

Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 1 (February): Question #3: What is the greatest asset of the section of Friendly Avenue between Holden Road and Elam Avenue?

## Friendly Ave Survey Responses from Survey 1 (February)

### Question #3: What is the greatest asset of the section of Friendly Avenue between Holden Road and Elam Avenue?

#	Response Text
1	business
2	The greatest asset is the Bicentennial Park, the Bog Garden and the canopy of green from all of the trees. Parks and Green Space Bicentennial Garden Bog Garden Lake Daniel Park Benjamin Park Historical Center Greensboro Transit Authority (GTA) Routes (26, 27, 7 and 72-Heat) Signed Bicycle Route 6 Lake Daniel Greenway
3	
4	Friendly Shopping Center, Wesley Long Hospital, Churches, Residential homes
5	the Shops at Friendly and Friendly Center
6	Parks
7	Bog Garden, Bicentennial Park. I believe the shopping center, the bike trail with its safe green space, and the tree canopy are that areas largest assets. I'm assuming no one is planning g to remove or do away with the hospital, obviously.
8	Three parks and a trail; grocery, dining, entertainment and shopping; Lovely tree lined streets.
9	
10	side walks, walkability to shops, charm of homes and neighborhoods
11	The churches, the residential houses, and the parks
12	area amenities and park access
13	Friendly Center / Shoppes at Friendly Good family- friendly neighborhoods surrounding the area with good sidewalks. Sidewalks could be increased and better linked.
14	
15	nice, well-established neighborhoods, O. Henry Hotel Pertaining to the last question, I am a Property Owner living IN the survey area. That was not an option. The greatest assets are the two big churches...First Lutheran and Christ
16	United Methodist Church.
17	Convenience of parks and high-end shopping center

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- 18 Sidewalks, the Bog Garden  
Trees, green space and sidewalks that are well planned are important to me. Also, lighting
- 19 that doesn't produce excess light pollution.
- 20 Beautiful parks and trees
- 21 Location
- 22 The Shopping center, Wesley Long hospital, Junior League house, residential dwellings
- 23 Great accessible and contained shopping.
- 24 walking convenience from home  
NONE of the businesses is valuable! The most appealing, valuable and attractive feature was the formerly residential character of the area! Unfortunately, the Greensboro City Council has been co-opted by real estate and business interests and has begun the final destruction of all that was good and valuable in this area. They and various City of Greensboro departments, boards and commissions have lied to residents of the area (and of Greensboro as a whole). They have all made it quite clear that the opinions of the residents of Greensboro and its various neighborhoods are of no value. They have made it clear also that these residents have no political power - only the "right" to be taxed into oblivion and to accept whatever the power brokers in Greensboro and Guilford County force upon them. Several have, and more will, LEAVE GREENSBORO for these very reasons. You can then attempt to coerce the ignorant from elsewhere to purchase their properties. However, your failure to accomplish that will ultimately lead to a Greensboro which is spiraling downward toward Detroit and other depleted and abandoned cities of its ilk. It may take a decade, but you have made clear to all of us who have lived in and dedicated much of our lives to preserving and protecting Greensboro from becoming all that is unlivable and undesirable, that our work is over, and it is time to leave! We have lived and loved Greensboro PRECISELY BECAUSE IT IS NOT CHARLOTTE OR RALEIGH! Now, it seems those whose egos require constant affirmation demand that Greensboro BECOME all that prevented it from being a strip mall on a traffic nightmare! Why would any sane person bother to respond to your survey? As a last message and Adios!  
More sidewalks, more trees, NO more commercial development!!! Especially in the Holden to Hobbs corridor!
- 25
- 26
- 27 Friendly Center and Starmount Forest  
Healthy, established residential neighborhoods, green spaces, sidewalks, easy access to
- 28 schools, faith communities, and every imaginable shopping need.
- 29 Link to Friendly shopping center from Latham bike trail  
For our family, the access to the bog garden and bicentennial garden. Therefore, parks and sidewalks. We also appreciate the buffer between Friendly Center and Fairway Drive (IE the old fairway of the old golf course)
- 30 there is a park over there for bikes and walking to have better access with bikes or walking paths that will connect will allow for greater use of what is already there the I come from Netherwood Drive - to get to that area without driving my car over is hard - I would use the things that are available if there is better access --- for me to be somewhere safe for me to ride my bike i have to drive my car to get there is a bit frustrating - yes there are bike lanes in other places throughout the city on the map but on the street there are not marked - and when there is a bike path on the map and then you get to it and the actual speed limit on that road is 45 and there is no MARKED lane - and NO SIGNAGE it is close to deadly to ride there ---
- 31
- 32 More bicycle safe lanes.
- 33 Parks & Greenway
- 34 Parks, sidewalks, natural areas, trees.
- 35 Keep some green spaces, we don't need more development on FRIENDLY AVE.
- 36 Friendly Center
- 37 Make it SAFER for Pedestrians & Bicyclists
- 38 all of those are good, but it would be so much better with improved bicycle infrastructure

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- 39 Shopping Center  
An excellent shopping center that has retail on the north side of Friendly, and residences on the south side, thus keeping the traffic relatively manageable. And allowing residents to walk to the shopping center.
- 40
- 41 Probably the hospital, but next to that Friendly Center.  
The Friendly Center is an asset to this corridor as is Wesley Long Hospital. The homes in this stretch,with the large trees are as well
- 42 The sidewalk is critical for children and families. Natural space is important and the balance of retail with natural space is critical.
- 43
- 44 Friendly Shopping Center  
neighborhoods that surround Friendly shopping Center. From a pure economic stand point-shops at Friendly.Hospital and hotel which generate people coming and going to the area and then visit the shopping area.
- 45
- 46 Business
- 47 Shopping center
- 48 Sidewalks, Friendly Center, First Lutheran Church.
- 49 convenience/ shopping / dining
- 50 Retail and restaurant accessibility.
- 51 Great residential area convenient to quality shopping ( including groceries).
- 52 Sidewalks and the greenway
- 53 Businesses
- 54 Convenience
- 55 Friendly Center grocery stores.
- 56 Bog Garden/Botanical Garden, Good streets, Friendly Center  
use of natural plantings in front of Friendly Shopping Center and the New Shops at Friendly to control it becoming an ugly commercial strip like Battleground Avenue and other roads in Greensboro. Unfortunately Greensboro allowed commercial building at corner of Holden and Friendly however First Lutheran and the "natural tress, homes" down to Hobbs help reduce the visual 'ugliness" of this area. Redevelopment of these homes into a multiple family residential community like the condos across from this area would reduce the visual blight which commercial development will bring.
- 57
- 58 Parks sidewalks small businesses
- 59 variety of businesses and parks.  
Established neighborhoods on the south side of Friendly Ave and The Bicentennial and Bog Gardens on the north side of Friendly along Hobbs Rd.
- 60
- 61 Botanical and Bog Gardens, sidewalks, Wesley Long Hospital
- 62 It is not entirely a commercial area.
- 63 Sidewalks and ability to walk to Friendly Center from my house
- 64 Plentiful retail
- 65 parks, best shopping center in Greensboro,
- 66 Shops at Friendly and Friendly Shopping Center
- 67 need sidewalks.
- 68 Convenient upscale shopping, well maintained grounds
- 69 Friendly Center
- 70 Running and biking paths/trails  
Friendly Shopping Center, Wesley Long Hospital, O'Henry Hotel, Residential
- 71 Neighborhoods, Parks
- 72 Businesses
- 73 The Bog Garden; Bicentennial Garden; Friendly Shopping Center
- 74 All the business at Friendly Center. We need more not less.
- 75 I think it would be great if the park walk/bike path along Benjamin could connect to Friendly

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- shopping center. It is tricky to cross Green Valley on foot in heavy traffic.
- 76 Friendly Center and walking access through Lake Daniel Park
- 77 Hospital & shopping center
- 78 Bog Garden and Bicentennial Garden, sidewalks  
The bike paths that are nearby--the natural areas across from friendly next to JLG house--the nearby parks--the trees everywhere--and obviously the shops!
- 79 Sidewalks, shopping center, easy access  
Gorgeous "off the beaten path" parks and walking trails, beautiful neighborhoods, and old trees!
- 81 Greenway
- 82 The Greenway that parallels Benjamin Pkwy connects there and having easy access to the
- 83 Friendly center is convenient
- 84 Sidewalks and grocery stores. Movies. Hospital.  
Parks sidewalks cafes coffee shops bookstores Whole Foods Movie theater...The botanical
- 85 gardens  
A hospital, shopping area with a variety of stores and places to eat, and access to major
- 86 roads. It's contained pretty well at the moment.
- 87 Sidewalks and lots of local stores in Friendly center
- 88 Residences
- 89 parks
- 90 Friendly Center and the fact that it's a major thorough fare and Wesley long hospital
- 91 prominent business
- 92 Arboreteum; Friendly Center; Hospital
- 93 REI
- 94 Open space for walking and biking  
Ease of commute to town. Not disturbing traffic. Nice residential homes and a safe
- 95 neighborhood.  
The area had the potential to be an inviting pedestrian friendly neighborhood but is quickly losing its charm because of uncontrolled commercial encroachment. There are not enough sidewalks and if you cross Friendly Road or Green Valley road you are taking your life in your hands. Convenient shopping adds value but ENOUGH!! Our beautiful trees and parks add value but are threatened by development.
- 96 Pedestrian/bike access
- 98 Friendly Center retail, restaurants and entertainment
- 99 Parks, Shopping, Lovely Homes, Schools
- 100 we do not need any business or parks. Plenty of parks and business n the area.
- 101 The bicentennial and bog parks are both beautiful and vibrant assets!
- 102 Grocery stores, shopping
- 103 The friendly center.
- 104 PARKS SIDEWALKS HOMES
- 105 The Bog Garden
- 106 Wesley Long.
- 107 Convenience to all of these things mentioned.
- 108 Friendly center is the most prominent asset
- 109 Wesley Long Hospital and the medical cluster
- 110 Parks, sidewalks churches  
Sidewalks are very important and good pedestrian walkways. The business are good as
- 111 well.
- 112 Major thoroughfares converge, offering convenience to the entire city.  
The Hobbs & Cornwallis bike lanes. The Gardens and Wendover parks. The greenways
- 113 through those nearby parks that give you walking and bike access to those parks and to

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- Friendly Center
- 114 Wesley Long Hospital and adjacent green space
- 115 The tree canopy
- 116 There is a pathway, shopping and park close by.
- 117 The Bicentennial Garden and Bog Garden
- 118 a critical mass of goods and services, a concentration of people.
- 119 First Lutheran Church, homes.
- 120 Tax base of Friendly Shopping Center
- 121 Sidewalks
- 122 Shopping Center, Hospital
- 123 Access to parks and excellent shopping and dining
- 124 Shopping center, need more sidewalks and bike lanes
- 125 Walkable community with access to shopping and restaurants
- 126 sidewalks, trees, houses
- 127 The cancer center, Cone Hospital, the shopping center and established neighborhoods.
- 128 Parks, well-kept housing stock, lots of mature trees.
- 129 Shopping center  
The residential neighborhoods on either side of it. Friendly Center is large enough and we need no more retail or business construction. Don't destroy Greensboro by allowing business the upper hand in wrecking our neighborhoods and their property values! Enough is enough!
- 130 Bog Garden and Bicentennial Garden, sidewalks (though more are needed), and the convenience of shopping at Friendly Center.
- 131 no opinion
- 132 Shopping, sidewalks, proximity to hospital, parks
- 133 Parks.... we don't need anymore shops... go to Durham.  
Sidewalks, brick wall to separate starmount, movie theatre, retail shops, restaurants.
- 135
- 136 Retail businesses
- 137 Sidewalks, residential community  
I enjoy running and biking through the surrounding neighborhoods and parks but it always feels dangerous to go around friendly center due to the lack of infrastructure to handle bikes and pedestrians.
- 138 The parks.
- 139 Mixed use  
  
Access to businesses
- 140 Intact wooded residential  
Trees, sidewalks -- as you mentioned, no signs or billboards sticking up. no gas stations or drug stores along this corridor or strip malls with questionable retailers, such as tattoo parlors, etc.
- 141 There is not one major asset. What makes this area an asset is the combination of unique features (major economic draw with shopping, residential, two high end hotels, and nearby parks, gardens, and trails).
- 142 It is the mixed use that adds most. The Bog Gardens and walks, Friendly Retail area.
- 143 Prominent businesses  
I like that there are sidewalks. I frequently run or walk to
- 145 Friendly center
- 146 Sidewalks and shopping

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- 147 The parks, the trees, the way the retail spaces blend somewhat with the residential area
- 148 Trees. Hated to see whole foods cut down beautiful trees for their sign.
- 149 Friendly Center -- shopping and restaurants
- 150 higher end retail and attractive homes
- 151 retail in the Friendly Shopping complex.
- 152 Parks, access to bike trail, Whole Foods, good variety of clothing stores
- 153 friendly center and the shops at friendly...  
The trees and other foliage from Holden Road to Elam which soften the commercial aspects and keep the corridor from looking so harsh and unattractive, helping to keep homes in adjacent or nearby neighborhood from losing value and attractiveness.
- 154 bike trail, parks, Whole Foods, high-end clothing stores
- 155 Bicentennial Gardens on Hobbs Road
- 156 The residential neighborhoods
- 157 Friendly Center and the Shops at Friendly. A close second is the Bicentennial Garden.
- 159 Shopping center
- 160 the ORIGINAL friendly shopping district
- 161 Grocery stores, shopping
- 162 The shopping center
- 163 Shopping
- 164 park
- 165 My home
- 166 Sidewalks neighborhoods  
Desirable neighborhood. Parks. Sidewalks.
  
