



RANDLEMAN ROAD CORRIDOR PLAN PHASE 1

May, 2016



GREENSBORO

Planning Department

RESOLUTION
ADOPTING THE RANDELMAN ROAD CORRIDOR PLAN, PHASE ONE

WHEREAS, the City of Greensboro worked with neighborhood residents adjacent to Randleman Road, property owners, and the Randleman Road Business Association to develop a shared vision for the corridor based on community input that can be used by both public and private entities to guide future growth decisions; and

WHEREAS, a series of community meetings and surveys was conducted in 2015 and 2016 to encourage citizen involvement in all aspects of the planning process; and

WHEREAS, a plan was developed with goals and strategies prioritized by residents, business owners, and property owners that focus on transportation issues, improving public perception of the corridor, and encouraging reinvestment; and

WHEREAS, the Plan was unanimously recommended for approval by the Greensboro Planning Board on April 20, 2016.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GREENSBORO:

That the Randleman Road Corridor Plan Phase 1 is hereby adopted.

THE FOREGOING RESOLUTION WAS ADOPTED
BY THE CITY COUNCIL OF THE CITY OF
GREENSBORO ON THE 17TH DAY
OF MAY, 2016.

G.H. Palkudan
CITY CLERK

APPROVED AS TO FORM



CITY ATTORNEY

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EXECUTIVE SUMMARY

The purpose of this plan is to develop a shared vision for Randleman Road corridor that can be used by both public and private entities to guide future growth decisions. The policies, tools and strategies identified in the plan will be used by the City to guide implementation activities that support stability in the commercial corridor and the neighborhoods adjacent to Randleman Road.

The first phase focuses on the northern half of the corridor from Freeman Mill Road to the I-40 interchange. Stakeholders in the Phase I study area identified three primary policy areas and prioritized implementation tools and strategies within each of these area.



Reinvestment

- Collaborate with the Greensboro Community Development Fund as a resource for new business
- Target workforce development activities in Smith Homes in coordination with the Greensboro Housing Authority
- Extend boundaries of the existing reinvestment corridor and reinvestment area



Public Perception of the Corridor

- Address crime through community outreach and enforcement
- Improve the appearance of the corridor
- Support long term success of business association and neighborhood groups
- Continue with focused zoning and code compliance education
- Seek opportunities for public art installations
- Consolidate city signage



Transportation

- Improve key Intersections to reduce crashes and improve pedestrian crossing
- Install LED street lights north of the I-40 interchange
- Increase tree plantings along sidewalks
- Reassess and review bus shelter locations

RECOMMENDATIONS

Recommendations within each policy area include individual action steps which are prioritized by time horizon:

- Immediate (1 to 3 years)
- Mid-Term (4 to 7 years)
- Long-Term (8 years or more)

Actions are suggested not just for the City, but for neighborhood organizations, property owners and future investors in the corridor. Some items will require City funding; securing funding is a separate process and each action step should be considered independently.

Reinvestment

IMMEDIATE TERM (1 TO 3 YEARS)

Collaborate with the Greensboro Community Development Fund as a resource for new business

Partner with the Community Development Fund as a way to provide debt financing to minority- and female-owned businesses

Action Steps and Responsible Parties:

1. Establish and strengthen ties between the Community Development Foundation and the Randleman Road Business Association (RRBA)
2. Educate business stakeholders
 - Economic Development and Business Services (EDBS)

Extend boundaries of the existing reinvestment and reinvestment area

Reinvestment corridors and areas as defined in the Comprehensive Plan inform City policy on economic development investments.

Action Steps and Responsible Parties:

Revise Growth Strategy Map of Connections 2025 Comprehensive Plan to expand areas eligible for economic development funding.

- Planning/EDBS

MID-TERM (4 TO 7 YEARS)

Target workforce development activities in Smith Homes in coordination with the Greensboro Housing Authority

While the Corridor provides opportunities for work, unemployment among residents is higher than the City average.

Action Steps and Responsible Parties:

Develop and implement targeted workforce development programs

- Greensboro Housing Authority/Workforce Development

Improving Public Perception

IMMEDIATE (1 TO 3 YEARS)

Address crime through community outreach and enforcement

Though crime is not particularly high in the corridor as a whole, it continues to be a concern for residents and businesses.

Action Steps and Responsible Parties:

1. Targeted patrols and enforcement
2. Community outreach
3. Conduct and share crime trends and data analysis for the corridor
 - Greensboro Police Department

Support the long-term success of the Randleman Road Business Association (RRBA) and neighborhood groups in the study area

Community groups and business organizations will continue to play a critical role in moving the corridor forward and implementing elements of this plan.

Action Steps and Responsible Parties:

1. Strengthen organizational capacity, taking steps such as strengthening ties to the Greensboro Neighborhood Congress
 - Planning/Neighborhood Development/RRBA/Neighborhood Associations
2. Facilitate ongoing relationship building with businesses in the corridor
 - EDBS/RRBA
3. Organize events with a “Buy Local” focus targeted toward businesses in the corridor
 - EDBS/RRBA

Consolidate City signage

Redundant posts and signs may be contributing to visual clutter along the corridor.

Action Steps and Responsible Parties:

- Survey and evaluate existing City of Greensboro signage within the corridor
- Greensboro Department of Transportation (GDOT)/Field Operations

Improve the appearance of the corridor

The appearance of some of the public and private space in the corridor does not encourage shopping or investment.

Action Steps and Responsible Parties:

1. Coordinate removal of utility lines that are not in use
 - Field Operations

Continue with focused zoning and code compliance education

Property owner education and code enforcement activities work together to improve the overall appearance of the corridor through better compliance with local codes and ordinances.

Action Steps and Responsible Parties:

1. Periodic sweeps to remove illegal sign from the Right-of-Way
2. Educate stakeholders about common violations and the compliance process
 - Neighborhood Development

LONG-TERM (8+ YEARS)

Look for opportunities for public art

Finding appropriate locations for public art, such as along greenways or in parks, will help create a unique sense of place for the corridor.

Action Steps and Responsible Parties:

1. Consider locations for art in conjunction with other City investments
 - Parks and Recreation
2. Establish partnerships with the arts community
 - Neighborhood/RRBA

These steps may require significant City investments.

Improve the appearance of the corridor

These long-term action steps are in addition to the mid-term actions identified above.

Action Steps and Responsible Parties:

1. Request an enhanced plantings to the interchanges at I-40
 - GDOT/NCDOT/RRBA
2. Complete sidewalk network on the corridor and improve pedestrian connectivity to surrounding neighborhoods
 - GDOT

These steps may require significant City investments.

Transportation

MID-TERM (4 TO 7 YEARS)

Increase tree plantings along sidewalks

Adding trees along sidewalks creates a better environment for pedestrians and improves the appearance of the corridor.

Action Steps and Responsible Parties:

1. Pursue a NeighborWoods project, with a focus on street trees in the corridor
 - Field Ops/RRBA/Neighborhood Planning

Reassess and review locations of bus stops and identify locations for additional bus shelters at high-volume stops

Some existing bus shelters may not be in the ideal location and others may be needed based on ridership levels in the area.

Action Steps and Responsible Parties:

1. Identify locations for new shelters and establish a standard for improvements
2. Review existing bus shelter locations
 - GDOT/GTA/Field Ops

These steps may require significant City investments.

Install LED street lights north of the I-40 interchange

LED lights area being installed south of I-40, and deliver a safer, more efficient and better-quality of light.

Action Steps and Responsible Parties:

Secure funding and install lighting

- GDOT

This step may require significant City investment.

Improve key intersections to reduce crashes and improve pedestrian crossings

Certain intersections along the corridor have been identified as problems for pedestrians and motorists. Improvements have been made to improve acute safety problems, but longer-term solutions may be needed in some instances.

Action Steps and Responsible Parties:

Prioritize and identify specific fixes

- GDOT

This step may require significant City investment.

BACKGROUND

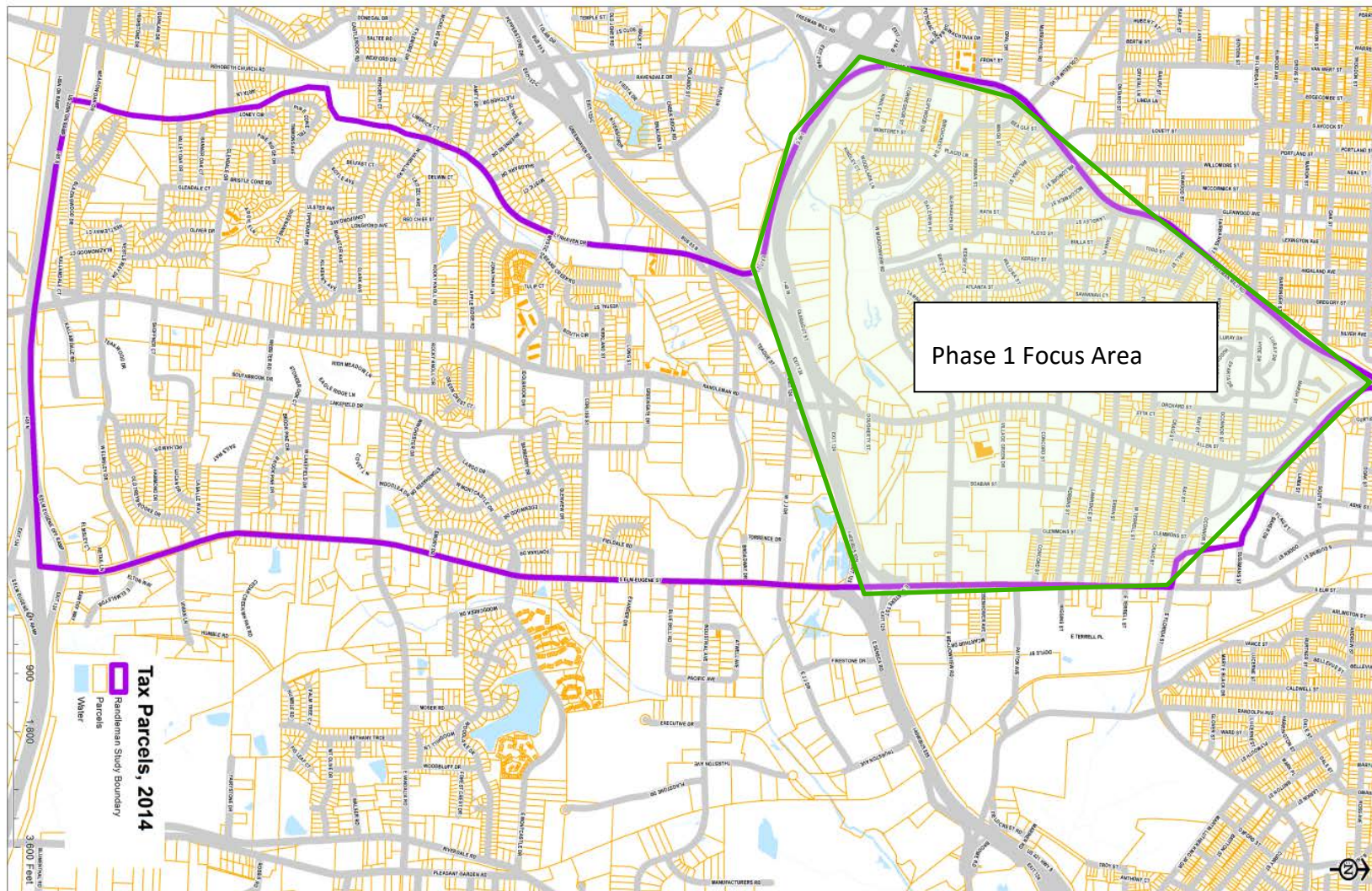
In April 2015 the Planning Department was directed to initiate a planning process for the Randleman Road Corridor. The Study Area stretches from the convergence with Freeman Mill Road to the north and I-840/I-85 to the south; Freeman Mill Road to the west and South Elm-Eugene Street to the east. The corridor is bisected by Interstate 40.

Fast Facts

- The Study Area includes 4.36 square miles, or three percent of the City of Greensboro's land area.
- The 4,568 parcels within the study area are developed with a mixture of commercial, light industrial, residential and open space uses.
- The total tax value of the properties within the study area is \$ 577,641,100 (2014).



Figure 1. Study Area and Phase 1 Focus Area



KEY FINDINGS

- **Low Commercial Vacancy and High Commercial Sales.** Despite the age of the commercial building stock, there are few vacancies and limited land available for redevelopment within the corridor.
- **High number of Renters.** The balance between home owners and renters is heavily weighted toward rental.
- **High Residential Vacancy Rate.** The housing vacancy rate for the study area is 3% higher than the City as a whole. This is due in part to the vacant units at the Heritage House Condominium complex.
- **Shifting Demographics.** The study area has a higher number of children 14 and under, a lower number of 15-24 year olds, and a lower number of adults over 65 than the City as a whole. These differences indicate the beginning of a demographic shift in the area that impacts property ownership trends.
- **Investments are Coming.** More than \$26 million dollars in capital projects are scheduled for completion within the study area. These include improvements to recreation facilities, roads, water, sewer and stormwater facilities.
- **Population Density is High:** Nearly 14,000 residents reside in the study area, representing five percent of the city's entire population. Residential density is higher in this area than the city as a whole.
- **Median Home Value and Income are Lagging:** The study area has lower household incomes and home values, ranging from 60 to 70 percent of the city's values.
- **Education & Employment:** The population 25 and older in the study area has a lower share of college degrees (24%) when compared to the citywide population (44%). There is also a higher unemployment rate of the population 16 and older (10.1% compared to 5.6%).
- **Business Mix.** Out of the 637 total businesses inside the corridor the largest single category is "Service" businesses which made up 38.3% of the total. This category includes hotels, automotive and other repair services, and health, legal and other personal services.

PLANNING PROCESS

After distribution of the existing conditions report in June of 2015, staff worked with residents, businesses and property owners to develop strategies for the corridor. This was done in two phases, the first to gather public thoughts and ideas for the corridor from which to develop strategies and policy and the second to refine and prioritize those strategies. Overall, the online survey received 46 responses, while approximately 30 individuals were reached through public meetings.

To gather initial ideas, in the fall of 2015 staff conducted a door to door survey of businesses supplemented with an on-line survey and held a public meeting asking participants to describe the assets, strengths and challenges of the corridor. Public responses centered on three basic themes, which informed the plan's strategies.

Reinvestment

- 60% of responses were related to new investment when asked, "What is the greatest opportunity in the Randleman Corridor that the community could potentially benefit from?"
- 50% of responses were related to property maintenance and lack of quality retail when asked "What is the greatest threat to the Corridor?"
- 30% of responses specified convenient shopping when asked "What is the Corridor's greatest asset?"

