



Willow Oaks Neighborhood Plan and Willow Oaks Redevelopment Plan

— An Update to the Morningside/Lincoln Grove Redevelopment Plan

Prepared for the City of Greensboro

RESOLUTION ADOPTING THE WILLOW OAKS NEIGHBORHOOD PLAN AND
THE WILLOW OAKS/MORNINGSIDE/LINCOLN GROVE
REDEVELOPMENT PLAN

WHEREAS, the City of Greensboro worked with residents, property owners and other stakeholders in and around the Morningside/Lincoln Grove Redevelopment Area to develop a shared vision for the based on community input and guided by research into the local housing market to finish the development of the Willow Oaks neighborhood;

WHEREAS, a series of community meetings and surveys was conducted in 2017 to gather citizen input for the planning process;

WHEREAS, a plan was developed that updates the Morningside/Lincoln Grove Redevelopment Plan adopted by the Greensboro City Council in 2000;

WHEREAS, the Willow Oaks Neighborhood Plan updates the design guidelines and other elements referenced by the adopted Willow Oaks Traditional Neighborhood Development Plan;

WHEREAS, the Greensboro Redevelopment Commission held a public hearing on the plan and unanimously recommended for approval by the Greensboro Redevelopment Commission on July 5, 2017;

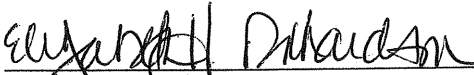
WHEREAS, the Planning Board verified that the Redevelopment Plan contains the elements required by North Carolina Redevelopment Law at their meeting on July 19;

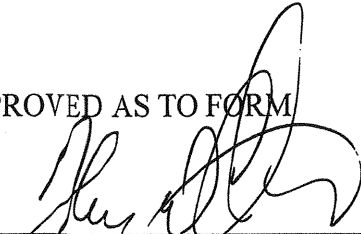
WHEREAS, the Planning Board held a public hearing on the Willow Oaks Neighborhood Plan at their meeting on June 21 and voted unanimously in favor of recommending the Plan's adoption by City Council.

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

That the Willow Oaks Neighborhood Plan and the Willow Oaks/Morningside/Lincoln Grove Redevelopment Plan are hereby adopted.

THE FOREGOING RESOLUTION WAS ADOPTED
BY THE CITY COUNCIL OF THE CITY OF
GREENSBORO ON THE 19TH DAY
OF SEPTEMBER 2017.


CITY CLERK

APPROVED AS TO FORM

CITY ATTORNEY



Acknowledgements

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May 19, 2017

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Section 1

Willow Oaks Neighborhood Plan

Plan Summary



Introduction

The Willow Oaks Neighborhood Plan is a guidance document to inform the Willow Oaks Redevelopment Plan, which is a comprehensive update to Morningside/Lincoln Grove Redevelopment Plan originally adopted in 2000. As a result of the original plan, many homes have been built, as well as the Willow Oaks Community Center. However, large areas of land still exist needing to be developed, and there remains a need for new housing, economic development, and social opportunities in the Redevelopment Area. A variety of other plans have been completed since the 2000 plan. Those focused on guiding future development for the neighborhood. This plan's recommendations result from a review of all past plans for Willow Oaks, an extensive public input process, and a recognition of the changing market since the original plan was developed.

VISION STATEMENT

Willow Oaks is a vibrant, connected community that is home to a variety of households. Through providing a range of housing types, civic spaces and amenities, Willow Oaks is one of the most desired places to live in Greensboro, providing an affordable home in an attractive environment for everyone from young families to seniors.

Willow Oaks serves as a catalyst to energize reinvestment in surrounding neighborhoods to promote economic, recreational, and cultural opportunities.

The residents of Willow Oaks build on strong relationships, connections, and linkages to an array of nearby institutions, businesses, and organizations for a sustainable neighborhood into the future.

Current Conditions

Willow Oaks consists of multi-family developments including The Havens, The Villas, and The Townhomes, as well as many single-family homes. Many lots are still vacant in the neighborhood and have potential to redevelop as Willow Oaks' location is an asset, surrounded by local businesses, churches, parks, public schools, and colleges such as Bennett College and A&T University.

While demand exists for development of rental and senior housing, a strategy is needed to attract homebuyers to purchase new, high-quality single-family homes in Willow Oaks. Additionally, attracting retail development will be a challenge due to the lack of high-volume streets. As housing development proceeds, the demand for commercial development will grow in the area.

Plan Objectives

Complete the development of vacant lots in Willow Oaks.

Develop new housing that maintains a high level of quality design and promotes a family-friendly mix of housing types.

Build social infrastructure for long-term neighborhood sustainability.

Expand open spaces and recreation opportunities.

Improve connectivity between Willow Oaks and surrounding neighborhoods and attractions.

Create a civic space to bring people together.

Enhance investment in surrounding areas such as East Market Street and Eastside Park.



WILLOW OAKS COMMUNITY CENTER

Master Plan

Five Strategy Areas guide new development to fit into the surrounding context, address resident needs, and respect what has already been completed in Willow Oaks.

AREA 1

As the “core” area of Willow Oaks, Area 1 is almost fully developed. Its proposed uses include housing, commercial, civic space, or open space on the various vacant lots and large vacant area along McConnell Road.

AREA 2

This Area is a mix of new and old housing and vacant land. The proposed uses for the area include new and improved housing, designed to reflect the “core” of Willow Oaks while allowing flexibility for development.

AREA 3

Area 3 is primarily single-family housing located south of McConnell Road and on the west side of English Street. Improvements through home repair and rehabilitation, or similar residential or commercial infill development is recommended in order to maintain the Area’s existing context.

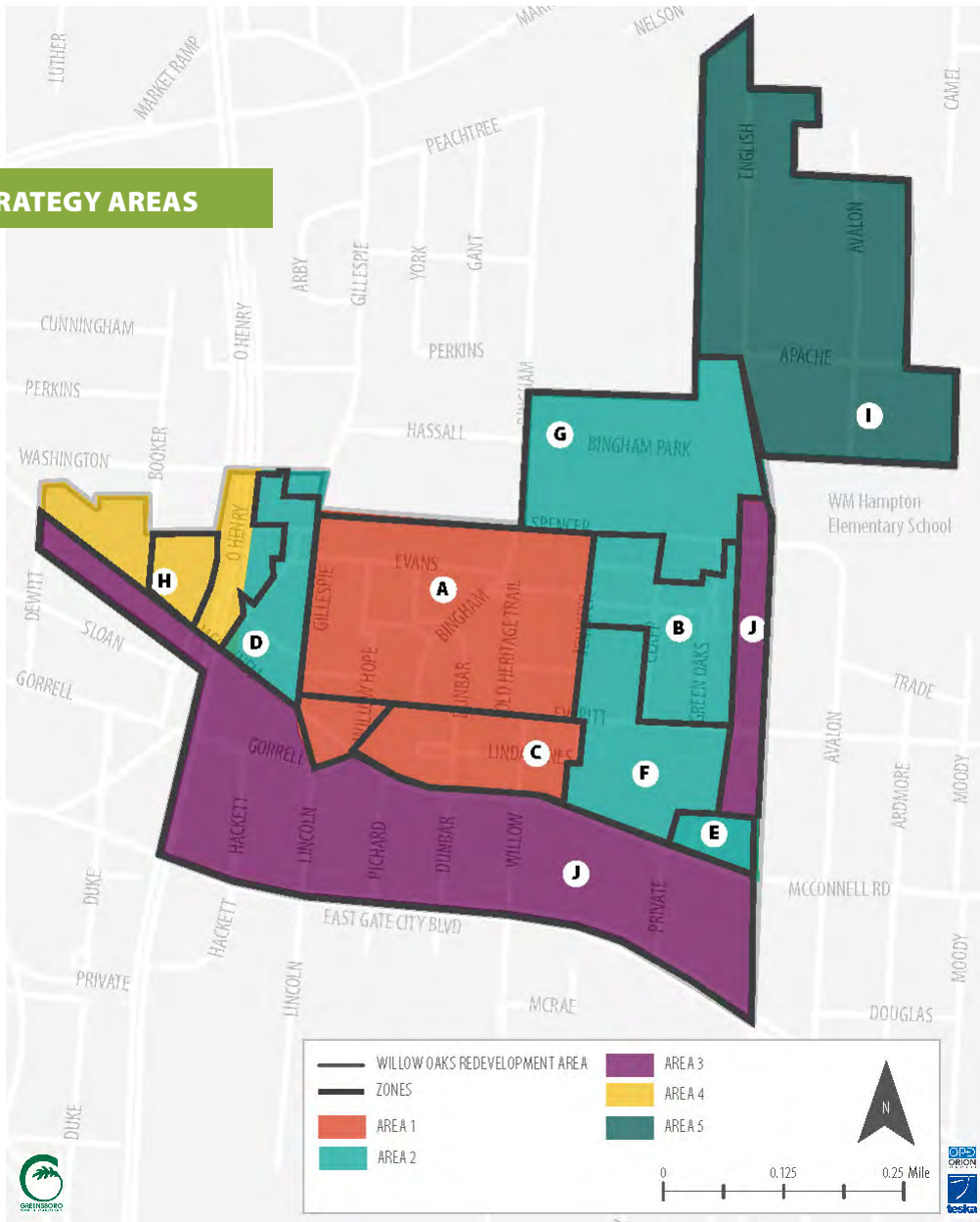
AREA 4

Close to A&T University, this Area is composed of existing multi-family housing typically for students and a large vacant site. The proposed use is new multi-family housing consistent with neighboring properties.

AREA 5

Area 5 is composed primarily of large, aging multi-family buildings in multi-building clusters. Its proposed use is long-term redevelopment of older properties to improve residential quality and improved street connectivity.

MAP OF STRATEGY AREAS





PROPOSED USE: Continue to maintain new development; provide pocket parks in vacant land

CURRENT ZONING & PROPOSED ZONING: TN

DESIGN: Continue architectural integrity of newer Willow Oaks developments



PROPOSED USE: Senior building, market building, attached and detached single-family homes, park

CURRENT ZONING & PROPOSED ZONING: TN

DESIGN: Continue architectural integrity of newer Willow Oaks developments



PROPOSED USE: Attached and detached single-family housing, possible practice fields

CURRENT ZONING & PROPOSED ZONING: TN

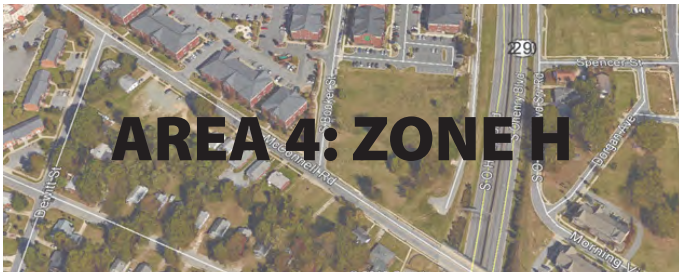
DESIGN: Provide transition between Area 1 and neighboring communities



PROPOSED USE: Renovate existing buildings as needed; infill development

CURRENT ZONING & PROPOSED ZONING: R-5, RM-18

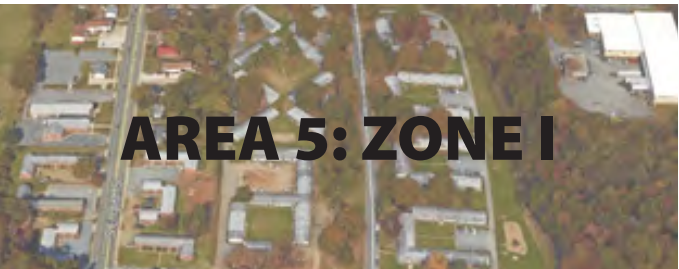
DESIGN: Encouraged for new development, rehabilitation, and additions but not required



PROPOSED USE: Extension of residential pattern; improvements of green spaces and landscaping

CURRENT ZONING & PROPOSED ZONING: PUD, RM-18

DESIGN: None; area is separated from Willow Oaks



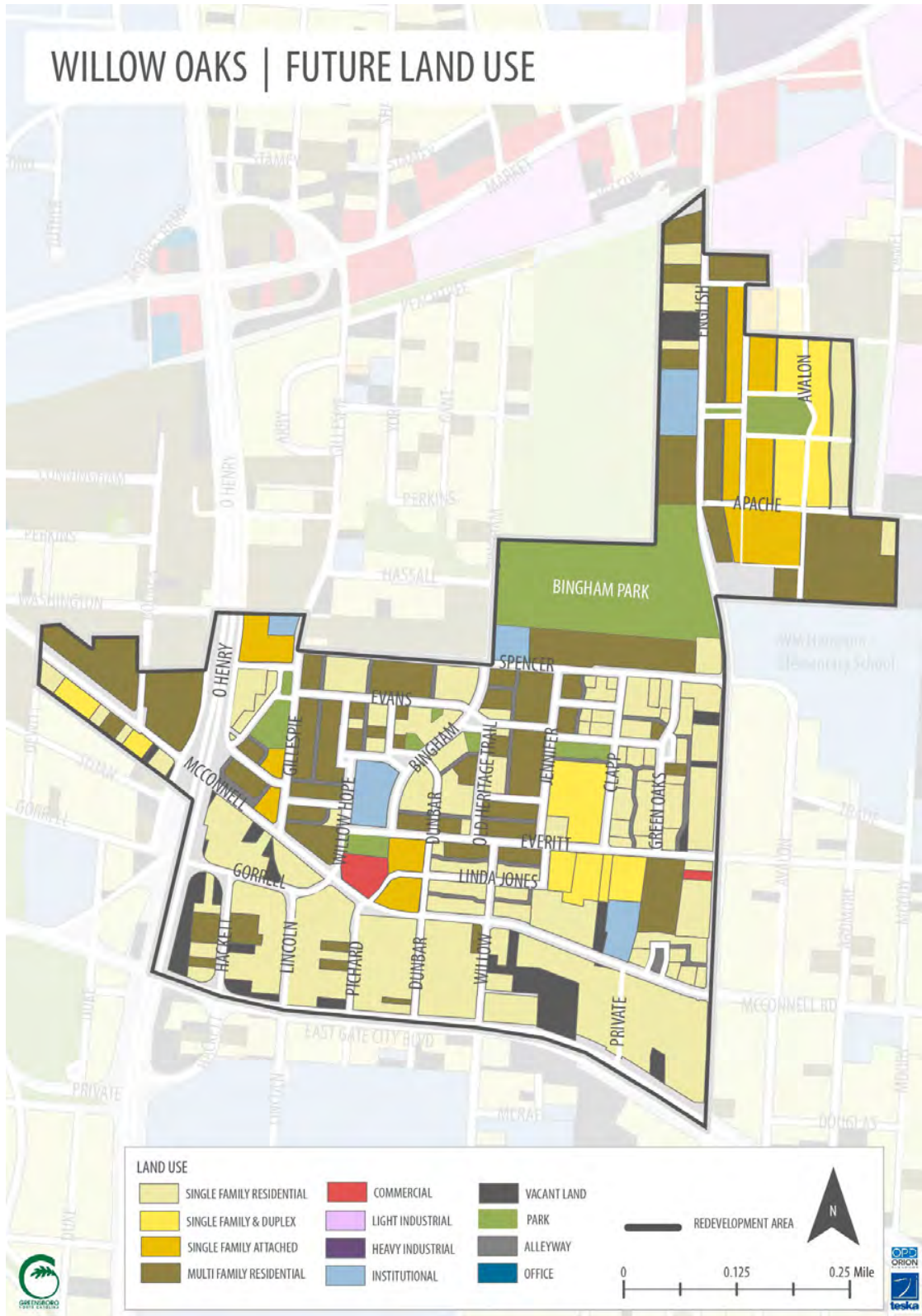
PROPOSED USE: Mix of multi-family, attached and detached single-family residential

CURRENT ZONING: RM-18, **PROPOSED ZONING:** TN

DESIGN: Encouraged for new development, rehabilitation, and additions but not required

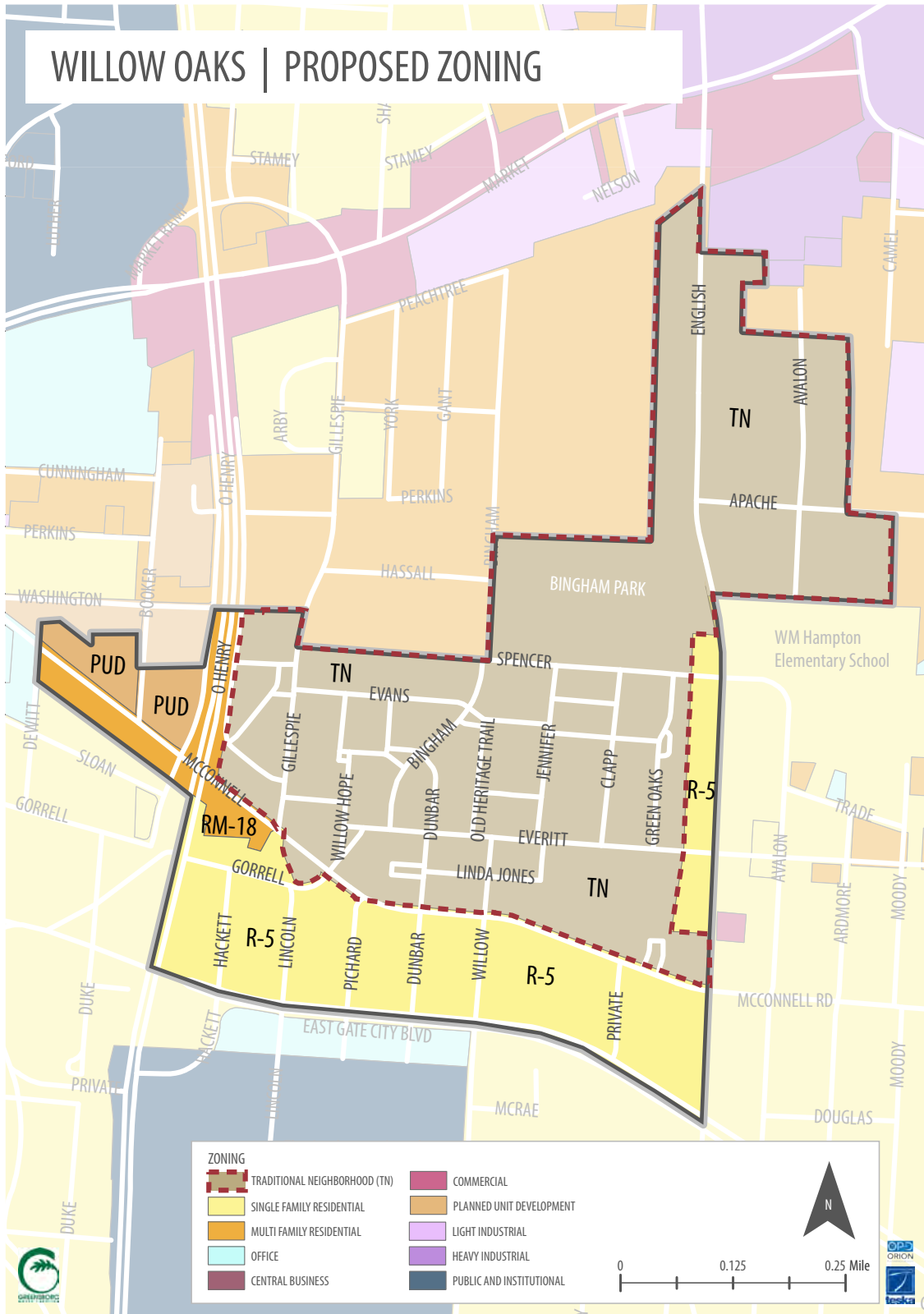
Future Land Use

Much of the future land use of Willow Oaks will be either residential or community gathering spaces, preserved as open space, or turned into parks. The future land uses are consistent with existing land uses, allowing them to blend into the neighborhood and reflect Willow Oaks' existing design and character.



Zoning

The only zoning change proposed for this Redevelopment Plan is the extension of the Traditional Neighborhood (TN) zoning district into Area 5 in the northeast of the Redevelopment Area. Already existing in Areas 1 and 2, the TN district has provided the flexibility needed for the variety of housing types and non-residential uses not allowed in past plans. The TN zoning is complimented with strict design guidelines to create Willow Oaks’ specific character and scale elements. While the TN zoning will remain in Areas 1 and 2, some design standards will change in Area 2 to allow increased flexibility in design. Current zoning (R-5, RM-18, and PUD districts) will remain as existing in Areas 3 and 4.



Design Standards

Updating the design standards will attract more development without sacrificing neighborhood character and design quality of the completed portions of Willow Oaks. Each of the Strategy Areas within the Redevelopment Area is distinguishable from others based on current conditions, and each has its own recommended approach to design standards. Overall, the standards incorporate Best Practices for Neighborly Communities and Placemaking.

Design Standards by Strategy Area

Area 1: Preserve current Design Guidelines that maintain high quality standards with minor adjustments

Area 2: Extend Willow Oaks character with some flexibility

Area 3: Encouraged standards but not required

Area 4: Encouraged standards but not required; area is separated from Willow Oaks by Route 29

Area 5: Encouraged standards but not required

Open Space, Community Services, and Recreation Plan

Several opportunities are present to improve existing open spaces and repurpose vacant land for permanent open space as amenities to residents. Recommendations include pocket parks on small, vacant lots in Area 1, a large park near the proposed market area at McConnell Road and Willow Hope Street, a community garden or urban farm between Dorgan Avenue and Gillespie Street, and possible small garden plots in rear yards of homes. Using the existing asset of the Willow Oaks Community Center, additional programs and classes could be coordinated for area residents of all ages and provide additional gathering space. Recreational opportunities programmed for the new open spaces throughout the neighborhood would also benefit residents.



PARK NEAR MARKET BUILDING AT WILLOW HOPE STREET AND EVERITT STREET

POSSIBLE PLAY FIELD LOCATION



Transportation Plan

Willow Oaks' location is an asset for the community as it is nearby downtown Greensboro, the East Market Street commercial corridor, and a variety of schools and parks. Navigating to and through the neighborhood can be a challenge, therefore the following transportation improvements have been proposed:

A GATEWAY ENTRY including a roundabout at Gorrell Street and McConnell road would improve safety for all modes and enhance the sense of place when arriving at Willow Oaks.

ADDITIONAL PARKING throughout the neighborhood will address resident needs by requiring more off-street parking spaces for new units and providing parking in existing, vacant areas.

EXTENSION OF PEDESTRIAN AND BICYCLE AMENITIES outside of the already walkable parts of Willow Oaks will allow better and safer access to nearby schools, parks, and destinations via sidewalk and bike network improvements.



ROUNDBOUT DESIGN AT GORRELL STREET, MCCONNELL ROAD, AND WILLOW HOPE STREET

Economic Development Plan

One of the major elements of the planning process was to determine ways to attract economic activity to Willow Oaks while creating a central common space for events and markets. **A Market Building** is proposed that can be a flexible space that may initially be focused on special events, hosting food trucks, farmers and crafts markets. Possible uses for the commercial space include a health care center, small grocery or restaurant, or restaurant/cafe/food coop with a job training component.

PROMOTING JOB DEVELOPMENT AND ENTREPRENEURIAL SKILLS through initiatives such as urban agriculture could also repurpose vacant land while training or employing area residents, and reconnect residents with neighborhood pride.

STRENGTHENING SURROUNDING COMMERCIAL CORRIDORS including East Market Street and Gate City Boulevard to offer greater opportunities for economic development nearby Willow Oaks. Infrastructure improvements, gateways, and focused developments on streets such as Gillespie, Bingham, English, and Lincoln, can better connect Willow Oaks to these corridors and allow the neighborhood to be more central to the economic revitalization of the larger area.

EXTENDING BROADBAND AND TECHNOLOGY INTO WILLOW OAKS would act as a platform for partnerships with nearby anchors like A&T University, Bennett College, and the Joint School of Nanoscience and Nanotechnology building, for programs like job training, mentoring, and tutoring.

Implementation Plan

The detailed Implementation Plan explains how the Redevelopment Plan's recommendations could become reality by describing costs, partnership opportunities, and a timeline.

Planning Process

The planning process for the Willow Oaks Redevelopment Plan has involved a variety of community engagement, meetings, and materials. The project began in August of 2016. It has included a project introduction at National Night Out, a project website, a kickoff meeting, staff meetings, stakeholder meetings, a survey, two technical advisory committee meetings, and three community meetings. A Technical Advisory Committee guided the development of the plan and a Neighborhood Steering Committee helped guide outreach and review the plan's progress.

**"THE HOUSING: IT'S BEAUTIFUL.
THE RESIDENTS: WE KNOW
EACH OTHER."**





Introduction

1

Willow Oaks is a community located approximately 1.5 miles east of downtown Greensboro, just north of McConnell Road between O.Henry/US 29 to the west and English Street to the east. The central portion of the site was once a public housing development called Morningside Homes. With the resources of a HOPE VI grant, the Morningside/Lincoln Grove Redevelopment Plan was first drafted in 1999. As a result of the plan and implementation activities, the area has been renamed Willow Oaks.



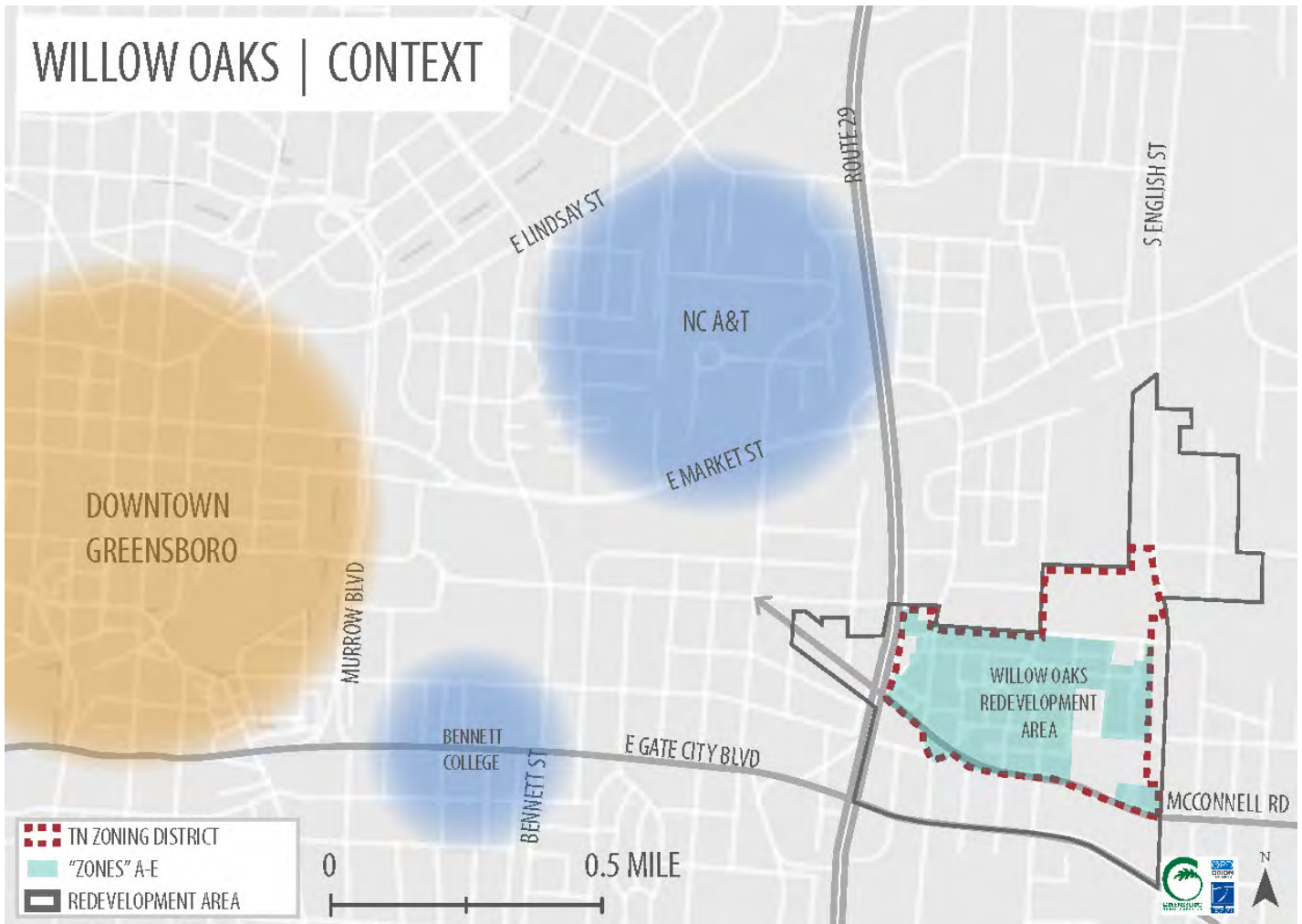


Figure 1: Willow Oaks Context

The central portion of the site has been in the process of redevelopment since the Morningside/Lincoln Grove Redevelopment Plan was first drafted in 1999. To date, 315 homes have been built as well as the Willow Oaks Community Center. These developments include The Villas, The Havens at Willow Oaks, Townhomes, and 105 single-family homes.

Many of the objectives first set out in the Redevelopment Plan have been achieved as the former public housing units in the Morningside/Lincoln Grove area have been replaced by new single-family and attached single-family homes. Yet, there are still large areas of land to be developed as well as the need for infill housing, economic and social opportunities in the Redevelopment Area.

Various past plans have guided development, starting with the Morningside Homes/Lincoln Grove Redevelopment Plan in 1999 and continuing with the Willow Oaks Charrette Book, Willow Oaks Traditional Neighborhood Plan, Willow Oaks Plan Book and Willow Oaks Architectural Standards and Design Guidelines. As a part of the update to the Redevelopment Plan, the guidelines drafted in these past documents were reviewed and recommendations have been developed to update specific elements of these plans.

THE WILLOW OAKS NEIGHBORHOOD'S LOCATION OFFERS QUICK ACCESS TO DOWNTOWN AND NEARBY COLLEGES.

VISION AND PLAN OBJECTIVES

Through an extensive planning process, the vision for Willow Oaks has been updated to encapsulate the next stage of development that aims to create a more cohesive community beyond the footprint of the former public housing development.

VISION

Willow Oaks is a vibrant, connected community that is home to a variety of households. Through providing a range of housing types, civic spaces and amenities, Willow Oaks is one of the most desired places to live in Greensboro, providing an affordable home in an attractive environment for everyone from young families to seniors.

Willow Oaks serves as a catalyst to energize reinvestment in surrounding neighborhoods to promote economic, recreational, and cultural opportunities.

The residents of Willow Oaks build on strong relationships, connections, and linkages to an array of nearby institutions, businesses, and organizations for a sustainable neighborhood into the future.