- 167 Convenient shopping.
- 168 David Caldwell/Tanger Park
- 169 Walkability and manageable traffic.
- 170 Residential housing on the south side of W. Friendly  
Some of the best and oldest established neighborhoods are in this area. Friendly Center is
- 171 so popular because of the neighborhoods that surround. The people support it.
- 172 Parks, sidewalks, banks, grocery store and high-end retail stores
- 173 Wesley Long Hospital
- 174 Parks and access to Friendly Center
- 175 Friendly Center
- 176 Parks and diverse retail
- 177 combined business, residential and park settings in this same space
- 178 Church
- 179 neighborhoods without too much traffic
- 180 The Friendly Shopping Center is a great asset to the community.
- 181 Established neighborhood, sidewalks & parks.
- 182 Parks and trees!  
The walking park, the sidewalks to Friendly Center, the bus route, the access to the local
- 183 school across Benjamin, the greenway is a major draw of this area.
- 184 A healthy and vibrant mix of retail, residence, community spaces, and parks.
- 185 Friendly Center is the greatest asset.
- 186 Harris teeter, Apple Store, REI
- 187 Restaurants grocery stores
- 188 Friendly Center, parks, proximity to downtown and Lindley Park  
The clear boundaries between residential and commercial (eg: hobbs, holden, friendly) is by
- 189 far the most important feature of this area. I would hate to see the encroachment of more

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- commercial and retail into residential spaces. Aside from that, the other assets are: :the density of trees and residential along with the park (bogg garden).
- 190 The parks and green space  
Friendly shopping center is the greatest asset in this area. Sidewalks need to be expanded to provide greater pedestrian access.
- 191 to provide greater pedestrian access.
- 192 Shopping Center
- 193 Numerous assets but need contained, planned growth.
- 194 Parks  
The asset for our household is the buffer between our neighborhood (along Edgewater ) and the very busy Friendly Avenue. The Trees add a quiet zone for the neighborhood and an area to walk our animals and enjoy the nature.
- 195 the shopping center
- 196 the shopping center
- 197 Friendly Shopping Center  
High quality shopping  
  
Neighborhood feeling - local businesses  
  
High quality park (Bog Garden) (Bicentennial Garden)
- 198 Currently we feel safe in the area
- 199 Friendly Center
- 200 Ease of access to parks, restaurants, and shopping.  
The convenient access to the businesses in Friendly Shopping Center, the parks nearby, Wesley Long hospital, and the neighborhood schools.
- 201 sidewalks and parks.
- 202 The neighborhoods surrounding the area.
- 203 BIG pretty trees, homes , parks, sidewalks, and good businesses
- 204 Sidewalks and valuable shopping
- 205 Sidewalks
- 206 Shopping area  
Friendly center and the hospitals are the greatest "business" assets - hard to pick one over the other. Glad the hospital is there but hope I don't need it while I do use Friendly center shops a lot but I don't want to see more retail growth there. I also like the trail along Benjamin parkway.
- 208 Benjamin parkway.
- 209 The stability of the homes located there.
- 210 Friendly Center
- 211 Friendly Shopping Center and sidewalks to this area
- 212 the greenway next to Wendover, the parks
- 213 Sidewalks, "neighborhood feel"
- 214 I don't see that area as a real asset. It is a huge mall and lots of traffic  
Parks, More sidewalks north on Holden, south of Bryan. Location of businesses. NO MORE EXPANSION
- 215 EXPANSION
- 216 Mixture of retail businesses
- 217 Parks. Bicentennial Gardens
- 218 Friendly Center (especially Whole Foods), Wesley Long Hospital
- 219 Stable multifaceted mall.
- 220 easy access to Friendly Shopping Center -- both by car and sidewalks for walking.
- 221 none
- 222 Parks sidewalks and the limited retail and office growth factor  
Safe pedestrian sidewalks and bicycle lanes. I would love to walk/bike to the stores at Friendly or connect to the Greenway behind the hospital without fear of being hit by a car.
- 223

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- 224 Quiet, tree-lined neighborhood. One can easily now walk or drive to Friendly Center.
- 225 sidewalks to get to biking trail, surrounding parks and Wesley Long Hospital
- 226 Sidewalks, mixed use
- 227 Our Neighborhoods and quality of life. The balance between residential and commercial is optimal with the plenty of shopping and restaurants in the immediate area, however, this is now going to erode with the new shopping center planned for the corner of Hobbs & Friendly, and no doubt others that will try to even more shopping that we do not need, increasing traffic, adding more concrete, and tearing down more trees.
- 228 sidewalks
- 229 Walking paths connecting to Lake Daniel Park. Access to hospital, access to two supermarkets.
- 230 Residential corridor
- 231 Friendly Center
- 232 Sidewalks, safe pedestrian crossings, Friendly Center
- 233 Retaining the neighborhood feel with lots of well landscaped areas and NOT every square inch with new retail space!
- 234 sidewalks, natural beauty like trees,
- 235 sidewalks, accessibility of Friendly Shopping Center.
- 236 Trees, sidewalks and green or natural areas.
- 237 The Elam Walker square (Bestway grocery, Lindley Filling Station, Emma Keys...etc. sidewalks. BUT they are too narrow. Trees. shrubs. buildings set back from road. and the wall.
- 238 Friendly Shopping Center and Shops at Friendly are nice but create a lot of traffic. More traffic will occur if more shopping is a built. The nearby parks (Bog and Bicentennial are amazing and wonderful!!! Sidewalks are great. Nice variety of shops, restaurants, groceries, movie theatre. There's enough there and no more businesses are necessary.
- 239 Bog garden
- 240 The balance that currently exists between business (north of Friendly) and residential/parks (south of Friendly).
- 241 Bicentennial Garden and the bog garden
- 242 Friendly Shopping Center
- 243 Friendly Shopping Center & Shops at Friendly as well as an upscale residential area.
- 244 Residential Neighborhood, park
- 245 no billboards
- 246 Access to grocery stores (especially Whole Foods), the hospital area.
- 247 great retail shops, some side walks
- 248 Friendly Shopping Center
- 249 Wesley long hospital and Friendly shopping center.
- 250 Close to shopping
- 251 Parks, newly installed sidewalks, connectivity to Latham Park greenway over Wendover
- 252 Business community
- 253 The eclectic mix of restaurants and shops adds value, as well as the sidewalks. There is no "green space" in that stretch of road but there is just 1/4 mile up Hobbs Road at the Bog Garden area. What we DON'T want to see in that stretch are more strip shopping center nor more grocery stores. That will put a squeeze on Whole Foods and Harris Teeter. Those aging homes in that area should be revitalized to retain their original character and kept as residences. There is too much vacant commercial real estate in our area already -- we do not need more.
- 254 sidewalks and friendly center. No tacky commercial strip centers. Green.
- 255 the selection of shops and banks
- 256 Residential living

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Friendly Ave Survey Responses from Survey 1 (February):Question #4: What is the greatest threat to the section of Friendly Avenue between Holden Road and Elam Avenue?

- 258 Parks and businesses
- 259 Doctor Offices, restaurants, banks, law offices
- 260 I use the greenway both for recreation and to visit the shopping center.
- 261 Lake Daniel Greenway and connecting sidewalks
- 262 Parks, sidewalks, beautiful homes, green space, trees, street crossing safety, bike-ability
- 263 Pedestrian friendly shopping area  
The greatest asset are the single family homes and townhouses. Another great asset is the
- 264 Junior League headquarters and its adjacent green space/park.  
parks
- 265
- 266 Tanger Bicentennial Garden and Bog Garden; Benjamin Blanche wooded area on corner
- 267 There are no strip malls there.
- 268 the sidewalks
- 269 Trees, prominent businesses
- 270 Parks
- 271 Wesley Long Hospital
- 272 Attractive residential living in close proximity to shopping area.  
Livability: cohesive neighborhoods, parks, churches, school, shopping within walking
- 273 distance
- 274 Friendly Center
- 275 clear distinction between residential on one side and commerce on the other.  
Residential zoning on south side of friendly. It should stay residential for the entire section
- 276 under consideration.
- 277 parks and trails
- 278 Friendly Center
- 279 The Bog Garden  
the open nature of the properties at the nortwesr corner of Hobbs and Friendly
- 280
- 281 mix of residential/business
- 282 easy access to shops and medical
- 283 Parks, sidewalks and upscale retail and dining.

**Question #4: What is the greatest threat to the section of Friendly Avenue between Holden Road and Elam Avenue?**

#	Response Text
1	traffic and noise impact on the long established neighborhood of Starmount
2	more commercial development Congestion and traffic. Specifically, the speed of traffic, even in the car you have to cautious due to the high speeds of everyone driving through which is dangerous to other
3	motorists, cyclists, and pedestrians.
4	Traffic
5	Changing the existing character and nature of the established, mature neighborhoods
6	speeding cars
7	Honestly, the traffic situation. People don't seem to understand how the various 3-way

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- stops and the merging lanes are supposed to work and they cause many accidents.
- 8 Commercial Development
- 9 increased commercialization  
Future retail development. Area is already over retailed
- 10 Non residential development would decrease the over all value iof current residences nearby and adjacent to the area. Encroaching in old Starmount or further up friendly will detrimentally change the character of Friendly avenue.
- 11 TRAFFIC too much congestion
- 12 additional retail development and additional traffic
- 13 Increased density of business establishments.
- 14 unattractive expansion of shopping center in a currently residential area, turning the nicest shopping center in Greensboro into a strip mall street like Battleground
- 15 Overdevelopment. This section is such a highly prized asset because of the homes and the contributing, active, donating, good deed doing, tax paying citizens who live in those homes.
- 16 Too much commercialization which would dilute the character of the area and cause more traffic problems.
- 17 Development. It's become far too developed already, and shows no sign of stopping. Now it's the corner of Friendly & Hobbs. I worry that next someone will try to develop what are currently single family homes on Friendly Avenue between Green Valley Road and the Western corner of West Avondale Drive. The owners of several of those houses have allowed them to decline significantly, and I'm very concerned that a developer will come along and offer better money than the owners could ever get if they sold their homes to new residents. When developers go to the city to ask for rezoning, it often seems to go through with little thought to the residents of adjacent neighborhoods. No more development along Friendly, period.
- 18 As traffic increases, I'm hoping that Friendly doesn't become another Wendover or Battleground. Those roads are ugly, lined with unattractive businesses. And if three mattress stores spring up in that stretch of road, I'm out.
- 19 Commercial development with no regard for effects on quality of life of nearby residents - which is more important than money in developers' pockets!
- 20 Insane traffic no access for peds and bicycles
- 21 Rezoning/More commercial development
- 22 Commercial intrusion into proximate residential neighborhoods.  
traffic and ugliness, eventually business decline with the rundown appearance of aging. Try to find one area that has not had this happen- perhaps the residential country club area
- 23
- 24 Further commercial and other non-residential and/or non-religiously based development!  
Aging homes that front Friendly Avenue that no longer belong on a business corridor and have lost their market value as residences. But they are unable to sell their property because of nearby homeowners who are holding them hostage as a buffer against further commercial development.
- 25 NO MORE commercial development!!! I am referring to the section between Holden and Hobbs.
- 26 Creeping commercial growth west of Hobbs Road
- 27 high-speed car traffic
- 28 Traffic Congestion.
- 29 no marked paths for bikes -- don't just put it on the map -- big deal -- lots of folks still don't know- cause they never saw the map - paint it on the road mark it - give tickets to those parking or driving a motor vehicle in that area -- Please protect the bicyclist as well
- 30

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- as you protect the drivers of cars-- they have clearly designated lanes - we need those too -
- 31 car traffic.
- 32 Traffic
- 33 More stores. More traffic!
- 34 More shopping and parking lots
- 35 Friendly Center
- 36 Traffic
- 37 the greatest threat along this stretch of road is a pedestrian or cyclist being hit by a speedy motorist
- 38 tight traffic lanes and no effective bike lane
- 39 Too much retail. We must not allow retail to cross Friendly Ave, or to go beyond Holden or Elam.
- 40 Empty stores in Friendly Center.
- 41 Further commercial development. I would hate to see this section of Friendly end up looking like the area further west between Muir's Chapel and Guilford College.
- 42 With additional retail development, I am concerned about heavier traffic which can make it more dangerous for pedestrians and drivers. I am worried that walkability will be threatened and that noise and pollution will negatively impact the area.
- 43 Encroachment of residential areas.
- 44 High traffic levels that create safety issues for drivers, foot walkers, and bikes. In addition, crime rate in residential areas rising due shopping areas.
- 45 ANY more development
- 46 Unnecessary additional shopping location i.e.: Hobbs Road And Friendly
- 47 Being destroyed by commercial build up.
- 48 traffic nightmare and congestion like Wendover corridor disaster.
- 49 Neighbors fear of well planned growth that provides services to the community
- 50 Commercial development on south side of Friendly.
- 51 Over-commercialization and too much traffic
- 52 Increased traffic from cars
- 53 Over crowding/ traffic
- 54 Cars vs bikes vs pedestrians.
- 55 Too many cars making it hard for pedestrians/bicyclists to navigate the area. Making it into "visual and commercial blighted area" with trying to develop large or smaller commercial buildings. Charlotte has attempted to build small shopping centers into older residential areas by natural landscaping along roadway; however, it still is trying to cover "visual commercial" area. Also the traffic on Hobbs will be increased, especially during peak shopping periods, Easter, Thanksgiving, and Christmas.
- 56 Traffic
- 57
- 58 poor traffic management.
- 59 More shops and businesses. The Shoppes at Friendly and the Friendly Shopping Center are adequate. Further business growth will encroach on parks and neighborhoods.
- 60 over commercialization by chain stores leading to unsafe traffic patterns
- 61 It will be overrun with commercial development.
- 62 Too much traffic congestion. People using neighborhoods as cut throughs instead of main roads.
- 63 Over building causing even worse traffic congestion
- 64 Adding too much commercial development! There is enough. What is there is helpful but it is all that is needed. Another threat is eliminating residential to replace it with

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- commercial dev't. or to replace single family housing with multi-family housing. Another threat would be replacing park property there.
- 65 Not letting a shopping center at the corner of Friendly and Hobbs be built  
poor planning or halfway planning. Right now we have half way planning. Sidewalks that don't actually go into the shopping center. and why are you looking to expand
- 66 CROSS holden west on friendly.
- 67 Traffic and congestion
- 68 Close minded people
- 69 Being hit by a car while running
- 70 Traffic
- 71 Traffic
- 72 Traffic
- 73 The negative and hostile attitude of the local residence to change and progress.
- 74 There are so many cars that I don't go there between Thanksgiving and Christmas.
- 75 Traffic congestion
- 76 Speeding traffic
- 77 Terrible drivers who never use blinkers or respect bikers
- 78 more commercial development  
Ugh. More development. This thoroughfare is already so busy. PLEASE don't let it become another wendover.
- 79
- 80 Increased traffic leading to ped injurires...
- 81 Increased car traffic, limited sidewalks, and no bicycle lanes on main road arteries.
- 82 More commercial development
- 83 The lack of attention paid by drivers
- 84 Traffic. More development
- 85 Cars more car traffic and pollution
- 86 Commercial expansion into the surrounding residential areas and parks  
Lack of bicycle and pedestrian options that are safe. The trails and greenway are fine,
- 87 but getting to them can be treacherous on foot or bike.
- 88 increasing commercialization and traffic  
too much commercialization. A proposed 24-7 pharmacy would bring noisy traffic very close to a quiet neighborhood that opposes its presence.
- 89
- 90 Undesirable businesses and lack of access (pedestrian and bike or too little parking)
- 91 Excessively fast traffic
- 92 More businesses or residential housing
- 93 Congestion, devalue of homes, traffic, crime.  
Commercial development and disregard for the existing neighborhoods. A city is only as strong as its various neighborhoods and our city leaders/planning department are controlled by commercial developers.
- 94
- 95 neglect
- 96 Traffic congestion causing safety hazard to pedestrians
- 97 Traffic
- 98 building of more businesses.
- 99 Traffic and lack of sidewalks
- 100 None that I can see
- 101 Traffic.
- 102 TRAFFIC BIG BUSINESS
- 103 Excessive commercial development
- 104 Businesses expanding westward past Holden
- 105 Pembroke is severely congested.

Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 1 (February):Question #4: What is the greatest threat to the section of Friendly Avenue between Holden Road and Elam Avenue?

