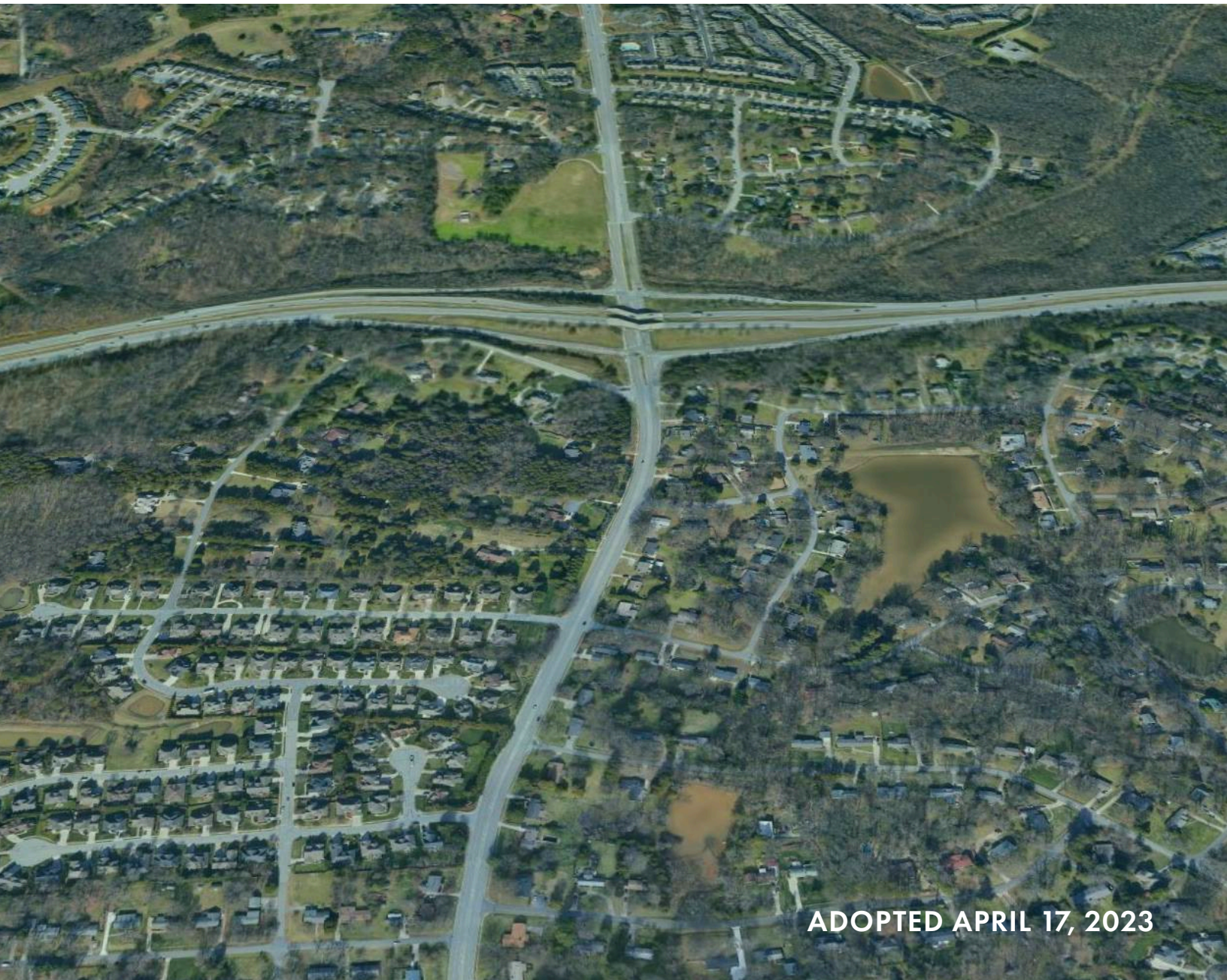




CITY OF GREENSBORO

FLEMING ROAD AREA PLAN



ADOPTED APRIL 17, 2023

ACKNOWLEDGEMENTS

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Residents at a community workshop at the Kathleen Clay Edwards Library on March 15, 2023

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EXECUTIVE SUMMARY

BACKGROUND

The Fleming Road Study Area consists of the areas surrounding the Fleming Road corridor from Ballinger Road on the south, to an area north of I-840, along Lewiston Road.

Located in northwest Greensboro, adjacent to Piedmont Triad International Airport, the Fleming Road Study Area has a quiet, countryside character. Residents describe it as peaceful, safe, convenient, and friendly.

The City of Greensboro initiated this planning process in collaboration with residents, property owners, and other stakeholders to take a proactive look at the needs, concerns, and opportunities in the area, before potential market pressures or unanticipated development presents itself. This planning process launched in Spring 2022 and engaged community members through nearly 800 touchpoints (defined as total instances of engagement) to understand their priorities for the future. The outcome is this small area plan, which is intended to serve as a strategic document to help guide future decision-making.

VISION STATEMENT

The Fleming Road Study Area is distinguished by its quiet character, quality housing, and countryside feel, and is a safe place for all—including pedestrians, bicyclists, and drivers—with a plan to ensure that any future growth or development is compatible within the context of the Fleming Road Study Area.

PLAN RECOMMENDATIONS

The vision, goals, strategies, and objectives described in the Fleming Road Study Area are organized under the same framework as the City's Comprehensive Plan. The Six Big Ideas from **GSO2040** are carried over into this plan, with relevant goals and strategies followed by more specific objectives for the Fleming Road Study Area. These objectives reflect the ideas and priorities voiced by the community, combined with the planning team's analysis of conditions and future opportunities.

Plan objectives/recommendations are summarized in this Executive Summary, and described in further detail in the plan document.



GSO2040 BIG IDEAS



FILLING IN OUR FRAMEWORK



CREATING GREAT PLACES

FLEMING ROAD AREA PLAN OBJECTIVES

Key themes: Attractive, walkable, and compact mixed use activity centers; high-quality design, consistent with existing development; safe and convenient community amenities, facilities, and services

- Accommodate new appropriate mixed-use development for sites at activity centers identified in **GSO2040**.
- Build multiple mobility options into site design for new development.
- Carefully consider the scale, density, bulk and intensity of any proposed development to ensure compatibility with surrounding character and capacity of existing services and public facilities.
- Pursue infrastructure improvements along Fleming Road and in surrounding neighborhoods to improve overall safety for all transportation users.
- Use crash data to prioritize traffic law enforcement at the most dangerous intersections along Fleming Road.
- Complete the existing sidewalk network and add new sidewalks in residential neighborhoods to enhance safety and accessibility.
- Attract appropriate retail and service-based businesses in existing commercial nodes to serve area residents.
- Enhance Fleming Road Study Area connections and access to nearby recreational opportunities like greenways, trails, and parks.

Key themes: Enhanced neighborhood character through transportation improvements and placemaking; variety of housing options to serve a range of life stages and preferences

- Maintain quiet, safe residential areas by installing traffic calming measures and increasing enforcement of cut-through vehicular traffic.
- Pursue beautification projects and streetscaping improvements that contribute to a sense of place and maintain the family-friendly character.
- Coordinate with NCDOT to explore options for noise abatement from traffic along Bryan Blvd.
- Implement Adopted Bicycle, Pedestrian, Trails & Greenways Plan recommendation for lane modifications on Fleming Road that would decrease vehicle speeds and provide more space for bicyclists.
- Accommodate and encourage a mix of residential types, unit sizes, configurations, lot sizes, and residency models to support housing that meets the needs of the local workforce, seniors and people with disabilities.
- Allow for more dense development near the airport and near transit nodes that may serve airport employees.

GSO2040 BIG IDEAS



**BECOMING CAR-
OPTIONAL**



**PRIORITIZING
SUSTAINABILITY**

FLEMING ROAD AREA PLAN OBJECTIVES

Key themes: Safe and convenient transportation options for pedestrians, bicyclists, and drivers; connected greenways, trails, and open spaces; linkages to home, work, and retail/recreation opportunities

- Create better access to/for non-vehicular transportation options, like potential microtransit/flexible transit and bikeways that can connect Fleming Road Study Area residents to the fixed route transit network, amenities, destinations, and the rest of the City.
- Ensure that all new developments include pedestrian and bike connections as part of site plan design.
- Coordinate with GDOT to encourage establishment of a neighborhood traffic management program that can prioritize and address traffic safety issues.
- Conduct vehicular and bicycle traffic counts at key locations across the corridor to observe traffic behaviors that may warrant additional safety treatments.
- Improve existing greenway connections and crossings to make them safer and with better signage.
- Create new pedestrian and bicycle connections to the Bicentennial Greenway and between neighborhoods and other local destinations.
- Seek funding for new sidewalks and bike facilities to connect local destinations, such as from Price Park to Guilford College or from the Leonard Rec Center to nearby neighborhoods.

Key themes: Protected natural resources and wildlife; environmentally beneficial land uses; development that is resilient and incorporates sustainability measures

- Wherever possible, preserve and protect existing natural resources by protecting existing trees, streams, wildlife habitats, and open spaces.
- Encourage any new development to incorporate Stormwater Control Measures (SCMs) and other flood mitigation and sustainability measures in both construction and operation of the building/property over time (i.e. green stormwater infrastructure, native plantings, permeable pavement, etc.).
- Identify opportunities to add SCMs and green infrastructure along the public right-of-way in the Fleming Road Study Area to reduce community flooding.
- Enhance and expand nearby greenways to make them safer and more appealing to use for transportation and recreation.
- Decrease greenhouse gas emissions by encouraging a mix of uses and site designs that encourage biking or walking to destinations rather than driving.
- Add trees to existing green/open spaces to strengthen the tree canopy, reduce the need for mowing, decrease emissions, and mitigate heat island effects.
- Explore a variety of tools for creating new neighborhood parks, green spaces, and recreation opportunities, taking advantage of existing drainageways and open spaces where possible.

GSO2040 BIG IDEAS



**BUILDING
COMMUNITY
CONNECTIONS**



**GROWING
ECONOMIC
COMPETITIVENESS**

FLEMING ROAD AREA PLAN OBJECTIVES

Key themes: Stable, attractive, and livable neighborhoods; preserving existing housing stock while providing new varieties of housing products; communication and neighborhood capacity-building

- With future development proposals, strive for a diverse housing mix to include a range of housing products for different life stages, while ensuring that new housing fits in with the character of surrounding properties and the neighborhood.
- Support businesses that serve community needs by encouraging new housing and mixed-use development that adds destinations for surrounding residents and promotes walkability.
- Encourage the development of starter homes, such as smaller single-family houses or townhomes, that can support opportunities for the next generation of Fleming Study Area residents.
- Promote the maintenance of existing housing stock and raise awareness among property owners of City resources available through the Housing & Neighborhood Development Department.
- Promote community use of City tools such as the [GSO Collects](#) app so residents can report issues such as illegal dumping, graffiti, damaged sidewalks, malfunctioning streetlamps, etc.

Key themes: Enhanced access to high-speed internet; solar powered charging and public Wi-Fi to increase access to technology for all

- Extend the fiber infrastructure to Fleming Road neighborhoods to keep the area modernized and supportive of those working from home or operating a business.
- Ensure that public spaces such as parks, greenways, bus stops, and community centers, have public internet access.
- Explore the provision of solar charging tables.

Map 1: Fleming Road Study Area



SECTION 1

INTRODUCTION

BACKGROUND

The Fleming Road Study Area, as defined for this planning process, is characterized as the areas surrounding the Fleming Road corridor from Ballinger Road on the south, to an area north of I-840.

Located in northwest Greensboro, adjacent to Piedmont Triad International Airport, the Fleming Road community has a quiet, countryside character. Residents describe it as peaceful, safe, convenient, and friendly.

The City of Greensboro initiated this planning process in collaboration with residents, property owners, and other stakeholders to take a proactive look at the needs, concerns, and opportunities in the Study Area, before potential market pressures or unanticipated development presents itself. This planning process launched in Spring 2022 and engaged community members through nearly 800 touchpoints (defined as total instances of engagement) to understand their priorities for the future. The outcome is this small area plan, which is intended to serve as a strategic document to help guide future decision-making.

WHAT IS A SMALL AREA PLAN?

The City of Greensboro has engaged in neighborhood and corridor planning since the late 1970s, giving property owners, neighbors, and businesses an opportunity to shape the characteristics and physical features that enhance the living environment and quality of life directly around them.

While a comprehensive plan establishes a broad and long-range vision for the city as a whole, Greensboro also recognizes the need for more neighborhood and community level planning that reflects the special characteristics of smaller, cohesive subareas and corridors. The City supports the development of small area plans that are consistent with the policies of the **GSO2040** Comprehensive Plan, but more focused on implementing recommendations tailored to a specific area.

The process of small area planning is just as important as the outcome. Through more direct outreach with residents in each area, the community provides input that shapes a shared vision and priorities for the future. The Fleming Road Study Area traverses several neighborhoods, each with unique characteristics and needs, and this plan aims to connect those interests through a set of strategies for the entire Study Area.

Neither **GSO2040** nor this Fleming Road Area Plan are regulatory tools that can control the use of property. They are policy documents that will guide good decision-making by property owners, developers, and the City Departments and elected and appointed officials. Use, development and reuse of property is not solely within the authority of the City when it adopts or implements a plan: property owners, the public, and the City (along with other agencies) each have a role in building a consensus regarding what can and should be the use of property. There are no guarantees that the recommendations of this plan will be implemented. **But through the development and the adoption of this plan, the community has the best opportunity to influence future decisions and the character of the Study Area.**

GSO2040

GSO2040 is the City of Greensboro's adopted comprehensive plan, which serves as the roadmap and guide to a shared vision for the future of the community. Adopted in June 2020, the Plan provides a common touchpoint to align projects, programs, and policies with Greensboro's vision for the future.

Six Big Ideas provide a framework for the plan, encompassing topics such as land use, housing, transportation, and the environment to facilitate coordinated action across City departments and the community as a whole. To maintain consistency with **GSO2040**, the Fleming Road Area plan is organized around the same Big Ideas.

In addition to providing a policy framework, **GSO2040** also includes Anticipated Growth Maps which spatially illustrate how policies can move the City towards the Vision and Big Ideas. The Future Land Use Map broadly describes land use and designates areas for airport, residential, commercial, industrial, mixed use, or reserve (the map's defined future land use categories). Requests for changes to zoning must consider the full range of uses and activities permissible within those designations. The Future Built Form Map describes how development and land use fit together and designates areas as within an Activity Center, a Place Type, or a Corridor, each with several defined subcategories. The Anticipated Growth Maps, as applied in the Fleming Road Study Area, are discussed further in the Land Use section.



