

HIGH POINT ROAD WEST LEE STREET CORRIDOR PLAN- PHASE I

ADOPTED
DECEMBER 2008



CITY OF GREENSBORO,
NORTH CAROLINA

ACKNOWLEDGEMENTS

City Council

Yvonne Johnson	Mayor
Sandra Anderson Groat	At Large
Robbie Perkins	At Large
Mary C. Rakestraw	At Large
T. Dianne Bellamy-Small	District 1
Goldie Wells	District 2
Zack Methany	District 3
Mike Barber	District 4
Trudy Wade	District 5
Sandy Carmany	Previous District 5
Keith Holliday	Previous Mayor

Citizen Committee

Rev. Mike Aiken	Greensboro Urban Ministry
Steve Branch	Greater Greensboro Merchants Association
Mike Byers	University of North Carolina at Greensboro
Tonya Clinkscale	Warnersville Neighborhood Association
Charles Coffey	Lee Street Merchants Association
Jesse Day	Lindley Park Neighborhood Association
Lisa Gagnon	Greater Glenwood Neighborhood Association
Charles Hebert	Greensboro Neighborhood Congress/ College Hill Neighborhood Association
David Huesser	General Growth Properties (Four Seasons Mall)
Amos Faucette, Sr.	Corridor Area Small Businesses
Jim Galyon, Jr.	Corridor Area Developer/War Memorial Commission
Kelly Harrill	Corridor Area Hotels
Laura Jackson	Ardmore Park Neighborhood Association
Principal Bea Jones	Corridor Area Guilford County schools
John King	Corridor Area Industries
Ron Mack	Koury Corporation/Four Seasons Convention Center
John McLendon	Downtown Area
Elsie Nall	Piedmont Heights Neighborhood
Russ Parmele	Corridor Area Offices
Ruth Primm	Hillsdale Park Neighborhood
Pastor Russ Reaves	Corridor Area Churches
Susan Sessler	Greensboro College
Tim Tsujii	Corridor Area Restaurants
Stahle Vincent	War Memorial Commission/Greensboro Coliseum

Staff

City Management
Ben Brown
Bob Morgan
Jim Westmoreland

Planning

Mike Kirkman
Dick Hails
Mary Sertell
Heidi Galanti

Police

Capt. Chris Walker
Capt. Charles Cherry
Sgt. Paul Pell
Nonnie Oligmueller

Parks & Recreation

Candice Bruton
Dan Maxon

Coliseum

Scott Johnson
Matt Brown

Housing/Community Development

Jeff Sovich
Sue Schwartz

Transportation

Chris Spencer
Adam Fisher
Tyler Meyer
Peggy Holland
Peter Ohlms

Economic Development

John Shoffner

Consultants:

Teska Associates, Inc.
Randall Gross / Development Economics

EXECUTIVE SUMMARY

The High Point Road/West Lee Street Corridor Plan is the result of the combined efforts of community members, City staff, and consultants to prepare a guide for future development and redevelopment of a key reinvestment corridor identified in the City of Greensboro's Connections 2025 Comprehensive Plan. Beginning in January 2007, and concluding with official adoption in December 2008, the preparation of the Plan was guided by a 24 member citizen committee representing the interests of residents, property-owners, neighborhood associations, business operators, corridor users, and major facilities including UNCG, the Coliseum Complex, the Koury Convention Center/Four Seasons Mall, and hotels. The High Point Road/West Lee Street Corridor extends from South Eugene Street on the east to the western city limit, just past Groometown Road and Hilltop Road on the west. For planning purposes, the corridor has been subdivided into two phases: Phase I, from South Eugene Street on the east to the Koury Convention Center on the west, is addressed in this document. A subsequent planning process and a Phase II document are planned.

Reinvestment and land use in the High Point Road/West Lee Street corridor will be focused around a series of "villages" linked to key drivers of activity. The three villages are:

1. University/Mixed Use Village (related to UNCG, Greensboro College and to a lesser degree NC A&T, Bennett College and Elon Law School);
2. Sports, Recreation and Fitness Village (related primarily to the Coliseum and UNCG); and
3. Hospitality Village (related to Koury Convention Center, Four Seasons Mall, Meadowview Office Park and significant concentration of hotels around I-40).

These villages are further defined with specific recommendations for future development within 14 identified opportunity sites located throughout the corridor.

The Corridor Plan presents a coherent strategy to coordinate significant public and private investment to overcome an existing decline in character, property values, business district strength, and neighborhood vitality. Like any planning document, it will only have value if the plan is adopted, embraced and made fundamental to the decision-making of corridor area property owners, developers, and the commissions and agencies that govern the corridor. To ensure effective implementation, the Corridor Plan includes an Action Plan which identifies short, medium and long term actions necessary to achieve the plan's stated goals and objectives. Recommended actions include:

1. Corridor appearance improvements, based on a Conceptual Streetscape Plan;
2. Reconfigured roadway to improve corridor safety and encourage new patterns of investment;
3. Removal of barriers and impediments to pedestrians, bicyclists and transit riders to provide safe and attractive access to corridor area destinations (i.e. UNCG, Coliseum, Convention Center/Mall, greenways, office park, etc.);

4. Enhancing and leveraging existing corridor assets including expansion of the University of North Carolina Greensboro campus onto the corridor, additional facilities related to the Coliseum Complex, and the promotion of expanded hospitality services and facilities to support the Coliseum and Convention Center/Mall;
5. Adaptive reuse of existing sound and historic/unique properties;
6. Encouraging mixed use buildings and mixed use sites for greater economic diversity and more “eyes on the street”;
7. Corridor zoning overlay districts to encourage higher densities and mixture of land uses with more specific site and building design standards to promote sustainable development and allow expanded transportation options;
8. Enhanced crime prevention through education, physical improvements and expanded/targeted resources;
9. Creating a transit focused corridor with enhanced density supporting future transit development/expansion;
10. Creation of a formal citizen group (Corridor Development Board) to oversee Plan implementation and facilitate development partnerships
11. Development and implementation of a comprehensive corridor marketing strategy
12. Increasing direct access to the UNCG campus from the corridor, including new pedestrian/bicyclist underpass

The High Point Road/West Lee Street Corridor Plan incorporates recommendations from other previously adopted plans (Glenwood Neighborhood Plan, UNCG Master Plan) for this area and will serve as the guiding document for future public and private investment along High Point Road and West Lee Street. This Plan will also be used as a guide for future reinvestment corridor plans outlined in the Connections 2025 Comprehensive Plan, including Phase 2 of High Point Road that will address areas between I-40 and Groometown/Hilltop Roads.

SECTION A: Introduction to the Plan

A1) Purpose and Relation to Comprehensive Plan

The City of Greensboro’s Connections 2025 Comprehensive Plan (adopted May 2003) identified a number of reinvestment corridors, including High Point Road and West Lee Street, throughout the city. These reinvestment corridors are “older commercial corridors that would benefit from significant public and private investment to enhance their economic viability and strengthen adjacent neighborhoods.” The High Point Road and West Lee Street corridor was also designated as a visual enhancement corridor as a “thoroughfare that carries large amounts of traffic and would benefit from public physical improvements to address visual character. These improvements could include public/private partnerships.”

As initially designated in the Comprehensive Plan, the High Point Road/West Lee Street reinvestment corridor stretches from South Eugene Street at the edge of downtown to just west of Groometown/Hilltop Roads, at the city limits. Given its significant length, it was determined that plans for the High Point Road/West Lee Street corridor should be addressed in two phases. Phase 1 of the corridor, the subject of this Plan, extends from South Eugene Street to Interstate 40. This section connects a number of significant areas of activity for Greensboro including the downtown area, portions of the UNCG and Greensboro College campuses, the Greensboro Coliseum complex and the Koury Convention Center and Four Seasons Mall. Additional areas west of I-40 are also included for some planning and coordination purposes as a result of the public process that developed this Plan.

As a recommended implementation step of the adopted Comprehensive Plan, this Plan for the High Point Road/ West Lee Street corridor addresses a number of written goals and policies of the adopted Comprehensive Plan including promoting compatible infill and reinvestment, preserving and enhancing the City’s built environment and adjacent neighborhoods and creating opportunities for businesses, residents and visitors to use a variety of transportation options for corridor and citywide destinations.

The High Point Road/West Lee Street Corridor Plan identifies strategies to encourage significant new public and private investment, including mixed and higher intensity uses where appropriate; encourage the incorporation of multiple transportation options throughout the corridor while maintaining existing and predicted auto capacity; improve the overall appearance, safety and function of the corridor; enhance adjacent neighborhoods; and connect and enhance key public and private assets already located in this area.

A2) Public Engagement

As active public participation is vital to the success of any plan, the City of Greensboro Planning Department worked diligently to engage a variety of potential stakeholders throughout the Plan's development. A series of stakeholder meetings including property owners, business groups, adjacent neighborhoods and economic development interests were held prior to and just following the project kickoff to identify major points of concern and potential opportunities. Staff continued these stakeholder conversations (25 meetings) throughout the planning process. The kickoff meeting in January 2007, attended by over 70 people, engaged citizens in identifying major strengths, weaknesses, opportunities and threats for the corridor to provide initial priorities for the Plan to address. Staff also established a project website around this time and contact lists to provide periodic updates and major project milestones on the Plan process and encourage feedback on various pieces of information.

Composed in part of volunteers at the project kickoff meeting, a 24 member citizen committee (see Acknowledgements), representing a variety of corridor and citywide interests, was convened to guide the Plan's development. This committee met on an as needed basis (a total of 8 times) to assist staff and project consultants in setting Plan priorities and evaluating proposed recommendations and strategies included with this Plan.

Another large community meeting held in November 2007 outlined major issues and concepts, as determined by staff, citizens and the design and marketing consultants hired to assist with this Plan. Additional time was requested by the public for adequate review and input of these concepts. Major components of the Corridor Plan were reviewed by the Citizen Committee throughout 2008, and presented in brief to the City Council. A final community meeting was held in October 2008 to review the full draft Corridor Plan, with public hearings before the Planning Board in November 2008 and City Council in December 2008, after which the Plan was officially adopted.

SECTION B: The Corridor Today

B1) Existing Conditions and Opportunities

As noted previously the High Point Road/West Lee Street corridor covered by this Plan extends from South Eugene Street (edge of downtown) to Interstate 40, a distance of approximately 3 1/2 miles. Following policies established by the City of Greensboro for a designated reinvestment corridor, the initial study area included all properties within 800 feet on either side of the roadway, plus a ½ mile radius around the previously designated Coliseum and Mall/Convention Center Activity Centers. Activity Centers are designated in the City’s Comprehensive Plan as “existing or anticipated future concentrations of uses that function as destinations or hubs of activity for the surrounding area.”

The Corridor connects a number of significant destinations as well as several adjacent neighborhoods and is part of a much larger east-west roadway that stretches the length of Greensboro. Major destinations related to the Corridor include the downtown area which has seen new office, commercial and residential investment in recent years, the southern portion of the Greensboro College campus (sports and recreation facilities), the southern portion of the UNCG campus, the Greensboro Coliseum complex, two office complexes near the highway, the Four Seasons Mall and Koury Convention Center and a significant concentration of hotels with an estimated 2,500 rooms located primarily around the highway interchange. The corridor also connects a series of older urban neighborhoods including Warnersville, Glenwood, Ardmore Park, Piedmont Heights and Hillsdale Park. Additionally the first section of a proposed downtown greenway will cross a section of the corridor and a section of the North Carolina Railroad (currently used by Norfolk Southern and Amtrak) runs along the northern edge of properties on the north side of West Lee Street.

Based on the 2000 Census block groups located wholly or partially within the corridor study area, the areas around the corridor are more ethnically diverse and younger than the City as a whole, but are also less educated, have lower median incomes and live in older housing with lower median values.

2000 Census Highlights	Corridor Study Area	Greensboro
Median Age	31.6 Yrs	33.0 Yrs
% Population 18-34	39.8%	30.8%
% Population 65+	9.5%	11.9%
% Population White	50.1%	55.5%
% Population Black	40.5%	37.4%
% Population Asian	5.3%	2.8%
% Population Hispanic	6.4%	4.4%
Pop. with at least high school diploma	15.7%	53.6%
Pop. with at least bachelor’s degree	9.2%	21.6%
Median Income	\$30,751	\$39,661
Median Age of Structures	1963	1974
Median Home Values	\$97,031	\$104,700

B2) Land Use and Zoning

This 3 ½ mile long corridor presents a disjointed image reflective of the historic evolution of growth and change and of the influences of nearby activities. The corridor includes a diverse mixture of property uses from large institutional uses and scattered active and vacant industrial sites, to both local oriented and regional commercial businesses and offices. A 2007 field survey of the 158 properties directly adjacent to the corridor shows this diverse mix of uses.

As shown in the survey, retail spaces and restaurants of varying sizes were the largest uses along the corridor roadway, accounting for 50% of the corridor uses, when combined with multiple use buildings that were predominantly of similar uses. Additional concentrations of active industrial uses and automotive services (primarily located on West Lee Street) were also apparent. At the time of the survey, approximately 10% of the properties directly adjacent to the corridor roadway were either vacant lots or vacant buildings.

Corridor Field Survey (2007)

Primary Use of Property	Number of Properties with Use	Percentage of Total Properties
Retail Sales	30	19.0%
Restuarant	27	17.1%
Multiple Use Building (more than one use)	18	11.4%
Industrial/ Warehouse	14	8.9%
Vacant Building	13	8.2%
Automotive Repair Services	10	6.3%
Residence	7	4.4%
Personal Services	7	4.4%
Office/ Personal Services	6	3.7%
Gas Station/ Convenience Store	6	3.7%
Bar/ Club	5	3.2%
Other (parking, storage, transit shelter)	5	3.2%
Church	3	1.9%
Hotel/ Motel	3	1.9%
Vacant Property	2	1.3%
Grocery/ Drug Store	1	0.6%
School	1	0.6%

Current Zoning and Future Land Use Designations

Current zoning classifications for the corridor are skewed towards commercial and industrial zoning, which comprise roughly 70% of the zoning for the entire corridor. Other significant zoning concentrations revolve around public and institutional facilities related to the City of Greensboro or the State of North Carolina (NCDOT, NCRailroad and University of North Carolina property) and office zoning concentrated primarily around the office park and condominiums adjacent to Interstate 40.

The predominant future land use designation for the corridor is Mixed Use Commercial, accounting for 64% of designated parcels. This reflects current trends to intensify the existing commercial/ industrial corridor with higher density residential and other supportive uses with the conversion of older industrial and commercial properties. The next significant future land use concentration of Institutional is primarily related to the existing and anticipated UNCG campus and associated uses.

Development activity in and around the corridor in recent years has primarily focused on limited new commercial investment and multifamily residential development to support the expanding UNCG campus population. The Comprehensive Plan's future land use designations for this area have remained consistent since the Plan's adoption in 2003, with adjustments made the adopted Glenwood Neighborhood Plan.

Current Zoning Designation	Percentage of Corridor	Future Land Use Designation	Percentage of Corridor
Light Industrial	31.8%	Mixed Use Commercial	41.6%
Commercial	29.3%	Mixed Use Commercial (Glenwood Plan)	22.6%
Public & Institutional	12.9%	Institutional	15.0%
Office	8.7%	Single Family Residential (Glenwood Plan)	8.8%
Heavy Industrial	8.3%	Low Residential	4.0%
Single Family Residential	6.4%	Multi Family Residential (Glenwood Plan)	4.0%
Multi Family Residential	2.5%	Industrial/ Corporate Park	1.8%
Planned Development Infill	0.5%	Mixed Use Central Business District	1.2%
		Institutional (Glenwood Plan)	0.8%
		Open Space (Glenwood Plan)	0.8%

B3) Corridor Influences

The corridor is heavily influenced by several key activity centers described, east to west, as downtown Greensboro and Greensboro College; the UNCG campus; the Coliseum Complex; and Interstate 40/Koury Convention Center Mall. These major influences affect both historic and predicted patterns of development in the corridor and are linked to a series of 14 opportunity sites that have been identified as areas where opportunities exist for significant new investment.

Downtown and Greensboro College Influence Area

Roughly between South Eugene Street on the east and Dillard Street on the west, the corridor currently contains a number of buildings originally developed for commercial and smaller industrial operations linked to downtown and the nearby railroad facilities, providing employment to surrounding residential areas. Many of these buildings are no longer viable for their original use, or such uses are no longer supported in this area. Many buildings and sites exhibit decay and disinvestment. However this area contains several architecturally significant buildings and significant locations. Whenever possible existing structures with architectural and/or historical significance should be either preserved on-site for adaptive reuse or relocated. During the development of this corridor plan, one of these obsolete industrial sites was redeveloped for new multi-family uses and several other smaller sites were given some basic aesthetic enhancements.

Two redevelopment opportunity sites are identified within this influence area, along with several buildings which should attract adaptive reuse and reinvestment. Site Number 1 is on the north side of West Lee Street, between South Eugene Street and Freeman Mill Road. Site Number 2 (the former Charles Roberts Company industrial property) is on the north side of West Lee Street, between Freeman Mill Road and Dillard Street. As noted previously a large portion of this opportunity site has been redeveloped with new multifamily dwellings during this planning process. Remaining properties within this site include properties with some historic significance such as the Pugh Metal Finishing building and the historic Wysong & Miles building (formerly Rose Spa) that could be good adaptive reuses. The historic Carolina Baking Company building, located within Site 3 on the south side of West Lee Street, is also identified as an adapted reuse site.



Fulton Street Apartments on West Lee Street

UNCG Influence Area

The University of North Carolina-Greensboro campus lies north of the corridor and the largely parallel North Carolina Railroad. Though the University has acquired several parcels lying between West Lee Street and the Railroad, their current use has been for vehicular parking. Aside from the University Logo on the City's elevated water tank at South Aycock Street, and the view of some of the newer, taller university structures on campus, there is limited visible evidence of the University on the corridor at this time. The physical condition and character of West Lee Street, including the limited number (and unattractive condition) of grade-separated rail crossings has generally kept campus development north of the NCRR right-of-way. However, the latest UNCG Master Plan, adopted at the end of 2007, notes much of the north side of West Lee Street for potential future campus expansion. Additionally, predicted student growth in coming years has created expanded opportunities for university oriented private development, such as the new Fulton Street Apartments on West Lee Street.

This segment of the corridor is currently a mix of non-retail businesses and industries in older buildings along with retail uses in buildings appearing to date from the 1930s through the 1970s. Many of the businesses, either used car dealers, auto repair businesses or business-to-business services, use considerable portions of their sites for parking and traffic circulation. In this area lot depths vary but are generally too shallow for many contemporary commercial activities; squeezed on the north by the railroad right-of-way and on the south by homes and buildings in the Glenwood Neighborhood.

Several opportunities exist for infill, redevelopment or adaptive reuse. On the north side of West Lee Street, between Tate Street and Highland Avenue, the building which dominates the block and the corridor, used most recently by Industries of the Blind, is likely to be vacant and presents either an adaptive reuse or redevelopment opportunity. Site 4, the uninterrupted north side of West Lee Street between Highland Avenue and South Aycock Street, is directly to the south and across the NCRR R.O.W. from the UNCG campus. This site presents a considerable opportunity for the establishment of a UNCG "face" on West Lee Street. Site 5, between Lexington Avenue on the east and McCormick Street on the west currently supports several existing auto-oriented businesses with little buffering to separate it from the Glenwood Neighborhood. This site is perceived to offer an opportunity for redevelopment that presents a welcome gateway into the Glenwood Neighborhood.

Coliseum Complex Influence Area

The Coliseum Complex accommodates events which have local, regional and national attraction and generate significant influences (traffic impacts, off-site hospitality and entertainment expenditures) well beyond the boundaries of the complex itself. It is the hinge of the corridor, where West Lee Street becomes High Point Road. Areas influenced by the Coliseum complex, from South Aycock Street on the east to West Florida Street on the southwest, encompass as much as 40 percent of the corridor roadway frontage. On site, the complex of large scale buildings clustered at the north end of the site with large scale surface parking lots dominating the south and east sides of the site presents a challenging scale with only walls, service areas, parking areas and landscape buffers addressed to the street.

With the exception of parking facilities shared with UNCG, there is little directly related to the Coliseum facility beyond the main complex and parking lots. To the east of the Coliseum, West Lee Street presents a series of deteriorating single-story industrial and commercial buildings that support small scale retail operations and many auto-related uses with accompanying on-site vehicle storage. Most of the sites between Warren Street and Coliseum Boulevard, on the south side of West Lee Street, are currently used for the storage of trailers. With the exception of a patch of landscaping in front of a sporting goods/outdoor recreation retailer, these sites present little but buildings and paving from one end to the other, contributing to a bleak image. This segment is one of the only areas along the corridor in which uses fronting the corridor extend more than a block deep into the adjacent neighborhood. The north side of West Lee Street presents three distinct “blocks”: a relatively new restaurant and fuel/convenience store at the north west corner of Aycock and West Lee Street; the mixed and adaptively reused industrial complex in the center (major uses include self storage and a bar/night club); and the UNCG/Coliseum parking lot from Warren Street to Chapman Street

The Coliseum is at the confluence of several significant roads, each accommodating a portion of traffic flowing to and from the facility, and each presenting a different image/character. In addition to the transition between West Lee Street and High Point Road, this confluence also includes Patterson Street from the west (linked to I-40) and Coliseum Boulevard from the south (linked to US 220 and the Greensboro Urban Loop). Coliseum Boulevard is (with the exception of the nights/weekends of events at the Coliseum) a relatively quiet collector street running through adjacent neighborhoods. In contrast, Patterson Street is an industrial and warehouse corridor nestled between the Ardmore Park and Lindley Park neighborhoods and the NCRR right-of-way.

High Point Road serves a series of independent businesses in buildings, often ringed by parking lots, that evidence a more recent period of development in which automobile access was the dominant site design characteristic. One or more separate curb-cut access points to High Point Road, independent of the access, circulation and parking on the adjoining site is a common theme of this portion of the corridor. The most visible deviation from this pattern is the former Canada Dry bottling and distribution facility adjacent to the Coliseum Complex, between Patterson Road and Ellington Street. This building, with an attractive architectural façade on High Point Road has been the subject of both public speculation and interest by the Coliseum operators as a potential public adaptive reuse.

The planning process identified several opportunity sites within the Coliseum Influence Area. Beginning on the east, Site 6 lies on the south side of West Lee Street, between Fuller Street and Coliseum Boulevard. This may constitute several independent redevelopment efforts which collectively can connect the UNCG and Coliseum areas. Site 7, on the north side of West Lee Street is the UNCG/Coliseum parking lot which, perceived by the public as an underutilization of the site, presents opportunities for infill development and an additional University “face” on the corridor.

The Coliseum Complex itself, Site 8, presents multiple sub-areas in which the conversion of surface parking to structured parking could free up areas for additional event/exhibit and recreation/entertainment facilities, as well as other supportive uses. Site 9, between Patterson Ct. and Patterson Street, on the west side of High Point Road includes a vacant lot and an aging warehouse complex. Site 10, between Patterson Street and Ellington Street is a series of independent auto-service and auto-oriented businesses in disconnected single-story buildings evidencing physical decay and obsolescence.

Interstate/Convention Center Influence Area

The interchange of High Point Road and Interstate 40 combines high regional accessibility with the capacity and visibility of the Koury Convention Center, Four Seasons Town Center shopping mall and a significant concentration of hotels. Given the relative proximity to the nearby Coliseum complex, this area presents ideal conditions for greater development of hospitality and entertainment businesses.

The cemetery located on the east side of High Point Road, between Vanstory Street and Grimsley Street presents the only break in the continuous frontage of restaurants, hotels, and retail buildings between Florida Street and Interstate 40. Site conditions improve and the age of buildings decreases moving east to west as contemporary businesses compete for proximity and visibility from Interstate 40.

Opportunity sites closest to West Florida Street are on properties fronting High Point Road, while opportunities closest to the Interstate are deeper, more complex and more likely to be infill and expansion of existing office and hospitality uses. Opportunity Site 11 encompasses vacant property in Ardmore Park, between Immanuel Road and Williams Street; that while not directly related to hospitality uses, appears appropriate for residential infill that could strengthen the associated Ardmore Park neighborhood and redevelopment opportunities along High Point Road. Opportunity Site 12 around the intersection of West Florida Street and High Point Road includes properties of relatively significant depth, contains existing aging single-story retail structures and site improvements tending toward obsolescence. These properties lack adequate buffer to adjacent residential uses, and will require more sensitivity to adjacent uses. Site 13, on the west side of High Point Road, between Dexter Avenue and West Meadowview Road, is an existing underutilized retail center with significant setbacks which afford the opportunity for infill and greater intensity. Site 14 on the east side of High Point Road, between Vanstory Street and the Interstate is a relatively contemporary development of mixed uses including office, hotel, and restaurant uses which can accommodate additional infill in support of a critical mass of hospitality uses. Additional reinvestment and introduction of greater diversity is anticipated within the existing and attractive Meadowview Business Park to the northwest of High Point Road along Meadowview Road. There are also opportunities for residential development complementary to the adjacent Hillsdale Park neighborhood.

B4) Transportation

The High Point Road/West Lee Street corridor is one of the most heavily traveled corridors within the City of Greensboro, averaging 24,000 trips a day on the eastern end to 32,000 trips a day on the western end. Major Coliseum events can typically add an additional 7,000 trips to these totals. The Corridor is currently served by two bus routes. Bus route 11 (which also provides connections to the GTCC campus in Jamestown) travels the entire length of the corridor and a portion of Bus Route 2 serves portions of the corridor from Glenwood Avenue to Tate Street along West Lee Street and from Pineroft Road to Meadowview Road along High Point Road. Additionally one HEAT route (focused on serving universities and students) runs along West Lee Street from Fulton Street to Tate Street. There are approximately 31 bus stops throughout the corridor. However the facilities for these bus stops vary greatly from dedicated bus shelters with route information and seating, to simple route signs affixed to utility poles. Easy access to these bus stops also varies somewhat depending on their location and the layout of adjacent development.

Pedestrian use of the corridor is limited due to a lack of safe and easily navigable crossing points and lack of destinations easily accessible by foot. Sidewalks are present on both sides of the roadway along the vast majority of the corridor. However, existing sidewalks in many places are in need of repair, are not up to current city standards (5 ft minimum width with planter strip or 6 ft. minimum width without planter strip) or are limited in potential use due to a variety of obstacles including overhead utility poles, fire hydrants, utility boxes and other public and private fixtures. Additionally, while most of High Point Road and West Lee Street have existing sidewalks, there are gaps between this network and destinations in close proximity to the corridor.

While High Point Road and West Lee Street are used to some degree by bicyclists there are no dedicated bicycle facilities along the roadway, with bicycles sharing outside lanes with auto traffic, which are wider in some areas than others. The City has two existing dedicated bicycle lanes along Spring Garden Street, just north of the corridor, and along West Florida Street, signed Route 12, which directly intersects High Point Road. Signed 'Bicycle Route 9' is on Chapman Street and Coliseum Boulevard.

There is an existing North Carolina Railroad line (currently in use by Amtrak and Norfolk Southern) that runs north of the corridor. This has been designated a high-speed rail corridor by the Federal Rail Administration. While some passenger rail service currently uses this line (primarily the Carolinian that runs from Charlotte to Raleigh and the Crescent that runs from New York to New Orleans) this route is also being evaluated for future regional rail service connecting the majority of the Triad. These initial assessments include the potential for future rail stops around UNCG and the Coliseum for commuters and special events. Areas on the north side of the railroad tracks are connected to the High Point Road/West Lee Street corridor by four underpasses at Chapman Street, South Aycock Street, Tate Street and Fulton Street. As a result of poor appearance, lack of adequate lighting and poorly maintained sidewalks and landscaping these underpasses are perceived to be unsafe or undesirable by pedestrians and bicyclists, and have provided limited access to the UNCG campus and other destinations north of the corridor.

B5) Infrastructure and Appearance

As an older commercial/industrial corridor, High Point Road and West Lee Street is challenged by aging infrastructure, a collection of disjointed properties with competing signage, access, and a lack of amenities often found with newer developments, such as landscaping and unified building design. The corridor also presents challenges regarding navigation, particularly if doing so without an automobile, as well as maintenance of properties along the corridor. An examination of existing infrastructure and appearance concerns focuses primarily around public spaces and semi-public spaces as these are the areas directly visible and accessed from High Point Road and West Lee Street.

Public Space (within the Right-of-way)

The roadway is the primary element of the public space. It dominates, both visually and functionally, what occurs in the public space; and occasionally is the dominant character-giving element of the corridor as a whole. Design and conditions vary greatly from east to west, reflecting the changing balance between accessibility to individual properties and vehicular carrying capacity.



Existing Right-of-Way Along Lee Street

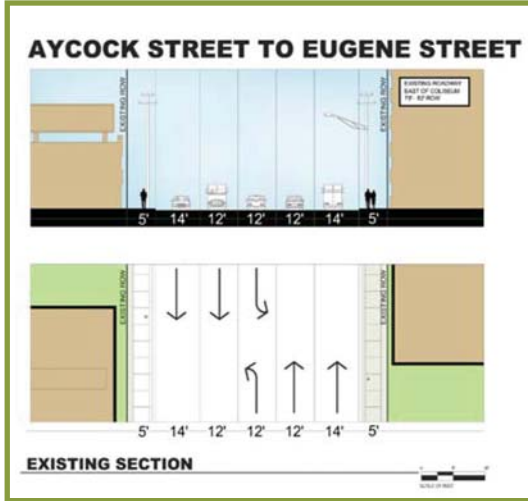


FIGURE A: Eastern Section Between Coliseum Boulevard and Aycock Street

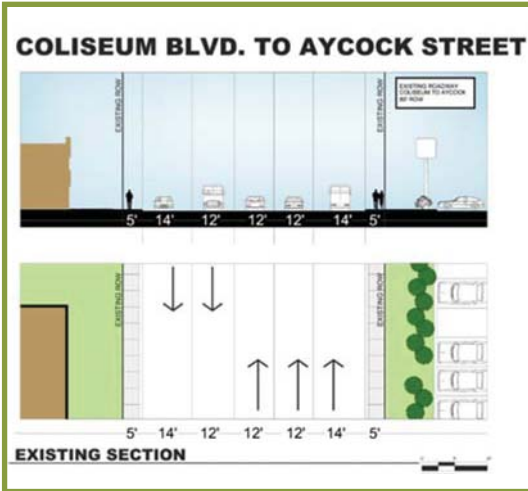


FIGURE B: Middle Section Between Coliseum Boulevard and Aycock Street

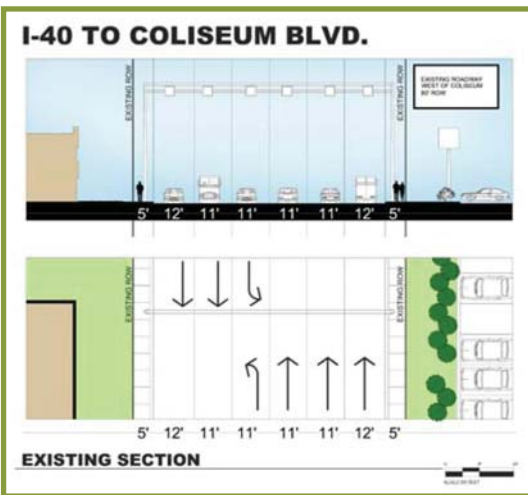


FIGURE C: Western Section Between Coliseum Boulevard and I-40

In the eastern section, between Aycock Street and Eugene Street, the roadway is commonly five lanes wide with two travel lanes in each direction and a center turn lane (which in some cases is protected by a center median, and in others is merely a striped center lane). (See Figure A)

In the middle section, between Coliseum Boulevard and Aycock Street, the roadway is commonly five or six lanes wide, with three through lanes in the westbound direction, two lanes in the eastbound direction, and a center turn lane for a portion of the corridor. In this middle section and the western section, additional turning lanes are added at major intersections to significantly widen the roadway. (See Figure B)

The western section, between Coliseum Boulevard and Interstate 40 is the widest of the corridor, typically six lanes wide, with one subsection seven lanes wide. The normal traffic pattern in this six-lane section is three westbound lanes, two eastbound lanes and a center turn lane. During peak periods, such as events at the Coliseum, the center lanes are designed to be “reversible” utilizing overhead electronic lane use signage to change the traffic pattern to three eastbound lanes, two westbound lanes plus a center turn lane. (See Figure C)

The second element of the public space is sidewalk on both sides of the roadway. Sidewalk conditions vary as much as the condition of roadway. Typically constructed as four feet wide in the eastern section and five feet wide in many places in the middle and western section, the usable width of the sidewalk suffers from the introduction of many impediments that include power poles, guy wires, street lighting poles, traffic control boxes, traffic control signage, fire hydrants, newspaper boxes, etc.



