

# City of Greensboro

## Planning Department

# COLLEGE HILL NEIGHBORHOOD PLAN

January 2015

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### QUICK FACTS

- College Hill's population is predominantly (83%) white, non-Hispanic; a much lower racial and ethnic diversity than District 3 or Greensboro.
- 74% of College Hill residents are between the ages of 15 and 34.
- College Hill residents are highly educated; 67% have a Bachelor's degree or higher.
- Just 23% of dwelling units in College Hill are owner-occupied.
- Median home value in College Hill is \$145,000 (more than \$40,000 higher than city-wide).
- The Province apartments added 725 rental dwellings to College Hill.
- Around 50% of all code compliance cases in College Hill are general nuisance complaints.
- Property-related crimes comprise 67% of all reported offenses in College Hill.

## PLAN SUMMARY

The College Hill Neighborhood Plan is the result of a partnership between the College Hill Neighborhood Association (CHNA) and the City of Greensboro. A City staff team led by the Planning Department held a series of Neighborhood Summits in College Hill, attended by residents, property owners, and interested citizens. This collaborative process has produced a shared vision for the neighborhood, supported by both the City of Greensboro and the community.

## PLAN VISION AND GOALS

The College Hill Neighborhood Plan is framed by the following vision and goals crafted by neighborhood residents and property owners. The Vision and Goals are accompanied by 23 Strategies and 167 specific Actions that College Hill and the City will work together on, to address identified issues.

**Vision:** "College Hill is a neighborhood which bridges the past and the future of Greensboro, where resident owners, landlords, tenants, businesses and institutions are working together to preserve its historic character, ensure a high quality of life, and promote lasting neighborhood value. It is a lively, vibrant, walkable, and safe environment where the mix of well-maintained historic homes, public places, and neighborhood businesses, all contribute to a unique sense of place within the greater Greensboro community."

### Goals:

- ❖ **Character** – Strengthen College Hill's rich social mosaic and distinct neighborhood identity, while building greater social cohesion. Promote a built environment that is more consistently high quality and reinvigorate the neighborhood's historic character.
- ❖ **Reinvestment** – Ensure that College Hill is an attractive, family-friendly neighborhood; is kept safe through a diverse array of preventive measures; and presents a variety of housing options at prices affordable and inviting to households in a wide range of income levels.
- ❖ **Property Maintenance** – Develop among property-owners, landlords, and tenants, a commitment to appropriate maintenance of residential structures, inside and outside, to ensure that all dwellings are safe, healthy, and attractive places to live.
- ❖ **Opportunities** – Seek and support more retail and dining opportunities to meet the needs of neighborhood residents, while supporting historic character.
- ❖ **Open Space** – Provide more open space within the neighborhood, address non-native/ invasive plants along stream, and pursue additional walking and bicycling connections.
- ❖ **Partnerships** – Reinforce partnerships with UNCG, Greensboro College, students, businesses, neighborhood churches, and other key stakeholders to work toward long range neighborhood stability and prosperity.
- ❖ **Property Use** – Encourage use and reuse of property that: is sensitive to historic context and neighborhood character; respects the strengths and limits of neighborhood capacity; and appropriately considers the impacts of development on traffic, parking and public safety in the neighborhood.



# FUTURE LAND USE MAP

To guide future development activity in College Hill consistent with its unique character, this plan includes a Future Land Use Map to promote appropriate redevelopment, infill development, land use changes, and transitions between types of land uses. The College Hill Future Land Use Map (Map 12) serves a function similar to the City's Generalized Future Land Use Map (G-FLUM), but defines the land use boundaries at a much greater level of detail, and supersedes the G-FLUM for the area within the boundaries of the College Hill Neighborhood.

The College Hill Future Land Use Map is to be interpreted only in conjunction with the Vision, Goals, and Strategies set forth in the text of this Plan. The map has no independent significance without reference to the College Hill Neighborhood Plan.

## FUTURE LAND USE CATEGORIES

The College Hill Future Land Use Map proposes eight categories of future land uses, each subject to the limitations and standards of the underlying zoning districts. The future land use categories are described as follows:



**Industrial / Corporate Park** – This designation applies to areas where present or anticipated uses include light industrial uses, such as manufacturing, assembly, and fabrication; wholesaling and distribution; and corporate office and technology parks, which may be introduced to replace older heavy industrial uses.



**Institutional** – This designation includes public or private institutional development, including schools, government facilities, medical/health care facilities, and non-profit organizations.



**Mixed-Use Office** – The Mixed Use Office category provides areas on the fringes of the neighborhood that allow for a creative mix of non-residential uses, including small to medium scale offices and professional services, with residential uses, including townhouses, condominiums, or a mix of office and residential uses within the same structure, thereby creating the potential for live-work units.



**Neighborhood Serving Commercial** – This designation includes commercial development that provides goods or services, drawing clientele primarily from among the immediately surrounding residential areas. Such uses are readily accessible by pedestrians and bicyclists, generate minimal auto traffic, and attract few auto trips originating more than 1 mile away.



**Parks and Open Space** – This future land use category applies to areas designated for active or passive recreational use, or for environmental protection, which are expected to remain as open space in perpetuity. Such areas include neighborhood parks, stream buffer easements, and public athletic fields.



**Residential, Multi-Family** – This future land use category is intended to accommodate primarily multi-family residential development at a net density of not more than 18 units per acre, notwithstanding the maximum residential density permitted by the underlying zoning district. Construction of *new* multi-family residential units will be encouraged only within the areas specifically designated on the Future Land Use Map as Residential, Multi-Family. Where possible, creation of *new* informal apartment houses will be discouraged.



**Residential, Single-Family** – This future land use category is intended to consist primarily of single-family detached dwellings, and other existing residential uses with compatible form, scale, character, and impacts, at an average density of 5 to 7 dwelling units per acre, notwithstanding the maximum residential density permitted by the underlying zoning district. Reconfiguration of existing informal apartment houses to be more appropriate in density, form, and character will be encouraged, where possible within this future land use category. Where possible, creation of *new* informal apartment houses will be discouraged. Twin homes are considered to be compatible with this future land use category. Places of worship and their ancillary uses are considered to be compatible with this future land use category.



**Residential, Transitional** – This future land use category is intended to encourage, where possible, voluntary transition of existing residential development to a residential use more appropriate to its current zoning classification and/or to a site design and architectural configuration more appropriate to its context within a historic neighborhood.

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# INFILL AND REINVESTMENT

In addition to the Future Land Use Map, the College Hill Neighborhood Plan also includes a tool to help initiate and guide conversations about the future of some key sites in the neighborhood. The Potential Reinvestment Opportunities Map identifies several sites that are opportunities for a) restoration and adaptive reuse of existing buildings or b) infill of a new building or use. These sites have been chosen because they: a) have a high likelihood for change during the life of the plan, b) are contributing little to quality of life in the neighborhood, and c) present a realistic possibility of influencing what happens there. Identifying these sites as a part of the planning process allows for proactive efforts to anticipate, facilitate, influence, and adapt to future development or investment that occurs in these locations.



Visit the Plan website:  
[www.collegehillneighborhoodplan.com](http://www.collegehillneighborhoodplan.com)

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Promoting  
 Quality Growth  
 Throughout  
 Greensboro