PLAN AT-A-GLANCE

The Fleming Road Area Plan serves to document the planning process and the community's priorities for the future while also implementing goals and policies from the City's Comprehensive Plan. Key takeaways from this plan at-a-glance are summarized below:

- No rezoning of land is recommended. The Fleming Road Area Plan extends and applies the policies set forth in **GSO2040** to this area.
- Future roadway and transportation network improvements in this Study Area should seek to reduce vehicle speeds, improve traffic safety, and eliminate vehicular/ pedestrian/ bicycle conflicts.
- While the community wishes to maintain its current community character, if and when properties are developed or redeveloped they should fit into the surrounding context and contribute to the existing community fabric, as expressed through the Community Priorities & Preferences described in the Future Land Use section of this document.
- This plan encourages the Fleming Road Study Area community and neighbors to remain involved in the process of future development or redevelopment within the Study Area.



SECTION 2

PLANNING AREA BACKGROUND

This planning process was initiated during a time when the City of Greensboro is seeing population growth and an increase in development. The Fleming Road Study Area has also seen growth, growing 8% from 2010 to 2022 with a current population of approximately 4,700 residents.¹ This may accelerate further, following an announcement by Boom Supersonic of their plans to build a full-scale manufacturing facility at Piedmont Triad International Airport (PTI). One news report cited “Boom’s plans to invest \$500 million in the next 5 years and to hire 1,761 employees...with potential for the workforce to grow to 2,400 at PTI by 2032. Those employment figures don’t include contractors and suppliers that might locate nearby.”²

While the Fleming Road Study Area’s fortunes do not rest on Boom Supersonic, that project is an indicator of continued expansion of employment opportunities in the northwest quadrant of Greensboro. This potential influx of workers and new economic activity may increase demand and drive up prices for existing housing, and increase demand for new housing and new housing types in the Fleming Road Study Area.

CURRENT LAND USE

Current land uses in the Fleming Road Study Area are predominantly single-family residential, with some pockets of multi-family residential, some commercial areas, and some large areas that are wooded (mostly north of Horse Pen Creek Road). Non-residential areas are concentrated near the intersection of Fleming Road and Lewiston Road in the northwest section of the Study Area—commercial uses include Cardinal Crossing Shopping Mall, restaurants, gas stations, and other retail, and institutional uses include the Collins Grove United Methodist Church—and on the south side of Bryan Boulevard near the I-840 interchange (New Garden Landscaping & Nursery, real estate agency, etc.) A large portion along Ballinger Road at the southern end of the Study Area is currently considered agricultural land.

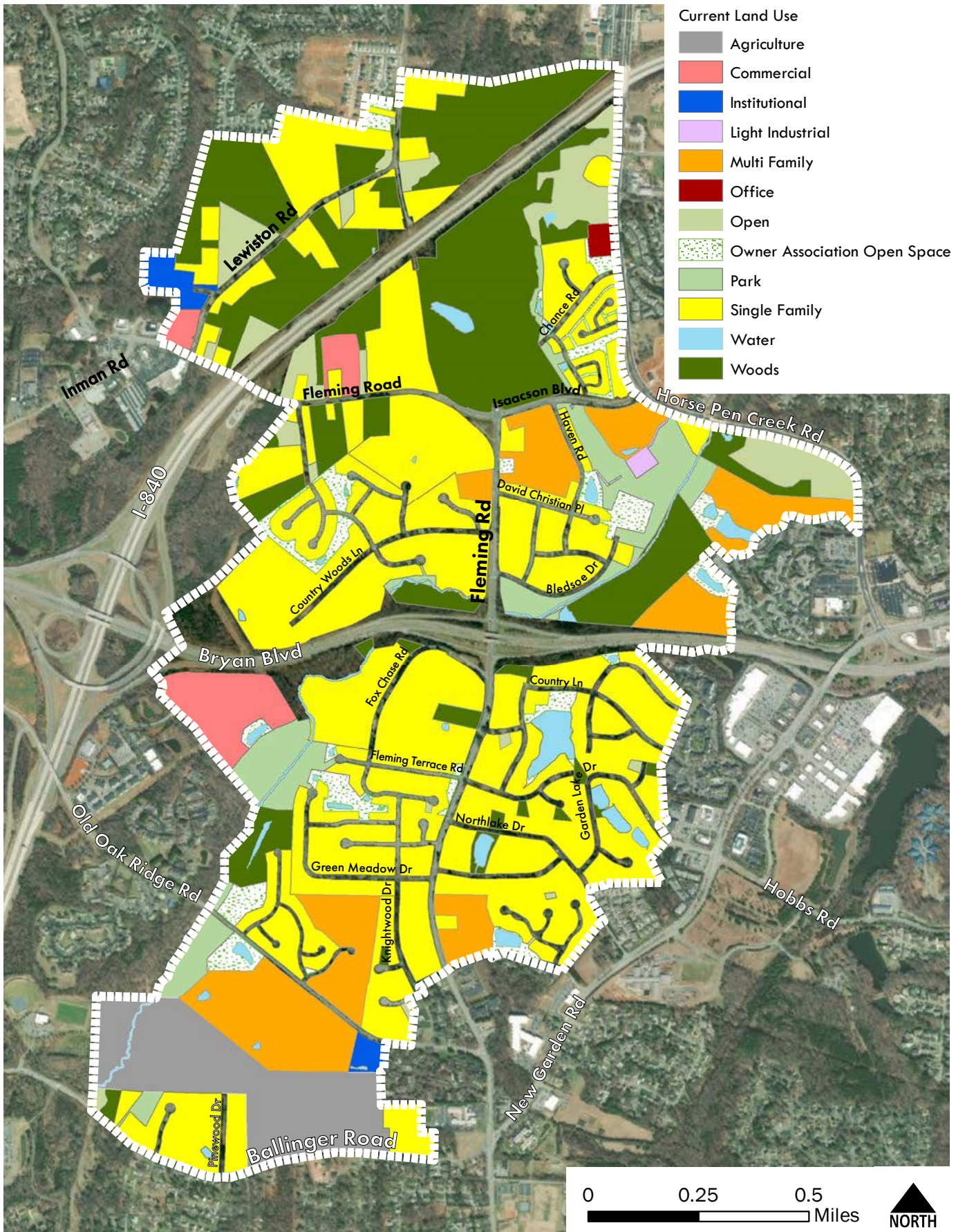
Note: A map showing existing Zoning in the Fleming Road Study Area can be found on page 32.

1. Source: ESRI Community Analyst 2022 (chart in Demographic Characteristics section).

2. <https://myfox8.com/news/north-carolina/piedmont-triad/boom-goes-pti-5-cool-things-to-know-about-boom-supersonic-the-company-behind-project-thunderbird/>

SECTION 2 | PLANNING AREA BACKGROUND

Map 2: Existing Land Uses



FUTURE LAND USE

The Future Land Use Map shows the Fleming Road Study Area designated as largely residential, with the exception of the area surrounding the Fleming Road intersection with Lewiston Road, which is designated as commercial, reflecting current uses.

Based on input from the community, the Fleming Road Area Plan does not propose any major changes to the **GSO2040** Future Land Use Map, other than the removal of the Commercial area which was previously envisioned to locate at the now cancelled I-840 interchange (the pink circle in the map below).

GSO2040 Future Land Use Categories

The Future Land Use Map breaks Greensboro into very broad areas based on the main character of land uses that we want to see in future. These are not intended to be exclusive; it is assumed that there are a variety of uses in each area, but the designation reflects the area’s predominant character.

Residential includes both single- and multi-family residential. Other uses should generally be in the scale of a Neighborhood or a Community Center as described in the Future Built Form Map on page 69, in a form that is appropriate to the character of the area. Many residential areas include commercial corridors, and future development along these corridors should be oriented to the corridor to avoid negative impacts to adjacent residences.

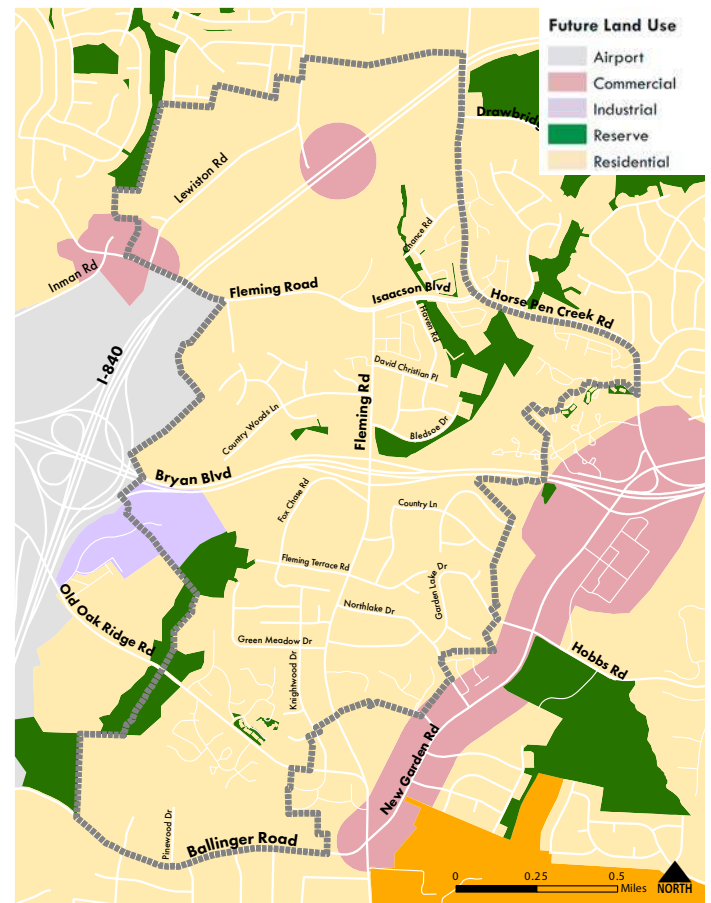
Commercial includes retail sales, wholesale sales, personal service businesses, professional service businesses, restaurants, entertainment, hotels and hospitality, commercial assembly halls, and event spaces. These can be either linear commercial corridors or larger centers of commercial development or a combination of both. Some include residential uses as well, and represent an opportunity for denser development, particularly in conjunction with enhanced transit service and mobility hubs.

Industrial includes light and heavy manufacturing, assembly and fabrication, and warehousing, logistics and distribution centers. Greensboro has seen a loss of land suitable for and attractive to industrial development, and it is critical that these areas be protected for larger industrial development opportunities.

Airport applies only to property owned or operated by the Piedmont Triad International Airport Authority and includes aviation-related activities and on-site hotels.

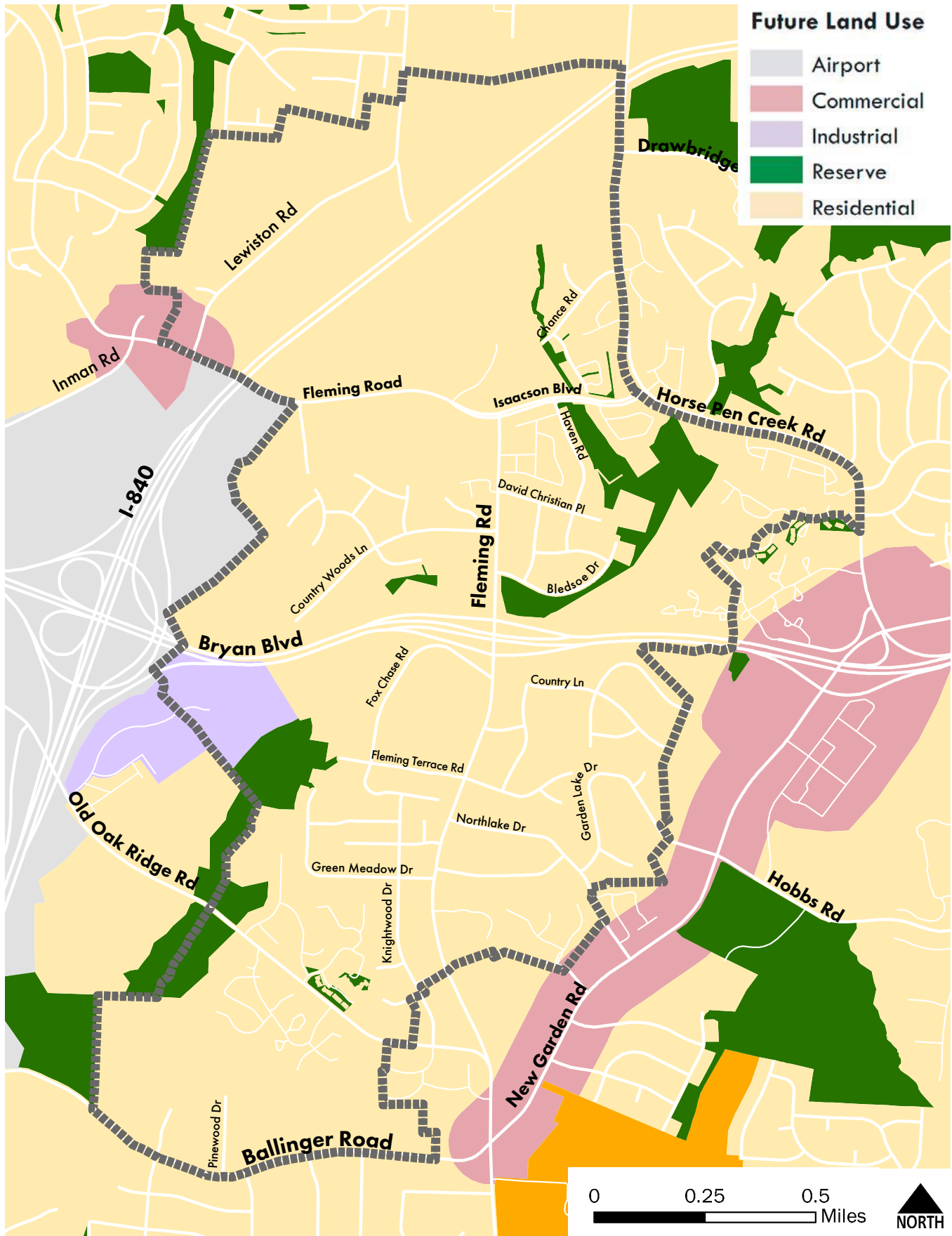
Reserves are publicly accessible parks, publicly owned open spaces including woodlands, habitat reserves, lakes, wetlands, historic battlegrounds, public and non-commercial recreation facilities.

