening)



- Develop design standards or architectural pattern books to guide the construction of buildings in a way that reinforces and enhances the existing neighborhood character.
- Provide pedestrian and bicycle connectivity as a part of any new development
- Extend the current greenway, add pocket parks and additional greenway routes into the neighborhood.

Concept Development



The image above demonstrates potential greenway connectivity through existing development on the west side of Lawndale and the potential extension of a spur to the east along Liberty Drive to provide a direct connection for the neighborhood.

The illustration to the left depicts the extension of the Atlantic & Yadkin Greenway from Markland Drive to Cornwallis Drive.

Concept Development

Complete Streets

The safety of pedestrians and bicyclists along the Lawndale Drive corridor was a common theme among workshop participants. With the development of the greenway, the corridor has become a popular destination for bicyclists and pedestrians from across the city, while residents often walk or bike to local businesses. Despite the heavy use of the corridor by pedestrians and bicyclists, few improvements have been made to accommodate them. Pedestrians are often observed crossing the street in locations that lack crosswalks or pedestrian signals, while bicyclists share vehicle travel lanes with automobiles.

One concept to encourage better bicycle and pedestrian connectivity, while also calming traffic, is to implement complete street policies and improvements for Lawndale Drive. Complete streets are designed for all users and encourage all modes of travel. For more information, the North Carolina Department of Transportation has developed a website dedicated to its recently adopted complete streets policy at: www.completestreetsnc.org. The pages that follow illustrate some of the concepts that were developed during the workshops.

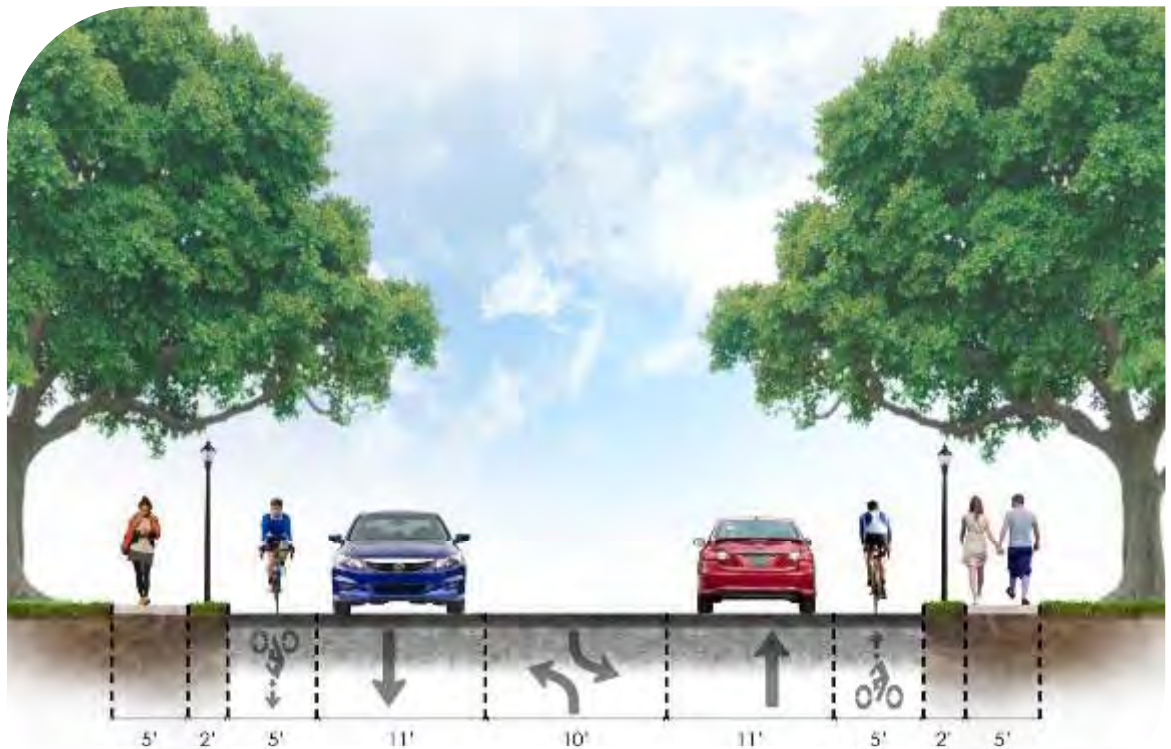
Lawndale Drive Road Diet

One complete street model that was discussed at length during the workshops was the reduction of the number of travel lanes along Lawndale Drive, or what has become known as a “road diet”. Road diets have been proven to be an effective means of implementing traffic calming and complete street policies where roads have traffic counts that do not exceed 24,000 vehicles per day. As noted in the context section of the report, Lawndale Drive is expected to have traffic volumes in the range of 14,000 to 16,000 vehicles per day through 2035, which makes the roadway a potential candidate for road dieting measures.

Concept Development

Lawndale Drive Road Diet – Cornwallis Drive to Liberty Drive

The illustrations on this page demonstrate how the portion of Lawndale from Cornwallis Drive to Liberty Drive can be transformed from a four-lane facility into a three-lane facility. This would allow for improved bicycle and pedestrian connectivity, improve traffic safety by providing a dedicated turning lane, and calm traffic by transforming the character of the street from its current arterial character to one that is more residential in character.



Concept Development



The image above depicts the current conditions on Lawndale Drive between Cornwallis Drive and Liberty Drive. The image to the right is a photo illustration of the potential road diet and complete streets improvements. In addition to the roadway improvements, the illustration also depicts the addition of a planting strip to buffer the sidewalk from the road and pedestrian scale street lighting along the sidewalk.



Concept Development



Pedestrian Crossings

In the workshops, the safety of pedestrians crossing Lawndale Drive was a frequent topic of discussion, with many residents expressing concerns about pedestrian signals and timers not working and other deficiencies in pedestrian facilities along the corridor. An observation of the area by the team revealed that while the pedestrian signals were likely working as designed, other improvements to enhance pedestrian safety could be made to make the area more pedestrian friendly.



The illustrations on this page depict potential pedestrian safety improvements at the intersection that serves as the primary entrance into the Target shopping center. The photo illustration above demonstrates new crosswalk striping with an enhance ladder style crosswalk and advance stop bar to help improve pedestrian safety at the intersection.

Concept Development

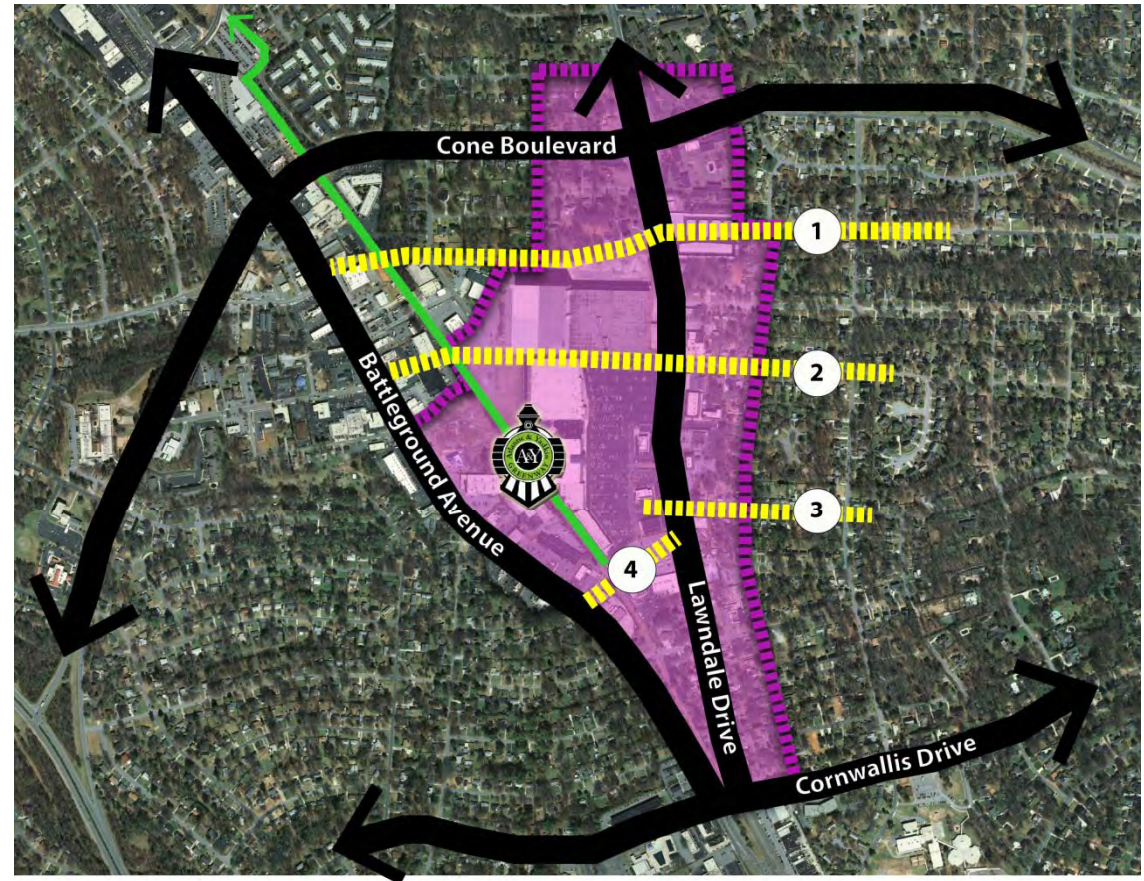


The design of the southbound portion of the intersection at the main entrance into the shopping center creates a situation that is potentially dangerous for pedestrians. Vehicles that are making a right turn into the shopping center do not have to stop at the intersection, which is a hazard to pedestrian trying to cross this leg of the intersection in the direction of the flow of traffic. A pedestrian warning sign placed at the crossing will help to remind turning drivers to proceed with caution and be aware of pedestrians.

Concept Development

East-West Connectivity

The Design Link team explored key east-west connections that can be made throughout the study area to help improve vehicular traffic flow and increase bicycle and pedestrian connectivity. The yellow arrows shown in the image to the right depict where additional connectivity should be considered. The potential connections include adding through streets along the northern and southern sides of the Sears/Loomcraft building (#1 and #2), which could be developed in conjunction with the redevelopment of the site. Improved connectivity at Liberty Drive is needed to provide better access between the neighborhoods and the greenway (#3). The line at Markland Drive indicates a potential location for shifting the primary connection between Lawndale Drive and Battleground Avenue to the north (#4).



Former Sears Building Adaptive Reuse

The adaptive reuse of the former Sears distribution center could provide a significant economic redevelopment opportunity within the Lawndale corridor. The 23.2 acre site and the 1,745,000 square feet of building could accommodate a dynamic mixed use project. The structural concrete frame will allow for the selective removal of the masonry veneer exterior to accommodate windows, balconies, arcades, etc. The open floor plans will allow for highly flexible upfits for potential tenants.