- Concerned any further development that creates business zoning can make development indiscriminate. To the best of my knowledge, for example, there are no rules about signage, noise, excessive, late evening commercial lighting. Parks, don't concern me as much
- Most Important: that neighborhoods can be promised no growth beyond Holden road and that will be broken.
- No one wants friendly to look like battleground and look how rezoning is creeping in from Elam to new garden.
- 106 Traffic is thick and sometimes chaotic. Riding a bike or walking is also dangerous
- 107 Increasing commercial development
- 108 Additional unnecessary retail "growth"
- 109 Too much traffic
- 110 Increased traffic on Green Valley Rd. between Northland and Market St. Development which compromises those bike lanes, parks, and greenways that access those parks and the shops. Im not against future development of shops and offices as long as they are congruent with the pedestrian and bike access and include green spaces and do not detract from the green spaces already there.
- 112 Traffic Congestion and lack of walkability
- 113 To many Big businesses! There's so many already. Theres 2 large grocery stores already, we don't need anymore. No more clothing stores, no more restaurants, no more!
- 114 traffic levels, especially at rush hours
- 115 Not safe for bicyclists. The lanes are narrow, filled with curves and hills, and there are no bike lanes.
- 116 Getting hit by a car
- 117 Overbuilding of commercial property, i.e. turning into Battleground
- 118 The people that don't even live in the area complaining about the expansion of Friendly Center. It's my belief they shouldn't have a say in the matter. Wedgewood residents have the Great Wall Of Wedgewood built, just for the expansion, and knew when they built/purchased their homes that their was a commercial district there, with the option to expand. If it was such an issue, they shouldn't have moved there. Lastly, have you seen some of the houses/buildings at the corner of Friendly and Hobbs? They look like they've been abandoned for the last decade or two.
- I know people are fighting it, even those outside of Greensboro. But, the expansion will bring jobs, and Trader Joe's is nothing like what we currently have. It will bring tax revenue, too. But, why are we allowing so many neighsayers from outside of the area control the fight? And, Wedgewood knew that Friendly Shopping Center was there decades before the first homes in the neighborhood were built, so why cry now? We need to think of the benefits, and not listen to those that are bringing up issues that shouldn't be considered.
- 119 By focusing on increased parking and traffic flow, we have inadvertently created lots of space that is inhospitable and very dangerous to pedestrians. We have designed much of the space to accommodate cars at the expense of the human experience.
- 120 Overdevelopment of commercial property.
- 121 Tall buildings. Too many business s
- 122 Drivers speeding, traffic at entrances
- 123 Poor planning of futures growth. I think it is essentials to plan in a way that allows pedestrian and cycle access to the shopping, dining, and parks. Make sure that shops
- 124

Friendly Avenue Area Plan:

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- and dining are unique and not just large chain retail outlets. Develop some mixed use retail and residential.
- 125 Traffic congestion  
Not sure there is one, since we already have a mix of single family, multi family and commercial
- 126 commercial
- 127 gas stations, big box stores, strip shopping centers  
Backup of traffic trying to come off Wendover to hospital and shopping center, traffic in areas that are a neighborhoods. Increased traffic on Friendly to shopping center.
- 128 areas that are a neighborhoods. Increased traffic on Friendly to shopping center.
- 129 Unchecked development; car traffic and speeding/unsafe driving.
- 130 traffic, too much congestion to adjacent homes  
Continued increase of businesses overtaking and infringing on otherwise peaceful neighborhoods.
- 131 Friendly Avenue in this area needs to be more pedestrian friendly. Friendly Center itself encourages walking since it is not an indoor mall. The crosswalks across Friendly Ave. are not very good, some of the sidewalks are overrun by eroding soil, the sidewalks don't all connect together (for example, there is not a complete sidewalk down Hobbs Rd. to get from Friendly Center to the Bog Garden and the Bicentennial Garden. Also, roads running through the shopping center feel dangerous when walking (Pembroke and Northline) since there are not always sidewalks, or the sidewalks have steps up or down, making rolling/strollers difficult.
- 132 making rolling/strollers difficult.
- 133 business expansion  
Too much traffic. Lack of a left turn signal at the intersection of Green Valley and Friendly Ave. Accidents are frequent due to high traffic volume
- 134 Friendly Ave. Accidents are frequent due to high traffic volume
- 135 Parasitic developers !!  
traffic, increased crime and increase home taxes.
- 136
- 137 Poor traffic management
- 138 Traffic, commercial encroachment  
Speedy high volume traffic makes the area of the road feel unsafe when in a car and really dangerous when on a bike.
- 139 really dangerous when on a bike.
- 140 The crazy intersections are a challenge to maneuver for pedestrians and cyclists.
- 141 Development south of friendly  
DEVELOPERS, JUST LIKE AT FRIENDLY AND HOBBS. Unfortunately, the big money talks and it seems that we really don't have much say, as we found out.
- 142 Lack of safe pedestrian and bikeways that will allow access through the area, connecting the major attractions. Current parking and traffic configurations in and around Friendly, both old and new, and a lack of well thought out sidewalks confine people to their cars when moving between destinations.
- 143 when moving between destinations.  
Less high density residential, less office space...not much in the mix in that area. Also, the stubbornness of many residents, trying to avoid change. Traffic and Parking problems could be issues.
- 144 Less high density residential, less office space...not much in the mix in that area. Also, the stubbornness of many residents, trying to avoid change. Traffic and Parking problems could be issues.
- 145 As a shopper, I know of no threat.  
I would like to see the residences on Friendly remain. Further expansion would be a threat.
- 146 threat.
- 147 Traffic
- 148 The angry neighbors who scare away businesses  
The sidewalks and walkways aren't pedestrian friendly. Vehicle traffic entering and exiting from the hospital and shopping center present a lot of risk for pedestrians. Shopping centers should be welcoming to pedestrians - especially one such as Friendly, which is right in the middle of a residential area.
- 149 Shopping centers should be welcoming to pedestrians - especially one such as Friendly, which is right in the middle of a residential area.
- 150 The Hobbs Road development with more retail stores that are already available at

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- Friendly Center. Should be a well done patio home complex.
- 151 Friendly Center further development
- 152 Commercial encroachment
- 153 unregulated traffic
- 154 More Shoppes, retail, traffic  
Rezoning of residential neighborhoods to allow retail in area from Holden/Friendly to Elam.
- 155
- 156 too much vehicular traffic  
CommercialDevelopment expanding west and on the side of Friendly opposite the shopping centers. Trees and foliage will be gone If the area is not planned and zoned appropriately and the area will become another Battleground Avenue, which we do not need nor want from Holden to Westridge, either. How could I forget-- the creeping commercialism on the other side of Hobbs.
- 157
- 158 more businesses and additional traffic and density
- 159 too much vehicular traffic
- 160 Commercial development in and adjacent to residential neighborhoods
- 161 Lack of pedestrian/bike friendliness.
- 162 Too much congestion, poor traffic control
- 163 additional businesses - the supply is already greater than the demand
- 164 Traffic  
expansion into neighborhoods, upset the "friendly" mix of shopping and residential areas.
- 165 Traffic. Also, there should be no left turn in or out of the Friendly Center off Friendly by Belks.
- 166 Belks.
- 167 too much retail
- 168 Traffic  
More commercial encroachment.
- 169 Devaluing the neighborhood
- 170 Fast traffic
- 171 over-development  
Over-development - traffic, noise, congestion, crime, deterioration of nearby neighborhoods
- 172
- 173 Over commercialization by developing more land into commercial assets.  
Commercialization is the greatest threat! Please don't take away the beautiful, historic neighborhoods that add so much charm and value to this city.
- 174
- 175 Traffic, low-end retail stores, loss of natural areas
- 176 Exploding commercialization
- 177 Traffic makes it difficult to get to the parks or shopping center if you are walking.
- 178 Saturation and density of the area such that the parks cannot be accessed easily
- 179 Difficult pedestrian access at green Valley and friendly intersection
- 180 Congestion from poorly regulated traffic patterns  
Traffic ( The traffic survey by city is a joke ,you should live in this area and the city is adding additional problems at Hobbs with another shopping center
- 181
- 182 more traffic
- 183 overflow of noise, traffic and non-resident people into neighborhoods
- 184 traffic
- 185 Intrusive commercialization, any construction should be low-profile.
- 186 Commercial zoning
- 187 Bad traffic flow is already a problem, and the pedestrian crossing at Friendly shopping

Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 1 (February):Question #4: What is the greatest threat to the section of Friendly Avenue between Holden Road and Elam Avenue?

- center is some of the worst access in the City. I know - I walk it often to go shopping and dining. Some of the lights are not timed well for traffic flow, and sidewalks along Friendly are directly next to traffic without a grass barrier.
- 188 Car traffic/noise/congestion/pollution due to excessive/increasing retail.  
Encroachment on established neighborhoods, bad for cyclists and pedestrians
- 189 (dangerous)
- 190 Lack of pedestrian safety; sidewalks, elevated walkways  
As the value of the land goes up (due to the quality of the neighborhoods and residents), more residential property is turned to commercial and retail. While the success of Friendly Center is wonderful - that is not a reason to make Friendly Center (or its competitors) take residential land. Commercial sprawl is the biggest threat. The next threat is widening Friendly to accommodate increased traffic. This would take away the trees that line the Ave and also render the properties along either side of Friendly less desirable as the front yards are taken over. Too, accommodating more traffic on Friendly only begets more traffic. Perhaps a solution (assuming one is being considered) is to encourage alternate routes.
- 191
- 192 Lack of pedestrian friendly walking routes  
Continued development of businesses encroaching on residential neighborhoods when there are lots of business areas within a 5-6 mile radius that have empty buildings for lease. One of the things that makes this "Study"area attractive is the parks, residential and greenspace...it is a real shame that the council feels that increasing the business district to make it more like the long business strips along other areas of Greensboro is a good idea.
- 193
- 194 The intersection of Friendly/Green Valley is very dangerous. Too much traffic (we don't want it to be another West Wendover area) is the greatest threat.
- 195 traffic congestion
- 196 Mindless expansion. Rezoning to suit landlocked businesses and churches.
- 197 Traffic  
By considering anything along Edgewater Drive for more traffic or for businesses along the adjoining area on Friendly across from the Shopping Center, you would be disrupting our lives with excess noise and traffic.
- 198
- 199 accessibility is limited by the lack of sidewalks  
Expansion of commercial property into existing residential
- 200 property  
Congestion; traffic flow  
  
Very concerned about the new Hobbs & Friendly development  
  
Traffic is horrible from Thanksgiving to Christmas  
  
Deeply concerned about additional shopping/commercial areas that real estate investors are longing to develop
- 201 Loss of the neighborhood feel - turning the area into a Battleground or High Point Road
- 202 Traffic  
i am very concerned about businesses taking over the beautiful residential areas where there are so many people walking, socializing and children playing
- 203
- 204 Too much traffic and people outside the corridor drawn to the area who often may have criminal intent.  
There is little safe pedestrian or bike access. The bike lanes are not continuous nor well-maintained, and the intersections discourage pedestrian access.
- 205
- 206 poorly planned development

Friendly Avenue Area Plan:

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- 207 Cars and traffic congestion.  
That you will go in a bull doze it and make it look flat and ugly with more shopping that
- 208 just is NOT needed
- 209 Too much traffic
- 210 Additional businesses  
Too much traffic, including speeding near schools, homes with small children and
- 211 churches  
over development is the greatest threat. Leave it as is, no more additional retail or
- 212 business spaces. Use what is currently there, even if that space needs renovating.
- 213 Encroachment of commercial businesses into residential neighborhoods
- 214 Traffic
- 215 Too much traffic congestion
- 216 traffic, danger to pedestrians, light pollution
- 217 More traffic, noise
- 218 Traffic.
- 219 More expansion  
Over development. We are losing the residential atmosphere with traffic concerns. This  
area has become too commercialized and the road cannot handle the number of cars.
- 220 Trying to turn left to go towards town is a nightmare for the blocks just past Holden.
- 221 Traffic
- 222 The possibility of multi-family zoning (apartments)  
Residential conversion to business zoning.
- 223
- 224 congestion and overdevelopment
- 225 increased congestion
- 226 More Retail or office encroachment
- 227 High traffic and no safe walking/biking paths.  
More shopping. Areas and more cars!
- 228  
More Commercial.....Do we really need any more? How much is enough? Just  
because a developer has money to burn, do we always have to say Yes? When will our  
leaders in downtown Greensboro start listening to the residents that it's our
- 229 neighborhoods that mean the most and need to be protected
- 230 Too many commercial buildings and increased traffic
- 231 Increased commercial property that will devalue current residential property.
- 232 unsafe for pedestrians
- 233 Heavy traffic to and from the shopping center.
- 234 Commercial development on Friendly Ave west of Holden  
Increased development and volume of traffic. Stop lights are uncoordinated, leading to  
congestion on the road. People take the back ways through the shops (e.g. between
- 235 Whole Foods and the main entrance to the Shops at Friendly), adding to the congestion  
Over urbanization (as opposed to low impact land development, preservation of trees &  
natural resources, water quality protection)
- 236
- 237 Overdevelopment
- 238 commercial development, lack of sidewalks - ideally on both sides of the street
- 239 More commercial development and increased traffic.
- 240 Commercialization in residential areas. Light pollution, added traffic and noise.  
loss of a plan. you have to keep green space, limit signage. People will SHOP here  
because it is the best we have, but you have to keep it green. up to date. look at other
- 241 areas- powell ohio, chapel hill. this is Greensboro chance
- 242 Higher traffic flow making the area less walkable.

