CONTENTS

FIGURES

TABLES

EXECUTIVE SUMMARY

This market study has been prepared as part of the Comprehensive Plan being prepared for the Summit Avenue Corridor Study. The area covered in this market study comprises an area much larger than the Corridor Study area; an approximately 1,000-acre area (1.6 square miles) in the northeast sector of Greensboro has been researched and analyzed in this market study. The area includes such important centers as the historic War Memorial Stadium, the Greensboro Farmer's Curb Market, Sternberger Park, and the Aycock Middle School.

Four Greeensboro neighborhoods are within the Market Area, including the Aycock/Summit Avenue, Cone Mills, Rosewood, and Cumberland neighborhoods. To the immediate southwest of the Market Area is the Greensboro Central Business District (CBD), to the west is Cone Hospital, and to the south is North Carolina A & T University – all major employment centers.

Thee market area includes an estimated 1,860 occupied housing units, a population of 3,776, and more than 2 million square feet of non-residential building space.

Demographically, the market area population is primarily black (49 %), with 40 percent of the population white, and 11 percent other. The age distribution of this population generally mirrors the city's, except for a disproportionately high number of persons in the 18 to 24 age cohort, owing to the existence of NC A & T nearby. The average household income of the area is only approximately 60 percent of the city-wide average. About two-thirds of households are renter-occupied and one-third owner-occupied, which is the inverse of the city-wide renter/owner ratio. The high percentage of renter households is influenced by the college student housing that exists in the market area, but there are strong indicators that owner-occupancy is on the rise throughout the market area.

Just over one-half of the market area's land is in residential use at about 3.4 units per gross acre. The non-residential land uses comprise about 400 acres, with a building-to-site coverage of about 12 percent. Overall the market area has an average site coverage of approximately 10 percent.

There is nearly one-half million square feet of retail space in the market area. This space is about evenly divided between "free-standing" retail and being located in one of two older strip shopping centers. Summit Shopping Center (120,000 square feet) and Northeast Shopping Center (90,000 square feet). Both of the these centers were built in the 1950's, have a varied tenant mix, and are oriented about equally to the local and drive-by markets. Area residents are desirous of more local-serving retail in these centers. Turnover at these centers is higher than average, although both have reasonably good occupancy.

An estimated 6,500 persons are employed within the defined market area. Substantial additional employment – numbering in the tens of thousands – is at the periphery of the market and planning areas in the CBD, Cone Hospital, and NC A & T.

Four residential neighborhoods are located within the market area – Aycock/Summit Avenue , Cone Mills, Rosewood, and Cumberland. Each of these neighborhoods were begun around the turn of the 20th century to the 1920's. All of these neighborhoods have shown real estate value appreciation over the past ten years. Aycock/Summit Avenue, Cone Mills, and Rosewood have had value appreciation well above the city-wide average.

The Aycock/Summit Avenue neighborhood, which is the focus of the comprehensive planning effort, contains some of he finest historical architecture in Greensboro. Homes that were here at the end of the 19th century and into the early 20th century were owned by many of the most prominent residents of Greensboro. Queen Anne, Neoclassical Revival, Chateauesque, Italian Renaissance Revival, and Craftsmen style designs are all well-represented here. Urban renewal and other influences of the mid-20th century through the 1980's caused serious demise in this neighborhood, but significant revitalization and reinvestment is now occurring. The Aycock/Summit Avenue neighborhood is becoming a very desirable neighborhood again.

Virtually all indicators – demographic, economic, and real estate – are positive in the market area. Real estate-wise the market area has had value appreciation that exceeded the city-wide appreciation between 1995 and 2005 by about twenty percent. In the Aycock/Summit Avenue area the real estate appreciation has been even greater at nearly 60 percent above the city-side appreciation. This is expected to continue as reinvestment here has included only a portion of the housing stock. Also, importantly, even though values have appreciated here, they are still quite low at about $80 per square foot, and have the potential for considerably more upside growth. Values for residential properties here that have undergone comprehensive renovation should average $125 per square foot and higher in the next five years.

In terms of where the Aycock/Summit Avenue neighborhood is in the "revitalization life-cycle", a comparison with Greensboro's successful redevelopment area at Southside has been made. Relative to Southside, Aycock/Summit is a couple of stages ahead of the start-up phase that Southside was at ten years ago. Aycock/Summit has a single family home ownership market, that is well on an upswing. The general market area here is stable, and moving upward. There is little risk that it will move downward.

Infill development and redevelopment opportunities are currently present in the Aycock/Summit Avenue neighborhood. There is a market for new residential products here. It will be very important for any new projects to be well-done, targeted to the right market segments, and primarily owner-occupied. A bigger and better critical mass of home ownership is needed here to broaden the appeal of the area and to firmly establish it as Greensboro real estate submarket.

There is opportunity for 100 to 125 new units of housing in Aycock/Summit, based on our assessment of the potential on vacant and underutilized sites, and a density estimate that is appropriate to the area. A variety of residential product types could work. Single family detached housing on small lots (3,000 to 6,000 square feet) is one option that is likely, low risk, and appropriate where small infill opportunities exist. On larger sites (one-acre and larger) townhouses could be appropriate, where three, four, or more units could be accommodated, including the needed parking. Townhouses would serve a market demand, and on Summit Avenue could provide the scale to match some of the existing structures whose massing would be difficult to replicate in detached single family products.

Although predicting who will buy is an imperfect exercise, it is likely the target market buyer for products in Aycock/Summit will be different from some of the segments that are buying in Southside. Aycock/Summit will likely attract older buyers, above 30, both singles and couples, but with more couples and families.

Aycock/Summit should also appeal to empty nesters and retirees, if new construction with elevators and minimal unit maintenance if offered. Downtown workers and employees of Moses Cone Hospital could be a particular target.

New construction should sell in the $125 to $150 per square foot range, so long as the selling price in current values is $325,000 or less, as discussed following.

Based on the market assessment prepared in this analysis, townhouse and single family detached products could be built and sold for up to $150 per square foot. The size range of these units would range from 1,300 to 2,400 square feet. Our research and comparables analysis suggests pricing from $150,000 to $325,000. It may be difficult initially to attract builders/developers to build in the $250,000-plus range, but there is a market up to a ceiling of about $325,000 for good quality new construction in that price range. That ceiling will rise as the market here matures.

To the extent that the area can increase the number of households with good buying power, the gap in local-serving retail will begin to be filled. But this will take time. This local-serving retail is a "follower" real estate product and getting more households with buying power must take place.

Insofar as walking and walkability is one of the major attractions for moving in-town, the city's contribution to attracting new housing and households can be in making walking as efficient, safe, interesting and pleasant as possible. Improvements to the pedestrian system and connectivity have been identified in the master plan recommendations, and these improvements can be among the most cost-effective investments made in this neighborhood.

One of the most important pedestrian improvements is to make a better connection from the Aycock/Summit neighborhood to downtown. It is only ½-mile, less than a 15-minute walk, to the center of downtown Greensboro from this neighborhood. The current access is very poor and unsafe, at least in perception. A new, more attractive, and more direct connection for pedestrians into downtown should be seriously pursued by planners and the city. This would be a highly efficient investment for the city. It would:

- ❖ Provide an attractive, direct connection to downtown, making the walk more pleasant and quicker.

- Clarify the close relationship and proximity between the Aycock/Summit neighborhood and downtown.
- Provide a transportation and recreational amenity for the neighborhood that will help sell housing.

The Greensboro Farmer's Curb Market, located at East Lindsay and Yanceyville streets is an important resource for this area. It has the potential to become an even more prominent operation, which through promotional efforts could be expanded to become something larger to Guilford County and to the Aycock/Summit neighborhood.

As a part of the renovation activities and promotion of events at the War Memorial Stadium, located across Yanceyville Street from the Curb Market, a more high profile activity/entertainment center could be generated here. The Stadium's program includes not only a venue for baseball, but also the functions of being a park and neighborhood gathering place, all of which the Curb Market could contribute to and benefit from.

Also, consistent with the objective of capitalizing on opportunities for adding housing to the area, the city should consider the recently-purchased VFW site adjacent to the Curb Market as a housing opportunity. This ± 6-acre tract is strategically located in relation to the neighborhood to the north and the Stadium and Farmers Market to the south. It could be an excellent housing opportunity and a land-use that would offer a better contribution and transition for the neighborhood than a parking lot, which is one alternative this land is being considered for.

I. BACKGROUND AND INTRODUCTION

This report provides a market analysis in support of the 'Summit Avenue Corridor Study", a City of Greensboro initiative to develop a comprehensive plan and strategy for an area that includes of the "Charles Aycock/Summit Avenue"neighborhood located immediately northeast of the Greensboro Central Business District. The study area includes the Aycock Historic District, the historic War Memorial Stadium and surrounding area, including the Greensboro Farmer's Curb Market.