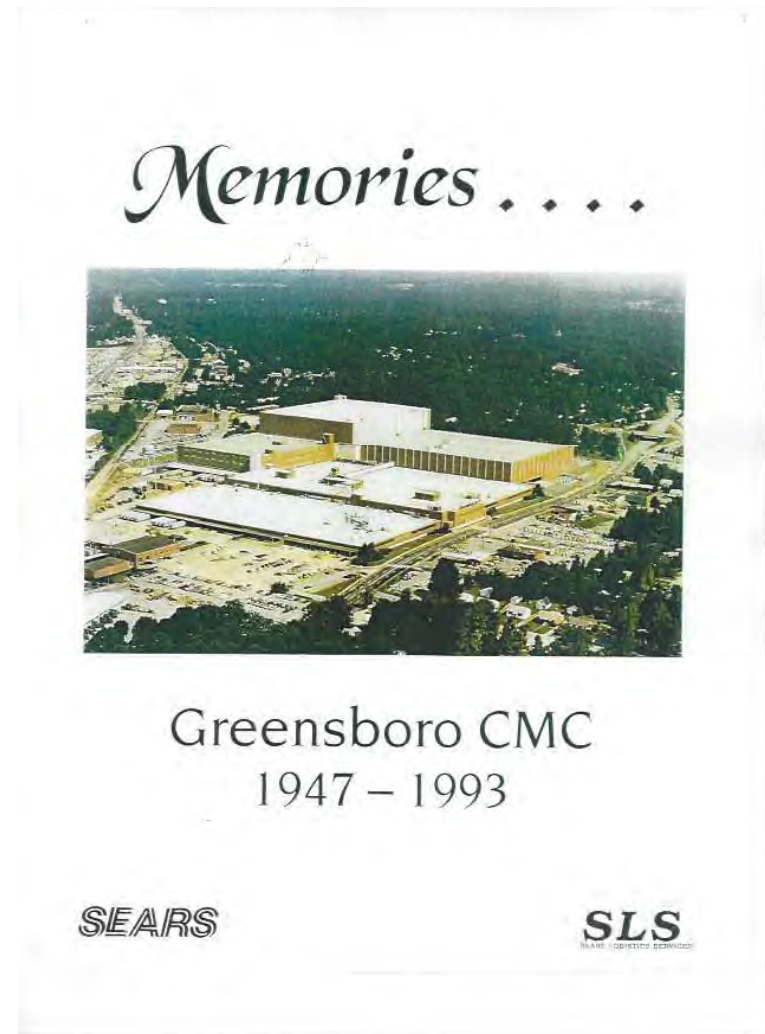
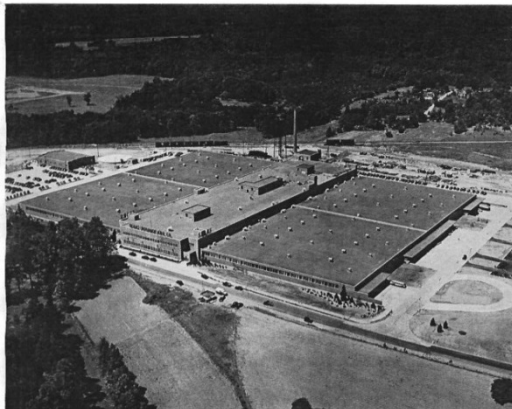
The current tax value of the property is \$7,000,000 which equates to approximately \$6.00 per square foot.



Kevin Marion presents a 3D visual rendering of potential mixed-use development of the Sears building

Sears Loomcraft Building

- No longer compatible
 - With traffic or neighborhood
 - Little parking
- Value
 - Demo cost - \$4 M
 - Land value - \$2 M
 - Total tax value \$7 M
- HUGE
 - 1.7 mill square feet, 23 acres
 - 3rd largest building in NC
 - 40% occupied
- What reuse will work?



Concept Development

Sears/Loomcraft Reuse

Probably not...

- Manufacturing / distribution
 - Multi-story
 - Truck access / traffic
 - Incompatible surrounding land use
- Data center
 - Electric infrastructure

Questionable...

- Retail
 - Too big, parking
- Apartments
 - Access to windows, too big
- Office
 - Too big

Maybe...

- Film studio
- Life care
- School

Likely...

- Mixed use

Wild ideas...

- Casino / hotel
- Ace Hotel / cultural space
- Convention center
- Brewery



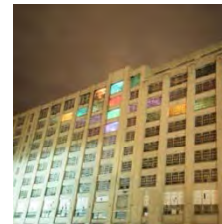
Loading docks of Sears Building, currently in use by Loomcraft Textiles.

Concept Development

Reuse case study

Crosstown Redevelopment Project- Memphis, TN

- Former Sears distribution facility
- Memphis, TN
 - Blighted, low income neighborhood
- 1,500,000 sf
- \$200 M mixed use project
- “Vertical urban village – a purposeful collection of uses and partners”



Concept Development

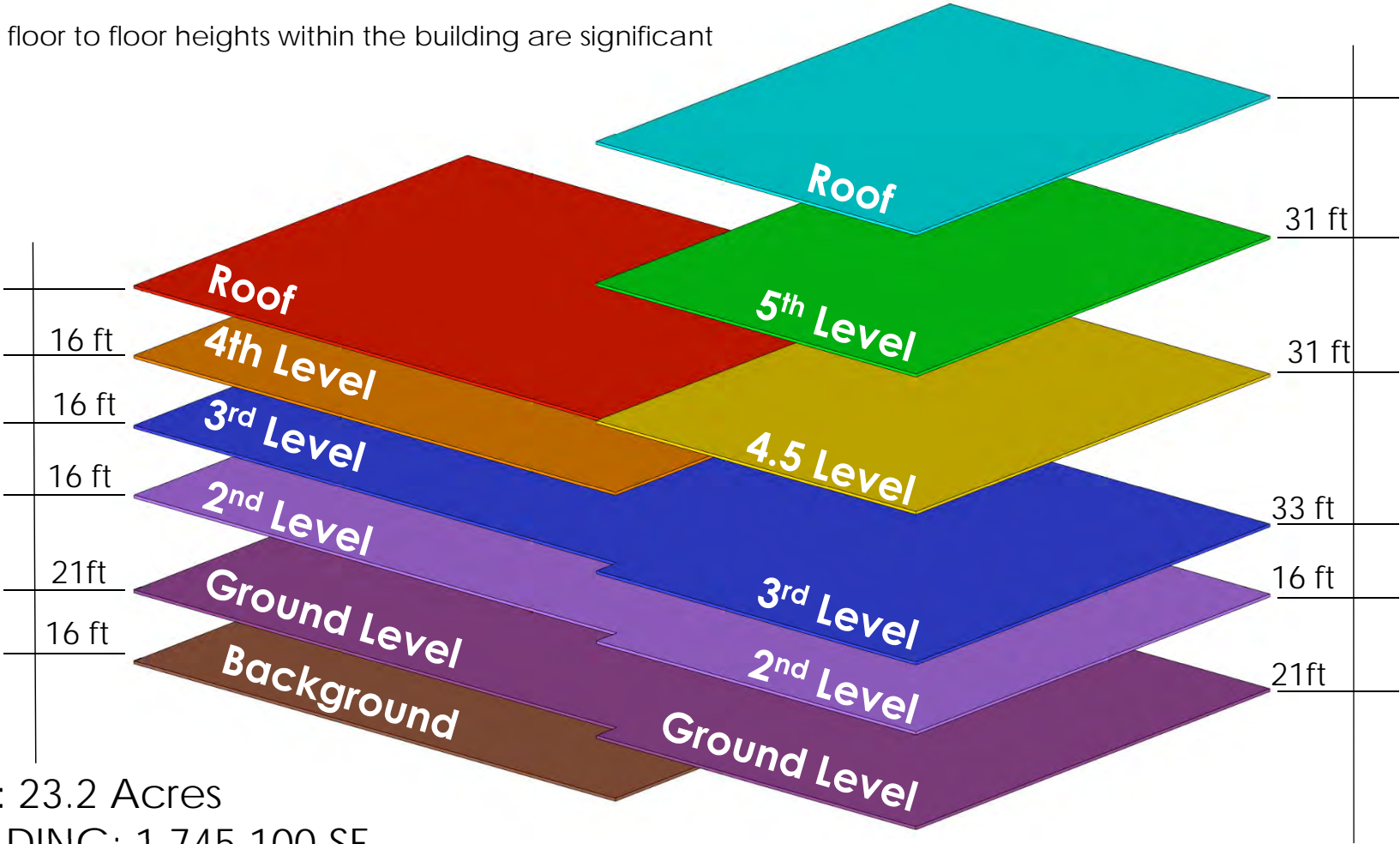
Reuse case study - Crosstown

- 1993 – Sears closed
- 2000 - Sold to investors
- 2007 – Sold again
- 2012 - Redevelopment partners announced
- December 2013 - Plan approved by City
- Spring 2014-mid 2016 – Construction