Future Land Use (Currently in GSO2040)



SECTION 2 | PLANNING AREA BACKGROUND

Map 3: Future Land Use (as proposed, with removal of Activity Center)



FUTURE LAND USE (CONT.)

The Future Land Use Map also shows a commercial area at a proposed future Fleming-Lewiston Road Connector/Interchange on the Urban Loop/I-840 (indicated with a pink circle on the Future Land Use Map). However, as of August 2022, the Greensboro Urban Area MPO adopted an amendment to remove this planned Fleming-Lewiston Connector and future interchange from the Metropolitan Transportation Plan (MTP) and Thoroughfare Plan. [Additional information on the amendment is available on the MPO’s website.](#)

GSO2040 Future Built Form Map Place Types

Place Types are areas that have a consistency of character, identity or purpose and that are most often bounded by corridors, natural features, or parks that create transition or separation from other neighborhoods that may not share the same characteristics.

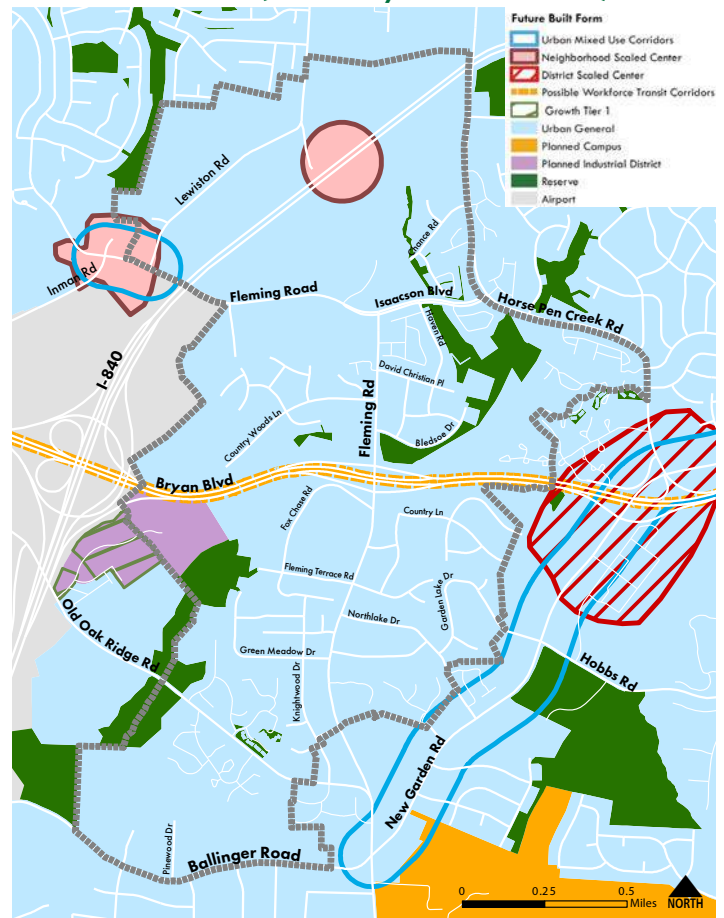
The Future Built Form Map designates the Fleming Road Study Area predominantly with the Urban General Place Type. This development form occurred in the post WWII period and reflects national development trends of that time: conventional neighborhoods are car-oriented, largely with single-family homes and retail in shopping centers or malls. New commercial or mixed use development in areas designated with the Urban General place type will be focused within Activity Centers. Some Activity Centers will continue to be car-oriented but some may take advantage of opportunities for walkable, mixed-use development on larger sites by creating greater access from surrounding neighborhoods and increasing development along existing commercial corridors, which can strengthen transit service and other transportation options.

This Plan does not propose any major changes to the GSO2040 Future Built Form Map, other than the removal of the Activity Center which was previously envisioned to locate at the now cancelled I-840 interchange (the pink circle in the map at right).

According to **GSO2040**, Activity Centers should reflect these characteristics:

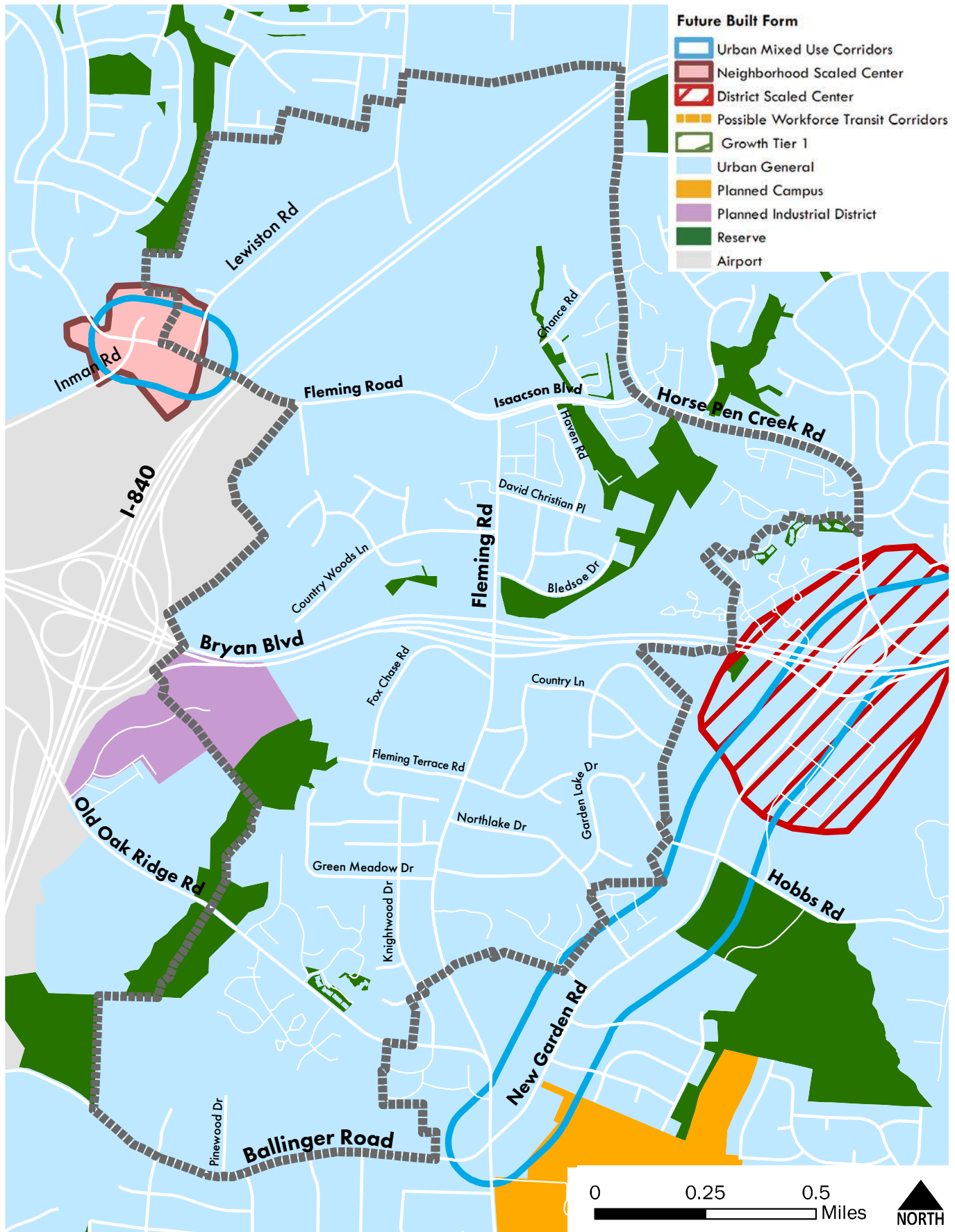
- Properly scaled and accommodates the needs of residents in the service area
- Gives consideration to light traffic, noise, and other potential impacts when adjacent to residential neighborhoods, parks, or other low intensity uses
- Buildings and uses are easy to access on foot or by bike. Centers include safe paths, bike racks, benches, and other amenities for non-motorized travelers
- Centers coordinate adjacent site designs and public improvements to provide comfortable sidewalk space for pedestrian movement, curb “bump-out” extensions, street trees/lighting/furniture, sidewalk cafes, and an active pedestrian friendly environment.

Future Built Form (Currently in GSO2040)



SECTION 2 | PLANNING AREA BACKGROUND

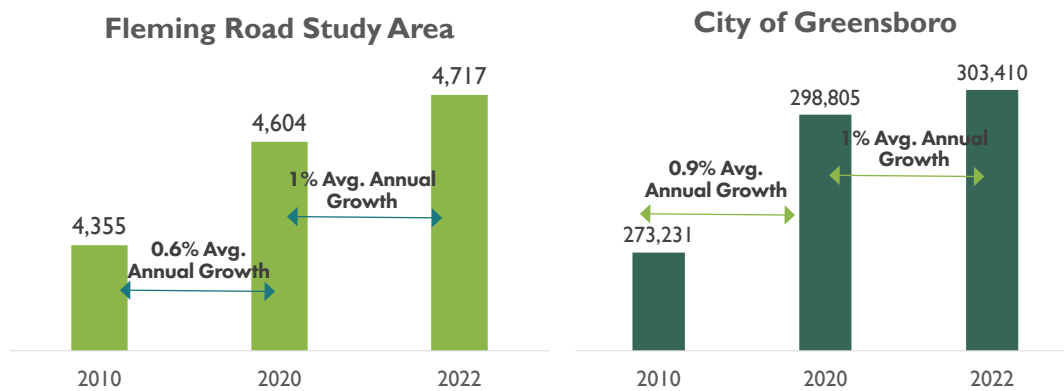
Map 4: Future Built Form (as proposed, with removal of Activity Center)



DEMOGRAPHIC CHARACTERISTICS

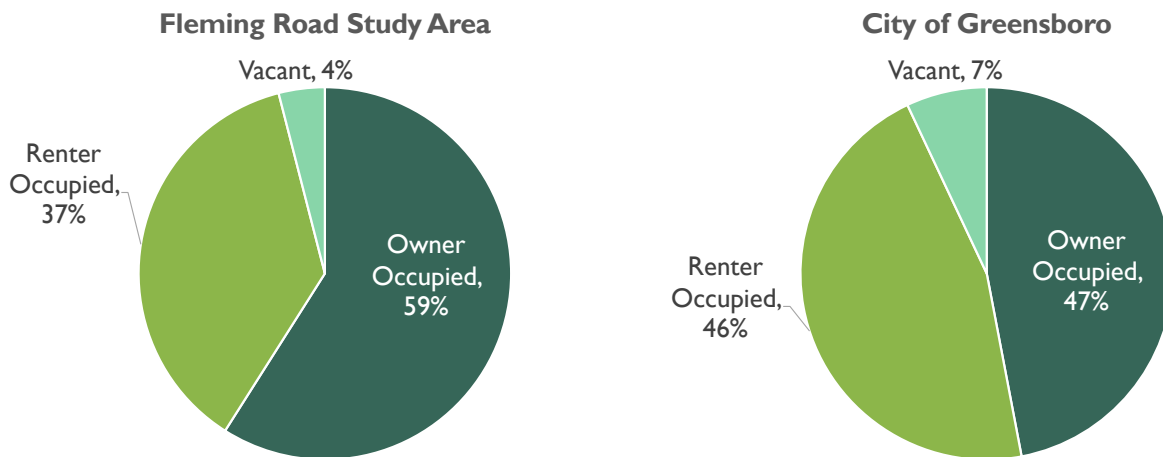
Population³

Both the Fleming Road Study Area and the City as a whole are seeing notable and steady population growth. From 2010 to 2022, the Study Area saw an 8% increase in residents (average annual increase of 0.8%) and then saw an additional 2% increase in just two years from 2020 to 2022. Greensboro grew 11% from 2010 to 2022 (average annual increase of 1.1%) and an additional 2% increase in population from 2020 to 2022.



Housing Occupancy

The Fleming Road Study Area has had, and continues to have, higher rates of owner-occupancy than the City as a whole (in 2022, 59% vs. 47%), but still one third of the Fleming Road Study Area's housing stock is renter-occupied. Vacancies are low at just 4% (a snapshot in time at the time this data was sourced in 2022). This lower vacancy rate suggests that market demand for the types, sizes, price ranges, and residential context of rental housing available in the Study Area is stronger than Greensboro overall.



3. Source for demographic data in this section is ESRI Community Analyst 2022.

Median Household Income

Incomes in the Fleming Road Study Area are generally higher than the rest of Greensboro. There are higher percentages of middle- and upper-income households and median household income in the Fleming Road Study Area was \$70,872 vs. the City's median household income of \$55,489.

Households by Income (2022)



Median Home Value

Logically, median home values in the Fleming Road Study Area are also higher at \$230,407 versus the City's median value of \$211,495.

Race and Ethnicity

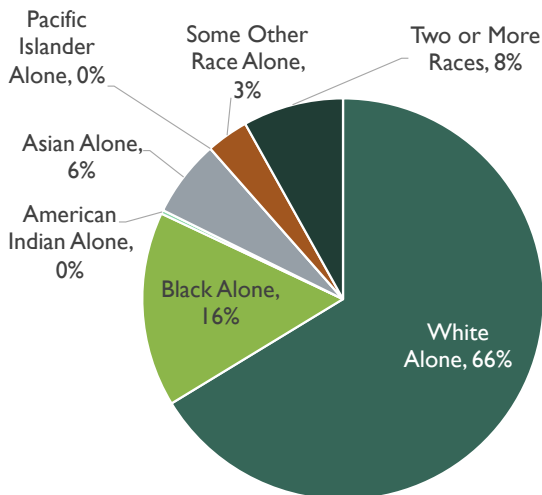
The racial and ethnic makeup of Fleming Road Study Area residents is less diverse when compared with the rest of Greensboro, with a population that is majority (66%) White vs. the Citywide mix of 41% White, 41% Black, 5% Asian, 6% Some Other Race Alone, and 7% Two or More Races.