Public Perception

- In response to "What is the greatest threat to the Corridor?" 46% of survey respondents identified the perception of crime as the greatest threat. No other "threat" received more survey responses.

Transportation

- 22% of respondents answered "sidewalks" in response to the question "What is the Corridor's greatest asset?"
- When asked "What is the Corridor's greatest threat?" 17% of respondents had transportation related responses.
- When asked "What is the Corridor's greatest opportunity?" 25% had responses related to transportation with 10% claiming that interchange improvements are the greatest opportunity for the corridor.
- A set of tools and strategies were developed for each policy theme based on public input and existing plans for the corridor.
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A set of tools and strategies were developed for each policy theme based on public input and existing plans for the corridor. In early 2016, staff asked stakeholders to review and prioritize proposed strategies. Outreach included an open house meeting at the Greensboro Transit Authority facility on Meadowview Street, two meetings of the Randleman Road Area Business Association, and an online survey.

Reinvestment

- 50% of respondents ranked “Collaborate with the Greensboro Community Development Fund as a resource for new business” as the highest priority for encouraging reinvestment.
- The second highest ranked recommendation was “Extend the boundaries of the existing reinvestment corridor and reinvestment area” with 60% of respondents ranking it second.

Priortized Strategies for Reinvestment

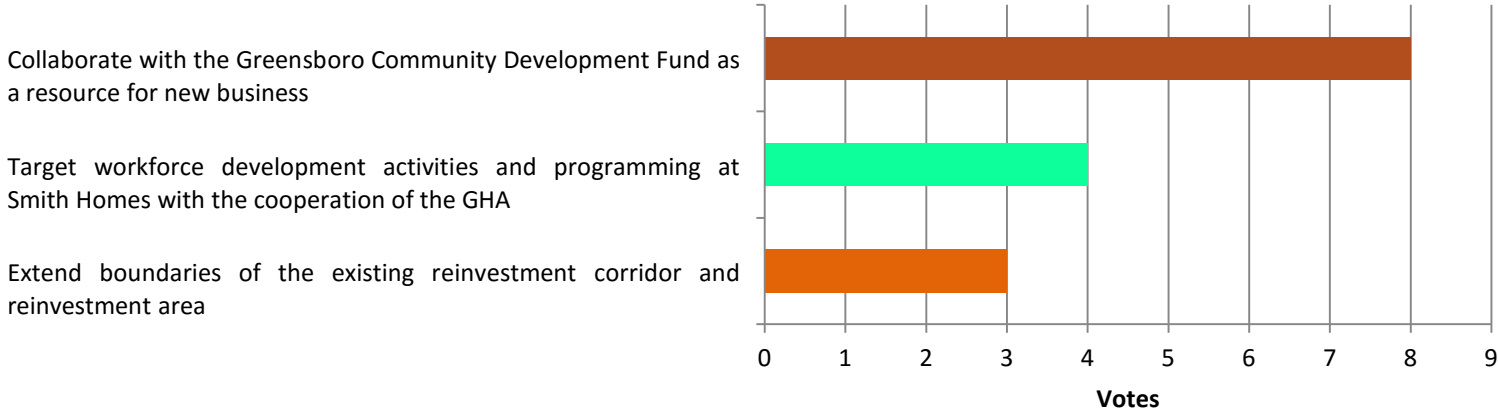


Figure 2. Priortized Strategies for Reinvestment

Public Perception

- The highest ranked recommendation was to “improve Randleman Rd. with more lighting, street trees, continuous sidewalks and planted medians where feasible” with 44% of respondents ranking it the highest.
- The second highest ranked recommendation was to “address crime issues with targeted patrols, community outreach and enforcement” with 36% of respondents ranking it the highest.

Prioritized Strategies for Improving the Public Perception of the Corridor



Figure 3. Prioritized Strategies to Improve the Public Perception of the Corridor

Transportation

- The recommendation that ranked the highest was “intersection improvements” with 62% ranking it the highest priority.
- The closely ranked second for transportation improvements was to “switch to LED streetlights north of the I-40 interchange to match those south of the interchange”.

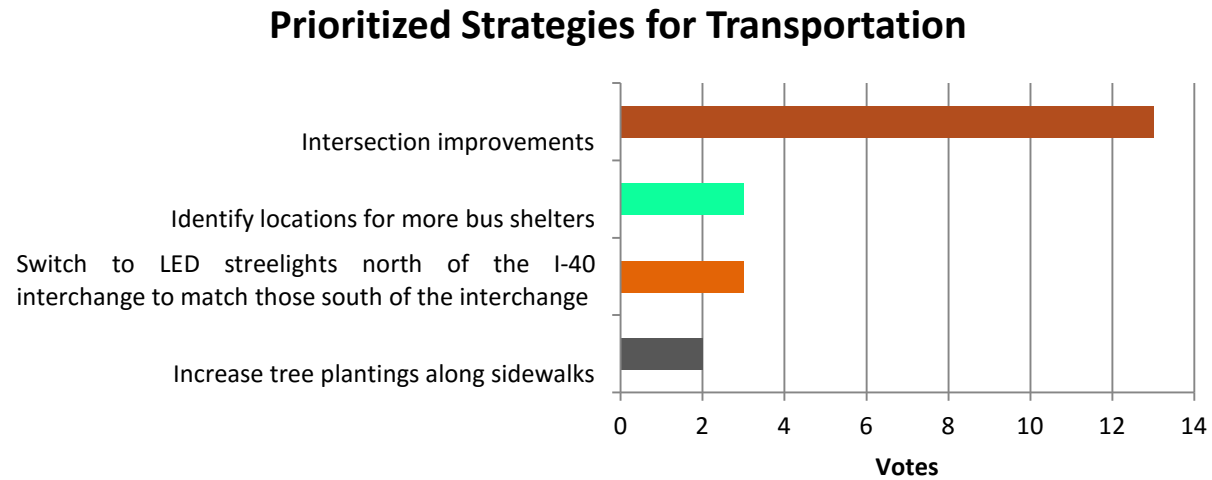


Figure 4. Prioritized Strategies for Transportation

EXISTING CONDITIONS: CRIME

The Greensboro Police Department crime analysis section analyzed all reported offenses in the study area from June 2014 – June 2015. Within the study area 2,836 offenses were reported in this one year period.

When mapped, offenses are distributed throughout the study area, with clusters of activity in the northern section of the study area (Figure 3).

The majority of offenses in the study area are considered Part II non-violent crimes.

Offense by Category

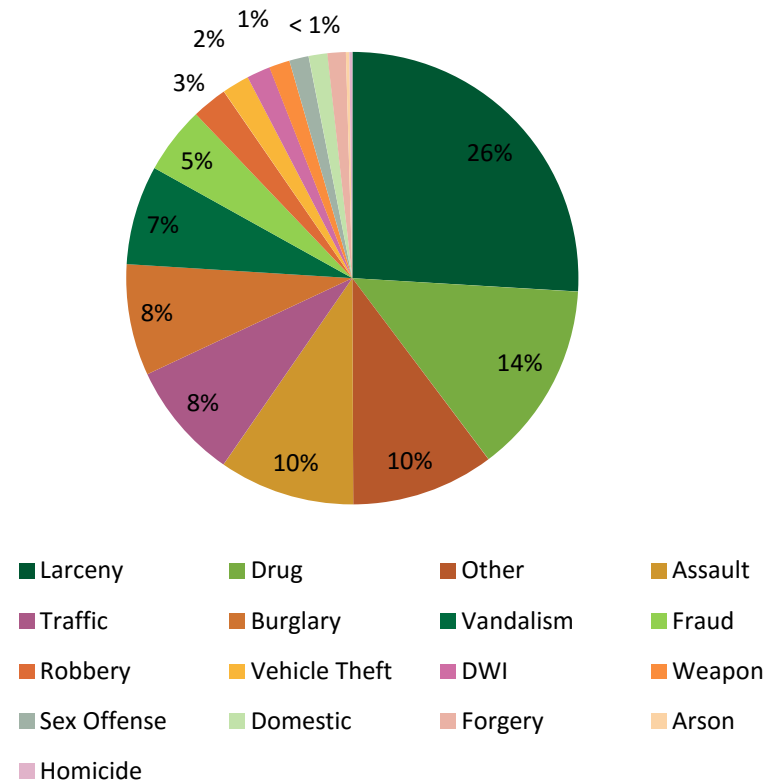
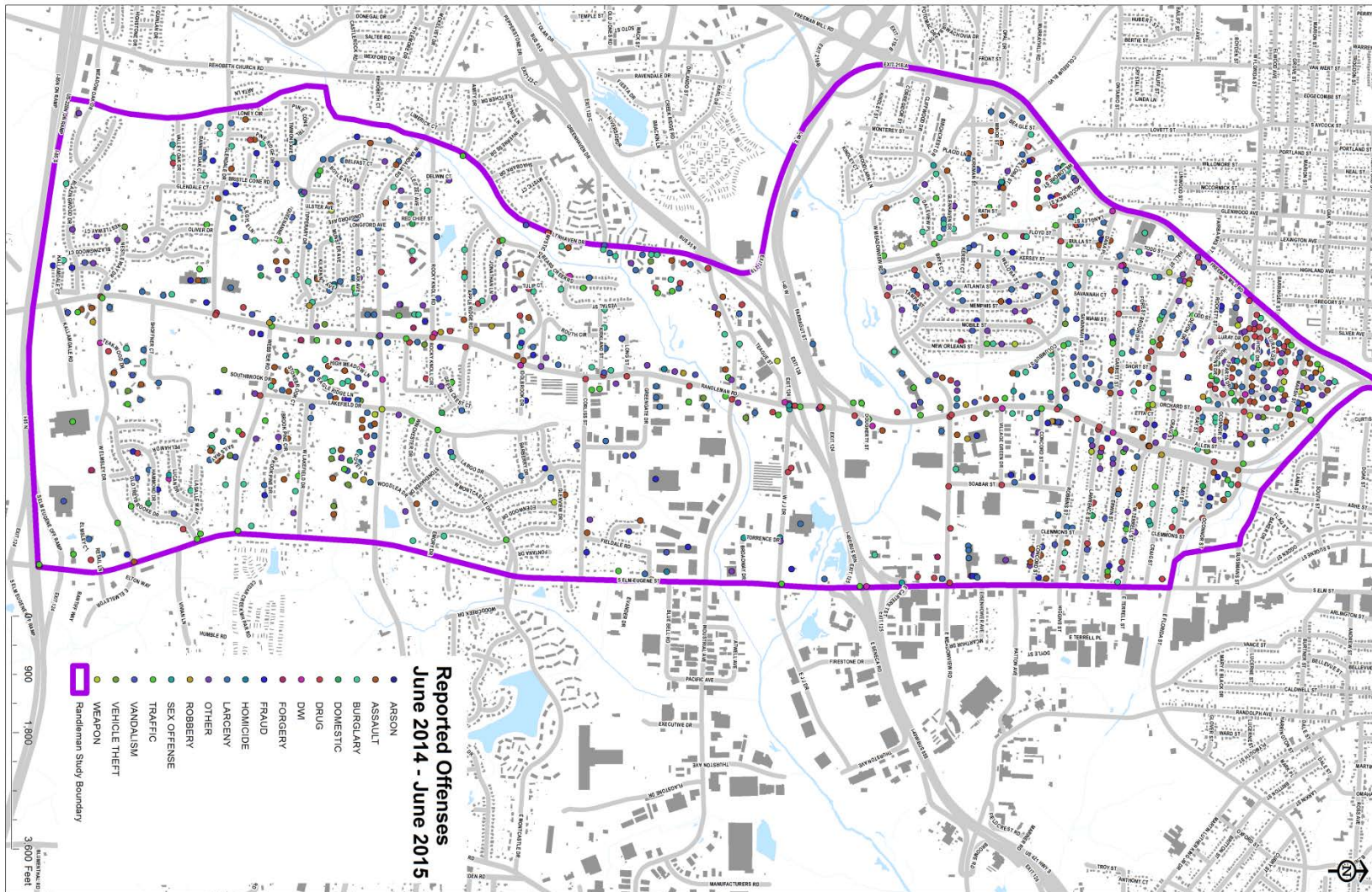


Figure 5. Criminal Offense by Category

Figure 6. Reported Offenses



EXISTING CONDITIONS: DEMOGRAPHICS

A detailed demographic profile of the study area was generated from data derived from the US Census Bureau and ESRI. Analyzing demographic characteristics provides insight into the issues and concerns of residents and business owners in the study area and provides context for current conditions and anticipated changes impacting the area.

Population

There are nearly 14,000 residents reside in the study area, which represents five percent of the city’s entire population.

Housing

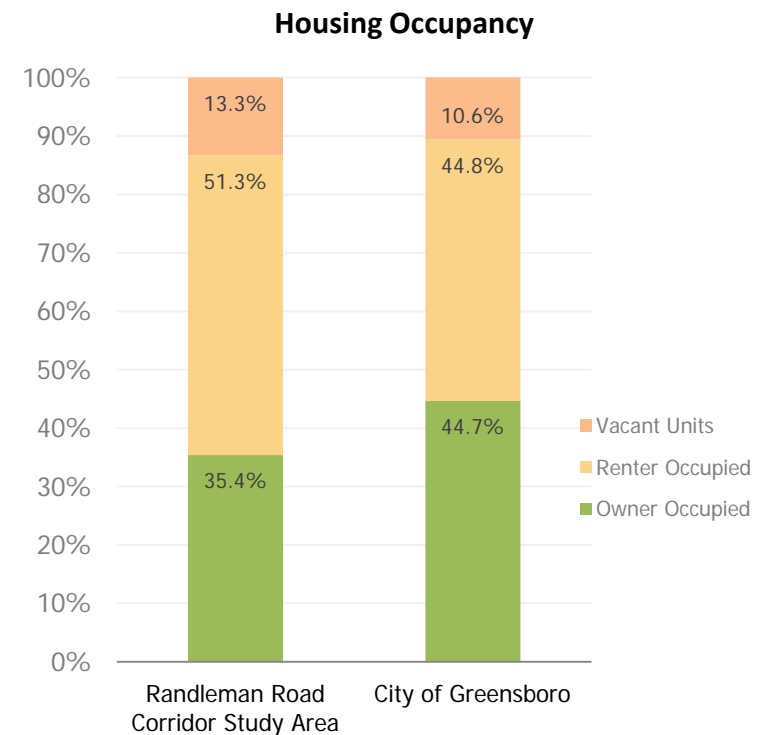
Residential density is higher in this area than the city as a whole. Household (2.36) and family (2.97) sizes are similar to the City of Greensboro averages (2.31 and 3.01). The study area has a higher percentage of renter occupied units (51.3% compared to 44.8%) and a higher rate of residential vacancy (13.3% compared to 10.6%).