PLAN OBJECTIVES

1. Complete the development of vacant lots in Willow Oaks
2. Develop new housing that maintains a high level of quality design and promotes a family-friendly mix of housing types
3. Expand open spaces and recreation opportunities
4. Create a civic space to bring people together
5. Improve connectivity between Willow Oaks and surrounding neighborhoods and attractions
6. Enhance investment in surrounding areas such as East Market Street, Eastside Park, and Cottage Grove
7. Build social infrastructure for long-term neighborhood sustainability



SUMMARY OF PAST PLANS AND DESIGN GUIDELINES

Many plans have preceded this Redevelopment Plan for Willow Oaks. In order to understand past efforts and where the community is at today, those plans were studied to form a foundation of planning in Willow Oaks. While each covered different topics, many also covered different physical boundaries of the area. Descriptions of each plan and a chart explaining their physical boundaries can be seen below:

MORNINGSIDE HOMES/LINCOLN STREET GROVE REDEVELOPMENT PLAN (2000)

The Redevelopment Plan establishes the legal framework for redevelopment activities and outlines the goals and action steps for subsequent plans.

WILLOW OAKS CHARRETTE BOOK (2000)

The Charrette Book provides an analysis of existing conditions, a proposed land use plan, illustrative drawings of architectural form, and streetscape illustrations.

WILLOW OAKS TRADITIONAL NEIGHBORHOOD PLAN (2001)

The Willow Oaks Traditional Neighborhood Plan establishes the design parameters and zoning for the neighborhood including permitted uses, and requirements specific to the district. The plan establishes the Traditional Neighborhood Zoning, with Neighborhood General covering most of the Redevelopment Area and Neighborhood Center which permits a greater mix of uses.

WILLOW OAKS PLAN BOOK (2004)

The Plan Book lays out the individual lot plan for the Traditional Neighborhood Development, provides house plans, architectural guidelines, and landscape patterns for individual lots.

WILLOW OAKS ARCHITECTURAL STANDARDS AND DESIGN GUIDELINES (2007)

The Architectural Standards and Design Guidelines provide specific standards for architectural elements for the Neighborhood General District, siting of buildings and outbuildings, as well as for the Neighborhood Center.

A summary of the plans and documents with their relationship to zoning is shown in the table below.

GEOGRAPHY	ZONING	DOCUMENTS
REDEVELOPMENT AREA	TN, R-5, RM-18, OR PUD	MORNINGSIDE/LINCOLN GROVE REDEVELOPMENT PLAN
TN DISTRICT	TRADITIONAL NEIGHBORHOOD (TN)	WILLOW OAKS TRADITIONAL NEIGHBORHOOD PLAN (2001, REVISED SEPTEMBER, 2003)
ZONES A-E	TRADITIONAL NEIGHBORHOOD (TN)	DECLARATION OF COVENANTS, CONDITIONS AND RESTRICTIONS FOR WILLOW OAKS (2003)
	TRADITIONAL NEIGHBORHOOD (TN)	WILLOW OAKS PLAN BOOK (APRIL 2004) Building assignments per lot House plans Architectural guidelines
	TRADITIONAL NEIGHBORHOOD (TN) Neighborhood Center (NC) Neighborhood General (NG)	WILLOW OAKS ARCHITECTURAL STANDARDS AND DESIGN GUIDELINES (APRIL 2007) House Plans for Zone B Zones C-E to be added

Figure 2: Previous Documents Summary

Highlights of Existing Conditions

2



An extensive Existing Conditions Report was developed as a part of the plan. A full copy of the document is found in Section 3 of this plan. Highlights of the report are included in the sections below.

DEVELOPMENT WITHIN WILLOW OAKS

To date, 315 homes have been built in the core area of Willow Oaks (Zones A-E shown in blue below) as well as the Willow Oaks Community Center. This includes the following:

- The Havens: 60 units in 8 buildings
- The Villas: 40 units in 9 buildings
- The Townhomes: 110 units in 20 buildings
- Single-family homes: 105 units

As shown in Figure 3, the developments are somewhat spread out to create a greater mix of building types, ownership, and income levels rather than concentrating a particular type of development in one area.

WILLOW OAKS | DEVELOPMENTS

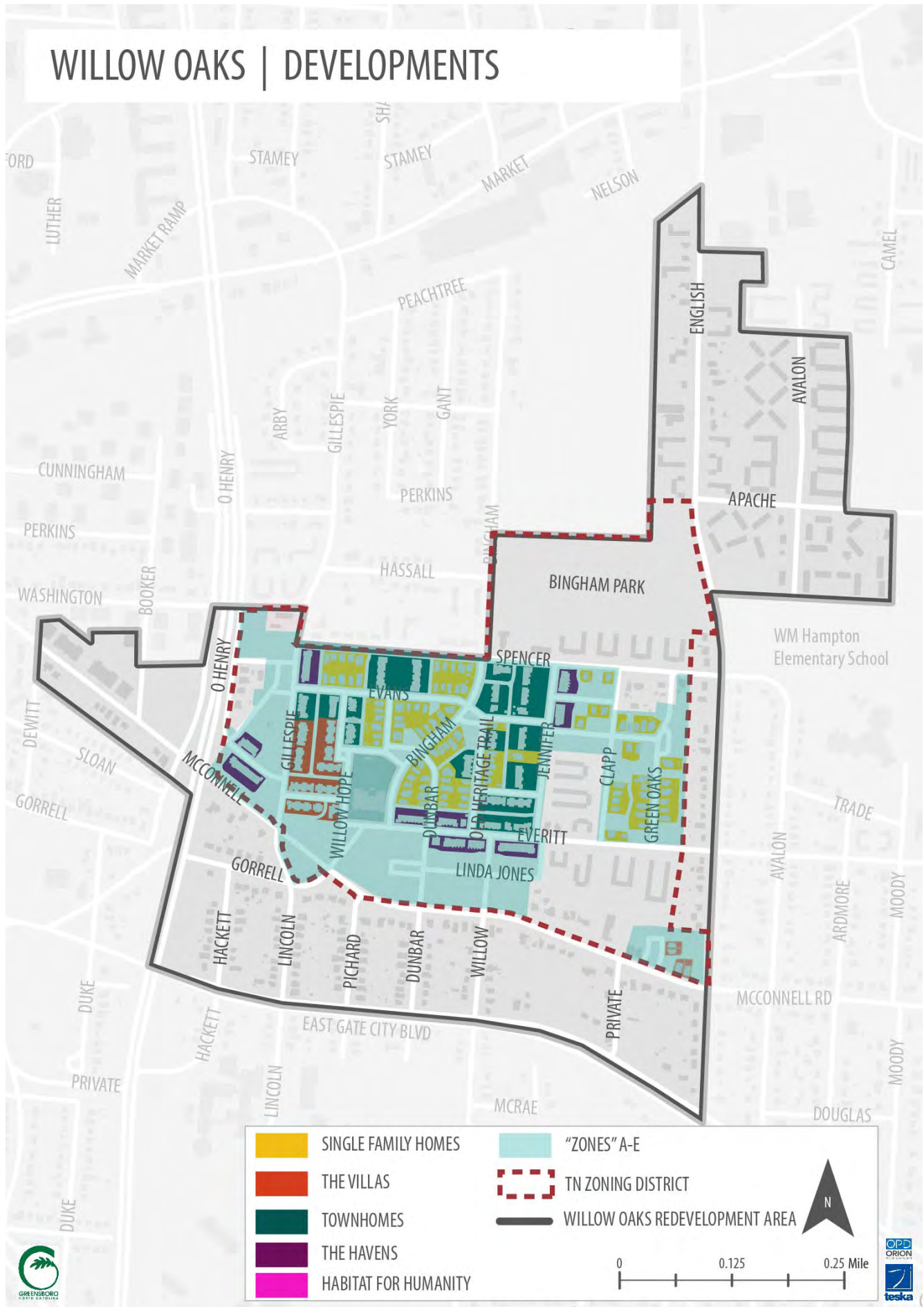


Figure 3: Development to date in Willow Oaks

LAND USE AND ZONING

LAND USE AND VACANT LAND

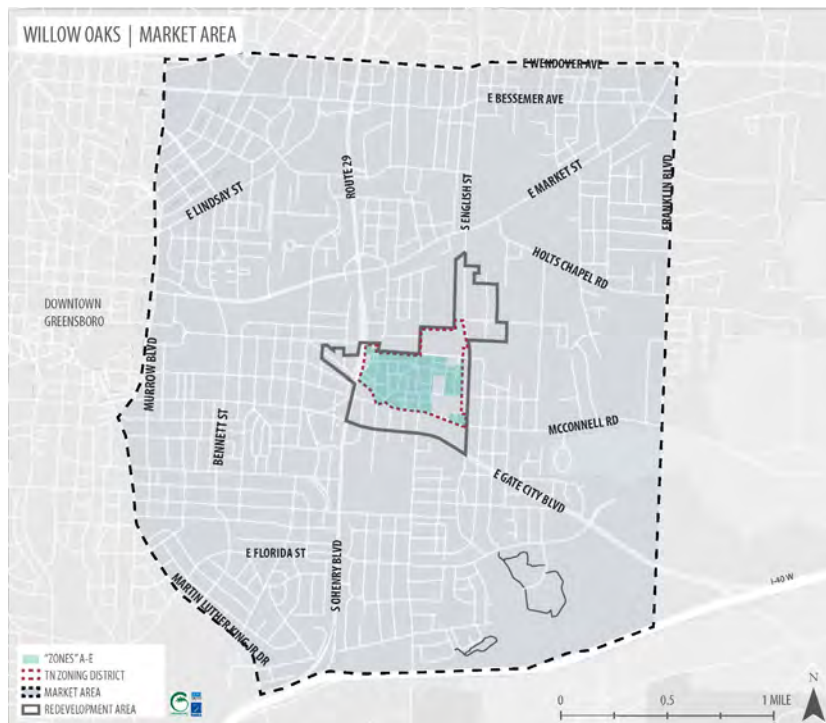
The predominant use within the redevelopment area is residential, including both detached and attached single-family homes, as well as multi-family. Many of the multi-family developments were built with tax-credit funding. Some of those tax-credits will be expiring, and these sites present opportunities to further improve housing in the area. Within the Traditional Neighborhood (TN) District approximately 100 lots are vacant and owned by the Greensboro Housing Development Partnership (GHDP) and Redevelopment Commission of Greensboro (RCG). Maps of the multi-family housing developments, vacant land, and property holdings can be seen in the Existing Conditions Report in the Appendix.

ASSETS

Willow Oaks is near local assets including businesses, churches, parks (the main one being Bingham Park), and the Willow Oaks Community Center. Four public schools, Bennett College, and A&T are also nearby and could provide possible partnerships. An asset map of nearby resources is included in the Existing Conditions Report.

ZONING AND REGULATIONS

Most of the redevelopment area for Willow Oaks is zoned Traditional Neighborhood. Other zones in the area include Residential (RM-18 and R-5) and PUD (Planned Unit Development). The existing zoning map can be found on page 50. In addition to zoning, Willow Oaks also has multiple “zones” and areas that have different restrictions and design guidelines, as discussed previously in the Past Plans section.



KEY DEMOGRAPHIC AND MARKET FINDINGS

DEMOGRAPHICS



- There are 692 households and 1,476 residents in the Redevelopment Area.
- The population of the Market Area (located between E Wendover to the north, I-40 to the south, Franklin Boulevard to the east and Murrow Boulevard/Martin Luther King Jr. Drive to the west) and the Redevelopment Area have been relatively stable from 2000 to 2010.
- The population within both the Market and Redevelopment Areas are younger than citywide.
- Average income levels within the Market Area and Redevelopment Areas are lower than citywide average of approximately \$41,000 (approximately \$24,000 in the Market Area and \$23,000 in the Redevelopment Area)

FOR SALE HOUSING



- The median listing price for housing in the Market Area is approximately \$93,000.
- Recent sales in Willow Oaks have been at approximately \$110,000, higher than the median listing price in the Market Area, but below construction costs which have been at the \$150,000 level.
- There are over 2,200 households in the Market Area who earn over \$32,000 and could be potential homebuyers in Willow Oaks.
- The newly built sections of Willow Oaks are distinctly different than nearby aging housing stock. There is a limit to new home for-sale prices because of competition with lower cost for-sale homes nearby.
- A strategy will be needed to attract homebuyers to purchase new, high-quality homes in Willow Oaks that will revitalize the area when the surrounding options are available at lower prices.





RENTAL AND SENIOR HOUSING

- Rents in the Market Area are nearly as high as the citywide average.
- Three in five renter households are cost burdened (pay over 30% of their income on rent), including one in three who are high cost burdened (pay over 50% of their income on rent).
- There is demand for quality rental housing units that could relieve pressure in the housing market by reducing the average price and creating more apartments.
- Demand for senior housing is evident by waiting lists and virtually zero vacancy within The Villas, a senior housing development in Willow Oaks.

ECONOMIC DEVELOPMENT



- Attracting retail development will be challenging. While there is unmet demand for most goods, the level is insufficient to attract a large retailer. Those retailers would rather locate on commercial corridors or streets with more traffic volume such as E. Market Street where they can capture demand from a much larger area.
- The exception may be a restaurant, neighborhood-oriented food store and/or convenience merchandise that is able to focus on the market demand carried along McConnell Road and the existing and new housing that will be built.
- There may also be demand for a health center or gym that can serve Willow Oaks and the broader community.
- There is a need for job training, educational opportunities and connecting residents to employers.
- As housing development proceeds in Willow Oaks, the demand for commercial development will grow in the area.

Master Plan

3



WILLOW OAKS | STRATEGY AREAS + ZONES A-J

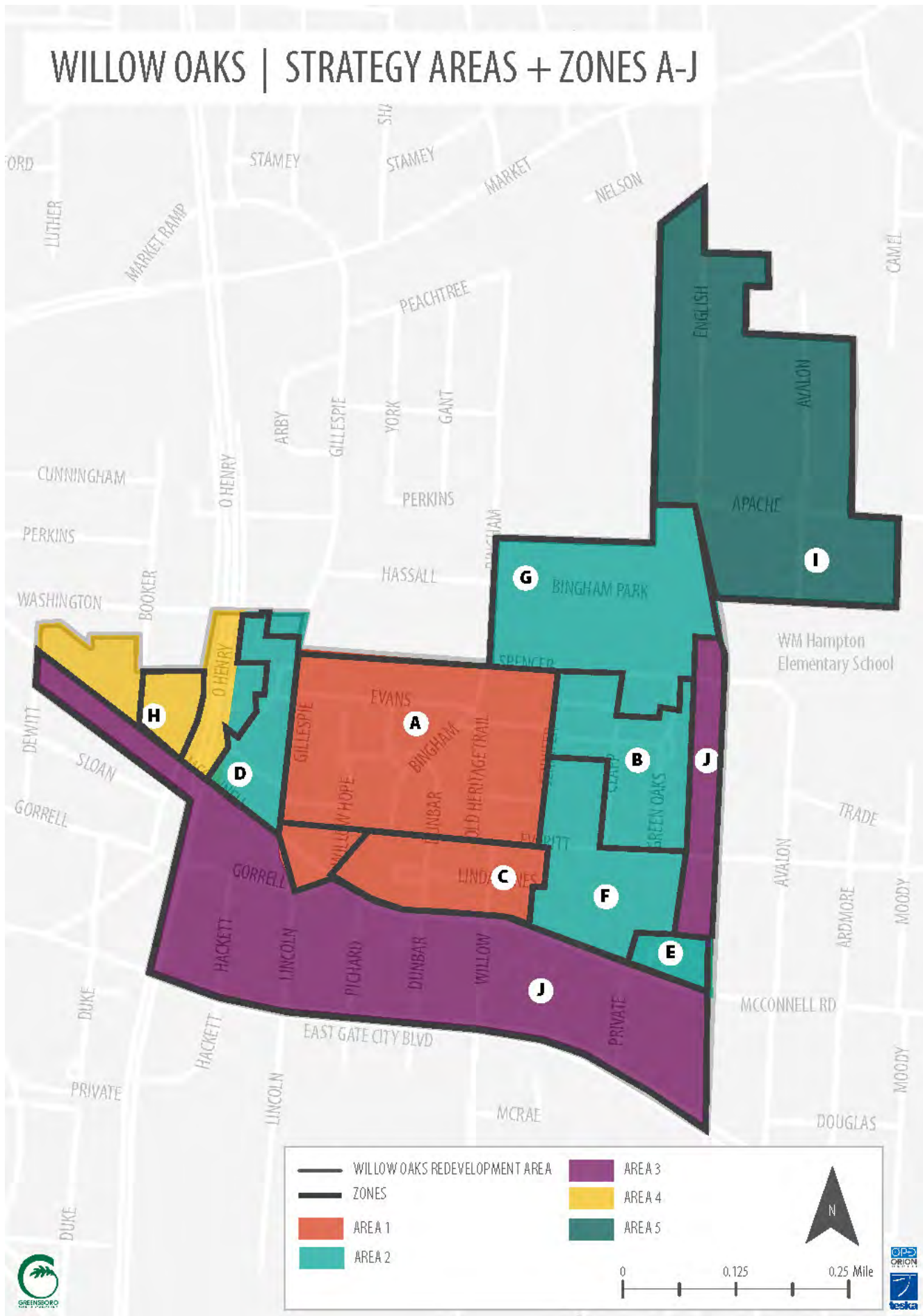


Figure 4: Willow Oaks Strategy Areas

STRATEGY AREAS

Based on the development pattern, character, transportation network and access, five Strategy Areas have been defined to guide new development. In order to provide consistency with developments that have been built and are governed through regulations and bound by Covenants Conditions and Restrictions, the Strategy Areas have the same boundaries as previously defined though Zones A-E. In addition, new zones have been defined (F through J) and the approximate number of proposed new units has been determined below.

Strategy Area	Zones	Description and Proposed Uses	Proposed New Units
1	A, C	<p>DESCRIPTION: Core area of Willow Oaks includes Zone A which has been almost fully developed since 2000 and C which is primarily vacant land.</p> <p>Proposed uses for Zone A:</p> <ul style="list-style-type: none"> • New parklets <p>Proposed uses for Zone C:</p> <ul style="list-style-type: none"> • New senior housing • New single-family attached and detached housing • New market building • New park 	99
2	B, D, E, F, G	<p>DESCRIPTION: There are three sections of Area 2. Zones B, D, and E are under the design guidelines and CCRs of Willow Oaks but are not completely built out. Zone D is located to the west of Area 1 which includes vacant land and some newer development consistent with Willow Oaks guidelines. Zones F and G are located to the east of Area 1 and are composed of a variety of residential building types including older multi-family housing developments. Bingham Park is also located in Area 2.</p> <p>Proposed uses:</p> <ul style="list-style-type: none"> • New housing on vacant land and redevelopment opportunities to improve older multi-family developments 	158
3	J	<p>DESCRIPTION: Area 3 located south of McConnell Road is composed primarily of single-family homes and a mix of residential and institutional properties on the west side of English Street.</p> <p>Proposed uses:</p> <ul style="list-style-type: none"> • Neighborhood improvements, home repair and rehabilitation for existing buildings as well as infill housing south of McConnell Road or commercial on the west side of English consistent with existing land use patterns 	12
4	H	<p>DESCRIPTION: Area 4 is located on the west side of US 29 and is composed of existing multi-family housing that is marketed primarily to students as well as a large vacant site.</p> <p>Proposed Uses:</p> <ul style="list-style-type: none"> • New multi-family housing on vacant land consistent with neighboring properties on the west side of US 29 	22
5	I	<p>DESCRIPTION: Area 5 is located in the northeast portion of the Redevelopment Area composed primarily of large, multi-family projects.</p> <p>Proposed uses:</p> <ul style="list-style-type: none"> • Longer-term redevelopment of older multi-family properties. The overall land use will remain primarily residential but street network, access, and development form and quality should be improved 	N/A

WILLOW OAKS | OPPORTUNITY SITES

Areas 1 to 5 are intended to create boundaries for different design guidelines.

Zones A, B, C, D, and E are the existing Willow Oaks zones from previous plans. Zones F, G, H, I, and J are new zones.

Opportunity sites are specific redevelopment possibilities.

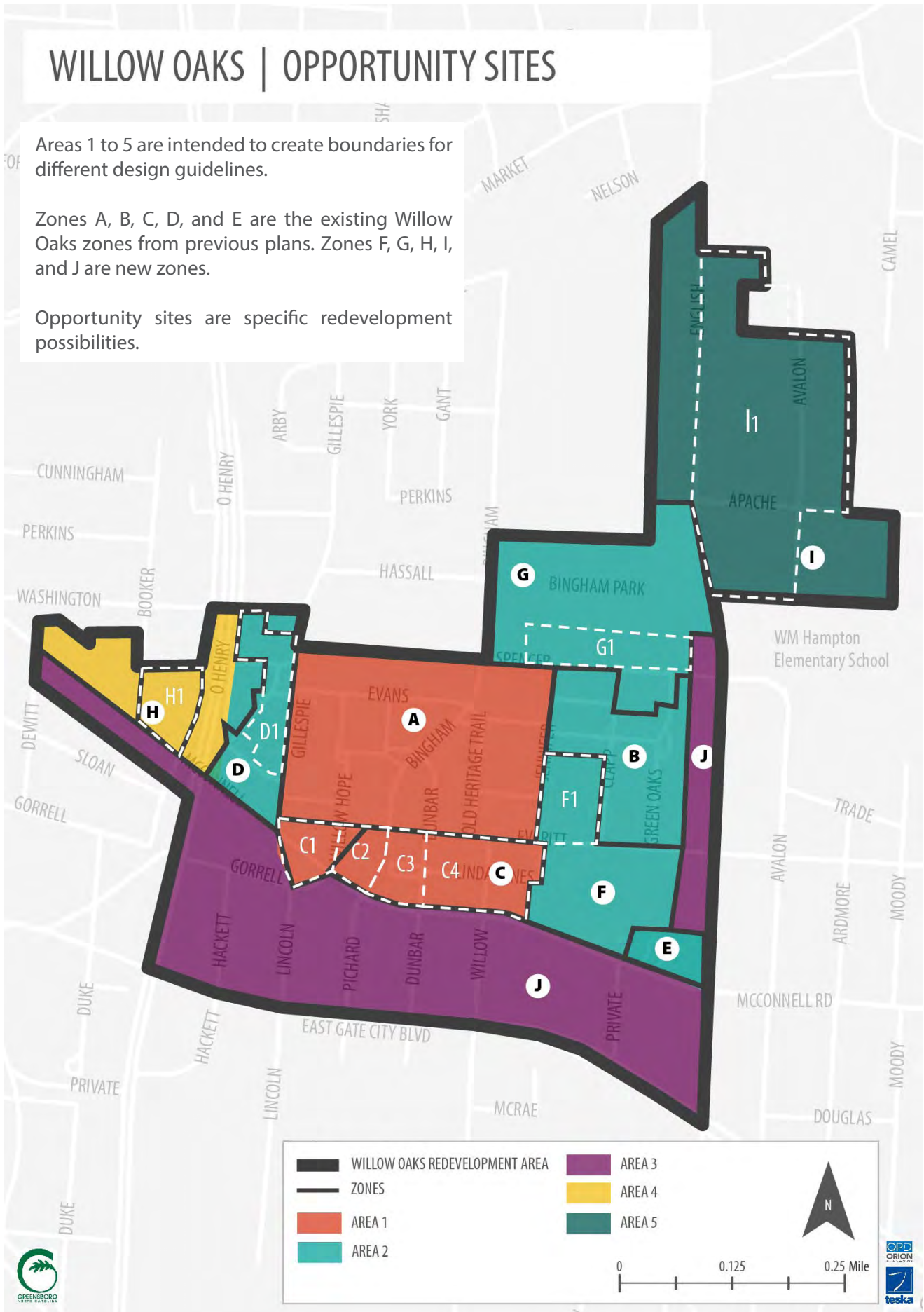


Figure 5: Willow Oaks Opportunity Sites

OPPORTUNITY SITES

The following table and map identify the Strategy Areas, Zones A-I and Opportunity Sites. Following the maps, there are descriptions and drawings for each of the Opportunity Sites. The Opportunity Sites are shown as illustrative development for each Area and are meant as guidance for other vacant land or opportunities within the Strategy Area. The illustrations and development descriptions in this chapter are only illustrative and are not regulatory, however. The following chapters on Zoning and Design Guidelines provide regulatory descriptions.

Site	Existing and Proposed Use	Sq. Ft.	Acreage
Zone A	Existing single-family and duplex homes with vacant sites proposed to be either guest parking or pocket parks.	25,123	0.58
C1	Gateway area to Willow Oaks proposed for new housing.	90,823	2.09
C2	Vacant land at gateway proposed for Market Building and new park.	60,474	1.34
C3	Vacant land proposed for new attached single-family housing	72,955	1.67
C4	Vacant land proposed for new single-family housing.	215,543	4.95
F1	Multi-family housing that, if it is redeveloped, is proposed for redevelopment as single-family and duplex housing.	162,406	3.73
G1	Attached single-family housing that, if redeveloped, is proposed to be redesigned over time to meet design guidelines.	147,316	3.38
H1	Large vacant site that can be developed into multi-family housing to extend development pattern from adjacent development.	104,865	2.40
I1	Large redevelopment sites that need improvements to street network and redevelopment agreements.	877,598	20.1
NEW PARK SPACES			
Park (in F1)	New multi-purpose fields for soccer, football and other sports.	29,372	0.67
Gateway Park (in C2)	New park space and playground near the entry of Willow Oaks and across from Community Center.	26,522	0.61

AREA 1

AREA 1 | ZONE A

EXISTING USE

0.35 acres of vacant undeveloped land

PROPOSED USE

- Continue to maintain new development
- Plan vacant land as pocket parks with parking for residents and visitors

CURRENT ZONING

TN

PROPOSED ZONING

TN

DESIGN GUIDELINES

Area 1 design guidelines are intended to control the form, siting, materials to continue the architectural integrity of the newer development at Willow Oaks with very few changes from Architectural Standards and Design Guidelines adopted in 2007.



Figure 6: Zone A of Area 1

Zone A is located at the heart of Willow Oaks and is bounded between Spencer to the north, Everitt Street to the south, Jennifer to the east and Lincoln Street to the west. As shown below, Zone A is composed of The Villas, Townhomes, new single-family homes, a portion of The Havens and the Community Center and development within the zone is virtually completed.

There are only 0.35 acres of vacant, undeveloped land within Zone A. While these parcels were originally slated to be single-family homes, a better use would be to provide pocket parks with added parking for Willow Oaks residents and visitors. The vacant land map is shown below. Further details and visuals for the planned open spaces can be found in Chapter 7: Open Space, Recreation and Services Plan.

Note: Zone B is located in Area 2 and is described on page 38.



Figure 7: Vacant parcels in Zone A

AREA 1 | ZONE C

EXISTING USE

10 acres of vacant land plus a portion of The Havens

PROPOSED USES

- 2 to 3 Story Senior Building
- 15,000 sq. ft. Market Building
- 26 Attached Single-Family Homes @1,200 sq. ft. each
- 23 Detached Single-Family Homes @ 1,200 sq. ft. (one-story homes) to 2,400 sq. ft. (two-story homes) on 4,000-4,200 sq. ft. lots

CURRENT ZONING

TN

PROPOSED ZONING

TN

DESIGN GUIDELINES

Area 1 design guidelines are intended to control the form, siting, materials to continue the architectural integrity of the newer development at Willow Oaks with very few changes from Architectural Standards and Design Guidelines adopted in 2007.

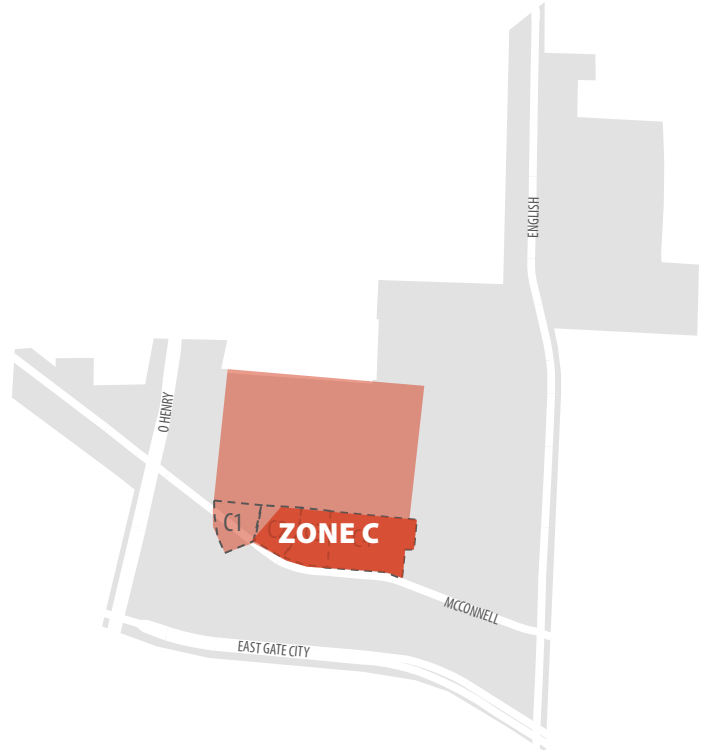


Figure 8: Zone C of Area 1

Zone C is composed of five sites C1-C-5. The zone serves as the southern gateway to Willow Oaks and will include a senior building, Market Building, new park, and both attached and detached single-family homes. The single-family homes are designed to include private yards. All attached single-family and single-family units are designed to have two parking spaces per unit.



Figure 9: Roads, alleys, and utilities have been installed, but most of Zone C is vacant other than a portion of The Havens located on Everitt Street

AREA 1

SITES AND LOCATIONS

The largest vacant area within Willow Oaks is the entry area between Everitt Street to the north, McConnell Road to the south, Lincoln Street to the west and Jennifer to the east.

Zone C is divided into five Opportunity Sites:

OPPORTUNITY SITE C1 is proposed for a one, two-three story senior building of a total of 16-24 units, depending on the design and height of the building. It would be located adjacent to The Villas, a development for seniors, as well as the services at the Community Center and near public transportation along McConnell Road. C1 also includes the a City-owned tract between McConnell Road and Gorrell Street, and the block of Lincoln Street the currently intersects with Gillespie Street and is proposed for closure. This property could be subdivided into two to three single-family home sites.

OPPORTUNITY SITE C2 includes the 12,000 - 15,000 sq. ft. Market Building and a 26,500 sq. ft. park. The building would be designed to be either partially or fully open-air. The building as shown is 12,000 sq. ft. of enclosed building and 3,000 sq. ft. of open air market.

OPPORTUNITY SITE C3 is designed to be approximately 26 attached single-family homes. They could be developed as either for-sale or rental product depending on market conditions and available financing. They would have two parking spaces per unit accessible through alleys in the rear of the homes.



Figure 10: Plan view of Zone C

OPPORTUNITY SITE C4 is composed of approximately 23 single-family homes. These are designed to be wider lots with larger private, rear yards than existing homes that have been built at Willow Oaks.