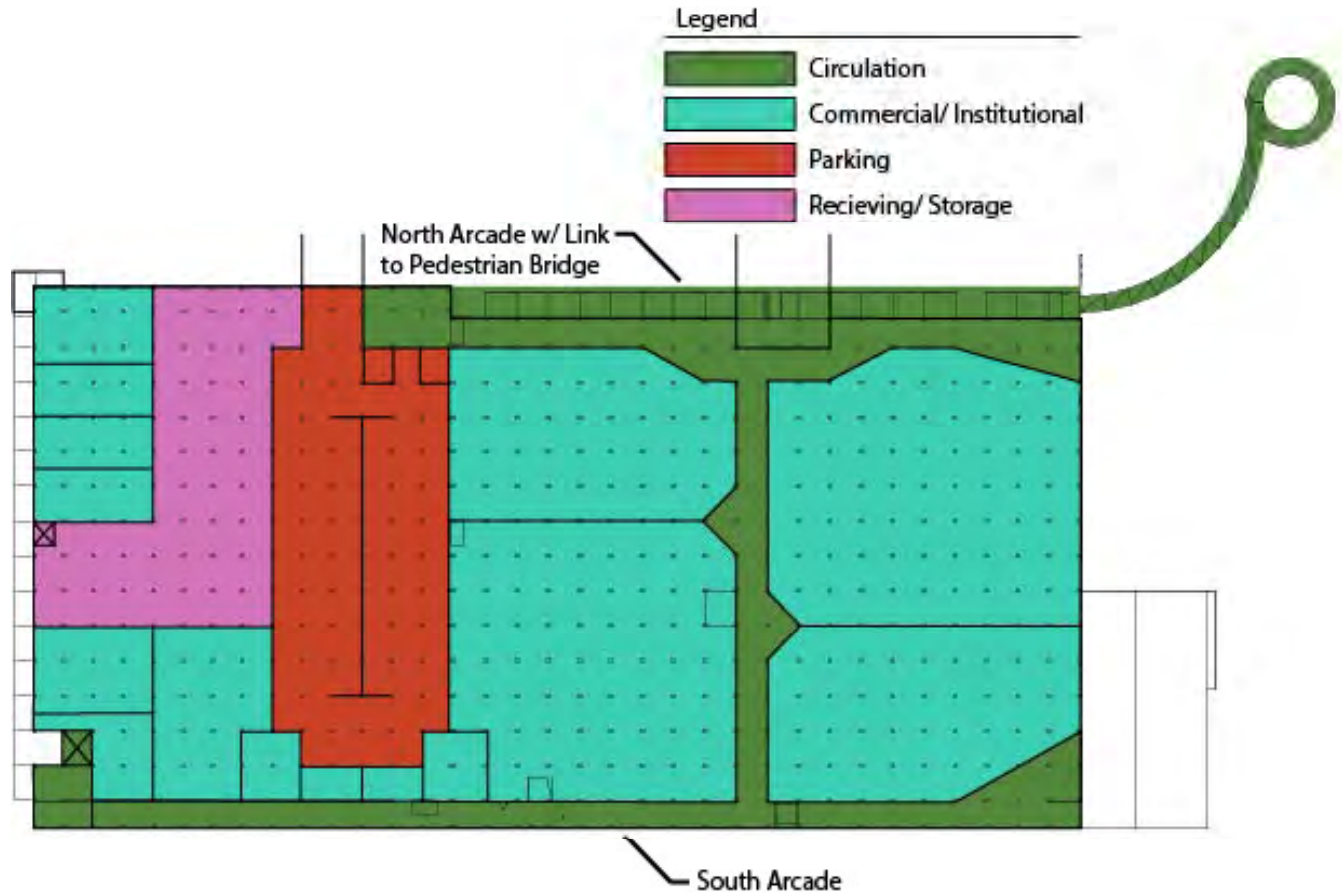
Sears Building Floor Plates Diagram

The floor to floor heights within the building are significant



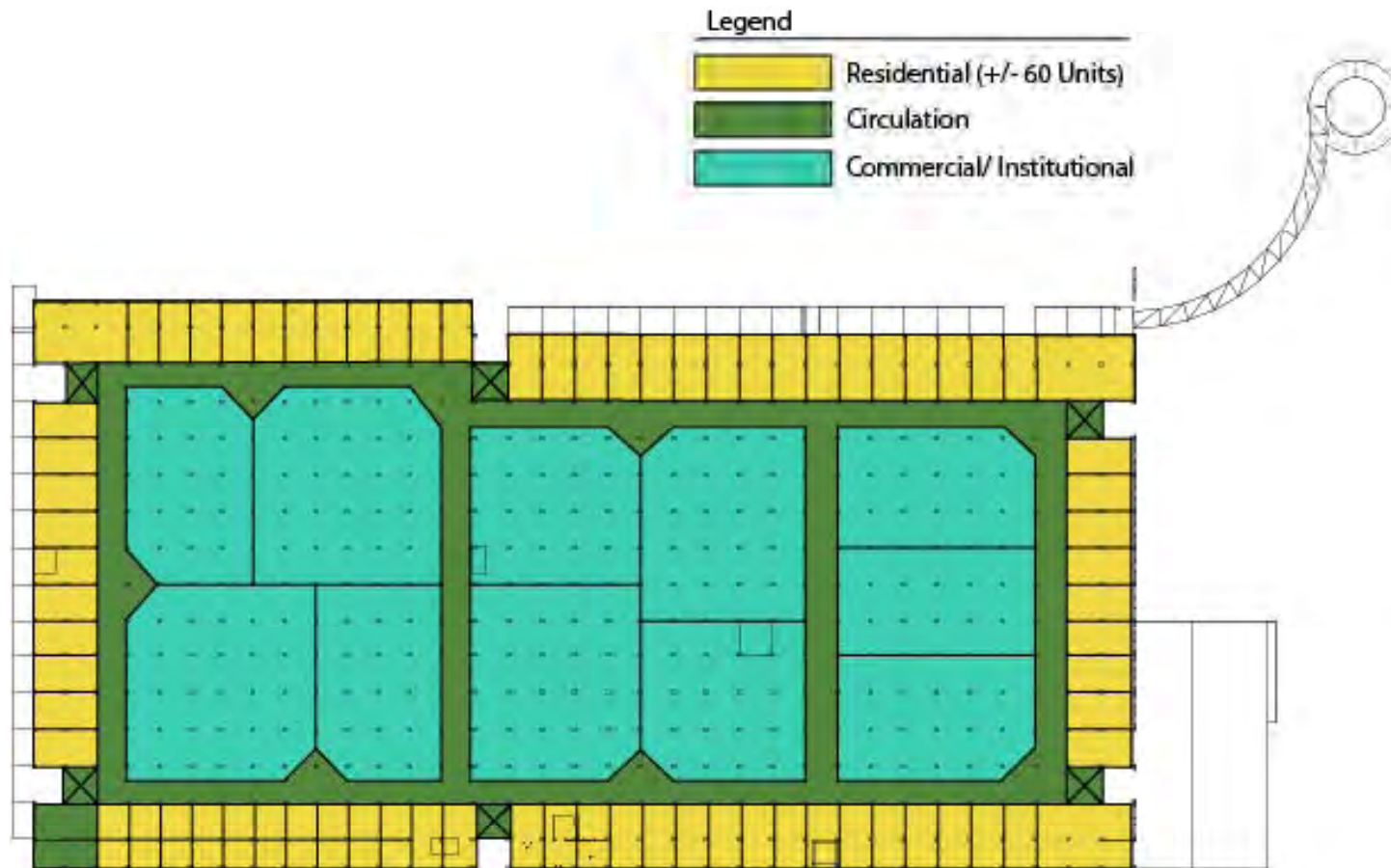
SITE: 23.2 Acres
BUILDING: 1,745,100 SF
STRUCTURAL CONCRETE FRAME

Concept Development



Arcades along the ground level to facilitate East/West linkage for pedestrians between Lawndale Drive and the Atlantic & Yadkin Greenway.

Concept Development



This upper level floor plan depicts potential mixed-uses.

Concept Development



View from southeast at street level. The addition of windows and balconies add visual interest to what is now an oppressive facade. Circulation towers provide horizontal breaks in the long mass of the building.

Concept Development



Aerial view from southeast. Skylights and solar panels cover circulation “canyons” cut into the building. The eastern roof accommodates an athletic complex, a community garden and park. The terracing at the ground level between the building and Lawndale Drive can accommodate the significant elevation change. These terraces soften the visual impact of the large building while assisting pedestrian and bike traffic along Lawndale Drive.

Concept Development



From northeast, aerial view. The pedestrian bridge, its helical ramp and its connection to the Sears building are shown. As on the south side, a covered arcade is created by cutting through the outer structural bay of the western portion of the building. A suspended canopy is shown to provide cover along the north facade of eastern building. A natural park and a large multi-functional hardscape plaza are also shown.



Concept Development



View from southeast. Note balcony and window details and ground level arcade created by removing the masonry between the columns. The arcade runs the entire length of the building providing safe and clear passage from Lawndale Drive on the east to the Greenway on the west.

Concept Development



From southeast, aerial view detail. A closer view of the building from the southeast shows more detail of the balcony and windows. Also shown is an arcade created by removing the infill masonry between the columns in the first structural bay. The arcade runs the entire length of the building providing safe and clear passage from Kirkwood to the Greenway on the west side of the site.

Concept Development



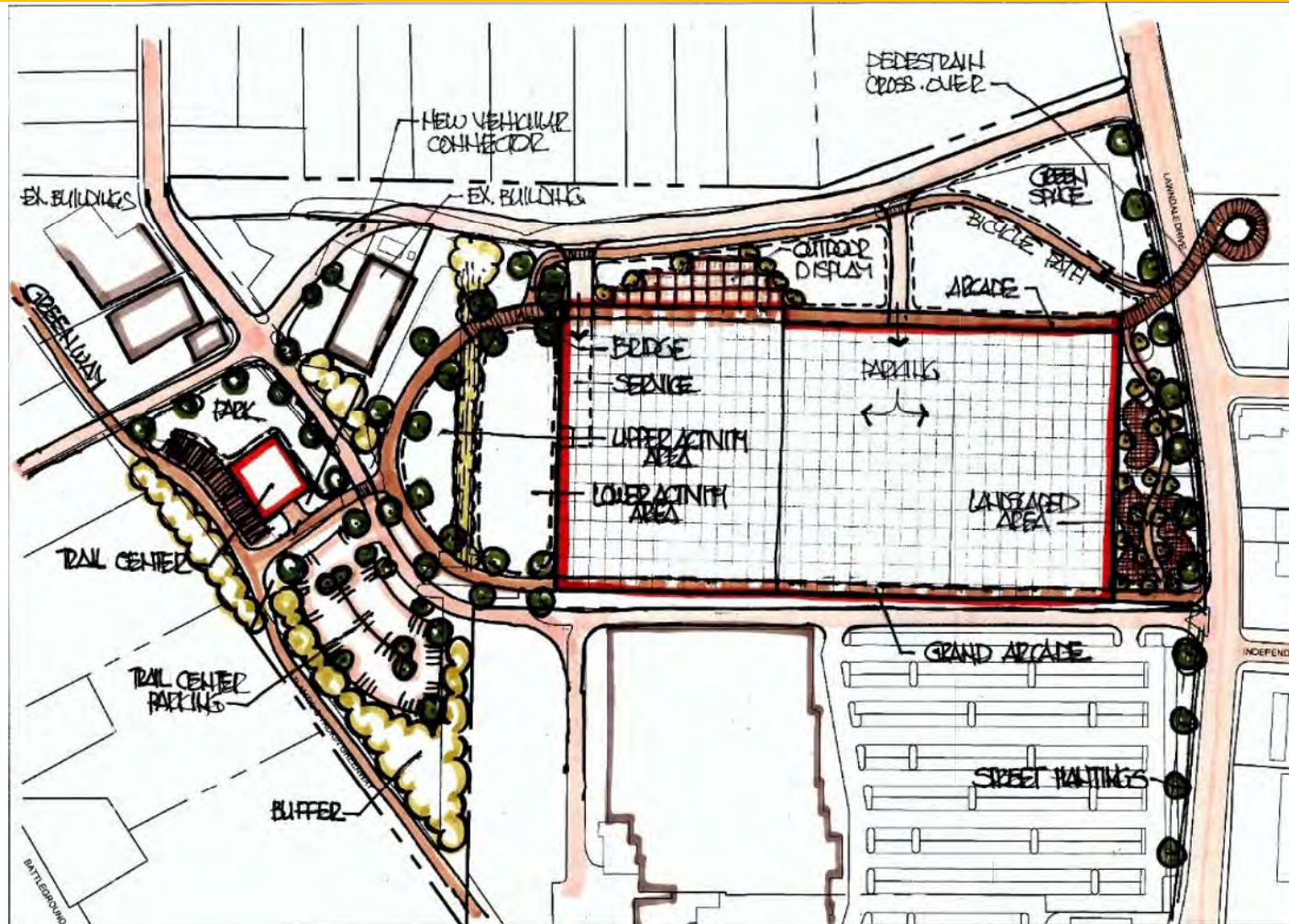
View from north. A circulation 'canyon' penetrates the building from the roof to the main level, providing entry, natural light and potential separation of interior occupancies. The covered arcade extends to the western end of the site. The entrance to a sub-grade parking level in the existing basement is shown to the right of the ramped arcade.