Income

The Randleman Road Corridor area has lower household incomes and home values, ranging from 60 to 70 percent of the city’s values.

Age

The population of the Randleman Road study area is slightly younger and more homogeneous than the citywide population. The Randleman Road area has a higher percentage of residents under 14, but a significantly lower representation of residents between the ages of 15 to 24.



Ethnicity

The Randleman Road area is less diverse than the city as a whole. Nearly all racial and ethnic groups have lower percentages in the study area, while the percentage of Black residents is 36% higher.

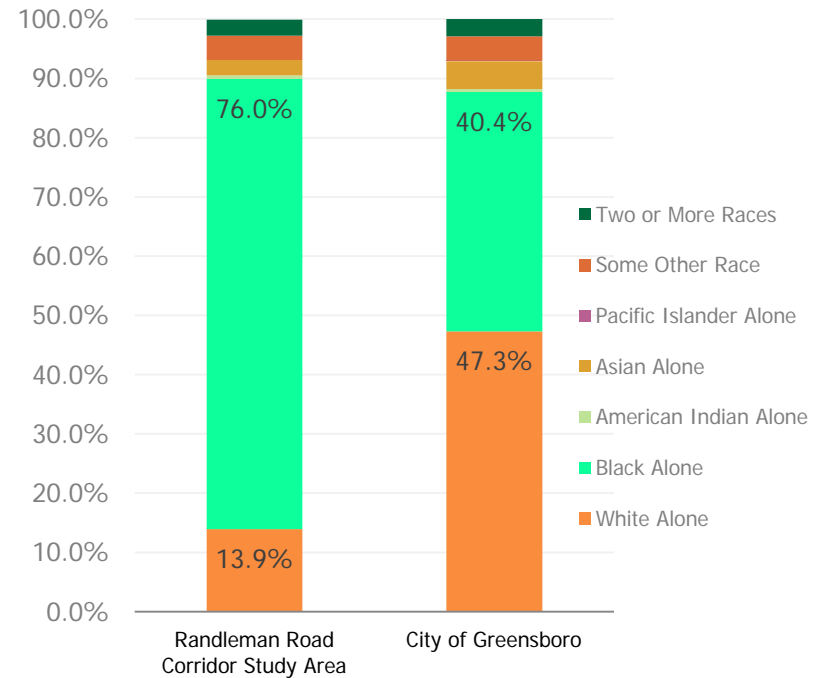
Education

The population 25 and older in the Randleman Road area has a lower share of college degrees (24%) when compared to the citywide population (44%).

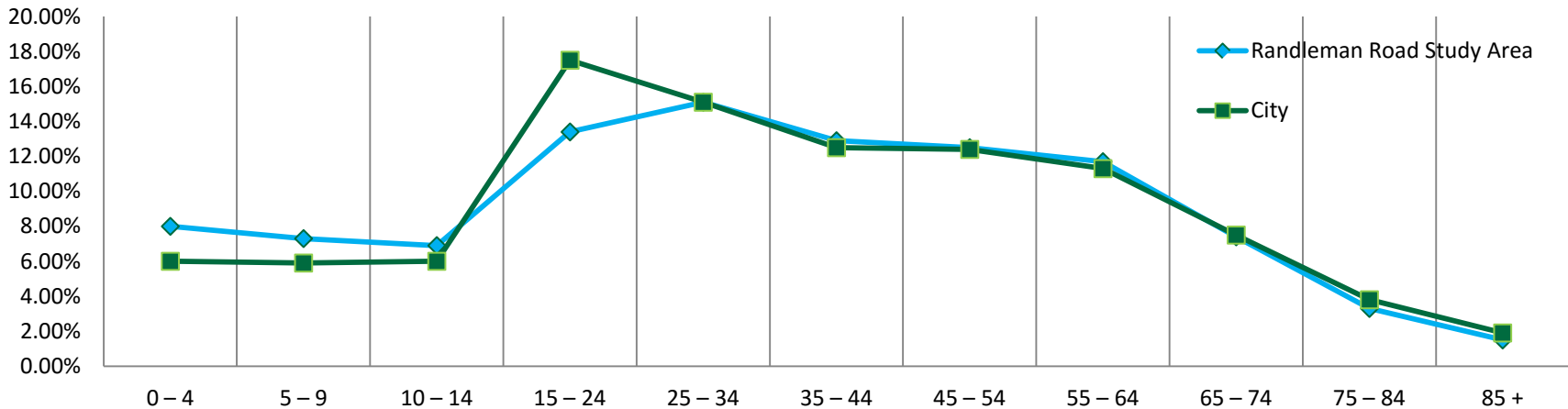
Employment

There is a higher unemployment rate of the population 16 and older (10.1% compared to 5.6%). Many residents are employed in occupations that are considered administrative support, services or blue collar

Race and Ethnicity



Age Distribution



Population & Households	Randleman Road Corridor Study Area	City of Greensboro	Study Area Percentage of City	Difference
Area (in square miles)	4.36	133.40	3.3%	
Population	13,991	278,584	5.0%	
Households	5,678	115,734	4.9%	
Average Household Size	2.36	2.31		0.05
Families	3,515	64,817	5.4%	
Average Family Size	2.97	3.01		-0.04
Housing Units	6,552	129,427	5.1%	
Owner Occupied	35.4%	44.7%		-9.3%
Renter Occupied	51.3%	44.8%		6.5%
Vacant Units	13.3%	10.6%		2.7%

Income & Home Value	Randleman Road Corridor Study Area	City of Greensboro	Study Area Percentage of City	Difference
Median Household Income	\$28,965	\$41,414	69.9%	-\$12,449
Per Capita Income	\$15,934	\$26,515	60.1%	-\$10,581
Median Home Value	\$125,424	\$178,864	70.1%	-\$53,440

Age & Ethnicity	Randleman Road Corridor Study Area	City of Greensboro	Difference
Median Age	34.5	34.6	(0.1)
Population by Age			
0 – 4	8.0%	6.0%	2.0%
5 – 9	7.3%	5.9%	1.4%
10 – 14	6.9%	6.0%	0.9%
15 – 24	13.4%	17.5%	-4.1%
25 – 34	15.1%	15.1%	0.0%
35 – 44	12.9%	12.5%	0.4%
45 – 54	12.5%	12.4%	0.1%
55 – 64	11.7%	11.3%	0.4%
65 – 74	7.4%	7.5%	-0.1%
75 – 84	3.3%	3.8%	-0.5%
85 +	1.5%	1.9%	-0.4%
Population by Sex			
Males (percent)	46.3%	47.4%	-1.1%
Females (percent)	53.7%	52.6%	1.1%
Population by Race & Ethnicity			
White Alone	13.9%	47.3%	-33.4%
Black Alone	76.0%	40.4%	35.6%
American Indian Alone	0.6%	0.5%	0.1%
Asian Alone	2.6%	4.7%	-2.1%
Pacific Islander Alone	0.0%	0.1%	-0.1%
Some Other Race	4.1%	4.1%	0.0%
Two or More Races	2.7%	2.9%	-0.2%
Hispanic Origin	7.8%	8.2%	-0.4%

Education & Employment	Randleman Road Corridor Study Area	City of Greensboro	Difference
Population 25+ Educational Attainment			
Less than 9th Grade	6.0%	4.1%	1.9%
9th-12th Grade, No Diploma	13.4%	7.1%	6.3%
High School Graduate	26.9%	19.3%	7.6%
GED/Alternative Credential	4.7%	2.9%	1.8%
Some College, No Degree	25.0%	22.3%	2.7%
Associate Degree	4.9%	6.5%	-1.6%
Bachelor's Degree	13.2%	24.1%	-10.9%
Graduate/Professional Degree	5.9%	13.5%	-7.6%
Civilian Population 16+ in Labor Force			
Employed	89.9%	94.4%	-4.5%
Unemployed	10.1%	5.6%	4.5%
Population 16+ by Occupation			
White Collar	54.8%	62.5%	-7.7%
Management/Business/Financial	8.2%	14.3%	-6.1%
Professional	15.2%	21.2%	-6.0%
Sales	9.7%	12.4%	-2.7%
Administrative Support	21.8%	14.6%	7.2%
Services	20.1%	18.8%	1.3%
Blue Collar	25.1%	18.8%	6.3%
Farming/Forestry/Fishing	0.0%	0.2%	-0.2%
Construction/Extraction	5.3%	4.2%	1.1%
Installation/Maintenance/Repair	2.1%	2.7%	-0.6%
Production	8.9%	5.4%	3.5%
Transportation/Material Moving	8.8%	6.3%	2.5%

EXISTING CONDITIONS: ENVIRONMENT

Built Environment

The Randleman Road Corridor is developed primarily with commercial uses fronting along the roadway, clusters of light industrial uses near Interstate 40, and a variety of residential uses including single-family and multifamily neighborhoods distributed throughout the study area.

Development within the study area began in the 1920s closest to downtown, reaching I-40 by the 1950s. Land south of I-40 was developed later, with the most recent development adjacent to I-840/I-85 occurring in the early 2000s.

There are few undevelopment parcels within the corridor.

Natural environment

The study area contains numerous streams and minor waterways that feed into South Buffalo Creek which runs west to east through the center of the study area. These streams have identified floodways, and present a flooding risk to a limited number of existing structures.

The topography in the study area is gently rolling, from a high elevation of 880 feet above sea level to 718 feet in the floodway.



Figure 7. Aerial Photography, 2010

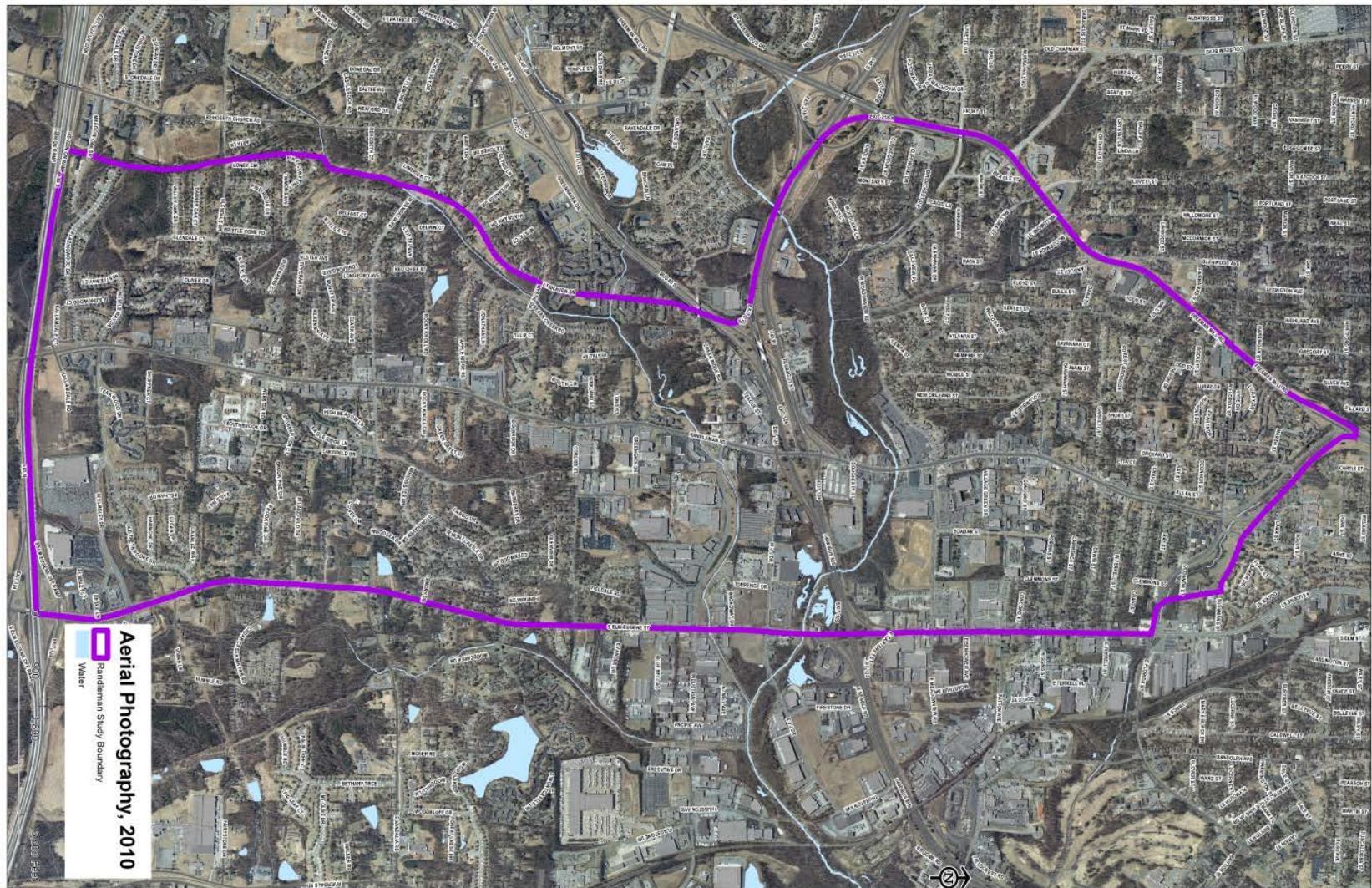
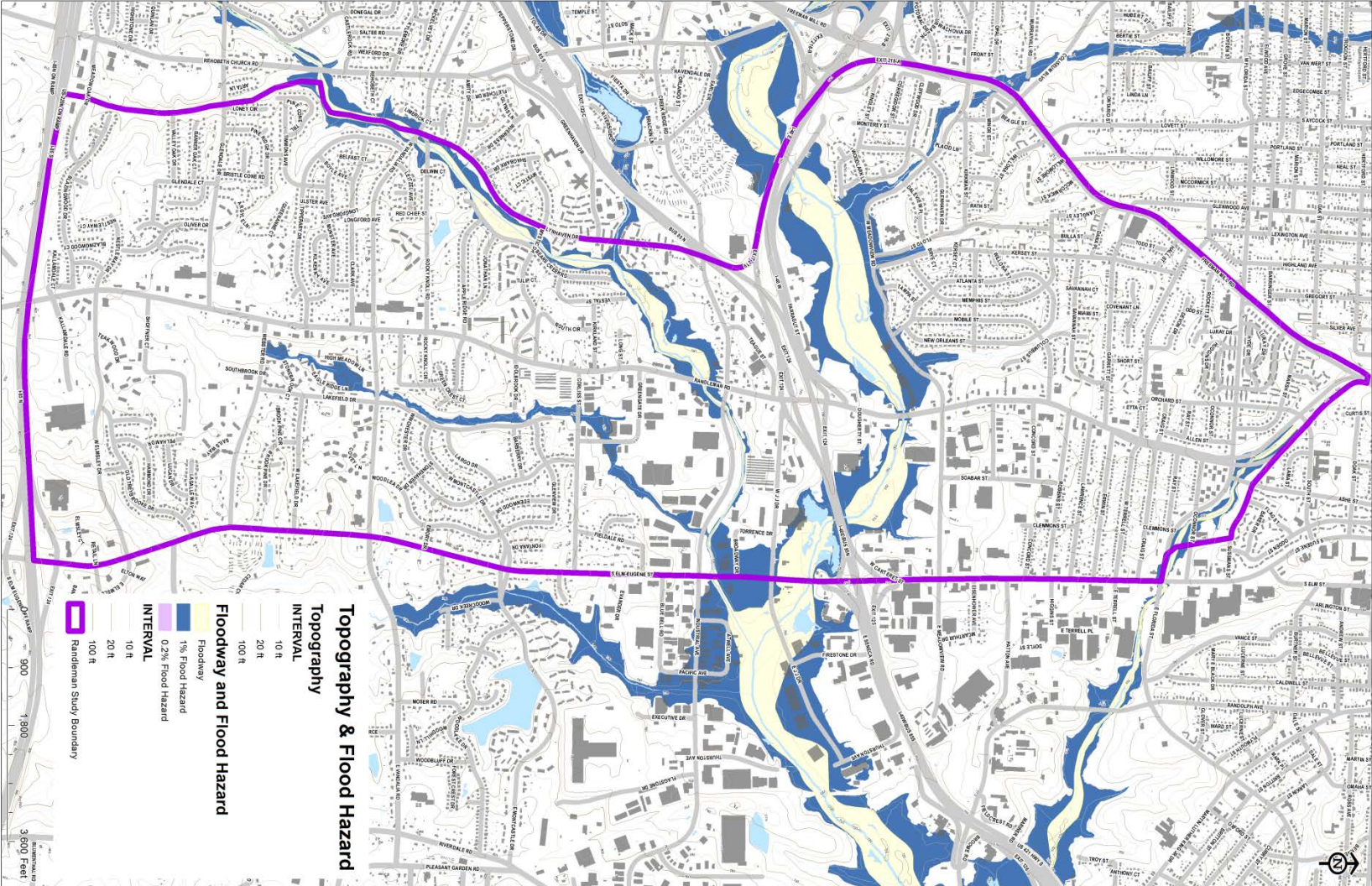