A key objective of this Corridor Study is to re-unite the neighborhoods that have been detached and cut off by road widening and other actions over the past decades. In addition, an important goal is to re-establish a strong connection to the downtown core from this first-tier, street-car neighborhood that emerged at the start of the 20th century.

The Corridor Study seeks to provide the city and the community with a framework and strategy for achieving a desired vision for the future. The study will include recommendations for land uses, design standards, transportation and other infrastructure improvements, as well as a set of recommendations for regulations and incentives that can facilitate the achievement of this vision.

While the "Summit Avenue Corridor Study" encompasses a relatively small geographic area, the market study area that has been delineated to gather market data and trends for this analysis is considerably larger (for Plan Area and Market Area comparison, see Figure 2). The larger area that comprises this market study provides a scale of context for understanding the market forces, trends, influences, dynamics and other factors that will shape the market and real estate activity in this part of Greensboro, all of which considerations are important for effective plan making.

This report is organized into five sections. Following this Introduction are Section II. Description of the Market Study Area and Summit Avenue Corridor Study Area, Section III. Discussion and Analysis of Study Area Subareas and Market Demographics, Section IV. Real Estate Markets Analysis, and Section V. Conclusions and Implications for Community and Area-Wide Planning.

II. DESCRIPTION OF THE MARKET STUDY AREA & THE SUMMIT AVENUE CORRIDOR PLAN AREA

As indicated in the previous Introduction, the Market Study Area and the Summit Avenue Corridor Plan Area are different in geographical scope. The Cooridor Plan Area is quite small, while the Market Study Area covers a much larger area that takes in what we believe comprises at least the majority of the community level market for retail and personal services in the area and also provides a representative geography for the analysis of residential and other non-residential real estate market trends.

Figure 1, Location Map, and Figure 2, Delineation and Comparison of Market Study Area and Summit Avenue Corridor Plan Area, provide graphical referencing of the location of these areas relative to the Greensboro Central Business District (CBD) and other parts of Greensboro, as well as a sense of the comparative scale and scope of the Market Study Area and Corridor Plan Area. Statistically, the Summit Avenue Corridor Plan Area encompasses only about 47 acres (.07square miles). The Market Study Area, at about 1,000 acres (1.56 square miles), is more than twenty times the size of the Corridor Plan Area.

The Corridor Plan Area covers an area running along Summit Avenue one lot deep on either side of Summit Ave. from Murrow Boulevard to Sullivan Street, and also including an area running southeasterly along Yanceyville Street taking in both the Greensboro Farmers Curb Market and the War Memorial Stadium Complex.

The Market Study Area begins south of the Corridor Plan Area at the intersection of North Davie Street and East Friendly Street. On the western side, the area is defined by Church Street, Bessemer Avenue, Yanceyville Street, West Wendover Avenue, Maple Street, back to Yanceyville Street, then easterly above Ninth Street to US 29, south to East Lindsey Street, Laurel Street, Bluford Street, North Dudley Street, East Friendly Street and westward to connect back with North Davie Street. Four recognized neighborhoods exist in this market area, including the Aycock/Summit Avenue, Cone Mills, Rosewood, and Cumberland neighborhoods. We use these neighborhoods in this study for subarea discussions and data analysis.

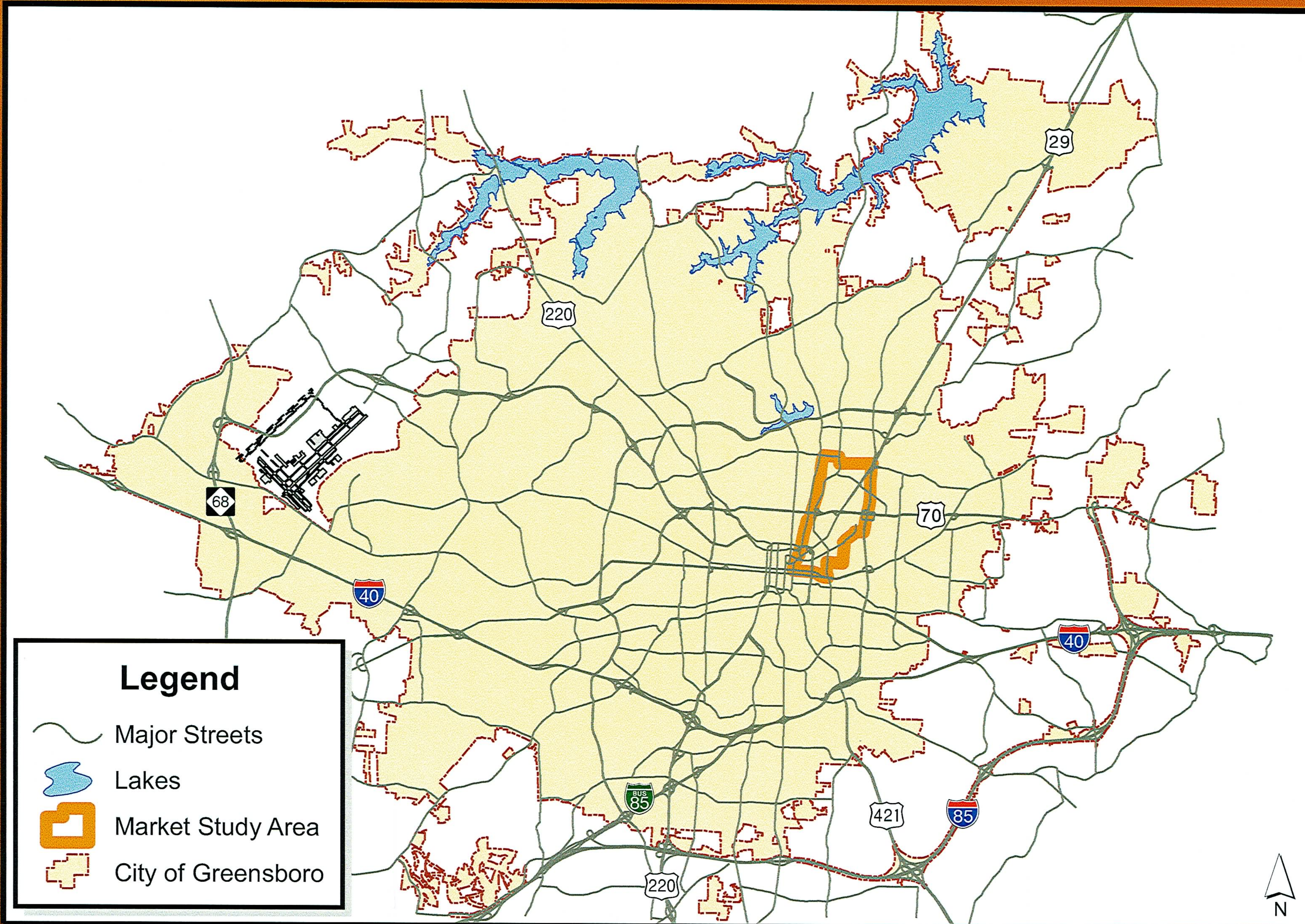
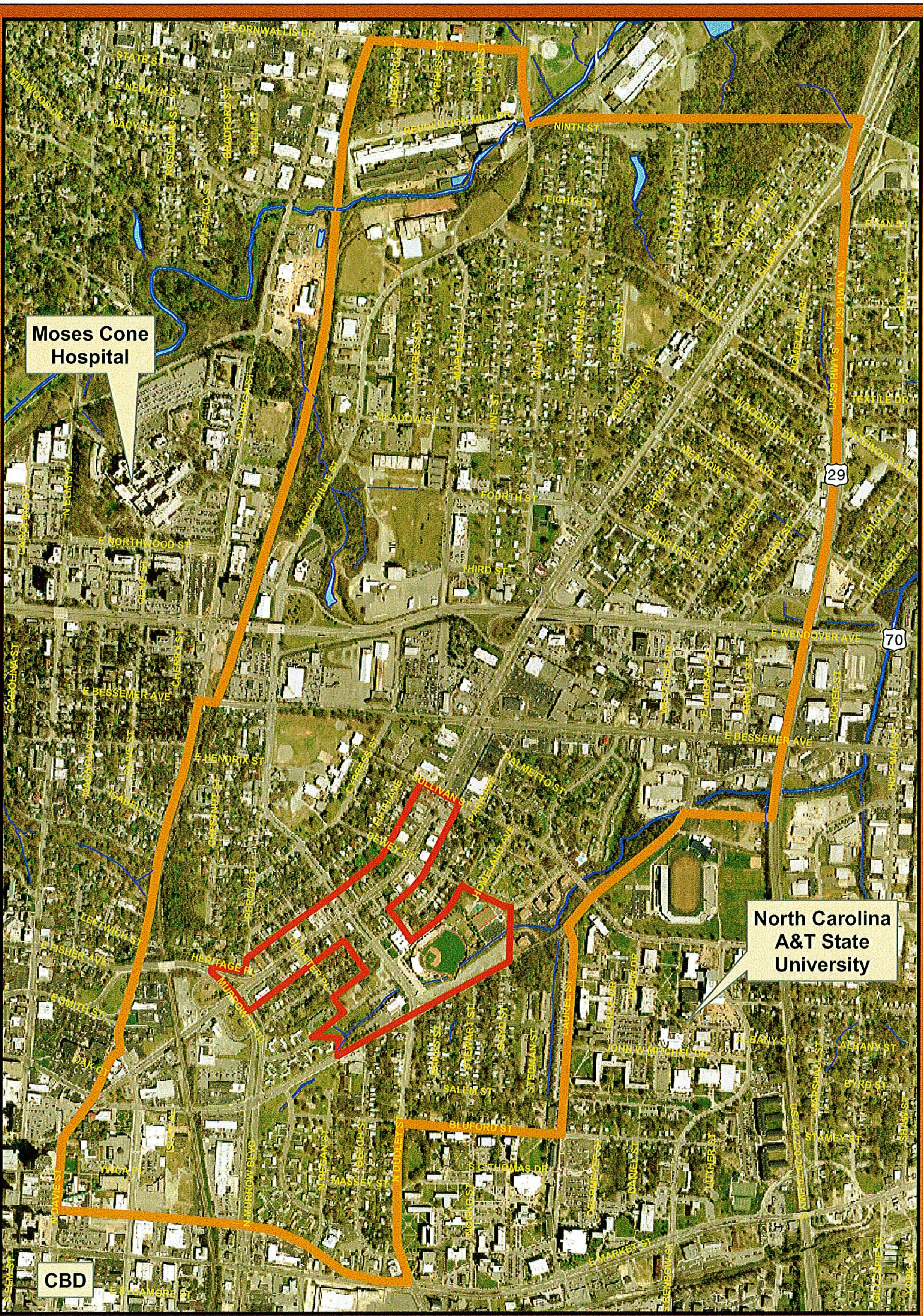