Friendly Avenue Area Plan:

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- 243 Development because that will only increase traffic which leads to wrecks. expansion that ignores walkability. There is already a lack of sidewalks. I walk through the bog garden and to the Friendly center often. There is no sidewalk to get off of northline and into the center so you must walk in the road which is dangerous. Add sidewalks!
- 244
- 245 Allowing continued sprawl of non-residential development beyond current boundaries.
- 246 shopping center expansion and associated parking lots and traffic
- 247 Complete take over by commercial rezoning, thus destroying the neighborhood concept as well as more traffic congestion.
- 248 Strip mall development
- 249 traffic
- 250 Fear of change
- 251 too much traffic, busy parking
- 252 Increased development in this area is going to cause the quality of life to deteriorate. It is going to turn this area into another Battleground Avenue or High Point Road.
- 253 Being over built.
- 254 Traffic accidents, speeding, unsafe to cross the street, no sidewalks along Hobbs from Wedgwood to the parks.
- 255 retail growth; lack of pedestrian access through the area
- 256 Short sightedness by residential neighbors
- 257 more commercial property which is not needed; Friendly Center already has plenty of vacant space.
- 258 Any more commercial areas. We have Friendly Center and just up the road is Guilford college area and New Garden Rd. This area does not need any more commercial zoning. We are convenient to everything.
- 259 no threats, I don't believe.
- 260 Developers seeking to make it rich and ruin our neighborhood!
- 261 NO threats...expansion in the area would be great
- 262 I don't think that more development, as long as it is similar to the existing shopping center is much of a threat. Traffic is not a huge problem, compared to around the Four Seasons area.
- 263 disconnected sidewalks
- 264 Traffic, potential pedestrian injuries trying to cross friendly for kids walking and biking to the elementary. Inability to turn left onto friendly from the friendly Holden office building which has dozens of employees. We will need a way to do a u-turn from that building on the Holden side.
- 265 Traffic
- 266 The greatest threat is more commercial development (such as the stores which will be at the northwest corner of Hobbs and Friendly).
- 267 more stores making it a purely retail area with no regard for surrounding neighborhoods
- 268 traffic and noise from too heavy infill
- 269 Development resembling Battleground Ave or West Wendover on the south side of Friendly Ave. bordering homes.
- 270 developers
- 271 Concrete
- 272 commercial creep into neighborhoods - Hobbs Road / Friendly Avenue development is a perfect example.
- 273 Destruction of natural amenities, increased traffic and unattractive building construction due to more commercial/retail development at the corner of Friendly and Hobbs, leading to more sprawl in the future.
- 274 Smooth traffic flow along Friendly corridor
- 275 Expansion of retail on south side of W. Friendly Ave between Green Valley and

Friendly Avenue Area Plan:

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	Wedgewood neighborhood
276	Commercial development along the South side of Friendly Avenue (across from the shopping center)
277	encroachment in residential to South of Friendly.
278	Rezoning the south side to commercial and any further zoning changes on the north side of friendly avenue.
279	new commercial development
280	Rezoning and tearing down of people's property
281	Additional commercial development, which will increase traffic, noise, ambient lighting and localized air pollution, while decreasing the quality of life for residents and making the area more dangerous for cyclists and pedestrians.
282	new commercial developement
283	traffic/over use of additional commercial space
284	traffic congestion
285	Traffic, noise

**Question #5: What is the greatest opportunity in the section of Friendly Avenue between Holden Road and Elam Avenue, a change that could potentially benefit the community?**

#	Response Text
1	The greatest opportunity is to maintain the amount of green space. (The development at the corner of Hobbs and Friendly will take away a huge area of current green space.) Facilities and infrastructure will not be available to provide safe access to bicycle, pedestrian, and transit traffic. This will discourage and prevent enjoyment and use of the shopping center by the many members of the public who do not own a private vehicle or choose not to drive an automobile. Better infrastructure would not only benefit those who do not own a private vehicle or choose not to drive, but would benefit other drivers as adding more options for people to get to the area, which would cut down on traffic and parking. Better infrastructure would not only benefit those who do not own a private vehicle or choose not to drive, but would benefit other drivers as adding more options for people to get to the area, which would cut down on traffic and parking.
2	
3	To curtail development in the area to keep it from being like Battleground Avenue.
4	Every day drivers cut through Friendly/Holden parking lot as a short cut which means they are also driving quickly. I've almost been hit and I worry that one day someone will. The Friendly/Green Valley intersection is trouble waiting to happen--not even a left-turn arrow at westbound Friendly and Green Valley. Plus, the right merge lane from westbound Friendly into Green Valley competes with left turns from eastbound Friendly. Add to that, cyclists trying to get across to access the trail that runs behind the hospital.
5	ARRRRRRRRGGGGGHHH!
6	More pedestrian friendly infrastructure like sidewalks to access center from neighborhoods.
7	Streetscaping. Finally opening up a spot that would bring Trader Joe's to Greensboro would provide the most opportunity. I can't tell you the number of people I personally know that travel all the way to Chapel Hill weekly to shop there. Greensboro is large enough to be able to handle multiple grocery options without loss of revenue.
8	I think just regular clean-up and caring for the existing properties. However, there is one property on the corner of Friendly and Avondale that needs to be refurbished and
9	

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maintained.

- 10 bike lane, improvements to declining homes, promotion of walking and biking
- 11 Adding bike lanes and an exercise park along Hobbs corridor to connect the greenway to the bog garden/ tanger park area.
- 12 Vacant gravel pit made into grass/natural area Lomax Construction
- 13 Add Dillard's in a less congested area
- 14 Pedestrian access throughout the study area. Complete sidewalks. Install crosswalks. Continue to only allow high quality retail establishments in Friendly Center, Shoppes at Friendly, and newly rezoned area west of Hobbs Road. Require plantings, etc. at the northwest quadrant of Hobbs at Friendly that will enhance rather than detract from the intersection, when new retail is constructed. The Hobbs/Friendly intersection would be safer (even if the rezoned area wasn't developed) if an additional lane were added on Hobbs, at least on the north side of Friendly.
- 15 attractive, single family homes in the newly rezoned lot instead of yet another CVS type store and additional low value businesses
- 16 The greatest opportunity for improvement would be sidewalks and bike paths and increased pedestrian access within and around the section.
- 17 To limit more commercialization, which would maintain a healthy values of both commercial and residential properties. Make more pedestrian friendly. We have great parks for the entire City to enjoy. People won't come with too much congestion.
- 18 The vacant lot on the corner of Hobbs & Northline could become park space.

Anything that could slow traffic on West Avondale Drive would be valuable. People use it as a cut through from Market Street to Friendly, and they fly down that road, making it unsafe for pedestrians, especially children.

- 19 More sidewalks within Friendly Center.
- 20 Spruce up the greenway area near the Wendover overpass. Plant some trees across the street from that area near the giant electrical tower. Allow left turns out of Friendly Center onto Friendly at traffic lights only.
- 21 Tie the mixed uses together to form a ped and bike friendly version of friendly ave
- 22 Improve intersection at Friendly and Elam, remodel the older homes that are in dis-repair
- 23 I don't know.
- 24 improve traffic to encourage pedestrian and families casual useage and decrease noise and air pollution
- 25 Reverse the City Council/Planning Board, etc. approval of the new strip mall imitation at the corner of Friendly Avenue and Hobbs Road. Obtain approval of the legislature of the State of North Carolina that NO additional commercial or other non-residential or religious development be allowed within 1.5 miles of Friendly Avenue between Holden Road and
- 26 AYCOCK Street in perpetuity!
- 27 Redevelopment of the corner of Friendly and Hobbs with smart retail.
- 28 Turn all empty lots into parks!
- 29 Turn the recently rezoned corner of Hobbs & Friendly, or the property across from Friendly Center into parks, playgrounds, and/or green space
- 30 Nothing comes to mind. Just organized and planned growth.
- 31 ample right-of-way for protected bike and ped lanes on Friendly

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- 30 putting in Bike parking racks in all the large parking lots, the book stores, restaurants and grocers -- specially when the bike path/ path park areas that are already there loops around these things -- but there is no direct access to them by foot or bike traffic - for all intersections put in cross walks with signage and safe walk indicator lights
- 31 public parks
- 32 A safe way to walk/bike from greenway to shopping centers
- 33 Nothing
- 34 Remember the beautiful trees that were there near the Burlington building. Put the trees back.
- 35 Multi-modal traffic flow improvement
- 36 There is PLENTY of room for Bike/Walkway
- 37 protected bicycle lanes would improve everything about the area bike and pedestrian access, particularly around Hobbs Rd. intersection, underpass at Wendover, and Elam Ave. intersection.
- 38 More residential development, even multi family, and no more commercial development.
- 40 Improved pedestrian and bicycle access to the Friendly Shopping area. More sidewalks,wider sidewalks and improved crossing areas. Public art can be integrated for crosswalks, bike racks, etc.
- 41 Sidewalk on Hobbs Road from Friendly to Tanger Park/Bog Garden.
- 43 Greatest opportunity for businesses.
- 44 Enhanced police traffic law enforcement.
- 45 Traffic plan for Hobbs Rd/Friendly Ave
- 46 Leaving the homes intact. NOT tearing down the trees. Connecting the neighborhood instead of tearing down the community. attractive crosswalks, streetlight / traffic poles. Extensive high end landscaping. WIDER AND MORE COMPLETE WALKING AND BIKEWAYS.
- 47 Some type of development at corner of Holden and Friendly which is currently an eyesore.
- 49 High quality condos on south side of Friendly, interspersed with park areas.
- 50 None
- 51 Timed traffic lights to reduce rush hour congestion. Safe biking lanes connecting to the greenway
- 52 Add bike/walking lanes to encourage exercise, similar to Durham's old tobacco district Cycling infrastructure from one end of Friendly Center to the other, so that a cyclist can get to Harris Teeter from the east or McDonald's from the west without almost dying.
- 53 more pedestrian access/bike routes. More mixed-use housing/shopping development. Improvement would be multiple family apartments or high-end condos for the area between Hobbs Road and First Lutheran Church.
- 55 Also restricting traffic from exiting Friendly Shopping Center at the main entry from trying to turn left. VERY DANGEROUS!!!!!!!!!!!!!!!!!!!!!!
- 56 We need safe pedestrian crossings from the neighborhoods south of Friendly to the parks and shopping north of Friendly. The vacant lot at the corner of Hobbs and Northline should be developed in a low impact way, preferably with housing.
- 57 Bike lanes and sidewalks to make it safer and more friendly.
- 58 Turn arrows coming in and out of the Wedgewood neighborhood.
- 59 The intersection of Hobbs and Friendly could have turn lanes with traffic arrows.
- 60 Deny the rezoning of Hobbs / Friendly or turn this parcel into housing
- 61 I see the opportunity to keep Greensboro as a warm, attractive, inviting community and not

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- as one that is too commercialized or over-developed.
- 62 Improvements to the corner of Friendly and Hobbs
- 63 a playground.
- 64 Improvements to the intersection of Friendly and Holden
- 65 Adding shopping areas, upscale, and nice condo housing
- 66 Bike/running path. This would benefit the whole community
- 67 No change needed
- 68 An opportunity to create jobs and help small businesses thrive, as opposed to chains.
- 69 Adding a Trader Joes and other first class retailers  
The last thing that space needs is more shopping. Look at Crossroads in Cary as an example of a shopping village that got out of control. Too sprawled out to walk but too crowded to drive. Put a park there, maybe a dog park and a big field to run around in.
- 70
- 71 Better access to walk the area for pedestrians  
The vacant lot near/at Friendly & Hobbs need to be developed - the few that live across the street need to get over it or move to a remote area on enough land so that traffic or development will not bother them. We can't stop development and lose new businesses because of a few.
- 72
- 73 Better traffic control on Friendly especially where cars come out of Friendly Center, and from Friendly to Bicentennial Garden on Hobbs. Covered and attractive bus stops are needed. Improvements to the Hobbes/friendly intersection to make it more bike or pedestrian friendly would be helpful.
- 74
- 75 Safer ways to walk or ride a bike... Definitely more ped friendly everywhere  
I would love to see a "protected" bike lane on Holden and Friendly Ave to keep people from using the bicycle lane as a passing/turning lane.
- 76
- 77 Traffic light at exit from old friendly shopping center - between belk and Harper's.  
Creating separated bike lanes would set a great example for the rest of the city. The so-called bike lanes on Spring Garden from Aycock to Holden are more dangerous than the unmarked road.
- 78
- 79 Protect existing residential areas
- 80 Bike lanes bike racks commuter rail more trees and green public gardens  
Clean up the lot at the corner of Northridge and Hobbs. It looks abandoned. Perhaps make it a small green space.
- 81
- 82 Pedestrian improvements to Green Valley Road
- 83 Turn the area between First Lutheran and Hobbs into a residential retirement center.
- 84 Green spaces are pivotal to a peaceful city, especially in areas of over-commercialization.
- 85 Better pedestrian access  
A park to complement the shopping, along with better pedestrian and bicycle access to encourage a real community feel.
- 86
- 87 Intersection of Northline and Hobbs is wasted space. Would love to see local art featured there.  
The nearby residents continue to advocate for quality housing...multi family/ empty nester townhouses etc. that is what is needed in any "vacant" area, not another shop. The entire perimeter and interior of the current commercial area needs to be made more pedestrian friendly. None of the intersections are safe for pedestrians or bikers. Try to walk from the OHenry Hotel or Homewood Avenue or Wedgewood Court or from Whole Foods to Apple Store or to cross Pembroke. It is automobile centered! No pedestrian sidewalks. Adding trees would enhance the "concreted jungle" feel.
- 88
- 89 Better bike access
- 90 Improvements in pedestrian facilities, particularly within the Friendly Center precinct
- 91 More parking in Friendly Center and better traffic patterns

Friendly Avenue Area Plan:

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- 92 no more businesses
- 93 A Trader Joes on the corner of Hobbs and Friendly Ave.
- 94 Increased and more accessible bike lanes and sidewalks.
- 95 NO NEW BUSINESS KEEP IT HOMES
- 96 Bicycle and pedestrian accessibility and more independent and local businesses  
The greedy owners of Friendly could build a new site for Carolina Bank since they wouldn't
- 97 make repairs and forced them out.  
A park addition or ,make that section a beautifully landscaped boulevard and don't be so concerned with squeezing in more commercial endeavors. Wendover is right next to Elam. Friendly is almost used up now. So besides the homes between friendly and the Lutheran church. Leave the opposite side residential.
- 98 I am angry at the protestors of the trader joe space. That vacant lot is an eye sore that needs development. Otherwise greenway and walkways are important
- 99 Keep in mind, that improvements benefiting owners within the study boundaries may exacerbate conditions outside the boundaries, in particular, Green Valley Rd. between Friendly and Market. Turns from Green Valley on to Friendly are dangerous. Straighten the doglegged Friendly/Green Valley intersection and make related signal improvements. Sidewalk planned for Green Valley should be on the eastern side. Install a concrete barrier between the Wendover off-ramp and the sidewalk. This serves safety and attenuates noise from increased traffic. Maintain an adequate ramp shoulder, as there are many temporary stops along this ramp. Add Homewood and a short piece of Madison to the snow plow priority route. This serves the neighborhood and may take pressure off of alternate South-North routes. Green Valley is partially in a flood hazard area. Be alert to this in all improvements that impact storm drainage and flooding of the creek. For improved storm drainage that minimizes the need for catch basins, perhaps Green Valley should be sloped
- 100 instead of crowned?  
Creating safer pedestrian connections from neighborhoods to commercial areas. There is a reason there is a yellow light at the cross from Bicentennial Gardens to the Bog Garden. I drive by there every day. People don't stop despite a designated crosswalk, a yellow warning light and other attempts.
- 101 Additional sidewalks on both sides, development of the unused space in the shops at
- 102 Friendly and expansion of Bicentennial Park to include corner of Hobbs and Friendly
- 103 Safer pedestrian walkways going to the Greenway
- 104 More green space. Better bike and pedestrian access from there to Guilford College and W Market communities. Green development in those lots on Friendly if current landowners there are okay with it.
- 105 There is a vacant lot on the corner of hobbs and GreenValley? Make it an outdoor food truck space! Bigger sidewalks. Traffic on Friendly is getting crazy. I would love to walk to Friendly Center or bike, but it is not safe to do so. The sidewalks are small and not well maintained. There are run down houses directly across from the BB &T and a bit further. They should be cleaned up...but stay RESIDENTIAL!
- 106 Pedestrian / Cycling Bridges at Green Valley Rd and Friendly Crossing.
- 107 Bike lanes
- 108 Protecting the integrity of the Bicentennial Garden and Bog Garden. Pedestrians are already facing heavy traffic when walking between the Bicentennial Garden and Bog Garden. One way to do this could be to direct Friendly Center traffic off of Hobbs and onto Northline, putting the parks and pedestrian safety first.
- 109 Unsure
- 110 Bring in Trader Joe's, Dave and Buster's, Max and Erma's..... CJ Banks..... IKEA. We've got that lot at Holden/Hobbs that's been cleared for years. Build on it, and the lot to its west. We are a growing city, but don't have all the big name shopping/restaurants in the reasonable price ranges. Everything attracted lately has been high priced, and I can't afford that.

Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 1 (February):Question #5: What is the greatest opportunity in the section of Friendly Avenue between Holden Road and Elam Avenue, a change that could potentially benefit the community?

- 111 Reclaim human space and encourage serendipitous encounter. Make it a space that honors the name "Friendly".
- 112 Better traffic control, with full sidewalks and separate bike lanes.
- 113 Extending the bike/walking trail from friendly/green valley west, through the Starmount neighborhood and/or the neighborhood surrounding bicentennial park. And including the park (making it bike friendly)
- 114 Traffic calming street design to encourage drivers to slow down, encourage people to feel safe walking
- 115 Add sidewalks and bike lanes for better pedestrian and cycling access. Make sure development is mixed use with residential and retail
- 116 Bike lanes to access the center
- 117 Now that the corner of Hobbs and Friendly has been resolved, there really isn't any land in that corridor that is in danger of being developed into anything other than what it already is.
- 118 homes, restaurants
- 119 No more developments. The traffic is horrible now for that area. If there is a lot available, it should be turned into a park.
- 120 better sidewalks, for walking instead of cars, I also think there should be condominiums for retiring people, one-level without lawn maintenance. I would like to move my mother close to us but there is nothing affordable in a one-level unit. Not enough variety in housing for lifestyle and affordable
- 121 Adding sidewalks and bicycle lanes.
- 122 How about just leaving well enough alone?
- 123 I would love to see improvements in the intersection of Hobbes Rd. and Friendly Ave. to make it safer for cars AND pedestrians. Similar improvements need to be made at the light for Whole Foods. I think the greatest opportunity for that area is the vacant lot that was originally to be condos/apartments behind Zoe's Kitchen. Right now, it resembles and unusable pit, but it has potential to be anything from additional green space/park, to more shops and restaurants, to a place to live. It would be great as a playground and garden along the lines of Waverly Place in Cary, NC.
- 124 multi family housing for retiring baby boomers
- 125 No more commercial development. There is an abundance of shopping available. Please,please add a left turn signal at the intersection of Green Valley Rd. and Friendly Ave. It is an extremely dangerous intersection.
- 126 My input doesn't mean shit. The faction with the most \$\$\$\$ will get their way. a park, cluster homes for retirees.
- 127
- 128 Improved pedestrian experience.
- 129 Better traffic flow, more support for residential areas that border.
- 130 A sidewalk or bike lane leading from friendly ave to Lindley park on green valley Rd would be a great edition to help connect Latham park greenway to Lindley park. Something to slow traffic down through this section of road would make it feel safer as well for motorist, cyclist, and pedestrians.
- 131 additoun of side walks at the friendly/Wendover intersection. That is a nightmare
- 132 In fill friendly center
- 133 Higher density shopping center
- 132 Build a parking structure
- 133 Improve aesthetics by planting street trees. Create an urban oasis. This encourages walking throughout the the area and reduces heat island effect. Create pedestrian promenades.
- 134 We really enjoy the small parks and green spaces. A side walk on Holden would be nice.
- 134 There are several properties on Friendly, across from the center and shopping center, that

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could be rezoned...they are in poor condition and have access issues. The property on the corner of Holden and Friendly on the Starmount Quad, why not be brave and rezone it for the multipurpose use proposed. Esp. at Christmas Time traffic for Friendly center clogs up Friendly, not a traffic engineer but probably could be improved with a better entrance to the center to get that traffic off of Friendly sooner. The area is not particularly Pedestrian friendly, but manageable.

135 Trader Joes!

136 Continuing to seek businesses that are unique in Greensboro.

137 Traffic lights entering and exiting Friendly Center near the Belk entrance on Friendly Ave I don't really know what that building on the corner of friendly and Holden is - offices? And the backlot behind ultra. It used to say townhouses we're going there but that sign is gone Sidewalk and walkway improvements would make a big difference. Allowing for vehicle traffic to safely make left turns in and out of the area would help as well. There should be more pedestrian access points to the shopping center from Friendly Avenue.

139 Develop the Hobbs road/ Friendly road land with a well designed patio home complex.

140 There is a ready market of aging 'baby boomers' who would purchase.

sidewalks and pedestrian crossings (e.g., Pembroke and Friendly) need improvement; pedestrian transit through Friendly Center; bike transit from Friendly Center and surrounding neighborhoods to the Lake Daniel Greenway (the Friendly and Wendover area is dicey).

141 better crosswalks for pedestrians and bikes from Starmount Forest/Wedgedale neighborhood to Friendly Shopping Center; development or landscaping of lot at the corner of Hobbs and Northline Avenue

142 Traffic light engineering to improve the traffic flows and reduce air pollution, especially the sequencing of lights in off hours.

143 Better use of parking area between Signature Place and Starmount Farms Dr. Use the area as extension of the Bog Garden or other natural or garden area.

144 Make the area more walkable, improve/add cross-walks into the surrounding neighborhoods. Expand the bike trail to connect with outlying Greensboro neighborhoods and downtown.

145 i think the grass medians are attractive on the western end of friendly avenue. would they lend themselves to the area under discussion???

146 1. Putting in right turn only lanes onto Holden from Friendly in each direction but particularly going East.

2. Planting fast growing trees and shrubs all along Friendly to keep all the obnoxious paved parking lots from view as well as the buildings in the older Friendly Center. Obviously businesses want to be visible but there are ways to do that better than has been done so far. A second benefit would be leveling the shabby house owned by Luke Johnson on the corner of Holden and Friendly. A third benefit would be bus shelters that would be as weatherproof as possible.

147 greater walkability through additional sidewalks connecting all of Friendly shopping center with surrounding neighborhoods (especially Starmount area west of Friendly Avenue) and greater bike-ability through additional bike trails connecting existing bike trails to each other

148 Turn lanes heading south on Hobbs at Friendly

149 Connect Lake Daniel greenway across to a bike lane on Green Valley which would extend to the Arboretum.

150 Add green space/ pedestrian friendly access

151 Re do traffic patterns for better and safer flow

152 additional park (not parking) spaces

153 Less development

154 more sidewalks

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- 155 Sidewalks. There is no safe way to access the businesses on foot. This is also imperative because I have found that drivers in NC are maniacs and do not stop on yellow lights or yield to pedestrians. Also inside Friendly Center - like by Harris Teeter, there are no marked pedestrian paths thea drivers yield when entering or exiting stores. Again, NC drivers are awful when it comes to pedestrians.  
turn arrows out of west avondale onto friendly (and out of whole foods)
- 156 same with left turn onto northline from friendly  
Leave as is.  
  
We have a very nice park along Starmount Drive  
  
and across the road on Market Street.  
  
Develop a safe traffic pattern when the development takes place at Friendly and Hobbs.
- 157 Traffic will change with the development of the shopping center and the apartments to be built
- 158 Pedestrian friendly
- 159 Develop the property on the corner of Hobbs and Friendly with attractive condo residences instead of adding more stores.
- 160 Strip from Avondale to Elam
- 161 Vacant land is only on the south side. Keep it residential.
- 162 The greatest opportunity is to use areas that are already commercial areas for commercial use and leave the neighborhoods in tact.
- 163 Corner of Northline and Hobbs could be improved. Better traffic flow.
- 164 Improvements to the Friendly/Green Valley intersection  
Reduce the flow of traffic,cross section walk areas ,emergency vehicles traffic to hospital ,stop adding any more business in area ,make sure that housing is added at Hobbs
- 165 shopping center per plan and do not change to all business  
Improve pedestrian access at friendly and green valley intersection, as well as along the street by friendly centert
- 166 Development to the parcel at Northline and Hobbs, as well as improved sight distance at the north side of the existing Hobbs/Friendly intersection
- 167 Responsibly develop the vacant southwest corner of Friendly/Holden intersection
- 169 sidewalks through the entire corridor that will allow pedestrians to walk safely  
traffic flow improvements on and around Friendly Ave to ensure safety and access without backups or delays
- 170
- 171 I believe better pedestrian and bike access would benefit this area.  
The Green Valley/Friendly intersection needs left turn signal both directions, speed needs to be reduced to 25 mph and a caution light (at least) should be placed at the main entrance to
- 172 Friendly Center.  
I don't know if it's possible, but under the power lines on the east side of Friendly there could be a small park for bicyclers. I know this is a route for people crossing through that area up from the Greenway, and it would be nice for them to have a haven. It might also serve some of the people who wait at the hospital bus stop.
- 173
- 174 Leave it as it is with 200 year old trees  
The northwest corner of Friendly and Hobbs is a HUGE opportunity for something innovative and unique in this part of Greensboro.
- 175 Bike lanes, replace rundown houses along friendly with park, dog park, exercise equipment like the greenway.
- 176
- 177 The intersection when exiting Wendover at Friendly Ave can be a bit confusing with the

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- entrance to Wesley Long. This is more of an issue for the hospital, traffic flow and parking - than it is with Friendly Ave itself.
- 178 Measures for pedestrian access and safety  
utilizing areas already zoned for business that are not in use (i.e. behind shops at friendly on the NE corner). Making more sidewalks for pedestrian traffic would also help
- 179
- 180 Get Trader Joes interested in the Friendly Center again!  
Safety improvements at Friendly/Green Valley. Additional sidewalks and safer pedestrian crossings. I'm conflicted regarding the residential lots on Friendly directly across from the old section of the shopping center.
- 181
- 182 the open area behind DSW/Zoes Kitchen  
Sidewalks and green space. For every business there should be a park, vacant but maintained lot, and keep the houses and trees that give the area its charm.
- 183
- 184 Improve sidewalks/walking trails  
Anything vacant should be considered for nature areas - to enhance the beauty of our city. You can see what the considerable business growth has done to High Point Road / Gate City Boulevard. The city is now spending millions of dollars to get that area back to a halfway natural state - and will never get the beauty back. By keeping the area across from the shopping center, along Friendly Avenue, in its natural state with houses and trees, and clearing the vacant lots to make parks, you will never have to try to go back to the way it used to be!
- 185
- 186 add sidewalks along Hobbs and Friendly
- 187 Green space between Edgewater and Friendly  
Encourage residential growth instead of commercial - we're frustrated with the talk of mixed growth only to see more commercial areas developed. Why not a mix of AFFORDABLE condos/townhomes on top of quality stores?
- 188
- 189 Mid level, multi family condos/townhouses/apartment development
- 190 None that I can think of.  
The intersection of North Elam/Friendly could be improved by better pedestrian access; perhaps by incorporating a median. The intersection of Friendly/Green Valley needs the same treatment.
- 191
- 192 Develop the pit at the intersection of Hobbs & Northline. Ideally, a multi-use with retail & condos. Make the whole area more bike friendly.
- 193
- 194 More parks. Less retail. No more office buildings.  
More stop lights with turn signals  
A raised pedestrian crosswalk from W Avondale into friendly center. Demolition/renovation of home on corner of friendly and W Avondale Dr  
Park with playground equipment for children (instead of just nature areas to walk)...certainly don't need ANOTHER grocery store  
traffic flow could definitely be improved between the Green valley rd / friendly ave intersection and the Elam rd / friendly intersection.
- 195
- 196
- 197
- 198 Median that is similar to the section of Friendly that runs from Westminster to Westridge  
The intersection of Hobbs and Friendly is a major concern. It would be fine for residential use but neither Hobbs or Friendly is set up to handle additional traffic if a large box retail is added.
- 199
- 200 increase sidewalk & crosswalk & bike lanes both around the mall area and in the mall  
Improved crosswalks on Friendly Avenue, divided median in that section of Friendly Avenue,
- 201 more pedestrian friendly
- 202 Improve traffic congestion
- 203 side walks.
- 204 No further building in this area. Also if the zoning is residential why can rezoning allow even

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- more commercial. In perpetuity means forever, not until the city wants to increase the tax base by more shopping areas.
- 205 Additional businesses  
Corner of Friendly and Holden that is now residential should be redeveloped as low density housing for active adults.
- 206 better access to Bicentennial Gardens -- expansion of green space
- 207 What ever decreases congestion
- 209 More turn lanes or better on street lighting. No more retail development  
Good grief no.....What benefit would more shopping centers bring.....Do we not already have what we need? Do you think the existing small business owners who have invested their life savings need more competition from over saturated commercial developments? What problem would adding new commercial solve? More Jobs??? Please do not go there.....For every business that succeeds more than 1 fail.....How much is enough?? What we need to emphasis on safety, better traffic flow management, more parks and recreation.....Thank you
- 210 providing safe, accessible walkways. The greenspace between Market and Friendly (on Greenvally road) could connect the two major roads for walkers.
- 211 Keep car traffic to a minimum and add more friendly and larger sidewalks. Keep commercial developments as they are! No more, please!
- 212 Improvements will have to be made at Friendly & Hobbs due to increased traffic. Not many vacant lots left.
- 213 Mid range priced living spaces on the corner of Holden and Hobbs that are near all the amenities that are in the area.
- 214 Dedicated bike/pedestrian path.
- 215 Keeping a residential corridor intact. Not allowing commercial zoning creep.
- 216 Synchronizing the traffic lights; adjusting sensors in left turn lanes so that vehicles don't have to be there for a full cycle before the turn light is activated
- 217 Please consider low impact development practices to preserve trees and green space and minimize excessive urban development like parking lots
- 218 protected left turn lanes anywhere that people can turn left - if no protected left turn lane, do not allow left turns on W. Friendly - too dangerous. Get power lines under ground. Sheltered bus stops.
- 219 Keeping it PEOPLE friendly NOT business friendly.
- 220 More policing of speeders and aggressive drivers on Friendly and Holden and at the Green Valley intersection. No more commercial development along the corridor.
- 221 The huge hole off Hobbs and Northline is such a disaster. Something should be done there first whether it's parking, a restaurant, or an additional park. Apartments or condos are a terrible idea. There just isn't demand for that. The intersection of Hobbs and Friendly needs improvement. It's small and congested for the amount of traffic that occurs there. Residential behind Hobbs Landing rather than commercial would be the best thing for the area.
- 222 one or more pedestrian bridges. When you walk sidewalks to friendly there is no way to get into the shopping areas. The walkways end. FIX This. you don't want to walk by the shoppes you want to walk into them. walkability is important to the next generation.
- 223 More natural areas/parks
- 224 Better lighting and or sidewalks in the area.
- 225 Preserve and create greenspaces with park benches, trees, grass and landscaping to soften the concrete, cars and hard structures.
- 226 Keep the friendly center as a high end shopping center. It's great to live so close to so many great shops. But, if too much is added parking will be a problem. Improve walkability from one section of the friendly center to another with sidewalks!
- 227 Conversion of vacant lots into public, protected, open space to prevent continued expansion of non-residential development beyond current boundaries
- 228