Figure 8. Topography and Flood Hazard



EXISTING CONDITIONS: LAND USE

Existing Land Use

Existing land uses were field verified in May 2015. There are 4,568 parcels in the study area which feature a wide range of existing land uses. Most of the study area is developed, with a limited number of locations available for redevelopment. While limited, much of the undeveloped areas within the study area are impacted by streams and topography that limit further development.

Future Land Use

The Connections 2025 Comprehensive Plan adopted in 2003 provides general guidance for changes in land use based on policy statements and the generalized future land use map (GFLUM). The future land uses identified within the study area reflect the predominant pattern of existing land uses along the corridor: a spectrum of residential uses from low-density at 3-5 dwelling units per acre to high-density at 12 or more dwelling units per acre; commercial and mixed use commercial uses along Randleman Road, and Industrial/Corporate Park uses to the north and south of the I-40 interchange.

Zoning

Adopted in 2010, The Land Development Ordinance (LDO) encompasses the rules and regulations of the City Code related to subdivisions, building setbacks, permitted uses, parking, signage, landscaping, and environmental regulations. These provisions apply to properties throughout the City through the use of zoning districts and overlays. Current zoning in the study area closely mirrors existing land use patterns.

Figure 9. Existing Land Use

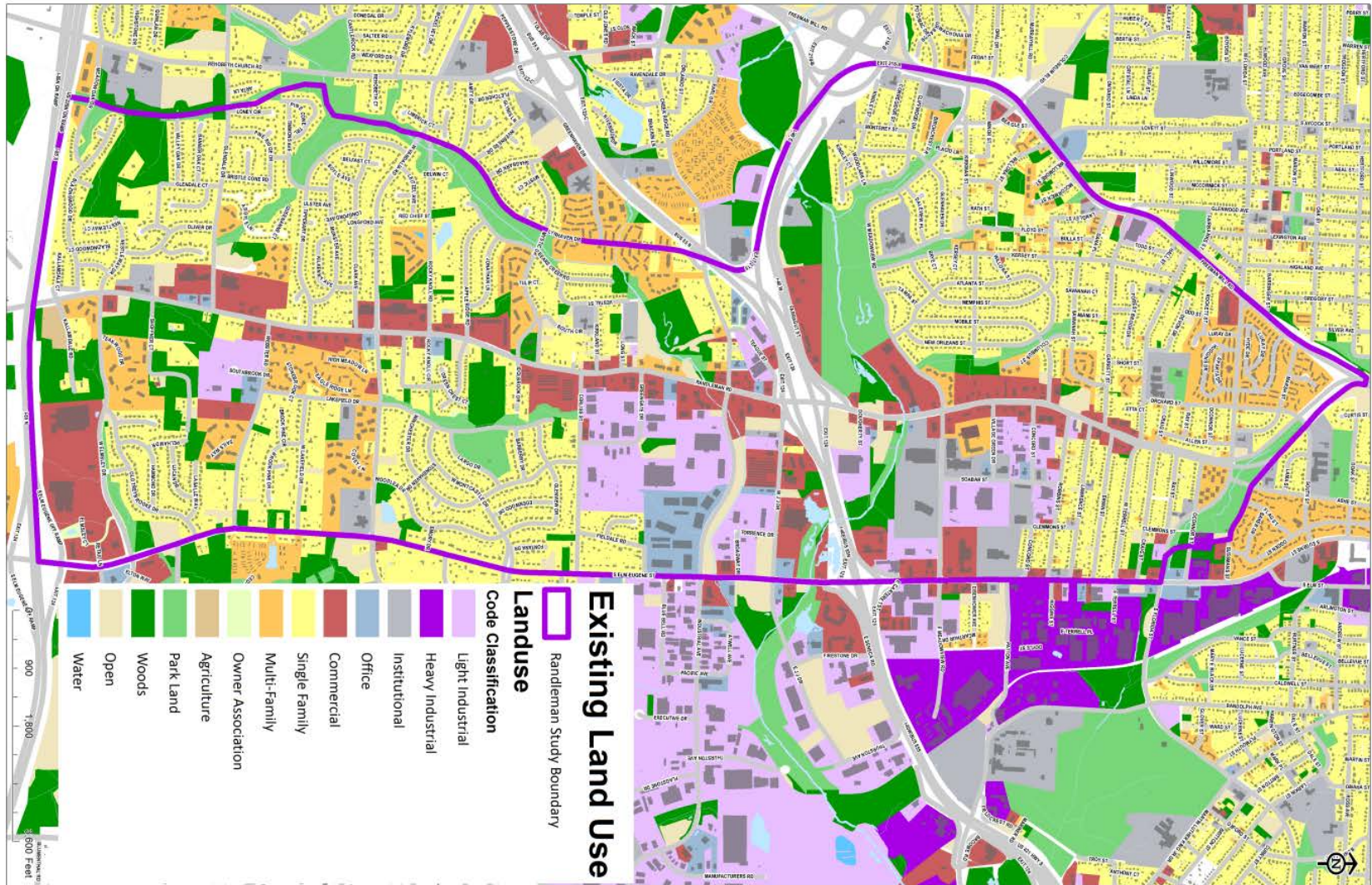


Figure 10. Generalized Future Land Use

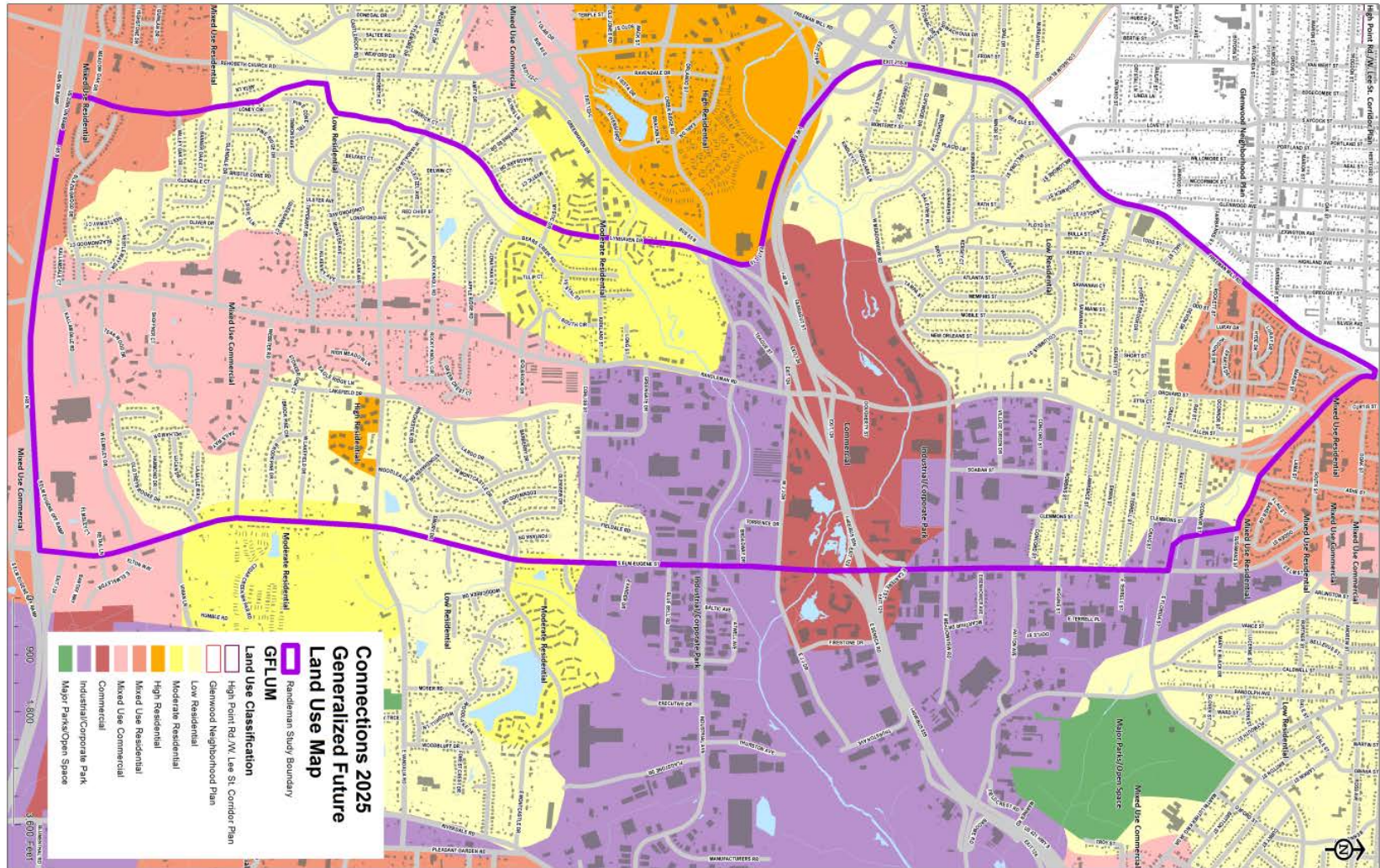
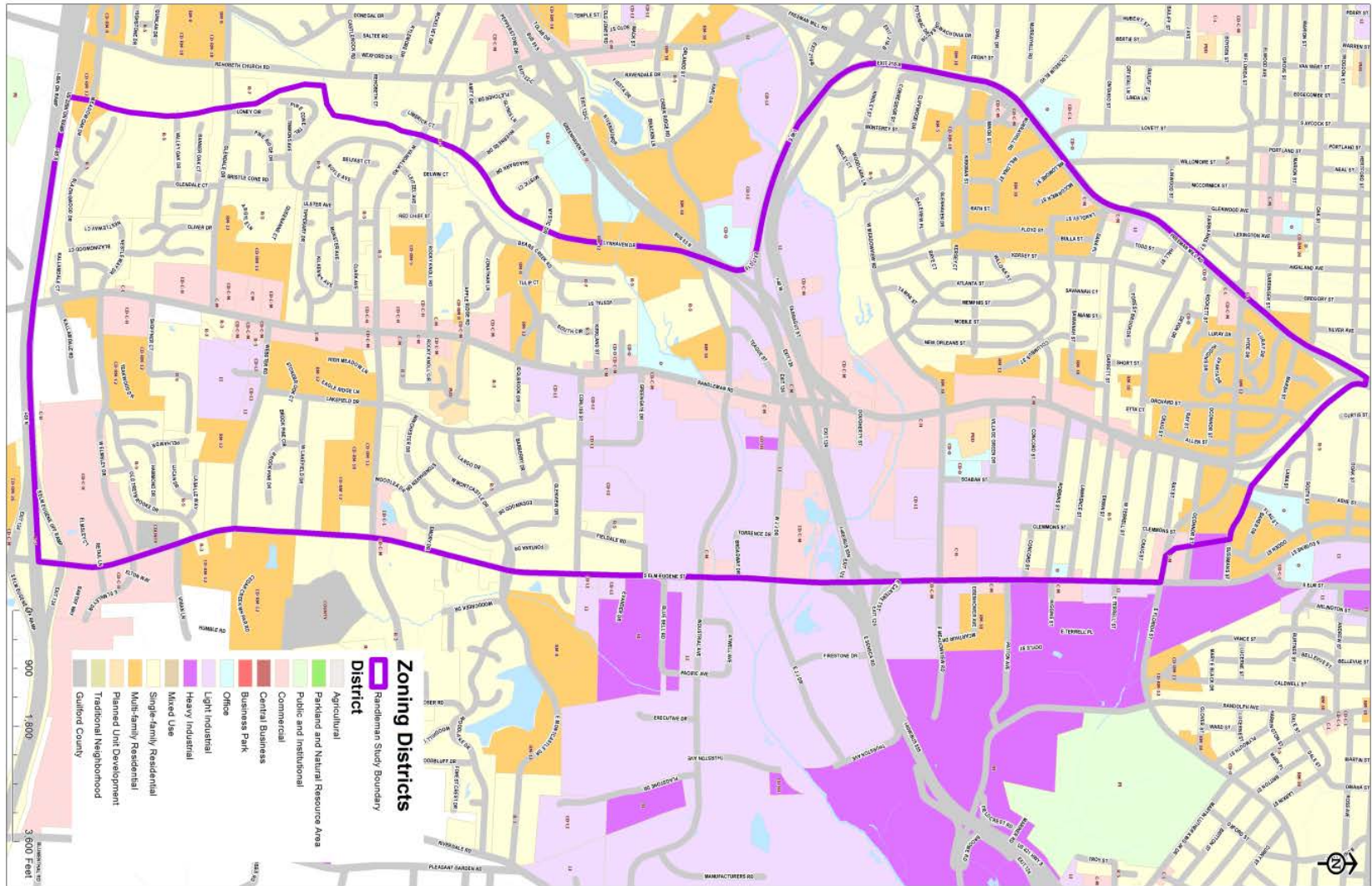


Figure 11. Zoning



EXISTING CONDITIONS: PARKS & OPEN SPACE

Existing Facilities

Parks and open space sites are well distributed throughout the study area, with neighborhood serving playgrounds in seven locations. The Caldcleugh Multicultural Center lies near the north end of the study area. No major recreation facilities or regional parks lie within the study area.