FIGURE 1

Market Study Area Location Map



Legend

Summit Ave Corridor Plan Area
Market Study Area

0 800 1,600 Feet
1 inch equals 800 feet

N

Date of Aerial: April 2002

FIGURE 2

Summit Avenue Corridor Study Area & Market Study Area

In addition to approximately 1,860 housing units, the Market Study Area includes a variety of important economic activity centers, institutions and amenities. Located within the Corridor Plan Area proper are the following important uses:

- War Memorial Stadium
- Greensboro Farmers Curb Market
- Sternberger Park
- Aycock Middle School

Located within the Market Study Area are:

- North Carolina A & T
- Car Dealerships
- Guilford County Health Services Building
- Cone Mills
- Summit Avenue Shopping Center
- Northeast Plaza Shopping Center
- Greensboro YMCA
- Greensboro Library
- Greensboro Cultural Center

In addition to the above-mentioned influences, there is the Greensboro Central Business District about ½-mile from the center of the plan area and the Moses Cone Hospital located on Elm Street about .7 miles from the center of the plan area, all walkable distances. Employment within the scope of this area is in the tens of thousands. All of these businesses, institutions, etc. contribute to the fabric and economic vitality of this area.

Using area windshield reconnaissance, research, and data collection and analysis, we have studied this market area using a variety of methods and covering many demographic and economic variables and indicators. They include the following:

Demographic Indicators

Population
Employment
Household Characteristics

Economics/Market Indicators

Real Estate Transactions
Land Value Trends
New Construction Activity
Renovation/Expansion/Rehabilitation Activity
New Business Openings
Expansions/Contractions in Existing Businesses
Business Closings
Retail Sales Trends
Occupancy Rates
Rental Rates
Permitting Data
Overall Employment Data

These and other demographic and economic market indicators are discussed in the following two sections.

III. MARKET STUDY AREA DEMOGRAPHICS, LAND USE AND NEIGHBORHOOD/SUBAREA PROFILES

This 1,000-acre Market Study Area comprises a "close-in" area of the Greensboro. From the geographic center of the Market Study Area – approximately the intersection of Summit and Wendover – it is 1 ¼ miles to the Greensboro downtown core. From the center of the Summit Avenue Plan Area it is about one-half that distance, about .6 miles to the downtown, a very reasonable walk.

The earliest developments in this area occurred just prior to 1900. Based on data from the 2000 United States Census, and WCA estimates, there are an estimated 3,776 persons living in the market study area. Occupied housing units total an estimated 1,860 for an average household size of 2.03. This is a very low average household size and is an indicator of the fact that tenancy is heavily renter-occupied (68 %) rather than owner-occupied (32 %). As will be discussed further in this analysis, the trend throughout this area is toward more owner occupancy.

This population and household data is presented in summary form in the following tables. Table 1 provides total population stratified by race.

TABLE 1. MARKET STUDY AREA POPULATION, BY RACE

TOTAL POPULATION	**3,776**
BLACK (49.0 %)	**1,850**
WHITE (40.9 %)	**1,544**
ASIAN (3.8%)	**143**
AMERICAN INDIAN (.4 %)	**15**
OTHER (5.8 %)	**224**

Sources: 2000 US Census, William Christian & Associates

Overall, the market study area has a higher percentage of blacks than whites in the population (49 % to 41 %). This breakout differs from the city's ratio, which is approximately 55 % white and 37 % black. The market study area has a relatively high percentage of Asians than the city overall (3.8 % v. 2.8 %) owing largely to a concentration of Asians in the Rosewood neighborhood in the northeast portion of the market area.

The age distribution of the population largely mirrors that of the city overall, except for the spike in the 20 to 24 year old cohort, which is due to the high number of college age people from nearby North Carolina A & T. The median age of the population in the market area is 35.0; the city-wide median is 33.0. Age and gender data is summarized in Tables 2 and 3 following.

TABLE 2. MARKET STUDY AREA POPULATION, BY AGE

<5	5-14	15-19	20-24	25-29	30-39	40-49	50-59	60-69	70-79	80-plus
5.4 %	10.4 %	8.7 %	13.9 %	9.6 %	16.2 %	11.5 %	7.6 %	5.1 %	6.5 %	5.1 %

Sources: 2000 US Census, William Christian & Associates

TABLE 3. MARKET STUDY AREA POPULATION, BY GENDER

POPULATION % BY GENDER		MEDIAN AGE BY GENDER	
MALE	FEMALE	MALE	FEMALE
48.7 %	51.3%	32.5	37.0

Sources: 2000 US Census, William Christian & Associates

One of the more salient characteristics of the market area is the fact that better than two out of three households are renter-occupied. Citywide, the breakdown is 53 % owner-occupied and 47 % renter-occupied. Both of these ratios are changing, though we do not have statistics on what the current rates might be. There is anecdotal information from real estate professionals and city staff, however, that within the market area more housing units are owner-occcupied than the Census figure of 31.3 %, which is a 1999 statistic.

TABLE 4. OCCUPIED HOUSING UNITS BY TENURE

OWNER OCCUPIED	RENTER OCCCUPIED
31.3 %	68.7 %

Sources: 2000 US Census, William Christian & Associates

Educational attainment of the population is summarized in Table 5. The residents of the area fall somewhat below the city-wide average in educational attainment, with only about 20 percent achieving a bachelor's degree or higher, compared with the Greensboro city-wide achievement of 34 percent. Sixty nine percent of the adults in the market area have a high school diploma versus a city-wide 84 %.

TABLE 5. EDUCATIONAL ATTAINMENT BY GENDER, ADULTS 25 +

MALES			FEMALES		
NO H.S DIP.	H.S DIP.	BACHELORS OR ≥	NO H.S DIP.	H.S DIP.	BACHELORS OR ≥
29.6 %	48.9 %	21.5 %	31.9 %	48.1 %	19.9 %

Sources: 2000 US Census, William Christian & Associates

Household income stratified by income brackets is provided in Table 6 for the market study area. The median household income for the full market area is estimated at $31,875; in comparison the city-wide median household income is estimated at $50,200, or 57 percent higher than the subject market area.

TABLE 6. MARKET STUDY AREA HOUSEHOLD INCOME DISTRIBUTION

HH INCOME	% OF HH'S
< $15,000	23.3 %
$15-$24,999	19.0 %
$25-$34,999	11.2 %
$35-$49,999	16.4 %
$50-$74,999	15.8 %
$75-$99,999	6.9 %
$100-$149,999	6.2 %
$150,000+	1.2 %

MARKET AREA HOUSEHOLD MEDIAN = $31,875

CITY-WIDE HOUSEHOLD MEDIAN = $50,200

Sources: 2000 US Census, William Christian & Associates

MARKET STUDY AREA LAND USE & NEIGHBORHOOD PROFILES

The market study area – as shown in Figure 2 - comprises about 1,000 acres. Based on data extracted from the city's Geographic Information System (GIS), we have the following breakout of land use by land consumption in Table 7.