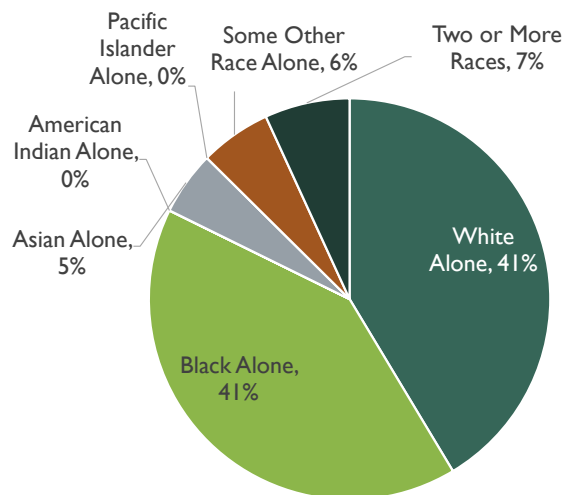
Fleming Road Area: \$230,407



City of Greensboro: \$211,495



Fleming Road Study Area (2022)

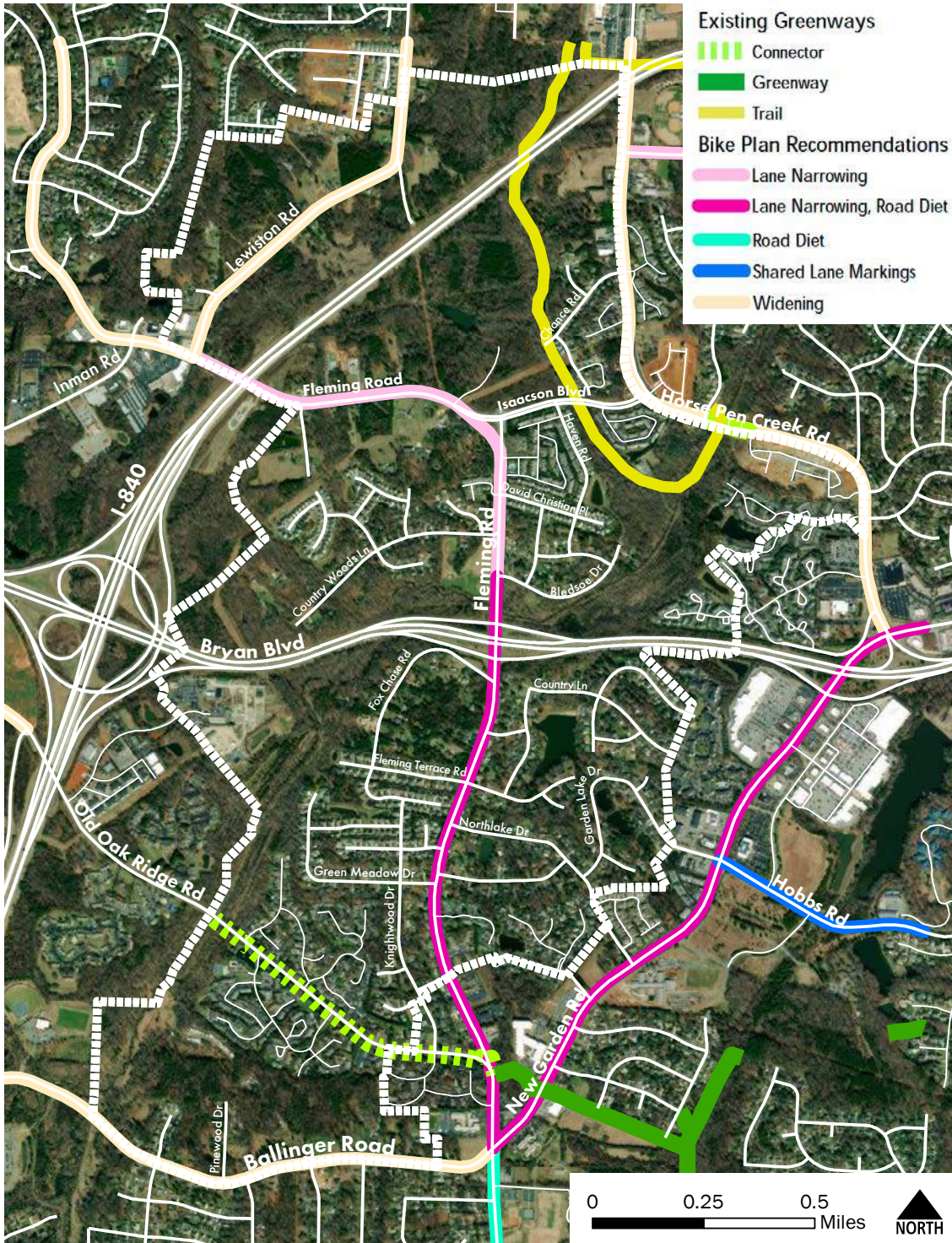


Greensboro (2022)

BIKE PLAN RECOMMENDATIONS

The City's Adopted [Bicycle, Pedestrian, Trails, & Greenways Plan Update](#) (aka "BiPed Plan") calls for narrowing the lanes on Fleming Road and, for the segment from Bryan Boulevard south to Ballinger Road, implementing a road diet. Road diets are characterized by the reduction of the number of lanes on a roadway to make improvements that oftentimes add space for bike lanes, sidewalks, or transit. A road diet would help further this plan's objectives of reducing local vehicle speeds and enhancing the environment for pedestrians and bicyclists.

Map 5: Bike Routes and Bike Plan Recommendations



PARK SYSTEM NEEDS

Adopted in February 2019, [Plan2Play](#) is the City’s Parks and Recreation’s Master Plan that provides a framework for the use and development of the Greensboro park system for the next 20 years. The document describes a vision that is framed around three themes: “enhance the Department’s existing assets, expand offerings by strengthening partnerships and creating transformative programs, and connect communities into a vibrant, healthy and equitable park system.”

Plan2Play does not describe specific recommendations for the Fleming Road Study Area, and classifies the corridor under the Low to Medium Need categories in the System Needs map. However, many of the Plan2Play recommendations apply to the City overall, with all parks—including Fleming Area parks and facilities like the Leonard Recreation Center—contributing to further system-wide goals of enhancing, expanding, and connecting the existing network.

Map 6: Park Need and Access (Plan2Play Map)

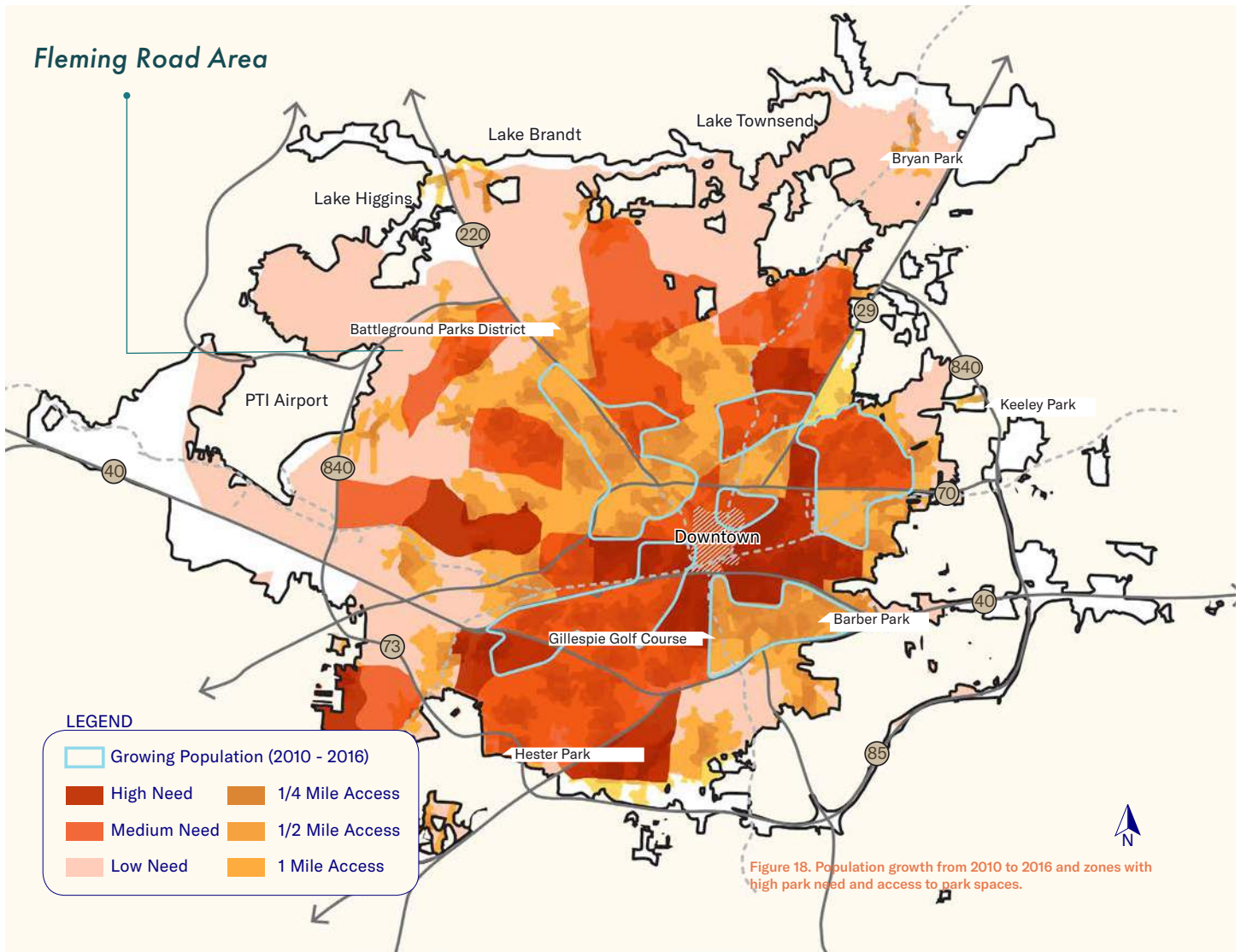


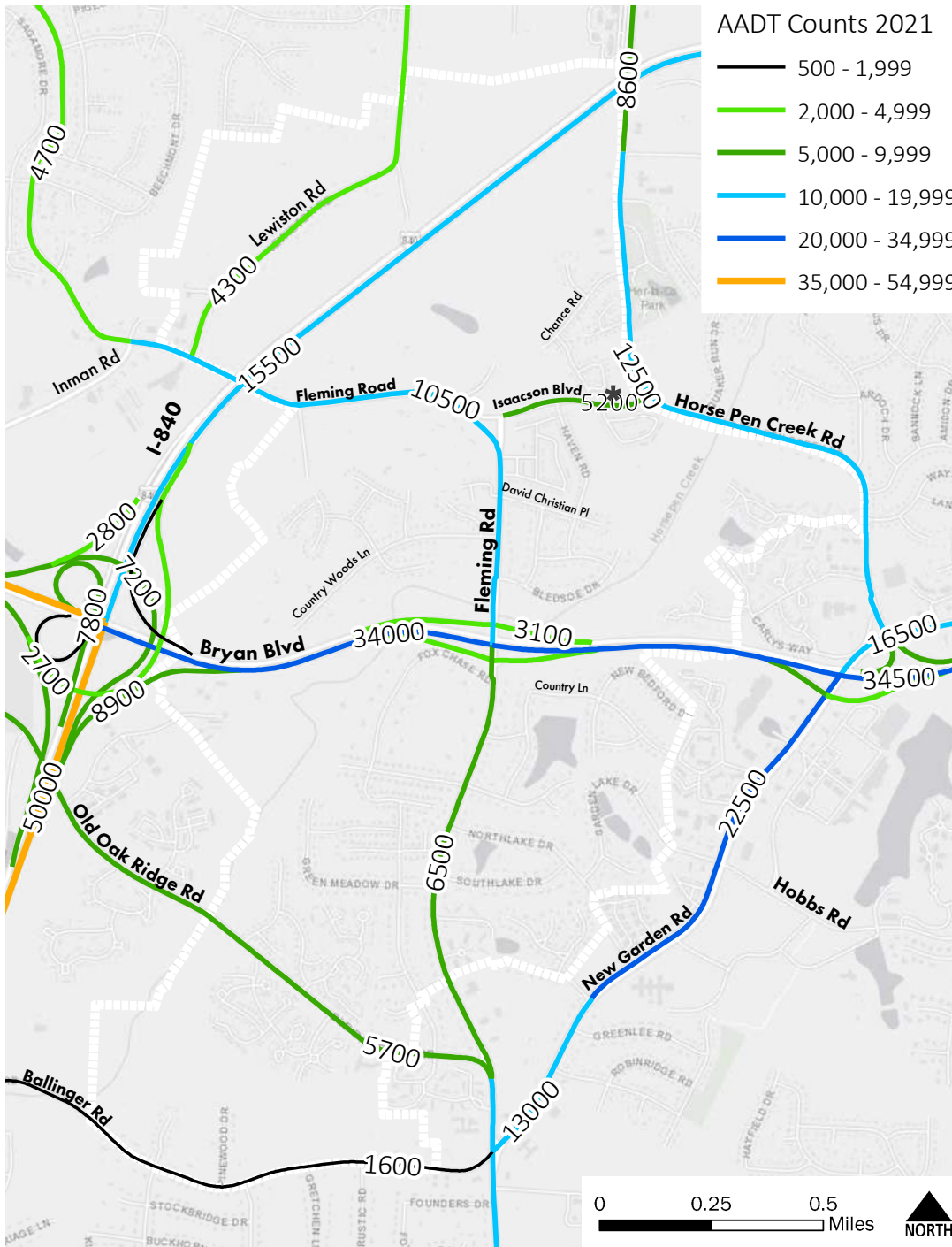
Figure 18. Population growth from 2010 to 2016 and zones with high park need and access to park spaces.

SECTION 2 | PLANNING AREA BACKGROUND

TRAFFIC COUNTS

Bryan Boulevard sees the highest traffic counts in the Study Area (approximately 35,000 vehicles per day) followed by I-840 (approximately 15,000 vehicles per day through the northern section of the study area), then Fleming Road (between 6,500 to 10,500 vehicles per day). The City expects to see changes in traffic volumes and distribution with the recent opening of the final segment of the urban loop (I-840, in this area). Community concerns focused on traffic speeds and lack of traffic law enforcement, rather than traffic congestion.