Sidewalk Impediments



Lack of Sidewalk Connections



Though the sidewalk may be continuous from one end of the corridor to the other, the connections to sidewalks from intersecting streets are not. A considerable number of neighborhood streets do not have sidewalks on one side or both sides, making it more difficult to walk, push a stroller or wheelchair or otherwise use the High Point Road/ West Lee Street sidewalks.

Narrow sidewalks, with no separation from adjacent high vehicle traffic volumes (including trucks, busses, cars) or adjacent buildings, parking lots and driveways makes for an unattractive and difficult pedestrian environment. Further aggravating these conditions are direct conflicts between pedestrians and vehicles. Particularly within the eastern and middle sections, the frequency of curb cuts for vehicle access into sites crossing the sidewalk, often obscured by buildings on the sidewalk edge, makes for hazardous conditions for pedestrians and frustrates traffic flow on the street and private property. Other conflicts between pedestrians and vehicles occur at intersections where numerous traffic lanes with limited signage, signals and space make it extremely difficult to cross in a safe manner.

Little need be said about landscaping within the (public space) R.O.W. of the High Point Road/ West Lee Street corridor as little exists. With the minor exception of three sodded median strips near the Coliseum, the only landscaping along the corridor is off the public right-of-way. When compared to some of the attractively planted median strips found elsewhere in Greensboro, these offer minimal visual relief. (See Figure D)

Street lighting within the corridor is provided by “cobra head” arms/fixtures hung on wooden utility poles that line both sides of the street. These lights are separated by as much as 350 feet in some sections and provide uneven lighting of the roadway. Since the existing street lights are designed primarily to illuminate the street, light levels on the sidewalk are more uneven than the street and often simply dark, further contributing to the sense of insecurity in the corridor.



Figure D: Sparse Landscaping

During the course of the development of this Corridor Plan, neighborhood residents, Citizen Committee members, City staff and UNCG students and staff have remarked on the exceptionally insecure character of the grade separated underpasses below the North Carolina Railroad line which parallels West Lee Street on the north (See Figure E). Previous examination of completely redoing these underpasses determined such an option would be prohibitively expensive and logistically difficult given the heavy freight volumes on these tracks on a daily basis. However efforts to illuminate the underpasses (in some cases simply replacing light fixtures) and other smaller scale improvements seem reasonable to create a more inviting space for pedestrians, bicyclists and vehicles. Recently, UNCG has initiated efforts to clean up and improve lighting in the Aycock and Tate Street underpasses.

Another aspect dominating the public spaces along the corridor are utility poles that line both sides of the right-of-way and the electric lines strung between them and sometimes across the roadway. The poles carry both primary and secondary electricity for distribution to adjacent neighborhoods as well as multi-phase current to serve the needs of adjacent business and industrial uses along the corridor. This makes the cost of burying or relocating poles and lines (to minimize their visual impact) prohibitively expensive. The existing poles also serve as the standard for power transformers, street lighting, telephone and cable lines, as well as traffic and parking control signage. In conjunction with a lack of street trees or other landscaping along the corridor, these power poles and associated wires provide a strong, if negative, character-giving visual element. As noted earlier poles also create obstructions to pedestrians using already narrow sidewalks (See Figure F).

Corridors that are pedestrian friendly include furniture and amenities aimed at accommodating and comforting both the able and disabled. These often include benches, waste receptacles, drinking fountains, and ADA compliant decorative sidewalk paving patterns. With the very rare exceptions of a limited number of covered bus stop enclosures on the side streets, there are no pedestrian amenities on the High Point Road / West Lee Street corridor.



Figure E: Underpass below N.C. Railroad



Figure F: Utility poles obstructing sidewalk

Traffic Control Devices are necessary elements of the corridor, but in their current configuration contribute to the overall visual clutter of the corridor. Many of the traffic signals are strung between utility poles. In the case of the reversible lane control system, the weight of multiple overhead fixtures required the erection of a series of large diameter galvanized steel support masts and booms that span the entire roadway. In addition to complaints about the “confusing” nature of the reversible lane system, community members regularly commented on the unappealing appearance of this overhead support structure.

With the exception of signs orienting drivers to the Coliseum complex entrance, there are few wayfinding signs along the corridor. This contributes to conflicts among motorists (and pedestrians) seeking to access UNCG, Greensboro College, Downtown Greensboro, adjoining neighborhoods or other important destinations.

Greensboro, as reflected in its recently adopted Greensboro Urban Area Bicycle, Pedestrian and Greenway Master Plan, has an existing and expanding network of greenways that help to interconnect the community. High Point Road/West Lee Street is not a currently designated bike route and is not perceived to be safe and hospitable to biking. However two parallel routes, Spring Garden Street to the north and Florida Street to the east and west, are designated bike routes. If High Point Road/West Lee Street itself cannot safely and effectively support vehicular and bike traffic, more effective north-south links through adjacent neighborhoods and campuses, along with safer bicycle crossings at intersections and under the railroad tracks appear to be the best option to facilitate expanded bike traffic.



Existing traffic signals strung between utility poles

Semi-Public Spaces

Semi-Public Spaces lie between the public space within the right-of-way and the private buildings and areas of limited access on properties and sites. The semi-public space is almost always owned and principally controlled by the property-owners, but they are viewed by the public, contribute to the character of the corridor, and are commonly accessible by the public. The nature of land-uses, the quality and maintenance of property improvements, and the relationship of buildings and site activities to the public space all contribute to (or depreciate) the quality of the corridor.

On some of the properties in the eastern and middle sections of the corridor where buildings were constructed abutting the sidewalk, semi-public space amounts to the front (or side) façade and roof of the building. However, the majority of the semi-public spaces along High Point Road and West Lee Street are dominated by site circulation and parking areas. In a few cases, these may be deep, well organized areas that are shared by several uses and are easily accessible from a limited number of well identified curb-cuts on the road. More commonly, parking areas are shallow, barren, hot, badly illuminated at night, poorly striped, difficult to access, and completely isolated from similar parking areas serving uses on adjacent property.

Site landscaping is another issue along the corridor. Even public parking lots serving the University and the Coliseum have limited site landscaping, relative to their scale, with modest perimeter plantings. Smaller parking areas often have no landscaping within the lot or between the paving and the sidewalk yielding the perception, if not the reality, of a single continuous curb-cut access from one side of the site to the other. If there is site lighting, and that is somewhat uncommon, it most often comes from a single fixture attached to the public utility pole, aimed toward the site.



Existing Public Parking Lots

Building Facades reflect decades of trends and changes in the form and function of buildings serving changing markets and site uses. Several buildings along the corridor were identified in a recent historical survey as having local or architectural significance. However, many corridor buildings originally used for warehousing, light assembly, and in particular automobile maintenance or restoration have little if any architectural character or significance. Their facades are too often blank walls, without fenestration or detail, or if openings exist they are often truck-sized garage doors with no other elements to lend human scale or character to the corridor. Metal and concrete buildings abound, lending attention to the few buildings with storefronts, glazing, front entries and higher quality building materials. Service areas and mechanical systems are commonly oriented to the street and left unscreened, further detracting from the character of the semi-public space.

The sheer volume and variety of billboards and site signage is quickly apparent in this corridor, with many styles, sizes and heights of signs constantly competing for attention of motorists moving through the corridor. The volume and speed of vehicular traffic on the road, the lack of consistency in building setback, lack of consistency in sign height, size and placement, and in many cases the location of multiple signs on individual properties contributes to an ineffective presentation of commercial messages and adds significantly to the level of visual clutter found in the corridor.

Three other current conditions contribute to a sense of decay and unattractive corridor appearance: Building and site vacancy is generally higher compared to other commercial corridors within Greensboro; many sites, particularly those primarily used for auto services, include outside vehicle storage, often located in the semi-public space. A particularly negative example of this is the storage of semi-tractor trailers on properties just east of the Coliseum Complex. Additionally, overall property maintenance standards on both occupied and unoccupied buildings are inconsistent, suggesting (perhaps inaccurately) that the goods and services provided within the stores and businesses are also of low quality. Poor maintenance of certain properties also negatively impacts surrounding properties that may be well maintained.



Existing Building Facade



Billboard Signage

B6) Public Safety

In conjunction with a lack of major new investment in the corridor in recent years, levels of crime in the corridor have increased somewhat in overall number and as a percentage of crime for Greensboro.

Based on information provided by Greensboro Police and corridor area residents and business, much of the criminal activity in the corridor is related in some way to drug related activities, resulting in elevated levels of burglaries, prostitution and property damage and assaults. While the overall increase in actual criminal offenses within the corridor since 2002 has been somewhat limited (16% over six years), the perception of the corridor as an unsafe place to live, work and invest has increased significantly over the same time based on information provided by the public.

A number of contributing factors to this negative perception have been an increase in vacant properties and deterioration of many existing structures along the roadway, loitering related to homeless persons and day laborers in the area, limited pedestrian facilities, particularly unsafe intersections, and the lack of landscaping, lighting and other inviting spaces throughout the corridor. It should be understood that addressing both real and perceived public safety concerns will require a combination of enhanced and targeted public and private safety resources, extensive public education on major issues and improvements to the physical environment.

Table 1 - Total Major Criminal Offenses in Corridor and Percentage of City Total

Year	Total Major Offenses	Percentage of City Total
2002	974	6% (17,226)
2003	1,068	6% (17,262)
2004	1,088	6% (16,866)
2005	1,415	8% (18,792)
2006	1,284	7% (19,472)
2007	1,134	7% (17,063)

SECTION C: A Vision for the Future

C1) Market Economics and Market Strategies

To ensure that the recommendations of this Corridor Plan are reasonable and will effectively address identified issues, a market and economic analysis was conducted to determine major opportunities for new corridor investment and barriers that may be need to be eliminated or lessened to facilitate this development.

Several key opportunities were identified from initial assessment of potential land uses that were appropriate to the corridor, based on existing and forecasted economic trends:

University-Related Housing. The Corridor's proximity to five universities and colleges provides a strategic advantage as a location for university-related housing uses. In addition to student housing, there are also opportunities for development of new housing and mixed-use products targeted to serve the needs of people who work for these institutions. Major improvements to the physical environment, in concert with the development of high-quality housing products and amenities, would greatly increase the Corridor's attractiveness for college and other downtown-area workers.

Nursing & Other Senior Housing Facilities. As the region's senior population continues to expand, there will be increasing opportunities for centrally-located senior housing within reach of health care facilities, amenities, and families. University-related programs and continuing education are increasingly integrated into senior housing amenity packages.

Destination Sports-Oriented Retail & Entertainment. Because of the Corridor's central location, proximity to major venues (Coliseum), universities, convention center/hotels, and downtown, there are opportunities for destination-oriented commercial uses that draw thematically on the city's role as a host for major sporting events, (in addition to concerts, tradeshow, conventions, flea markets, etc). There are already certain destination retail uses in the Corridor that contribute greatly to this marketing concept. There may be opportunities for additional audience support facilities (e.g., museums, auditoriums, other regional facilities, etc) that could be explored at a later time.

Catering, Craft, and Contracting. There are a number of logistics, light industrial, catering, craft shops, and contracting businesses for which the Corridor has always been and continues to be competitive. Logistics companies and typical light industrial uses like food distribution companies require good, functional space closer to the interstate. But certain downtown-oriented craft and contracting businesses are well-suited to the West Lee Street portion of the Corridor. These types of businesses can add to the diversity of the overall mix of uses in the area.

Lodging Upgrading. Long-term opportunities exist for additional lodging in the Corridor, particularly as additional university, recreation and event facilities are developed. However, in the short-term opportunities should focus primarily on the upgrading and improvement of existing facilities.

Office Leasing. The Corridor already has a major, good-quality office park which is currently under-utilized in the market. It is imperative that short-term opportunities focus on upgrading and leasing of this existing asset rather than on development of new, competing office space.

Several other opportunities, such as ethnic restaurants, were also identified that relate to more specific uses.

Based on major activity drivers in the corridor and some competitive strengths, three key economic strategies emerged to provide the necessary framework for redevelopment and new investment. These strategies include University/Mixed Use, Sports and Recreation, and Convention and Hospitality. While each of the strategies encompasses an approximate geographic section of the corridor, they should work together for maximum benefit in strengthening the corridor.

University/Mixed Use

The university-oriented mixed-use district is focused primarily between UNCG and South Eugene Street. The market potential within this district relies to a great extent on the area's universities (particularly UNCG) as drivers. Redevelopment of underutilized sites for university-related housing is a key opportunity for the area, and analysis has indicated that there is demand for both student and faculty/staff oriented housing. Whenever possible existing structures with architectural and/or historical significance should be either preserved on-site for adaptive reuse or relocated. The market niches described here reflect detailed market analysis conducted in conjunction with this Plan, and are summarized in memoranda contained in the Appendix.

Given the connection to area universities, and the district's location proximate to Downtown Greensboro, a marketing strategy would emphasize the area's eclectic character and interesting mix of land uses. Rather than wholesale demolition of industrial buildings and service uses, there is potential for an interesting mix of uses that would be appealing to new residents while also serving the needs of businesses in the downtown area.



Existing Facade

Facade enhancement sketch of the existing 'Pugh Metal Finishing' building.

Such a mix could include the adaptive use of selected industrial buildings for light industry, artist studios, and craftwork businesses. Functionally obsolete buildings could be demolished and replaced with mixed-use housing/commercial buildings. As noted previously, these buildings should include an appropriate mix of worker housing and students to increase demand for commercial components.

Given proximity to the universities both east and west of South Eugene Street, this concept also promotes potential entertainment uses as a “gateway” anchor connecting downtown with West Lee Street at South Eugene. Such entertainment (in the form of night clubs, for instance) could serve students and young professionals who would be increasingly concentrated in the Corridor and further east. Club uses are particularly appropriate at this location because of the lack of adjoining residential communities. Often, club districts are formed in former industrial areas (or even integrated with industrial uses) to avoid conflict with residential neighborhoods.

Market niches within this concept include the following:

- Housing: UNCG, NC A&T, Greensboro College, Bennett College and Elon Law School
- Industrial: Craft industries, contracting, bakery/foodservice
- Entertainment: Industrial dance clubs
- Retail: Ground-floor convenience in mixed-use; sales & service
- Specialty: Artist live/work, gallery space



Character examples of ground floor, mixed-use retail with residential housing above.

Sports and Recreation

Many of the City's major sports, trade show, and entertainment facilities are already clustered in the corridor, but there is a need to better connect these facilities and uses to strengthen overall marketing. This concept builds on the existing anchor uses, including the Coliseum and UNCG, to create a cluster of sports and recreation facilities and associated uses. This hub is roughly located between Lexington Avenue and Ellington Street.

This concept emphasizes a "Sports Village", to be developed near the Coliseum, including residential, fitness, and sports-related retail businesses. As noted previously, there are opportunities for capturing sales generated for sporting goods from area students and as a destination use. University-related sports facilities such as training fields and recreation centers would be appropriate in this node, especially where shallow sites alongside the railway prevent large-scale redevelopment. Structured parking is also an appropriate use, given the location adjacent to the Coliseum and potential for high-density housing and retail.

An expanded program for the Coliseum itself is recommended to help bolster the facility's role as an anchor generating demand in support of revitalization in the Corridor. The program for the Coliseum should be defined based on a thorough assessment of the market potentials for entertainment, lodging, and audience-support uses.

Market niches within this concept include:

- Tourism / Lodging: Expanded Coliseum-area offering
- Housing / Mixed-use University students & institutional workers
- Fitness & Recreation facilities
- Sporting goods / specialty retail



Character examples of tourist lodging and student housing environment.

Convention/Hospitality

Destination retail and entertainment uses relating to the Coliseum would be best positioned along High Point Road, increasing the physical linkages between the convention facilities and hotels located near I-40 and the Coliseum complex. This concept would market this section as a hub for convention and trade-show related activities. The portion of this hub located from I-40 to Vanstory Street represents a key priority area identified as part of the corridor's planning process.

The initial focus in this area should relate to the upgrading of existing physical conditions and enhanced pedestrian access (e.g., streetscape, reduced curb cuts, street-orientation to existing shopping centers), with only limited development of new retail space. Over the long-term, there may be opportunities for more restaurant and entertainment uses focused at the Coliseum node.

The office market assessment suggests the need for upgrading of existing Meadowview office space and a more aggressive leasing strategy, but there is little demand for development of new office space in the near future. Similarly, the hotel market is relatively saturated, but in the near-term there is an opportunity to upgrade existing lodging facilities as revenue-per-room increases. Market niches within this concept include:

- Roadway, streetscape & urban design improvements
- Lodging: Upgrading of existing facilities
- Office: Upgrading and focus on Meadowview
- Retail: Reconfigure existing shopping centers to improve the street orientation in short term.
- Restaurants/Entertainment: Oriented to expansion of Coliseum program in long term.



Character examples of appropriate streetscape improvements

SECTION D: Recommendations for Change

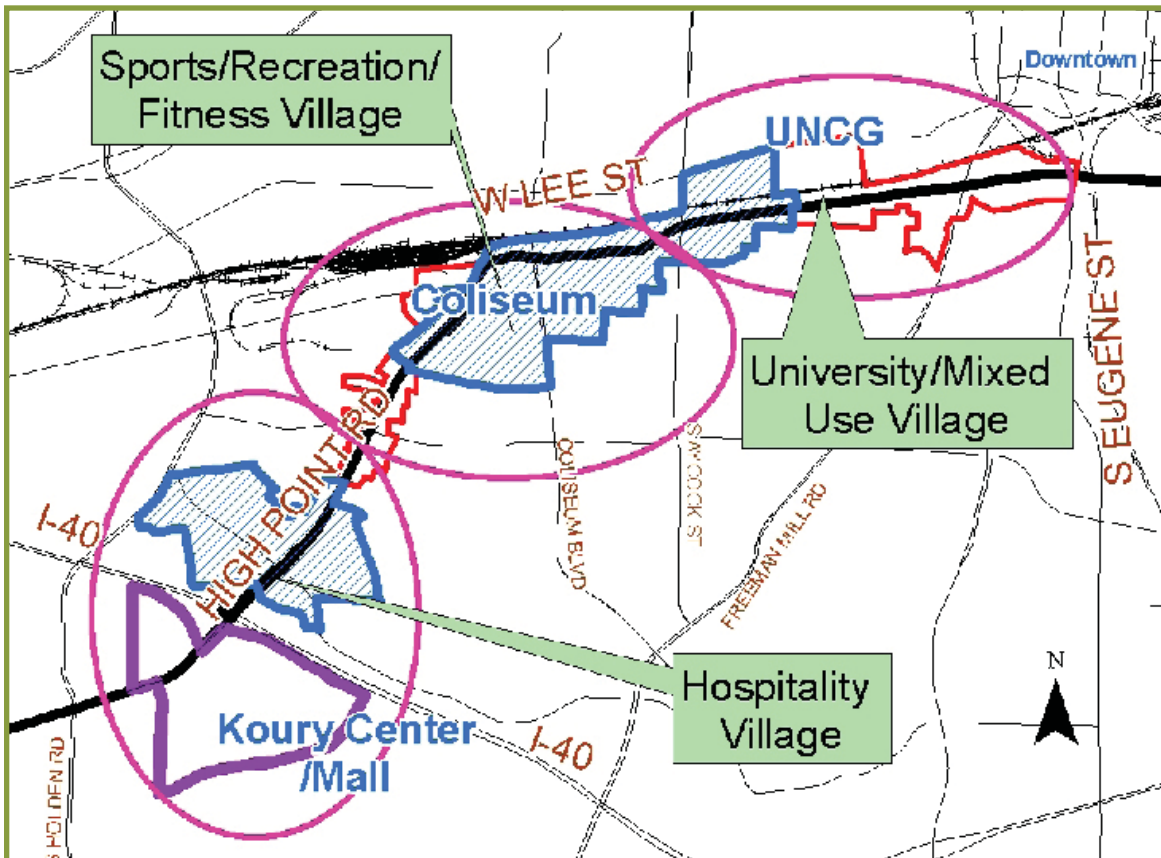
D1) Reinvestment and Development Opportunities

(see Action Plan for additional details)

One of the top priorities for the High Point Road/West Lee Street corridor is the need to generate significant new public and private investment to reverse overall trends of disinvestment in recent years. Based on evaluation by staff, project consultants, the Citizen Committee and the general public, future investment in the corridor should be geared more towards higher intensity (including multiple stories), mixed use development than currently exists. Higher intensity, mixed use development will allow more effective use of existing land, encourage reconfiguration of existing lots and facilitate new land uses that will significantly alter the character and long term viability of this corridor.

As land use and transportation options are closely linked, this Plan encourages new development that expands potential transportation options. Such development includes:

- Buildings located close to the street with more unified design and function,
- Parking areas located to the side and rear of buildings and limited points of access,
- Clear connections for pedestrians, bicyclists and transit riders from the street to buildings, and
- True mixture of uses to encourage opportunities for work, living, recreation and shopping to occur in the same general areas.



Planned Development Opportunities

Though higher intensity, pedestrian friendly mixed use development is a goal for new development throughout the corridor, this Plan recommends the most intense developments (in terms of density and potential impacts from uses) be focused in revised Activity Centers linking the corridor's major drivers of activity. These Activity Centers (shown in blue) will enable stronger connections between UNCG, the Coliseum and the Convention Center/Mall while relieving potentially incompatible development pressures on surrounding residential neighborhoods. Activity Centers are designated in the City's Comprehensive Plan as "existing or anticipated future concentrations of uses that function as destinations or hubs of activity for the surrounding area." The revised Activity Centers in this Corridor Plan are based on the original Coliseum and Mall/Convention Center Activity Center designations.

Reinvestment and land use in the High Point Road/West Lee Street corridor will also be focused around a series of "villages" linked to key drivers of activity with specific themes to guide new investment. The three villages are:

1. University/Mixed Use Village (related to UNCG, Greensboro College and to a lesser degree NC A&T, Bennett College and Elon Law School),
2. Sports, Recreation and Fitness Village (related primarily to the Coliseum and UNCG)
3. Hospitality Village (related to Koury Convention Center, Four Seasons Mall, Meadowview Office Park and significant concentration of hotels around I-40).

The 14 opportunity sites previously identified for new development and redevelopment contain specific land use recommendations that also fit with the overall theme of a related village concept. It should be noted that the uses recommended for these opportunity sites have been developed with a twenty year time horizon in mind and will come into play when opportunities arise to redevelop these sites. Additionally given the potentially long time frame for recommended uses it is assumed other similar opportunities may arise that could be located at these sites or in other areas of the corridor.

It should also be noted that all recommendations incorporate some common themes regarding placement of structures and parking, encouragement of multiple and better integrated uses on individual properties and increased density and intensity of uses, while respecting surrounding neighborhoods and development. An overview of the recommendations for the 14 sites, linked to the three village concepts, is presented below.

University Mixed Use Village

The University of North Carolina-Greensboro continues to be a vibrant institution which benefits both its students and the Greensboro community. The university has seen steady growth on the existing campus located north of the North Carolina Railroad right-of-way and anticipates much greater development pressures in the future to accommodate anticipated student enrollment growth. The corridor can benefit from the extension of the university's good image onto West Lee Street, both as a contributor to the character of the roadway and as an economic engine. Other colleges and universities in Greensboro are also continuing to generate demand for housing, services, retail goods and social activities. The University Mixed-Use District is a means for connecting these related uses. The land use recommendations for related opportunity sites within this village (Sites 1-5) will attract new and expanded private and public investment which capitalizes on the proximity of UNCG and Greensboro College, and to a lesser extent NC A&T, Bennett College and Elon Law School.

Site 1: Student Entertainment & Cultural Link

This site provides the opportunity for introduction of new buildings and the adaptive reuse of existing character buildings. It will support craft businesses in existing spaces, live/work studios, gallery-workshops and other spaces. It will support catering, bakery, food service and other specialty businesses; business performance spaces and entertainment venues, and niche distribution businesses. This area will also support additional work force housing opportunities.

Key Elements:

- Adaptive reuse of industrial buildings nearest Freeman Mill Road
- Introduction of mixed use buildings with ground floor retail and residential above
- Direct connection to first leg of downtown greenway
- Near term site and façade enhancements

Character Examples of Mixed Use Retail/Residential with Facade Improvements:



Site 2 & 3: Social & Creative District

These sites provide an opportunity to extend the UNCG influence directly onto West Lee Street, by enabling an eclectic and diverse mix of land-uses suitable for entertainment/social meeting spots, student housing, live/work housing, and workforce housing; exhibit/performance spaces and art galleries; restaurants and bars; small scale creative craft industries; and retail sales and student oriented services. Enhancement of the existing grade separated underpasses connecting West Lee Street and the UNCG and Greensboro College campuses north of the railroad R.O.W., at Tate Street and Fulton Street, is important to improvements in this district.

Key Elements:

- Combination of multi-story residential and mixed use residential/commercial
- Rehab/reuse of Wysong & Miles Building (former Rose Spa)
- Adaptive reuse of Industries of the Blind building when user relocates
- Rowhomes along Union Street for better transition to Glenwood neighborhood preserving architectural and/or historic structures where possible
- Possible realignment of Silver Avenue to directly connect to Tate Street
- Enhancement of Tate Street intersection and Tate Street and Fulton Street RR underpasses

Examples of multi-story residential and rowhome style buildings



Site sketch of a potential adaptive reuse of Industries of the Blind building



Site 4 & 5: University Gateway

Several University-owned properties provide an opportunity to develop facilities which will establish a welcome sense of arrival and gateway into the campus. Buildings brought to the street, with parking behind, will support UNCG administrative offices, freeing up space on campus for core academic facilities. Though not in the 2035 Long Range Transportation Plan, the potential of a regional rail station stop around Glenwood Avenue, along with a new grade-separated pedestrian/bicycle underpass, connecting West Lee Street and the UNCG campus north of the railroad R.O.W., are important to successful development of this district. Residential opportunities, both student oriented and workforce housing, provide a stronger link and transition to the Glenwood Neighborhood.

Key Elements:

- Combination of multi-story residential, stand alone commercial and mixed use residential/commercial
- UNCG related buildings including administrative and support offices
- Recommended location of future regional rail station
- Recommended new pedestrian/bicycle underpass to connect Forest Street to Glenwood Avenue
- Preservation of unique local use (Beef Burger) with site enhancements
- Enhance South Aycock Street intersection and RR underpass

Example of an Administrative/Office Building



Existing Railroad Underpass at Aycock Street



Existing, unique architecture of local burger landmark, 'Beef Burger'



Sports and Recreation Village

The Coliseum Complex continues to evolve and expand, drawing attractions and attendees from local, regional and national destinations. Activities related to the complex are predominately indoor events, with significant traffic and parking impacts spread across the site on surface lots and in surrounding areas. The future of this corridor can be dramatically enhanced by the Coliseum and its surroundings through the creation of a sports and recreation village. Here recreation is meant in its broadest sense, including cultural and arts related events and leisure; a place for participation-sports and for audience/sporting events; and museum/exhibit forums which help connect the history and personal elements of sports and culture to the Greensboro community. Sports and recreation activities are a significant element of the image and lasting memory of Greensboro. While the High Point Road/West Lee Street corridor is not the only area within the city to highlight sports related activities, this Plan recommends it becoming the center and focus of many such sports and recreation networks throughout the city and the region. An additional focus of this village is to provide direct linkages between the major drivers of activity in the corridor of the Coliseum and UNCG. A level of collaboration already exists between UNCG and the Coliseum around shared parking facilities and long term plans for both indicate the potential for further collaboration on recreation facilities, sports fields and additional parking facilities, as well as transit and regional rail options.

Main Entrance to Coliseum



Example of Recreational Fields/Integrated Pathways



Pathway leading to Coliseum



Example of a Shared Parking Structure



Site 6 & 7 Sports, Fitness and Recreation Village

A community within a community will emerge here in the form of a sports, fitness and recreation themed village aimed at younger, independent residents. Land-use and community activities could include a fitness facility (privately and/or publicly funded and operated) as an anchor along with sports fields and regional scale indoor recreation supporting city and regional recreational needs, addressing UNCG recreational needs (as outlined in the UNCG Master Plan) and providing options for other neighborhood and community programs. Housing for rent and for sale, framing the sports fields, will provide a stronger link and transition to the Glenwood Neighborhood while taking advantage of the recreation opportunities. The West Lee Street frontage will also support convenience and retail and sports/recreation retail with dining and drinking venues in mixed use buildings. It should be noted that larger recreational facilities may be located here and/or within the Coliseum complex (Sites 8, 9 & 10).