Figure 11: Zone C forms the southern entry area to Willow Oaks and development along McConnell Road

OPPORTUNITY SITE C1 Senior building and single-family housing at gateway

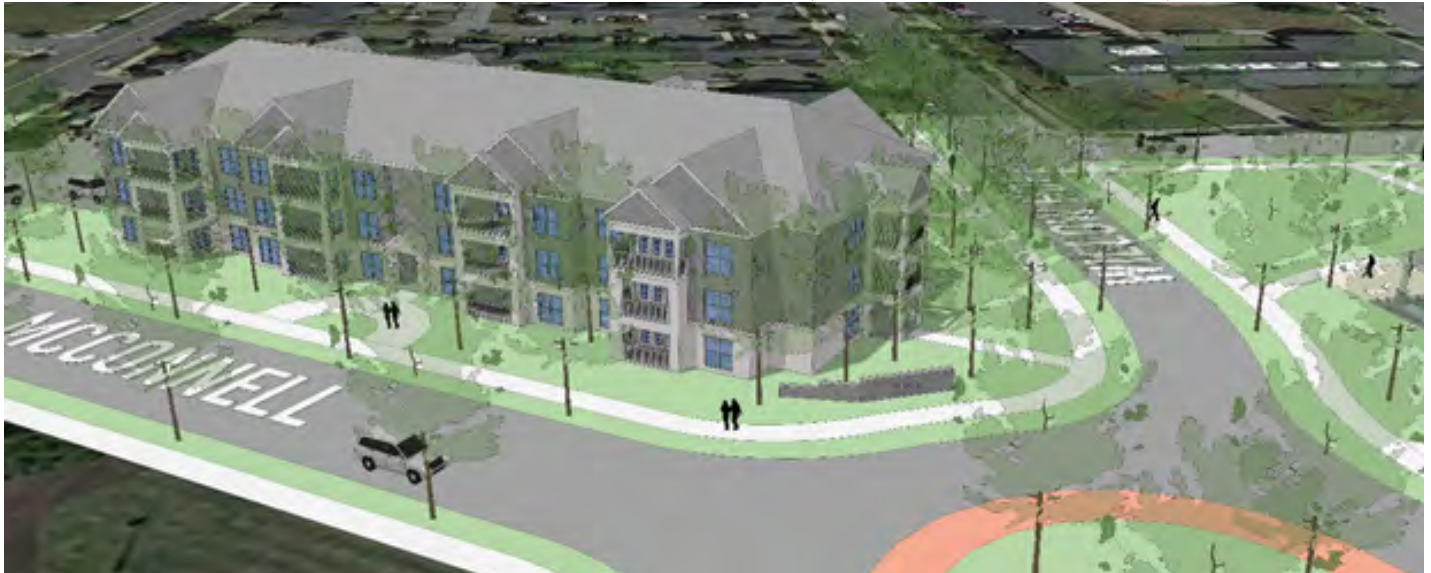


Figure 12: Opportunity Site C1 - Senior building

A new two to three story senior or age-targeted building (marketed to over age 55 but not age-restricted) is proposed at the northwest corner of McConnell Road and Willow Hope Street. Zone C Subarea 1 is shown in the upper left of the above drawing with the Market Building in the upper right. The total number of units in the building will vary based on the height of the building and type of senior housing. The building could be from a low of 24 – 36 units for senior apartments to up to 72 units for an assisted living product. The building would be located at the gateway to Willow Oaks which would be accessed from a new roundabout at McConnell Road and Lincoln Street would provide an enhanced entry to the neighborhood.

Across McConnell, two or three new single-family homes can be built adjacent to the roundabout when the short block of Gillespie is vacated to simplify traffic flow and improve safety.

Target market: there are a variety of senior product types that could attract a number of markets – from empty nesters looking for newer product types to assisted living formats. Existing senior units at The Villas currently have waiting lists for available units showing an indication of the senior market looking for quality units at the right price point.



Figure 13: Opportunity Site C1 - Senior building

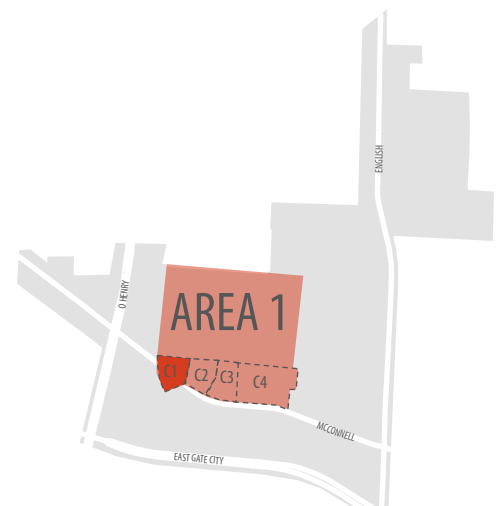


Figure 14: Opportunity Site C1 in Area 1

AREA 1

OPPORTUNITY SITE C2 Market building and park



Figure 15: Market building and new park

Opportunity Site C2 is composed of a Market Building and new park. The building is conceived of as a structure that can initially be built as a covered market structure and filled in and finished as a commercial building depending on market conditions. As shown above, the building would have 12,000 sq. ft. of commercial space and 3,000 sq. ft. for outdoor market.

A new park would be located between the Market Building to the south and the Community Center across Everitt Street to the north. The park would be 26,500 sq. ft. and can be used as an extension of the open air market for special events as well as used as fields and

playground space for the community. The combination of the Market Building and the park replace the previous Redevelopment Plan's call for a large, purely commercial area to be the community focus. The Market Building and park will establish a new area of community focus as it is more realistic that they could be built in Willow Oaks.

Target market: Initially, the market would be flex space for uses such as food trucks, markets, and craft booths. It would have the potential to be enclosed as a commercial building with likely tenants being a restaurant, small food store, health care center and/or convenience goods.



Figure 16: Market building

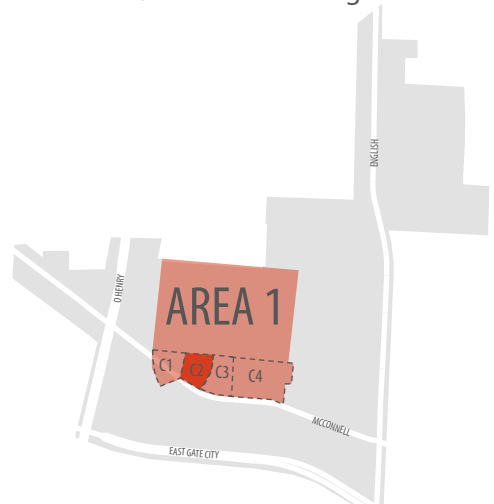


Figure 17: Opportunity Site C2 in Area 1

OPPORTUNITY SITE C3 Attached single-family homes



Figure 18: Opportunity Site C3 housing

Opportunity Site C3 would include 26 units of attached single-family homes along McConnell Road. The units are designed to face McConnell Road and Linda Jones Road with two parking spaces per unit. The units could be designed with a third story extra bedroom to increase value. See Figure 19.

Target market: attached single-family product can attract a variety of household types looking for newer product. With a visible location, adjacency to the Community Center and new park, the units could be marketed to both younger households looking for a first-time home to families and empty-nesters looking for a single-family setting that is affordable compared to other new product in Greensboro.



Figure 19: Site C3 is made up of attached single-family homes between McConnell Road and Everitt Street

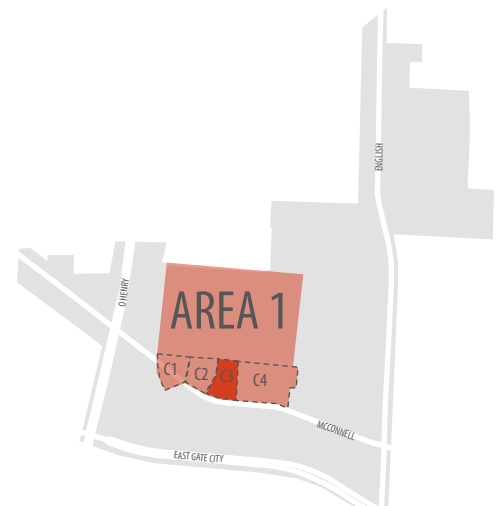


Figure 20: Opportunity Site C3 in Area 1

AREA 1

OPPORTUNITY SITE C4 Detached single-family homes



LOT DIMENSIONS

Figure 21: Illustrative siting of single-family homes in Site C4 along McConnell Road

Opportunity Site C4 includes 23 Detached Single-Family Homes at 1,200 sq. ft. for one-story home to up to 2,400 sq. ft. if the homes are two-stories on lot sizes of 4,000-4,200 sq. ft. The lots are designed to face McConnell Road and Linda Jones Road with private yards and two parking spaces per unit. These homes were designed to provide a greater sense of private space than current product in Willow Oaks to make the units more marketable, but still within the character, form and style of the core area of Willow Oaks in Area 1. See Figures 21 to 27.

Target market: households looking for single-family homes with private rear yards but close to the amenities of the nearby Community Center and new park. The homes would have two parking spaces per unit and are designed to be two to three stories tall depending on market conditions and demand for homes.

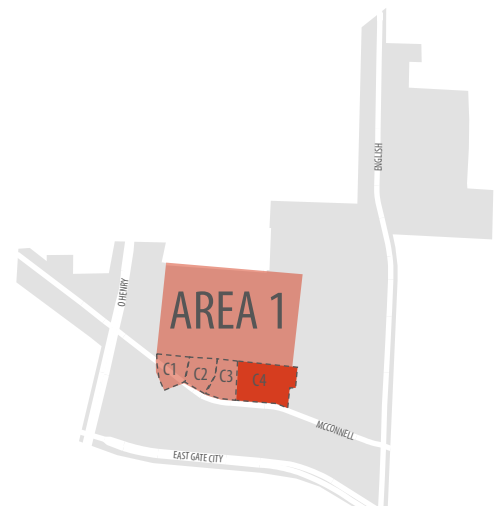
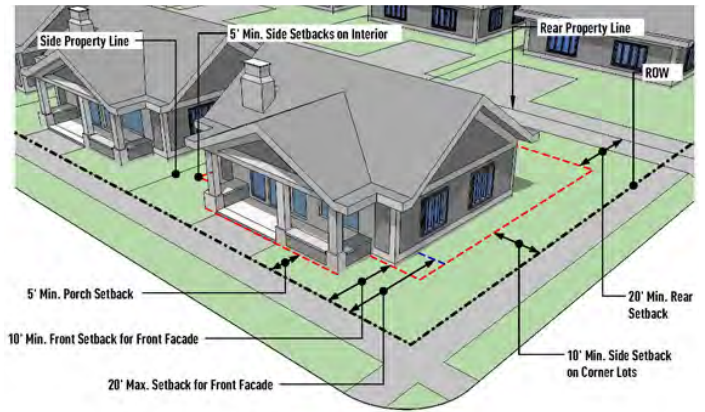


Figure 22: Opportunity Site C4 in Area 1

AREA 1

The illustrations below describe the siting of the homes in various locations within Opportunity Site C4.



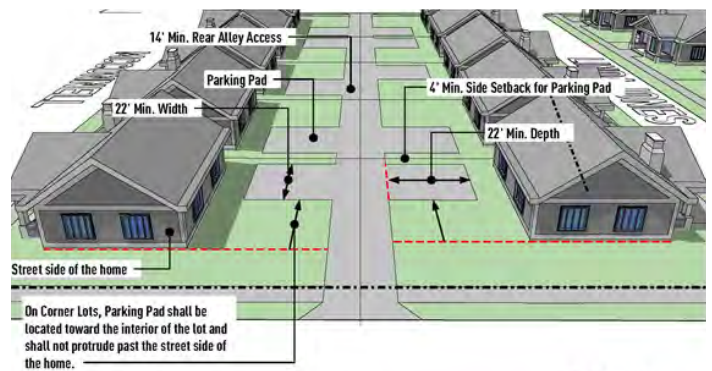
SETBACKS

Figure 23: Illustrative siting of single-family homes in Site C4 along McConnell Road



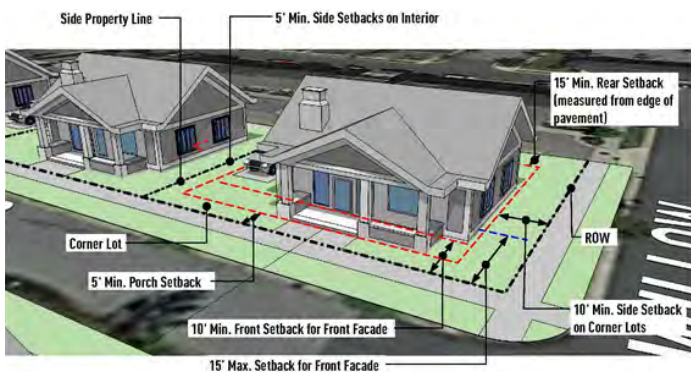
LOT DIMENSIONS

Figure 24: Single-family homes in Site C4 along Linda Jones Street



PARKING

Figure 25: Single-family homes in C4



SETBACKS

Figure 26: Single-family homes in Site C4 along Linda Jones Street



PARKING (ALTERNATE)

Figure 27: Single-family homes in C4

AREA 2

AREA 2 | ZONES B, D, E, F, AND G

EXISTING USE

Mix of existing housing, new housing and vacant land

PROPOSED USE

- New attached single-family housing
- New single-family housing
- Practice fields
- Urban agriculture

CURRENT ZONING

TN

PROPOSED ZONING

TN

DESIGN GUIDELINES

Area 2 design guidelines will control the form, siting, and materials in Area 2, but not be as restrictive as Area 1. While the general form and siting would be similar to Area 1, there would be a greater array of materials and less regulation of architectural style.

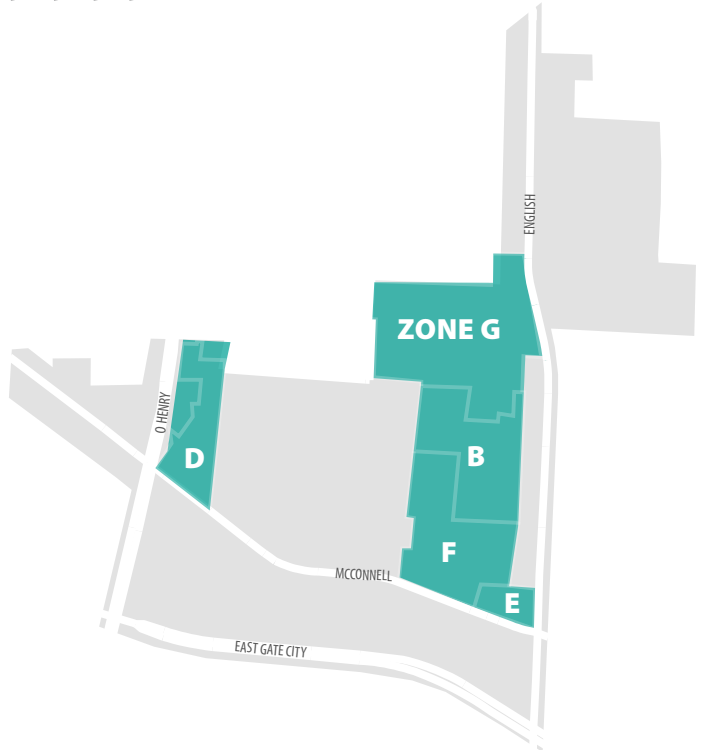


Figure 28: Zones B, D, E, F, and G in Area 2

Area 2 is composed of Zones B, D and E which were originally part of the Willow Oaks redevelopment as well as new Zones F and G which are being designated to fill in missing pieces within the study area. Design guidelines will be extended to Area 2

Both Zones B and E are only partially completed. They were planned to be primarily composed of detached single-family homes. Higher development costs along with a weak market coming out of the recession stalled development.

In Zones G and H there are a number of multi-family developments along with Bingham Park, which is located at the northern end of Zone G, and a church in the southern end of Zone F along McConnell Road. The multi-family developments along Spencer Road in Zone G and along Jennifer Road between Everitt Road and Harshaw Road have expiring Federal tax credits and will likely need to be either rehabilitated or redeveloped.

Target market for Area 2: redevelopment of multi-family product could either be financed through vehicles such as Housing Tax Credits to provide quality, affordable housing, or through recruitment of a non-profit or for-profit developers who specializes in redevelopment that are able to bring market-rate housing into Willow Oaks.

OPPORTUNITY SITE D1 Residential and Managed Urban Agriculture



Figure 29: Existing housing outside of D1 (at Spencer and Bingham) that new housing in D1 could be modeled after

Site D1 is a combination of two vacant areas. The southern portion of the site (between Gillespie Street, Morning View Drive, and Dorgan Avenue) has the potential to become a managed urban agriculture

location with possible connections to A&T. This possible use would be intermediate to future development and is further described in the Economic Development chapter of this document (page 87). The northern part of D1 (between Gillespie Street, Spencer Street, and S. Ohenry Boulevard, excluding the church) has the potential to become housing. It could be similar to the housing built at Spencer Street and Bingham Street, pictured above.



Figure 30: Northern and southern vacant areas in D1



Figure 31: Opportunity Site D1 in Area 2

AREA 2

OPPORTUNITY SITE F1 Jennifer Road



SCENARIO 1



SCENARIO 2

Figures 32 and 33: Scenario 1 (preferred) with playfields and Scenario 2 with homes

Opportunity Site F1 currently consists of two multi-family housing developments and vacant land at the north end of the block and southeast portion of the block. Two scenarios are provided for redevelopment of the block as land becomes available for redevelopment.

The first scenario is to create a 29,000 sq. ft. practice field for soccer, football and other sports along with eight single-family homes and eight duplex units. This would provide a convenient location for practice fields and needed open space within Willow Oaks.

The second scenario is to redevelop the entire block as residential which would result in twelve single-family homes and eight duplex units.



Figure 34: Opportunity Site F1 in Area 2

OPPORTUNITY SITE G1 North side of Spencer Street



Figure 35: Proposed uses for G1 along the north side of Spencer Street including 48 units of single-family attached housing and new open spaces to connect to Bingham Park to the north



Figure 36: Bird's eye view of proposed G1

Opportunity Site G1 currently consists of four multi-family housing developments. Approximately 48 units of new single-family attached housing are proposed. This site would improve visibility and access to Bingham Park from the south.



Figure 37: Plan view of proposed G1



Figure 38: Opportunity Site G1 in Area 2

AREA 3

AREA 3 | ZONE J

EXISTING USE

Primarily single-family housing south of McConnell and mixed-uses on east side of English Street

PROPOSED USE

Renovate existing buildings as needed along with infill redevelopment to replace obsolete units

CURRENT ZONING

TN

PROPOSED ZONING

TN

DESIGN GUIDELINES

Design guidelines in the Redevelopment Plan will be encouraged for new development, rehabilitation and additions but not required.



Figure 39: Area 3

Figure 40: Single-family homes along English Street should be preserved and restored with a new continuous sidewalk on the west side of the street.



Area 3 is composed of a residential neighborhood between McConnell Road and Gate City Boulevard and a mix of residential, commercial and institutional uses on the east side of English Street. The Plan's neighborhood revitalization strategy calls for partnering with non-profit and for-profit housing developers on scattered sites to rehab houses or redevelop if the buildings are not economically feasible to rehab.

Figure 41: Signage to Willow Oaks should be built on the northeast corner of Lincoln Street and Gate City Boulevard. Existing homes on residential streets of Area 3 should be rehabbed.



Target market: Existing homeowners interested in renovating their properties with some assistance and for-profit and non-profit developers, such as Habitat for Humanity, interested in rehab and new development to serve households looking at purchasing new housing in an existing neighborhood setting.

Figure 42: Existing single-family home on Lincoln Street in Area 3



Area 3 is primarily composed of older detached, single-family homes. The City's rehab program should be targeted to this area, as well as programs of non-profit organizations'. Home repair programs often include repairs to the roof, windows and/or HVAC. Habitat for Humanity's A Brush With Kindness program provides minor improvements to the exterior of homes such as new paint, porch repairs and accessibility ramps.

AREA 4

AREA 4 | OPPORTUNITY SITE H1

EXISTING USE

2.4 acre vacant site (H1) and multi-family properties geared toward zoned for multifamily housing on the north side of McConnell Road on the west side of US 29

PROPOSED USE

Extension of housing pattern, improvements in green spaces and landscaping in the area

CURRENT ZONING

PUD and RM-18

PROPOSED ZONING

PUD and RM-18

DESIGN GUIDELINES

N/A. The area, physically separated from the rest of Willow Oaks, will not be located in the TN Zone and therefore will follow City zoning requirements for R5.

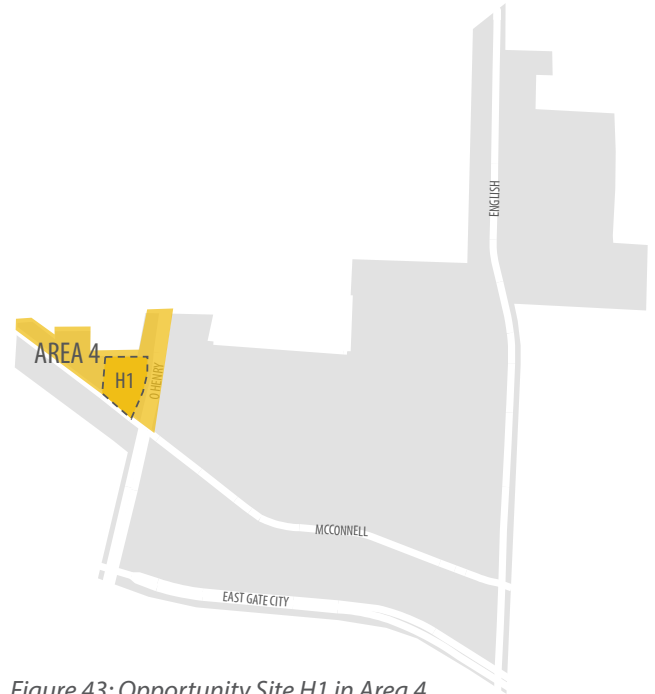


Figure 43: Opportunity Site H1 in Area 4

Area 4 includes a large parcel available for redevelopment. Since it is physically separated from Willow Oaks by US 29 the development pattern would be better suited to match surrounding properties rather than the design elements being planned for Willow Oaks.

The site is best suited as residential uses that can provide housing, particularly for the student population for A&T and other nearby universities.

Units should face McConnell Road with parking behind through access from Booker Street as well as the access road along the west side of US 29.

Open space areas should be improved with greater landscaping, buffers and sidewalks.

Target market: students and small households looking for new housing in a convenient location and an affordable price-point.

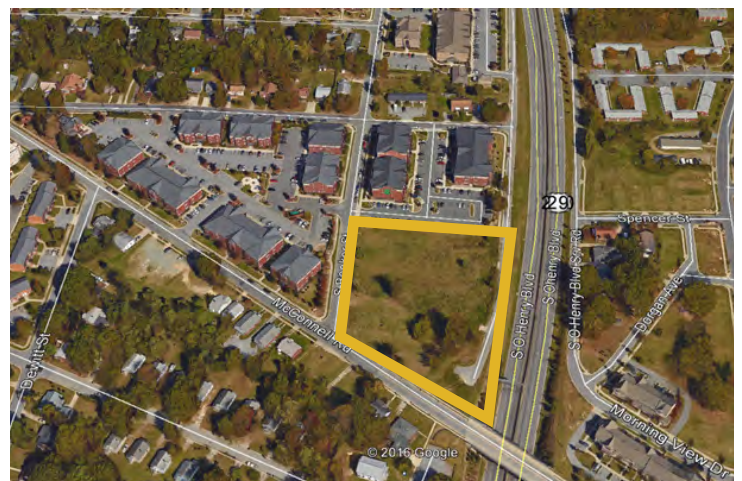


Figure 44: A large vacant site in Area 4 should be developed with an extension of the housing pattern north of McConnell Road west of US20

AREA 5

AREA 5

EXISTING USE

Large multi-family developments including Avalon Trace

PROPOSED USE

More varied housing and more street connectivity

CURRENT ZONING

RM-18

PROPOSED ZONING

TN

DESIGN GUIDELINES

Design guidelines in the Redevelopment Plan will be encouraged for new development, rehabilitation and additions similar to Area 4.



Figure 45: Opportunity Site I1 in Area 5

The developments that make up Area 5 include “superblock” developments in which layouts are insular to the block, private vs. public spaces are not well defined, and there is impeded access through the street network and sidewalk system for pedestrians, bikes and cars.



Figure 46: Area 5 is composed primarily of multi-family developments



Figure 47: Parkview, in the southeast portion of Area 5, was the first large project in the Redevelopment area that was fully renovated

OPPORTUNITY SITE I1 Northeast opportunity area

Opportunity site I1 includes several large developments while sites on both sides of English Street include smaller multifamily residential buildings that would better frame the English Street Corridor if oriented to the street. Action steps to move forward with planning for the area include:

- Assess each individual complex, building by building to determine current conditions.
- Work with large property owners in Site I1 to determine a plan for redevelopment of the properties and whether it is economically feasible to gut rehabilitate any of the individual buildings
- Conduct a public outreach process to residents in the area to seek their input into the process, vision for the area, and to seek partners including Hampton Elementary School, nearby churches, the health care center and businesses in the redevelopment effort.
- Plan for a revised street network, as shown above that will improve accessibility and layout a form of a more traditional Greensboro neighborhood and that can extend the success that has occurred in repositioning the core area of Willow Oaks.
- Rezone the area to TN to facilitate redevelopment efforts
- Work with developers of properties along English Street to determine condition of buildings, whether renovation is needed or a path towards redevelopment.

Target market: work with the owners of the large parcels to pursue a comprehensive redevelopment effort that upgrades the area to provide high quality housing to serve a range of households. The projects to be undertaken will likely require a range of financial support that will target specific household types, typically up to 80%, 100% or 120% of Area Median Income, depending on the financing programs that are available.