Concept Development



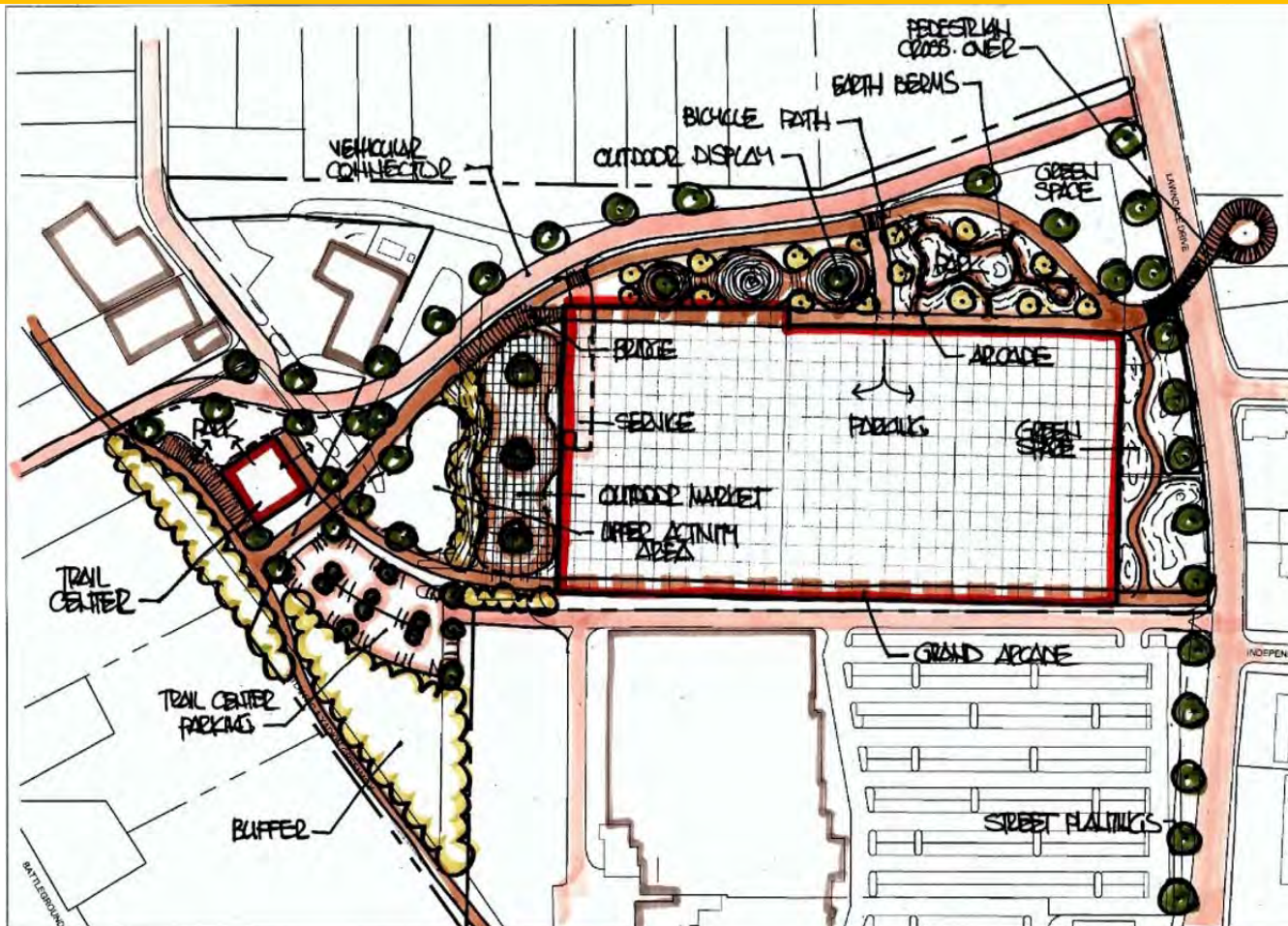
A closer view highlighting the multi-functional plaza and the north side pedestrian thoroughfare. The existing garage bays could be working/living studios and the plaza could facilitate festivals and fairs of various kinds. A circulation 'canyon' penetrates the building from the roof to the main level, providing entry, natural light and potential separation of interior occupancies. The covered thoroughfare extends to the western end of the site. The entrance to a sub-grade parking level in the existing basement is shown in the center of this depiction.

Concept Development



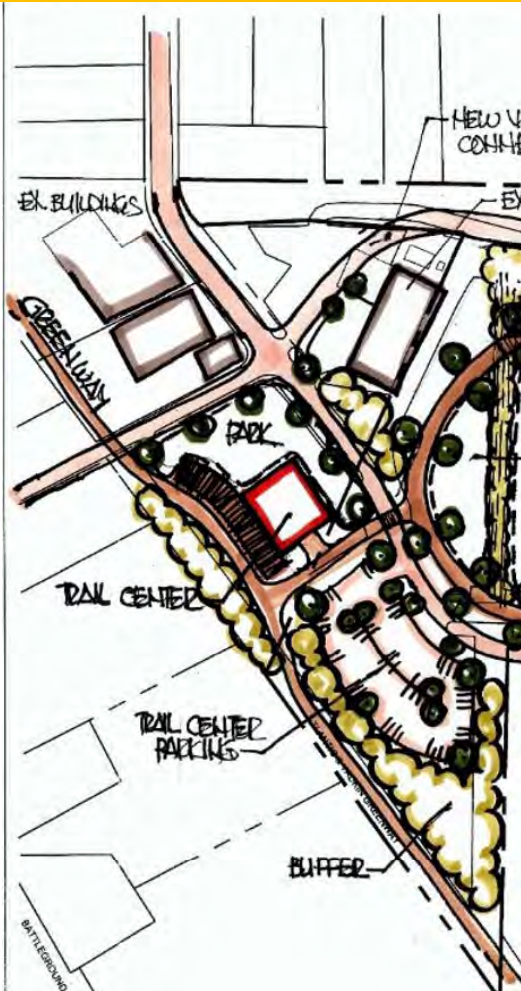
The 23.2 acre site can accommodate significant exterior development to the north and west of the existing building.

Concept Development



An additional view of how the 23.2 acre site can accommodate significant exterior development to the north and west of the existing building. In this view, an outdoor market has been incorporated into the other new park and trail support features.

Concept Development



Development of a trail center along the Atlantic & Yadkin Greenway would provide support for cyclists, runners, and users of the greenway.

Next Steps

The community enhancement workshops helped the neighborhood's property owners, residents and business owners articulate their vision for the future of the Kirkwood Corridor and the Sears Building, as well as the greater Lawndale Corridor. The Design Link team helped the community visualize how the vision can become reality. In order to realize the vision, key next steps were identified on the next few pages.



Current railroad crossing at Markland Drive, just east of Battleground Ave and looking south towards Downtown Greensboro. Eventually, this section of rail will become the Atlantic & Yadkin's Greenway link to the Downtown Greensboro Greenway.

Short-Term Recommendations

- Develop a compatible land-use policy that enhances the existing character of the Kirkwood neighborhood.
- Enhance pedestrian safety, crosswalk signalization and improve the visibility of pedestrian crosswalks across Lawndale Drive.
- Initiate traffic engineering study for Battleground/Lawndale/Cornwallis intersection with public input.
- Continue to work on procurement agreement with Norfolk Southern Railroad for Greenway connection to the Downtown Greenway.
- Develop 1500 LF (1/4 mile) interim greenway improvements between Markland Dr. and Cornwallis Dr.
- Examine ways to maintain the health of the existing tree canopy, while beginning a proactive tree replacement program for the future tree canopy.



Battleground Ave. and Lawndale Dr. split, just south of Cornwallis Dr.



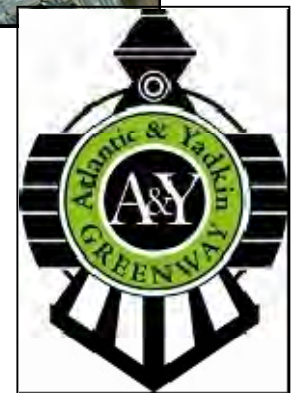
Example of Kirkwood neighborhood tree canopy.

Intermediate Recommendations

- Improve bicycle and pedestrian conditions along Lawndale Dr. by preparing an engineering study of traffic calming methods for implementation.
- Develop a linear pocket park at the N.W. corner of Cornwallis and Lawndale.
- Develop a trail center adjacent to the greenway to provide trail related support services.
- Study opportunity to divert additional vehicular traffic from Lawndale Dr. to Markland Dr.
- Develop east/west road on north side of Sears Building with signalization at Lawndale. Study the reconfiguration of the ramp to and from Cone Blvd.
- Develop east/west pedestrian and bicycle link between the Kirkwood neighborhood and the Atlantic and Yadkin Greenway.



Clockwise from left to right: proposed trail center sight diagram; proposed pocket park from Markland to Cornwallis Drive along Battleground Ave.; Atlantic and Yadkin Greenway logo.



Long-Term Recommendations

- Public/private partnership to consider the construction of a sky bridge above Lawndale to link bicycle and pedestrian traffic from the Kirkwood Neighborhood to the renovated Sears Building's North Arcade.
- Consider the extension of Efland Street to the proposed road on the north side of the Sears Building. An additional traffic signal at this intersection will act as a calming device and East/West circulation will be improved.
- Study the impact of the construction of the I-840 interchange upon vehicular traffic volumes along Lawndale Dr.
- Work closely with property owners and potential developers to market identified opportunities.
 - Identify and recruit specific businesses that may want to relocate and/or expand in this area.



Sears Adaptive Reuse Next Steps

- Finalize Masterplan
 - Phased approach
 - Long term perspective
- Identify partners and roles – need a champion
 - Current owner
 - Additional developers
 - Potential occupants
 - Public / private / non-profit venture options
- Identify funding resources
 - Public / private / non-profit
- Understand patience / persistence required
 - “Rome was not built in a day”



Design Facilitators/Sponsors

Urban Planning

Jason Epley, ACIP
Vagn Hansen, ACIIP
Amy Jo Denton, PMP
Rachel Wheeler
Benchmark CMR, Inc.

Architecture

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Robert Grill, ASLA
Kristen Jeffers
Moser Mayer Phoenix Associates, PA

Kevin S. Marion, AIA,
LEEDap
TAOksm, PLLC
Architecture Art
Graphic Design

Market Analysis

Robin Spinks
Greenfield Associates, Inc.