Map 7: Vehicular Annual Average Daily Traffic Counts (NCDOT 2021)



Source: North Carolina Department of Transportation Annual Average Daily Traffic Mapping Application & *GDOT 2019 Data

SECTION 3

COMMUNITY ENGAGEMENT

Community engagement for this planning process was encouraged through multiple outlets to reach as many residents as possible. Throughout the process, there were nearly 800 total touchpoints, defined as the total instances of engagement, over the course of developing this plan. This includes the following activities and methods:

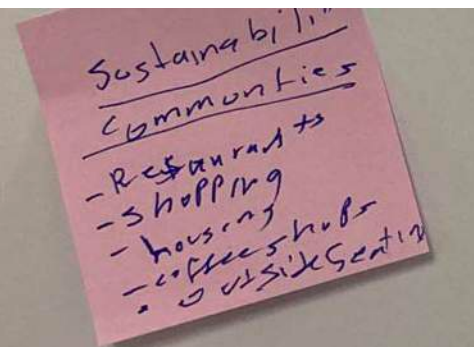
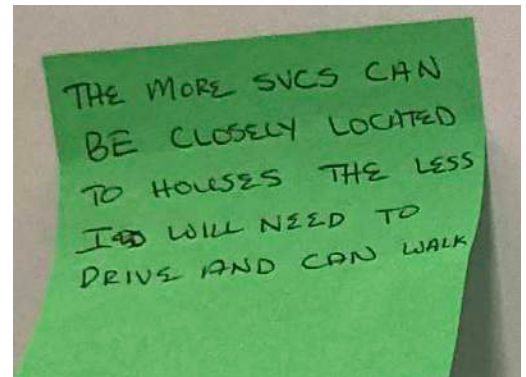
COMMUNITY OUTREACH ACTIVITY	TOUCHPOINTS
Preliminary Stakeholder Interviews	10
Mass Postal Mailings (2,300+ addresses)	3
Mass Email Announcements	12
Stakeholder Email Recipients List	200
Stakeholder Email Inquiries Received	53
NextDoor Announcements	5
NextDoor User Comments	3
Interactive Web Polls	4
Interactive Poll Responses	202
Interactive Map Comments	33
Interactive Map Comment Reactions	110
Public Open House Meetings	3
Open House Meeting Attendees	154
TOTAL TOUCHPOINTS	792

Meeting summaries, poll results, and other details on each community engagement activity are included in the Appendix of this document.

ENGAGEMENT FINDINGS

Feedback from the community was relatively consistent throughout the process, with a consistent mix of sentiments and opinions. Key findings are summarized below:

- Residents value and are concerned about losing the quiet, safe, residential, family-friendly, and natural character of the Fleming Road Study Area
- Primary concern is reducing vehicle speeds, improving traffic safety and traffic law enforcement, and eliminating vehicular/pedestrian/bicycle conflicts
- Community cares about protecting and enhancing green space, trees, and natural resources and habitats
- Improving access to the Bicentennial Greenway is important
- Wary of development/too much growth; If development occurs, it should be high quality design, low-density, and well-landscaped
- Need to improve pedestrian crossings and would be nice to have more destinations to be able to walk to
- Missing from the area: parks, playgrounds and recreational areas; a public gathering space; dog park; connected sidewalk network; transit; and emergency care.



SECTION 4

VISION, GOALS, AND STRATEGIES

The vision, goals, strategies, and objectives described here are organized under the same framework as the City's Comprehensive Plan. The Six Big Ideas from **GSO2040** are brought into this plan, with goals and strategies relevant to Fleming Road carried through, followed by newer, more specific objectives for the Fleming Road Study Area. These objectives reflect the ideas and priorities voiced by the community, combined with the planning team's analysis of conditions and future opportunities.

Vision Statement:

The Fleming Road Area is distinguished by its quiet character, quality housing, and countryside feel, and is a safe place for all—including pedestrians, bicyclists, and drivers—with a plan to ensure that any future growth or development is compatible within the context of the Fleming Road area.

BIG IDEAS, GOALS, STRATEGIES, AND OBJECTIVES

Big Ideas, Goals, and Strategies are taken directly from the **GSO2040** Comprehensive Plan. Objectives are proposed specifically for Fleming Road. These were developed based on analysis of current conditions and public input.

Some objectives help inform land-use decisions, in particular for requests to rezone property. Others are directed to improvements to public resources like streets, sidewalks, trails, and parks. Some are for specific places and some are more general. These Objectives are proposals that need further action to see them become reality. Specific improvements will require conversations between the City and the public to put improvements on future project lists.



Goal A: Greensboro is recognized and admired for its attractive, walkable and compact mixed use activity centers where people live, work, and enjoy life.

Strategy 1: Encourage mixed use, walkable, infill development throughout the City.

Fleming Road Area Plan Objectives

- Accomodate new appropriate mixed-use development for sites at activity centers identified in **GSO2040**. Any new neighborhood-serving commercial uses outside of activity centers should be small in scale.

Strategy 2: Ensure that mixed use projects both strengthen and add value to the community. Architecture and urban design should be of high quality and should complement existing development. Projects should be coordinated with the updated Greensboro Transit Agency (GTA) Mobility Plan.

Fleming Road Area Plan Objectives

- Build multiple mobility options into site design for new development (i.e., sufficient pedestrian and bicycle connections, bike parking, transit stops, etc.).
- Carefully consider the scale, density, bulk and intensity of any proposed development to ensure compatibility with surrounding character and use of property and the capacity of existing services and public facilities.



Tate Street, located east of UNC Greensboro, is an example of an existing neighborhood-scale center.



FILLING IN OUR FRAMEWORK



Goal B: People choose to live in Greensboro because every neighborhood is safe and has convenient access to first-rate schools, services, shopping, parks, and community facilities. (GSO2040 Goal C)

Strategy 1: Invest in building and maintaining quality, accessible public recreation centers, libraries, neighborhood park facilities, and other amenities and services to sustain livable neighborhoods.

Fleming Road Area Plan Objectives

- Pursue infrastructure improvements along Fleming Road and in surrounding neighborhoods to improve overall safety for all transportation users (vehicles, pedestrians, and bicyclists).
- Use crash data to prioritize traffic law compliance and enforcement, especially at the most dangerous intersections along Fleming Road.
 - i. Improve pedestrian crossing at Fleming Road and Old Oak Ridge Road.
 - ii. Focus on safety improvements in areas that correspond with safe routes to schools/school bus routes.
- Complete the existing sidewalk network (i.e., where sidewalk ends on east side of Fleming Road at David Christian Place) and add new sidewalks in residential neighborhoods to enhance safety and accessibility for school children, those with strollers, and people with disabilities.
- Attract appropriate retail and service-based businesses in existing commercial nodes that can serve Fleming Road area residents.
- Enhance Fleming Road area connections and access to nearby recreational opportunities like greenways, trails, and parks.



A connected sidewalk network is important for walkability. Pictured above: sidewalk ends on the east side of Fleming Road at David Christian Place



Well-marked, highly visible pedestrian crossings make people feel safer when walking. Pictured above: Fleming at Old Oak Ridge Road.



Goal A: Greensboro's citywide network of unique neighborhoods offer residents of all walks of life a variety of quality housing choices.

Strategy 1: Protect and enhance the unique character of every neighborhood. Leverage planning and permitting tools to safeguard the environment and historic buildings and places from potential negative impacts of development, redevelopment, public projects, and commercial encroachment. Encourage placemaking projects and improvements that reinforce the distinct character of each neighborhood.

Fleming Road Area Plan Objectives

- Maintain quiet and safe residential areas by installing traffic calming measures (such as road narrowing/curb extensions, pedestrian crossings with signage, median islands, speed bumps, raised crosswalks/intersections, traffic circles, etc.) and increasing enforcement of traffic laws, to discourage cut through vehicular traffic.
- Pursue beautification projects and streetscaping improvements that can contribute to a sense of place and maintain the family-friendly character in the Fleming Road Study Area (i.e., landscaped medians and/or parkways, lighting, neighborhood gateways).
- Coordinate with NCDOT to explore potential options for noise abatement from traffic along Bryan Blvd. Potential options might include vegetative sound barriers, noise reducing roadway surface types; and on-site noise abatement techniques for future development.
- Implement Adopted Bicycle, Pedestrian, Trails & Greenways Plan ("BiPed Plan") recommendation for lane modifications on Fleming Road that would help decrease vehicle speeds and provide more space for bicyclists as road resurfacing occurs.

Strategy 2: Meet housing needs and desires with a sufficient and diverse supply of housing products, prices, and locations. Find opportunities to add to the variety of housing types and price points that are close to downtown, employment centers, community services, and public transit. Coordinate housing programs and include small area plans with efforts to create walkable infill and provide a range of housing options near transit hubs and other amenities.

Fleming Road Area Plan Objectives

- Accommodate and encourage a mix of residential types (single-family, townhomes, apartments, accessory dwelling units), unit sizes, configurations (single- vs. multi-story), lot sizes, and residency models (with or without HOA) to support housing to meet the needs of the local workforce, and housing serving the needs of seniors and people with disabilities.
- Allow for more dense development near the airport and near planned or future transit nodes that may serve airport employees.



Goal A: Greensboro has unrivaled pedestrian, biking, transit, and road networks that provide safe, comfortable, and convenient transportation options.

Strategy 1: Encourage new development that is compatible with the intended use of the adjacent roadway, which could be supporting commercial activity, serving a primarily residential area, or carrying significant traffic volumes. Support denser development only near commercial nodes to create a better environment for multiple transportation options such as walking and higher rates of public transit use.

Fleming Road Area Plan Objectives

- Create better access to/for non-vehicular transportation options like potential microtransit/flexible transit and bikeways that can connect Fleming Road area residents to the fixed route transit network, amenities, destinations, and the rest of the City. (Consider potential locations for a mobility hub in this area for the future that could connect microtransit riders to fixed route transit.)
- Ensure that all new developments include pedestrian and bike connections as part of site plan design – i.e. connect sidewalk on street with pedestrian path leading up to the front of a store.
- Coordinate with GDOT to encourage establishment of a neighborhood traffic management program that can prioritize and address traffic safety issues in this area (as well as in others across the City).
- Conduct vehicular and bicycle traffic counts at key locations across the corridor, such as the greenway crossing at Bledsoe Drive, to observe traffic behaviors that may warrant additional safety treatments.



“Invest in the connections. The more it connects, the more it will be used.”

Workshop Comment

Pedestrian/bike crossing at Bledsoe Drive and Fleming Road connects to the Bicentennial Greenway.

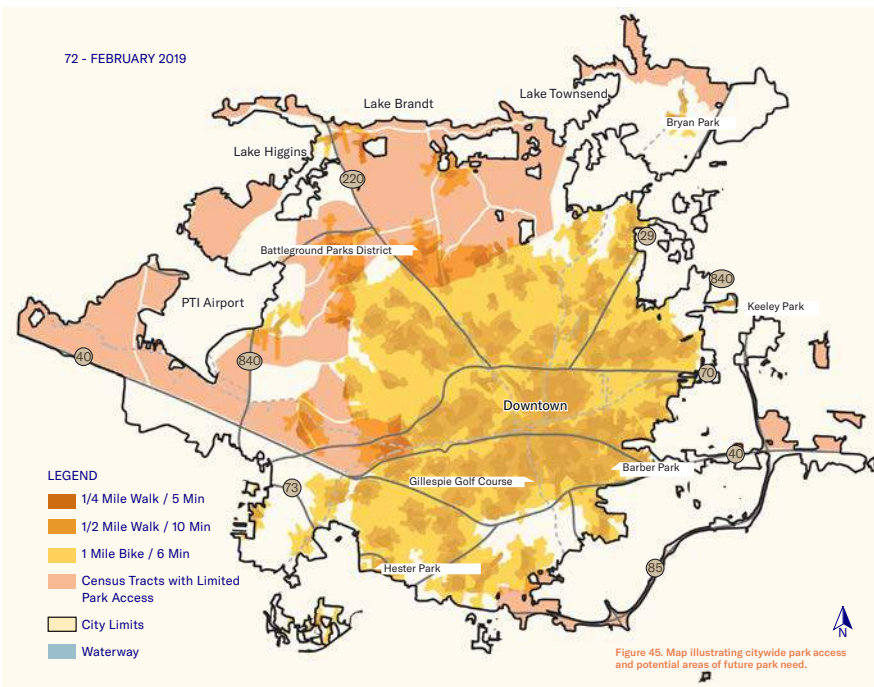


Goal B: Everyone loves our interconnected green spaces, which provide recreation and transportation opportunities, promote active living, and protect our natural environment.

Strategy 1: Invest in building and maintaining quality, accessible public recreation centers, libraries, neighborhood park facilities, and other amenities and services to sustain livable neighborhoods.

Fleming Road Area Plan Objectives

- Improve existing greenway connections and crossings to make them safer and with better signage (i.e. crossing at Fleming Road and Bledsoe Drive).
- Create new pedestrian and bicycle connections to the Bicentennial Greenway and between neighborhoods and other local destinations.
 - i. Identify funding for the Friends Home Connector as designed in the Friends Home Connector Feasibility Study
 - ii. Improve the existing pedestrian and bicycle crosswalk to offer more visibility across Bryan Blvd to enhance safe connections to the Bicentennial Greenway
- Seek funding for new sidewalks and bike facilities to connect local destinations, such as from Price Park to Guilford College or from the Leonard Rec Center to nearby neighborhoods.



Park Access in Northwest GSO

Greensboro Plan2Play, the City’s 2019 Parks and Recreation Master Plan, notes that large areas of west and northwest Greensboro lack walkable access to neighborhood parks.

The City’s adopted 2023-2032 Capital Improvements Program (CIP) includes a project for Development of a New Community Park in north/northwest Greensboro, intended to “ensure adequate service delivery to residents in this area of the City and would help eliminate an identified gap in service coverage.” ([Greensboro 2023-2032 CIP, Tracking #277](#))



Goal A: Greensboro advances environmental stewardship, taking care of our natural resources and the natural systems that support all living things.

Strategy 1: Promote resilient, efficient, and environmentally beneficial patterns of land use. Utilize and modify rezoning, subdivisions, site plan, building permit, annexation, and related review and approval processes to achieve an appropriate jobs-housing-service balance. Apply these processes and others to ensure that all Greensboro residents are within walking distance to a park, green space, or natural feature.

“Sustainable communities: restaurants, shopping, housing, coffee shops, outside seating...”