Existing trail systems connect open space areas and playgrounds in Shannon Woods Park and Glenhaven Park.

Planned Facilities

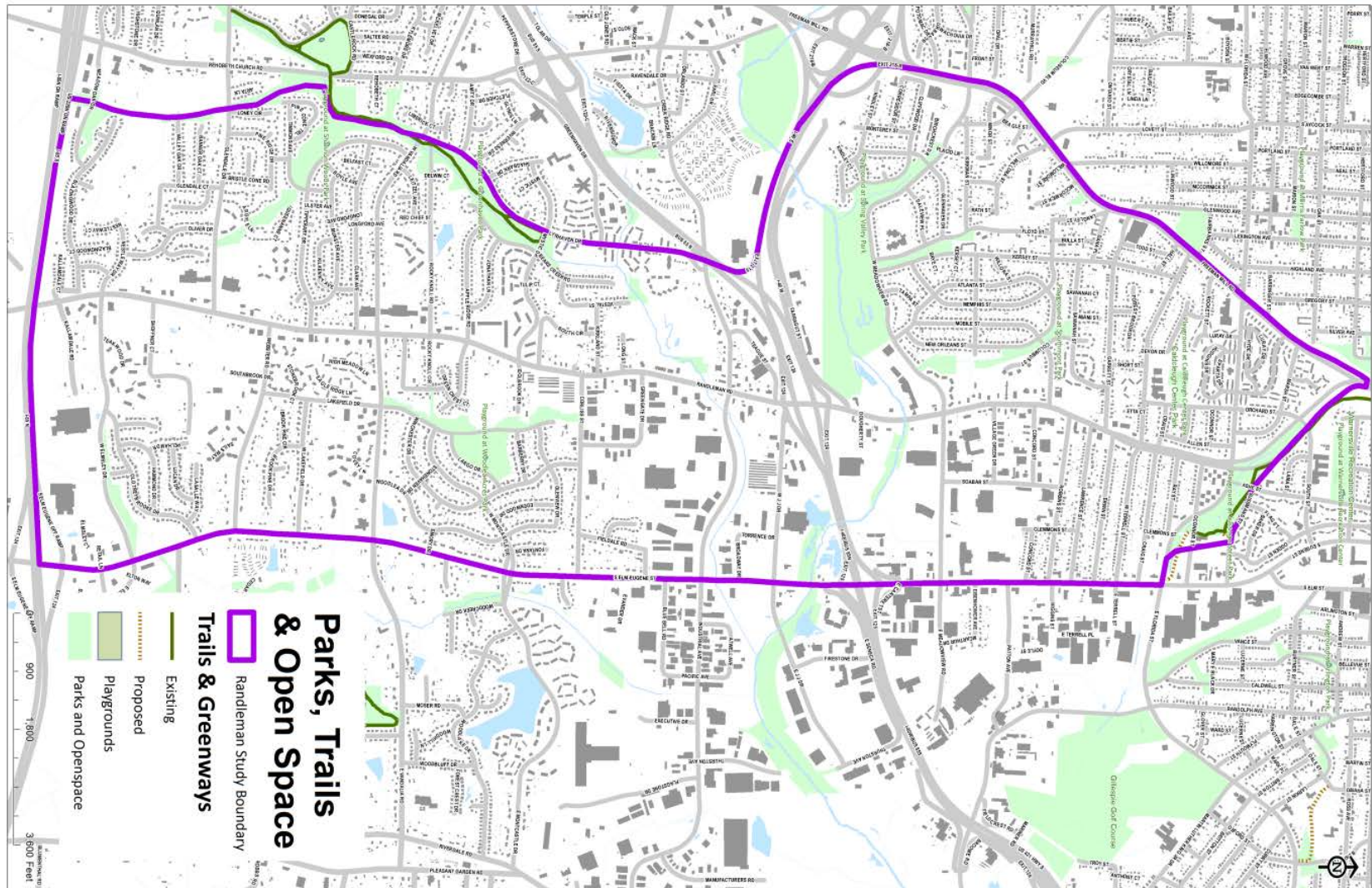
The Greensboro Comprehensive Parks and Recreation Master Plan was updated in 2005. At that time, additional opportunities for new parks and open space were identified as limited in the South Planning District, which includes the study area.

The BiPed Plan Update contains several greenway recommendations for the corridor:

- Better lighting for the Southeast Greenway which links the Downtown Greenway to Randleman Road;
- Extension of the Cotton, Greenhaven and Meadowview Greenways through the study area.



Figure 12. Parks, Trails & Open Space



EXISTING CONDITIONS: RETAIL & BUSINESS

Retail Profile

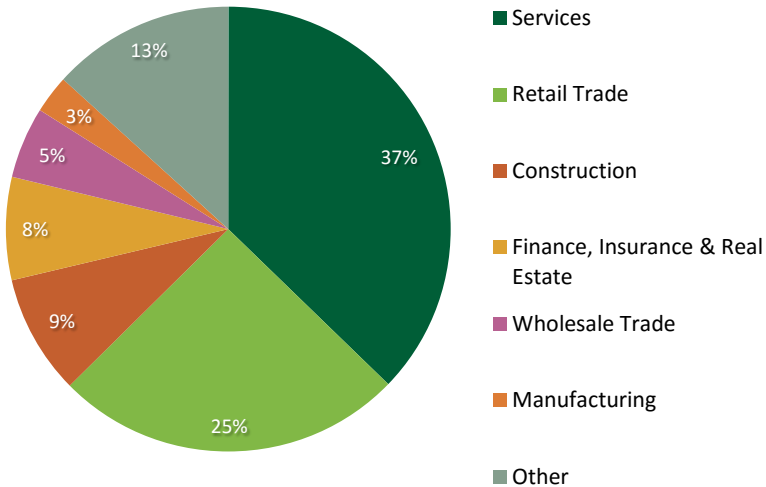
The study area supports 637 businesses, with retail sales of \$298 million. An analysis of retail business patterns in the study area indicates customers from outside the study area come to the corridor to purchase building materials, for retail shopping and dining. Residents of the study area leave the corridor to purchase durable goods like furniture and electronics, specialty items, and clothing.

Business Profile

Total employment in the study area is 6,771. Businesses in the study area fall primarily into six categories:

- Services: 244
- Retail Trade: 166
- Finance, Insurance & Real Estate: 57
- Construction: 49
- Wholesale Trade: 34
- Manufacturing: 18
- All Others: 69

Businesses by Category



Reinvestment Areas and Corridors

A portion of Randleman Road is identified as a reinvestment corridor in the Connections 2025 Comprehensive Plan, and a segment of the study area lies within a designated reinvestment area (Figure 10). These designations represent opportunities for public and private sector reinvestment. Properties in these corridors are eligible to request assistance from the City under the Urban Development Investment Guidelines established in 2012.



Leakage/Surplus Factor by Industry Subsector

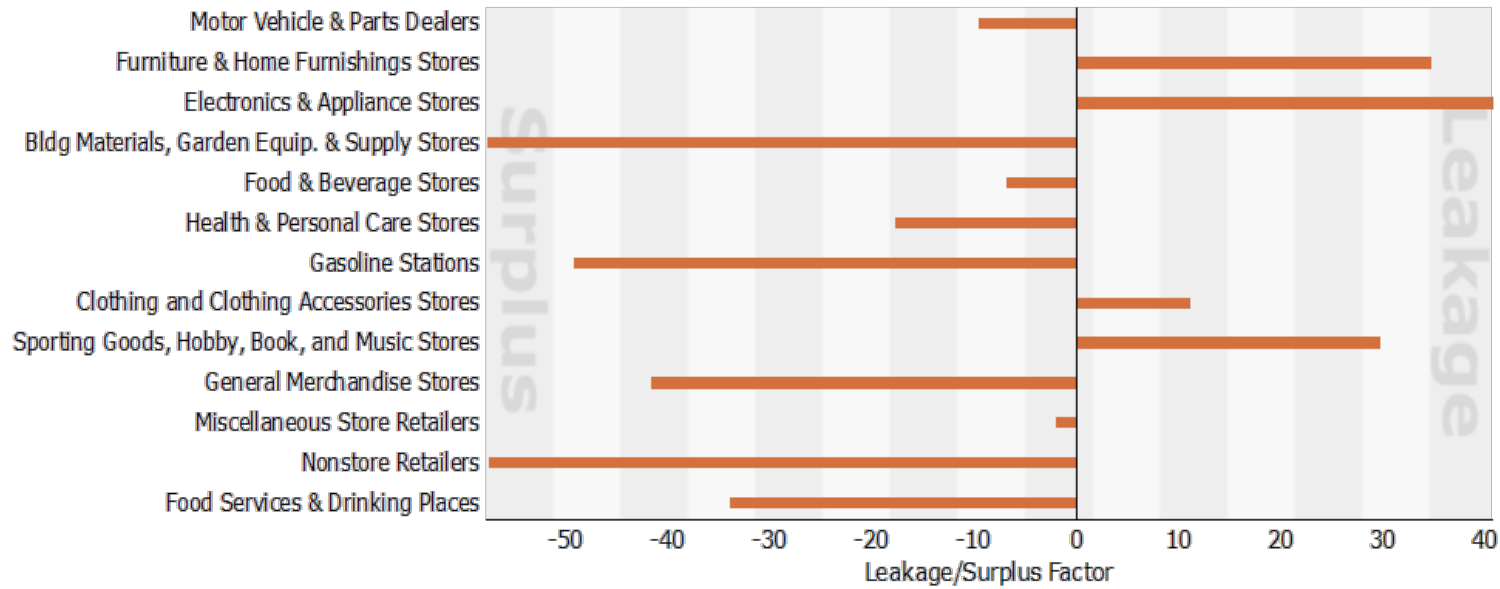
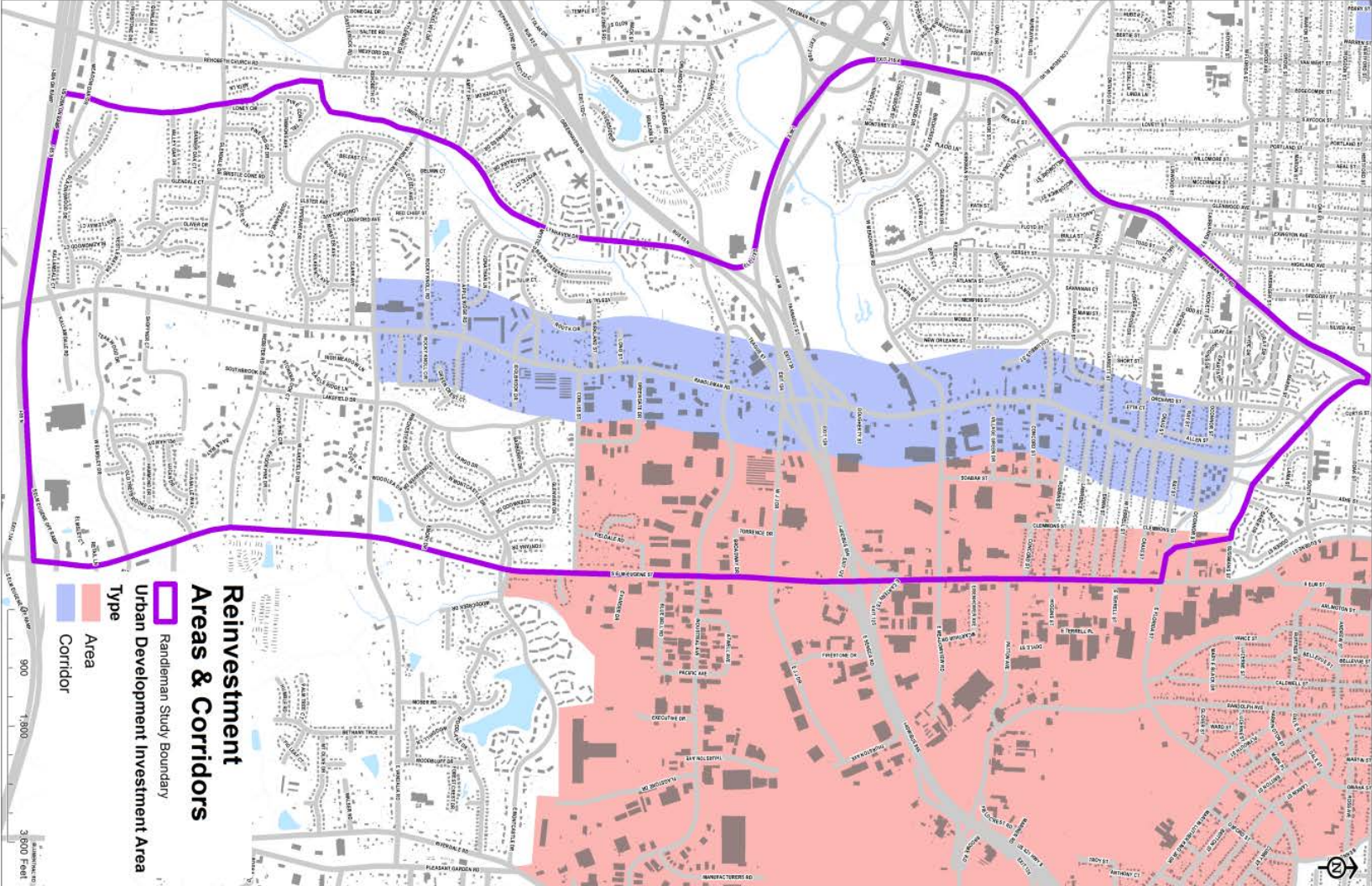


Figure 13. Reinvestment Corridor



EXISTING CONDITIONS: TRANSPORTATION

Existing Facilities & Services

The study area is well served with three interstate interchanges with I-40 and two interchanges with I-840/I-85/I-85 and a network of north-south and east-west major and minor throughfares.