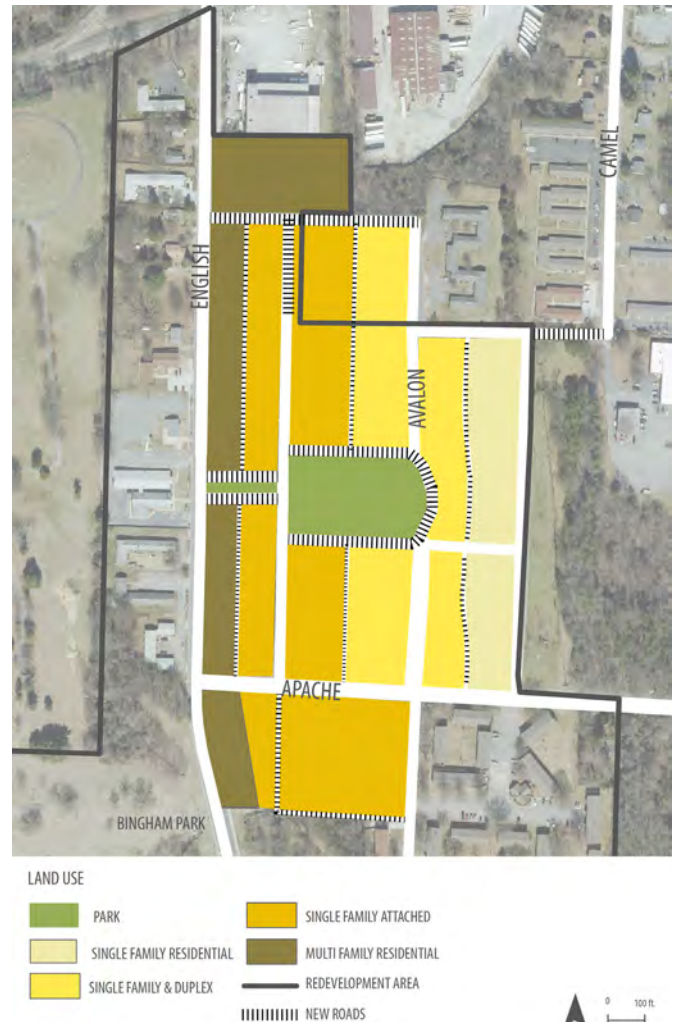


Figure 48: Proposed land use and street network for Opportunity Site I1

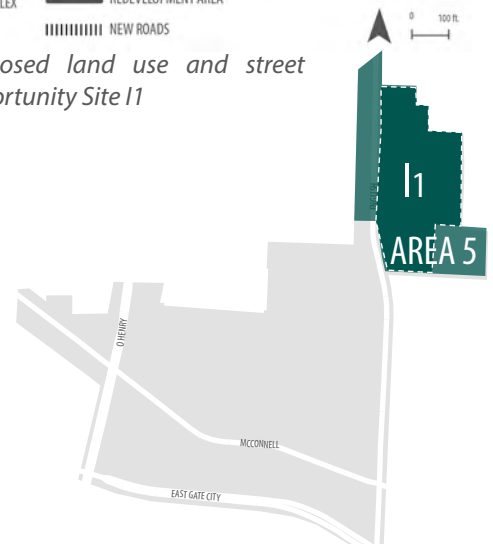


Figure 49: Opportunity Site I1 in Area 5

Future Land Use

4



Figure 50: Existing land use

WILLOW OAKS | FUTURE LAND USE

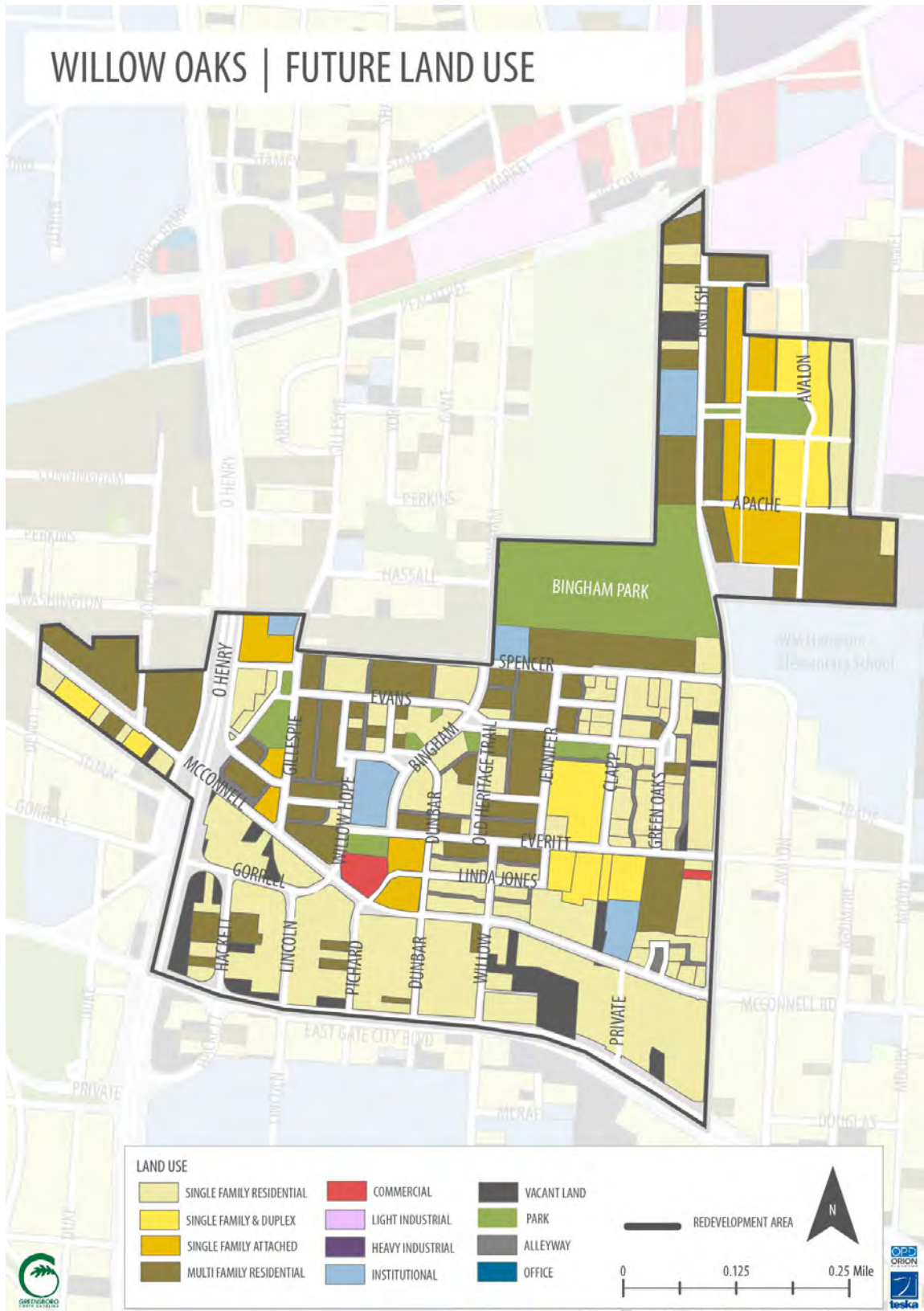


Figure 51: Future land use

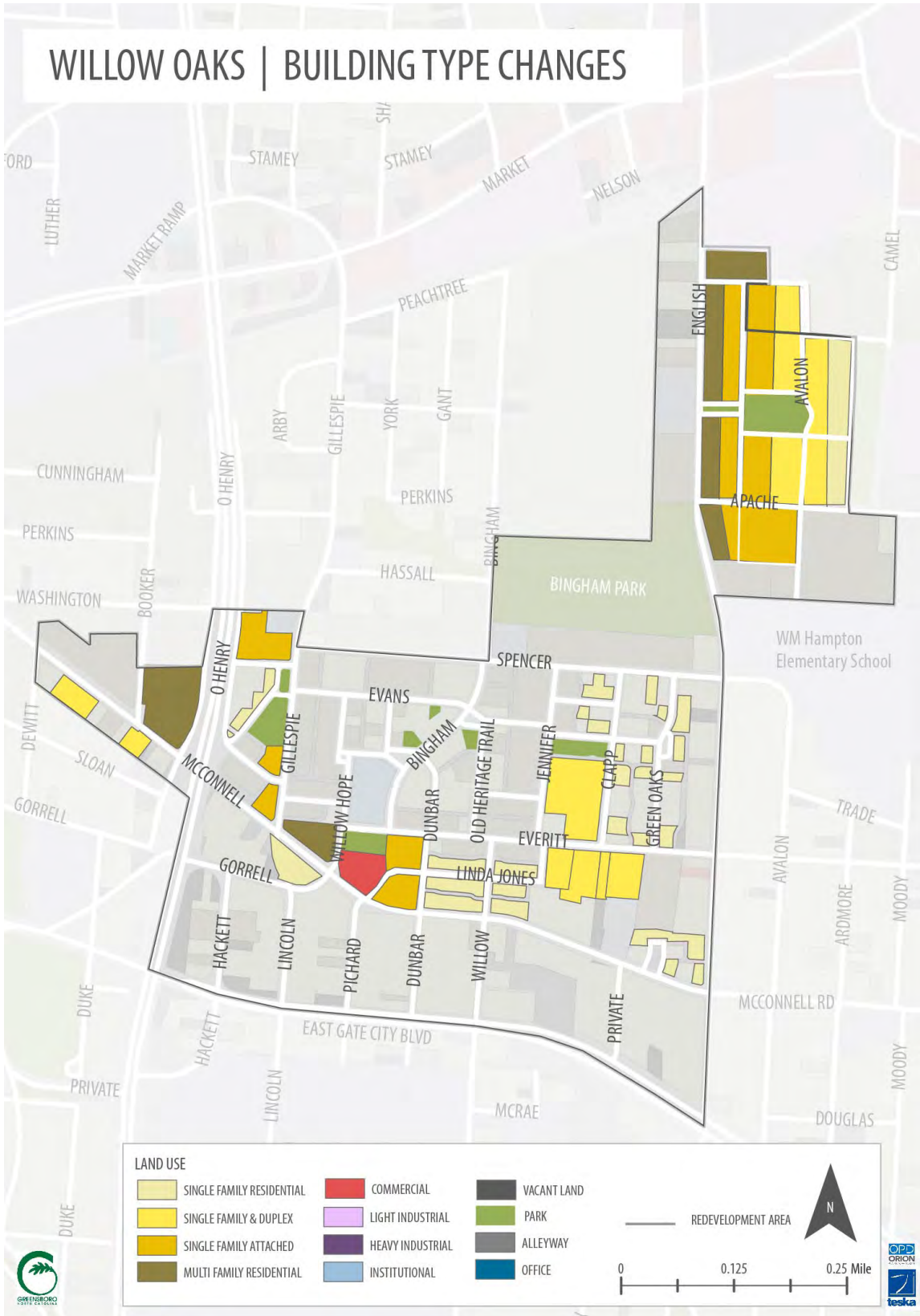


Figure 52: Building type changes from Existing Land Use

Zoning

5

The current zoning in the redevelopment area reflects the built pattern in place for many years, plus the new development in Willow Oaks. When the Willow Oaks plan was adopted, the zoning for Area 1 and 2 was changed to TN-1, now TN. That provided the flexibility needed for the variety of housing types, and non-residential uses proscribed in the plan. The TN zoning was complimented with strict design guidelines to create a specific character and scale to the area. That zoning and the design standards should stay in place for Area 1.

For the undeveloped portion of Area 2, the zoning should remain TN, however some changes in the design standards should occur to allow larger lots, more off street parking, and some increased flexibility in design, although the built character needs to complement the character of Area 1. These changes are detailed in Chapter 6: Design Guidelines.

Areas 3 and 4 are currently zoned R-5, RM-18 and PUD. This should stay in place for Area 3 since it permits infill development complementary to the existing development.

Area 5 should be rezoned to TN for the same reasons that Area 1 and 2 are zoned. It will allow much greater flexibility in site design and land uses as that area redevelops.

WILLOW OAKS | EXISTING ZONING

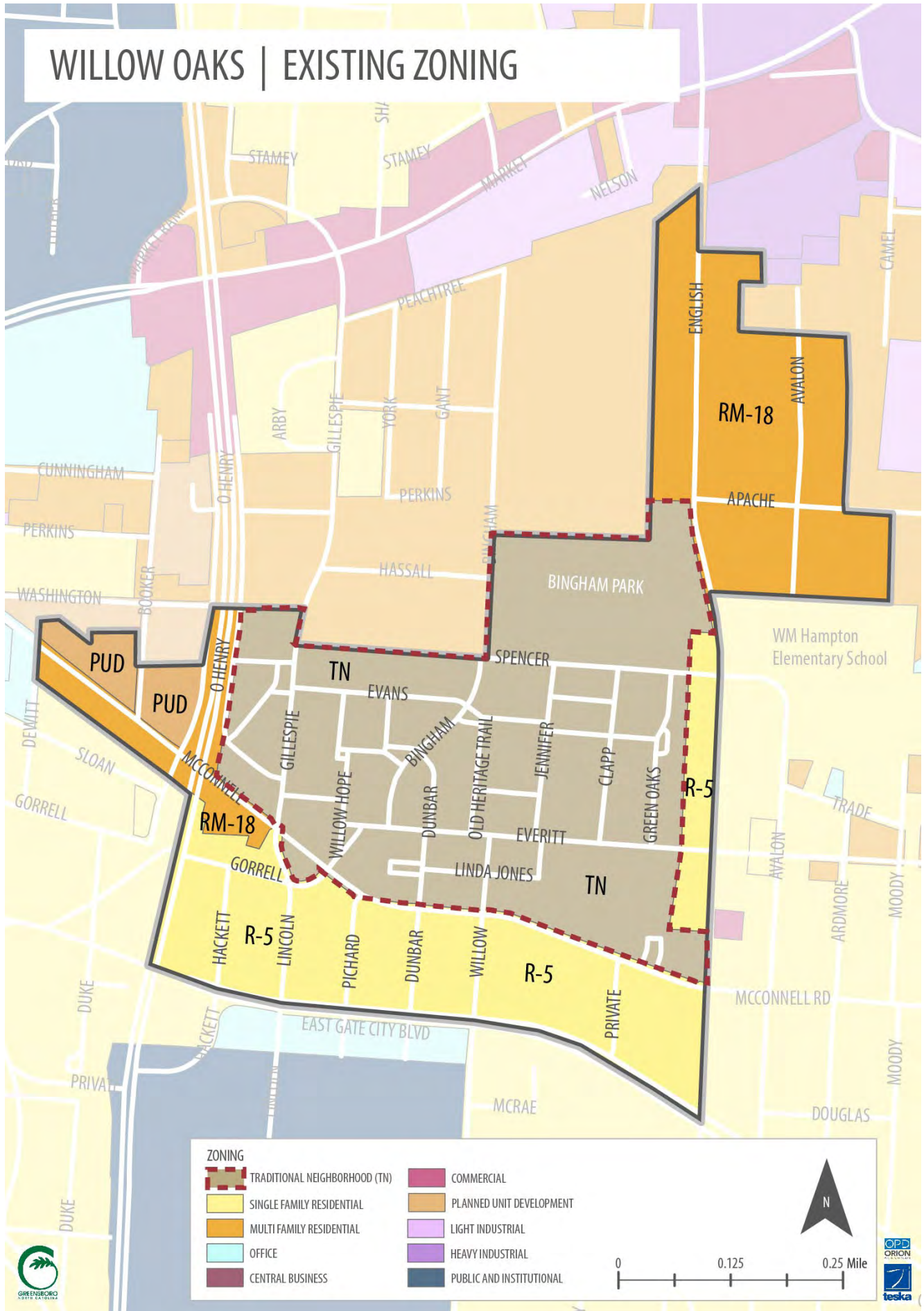


Figure 53: Existing zoning map

WILLOW OAKS | PROPOSED ZONING

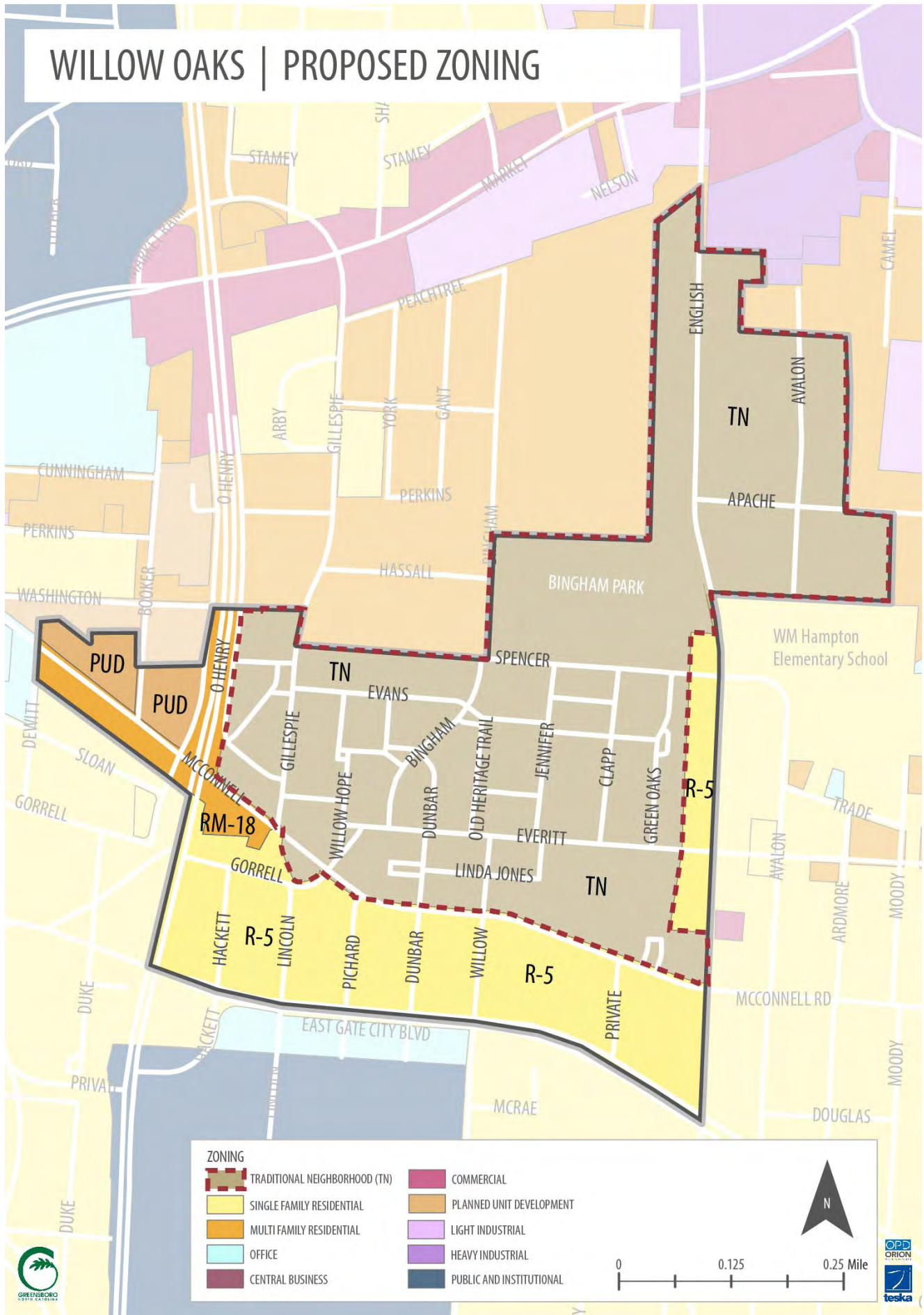


Figure 54: Proposed zoning map

Design Guidelines

6

DESIGN DISTRICTS

The neighborhood character and design quality of the completed portions of the Willow Oaks neighborhood is a great success and change from preexisting conditions. This is recognizable by those who have a long experience and memory of the southeast Greensboro community, and particularly by the property owners and residents of Willow Oaks. This updated plan for Willow Oaks aims to continue the pride of the community in the design, form and function of the built environment. However, the current design standards will require significant subsidy to build at a marketable price. In addition, some of the design features, such as very small or non-existing private yards and the provision of a single parking space for most residential units has been identified as barriers to the sale of properties and a concern of current residents.



In order to bridge the gap between the cost of constructing to these standards and a competitive rent/sales price that can be afforded within the Greensboro market, relief from some of the existing design standards could be achieved without sacrificing the high quality of development. The resulting Design Standards are aimed at extending the standards that are necessary to ensure the success and character of the completion of the redevelopment, while relieving future development from the strictest, most onerous, and least effective design standards, particularly those that would not be visible to most observers.

The updated Willow Oaks Redevelopment Plan references five strategy areas (Area 1 through Area 5, See Figure 4, Willow Oaks Strategy Areas) which comprise the entire redevelopment area. The design guidelines reflect that each of these five areas is distinguishable from the others based on current conditions and the recommended approach to encourage future development.

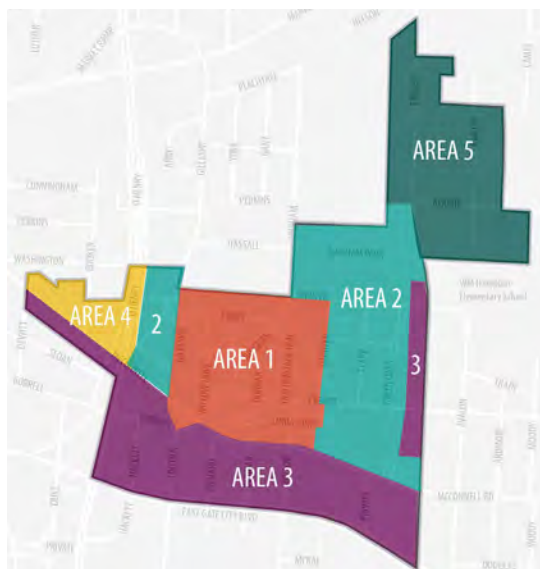
AREA 1 is the area with the most restrictive and specific design standards, consistent with the principles of Neo-Traditional Design, the use of TN zoning and the previously adopted TN master plan. Area 1 is also the most complete and most vulnerable to sweeping changes to design standards. As a result, this plan recommends very few changes to the required design standards, such as a modest reduction in the minimum roof pitch, and the addition of a limited number of exterior building materials. Additional building footprints, building types, and mix of uses are proposed for this district shown in the illustration within Chapter 3. The design standards governing development are tabularized in Figure 56.

AREA 2 is the area most likely to extend the previous redevelopment character outside the core of Area 1. Many of the properties are tax credit properties that will support and deserve redevelopment or may be combined to assemble redevelopment-ready sites. Some property has already been redeveloped within Area 2, and the restrictive design standards may have been applied through the use of CC & R and private covenants. Although the standards listed in Figure 56 applicable to Area 2 are not as rigorous as the current standards in Area 1, they will extend the character of Willow Oaks while permitting additional building material choices, architecture styles and greater flexibility in façade and building configuration.

AREA 3 is predominantly single-family detached homes that are in need of conservation, reinvestment and home repair. Design standards articulated below provide guidance, through encouragement of good design, but are not intended to be used to regulate or require design features.

AREA 4 is an anomaly from other areas because it is undeveloped, separated from Willow Oaks both visually and physically by US 29, and influence by the character of the relatively new (student-oriented) multiple-family apartments adjacent to the area. Like Area 3, the design standards may be used to encourage good form and character, but are not intended to be used to regulate or to require similarity to or the extension of the character of Willow Oaks.

AREA 5 may be most in need of an improved image and character, while being furthest from the core of Willow Oaks and least affected by the momentum and investment of the completed phases of the redevelopment plan. Though some reinvestment and rehabilitation of buildings has occurred over time, like the original Morningside Homes, many of the properties within Area 5 are obsolete or dilapidated. Consistent with the approach identified for Area 5 in Chapter 3, the design standards below are intended to inform a property by property redevelopment that will, upon its completion, reinforce a more traditional organization of buildings, safe spaces, stronger outdoor “public rooms” in the public rights-of-way and open spaces framed by well-designed private residential buildings. The intended design is formed through conventional zoning, better street and alley networks, and through the controls of building and site orientation; and much less through architectural restrictions.



1. Best Practices for Neighborly Communities

The following guidelines should inform all development within the redevelopment area where multiple buildings are sited on a property, or where there are new or modified streets, alleys or pedestrian improvements. These principles present best practices for siting of development, independent of use or building type. Any development proposal to the Redevelopment Commission of Greensboro will need to reflect these guidelines.

A. STREETS, TRAILS

i. Streets shall be designed to reinforce, extend and connect to existing neighborhood and community patterns while supporting all modes of transportation including walking, bicycling, automotive, and bus.

ii. Long, uninterrupted blocks are not permitted. The use of traffic calming design (horizontal curves, narrowed streets, landscaped parking bump-outs, landscaped boulevards, differentiated pedestrian crossings and similar devices,) shall be consistent throughout the area.

iii. The overall street system must be interconnected, easy-to-understand, and designed to balance the distribution of traffic onto a variety of streets so that no one street becomes overburdened and solely relied upon for large amounts of traffic.

iv. Streets and rights-of-ways shall be a visible component of a system of “green infrastructure” that is incorporated into the aesthetics of the neighborhood.

v. Streets shall be designed to make the best use of the street tree canopy for stormwater interception as well as temperature mitigation, air quality improvement and the reinforcement of the strength of corridors as outdoor rooms.

vi. Street design shall ensure the least impact on its surroundings, particularly at locations where it crosses a stream or other sensitive area.

vii. The redesign and enhancement of English Street and McConnell Road should incorporate “complete street” standards that better balance the comfort, safety and attractiveness of these corridors for automobile, bicycle and pedestrian movements, with attention paid toward improved lighting, naturalized landscaping, completed sidewalks and protected bike routes.

B. STORMWATER MANAGEMENT

i. Best practices for storm water management shall be observed throughout the Willow Oaks Redevelopment Area. These include but are not limited to the following:

1. Reducing impervious surfaces
2. Utilizing biofiltration
3. Creating and distributing natural areas
4. Leaving areas undisturbed
5. Clustering development

ii. Stormwater detention or retention areas shall be designed as amenities rather than as engineered, unusable rectangular basins. These retention areas must appear natural and pleasing. Additional open space around storm water areas shall be maintained for passive recreational purposes, but may be improved for more active purposes such as, basketball, volleyball, or tot lots, etc., as well as for specific site and architectural amenities such as seating areas, fitness trail or outdoor exercise pathway, etc. where topography permits.

iii. Infiltration practices are encouraged, and when used, shall be designed to accept initial runoff from all streets, roadways, and parking lots, and remove suspended solids, consistent with the standards established in the City’s stormwater manual.





C. DESIGNS FOR DEFENSIBLE SPACE

“Defensible space” is a concept that employs the physical design of buildings, property, streets and neighborhoods to prevent crime. There are multiple levels of defensible space that a community and its property owners can employ to help prevent crime. Each level refers to the point at which a potential criminal “enters” an increasingly protected space.

i. Entering the Community (on English St. McConnell, and Gate City Boulevard) – The City, in conjunction with the The Neighborhood Association, the North Carolina DOT, and other partners, will design and install improvements within the neighborhood to emphasize the sense of arrival into the neighborhood and distinguish it from surrounding areas, with lighting, sidewalks, curb and gutter, street trees and roadway improvements.

ii. Entering the Neighborhood – In order to send a clear message that the area is alive with interested neighbors and visitors, entries into neighborhoods and the business/community center shall be clearly marked and enhanced through the use of distinct entry features.

iii. Entering the Street Corridor -- by pulling buildings (with windows and doors, porches and entry features) close to the street, design encourages “eyes on the street.” Street lighting shall emphasize pedestrian scale and uniform light levels. Public open spaces and parks brought to the street, rather than hidden behind buildings, offer more public ownership, oversight and policing.

iv. Entering Sites -- particularly within residential enclaves, the distinction between public property and private property shall be emphasized, discouraging people who don’t belong on private property from inadvertently entering. Low masonry walls or low hedges create psychological barriers to trespassers without cutting off visibility of public spaces.

v. Building Entries – in addition to active security of locks and alarms, building entries which allow for visibility of visitors at entries and approaches shall be encouraged through appropriate location of windows and protection of sight lines.

D. LAND USE TRANSITIONS

i. Where uses other than detached single-family are proposed within the Redevelopment area, in areas contiguous to adjoining existing single-family dwellings, additional setbacks, and the interposition of landscaped features shall be provided as transitional buffers. The width, height, and landscaping intensity of these landscaped areas shall be proportional to the difference in intensity between the contiguous uses.

ii. Internally, the siting of uses must be conscious of adjacencies; the design of screening and buffering of activity areas, automobile parking, loading areas, public gathering areas, mechanical equipment and other disturbance-generating portions of a use shall substitute for land use transitions between uses.

2. Placemaking

These guidelines are intended to provide consistent criteria to be used in the preparation and review of site plans, and to encourage the development of a vital, pedestrian-oriented district that creates a transition between the existing adjoining neighborhoods and active development within the redevelopment area.

A. DEVELOPMENT PATTERNS

- i. New developments shall be visibly part of an overall linked development, integrated and connected to the existing neighborhood pattern. Walled enclaves are discouraged.
- ii. Within the Willow Oaks Redevelopment Area, streets, paths, open spaces, and public facilities shall be designed as connecting elements, rather than separators.

B. SITING AND BUILDING ORIENTATION

- i. The principal entry shall be visible and accessible from the primary street, not off-street parking lots.
- ii. The setback and orientation of the building shall be situated so as to create a consistent street line.
- iii. Buildings shall be oriented towards streets and open spaces in a way that protects the site's natural features and enhances the character of the street for pedestrians.
- iv. Front doors and windows shall be prominent features of the facades which face the primary street, including corner lots. Walkways leading to the front door, separate from the driveway shall be encouraged.
- v. Porticos, porches, or other articulated building appurtenances shall be designed to provide character, scale, and orientation to front door areas.
- vi. Garage doors shall not be dominant elements of the front façade.
- vii. Drive-up / Drive-through features and functions shall be prohibited within this district.





C. MASSING AND SCALE

- i.** One and two story buildings shall be the predominant scale of buildings adjoining existing residential uses on the perimeter of the redevelopment area.

- ii.** The height and massing of new buildings shall be similar to the predominant height and massing of existing nearby buildings and shall not exceed more than twice the height and massing of adjacent buildings (including buildings located across the street).

- iii.** The root of nearly all traditional architecture is simple masses to which simple masses are added according to the need of the building. Roof forms should reflect the underlying footprint of the building, using only as many roof plains as necessary to protect the home, consistent with the style of the structure.

- iv.** A building's massing shall clearly show two things: the location of the main body of the building and the location of the entry for people, which shall be more prominent than accommodations for automobiles (e.g. garage doors, port coheres, canopies, etc.)

D. DETAIL AND FENESTRATION

- i.** The proportion and profile of windows are essential attributes of each architectural style. They are the most visible, characteristic elements of a building and must be consistent with the selected style.

- ii.** Façade composition, especially the placement of windows, is closely related to building massing. The size and grouping of windows shall be consistent with the proportions of the wall on which they are located.

E. BUILDING MATERIALS

- i.** New construction shall use materials and textures compatible to those of neighboring buildings and appropriate to the chosen architectural style to reinforce the neighborhood's image. The choice of materials must set a high priority in sustainability and ease of maintenance. Figure 56 gives more details to the limitation on appropriate building materials.

- ii.** Number of Materials – No more than two wall materials shall be visible on any exterior wall, not counting the foundation wall, window framing or piers. Limiting the number of materials focuses attention on the composition of the design.

F. SCREENING AND BUFFERING

- i.** Service areas, loading docks, garbage dumpsters, areas of outdoor storage, and areas with mechanical equipment shall be located and oriented away from rights-of-way or other areas visible to the public.
- ii.** Screening of service areas from adjoining properties, shall be accomplished by use of walls, fencing, trellises, planting, or combinations of these which are consistent with the materials and colors used in the principal building, and which provide more than 75% opacity to screen the view. Screening shall be equally effective in winter and summer. Chain link fencing shall not be permitted as a screening material.

G. ACCESS

- i.** With the exception of English Street and McConnell Road, streets shall be as narrow as may be safely accommodated within the City’s LDO standards, with two-side on-street parking, separating pedestrians from traveling lanes by tree-lined parkways.
- ii.** Within residential areas, the City encourages use of rear-load alleys to minimize curb cuts and “auto-oriented” character.

H. PARKING

- i.** Parking for residential uses shall be accommodated primarily on surface lots or driveways on individual property, supplemented by on-street spaces.
- ii.** Off-street parking for non-residential uses shall not be located between the building and the street, and shall be landscaped and screened to yield a character consistent with nearby residential uses.
- iii.** In locations where plants will be susceptible to injury by pedestrian or motor traffic, they shall be protected by appropriate curbs, tree guards, or other devices.
- iv.** Parking areas and traffic ways shall be enhanced with landscaped spaces containing trees or tree groupings.
- v.** Minimum parking requirements shall be:

Residential Type	Number of Bedrooms	Proposed Parking Requirement
Detached single-family	All units	2
Attached single-family	Up to 2	1.5
	3 or more	2
Multi-family housing (e.g. apartments)	All units	1.5

Figure 55: Proposed parking requirements

The “0.5” portion of parking spaces meeting the 1.5 space minimum may be satisfied through spaces shared with adjacent properties, off-street guest parking, or full parking spaces.

I. LIGHTING

- i.** Building lighting shall be integrated into the design of the building, principally attached to building facades, or as soffit lighting under porches.
- ii.** Building floodlighting is not permitted.
- iii.** Lighting fixtures shall be “dark-sky compliant” as defined by the International Dark-Sky Association.