Workshop Comment

Fleming Road Area Plan Objectives

- Wherever possible, preserve and protect existing natural resources by protecting existing trees, streams, wildlife habitats, and open spaces.
- Encourage any new development to incorporate Stormwater Control Measures (SCMs) and other flood mitigation and sustainability measures in both construction and operation of the building/property over time (i.e. green stormwater infrastructure, native plantings, permeable pavement, etc.).
- Identify opportunities to add SCMs and green infrastructure along the public right-of-way in the Fleming Road Study Area to reduce community flooding.
- Enhance and expand nearby greenways to make them safer and more appealing to use as transportation and for recreation.
- Decrease greenhouse gas emissions by encouraging a mix of uses and site designs that encourage biking or walking to destinations rather than driving.
- Add trees to existing green/open spaces to strengthen the tree canopy, reduce the need for mowing, decrease emissions, and mitigate heat island effects.
- Explore a variety of tools for creating new neighborhood parks, green spaces, and recreation opportunities, taking advantage of existing drainageways and open spaces where possible.
 - i. Consider enhancements to the City-owned land associated with the Bledsoe Drive Lift Station.
 - ii. Explore tools for encouraging the construction/enhancement of greenways and trails to be completed as part of subdivision development.
 - iii. Coordinate with Greensboro Parks and Recreation and the Plan2Play Parks and Recreation Master Plan if pursuing the development of a new facility or expanded offerings at existing facilities in the area such as the Leonard Recreation Center and/or Carolyn Allen Regional Park and Athletic Complex.



Goal A: Everyone does their part to maintain stable, attractive, and healthy places to live and raise families. (*GSO2040 Goal E*)

Strategy 1: Build upon successful community initiatives to improve housing conditions while encouraging community involvement and participation. Work to ensure the quality, quantity, and diversity of housing choices across and between neighborhoods.

Fleming Road Area Plan Objectives

- With future development proposals, strive for a diverse housing mix to include a range of housing products for different life stages, while ensuring that new housing fits in with the character of surrounding properties and the neighborhood.
- Support businesses that serve community needs by encouraging new housing and mixed-use development that adds destinations for surrounding residents and promotes walkability.
- Encourage the development of starter homes, such as smaller single-family houses or townhomes, that can support opportunities for the next generation of Fleming Road Study Area residents.
- Promote the maintenance of existing housing stock and raise awareness among property owners of City resources available through the Housing & Neighborhood Development Department.
- Promote community use of City communications tools such as the [GSO Collects](#) app for residents to report and alert the proper City services to physical issues such as illegal dumping, graffiti, damaged sidewalks, malfunctioning streetlamps, etc.

“Provide some of all types of housing and development, but don’t put a \$500K home next to an entry apartment.”

Workshop Comment



Goal A: Investment in cutting edge communications technology enhances the quality of life for all residents and helps businesses thrive. (GSO2040 Goal C)

Strategy 1: Encourage fiber ready infrastructure to reduce the need for costly future upfits, increase property values, and promote economic growth. Build on local and regional partnerships to increase the capacity, adaptability, quality, and availability of the City’s technology infrastructure. Access to technology is increasingly necessary for everyone, from big businesses to school age children. Making sure that people have access to the necessary tools of advancing technology is essential to Greensboro’s quality of life.

Fleming Road Area Plan Objectives

- Extend the fiber infrastructure to Fleming Road neighborhoods to keep the Study Area modernized and supportive of those working from home or operating a business.
- Ensure that public spaces such as parks, greenways, bus stops, and community centers, have public internet access.
- Explore the provision of solar charging tables.

“The more services can be closely located to houses, the less I will need to drive and can walk.”

Workshop Comment

SECTION 5

FUTURE LAND USE

The City's Comprehensive Plan (**GSO2040**) includes Anticipated Growth Maps (Future Land Use and Future Built Form Maps). This plan does not suggest changes to any of those land use designations. Rather, it identifies specific areas which might face pressure for change or new development and provides considerations for what such change might entail.

Part of the role of this small area plan (and any small area/corridor/neighborhood plan) is to guide implementation of the City's comprehensive plan by providing more details about the conditions of the local area and the sentiments of local residents and businesses.

Future change in the Fleming Road Study Area should strive to balance the vision, goals, and strategies from **GSO2040** with the priorities and preferences expressed by those living in the Fleming Road Study Area.

COMMUNITY PRIORITIES & PREFERENCES

From engagement conducted throughout the planning process, the community made clear that if development were to come to Fleming Road, there are certain standards and characteristics that residents would want to see:

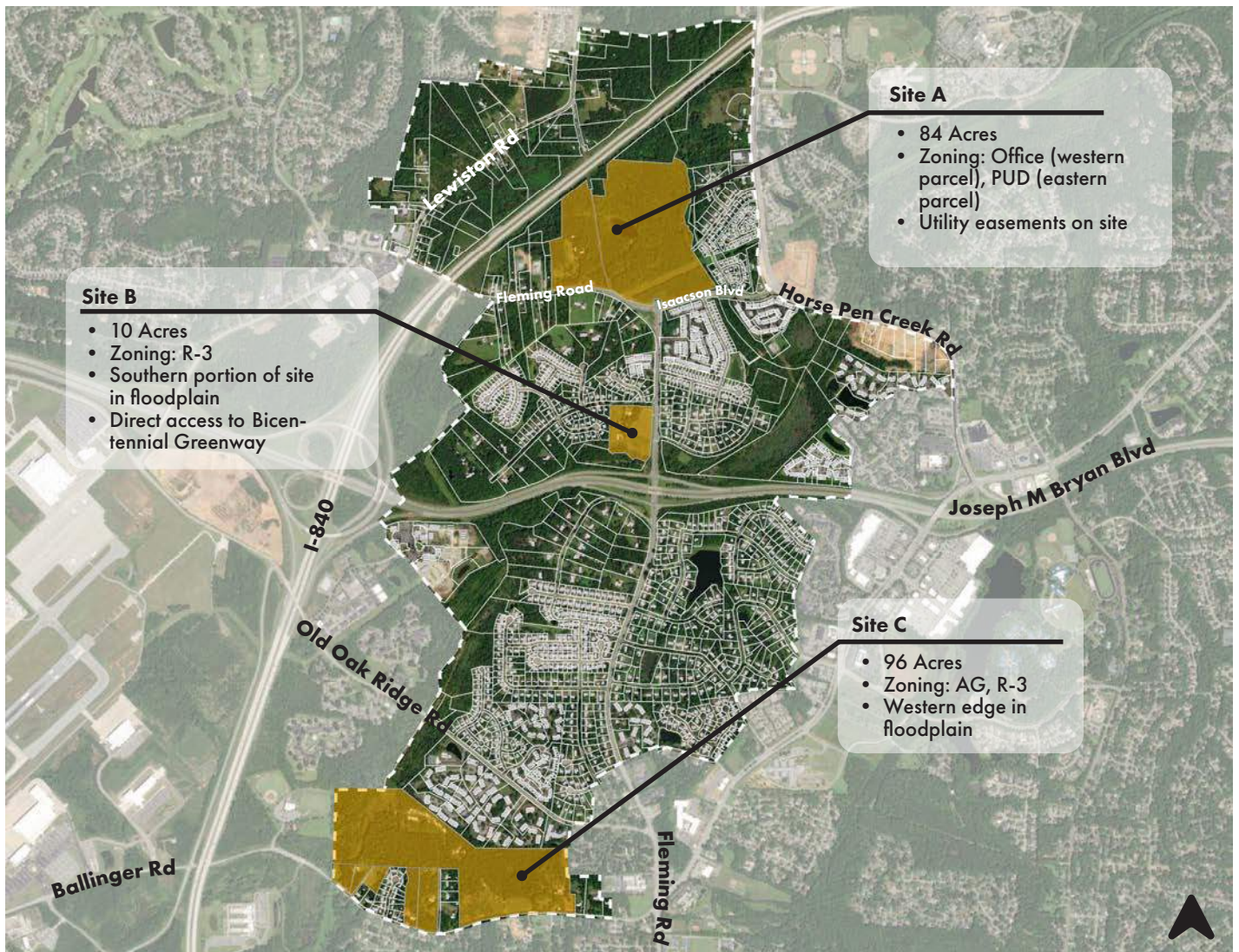
1. Development of a **high-quality design** and **character that respects context** of neighboring areas, including building forms and materials.
2. Development that is in **harmony with nature**, conserves existing trees and natural resources, and incorporates **green space** and **natural landscape and materials**.
3. Development that is **human-scaled** and fits in with/doesn't overwhelm surrounding properties in massing, density or intensity of use.
4. Effective use of **stormwater control measures (SCMs)** and green infrastructure.
5. Site plans that use buffering, setbacks, and transitions to achieve **minimal impact**.
6. Development design that provides **access for pedestrians and bicycles** and minimizes the potential increase in local traffic with a layout and circulation plan which incorporates **transportation management best practices**.



AREAS OF POTENTIAL CHANGE

Much of the Fleming Road Study Area is already built out; most undeveloped parcels are located in areas that are not developable (i.e. not suitable or appropriate for development; such as land that is within a floodplain or areas that are not large enough to build on). There are just three sites within the Study Area that present potential for significant future change, highlighted in orange on the Areas of Potential Change Map and discussed below.

Map 8: Areas of Potential Change



SECTION 5 | FUTURE LAND USE

Site A

These two parcels located between I-840 and Fleming Road/Isaacson Boulevard are privately owned, currently undeveloped. The site is designated as Residential in the Future Land Use Map and as Urban General in the Future Built Form Map. There are easements located in the southern end of the site, close to Isaacson Boulevard. The current zoning district is Planned Unit Development (PUD). PUD districts are intended to allow a diverse mixture of residential and/or nonresidential uses and structures that function as cohesive and unified projects.

Future use that may be appropriate: mixed use residential with public open space; some neighborhood-serving commercial

This 84 Acre sub-area is largely undeveloped and designated in the Comprehensive Plan as both a neighborhood center and Urban General residential. These designations rely, in part, on the anticipation of an extension of Fleming Road through the site to connect to I-840 at an interchange. During the process of preparing this plan, the Greensboro Urban Area Metropolitan Planning Organization (MPO) received a request to remove the extension of Fleming and the future interchange from area transportation plans.

After an extensive review and a 30-day public comment period, the MPO concluded that the future interchange would not be constructable under current USDOT interchange spacing requirements and that the roadway extension would not be a cost effective improvement to the area transportation network. The MPO acted to update area transportation plans accordingly.

With the removal of the interchange from transportation plans, the designation as commercial in the Future Land Use Map is largely obsolete. Instead, if requested, the City should consider what zoning is most likely to support a mixed use, predominantly residential development with complementary neighborhood-serving commercial uses consistent and compatible with the surrounding area. Public comments throughout the planning process also expressed a desire for ample public open space if development were to occur in this area.

Given the presence of two utility rights-of-way on or adjacent to Site A, the need for a logical extension of existing rights-of-way for motor vehicles and for pedestrians and bicyclists is of importance for the arrangement of uses of the property and of the review of its proposed impact prior to rezoning or development approval.



Example of a mixed-use development with residential units above ground floor retail, surrounding public spaces for events and gathering.

SECTION 5 | FUTURE LAND USE

Site B

1901 Fleming Road is a privately-owned, 10-acre parcel that is currently zoned R-3 (which permits low-density, single-family detached housing at 3 dwelling units per acre or less). Approximately the southern third of the site is located in a floodplain, and the entire site is directly across from the Bicentennial Greenway access point on Fleming Road at Bledsoe Drive. As with Site A, this site is designated as Residential in the Future Land Use Map and as Urban General in the Future Built Form Map.

Future use that may be appropriate: mixed residential (i.e. townhomes and single-family)

Site B has quick and convenient access to/from Bryan Boulevard, as well as some visibility from the busy roadway. Any future development on this site would likely access Fleming Road from Country Woods Lane, sharing with existing residential uses to the north and west.

The existing zoning and Comprehensive Plan land use designation anticipates residential development of the site at densities that may allow 25-30 dwelling units, which could be provided in a mix of housing types and sizes.

If a rezoning to accommodate a mixed use development with commercial uses were to be requested—which may occur due to the site’s proximity to Bryan Boulevard—the City’s development review process should encourage exceptional site planning, design measures, buffering, and transition to the surrounding and nearby residential uses. This may be achieved through rezoning conditions.

Site C

The third site, at the southern end of the study area, consists of several separate parcels, all privately-owned and zoned either AG (Agriculture) or R-3 (low density single-family development). The western edge of the site is located in the floodplain. Future development of this site will likely depend on the potential to build access roads within the site connecting the east and west sections to Ballinger Road.

Site C is located within the area of the [“Guilford College New Garden Heritage Community,”](#) which was recognized by a City Council resolution in 2016. The Heritage Community designation is intended to identify and document places in Greensboro which are historically significant, but do not meet the criteria for listing in the National Register of Historic Places or local Historic District designation.



Examples of different residential types - single family and townhomes - found in the same neighborhood that have distinct but complementary styles.

SECTION 5 | FUTURE LAND USE

Heritage Community recognition is commemorative and educational and has no effect on property rights, zoning, or taxation. There are no regulations or standards associated with the Heritage Community designation and the areas identified are general rather than precise. The [“Guide to Historical Markers & Points of Interest”](#) for the Guilford College New Garden Heritage Community identifies two points of interest in the vicinity of Site C:

8. Site of Ballinger Ordinary – Ballinger Ordinary was an eighteenth century inn that hosted President George Washington during his tour of Southern Battlegrounds.

9. Dealus Ballinger and Henri Ballinger Farmsteads – The Ballinger property was originally a land grant and portions of the two farmhouses date to the early nineteenth century.

An [interactive story map](#) provides more information about the Guilford College New Garden Heritage Community. The historical context of this heritage community will be an important consideration in any potential future development or change of use on Site C.

Future use that may be appropriate: mixed density residential.

Taken together, the several parcels of Site C surround two existing residential enclaves on Wakefield Place and Pinewood Drive, both with access only to Ballinger Road. It is, in total, 96 acres of land, the northern portion of which is mature woodlands. If development occurs, road access will be critical to the type, density, and character of the development. Only residential uses are likely to be considered compatible with surrounding land uses. In order to support uses other than only low-density single family dwellings, a road with at least two access points to Ballinger Road would likely be needed. If a planned unit development (PUD) were to be assembled, it would be appropriate to consider a mix of residential types, including those with slightly higher densities and consistent with the multifamily developments that lie between Site C and Old Oak Ridge Road.



Example of mixed-density residential (i.e. neighborhoods that might feature single family homes, townhomes, and multi-family all in one development).

IF CHANGE OCCURS: REZONING QUESTIONS

If a development proposal does arise for any site in the Fleming Road Study Area, a property-owner/developer may need to request a rezoning to accomplish their plans (unless a proposed development is a permitted use in an existing zoning district, in which case the development can proceed through administrative procedures, without the need for a rezoning).

The rezoning process can sometimes lead to confrontation as it introduces uncertainty in an area where people live. In addition, the process is governed by local and state regulations that most people are not familiar with.

Concurrently, the public (individuals living in surrounding neighborhoods) often feel like they are not being heard.