Key Elements:

- Combination of sports and recreation fields and buildings with multifamily and mixed use commercial
- Introduction of UNCG related buildings with existing park and ride lot
- Indoor regional recreation facility as well as public/private sports fields
- Enhancement of Coliseum Boulevard intersection and RR underpass at Chapman Street

Example of Multi-Family Residential



Existing Railroad Underpass at Chapman Street



Example of public/private sports fields supported by interconnected pathway networks



Site 8, 9 & 10: The Sports and Recreation Hub

The sprawling Coliseum complex will witness significant reinvestment and urbanization through the conversion of surface parking lots into structured parking supporting additional indoor venues for expanded sports, recreation, exhibition spaces; family oriented activity spaces, hotel facilities, and cultural/museum facilities. Creation of an internal east-west route, bringing Patterson Street through the complex to Coliseum Boulevard will support street oriented mixed-use buildings for retail, shopping restaurants and sports/recreation supporting active businesses. Structured parking facilities located within the site allow the option for multi-family housing along Ellington Street and Coliseum Boulevard to present a friendlier transition to surrounding neighborhood residential areas. It should be noted that larger recreational facilities may be located here and/or within the sports village concept of Sites 6 & 7.

Key Elements:

- Additional sports and recreation facilities through reuse of surface parking lots and inclusion of structured parking
- Extension of Patterson Street for new east-west connection
- Introduction of sports related commercial and services (including hotel facilities)
- Potential multifamily at edges to provide better neighborhood transitions
- Reuse of historic portions of Canada Dry facility
- Establishment of Patterson Street Industrial Park gateway
- Inclusion of unique local use (Stamey's) with new investment
- Additional hospitality uses across High Point Road
- Enhance Patterson Street and Coliseum Boulevard intersections

Example of a Live/Work Building



Example of Structured Parking Lot



Hospitality Village

The Corridor's accessibility to a regional scale market (via interstate access) and the existence of regional activity centers in the Koury Conference facility, Four Seasons Town Center mall, the Coliseum, University and Colleges, and the Central Business District, creates demand for continued and expanded hospitality services in close proximity. Hospitality, in the form of restaurants, hotels, conferencing/meeting spaces and recreation outlets, has historically been drawn to the corridor to support these activity centers. What will distinguish the High Point Road/West Lee Street corridor in the future will be the greater physical and thematic links between these major facilities and overall themes of sports, recreation, universities, entertainment and hospitality.

Sites 11 & 12: Neighborhood Support & Convenience District

These sites fall between the Coliseum Sports and Recreation Hub and the primary hub of hospitality uses located closer to the interstate. Redevelopment opportunities here are focused more on supporting adjoining residential neighborhoods through grocery and neighborhood retail services, restaurants and additional residential infill that fits within the context of the neighborhood.

Key Elements:

- New neighborhood oriented commercial and supportive services
- New residential development to improve Ardmore Park neighborhood
- Enhance West Florida Street intersection

Example of Neighborhood Retail-Commercial



Example of Single-Family Attached Residential



Sites 13 & 14: National Retail and Highway Interchange Influence—Hospitality Hub

These sites, larger and deeper than anywhere else on the corridor (other than the Coliseum complex), can support highway oriented/national chain retailers and restaurants, but should focus more effort on supporting the campus of hotels and supporting office/meeting spaces that will emerge with redevelopment and revitalization. Care must be taken to assure good land-use and visible transitions between active uses for visitors and the neighborhoods which surround these business/hospitality zones. Shuttle buses and off-road bicycle and pedestrian routes are options to link these areas to the coliseum, convention center, greenway and downtown, without increasing the burden of traffic on the High Point Road/West Lee Street roadway.

Key Elements:

- Expanded use of existing commercial center
- Consolidation/improvement of existing hotel cluster
- Potential reuse of Park Lane Hotel for senior living or condos
- New multifamily development for better transition to Hillside Park Neighborhood
- Link Hillside Park greenway to hotels and offices on Meadowview Road
- Enhance Meadowview Road intersection and support future office park improvements

Example of Neighborhood Office



Example of Commercial Retail Center



SITE 1: STUDENT ENTERTAINMENT & CULTURAL LINK AND OTHER INDUSTRIAL/COMMERCIAL USES

Influenced by proximity to downtown and surrounding college campus activity, including:

- * Adaptive Reuse of existing character buildings
- * Artist Live/Craft Businesses
- * Performance/Entertainment
- * Catering, Bakery, Food and Drink
- * Gallery Workshop
- * Work Force Housing
- * Niche Distribution

Site 1: Brooks Lumber & General Contractors Building

SITE DATA:

Total Acreage: 13.5 ac

Existing Land Uses:

Retail/Multiple Uses/Personal Services/Industrial

RETAIL DATA:

Building Area: 69,000 sf






Surface Parking: 404 Cars (5.8/1,000 sf)

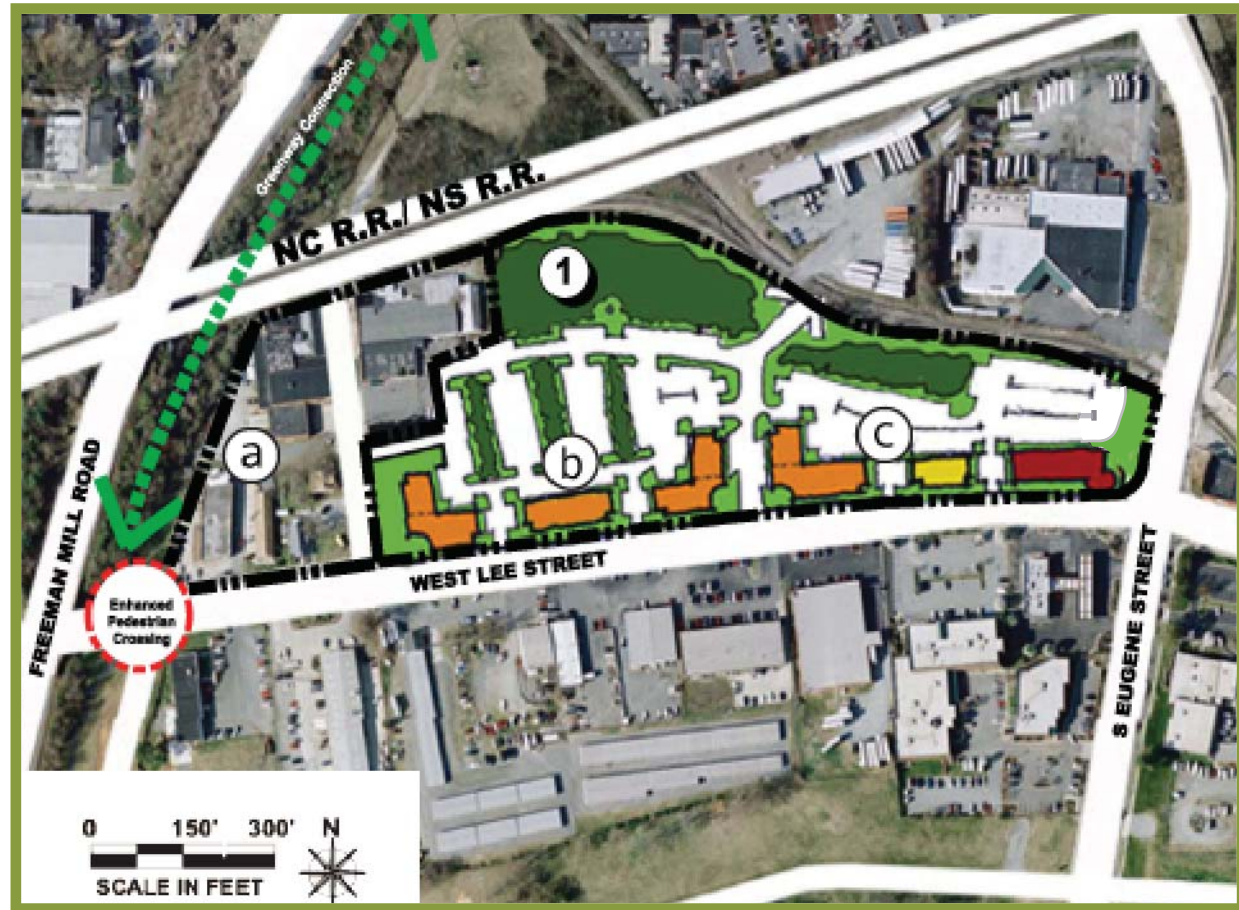
RESIDENTIAL DATA:

Residential Units: 115 du @1,200 - 1,500 sf

Surface Parking: 196 Cars (1.7/du)

BUILDING COLOR CODE:

-  End Cap Buildings - Located at the ends of blocks, significant architectural treatments where facades front onto the street(s), significant corner treatments.
-  Plaza Buildings - Located at roadway intersections, building corners are stepped inward to embrace pedestrian plaza spaces, arranged in pairs to encourage plazas and pedestrian activity on both sides of the street, significant architectural treatments where facades front onto the street(s), significant corner treatments.
-  Mid-Block Buildings - Located in the middle of end caps and plazas, intended to support a continuous facade along the length of the development site with significant architectural treatments fronting onto the corridor.
-  Adaptive Reuse/Existing Building
-  Iconic Buildings - Significant feature buildings located at key points along the corridor to generate visual interest and appeal along the length of the corridor, iconic features may include additional building height, towers, accentuated rooflines, or other building features.



SITE 1: STUDENT ENTERTAINMENT & CULTURAL LINK

Building Details

A) Adaptive Reuse/Craft Manufacturing/Retail/Studio/Workshops

B) Mixed-Use/Retail/Residential - 3 bldgs
 Ground Floor Retail/Restaurant: 29,000 sf
 152 Cars (5/1,000 sf)
 2nd-4th Floor Residential: 44du @ 1,500 sf
 66 Cars (1.5/du)

C) Near Term Site & Facade Enhancements
 Long Term Mixed-Use Retail/Residential, 3 bldgs
 Ground Floor Retail/Restaurant: 26,000 sf
 158 Cars (6/1,000 sf)
 2nd-4th Floor Residential: 46 du @ 1,200 sf
 92 Cars (2/du)

SITES 2 & 3: SOCIAL & CREATIVE DISTRICT

An eclectic and diverse mix of land uses suitable for:

- * Entertainment/Social Meeting Spot
- * Student Housing & Live/Work Housing
- * Exhibits & Art Galleries
- * Restaurants & Bars
- * Creative Industrial Fabrication (arts, music, pottery, workshops, etc.)
- * Retail Sales

Site 2: Former Charles Roberts Company

SITE DATA:

Total Acreage: 11.75 ac

Existing Land Uses: Industrial/Warehouse/Residential/Personal Services/Multiple Uses

RETAIL DATA:

Building Area: 26,400 sf

(Does not include existing neighborhood commercial center or Industries of the Blind)

Surface Parking: 132 Cars (5/1,000 sf)

RESIDENTIAL DATA:

Residential Units: 168 du @1,500 - 1,600 sf

Surface Parking: 250 Cars (1.5/du)

Site 3: Industrial between West Lee Street and Union Street

SITE DATA:

Total Acreage: 9 ac

Existing Land Uses: Auto Repair/ Industrial/Warehouse/Residential/
Services/Retail/Parking/Vacant Lot

RETAIL DATA:

Building Area: 48,500 sf

Surface Parking: 225 Cars (4.6/1,000 sf)

RESIDENTIAL DATA:

Residential Units:

36 Condo Units @1,800 sf

31 Rowhomes @ 2,250 sf

Surface Parking:

55 Cars designated for condo units (1.5/du)

Garage Parking:

62 Cars designated for rowhomes (2.0/du)



SITES 2 & 3: SOCIAL & CREATIVE DISTRICT

Building Details

A) Multi-Family Housing, 2 Bldgs, 3 Sty
Relocate (3) existing single family homes to
Glenwood neighborhood or other suitable
neighborhood environments.

48 du @ 1,500 sf ea

75 cars (1.5/du)

Alternate concept to reuse Pugh Metal Finishing
Building

B) Multi-Family Housing, 2 Bldgs, 3 Sty

48 du @ 1,500 sf ea

75 cars (1.5/du)

C) Mixed Use Retail/Residential, 3 Bldgs, 3 Sty
Partial Ground Floor Retail: 26,400 sf

132 cars (5/1,000 sf)

1st-3rd Floor Residential: 32 du @ 2,000 sf ea

40 cars (1.5 cars/du)

D) Historic Wysong & Miles Company Office
Buildings

Potential office/residential mixed use, 3 Sty

7,500 sf

30 cars (4/1,000 sf)

Possible building relocation forward to Lee Street

E) Historic Old Carolina Baking Co. Building

Adaptive Reuse for Residential, 3 Sty

40 du @ 1,600 sf ea

60 cars (1.5 cars/du)

F) Rowhomes

Relocate existing single family homes on north
side of Union Street and west side of Silver Avenue
within Glenwood neighborhood or other suitable
neighborhood environments.

20 du @ 2,250 sf ea

G) Mixed Use Retail/Residential, 2 Bldgs, 3 Sty
Ground Floor Retail (east bldg only): 8.5K sf
42 cars (5/1000 sf)

1st (west bldg), 2nd - 3rd Floor Residential:

14 du @ 1,800 sf ea

22 cars (1.5/du)

H) Mixed Use Retail/Residential, 4 Bldgs, 2 Sty

Ground Floor Retail: 40,000 sf

183 cars (4.6/1,000 sf)

2nd Floor Residential: 22 du @ 1,800 sf ea

33 cars (1.5 cars/du)

I) Reconfigure Silver Avenue to align with Tate Street
to create new plaza area

J) Neighborhood Supporting Commercial

K) Industries Of The Blind Building; Adaptive Reuse
for craft industries; potential University related use
(long range potential for mid-rise student oriented
housing)

SITES 4 & 5: UNIVERSITY GATEWAY

University of North Carolina Greensboro (UNCG) influenced uses, including:

- * UNCG Administrative Support Offices
- * Possible Light Rail Station Stop to Glenwood
- * Integrated neighborhood residential
- * Proposed new pedestrian/bicycle underpass into the UNCG campus @ the extension of Glenwood Avenue

Site 4: Shops/Industry North of West Lee Street

SITE DATA:

Total Acreage: 11.75 ac
Existing Land Uses: Retail/Auto-Repair/Warehouse/
Restaurant/Vacant Lot/Multiple Uses/School/Parking Lot

UNIVERSITY ADMIN/OFFICE DATA:

Building Area: 64,000 sf
Surface Parking: 110 cars
Structured Parking: 200 cars
Total Parking: 310 cars (4.8/1,000)

RETAIL DATA:

Building Area: 50,000 sf
Surface Parking: 254 cars (5.0/1,000)

RESIDENTIAL DATA:

Residential Units: 60 du
Surface Parking: 95 cars (1.5/du)

RESTAURANT DATA:

Building Area: 12,000 sf
Surface Parking: 72 cars (6/1,000)

Site 5 Aycock Street & West Lee Street Commercial

SITE DATA:

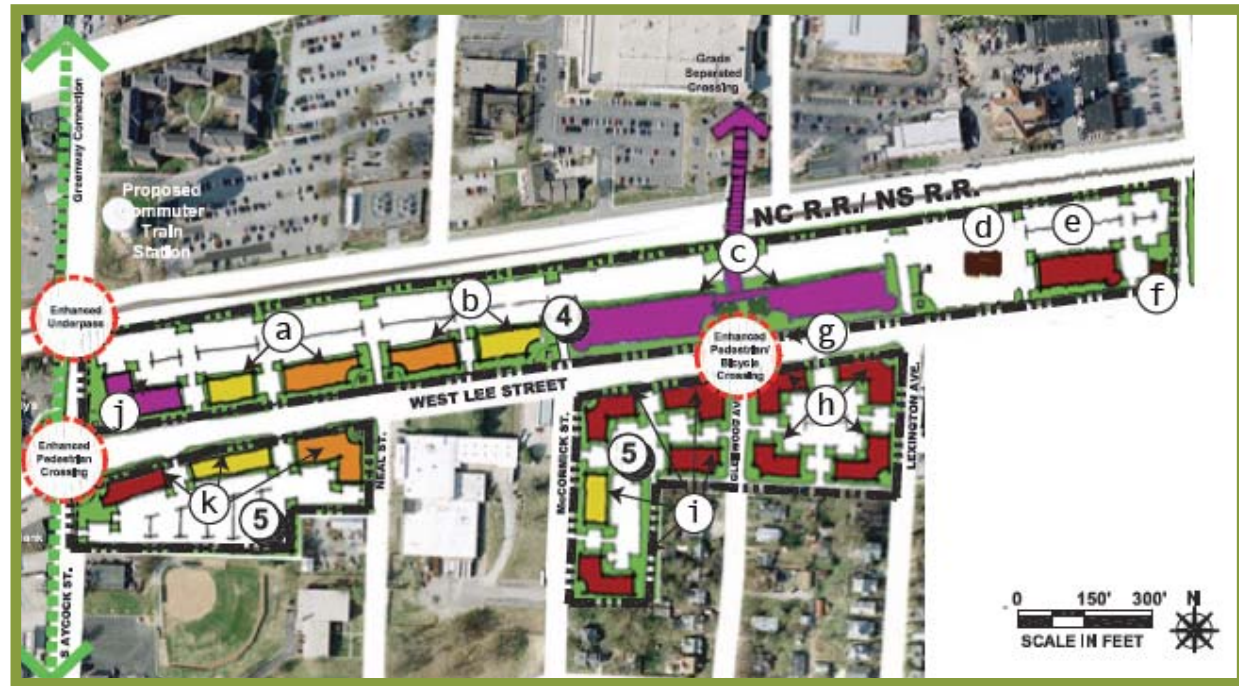
Total Acreage: 2.8 ac
Existing Land Uses: Abandoned/ Multipld Uses/Personal Services

RETAIL/OFFICE DATA:

Building Area: 23,500 sf
Surface Parking: 140 Cars (6/1,000 sf)

RESIDENTIAL DATA:

Residential Units: 315 du
Surface Parking: 250 cars (1.3/1,000)



SITES 4 & 5: UNIVERSITY GATEWAY

Building Details

A) Mixed Use Retail/Residential, 2 Bldgs, 3-7 Sty
 Ground Floor Retail: 16,500 sf
 82 cars (5 cars/1,000 sf)
 2nd - 3rd Floor Residential: 22 du
 38 Cars (1.5 cars/du)

B) Mixed Use Retail/University Support/Residential,
 2 Bldgs, 3-7 Sty
 Ground Floor Retail/Office: 18,000 sf
 90 Cars (5 cars/1,000 sf)
 2nd - 3rd Floor Residential: 24 du @ 1,500 sf
 36 cars (1.5 cars/du)

C) University Related, 2 Bldgs, 4 Sty
 1st - 2nd Floor Office: 64,000 sf
 3rd - 4th Floor Parking: 200 cars
 Surface Parking: 110 Cars
 Total Parking: 310 cars (4.8/1,000 sf)

D) Beef Burger (Recommended Site Enhancements)

E) Mixed Use Retail Residential, 2 Bldgs, 3 Sty
 Ground Floor Retail: 11,000 sf
 64 Cars (5.8 cars/1,000 sf)
 2nd - 3rd Floor Residential: 14 du @ 1,500 sf
 21 Cars

F) Existing Brick Building to be Reused as Office,
 3 Sty
 4,500 sf
 18 Cars (4 cars/1,000 sf)

G) Plaza and pedestrian connection to possible future
 light rail station,
 UNCG Parking Structure and campus towards the
 north

H) Residential, 5 Bldgs, 3 Sty
 125 du @1,100 sf
 85 Cars (1.5 cars/du)

I) Residential, 5 Bldgs, 3 Sty
 150 du @ 1,100 sf
 105 Cars (1.4 cars/du)

J) Restaurant, 1 Sty
 12,000 sf
 72 Cars (6 cars/1,000 sf)

K) Mixed Use Retail/Service/Residential, 3 Bldgs, 3 Sty
 Ground Floor Retail/Office: 23,500 sf
 140 Cars (6 cars/1,000 sf)
 2nd - 3rd Floor Residential: 40 du @ 1,200 sf
 60 Cars (1.5 cars/du)

SITES 6 & 7:

SPORTS, FITNESS, AND RECREATION THEMED VILLAGE

Sports, fitness and recreation themed village for younger, independent residents; land uses include:

- * Private fitness facility anchor
- * Sports fields and regional scale indoor pool natatorium
- * Convenience retail and sports retail with dining and drinking
- * Housing for rent and for sale

Site 6: Trailers and Underutilized Retail

SITE DATA:

Total Acreage: 37 ac

Existing Uses: Truck/Trailer Storage/Auto-Repair/Service/Retail Sales/Gas Station

Retail Data:

Building Area: 32,000 sf

Surface Parking: 154 Cars (4.8/1,000)

Residential Data:

Building Area: 363 du @ 1,200 – 1,500 sf

Surface Parking: 605 (1.6/1,000)

Indoor Regional Recreation:

Building Area: 120,000 sf

Surface Parking: 290 Cars

Structured Parking: 200 Cars

Total Parking: 490 Cars (4.0/1,000)

Outdoor Athletic Fields:

4 Fields at 180' x 300'

Site 7: Coliseum Boulevard to Aycock Street North of Lee Street

SITE DATA:

Total Acreage: 16 ac

Existing Uses: Parking Lot/Vacant Lot/Retail Sales/Auto-Repair/Service/Bar Club Restaurant

Retail/Office Data:

Building Area: 72,000 sf

Surface Parking: 420 Cars

Structured Parking: 150 Cars

Total Parking: 570 Cars (5.3/1,000)

Residential Data:

Residential Units: 136 du @1,500 sf

Structured Parking: 210 Cars (1.5/du)

UNCG Park & Ride Data:

Surface Parking: 690 Cars



SITES 6 & 7: Sports, Fitness, and Recreation Themed Village

Building Details

A) Coliseum Related Use/Indoor Regional Recreation, 3 Sty
 1st – 2nd Floor Recreation: 70,000 sf
 Surface Parking: 130 Cars
 Structured Parking: 100 Cars
 Total Parking: 230 Cars (3.3/1,000)

B) UNCG Park & Ride: 690 Cars

C) University Mixed Use, 5 Sty
 Ground Floor Retail/Office/University Rec. Center: 30,000 sf
 2nd – 3rd Floor Structured Parking: 200 Cars
 140 Cars designated for 1st Floor uses: 4.7 Cars/1,000 sf
 60 Cars designated for residential uses: 1.5 Cars/du
 4th – 5th Floor Residential: 40 du @ 1,500 sf

D) Mixed Use Retail/Office/Residential, 3 Bldg, 4Sty
 Ground Floor Retail/Office: 72,000 sf
 Surface Parking: 420 Cars (5.8 cars/1,000 sf)
 150 Cars designated for residential use (1.5 cars/du)
 3rd – 4th Floor Residential: 96 du @ 1,500 sf

E) Mixed Use Retail/Res, 3 Sty
 Ground Floor Retail: 14,000 sf
 (Retail uses along Lee St frontage only)
 Surface Parking: 72 Cars (5/1,000)
 1st – 3rd Floor Res: 30 du @ 1,200 sf
 57 Cars (1.5/du)

F) Residential, 3 Sty
 42 du @ 1,200 sf
 63 Cars (1.5/du)

G) Mixed Use Retail/Residential, 4 Bldgs, 3 Sty
 Ground Floor Retail: 18,000 sf
 (Retail along Lee Street frontage only)
 Surface Parking: 82 Cars (4.5/1,000)
 1st – 3rd Floor Res: 78 du @ 1,500 sf
 118 cars (1.5/du)

H) Residential, 4 Bldgs, 3 Sty
 171 du @ 1,400 sf
 274 Cars (1.6/du)

I) Private and/or Public Sports & Recreation Node, 3 Sty
 1st and 2nd Floor Recreation: 50,000 sf
 Surface Parking: 160 Cars
 Structured Parking: 100 Cars
 Total Parking: 260 Cars (5.2/1,000)
 Athletic Fields: 4 Each @ 180' x 300'

J) Existing Underdeveloped Area

K) Residential, 2 Bldgs, 3 Sty
 42 du @ 1,500 sf
 63 Cars (1.5/du)

L) Existing Beauty School & Parking

SITES 8, 9, & 10: THE SPORTS & RECREATION HUB

Land uses include:

- * Expanded sports, recreation, exhibition space in the coliseum complex
- * Family oriented entertainment/hospitality restaurant collection
- * Family activities, water parks, hotel
- * Hotel site to support Coliseum
- * Mixed use retail, shopping and restaurants

Site 8: Coliseum & Canada Dry

SITE DATA:

Total Acreage: 68 ac

Existing Uses: Vacant Industrial/Coliseum Complex/Associate Surface Parking Facility

Coliseum Expansion Data:

Building Area: 274,000 sf

Surface Parking: 430 Cars

Structured Parking: 285 Cars

Total Parking: 715 Cars (3/1,000)

Coliseum Parking Structure Data:

Structures Parking: 2,280 Cars

Site 9: High Point Road Hospitality

SITE DATA:

Total Acreage: 5 ac

Existing Uses: Commercial/Restaurants/Coliseum Inn Hotel

Retail/Restaurant Data:

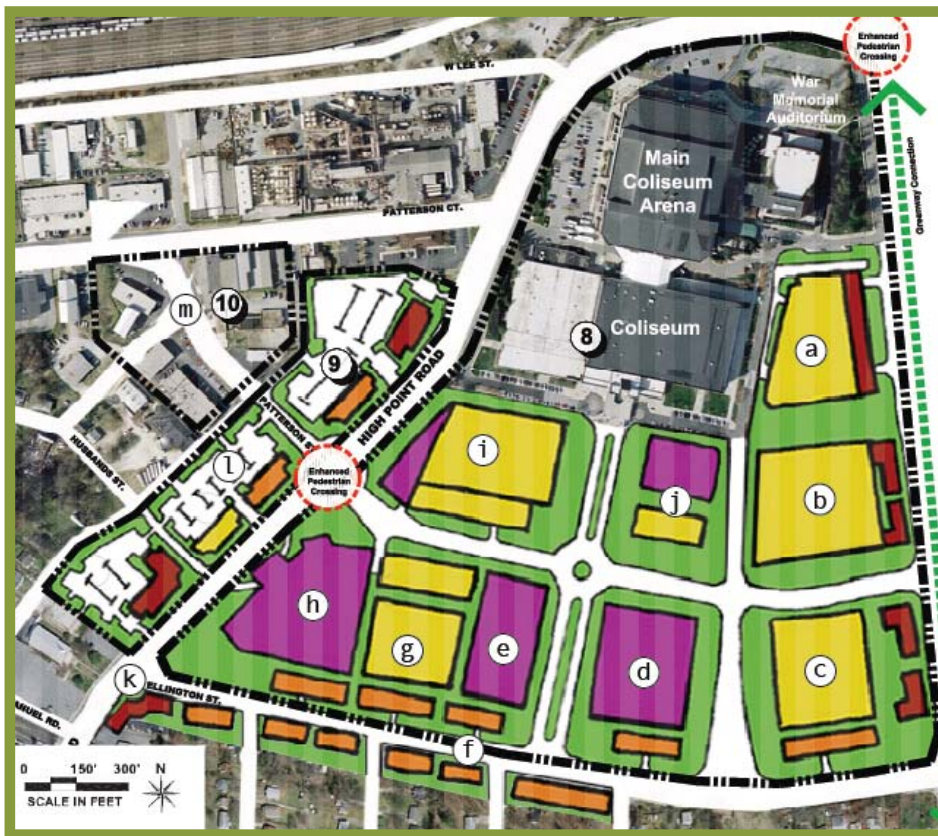
Building Area: 20,000 sf

Surface Parking: 200 Cars (10/1,000)

Site 10: Gateway to Patterson Industrial Park

SITE DATA:

Existing Uses: Automotive Services/Small Commercial and Distribution



SITES 8, 9, & 10: The Sports & Recreation Hub

Building Details

A) Active sports/recreation or entertainment venue facing Coliseum Boulevard and multi-level parking structure facing and accessible from internal circulation system.

B) 2-3 story multiple-family dwellings facing Coliseum Boulevard and multi-level parking structure facing and accessible from internal circulation system

C) 2-3 story multiple-family dwellings facing Coliseum Boulevard and Ellington Street and multi-level parking structure facing and accessible from internal circulation system

D) 2 – 3 story multiple-family dwellings facing Ellington Street and Coliseum related exhibition and entertainment venue facing and accessible to internal circulation. Active first floor mixed uses spaces facing east-west internal circulation.

E) 2 – 3 story multiple-family dwellings facing Ellington Street and Coliseum related exhibition and entertainment venue facing and accessible to internal circulation. Active first floor mixed uses spaces facing east-west internal circulation.

F) Multiple family dwellings facing Ellington Street with alley access and transition to adjacent single-family homes

G) Active first floor mixed use spaces facing east-west internal circulation and multi-level parking structure accessible from internal circulation system

H) Adaptive reuse of architecturally significant portion of the Canada Dry building plus necessary additions supporting a sports/recreation or entertainment venue facing High Point Road (supported by on Coliseum site parking structures)

I) Sports/ Recreation or Entertainment or Hospitality/ Hotel site facing High Point Road supportive of Coliseum activities; active first floor mixed use spaces facing east-west internal circulation; multi-level parking structure accessible from internal circulation.

J) Active first floor mixed use spaces facing east-west circulation in front of existing Coliseum Exhibit Building

K) Retail/Restaurant 1 story

L) Mixed use/ Restaurant and Hospitality facing High Point Road with shared off-street surface parking to the rear.