Traffic counts in the study area peak in proximity to the interstate interchanges and become more modest along thoroughfares and neighborhood streets. Counts along Freeman Mill Road range from 28,701 to 20,166 and on South Elm-Eugene Street counts range from 32,121 to 5,478. Counts on Randleman Road are within a similar range from 20,228 to 9,928 (Figure 11, 12).

Randleman Road is a four and five-lane facility through most of the study area, reducing to a three-lane facility south of Glendale Drive. Sidewalks on Randleman Road are intermittently available, with sidewalk availability shifting from both sides to one side south of I-40, with gaps in the sidewalk network in the southern portion of the study area.

At the intersections of Meadowview Avenue/Randleman Road a bicycle lane loop detector has already been installed. Loop detectors achieve two main safety measures: Accurately detect bicyclists that are intersections; and providing clear guidance to bicyclists on how to activate detection

Rail service is not available within the study area. The study area is well served with regular transit services provided by the Greensboro Transit Authority (GTA) (Figure 13). Routes include:

- Route 12 - Randleman Road/South Elm-Eugene Street
- Route 12A - South Connector
- Route 13 - Martin Luther King Jr. Drive
- Sunday Route 24 – Randleman Road/South Elm Eugene

The Piedmont Authority for Regional Transportation (PART) provides regional connector services that serve the west side of the study area:

- Route 2 Greensboro Express
- Route 10 Randolph Express

Stops are accessible at the intersection of Freeman Mill Road with Florida Street and Coliseum Boulevard.

Figure 14. Average Daily Traffic Counts (North)

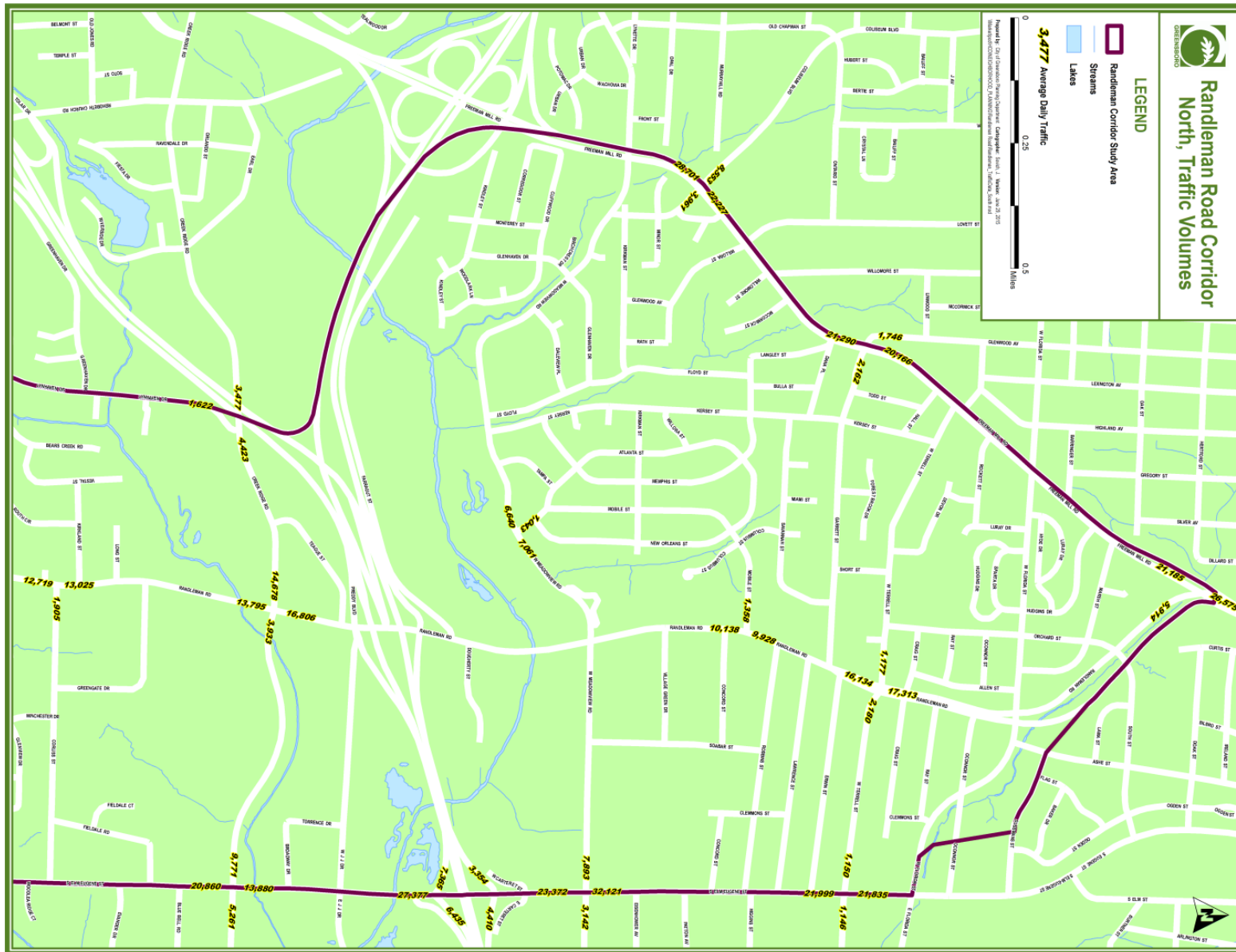


Figure 15. Average Daily Traffic Counts (South)

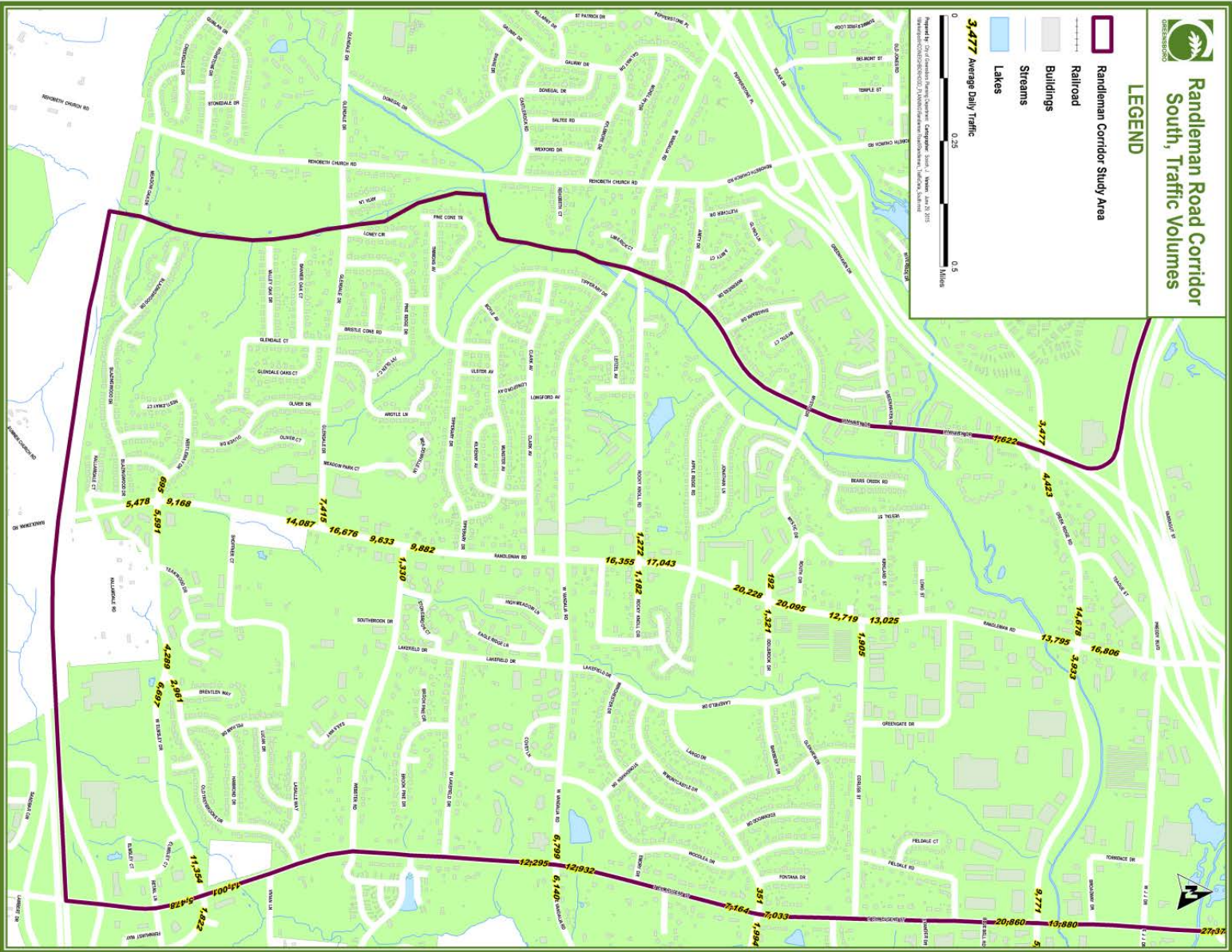
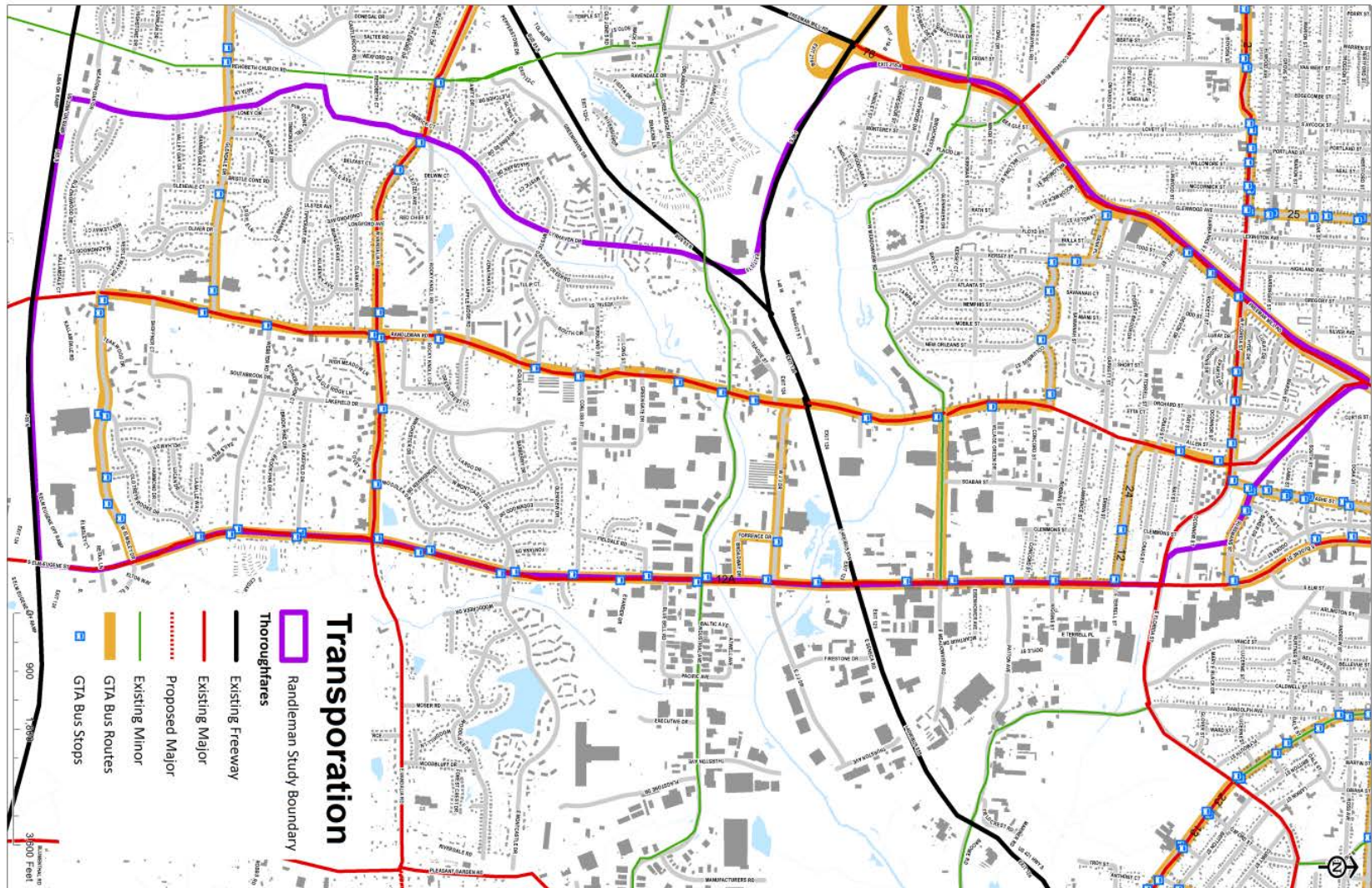


Figure 16. Transportation Facilities & Services



Pedestrian Count Data

Pedestrian movements at the intersection of Randleman Road and Meadowview Avenue were studied from September 17th, 2015 through December 3rd, 2015 by the Greensboro Department of Transportation. This intersection was selected because of its proximity to high volume transit stops and its access to residential and retail uses.