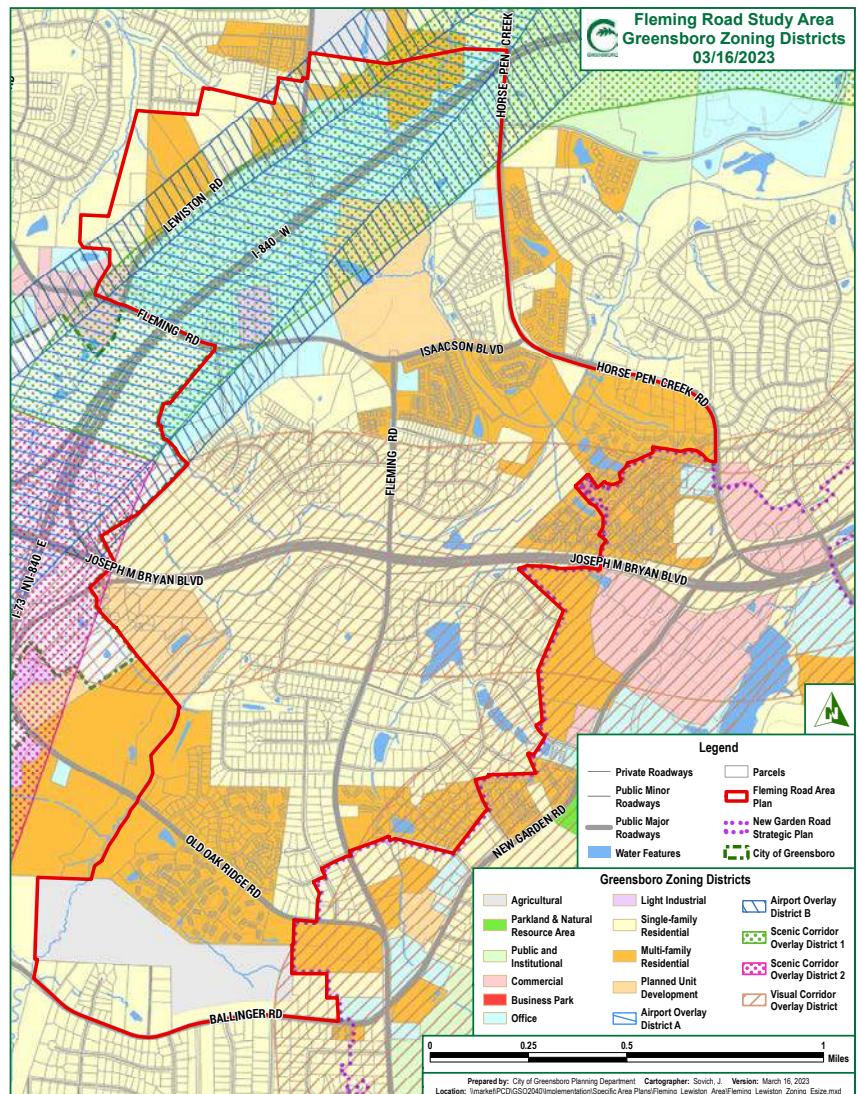
The public hearing process for rezonings is intended to provide an opportunity for fact-finding, the consideration of public policy as it applies to individual property, and the protection of both public and private interests.

At right is a map showing current zoning in the Fleming Road Study Area (at time of this plan’s publication). This plan does not propose any zoning changes. If a development proposal seeks to change any zoning, it would need to go through the public rezoning process which will consider this plan and the 10 questions on page 33.

The City of Greensboro, through its **GSO2040** Comprehensive Plan, presents 10 questions that should be considered through the public hearing process, as a guide to determining the worthiness of a proposed rezoning.

These questions may also be used to guide both the public and a potential developer in a more informal presentation between neighbors and a developer in advance of the more formal public hearing.

The Fleming Road Area Plan encourages use of these questions (found on the next page), and provides context to help answer the questions based on analysis and public input, as part of the community engagement process that precedes a rezoning.



REZONING QUESTIONS (CONT.)

- 1** Is the proposed rezoning in an area with an adopted neighborhood, corridor, Redevelopment, or small area plan, and if so is it consistent with that plan? The Fleming Road Area Plan is the small area plan for this area.
- 2** Does the proposed rezoning support uses anticipated within the Comprehensive Plan's Future Land Use Map and Future Built Form Map designation?
- 3** Is the site for the proposed zoning district in an Activity Center or directly adjacent to an Activity Center?
- 4** Are the uses permitted within the proposed zoning district found elsewhere within the same Future Built Form (center, place type, or corridor), or can the same uses be found in an area with the same Future Built Form designation elsewhere in Greensboro?
- 5** Are the uses permitted within the proposed zoning district of a similar scale, intensity, or off-site impact as existing nearby uses?
- 6** If warranted due to differences in the zoning, use, or scale of adjacent properties, can the property proposed for rezoning accommodate a satisfactory transition to the existing scale and intensity of existing, adjacent uses or can it accommodate an appropriate buffer to limit potential impacts to adjacent property?
- 7** Are the uses permitted within the proposed zoning district compatible with the scale and design of the adjacent road?
- 8** Would the proposed rezoning or land use change impact the existing rights for adjacent land uses? Would the proposed change make a use or building nonconforming or increase the degree of nonconformity?
- 9** Will the proposed zoning accommodate development that permits the extension of the existing and planned street and sidewalk system and the plan's priorities for interconnection of adjacent neighborhoods?
- 10** Does the proposed change in zoning support one of the Big Ideas?

APPENDIX A:

COMMUNITY INVOLVEMENT

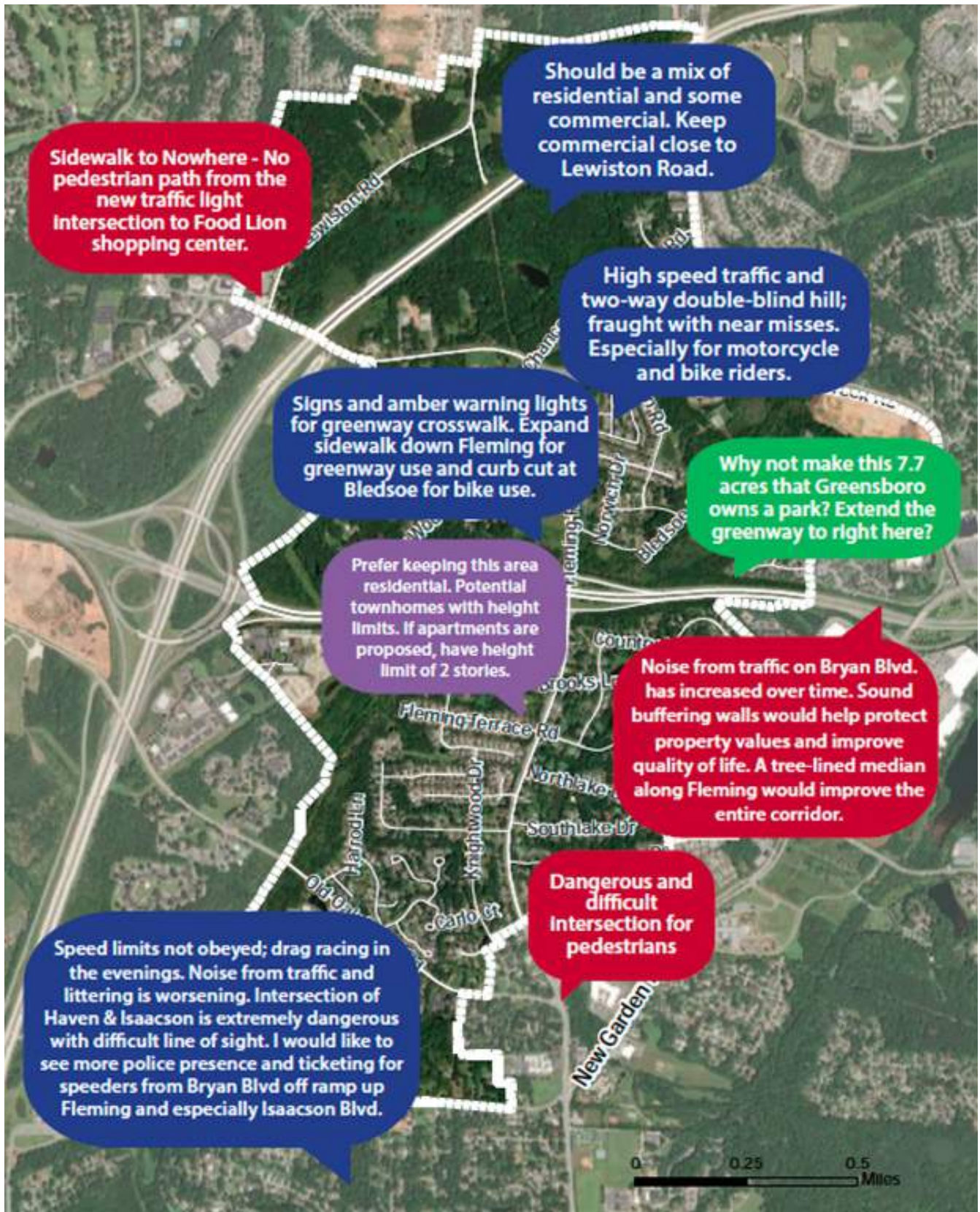
Stakeholder Interviews

Early in the planning process, City staff interviewed ten Fleming Area stakeholders (who were recommended as having a strong interest in a planning effort) about their perspectives on issues and opportunities for the future. Their answers to the below questions helped to shape additional questions and next steps for engaging the wider community:

- What do you see as current concerns in the community?
- What are strengths that need to be preserved or protected?
- What do you anticipate as concerns going forward; what are possible threats?
- What should the City focus on?
- Any specific locations or sites to address in the planning process?
- What are the larger neighborhood associations in the area? What are important institutions that should be involved?
- What's missing in this area (i.e. housing types, non-res uses, public services or facilities, recreational opportunities, code enforcement, infrastructure deficiencies, etc.)?

Website and Comment Map

A project webpage was established under the Plans & Studies section on the City of Greensboro's Planning Department page. Linked from the website was an interactive comment map that has been open throughout the duration of the project and has gathered specific place-based insights from community members. These ideas informed plan recommendations and many of them have been embedded throughout this document.



A summary of challenges and ideas mentioned in the website and comment map.

Postcard Mailing

To kick off the project, a postcard mailing was sent to each household in the study area to inform them of the planning process and announce the first community wide workshop, a virtual open house.



Community Polls

Four distinct online polls/surveys were developed and published during the planning process to collect feedback from the community on a range of plan-related questions as they emerged:

Poll #1 asked about priorities for potential improvements of the Fleming Road Area. 55 respondents ranked improvements in the following order:

1. Walkability and pedestrian safety
2. Parks and open space
3. Speed limit enforcement
4. Beautification
5. Roadway safety improvements
6. Improving access to the greenway

Open-ended comments included:



Poll #2 was an image preference survey, asking respondents to rank the appropriateness of different residential development styles if future development were to occur in the Fleming Road area. A full export of [results can be viewed here](#), but on average the 83 respondents expressed:

- Preference for single-family homes (especially detached)
- Clean design + high-quality materials
- Unique architecture and character
- Green space/landscaping is important

APPENDIX A | COMMUNITY INVOLVEMENT

Poll #2: Highest-rated images



Poll #2: Lower-rated images



Poll #3 was another image preference survey, but this time asked about the appropriateness of different non-residential development styles for the Fleming Road area. [A complete summary of responses is available here](#), and key takeaways/common preferences across all questions from the poll's 34 respondents include:

- Incorporate green space, landscaping, trees in development designs
- Low density/people-scaled preferred
- Brick materials
- Keep development low-profile/fit in with surroundings

Draft Objectives Survey

Finally, a series of surveys asked for input on the draft plan objectives. Each survey received approximately 30 responses, and from these responses the following objectives rose to the top as highest priorities:

- Conduct traffic counts and observe traffic behaviors at key locations to determine additional safety treatments.
- Maintain existing housing stock and raise awareness of City resources for property owners through the Housing & Neighborhood Development Department.
- Maintain safe residential areas by installing traffic calming measures (i.e. road narrowing/curb extensions, median islands, speed bumps, raised crosswalks, etc.) and increasing traffic law enforcement.
- Prioritize traffic law enforcement at dangerous intersections.
- Enhance and expand nearby greenways to make them safer and more appealing for use as transportation and as recreation.

As reiterated in other engagement activities, traffic calming and safety improvements are consistently expressed as high priorities for the community.

Community Workshop #1

The first community workshop was held in “hybrid” format, with both a virtual web-based meeting and an in-person option, on March 24, 2022. Approximately 50 Fleming Road area residents participated to learn about the planning process and share initial ideas for Fleming Road’s future. Facilitated discussions in breakout groups yielded insights that were consistent with poll findings and other outreach, and informed plan recommendations. [A full meeting summary can be found here.](#)

Community Workshop #2

On Wednesday, June 22, 2022, members from the Fleming Road community convened for a second time to discuss the future of their area.

This second workshop focused on increasing awareness of the plan, providing greater context about why the City initiated the process, and asking participants to think about potential strategies that might apply to the Fleming Road area. Approximately 40 people attended in-person at the Leonard Recreation Center, and 12 people participated simultaneously via Zoom. [A summary from this meeting can be found here.](#)



Fleming Road Area Plan Workshop #2 – June 22nd

▶ JOIN US FOR A COMMUNITY CONVERSATION! ◀

Learn about poll results! Collaborate on preliminary goals and objectives!

LEARN MORE • SHARE IDEAS:
GREENSBORO-NC.GOV/FLEMINGPLAN

6 to 7:30pm, Wed, June 22
Leonard Recreation Center
6324 Ballinger Road

There will also be an option for those who want to participate remotely via Zoom. Visit the project website to register!

NOTE – DETOUR: Ballinger Rd (east of Leonard Rec Center) is closed due to bridge construction. Drivers can only access Leonard Rec Center from the west via Old Oak Ridge Rd, to Chimney Rock Rd, to Ballinger Rd (**see Map!**) Pedestrians and bicyclists Can Still access Leonard Rec Center via the Bicentennial Greenway.

Community Workshop #3

The draft plan was presented to the community at a workshop on Wednesday, March 15, 2023. Over 50 members of the Fleming Road community participated and learned about draft plan objectives, with a Q&A Discussion followed by an opportunity to individually review exhibits and “vote” for each person’s top three favorite/most important plan objectives.