M) Gateway to Patterson Industrial Park, including adaptive reuse and new single and two story mixed-business facilities

SITES 11 & 12:

NEIGHBORHOOD SUPPORT & CONVENIENCE DISTRICT

Land uses include:

- * Residential
- * Grocery Stores
- * Neighborhood Retail
- * Restaurant

Site 11 Vacant Parcels Behind Shell Gas

SITE DATA:

Total Acreage: 2.6 ac

Existing Land Uses: Vacant/Not Designated

Residential Data:

Residential Lot Area:

12 Lots @ 5,500 – 9,500 sf

Site 12: China King & Adjacent Uses

SITE DATA:

Total Acreage: 11.5 as

Existing Land Uses: Multiple Uses/Retail/Restaurant/Bar Club Restaurant

Retail/Restaurant Data:

Building Area: 104,800 sf

Surface Parking: 729 Cars (6.9/1,000)



Site 11

Site 12



SITES 11 & 12: Neighborhood Support & Convenience District

Building Details

Building Details

A) Affordable Single Family Detached or Attached Homes
12 Lots
5,500 – 9,500 sf

B) Restaurant/Retail, 1 Sty
15,000 sf
124 Cars (8.2/1,000)

C) Restaurant, 1 Sty
13,500 sf
130 Cars (9.3/1,000)

D) Neighborhood Oriented Retail, 4 Bldgs, 1 Sty
76,300 sf
475 Cars (6.2/1,000)

SITES 13 & 14:

NATIONAL RETAIL AND HIGHWAY INTERCHANGE INFLUENCED DISTRICT HOSPITALITY HUB

Land uses include:

- * A planned integrated development of retail and small office support
- * Creates a transition to existing residential
- * Provides convention hub support use with large format hotels

Site 13: Office Depot / Burlington Coat Factory / Retail Center

SITE DATA:

Total Acreage: 16 ac

Existing Land Uses: Multiple Uses/Restaurant

Retail Data:

Building Area: 192,000 sf

Surface Parking: 768 Cars (4/1,000)

Site 12: Vacant Property Behind Park Lane Hotel

SITE DATA:

Total Acreage: 48 ac

Existing Land Uses: Hotel/Restaurant/Office/Bar Club Restaurant

Retail/Restaurant Data;

Building Area: 49,000 sf

Surface Parking: 521 Cars (10/1,000)

Hotel/Restaurant Data:

Building Area: 108 Rooms @ 1,500 sf

Surface Parking: 350 Cars

Structured Parking: 150 Cars

Total Parking: 500 Cars

Office Data:

Building Area: 26,000 sf

Surface Parking: 162 Cars (3/1,000)

Senior Living Data:

Building Area: 48 du @ 1,200 sf

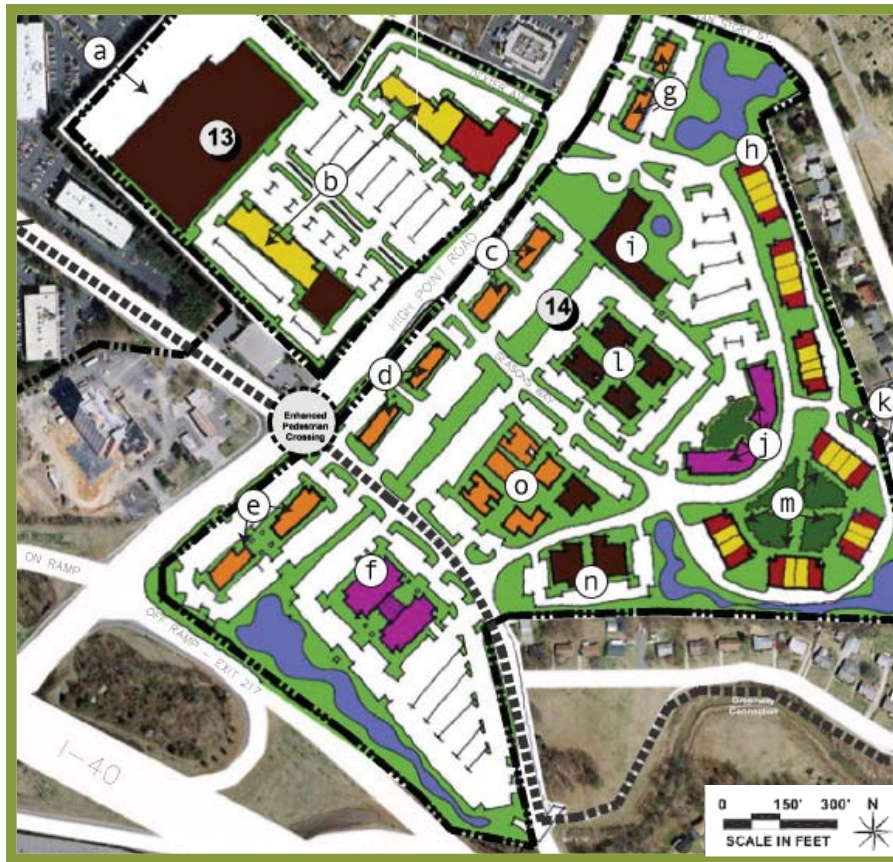
Surface Resident Parking: 72 Cars (1.5/du)

Surface Employee Parking: 20 Cars

Residential Data:

31 Rowhomes @ 2,250 sf

Garage Parking: 62 Cars/du



SITES 13 & 14: National Retail and Highway Interchange Influenced District

Building Details

- | | |
|--|---|
| A) Meadowview Office Park Improvements | G) Restaurant/Retail, 1 Sty
10,000 sf
100 Cars (10/1,000 sf) |
| B) Retail Center, 1 Sty
Existing Big Box Retail: 125, 000 sf
Existing Chili's Restaurant: 12,000 sf
New Retail: 55,000 sf
Total Retail: 192,000 sf
Total Parking: 768 Cars (4/1,000 sf) | H) Rowhomes |
| C) Restaurant/Retail, 1 Sty
12,000 sf
128 Cars (10/1,000 sf) | I) Park Lane Hotel Renovation or Alternative Reuse as
Condominium |
| D) Restaurant/Retail, 1 Sty
12,000 sf
128 Cars (10/1,000 sf) | J) New or Relocated Senior Living, 4 Sty
48 du @ 1,200 sf ea
72 Cars (1.5/du)
20 Cars Employee Parking |
| E) Restaurant/Retail, 1 Sty
15,000 sf
165 Cars (10/1,000 sf) | K) Neighborhood Access/Greenway Connection |
| F) Multi-Story Hotel/Restaurant, 10 Sty
4th – 9th Floors: 96 Rooms @ 1,500 sf ea
10th Floor Restaurant: 5,000 sf
10th Floor Hotel Rooms: 12 Rooms @ 1,500 sf ea
Surface Parking: 350 Cars
Structured Parking: 150 Cars
Total Parking: 500 Cars | L) Existing Office Cluster |
| | M) Rowhomes |
| | N) Existing Office Cluster |
| | O) Hospitality Inns & Suites, 3-4 Sty |

D2) Land Use and Zoning

The majority of the High Point Road/West Lee Street corridor is designated Mixed Use Commercial in the Connections 2025 Comprehensive Plan and Glenwood Neighborhood Plan, with smaller concentrations of Institutional and various Residential designations. To facilitate the greater intensity and mixture of pedestrian oriented uses in the corridor and establish appropriate transitions between residential and non-residential/mixed use areas, a corridor Future Land Use Map is included with this Plan. The definitions for these future land use designations are the same as those in the City's adopted Comprehensive Plan. The Future Land Use Map, shown on Page 53, notes the following:

- Areas along West Lee Street between Freeman Mill Road and South Aycock Street are designated Mixed Use Commercial and Mixed Use Residential. This is a reflection of the anticipated mixed development patterns linked to UNCG (and to a lesser degree other local colleges and universities) and the Glenwood neighborhood
- An additional area is designated Mixed Use Residential one block in from the intersection of Coliseum Boulevard and West Lee Street. This serves the dual function of supporting the sports village concept that includes a significant new residential component and provides clearer boundaries between activities related to the Coliseum area and the Glenwood neighborhood.
- Areas between residences in the Hillsdale Park neighborhood and the restaurants, hotels and offices located on the east of High Point Road, north of I-40, are designated Mixed Use Residential, reflecting proposed future residential uses as part of larger redevelopment efforts in that area.
- The Mixed Use Commercial designation along High Point Road is limited to properties directly adjacent to High Point Road to establish clearer boundaries between commercial and other non-residential uses along High Point Road and adjacent low density residential neighborhoods of Ardmore Park, Hillsdale Park and Piedmont Heights.
- More definite boundaries for the Patterson Street industrial area and commercial related uses west of the Coliseum are also identified.
- All remaining areas will maintain the Mixed Use Commercial designation; or Low Residential designation for the potential residential site in the Ardmore Park neighborhood. It should be noted that while areas around UNCG and the Coliseum are shown as Mixed Use Commercial in the corridor future land use plan, it is understood that these large institutions will significantly influence future development in these areas.

Consistent with the Comprehensive Plan, almost seventy-five percent of the High Point Road/West Lee Street corridor is currently zoned for commercial or industrial uses. As the future land use map encourages more intense and mixed land uses, this Plan recommends some adjustments to existing zoning as property is redeveloped:

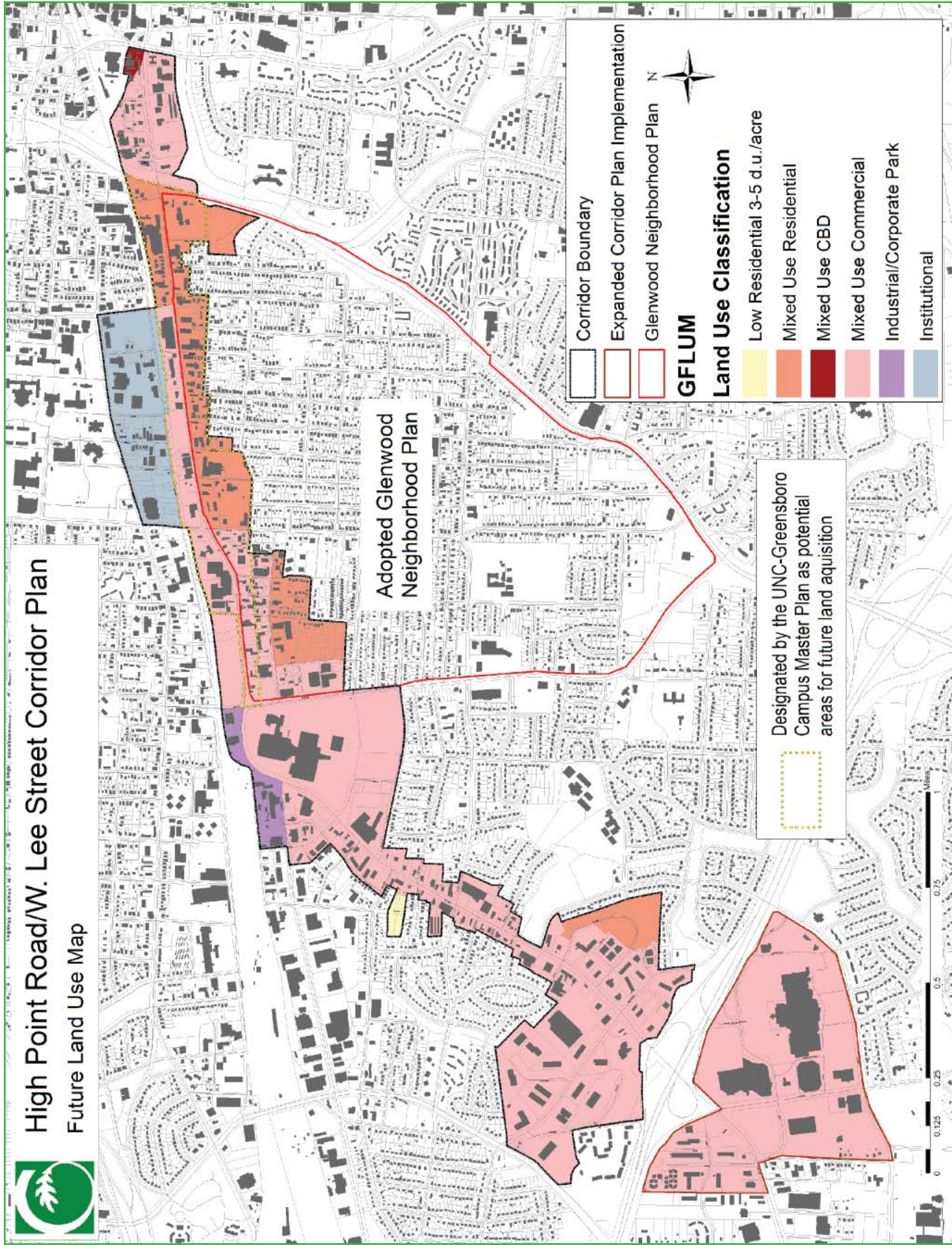
- Remove all Heavy Industrial zoning outside of the stable Patterson Street industrial area to facilitate new commercial, light industrial, office and residential uses.
- The use of the Planned Development Infill zoning district is encouraged as it provides more development flexibility and should encourage development that is more unified and pedestrian scaled in design and can more easily facilitate mixed use development that is compatible with surrounding areas, particularly adjacent lower intensity residential uses.
- Remove all Heavy Industrial zoning outside of the stable Patterson Street industrial area to facilitate new commercial, light industrial, office and residential uses.

The use of the Planned Development Infill zoning district is encouraged as it provides more development flexibility and should encourage development that is more unified and pedestrian scaled in design and can more easily facilitate mixed use development that is compatible with surrounding areas, particularly adjacent lower intensity residential uses.

Other zoning districts such as General Business, General Office Moderate Intensity and General Office-High Intensity could be appropriate to replace industrial zoning in areas where mixed development is encouraged. Additionally lower intensity commercial and office zoning such as Limited Business, Neighborhood Business and Limited Office are encouraged for areas that are more logically oriented towards local services and are less connected to the nearby highway.



High Point Road/W. Lee Street Corridor Plan Future Land Use Map



Adopted Glenwood
Neighborhood Plan

- Corridor Boundary
- Expanded Corridor Plan Implementation
- Glenwood Neighborhood Plan

GFLUM

Land Use Classification

- Low Residential 3-5 d.u./acre
- Mixed Use Residential
- Mixed Use CBD
- Mixed Use Commercial
- Industrial/Corporate Park
- Institutional

Designated by the UNC-Greensboro
Campus Master Plan as potential
areas for future land acquisition



D3) Transportation

(see Action Plan for additional details)

Much of the transportation focus in the High Point Road/West Lee Street corridor has been on moving large volumes of auto and truck traffic through the corridor, and to and from Coliseum events; encouraging auto oriented land development patterns that have limited opportunities for pedestrians, bicyclists and transit riders. While this Plan acknowledges the need to preserve existing auto traffic capacity, expanding opportunities for pedestrians, bicyclists and transit riders will be crucial to the overall success of corridor redevelopment. To that end this Plan focuses on enhancing existing transportation options and routes and creating safe and more efficient routes between major corridor destinations and new land uses.

Given the corridor's location and connections to numerous major destinations, its potential as one of the highest intensity corridors with significant transportation options is apparent. Such varied transportation options are needed to support the types of development recommended under the Reinvestment and Land Use section.

Pedestrian

Major priorities to enhance pedestrian use of the corridor focus around improvements at key intersections, enhancing the existing sidewalk network for the corridor (and related areas), providing links to existing and planned greenways and the inclusion of pedestrian amenities with new investment. Recommended enhancements include:

- Increase and enhance pedestrian signage, primarily at intersection crossings
- Install or upgrade pedestrian countdown signals at key intersections
- High visibility crosswalks at intersections to make them more visible to motorists
- Install pedestrian refuge islands or bulb-outs at intersections to reduce pedestrian crossing distances
- Bring existing corridor sidewalks up to City standards (at minimum), and increase sidewalk widths throughout corridor through public improvements or through property redevelopment
- Identify gaps in sidewalk network (and connections between major destinations) and fill in as part of public improvements or through property redevelopment
- Link sidewalks to existing or proposed greenways to expand pedestrian options. Priorities include proposed Downtown Greenway (first leg crosses corridor) and linkages to existing Hillside Park greenway
- Include pedestrian amenities (eg. pedestrian scaled entrances, clear access from public rights-of-way, inclusion of active street level uses) with new investment
- Enhance railroad underpasses at Chapman Street, South Aycock Street, Tate Street and Fulton Street and longer term create new pedestrian/bicycle underpass at Forest Street/Glenwood Avenue

Bicycle

Major priorities to enhance bicycle use in the corridor also relate to improvements at key intersections that are connected to primary north-south routes that intersect the corridor, better linkages to existing bicycle lanes and inclusion of bicycle amenities with new investment. Creation of bicycle lanes on High Point Road / West Lee Street will be evaluated as part of Conceptual Streetscape Plan refinement. In addition, connections to parallel, existing bike lanes along Spring Garden Street and West Florida Street will reinforce Greensboro's new and growing network of bicycle connections.

- Provide information and bike-safety signs at intersection crossings and bike route directional signs along the roadway.
- Improve intersections with designated bike crossing areas where bike routes cross the corridor.
- Strengthen connections to existing bicycle lanes on Spring Garden Street and West Florida Street.
- Include bicycle amenities (eg. dedicated bicycle parking spaces, secure, weather resistant storage areas for bicycles) with new corridor investment.
- Enhance railroad underpasses at Chapman Street, South Aycock Street, Tate Street and Fulton Street and longer term create new pedestrian/bicycle underpass at Forrest Street/ Glenwood Avenue.



Bicycle Amenities include covered bike lock-up areas

Transit/Rail

In addition to enhancements for pedestrians and bicyclists, the High Point Road/West Lee Street corridor is ideally suited for expanded transit services (and possibly regional rail) due to its connections to downtown and several major city and regional destinations, and several adjacent urban neighborhoods. Recommendations from the Reinvestment and Land Use section, with priority on higher intensity, mixed development, also lend support to increased transit options. This Plan recommends the designation of this corridor as a “quality route” with enhanced levels of service, expanded bus facilities and comprehensive branding as high priority transit route. The North Carolina rail line that runs just to the north of West Lee Street is also designated on the City’s Comprehensive Plan for proposed commuter rail.

- Evaluate timing of traffic signals to give priority to buses
- Increase frequency of existing services and/or introduce new corridor specific services as development of higher intensity land uses occurs
- Upgrade bus stops and shelters to make them more attractive and easier to use (could mean consolidation or changes to existing stops)
- Include transit amenities (eg. provision of transit shelters or space to put transit shelters) with new investment
- Officially designate corridor as a “quality route” or “transit focused corridor” to coordinate efforts in enhancing transit
- Support development of regional rail along existing railway corridor located primarily north of West Lee Street
- Support development of regional rail facilities around UNCG campus (24 hour) and near Coliseum (event only)



Example of an improved bus stop shelter

D4) Infrastructure and Appearance

(see Action Plan for additional details)

As noted in the Existing Conditions and Opportunities section High Point Road/West Lee Street is dominated by a multilane, high capacity road focused primarily on moving persons through the corridor to various destinations. Development along the corridor has been uneven and fairly haphazard with tremendous variation in the size and location of various uses, location of parking areas and roadway access, architecture, landscaping, lighting and signage. The goal of this Plan is to provide a unifying framework built around public and private improvements that will significantly change the function and character of the corridor over time.

The initial priority in discussing infrastructure is the roadway itself with its significant number of auto travel lanes that has resulted in limited opportunities for other transportation options and encouraged development with much less relation to the corridor roadway that connects it. The current configuration of the roadway contains travel lanes that are wider for much of the corridor than NC DOT minimum standards, a key factor as this corridor was formerly State designated NC 6. This may provide some flexibility to narrow lanes in some sections. Apparent flexibility also exists in the total number of travel lanes along High Point Road associated with the reversible lane system serving the Coliseum complex from Interstate 40. While this system is useful for managing traffic for large Coliseum special events, the facility could support daily non-event traffic volumes with a reduced section width at an acceptable level of service. Given that the majority of event traffic from I-40 / I-85 is directed to enter via Coliseum Boulevard, further enhancements to Coliseum Boulevard should be studied to help manage the flow of traffic more efficiently along that facility. Physical changes to the roadway will be accomplished primarily through public investments and coordination. Major priorities for roadway changes include:

- Reduce width of auto travel lanes to create additional space within the public right-of-way for other improvements such as landscaping (medians or sides of road), wider sidewalks, transit enhancements, and on-street parking
- Reconfigure number of travel lanes on High Point Road, including eventual removal of reversible lane system in favor of a fixed lane pattern.
- Create physical separation between pedestrians and vehicles throughout the corridor
- Improve key intersections to enhance safety and improve the overall appearance of the corridor
- Rename or create designation for roadway to promote new investment and shift in focus (i.e. Gateway or Corridor)

In addition to changes to the roadway itself, the surrounding spaces around the roadway are just as important to long term improvements and investments in the corridor. These areas may include some existing public rights-of-way but primarily involve private property visible from the roadway (semi-public and private spaces). Major priorities for visible portions of the corridor outside the roadway include:

- Approve a Conceptual Streetscape Plan (included with this Plan) that sets recommended standards for landscaping, signage, lighting, sidewalks, intersections and access. More specific streetscape standards, based on location and influences, will be addressed in initial implementation
- Develop a corridor overlay district that will include standards to improve the overall function and appearance of the corridor
- Evaluate and secure additional easements as needed to consolidate or reconfigure public and private utilities, enhanced landscaping or other corridor improvements



Trees, paved areas, and on-street parking buffer pedestrians from traffic in this example.



Example of enhanced pedestrian crosswalks

D5) Conceptual Streetscape Plan

Paths and Nodes

Significant public discussion regarding the desirability of the High Point Road / West Lee Street Corridor focused on the character and safety within the public controlled right-of-way...the “streetscape.” The analysis, public input, and recommendations key on these fundamentals:

- Increase pedestrian comfort and safety, particularly at intersections and road crossings
- Reduce visual clutter
- Manage congestion and conflicts between accessibility and roadway capacity
- Create a consistent image, from gateway through destination across the entire corridor, without sacrificing differences between unique areas to uniformity.

High Point Road and West Lee Streets are not consistent rights-of-ways. Across the 3 ½ mile corridor, there are many different lane widths and configurations, varying sidewalk widths and conditions, differences in traffic volumes, different forms and qualities of street lighting and differences in site accessibility. Right-of-way widths vary, adjacent land-uses vary, truck/auto/pedestrian/bicycle mode volumes vary. Each of these conditions lead to the strong conclusion that one streetscape system cannot be successfully applied to the entire corridor. As such, this plan recommends improvements at intersection nodes, and the vehicular and pedestrian paths between these intersection nodes which reflect the adjacent and surrounding conditions. Nodes fall into three categories:

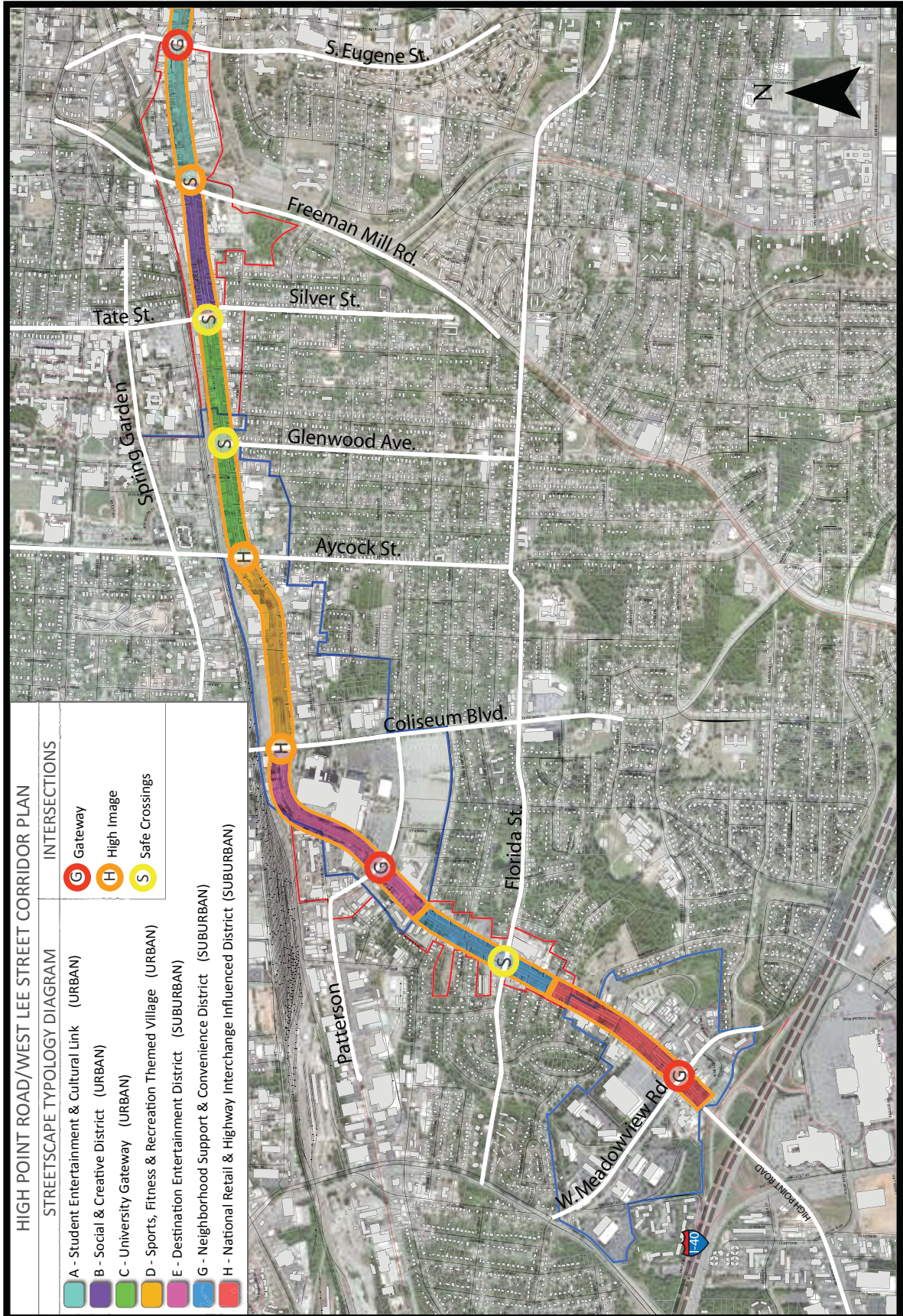
1. Gateway Nodes – Primary entries into the corridor which provide great opportunities to introduce the corridor, set the corridor theme, and welcome travelers. Meadowview Road, Patterson Street and South Eugene Street are designated as gateway nodes.
2. High Image Nodes – Places where large numbers of pedestrians and vehicles come together require special treatment to present a positive image and to accommodate safe interaction. South Aycok Street and Coliseum Boulevard are designated as high image nodes.
3. Safe Crossing Nodes – Clear crosswalk designations, traffic signal/pedestrian signal systems, and higher street lighting levels will accommodate and encourage pedestrian (and bicyclist) traffic supporting businesses and residential development in the corridor. Freeman Mill Road, Tate Street/Silver Street, Glenwood Avenue and West Florida Street are designated as Safe Crossing nodes.

Two general forms of path are indicated, though dozens of variations on these two categories will evolve based on the specific physical limitations of right-of-way and reflective of the land-uses which abut these paths:

- Urban Corridor – Where the tightest rights-of-way widths constrain public improvements, most commonly in the older developed areas of West Lee Street, attractive and safe improvements can make the paths more comfortable, usable and attractive to both vehicular and pedestrian users. The Urban Corridor extends from South Eugene Street on the East to Coliseum Boulevard on the West.
- Suburban Corridor – Wider rights-of-way, auto-oriented development, larger frontages, and deeper building setbacks allow streetscape improvements to accommodate more landscaping, wider sidewalks, and may allow for reduced visibility of overhead utilities. The Suburban Corridor extends from Coliseum Boulevard on the East to Interstate 40 on the West.