DESIGN GUIDELINES

KEY: R= Required or limited to; E= Encouraged; N=Not Required; D= Discouraged; P= Prohibited

NEIGHBORHOOD GENERAL ARCHITECTURAL GUIDELINES	Area 1	Area 2	Area 3	Area 4	Area 5
PERMITTED STYLES (INCLUDES FAÇADE COMPOSITION AND COMBINATIONS)					
Colonial Revival	E	E	N	N	E
Victorian	E	E	N	N	E
Craftsman (Bungalow)	E	E	N	N	E
Greek Revival	N	E	N	N	E
Georgian Revival	N	E	N	N	E
BUILDING MASSING & COMPOSITION					
Building configurations shall provide simple building massing and roof configurations.	R	R	E	E	R
Buildings shall provide a hierarchy of building massing consistent with the building style.	R	R	E	E	R
Buildings shall be arranged with simple traditional proportions.	R	R	E	E	R
Buildings shall be composed in traditional symmetrical patterns consistent with the building style.	R	R	E	E	R
Buildings shall be composed with column and opening spacing in traditional rational patterns consistent with the building style.	R	R	E	E	R
FAÇADE COMPOSITION					
COLONIAL REVIVAL facade composition is characterized by a symmetrical and balanced placement of windows and doors. Entrance doors are generally located near the corner of narrow houses and at the center of wide houses.	R	R	E	E	E
VICTORIAN facade composition is characterized by a symmetrical and balanced placement of doors and windows. Individual double-hung windows are the most common type. Front doors are generally located in the corner of narrow houses and in the center of wide houses. Paired or bay windows are often used in the forward gable in the L shaped footprint houses. Bay windows may be one or two stories tall.	R	R	E	E	E
CRAFTSMAN facade composition is characterized by asymmetrical yet balanced placement of doors and windows. Typically, windows occur in pairs and multiples, or as sidelights for oversized ground floor windows. Entrance doors are most often under porch roofs and off center.	R	R	E	E	E

Figure 56 (entire table): Design guidelines

NEIGHBORHOOD GENERAL ARCHITECTURAL GUIDELINES	Area 1	Area 2	Area 3	Area 4	Area 5
Greek Revival façade composition is characterized by simple hipped, gable end facing the street, roof of low pitch, with six-over-six double hung windows with heavy or elaborate window surrounds. Entrances are often behind a roofed porch framed by columns.	R	R	E	E	E
Georgian façade composition is characterized by hipped roofs with gables more often perpendicular to the street, having six-over-six double hung windows with pronounced lintels and sills. Entrances are may include porticos and small porches. The doorways are commonly central with semi-circular or semielliptical fanlight and doors flanked by narrow vertical sidelights.	R	R	E	E	E
FACADE COMBINATIONS					
COLONIAL REVIVAL: Gabled or arched dormers may be added to introduce light into half-story and attic spaces. The architectural character of elements such as wings and accessory structures shall be consistent with the architectural character of the main body of the house.	R	R	E	E	E
VICTORIAN: Gabled or shed dormers may be added to introduce light into half-story and attic spaces. The architectural character of elements such as wings and accessory structures shall be consistent with the architectural character of the main body of the house.	R	R	E	E	E
CRAFTSMAN: Gabled or shed dormers may be added to introduce light into half-story and attic spaces. The architectural character of elements such as wings and accessory structures shall be consistent with the architectural character of the main body of the house.	R	R	E	E	E
Greek Revival: Dormers are uncommon, but fans or fanlight in street facing gable ends are common. Any wings to one or both sides and accessory structures shall be consistent with the architectural character of the main, rectangular temple form of the house.	R	R	E	E	E
Georgian: Dormers are common, as are both single height and full height porticos. Strong symmetry and rectangular massing often drives additions to the building rear, not sides. The architectural character of elements such as wings and accessory structures shall be consistent with the architectural character of the main body of the house.	R	R	E	E	E

KEY: R= Required or limited to; E= Encouraged; N=Not Required; D= Discouraged; P= Prohibited

NEIGHBORHOOD GENERAL ARCHITECTURAL GUIDELINES	Area 1	Area 2	Area 3	Area 4	Area 5
EXTERIOR WALL SURFACES					
ACCEPTABLE MATERIALS					
Wood clapboard, finished with paint or solid stain	R	R	E	N	E
Cedar shingles, finished with paint or stain	R	R	E	N	E
Fiber-cement ("Hardiplank" or equal) lap siding, smooth finish with paint	R	R	E	N	E
Treated Engineered Wood ("LP Smartside" or equal) manufactured to resist mold, fungus, termites, and environmental damage common to North Carolina, meeting ASTM R703 et.seq.	R	R	E	N	E
Brick, traditional colors with minimal color blend*	R	R	E	N	E
Stone or Cast Stone*	R	R	E	N	E
Stucco*	R	R	E	N	E
*Note: Where brick, stone or stucco are referred to in this document, it is not meant to include synthetic or cultured products and, in the case of stucco, EIFS.					
UNACCEPTABLE MATERIALS					
Vinyl siding	P	P	N	N	D
Colorlok and similar untreated wood fiber composites	P	P	N	N	D
Aluminum siding	P	P	N	N	D
Exposed concrete block, including decorative block	P	P	N	N	P
Synthetic or cultured products, EIFS	p	p	D	D	D
METHODS & CONFIGURATION					
Exterior Wall materials must be appropriate for the architectural style.	R	R	R	R	R
Generally, siding shall be horizontal with no greater than a 6" exposure, except that wood siding may have greater exposure, depending on thickness.	R	R	E	E	E
Multiple wall cladding materials are discouraged unless typical of the architectural style. Normally, walls should be built of no more than two materials and should only change material along a horizontal line such as a floor line or gable end. The heavier material should be below the lighter, i.e. brick below stucco.	R	R	E	E	E
Trim shall not exceed actual 1" in depth by 6" in width nor be less than 1" in depth by 4" in width at corners and around openings, except at front door, which may be any size or configuration.	R	R	E	E	E
All skirt boards to be minimum 8" wide with top edge flush with finish floor elevation.	R	R	E	E	E
All window openings must have vertical proportion, or be square.	R	R	E	E	E

KEY: R= Required or limited to; E= Encouraged; N=Not Required; D= Discouraged; P= Prohibited

NEIGHBORHOOD GENERAL ARCHITECTURAL GUIDELINES	Area 1	Area 2	Area 3	Area 4	Area 5
The cut edge of trim shall not be exposed to the front on any exterior trim.		R	E	E	E
Corner quoins.	P	P	N	N	D
Unpainted or unstained wood	P	P	P	P	P
Where brick is used on the front walls of a building it must wrap the exposed sides and rear.	R	R	E	E	E
Where stucco type materials are used, they shall have a background color and a complimentary trim color to include banding, window and door trim. Stucco shall have full trim detailing, raised a minimum of 1" from the background. Sand- or smooth-finishes are acceptable. Other finish methods shall be reviewed by the Willow Oaks Architectural Review Committee, or its successor, for acceptance.	R	R	E	E	E
CEILING HEIGHTS					
9-foot floor-to-ceiling heights are preferable. 8-foot heights may be used on one-story and one-and-one-half-story houses but a raised heel truss (soffit overhang at top plate level) is required. 8-foot heights may be used on two-story houses if proper proportioning of porch roofs, windows and fascia trim can be obtained. Otherwise, 9-foot first floor heights will be required on two-story houses.	R	R	E	E	E
House plan sets must be drawn reflecting accurate floor-to-ceiling heights, i.e. 9' plans can't be built at 8' unless plan set accurately reflects 8' condition. A large-scale cross-section drawing is required for each plan showing accurate dimensioning of all horizontal and vertical components of the street-side facades.	R	R	R	R	R
FOUNDATIONS AND PIERS					
ACCEPTABLE MATERIALS					
Poured concrete (see Methods for covering)	R	R	R	R	R
Brick	R	R	R	R	R
Stone Veneer	R	R	R	R	R
UNACCEPTABLE MATERIALS					
Exposed Concrete Block	P	P	P	P	P
METHODS AND CONFIGURATION					
A minimum of 18" exposure of foundation material below skirt boards at all house walls and porches with a street-side exposure.	R	E	E	E	N
Finish floor elevation for 1st floor shall be not less than 26" above adjacent front sidewalk unless accessibility requirements as approved by the WOARC* prevent this condition.	R	E	E	E	N

KEY: R= Required or limited to; E= Encouraged; N=Not Required; D= Discouraged; P= Prohibited

NEIGHBORHOOD GENERAL ARCHITECTURAL GUIDELINES	Area 1	Area 2	Area 3	Area 4	Area 5
Fireplaces shall be supported by a foundation.	R	R	R	R	R
*Exceptions to the foundation exposure may be approved for designated elderly and handicapped units.	R	N	N	N	N
Methods for covering: Exposed foundations must be covered by brick, stone or stucco on all sides of the building.	R	E	E	E	E
Except for rear decks, all open areas between piers shall be screened with lattice (painted or stained), or brick.	R	E	E	E	E
ROOFS					
ACCEPTABLE MATERIALS					
Clay	R	R	E	E	E
Tile	R	R	E	E	E
Slate	R	R	E	E	E
Terne	R	R	E	E	E
Copper	R	R	E	E	E
Zinc	R	R	E	E	E
Galvanized Metal	R	R	E	E	E
Concrete Tiles	R	R	E	E	E
Algae-resistant wood shakes treated to resist fire	R	R	E	E	E
Architectural and Dimensional Asphalt or Fiberglass Shingles	R	R	E	E	E
UNACCEPTABLE MATERIALS					
Cedar Shakes	P	P	D	R	R
METHODS AND CONFIGURATION					
Roof pitch shall be appropriate with style, 5:12 minimum to 12:12 maximum for the main house roof massing elements.	R	R	E	E	E
Porch roofs may be a minimum of 3:12.	R	R	E	E	E
The main roof shall be symmetrical gable or hip.	R	E	E	N	N
Multiple roof styles and shapes are discouraged on a single building unless typical of the style.	R	R	E	E	E
Trusses shall have integral eave returns that provide room for either a frieze board or an expressed lintel above the top story windows. Raised heel roof trusses are commonly required in order to provide for proportional wall height and frieze board details.	R	R	E	N	E
Flat roofs may be permitted under upper level decks and porches or if hidden by a façade, railing, or parapet wall.	R	R	E	N	E
Mansard roofs are not permitted.	R	R	E	E	E
Overlapping gables will be permitted when the smaller gable is associated with a porch, balcony or entrance.	R	R	E	E	E

KEY: R= Required or limited to; E= Encouraged; N=Not Required; D= Discouraged; P= Prohibited

NEIGHBORHOOD GENERAL ARCHITECTURAL GUIDELINES	Area 1	Area 2	Area 3	Area 4	Area 5
All roof penetrations, including vent stacks, shall be located on the rear roof slope and shall match the color of the roof.	R	R	E	E	E
Wall and roof vents shall be finished in a color compatible with the surrounding material, except that finish metal may be left unpainted.	R	R	E	E	E
Low profile ridge vents are permitted and shall match the color of the roof.	R	R	E	E	E
Skylights and solar units are permitted, but they should be flat and not be visible from the street.	R	R	E	E	E
Dormers should be functional, i.e. habitable. They should be a minimum of 3' from building side walls. They should have hip or gable roofs with a pitch of 10:12 or a shed roof with a slope of 2:12. Dormers should not have any siding on the front. The face of the dormer should be all trim. All dormers should have the side walls built with studs turned on end (with sides facing out). Dormer style, size and proportion must be compatible with the house style, size and proportion. All window openings in dormers must have vertical proportion, or be square. Dormers shall have single casing boards at the corners, which also provide the window casing with the same boards.	E	E	E	E	E
GUTTERS					
All residential units must have gutters or another approved method of conveying rainwater from roofs.	R	R	R	R	R
All materials to be painted unless designed to age or factory-applied color.	R	R	R	R	R
Continuous lengths unless otherwise approved.	R	R	E	E	E
All gutters shall be profiled at closed soffits and half-round at exposed eaves.	R	E	E	E	E
Gutter downspouts shall be located at vertical trim boards where possible.	R	E	E	E	E
ACCEPTABLE MATERIALS					
Galvanized Metal	R	E	E	E	E
PVC	R	E	E	E	E
Copper	R	E	E	E	E
Painted Aluminum	R	E	E	E	E
EAVES, SOFFIT & FASCIA					
ACCEPTABLE MATERIALS					
Smooth-finish Fiber-Cement panels	R	R	E	E	E
Tongue-and-Groove wood boards	R	R	E	E	E
Premium vinyl with hidden venting perforation between "boards"	R	R	E	E	E

KEY: R= Required or limited to; E= Encouraged; N=Not Required; D= Discouraged; P= Prohibited

NEIGHBORHOOD GENERAL ARCHITECTURAL GUIDELINES	Area 1	Area 2	Area 3	Area 4	Area 5
METHODS & CONFIGURATION					
Eaves shall be continuous. Eaves which overhang less than 1’ may have a closed soffit. Smooth or beaded depending on building style. Soffit overhangs shall be minimum 12” on Colonial, Revival and Victorian-style homes, and minimum 18” on Craftsman-style homes.	R	R	E	E	E
UNACCEPTABLE MATERIALS & TECHNIQUES					
Aluminum and vinyl soffits	P	D	D	D	D
“Pork chops”	P	D	D	D	D
Wood fiber composition board untreated by manufacturer to resist mold, fungus, termites, and environmental damage common to North Carolina	P	D	D	D	D
Masonite, paperboard, “Builder board” or similar cellulose based materials.	P	P	P	P	P
PORCHES & EXTERIOR BALCONIES					
ACCEPTABLE MATERIALS					
Columns:	R	E	E	N	N
Stone	R	E	E	N	N
Wood, painted or stained	R	E	E	N	N
High density synthetics (minimum 3/8” wall thickness), painted	R	E	E	N	N
Brick	R	E	E	N	N
Balustrades & Railings:	R	E	E	N	N
Wrought iron or equal	R	E	E	N	N
Wood, painted or stained	R	E	E	N	N
PVC	R	E	E	N	N
Porch Floors:	R	E	E	N	N
Tongue-and-groove wood, painted or stained	R	E	E	N	N
Concrete, smooth or broom finished	R	E	E	N	N
Tile	R	E	E	N	N
Brick pavers	R	E	E	N	N
Premium 5/4 decking board	R	E	E	N	N
Synthetic material (at balconies only, above dry areas)	R	E	E	N	N
Tongue-and-groove solid composite porch checking	P	E	E	N	N
Porch Ceilings:	R	E	E	N	N
Wood, tongue-and-groove, painted or stained	R	E	E	N	N
Exposed rafters, painted or stained	R	E	E	N	N
Smooth-finish Fiber-Cement panels	R	E	E	N	N
Beadboard, painted or stained	R	E	E	N	N

KEY: R= Required or limited to; E= Encouraged; N=Not Required; D= Discouraged; P= Prohibited

NEIGHBORHOOD GENERAL ARCHITECTURAL GUIDELINES	Area 1	Area 2	Area 3	Area 4	Area 5
UNACCEPTABLE MATERIALS					
Screen, glass, or patio enclosures shall not be allowed on street frontage porches.	P	P	P	P	P
METHODS & CONFIGURATION					
The bottom of the porch roof beam should be not less than 8'-6" off the finished decking. Generally the porch beam bottom matches the interior ceiling height.	R	E	E	N	N
Porches should be at least 10' in width and must be 8' minimum in depth.	R	E	E	N	N
Covered stoops on Colonial Revival-style buildings must be 5' minimum in depth.	R	E	E	N	N
Porches shall be a minimum of 26" above grade.	R	E	E	N	N
Balconies shall not exceed 3' in depth and be visually supported by brackets.	R	E	E	N	N
Victorian Porch columns shall be at least 6" in diameter.	R	E	E	N	N
Craftsman Porch columns: wood portions of columns to be no less than 8" square at top edge of tapered column shaft: capital block above to be larger.	R	E	E	N	N
Colonial Porch columns: to be no less than 8" in diameter: see house specific design.	R	E	E	N	N
Balustrades shall have top rails with eased edges and bottom rails with eased edges or of rectangular section, centered on pickets (balusters).	R	E	E	N	N
Side and back porch piers shall be of masonry construction and not less than 12"x12".	R	E	E	N	N
All rail posts shall not be less than a 6"x6".	R	E	E	N	N
Edge banding shall be installed on all wood porch floors so that end grains of wood floors are not exposed to weather.	R	E	E	N	N
Concrete floors shall have a continuous rowlock band around the porch perimeter.	R	E	E	N	N
Porch piers shall be offset a minimum of 2" from adjacent foundation walls to provide pier definition.	R	E	E	N	N
The space between wood pickets on porch railings should not exceed 2" when using 1" pickets or smaller. Larger wood pickets shall not exceed 4" on center.	R	E	E	N	N
Metal pickets shall not exceed 3" on center.	R	E	E	N	N
All front porch posts shall have a milled cap.	R	E	E	N	N

KEY: R= Required or limited to; E= Encouraged; N=Not Required; D= Discouraged; P= Prohibited

NEIGHBORHOOD GENERAL ARCHITECTURAL GUIDELINES	Area 1	Area 2	Area 3	Area 4	Area 5
DECKS/PATIOS					
ACCEPTABLE MATERIALS					
Wood, double kiln dried CCA treated that is painted or sealed	R	E	E	E	E
Composite	R	E	E	E	E
Brick	R	E	E	E	E
Stone	R	E	E	E	E
Concrete	R	E	E	E	E
METHODS & CONFIGURATION					
Decks shall be located in rear yards only.	R	E	E	E	E
Posts supporting decks shall be 6" by 6" or greater.	R	E	E	E	E
Decks must be 8' minimum in depths.	R	E	E	E	E
WINDOWS					
ACCEPTABLE MATERIALS					
Frame & Sash:	R	E	E	E	E
Wood, vinyl clad wood, or PVC with clear glass	R	E	E	E	E
True divided light or simulated divided light sash with traditional exterior and interior-installed muntin profile – 1" wide	R	E	E	E	E
Sills to be actual 1" or more in depth and height.	R	E	E	E	E
Shutters:	R	E	E	E	E
Shutters should be sized to fill one-half of the adjoining window openings.	R	E	E	E	E
Material to be wood, composite, premium or heavy-duty vinyl.	R	E	E	E	E
UNACCEPTABLE MATERIALS					
Highly reflective glazing	P	P	P	P	P
Steel and aluminum windows	P	D	D	D	D
Sliding windows	P	D	D	D	D
METHODS AND CONFIGURATION					
Windows shall be single, double, triple-hung, or operational casements.	R	R	E	E	E
Windows shall be rectangular with vertical or square proportion.	R	R	E	E	E
Window pane proportions shall be similar throughout the building.	R	R	E	E	E
Transoms shall be oriented horizontally with vertically proportioned panes of glass.	R	R	E	E	E
Multiple windows in the same rough opening shall be separated by a 6" minimum post.	R	R	E	E	E
The centerline of the window sash shall align with the centerline of the wall.	R	R	E	E	E

KEY: R= Required or limited to; E= Encouraged; N=Not Required; D= Discouraged; P= Prohibited

NEIGHBORHOOD GENERAL ARCHITECTURAL GUIDELINES	Area 1	Area 2	Area 3	Area 4	Area 5
Flush mounted windows are not permissible.	R	R	E	E	E
Bay windows shall extend to the floor inside and to the ground outside or be supported by visible brackets.	R	R	E	E	E
<i>On street elevations the following standards shall apply:</i>					
Minimum heights of window units shall be 5'-6" on the first floor and 5'-2" on the second floor.	R	R	E	E	E
4'-6" tall units may be allowed on the second floor above porch roofs only.	R	R	E	E	E
Minimum unit widths shall be 2'-8".	R	R	E	E	E
Decorative windows and placements may be approved in accent areas.	R	R	E	E	E
Window head heights on the first floor to be a minimum of 7'-0", or higher.	R	R	E	E	E
Storm windows shall cover entire window opening and be made of wood, painted aluminum, or PVC.	R	R	E	E	E
EXTERIOR DOORS					
ACCEPTABLE MATERIALS					
Solid wood with glazing and/or raised panels, traditional style rail proportions, painted or stained. Door style and glazing patterns shall be consistent with the house style.	R	R	E	N	N
Insulated metal with glazing and/or panels, painted may be considered.	R	R	E	E	E
UNACCEPTABLE MATERIALS					
Flush doors.	P	P	D	D	D
Sliding patio or "atrium" type doors on front or side elevations	P	D	D	D	D
METHODS AND CONFIGURATION					
All exterior doors shall have the same exterior trim requirements as windows.	R	R	E	E	E
Head caps over doors and windows shall not extend beyond the furthest adjacent projection.	R	R	E	E	E
All casing around exterior doors shall be the same width on the sides and top.	R	R	E	E	E
Additional head trim should be applied as an extension of the casing.	R	R	E	E	E
Exterior doors with casing should always be lower than the windows. Doors with transoms can be at the same height.	R	R	E	E	E
All door windows shall be true or simulated divided light with between-the-panes spacers (1" profile). No gap-between-the-panes grids or snap-in grids.	R	R	E	E	E
All door transoms must be 12" minimum in height.	R	R	E	E	E
All doors shall be a minimum 2' from a building corner.	R	R	E	E	E

KEY: R= Required or limited to; E= Encouraged; N=Not Required; D= Discouraged; P= Prohibited

NEIGHBORHOOD GENERAL ARCHITECTURAL GUIDELINES	Area 1	Area 2	Area 3	Area 4	Area 5
STORM DOORS					
ACCEPTABLE MATERIALS					
Wood or baked-on enamel aluminum	R	E	E	E	E
METHODS AND CONFIGURATION					
Must be full view removable glass and screen panels.	E	E	E	E	E
GARAGES AND ACCESSORY STRUCTURES					
METHODS AND CONFIGURATION					
Garages and Accessory Structures must match the roof pitch, material, style, and detailing of the main house.	R	E	E	E	E
Garage doors facing a frontage shall be a maximum of 9’ wide. Double wide doors may be allowed along alleyways or if not facing a public street. Doors shall be consistent with architectural style of house.	R	R	R	R	R
Garages shall be a minimum of 12’ wide by 12’ deep.	R	R	E	E	E
All residential units shall have either an attached or detached exterior storage room of at least 32 square feet.	R	E	E	E	E
CHIMNEYS					
ACCEPTABLE CHIMNEY MATERIALS					
Where visible, shall match house foundation	R	R	E	N	N
METHODS AND CONFIGURATION					
Chimneys located at exterior walls shall extend to the ground and have a foundation. Chimneys should break and return to smaller width (minimum 2:1 proportion in plan) and all chimneys should have trim at the caps.	R	E	E	N	N
Caps should conceal spark arrestors.	R	E	E	N	N
Flues should not be taller than minimum code requirements.	R	E	E	N	N
All chimneys must be compatible with the building architecture, and truncation below the roof line is not allowed.	R	E	E	N	N
EXTERIOR LIGHTING					
Exterior lighting fixture style, material, finishes, and installed locations to be consistent with the style of the house. Timer or motion detector lights shall be installed at all rear building entrances facing alleys.	R	R	E	E	E

KEY: R= Required or limited to; E= Encouraged; N=Not Required; D= Discouraged; P= Prohibited

NEIGHBORHOOD GENERAL ARCHITECTURAL GUIDELINES	Area 1	Area 2	Area 3	Area 4	Area 5
GARDEN & RETAINING WALLS & FENCES					
ACCEPTABLE MATERIALS					
Wrought iron or decorative metal, painted	R	E	E	E	E
Vertical wood, painted or stained	R	E	E	E	E
Brick	R	E	E	E	E
Stucco	R	E	E	E	E
Stone	R	E	E	E	E
Premium grade vinyl	R	E	E	E	E
UNACCEPTABLE MATERIALS					
Chain link and all other wire (except garden fencing below 24" in height within rear yards only)	P	P	P	P	P
Exposed concrete block including "decorative" block at retaining walls	P	D	D	D	D
Railroad ties	P	D	D	D	D
Unpainted treated wood	P	D	D	D	D
METHODS AND CONFIGURATION					
Low frontage fences shall be made of wood or metal pickets.	R	E	E	E	E
Walls shall be made of a natural material matching the house.	R	E	E	E	E
Picket fences and privacy walls or fences are required at rear alleyways and shall be made of closed wood boards, masonry, trellis, lattice, or hedgerow.	R	E	E	E	E
At or near common property lines, fences or walls shall present a simple surface to adjoining neighbor.	R	E	E	E	E
Minimum fence height shall not be less than 4' and maximum height shall not exceed 6'.	R	E	E	E	E
The upper 2' of the fence shall be at least 50% opaque.	R	E	E	E	E
*fence material shall not match adjacent lot Compatibility with adjacent lots and buildings shall be carefully considered.	R	E	E	E	E
Maximum height for fences within the required front yard zone is 3'.	R	E	E	E	E
Maximum height for sideyard fences shall be 4'.	R	E	E	E	E
All street-side retaining walls shall be faced with brick, stone or non-synthetic stucco.	R	E	E	E	E
COLOR					
All exterior finish colors shall be approved by the WOARC. New colors will be reviewed to ensure compatibility with surrounding buildings. Adjacent buildings shall not use the same color scheme.	R	R	N	N	N

KEY: R= Required or limited to; E= Encouraged; N=Not Required; D= Discouraged; P= Prohibited

NEIGHBORHOOD GENERAL ARCHITECTURAL GUIDELINES	Area 1	Area 2	Area 3	Area 4	Area 5
OUTBUILDINGS					
Outbuildings shall match the architectural style, color and material and detailing of the primary building. Portable sheds are not allowed.	R	E	E	E	E
PAVING SURFACES					
ACCEPTABLE MATERIALS					
Concrete	R	R	E	E	E
Brick	R	R	E	E	E
Stone	R	R	E	E	E
Permeable concrete	R	R	E	E	E
Permeable paver systems	R	R	E	E	E
METHODS AND CONFIGURATION					
If two driveways are adjacent to each other, they must be separated by at least a 3' wide landscaped area.	R	E	E	E	E
Front-loaded driveways shall not exceed 10' in width within the front yard zone and shall extend at least 30 feet from the street right-of-way or to rear corner of house.	R	E	E	E	E
Rear-loaded driveways shall extend a minimum of 20 feet into the rear yard past the rear property line.	R	E	E	E	E
Narrow concrete tire tracks set in the grass are permissible for Front or rear-loaded lots.	R	E	E	E	E
MISCELLANEOUS					
HVAC, utility meters, clotheslines, permanent grilles, satellite dishes, play equipment, hot tubs, and the like shall be located within rear yards only.	R	R	R	R	R
No satellite dish with a diameter of greater than 3' shall be allowed.	R	R	R	R	R
Buildings on corner lots shall have the street side fully detailed in terms of windows and other architectural elements.	R	R	E	E	R
For sale signs shall not be larger than 18" x 24".	R	R	E	E	E
SITING OF BUILDINGS AND OUTBUILDINGS					
Building placement and configuration will ensure the neighborhood has a pleasing streetscape and provides a clear delineation between the public and the private realms. Lot regulations will provide a structure to achieve these goals. Each specific lot will be assigned the following:	R	N	N	N	N

KEY: R= Required or limited to; E= Encouraged; N=Not Required; D= Discouraged; P= Prohibited

NEIGHBORHOOD GENERAL ARCHITECTURAL GUIDELINES	Area 1	Area 2	Area 3	Area 4	Area 5
BUILD-TO LOCATION					
The front façade of each housing unit must be located between 5’ and 20’ from the front property line unless otherwise approved by the WOARC. All residential buildings must be built within 5’ of the build-to line established by adjacent buildings. Front façades generally should be aligned with the adjacent houses to create a consistent streetscape.	R	R	N	N	R
SIDE YARD SETBACKS					
Buildings shall conform to side yard setbacks between 5’ and 8’ from adjacent lots. Corner lots shall maintain a side street setback of no less than the front setback along the side street. Side porches, entrances and/or bay windows are required along side elevations of corner lots to provide visual interest along all street edges.	R	E	N	N	E
PORCHES					
Porches should be no less than 8’ deep and are required on the fronts of all houses. The porch must be located along front façade of a building. Stairs can encroach into the front yard setback. Side porches should be no less than 6’ deep and are required on corner lots. (All side street elevations shall have a side porch or accessory wing of at least 6 feet in depth.)	R	R	E	N	N
GARAGES & OUTBUILDINGS					
Garages and outbuildings should be placed 5’ from the rear property line. Corner lots shall position a garage or outbuilding on the side street setback line to screen views of backyards.	R	E	E	N	E
DRIVEWAYS					
Driveway width should not exceed 10’ except for parking pads in rear yards.	R	E	E	N	N
Permeable pavement is encouraged, but not required.	E	E	E	E	E

KEY: R= Required or limited to; E= Encouraged; N=Not Required; D= Discouraged; P= Prohibited

NEIGHBORHOOD GENERAL ARCHITECTURAL GUIDELINES	Area 1	Area 2	Area 3	Area 4	Area 5
SIDEWALKS					
Sidewalks are required along both sides of all streets. Sidewalks shall be a minimum of 5’ wide and shall provide a minimum 5’ planting zone between sidewalk and street curb	R	R	R	R	R
ACCEPTABLE MATERIALS					
Concrete, plain	R	E	E	E	E
Concrete or brick pavers	R	E	E	E	E
Permeable concrete and permeable paver systems	R	R	E	E	E
PROHIBITED MATERIALS					
Gravel, except on paths, trails and private sidewalks	R	R	R	R	R
METHODS AND CONFIGURATION					
At side and rear yards, decorative gravel, stepping stones and mulch paths are allowed and must be shown on the site plan.	R	E	E	E	E

Open Space, Community Services, and Recreation Plan

7



OPEN SPACE OPPORTUNITIES

There are several opportunities to improve existing open spaces and repurpose vacant land for permanent open space as amenities to residents. Through discussions with residents, one of the persistent requests was to create new common areas because most units do not have private backyards. Currently, the only programmed open space is located behind the Community Center and is reserved for Head Start children during the day. There is no playground within Willow Oaks designed for older children.

Recommendations include:

1. DESIGNATE THREE EXISTING OPEN SPACES AND VACANT PARCELS within Area 1 as permanent open spaces as shown in Figure 57. These include:

- a. An existing wooded open space located between Spencer Street and Evans Drive
- b. A vacant lot between Bingham Street and Integrity Oaks Drive as shown in Figure 7.
- c. A vacant lot at Bingham Street and Old Heritage Trail that can be programmed as open space and parking spaces.

2. CREATE A NEW 26,500 SQ. FT. PARK next to the Market Area as shown in Figure 15. The space should be designed to be able to handle special events such as farmers and craft markets and holiday celebrations as well as include age-appropriate playgrounds. This new "Commons" will provide a central space for gatherings and social events for the community and will be located across the street from the Community Center so that events can have an indoor and outdoor component to them.

3. CREATE A LARGE COMMUNITY GARDEN OR URBAN FARM between Dorgan Avenue and Gillespie St.. A community garden would provide an opportunity for residents to have a plot, particularly those who do not have a place to garden next to their home. Community gardens typically have individual plots that are leased a very low cost to local residents. An urban farm, on the other hand, would be a centrally-run economic development opportunity. It would be a method to preserve open space for the community while at the same time be a vehicle for job development and entrepreneurial skills. Many urban farms have had strong success in job placement in a wide variety of food growing industries – from restaurants to food production once graduating from urban agriculture initiatives, while others focus more on building skills to become entrepreneurs by selling unique finished food products that meet local cultural and culinary traditions. (See Economic Development Chapter for more details). The farm could either be a permanent installation or relocated to another area if and when demand for new housing or other uses would support development in this location.

4. ALLOW SMALL GARDEN PLOTS IN REAR YARDS OF HOMES that meet Design Guidelines. Currently, private gardens are not allowed within the HOA. Through the adoption of Design Guidelines that include such installations, proper fencing would be required to screen the gardens while allowing households to enjoy the use of the land and get to know their neighbors through gardening.



INCREASE PROGRAMMING AT THE COMMUNITY CENTER

A beautiful community center was built as a part of the Willow Oaks development. The space includes a Head Start program that serves the broader community as well as a flexible room for classes and events, an exercise room with fitness equipment and a lounge space. Currently, only the Head Start program operates on a regular basis other than Neighborhood Association Meetings, Homeowners Association Meetings and occasional events such as National Night Out.

While the building is owned by the Greensboro Housing Authority and initially had a number of programs active in the space, there is an opportunity to develop new partnerships around critical needs and desires of the community including:

- Educational classes for adults such as GED in association with Guilford Technical Community College (GTCC)
- Tutoring and after-school programs for youth in association with nearby colleges including A&T and Bennett College.
- Technology and media programs in conjunction with Greensboro Public Library
- Library and coffee shop/gathering space



WILLOW OAKS | OPEN SPACE OPPORTUNITIES



Figure 57: Open Space Opportunity Map



Figure 58: Current parcels within the core of Area 1 should be reprogrammed as permanent open spaces such as shown above for the parcel on Bingham Street at the terminus of Dunbar Street

INCREASE RECREATIONAL OPPORTUNITIES

Currently, there are no regular recreational sports leagues and programs within the footprint of Willow Oaks. While there are after-school programs at nearby schools and there is a new YMCA to the east, children are divided based on the school they attend during the day.

With additional playfields and open space, there should be efforts to create indoor recreational programs for youth at the Community Center as well as using open space for recreational programs including sports programs in conjunction with organizations such as the YMCA.

By offering regular programs on site, it can be an entry point for organizations like the YMCA to attract more youth and families to attend the wide variety of programs they offer at their new campus.

Mentorship, sports and recreation programs not only help the youth being served but will help build a greater sense of community between residents, especially across groups that may have either lived in the area for decades or just moved into Willow Oaks.



Figure 59: New park planned at Everitt Street and Willow Hope across from the Community Center



Figure 60: New multi-purpose fields for soccer and other sports is an alternative for the site design for Harshaw Street between Jennifer Street and Clapp Street. These have been designed to have practice fields close to homes in Willow Oaks. More details can be found in Chapter 3.

Transportation Plan

8

TRANSPORTATION IMPROVEMENTS

There are several key issues that have been expressed throughout the planning process related to improving transportation.