TABLE 7. LAND USE BREAKDOWN BY LAND CONSUMPTION

LAND USE	LAND UTILIZED FOR USES
RESIDENTIAL	55 %
NONRESIDENTIAL	40 %
OPEN	5 %

Sources: City of Greensboro; William Christian & Associates

The percentages above, which are based on GIS from the city, specify that about 550 acres of the market area lands are devoted to residential land uses, including both single family and multifamily uses and including the road and road rights of way that serve them. This works out to a density of 3.4 units per gross acre.

Nonresidential land uses, including industrial, retail, office, and institutional uses comprise about 400 acres. Combined these uses have a total of 2,082,000 square feet of space, or a building space-to-land coverage of approximately twelve percent.

The remaining 5 percent, or about 50 acres, is estimated to be open or vacant.

Together the non-residential and residential built space in the market area totals approximately 4.4 million square feet (2.1 million non-residential plus 2.3 million residential) across the 1,000 acres. This works out to a site area building coverage of about 10 percent, a relatively low density.

In the following Table 8 is a summary of land use by type, along with unit and square footage estimates.

TABLE 8. SUMARY MARKET STUDY AREA
BUILDING VOLUMES BY LAND USE TYPE

LAND USE	UNITS/SQUARE FEET
SINGLE FAMILY RESIDENTIAL	1,359 UNITS
TOWNHOMES/CONDOMINIUMS	83 UNITS
MULTIFAMILY APARTMENTS	418 UNITS
RETAIL SPACE	480,000 SQUARE FEET
INDUSTRIAL	797,000 SQUARE FEET
INSTITUTIONAL/GOVERNMENT	387,000 SQUARE FEET
OFFICE SPACE	399,000 SQUARE FEET

Source: City of Greensboro GIS Division

More than two million square feet of nonresidential development exists in the market study area. The four land use types that comprise this developed space – retail, industrial, institutional, and office - are discussed following.

Market Area Retail

The market study area has an estimated 480,000 square feet of retail space. This space generally falls into one of two types. The first is space in retail strip centers, of which there are two centers in the market area comprising a total of 210,000 square feet (44 % of the total retail). The second type of space is what we refer to as "free-standing", that is, not part of an attached retail complex. The free-standing space makes up an estimated 270,000 square feet (56 % of the total retail) of retail in the market area.

The two retail strip shopping centers in the market area are located across from each other at the intersection of Summit Avenue and Bessemer Avenue. These two centers are named Summit Shopping Center (120,000 square feet) located in the southeast corner of the intersection, and Northeast Shopping Center (90,000 square feet) located in the northeast corner. The Summit Shopping Center is, according to the management, the oldest strip center in Greensboro, having been built in 1954. The Northeast Shopping Center is about 35 years old. Both centers are at or above 85 % occupancy.

Between these two shopping centers there are an estimated 850 persons employed by the establishments. Rents at these centers average between $10 to $14 per square foot, depending on the tenant and the amount of leased space.

According to the managers of these two centers the markets for their tenants break out as follows:

- 50 % Resident Trade Area (defined as an area covering one mile to the west; 3 miles to the east; one to two miles to the north; one mile to the south.
- 30 % NC A&T students and employees
- 20 % Drive-bys (commuters to CBD or unspecified destinations)

A majority of the retailers in these centers are convenience goods retailers. According to the management of both centers, there is a relatively higher than average non-local customer base, which is partly explained by the fact that both centers have been in existence for several decades. On the other hand, neither center has a concentration of retailers offering products or services that might be called destination, where customers from a broad trade area would travel to get a specialty or unique product or service. The tenant make-up of both the Summit

Shopping Center and the Northeast Shopping Center is provided following in Table 9.

TABLE 9. MARKET AREA SHOPPING CENTER TENANT MAKE-UP

CENTER/TENANT	OCCUPIED SPACE
SUMMIT SHOPPING CENTER	**120,000***
Domino's Pizza	2,400
Q C Financial	1,300
Beauty World	5,200
Pro Nails	2,700
Build to Suit	5,400
Jackson Hewitt	2,600
Rainbow Laundry	6,700
Bessemer Market	2,800
Wachovia Bank	3,000
Hix Insurance	1,800
Barber Shop	800
Payless Shoesource	1,900
Shoe Shop	1,200
Foot Locker	3,300
Page Unlimited	1,000
Cash America	1,600
Mayberry's	1,900
Fashion Avenue	11,600
Twin's Discount	7,100
Angels of Beauty	3,000
Maxway	20,600
2.75 Dry Cleaners	1,800
J & B Music	2,300
Radio Shack	1,700
Elizabeth Pizza	2,500
Citi Trends	21,500
NORTHEAST SHOPPING CENTER	**90,000***
Galaxy Supermarkets	14,000
Nu Fashion Beauty Supply	5,000
Hot Lana	2,500
Rent-A-Center	8,000
H & R Block	2,000
GQ Fashions	6,000
Utility Payment Center	2,000
Shoe Show	2,800
Dollar Tree	10,000
Rent-A-Center	9,000
Sally Beauty Supply	2,000
Fashion Cents	5,000
Asian Buffet	5,000
Cash Advance	5,000

*** Both centers are less than 100 % occupied**

Source: BMG Management; William Christian & Associates

The free-standing retailing is comprised of about three dozen buildings. These retail establishments are located primarily on Summit Avenue and Bessemer Avenue, two of the area's main arterials. The retailers include a variety of convenience and shoppers goods retailers. There are twelve restaurants, including five fast food, convenience stores/service stations, personal services providers including hair salons and nail shops, tax preparers, check cashing services, laundromats/cleaners, and a grocer, a specialty food store, two furniture shops, and a variety of other miscellaneous retailers. Included also in this inventory are four automobile dealers.

An estimate of the distribution of space by location of these "free-standing" retailers is summarized following in Table 10.

TABLE 10. MARKET STUDY AREA
"FREE-STANDING" RETAIL SPACE BY LOCATION

LOCATION	"FREE-STANDING" RETAIL SPACE[1]
BESSEMER, WEST OF SUMMIT	**130,000 S/F[2]**
BESSEMER, EAST OF SUMMIT	**50,000 S/F[3]**
SUMMIT, NORTH OF BESSEMER	**50,000 S/F[4]**
SUMMIT, SOUTH OF BESSEMER	**40,000 S/F[5]**
TOTAL ESTIMATED "FREE-STANDING" RETAIL	**270,000 S/F**

Notes

[1] Estimates by William Christian & Associates
[2] Includes three car dealers and two fast food establishments
[3] Includes two banks, three miscellaneous retail, six personal services establishments, and three restaurants (two fast food)
[4] Includes six restaurants (three fast food), two convenience/service stations, two personal services establishments, and one bank
[5] Includes one fast food restaurant, one auto parts store, one car dealer, and one miscellaneous retailer.

Source: William Christian & Associates

The combined total of 480,000 square feet of market area retail employs an estimated 1,600, including full- and part-time jobs. The retail operations here are fluid, in that there is a slightly higher than average turnover rate of space in this submarket. Generally speaking the trend is toward higher quality retail service and products from the new retailers, though not necessarily neighborhood-based, or local-serving, retailing.

Market Area Industrial Space
Within the Market Study Area there is an estimated 799,000 square feet of industrial space. This includes manufacturing, warehouse/distribution, heavy and light industrial, and other space that the city classifies as industrial. The historic Cone Mills, which is at the edge but outside of the market area comprises a very large amount of industrial space, and is surrounded by other, similar support space. Much of this is now unoccupied, but may potentially be re-used as industrial.

Based on data from the city and other sources, we estimate the utilized industrial space here provides employment for an estimated 2,000. Beyond the study area, but within one mile of it in all directions we estimate there are an additional 2,500 employed in industrial-classed employment. These jobs are important for the fact that generate household income, and also because they fuel additional spin-off employment in industries that support the primary employment. For purposes of our analysis here for the Summit Avenue Corridor Study the persons who are employed in these local industries represent a primary housing target market for the neighborhoods here, including the Aycock/Summit Avenue, Cone Mills, Rosewood, and Cumberland neighborhoods.

Market Area Institutional Space
The Market Study Area includes an estimated 387,000 square feet of institutional space, which includes government buildings and facilities. It is estimated that 1,300 persons are employed in these institutional operations. The largest of these within the market study area is the Guilford County Department of Health, located at the corner of Meadow and Maple Streets. The county facility comprises 200,000 s/f and employs 700 at this location.