- Total Traffic for the Period Analyzed: 8,424
- Daily Average : 108
- Monthly Average: 3,287
- Busiest Day of the Week : Thursday
- Busiest Days of the Period Analyzed:
 1. Thursday September 17, 2015 (249)
 2. Saturday October 24, 2015 (168)
 3. Friday October 30, 2015 (162)

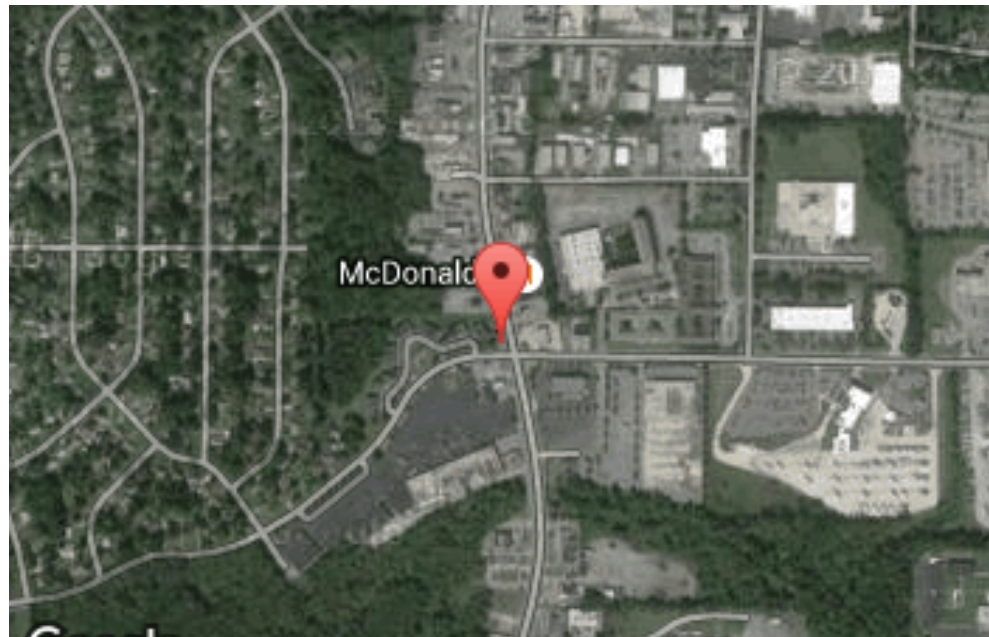


Figure 17. Analyzed intersection: Randleman Rd. and Meadowview Ave.

Crash Data

A crash analysis was conducted for the northern portion of the study area based on crash data from November 01, 2012 to October 31, 2015, the three most current years of available crash data at the time of the analysis. The analysis reviewed crashes along the Randleman Road between Freeman Mill Road and Farragut Street. Only crashes occurring on Randleman Road were considered with the analysis. Crashes located at the intersection with Freeman Mill Road were not considered.

Table 1 summarizes crash and volume data for this segment of the project corridor. Table 2 compares the crash data from this segment to statewide crash rates. “Critical Rate” compares similar road segments state-wide. A score below 100 indicates that the road is safer than others of the same size, design and traffic volume in the state. During the study period, there were 162 reported crashes along this portion of Randleman Road with 3 fatalities. Of the 162 reported crashes, 83 involved non-fatal injuries. Angle crashes accounted for 45% of all crashes along this segment and rear end crashes accounted for 14%. Crash rates for this segment of roadway exceeded both the statewide rates as well as the critical crash rates.

Table 1: Corridor Summary, 11/1/2012 through 10/31/2015

Description	Length	Annual ADT	3 year crash total	Severity index	Estimate property damage
Randleman Road from Freeman Mill to Farragut Street	1.7 miles	19,355	162	6.62	\$708,555

Table 2: Three Year Crash Rates - Randleman Road project corridor

Rate	Randleman Rd Corridor Crashes	Crashes per 100MVM	Statewide Rate	Critical Rate
Total	162	449.63	262.59	308.39
Fatal	3	8.33	0.99	5.10
Non-Fatal Injury	83	230.37	77.54	103.06
Night	39	108.25	52.56	73.82
Wet Conditions	25	69.39	41.3	60.30

Due to a high severity of crash injuries in this corridor, three Randleman Road intersections have been analyzed as part of the City of Greensboro's Annual Traffic Safety Program: Florida Street in 2012, and in 2015 the intersections with Meadowview Road and with South Street. These three intersections accounted for 60 of the 162 total crashes in this corridor, representing 37% of crashes.

Only the Randleman Road/South Street intersection showed consistent crash patterns, with 24 crashes during the three year study period. Intersection analysis shows a strong pattern of "angle crashes" involving northbound and eastbound vehicles. As a result, the City has applied multiple treatments to this location. In 2011, the eastbound STOP sign was double indicated and enlarged. In 2014, additional pedestrian warning signs and high visibility crosswalks were installed along with additional one-way signs better guide drivers crossing and turning onto Randleman from South Street.

Planned Improvements

The Greensboro Urban Area Metropolitan Planning Organization (GUAMPO) completed an update to the 2035 Long Range Transportation Plan in 2013. The plan identifies the location and timing of transportation improvements for all travel modes over the next 20 years. Several transportation improvements are anticipated within or in proximity to the study area:

Transportation Improvement Program		
Project ID	Description	Status
U-5163	Elm-Eugene St, from JJ Dr to Vandalia Rd, Streetscape - Install sidewalks & median	Under Construction
I-5854	I-85, from 0.3 Mi North of Bus 85 to 0.2 Mi North (East) of SR 1115 (Rehobeth Church Rd) - Pavement Rehabilitation	2016
B-5356	Replace I-40 Bridge over South Buffalo Creek. 0.1 Mi West of Elm-Eugene St	2019
U-5850	Randleman Rd, from Elmsley Dr to Glendale Dr - Widen to Multi-Lanes	2021
Greensboro Urban Area Long-Range Transportation Plan		
Project ID	Description	Status
21-36	Vandalia Rd, from Elm-Eugene St to Pleasant Garden Rd - Widen to Multi-Lanes	2021
21-10	Elm-Eugene St, from I-85 to Ritters Lake Rd - Widen to Multi-Lanes	2021

The recently updated BiPed Plan includes recommendations for improved bike and pedestrian access in the corridor.

- Pedestrian-activated traffic signals recommended for Randleman Road at Farragut Street.
- Randleman Road is recommended for protected bike lanes. Protected bike lanes are planned for existing roadways where there is excess capacity than required to support current traffic levels, particularly when a vehicular travel lane can be removed. Cross-section designs have not yet been developed for this site.
- From Creek Ridge Rd to Randleman Rd to S Elm-Eugene St, bike lanes have been proposed for a total of 0.58 center line miles.
- Edgelines, similar to bike lanes but allows for on-street parking, are recommended between Florida Street Randleman Road.

EXISTING CONDITIONS: UTILITIES & INFRASTRUCTURE

For the purpose of this study, infrastructure refers to public water and waste water facilities, as well as private utilities.

Public Utilities

Water Resources records indicate the water, sewer and storm water lines in the study area are in good condition with adequate capacity to accommodate anticipated development in the corridor.

The Stormwater Division of the Water Resources Department is conducting a four phase stream restoration project for South Buffalo Creek, funded in part by a \$1.4 million grant from the Clean Water Management Trust Fund. Stream design work was done in 2008, and construction began 2012.

The project will create better water quality for this stream listed as “impaired” by the North Carolina Department of Environment and Natural Resources. The grant funding the project stipulates that construction will end no later than December of 2017. Improvements to the creek include:

- New stream contours to slow water velocity,
- Better rain-runoff discharge locations, and
- Better quality habitat in the surrounding wetlands.



Figure 18. Street Restoration Project Phasing

Private Utilities

Electric services provided by Duke Energy are available throughout the study area. Piedmont Natural Gas provides natural gas service throughout the study area. Utility boxes along the northwest portion of the road are being consolidated in spring 2016.

Other Infrastructure

Greensboro’s Capital Improvement Program (CIP) is a financing and construction plan that identifies major infrastructure and capital improvements that the City anticipates completing over the next decade. 16 projects totaling more than \$26 million dollars are planned within the study area.

Projects include recreation improvements, sidewalk installations, sewer improvements and the widening of Randleman Road between Glendale and Elmsley Drives in the southern portion of the study area.



Figure 19. CIP Projects (North)

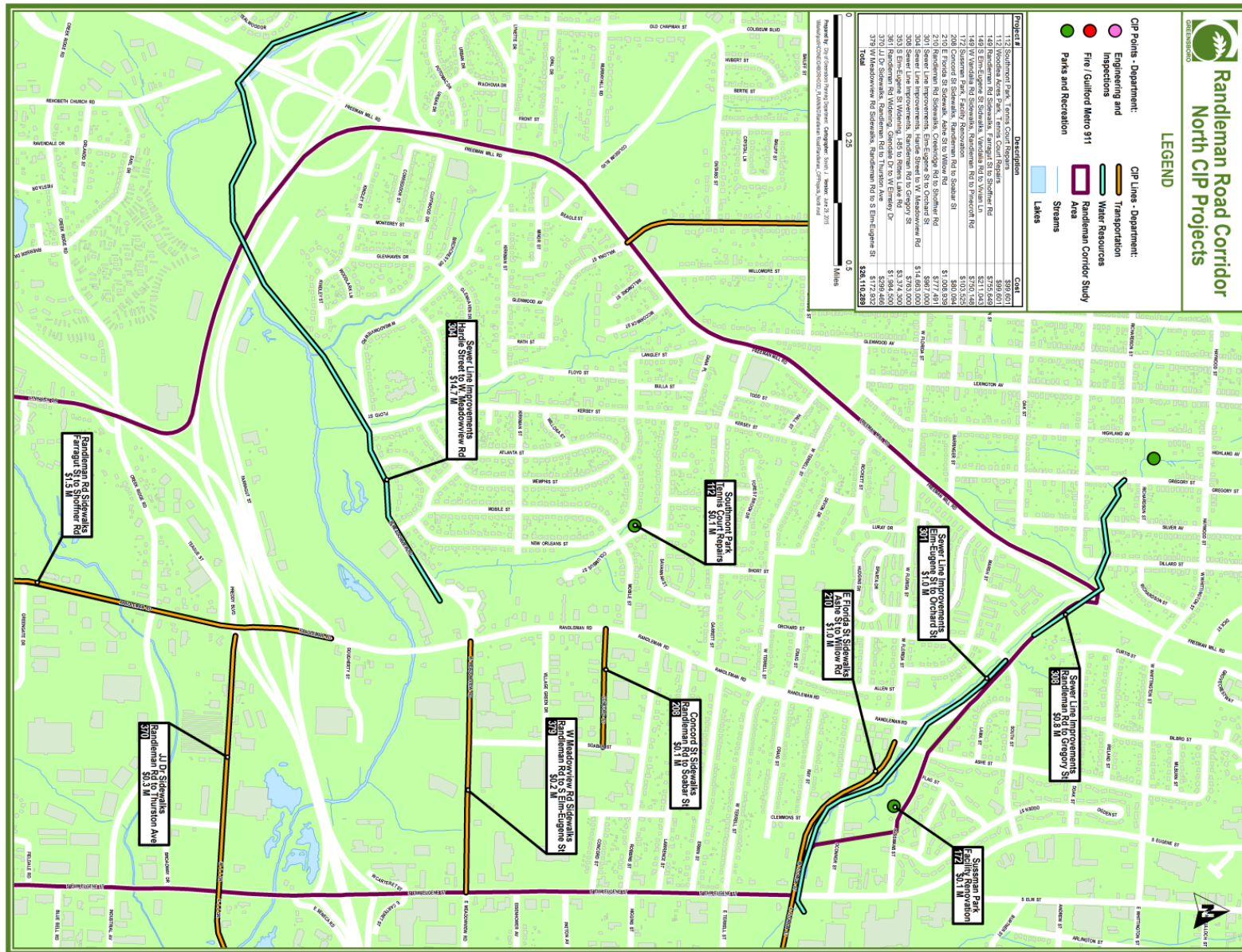
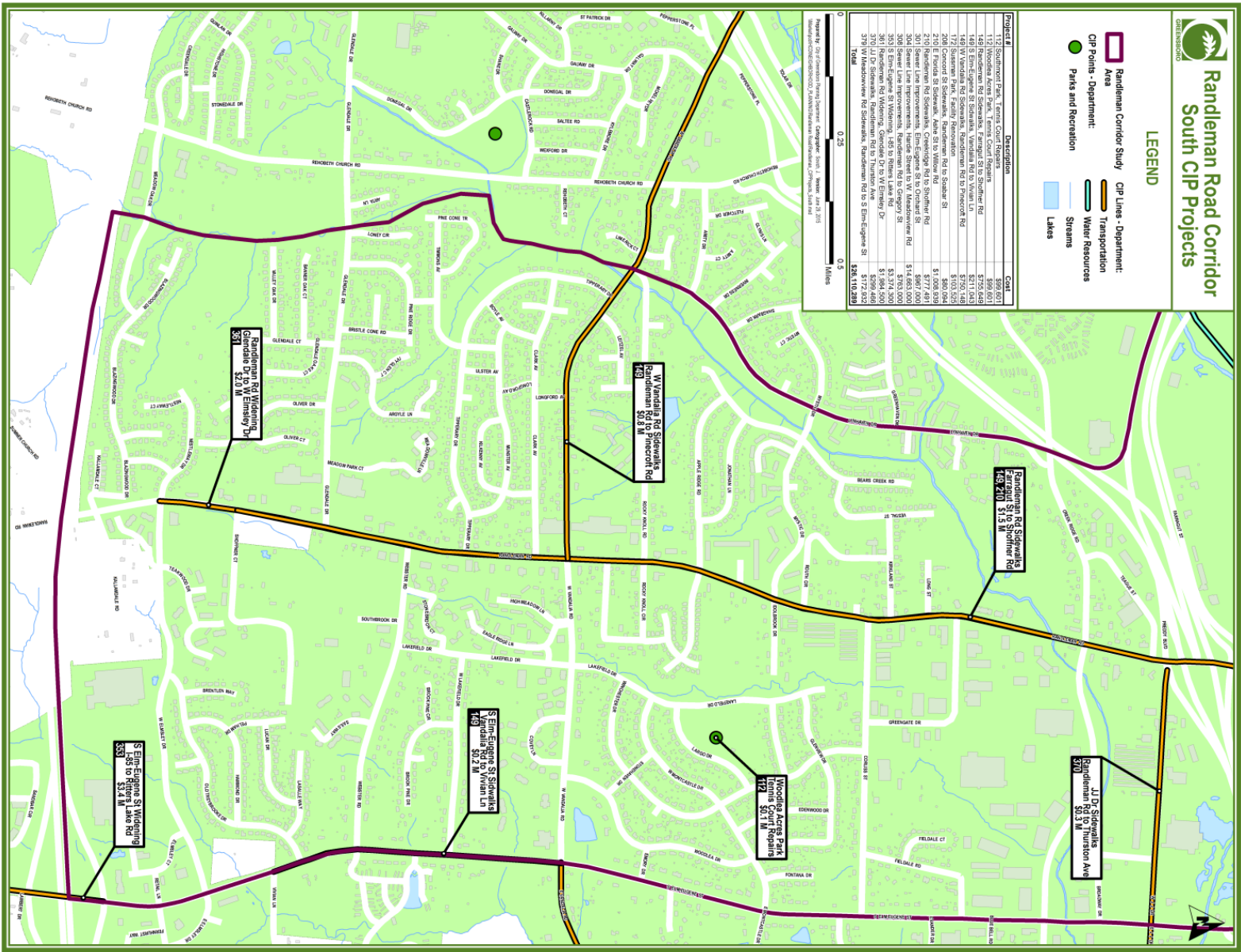