1. GATEWAY ENTRY

Need for an improved entry area to Willow Oaks. Currently, crossing McConnell Road is awkward for drivers, bicycles and pedestrians. Creating a roundabout at Gorrell Street and McConnell Road would reduce car speeds through the area and make a safer intersection. This should include elimination of two segments of road – the block of Lincoln Street between McConnell Road and Gorrell Street and the spur between McConnell Road and Everitt Street that dead-ends at the Community Center. The former will allow the creation of usable lots for new housing and reduce dangerous turn movements while the latter will allow for the development of a new park across from the Community Center and remove a median area that has no usable purpose.



Figures 61 and 62: Gateway entry roundabout and red X's displaying partial elimination of Lincoln Street.

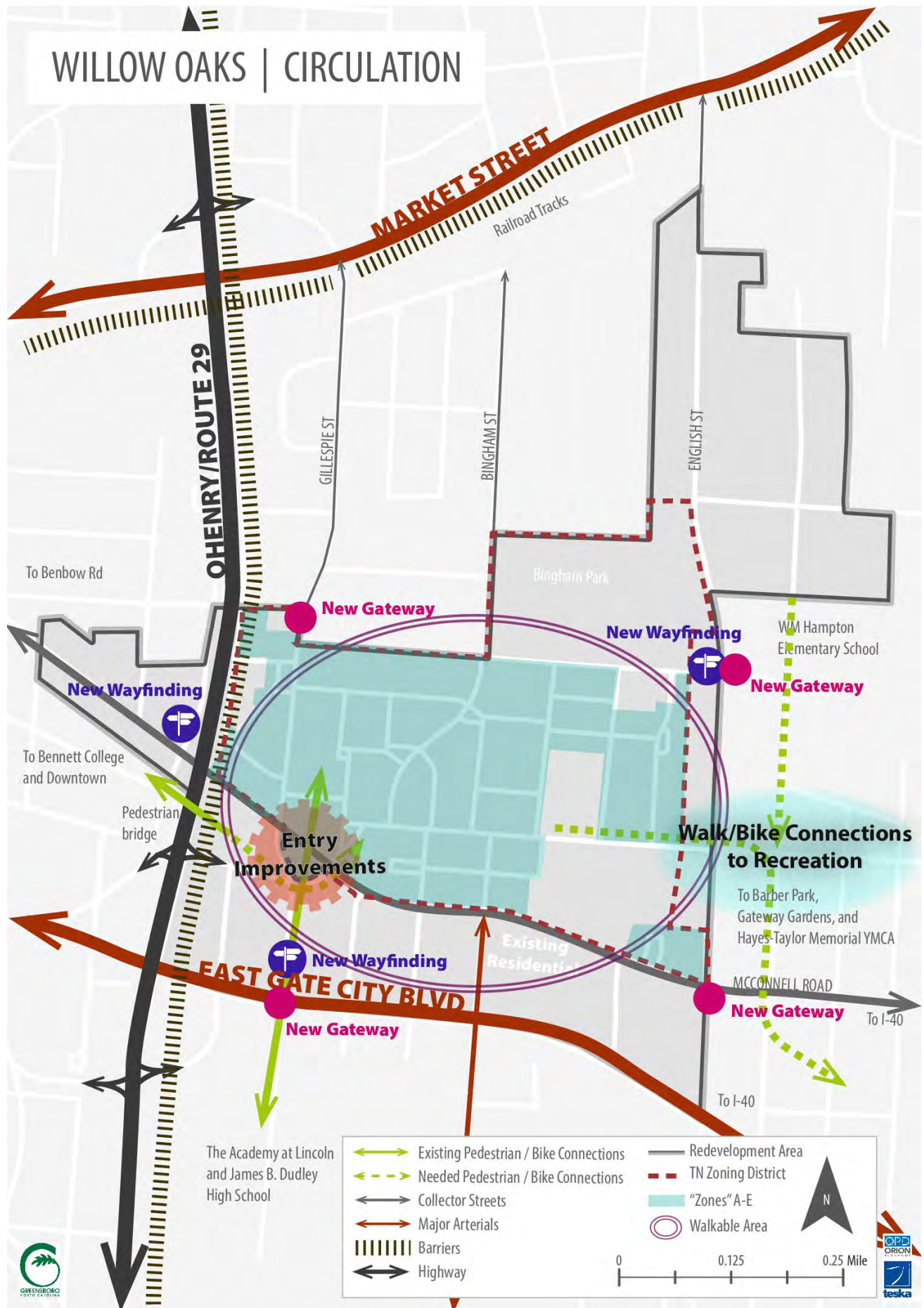


Figure 63: Circulation Issues and Opportunities

2. ADDRESS PARKING NEEDS

One of the most consistent areas of feedback we heard from residents, property owners and the development community was the need to provide greater parking for new development and to address the parking needs of current residents of recent development in Willow Oaks. All new single-family homes should be provided with two parking spaces per unit. Multi-family properties should have between one and two parking spaces per unit depending on number of bedrooms per unit. Guest parking should also be provided for multi-family properties.

Residential Type	Number of Bedrooms	Proposed Minimum Parking Requirement
Detached single-family	Any number of bedrooms	Two spaces
Attached single-family	Up to 2	1
	3 or more	2
Multi-family housing (e.g. apartments)	Up to 2	1
	3 or more	1.5 per unit

Figure 64: Proposed parking requirements

There are also strategic locations where parking can be added, such as along the west side of Jennifer Street (see Figures 65 and 66) and as part of the creation of the parklets recommended in the plan.

Finally, parking spaces on the newer, narrow streets of Willow Oaks should be better defined through striping the spaces. Many residents and visitors avoid parking on the street even though it is allowed. Striping will increase the confidence that these are indeed parking spaces available to the community and encourage users to park on the same side of the street.

Figure 65: Existing conditions on Jennifer Street between Evans and Spencer



Figure 66; Proposed additional parking spaces along the west side of Jennifer Street and spaces are marked along the east side of Jennifer Street.



WILLOW OAKS | PROPOSED BIKE AND PEDESTRIAN NETWORK

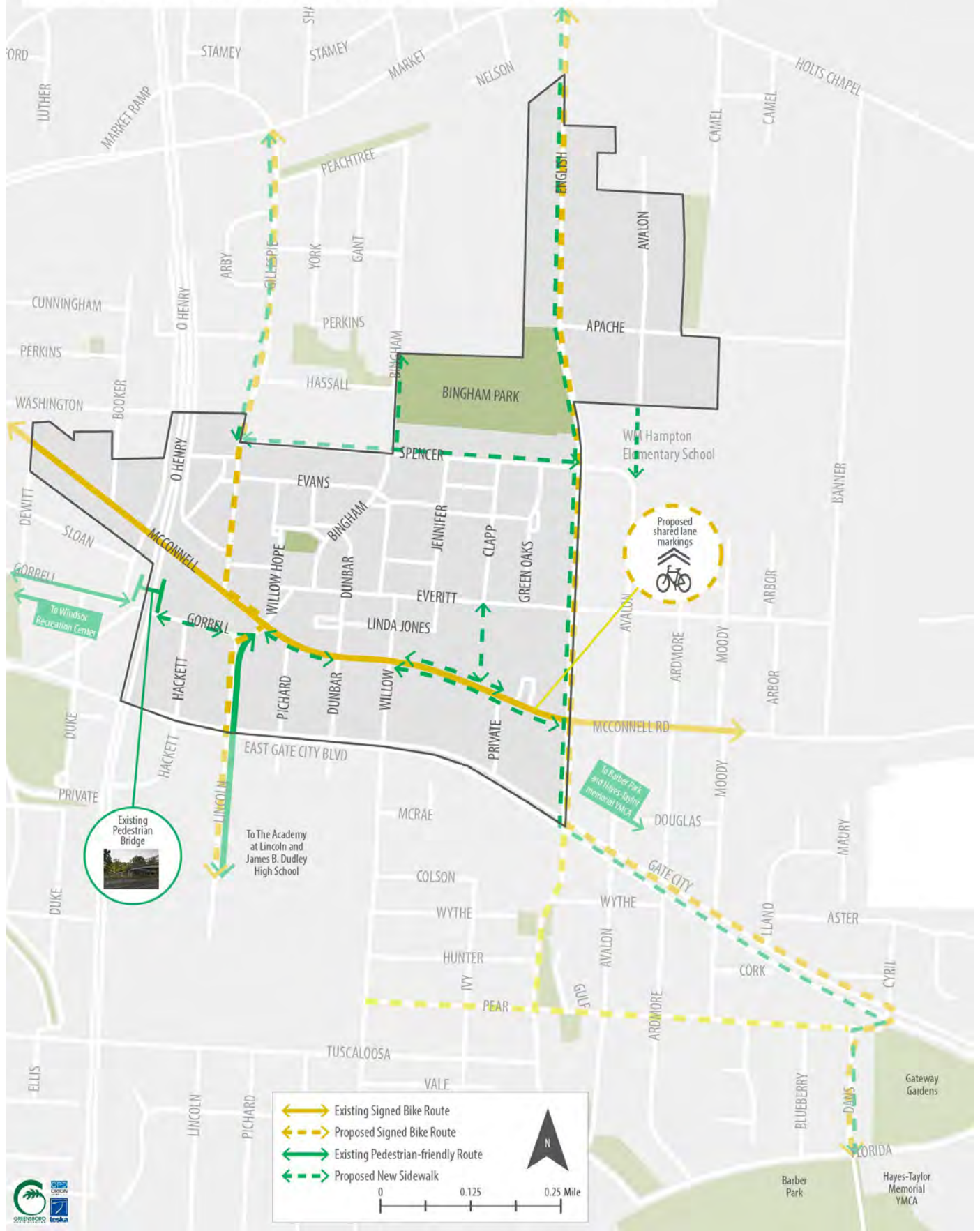


Figure 67: Proposed Bike and Pedestrian Network

PEDESTRIAN AND BICYCLE IMPROVEMENTS

Willow Oaks is generally a very walkable community with sidewalks and narrow streets, with notable exceptions. Since the area is bounded by roads such as McConnell Road, English Street and Gate City Boulevard with higher speed traffic, the community is isolated for pedestrians and bicyclists who need to access schools, parks, and destinations such as Windsor Recreation Center across US 29 to the west and the Hayes-Taylor YMCA and Gateway Gardens to the east.

The Proposed Bike and Pedestrian Network includes the following improvements:

1. Add a sidewalk to Gorrell Street between Lincoln Street and the existing pedestrian bridge which allows pedestrians to walk over US 29.
2. Install sidewalks in other locations where they are missing as shown in the Proposed Bike and Pedestrian Network (Figure 67)
3. Improve the City's bike network by designating the following streets as shown in the Proposed Bike and Pedestrian Network (Figure 67). Highlights include:
 - Improve the bike environment along McConnell Road which is already designated as a bike route by designating a shared bike lane through marking the lane along the street.
 - Create a bike route to the YMCA and Gateway Gardens.
 - Upgrade English Street as a Complete Street with sidewalks on both sides of the street, pedestrian-friendly lighting and shared bike lanes.



Figure 68: McConnell Road looking west shows new Market Building on north side of street, improved sidewalk, shared bike lane markers, and new roundabout on McConnell Road.

Economic Development Plan

9

SUPPORT EFFORTS TO EXPAND JOB DEVELOPMENT, ENTREPRENEURSHIP AND COMMERCIAL OPPORTUNITIES

One of the major elements of the planning process was to determine ways to attract economic activity to Willow Oaks while creating a central commons space for events and markets. A Market Building is proposed that can be a flexible space that may initially be focused on special events, hosting food trucks, farmers and crafts markets. The building could either be developed as an open air structure, with a commercial anchor, or have both an indoor commercial space and open air market, as shown below. In this scenario, the commercial space is 12,000 sq. ft. and the open air market is 3,000 sq. ft.



Figure 69: Indoor/outdoor market building

Possible uses for the commercial space include:

1. Health care center such as a Federally Qualified Health Center (FQHC). There are currently 12 FQHC's in Greensboro, the closest ones operated by Triad Adult and Pediatric Medicine at 407 E. Washington Street and 1002 S. Eugene Street. These facilities, typically 10,000-15,000 sq. ft. provide primary care health coverage and accept most insurance and are generally located in a community center with easy accessibility and transit service, making this location a good fit.
2. Small grocery store or restaurant would be ideal choices for the space, although limited traffic counts on McConnell Road and a need for population growth will make it challenging to locate a grocer or restaurant willing to occupy the space without financial support. This option will be more viable as development picks up in Willow Oaks and surrounding areas.
3. Restaurant or café with a job training component. In order to jump-start commercial investment, attracting a program that can combine a commercial enterprise with a job training and educational component would be ideal for Willow Oaks.

CASE STUDY: REFUGE COFFEE

Refuge Coffee is an innovative start-up that combines job training for refugees with a food truck business offering a unique experience and sense of community. The food trucks serve both a very diverse community in Clarkston, just outside of Atlanta, with a large low-income and refugee population as well as travels to high-income areas of Atlanta on different days of the week. The truck comes with free Wi Fi, and tables with umbrellas are set up outside. They have managed to create a following of millennials who come out to support the truck, meet up with friends, and work on their laptops. Their goal is to open up a retail operation in Clarkston, and eventually a coffee roasting business as well. The program attracts support through job-training funds as well as private philanthropy.



PROMOTE JOB DEVELOPMENT AND ENTREPRENEURIAL SKILLS THROUGH INITIATIVES SUCH AS URBAN AGRICULTURE

Urban agriculture is a tool which could provide a number of benefits to Willow Oaks and the surrounding neighborhoods:

- Can repurpose vacant land on a temporary or permanent basis
- Be a job skills training program for a wide variety of food industries from agriculture to restaurants to warehousing, production and distribution
- Employ residents to build their job experience and resumes for further employment
- Reconnect residents with pride in the community building long-lasting social connections.

Site 4H1 is located in Area 2, Zone D. It is a 2.37 acre parcel located along Gillespie Road that could be used for urban agriculture, be a highly visible improvement for the community and repurpose land that has been very challenging to develop with housing or other uses.



Figures 70 and 71: Southern vacant area in Opportunity Site D1 for urban agriculture and outline of site

GROWING HOME

Growing Home is a job training and urban agriculture program that has trained hundreds of low-income, formerly homeless, and other local residents in the Englewood neighborhood of Chicago. Its mission is to operate, promote, and demonstrate the use of organic agriculture as a vehicle for job training, employment, and community development. The urban farming program approaches community development at all levels, from individual, incremental change through job training, to community change through coalition building and partnership, to systemic change through policy change. The program has had very strong success in job placement in a wide variety of food industries, reach over 80% retention after six months in placement in positions post-graduation from the program.



STRENGTHEN SURROUNDING COMMERCIAL CORRIDORS

Willow Oaks is part of a larger community on the East Side of Greensboro. Major corridors include E. Market Street to the north of Willow Oaks and Gate City Boulevard just south of Willow Oaks.

Residents work in a larger context and use these corridors to jobs throughout Greensboro. Efforts to reconnect the community through job training, retail, industrial and tech development will help anchor the financial security of families living in Willow Oaks.

Both E. Market Street and Gate City Boulevard offer greater opportunities for place-based economic development than within the Willow Oaks footprint, particularly for businesses such as large grocery stores or restaurants that require serving a larger demographic and customer base.

Improvements in infrastructure on through streets between the Willow Oaks and the two corridors will be important to better connect residents who currently live in Willow Oaks to commercial nodes as well as better position Willow Oaks as a strong neighborhood which is visible from the major streets.

In particular, improvements for the following streets are needed to better connect Willow Oaks to be more central to an economic revitalization of the larger area:

- Gillespie and Bingham as neighborhood connectors between Willow Oaks and E. Market Street.
- English Street as a connector between Gate City Boulevard, McConnell and north to E. Market Street, focusing on improving or redeveloping developments along English Road in Area 5 and encouraging improvement to parcels south of Bingham Park
- Lincoln Street as a primary connector between Gate City Boulevard and Willow Oaks to create an attractive gateway towards the Willow Oaks community

EXTEND BROADBAND AND TECHNOLOGY INTO WILLOW OAKS

Willow Oaks is in the center of a number of important anchors – from downtown, A&T and Bennett College east of the site to the Joint School of Nanoscience and Nanoengineering (JSNN) building to the east.

As part of the redevelopment, efforts should be taken to provide broadband technology into the development. This should include both broadband to the home as well as seeking support and partnerships to provide a multi-media tech center for youth and families in the Community Center.

Through relationships with local universities including North Carolina A&T, Bennett College and UNCG, mentoring and tutoring programs should be provided in the Community Center.

In addition, providing job training skills in high tech industries may be an option for Willow Oaks to connect residents to long-term career development.

Planning Process 10

OVERVIEW

The planning process for the Willow Oaks Redevelopment Plan has involved a variety of community engagement, meetings, and materials. The project began in August of 2016. It has included a project introduction at National Night Out, a project website, a kickoff meeting, staff meetings, stakeholder meetings, a survey, two technical advisory committee meetings, and three community meetings.



Figure 72: Photo from August Site Visit

A Technical Advisory Committee (TAC) guided the development of the plan. Members represented:

EDUCATION

- Academy at Lincoln
- Bennett College
- Dudley High School
- Hampton Elementary School
- Joint School of Nanoscience and Nanoengineering
- North Carolina A&T

CITY GROUPS

- City of Greensboro
- Greensboro Housing Authority (GHA)
- Greensboro Housing and Development Partnership (GHDP)

COMMUNITY GROUPS

- East Market Street Development Corporation
- New Hope CDC
- Gateway Research Park

RESIDENTIAL MANAGEMENT

- Edgewood Management
- Slatter Management

A Steering Committee of local residents helped guide the outreach process and reviewed progress of the planning process.

Three Residents Meetings were convened. Residents were notified of the meeting through mailings to every resident as well as outreach through door hangings, flyers, phone calls, and information distributed by management companies.

KEY QUOTES GATHERED FROM RESIDENTS AT THE COMMUNITY MEETINGS:

Concerning ways to attract residents: "Shared fellowship of institutions," "Value in a social environment where I can know my neighbors."

Biggest improvement that's been made: "The housing. It's beautiful. The residents. We know each other."

"There are a lot of good things to get to nearby but it's hard to get there."

SITE VISIT 1: AUGUST 22-23, 2016

IDENTIFICATION OF VISION, PLAN OBJECTIVES AND LOCAL ASSETS

The first site visit in August aimed to get to know the neighborhood, the residents, and the factors affecting Willow Oaks to inform the Existing Conditions Report. Meetings were held with the TAC and Residents, along with interviews of community leaders, economic development organizations, GHDP and management companies. Residents expressed pride in the community and sense of well-being, noting how much the core area of Willow Oaks had changed once the housing was redeveloped. An Asset Mapping exercise was utilized for TAC members and residents to identify local organizations, access points, businesses, schools and churches close to Willow Oaks that could be partners in the redevelopment and revitalization effort. A survey was also given to residents to provide input into the Redevelopment Plan that they could take either in person or on-line.

SITE VISIT 2: SEPTEMBER 19-20, 2016 GOALS AND STRATEGIES

The second site visit in September aimed to create goals, strategies, and a land use program for the plan to further its purpose. Existing conditions were presented to TAC and Residents' meetings. Both groups also were given the opportunity to use Plan It models to lay out possible designs for the community.

Key concepts were to:

- Keep the integrity of the design, but allow for more flexibility
- Address the need for additional parking spaces
- Create more open space and parklets
- Develop partnerships to offer more programs in the Community Center

SITE VISIT 3: OCTOBER 23-24, 2016 DESIGN DEVELOPMENT

The third site visit in October included design workshops with the TAC and at a Residents Meeting to translate land use concepts into possible designs. Meetings were also held to review the current design guidelines and discuss ways to meet the needs of the community better and more efficiently.

NOVEMBER – DECEMBER, 2016: DEVELOPMENT OF DRAFT PLAN

The Consultant Team took all of the input heard from the TAC, Residents, City of Greensboro, GHDP and other stakeholders to develop a draft document with illustrations for possible development concepts, draft design guidelines, and a recommended action plan.

JANUARY, 2017: REVIEW OF DRAFT PLAN WITH THE TAC AND RESIDENTS

Implementation Plan



STRATEGY	TASK	ZONE	LEAD	PARTNERS	TIME-FRAME
1. PREDEVELOPMENT ACTIVITIES					
1.1 Set up process for disposition of vacant parcels	Set up procedure to transfer rights and responsibilities from Declarant	A-I	GHDP, GHA	GHA	Short
	Amend CCRs for HOA to secure management responsibilities at 65% of unit completion per project	A-E	Planning	Declarant	Short
1.2 Define and strengthen roles of Homeowners Association (HOA)	Define rights and responsibilities of HOA	A-G	HOA	Planning	Short
	Set up system for HOA to comment on compliance with design guidelines during project review process by City of Greensboro	A-F	Planning	HOA	Short
1.3 Build a pool of prospective homebuyers	Work with non-profit organizations, developers and banks to set up a marketing and financial counseling system to build a pool of potential homebuyers	A-G, I	ND	Self-Help, IDA program, Habitat	Short

STRATEGY	TASK	ZONE	LEAD	PARTNERS	TIME-FRAME
1.4 Begin using modified design guidelines in review of proposed projects	Amend CCRs to refer to modified design guidelines	A-G, I	Planning	HOA	Short
1.5 Increase programming at Willow Oaks Community Center	Develop partnerships with universities and other organizations to increase indoor programming for after-school and family activities	A	HOA	GHA, A&T, Bennett College, UNCG, YMCA	Short
1.6 Develop recruitment process for developers	Provide contact to prospective master developers, developers and builders	A-I	Planning		Short
	Determine RFQ/RFP processes as outlined below to recruit Master Developer for Zone C and developers for other areas of Willow Oaks	A-I	Planning	ND	Short
	Encourage efforts to increase capacity of smaller for-profit developers and builders and non-profit developers through training, technical assistance, and encouraging teaming with larger developers	A-I	Planning	EDBS, ND	Short
2. COMPLETE THE DEVELOPMENT OF WILLOW OAKS					
2.1 AREA 1					
2.1.1 Work with HOA on management plan for open space and additional parking	Transfer remaining vacant parcels in Zone A to HOA	A	Planning	P&R	Medium
	Develop management and maintenance plan	A-G	HOA		Medium
	Develop design and make site improvements to open space and parking areas	A-G	P&R, GDOT	Planning	Short
2.1.2 Recruit Master Developer for Zone C	Assemble Master Developer List	C	Planning	GHDP	Short
	Develop RFQ	C	Planning		Short
	Select Master Developer from RFQ	C	Planning	GHDP	Short
	Negotiate terms for performance-based and time-limited contract	C	Planning	GHDP	Short
	Transfer land only at recruitment of developers for each site	C	Planning	GHDP	Short

STRATEGY	TASK	ZONE	LEAD	PARTNERS	TIME-FRAME
2.1.3 Develop Market Building and Program Market Area	Bring in programming on existing land before Market is built	C	Planning		Short
	Work with Master Developer to recruit tenant(s) for Market Building	C	Planning		Medium
	Develop management and maintenance plan for Market Area	C	HOA	Planning	Medium
	Develop calendar of programming for Market Area	C	HOA	YMCA, A&T, Bennett	Medium
2.2 AREA 2					
2.2.1 Work with Low Income Housing Tax Credit Properties to pursue redevelopment of expiring projects	Undertake a rehab versus redevelopment analysis for each property	B	ND	Planning	Medium
	Work with property owners to develop tax credit applications for rehab or new construction	B	ND	Planning	Medium
2.2.2 Assemble land along Spencer Street	Work with property owners for redevelopment along Spencer Street.	G	ND	Planning	Long
2.2.3 Improve Bingham Park	Add a circular path, improved ballfields and new pedestrian bridge to Spencer Street	G	P&R	Planning	Long
	Create gateway features and entrances at English Street and Bingham Street	G	HOA	Planning	Medium
2.3 AREA 3					
2.3.1 Develop a home repair program	Organize block-by-block events to make exterior repairs	J	City, HFH, Neigh. Assoc.	Churches	Short
2.3.2 Target rehab programs south of McConnell Road	Rehab existing single-family homes	J	City, HFH		Short
2.3.3 Create gateway feature at Lincoln and East Gate City Boulevard	Create a design and construct gateway feature	A	Neigh. Assoc.	GDOT	Long
2.3.4 Recruit residents to Neighborhood Association	Conduct door-to-door outreach		Neigh. Assoc.		Short
	Host events at Community Center and at outdoor spaces that attract homeowners		Neigh. Assoc.		Short
2.3.5 Work with owners on English Street to improve properties	Target rehab funds		City		

STRATEGY	TASK	ZONE	LEAD	PARTNERS	TIME-FRAME
2.4 AREA 4					
2.4.1 Recruit Developer for Area 4	Assemble Developer List	C	Planning	GHDP	Medium
	Develop RFQ	C	Planning		Medium
	Select Developer from RFQ	C	GHDP	Planning	Medium
	Negotiate terms for performance-based and time-limited contract	C	GHDP	Planning	Medium
2.5 AREA 5					
2.5.1 Undertake a redevelopment and rehabilitation effort of the multi-family properties	Plan for additional streets and infrastructure improvements per plan (see Transportation)	I	GDOT		Long
	Undertake a rehab versus redevelopment analysis for each property	I	ND		Medium
	Work with property owners to develop pro forma for each development that will be rehabbed	I	ND		Long
	Work with property owners and/or recruit developers for properties identified for redevelopment	I	ND	Planning	Long
2.5.2 Organize new HOA in Area 5	As redevelopment occurs, set up new HOA for Area 5	I	Planning		Long
3. ZONING					
3.1 Maintain TN Zoning for Areas 1 and 2	Continue TN Zoning for Areas 1 and 2	A-G	Planning		Short
	Utilize modified design standards in Redevelopment Plan for Areas 1 and 2	A-G	Planning		Short
3.2 Maintain R-5 and RM-18 Zoning for Area 3	Work with property owners to encourage rehab of their properties	J	Planning		
3.3 Maintain PUD and RM-18 for Area 4	Work with developer to design new development within current zoning. Consider updating PUD if necessary for improved developemnt.	H	Planning		Short
3.4 Change zoning of Area 5 to TN	As planning moves forward for improvements to Area 5, change zoning to TN to improve site design and character of development	I	Planning		Long
	Utilize modified design standards in Redevelopment Plan for Area 5	I	Planning		Long
4. OPEN SPACE					

STRATEGY	TASK	ZONE	LEAD	PARTNERS	TIME-FRAME
4.2 Make improvements to open spaces in Area 1	Complete design and improvements to 3 open spaces in Area A	A	HOA	P&R	Short
4.1 Create new common Market Area	Program open space with events	C	HOA		Short
	Design and construct open space	C	Planning	P&R	Medium
	Work with HOA on maintenance plan	C	HOA		Medium
	Program open space activities from farmers markets to craft and arts events	C	HOA		Medium
4.3 Create new community garden or urban farm	Recruit operator to manage garden or farm	D	Planning	NCA&T, GCCE	Medium
	Lease land to operator		GHDP		
4.4 Create a new playfield on Harshaw	Design playfield	B	P & R		
	Work with HOA on maintenance plan	D	P & R	HOA	
	Organize youth soccer and football	B	P & R	HOA	
4.5 Make improvements to Bingham Park	Create new path and improved ballfields	G	Parks Dept.		Long
	Create improved gateways and entrances on English St. and Bingham St.	G	Parks Dept.		Long
5. TRANSPORTATION					
5.1 Make entry improvements to Willow Oaks	Design gateway features at East Gate City Blvd. and Lincoln St.	Area 3	HOA		Long
	Design a roundabout at Willow Hope Rd. and McConnell Rd.	C	GDOT	Planning	Medium
	Remove block of Gillespie St. between McConnell Rd. and Gorrell st.	C	GDOT	Planning	Medium
5.2 Add bike lane to McConnell Road	Design and mark shared bike lane on McConnell Rd. between US 29 and I 40	D-E	GDOT		Short
	Install bike lane between Benbow Rd. and Beaumont Ave.		GDOT		Short
5.3 Add parking spaces	Add parking spaces on Jennifer Street between Evans St. and Spencer St.	B	GDOT		Medium
	Add striping on streets to improve street parking comfortability	A-E	GDOT		Short

STRATEGY	TASK	ZONE	LEAD	PARTNERS	TIME-FRAME
5.4 Create bike Route between Willow Oaks and Gateway Gardens	Add bike route to City Bike Plan	A-E	GDOT		Short
	Add wayfinding for bike route	A-E	GDOT		Short
	Install bike lane on Gate City Blvd. to Florida St.		GDOT		Short
5.5 Design and install streetscape improvements on English St.	Design streetscape improvements including sidewalk on west side	E and I	GDOT		Medium
	Install improvements	E and I	GDOT		Medium
	Repave and install bike lanes		GDOT		Short
	Sidewalk construction along English St.		GDOT		Short
5.6 Design and install trail to connect Area 5 to Hampton School	Design multi-use trail between Apache St. and Spencer St. for pedestrians and bicyclists	I	P&R, GDOT	Hampton School	Long
6. ECONOMIC DEVELOPMENT					
6.1 Program events and markets for local entrepreneurs	Program farmers markets and other events in Market Area	C	HOA		Short
6.2 Recruit anchor tenant for Market Building	Identify possible tenants (e.g. health care, grocery and/or restaurant/café)	C	Planning		Long
	Identify sources and uses of funds to develop Market Building	C	Planning		Long
6.3 Recruit job training activities such as an urban farm	Identify operator and lease land	D	Planning	NCA&T	Long
6.4 Strengthen surrounding commercial corridors	Improve specific streetscape elements as they relate to safety along north south connections to E. Market S. and Gate City Blvd., along Lincoln St. Gillespie St. and English St.	Area 3	GDOT		
	Support East Greensboro NOW's efforts	All Zones	Planning		Medium
6.5 Expand broadband and technology	Work with broadband providers to ensure affordable, high-speed broadband in new development	All Zones	Planning		Medium
	Create a tech center in Willow Oaks Community Center	A	HOA	GHA, Higher Ed	Medium
	Expand connections to job training and education in science and technology	All Zones	JSNN		Long



Section 2

Willow Oaks Redevelopment Plan

An Update to the Morningside/Lincoln Grove Redevelopment Plan

Introduction

The Willow Oaks Redevelopment Plan has been developed in accordance with the North Carolina “Urban Redevelopment Law”, Article 22, Chapter 160A-503(2) of the North Carolina General Statutes. The Willow Oaks Redevelopment Plan is a comprehensive update to Morningside/Lincoln Grove Redevelopment Plan originally adopted in 2000. A variety of other plans have been completed since the 2000 plan which focused on guiding future development for the neighborhood. Additional information about Willow Oaks can be found in the Willow Oaks Neighborhood Plan (Section 1) which informs this Redevelopment Plan and is incorporated herein by reference.

Vision Statement

Willow Oaks is a vibrant, connected community that is home to a variety of households. Through providing a range of housing types, civic spaces and amenities, Willow Oaks is one of the most desired places to live in Greensboro, providing an affordable home in an attractive environment for everyone from young families to seniors.

Willow Oaks serves as a catalyst to energize reinvestment in surrounding neighborhoods to promote economic, recreational, and cultural opportunities.

The residents of Willow Oaks build on strong relationships, connections, and linkages to an array of nearby institutions, businesses, and organizations for a sustainable neighborhood into the future.