Urban Geographer

Keith Debbage
UNC Greensboro

Project Management

Margaret Collins
Center for Creative Economy



Project made possible by funding from HUD through Piedmont Together, and the City of Greensboro

City of Greensboro

Hanna Cockburn
Sue Schwartz

Piedmont Together

Mark Kirstner
Paul Kron
Kyle Laird
Walter Jenkins
www.piedmonttogether.org

Appendix

Invitation Flyer
Press Coverage
Agenda
Workshop Participants
Key Findings-Market Analysis- Lawndale Drive/ Kirkwood Community
Community Input



The Atlantic and Yadkin Trail connects Bur Mill Park with the Kirkwood Corridor and is planned to connect to the Downtown Greensboro Greenway.

Lawndale Corridor Study Design Workshops

*Join design professionals to help plan for
the future of Lawndale Drive*

March 19-22, 2014
Lewis Recreation Center
3110 Forest Lawn Drive



DESIGNLINK



**PIEDMONT
together**
Community Choices. Regional Solutions.

Workshop Schedule

Wednesday March 19

9:30 am - 11:30 am or

4 pm - 6 pm

- Introduction to Sustainable Development
- Market Analysis
- Adaptive Reuse of Sears Building
- Commercial Transitions

Sessions will be repeated in the morning and evening. Please plan to attend a session in its entirety.

Thursday March 20

9:30 am - 11:30 am or

4 pm - 6 pm

- Residential Development Types
- Lawndale's Transportation Assets

Sessions will be repeated in the morning and evening. Please plan to attend a session in its entirety.

Saturday March 22

9:30 am - 11:30 am

- Final Presentation
- Community Feedback
- Next Steps

Light refreshments will be available at each session.



For Immediate Release
Contact: Margaret Collins 336-580-1037

Community Design Workshop Targeting Greensboro's Lawndale Corridor

Winston Salem, NC: The Center for Creative Economy (CCE) in collaboration with Piedmont Together and the City of Greensboro will lead a community design workshop in Greensboro from March 19th-22nd. The three-day workshop will focus on the Lawndale Corridor and address commercial pressures and options for neighborhood development. The workshop will take place at the Lewis Recreation Center, 3110 Forest Lawn Drive, and is open to the public

The schedule for the workshop is as follows:

Wed. March 19 9:30-11:30am OR 4:00-6:00pm

Thurs. March 20 9:30-11:30am OR 4:00-6:00pm

Sat. March 22 9:30-11:30am Final Presentation

All citizens interested in the development and revitalization of the Lawndale Corridor are welcome to attend. Workshop participants will be asked for their input on how best to maintain the neighborhood character while being open to commercial and economic growth. The focus of the team is sustainable design and smart growth. A market analysis presentation will be given on the first day. Design Link will also prepare a written report, which will be presented to the community following the workshop.

CCE brings its North Carolina based Design Link team of designers, architects, urban planners, and economic development professionals to facilitate community workshops. By using design elements and local, community vision as the primary tools, Design Link creates a visual plan of possible uses for the selected areas. Other communities where Design Link has worked include High Point, Elkin, Mayodan, Biscoe, and Yanceyville.

Bill Moser of Moser Mayer Phoenix in Greensboro leads the Design Link team for the Greensboro workshop and comments, "Bringing local design experts together with citizens to explore new visions for Triad communities is a powerful combination. Because all members of our Design Link team live and work in NC, we have a deep understanding and are passionate about the communities in these workshops. The citizens understand that

we are their neighbors and understand the local issues. They open up and share their desires and dreams for the communities. It has been a great experience."

About Piedmont Together and CCE:

Piedmont Together is a 3-year, collaborative planning project funded by a \$1.6 million HUD grant. Project partners include cities and towns, counties and not-for-profits in the 12 county Piedmont Triad regions. The intent of the project is to use the concepts of sustainable development to build on the strengths and assets of all communities in the region in support of our economy, social opportunity and environment. Issues covered in this planning project range widely from small town vitality to transportation choices. Visit www.triadsustainability.org and www.piedmontvoice.org to learn more.

Serving the 12-county Piedmont Triad region since 2007, the **Center for Creative Economy** is a non-profit organization that serves as a catalyst for innovation and an advocate for creative industries and entrepreneurs, promoting connectivity and job growth. The center brings people, ideas, and resources together to benefit a burgeoning creative sector that includes design, architecture, software, publishing, advertising, art, crafts, fashion, film, performing arts, TV, radio, interactive digital media, gaming, and technology, among others. CCE's Design Link program is a statewide collaborative of designers, urban planners and economic developers who work with city agencies, non-profits and private companies to solve problems that are design-based or those related to a specific plan or process in need of innovation. www.centerforcreativeeconomy.com

The Greensboro workshop received media coverage from Fox, and Time Warner Cable. To view, see links below.

Fox 8

<http://guilfordcounty.myfox8.com/news/news/142991-whats-inside-huge-brick-building-lawndale-drive-greensboro>

Time Warner Cable

<http://triadnc.twcnews.com/content/search/705944/community-comes-together-to-help-revitalize-lawndale-corridor>

Community Design Workshop- Lawndale Corridor

City of Greensboro, NC

Lewis Recreation Center, 3110 Forest Lawn Drive

Wednesday, March 19th

- 9:30 am Welcome from City of Greensboro
Regional Overview: Mark Kirstner, Piedmont Together
Team Introductions: Margaret Collins, Center for Creative Economy
- 9:45 am Introduction to Sustainable Design and Development- Bill Moser
Key Findings & Market Analysis- Robin Spinks
- 10:15am -11:30am Engage public in creating a vision for the area
-Adaptive reuse of Sears building
-Commercial transitions
- 4:00-6:00pm Repeat morning session

Thursday, March 20th

- 9:30am- 11:30am Design Team engages public in creating a vision for the area
-Residential Development Types
-Lawndale's Transportation Assets
- 4:00pm-6:00pm Repeat morning session

Saturday, March 22nd Public Presentation

- 9:30am -11:30am Community Wrap Up Session
-Design Team presents recommendations with visuals
-Discuss and prioritize with local community

Light refreshments will be available at each session.



Participants List

Burwell Anthony

Jean Bates

Kent Boyles

Clyde Collins

Matt Comer

Dottie Cooke

Aaron Daniel

John Drees

Anna Fesmire

Cyndi Folds

Terry Gilbert

Linda Hendricks

Sheldon Herman

Linda Higgins

Scott Hinshaw

Eric Hoekstra

Jennifer Hopkins-Wilcox

Anne Hummel

Sam Hummel

Joyce Longmire

Halstead McAdoo

Karen McAdoo

Stacie Meaux

Meryl Mullane

Kay Murray

Bill Nash

Phyllis Nash

Karol Neufeld

Bill Payne

Laura Peoples

Cathy Routley

Scott Slabbekoorn

Susan Slabbekoorn

Judy Stalder

Barbara Walser

Barbara West

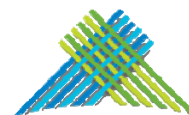
Mike Whitson

Paula Wilder



KEY FINDINGS

Lawndale Drive Corridor Study
Kirkwood Phase
Greensboro, NC



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Community Choices.
Regional Solutions.

Overview

- By the numbers
 - Statistics
 - Trends
- Issues
 - Assets
 - Challenges
 - Opportunities



By the Numbers: Statistics, Trends

Primary data source



LAWNDALE DRIVE CORRIOR STUDY

Existing Conditions Summary

June, 2013

The Focus Area

Planning Area Fast Facts
3.6 miles long • .91 Square Miles
721 Properties
3,972 Residents (2012 Estimate)
\$227 Million Tax Value (2012)
\$143 Million in Retail Sales (2012)

