

RANDLEMAN ROAD CORRIDOR PLAN

March 2016

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Want to know more?

Visit the website
www.greensboro-nc.gov/randlmanroad

And then...

Please fill out a brief survey on this plan at
bit.do/randlmanroad

PHASE 1 SUMMARY

In April 2015, the Planning Department was directed to initiate a planning process for the Randleman Road Corridor. The purpose of the plan is to develop a shared vision for corridor based on community input that can be used by both public and private entities to guide future growth decisions. The policies, tools and strategies identified in the plan will be used by the City to guide implementation activities that support growth and stability in the commercial corridor and the neighborhoods adjacent to Randleman Road.

The Study Area stretches from the convergence with Freeman Mill Road to the north and I-840/I-85 to the south; Freeman Mill Road to the west and South Elm-Eugene Street to the east. The corridor is bisected by Interstate 40.

The Plan has been broken into two phases. The first phase focuses on the northern half of

the corridor from Freeman Mill Road to the I-40 interchange. The second phase will stretch from I-40 to the City limits and will begin after the first phase is adopted.

Based on input from public meetings, online surveys and door-to-door questionnaires conducted with business owners, property owners and residents in the Phase I study area, three primary policy areas were identified.

Recommendations were then prioritized with implementation tools and strategies.

Primary policy areas include:

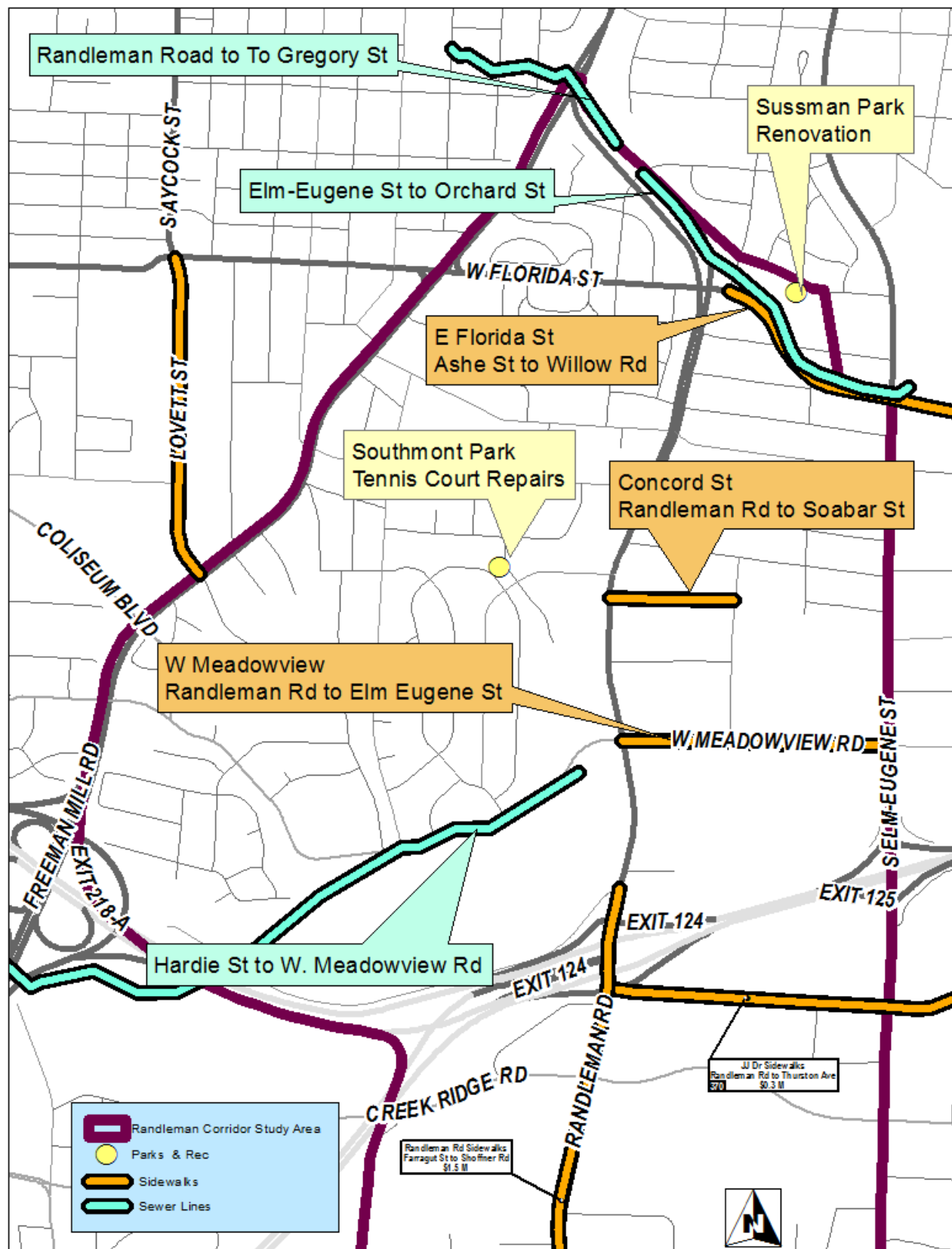
- Reinvestment;
- Public Perception of the Corridor; and
- Transportation.