Current Conditions

Willow Oaks consists of multi-family developments including The Havens, The Villas, and The Townhomes, as well as many single-family homes. Many lots are still vacant in the neighborhood and have potential to redevelop as Willow Oaks’ location is an asset, surrounded by local businesses, churches, parks, public schools, and colleges such as Bennett College and A&T University.

While demand exists for development of rental and senior housing, a strategy will be needed to attract homebuyers to purchase new, high-quality single-family homes in Willow Oaks. Additionally, attracting retail development will be a challenge due to the lack of high-volume streets. As housing development proceeds, the demand for commercial development will grow in the area.

Plan Objectives

Complete the development of vacant lots in Willow Oaks.

Develop new housing that maintains a high level of quality design and promotes a family-friendly mix of housing types.

Build social infrastructure for long-term neighborhood sustainability.

Expand open spaces and recreation opportunities.

Improve connectivity between Willow Oaks and surrounding neighborhoods and attractions.

Create a civic space to bring people together.

Enhance investment in surrounding areas such as East Market Street and Eastside Park.

WILLOW OAKS | REDEVELOPMENT AREA

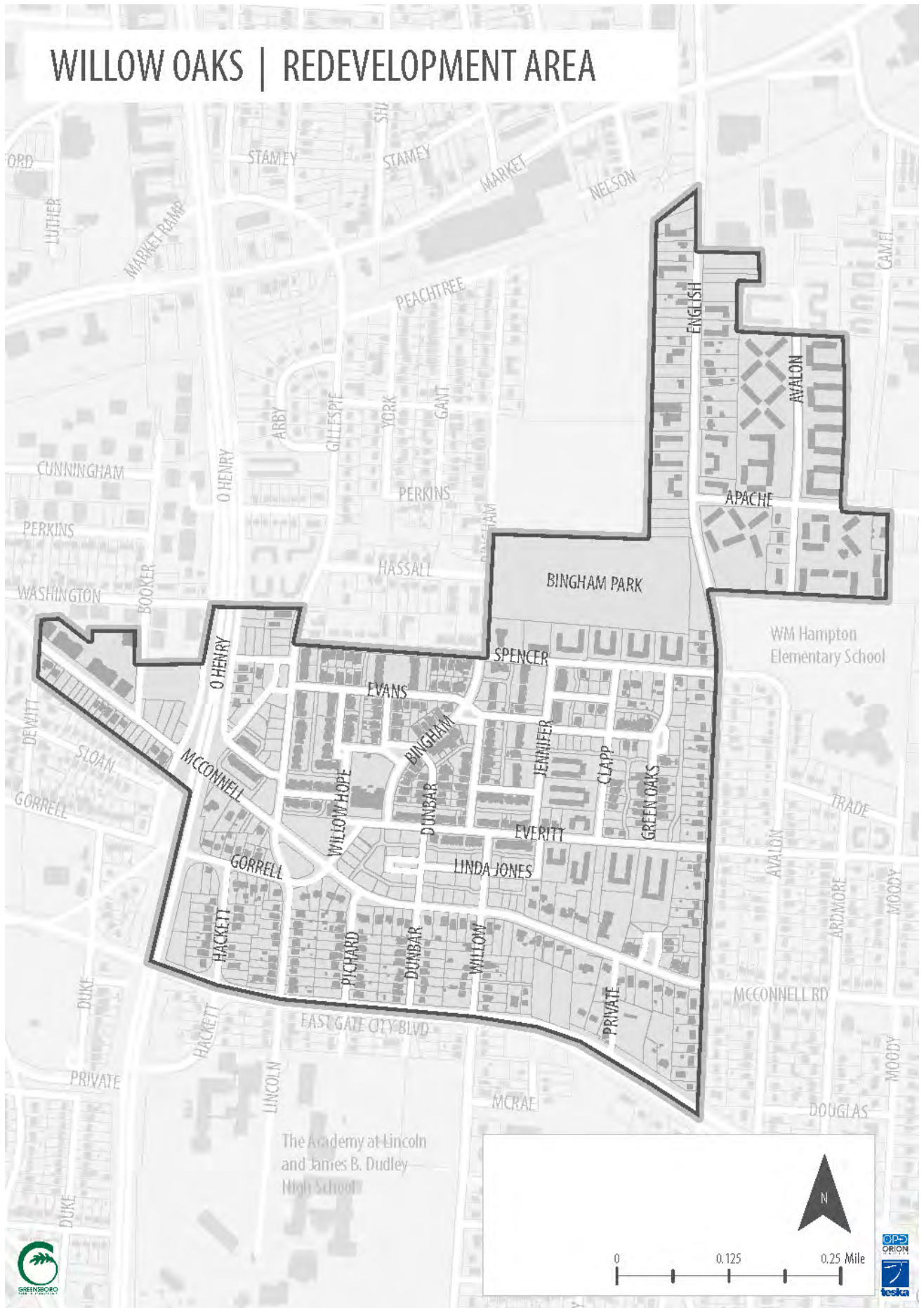


Figure 1: Redevelopment Area

Authority for the Plan

This Redevelopment Plan is prepared and presented for adoption in accordance with the North Carolina "Urban Redevelopment Law", Article 22, Chapter 160A-503(2) of the North Carolina General Statutes. It is intended to be adopted as the amendment to and replacement of the existing Morningside/Lincoln Grove Redevelopment Plan, adopted July 31, 2000 and amended through September 16, 2008.

Boundaries

In June of 1997, the City of Greensboro Planning Board approved a Redevelopment Area Boundary for the Morningside/Lincoln Grove Redevelopment Area. In May of 1998, the boundaries were amended to include additional parcels within the community.

Beginning at the intersection of East Lee Street and English Street; extending west along East Gate City Boulevard to its intersection with Highway 29 N (O. Henry Boulevard); extending north approximately 900 feet (approximately 150 feet before the intersection of US 29 N and McConnell Road); extending in a northwesterly direction following the northern boundary of parcel 0010639 and extending along rear property lines through this block to the intersection of Dewitt Street; extending north along Dewitt Street for approximately 310 feet; then extending east beginning at the former northern boundary of parcel 102-2-25 down the 125 feet to its former intersection with Spencer Street; extending east to Booker Street and then south approximately 125 feet south to the southern boundary of parcel 0010552; then extending east along the southern boundary of parcel 0010552 to US 29 N; extending north along US 29

N approximately 275 feet to the northern boundary of parcel 0010568 and the east along the northern boundary of parcel 0010568 and parcel 0010562 to the intersection with East Washington Street; extending east along East Washington Street to its intersection with Gillespie Street; extending south approximately 200 feet to its intersection with Spencer Street; extending east along Spencer Street to its intersection with Bingham Street; extending north along Bingham Street approximately 650 feet; extending east along the southern boundary of Maplewood Cemetery approximately 800 feet to the Cemetery's southeast corner; extending north along the eastern boundary of the Cemetery to its intersection with Southern Railroad tracks; extending east along the Southern Railway Tracks for approximately 240 feet to the intersection of English Street; extending south on English Street for approximately 325 feet to the northern boundary of Parcel 0020233; extending east to the parcel's northern boundary; extending south approximately 170 feet to the northern boundary of parcel 0020250; extending west along the northern boundary of parcel 0020250 and then south along its western boundary to its southwest corner; extending east along the southern boundary of Parcel 0020250, extending across Avalon Road and continuing along the northern boundary of Parcel 0020252 to its northeast corner; extending south along the eastern boundary of parcel 0020252 to the intersection of Apache Street and then approximately 250 feet to the eastern boundary of parcel 0021314; extending south along the eastern boundaries of parcels 0021314 and 0020294 to the southeast corner of parcel 0020294; extending west along the southern boundaries of parcels 0020294, 0020293, and 0020289 to the intersection with English Street; extending south along English Street to its intersection with East Gate City Boulevard, hence the point of beginning.

Master Plan

Five Strategy Areas will guide new development to fit into the surrounding context, address resident needs, and respect what has already been completed in Willow Oaks.

AREA 1

As the “core” area of Willow Oaks, Area 1 (comprised of Zone A and C) is almost fully developed. Its proposed uses include housing, commercial, civic space, or open space on the various vacant lots and large vacant area along McConnell Road. The current and proposed zoning is TN. Area 1 will continue the architectural integrity of newer Willow Oaks developments.

AREA 2

This Area (comprised of Zones B, D, E, F, and G) is a mix of new and old housing and vacant land. The proposed uses for the area include new and improved housing, designed to reflect the “core” of Willow Oaks while allowing flexibility for development. Its current and proposed zoning is TN. Area 2 will provide transition between Area 1 and neighboring communities regarding design.

AREA 3

Area 3 (Zone J) is primarily single-family housing located south of McConnell Road and on the west side of

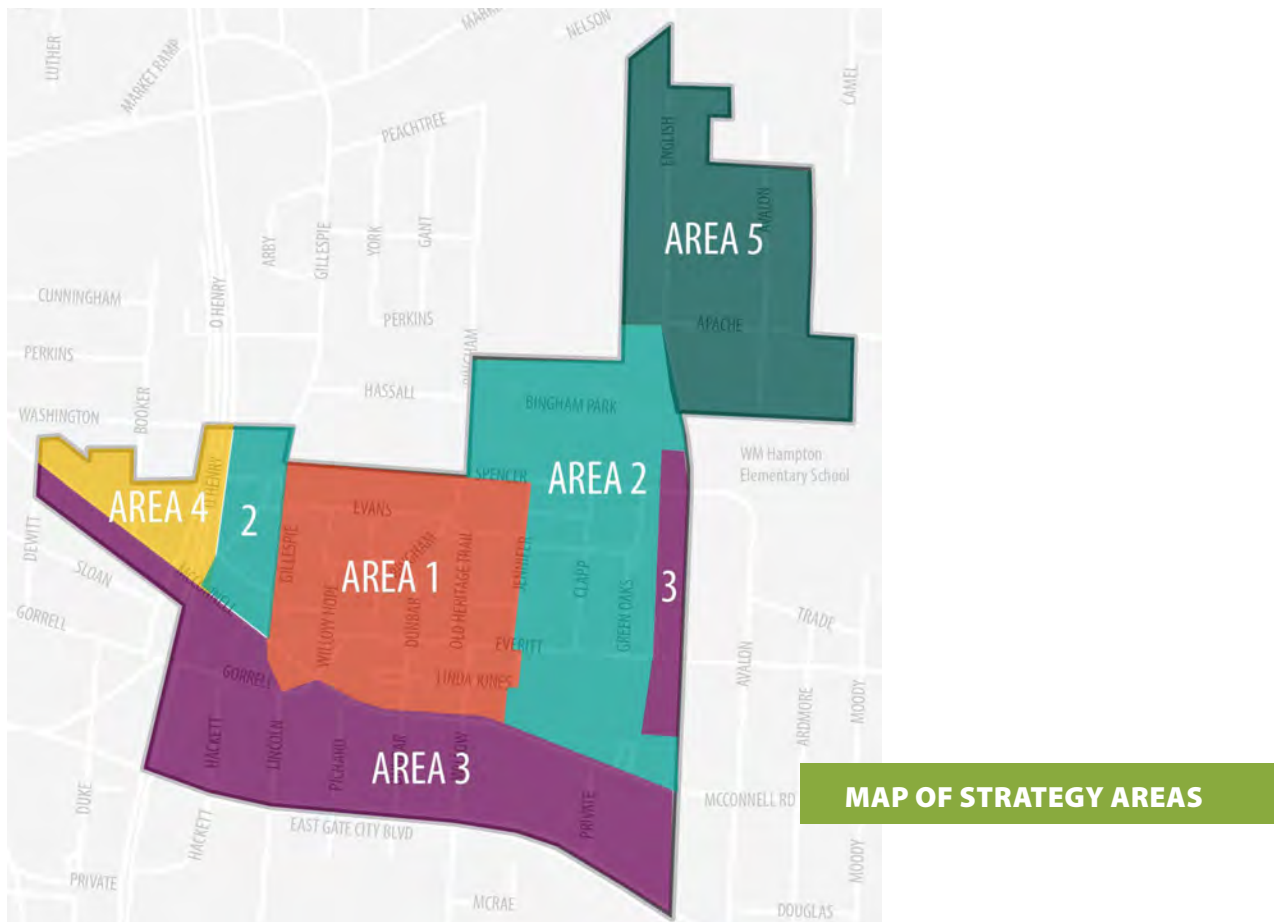
English Street. Improvements through home repair and rehabilitation, or similar residential or commercial infill development is recommended in order to maintain the Area’s existing context. Its current and proposed zoning is R-5 and RM-18. Area 3’s design will be encouraged for new development, rehabilitation, and additions but not required.

AREA 4

Close to NCA&T University, this Area (Zone H) is composed of existing multi-family housing typically for students and a large vacant site. The proposed use is new multi-family housing consistent with neighboring properties. Its current and proposed zoning is PUD and RM-18. Area 4 will have no design guidelines.

AREA 5

Area 5 (Zone I) is composed primarily of large, aging multi-family buildings in multi-building clusters. Its proposed use is long-term redevelopment of older properties to improve residential quality and improved street connectivity. Its current zoning is RM-18 and proposed zoning is TN. The design of Area 5 will be encouraged for rehabilitation, new development, and additions but not required.



STRATEGY AREAS

Based on the development pattern, character, transportation network and access, five Strategy Areas have been defined to guide new development. In order to provide consistency with developments that have been built and are governed through regulations and bound by Covenants Conditions and Restrictions, the Strategy Areas are coterminous with boundaries that have previously been defined through Zones A-E. In addition, new zones have been defined (F through J) and the approximate number of proposed new units has been determined below.

Strategy Area	Zones	Description and Proposed Uses	Proposed New Units
1	A, C	<p>DESCRIPTION: Core area of Willow Oaks includes Zone A which has been almost fully developed since 2000 and C which is primarily vacant land.</p> <p>Proposed uses for Zone A:</p> <ul style="list-style-type: none"> • New parklets <p>Proposed uses for Zone C:</p> <ul style="list-style-type: none"> • New senior housing • New single-family attached and detached housing • New market building • New park 	99
2	B, D, E, F, G	<p>DESCRIPTION: There are three sections of Area 2. Zones B and E are under design guidelines and CCRs of Willow Oaks but are not completely built out. Zone D is located to the west of Area 1 which includes vacant land and some newer development consistent with Willow Oaks guidelines. Zones F and G are located to the east of Area 1 and are composed of a variety of residential building types including older multi-family housing developments. Bingham Park is also located in Area 2.</p> <p>Proposed uses:</p> <ul style="list-style-type: none"> • New housing on vacant land and redevelopment opportunities to improve older multi-family developments 	158
3	J	<p>DESCRIPTION: Area 3 located south of McConnell Road is composed primarily of single-family homes and a mix of residential, commercial and institutional properties on the west side of English Street.</p> <p>Proposed uses:</p> <ul style="list-style-type: none"> • Neighborhood improvements, home repair and rehabilitation for existing buildings as well as infill housing south of McConnell Road or commercial on the west side of English consistent with existing land use patterns 	12
4	H	<p>DESCRIPTION: Area 4 is located on the west side of US 29 and is composed of existing multi-family housing that is marketed primarily to students as well as a large vacant site.</p> <p>Proposed Uses:</p> <ul style="list-style-type: none"> • New multi-family housing on vacant land consistent with neighboring properties on the west side of US 29 	22
5	I	<p>DESCRIPTION: Area 5 is located in the northeast portion of the Redevelopment Area composed primarily of large, multi-family projects.</p> <p>Proposed uses:</p> <ul style="list-style-type: none"> • Longer-term redevelopment of older multi-family properties. The overall land use will remain primarily residential but street network, access, and development form and quality should be improved 	N/A

WILLOW OAKS | DEVELOPMENT ZONES AND OPPORTUNITY SITES

Areas 1 to 5 are intended to create boundaries for different design guidelines.

Zones A, B, C, D, and E are the existing Willow Oaks zones from previous plans. Zones F, G, H, I, and J are new zones.

Opportunity sites are specific redevelopment possibilities.

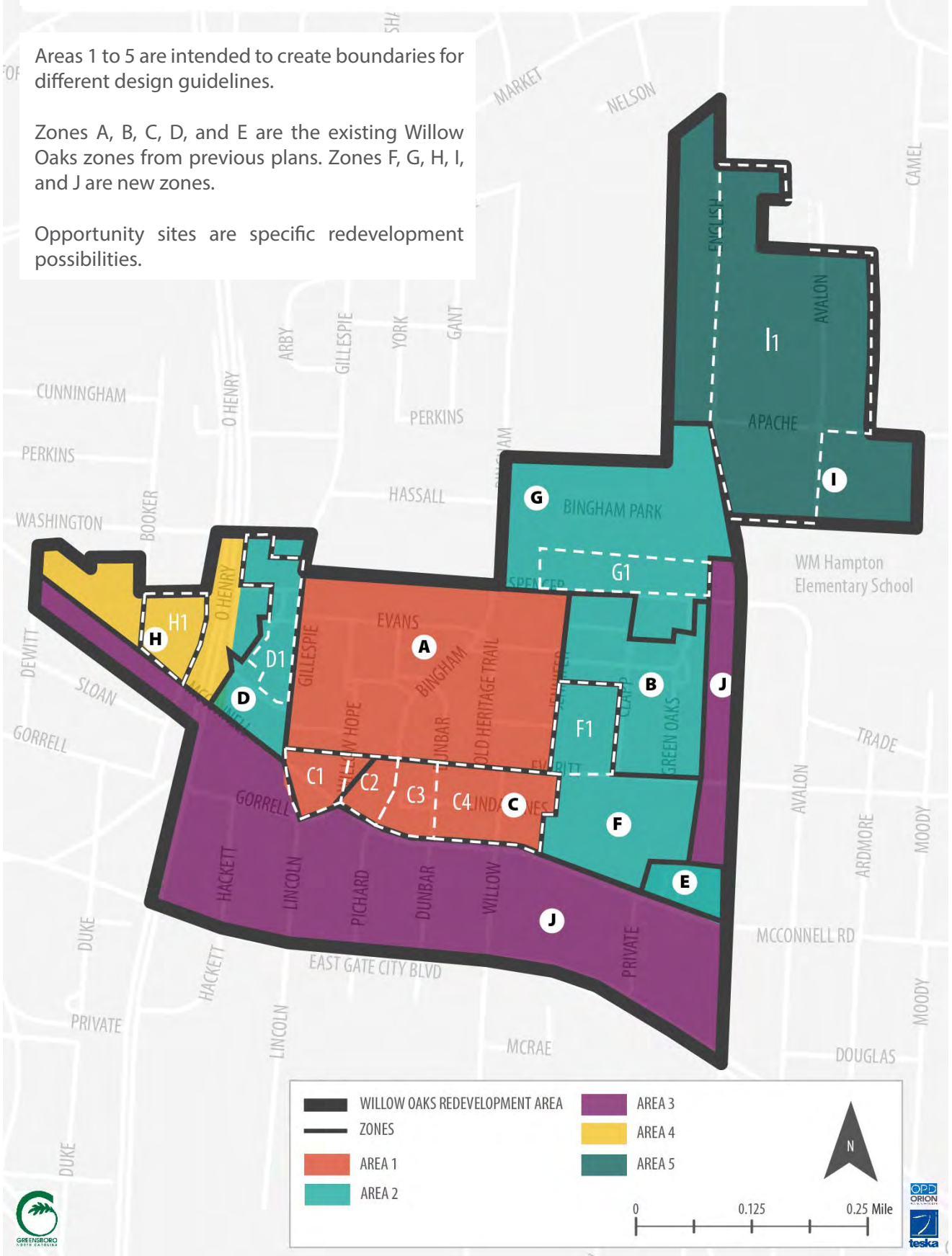


Figure 5: Willow Oaks Opportunity Sites

OPPORTUNITY SITES

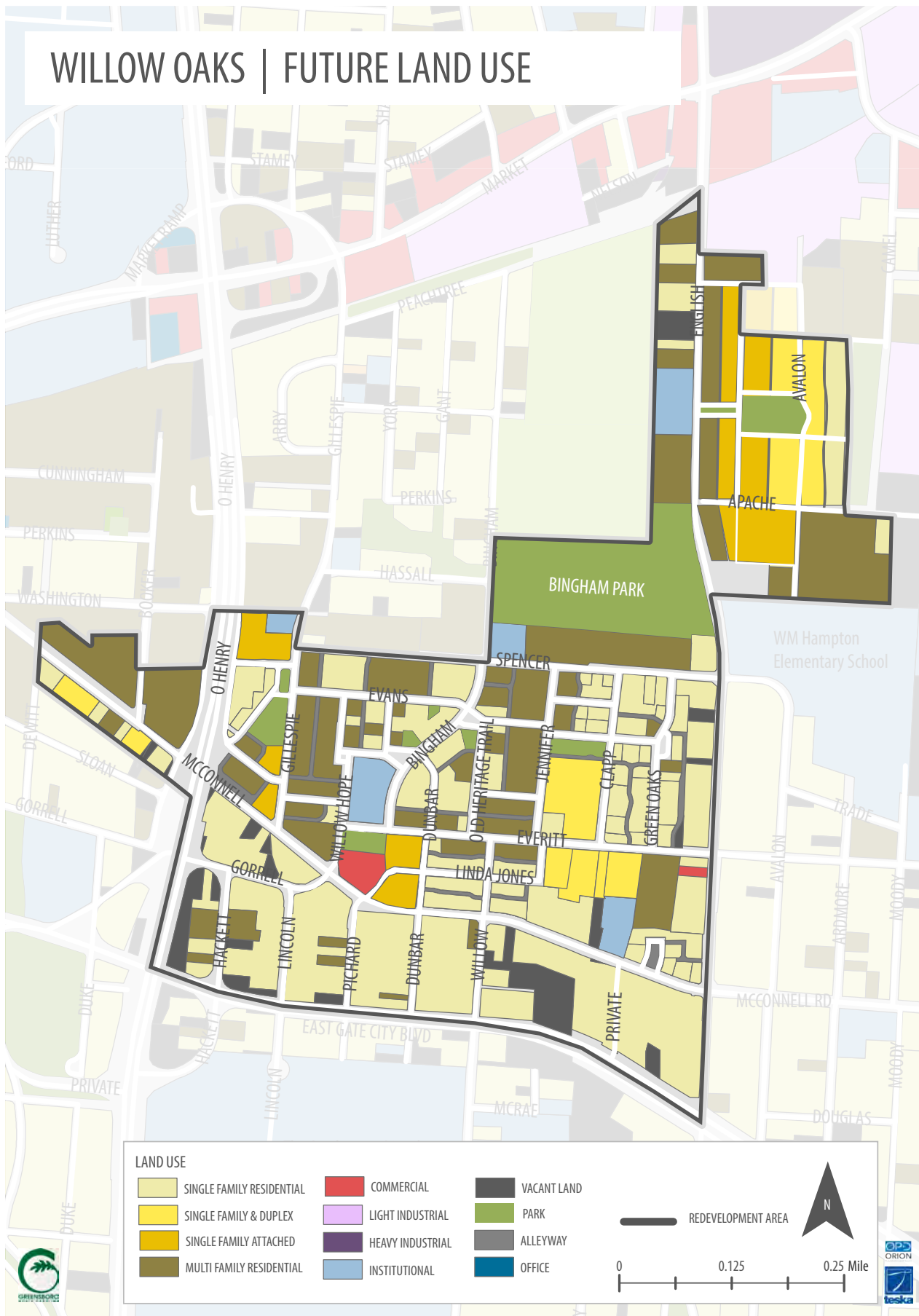
The following table and map identify the Strategy Areas, Zones A-I and Opportunity Sites. Following the maps, there are descriptions and drawings for each of the Opportunity Sites. The Opportunity Sites are shown as illustrative development for each Area and are meant as guidance for other vacant land or opportunities within the Strategy Area. The illustrations and development descriptions in this chapter are only illustrative and are not regulatory, however. The following chapters on Zoning and Design Guidelines provide regulatory descriptions.

Site	Existing and Proposed Use	Sq. Ft.	Acreage
Zone A	Existing single-family and duplex homes with vacant sites proposed to be either guest parking or pocket parks.	25,123	0.58
C1	Gateway area to Willow Oaks proposed for new housing.	90,823	2.09
C2	Vacant land at gateway proposed for Market Building and new park.	60,474	1.34
C3	Vacant land proposed for new attached single-family housing	72,955	1.67
C4	Vacant land proposed for new single-family housing.	215,543	4.95
F1	Multi-family housing that, if it is redeveloped, is proposed for redevelopment as single-family and duplex housing.	162,406	3.73
G1	Attached single-family housing that, if redeveloped, is proposed to be redesigned over time to meet design guidelines.	147,316	3.38
H1	Large vacant site that can be developed into multi-family housing to extend development pattern from adjacent development.	104,865	2.40
I1	Large redevelopment sites that need improvements to street network and redevelopment agreements.	877,598	20.1
NEW PARK SPACES			
Park (in F1)	New multi-purpose fields for soccer, football and other sports.	29,372	0.67
Gateway Park (in C2)	New park space and playground near the entry of Willow Oaks and across from Community Center.	26,522	0.61

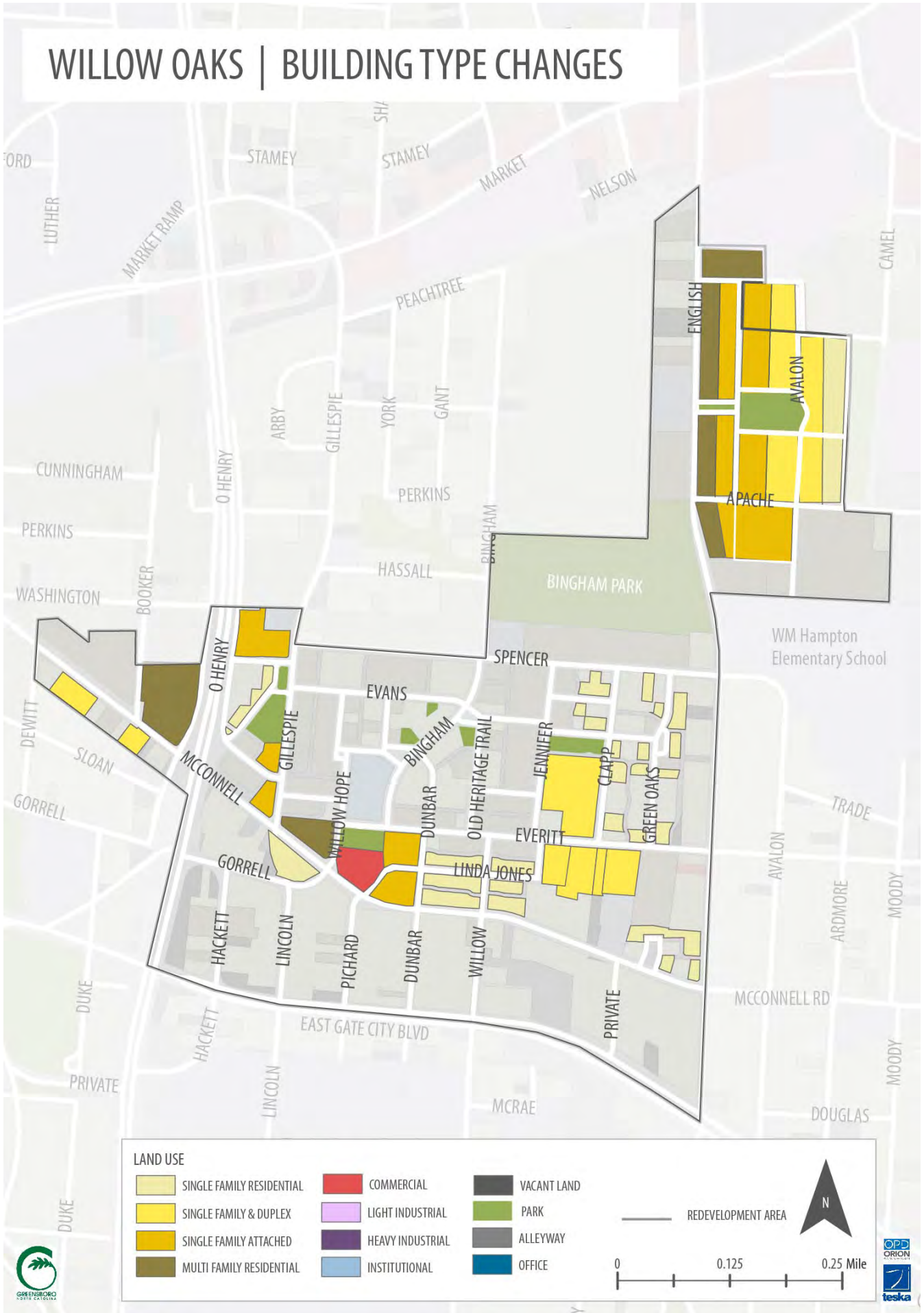
Land Use Plan and Preliminary Site Plan



WILLOW OAKS | FUTURE LAND USE



WILLOW OAKS | BUILDING TYPE CHANGES



Development and Land Coverage Table

POPULATION DENSITIES

The total populations listed in the table below for each area were calculated using average bedroom numbers for each unit type. Then, Rutgers Residential Demographic Multipliers for Illinois were applied per unit type to determine the total population. This total includes current population and additional population from the Willow Oaks Neighborhood and Redevelopment Plans' concepts.

LAND COVERAGE

The land coverage was calculated by dividing the total of all ground floor building square footages by the total square footage of each Area. The total square footage of each Area included buildings, open space, and roads.

BUILDING INTENSITIES

The building intensities were determined by dividing the total number of dwelling units (both existing and proposed additional units) for each Area by the Area's acreage.

AREA 3

In the table below, Area 3's proposed additional units refer to vacant lots in the area to be infill housing.

