

# Randleman Road Phase 2 Recommendations



## Movement

### Form and Function

- Investigate enhancing City rights-of-way to modernize and provide aesthetically pleasing elements such as plantings, public art, and wayfinding tools.
  - Funding: Wayfinding sign and installation = \$9,000 each. Public Art = \$500,000 for the corridor.
- Implement treatments on selected major intersections along the corridor, and evaluate intersection operation with traffic signal timing, bike and pedestrian facilities installations, improved signage, and plantings.
  - Funding identified in existing budget.

### Accessible Mobility

- Enhance the public transit stops along the corridor and increase service frequencies through a new CrossMax route, including the addition of sheltered stops, ADA accessibility improvements, and the addition of uses at bus stops like rideshare pickups and micro-mobility vehicles. Future enhancements may be identified from the Better Bus Stop Plan currently under development.
  - Funding: \$5,000 per bus shelter.
- Improve bicycle accommodations, and where feasible, widen sidewalks to accommodate bicycles and/or implement bicycle lanes as future conditions permit and the community supports the change.
  - Funding: \$1.4 million per mile of 10' sidewalk.
- Use the greenway network, as seen on page 17's map, to connect Randleman Road to neighborhoods.
  - Funding: \$15 million for construction of greenways shown on the map.
- Repair and replace the existing sidewalk and curb ramps where needed and monitor conditions.
  - Funding: \$700,000 per mile of 5' wide sidewalk; \$4,000 per curb ramp.

## Modernization

### Enhance Enforcement

- Use the new Code Compliance software to track and enforce code violations by repeat offenders.
  - Funding: Completed
- Strengthen the community's ability to use compliance services through in person events and seminars, and distribution of shareable resources (on-line, printed, and/or in person).
  - Funding: Establish partnerships with organizations such as East Greensboro Now.
- Increase city funding and expand programs for demolition of abandoned, dilapidated, and deteriorating commercial properties.
  - Funding: \$446,000 for identified buildings along corridor.

### **Incentivize Investment**

- Employ retail recruitment strategies to foster reinvestment on vacant and underutilized land to keep up with changing markets and provide goods and services to area residents.
  - Funding: Contract in place for \$60,000 for three years.
- Promote incremental development in parking lots and underutilized spaces, including short-term pop-up events and rentable spaces on outparcels.
  - Funding: Coordinate technical assistance for local property owners to determine the scope and scale of potential development.
- Connect the corridor's entrepreneurs with business education opportunities, entrepreneurial classes, mentorship programs, and loan acquisition training.
  - Funding: Establish partnerships with organizations such as the Guilford Merchants Association.
- Assist potential investors to assess the feasibility and compatibility of new private development projects.
  - Funding identified in existing budget.

### **Smart Growth**

- Encourage new residential and commercial uses that are supportive and complementary of developing employment.
  - Funding identified in existing budget.
- Focus density along the commercial corridor and direct non-single family residential use types into activity centers and limit density east and west of the commercial corridor.
  - Funding identified in existing budget.

## **Safety**

### **Peace of Mind**

- Install additional LED street lights in areas without sufficient coverage. Additionally, work with private parking lot owners to help brighten up particularly dark parking lots.
  - Funding: Light installation and operation along roadways are covered by existing budget amounts; lights installed on private property range from \$900 to \$4,000 per light depending on style chosen.
- Increase the safety of the road, for both motorists and pedestrians, through implementing Vision Zero or Safe System Approach countermeasures and strategies in strategic locations. Possible countermeasures may include those listed in FHWA's Proven Safety Countermeasures or identified in the Greensboro Comprehensive Safety Action Plan (CSAP) currently under development.
  - Funding: Facility improvements or countermeasures will be determined after safety issues are identified.

### **Crime Reduction**

- Install license plate readers in targeted areas identified through a comprehensive crime rate analysis.
  - Funding: \$45,000 for three intersections.

- Work more closely with commercial landowners and their private security firms for enhanced communication sharing and collaborative remediation of safety issues.
  - Funding identified in existing budget.
- Work with commercial landowners to install prohibitive signage on parcels and within parking lots (i.e. Trespassing Letters of Intent, No Littering, Parking Lot Closing Hours, etc.).
  - Funding: \$20 per sign.

## Well-Being

### Foster Sense of Place

- Identify areas to implement beautification efforts through decorative plantings and dedication of open space that can be used for City programming.
  - Funding: \$5 million for intersection improvements.
- Incorporate and encourage public art opportunities within new developments or on City-owned land.
  - Funding: \$500,000 for public art along the corridor.
- Explore purposeful purchases of land to facilitate public improvements in strategic locations.
  - Funding identified in existing budget.
- Develop wayfinding and signage infrastructure that directs visitors and residents to historical resources, prominent businesses, and recreational space.
  - Funding: \$9,000 for each wayfinding sign and installation.
- Increase fines or other financial penalties for illegal truck parking.
  - Funding identified in existing budget.

### Connect Resources

- Increase the community's use of the Neighborhood Toolkit Program by providing educational information to residential property owners, which helps owners maintain their properties and reduce the impact and duration of community nuisances.
  - Funding identified in existing budget.
- Educate commercial property owners about the Vehicle Release Form for junked and abandoned vehicles within commercial parking lots.
  - Funding identified in existing budget.

### Prioritize Public Health

- Working with public health partners in the local area to explore the possibility of introducing more health institutions to Randleman Road.
  - Funding identified in existing budget.
- Connect homeless communities with locally available resources by expanding the service area and working with commercial property owners.
  - Funding: \$220,000 for encampment outreach services and litter abatement program.
- Coordinate with the Guilford County Division of Public Health to ensure temporary outdoor vendors adhere to applicable food safety guidelines.
  - Funding identified in existing budget.