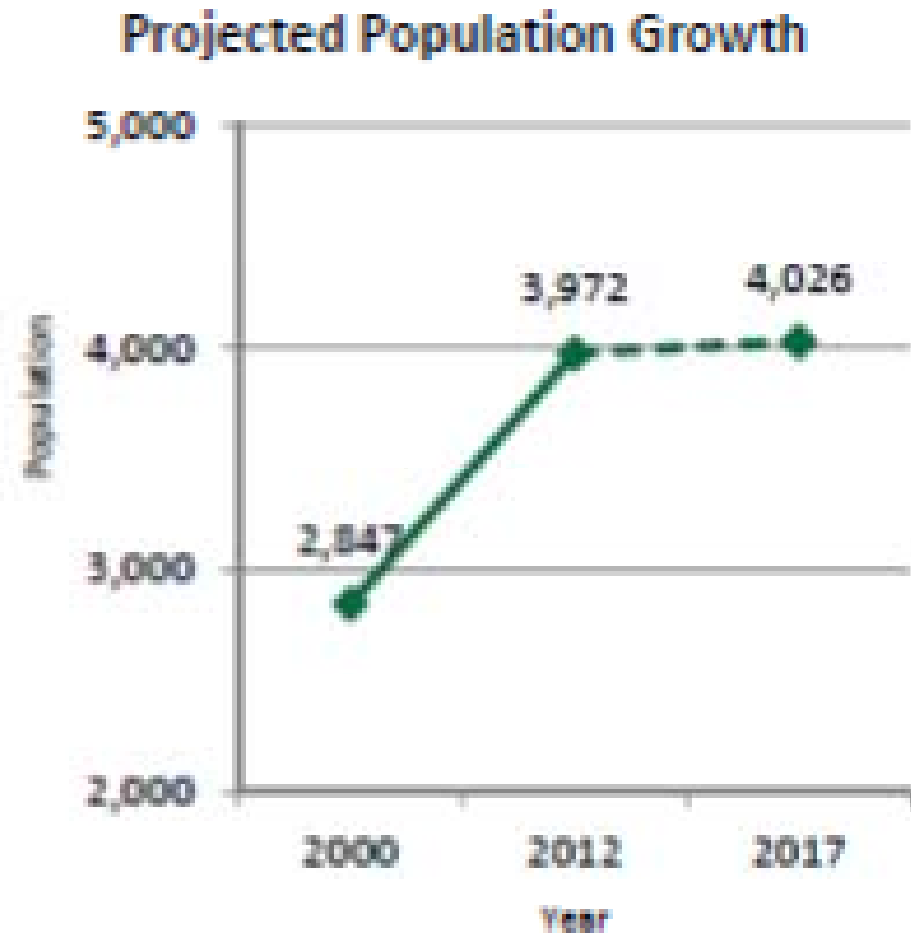
Kirkwood Corridor part of larger study



Modest population growth to 2017

Past growth primarily from multi-family

In northern corridors
Not in Kirkwood



Older population

Median age

Corridor	40.3
NC	37.4
US	37.2

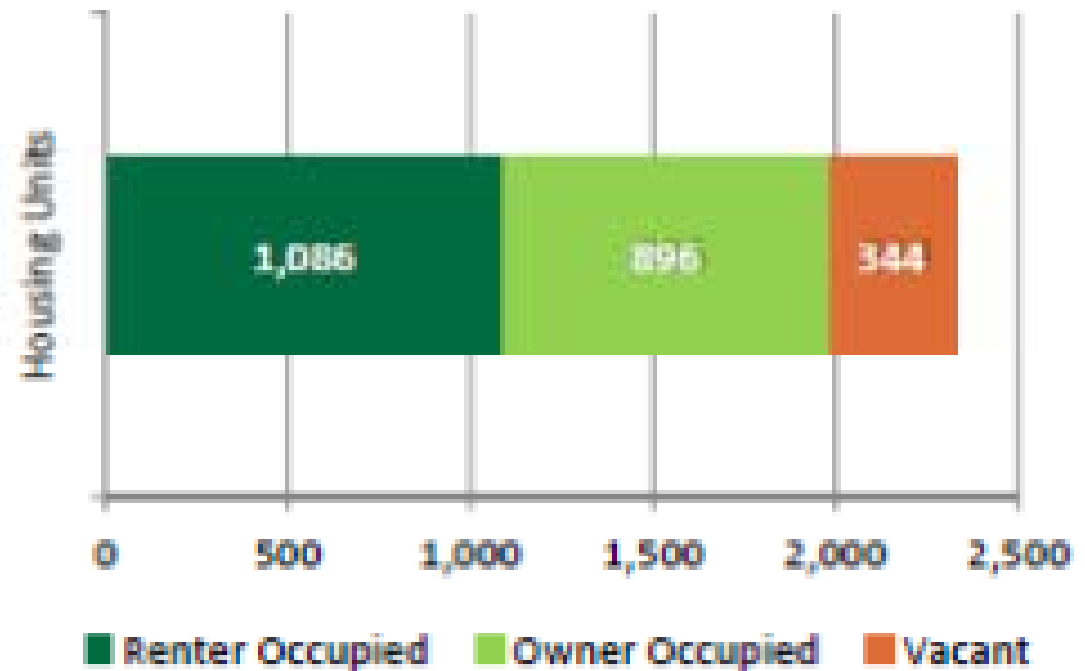


Large number of renters

Especially in single family houses along
Lawndale

47% renter occupied
15% vacancy

Median house
value \$149,547
Higher than City



Many single person households

- 46% in corridor
- Median household income \$40,593
 - Lower than City
- Per capita income \$29,825
 - Higher than City



Many service businesses

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	8	3.6%	50	4.1%
Construction	17	8.0%	58	4.8%
Manufacturing	6	2.9%	30	2.5%
Transportation	4	2.1%	8	0.7%
Communication	1	0.5%	7	0.6%
Utility	0	0.0%	0	0.0%
Wholesale Trade	12	5.6%	84	7.0%
Retail Trade Summary	36	17.3%	378	31.1%
Home Improvement	1	0.3%	1	0.1%
General Merchandise Stores	1	0.4%	81	6.6%
Food Stores	6	2.9%	83	6.9%
Auto Dealers, Gas Stations, Auto Aftermarket	1	0.6%	7	0.6%
Apparel & Accessory Stores	4	2.0%	10	0.8%
Furniture & Home Furnishings	4	1.9%	8	0.6%
Eating & Drinking Places	9	4.2%	100	8.3%
Miscellaneous Retail	11	5.1%	88	7.2%
Finance, Insurance, Real Estate Summary	19	9.1%	72	5.9%
Banks, Savings & Lending Institutions	1	0.6%	9	0.7%
Securities Brokers	2	0.7%	8	0.6%
Insurance Carriers & Agents	7	3.2%	20	1.7%
Real Estate, Holding, Other Investment Offices	9	4.5%	35	2.9%
Services Summary	106	50.9%	526	43.3%
Hotels & Lodging	0	0.2%	1	0.1%
Automotive Services	2	1.1%	9	0.7%
Motion Pictures & Amusements	7	3.3%	36	3.0%
Health Services	15	7.4%	172	14.1%
Legal Services	1	0.4%	2	0.2%
Education Institutions & Libraries	4	1.8%	29	2.4%
Other Services	76	36.6%	277	22.8%
Government	0	0.0%	1	0.1%
Totals	208	100%	1,215	100%

Issues: Assets

Kirkwood Assets

- Tree canopy
- Historic assets
- Sufficient infrastructure
- Vibrant retail and services



Issues: Challenges

Development pressure on neighborhood houses

Few vacant parcels



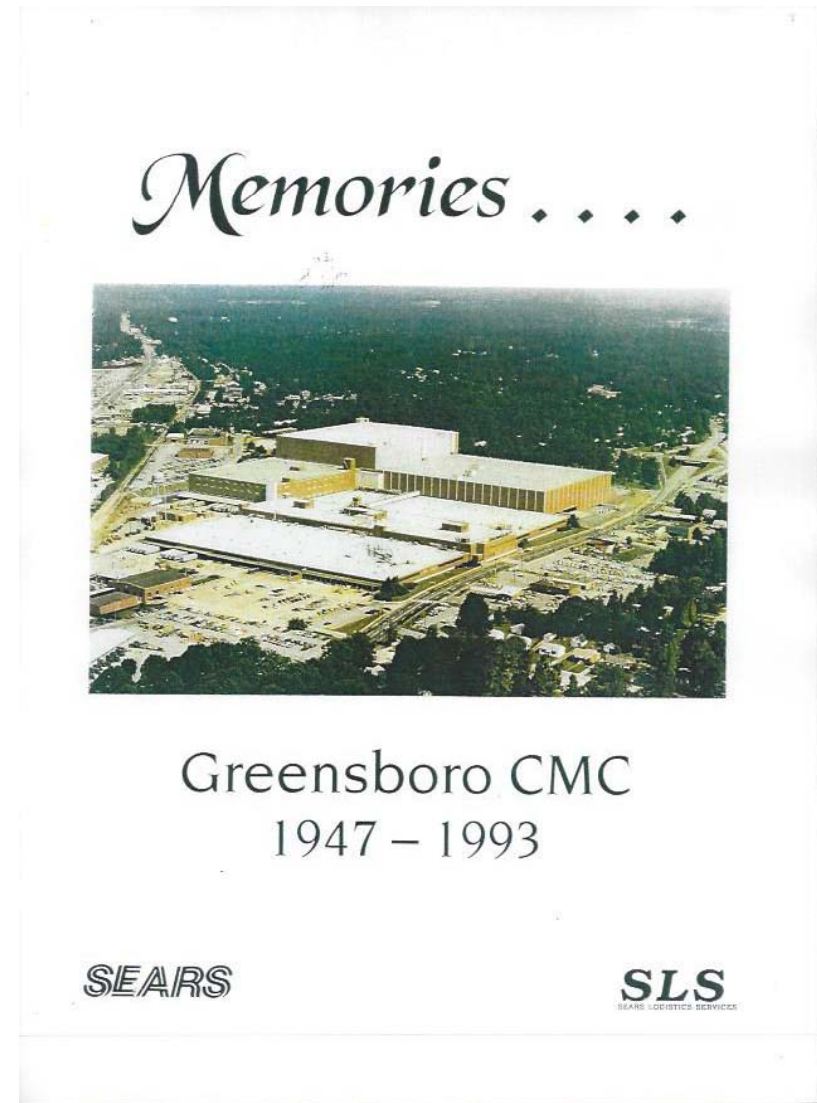
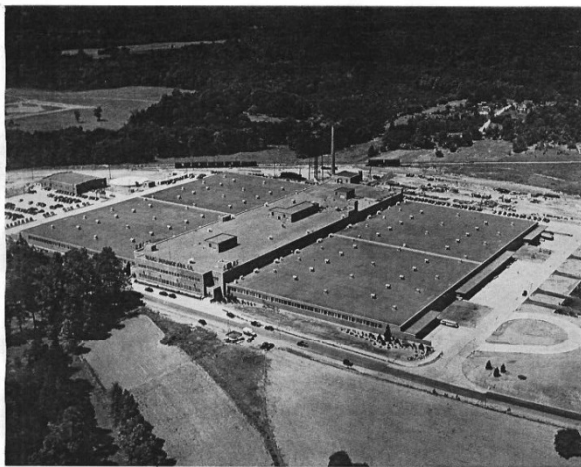
High vacancies, slowly improving (CoStar, Reis)

- **Industrial** (4Q 2013)
 - G/W-S 8.5% ↓
 - US 8.0%
 - 2.5M sf under construction
 - Av rent \$2.99
- **Retail** (4Q 2013)
 - G/W-S 7.3% ↓
 - US 6.6%
 - 13k sf under construction
 - Av rent \$10.02
- **Multi-family** (3Q 2013)
 - G/W-S 7.3%
 - US 4.2%
 - 1105 units under construction
 - Av rent \$705
- **Office** (1Q 2013)
 - G/W-S 11.0% ↑
 - US 11.8%
 - 43,700 sf under construction
 - Av rent \$13.77



Sears Loomcraft Building

- No longer compatible
 - With traffic or neighborhood
 - Little parking
- Value
 - Demo cost - \$4 M
 - Land value - \$2 M??
- HUGE
 - 1.7 mill sf, 23 ac
 - 3rd largest in NC
- What reuse will work?