Streetscape Typology Map

RECOMMENDATIONS FOR CHANGE



High Point Road/West Lee Street Corridor

Node Matrix (Please refer to Streetscape Typology Map)

Node / Path (Throughout the Corridor)	Primary Influence	Streetscape Form	Pedestrian / Vehicular Needs; Public Improvements
S. Eugene/W. Lee St. Intersection	Downtown Related Vehicular Traffic	Gateway Intersection	Consistent street lighting, relocated out of the sidewalk
<i>Eugene to Freeman Mill Rd.</i>	Student/entertainment & cultural activities	Urban corridor	Pedestrian actuated crossing lights; refuge islands; welcome banners
Freeman Mill Rd. / W. Lee St. Overpass; Downtown Greenway Crossing	Downtown Greenway Crossing	Safe Crossing	Sidewalk impediment removal, Pedestrian Scale lighting; driveway consolidation; parallel parking along retail businesses
<i>Freeman Mill Rd. to Tate St./Silver St.</i>	Social and Creative District	Urban corridor	Pathway crossing with bicycle accessible light activation; safe bicycle activated crossing at greenway
Tate St. Silver St. / W. Lee St. Intersections	Student/faculty pedestrian environment	Safe Crossing	Sidewalk impediment removal, Pedestrian Scale lighting; accommodations at historic/adaptive sites parallel parking along retail businesses
<i>Tate St. Silver St. to Glenwood Ave.</i>	University Gateway	Urban corridor	Intersection alignment, unified pedestrian crosswalk lighting, pedestrian refuge islands
Glenwood Ave./ W. Lee St. Intersection	University Gateway	Safe Crossing	Sidewalk impediment removal, Pedestrian Scale lighting; driveway consolidation; parallel parking along retail businesses
<i>Glenwood Ave. to Aycock St.</i>	University Gateway	Safe Crossing	Grade separated pedestrian /bicycle connection to UNCG campus; Pedestrian actuated crossing lights; refuge islands;
Aycock St. / W. Lee St. Intersection	Shared pedestrian / vehicular volume	High Image Crossing	Pedestrian scale lighting, driveway consolidation, buffers to offstreet parking areas
<i>Aycock St. To Coliseum Blvd.</i>	Sports, fitness & recreation themed village	Urban corridor/boulevard	Narrowed crossing, highly visible crosswalks, enhanced street lighting and amenities to lighten driver, pedestrian and bicyclist awareness; UNCG identity/wayfinding improvements.
Coliseum Blvd. Intersection	Event traffic; Shared pedestrian / vehicular volume	High Image Crossing	Sidewalk impediment removal, additional sidewalk width, Pedestrian Scale lighting; driveway consolidation, buffers to offstreet parking areas
<i>Coliseum Blvd. to Patterson St.</i>	Event traffic, Industrial views	Suburban Corridor	Pedestrian refuge islands, highly visible crosswalks; enhanced street lighting and amenities to lighten driver, pedestrian and bicyclist awareness; Coliseum identity/wayfinding improvements.
Patterson St. /High Point Rd. Intersection	Employment Park Gateway; Event Traffic	Gateway Intersection	Boulevard landscaping, screening of industrial views, sidewalk relocation, sidewalk impediment removal, pedestrian scale lighting; driveway consolidation; buffers to off-street parking areas; removal of reversible lane system and overhead controls
<i>Patterson St. to Florida St.</i>	Entertainment District; Neighborhood support and convenience retailing	Suburban Corridor	Pedestrian actuated crossing lights; refuge islands; welcome banners
Florida St./High Point Rd. Intersection	Event Traffic, Neighborhood support and retailing	Safe Crossing	Boulevard landscaping, sidewalk relocation, sidewalk impediment removal, pedestrian scale lighting; driveway consolidation; buffers to off-street parking areas; removal of reversible lane system and overhead controls
<i>Florida St. to Meadowview Rd.</i>	Hospitality district	Suburban Corridor	Removal of sidewalk impediments , bicyclist activated crossing at greenway /pedestrian crossing
Meadowview Rd. / High Point Rd. Intersection	Business Park and Hospitality District Traffic; Corridor Gateway	Gateway Intersection	Sidewalk impediment removal, additional sidewalk width, Pedestrian Scale lighting; Removal of reversible lane system and overhead controls
			Pedestrian actuated crossing lights; refuge islands; welcome banners

Gateway Intersection 3-D Rendering

RECOMMENDATIONS FOR CHANGE

Pedestrian refuge island

Identity wall

Pole mounted gateway sign

**Thematic road markings
for pedestrian crossings**

**Roadway lighting with
pedestrian lighting and
banner**



Bollards

Seat wall with piers and lights

Gateway Intersection

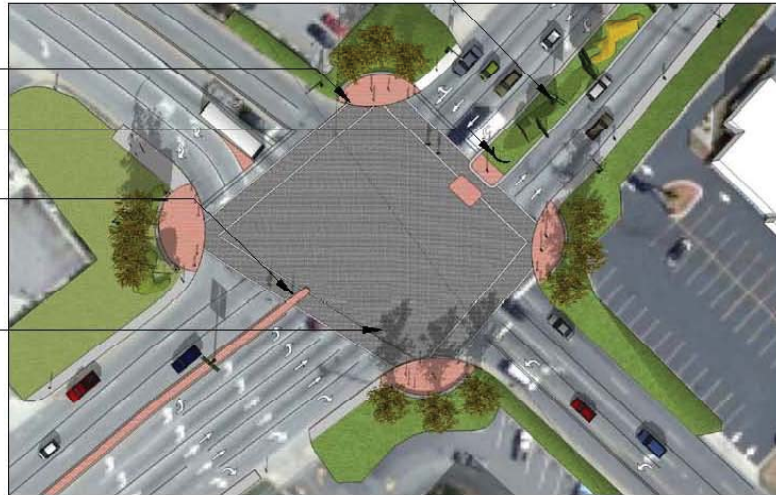
Pole mounted gateway sign

Pedestrian actuated signal

Identity Wall

Refuge Islands with concrete pavers

Thematic road markings for full intersection and pedestrian crossings



TYPICAL GATEWAY INTERSECTION

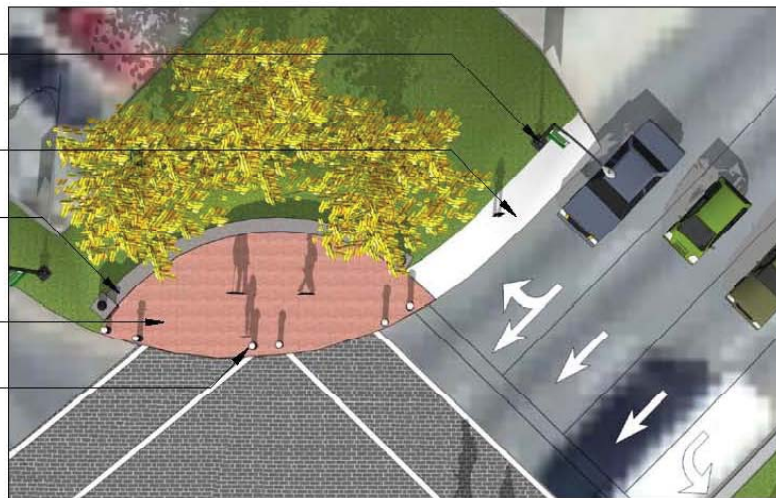
Roadway lighting with pedestrian lighting and banners

Maximize width of sidewalk

Stone seat walls and end piers with lights

Concrete pavers

Bollards



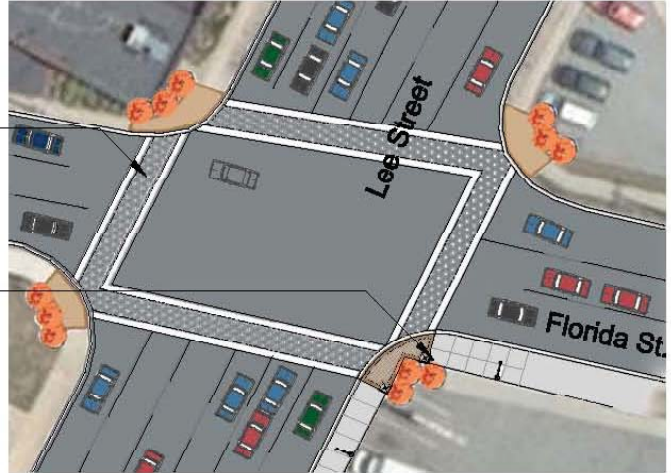
CORNER ENLARGEMENT

RECOMMENDATIONS FOR CHANGE

Safe Intersection

Thematic road markings for pedestrian crossings

Pedestrian actuated signal



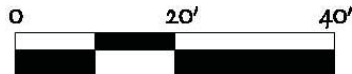
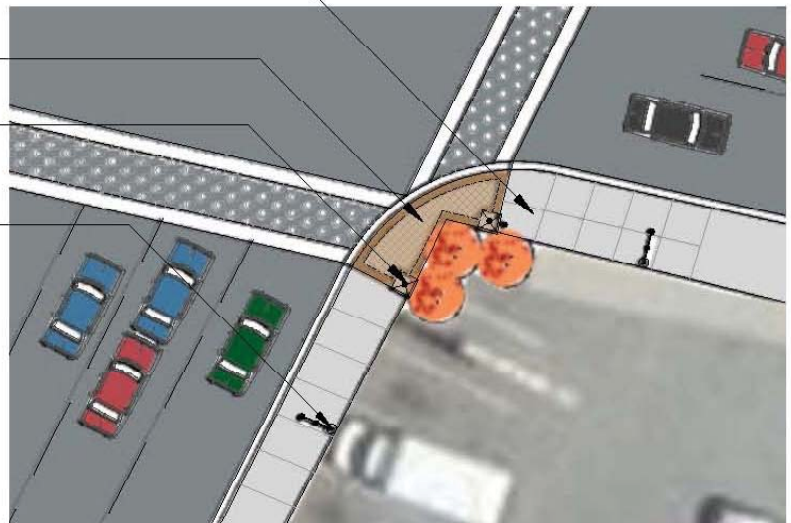
TYPICAL SAFE CROSSING INTERSECTION

Maximize width of sidewalk

Concrete pavers

Stone piers with lights

Roadway lighting with pedestrian lighting and banner

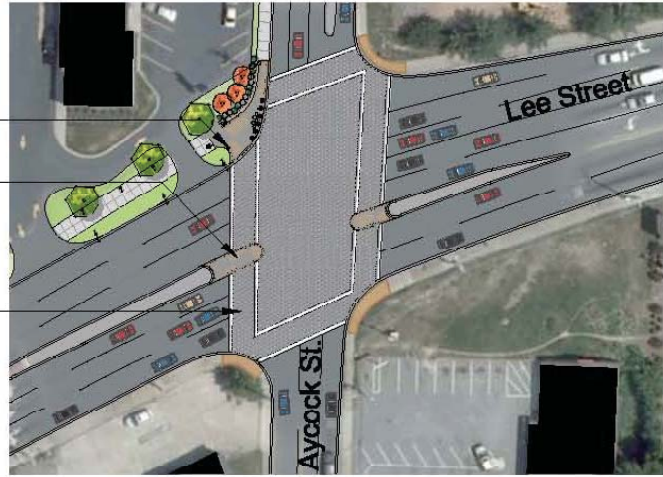


SCALE IN FEET

CORNER ENLARGEMENT

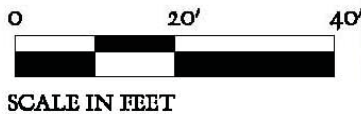
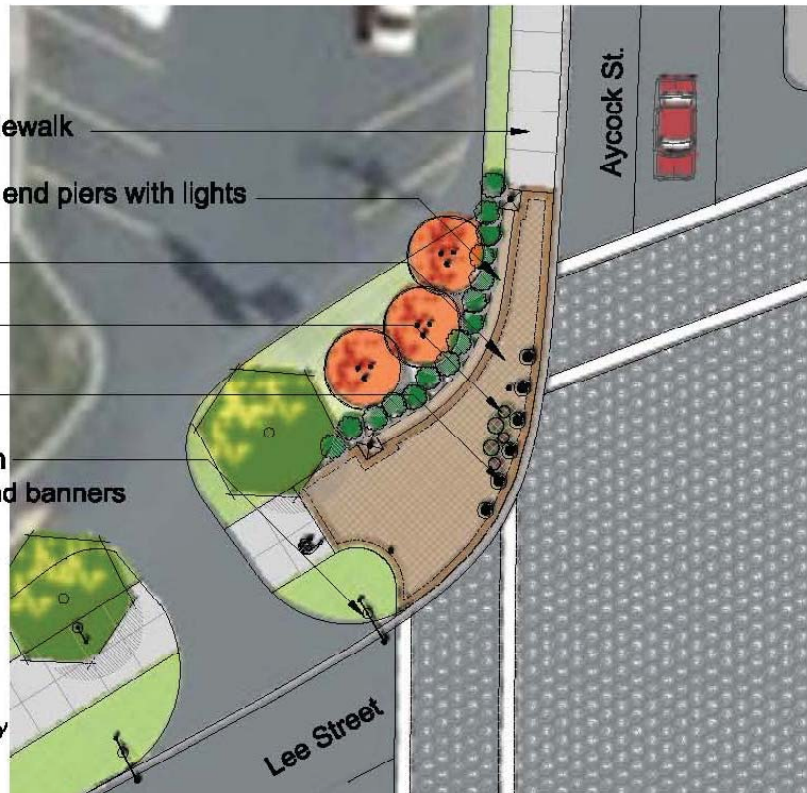
High Image Intersection

- Pedestrian actuated signal
- Refuge Islands with concrete pavers
- Thematic road markings for full intersection and pedestrian crossings



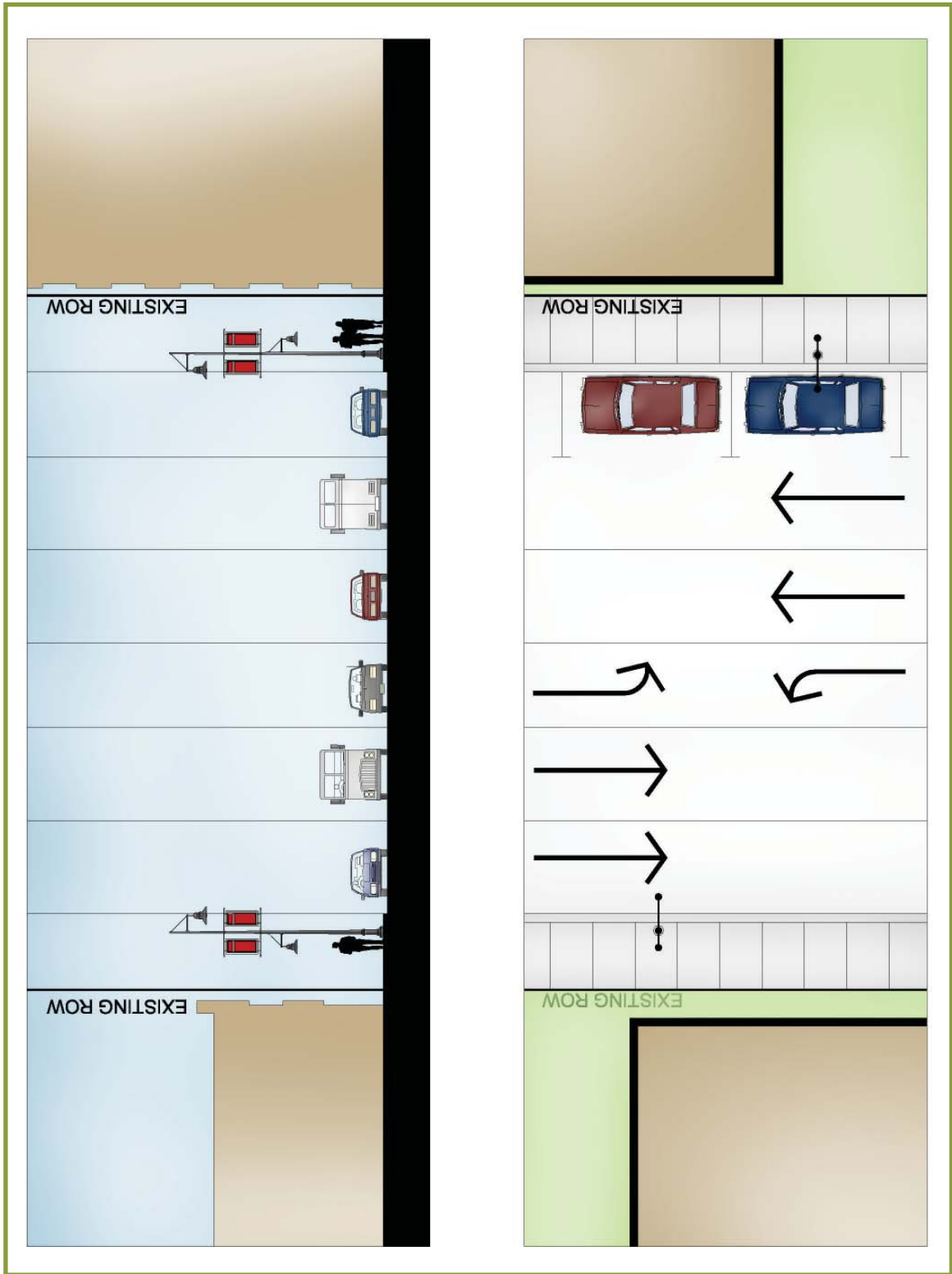
TYPICAL HIGH IMAGE INTERSECTION
Not to Scale

- Maximize width of sidewalk
- Stone seat walls and end piers with lights
- Concrete pavers
- Planters
- Bollards
- Roadway lighting with pedestrian lighting and banners

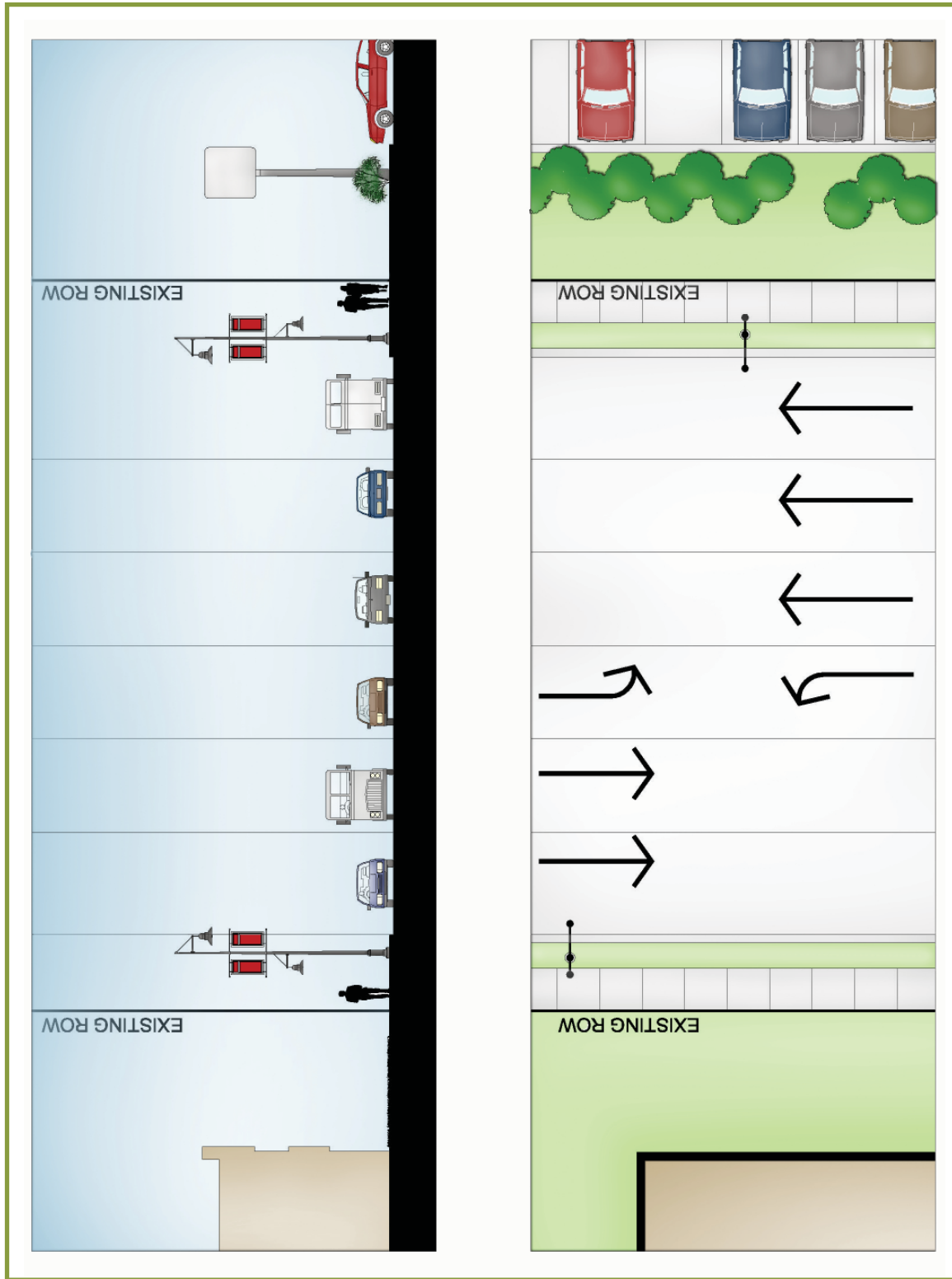


CORNER ENLARGEMENT

Urban Streetscape Elevation



Suburban Streetscape Elevation



RECOMMENDATIONS FOR CHANGE

D6) Public Safety

(see Action Plan for additional details)

The overall level of public safety, and the negative aspects on the corridor relative to investment and use, was identified early in the process as a major priority for this Plan. As noted in the Existing Conditions section the overall level of major crimes in the corridor increased slightly between 2002 and 2007 in terms of real numbers and as a percentage of the city's overall crime rates. However the perception of the corridor as an unsafe place to be has increased more significantly based on information provided by corridor stakeholders and the general public. Reasons for this increase in negative perception relate to an increasing number of vacant or poorly maintained properties, particularly older commercial and industrial properties, deterioration of existing infrastructure, and lack of safe routes for pedestrians, bicyclists and transit users to easily navigate the corridor. An additional issue noted with this negative perception is a significant presence of homeless individuals and loiterers. This is due in part to a concentration of social service facilities along West Lee Street, including the City's primary homeless shelter operated by Greensboro Urban Ministries, and to scattered locations frequented by day laborers.

Major priorities for addressing public safety in the High Point Road/West Lee Street corridor include:

- Increase participation in community and business watch groups throughout the corridor
- Provide comprehensive education to property owners, businesses, residents and visitors on steps to reduce crime
- Comprehensively evaluate and track crime data in the corridor to identify problem issues and properties, in order to more effectively target resources
- Coordinate public and private security resources to ensure adequate crime control and public safety during large events and to more effectively address day to day issues
- Implement physical improvements such as lighting and landscaping to deter criminal activity while making spaces more inviting to pedestrians
- Identify additional public and private resources to enhance security throughout the corridor
- Improve key intersections and stretches of roadway to improve safety for pedestrians and bicyclists.
- Promote positive aspects of corridor, including new public and private investments
- Support creation of a full service day center for homeless individuals and evaluate consolidation of known day labor sites to a single drop off and pick up point, possibly in the Patterson Street Industrial area

D7) Implementation

(see Action Plan for additional details)

As with any planning document, the ability to effectively implement the High Point Road/West Lee Street Corridor Plan is crucial to its success in addressing previously outlined recommendations. Towards this end, this Plan includes a more detailed Action Plan of short (1-2 years), medium (3-5 years) and long (5+ years) term action steps. This Action Plan identifies both specific actions to undertake in the appropriate timeframes as well as additional studies and analysis needed following the adoption of the Corridor Plan.

Effective implementation of this Corridor Plan will require significant public input and direction after Plan adoption, the identification and use of varied public and private resources, coordinated marketing and promotion strategies, active public and private partnerships and use of specific benchmarks to evaluate the Plan's success. It should be noted for that purposes of implementation areas located directly to the west of Interstate 40 are included with recommendations for this Corridor Plan. These areas include numerous hotels, the Koury Convention Center and Four Seasons Mall, and make sense for inclusion due to the significant physical and economic connections to areas on the east side of Business 40. Inclusion of these additional areas also supports the hospitality village land use concept and will enable more effective conversations on connecting major corridor destinations and identifying additional resources for corridor improvements.

Major priorities for implementation of the High Point Road/West Lee Street Corridor Plan include:

- Creation of a formal citizen group with representation from both corridor and citywide interests to oversee and advocate for Plan implementation. The eventual incorporation of this group is recommended to formalize the makeup and responsibilities of this group (Downtown Greensboro Inc. is a potential model)
- Identification and use of varied resources for corridor improvements and to encourage significant new investment, including public bond funds, potential Business Improvement District, self financing bonds, NC Urban Progress Zone Designation, and other public and private resources
- Implement a comprehensive marketing strategy to promote the corridor, built around the key economic themes (and identified village concepts) of university/mixed use, sports, recreation and fitness, and hospitality.
- Coordinate recommendations of this Corridor Plan with other previously adopted plans (i.e. Glenwood Neighborhood Plan, UNCG Master Plan, 2035 Long Range Transportation Plan)
- Strengthen partnerships between major activity centers on key issues such as transportation, recreational facilities and university related housing

High Point Road/West Lee Street Corridor Plan Action Plan

Goals/ Objectives	Short Term Actions (1-2 Years) [2009-2010]	Medium Term Actions (3-5 Years) [2011-2013]	Long Term Actions (5+ Years) [2014+]
Reinvestment and Land Use			
Establish corridor zoning overlay districts to enhance corridor development	Facilitate development and adoption of corridor overlay districts with associated design standards; includes pedestrian scaled overlay districts and higher intensity, mixed used activity center districts (Planning, Corridor Development Board)	Implement adopted overlay district standards for new corridor investment and evaluate adjustments as needed (Planning)	Continue implementation of overlay district standards and evaluate adjustments as needed (Planning)
Encourage development of shared facilities linking major activity centers (i.e. downtown, UNCG, Coliseum complex, and Mall/Convention Center)	Evaluate potential shared facilities such as local and regional recreation facilities, multipurpose sports fields and shared parking facilities (includes parking decks) to enhance corridor (City of Greensboro, Corridor Development Board, Other Partners) Identify resources (public and private) to encourage development of appropriate shared facilities (Corridor Development Board, City of Greensboro, Other Partners)	Begin construction of previously identified shared facilities (City of Greensboro, Corridor Development Board, Other Partners) Identify additional resources (public and private) to develop additional shared facilities (City of Greensboro, Corridor Development Board, Other Partners)	Complete development of previously identified shared facilities (City of Greensboro, Corridor Development Board, Other Partners)
Encourage compatible infill investment for key locations	Identify priority sites within identified opportunity sites for immediate and longer term redevelopment based on size, location or links to major activity centers (Corridor Development Board, Planning) Identify, marketing, financial and other incentives to facilitate land assembly and development (City of Greensboro, Corridor Development Board)	Continue using identified incentives to facilitate compatible infill development (City of Greensboro, Corridor Development Board) Apply standards of adopted zoning overlay district to ensure compatibility with surrounding areas and overall corridor (Planning)	Continue using identified incentives to facilitate compatible infill development (Planning, Corridor Development Board) Apply standards of adopted zoning overlay district to ensure compatibility with surrounding uses and overall corridor (Planning)

Goal: Achieve active mixed uses throughout the corridor through significant public and private investment and use of appropriate zoning and land use tools and development incentives. Target investments that support major activity centers and pedestrian areas, encourage compatible infill development, and incorporate historic structures and unique local uses where possible.

Goals/ Objectives	Short Term Actions (1-2 Years) [2009-2010]	Medium Term Actions (3-5 Years) [2011-2013]	Long Term Actions (5+ Years) [2014+]
Enhance neighborhoods located adjacent to corridor	<p>Confirm boundaries for most intense corridor related redevelopment (revised Activity Centers) (Planning, HCD, Corridor Development Board)</p> <p>Identify standards with zoning overlay district for appropriate transitions between adjacent non-residential and residential development (Planning, HCD, Corridor Development Board, Neighborhoods)</p> <p>Evaluate adjacent neighborhoods (Glenwood, Ardmore Park, Rainbow/Meadowood, Hilldale Park, Warnersville) for Neighborhood Plans or Neighborhood Conservation Overlays (HCD, Planning, Corridor Development Board, Neighborhoods)</p> <p>Begin initial neighborhood plan and/or neighborhood conservation overlays, as applicable (HCD, Planning, Neighborhoods,)</p>	<p>Implement adopted zoning overlay district standards for appropriate transitions between residential and non-residential uses (Planning, HCD)</p> <p>Complete initial neighborhood plan and/or neighborhood conservation overlay and begin implementation, as applicable (HCD, Neighborhoods, Planning)</p> <p>Evaluate potential for additional neighborhood plans or neighborhood conservation overlays (HCD, Planning, Neighborhoods)</p>	<p>Continue use of adopted standards for appropriate transitions between residential and non-residential properties (Planning, HCD)</p> <p>Continue implementation of neighborhood plans and neighborhood conservation overlays (HCD, Planning, Neighborhoods)</p>
Reduce number and frequency of site access points and promote cross access between developments	<p>Use existing standards and proposed overlay district standards to encourage cross access between adjacent parcels (Transportation, Planning)</p> <p>Facilitate rezonings, as appropriate, to consolidate parcels and access points (Planning, Transportation)</p>	<p>Continue using adopted standards to encourage cross access between adjacent parcels (Transportation, Planning)</p> <p>Continue to facilitate rezonings, as appropriate, to consolidate parcels and access points (Planning, Transportation)</p>	<p>Continue using adopted standards to encourage cross access between adjacent parcels (Transportation, Planning)</p> <p>Continue to facilitate rezonings, as appropriate, to consolidate parcels and access points (Planning, Transportation)</p>

Goals/ Objectives	Short Term Actions (1-2 Years) [2009-2010]	Medium Term Actions (3-5 Years) [2011-2013]	Long Term Actions (5+ Years) [2014+]
Facilitate higher densities and mixture of land uses to promote sustainable development and allow expanded transportation options	Identify potential incentives (flexible development standards, infrastructure improvements, amenities) to encourage higher density, mixed use development throughout corridor (Planning, Transportation, Corridor Development Board)	Utilize identified incentives to encourage higher density, mixed use development (City of Greensboro, Corridor Development Board)	Utilize identified incentives to encourage higher density, mixed use development (City of Greensboro, Corridor Development Board)
Incorporate sustainable building techniques for new corridor investment	Provide comprehensive education and links to resources (LEED, NC Green Building Code, etc.) for potential investors, City staff and public regarding green building techniques for corridor (Planning, HCD) Evaluate existing Comprehensive Plan and new Land Development Ordinance to identify needed adjustments to facilitate sustainable building techniques in corridor. Amend Ordinance and Plan as necessary. (Planning) Incorporate relevant green standards into zoning overlay district (Planning)	Use adopted green standards for review of new corridor investment (Planning, TRC) Facilitate Ordinance and Plan amendments as needed to support sustainable development (Planning)	Continue using adopted green standards for review of new corridor investment (Planning, TRC) Facilitate additional Ordinance and Plan amendments as needed to support sustainable development (Planning)
Support renovation/inclusion of properties with historic characteristics or unique uses with corridor redevelopment	Provide information to potential investors on historic or unique properties, based on previous inventories and Plan recommendations, for renovation/inclusion with new corridor investment (Planning, HCD) Identify resources to renovate/include historic or unique properties with new corridor investment and develop strategies to assist potential investors access these resources (HCD, Planning)	Update inventories of historic or unique corridor uses as redevelopment occurs (Planning, HCD) Implement strategies for using identified resources to allow renovation/inclusion of historic or unique properties with new corridor investment (HCD, Planning, Corridor Development Board)	Continue updates of historic or unique corridor uses as redevelopment occurs (Planning, HCD) Continue strategies for using identified resources to allow renovation/inclusion of historic or unique properties with new corridor investment (Corridor Development Board)

Goals/ Objectives	Short Term Actions (1-2 Years) [2009-2010]	Medium Term Actions (3-5 Years) [2011-2013]	Long Term Actions (5+ Years) [2014+]
Update future land use and zoning maps as needed to promote desired corridor investment	Implement proposed changes to adopted GFELUM and Glenwood Neighborhood future land use map to support corridor recommendations (Planning, HCD, Greater Glenwood Neighborhood Association) Identify needed zoning adjustments to support corridor recommendations and assist property owners in making desired changes, as part of or in addition to development requests (Planning, Corridor Development Board)	Evaluate additional adjustments to land use and zoning maps as warranted (Planning) Continue to assist property owners in making desired zoning changes, as part of or in addition to development requests (Planning, Corridor Development Board)	Continue assisting with changes to land use and zoning maps as warranted (Planning)
Transportation			
<i>Goal: Provide the full range of transportation options (auto, pedestrian, bike, bus/shuttle and rail) for corridor residents, workers, businesses and visitors. Link enhanced transportation facilities with major corridor destinations and more intensive land development patterns in key locations.</i>	Identify improvements (linked to Conceptual Streetscape Plan) for key intersections and sections of corridor with highest existing or potential pedestrian usage to enhance access and safety. (Transportation, Planning) Design and implement initial phase of pedestrian oriented enhancements at key intersections (Transportation)	Design and implement additional intersection improvements not addressed in initial phase (Transportation) Continue sidewalk and greenway improvements to address identified gaps (Transportation)	Design and complete any remaining intersection improvements not addressed in previous phases (Transportation) Complete sidewalk and greenway improvements to address identified gaps (Transportation) Continue using previously identified pedestrian enhancements for review of new corridor investment (Planning, Transportation)
Create/expand safe and efficient pedestrian routes to a variety of corridor area destinations	Evaluate existing and currently planned sidewalks and greenways to identify gaps and areas needing repairs/improvements. Begin initial improvements as funding permits (Transportation, Parks and Rec, Planning) Identify pedestrian enhancements for inclusion with new corridor investment (Planning, Transportation, Corridor Development Board)	Use previously identified pedestrian enhancements for review of new corridor investment (Planning, Transportation)	