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- 229 Assets would be to adhere to current zoning and to not use vacant lots for future use that would add more traffic congestion.
- 230 Any land being turned into a park  
The area needs to stay residential as it what zoned and intended to be all along. Developers are seeing a tremendous opportunity to buy a large piece of property with a house that hasn't been maintained for 225 k and have it re zoned and now it is worth 10 times that amount. Pretty soon it will be all houses left and right on Friendly going all the way to Guilford College. Developers need to find other parcels of land that have already been zoned commercial. The trouble is the people who get to decide on this are not affected by any of the changes and may even will possibly profit by getting to decide on a rezoning.
- 231
- 232 sidewalks for pedestrians  
better access to Wendover, crosswalks, more sidewalks, better walking paths than just parking lots
- 233
- 234 Protected turns from Friendly onto Green Valley.  
Develop and implement a greenway plan to cross Benjamin Pkwy. The current greenway can easily continue from Starmount Farms across Pembroke Road to Benjamin Pkwy using dedicated open space - bikes and pedestrians would not have to travel through Friendly Center but it would be a dead end at BP. Work with Bank of America to connect to GVR/BP intersection with at-grade signal crossings. Best scenario would be to provide a pedestrian access over BP.
- 235
- 236 Improve intersection at Friendly and Hobbs and make it safer to cross the street. Add more sidewalks and bicycle lanes. Add more parks and green space.
- 237 Increased commercial and residential density  
There are no vacant lots in that stretch. There are a few aging homes that could be revitalized and remain residential, though. We do not need more commercial space in that stretch. Friendly Center has plenty of vacant space to fill.
- 238
- 239 Expanding Parks and greenways.  
it would be great to see Doctors offices in the area.
- 240
- 241 Residential usage of the property zoned commercial last year by the Atlanta company plus build the housing in the "pit" at the Shoppes at Friendly.  
to expand, bring more revenue, to allow the citizens of Guilford County to be able to do everything in one area. I believe Doctors offices, restaurants, or even more shops would be great for the area
- 242
- 243 Extending greenway access to the shopping center and connecting to around the Bog Garden would be good. Bicycling in the area only feels dangerous on Friendly and in the center.
- 244
- 245 connecting sidewalk and greenway from Lake Daniel to Arboretum Garden
- 245 None. Keep it residential to prevent Friendly from becoming a commercial strip!!!
- 246 Retaining residential feel of neighborhoods and NOT putting stores on both sides of street.  
I suggest that if the office building at the corner of Holden and Friendly is no longer profitable, then that property and the property diagonally across from it at the southwest corner be converted into green spaces as an extension of David Caldwell park. This suggestion would also apply to the few single family home properties just west of Junior League's headquarters. Or, for those single family home properties, if not a park or green space, then town homes: keep it green and/or residential!
- 247
- 248 Keeping wooded areas  
Property owners letting their lots go dormant and rundown and using that as an excuse to add unneeded strip malls.
- 249
- 250 Better pedestrian and bicycle access
- 251 Having been a resident of this area for over 20 years, and a part of the group that worked

Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 1 (February): Question #6: In your opinion, what are some activities or improvements that could foster a stronger sense of connection between the commercial area and surrounding neighborhoods?

- with Starmount during the Friendly Center expansion into the Old Burlington Industries site, there was an understanding between the neighborhoods adjacent to the development and the City Planning Department that commercial development would not be permitted past Hobbs Road to the west. Unfortunately, our City Council did not understand that it is more important to maintain a sense of community rather than to have another grocery store or drug store and has now rezoned that corner for commercial development. We feel that it's the beginning of more development into residential areas. Poor planning.
- 252 Return the land at the southeastern corner of Hobbs and Northline to a natural state, rid of erosion fences and other indications of abandoned development.
- 253 Renovation of single family homes between Jr League and wall west of W. Avondale.
- 254 Positive commercial development of the former residential at intersection of Hobbs and Friendly
- 255 Land left undeveloped along the South side of Friendly Avenue (across from the shopping center) to act as a buffer between the residential area and the commercial area.
- 256 Better pedestrian access from Starmount Forest via tunnel or pedestrian bridge.
- 257 Leaving the south side of friendly avenue exclusively residential.
- 258 Limit future rezoning along the corridor, especially the residential area along Friendly between West Avondale and Green Valley. This seems to be most at risk.
- 259 Trader Joe's or other major store  
some form of roundabout would make both friendly/ holden and friendly /greenvalley safer and faster. traffic would probably get through the intersections faster and at a decrease in the speed approaching them
- 260 Create a park from the large vacant lot on the southeast corner of Hobbs Road and Northline Avenue.
- 261 make the Hobbs Frindlt intersection safer for pedestrians
- 262 less commercial development in future
- 264 improve Friendly - Hobbs intersection
- 265 Tree lined streets with upscale businesses set back from the road.

**Question #6: In your opinion, what are some activities or improvements that could foster a stronger sense of connection between the commercial area and surrounding neighborhoods?**

Number	Response Text
1	provide clear, distinct boundaries between the commercial areas and surrounding neighborhoods so that residents will no longer worry that further development, along with corresponding increases in traffic, will destroy the calm and livability that they currently enjoy.
2	I personally don't need a stronger connection with the commercial area, so can't think of anything to offer.
3	Set backs, trees and grass which the Hobbs/Friendly rezoning did not include.
4	Also, no delivery trucks and dumpster emptying before 9 AM
5	No one will participate in "activities," but cleaning up the intersection mentioned in #5 would be a start.
6	More traffic calming measures and the integration of cycling infrastructure to connect surrounding neighborhoods with the commercial area.
6	As long as the city is not trying to encroach past the houses and other buildings facing Friendly Avenue, I don't see any problem whatsoever with the further development of that land area.

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- 7 Safer street crossings. Safer pedestrian access to either side of Friendly. encouraging residents of nearby neighborhoods to get out and walk/bike to shops and around neighborhoods, foster relationships with neighbors and local business owners
- 8
- 9 Keeping the current boundaries fixed to contain the sprawl which city council just increased. The retail area is already doubled and the residential integrity is at risk. Security, Communication, Quiet times during the day, Better Post Office, Traffic circle instead of poorly designed intersection into Shops at Friendly from Friendly Ave.
- 10
- 11 Sidewalks. Streetscaping  
Activities such as the Friday night melodies, etc. which were in existence for a number of years have been dropped. In our opinion, these types of activities add to the cohesiveness of the area
- 12 I think this already exists - the shopping center looks nice, the Junior League property always looks very nice, and the surrounding large trees of the adjacent neighborhood make it the shopping center blend better into our very green Greensboro
- 13 Development of already zoned properties...including the pit behind REI. Stop rezoning residential properties. That will negatively impact and reduce the surrounding neighborhoods.
- 14 Starmount Company set the bar on how to interact with the neighborhood. They had a vested interest. Not sure that is feasible in this environment where most commercial properties are not locally owned. Surrounding neighborhoods enjoy what is here, but are concerned that more is coming. Strict zoning and enforcement will ensure that this area maintains the strengths that it has and doesn't become out of balance (commercial/residential) in the future.
- 15 I loved when they had concerts on Friday evenings at Friendly Center in the parking lot. They had a very casual, neighborhood vibe.
- 16 Improvements to the landscaping, especially planting more trees - for example in the so-called "buffer area" on the shopping center side of Hobbs.
- 17 Ability to arrive at area services without an automobile
- 18 Adhere to covenants in place when Shoppes at Friendly was built, ex. no trash pick up or backing up trucks between Midnight and 6:00 AM. We are frequently awakened in the middle of the night with the sounds of back-up beeping, large trucks and dumpsters being emptied.
- 19 Better sidewalks, bike/hiking paths.
- 20 make the commercial developments less commercial. instead of stark shopping centers look at the unobtrusive developments in desirable communities nationwide
- 21 An ABSOLUTE END TO, AND REVERSAL OF, any not yet built commercial development/plans, so that the residents of Greensboro (including the surrounding neighborhoods) would feel less THREATENED BY THE CITY OF GREENSBORO GOVERNMENT AND ITS ATTENDANT COMMERCIAL INTERESTS!
- 22 Better sidewalks to and through Friendly Center to make it more pedestrian friendly. Pembroke especially needs attention.
- 23 MORE parks, trees, and sidewalks!
- 24 a. Residents should support the existing businesses in Friendly Center & Shops at Friendly.
- 25 b. No further commercial development in this corridor.  
Could parking lot lights be dimmed after a certain hour? I live on Fairway Drive and I'd like to see speed bumps or make Fairway Drive a dead end into Benj Parkway. 8 out of 10 cars are exceeding the speed limit on Fairway Drive.
- 26

Friendly Avenue Area Plan:

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- 27 protected bike and ped lanes on Friendly for the businesses to come together and sponsor walks and bike rides as a part of a healthier Greensboro healthier You initiative, healthier youth/ family to help
- 28 promote new bike paths and walking areas ---
- 29 safe bicycle access and bicycle parking racks. Safe crosswalk from greenway to shopping center. Safe travel paths for biking within/between shopping centers.
- 30 Nothing
- 31 Contiguous Bicycle and Pedestrian rights of way through both the neighborhoods and commercial areas
- 32 more PEDESTRIANS walking to shopping areas
- 33 protected bicycle lanes, safe crossings, and complete sidewalks
- 35 More prominent pedestrian/bike crossings inot shopping center
- 36 Better paths for walking or cycling from the residential areas to the shopping areas. Bike lanes. Surveys of current crosswalk usage and if pedestrians are given ample time to cross Friendly.
- 37 Developers need to listen to the neighborhood and take into consideration the ideas that are shared. While it impacts their bottom line, they need to have green areas, incorporate public art to make the area more visually appealing and work with neighbors to share information.
- 38 Safety issues with speed limits and a way to slow traffic going through residential neighborhoods. Our neighborhoods are becoming cut throughs for people in a hurry and children and people are going to be injured - slow traffic down
- 39 No more forced (Hobbs rd. at Friendly shopping center, for instance) develoment.
- 40 Keep area zoning residential
- 41 Connect the community with the changes you are making. Don't build up Friendly Ctr. so that it is so out of control and becomes another High Point Rd. Friendly Center and the Shoppes at Friendly are done so nicely and there are a lot of shops there. I think there are enough. We don't want Friendly Avenue to be
- 42 overwhelming, an eyesore or a PAIN to travel on. Install gated entrances for surrounding residential neighborhoods to prevent cut through traffic which you know is going to happen in Wedgewood . all paid for by developer and city.
- 43 Proof that market values of homes are not affected by the commercial area
- 44 A pedestrian bridge or tunnel across Friendly. Some way to stop red-light runners on Friendly at Hobbs (some also at Avondale). I've been nearly been wiped out several time crossing Friendly at Hobbs. It is really awful and scary.
- 45 Limit more commercial development and create zone boundaries
- 46 The stream bed along Wendover and the buffer areas need better landscaping and maintenance and removal of brush
- 47 Pedestrian friendly activities
- 48 I have no suggestions.
- 49 Better ability for families that live in the surrounding neighborhoods (especially those across large streets) to walk/bike to activities in Friendly Center or at the city parks.
- 50 Build family friendly housing - such as rentals or condos on the land between Hobbs and First Lutheran Church.
- 51 Help First Lutheran buy commercial building at Holden and Friendly corner if

Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 1 (February):Question #6: In your opinion, what are some activities or improvements that could foster a stronger sense of connection between the commercial area and surrounding neighborhoods?

building becomes available so they re-design and help building blend with the surrounding areas.

Do not allow commercial strip shopping center be built across expanse of Friendly Shopping Center but when homes become available for that land to be returned to natural or park like area.

- 52 better bike paths and trails with stronger lane separation from dense traffic and unsure drivers trying to negotiate awkward shopping center entrances and exits.
- 53 Keep old growth trees in place.  
Walking paths to encourage more foot traffic and less cars, clear connection between the parks and the shopping centers (the road is there, but not it's safe to walk.)
- 54
- 55 Keep the commercial development to the area between Hobbs and Green Valley. Outdoor events promoting the shopping and park areas. Events or other opportunities promoting appreciation between all- the parks, the residents and consumers, the attractive retail space, the restaurants, the hospital, the churches. Maybe a space showing the growth progression of the space (and possibly more of Greensboro-- especially the surrounding 5 miles) over the past 200 years-- with a special focus on the last 50 years. Included could be showing the effect that the corporations owning Friendly Shopping Center, the churches, the hospital have had on Greensboro. Maybe the Koury Corp (former owner of Friendly Shop Center) and the present owner of Friendly Shop center could share ways they have invested in Greensboro and the area. Since they are making millions of \$\$, it
- 56 seems they would do this and it will create good will and community.  
The surrounding areas are losing value due to cut through traffic which continues to grow as additional retail is added to an already overbuilt area
- 57
- 58 Perhaps a park or sidewalk  
sidewalks that are wide enough for people to walk and that go into the shopping
- 59 centers.
- 60 Trader Joe's
- 61 Building in nice well lighted pedestrian paths and sound buffeting landscaping
- 62 Family friendly races
- 63 Sidewalks for walking  
Have periodic meetings between the shopping center and neighbors to address
- 64 any concerns, and foster good relationships.
- 65 The residents become less vocal and more inviting to industry and retails.
- 66 Better community access via safe walking pathways  
More/better businesses mean more jobs for the community. Sad that we lost out
- 67 to getting a Trader Joe's because of a few.
- 68 No more commercial development.  
Having the businesses coming out for stream clean ups??? Unsure. Would be nice to have the shopping center better integrated with the bike paths. I always feel like
- 69 friendly ctr is so dangerous on my bike
- 70 Increased safe walk ways...in and around shoppng ctr snd on major roads  
Bus shelters, slower speed limit for cars, handicap accessible sidewalks, protected
- 71 bike lanes.
- 72 More sidewalks and bike lanes.
- 73 Easier pedestrian and bicycle access to the shopping center. As it stands, getting