Also, it is important to note that under the category of institutional and located within walking distance from most parts of the market study is the Moses Cone Memorial Hospital. This hospital is the largest in the Greensboro MSA and employs more than 4,000 at the North Elm Street location. We have no numbers to quote, but it is believed that many residents of the market area are employed here. Because of its proximity, and the potential for additional housing opportunities in the market area, this facility's employees represent another major target market for a wide variety of housing products that might be produced in the market area.

Market Area Office Space

There is an estimated 399,000 square feet of office space in the market study area, and a significant amount of additional office space very proximate, most notably in the Greensboro Central Business District. The square footage within the Market Study Area provides space for an estimated 1,600 persons employed in the businesses occupying this space. A large percentage of this is concentrated in the western portion of market area, particularly along Yanceyville Street. In fact, the actual employment along Yanceyville is only partially accounted for in our numbers here since much of the Yanceyville Street office space is technically outside of our established market area boundary.

TABLE 11. MARKET STUDY AREA EMPLOYMENT SUMMARY*

LAND USE CATEGORY	EMPLOYMENT
RETAIL	1,600
INDUSTRIAL	2,000
INSTITUTIONAL	1,300
OFFICE	1,600
TOTAL EMPLOYMENT IN MARKET AREA	6,500

* It is noted that the Greensboro Central Business District and numerous other large employment centers are very proximate to the market study area, which would add tens of thousands to this estimate if included.

Source: William Christian & Associates; Greensboro Economic Development Partnership

Residential Development and Neighborhood Profiles

As previously outlined there are an estimated 1,860 housing units in the Market Study Area. These housing units are in the form of single family and multifamily configurations. Of these 1,860 units, approximately 85 percent (1,582 units) fall within one of the four neighborhoods that have been delineated by the city and the non-city Greensboro Neighborhood Congress*. These four neighborhoods include the neighborhoods listed below; Figure 3, following, provides a map showing an outline of the approximate boundaries of the neighborhoods:

- Aycock/Summit Avenue
- Cone Mills
- Rosewood
- Cumberland

In the following pages each of these neighborhoods is briefly discussed along with a tabular demographic profile of each. While there is some scattered non-residential uses in each of these neighborhoods, the primary land use is residential.

*Note:
The population that falls within the neighborhoods, however, makes up only about 82 % of market area total. This disparity is due to the fact that several of the higher density multifamily housing communities in the market area are located outside of the boundaries of any neighborhood.

FIGURE 3 Market Study Area Neighborhoods

Aycock/Summit Avenue Neighborhood

Just before the turn of the 20th century, Ceaser Cone, co-founder with his brother Moses of Proximity Manufacturing Company and the textile mill empire that they created, made a deal with the city to lend the necessary money to construct Summit Avenue, which opened up the large acreage he owned on either of the avenue for development. Within a short period after completion of Summit Avenue, this area of Greensboro became home to many of its most prominent, and well-to-do business people and other professionals.

According to Marvin Brown, author of "Greensboro an Architectural Record", "large modern residences were constructed along and within a few blocks [of this new road] at the end of the nineteenth century and early in the twentieth. It soon became one of the city's premier neighborhoods, home to the Cones and Sternbergers and other executives and white-collar employees of the mills. The neighborhood's location between the mills and downtown along a wide avenue made it a desirable location, which was only sweetened by the running of a trolley line up Summit Avenue at the opening of the century".

Numerous residential structures and other buildings in the Aycock/Summit Avenue neighborhood have been placed on the National Register of Historic Places. The neighborhood contains some of the best and largest Queen Anne-style homes in Greensboro. This style, which was extremely popular in this country from 1880 through 1910, is very well represented in the neighborhood. There are excellent examples of other styles here as well, including Neoclassical Revival, Chateauesque, and Italian Renaissance Revival. Homes in these styles were built mostly prior to 1920 here and were relatively large in scale. After 1915, many of the homes were smaller, and built in the foursquare and bungalow forms. The Craftsman style elements of exposed rafters, triangular knee braces, extensive pergolas over porches characterize many of the Aycock/Summit Avenue homes built in the second wave.

After 1960 this area began falling into disrepair, which continued until the 1990s when a new interest in it began. This neighborhood is now undergoing substantial transformation. Owners are making significant investments in renovations and many more are owner-occupied than they have been in decades. The area is becoming a very desirable neighborhood again.

The Aycock/Summit Avenue neighborhood has a relatively low average household income profile at a median of $27,520. It is apparent, however, that this household income value is rising, and at a rapid rate. Significant resident transitioning is occurring here, with prices of the real estate escalating, and higher income households buying in and making improvements to the housing here. The median age in the Aycock/Summit Avenue neighborhood is the lowest of the four neighborhoods in the market study area at 29. Aycock/Summit Avenue also has the highest percentage of adults that have achieved a bachelors or higher at 29 %.

TABLE 12. AYCOCK/SUMMIT AVENUE NEIGHBORHOOD DEMOGRAPHICS

POPULATION IN MARKET STUDY AREA	605
% WHITE	39 %
% BLACK	49 %
% ASIAN	7 %
% OTHER	11 %
MEDIAN AGE	29
OCCUPIED HOUSING UNITS	302
OWNER-OCCUPIED	23 %
RENTER-OCCUPIED	77 %
AVERAGE HOUSEHOLD SIZE	2.0
MEDIAN HOUSEHOLD INCOME (2005 EST. BY WCA)	$27,520
% ADULTS 25+ W/ BACHELORS OR HIGHER	29 %
AVERAGE HOME VALUE	$78/sq. ft.
AVERAGE HOME AGE	51 yrs. (1955)

Source: 2000 US Census; Guilford County Tax Assessor; William Christian & Associates

Cone Mills Neighborhood

The major economic influence on the Greensboro region during the late 19th and most of the 20th centuries was the textile mill empire built by Moses and Ceasar Cone. They purchased thousands of acres of land in the northeast sections of Greensboro and built vast industrial mills that comprised hundreds of thousands of square feet and employed thousands. With the construction and expansion of the mills the Cones also built residential villages in proximity to their plant to house the mill workers and their families. These villages operated in a self-sufficient economic system, with below-market housing rents, food, and coal and wood for heating all provided and subsidized by the mill owners for their employees and families. An excellent extant example of such a village is the Cone Mills Neighborhood.

Located west of Summit Avenue, the Cone Mills Neighborhood lies within steps of the Revolution Cotton Mill and the Proximity Cotton Mill, both of which were constructed in the late 1890's. Much of the old neighborhood exists here. The streets include Cypress, Maple, Vine, Walnut, and others, and the neighborhood is very well kept. Most of the homes here were built between 1910 and 1938. The smaller homes were built in the earlier years and were closest to the mills. Moving eastward the more recently built homes are larger. All were very simple in design and construction.

This neighborhood is very pleasant and a good investment. Many of the homes here have been expanded from their original 700 – 1,200 square to more than 2,000 square feet. Some have recently sold for $75 to $80 per square foot. These homes and the neighborhood are in an excellent location and represent a very good value. This neighborhood should continue as a viable, desirable residential community. Affirming this is the fact that at the north end of Kay and Andover streets in the eastern portion of the Cone Mills Neighborhood, new construction has been selling extremely well in The Village at Northside (land was purchased from Cone). New homes range from 1,000 to 1,600 square feet on 5,000 square foot lots. Selling prices are currently at $120,000 to $140,000 ($90 - $115/sq. ft), and have appreciated since selling started 12 months ago by more than 15 percent.

Cone Mills' residents, with a median age of 38 are somewhat older than residents of Aycock/Summit Avenue. Incomes here are the highest of the neighborhoods in the market area at a median of $48,500. Cone Mills has, by far, the highest owner occupancy with 72 percent of housing units being owner-occupied.

TABLE 13. CONE MILLS NEIGHBORHOOD DEMOGRAPHICS

POPULATION IN MARKET STUDY AREA	1,150
% WHITE	71 %
% BLACK	21 %
% ASIAN	4 %
% OTHER	4 %
MEDIAN AGE	38
OCCUPIED HOUSING UNITS	500
OWNER-OCCUPIED	72 %
RENTER-OCCUPIED	28 %
AVERAGE HOUSEHOLD SIZE	2.3
MEDIAN HOUSEHOLD INCOME (2005 EST. BY WCA)	$48,500
% ADULTS 25+ W/ BACHELORS OR HIGHER	13 %
AVERAGE HOME VALUE	$74/sq. ft.
AVERAGE HOME AGE	55 YRS. (1951)

Sources: US Census; Guilford County Tax Assessor; William Christian & Associates

Rosewood Neighborhood

The Rosewood neighborhood is located opposite the Cone Mills neighborhood across Summit Avenue to the east. Some of the homes in Rosewood were part of the villages that were associated with the mills. This area of the market study area, however, which was only recently given the name Rosewood, was largely transformed during World War II, when it was made into an army camp. More than 30,000 soldiers were housed here during the period 1943 – 1946. The army camp covered a large area defined by Summit, Sullivan, Gatewood, English streets. Part of this today includes Rosewood, though most of it is now is associated with NC A&T University.