Other challenges

- Traffic flow
- Pedestrian connectivity



Issues: Opportunities

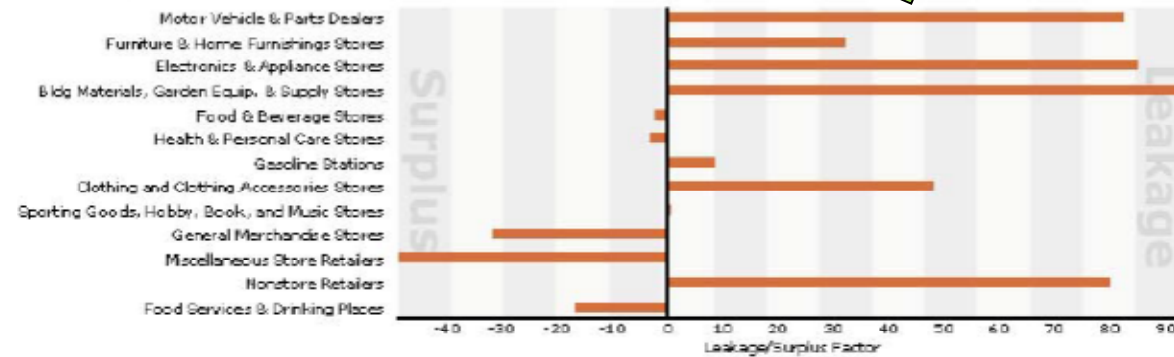
Increased demand for multi-family

Existing units will be lost to Urban Loop

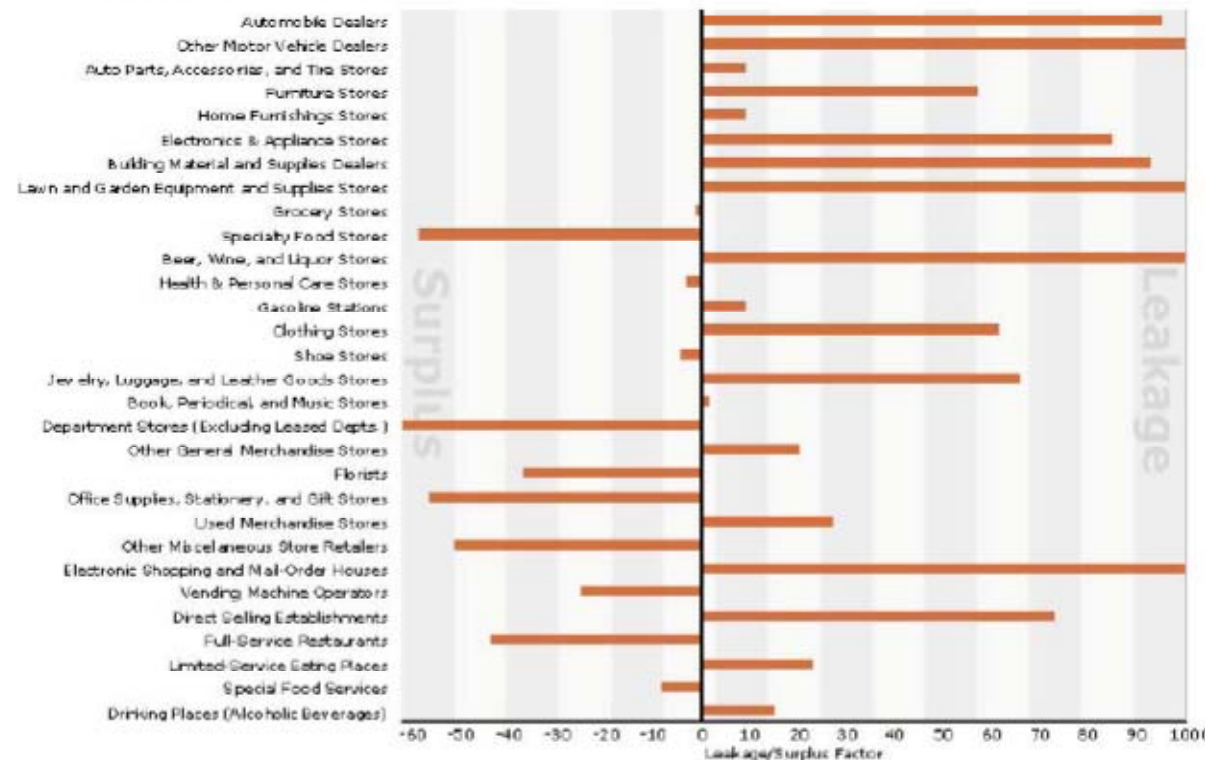


Corridor retail demand

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Sears Loomcraft reuse

- Probably not
 - Manufacturing / distribution
 - Multi-story
 - Truck access / traffic
 - Incompatible surrounding land use
 - Data center
 - Electric infrastructure
- Questionable
 - Retail
 - Too big, parking
 - Apartments
 - Access to windows, too big
 - Office
 - Too big



Sears Loomcraft reuse

- Maybe
 - Film studio
 - Life care
 - School
- Wild ideas
 - Casino / hotel
 - Ace Hotel / cultural space
 - Convention center
 - Brewery

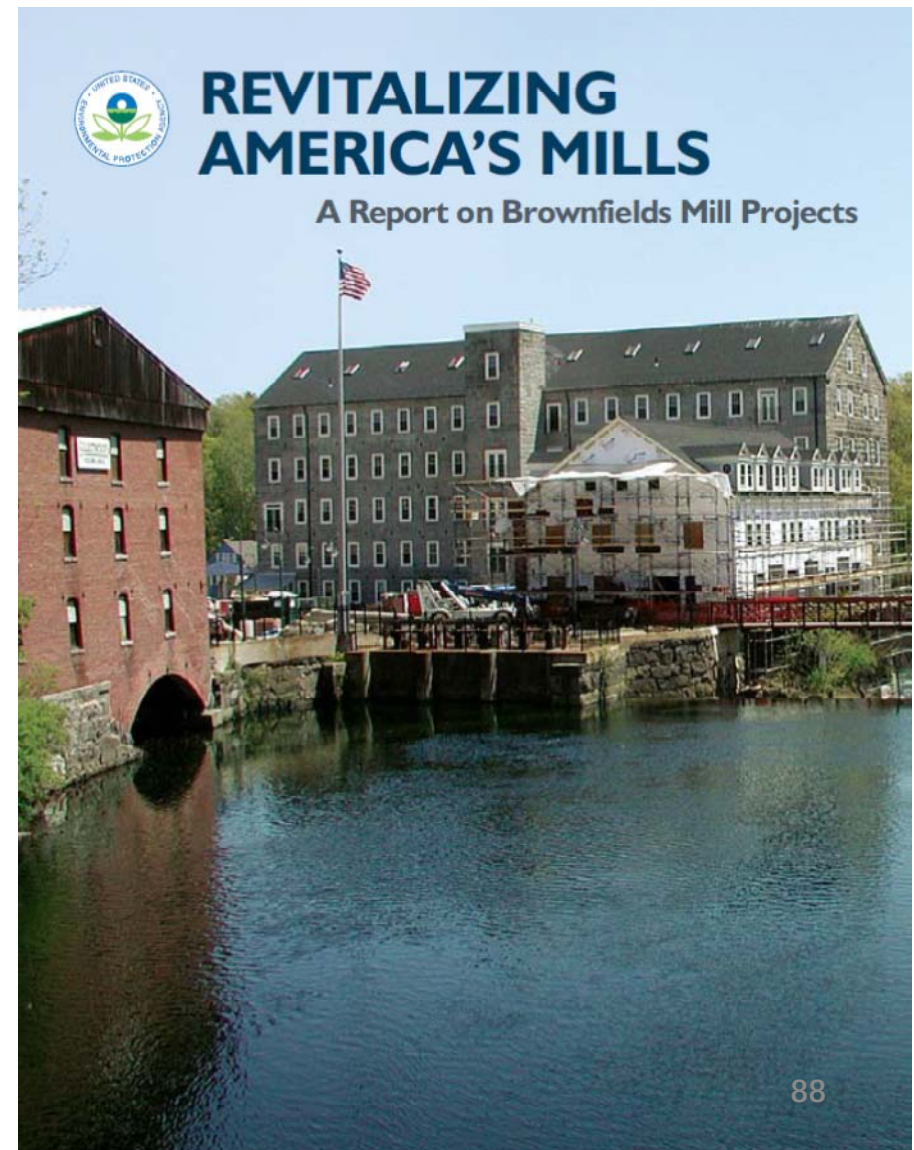


Reuse case studies

Common Lessons Learned

The project examples used in this report offer insight to some successful strategies for mill redevelopment and reuse. Some examples include:

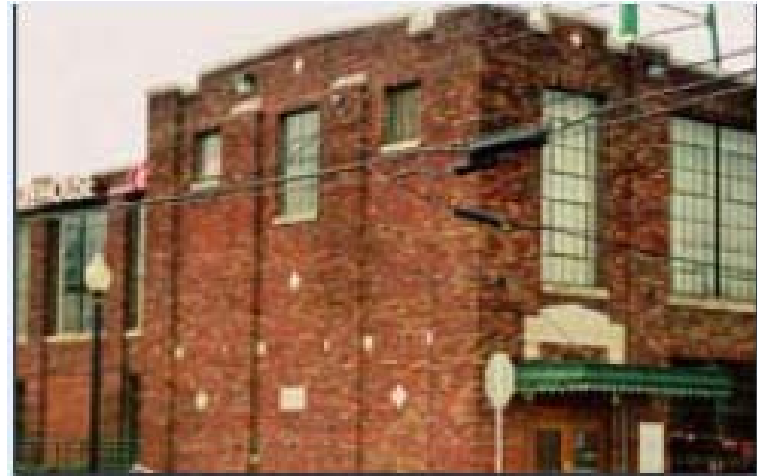
- Implementing a reuse strategy with community needs at the forefront
- Developing and implement a master redevelopment plan
- Exercising persistence and patience
- Recognizing the ability to preserve historic features
- Building partnerships—enlist political leaders, state environmental agencies, and developers
- Identifying resources and agencies with access to multiple funding sources



Reuse case studies



The senior housing apartments located in the redeveloped Highland Mill building.



The Nebel Knitting Mill in Charlotte, North Carolina.



The former Astoria Plywood Company in Oregon before redevelopment.



The Design Center of the Carolinas in Charlotte, North Carolina, formerly the Nebel Knitting Mill.

Reuse case studies

- The Parkway Lofts
 - Bloomfield, NJ
 - 365 luxury apartments
 - 6 story former GE factory
 - 365,000 sf, 21 acres



Reuse case studies

- Washington Mills Lofts
 - Lawrence, MA
 - 6 stories
 - 240,000 sf
 - 155 units
 - Large common area



Reuse case studies

- Cliftex Lofts
 - New Bedford, MA
 - Affordable senior housing
 - 1903 former polyester mill
 - 600,000 sf
 - 152 units



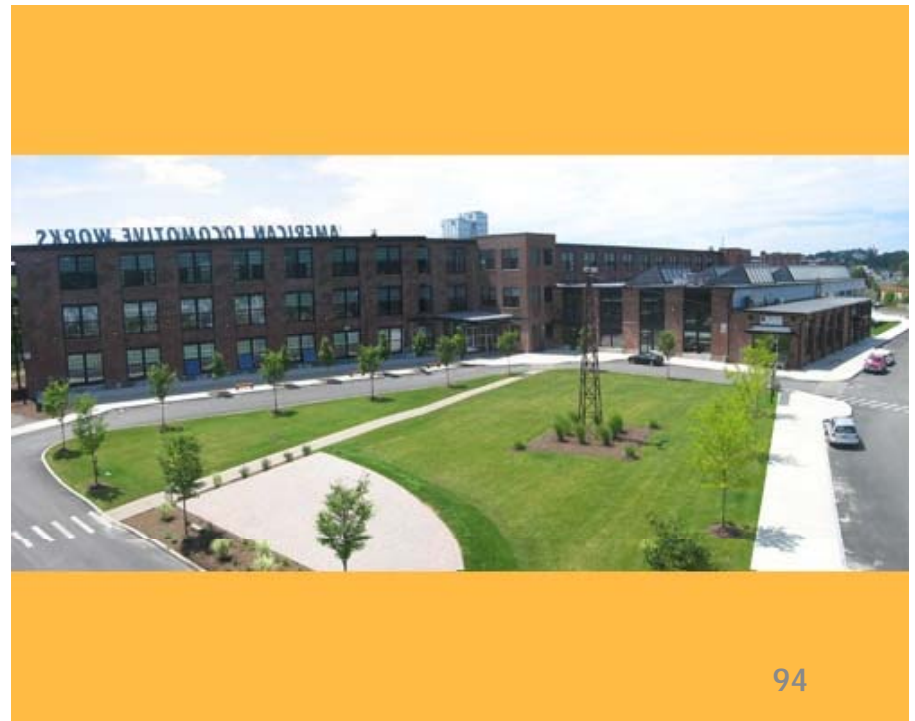
Reuse case studies

- Matarozzi/Pelsinger Building
 - San Francisco, CA
 - Turn of century industrial bldg
 - Corp HQ general contractor
 - Other design offices
 - Restaurant, bar



Reuse case studies

- American Locomotive Works
 - Providence RI
 - 200,000 sf, 17.5 acres
 - Mixed use residential, retail, commercial, plaza



Reuse case studies

- Crosstown Redevelopment Project
 - Former Sears distribution facility
 - Memphis, TN
 - 1,500,000 sf
 - \$175 M mixed use project
 - Gym
 - Public HS focused on arts
 - St Jude's Research Hospital
 - 600,000 sf of tenants committed



Questions??