Look inside for more details on the recommendations.

KEY FINDINGS FROM THE EXISTING CONDITIONS REPORT

- **Investments are coming**
More than \$26 million dollars in capital projects are scheduled for completion within the study area. These include improvements to recreation facilities, roads, water, sewer and stormwater facilities.
- **Low Commercial Vacancy and High Commercial Sales**
Despite the age of the commercial building stock, there are few vacancies and limited sites available for redevelopment within the corridor.
- **Population Density is High**
Nearly 14,000 residents reside in the study area, representing five percent of the city's entire population. Residential density is higher in this area than in the city as a whole.
- **Business Mix**
Out of the 637 total businesses inside the corridor the largest single category is "Service" which makes up 38% of the total. This includes hotels, automotive and other repair shops, and health, legal and other personal services.

Future Capital Improvements in Phase 1 Area



Randleman Road Plan Recommendations

The first phase of the plan focuses on the northern half of the corridor from Freeman Mill Road to the I-40 interchange. Stakeholders in the Phase I study area identified three primary policy areas and prioritized implementation tools and strategies within each of these area.

After distribution of the existing conditions report in June of 2015, staff worked with residents, businesses and property owners to develop these strategies. This was done in two phases, the first to gather public thoughts and ideas for the corridor from which to develop policies and strategies, and the second to refine and prioritize action steps. Outreach included a door to door survey, online survey, and multiple public meetings.

Reinvestment



Near-Term (1-3 years)

- Collaborate with the Greensboro Community Development Fund as a resource for new business
- Extend boundaries of the existing reinvestment and reinvestment area

Mid-Term (4-7 years)

- Target workforce development activities in Smith Homes in coordination with the Greensboro Housing Authority

Public Perception of the Corridor

Near-Term (1-3 years)

- Address crime through community outreach and enforcement
- Support the long-term success of the Randleman Road Business Association (RRBA) and neighborhood groups in the study area

Near-Term Continued (1-3 years)

- Consolidate City signage
- Identify and remove excess utility lines
- Continue with focused zoning and code compliance education

Long Term (8+ years)

- Look for opportunities for public art
- Request enhanced plantings at I-40 interchange
- Fill-in missing sidewalk network in surrounding neighborhoods

Transportation



Mid-Term (4-7 years)

- Increase tree plantings along sidewalks
- Reassess and review locations of bus stops and identify locations for additional bus shelters at high-volume stops

Mid-Term (4-7 years)

- Improve key intersections to reduce crashes and improve pedestrian crossings

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Quick Facts

- The Study Area includes 4.36 square miles, or three percent of the City of Greensboro’s land area.
- The 4,568 parcels within the study area are developed with a mixture of commercial, light industrial, residential and open space uses.
- The total tax value of the properties within the study area is \$577,641,100 (2014).
- The population 25 and older has a lower share of college degrees, 24%, that City as a whole, 44%.
- Unemployment is higher than the City as a whole, 10% compared to 5.6%.



*“Promoting Quality
Growth Throughout
Greensboro”*

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