This neighborhood has become home to a small community of Asian Americans that have settled in this part of Greensboro. An estimated 50 or so households here are relatively new immigrants occupying a small section of Rosewood.

The average household size in Rosewood is the highest of the four neighborhoods in the market study at 3.6 persons per household. This neighborhood also has the most housing units (405) and the most population (1,450).

TABLE 14. ROSEWOOD NEIGHBORHOOD DEMOGRAPHICS

POPULATION IN MARKET STUDY AREA	1,450
% WHITE	46 %
% BLACK	33 %
% ASIAN	12 %
% OTHER	9 %
MEDIAN AGE	38
OCCUPIED HOUSING UNITS	405
OWNER-OCCUPIED	44 %
RENTER-OCCUPIED	56 %
AVERAGE HOUSEHOLD SIZE	3.6
MEDIAN HOUSEHOLD INCOME (2005 EST. BY WCA)	$32,010
% ADULTS 25+ W/ BACHELORS OR HIGHER	11 %
AVERAGE HOME VALUE	$68/sq. ft.
AVERAGE HOME AGE	50 yrs. (1956)

Sources: 2000 US Census; Guilford County Tax Assessor; William Christian & Associates

Cumberland Neighborhood

The Cumberland Neighborhood is shown on the city's Neighborhoods Map, but the original neighborhood was removed in the 1960's by urban renewal demolition. The statistics below are based on the GIS area depicted on the city's Neighborhood Map.

This area is the smallest sub-area of the market study area. It is characterized by a very high percentage of renter-occupied homes (83 percent), the lowest household income of the neighborhoods (median household income of $25,500), and the lowest educational attainment (9 percent with a bachelors or higher).

TABLE 15. CUMBERLAND NEIGHBORHOOD DEMOGRAPHICS

POPULATION IN MARKET STUDY AREA	900
% WHITE	3 %
% BLACK	95 %
% ASIAN	1 %
% OTHER	1 %
MEDIAN AGE	32
OCCUPIED HOUSING UNITS	375
OWNER-OCCUPIED	17 %
RENTER-OCCUPIED	83 %
AVERAGE HOUSEHOLD SIZE	2.4
MEDIAN HOUSEHOLD INCOME (2005 EST. BY WCA)	$25,500
% ADULTS 25+ W/ BACHELORS OR HIGHER	9 %
AVERAGE HOME VALUE	$40/sq. ft.
AVERAGE HOME AGE	45 yrs. (1961)

Source: 2000 US Census; Guilford County Tax Assessor; William Christian & Associates

IV. REAL ESTATE MARKET ANALYSIS

The Market Study Area that this study has focused on covers an area of Greensboro that began to be urbanized just prior to 1900, beginning at the south end of Summit Avenue moving northward and to the east and west of Summit Avenue. To a large extent, by 1970 the two-mile length of Summit Avenue from Murrow Boulevard up to where Highway 29 intersects, was built out. Because of this, nearly all of the current real estate activity in the area is resale activity. There is very little new construction in this market area. Based on data obtained from the City of Greensboro Building Inspections office, there was $5.1 million of permitted construction in the Market Area during the two-year period from July 2003 through June 2005.

Although there is little new construction in the market area, the area has been healthy and active during the period for which information has been obtained, which is basically the last twenty years, with a focus on the last decade. Our research for this analysis has involved accessing data from a variety of sources. The main source of real estate transaction data is the Guilford County Tax Assessors Office. Using the tax assessor's data base and programming, we have extracted all real estate transactions (both qualified and unqualified) that have occurred for parcels within the market study area. We obtained several thousand transactions, covering a period of about twenty years. Using statistical software programming we have organized and analyzed this information for presentation in this section. In addition to the tax assessor data we have used information from the Multiple Listing Service in the metro area and have also collected data on all permitting and improvements made in the area from the City of Greensboro Building Inspections. This information is also presented in this section of the report, organized by the five land use categories utilized in the previous section: Residential, Commercial/Retail, Industrial, Institutional, and Office.

Market Study Area Residential Real Estate Analysis

For analysis purposes the residential real estate market is divided into three categories: single family residential, townhouse/condominiums, and multifamily rental. We estimate that in total the study area includes 1,860 units of housing, segmented as indicated in Table 16.

TABLE 16. MARKET AREA RESIDENTIAL UNITS, BY TYPE

TYPE	# UNITS (%)
SINGLE FAMILY	1,359 (73.0%)
TOWNHOUSES/CONDOS	83 (4.5 %)
MULTIFAMILY APARTMENTS	418 (22.5 %)
TOTAL	1,860 (100.0 %)

Source: William Christian & Associates

Single Family Housing

The market area's single family homes, which comprise 73 percent of the total units of housing in the area, have an average year built of 1948. The average home, therefore, is nearly 60 years old. Across the market area, based on our survey and the assessments made by the Guilford County Tax Assessor, the single family housing is in reasonably good repair. In some neighborhoods, the rating is good to very good, while in others conditions are rated average to below average. The Tax Assessor uses a rating system that provides the "actual year built", which as mentioned averages 1948, and the "effective year built", which is a measure of the condition of the house. The Tax Assessor's average "effective year built" across the entire 1,359 single family homes in the market area is 1984. In simple terms, this means the average house is in a condition equivalent to a home that was built in 1984 and given average maintenance and repair since it was constructed.

More than 1,700 transactions of single family homes were analyzed from sales recorded by the Tax Assessor. In 89 percent of the sales, the price paid was higher than the previous transaction, where that previous transaction was available. Since 1995, across the entire market area, the average property appreciated by 48.5 percent, or an average of 4.9 percent per year for the period. This compares with an average appreciation across Greensboro (not all of Guilford) of 36 percent. Thus, this area had almost 35 percent more appreciation than the average appreciation in Greensboro single family residential.

Part of the explanation for this excellent performance is the relatively low price base that this appreciation was generated from. The average single home in the market is now (2005) approximately $80,000, while in 1995 average home was only $54,000 in this market area. Today the average home of 1,212 square feet sells for about $66 per square foot. In 1995 that home sold for about $44 per square foot. This appreciation is due to partly to market inflation forces and partly to investments made by some home owners in improvements to their property.

While there has been a general overall improvement in the subareas (closely, but not exactly, following the neighborhood boundaries as shown earlier) there are differences in the consistencies of investment, maintenance, and repair from subarea to subarea. And this, of course, is reflected in the property values and sales prices. A brief summary of the single family home sale data by neighborhoods follows.

The **Aycock/Summit Avenue Neighborhood,** which arguably has the finest examples of residential architecture of all the market area subareas, has had significant home value appreciation over the past decade. With some exceptions above and below the range, single family homes have appreciated by 40 to 70 percent since 1995. Current values are running in the range of $70 to $90 per square foot. This is based on more than 200 sales in the neighborhood since 1995.

Generally speaking, houses in this neighborhood that have been maintained or invested in have appreciated substantially, at least by 50 percent over the past decade. There are, however, structures throughout the neighborhood that have not received standard maintenance and repair and, while few have actually depreciated in value, they have had minimal appreciation. This inconsistency is well-evidenced in windshield surveys of the neighborhood, and represents a kind of market hitch.

Generally, the Aycock/Summit Avenue sub-area of this market area is doing well. Investments in property here are manifesting a revival of the area to where it is well on the way to becoming a highly desirable neighborhood as it was a century ago.

The **Cone Mills Neighborhood** located north of Aycock/Summit is also showing solid price appreciation. This neighborhood has had value gains of 30 to 70 percent over the past decade, with the average appreciation estimated at almost 60 percent, or 6 percent annually.

The majority of homes in Cone Mills were built from the 1920s through the early 1950s. Some were built as in-fill in later decades even through the 80s. The average year built is estimated at 1938. Compared with Aycock/Summit the homes here are generally much more modest, utilitarian structures, averaging from about 800 to 1500 square feet. There is a high degree of maintenance consistency throughout this neighborhood, making its "curb appeal" very good.

Per square foot prices on sales recently range in the $70 to $92 range.

The **Rosewood Neighborhood** subarea, located to the east of Summit Avenue in the northern portion of the market area, contains the most housing units and population of any subarea. Homes here were mostly built after World War II, and are generally very modest. The earliest-built homes, dating from the late 40s are often less than 600 square feet.