Center for the Creative Economy/Design Link Team

Urban Planning

Jason Epley, AICP
Vagn Hansen, AICP
Amy Jo Denton, PMP
Rachel Wheeler
Benchmark CMR, Inc.

Architecture

Bill Moser, AIA, NCARB
Robert Grill, ASLA
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Kevin Marion, AIA, LEED AP
The Art of Kevin Marion



Market Analysis

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Urban Geographer

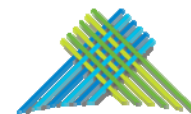
Dr. Keith Debbage
UNC Greensboro

Project Management

Margaret Collins
Center for Creative Economy

This project made possible by funding from HUD through Piedmont Together, and the City of Greensboro

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Community Choices.
Regional Solutions.

The Following is a list of all public comments heard during the workshop

Session 1- Sears Building Adaptive Reuse Opportunities

- Memphis Sears development received almost 10% public funding
- No windows. Can you put in windows? Yes. Is it practical? Yes.
- Can the building be reoriented to face the greenway? What about the other buildings on the greenway corridor? Does zoning prevent this?
- People need to be able to cross Lawndale and access the Sears Building from the greenway and Battleground.
- How do we relieve traffic congestion on Lawndale and encourage pedestrian activity?
- Can vehicular traffic be diverted to one side of the building? Connection behind the Sears Building to divert traffic.
- Natural amphitheater on the back of the building. The loading dock could be the stage.
- Provide light well in the center of the building.
- Provide parking spaces inside the building.
- Bike parking/storage/rentals (Bike silo?)
- Tunnel or bridge across Lawndale.
- Traffic calming needed.
- Signalized walkways at intersections are very long waits.
- Provide Interior Greenway with landscaping to connect to the greenway. Could serve as a public refuge with bike shops and retail. "Pop Up" shops could be provided.
- Specialty grocery would be nice.
- Do not want to add more covered square feet to the building ?
- How much is currently occupied? Less than 30% for warehouse use.
- Should not consider this as a single use building.

Community Input

Session 1- Sears Building Adaptive Reuse Opportunities

- If multi-use center is done, then this would need to be paired with other solution(s) to compensate for these changes to the area.
- Don't want to move forward until the greenway is addressed.
- Propose closing off the south portion of Lawndale, Make it a cul-de-sac at the intersection of Lawndale and Rosecrest.
- Another key is the main entrance of the shopping center- is not pedestrian friendly.
- What about using setback restrictions to promote traffic calming?
- Looked at possibility of filling in retail at the street front along Lawndale (between the retail and Sears).
- Do absentee landowners present a problem?
- Do not want- Casino, more trucks, more traffic, dark building inside, prison, not big commercial, no convenient stores, big commercial developments, amphitheater with live music that happens late.
- Do want- film studio, better-looking, skill-center, tech shop, amazon.com drone center, photovoltaic panels, multi-use, focus this building toward the greenway, fitness, wellness center, climbing walls, library, bike rentals, restaurant on the roof, residential artist communities, connections with FedEx and aviation-storage, heli-pad, charter school, brewery (Natty Greens), gym, WINDOWS, senior living center, (avoid terms that make it seem like an institution), theatrical complex.
- Provide a Pedestrian bridge over Lawndale.
- Traffic calming.
- Protect the trees. The canopy over the Southern end of Lawndale is beautiful.

Community Input

Session 2- Commercial Transitions along the Lawndale Corridor

- What's really needed in the corridor in terms of commercial development?
- What was the impetus that brought this study about? Is it going to just be another plan that sits on the shelf?
- Very concerned about section of Lawndale between Cornwallis and Markland Drive.
- Anticipate the new "urban loop" to increase traffic by 15%, so this compounds concern in the future.
- Jason explained some concepts of traffic calming (ex of road diet); confirmed Design Link understands that traffic is crazy in this area.
- Yes, want to see traffic calmed AND would like to see that extended along the entire corridor.
- It is dangerous for pedestrian traffic at Colonial across Lawndale. Not safe to walk across street, only drive.
- Will the multi-family developments (apartments) go away?
- Would like to see sign ordinance, don't want Lawndale to look like Battleground. Need urban plan to look more like old Greensboro or Southside. Need bike lanes, need power lines buried, need replanting of trees.
- Don't want to lose the historic housing, for faux historic development.
- Which comes first, the standards or the interested developers? Discussion of examples where the standards come first.
- Discussed the overlay zoning district and the possible impacts.
- What does it cost to tunnel under the road? Is that a possibility?
- Look at road diet versus traffic volumes? What's the threshold?
- Traffic is my main concern...Lawndale is used by those traveling to Rockingham County. The traffic is almost as bad as Battleground Avenue.

Community Input

Session 2- Commercial Transitions along the Lawndale Corridor

- The greenway is an asset that we need to emphasize. Is there a timeframe to convert the rail?
- Are all the plans/ideas long range? No, want to define some goals/recommendations that are 1-3 years, mid-range 3+, long range, etc.
- Discussed development along the greenway trail-want a coffee shop, place for bikers to meet, etc.
- Many different ways to treat a safe crossing (from greenway through cross roads).
- It's not only a walking hazard, it's a driving hazard too.
- Discussed the concept of a road diet. Carrying capacity does not change, but calms the traffic.
- Would the sidewalks be widened because they are too narrow?
- Issue of housing disappearing (quickly), church is buying up block around it. Also seeing the tree canopy disappear.
- Rezoning to commercial (spot rezoning, neighborhood did not fight it)
- Need traffic calming near Cornwallis intersection.
- Turn Lawndale onto Markland Drive vs. continuing to Battleground; Also change Lawndale from Markland to Cornwallis to 2-lane. This would protect the neighborhood and invite more ped/bike connectivity.
- Discussed that the greenway will become the primary corridor vs Lawndale; issue with this is that most don't see this as vision that will be achieved in their lifetime
- View right now along the greenway is now the 'dumpster/backdoor' experience. It is not inviting or attractive.
- Issue with intersection at shopping center (just north of Markland) is safety for bike/ped traffic.
- Neighborhood needs east/west connection to the greenway, connecting the neighborhood to commercial across Lawndale. Discussed one by the Sears Building, but need two 2 connections!

Session 2- Commercial Transitions along the Lawndale Corridor

- There seems to be a possibility of outparcels being developed (need to confirm if parking space is issue or ??) Could make those outparcels infill that make for a nicer scale and transition to street.
- Greenway is not wide enough for varied uses currently! There is wide range of bikers- serious bikers to the big-wheelers.
- TRAFFIC calming is a must! May be posted at 35, but many go 50! There's no traffic light to slow down cars. Must slow traffic down!
- More lanes is NOT the answer!
- Don't see too many pedestrians at the intersection of the Sears building and Lawndale, it's a difficult turn and topography.
- Next steps- connectivity to and aesthetic of greenway.
- In total agreement with road diet concept diagram on Lawndale between Markland and Cornwallis, major traffic routed through Markland.
- Neighborhood wants to see changes today!
- Safety is a huge issue, just to cross the street.
- Discussion of various options of the street cross sections. Like idea of parallel parking+bike lanes, to create a road diet.
- Wayfinding signs that direct traffic are a good idea to enforce a new traffic pattern.

3-Residential development along the Lawndale corridor

Residential areas were zoned to be mixed-use commercial. Want to be zoned for moderate residential densities.

- Try to gentrify the area- security in apartment developments is a concern
- Area does not need more apartments
- Future land use plan has nothing to do with zoning
- Intent to lower impact and encroachment on the residential neighborhood
- Plenty of retail and multi-family
- Need for small local business and more affordable rents
- There could be a park (note that there is a park on east side of Kirkwood neighborhood)
- Service-oriented businesses encroaching into residential
- Landscaping needs attention; absentee landlords is a problem.
- Buildings close to the sidewalk help encourage pedestrian traffic.
- Destinations for walkers and cyclists tend to be more retail oriented than office, etc. Is this because the city is set up for car traffic? If you put higher priority on pedestrian transportation, do you change people's behavior.
- Young people want walkable communities.
- Dead end streets are dangerous and bad for businesses.
- Keep bus route along Lawndale.
- What type of people are we trying to attract?

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- Pedestrian and bike traffic is as important as cars.
- No separation between the sidewalk and the street is dangerous.
- Concern expressed that on-street parking doesn't allow for a left hand turn lane.
- People will not sell their houses in the 2400 block of Lawndale.
- Design guidelines needed.
- East-west connectivity to the greenway is critical.
- Keep the trees! The trees are dying.
- No more big box stores.
- Provide work units that fit with the architectural character.
- Is there a bike-share system?
- Cyclists need to use the pedestrian crosswalk to cross Lawndale and Battleground
- Potential for back alley behind the houses for commercial access.
- Sears building redevelopment will increase vehicular traffic.
- Abandoned shopping carts are a problem
- Talk about a passenger train moving people to downtown? Bring back the historic trolley?
- Houses on Lawndale may not ever go back to being residential
- People on Fairfield would be up in arms concerning parking on the back of Lawndale
- Keep the houses on both sides of Lawndale
- Older folks and younger families (recently) on the greenway side of Lawndale
- "Neighborwoods" planted 160 trees in the neighborhood.
- Tree replacement program sponsored by the city. (Work with the urban forester)
- Consider multifamily on the corner of Cornwallis and Lawndale on the empty site

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- Low impact business (cottage style industry) would be acceptable in the southern end/ residential section of Lawndale Drive.
- Business signs could be a problem in the future.
- Online-based businesses could make sense in the area
- People are not maintaining their properties, especially the non-residents.
- The contrast between the neighborhood and the Target shopping center parking lot is pretty drastic!
- The Presbyterian Church has been a pretty good neighbor.
- It is hard to make a left turn off of Lawndale.
- Use the "triangle" block to move pedestrians and cyclists to the greenway
- People park in the Target parking lot to get access to the greenway
- Sidewalk adjacent to the railway in the section that is still owned by Norfolk Southern
- People use the sidewalks on Cornwallis
- People currently ride their bikes through the Golden Corral parking lot (since the greenway ends
- Provide pedestrian refuge islands!
- Pedestrian signals take too long.
- Need better street lighting along Lawndale