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- to or around within the Friendly Center is challenging unless in a car.
- 74 N/a
- 75 Walkability bikeability  
Commitment by the city to not let the residential area along Hobbs Rd. be taken over by commercial ventures. Not likely, I realize, but would foster trust.
- 76 Improve pedestrian-bike travel to Friendly Center from adjacent neighborhoods and beyond
- 77
- 78 Guarantees that no more residential property will be rezoned for commercial use  
Easy pedestrian access. NOT extending retail and business into the neighborhoods
- 79
- 80 Pedestrian and bike access. An amphitheatre/park
- 81 Non-motorized access  
More ways to get between businesses. Things like walking/biking paths allow residents to easily move between their neighborhoods and the business locations.
- 82 This frees up parking and reduces the traffic on the roads
- 83 Keep it residential  
Zero growth of the existing footprint, pedestrian access and more pedestrian/people friendly areas for gathering.
- 84
- 85 Everything should not be a big fight but I am not sure how to fix that.  
Gazebos, Tables, etc. so that people would have a place to gather at the shopping centers.
- 86
- 87 Making the area more bike/pedestrian friendly.  
Art installations by local artists, fewer big box stores and more local independent establishments, more places for outdoor recreation and seating similar to the fountain area outside Ben & Jerry's, more plants and trees, recycling cans, less parking and improved access for pedestrians and bikes because if we all keep having to drive everywhere and the world is mostly parking lots where is the joy?
- 88
- 89 SIDEWALKS  
A park and improvements to the incredibly disgusting water in the creek behind Macaroni Grill.
- 90 Continuing Making public transportation available. Monitoring existing intersections in area for better access and flow
- 91
- 92 Improved traffic patterns. Discounts  
I don't want a stronger connection with the commercial area. I want to preserve and improve our neighborhood quality of life.
- 93 Put in some large speed bumps to slow traffic. Make crosswalks from Starmount and Green Valley to Friendly Center area that make it safer to cross. Develop more sidewalks and Green space.
- 94
- 95 Do not develop area at Hobbs and Friendly for additional unneeded retail space
- 96 Discounts for local residents, maybe a neighbor appreciation day  
Transportation access to those areas and potential new development which drives bike, bus, trolley, and foot traffic. Do whatever is reasonable not to increase car traffic.
- 97 Behind Ben and Jerrys there is a small area that does music when the weather us nice. Having that open fri, sat, and sun. Have a craft fair in that space, music, something. Keep it booked.
- 98
- 99 Safer Road Crossings of Friendly, Elam, Holden and Benjamin.
- 100 Making the area more pedestrian and cyclist friendly  
Right now, traffic is a serious pedestrian safety concern. I would like to see more sidewalks and crosswalks.
- 101
- 102 Enjoyment of bicycling and enjoying the outside! Benefit for city, less need for

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- parking downtown.
- 103 Outdoor concerts, special sales for residents of the area if they show a postcard, once a month, extended shopping hours with themes just for the neighborhood, sponsored events, door prizes at neighborhood meetings, or host of said meetings, make us feel special and more wanted
- 104 Bike racks and bike fixstations along the perimeter. Pathways from neighborhoods that enhance pedestrian safety.
- 105 Attention to traffic flows, cars, bikes and pedestrians between the residential and commercial side. Considerations for light and noise pollution in the area.
- 106 More walking and bike accessibility. Trolley. Security at night.
- 107 Walkable street
- 108 Not sure
- 109 Traffic buffers, bike lanes, access to parks
- 110 The cross walks have already been installed so I really don't have any other suggestions
- 111 Sidewalks would be nice. Sidewalks down Hobbs to parks.
- 112 not much, they just want us to shop there, they don't care if the traffic is dangerous for kids
- 113 Adding sidewalks and bicycle lanes to improve pedestrian traffic and fitness. Stabilizing growth and development along the corridor at its present size and putting up sound fencing to protect quality of life and preserve property values along Hobbs Road and other areas impacted by growth. We have enough restaurants and businesses to patronize already. If you really want to do good for the community, fill in some of the gaping holes at other shopping centers around the city that you insisted be built for the good of the community that are now half-empty and underutilized eyesores.
- 114 Safer/better walkability. True protections for the surrounding neighborhoods from encroaching development. Benefits for the surrounding neighborhoods such as adding in better sidewalks, trails, playgrounds, etc. Beautifying neighborhood entrances to clearly designate residential areas, etc.
- 115 the promise not to grow the shopping area
- 116 Addition of sidewalks has helped. The intersection of W. Avondale and Friendly is still very congested and drivers ignore pedestrians who try to cross over Friendly Ave.
- 117 The commercial concerns could care less about the "surrounding neighborhoods". If they had their way, they would take all of Old Starmount. Your question is insulting.
- 118 I am not sure
- 119
- 120 Sidewalks, parks, bike lanes
- 121 More cyclist and pedestrian friendly access would make it much more convenient for surround neighborhoods to walk and or bike to the friendly center which would also help with parking by reducing the amount of vehicles traveling to the shopping center.
- 122 Better sidewalks. Many people in the neighborhood enjoy walking to the stores. More would do so if it were safer access. That fosters good will.
- 123 Don't want stronger connection
- 124 Pedestrian and bike ways, better defined more aesthetically (green!) pleasing transitions between commercial and residential.
- 125 I am pro-business, and accept that change is necessary to keep things healthy. Having said that, the groups that are so vocal about keep things the way they are/no changes do not speak for everyone in this area. I think the Hobbs/Friendly

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- project is a good idea, only wish it had been approved the first time. Activities? No idea. I think that the best way to improve the connection is for the city to do their best to plan these areas, even when there is resistance. The outcome, if done well, will bring folks along. Personally, I feel connected enough. We moved from Raleigh here 7 years ago, the North Hills area is a great example of what we have now and what we could become in the area you are asking about.
- 126 Art shows, food trucks, open markets  
Any improvements need to stay contained in the above mentioned area. People are afraid of ever growing expansion. Buildings should not be too tall, and keep a cozy neighborhood-y look to them. And I think it's important to keep as many trees and greenery and walking paths around to encourage a more small town feel.
- 127 Adding a patio home complex at Hobbs and Friendly would maintain the tree lined area that makes the drive more pleasant with all the traffic on Friendly.
- 128 better crosswalks, sidewalks  
Do something about the houses across from Friendly Ctr and Shoppes on Friendly. Either cite them for overgrown lots and garbage, or demolish them for green space.
- 130 not sure  
Improve the sidewalks and add cross-walks into the surrounding neighborhoods. This will encourage more people to walk to the shops. Adding a greater variety of restaurants/cafes would also entice more of the local neighborhood people to walk over.
- 132 Bike racks at the commercial areas. and safer sidewalks from Elam to the shopping center, especially under Wendover. Timed traffic lights for walkers, if they are not currently present. Special open houses with deals at the various stores and restaurants, especially at the shoppes at Friendly celebrating and thanking the neighbors nearby. Also, participation by local merchants in neighborhood activities such as National Night Out, and other communities nearby, perhaps even donating door prizes but owners or managers of the stores need to attend and not just send someone who cannot mingle and answer questions and get to know people by name by being accessible. Make a park area that is sufficiently safe for a playground, picnic area and gathering space for neighbors and neighborhood events in the area of the big, ugly hole where the condos were going to be built. It is a shame that unsightly area has been allowed to look like that for so long.
- 133 the medians i just mentioned
- 134 better sidewalks, safer crosswalks, and better bike trails
- 135 Safer cross walks
- 136 More sidewalks, more landscaping, bike lanes.
- 137 Integrate areas, use empty buildings for new commercial/ residential living areas  
BETTER commercial - the brick and mortar is MORE than adequate for the area, however, higher end retail would be welcomed.
- 138 Less development
- 140 clear boundaries of commercial and residential areas.
- 141 Sidewalks
- 142 stop adding more retail shopping. the traffic is too much for the neighborhood. They are two different entities. I don't see it here.
- 143 What will more commercial development mean for the neighborhood besides more traffic?
- 144 Mini festivals

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- 146 Making the front area of the Shops at Friendly along Friendly Ave. more inviting/more attractive....for example, planting more trees.
- 147 Sidewalks, attractive streetscapes, green space
- 148 Create more park space such as on the corner of Friendly and Holden. Otherwise their is too much connection. Way too many vehicles passing thru here.
- 149 Better sidewalks and crosswalks to promote more foot traffic.
- 150 Maintaining shopping center's landscaping and exteriors of shops. Improved access and decrease in congestion of cars.
- 151 More trees and flowers fronting the commercial areas
- 152 Strongly consider closing Hobbs Rd at Northline (northbound) to allow improved access to the existing parks on both sides of Hobbs Rd. This maintains the neighborhood traffic volumes while allowing additional commercial access the the corridor.
- 153 More appealing pedestrian access
- 154 listen to neighbors,they did not want shopping center at Hobbs,but it was jammed down our throat. You have created a mess and I do not have any suggestions on how to fix IT
- 155 Pedestrian and bike paths. Better noise regulation on the retail areas. Responsible use of the vacant parcel on Hobbs between Friendly and Northline Aves.
- 156 limiting commercial to the already established boundaries---preventing further growth of business into residential and park areas
- 157 landscaping to maintain separateness of neighborhoods
- 158 Insuring that our infrastructure is #1. Without a good foundation, we are nothing. Growing importance has been put on healthy activities, walking, biking, hiking, and getting outdoors in general. Keeping outdoor facilities up and running is nice.
- 159 A park with playground equipment, with safe but aesthetically pleasing fencing would be of great use in this area.
- 160 More sidewalks and privacy walls where new construction occurs.
- 161 Physical changes to Friendly Avenue that would enable it to be pedestrian-friendly. It is very challenging to cross safely as a pedestrian, even at the designated crosswalks and traffic lights.
- 162 I often feel that there is tension between the commercial areas and the surrounding neighborhoods. The neighborhoods are very protective. I think that it would foster a stronger sense of connection if the commercial owners could demonstrate restraint in their desire to take over properties and actively fight to KEEP areas residential. Too often we look at what the residents can do. It is time we ask what the commercial property owners can do to protect our neighborhoods.
- 163 The bike lanes and park I mentioned in the previous comment
- 164 maintaining a naturalized buffer zone between the business area and the residential areas. No one wants parking lots and bright security lights shining in their windows at night.
- 165 Business sponsored speedtables in the starmount forest neighborhood
- 166 Resident discounts
- 167 For some people, you will never change their minds on additional commercial development in this area. I do think a strong focus on traffic management and pedestrian safety will go a long way.
- 168 more local restaurants (farm to table vs. chain)
- 169 Smaller growth, smaller parking lots, more green space between commercial and neighborhoods.
- 170 Improve sidewalks
- 171 nothing

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- 172 More transparency from the Zoning Board and city officials. We truly feel that our voice does not count. That the city & Zoning Board side with developers. The character of the area is being developed into another large shopping area.
- 173 Safer walking/biking access to shopping and existing trails
- 174 I'm not convinced they NEED to be connected. Perhaps if you clarified this question... :-)
- 175 Reliable pedestrian and bike access to the commercial areas would help foster a stronger sense of connection.
- 176 None really. Maybe remote parking and shuttle to the shops.the existing shops are fine. but more development only fosters more congestion and potential for accidents.
- 177 Bike lanes, traffic management to keep shoppers from using neighborhoods as cut-throughs
- 178 maaybe if they would try to incorporate more landscaping and trees...this area is known for how lush and green it is..it is an older neighborhood that needs to be maintained...we are losing that feel too often
- 179 Closing access to our neighborhood from Friendly, our kid filled streets are used as a cut through
- 180 Be sensible with what you add...not opposed to commercialization, but continuing to add grocery stores when we have so many there already is ridiculous...seems to focus only on the money aspect and not what the community really needs  
bike paths on friendly
- 181 better pedestrian crossings of Friendly avenue (this extends further east past Elam - as a bus user, it is difficult to cross Friendly safely when there are no stops of traffic in Sunset Hills area)
- 182 Bike lanes could be added and more green spaces.
- 183 See previous answer
- 184 See previous... walkability! Also, bring some city events to some of the parks or parking lots in this area (concerts, etc).
- 185 Previously stated
- 186 More green space
- 187 To stop expanding. We don't really need anything else in this area
- 188 Spending time to answer this is pointless as we aren't listened to time after time.
- 189 Better sidewalks and bike lanes
- 190 No commercial creep.
- 191 better community space for things music, block parties etc.
- 192 Outside sitting areas more trees  
This is no different than Republicans vs. Democrats....they are just fundamentally opposed on views.....Trying to keep both happy is just a dream. This has never been a fair fight.....The power is with the developers and city officials, both of which feel that the Friendly Corridor is the answer to Greensboro's stunted economic growth as compared to other large NC cities. I suggest they concentrate their full attention on luring other companies like Honda Jet, Fed Ex, etc. that will truly make a difference and leave the friendly area.....
- 193 More sidewalks or better crosswalks with brick inlays
- 194 Crosswalks at the intersections.
- 195 Safe walking areas, less traffic! Keep tree lined street in tact.
- 197 Perhaps we need a neighborhood meeting to discuss activities/improvements to

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- foster a better connection - see what other areas have done...
- 198 A developer coming forth who has successful experience integrating something new into an older community.
- 199 Stop commercial area expansion in this corridor !! the surrounding community is already affected by the existing commercial areas.
- 200 safer walking paths
- 201 Redirect traffic from the congested intersections next to the hospital.
- 202 The City assuring that commercial zoning does not creep west of Holden  
More sidewalks. People in this area should be able to walk to the commercial areas on sidewalks - both sides of street and on streets connecting to this area.
- 203 Bike lanes so people can safely use bikes, and perhaps decrease car traffic.
- 204 Greenspace, respect for existing housing
- 205 Keep the trees. Dim the lights. Stop developing Friendly Center further.  
We don't need connection, we need separation like big trees and space between the two.
- 206 walking. This is not well planned for walkers. The sidewalks are too narrow for people to walk side by side, and sidewalks do not go from street to stores, they either stop or go into parking lots. We need green space in parking lots and walking paths.
- 207 walking paths.
- 208 a more sustainable way of handling heavy traffic and traffic noise.
- 209 less of it  
Better sidewalks to encourage people to exercise! The restaurants are in walking distance for many in green valley, but walking there is difficult because there aren't enough sidewalks. The ones that are there assume shoppers drove to the center instead of walked.
- 210 instead of walked.
- 211 Improved pedestrian and bike routes  
Assuring that traffic, both foot traffic, cars and public transportation can be handled in a safe manner.
- 212 We have enough commercial space in this area. Upscale residential would be welcome by me with good access to the shopping center as it exists now, i.e. walking paths or bike paths. That is what should have been done with the property on the corner of Friendly and Hobbs.
- 213 on the corner of Friendly and Hobbs.
- 214 Public park and plaza
- 215 footpaths
- 216 music venue, bike paths, bike parking  
Work with the industrial complex at 701 Green Valley Road to complete greenway on property to connect into sidewalk and at grade crossing at Pembroke Rd from Green Valley Road. Open space is available to connect greenway from Green Valley to Holden Rd
- 217 Valley to Holden Rd  
Make everything more pedestrian friendly for families with children. Have family outdoor events. Reduce the traffic speed along Friendly
- 218 The restaurants and stores could have "neighborhood night" and invite local residents to shop/dine with special incentives. Or have a block party in the Shoppes at Friendly parking lot one evening and invite local residents to come mingle. You will be hard pressed to find any resident who thinks we need more commercial property in that stretch. If nothing else, use available funds to subsidize lease costs for small businesses to move into the vacant space at Friendly, making it more affordable for them and adding to the diversity of what is available there.
- 219 available there.
- 220 sidewalks, bike lanes. Townhomes as a buffer.
- 221 Enforce code on the vacant property owners to mow, etc- the City has allowed the