Figure 20. CIP Projects (South)



Retail Marketplace Profile

Randleman Corridor
Area: 4.36 square miles

Prepared by Greensboro Planning Department

Latitude: 36.02672699
Longitude: -79.80131861

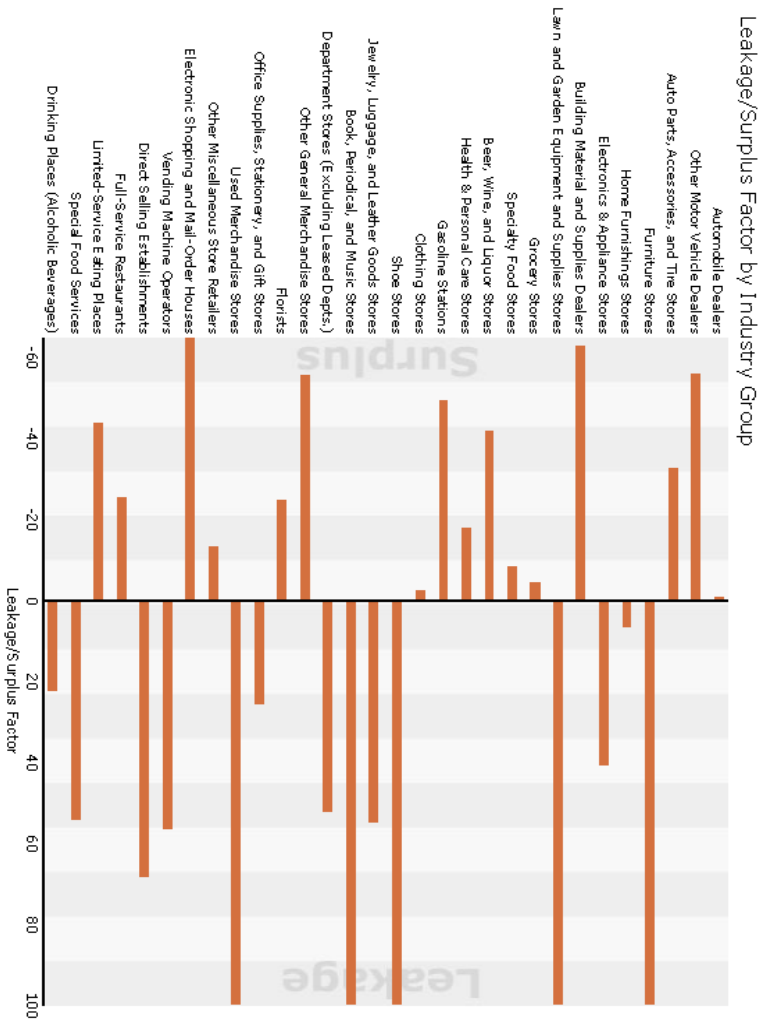
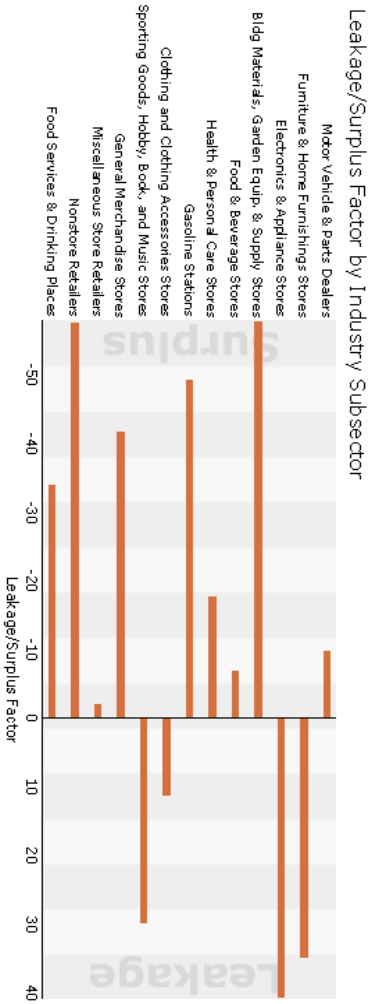
Summary Demographics									
2015 Population									13,991
2015 Households									5,678
2015 Median Disposable Income									\$24,570
2015 Per Capita Income									\$15,934
Industry Summary		NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses		
Total Retail Trade and Food & Drink		44-45,722	\$93,235,481	\$168,215,047	\$74,979,566	-28.7	134		
Total Retail Trade		44-45	\$83,098,415	\$147,618,774	\$64,520,359	-28.0	104		
Total Food & Drink		722	\$10,137,066	\$20,596,273	\$10,459,207	-34.0	31		
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses			
Motor Vehicle & Parts Dealers	441	\$17,032,555	\$20,708,547	-\$3,675,992	-9.7	18			
Automobile Dealers	4411	\$14,813,677	\$15,017,335	-\$197,658	-0.7	6			
Other Motor Vehicle Dealers	4412	\$860,989	\$3,034,811	-\$2,173,822	-55.8	3			
Auto Parts, Accessories & Tire Stores	4413	\$1,351,899	\$2,656,401	-\$1,304,502	-32.5	9			
Furniture & Home Furnishings Stores	442	\$1,991,596	\$959,137	\$1,032,459	35.0	5			
Furniture Stores	4421	\$1,136,580	\$0	\$1,136,580	100.0	0			
Home Furnishings Stores	4422	\$855,016	\$746,397	\$108,619	6.8	4			
Electronics & Appliance Stores	443	\$7,336,742	\$979,070	\$1,357,672	40.9	5			
Build Materials, Garden Equip. & Supply Stores	444	\$2,627,480	\$9,866,145	-\$7,238,665	-57.9	4			
Build Material & Supplies Dealers	4441	\$2,257,276	\$9,866,145	-\$7,608,919	-62.8	4			
Lawn & Garden Equip & Supply Stores	4442	\$370,254	\$0	\$370,254	100.0	0			
Food & Beverage Stores	445	\$13,151,463	\$15,069,060	\$1,917,597	6.8	16			
Grocery Stores	4451	\$12,436,638	\$13,620,181	-\$1,183,523	-4.5	11			
Specialty Food Stores	4452	\$721,168	\$772,547	-\$41,379	-8.2	4			
Beer, Wine & Liquor Stores	4453	\$483,656	\$1,176,332	-\$692,686	-41.7	1			
Health & Personal Care Stores	446,4461	\$6,701,011	\$9,607,753	-\$2,906,742	-17.8	4			
Gasoline Stations	447,4471	\$9,160,949	\$26,976,269	-\$17,815,320	-48.3	5			
Clothing & Clothing Accessories Stores	448	\$5,535,296	\$4,414,888	\$1,120,408	11.3	12			
Clothing Stores	4481	\$3,974,745	\$4,191,055	-\$216,310	-2.6	11			
Shoe Stores	4482	\$789,958	\$0	\$789,958	100.0	0			
Jewelry, Luggage & Leather Goods Stores	4483	\$770,593	\$223,833	\$546,760	55.0	2			
Sporting Goods, Hobby, Book & Music Stores	451	\$1,861,167	\$1,004,637	\$856,530	29.9	5			
Sporting Goods/Hobby/Musical Inst Stores	4511	\$1,348,047	\$1,004,637	\$343,410	14.6	3			
Book, Periodical & Music Stores	4512	\$513,120	\$0	\$513,120	100.0	0			
General Merchandise Stores	452	\$16,153,281	\$39,262,572	-\$23,109,291	-41.7	5			
Department Stores Excluding Leased Depts	4521	\$5,421,720	\$1,688,248	\$3,733,472	52.5	2			
Other General Merchandise Stores	4529	\$10,731,561	\$37,574,324	-\$26,842,763	-55.6	3			
Miscellaneous Store Retailers	453	\$2,086,661	\$2,176,932	-\$90,271	-2.1	19			
Florists	4531	\$72,366	\$120,271	-\$47,905	-24.9	1			
Office Supplies, Stationery & Gift Stores	4532	\$598,517	\$350,176	\$248,341	25.8	9			
Used Merchandise Stores	4533	\$725,669	\$0	\$725,669	100.0	0			
Other Miscellaneous Store Retailers	4539	\$1,145,110	\$1,492,687	-\$347,577	-13.2	8			
Homestore Retailers	454	\$4,460,204	\$16,593,764	-\$12,133,560	-57.6	7			
Electronic Shopping & Mail-Order Houses	4541	\$3,492,763	\$16,392,671	-\$12,899,898	-64.9	4			
Vending Machine Operators	4542	\$704,562	\$57,058	\$147,504	56.4	1			
Direct Selling Establishments	4543	\$762,879	\$144,035	\$618,844	68.2	2			
Food Services & Drinking Places	722	\$10,137,066	\$20,596,273	-\$10,459,207	-34.0	31			
Full-Service Restaurants	7221	\$3,742,856	\$6,280,446	-\$2,537,590	-25.3	13			
Limited-Service Eating Places	7222	\$5,404,759	\$13,760,884	-\$8,356,125	-43.6	14			
Special Food Services	7223	\$219,187	\$65,153	\$154,034	54.2	1			
Drinking Places - Alcoholic Beverages	7224	\$770,264	\$489,791	\$280,473	22.3	3			

APPENDIX

Retail Marketplace Profile

Randleman Corridor
Area: 4.36 square miles

Prepared by City of Greensboro Planning Department
Latitude: 36.02672699
Longitude: -79.9021861



Business Summary

Randleman Corridor
Area : 4.36 square miles

Latitude : 36.02672699
Longitude : -79.8031861

Data for all businesses in area

Total Businesses:	637
Total Employees:	6,771
Total Residential Population:	13,991
Employee/Residential Population Ratio:	0.48:1

by SIC Codes	Number	Percent	Number	Percent
Agriculture & Mining	11	1.7%	43	0.6%
Construction	49	7.7%	338	5.0%
Manufacturing	18	2.8%	302	4.5%
Transportation	16	2.5%	175	2.6%
Communication	8	1.3%	30	0.4%
Utility	1	0.2%	45	0.7%
Wholesale Trade	34	5.3%	394	5.8%
Retail Trade Summary	166	26.1%	1,641	24.2%
Home Improvement	8	1.3%	121	1.8%
General Merchandise Stores	15	2.4%	297	4.4%
Food Stores	18	2.8%	173	2.6%
Auto Dealers, Gas Stations, Auto Aftermarket	34	5.3%	181	2.7%
Apparel & Accessory Stores	12	1.9%	57	0.8%
Furniture & Home Furnishings	7	1.1%	50	0.7%
Eating & Drinking Places	41	6.4%	622	9.2%
Miscellaneous Retail	31	4.9%	141	2.1%
Finance, Insurance, Real Estate Summary	57	8.9%	400	5.9%
Banks, Savings & Lending Institutions	26	4.1%	131	1.9%
Securities Brokers	2	0.3%	17	0.3%
Insurance Carriers & Agents	8	1.3%	187	2.8%
Real Estate, Holding, Other Investment Offices	22	3.5%	66	1.0%
Services Summary	244	38.3%	2,765	40.8%
Hotels & Lodging	4	0.6%	27	0.4%
Automotive Services	27	4.2%	139	2.1%
Motion Pictures & Amusements	19	3.0%	96	1.4%
Health Services	19	3.0%	1,367	20.2%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	7	1.1%	129	1.9%
Other Services	168	26.4%	1,007	14.9%
Government	10	1.6%	606	8.9%
Unclassified Establishments	23	3.6%	32	0.5%
Totals	637	100.0%	6,771	100.0%

Source: Copyright 2015 Intogroup, Inc. All rights reserved. Esri Total Residential Population Forecasts for 2015.

Comparative Community Profile

Prepared by City of Greensboro Planning Department

	Randleman Corridor	North of I-40	South of I-40
Land Area in Square Miles	4.36	1.77	2.6
Population Summary			
2000 Total Population	12,862	6,273	6,588
2010 Total Population	14,039	6,248	7,791
2015 Total Population	13,991	6,168	7,824
Median Age			
2010	33.6	35.3	32.5
2015	34.5	36.6	33.3
2020	34.9	37.2	33.9
2010 Population by Age			
Total	14,035	6,249	7,794
0 - 4	8.5%	9.5%	7.7%
5 - 9	7.5%	7.2%	7.8%
10 - 14	6.9%	6.3%	7.4%
15 - 24	14.7%	13.7%	15.5%
25 - 34	14.4%	13.0%	15.6%
35 - 44	13.2%	11.8%	14.3%
45 - 54	13.4%	13.7%	13.1%
55 - 64	10.9%	11.7%	10.3%
65 - 74	5.8%	6.5%	5.2%
75 - 84	3.3%	4.5%	2.4%
85 +	1.4%	2.0%	0.8%
18 +	73.0%	73.4%	72.7%

Comparative Community Profile

Prepared by City of Greensboro Planning Department

	Randleman Corridor	North of I-40	South of I-40
2015 Population by Age			
Total	13,990	6,168	7,823
0 - 4	8.0%	8.9%	7.2%
5 - 9	7.3%	7.6%	7.0%
10 - 14	6.9%	6.4%	7.4%
15 - 24	13.4%	12.4%	14.1%
25 - 34	15.1%	12.7%	16.9%
35 - 44	12.9%	12.2%	13.5%
45 - 54	12.5%	12.6%	12.4%
55 - 64	11.7%	12.1%	11.4%
65 - 74	7.4%	8.2%	6.7%
75 - 84	3.3%	4.5%	2.4%
85 +	1.5%	2.4%	0.9%
18 +	74.0%	73.9%	74.0%
2020 Population by Age			
Total	14,241	6,203	8,037
0 - 4	7.9%	8.8%	7.3%
5 - 9	7.0%	7.2%	6.8%
10 - 14	7.0%	7.1%	6.9%
15 - 24	13.0%	11.8%	13.9%
25 - 34	15.2%	12.6%	17.2%
35 - 44	12.8%	12.2%	13.2%
45 - 54	12.0%	11.8%	12.2%
55 - 64	11.7%	12.2%	11.3%
65 - 74	8.1%	9.1%	7.3%
75 - 84	3.8%	4.8%	3.1%
85 +	1.6%	2.4%	0.9%
18 +	74.3%	73.6%	74.8%

Source: ESRI Community Analyst