The average appreciation of home prices here has been in the 35 to 70 percent range over the past ten years, with an average of about 5.5 percent annual appreciation. Many of the smaller homes in this area had values of $25,000 to $35,000 ten years ago that have increased on average by 70 percent in the decade.

Sales prices now average from about $65 per square foot up to $90.

The **Cumberland Neighborhood** has the lowest economic indicators of the subareas. Household income levels, educational attainment, owner-occupancy, and other indicators are lowest among the subareas. Much of the area's housing stock (83 %) is renter-occupied.

The housing in this neighborhood generally dates from the 1920s through the 1980s. Most construction here occurred before 1960. Unlike the other three neighborhood submarkets in the market area this subarea has relatively stagnant real estate values, with some exceptions. Most properties here gained value over the past decade, but to a lesser extent – in the 15 to 35 percent range – than the other subareas. The overall average appreciation during the '95 to '05 period was 16 percent.

The fact that this area lags the market area and city average is explained at least partly by the fact that much of the area is comprised of rental property where rates may not be capable of being increased to keep up with the general background market. Another factor is that property maintenance here, both structure maintenance as well as the grounds maintenance is inconsistent across the neighborhood.

Current per square foot values are in the $35 to $45 range, which is below replacement costs.

Townhouses & Condominiums

We estimate that there are 83 units of townhouses and condominiums in the market area. Little, if any, activity has occurred in this niche of the market over the past decade. Based on discussions with real estate professionals and appraisal personnel with the city, it is estimated that currently values for townhouses and condominiums are similar to the values in Aycock/Summit and Cone Mills for single family products at about $80 per square foot.

Our assessment is that this product type has a future in the market area. The proximity to downtown and to other amenities, destinations, and activity centers makes this a good product fit in this area.

Apartments

There are an estimated 418 apartment units in this market area. The large majority of these are concentrated on Sullivan Avenue just opposite the NC A&T Stadium. These units have been built in phases over the past fifty years and have a current value of approximately $60 per square foot. Rents average approximately $.70 to $.90 per square foot.

Thirty-two new units of apartments were added in the market area in May 2005 on East Lindsay Street. These new units are renting for approximately $.90 per square foot.

There has been only one sales transaction of apartment property in the past twenty one years. This involved the large complex on Sullivan Street and occurred in 1985.

Commercial/Retail Property Market Summary

The market area includes 480,000 square feet of commercial/retail space. As earlier discussed in the Land Use discussion, there are two strip, community shopping centers that make up about one-half of this amount and the remainder is in free-standing commercial/retail buildings. Most of this commercial/retail, like most of the market area, was built fifty or so years ago, including both shopping centers.

There has been some recent construction of new commercial/retail, including a new Wachovia Bank on East Bessemer, a Burger King on Summit, and an O'Reilly's on East Wendover. These three new investments in the area represented a total of about $3.3 million, not including land.

Values for commercial/retail property average about $60 per square foot across the market area. They have increased over the past ten years by 40.4% based on numbers from the Tax Assessors Office.

Rents in the market range from $8 to $16 per square foot, depending on the quality of the space and the amount of space rented. The market here is at a reasonably healthy 90 percent occupancy.

Market Area Industrial Property Market Summary

Our estimates are that there is 799,000 square feet of industrial space in the market area. This includes at least one industrial building from the Cone complex that lies to the north of the market area. This Cone complex in its entirety comprises several million square feet of industrial space, most of which is not being used currently.

Market Area Institutional Property Market Summary

Much of the Institutional real estate that exists here is not traded in the marketplace. It is either government property or property of quasi-public entities. Nevertheless, there is an estimated 387,000 square feet of institutional space in the market area. There are twelve buildings that comprise this space, the largest being the new Guilford County Health Services building that is about 175,000 square feet. The average per square foot value of the institutional space is $79.

Market Area Office Space Market Summary

The market area office space inventory comprises an estimated 399,000 square feet, in 72 buildings. As previously mentioned, there is more space and more persons employed in office buildings than this amount. This is due to our market area boundary positioning, which did not take in a number of buildings that lie along the western edge, but outside, the market area.

For those inside, the space is relatively older, with a median year built of 1953. The average value is estimated at $63 per square foot. The average size of the office structures is 5,500 square feet. Many of these buildings have changed hands over the past decade, with more than 100 transactions of these 72 buildings in the past twenty years.

FIGURE 4. MARKET AREA SQUARE FOOTAGE OF SPACE BY LAND USE TYPE

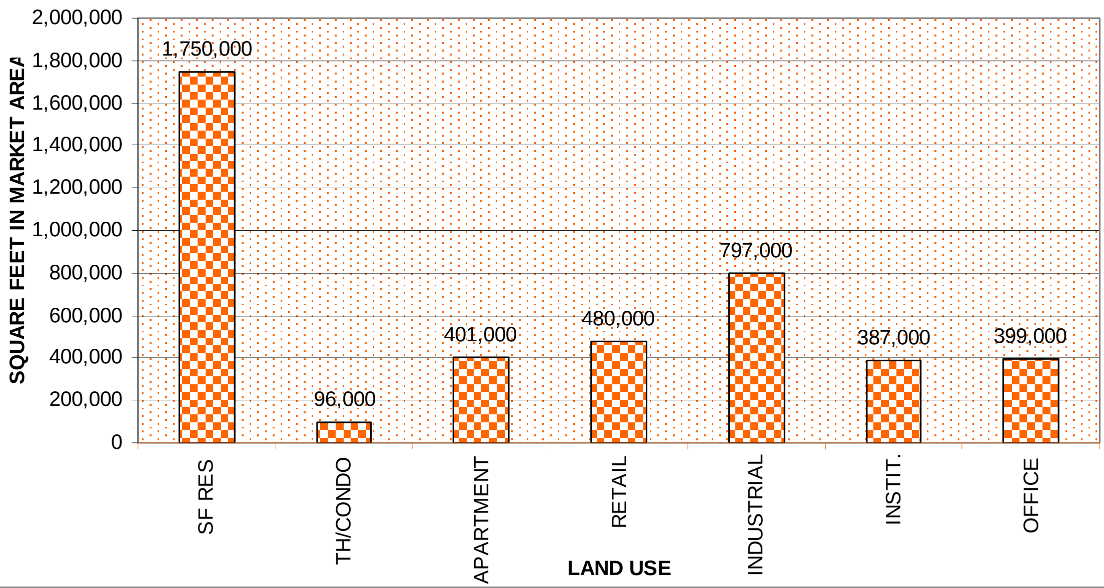
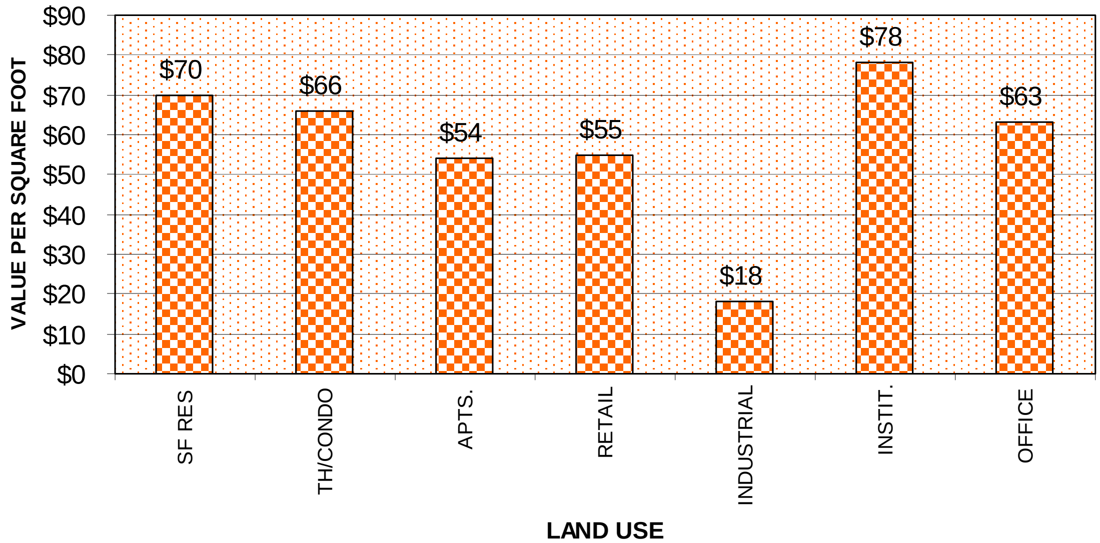