Goals/ Objectives	Short Term Actions (1-2 Years) [2009-2010]	Medium Term Actions (3-5 Years) [2011-2013]	Long Term Actions (5+ Years) [2014+]
Create/enhance safe and efficient bicycle routes to a variety of corridor area destinations	<p>Identify primary north-south routes to connect existing bicycle lanes on Spring Garden and Florida Streets, including increased signage, other route improvements and dedicated bicycle facilities where space is available (Transportation)</p> <p>Design and implement initial intersection improvements (ex. signal detectors for bikes and bicycle boxes) in conjunction with pedestrian enhancements to improve north-south access for bicycles (Transportation, Planning)</p> <p>Identify bicycle enhancements (ex. bike racks and shower facilities) for inclusion with new corridor investment (Planning, Transportation, Corridor Development Board)</p>	<p>Design and implement additional intersection enhancements not addressed in initial phase (Transportation)</p> <p>Use previously identified bicycle enhancements for review of new corridor investment (Planning, Transportation)</p>	<p>Design and complete additional intersection enhancements not addressed in previous phases (Transportation)</p> <p>Use list of previously identified bicycle enhancements for review of new corridor investment proposals (Planning, Transportation)</p>
Emphasize transit services in corridor to expand travel options and link corridor area destinations	<p>Evaluate existing transit services to confirm existing and anticipated transit demand. Note areas for enhancements in services and facilities based on evaluation (Transportation, Planning)</p> <p>Examine modifications to existing routes and increasing levels of service (more frequent stops, shorter intervals) as needed to serve corridor development (Transportation)</p> <p>Evaluate lane patterns and traffic signals to give priority to busses (Transportation)</p> <p>Evaluate existing bus stops for improvements related to placement, access and/or facilities. Design and implement enhancements in conjunction with intersection</p>	<p>Identify resources for expanded transit services (goal of 15 minute service) for the corridor (Transportation, Planning)</p> <p>Evaluate potential for dedicated smaller scale transit linking Mall/Convention Center to Coliseum complex and downtown (Transportation, Planning, Corridor Development Board, Other Partners)</p> <p>Design and implement additional transit stop enhancements not addressed in initial phase (Transportation)</p>	<p>If not addressed previously, implement expanded transit services, including enhanced services times (15 minutes) and completion of transit stop improvements (Transportation)</p> <p>If feasible, identify resources for smaller scale fixed transit between Mall/Convention Center, Coliseum and downtown and implement (Transportation, Corridor Development Board)</p>

Goals/ Objectives	Short Term Actions (1-2 Years) [2009-2010]	Medium Term Actions (3-5 Years) [2011-2013]	Long Term Actions (5+ Years) [2014+]
Support better integration of rail facilities with new corridor investment	<p>Identify potential transit enhancements (ex. bus shelters) to be incorporated with new corridor investment (Planning, Transportation)</p> <p>Design and implement smaller scale improvements (paintings, landscaping, lighting, etc) for existing railroad underpasses (Chapman St., S. Aycock St., Tate St., Fulton St.) (Transportation, NC Railroad, Planning, Corridor Development Board)</p> <p>Evaluate potential for new bicycle/pedestrian railroad underpass directly connecting UNCG to W. Lee Street and Glenwood neighborhood (Transportation, NC Railroad, UNCG, Planning, Glenwood neighborhood)</p> <p>Coordinate review of new corridor investment adjacent to active rail line (Planning, NC Railroad)</p> <p>Support integration of corridor stops (UNCG and Coliseum) for future regional rail service (Transportation, Planning, NC Railroad)</p>	<p>Use previously identified transit enhancements for review of new corridor investment (Planning, Transportation)</p> <p>Complete initial railroad underpass improvements and evaluate need for additional improvements, including long term replacement (Transportation, NC Railroad)</p> <p>If deemed feasible, prepare plans for new underpass connecting UNCG to W. Lee Street and identify potential funding sources (UNCG, NC Railroad, Transportation, Planning, Corridor Development Board, Glenwood neighborhood)</p> <p>Coordinate review of new corridor investment adjacent to active rail line (Planning, NC Railroad)</p> <p>Support integration of corridor stops (UNCG and Coliseum) for future regional rail service (Transportation, Planning, NC Railroad)</p>	<p>Continue using previously identified transit enhancements for review of new corridor investment (Planning, Transportation)</p> <p>If not already underway, begin construction of new pedestrian/bicycle underpass (UNCG, NC Railroad, City of Greensboro)</p> <p>If deemed feasible, develop plans for replacement of existing underpasses (Transportation, NC Railroad, City of Greensboro)</p> <p>Coordinate review of new corridor investment adjacent to active rail line (Planning, NC Railroad)</p> <p>Support integration of corridor stops (UNCG and Coliseum) for future regional rail service (Transportation, Planning, NC Railroad)</p>

Goals/ Objectives	Short Term Actions (1-2 Years) [2009-2010]	Medium Term Actions (3-5 Years) [2011-2013]	Long Term Actions (5+ Years) [2014+]
Infrastructure and Appearance <i>Goal: Enhance the overall function and appearance of the corridor through improvements to public and private infrastructure and use of appropriate regulations</i>	Reconfigure High Point Road and West Lee Street to encourage new land uses, enhance transportation options, and improve overall function and appearance	Complete initial changes and improvements to roadway (Transportation, NCDOT) Remove reversible lane system on High Point Road, if not completed with initial intersection and roadway improvements (City of Greensboro) Evaluate additional improvements to roadway beyond initial changes (Transportation, NCDOT, Planning) If deemed feasible, incorporate on-street parking with roadway improvements (Transportation, Planning)	Complete any additional roadway improvements and provide ongoing maintenance of initial improvements (City of Greensboro, NCDOT)
Adopt and Implement Conceptual Streetscape Plan	Evaluate potential of on-street parking in limited areas (primarily on W. Lee St.) to buffer pedestrians from corridor traffic and support pedestrian scaled commercial development (Transportation, Planning) Adopt Conceptual Streetscape Plan with phased implementation of improvements for areas on and visible from roadway (Planning, Transportation, Corridor Development Board)	Complete initial key intersection and roadway improvements (Transportation)	Complete remaining streetscape improvements (overall and specific corridor areas) as resources are available (Transportation, Corridor Development Board)

Goals/ Objectives	Short Term Actions (1-2 Years) [2009-2010]	Medium Term Actions (3-5 Years) [2011-2013]	Long Term Actions (5+ Years) [2014+]
Create and adopt standards to improve corridor appearance	<p>Create more detailed design and construction documents for key intersection, roadway, bicycle and pedestrian improvements based on recommendations in Conceptual Streetscape Plan (Transportation, Planning, Corridor Development Board)</p> <p>Identify additional streetscape improvements tied to specific corridor areas (University Gateway, Sports and Recreation Village, etc.) (Planning, Transportation, Corridor Development Board)</p> <p>Evaluate potential for landscaping and utility easements from adjacent corridor properties to facilitate streetscape improvements (Transportation, Planning)</p> <p>Incorporate streetscape recommendations from Conceptual Streetscape Plan with new corridor investment (Planning, Transportation)</p>	<p>Prioritize additional streetscape improvements related to specific corridor areas. Design and implement improvements as resources become available (Transportation, Planning, Corridor Development Board)</p> <p>Complete any identified landscaping and utility easements and use to implement additional streetscape improvements (Transportation, Planning)</p> <p>Continue incorporating recommended streetscape improvements when reviewing new corridor investment (Planning, Transportation)</p>	<p>Continue using recommended streetscape improvements when reviewing new corridor investment (Planning, Transportation)</p>
	<p>Identify key appearance issues and potential solutions including both regulations and incentives (Planning, Corridor Development Board)</p> <p>Incorporate applicable design standards (based in part on Conceptual Streetscape Plan) in zoning overlay district (Planning, Corridor Development Board, HCD)</p> <p>Evaluate additional design standards (e.g. minimum densities) for revised Activity Centers (Planning, Corridor Development Board, HCD)</p>	<p>Use standards in adopted zoning overlay district to evaluate new corridor investment (Planning)</p> <p>Evaluate adjustments to zoning overlay design standards and amend as needed (Planning, HCD, Corridor Development Board)</p> <p>Develop programs and identify additional resources to provide ongoing incentives for site enhancements (Corridor Development Board, City of Greensboro)</p>	<p>Continue using standards in adopted zoning overlay district to evaluate new corridor investment (Planning)</p> <p>Evaluate adjustments to zoning overlay design standards and amend as needed (Planning, HCD, Corridor Development Board)</p>

Goals/ Objectives	Short Term Actions (1-2 Years) [2009-2010]	Medium Term Actions (3-5 Years) [2011-2013]	Long Term Actions (5+ Years) [2014+]
Support future investments in Coliseum complex and other city facilities in corridor	<p>Evaluate potential for new or expanded programs to improve corridor appearance (e.g. façade enhancement program) (Corridor Development Board, Economic Development)</p> <p>Confirm short and long term facility needs for Coliseum complex and other city facilities that can be linked to overall corridor redevelopment and Conceptual Streetscape Plan. (Coliseum, Planning, Corridor Development Board, Neighborhoods)</p> <p>Identify improvements (accomplished in part through zoning overlay district) to better connect and enhance Coliseum facilities with surrounding neighborhoods and businesses (Planning, HCD, Coliseum, Corridor Development Board)</p> <p>Begin implementation of short term facility improvements and development of new facilities as resources are available (Coliseum, City of Greensboro, Corridor Development Board)</p>	<p>Complete initial facility improvements and identify resources for identified longer term needs (Coliseum, City of Greensboro, Corridor Development Board)</p> <p>Address additional improvements to better connect and enhance Coliseum facilities with surrounding neighborhoods and businesses (Coliseum, Planning, HCD, Corridor Development Board, Neighborhoods)</p>	<p>Continue appearance enhancement programs and evaluate changes in funding, objectives or process as needed (Corridor Development Board, City of Greensboro)</p> <p>Begin longer term facility improvements and address remaining improvements to better connect and enhance Coliseum facilities with surrounding neighborhoods and businesses (Coliseum, Planning, HCD, Corridor Development Board, Neighborhoods)</p>
Public Safety			

Goals/ Objectives	Short Term Actions (1-2 Years) [2009-2010]	Medium Term Actions (3-5 Years) [2011-2013]	Long Term Actions (5+ Years) [2014+]
<p>Enhance visibility and available resources for public safety</p>	<p>Coordinate efforts to increase membership in existing watch groups and pursue combination of smaller groups to more effectively address corridor concerns (Corridor Development Board, Neighborhoods, Police)</p> <p>Identify and monitor base crime data and report to corridor area interests (businesses, residents, Corridor Development Board) on regular basis to identify priority issues or problem areas. (Police, Corridor Development Board, Neighborhoods)</p> <p>Adjust existing resources to address problem areas and identify additional public and private resources to address on-going concerns (Police, Corridor Development Board, Neighborhoods)</p> <p>Promote public safety improvements and successes as part of corridor marketing strategies to improve perceptions on corridor safety (Corridor Development Board, Neighborhoods, Police)</p>	<p>Continue monitoring crime data and regularly report information (including trends) to corridor area interests (Police, Corridor Development Board, Neighborhoods)</p> <p>Continue evaluating public and private safety resources to determine their best use and make adjustments as needed (Corridor Development Board, Police, Neighborhoods)</p> <p>Continue promotion of positive safety improvements with corridor marketing strategies (Corridor Development Board)</p>	<p>Continue monitoring crime data and regularly reporting information to corridor area interests (Police, Corridor Development Board, Neighborhoods)</p> <p>Continue evaluating public and private safety resources to determine their best use and make adjustments as needed (Corridor Development Board, Police, Neighborhoods)</p> <p>Continue promotion of positive safety improvements with corridor marketing strategies (Corridor Development Board)</p> <p>Continue efforts to enforce no trespassing restrictions on private properties (Corridor Investors, Police)</p>
<p>Reduce loitering in public rights-of-way and on private property related to homeless persons, day laborers or criminals</p>	<p>Identify areas with greatest loitering activity and support creation of day shelter (in corridor or elsewhere) to reduce potential loitering (Corridor Development Board, Police, HCD)</p>	<p>Continue efforts to enforce no trespassing restrictions on private properties (Corridor Development Board, Police)</p>	<p>Continue efforts to enforce no trespassing restrictions on private properties (Corridor Investors, Police)</p>

Goals/ Objectives	Short Term Actions (1-2 Years) [2009-2010]	Medium Term Actions (3-5 Years) [2011-2013]	Long Term Actions (5+ Years) [2014+]
Enhance security for individual properties	<p>Identify areas most often used for day labor drop off and pickup and evaluate consolidation of existing sites into one designated area (possibly Patterson Street Industrial Park?) (Corridor Development Board, Police, City of Greensboro)</p> <p>Coordinate letters and signage prohibiting trespassing on private properties (Corridor Development Board, Police)</p> <p>Provide security “audits” to identify security enhancements (lighting, landscaping, access) for individual corridor properties and provide information on general security improvements for all corridor area properties (Police, Corridor Development Board)</p> <p>Identify incentives to encourage security improvements in conjunction with other site improvements. (City of Greensboro, Corridor Development Board)</p> <p>Ensure initial intersection and roadway improvements address public safety concerns in addition to appearance and function (Planning, Corridor Development Board)</p>	<p>Examine potential financial or other support for day shelter and day labor center, if developed (Corridor Development Board, City of Greensboro)</p> <p>Continue provision of security “audits” and provide appropriate education for all corridor area properties (Corridor Development Board, Police)</p> <p>If not already begun, implement incentives to encourage security improvements in conjunction with other site improvements (City of Greensboro, Corridor Development Board)</p> <p>Continue coordination of intersection and roadway improvements to address public safety in addition to appearance and function (Transportation, Planning, Corridor Development Board)</p>	<p>Provide on-going financial or other support for day shelter and day labor center, as applicable (Corridor Development Board, City of Greensboro)</p> <p>Continue coordination of intersection and roadway enhancements to ensure improvements address public safety in addition to appearance and function (Transportation, Planning, Corridor Development Board)</p> <p>Continue education efforts on security enhancements for all corridor area properties (Corridor Development Board, Police)</p>

Goals/ Objectives	Short Term Actions (1-2 Years) [2009-2010]	Medium Term Actions (3-5 Years) [2011-2013]	Long Term Actions (5+ Years) [2014+]
<p>Implementation</p> <p><i>Goal: Ensure successful implementation of High Point Road/West Lee Street Corridor Plan through effective public oversight, identification and utilization of variety of public and private resources, development and implementation of comprehensive marketing strategies for the corridor and key sites and support of strong public and private partnerships.</i></p>	<p>Establish formal citizen group (Corridor Development Association) to ensure proper implementation of Corridor Plan and coordinate corridor area improvements (City of Greensboro, Corridor Development Board)</p> <p>Pursue incorporation of Corridor Development Association to allow group to foster development partnerships for identified opportunity sites and pursue resources to facilitate corridor development (Corridor Development Board, City of Greensboro)</p>	<p>Continue oversight of Plan implementation and corridor development partnerships and needed resources for corridor development (Corridor Development Board)</p>	<p>Continue oversight of Plan implementation and corridor improvements. Continue to pursue development partnerships and needed resources for corridor development (Corridor Development Board)</p>
<p>Develop and implement comprehensive corridor marketing strategies to encourage significant new private and public investment</p>	<p>Identify and implement strategies based around themes of sports, recreation, fitness, entertainment and hospitality (Corridor Development Board, City of Greensboro)</p> <p>Identify and implement more specific marketing strategies for key parcels or locations. Begin additional studies or evaluation of specific facilities or sites, as needed (Corridor Development Board, City of Greensboro)</p> <p>Develop informational materials on key marketing strategies to educate potential corridor investors and Greensboro citizens (Corridor Development Board, Planning)</p>	<p>Implement and refine previously identified marketing strategies for corridor (Corridor Development Board, City of Greensboro)</p> <p>Continue studies and further evaluation of specific facilities or sites, as needed (Corridor Development Board, City of Greensboro)</p> <p>Continue educational efforts for key marketing strategies to potential investors and Greensboro citizens (Corridor Development Board, Planning)</p>	<p>Continue implementation of marketing strategies for corridor (Corridor Development Board)</p> <p>Continue educational efforts for key marketing strategies to potential investors and Greensboro citizens (Corridor Development Board)</p> <p>Continue to identify public and private funds for streetscape improvements beyond initial phase (Corridor Development Board)</p>
<p>Identify and utilize variety of public and private resources for corridor area</p>	<p>Use bond funding to implement initial improvements at key intersections and areas in corridor, linked to recommendations of Conceptual Streetscape Plan (Transportation, Planning, Corridor Development)</p>	<p>Identify additional public and private resources for additional streetscape improvements beyond initial phase (Corridor Development Board, Planning, Economic Development)</p>	<p>Continue to identify public and private funds for streetscape improvements beyond initial phase (Corridor Development Board)</p>

Goals/ Objectives	Short Term Actions (1-2 Years) [2009-2010]	Medium Term Actions (3-5 Years) [2011-2013]	Long Term Actions (5+ Years) [2014+]
Evaluate success of Corridor Plan through specific benchmarks	<p>Evaluate potential for Business Improvement District to raise private funds for corridor enhancements. Potential BID includes additional properties just west of interstate linked to hospitality village node (e.g. Mall/Convention Center, hotels and highway oriented commercial) (Corridor Development Board, City of Greensboro)</p> <p>If generally supported, identify preferred uses for BID funds and structure for allocating funding. (Corridor Development Board, Budget, Planning)</p> <p>Evaluate potential public investments to leverage private and non-City resources for larger scale corridor reinvestment (Planning, Transportation, Economic Development, Corridor Development Board)</p> <p>Identify other funding tools (such as self financing bonds and private lending pools) to encourage significant new corridor investment (City of Greensboro, Corridor Development Board)</p>	<p>If created and approved, begin implementation of BID funded projects/programs. Adjust BID structure and funding allocations as deemed necessary (Corridor Development Board, City of Greensboro)</p> <p>Continue to coordinate public investments, linked to Conceptual Streetscape Plan, to leverage private and non-City resources for larger scale corridor reinvestment (Corridor Development Board, Economic Development, Transportation, Planning)</p> <p>Continue development of other funding tools to encourage significant new corridor investment (City of Greensboro, Corridor Development Board)</p>	<p>Adjust BID structure and funding allocations as deemed necessary (Corridor Development Board)</p> <p>Continue to coordinate public investments, linked to Conceptual Streetscape Plan, to leverage private and non-City resources for larger scale corridor reinvestment (Corridor Development Board, Economic Development, Transportation, Planning)</p> <p>Continue development of other funding tools to encourage significant new corridor investment (City of Greensboro, Corridor Development Board)</p> <p>Continue evaluating established benchmarks and provide regular updates (Corridor Development Board)</p>

Goals/ Objectives	Short Term Actions (1-2 Years) [2009-2010]	Medium Term Actions (3-5 Years) [2011-2013]	Long Term Actions (5+ Years) [2014+]
<p>Coordinate HP Rd/W Lee St Corridor Plan recommendations with other adopted neighborhood, City and corridor area plans</p>	<p>Evaluate previously adopted Plans and address any points of conflict. (Planning, HCD)</p> <p>Designate role of Corridor Development Board in future planning efforts (public or private) in or near the corridor (Corridor Development Board, Planning, HCD)</p>	<p>Incorporate Corridor Plan recommendations with future related plans (Planning, HCD)</p> <p>Continue to engage Corridor Development Board in any planning processes (public or private) in or near the corridor (Corridor Development Board, Planning, HCD)</p>	<p>Incorporate Corridor Plan recommendations with future related plans (Planning, HCD)</p> <p>Continue to engage Corridor Development Board in any planning processes (public or private) in or near the corridor (Corridor Development Board, Planning, HCD)</p>
<p>Facilitate significant partnerships between major activity centers and between corridor interests and adjacent neighborhoods</p>	<p>Ensure Corridor Development Board has adequate representation from major activity centers (e.g. Coliseum, corridor businesses, UNCG, Mall/Convention Center, etc.) and adjacent neighborhoods (Planning, HCD, Bicycling In Greensboro, Inc.)</p> <p>Identify opportunities to assist local colleges and universities in addressing common issues (e.g. expanded student housing, recreational facilities and transit services) that are linked to the corridor (Planning, HCD, Corridor Development Board, Colleges/Universities)</p> <p>Encourage partnerships between major activity drivers related to significant corridor investment (City of Greensboro, Corridor Development Board)</p>	<p>Continue to appoint representatives from corridor area groups for shared planning efforts and major investment projects (Corridor Development Board, Neighborhoods, Planning, HCD)</p> <p>Continue to assist local colleges and universities in addressing common issues (e.g. expanded student housing, recreational facilities and transit services) that could be addressed within corridor (Planning, HCD, Corridor Development Board, Colleges/Universities)</p>	<p>Continue to appoint representatives from corridor area groups for shared planning efforts and major investment projects (Corridor Development Board, Neighborhoods, Planning, HCD)</p> <p>Continue to assist local colleges and universities in addressing common issues (e.g. expanded student housing, recreational facilities and transit services) that could be addressed within corridor (Planning, HCD, Corridor Development Board, Colleges/Universities)</p>

SECTION E: Appendix

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E1) Comprehensive Plan Goals: Relevant Comprehensive Plan Goals and Policies to High Point Road-West Lee Street Corridor

WRITTEN POLICIES

Reinvestment/Infill Goal: Promote sound investment in Greensboro’s urban areas, including Center City, commercial and industrial areas, and neighborhoods.

POLICY 4B: Target capital investments to leverage private investment in urban areas

POLICY 4C: Promote new patterns and intensities of use to increase economic competitiveness and enhance quality of life in urban areas.

POLICY 4D.4: Encourage use of financial incentives for reinvestment in historic and/or abandoned properties

Man-made Environment Goal: Preserve and enhance the character and visual quality of Greensboro’s built environment, including historic resources, private developments, and public landscapes.

POLICY 5E.1: Identify funding sources and develop phased capital program to implement visual improvements (e.g. landscaping, streetscape, public art and signage) to gateway entrances, landmarks, and major corridors

POLICY 5F.2: Improve design standards for new development to enhance community appearance and sense of place (visual impacts on adjacent neighborhoods).

Housing and Neighborhoods Goal: Meet the needs of present and future Greensboro citizens for a choice of decent, affordable housing in stable, livable neighborhoods that offer security, quality of life, and the necessary array of services and facilities.

POLICY 6A.2: Promote mixed-income neighborhoods.

POLICY 6A.4: Implement measures to protect neighborhoods from potential negative impacts of development, redevelopment, and/or public projects that are inconsistent with the neighborhood’s livability, architectural or historical character, and reinvestment potential. Including protection against incompatible commercial encroachments into residential neighborhoods

POLICY 6C: Promote the diversification of new housing stock to meet the needs of all citizens for suitable, affordable housing.

Economic Development Goal: Promote a healthy, diversified economy with a strong tax base and opportunities for employment, entrepreneurship and for-profit and non-profit economic development for all segments of the community, including under-served areas such as East Greensboro.

POLICY 7A.2: Encourage “home-grown” and community-based businesses and entrepreneurs with special emphasis on increasing the number of minority-owned businesses in traditionally underserved parts of the community.

Transportation Goal: Develop and maintain a safe, efficient, and environmentally sound transportation system that provides convenient choices for accessing destinations throughout Greensboro and the Triad, including a range of well-integrated transit, pedestrian, and bicycle linkages.

MAP POLICIES

Activity Center: Activity Centers are existing or anticipated future concentrations of uses that function as destinations or hubs of activity for the surrounding area. Typically located in areas of mixed use shown on the Generalized Future Land Use Map, such centers are intended to include features such as a mix of higher intensity uses (housing, retail, office, etc.), compact development patterns, and pedestrian and transit linkages. A one-half mile radius (considered the limit of a comfortable walk) is shown around each activity center except for the Downtown, which functions as an activity center for the entire City. It should be noted that the locations shown on the Generalized Future Land Use Map are conceptual and do not preclude the development of Activity Centers in other locations where they would support the goals and policies of the Comprehensive Plan.

Reinvestment Corridor: Reinvestment corridors are older commercial corridors that would benefit from significant public and private investment to enhance their economic viability and strengthen adjacent neighborhoods.

Visual Enhancement Corridors: Visual Enhancement Corridors are thoroughfares that carry large amounts of traffic and would benefit from public physical improvements to address visual character. These improvements could include public/private partnerships.

E2) Police Strategies

High Point Road Strategic Plan (Fall 2008)

Problem Statement

High Point Road is a vibrant retail, restaurant and hotel corridor that is anchored by the Greensboro Coliseum on the north end, I-40 in the middle and Sedgefield area on the south. This corridor has long been a destination for shopping and family entertainment from across the state; thus resultant of its appeal and popularity, the criminal element has been attracted to this “target rich environment”.

Additionally in recent years conditions along the corridor, have been attracted a diverse population relative to economic status. This has resulted in a modest recent increase in prostitution, drug activity and petty theft, especially along the corridor’s northern end.

Crime Data Comparison

Note: “Part One Offenses” include: Larcenies, Robberies, Assaults, Burglaries and crimes of violence.

Since I-40 creates a natural break in the middle of the High Point Road retail corridor, for the purposes of comparison (*i.e. square miles and number of retail establishments*) in this report, the area is divided into two sections for statistical analysis:

- **Area 1** - High Point Road from Lee Street to I-40
- **Area 2** - High Point Road I-40 to Hilltop Road

Using this breakdown, information gathered from the Greensboro Crime Analysis Section (see attached data sheet) indicates the following for High Point Road:

- **Area 1 - High Point Road from Lee Street to I-40:**
In the past 90 days (*June 24-September 24*) this area has generated **509 Calls for Police Service** of a wide variety of matters, resultant in **22 Part One Offenses** being reported. This equates to an average of **7.3 Part One Offenses/month** (*3 of which were Aggravated Assaults including one on a Police Officer, 3 were robberies, 1 was a burglary and the remaining 15 were larcenies /shopliftings*).
- **Area 2 - High Point Road I-40 to Hilltop Road:**
In the past 90 days this area has generated **506 Calls for Police Service** of a wide variety of matters, resultant in **13 Part One Offenses** being reported. This equates to an average of **4.3 Part One Offenses/ month** (*1 of which was an Aggravated Assault, 1 was a burglary and the remaining 11 were larcenies /shopliftings.*)
- **Four Seasons Town Center Complex**
Although the Four Seasons Town Center Complex is not on High Point Road, it serves as a major draw to the area, providing an anchor to other retail establishments along the corridor. This complex provides its own security force

which it supplements with off-duty Greensboro Police Officers. In the past 90 days this complex generated **291 Calls for Police Service**; resultant in **139 Part One Offenses** being reported, of which **120 (86%) were Shoplifting arrests.** This equates to an average of **46.3 Part One Offenses/ month,** which while seemingly to inflate the actual Part One, is a positive indication that merchants and security work well together and are highly proficient at apprehending this type of criminal activity.

By comparison during this same time period:

- Wendover/Bridford Shopping Area experienced **851 Calls for Police Service** and **62 Part One Offenses** for and average of **20.6 Part One Offenses/ month.**
- Friendly Shopping Center experienced **218 Calls for Police Service** and **25 Part One Offenses** for and average of **8.3 Part One Offenses/ month.**
- Pyramids Village Shopping Center experienced **169 Calls for Police Service** and **21 Part One Offenses** for and average of **7 Part One Offenses/ month.**
- Elmsley Shopping Center experienced **129 Calls for Police Service** and **19 Part One Offenses** for and average of **6.3 Part One Offenses/ month.**

This comparison illustrates that in looking at comparative sized locations in other parts of the city, the High Point Road area is not the highest retail-based Part One offense generator, but does account for a significant number of offenses. Additionally a detailed review of the data provided shows that larceny, shoplifting and motor vehicle larceny is the most common violation report in this corridor.

Attack Strategies

Short-Term Strategy (90 Days)

To address the problems stated on High Point Road the following 90 day strategies will be adopted: *increased presence of marked patrol units on week-end nights, increased Vice/Narcotics undercover operations targeting prostitution, formation of a functioning monthly Merchant's Association Meetings, utilization of all City departments under the SCORE program to target problem areas, promotion of the afterhours trespasser program, increased traffic enforcement during evening hours, and coordinated efforts for relentless follow-up on reported repeat Part One Offenses along the corridor.*

Action Steps

- The Greensboro Police Reserve Corps will be tasked to provide officers to work as a designated **“High Point Road” car** on Friday and Saturday nights. This operation will be a priority function of the Reserve Corps for the next 90 days.

- Vice/Narcotics Division will be assigned to conduct several **Prostitution and “Reverse-Prostitution” Operations** along High Point Road over the next 90 days with a special emphasis in Area 1.
- With the assistance of the Greensboro Merchant’s Association the Greensboro Police Department will coordinate the formation of **monthly High Point Road Merchant Association Meetings** with our Community Resource Team to foster cooperation and information exchange between merchants and the police.
- The Greensboro Merchant’s Association will assist with offering **monthly press releases** about crime statistics or significant arrests on High Point Road as well as promoting positive stories about the area.
- The Greensboro Police Department will utilize the City’s **SCORE Program** to incorporate the assistance from other City Departments to address quality of life issues along the corridor. The High Point Road area has already been designated SCORE location for the months of September/October.
- The Southern Patrol Division will assign an officer to contact every business along High Point Road to gather contact information and will provide information on our **“After hours Trespassing Program”** and obtain Letters of Intent from the business owners to allow police officers to charge trespassers after businesses close.
- Western and Southern Patrol Divisions will utilize **“Overlap Squads”** to work to address quality of life issues along the High Point Road corridor. These squads will be used to provide high visibility patrol, work with merchants on problem locations and assist Vice/Narcotics Division with the arrest and processing of violators during prostitution suppression operations.
- The Special Operations Division’s Traffic Safety Unit will provide increased **Traffic Enforcement operations** along the corridor during peak times to reduce safety violations and enhance police presence in the area.
- The **Crime Analysis Section** will continue to provide Southern and Western Patrol Divisions will updated crime data to gauge the effectiveness of on-going operations during the upcoming 90 days and will provide a report on the overall success of reducing Police Calls for Service and Part One offenses following this short term project.
- The Criminal Investigations Division will work closely with the Patrol Divisions to ensure the swift exchange of **criminal intelligence** concerning on-going investigations along High Point Road and **provide suspect information on repeat burglaries, robberies and larcenies**.
- The Legal Support Section will research all outstanding warrants for subjects in the Police Tracts along the High Point Road corridor, and coordinate an operation to **locate and arrest all outstanding fugitives** living in this area.
- Appraise the above listed crime data comparison in 90 days, from the project’s inception, detailed against reported activity above, and activity for the same period in 2007, to **judge the success of short term strategies** implemented in this plan.

Long-Term Strategy (more than 90 Days)

To address the problems stated on High Point Road the following long strategies will be implemented: *continued coordination of short term strategies, enhanced surveillance hardware along the corridor, staffing enhancement study, coordination with local Outreach programs, legal enhancements to aid in enforcement.*

Action Steps




- Continue to **maintain and monitor effective 90 day short term strategies** as stated above that reduce crime, and address perception of safety in the area.
- Explore the possibility of requesting funding for **enhanced digital surveillance cameras** placed along High Point Road.
- Present to Council a future **Police Staffing Study** (5th District Plan) to better address calls for service and response times in such locations across the City.
- Continue to offer information for **monthly press releases by GMA** about crime statistics or significant arrests on High Point Road.
- Work with outside partners to create a **“Prostitution Outreach Project”** in hope of decreasing repeat offenders.
- Continue to work with area merchants to sustain the **monthly High Point Merchant’s Association meetings.**
- Continue to **identify and address the underlying causes** of crime along the corridor.
- **Work with local Hotel/Motel owners** to address quality of life issues at these locations, to include a study by the City Legal Department on a Motel ordinance limiting the number of days a person may rent a room at one location.
- **Explore new technology and tactics** for improvements to monitoring criminal activity on High Point Road.
- Study the feasibility of the eventual **placement of a Police Substation** along the corridor, to further enhance the police presence along High Point Road.