The following draft objectives were those that received the most votes:

- Coordinate with GDOT to encourage establishment of a neighborhood traffic management program that can prioritize and address traffic safety issues.
- Maintain quiet, safe residential areas by installing traffic calming measures and increasing enforcement of cut-through vehicular traffic.
- Add trees to existing green/open spaces to strengthen the tree canopy, reduce the need for mowing, decrease emissions, and mitigate heat island effects.
- Create new pedestrian and bicycle connections to the Bicentennial Greenway and between neighborhoods and other local destinations.





Fleming Road Area Plan Public Open House – March 15th

JOIN US FOR A COMMUNITY CONVERSATION!

Review and Comment on the DRAFT Fleming Road Area Plan! **LEARN MORE • SHARE COMMENTS:**
[GREENSBORO-NC.GOV/FLEMINGPLAN](https://greensboro-nc.gov/flemingplan)

Based on over 500 unique points of input from residents, businesses, and other stakeholders, we've prepared a draft plan for the Fleming Road Area. The draft plan includes a long range vision for the area's future, and detailed objectives for making the vision a reality. We want to make sure we heard you correctly!

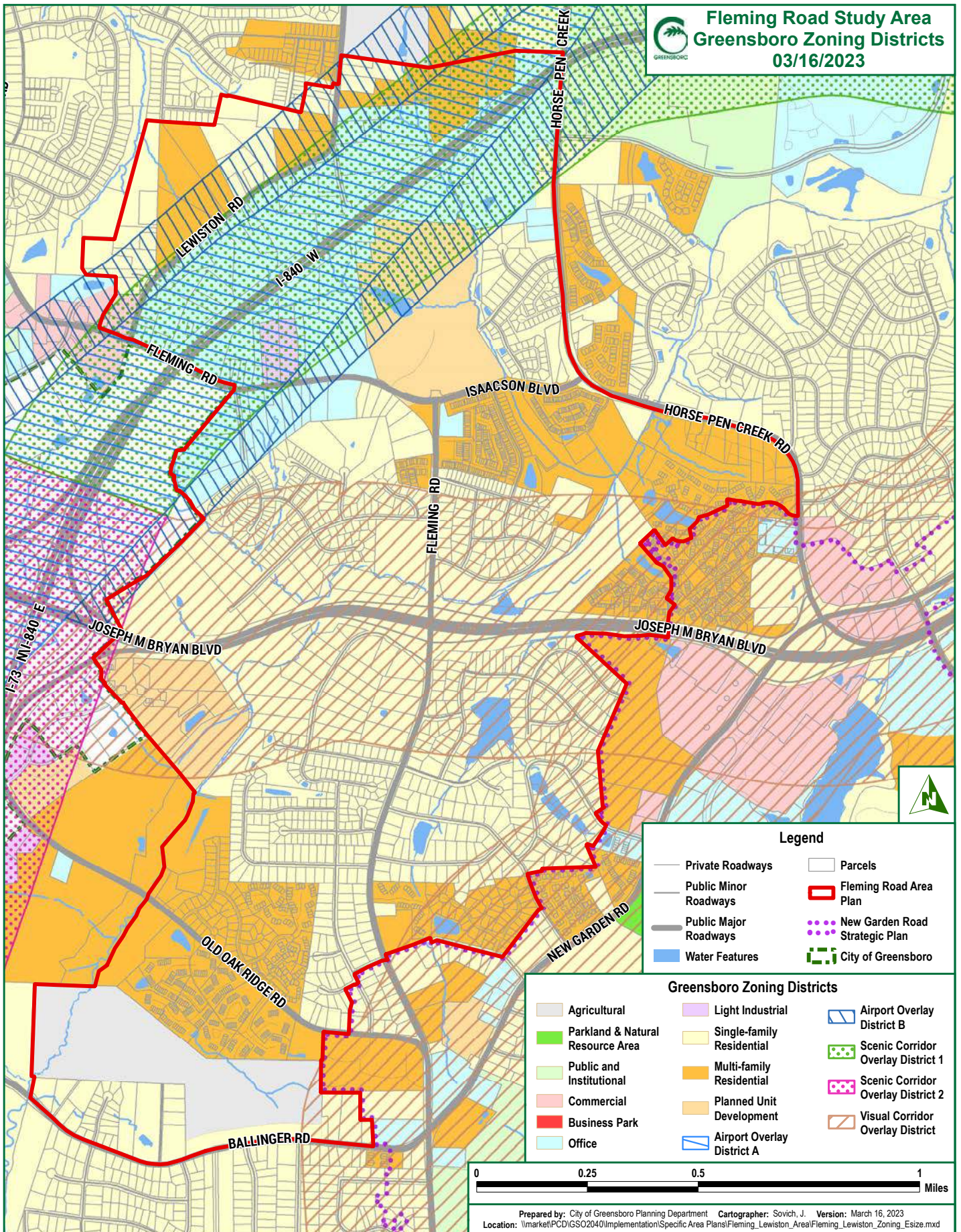
6:30–8pm Wed., March 15
Kathleen Clay Edwards Library
1420 Price Park Dr

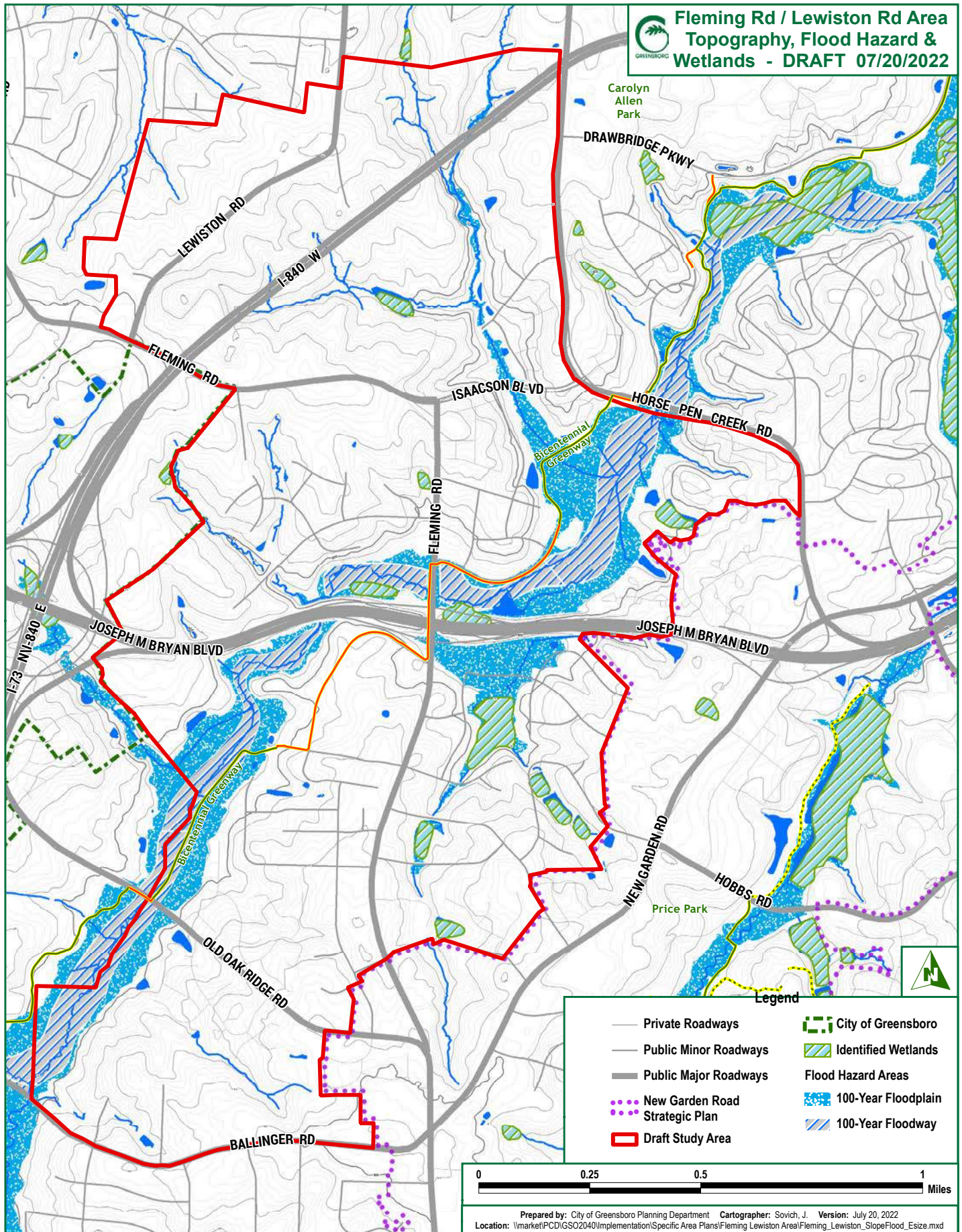
Questions? 336-433-7264
jeff.sovich@greensboro-nc.gov

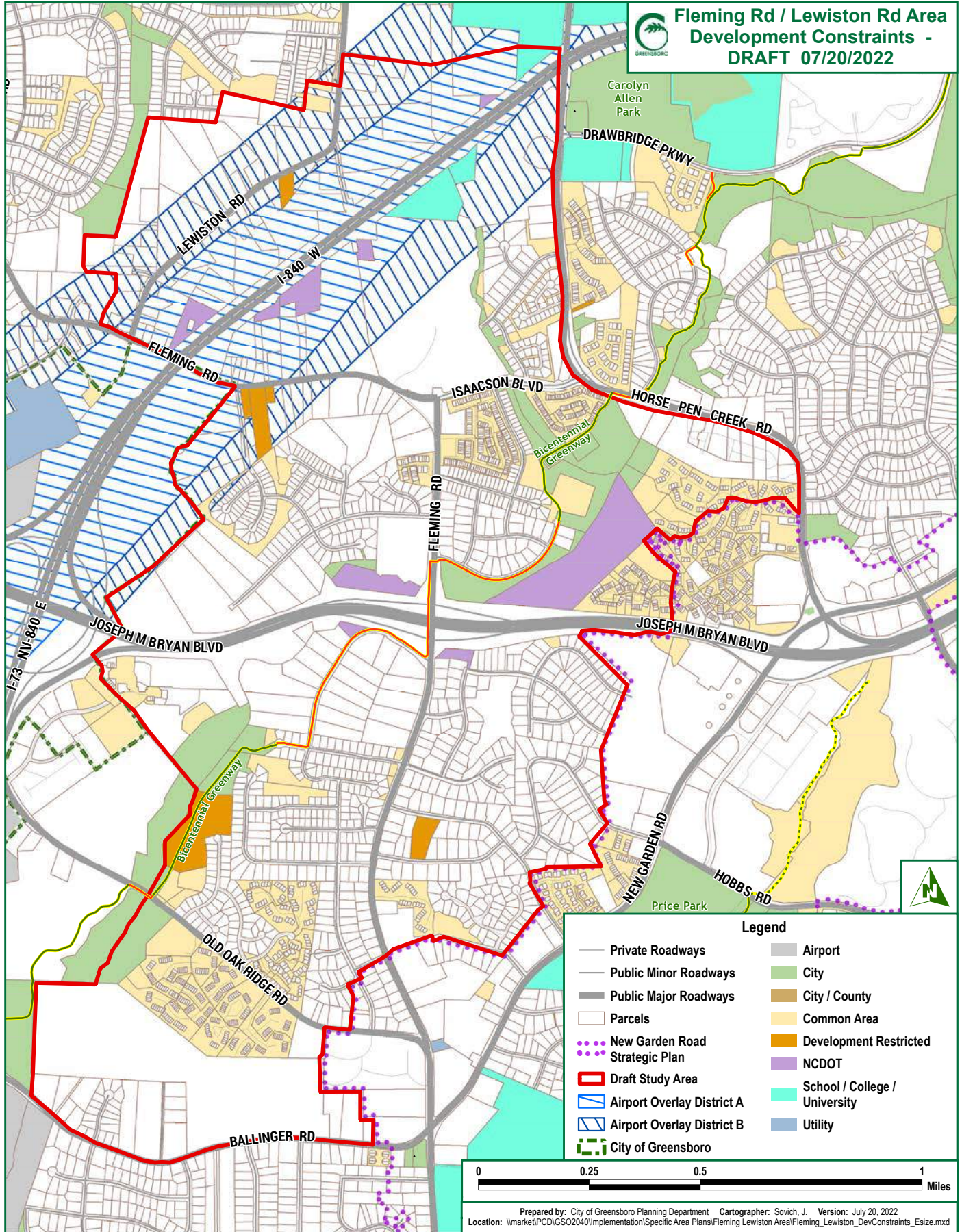


APPENDIX B:

ADDITIONAL MAPS







RESOLUTION ADOPTING THE *FLEMING ROAD AREA PLAN* AND
ACCOMPANYING AMENDMENTS OF THE **GSO2040** FUTURE LAND USE MAP
AND FUTURE BUILT FORM MAP.

WHEREAS, the City of Greensboro worked with residents, businesses and property owners in the Fleming Road study area, generally between Lewiston Road and Ballinger Road, to develop a shared Vision for the area based on community input that can be used by both public and private entities to guide future decisions;

WHEREAS, a series of community meetings and surveys was conducted in 2022 and 2023 to gather stakeholder input for the planning process;

WHEREAS, a plan was developed with a set of specific Objectives, organized within the framework of the Big Ideas, Goals, and Strategies from the adopted **GSO2040** *Comprehensive Plan*;

WHEREAS, said Objectives focus on issues related to: maintaining the quiet, safe, and predominantly low-density residential character of the area; improving traffic law compliance and safety for all road users; protecting the natural environment including trees, streams and watersheds, and wildlife and their habitats; improving the quantity and quality of recreational facilities and green spaces; and promoting the use of high quality design, materials, and landscaping in conjunction with future development activity in the area;

WHEREAS, the Plan is accompanied by proposed amendments of the **GSO2040** Future Land Use Map and Future Built Form Map, following a decision by the Greensboro Urban Area Metropolitan Planning Organization to remove the Fleming-Lewiston Connector and future interchange from the Metropolitan Transportation Plan;

WHEREAS, the *Fleming Road Area Plan* and accompanying amendments to the Future Land Use Map and Future Built Form Map were unanimously recommended for approval by the Greensboro Planning and Zoning Commission on March 20, 2023; and

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

That the *Fleming Road Area Plan* is hereby adopted as recommended; and that the **GSO2040** Future Land Use Map and Future Built Form Map are amended as recommended.