FIGURE 5. REAL ESTATE VALUE PER SQUARE FOOT BY LAND USE TYPE



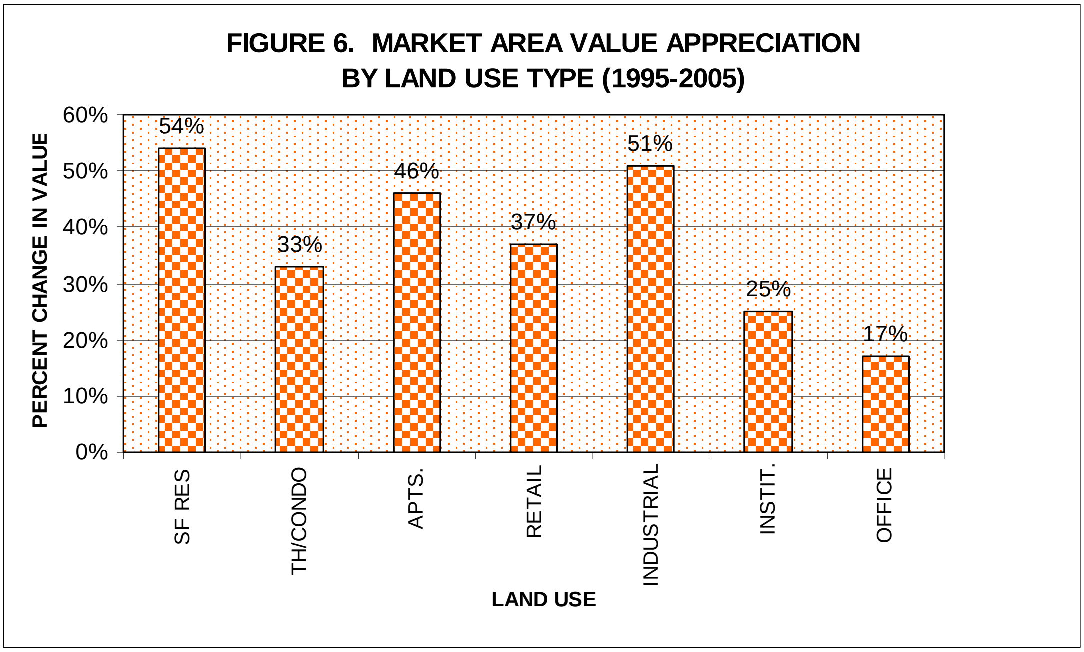


FIGURE 6. MARKET AREA VALUE APPRECIATION
BY LAND USE TYPE (1995-2005)
PERCENT CHANGE IN VALUE
60%
50%
40%
30%
20%
10%
0%
54%
33%
46%
37%
51%
25%
17%
SF RES
TH/CONDO
APTS.
RETAIL
INDUSTRIAL
INSTIT.
OFFICE
LAND USE

V. FINDINGS, CONCLUSIONS, AND IMPLICATIONS FOR COMMUNITY AND AREA-WIDE PLANNING

National trends over the past fifteen years have shown the amazing interest that is being generated in downtown revival and reinvestment in our cities. While it is different in every city, the number of households living in and adjacent to our downtowns is increasing virtually everywhere. This renaissance has an upside that has not begun to be realized in terms of the magnitude and quality of what can happen.

Greensboro has a terrific, highly successful example in its Southside project. It has proved that an area that had fallen into deep disinvestment could be resurrected with good planning, product development, and some economic incentives. Southside is now selling products faster than they can be built, and there are no subsidies needed or being offered anymore.

The strategy for Southside involved a fairly substantial city commitment, involving many different issue areas. The current situation and problem set in the Aycock/Summit Avenue and surrounding area that are covered in this market study, from physical, social, economic, and market standpoints are not as acute as Southside in 1994. The private market dynamics in this market area are already generating above-average value appreciation in the real estate markets; more owner-occupancy and concomitant investment and improvements are occurring throughout the area. Younger owners with new energy are being drawn into the area.

The Aycock/Summit Avenue area is at a couple of stages beyond the “start-up” stage of neighborhood restoration. It is already well into the for-sale, owner-occupant phase. The area, does, however, need to establish more critical mass, in terms of households, population, and a well-established for-sale housing market. At the present time, and for the next several years, the focus for this area should be on facilitating the addition of more for-sale housing units. There are several means of doing this.

First, in the course of our team’s physical and economic analysis we have identified a number of underutilized or vacant parcels in the planning area. Altogether, there are ten or more parcels, adding up to more than five acres within the planning study area per se. Just beyond the planning area, but still within what could be called the neighborhood is another twenty acres or more of land that is either vacant or so underutilized it could be considered such. On these twenty-five acres an additional 100 or more units of housing (density average of 4/acre) could be added to the community.

A variety of housing types could be built and be successful here, including attached and detached products. We believe that one format – townhouses – could be very successful, fit a market niche, and be physically an important addition to the streetscape on Summit Avenue as well as off-Summit. Particularly on Summit, townhouse structures incorporating 8,10, 12, or more units could be important in integrating the massing and architectural needs for that corridor. To do this kind of project, and to accommodate the needed parking, would require a site of at least one acre.

On smaller sites off Summit infill single family is probably the most site-feasible product type, except where a site larger than ½-acre might be available to do attached products of two or three units. On the smaller lots, detached single family, new construction will sell in the $150 per square foot range, so long as the selling price in current values is $325,000 or less, as discussed following.

Based on the market assessment prepared in this analysis, townhouse and single family detached products could be built and sold for up to $150 per square foot. The size range of these units would range from 1,300 to 2,400 square feet. Our research and comparables analysis suggests pricing from $150,000 to $325,000. It may be difficult initially to attract builders/developers to build in the $250,000-plus range, but there is a market up to a ceiling of about $325,000 for good quality new construction in that price range. That ceiling will rise as the market here matures.

Although predicting who will buy is an imperfect exercise, it is likely the target market buyer for products in Aycock/Summit will be different from some of the segments that are buying in Southside. Aycock/Summit will likely attract older buyers, above 30, both singles and couples, but with more couples and families. Aycock/Summit should also appeal to empty nesters and retirees, if new construction with elevators and minimal unit maintenance if offered. Downtown workers and employees of Moses Cone Hospital could be a particular target.

To the extent that the area can increase the number of households with good buying power, the gap in local-serving retail will begin to be filled. But this will take time. The structure and business model for retail has changed so much in the past several decades that the ability to draw desirable, local-serving retail to a revitalizing urban location is difficult, though there are some companies doing this on a regular basis and more becoming comfortable with this paradigm shift. In any event, the most direct, efficacious means of attracting these retailers is to add rooftops. This local-serving retail is a "follower" real estate product.

The other land-use that is desirable but which typically occurs at a more mature phase in the cycle is office. Office space is already a viable use on Summit Avenue, and more can be expected in the relatively near term. An important objective should be the combining, where feasible, various combinations of housing, retail, and office, with housing being a common denominator in all alternatives.

Insofar as walking and walkability is one of the major attractions for moving in-town, the city's contribution to attracting new housing and households can be in making walking as efficient, safe, interesting and pleasant as possible. Improvements to the pedestrian system and connectivity have been identified in the master plan recommendations, and these improvements can be among the most cost-effective investments made in this neighborhood.

One of the most important pedestrian improvements is to make a better connection from the Aycock/Summit neighborhood to downtown. It is only ½-mile, less than a 15-minute walk, to the center of downtown Greensboro from this neighborhood. To access downtown from this neighborhood today, one must connect through a tunnel into an area that is referred to by the neighborhood as "Death Valley", below the Murrow Boulevard complex, and then wind through an unpleasant, and potentially unsafe, landscape into downtown.

A new, more attractive, and more direct connection for pedestrians into downtown should be seriously pursued by planners and the city. This would be a highly efficient investment for the city. It would:

- Provide an attractive, direct connection to downtown, making the walk more pleasant and quicker.

- ❖ Clarify the close relationship and proximity between the Aycock/Summit neighborhood and downtown.
- ❖ Provide a transportation and recreational amenity for the neighborhood that will help sell housing.

The Greensboro Farmer's Curb Market, located at East Lindsay and Yanceyville streets is an important resource for this area. It has the potential to become an even more prominent operation, which through promotional efforts could be expanded to become something larger to Guilford County and to the Aycock/Summit neighborhood.

As a part of the renovation activities and promotion of events at the War Memorial Stadium, located across Yanceyville Street from the Curb Market, a more high profile activity/entertainment center could be generated here. The Stadium's program includes not only a venue for baseball, but also the functions of being a park and neighborhood gathering place, all of which the Curb Market could contribute to and benefit from.

Also, consistent with the objective earlier stated of capitalizing on opportunities for adding housing to the area, the city should consider the recently-purchased VFW site as housing opportunity. This ± 6-acre tract is strategically located in relation to the neighborhood to the north and the Stadium and Farmers Market to the south. It could be an excellent housing opportunity and a land-use that would offer a better contribution and transition for the neighborhood than a parking lot, which is one alternative this land is being considered for.