By working together on the action steps outlined in this plan, we can establish a framework for addressing criminal perception, and activity along this vibrant entertainment and shopping destination. With the assistance of other City departments, local merchants, governmental leaders, and the citizens of this community, we can have a long lasting impact on the safety of the many employees, residents, and visitors who live, work, and play along the High Point Road area.






Chief of Police Tim Bellamy
September 30, 2008

E3) Historical Survey

West Lee Street Historic Structure Survey

Address	Former use of Building	Type of Building	Year Built	Comments	Photo
625 Fulton St.	Wysong and Miles Co. Offices	Commercial	1910	Brick Italianate Revival-style office building, adorned at the second story by arches worked in raised rows of brick Listed in Greensboro: An Architectural Record by Marvin Brown Page 194	
719 W. Lee St.	Old Carolina Baking Company	Commercial	1926	GF 4803 - This massive, two-story, stuccoed building is likely constructed of poured concrete. The building displays a variety of Spanish Mission influenced details such as the parapeted corner towers with diamond-shaped tiles and red tile roof with projecting rafter tails. Over the corner entry is an arched pent roof shelter. The building also retains its metal casement windows with cast stone sills. This building is significant for its display of style on a commercial/industrial structure. It is one of the more distinguished buildings surveyed in the Lee Street corridor, but more research is needed to make a fair comparison with similar building types and designs in other parts of Greensboro. This building retains very good overall physical integrity. Depending on the historical uses of the property, it may be individually eligible for the National Register. It may be a good candidate for historic preservation tax credits. One of the few Spanish Colonial Revival-style commercial buildings in GSO. Features a red-tiled roof canted between two scalloped corner towers. Listed in <i>Greensboro: An Architectural Record</i> by Marvin Brown Page 187. My research shows it was built in 1926 (Appraisal card shows year built as 1924). Newspaper article -Greensboro Daily News , May 9, 1926. Opened for business May, 1926.	
724 W. Lee St.	House	House	1915	GF 4802 - This two-story frame dwelling has a hipped roof with central dormer, exposed rafter tails and 8/1 window sash. The entry door has been replaced. The hipped-roof porch is supported by paneled posts on brick piers. The square posts near the entry are a later addition. The last of the early twentieth century residences that lined Lee St. Would make a good infill house on vacant lot in Glenwood.	

726 W. Lee St.	House	House	1900	GF 4801 - Frame pyramidal cottage with shingled front gable. Unique two-part paneled posts support the hipped-roof porch. The balustrade has been replaced. The last of the early twentieth century residences that lined Lee St. Would make a good infill house on vacant lot in Glenwood.	
802/804 W. Lee St.	House	House	1912	Built between 1900 & 1905 (The appraisal card shows year built as 1912) for George Newman who opened Newman Machinery. Features- Cutaway front bay topped by scrolled brackets, shingled gable, lattice bargeboard. Listed in Greensboro: An Architectural Record by Marvin Brown Page 187.	
812 W. Lee St.	House	House	1910	GF 4798 - One-story, frame, triple-A form house with weatherboard siding and irregular shingles in the front gable. The house retains its original window sash and turned posts and sawn brackets on the porch. The last of the early twentieth century residences that lined Lee St. Could be moved and would make a good infill house on vacant lot in Glenwood	
816 W. Lee St.	House	House	1912	GF 4797 - This two-story, L-plan folk Victorian house has a wrap-around porch, vinyl siding, and replacement windows. The last of the early twentieth century residences that lined Lee St. Could be moved and would make a good infill house on vacant lot in Glenwood	
834 W. Lee St.	Spear's Doughnut Shop Old Poindexter's Drug Store	Commercial	1927	GF 4796 - A one-story, brick commercial building with double storefronts, stepped parapets, and corner pilasters that project above the roofline. Above each storefront is a decorative diamond shaped tile. Typical of small commercial buildings that once were part of a twentieth century residential neighborhood /unique architecture	

901 W. Lee St.	A & P Grocery Store	Commercial	1948	GF 4794 - A one-story, brick, flat roofed commercial building distinguished by a curved corner wall of glass block. Double inset entry and original storefronts. The appraisal card shows 1948, but Glenwood residents shopped at this A & P in the 1930s. I would say it was built in the late 1920s or early 1930s. Several people that I talked to remembered when A & P remodeled this store in the late 1930s and put the curved window in. A & P later built a larger store located at 911 W. Lee Street to replace this store (This is where U-Haul is now located).	
1040 W. Lee St.	Beef Burger building	Commercial	1963	GF 4789 - This mid-century restaurant's character defining feature is its front-gabled, shallow-pitched roofline with deep overhanging eaves. The wall planes of the building are glass panels divided by metal frames. A scalloped bargeboard spans the front gable. An original signpost remains by the road. This building still looks very much like it did in the 1960s.	
1103 W. Lee St.	House	Commercial	1923	The last of the early twentieth century residences that lined Lee St. Could be moved and would make a good infill house on vacant lot in Glenwood	
1109 W. Lee St.	House	Commercial	1921	GF 4787 - A one-story hipped-roof dwelling with an inset porch supported by square posts on precast concrete "stone" piers. The façade is covered with brick veneer below the windows and asbestos shingles above. The window sashes are 12/1. The last of the early twentieth century residences that lined Lee St. Could be moved and would make a good infill house on vacant lot in Glenwood	
1616 W. Lee St.	Old Guilford Dairy building	Commercial	1928	GF 4770 - The façade of this one-story, one-bay brick commercial building is covered with stucco. The side elevations are painted brick with a shallow, stepping parapet topped by tile coping. At each end of the storefront is a pilaster with a geometric Art Deco "capital." "Guilford Dairy" is spelled out in stylized Art Deco letters above the storefront. Typical of small commercial buildings that once were part of a twentieth century residential neighborhood. Original Guilford Dairy Sign remains on the building. One of	

the earliest ice cream shops in Greensboro.

1735 W. Lee St.

Old #8 Fire Station

Commercial

1926

GF 4768 - This former fire station is now vacant. The one-story, side-gable building is nicely detailed with Colonial Revival touches, including Flemish bond brickwork, a cupola and parapet ends. A weatherboarded front-gabled portico shelters the engine bay. A flat roof porch shelters the main entry. Square posts, in groupings of one, two and three, support the portico and porch. It is not known if Colonial Revival fire stations are common in the city. This particular example is very intact. It would not likely qualify for National Register listing, but local landmark designation may be considered if further evaluation reveals this to be a good or rare example of building type and style. This was the first fire department built within the Greater Glenwood Neighborhood The appraisal card has a 1950 built date. This is wrong. I have a copy of the May 1926 newspaper that shows a photo of this building when it was new.



Lee-Patterson Corridor

GF 47681737 Lee Street Fire Station

This former fire station is now vacant. The one-story, side-gable building is nicely detailed with Colonial Revival touches, including Flemish bond brickwork, a cupola and parapet ends. A weatherboarded front-gabled portico shelters the engine bay. A flat roof porch shelters the main entry. Square posts, in groupings of one, two and three, support the portico and porch.

It is not known if Colonial Revival fire stations are common in the city. This particular example is very intact. It would not likely qualify for National Register listing, but local landmark designation may be considered if further evaluation reveals this to be a good or rare example of building type and style.

GF 47691600 Lee Street Industrial Building

Electric Motor Sales and Repair

This one-story brick industrial building has a barrel-vaulted roof and stepped parapet ends capped with tile coping. The original multi-light metal casement windows remain.

GF 47701616 Lee Street Former Guilford Dairy

The façade of this one-story, one-bay brick commercial building is covered with stucco. The side elevations are painted brick with a shallow, stepping parapet topped by tile coping. At each end of the storefront is a pilaster with a geometric Art Deco “capital.” “Guilford Dairy” is spelled out in stylized Art Deco letters above the storefront.

GF 47711600 Lee Street Industrial Complex

A multi-part brick industrial complex spanning one-half of a city block. The building is currently occupied by several businesses. The western section (Gate City Auto Body) is a two-story brick building with a stepped parapet roofline and multi-light casement windows. Two brick, gabled buildings attach to the rear elevation. JABS bar occupies the central section. This one-story, flat-roofed section has had corrugated metal sheets applied over the window bays. The eastern section of the complex houses University Mini Storage. The windows of this two-story brick building have been infilled. The only detailing on this brick box is the stepped parapet of the roofline and the brick knuckle joints at the corners. A one-story brick loading dock is the eastern-most section of the complex.

GF 47721551 Lee Street Former Mill

This brick textile mill building was built in 1926. The three-part façade has a stepped parapet roofline with central two-story tower. The tower is embellished with simple corner pilasters and an arched projecting entry bay. The one-story, gabled building on the east side of the mill was the former mill cafeteria.

GF 47731601 Lee Street Service Station

Typical 1960s era flat-roofed service station constructed of brick covered with square enamel-coated tiles.

GF 47741503 Lee Street Restaurant

1960s concrete block restaurant with a “boomerang” roofline. Full view glass panes span the front elevation. The original signage posts remain in a planting median, although the original signage has been replaced.

GF 47751501 Lee Street Service Station

A one-story brick service station. The garage bays have been infilled with vinyl siding and converted to offices. Running bond brick with soldier courses above the garage bay and below the cornice. Brick pilasters demarcate the entry bay. The building has been extended on a side elevation.

GF 4776 410 Lee Street Industrial Building

This one-story, brick, barrel vaulted industrial building has a non-historic porch addition across the front elevation. A flat roof hyphen connects the main block with a second barrel vaulted structure placed

perpendicular to the first. The current windows are one-over-one vinyl replacement sash and are not original to the building.

GF 47771409 Lee Street Commercial Building

A one-story brick industrial building with a stepped parapet façade topped with tile coping. The original entry doors have been replaced and vinyl siding covers the storefront windows and side elevations. A monitor tops the barrel-vaulted roof.

GF 47781400 Lee Street Service Station

This 1960s service station remains very intact. A full view glass storefront is sandwiched between a thick poured concrete foundation and flat roof plane with deep eaves. Concrete gas pump pads remain. Behind the service station is a frame, shed-roofed garage covered with corrugated metal.

GF 47791401 Lee Street Commercial Building

This building is an excellent and intact example of mid-century commercial architecture. The building is boat-shaped with the straight elevation facing the street and the “bow” at the east side. At the west end of the façade is an intact double door entry comprised of glass panes and metal mullions suggestive of sidelights and a transom. The original door handles remain. The entry is sheltered by a flat-roofed entry pavilion on a base of earth colored Roman bricks. The “storefront” consists of a curving glass wall that wraps from the front to the rear elevation. A flat roofed painted brick wing projects from the rear elevation.

All in all a very intact building and one of the more stylized buildings surveyed in the corridor. Notable use of materials common at the time, such as glass, metal, and Roman brick.

GF 48801317-1319 Lee Street Commercial/Industrial Building

This former bakery building has been heavily altered. It is a two-story brick building, although the façade has been obscured with vinyl siding and wood shakes applied to the pilasters. The doors and windows are incompatible replacements. At the building’s west corner is a 1950s flat-roofed office bay. This small section is intact and conveys a mid-century design aesthetic.

GF 47811310-1313 West Lee Street Commercial Buildings

These disparate brick commercial buildings share a side elevation. 1310 consists of a large garage bay and a replacement entry. Above the doors are raised brick lozenges, a sign panel offset by a header course, and sawtooth cornice. 1311 has a much plainer façade of painted running brick. On each side of the recessed central entry are four boarded up window openings.

GF 47821300-1302 West Lee Street Commercial/Industrial Building

One-story brick, flat-roofed buildings with plain cast stone coping and disparate patterned brickwork of running bond, ridged bond, header courses and simple corbelling.

GF 47831301 West Lee Street Commercial Building

This one-story Colonial Revival brick building was a bank at one time. The façade (facing West Lee Street) has a central double door entry set in a Federal surround complete with a fanlight of leaded glass. Above the entry is a heavy, applied wooden cornice that runs around the building’s four elevations. On the east elevation is a large, single-shouldered, exterior chimney with paved shoulders and a corbelled cap. On the west elevation is a second, well detailed, double door entry with a flared copper awning. Flanking the doors are sets of fixed doors comprised of single light widows over panels. Each of the entry bays is topped by a transom. All of the windows are replacement vinyl sashes with a 6/1 configuration.

GF 47841225-1231 West Lee Street Commercial Buildings

One-story brick commercial building with five altered storefronts. Original detail is limited to tile coping on roof parapet. At the rear of the lot is a concrete block warehouse with a stepped parapet roofline.

GF 47851201 West Lee Street Service Station

One-story enamel paneled service station. There are two garage bays and the storefront has a clipped corner.

GF 47861111 West Lee Street Commercial Building

A one-story, double storefront building with a stone façade. The side elevations are stuccoed brick. Stone pilasters separate the storefronts. The center pilaster has a stone engraved with "C. Eways." Storefront doors and windows have been replaced. Green tile covers the roof. The current occupant stated this building was a bar at one time.

GF 47871109 West Lee Street House

A one-story hipped-roof dwelling with an inset porch supported by square posts on precast concrete "stone" piers. The façade is covered with brick veneer below the windows and asbestos shingles above. The window sashes are 12/1.

GF 47881116 West Lee Street Commercial Building

This two-story, rectangular, flat-roofed frame commercial building, although heavily altered, is the only frame commercial building surveyed on West Lee Street, perhaps making it one of the oldest. It is covered with deteriorating asbestos shingles on the W. Lee Street façade and corrugated metal on the sides. Near the façade roofline the shingles are missing revealing a metal cornice. Six single pane replacement windows pierce the façade.

GF 47891040 West Lee Street/Beef Burger Restaurant

This mid-century restaurant's character defining feature is its front-gabled, shallow-pitched roofline with deep overhanging eaves. The wall planes of the building are glass panels divided by metal frames. A scalloped bargeboard spans the front gable. An original signpost remains by the road.

GF 47901000-1004 West Lee Street Commercial Buildings

This two-story brick commercial building has three storefronts, each with a central entry flanked by display windows. The window openings of the second story have been infilled with brick, although the header course sills and brick jack arches remain. Above the windows and below the parapet's concrete coping are decorative soldier courses.

GF 47911001 West Lee Street Commercial Building

A one-story, flat-roofed, concrete block commercial building. The façade is brick with large fixed pane windows, metal casements and a later garage bay.

GF 4792919-923 W. Lee Street Hodgin Supply Company

Built in 1946, the Hodgin Supply Company has been this building's only occupant. The front part of the building contains the offices and is a one-story, flat-roofed structure. The façade is veneered with narrow bricks. Four recessed storefronts of equal size are crafted of brick and permastone. Above each storefront are three narrow transoms. The rear of the building is concrete block and contains warehouse space. A second detached unpainted concrete block warehouse with tile coping is also on the parcel.

The low horizontal lines of the building are typical of mid-century recessed commercial buildings. This building is intact on both the interior and exterior, and is a good example of its kind on the Lee Street corridor.

GF 4793911 W. Lee Street Moving Supplies

A one-story painted brick commercial building with a gabled, or perhaps barrel vaulted, roof hidden by a flat parapet on the front elevation and a stepped parapet on the rear elevation. A flat awning, which shelters the recessed entry and the angled fixed pane display windows, spans the façade.

GF 4794901 W. Lee Street

A one-story, brick, flat roofed commercial building distinguished by a curved corner wall of glass block. Double inset entry and original storefronts.

GF 4795903 W. Lee Street

A one-story, flat roofed, commercial store with two garage bays. The building is veneered with a narrow, light-colored stone. The office bay is enclosed by angled, fixed pane windows.

GF 4796836 W. Lee Street

A one-story, brick commercial building with double storefronts, stepped parapets, and corner pilasters that project above the roofline. Above each storefront is a decorative diamond shaped tile.

GF 4797816 W. Lee Street House

This two-story, L-plan folk Victorian house has a wrap-around porch, vinyl siding, and replacement windows.

GF 4798812 Lee Street House

One-story, frame, triple-A form house with weatherboard siding and irregular shingles in the front gable. The house retains its original window sash and turned posts and sawn brackets on the porch.

GF 4799802 W. Lee Street Pugh Metal Finishing

Substantial brick commercial/industrial building. Center block is two stories with a stepped parapet flanked by one-story garage bays. Original multi-light metal window sashes remain on the façade.

GF 4800800 W. Lee Street House

This one-story, side-gable house has slightly projecting eaves. The hipped-roof porch is supported by heavy battered posts on brick piers. The house is sheathed in original weatherboards and retains its 6/6 sash.

GF 4801726 W. Lee Street House

Frame pyramidal cottage with shingled front gable. Unique two-part paneled posts support the hipped-roof porch. The balustrade has been replaced.

GF 4802724 W. Lee Street House

This two-story frame dwelling has a hipped roof with central dormer, exposed rafter tails and 8/1 window sash. The entry door has been replaced. The hipped-roof porch is supported by paneled posts on brick piers. The square posts near the entry are a later addition.

GF 4803719 W. Lee Street Parker Metal Finishing

This massive, two-story, stuccoed building is likely constructed of poured concrete. The building displays a variety of Spanish Mission influenced details such as the parapeted corner towers with diamond-shaped tiles and red tile roof with projecting rafter tails. Over the corner entry is an arched pent roof shelter. The building also retains its metal casement windows with cast stone stills.

This building is significant for its display of style on a commercial/industrial structure. It is one of the more distinguished buildings surveyed in the Lee Street corridor, but more research is needed to make a fair comparison with similar building types and designs in other parts of Greensboro. This building retains very good overall physical integrity. Depending on the historical uses of the property, it may be individually eligible for the National Register. It may be a good candidate for historic preservation tax credits.

GF 4804300 W. Lee Street Service Station

One-story, flat-roofed brick service station with a glazed office and two garage bays.

GF 4805300 W. Lee Street Brooks Lumber Company Complex

Expansive complex of offices, warehouses, sheds, fenced yards and processing machinery. These structures date from the first half of the twentieth century to the present. Facing Eugene Street is a rectangular, brick, flat-roofed windowless structure with a flat, cabled awning over the entry. Fronting W. Lee Street is a flat roofed structure, approximately one-half block in length, that appears to have been constructed within the last twenty five years, or is very heavily altered. The yards and sheds are arranged behind these two buildings.

GF 48062411 High Point Road

Canada Dry Building

This two-story brick building displays design motifs of the Art Deco style. The flat roofed structure has cast stone coping and a wave-patterned frieze. Below the frieze, and separated from it by brick courses, is second band of cast stone; this one in a more geometric sawtooth pattern. The window bays of the building's central block are demarcated by fluted pilasters topped with peaked "capitals" and decorated with waves and shells. Flat cast stone panels connect the original metal multi-light windows on the second story with the fixed, single pane windows of the first story. At the west end of the façade is a recessed entry, with glazed doors, surrounded by cast stone panels.

This is the corridor's second well-executed commercial/industrial building (the other being 719 W. Lee Street). This level of detail was not noted on other buildings surveyed with in the corridor. It retains very good overall physical integrity. It merits additional study and appears to be individually eligible for the National Register. It may be a good candidate for historic preservation tax credits.

GF 48072416 High Point Road Commercial Building

This one-story commercial building has a central block flanked by shorter bays. A flat awning covers the storefront windows of the main block. The building's enamel panels have been painted gray.

GF 48082424 High Point Road Coliseum Inn

This motel appears to date from the 1960s. It comprises a main office and two buildings of guest rooms arranged around a parking lot. The office is a one-story box enclosed by fixed pane windows with pebble dash aprons. An oval sign on two posts is in front of the office. The guest rooms are contained within a two-story painted brick building surmounted by a flat roof with projecting eaves. The rooms are accessed by an exterior balcony with a metal balustrade of rectangular patterns. The second building is at the rear of the parking lot and appears of later construction.

GF 48092432 High Point Road Immanuel Baptist Church

Brick Colonial Revival church surmounted by a steeple. The massive columned portico shelters three entries, each with a classical surround. The c. 1960, two-story, flat-roofed community building is built of brick. The original metal windows have pebble dash aprons.

GF 48102501 High Point Road Restaurant

An A-frame restaurant with a red-shingled roof.

GF 48112600 High Point Road Restaurant

This brick hipped-roof building may have been a service station at one time. This building is heavily altered.

GF 48122702 High Point Road Commercial Building with Diner

This one-story brick commercial building has been heavily altered with stone veneer, an altered roofline and reconfigured store front. On the west side of the building is classic 1930s-era, streamlined metal clad diner.

GF 4813 2704 High Point Road Arby's sign

Hat-shaped Arby's restaurant sign. The design dates from the mid-1960s, although the age of this particular sign is not known.

GF 48142900 High Point Road Commercial Building

One-story, flat-roofed office building of light-colored brick. The deeply overhanging eaves are banded by a metal fascia. The banded window frieze has been painted over. West of the entry is a privacy wall constructed of pierced concrete blocks..

E4) Development Economics

Summary of Preliminary Findings
**HOUSING & INDUSTRIAL
MARKET ANALYSES**

*High Point Road – West Lee Street Corridor
Greensboro, N.C.*

November 7, 2007

Prepared for the City of Greensboro Department of Planning

Randall Gross / Development Economics

Part 1. RESIDENTIAL MARKET FINDINGS

A market potentials analysis was conducted for residential uses in the High Point Road – West Lee Street Corridor. This analysis focused on key niche markets, many of which were identified based on an Opportunities Assessment completed previously. This document provides a summary of preliminary findings with respect to the scale of development potential within target market niches within their respective distinct market base. Indications of the primary product types, marketing concepts, tenure, and location within the corridor are also discussed. The full market report will provide more refined detail on the marketing concepts, pricing, phasing, and other factors.

Key Target Market Niches

The market for housing within the High Point Road / West Lee Street Corridor is driven by demographic growth and consumer behavior within specific market niches. Among these target markets are singles, households with two (dual) incomes but no children (“DINKS”), university students, employees at area institutions, artisans, and individuals with special needs (e.g., nursing care). There are also opportunities to attract starter families, particularly immigrants and in-migrants, to exiting homes in the neighborhoods adjoining the Corridor.

Clearly, in the short-term, the institutional anchors located in or near the Corridor are primary generators of new residential demand. These institutions include the University of North Carolina-Greensboro (UNCG), North Carolina Agricultural Technological State University (A&T), Greensboro College, and Bennett College, among others. These universities not only generate demand for housing their off-campus students, but also for affordable units to house institutional employees. While A&T and Bennett College are located outside of the Corridor, they are part of the primary market for housing in the Corridor.

Corridor Potentials

Preliminary market findings forecast short-term demand for 135 to 240 additional housing units within the Corridor. The “short term” is defined here as a three to five-year period required from 2007 to develop new housing in order to meet demand in the market. These numbers do not include already existing, planned or proposed units within the Corridor or institutional housing on campus. Demand within the Corridor was determined based on market conditions and demographic forecasts within each target niche, coupled with an assessment of the competitive framework. These findings are summarized in the following table, below.

**Table 1. SUMMARY RESIDENTIAL MARKET POTENTIALS,
HIGH POINT ROAD / W LEE ST CORRIDOR, 2012**

Table.	Market Base	Target Market/Yr	2012 Corridor Potentials	
			Low	High
Dual Income-No Kids	Greensboro	243	23	39
Singles	Urban Core	346	23	50
Artists/Craftpersons	Guilford	5	2	6
Univ. Students	UNCG, A&T	163	71	116
Institutional Staff	UNCG, A&T	42	14	20
Imm/Starter Families	Guilford	587	3	7
Nursing Care	Guilford	TBD	TBD	TBD
TOTAL		1,385	137	239

Source: Randall Gross / Development Economics.

Demand by Target Niche

The market base or market area for housing within the Corridor differs, depending on the targeted niche. Furthermore, demand ranges depending on the level to which conditions (or expectations) in the Corridor change within the three to five-year period. Such changes must relate first to perceptions of safety and security in the Corridor and the security amenities in new housing developments themselves. Additional changes relate to the physical environment in the Corridor, and particularly along High Point Road between the Coliseum and Downtown Greensboro.

The lower end of the demand range is based on the assumption that the plan and commitments made by public and private entities will spur a positive change in perceptions regarding the safety, security, environment, and marketability of the Corridor. The higher end of the range assumes that visible progress is made with respect to the safety of the area and physical improvements. Certain additional changes could further spur housing demand, such as the development of anchor projects, transit, or new retail that enhances the overall amenity value and livability of the area. For the purposes of this analysis, it is assumed that the latter changes would only occur concurrently with or after completion of residential projects during the short-term. Demand within key market niches is discussed below.

Singles. Singles working in Downtown Greensboro or nearby areas represent an important target market for housing that surrounds Greensboro’s central core. Single workers without the resources or interest for purchasing

housing are a particularly important market because of the relatively limited supply of affordable rental housing.

Demographic growth will generate annual demand for 330 to 360 rental or condominium housing units within Greensboro's urban core (defined roughly as the area covered by zip codes 27403, 27408, and 27401) and the Corridor can capture a portion of this market. Given the competitive rental supply, it is possible for the Corridor to capture demand for 20 to 50 units generated by this market segment in the short term.

DINKS. In addition to singles, there are married couples and dual-income non-family households without children ("DINKS") that form another important part of the potential market in the Corridor. This market would be attracted from a broader geographic area including other portions of the city of Greensboro and neighboring areas. Again, at least one member of these households would be working within Downtown Greensboro or nearby areas of the city. Demand for up to 40 units would be generated from growth and move-ups within this demographic cohort in the short term.

Students. There is significant enrollment growth anticipated at UNCG as well as at A&T and other area colleges and universities. In fact, enrollment at the state universities in Greensboro has surpassed projections by almost 4% per year. UNCG graduate students and some commuting undergraduate students represent a prime market for housing in the Corridor. However, the rapidly expanding gap between supply and demand for A&T student housing also feeds potentials within the High Point Road Corridor. Growth in the number of off-campus students living within two miles of campus is expected to generate demand for up to 160 units per year for the next several years in Greensboro.

There has been (and still is) a significant level of rental housing construction near UNCG targeted to the student market. However, the Corridor could still expect to capture a total of about 70 to 120 units of student housing in the short term, depending on a number of factors discussed later in this section.

Institutional Staff. Employment growth at the universities and other nearby institutions will also generate demand for more housing that could be captured in or near the Corridor. While university faculty are less likely to move into this portion of Greensboro, there are other university staff with more limited incomes that represent a prime target market for new and existing housing in the Corridor under certain conditions. This employment growth will generate demand for up to about 40 units per year, with the Corridor capturing a total of up to 20 units over the near term.

Artists. While the opportunity assessment identified artists and craftspeople as a niche market for the Corridor, subsequent research determined that the scale of this market is very limited in Greensboro, at least in the near

term. Artists and crafts workers are often attracted to former industrial, often less-desirable, areas of cities where there is relatively affordable housing combined with work space. Sculptors, stone masons, and other heavy material crafts workers are often attracted to older industrial spaces that offer weight-bearing floors, truck bays, and storage, plus various amenities (such as loft space and views). The overall numbers of artists are small in Greensboro, but there may be opportunities to use Corridor buildings and spaces to pro-actively attract new arts spaces and uses to the city.

Care-Dependent. Demand for senior housing, and assisted living facilities in particular, is expected to increase in the region. The Corridor can potentially offer opportunities for nursing and assisted-care facilities. Initial market findings suggest that current supply, including several newer facilities, may be sufficient to meet short-term needs with the exception of special care units (e.g. alzheimers). This market is being tested further.

Starter Immigrant Families. Young families with children have not been attracted in great numbers to the neighborhoods surrounding the Corridor, due to quality of life factors as well as the age, condition, and marketability of the existing housing stock. The quality of urban schools, coupled with perceptions of crime, has effectively reduced the Corridor's short-term potentials for capturing a share of the region's family housing market. There are niches within this market, especially new Latino and other immigrant families, who are attracted by the relative affordability of single-family homes in the area. Nevertheless, the overall capture will remain low until certain quality and service issues are improved.

Development Concepts and Locations

Based on the preliminary market findings, several concepts have been created for development of new housing as well as rehabilitation of existing units within the Corridor. These concepts will be further refined as part of the community participation process and integrated with the planning consultant's inputs. Strategic recommendations will be developed relating to the implementation of these projects and an overall marketing, development, and financing framework.

- **Four-University Housing & Nightlife District.** Because of the presence of four substantial institutions of higher education straddling Downtown Greensboro and linked by Lee Street, there is an untapped opportunity to realize this corridor as a university-related residential and entertainment district. Student housing already represents the highest and best development opportunity in Corridor, as well as the most immediate. Further, the development of student housing in the Corridor would anchor revitalization and help change the investment climate in support of further redevelopment. Major components of this concept are detailed below.

- Student mixed-use and mid-rise rental housing developed east and west of the UNCG campus along West Lee Street. While such projects may not be institution-driven, there is the possibility of soft participation by the universities. Housing would benefit not only from proximity to the campus but also adjacency to new UNCG parking facilities. The mixed-use buildings would incorporate retail businesses, creating a new urban context for Greensboro and helping to change perceptions of the area. Approximately 70-120 units would be developed in the short-term 1st and 2nd phases.
 - Integration of student housing east and west of S. Eugene – creating a university-oriented housing & nightlife district that links the four colleges. A&T is an important source of potential housing demand. There is an opportunity for better physical and economic integration between these institutions along the Lee Street Corridor.
 - Day labor activities should be relocated to an employment node (e.g., Lowe’s worker center). A Downtown Gateway should be established at S. Eugene and Lee Street with a commercial/entertainment node as nexus of this student- and singles-oriented district.
- **Sports Village.** There is also the opportunity to develop non-student mixed-use projects to capture housing demand generated by the institutional staff, singles, and young couples who work in the area. Given the Corridor’s existing strength as the home of a major sporting event facility, there are opportunities to build thematically on this strength to supplant negative perceptions with a new image for the area. One possible project would include fitness or other recreation facilities as an amenity associated with multi-family rental housing. This combination of uses would be attractive for young singles and couples who might work nearby at UNCG or Downtown.

Ideally, this project might be located on one of the under-developed properties between UNCG and the Coliseum. An initial phase might include 20 to 50 units in several buildings integrated with the fitness or other recreation center. Marketing of this project would probably require that the student housing be completed or under-development prior to the Sports Village apartments.