AREA 5

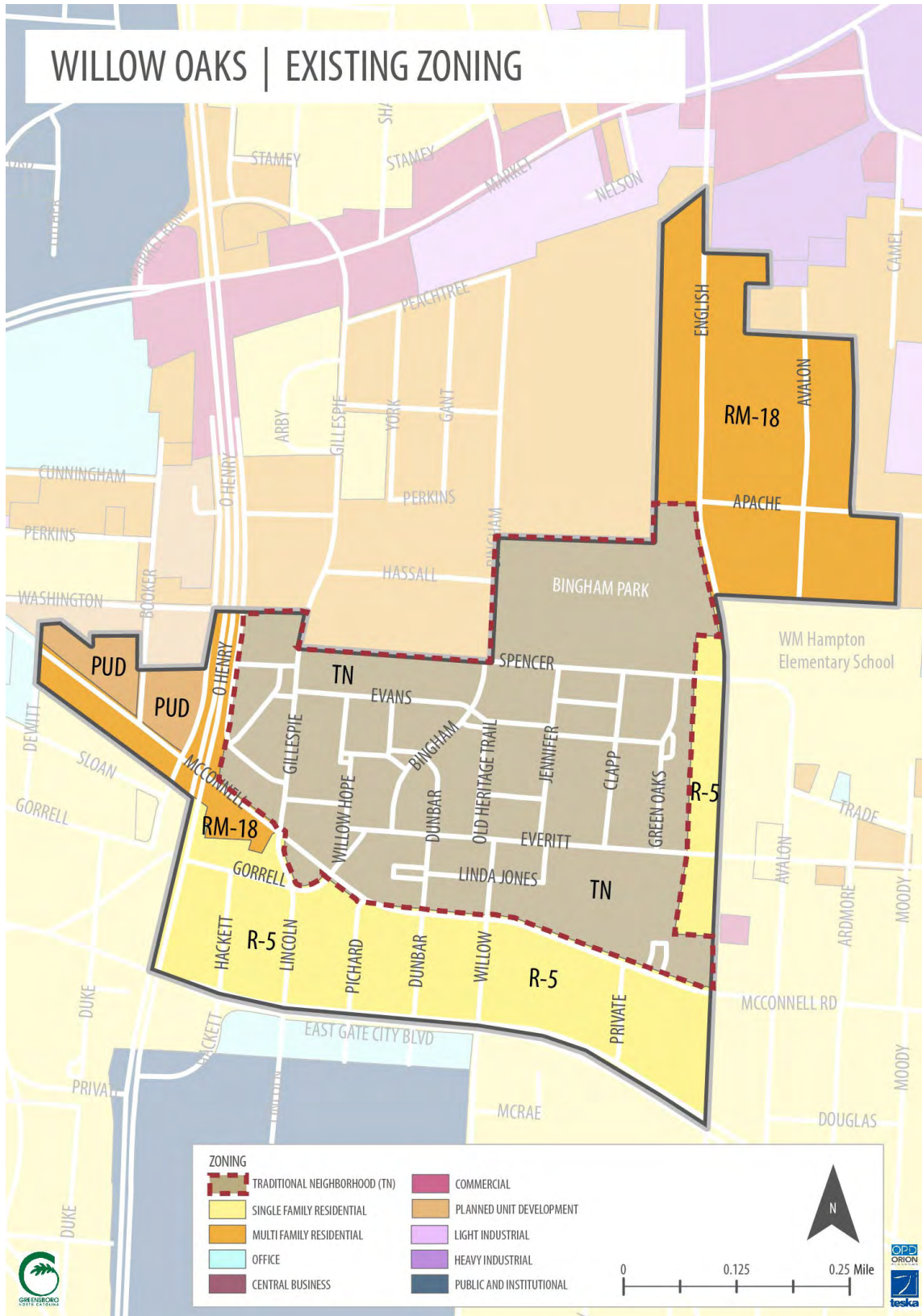
Area 5's standards will be determined by long-term rehabilitation and redevelopment that will be rezoned in subsequent updates to this plan.

AREA	EXISTING UNITS	PROPOSED ADDITIONAL UNITS	TOTAL UNITS	LAND COVERAGE	BUILDING INTENSITIES (UNITS/ACRE)	ESTIMATED TOTAL POPULATION
1	252	99	349	26%	9	900
2	105	158	263	17%	5	612
3	199	12	211	17%	4	620
4	64	22	86	18%	7	269
5	N/A	N/A	N/A	N/A	N/A	N/A

Zoning Changes

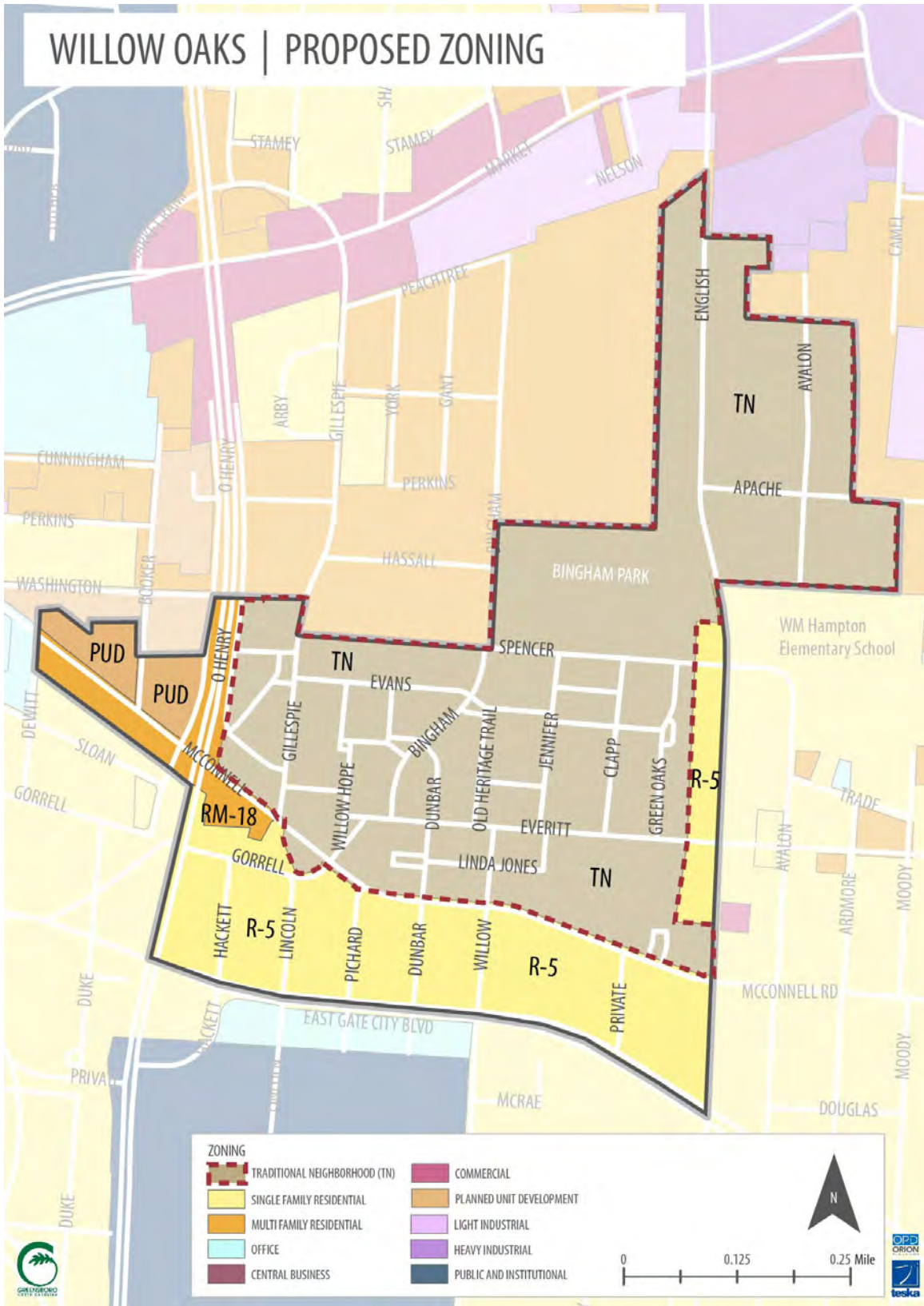
The current zoning in the redevelopment area reflects the built pattern in place for many years, plus the new development in Willow Oaks. When the Willow Oaks plan was adopted, the zoning for Area 1 and 2 was changed to TN-1, now TN. That provided the flexibility needed for the variety of housing types, and non-

residential uses proscribed in the plan. The TN zoning was complimented with strict design guidelines to create a specific character and scale to the area. That zoning and the design standards should stay in place for Area 1. For the undeveloped portion of Area 2, the zoning should remain TN, however some changes in the design



standards should occur to allow larger lots, more off street parking, and some increased flexibility in design, although the built character needs to complement the character of Area 1. These changes are detailed in Chapter 6: Design Guidelines. Areas 3 and 4 are currently

zoned R-5, R-15 and PUD. This should stay in place for Area 3 since it permits infill development complementary to the existing development. Area 5 should be rezoned to TN for the same reasons that Area 1 and 2 are zoned. It will allow much greater flexibility in site design and land uses as that area redevelops.



Street Changes

There are several key issues that have been expressed throughout the planning process to improve the transportation network within the redevelopment area.

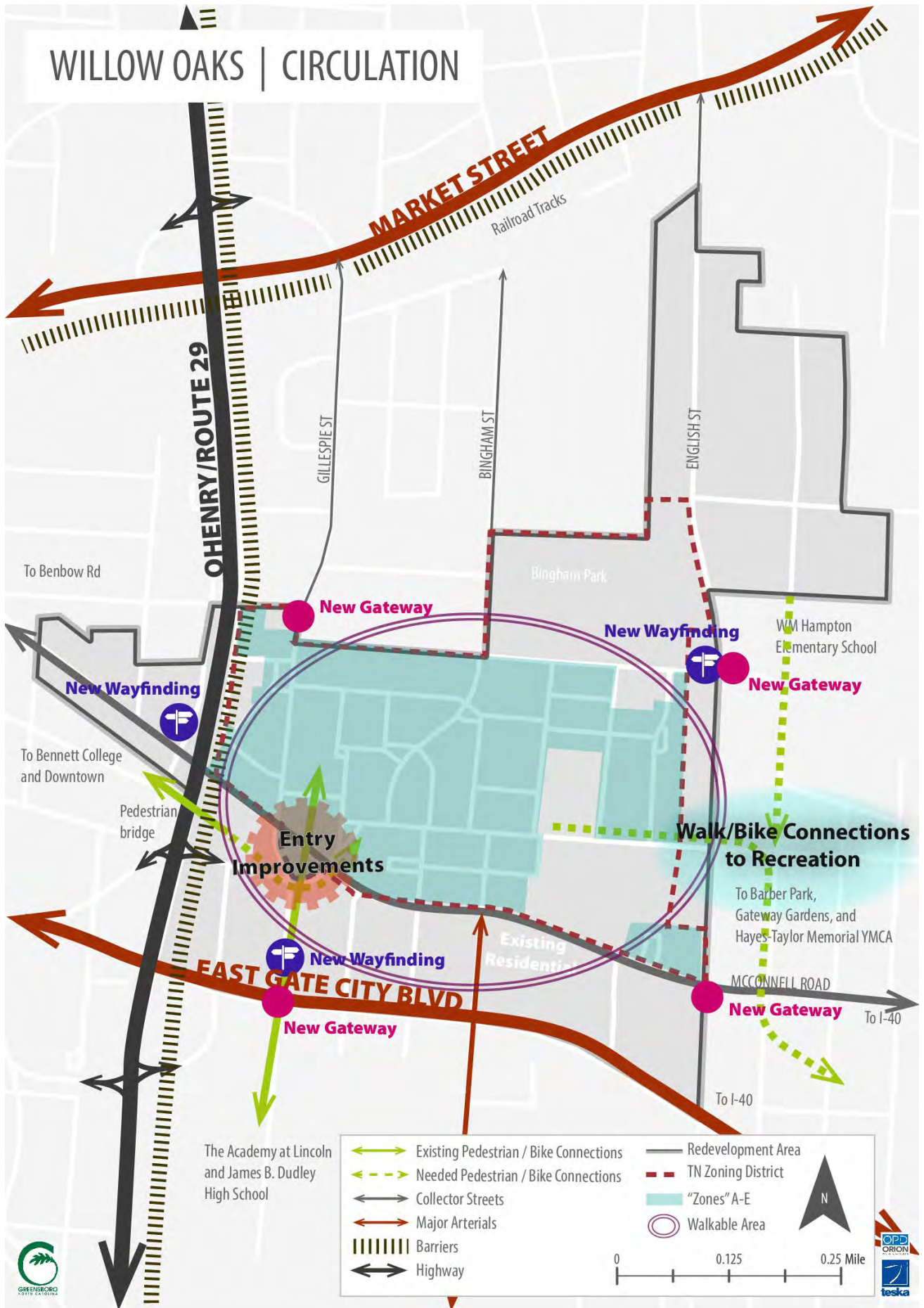
GATEWAY ENTRY

Need for an improved entry area to Willow Oaks. currently crossing McConnell Road is awkward for drivers, bicycles and pedestrians. Creating a roundabout at Gorrell Street and McConnell Road would reduce car speeds through the area and make a safer intersection. This should include elimination of two segments of road – the block of Lincoln Street between McConnell Road and Gorrell Street and the spur between McConnell Road and Everitt Street that dead-ends at the Community Center. The former will allow the creation of usable lots for new housing and reduce dangerous turn movements while the latter will allow for the development of a new park across from the Community Center and remove a median area that has no usable purpose.



Gateway entry roundabout and red X's displaying partial elimination of Lincoln Street. and spur between McConnell Road and Everitt Street

WILLOW OAKS | CIRCULATION



ADDRESS PARKING NEEDS

One of the most consistent areas of feedback we heard from residents, property owners and the development community was the need to provide greater parking for new development and to address the parking needs of current residents of recent development in Willow Oaks. All new single-family homes should be provided with two parking spaces per unit. Multi-family properties should have between one and two parking spaces per unit depending on number of bedrooms per unit. Guest parking should also be provided for multi-family properties.

Residential Type	Number of Bedrooms	Proposed Minimum Parking Requirement
Detached single-family	Any number of bedrooms	Two spaces
Attached single-family	Up to 2	1
	3 or more	2
Multi-family housing (e.g. apartments)	Up to 2	1
	3 or more	1.5 per unit

Proposed parking requirements

There are also strategic locations where parking can be added, such as along the west side of Jennifer Street (see below) and as part of the creation of the parklets recommended in the plan.

Finally, parking spaces on the newer, narrow streets of Willow Oaks should be better defined through striping the spaces. Many residents and visitors avoid parking on the street even though it is allowed. Striping will increase the confidence that these are indeed parking spaces available to the community and encourage users to park on the same side of the street.

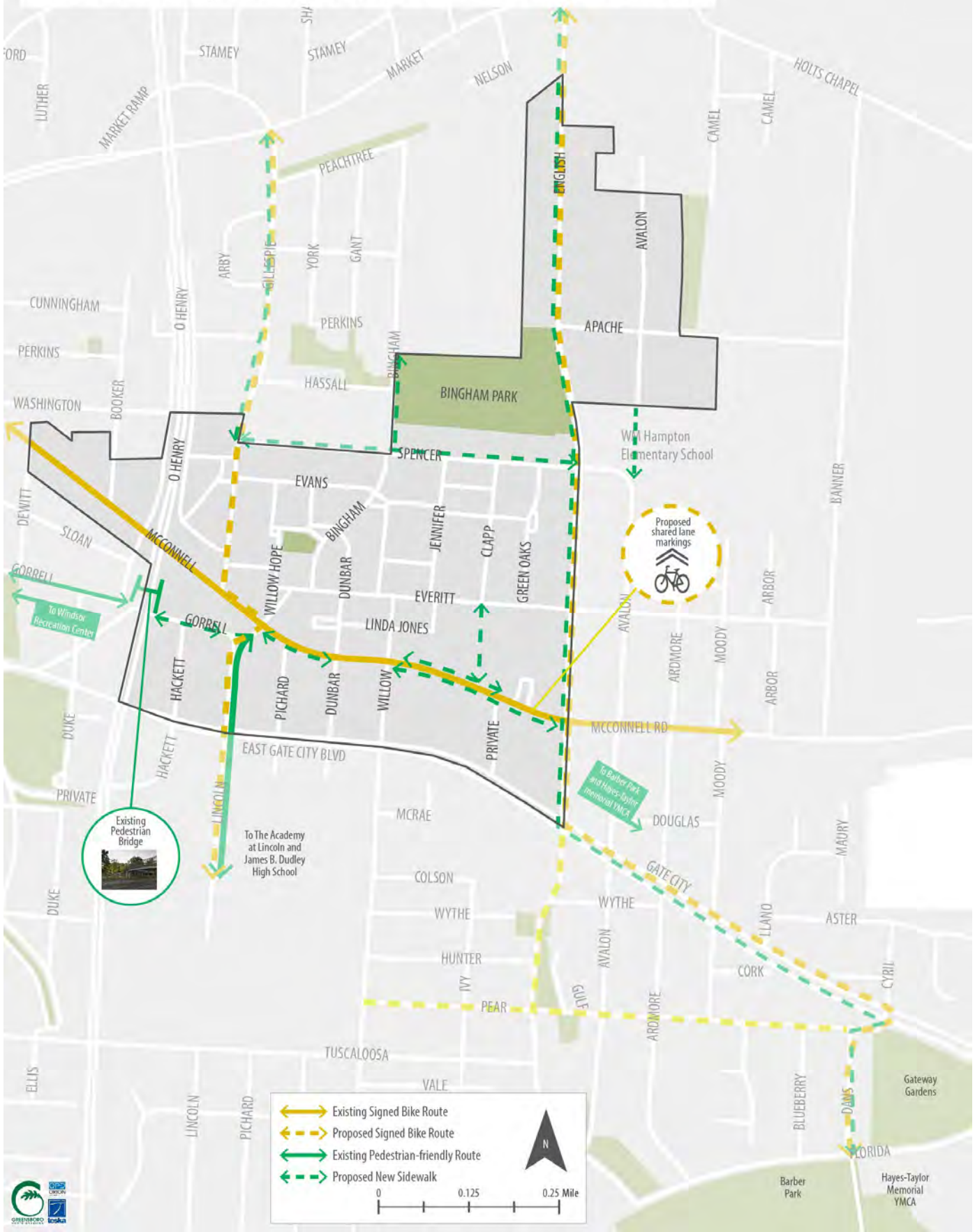
Existing conditions on Jennifer Street between Evans and Spencer



Proposed additional parking spaces along the west side of Jennifer Street and spaces are marked along the east side of Jennifer Street.



WILLOW OAKS | PROPOSED BIKE AND PEDESTRIAN NETWORK



PEDESTRIAN AND BICYCLE IMPROVEMENTS

Willow Oaks is generally a very walkable community with sidewalks and narrow streets, with notable exceptions. Since the area is bounded by roads such as McConnell Road, English Street and Gate City Boulevard high speed traffic, the community is isolated for pedestrians and bicyclists who need to access schools, parks, and destinations such as Windsor Recreation Center across US 29 to the west and the Hayes-Taylor YMCA and Gateway Gardens to the east. The Proposed Bike and Pedestrian Network includes the following improvements:

1. Add a sidewalk to Gorrell Street between Lincoln Street and the existing pedestrian bridge which allows pedestrians to walk over US 29.
2. Install sidewalks in other locations where they are missing as shown in the Proposed Bike and Pedestrian Network Map on the previous page.
3. Improve the City's bike network by designating the following streets as shown in the Proposed Bike and Pedestrian Network Map on the previous page. Highlights include:
 - Improve the bike environment along McConnell Road which is already designated as a bike route by designating a shared bike lane through marking the lane along the street.
 - Create a bike route to the YMCA and Gateway Gardens.
 - Upgrade English Street as a Complete Street with sidewalks on both sides of the street, pedestrian-friendly lighting and shared bike lanes.



McConnell Road looking west shows new Market Building on north side of street, improved sidewalk, shared bike lane markers, and new roundabout on McConnell Road.

Cost and Financing	ESTIMATED COST	METHOD OF FINANCING	YEARS
AREA 1			
Open space improvements (pocket parks/parking)	\$50,000	CDBG	Short
Open space improvements (large park)	\$100,00	CDBG	Medium
Market building	\$1,125,000 (open-air) or \$3,000,000 (closed building)	New market tax credits, grants	Medium
Senior building	\$9,600,000	HUD, NCHFA	Short
Attached single-family	\$5,850,000	LIHTC, bonds, sale of property, purchase of homes, CDBG	Medium
Detached single-family	\$6,000,000	Bonds, sale of property, purchase of homes, CDBG	Medium
Removal of streets (Portion of Lincoln Street, spur of Willow Hope Place)	\$35,000	CDBG	Short
Roundabout	\$400,000	CDBG	Short
Gateway feature	\$50,000	HOA	Short
Parking (Jennifer Street)	\$25,000	CDBG	Short
AREA 2			
Attached single-family	\$23,200,000	LIHTC, bonds, sale of property, purchase of homes	Medium
Detached single-family	\$9,240,000	Bonds, sale of property, purchase of homes	Medium
Open space improvements (practice fields)	\$200,000	Open space grants and foundations	Medium
Urban agriculture	\$200,000	open space grants and foundations	Short
Redesign of streets	\$300,000	CDBG	Medium
AREA 3			
Rehabilitation of existing housing	\$850,000	NCHFA, banks, private investment	Short
Detached single-family	\$1,920,000	Bonds, sale of property, purchase of homes	Short
AREA 4			
Market-rate rental housing	\$2,750,000	LIHTC, private financing	Medium-Long
AREA 5			
Attached single-family	TBD*	LIHTC, sale of property	Medium-Long
Redesign of streets	TBD*	CDBG, bonds	Long
Streetscaping (English Street)	\$2,300,000	CDBG, bonds	Medium
OVERALL			
Bike and pedestrian improvements	\$300,000	CDBG	Short
TOTAL	\$44,865,000		
*ADDITIONAL EXPENSES ARE ANTICIPATED FOR REDEVELOPMENT EXPENDITURES IN AREA 5.			

Continuing Controls

ZONING CHANGES

All zoning amendments to this Redevelopment Plan will be initiated by the Redevelopment Commission of Greensboro for review and recommendation to the Planning Board, Zoning Commission, and City Council.

CODE ENFORCEMENT

Even with the removal of the most significant blighting properties from the redevelopment area, blighting activities could continue to hamper revitalization and improvement prospects for the neighborhood if comprehensive action is not taken. This plan offers the opportunity to bring together the capabilities of a cross section of City agencies to address these multidimensional problems. It is suggested that the redevelopment area be made a priority for a concerted code enforcement effort coordinated by the Neighborhood Development Department.

LAW ENFORCEMENT AND COMMUNITY POLICING

Security and safety have been identified often as one of the critical issues with regard to the revitalization of the redevelopment area. This plan recommends the continued involvement of residents and property owners in informing officers of undesirable and illegal behaviors.

ECONOMIC SELF-SUFFICIENCY

Self-sufficiency services as required by federal requirements will be provided by the Greensboro Housing Authority or its agents for households requiring housing assistance. Additional services will be coordinated by the homeowners association and City of Greensboro for other residents.

HOME OWNERSHIP COUNSELING

Home ownership counseling will be coordinated by the Greensboro Housing Authority or its affiliates for households receiving public housing assistance, or property management group, and by the City and other non-profit organizations for other residents.

NEIGHBORHOOD-BASED PROGRAMS AND SERVICES

As the neighborhood becomes more organized, through the leadership of the Willow Oaks Neighborhood Association and the Willow Oaks Home Owners Association, opportunities for promoting neighborhood unity, self-image and self-direction should be pursued. Establishment of a community development corporation or similar entity, which would serve the new combined neighborhoods is strongly encouraged.

TIMETABLE

An estimated development timetable is shown on following page(s). Activities are expected to be completed in 2030.

Relocation Method

SECTION 7. RELOCATION PROCEDURES

All necessary relocations associated with properties purchased by the Redevelopment Commission in accordance with this plan will be carried out in accordance with the Uniform Relocation and Real Property Acquisition Act of 1970 (URA) and Section 104 (d) of the Housing and Community Development Act of 1974, as amended. Relocation services will be provided by City Staff or by contract with outside firms/organizations.



Appendix A: Attracting and Managing Development Interest

There are two distinguishable applications of developer recruitment that are appropriate to the Willow Oaks development strategy: the recruitment of a master developer for the completion of Area 1C; and, the recruitment of a pool of pre-qualified developers best suited to address redevelopment of individual sites (especially within Area 2).

The selection of a Master Developer should recognize the following ten principles:

1. A SUCCESSFUL SELECTION PROCESS CANNOT BE ADVERSARIAL

From the start, the selectors and the candidate developers need to be open, honest, forthcoming, and available. The City can establish forums, contacts and reasonable windows for candidates to seek information and clarification, but it should not create a communication embargo that prevents candidate developers from doing appropriate due diligence and fact finding.

2. THE CITY MUST ALIGN THE SELECTION TEAM, THE RFQ/RFP, AND THE SELECTION CRITERIA

The Selection Team must know and accept all the selection criteria, and must be comprised of team members that can and will measure the qualifications and proposals against those criteria.

3. THE CITY AND ITS PARTNERS MUST MATCH THE LEVEL OF COMMITMENT TO THE ODDS OF SUCCESS.

A two step process (RFQ/RFP) must pair the level of detail and specificity required of the developer inversely proportional to the number of other developers competing for the opportunity. (The RFQ requiring qualifications only; the RFP requiring a proposal with enough detail that distinguishes one developer's vision and the character and scale of the proposed project (but is transmitted only to a few developers narrowed through the RFQ). The RFP and the selection interviews should be limited to three finalists selected from the RFQ (not seven

or ten teams) The Master Developer is selected from the proposal and the Interviews. Subsequent to the selection, the selected Master Developer is given the opportunity to refine the proposal, adding significant details that will be used to prepare the redevelopment agreement.

4. BE REALISTIC

The City must be realistic about the timing of the proposal and selection process, the availability of local resources, and the ability to bring stakeholders together in a timely fashion for meetings, interviews and selection decisions.

5. EVERYONE MUST BE REALISTIC ABOUT VALUE.

Municipalities, like any property owner too often have an inflated perception of the value of land and the amount of value that can be generated as a result of development, given the restrictions of zoning and the market conditions. The City should obtain 3rd party valuations of the property it offers before setting the selection criteria.

No one wins the low (or high) bid game. The criteria and the process of selection must be more robust than simply a measure of "how much the developer is willing to pay for the property" or "what's the value of the property after development". Too many variables in both the selection process and development process prevent such an estimate from being the primary criteria for choosing the developer and the development that best fits the opportunity.

6. THE PROCESS AND CRITERIA FOR SELECTION MUST BE TRANSPARENT ABOUT MINIMUM OR MAXIMUM STANDARDS.

Mind-reading is not a skill for which an RFP should be used. If a city makes the prospective developer’s guess at the maximum acceptable density, or the maximum height, or the minimum price for the land, etc. it is likely that the disparity in the proposals will be wide, (applies to footballs) and make selection more perilous.

7. THE RFQ/RFP SHOULD NOT DICTATE DESIGN

Character, building qualities, building materials and other design standards can be part of the selection process, but should not exceed those included in the Willow Oaks Neighborhood Plan. The design standards must create clear, logical parameters within which the developer can be creative

8. TIMING IS FUNDAMENTAL TO ALL DIMENSIONS OF THE DEVELOPMENT PROCESS.

A rational investor looks at risk, timing, and return on investment as an interrelationship. In real estate development, uncertainty, and in particular the uncertainty of the issuance of building permits, is viewed by the developer as a very significant factor in valuing the opportunity. The City has influence on some of the uncertainties of timing, and should be prepared to iron out the wrinkles it has authority to resolve, in advance of issuing the RFQ. This may include

preparation of phase one, and in some cases phase two environmental assessments and title reports before the RFQ. Properties intended to be redeveloped (specifically Area 1C) which are governed or guided by an existing set of CCR’s , clouded by the remaining authority of an preexisting declarant, or otherwise containing property management uncertainty must be resolved and clarified prior to the release of an RFQ.

9. THE CITY SHOULD NOT PROMISE WHAT IT DOESN’T CONTROL

Only property that is under control by the City, or property jointly or cooperatively held (with written agreements) by the City’s partners (GHDP, GHA, Redevelopment Commission, etc.) with clear title should be offered in conjunction with an RFQ/RFP. Only grants, or loans, or tax credits, or bond funds, or other incentives that have been authorized and appropriated should be used to interest the developer in proposing for selection.

10. THE COMMUNITY IS SUCCESSFUL IF THE DEVELOPER IS SUCCESSFUL

Too often, elected officials are skeptical of public private partnerships and go out of their way to place limits on the developer’s ability to profit from the development or for non-profits to have healthy operating incomes. No public entity wants to be fleeced, but the limits must be judicious, or no developer’s will be interested in partnering.

Developer recruitment for a master developer needs to be tailored to the opportunity, but commonly follow the following steps:

A. PREPARATION OF A SITE DEVELOPMENT PROGRAM (LARGELY COMPLETE AS PART OF THE NEIGHBORHOOD PLAN)

- a. Consensus building, Goal Setting
- b. Physical capacity
- c. Economic Feasibility
 - i. Market Studies
 - ii. Development Feasibility
 - iii. Public Sector Economics

B. DETERMINATION OF LIMITS OF DEVELOPMENT SITE AND SITE CONTROL

C. EXAMINATION AND MITIGATION OF IMPEDIMENTS TO SITE DEVELOPMENT

D. PREPARATION OF RFQ/RFP AND THE LIST OF LIKELY, EXPERIENCED DEVELOPERS

E. DISSEMINATION OF THE RFQ FOLLOWED BY VOICE TO VOICE ENCOURAGEMENT TO SUBMIT

F. INITIAL SCREENING/RANKING/AND INTERVIEWING OF A SHORT LIST OF MOST QUALIFIED RESPONDENTS

G. SOLICITATION OF PROPOSALS FROM EVEN SHORTER SHORTLIST

H. PROPOSAL EVALUATION/INTERVIEWS

I. SELECTION

J. NEGOTIATIONS OF REDEVELOPMENT AGREEMENT

K. COMPENSATION/CLOSING/TRANSFER OF RIGHTS

L. CONSTRUCTION AND MONITORING

M. COMPLETION/CERTIFICATION

N. CLAW-BACK

A master developer is used where multiple sites, multiple uses, or one particularly large and complex development are proposed. With respect to Area 1C, there multiple building types and multiple uses proposed on a reasonably small development area. Rather than having multiple independent developers with multiple conflicting interests and schedules, a single Master Developer for the Area 1C should be recruited, and that developer may choose to partner with one or more builders under their control and management. Release of the property may, however, need not be in a single phase.

The recruitment of a pool of pre-qualified developers best suited to address redevelopment of individual sites would recognize the following:

1. Each of the ten principles described above remain valid for the recruitment of the pool, but the scale and level of detail and commitment is adjusted down.
2. The threshold for inclusion in the pool for small sites should be much lower than for sites which attract master developers, as above.
3. The pool development is likely to begin with an RFQ that invites letters of interest. It is in the City’s best interest to obtain a broad pool of not-for profit and smaller-scale for profit affordable housing developers, with successes in new construction and redevelopments around the State of North Carolina. This will require outreach and marketing the opportunities to a wide range of both non-profit and for-profit developers from local and statewide who may not have a track record in Greensboro. The pool for the small projects can also include small builders as well as developers. Special outreach should be provided to minority and women-owned businesses. Teams should be encouraged to be formed to provide greater experience but also opportunities for smaller developers.
4. This does not lessen the appropriateness of attracting Greensboro contractors, or minority owned or other disadvantaged contractors, consistent with public policies for inclusion, but the more robust the outreach, the more likelihood of attracting a pool that is capable of responding as properties become available.
5. The greater the specificity and certainty of the public funding or incentives available to encourage private redevelopment, the larger the pool of candidate redevelopers will be attracted.
6. At some point in the process, the members of the pool will need to “compete” for an assignment. It’s at this stage that the developer distinguishes their proposal from others, but the competitions should not be onerous, since the credentials of the proposers must have already been compared and vetted. If, having been prequalified, three proposers are invited to respond to a “work order”, the competition is limited to number and type of units, value and prices, and not on design. This is most similar to the City’s use of consultants with “on-call” service agreements.
7. Prior to award and transference of control of the property, a developer agreement would be made between the City and the selected respondent to the work order.
8. The Design Guidelines and development standards need not be created on a project by project bases since they are already incorporated into this plan.