

High Point Road – Lee Street Renaming

Background

High Point Road and Lee Street serve as key gateways into Greensboro from points to the east, west and south. Stretching 19 miles, the High Point Road – Lee Street Corridor begins as East Lee Street at the intersection of Young’s Mill Road in eastern Guilford County and stretches through Greensboro, into Guilford County and Jamestown before ending in High Point at US 311. A portion of High Point Road is being widened and realigned by the North Carolina Department of Transportation.

In May 2013, the Greensboro City Council directed staff to initiate public review of a proposal to rename both High Point Road and Lee Street to Gate City Boulevard.

Why Rename the Road?

Discussions of renaming the corridor began in 2008 when the High Point Road/West Lee Street Corridor Plan was adopted. City Council has identified a number of reasons for renaming the road, including:

- Improve navigation along the corridor;
- Rebrand the corridor;
- Create a sense of community pride;
- Demonstrate unity and cooperation among jurisdictions; and
- Promote new investment in the corridor.

The Process

The City’s Land Development Ordinance requires street name changes be processed in accordance with the City’s Street Naming and Addressing Manual, which requires two public hearings on any proposed road name change.

The Greensboro Planning Board will conduct the first public hearing to make a recommendation to City Council. City Council will then hold a second public hearing before making a final decision on the road renaming. All affected property owners will be notified of the time, date and location of these public hearings.

Timeline

The following dates represent the key steps in the road renaming process.

August 20-27, 2013	Public Input Sessions (see schedule)
September 17, 2013	Update to City Council
October 16, 2013	Tentative Planning Board Public Hearing
November 12, 2013	Tentative City Council Public Hearing

For More Information, Contact:

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Road Renaming Quick Facts

Proposed Name
Gate City Boulevard

Corridor Length
19 miles

Impacted Jurisdictions
4

Impacted Properties

In Greensboro	413
In High Point	24
In Jamestown	6
Unincorporated	152

Promoting quality growth throughout Greensboro

Provide Your Input

Five sessions have been scheduled to gather feedback on the proposed name change.

Location	Date	Time
Windsor Recreation Center 1601 East Lee Street	August 21	9:00 – 11:00 am
Koury Convention Center Auditorium, Entrance F 3121 High Point Road	August 22	9:00 – 11:00 am
Guilford Technical Community College Medlin Campus Center, Room CC041 601 High Point Road, Jamestown	August 22	5:30 – 7:30 pm
Greensboro Coliseum Special Event Center, Room 2 1921 West Lee Street	August 27	9:00 – 11:00 am
Barber Park, Simkins Indoor Pavilion 1500 Dans Road	August 27	5:30 – 7:30 pm

Interested property owners, residents, and business owners are invited to participate in these forums. During each session, participants will have the opportunity to provide feedback on:

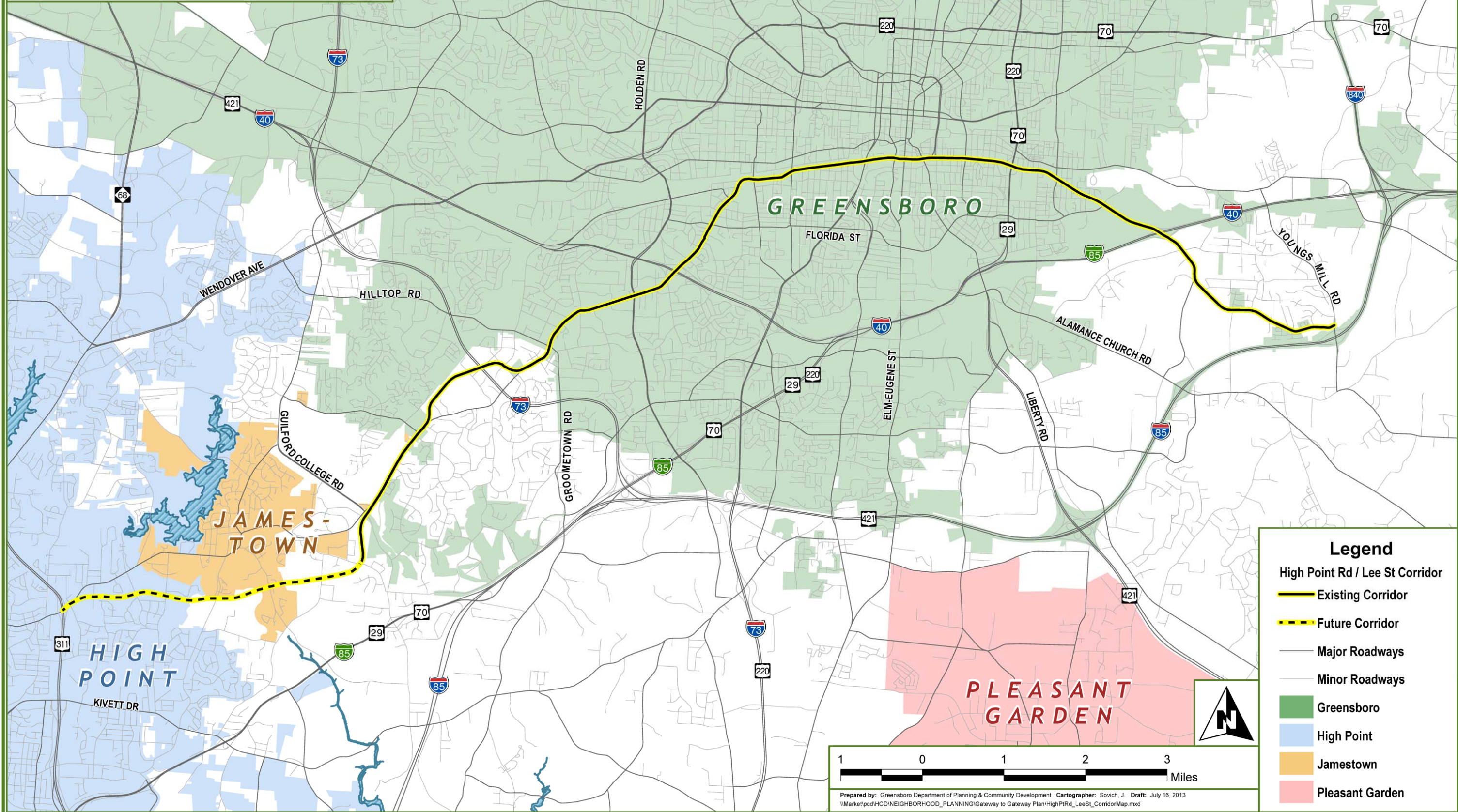
- Feasibility
- Timing of the name change
- Phasing the name change over time
- Alternative road names
- Alternatives to changing the official road name

Following the public input sessions, the City Council will be provided with a summary of public comments and feedback. Comments can also be submitted on-line from the City of Greensboro website: www.greensboro-nc.gov/hplee.



High Point Road / Lee Street Corridor

July 16, 2013



Legend

- High Point Rd / Lee St Corridor
 - Existing Corridor
 - - - Future Corridor
- Major Roadways
- Minor Roadways
- Greensboro
- High Point
- Jamestown
- Pleasant Garden



Prepared by: Greensboro Department of Planning & Community Development Cartographer: Sovich, J. Draft: July 16, 2013
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