- **Housing Improvement Plan (HIP).** A HIP is recommended that focuses on the commercial “impact” area along the south side of West Lee Street. The HIP would include a marketing strategy for young (immigrant) families and DINKs. This strategy will be refined, re-structured, or further developed as part of the Glenwood housing analysis now underway.
- **Industrial Arts Live-Work Project.** Adaptive use of an older industrial or commercial structure within the West Lee Street Corridor is recommended

to attract artists and craftspeople who would utilize it for studio live-work space in the Corridor. Even a small group of seven artists can make a significant impact in the Corridor as part of a core, integrated-use project that includes live and work space, as well as possible gallery or other public venue. Preferably, this project would be located in a high-profile location within the Lee Street Corridor between S Eugene and the UNCG campus.

PART 2. INDUSTRIAL MARKET FINDINGS

An industrial market analysis was conducted to determine the potential for reuse of industrial buildings and new construction. The analysis examined overall demand in the market and focused on the competitive positioning of the Corridor for certain industrial uses within the regional framework. The analysis also forecasted market area demand based in part on employment factors. The Opportunities Assessment completed previously determined that the Corridor is relatively competitive for certain industrial uses, which would be accommodated through an appropriate marketing strategy. Key preliminary findings from this analysis are provided below along with several concepts for redevelopment and marketing.

Summary of Findings

The market analysis found long-term negative absorption patterns and outflow from throughout the Southwest Industrial Sub-Market of which the study area is a part. The industrial market has shifted most recently toward high-box and distribution uses accommodated along interstate highways and near major multi-modal transportation nodes such as the airport. The Corridor originally attracted industry based on competitive advantages such as bulk rail access that are no longer applicable to most industrial users operating in the current market.

Nevertheless, the Corridor retains certain advantages, as mentioned in the Opportunities Assessment report that include a central location within the city, and access to major institutional and downtown employers. The Corridor also provides direct access onto Interstate 40, with links to I-85 and other major national and regional distribution routes.

Within the context of manufacturing decline and shifting economic realities, the competitiveness of the Corridor was considered within the regional framework. In that comparative matrix, the study area fares at least as well as other comparable urban corridors in the Triad with the exception of safety, image, and appropriate building stock. A significant number of the area's industrial buildings are functionally obsolescent.

Adaptive Reuse

At the same time, some of the Corridor's existing available building space can be adaptively reused for certain types of businesses that prefer to be in older but functional spaces that are located close to Downtown and the universities.

Randall Gross / Development Economics

Demand for these spaces was examined and is summarized as part of the overall industrial mix shown below.

**Table 2. INDUSTRIAL DEMAND BY
TYPE OF USE, CORRIDOR, 2007-2012**

Market/Use	Square Footage Range		
	Low	High	Average
Adaptive Reuse	8,100	32,200	20,150
New Const-<25,000sf	-	15,500	7,750
Sub-Total	8,100	47,700	27,900
Obsolete/Demolish	104,700	128,900	116,800
Net Change	(96,600)	(81,200)	(88,900)

Source: Randall Gross / Development Economics.

Based on an assessment of the types and growth of tenants that may have an interest in adaptive reuse of older industrial spaces and on the availability of such space, reuse opportunities were identified. It was determined that a range of 8,000 to 32,000 square feet of such older space could be reused to attract companies into the area over the next five years. Typical tenants for such space would include:

- Craft furniture and other specialty light manufacturing businesses
- Artist studios and live/work space (see residential)
- Design showrooms
- Catering, maintenance services, and contracting companies
- Machine shops and small food companies, etc.

Most of these are the types of industrial uses that can be integrated with other forms of development, including residential, retail, and others. Thus, these industrial businesses can form a part of a healthy mixed-use Corridor while not generating the impacts of traditional heavy manufacturing.

Functional Obsolescence

Based on site reconnaissance and other inputs, the share of vacant and available buildings that should be demolished is also recommended. These buildings, containing 130,000 square feet or more, were considered to be functionally obsolete in the context of the market. However, a more thorough engineering assessment might be accomplished to confirm which spaces are unusable or un-adaptable.

New Construction

Demand for net new construction of industrial buildings was determined based on the broader market considerations and competitive advantages of this Corridor. Again, overall trends have seen consistent negative absorption and outflow of industrial businesses from this sub-market. On the other hand, much of that outflow has been concentrated in older, less-competitive buildings. There has been some new construction of multi-tenant flex buildings that has fared much better in the market, although there has still not been positive absorption.

Assuming that conditions were to remain the same in the Corridor, there is likely to be continued outflow of industrial uses to more competitive locations even though rents are low relative to other sub-markets. However, strengthening of the Corridor and in particular, better definition and marketing of the Patterson Street area as an industrial park, can help to reverse some of the downward trend. The location is still comparatively good from a local and regional distribution perspective, given Patterson Street's location near I-40.

Based on the assumption that the area is marketed and enhanced as an industrial park with affordable prices, there is a strong possibility for reversing the outflow from flex and small warehouse buildings and attracting demand for buildings under 25,000 square feet in the next five years. A conservative estimate of demand for up to 15,000 square feet is projected based on this assumption.

Net Demand

If accounting for the need to demolish functionally obsolete buildings, there is an over-supply of 81,000 to 97,000 square feet of industrial space in the Corridor carrying through into the near term. However, assuming demolition of those buildings, there would be net demand for an estimated 28,000 square feet (8,000 to 50,000 square feet) of industrial use (of existing and new buildings) assuming a marketing strategy addresses the need for adaptive reuse in certain areas and for better definition of industrial park in the Patterson Street area.

Preliminary Concepts

As noted previously, there are three basic strategies relating to industrial use within the Corridor.

- **Demolish Functionally-Obsolete Buildings.** First, there is a need for assessment and (as appropriate) demolition of functionally obsolete industrial buildings that are impacting on the image of High Point Road and draining the economic viability of the Corridor.

- **Incentives for Adaptive Reuse.** Where there are buildings appropriate for adaptive reuse, even if located adjacent to existing or planned residential development, there is a need for incentives to encourage the reuse of such buildings for economically-viable uses. Such incentives will be explored as part of the strategic planning component of this project. Again, it should be emphasized that many industrial uses can be effectively and successfully integrated with residential and other land uses, and this should be encouraged particularly as part of the University Student Residential and Entertainment Corridor Concept. Such industrial uses as crafts manufacturing can add to the vibrancy and urban context of this concept.
- **Patterson Street Industrial Park.** The Patterson Street area can be more competitive for attracting and retaining light industrial uses such as logistics and delivery companies, plus light manufacturing, that depend on a central location and access to I-40. A strategy will be developed for creating better definition and marketing of Patterson Street as an industrial park.

MEMORANDUM

July 2, 2008

TO: Mike Kirkman
Greensboro Planning Department

FROM: Randy Gross

SUBJECT: Housing Update & Next Steps

This memorandum provides a “bulleted” summary of findings from the housing survey, revised market analysis, and resulting changes to the housing development recommendations. In addition, suggestions are also offered on a way forward for refinement of the sports & recreation hub concept.

Housing Market Revisions

A survey was distributed to a statistically random sample of 1,344 faculty and staff of the University of North Carolina-Greensboro (UNCG), to collect information on employee demographics, existing housing situation, and housing preferences. Almost 240 responses were received. The survey also tested the concepts for revitalization of W. Lee Street in order to determine whether changes in the urban environment would actually attract downtown and UNCG employees to live in the area.

Results of the survey were useful in refining the market data that was produced through a market analysis earlier this year. The findings also provide more detailed input on consumer preferences with respect to the type, pricing, and tenure of housing that would appeal to employees in the area. Key findings and revisions to the housing recommendations are provided below.

Key Findings

- Surprisingly, more than **50%** of university faculty and staff would consider living in the W. Lee Street Corridor or Glenwood, having responded positively to the following question (#10):

If a new, safe, and pleasant environment with amenities (such as health club, shopping) were created in the W. Lee Street Corridor near UNCG, could you be attracted to live there?

- Almost **40%** of university faculty and staff noted that they would be interested in living closer to their work. A share of those (15%) said that

- they want to be closer to “city life and amenities” including art, culture, and neighborhoods.
- Overall, the input from the survey has resulted in a shift upwards in the housing demand projections, mainly due to an adjusted capture rate specifically for university employees. In other words, the survey helped to refine the Corridor’s potential capture of the university and other employee markets. The change in overall potentials is summarized below:
 - Former 2012 Projection: 137-239 units
 - Revised 2012 Projection: 158-268 units
 - About 22% of employees currently rent their housing, but only 5% would move to West Lee Street to rent an apartment. Most of the renters would prefer to move up and purchase housing. Among employees who would consider moving to housing in the W Lee Street, somewhat more are likely to choose to live in a single-family house than in multi-family buildings. The most popular form of housing desired would be a rehabilitated house in Glenwood. However, of new housing types, the most popular format would be mixed-use buildings, particularly if such development includes a health club.
 - New Rental Apartment 5%
 - New Condominium 21%
 - New Single-Family Home 29%
 - New Mixed-Use/Health Club 32%
 - Rehab Glenwood Home 35%
 - Employees are currently paying an average rent of \$672 per month or they have an average monthly mortgage payment of \$1,121. Based on these amounts, comparable for-sale housing would be priced in the range of about \$85,000 to \$160,000. Demographically, about one-third of UNCG employee households have incomes above \$100,000 and more than 60% of those employees have a graduate, professional, or doctorate degree. Prices for existing homes were averaging about \$73,300 in the Study Area in 2007.
 - Housing sales would be difficult in the current market climate, not so much because of a lack of demand but because of a downturn in housing prices (which reduces the ability of current homeowners to sell and move-up) and because of a scarcity of “easy” financing for first-time buyers relating to the so-called “credit crunch.”
 - Many of the employees responded favorably to the concept of the City offering financial incentives. The assistance most requested from the City is a lower mortgage interest rate. Almost 60% of those who would

consider purchasing housing in the W. Lee Street or Glenwood areas would appreciate some assistance in writing down the interest costs of their mortgage. Also important to the employees is some sort of down-payment assistance. Less appealing were rent-to-own options and other incentives, such as property tax abatements, although some residents suggested that they would appreciate assistance with selling existing homes in order to move to the area.

- In terms of retail amenities desired by the UNCG employees, sit-down restaurants have the broadest appeal, followed by groceries, fast food take-outs, and clothing & shoe stores. If a transit service (e.g., shuttle bus) were offered between the university and businesses along W. Lee Street, then 60% of those surveyed said that they would take advantage of that service. Only 27% of the UNCG households have children under the age of 18, and the average age of the head of household is 46, suggesting that schools and youth services are not a priority for the majority of employees.

Key Recommendations

- The “Sports Village” residential/retail/health club mixed-use marketing concept proposed between UNCG and the coliseum (at Site #4) is popular among the institutional employees as well as among students. However, the tenure will be different for students, verses workers, with most students renting units while staff would more likely purchase. The current planning concept at this site currently has 46 DUs in two mixed-use buildings on the north side and 40 DUs on the south side of W Lee Street, just off of Aycock. In all likelihood, the *financial* requirements of a single, mixed-use project with a health club will require a higher density of housing, perhaps in the range of 80 to 100 units. Based on the overall market findings, the mix is likely to be 36% for-sale and 64% rental. Preferably, the project would be developed with separate wings or buildings for rental versus for-sale. This project would ideally begin development within the five-year market forecast horizon (2012/3) as a “first-phase” anchor for the area, and would act as a catalyst for further redevelopment. Several additional residential / mixed-use projects having 50 to 80 student-oriented rental units would be developed in successive phases, clustered near the health club facilities and retail amenities.
- Other residential demand supported in the existing and near-term market would include rehabilitation of 20 to 35+ existing homes in Glenwood as well as some limited (10 unit) artist housing and live-work space integrated into a mixed industrial service/craft/entertainment environment for Site #1. The housing survey seems to confirm that there is also some demand for new, single-family housing (perhaps 15 to 25 townhouses) targeted to UNCG employees and other DINK households that should be

accommodated near the university or in a proximate location within the Study Area.

- Remaining housing that has been shown in the physical plan is conceptual in nature and more likely to build-out over the long term (beyond the 5-10 year horizon of the market study). Again, there is a concern for the marketability of housing projects that have been shown on the physical plan in the Site #1 area, since there is remaining demand for downtown-oriented industrial uses (e.g., bakeries, machine shops), opportunities for specialty craft (e.g., stained glass), and potential for urban entertainment uses (e.g., nightclubs) near downtown that can access the student market in this east-west university corridor. The marketing concept for this area tries to draw upon these diverse uses to create a more unique and exciting multi-use urban district that promotes adaptive use and infill rather than wholesale redevelopment.
- Given the near-term housing market and financing considerations, it would be recommended that the City pursue a special district mortgage and/or down-payment assistance program for the area. There are various ways in which the City could help in “writing down” the interest rates on mortgages, but it would seem that in this climate the City’s most powerful tool may be some type of loan guarantee that would help alleviate pressure on lenders. The consultant can examine this programmatic concept further in discussion with mortgage companies that are active in the area.

“Sports & Recreation Hub Concept” Next Steps

The concept of a “Sports & Recreation Hub” developed out of the market analysis and findings related to the existing institutional and facility asset base, activities at the Coliseum, potential for certain destination retail businesses, and the likely demographic market niches for housing in this corridor. This concept was discussed in greater detail as part of the strategic planning recommendations, and the Action Plan identified specific actions that should be taken in order to encourage the development of this concept further.

The community appears to have expressed an interest in this concept, and the housing survey conducted of UNCG faculty and staff seems to indicate further market support for the integration of mixed-use housing and recreation facilities. Among the first steps recommended in the Action Plan were for the City to appoint a working partnership between the Coliseum, private investors/property owners, and the university community to explore this concept as a broader marketing tool for the city of Greensboro. But in addition, there is the need to examine the economic potentials for various elements of the concept in greater detail so that specific plans can be set into place for anchor facilities

and programs as the centerpiece for marketing. Among the specific questions relating to facilities include the following:

- **Swimming Center or Natatorium.** The community has apparently considered the development of a swimming center for some time and that the need for this center may have been examined in some way. In the least, a full Needs Assessment should be conducted to determine the future need for such a facility not only to serve the local constituency base but also as a competitive regional or national facility that could bring cache to Greensboro and the Corridor. At the least, there should be a review of any needs assessments that have already been conducted to determine whether further work is required and whether the Sports & Recreation Hub is an appropriate location for this type of facility. Further assessment would also determine the regional or national competitive framework for such facilities, and potential within this framework. Finally, such assessment should determine the potential public returns and economic development impacts of such a facility, in terms of the exposure and economic and fiscal spin-off it might bring to Greensboro.
- **“All Sports Facility.”** There is also the opportunity to look at the future potential for an all-sports facility that would prospectively accommodate regional high school, intra-mural, civic or corporate league, and university sporting competitions that cannot otherwise be accommodated on campuses in the Triad. Similar economic spin-offs should be examined.
- **Coliseum & Affiliated Attractions.** As discussed several times throughout this planning process and in the Strategic Plan, it is strongly recommended that the economic potentials for the Coliseum be examined with respect to future growth and expansion of program, venues, and facilities. The potential for expanding the convention and trade show component of the Coliseum program needs to be examined further, and some of this question may relate specifically to the sports & recreation niche within that market. Other, affiliated attractions (e.g., museum) have been proposed by the Coliseum, but these have not been tested in the market and there is a need to understand the realistic opportunities and economic viability of such concepts.
- **Hospitality.** Demand for related tourism and hospitality support facilities (e.g., hotels, attractions, restaurants, entertainment) could be better determined if the future of key “drivers” (i.e., Coliseum, sports facilities, etc) are better understood. Those major facilities help to drive demand for retail and other secondary uses.
- **Sports Village Complex.** The mixed-use Sports Village concept has been proposed based on the overall market analysis for the Study Area. However, further more detailed assessment would normally be required to

determine whether the project itself is economically viable and financially feasible. Importantly, it would also be useful to conduct outreach to potential local, regional, and national developers and tenants to test the concept and the specific findings, and to determine the requirements that a developer would have to help encourage such development. Since the concept is proposed as an anchor project, and because of the timing during the down cycle in the housing market, it will be important to understand the structural incentives that may be necessary to leverage development.

- **Linkages.** The plan is already accounting for such considerations as greenways, etc that might provide pedestrian and bicycle linkages, but these should also respond to the need for linking facilities in the sports & recreation hub.
- **Retail.** The market analysis has examined overall demand in the corridor and, as part of that assessment, identified existing assets and opportunities for sporting goods, dining, and related retail uses. This could be explored in more detail in order to build on this concept. Again, both the hospitality and retail components would be influenced in large measure by key drivers such as the coliseum, natatorium, all-sports facility, and other anchors.
- **Other City & University Recreation Facilities.** There should be strategic coordination with the City's and universities' recreation divisions with respect to overall facility planning and an understanding of need and market opportunity that may relate back to this hub.

Reference should be made to the Action Plan prepared by RGDE as part of the strategic planning recommendations. The Action Plan references specific tasks toward implementation, although the aforementioned assessments would help inform strategic planning up-front.

RETAIL MARKET TESTING

This report provides findings from an assessment of the retail & commercial use proposed as part of the physical development concepts envisioned in the Corridor. The concepts were tested against the existing market conditions and marketing requirements. The retail opportunities are also identified in the context of several marketing concepts proposed for the Corridor.

Opportunities Assessment Review

A review of existing retail market conditions was conducted and opportunities identified as part of an overall Opportunities Assessment for the Corridor. Site analysis determined that the Corridor has a total inventory of 850,013 square feet of retail building space, of which about 9.7% (82,500sf) is vacant. It should be noted that some retail commercial spaces are actually occupied by offices (such as for labor or financial service entities). Existing retail uses along West Lee Street are characterized as generally low-end local-serving retail/service; while those in the High Point Road area are more typically oriented to the national brands, including small and big-box chain stores and restaurants that benefit from access to Interstate 40 and shopping mall traffic.

Strengths

The Corridor's strengths include its position within a relatively healthy regional (Triad) market, and its access and exposure afforded by I-40. Existing retail serves an affordable niche in the market, which performs well during times like these of rising gas prices and uncertain economic conditions. Anchors like the Coliseum and UNCG provide potential for further development of the area's capture in the destination market.

Constraints

As noted in the Opportunities Assessment, the area's constraints include overall competitive framework and the limited income base to support convenience purchases within the primary trade area adjacent to the Corridor. More importantly, perceptions of crime and poor physical conditions serve to hamper inflow to the Corridor from neighborhoods outside of the adjacent communities (and from more affluent areas to the north).

Opportunities (Tenant Mix)

Opportunities identified in the initial assessment included destination restaurants and entertainment that might be driven by the Corridor's anchors and its location near downtown. There is also an opportunity for discount merchandise, home and contracting supply, due to accessibility and the relatively low land prices in the Corridor as compared with more competitive locations in affluent neighborhoods. There is also the opportunity for attracting certain types of specialty good niches that would appeal to the university-driven markets, such as sporting goods and recreation equipment, but only if a critical mass of these businesses could be attracted in order to generate destination appeal.

Physical Concept Plan

The physical concept plan integrates retail uses into practically all sections of the Corridor. Much of this retail is envisioned as part of mixed-use (residential/commercial) buildings located from the eastern edge of the Corridor west towards the Coliseum. Along High Point Road, the Concept plan envisions retail in mixed-use buildings but reverts to the existing pad retail at sites closer to I-40. The Concept plan envisions a total of 701,700 square feet of retail/commercial space at the sites, but would also leave 144,585 square feet of existing retail uses outside of those concept sites. Thus, there would be a total 846,285 square feet of retail/commercial envisioned in the Corridor. This represents a net increase of 102,000 square feet over existing retail use. The Appendix of this report summarizes the retail/commercial use as delineated in the Concept Plan.

Market Testing of Concept Plan Commercial Use

Basic market inputs were examined within a primary trade area comprised of neighborhoods surrounding the Corridor, as well as in a larger secondary trade area in south-west Greensboro. The retail market is driven by changes in the household base and in disposable incomes within the trade area. Both households and incomes have been declining within the primary and secondary trade areas.

The primary trade area household base has fallen at a rate of 0.4% per year since 2000. Households in the primary trade area drive demand for convenience goods in particular. Income levels among these households have fallen at rate of 2.3% per year in real terms since 2000. While incomes had begun to stabilize since the recession of 2002-3, recent economic instability is likely to have had a negative impact on the fragile employment base and incomes among trade-area residents.

Using a standard retail model (without completing a full market analysis), it can be assumed that retail expenditure potential within the two trade areas would total an estimated \$340.6 million in 2012/3. Using various capture assumptions, this potential would logically translate into demand for about 706,500 square feet of retail space in the Corridor within five to ten years. Given that there is an existing retail base of 744,300 square feet, then it can be said that there is likely to be a slight over-supply (in other words, existing retailers will under-perform based on expected retail sales standards) within five to ten years.

The redevelopment concepts proposed in the plan calls for approximately 846,000 square feet (including new and existing space). Thus, the addition of about 100,000 square feet of net new space will increase the over-supply in the market through the foreseeable future (to a total overhang of about 140,000 square feet). However, since the concept plan calls for mixed-use with up to 915 units of housing, there is the opportunity to generate retail demand from the new housing that is envisioned in the plan.

The additional retail envisioned in the plan would (based on median household incomes and a high capture rate) require the addition of at least 600 housing units. If the housing is to accommodate graduate students however, then up to 1,180 new units would be required to support the additional retail space envisioned in the plan.

Units required to support Concept Plan commercial within 5-10 years:	
Households at median area income:	600+
Households at graduate student income:	1,180+
Units included in Concept Plan:	915

More student units would be required because students have less disposable income for the purchase of retail goods and services. Thus, the housing conceptualized in the plan would need to accommodate a mix of working households and students, preferably weighted more to the workers. Whether or not the Corridor's housing can attract up to 600 working households within the near future is being tested further through a housing survey of area employees.

Another option for ameliorating the housing requirement is to focus on destination marketing strategies for the retail to increase the inflow to the Corridor from communities outside of the primary and secondary trade areas. Without completing a full retail market analysis, it is impossible to determine the potential for destination retail & entertainment in this market context. But, the Corridor does have significant assets that can leverage greater demand from the regional market base. A possible mix of net new retail & entertainment uses that might be accommodated in the Corridor would logically include the following:

■ Destination entertainment & restaurants	50,000 SF
■ Corridor serving and discount retail	35,000 – 70,000 SF

- Specialty (e.g., sporting goods) 30,000 – 50,000 SF

A total prospective mix of 115,000 to 170,00 square feet of new retail use might be accommodated in the Corridor if an appropriate mix of worker vs student housing is developed, and if marketing concepts generate destination demand.

Marketing Concepts

Several marketing concepts were developed that build on this strategy for generating destination retail demand within separate sections of the Corridor. These concepts would include a university-oriented mixed-use district (from UNCG to South Eugene), a sports & recreation hub from UNCG to the Coliseum, and a convention district along High Point Road from the Coliseum to Interstate 40. (A separate Patterson Street industrial district marketing concept has also been developed, but the focus would have only limited impact on retail/commercial uses).

University-Oriented Mixed-Use District

A marketing concept has been developed that is consistent with the physical concepts for a university-oriented mixed-use district between UNCG and South Eugene. The market potential within this district relies to a great extent on the area's universities (particularly UNCG) as drivers. Redevelopment of underutilized sites for university-related housing is a key opportunity for the area, and the housing market analysis has indicated that there is demand within certain niches. The survey now underway is testing this concept in particular among university faculty and staff, a key market niche for housing and retail in this area. At the same time, the industrial market assessment indicates that there is limited potential for new industrial development, but that there are opportunities for industrial service businesses that need a central location and serve the downtown market base.

Given the likely reliance on university demand drivers, and on the district's location proximate to Downtown Greensboro, a marketing concept is put forward that would emphasize the area's eclectic character and interesting mix of land uses. Rather than wholesale demolition of industrial buildings and service uses, the marketing concept would build on a potentially interesting mix of uses that would be appealing to new residents while also serving the needs of businesses in the downtown area.

Such a mix would include the adaptive use of selected industrial buildings for light industry, artist studios, and craftwork businesses. Functionally obsolete buildings would be demolished and replaced with mixed-use housing/commercial buildings as envisioned in the Concept Plan. As noted previously, these buildings

would need to include an appropriate mix of worker housing and students to help increase demand for the commercial component.

Given proximity to the universities both east and west of South Eugene, the concept would promote a portion of the entertainment use as a “gateway” anchor connecting downtown with West Lee Street at South Eugene. Such entertainment (in the form of night clubs, for instance) would serve students and young professionals who would be increasingly concentrated in the Corridor and further east. Club uses are particularly appropriate at this location because of the lack of adjoining residential communities. Often, club districts are formed in former industrial areas (or even integrated with industrial uses) to avoid conflict with residential neighborhoods.

The particular niches within this concept’s eclectic mix of uses would include the following for each land use:

- Housing: UNCG, NC A&T, G’boro College, Bennett
- Industrial: Craft industries, contracting, bakery/foodservice
- Entertainment: Industrial dance clubs
- Retail: Ground-floor convenience in mixed-use; sales & service
- Specialty: Artist live/work, gallery space
- Relocation of day labor to contractor hub

The retail uses would include site-serving convenience retail & service establishments in mixed-use buildings, as well as sales & service businesses oriented to central city contracts. Such uses would be interspersed with light industrial businesses including craft industries (e.g., makers of fine handmade woodcraft furniture or stained glass), building contractors (e.g., security, HVAC, elevator repair), and bakeries & foodservice businesses including those that supply downtown businesses and universities. This mix is supportable given existing and likely conditions with respect to both retail and industrial markets.

Note that the marketing concept recommends relocation of the day labor site to a more formalized contractor hub, where construction companies and contractors will have more formal access to day workers. The concept for the hub will be developed further as part of the strategic recommendations, but it may also be oriented to include training, entrepreneurial, and business partnership programs.

Greensboro Sports & Recreation Hub

The City’s sports, trade show, and entertainment functions are already clustered in the Corridor, but there is no agglomeration of uses to strengthen marketing. This concept builds on the existing anchor uses, including the Coliseum and UNCG, to create a cluster of sports & recreation facilities and associated uses.

A mixed-use project would be developed near the Coliseum as a “Sports Village” concept, to including residential, fitness, and sports-related retail businesses. As noted in previously in this report, there are opportunities for capturing sales generated for sporting goods from area students and as a destination use. University-related sports facilities such as training fields and recreation centres would be appropriate in this node, especially where shallow sites alongside the railway prevent large-scale redevelopment. Structured parking is also an appropriate use, given the location adjacent to the Coliseum and high-density housing and retail. A housing improvement plan (HIP) will be proposed for adjoining neighborhoods such as Glenwood as part of the strategic recommendations.

An expanded program for the Coliseum itself is recommended to help bolster the facility’s role as an anchor generating demand in support of revitalization in the Corridor. The program for the Coliseum should be defined based on a thorough assessment of the market potentials for entertainment, lodging, and audience-support uses.

The market niches for each use in this area are explored below based on the market review and assessments.

- Tourism / Lodging: Expanded Coliseum-area offering
- Housing / Mixed-use University students & institutional workers
- Fitness & Recreation facilities
- Sporting goods / specialty retail

Convention Hub

Destination retail and entertainment uses relating to the Coliseum would be best positioned at the High Point Road portion of this node, thereby increasing the physical linkages with the convention facilities and hotels located near I-40. High Point Road, between the Coliseum and Interstate 40, would be marketed partly as a hub for convention and trade-show related activities.

The initial focus in this area should relate to the upgrading of existing physical conditions and enhanced pedestrian access (e.g., streetscape, reduced curb cuts, street-orientation to existing shopping centers), with only limited development of new retail space. Over the long-term, there may be opportunities for more restaurant and entertainment uses focused at the Coliseum node.

The office market assessment suggests the need for upgrading of existing Meadowview office space and a more aggressive leasing strategy, but there is little demand for development of new office space in the near future. Similarly, the hotel market is relatively saturated, but in the near-term there is an opportunity to upgrade existing lodging facilities as revenue-per-room increases. Key components of this concept by use, include:

- Roadway, streetscape & urban design improvements
- Lodging: Upgrading of existing facilities
- Office: Upgrading and focus on Meadowview
- Retail: Reconfigure existing shopping centers to improve the street orientation in short term.
- Restaurants/Entertainment: Oriented to expansion of Coliseum program in long term.

Summary

In general, the physical development concepts envisioned for the Corridor are consistent with market considerations. The plans call for about 100,000 square feet of retail commercial use above and beyond that which can be supported under existing market conditions. However, the development of at least 600 housing units (or 1,200 student units) would help to generate additional retail demand in support of retail development. In addition, there are opportunities for destination retail that would attract inflow to the Corridor particularly if the Coliseum program and audience support facilities were expanded in the future.

Tested Concept Plan Retail/Commercial Use

- Site 1 (Brooks Construction)
- Site 2 (Charles Roberts Company)
30,900 TOTAL NEW
 4,500 Retail
 26,400 Mixed use Retail/Residential
Existing Sports Bar
- Site 3 (Industrial Lee-Union) Mixed use Retail/ Residential
48,500 TOTAL NEW
 8,500
 40,000
- Site 4 (Shops N of Lee Street)- UNCG frontage along railroad
57,300 TOTAL NEW
 12,000 Restaurant
 16,500 Mixed use Retail/Residential
 18,000 Mixed use retail/residential
 22,800 Mixed use retail/residential
- Site 5 (Aycock & Lee Commercial) mixed use retail/office/residential
23,500 TOTAL NEW retail/office
- Site 6 (Trailers & underutilized retail)
58,000 TOTAL NEW + 25,000 student center
 18,000 mixed-use retail/residential
 25,000 mixed-use student center
 14,000 mixed-use retail/residential
 18,000 mixed-use retail/residential
- Site 7 (Coliseum Blvd North to Aycock)
78,000 TOTAL NEW retail/office
 30,000 Mixed use retail/residential/office/health
 48,000 Mixed use retail/residential
- Site 8 (Coliseum & Canada Dry)
Hotel/Conference (assumed to include restaurant)
- Site 9 (Vertellus)
27,000 TOTAL NEW mixed use retail/restaurant
Plus hotel/conference (assumed to include restaurant)
- Site 10 (Stamey's & Others)
71,700 TOTAL NEW including Stamey's (37,500 + 34,200)
 19,200 Retail/restaurant
 15,000 Retail/restaurant
 37,500 Mixed use Retail/residential
- Site 11 (residential - No retail)
- Site 12 (China King/Adjacent)
114,800 TOTAL NEW
 10,000 Retail/Restaurant

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- 15,000 Retail/Restaurant
- 13,500 Restaurant
- 76,300 Big Box
- Site 13 (Office Depot)
 - 192,000 TOTAL NEW
 - 125,000 Existing Office Depot
 - 12,000 Existing Chili's
 - 55,000 New Retail
- Site 14 (Vacant behind Park Lane) (office - no retail)