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- derelict owners to perpetuate their poor curb maintenance. Respect the property owners, not "sucking up" to monied interest who will never call GSO home. Invite the neighborhood to the table beforehand and listen carefully.
- 222 not sure about that but giving people a variety of shops, places to eat, and even health care options would be awesome
- 223 easier access for pedestrian and bicycle traffic
- 224 its simple, the neighborhood is 'old' and its time for a change, growth, and bring more people to the area
- 225 The commercial area is very much car-oriented. Perhaps more walking/cycling options through the area would help.
- 226 complete streets with walking and biking connections to greenways and friendly center
- 227 Trees, widen sidewalks, bike lanes. Traffic study due to elem school.
- 228 More and better landscaping, shield of trees along Friendly
- 229 Improve the awful traffic light at Friendly and Hobbs: cars are constantly running the red lights going east and west on Friendly. Also, improve the awful turning lanes on Hobbs going south toward Friendly at that corner. Also: NO MORE COMMERCIAL DEVELOPMENT IN THIS CORRIDOR!
- 230 Improving traffic flow, it is extremely difficult to get out of our Pembroke driveway at this point. Increased retail will add to the frustration.
- 231 Better landscaping, especially in front of Whole Foods. Removal of the large oaks there is tragic
- 232 Sidewalks, shade trees and bus shelters for people talking public transportation to and from their jobs or shopping.
- 233 make it more inviting. concrete and sprawl do not beckon one in, and that is essentially what is happening. Improve pedestrian and bike access, reduced traffic. The only businesses in Friendly Center I frequent regularly are the animal clinic at Friendly, Steve's BP, Whole Foods, Gait City Pharmacy. Note a pattern - all but whole foods are small businesses that bring a sense of community. Friendly Center is much too congested for me to run over and do or get anything. I prefer to go elsewhere. Even if a bit further it's generally easier navigation. There is really nothing special about friendly center - it's the same shopping center you get in any city in any state. It's kind of attractive, but it's not special. Create more outdoor environments - invite me, make me want to linger. Right now if I have to go there it's get there and get the heck out of there as quickly as possible.
- 234 We need sidewalk connections between our neighborhoods and parks. Cars and pedestrians are not a good combination.
- 235 Sidewalks along Green Valley and Wedgedale
- 236 Events at shopping center that are for surrounding neighbors.
- 237 Strong connections exist except for sidewalk on west side of Green Valley Road
- 238 Improving the traffic lights at Friendly/Hobbs to acknowledge the cross traffic more quickly and the increased pedestrian traffic. Completing the sidewalks up Hobbs from Friendly to Northline Avenue.
- 239 NO expansion of commercial area South or West of Friendly Center
- 240 Better intersection between Whole Foods and W Avondale. More community events.
- 241 Respecting the difference between commercial and residential zoning. Resisting the urge to use in fill as any reason to rezone the south side of friendly to anything

Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 1 (February): Question #8: What other kinds of activities might you be interested in participating in if they were available in our community?

- 241 other than residential.  
Calm traffic and create better pedestrian access along the corridor and through the shopping center to parks and neighborhoods.
- 242 I do not know
- 243 Create a park from the large vacant lot at the southeast corner of Hobbs Road and Northline Avenue.
- 244 don't add any more commercial spaces and enhance residential area entrances/exits to accentuate the residential aspect
- 245 stop the new development
- 246 sidewalks, pedestrian crossings, green areas
- 247 Park-like settings within retail areas to help transition from residential to commercial. Ensure good traffic flow and minimize congestion.

**Question #8: What other kinds of activities might you be interested in participating in if they were available in our community?**

#	Response Text
1	can't think of any. Even though I live blocks away from Friendly Center, I shop at only a few stores. The Bicentennial Park and Bog Garden offer a wonderful park area for walking and relaxing, and the Benjamin Park branch library is close by.
2	There is plenty here for me and my family.
3	A bicycle-only part of a day in heavily car-trafficed areas of town
4	Discussions about bike/ped plans and development plans
5	Boutique style exercise or art style classes would be a wonderful advantage.
6	Feeding the homeless
7	Shuttles to downtown back/forth Friendly Center
8	See #6.
9	It is already easy to walk or bike to Friendly center from our adjacent neighborhood
10	I'm good.
11	Maybe food trucks in that area occasionally?
12	Broad question.
13	sitting outside without blaring noise and exhaust.
14	A neighborhood door-to-door walk for the purpose of eliciting votes to replace the entire Greensboro City Council!
15	Lots of free concerts. Participation in city political campaigns based on candidates' actions toward our Zoning Commission and toward protection of Greensboro's residential neighborhoods and towards encouraging good commercial development in under-served or non-residential areas.
16	
17	A park with playground equipment.
18	neighborhood meetings
19	hiking locally , dog walks, community walks that will cost less than \$50 per person
20	Boating Buffalo Creek
21	Bike lane, bike paths.
22	Purchasing a home
23	more bike trails
24	horseback riding and rock climbing?
25	Just walking and cycling.

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- 26 I am an avid cyclist, runner and walk to many of my destinations. I have two children  
27 who I would feel much safer taking on rides if more cycling infrastructure were built.  
28 activities for children and families  
29 Using our resources more wisely. Elder care, schools, education. Forced. development  
30 benefits no one but the developer. Influence for. bids. Enough.  
31 Going to another park or library  
32 Since this survey is focused on Friendly Avenue corridor, address keeping this roadway  
33 as attractive and work to address "visual blight" on other roadways in Greensboro.  
34 improvements that make it easier to walk to the Bicentennial and Bog Gardens.  
35 Biking and Walking maps of the City with trails and distances with places marked for  
36 hydration and restrooms.  
37 free concerts,  
38 None  
39 Mall on this side of town, more movie theaters  
40 playgrounds. pic nic tables. water feature.  
41 Music events  
42 Light rail  
43 Art and Craft Shows  
44 Sharing my views with others  
45 Utilize adjacent park for outdoor cafes or other venues. The park trails that run along  
46 Benjamin Parkway to Friendly are not used nearly as much as one would expect for  
47 such a wonderful community asset. I've seen this done in the Lake Eola Historic area in  
48 Orlando where community access was tremendously improved by making the trails part  
49 of a destination for small food vendors and such.  
50 Can't think of any  
51 dog park  
52 Amitheater  
53 Splash park (like at Barber Park), outdoor movies in the park  
54 community gardens  
55 Residential retirement center  
56 Outdoor music venue  
57 More parks and child playground locations. Also more biking trails, mountain and shared  
58 walking/biking paved trails.  
59 Casual entertainment for families, outdoor eating opportunities..i.e. Sidewalk restaurant  
60 areas  
61 Not sure  
62 A casino(just kidding). More music...weather permitting.  
63 Improving and increasing public transportation, anything involving accessibility to quality  
64 art programs  
65 PARK SPACE  
66 Forum VI should really revamp back into a public space that would invite the  
67 neighborhood...ie. community center, some kind of children's museum, library or  
68 educational resource.  
69 I think greensboro offers a lot already.  
70 More tennis. Really good quality playgrounds for our grandchildren. Libraries.  
71 Inexpensive, comfortable, convenient public transit.  
72 Food truck or music social gatherings  
73 I live .5 miles from Friendly Center. I'd walk there much more if it were less car  
74 dominated.  
75 More park space  
76 Run

Friendly Avenue Area Plan:

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- 62 Trolley, train, bus
- 63 Food trucks, outdoor music events, craft fairs, street fair.
- 64 Neighborhood Street Festivals / Block Parties  
Outdoor fairs/shopping events with live music at Friendly Center, then the trams, art vendors, etc.
- 65 farmers markets, public yoga, live music, art shows.
- 66 Festivals in this same area-food trucks, art shows, outdoor performances, races.
- 67 Public transportation to more areas
- 68 Pedestrian bridges
- 69 We already have it all
- 70 Bike paths and side walks would be great.
- 71 Bicycling, park activities with neighbours
- 72 Small concerts, playgrounds, cooking classes, sidewalk sales, etc.
- 73 More dedicated bike paths
- 74 Walking or biking near Friendly Center is dangerous due to the traffic.
- 75 biking loops
- 76 I'm very happy with strong intact residential
- 77 Walking clubs, walking book clubs  
We come to the Spring Arts fair, the summer solstice event, and others...walking there.
- 78 Not sure what else, but we would come to park music, street shows, etc.
- 79 Concerts
- 80 A safe bike route to downtown.  
Hands on activities, places to sit down and get involved, like art classes or jewelry making.
- 81 If the City would start seriously looking at lite rail instead of greenways that are used by a small group of people. I already walk to Friendly but I doubt I would take a greenway and walk downtown at night to the new arts center.
- 82 A YMCA and public library.
- 83 i don't know
- 84 a Greensboro Public Library branch and a YMCA in Friendly shopping center
- 85 Outdoor concerts
- 86 Better greenway connectivity.
- 87 Outdoor adult entertainment, physical exercises
- 88 more community events (i.e. chili cook off, 5 k's, etc.)
- 89 I think Greensboro does a good job already with parks, etc. and er
- 90 idk
- 91 Define "improvement".
- 92 Things for kids
- 93 ???
- 94 walking to Friendly Shops and Center  
Enjoying open spaces that might connect to the Bicentennial Gardens and the Bog Gardens.
- 95 Just being able to access things by walking (better sidewalks, etc) would be great.
- 96 Outdoor music, art exhibits, cafe's with outdoor seating
- 100 Walking is popular in our neighborhood - sidewalks on Green Valley
- 101 Food truck festival!
- 102 nature walks, kayaking opportunities, bird-watching venues
- 103 walking paths, premier work out facility  
I'd like to see a holiday in Greensboro where we celebrate "greens" green grass, green food, green activities. It's in our name... we should take advantage of that.
- 104

Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 1 (February): Question #8: What other kinds of activities might you be interested in participating in if they were available in our community?

- 105 More street festivals, outdoor concerts, etc.
- 106 cool public transit
- 107 an inclusive/adapted playground for children of all abilities.  
I already bike and walk to Friendly center. I do not see any need for improvements. I would like to see more undeveloped areas - parks, walking paths (not just sidewalks
- 108 along the side of busy streets).  
I would like to go to friendly center more often and potentially with my kids, I would utilize an adjacent park with my kids
- 109 Festivals, farmers market
- 110 More indoor walking trails!
- 111 outdoor concerts/movies/events
- 112 that's a broad question! festivals, concerts...
- 113 Parks
- 114 Free community concerts
- 115 Concerts, small venues of art & music activities.  
I think there is already enough traffic, both pedestrian, biking, and driving, around
- 116 Friendly Center.
- 117 Outdoor concerts
- 118 None really. we do quite a few.
- 119 music concerts like the ones at the ball park...street fairs...
- 120 A playground in starmount forest.  
it'd be great if Friendly center could find room for a soccer field or two - then my kids could practice there and I could shop or eat while they practice. (they practice 3-4 times a week, so I'd be there alot)
- 121 Tennis
- 122 More outdoor dining.
- 123 Walking trails with shade
- 124 More park and walking trails.
- 125 amphitheater for art events
- 126 More Parks and Jogging trails
- 127 farmers market  
I enjoy walking in park- like areas with pretty flowers. I also just enjoy a safe walk to
- 128 Friendly center when it is nice weather.  
We can't bike down friendly anymore - have to go around to get to bike path...very
- 129 interested in supporting our community - been here almost 50 years
- 130 trash pickup, preservation of bog garden water quality
- 131 We are too old to walk this far from our house, but if it were safe, I'd give it a try.
- 132 biking and hiking trails (although I use them alot now)
- 133 N/a
- 134 parks
- 135 Not sure what is meant by this question.
- 136 croquet  
I loved the summertime bandstand music that was in the parking lot near the movie theater last summer! I walked there and I think more people would have walked if there were better sidewalks
- 137 Outdoor Music nights, outdoor movie nights
- 140 parks
- 141 Dog park at Guilford Hills Park would be great!
- 142 Outdoor concerts and family friendly events
- 143 We resent being forced to accept City decisions contrary to our peaceful way of life-
- 144

## Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 1 (February): Questions #9: What specific concerns would you have about increased development in or near the existing shopping center?

- why should we have flashing neon signs? Place them near Sunset Drive if you must bow to the \$!
- 145 this is a shipping area, more stores or places to eat
- 146 maybe a park, but commercial style park
- 147 better bus stop locations and times
- 148 Walking
- 149 I would like the city to force the shopping centers on the north of Friendly ave. to create safe pedestrian walkways connecting the shopping districts.
- 150 music, art venues, outdoor cafe's. locally owned businesses
- 151 Outdoor entertainment or exercise opportunities
- 152 More benches/park environment within commercial developments that acknowledge walking traffic
- 153 I might ride the bus if the bus stops had benches and/or shelters
- 154 more events at Caldwell Park/Gardens
- 155 improve access to parks, greenways
- 156 Upscale retail, dining and coffee shops (meeting and gathering areas).

### Questions #9: What specific concerns would you have about increased development in or near the existing shopping center?

#	Response Text
1	Keep the center out of current roadways, parks and neighborhoods
2	serious concerns about increased traffic. I live only blocks away from Friendly Center and traffic on Hobbs regularly backs up 2 full blocks south of the traffic light at Holden Rd. Also, people trying to cross Hobbs Rd. between the Bicentennial Park and Bog Garden have to wait because cars still don't stop even when the lights are flashing. One thing that might help is having the lights flash on both the left and right sides of the street when someone pushes the "cross" button.
3	More traffic. I live on Hobbs Rd between New Garden Road and Friendly Center. There is already a lot of traffic between the 2 shopping areas without increasing development. Friendly center used to be an enjoyable destination. It's becoming more and more like Wendover or Battleground. I live across the street and do not walk due to tricky crossing at cross walks and heavy traffic. It's a shame.
4	The development needs to go away from Friendly and start in-filling the huge hole at Hobbs and Northline.
5	Most common complaint is the weekend traffic the center already generates and concerns that expansion of the center would rezone residential properties to commercial sites. Developing a better relationship with neighborhoods surrounding the center to develop a dialogue with residents about their wants/needs to avoid a constant battle with residents whenever change is needed.
6	The traffic issues and preserving the green spaces and tree canopy are really my main concern.
7	ugliness; noise and traffic; quality of businesses and whether in the age where so much retail is going to the internet, how many store fronts are going to be empty.
8	over commercialization, losing the neighborhood/residential feel, increased traffic
9	Anything other than residential is increasing the detriment to the neighborhood Increased traffic, noise and light pollution has already been noted since friendly got doubled in size. It is now a nuisance to shop there as you cannot walk from store to store without dodging traffic and crossing endless parking lots. Enlarging it makes it a lot
10	

Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 1 (February): Questions #9: What specific concerns would you have about increased development in or near the existing shopping center?

- 11 like Bradford parkway! What a mess that is!  
Traffic volume and noise, no parking for Post Office and then they add Cheesecake Factory???
- 12 What will prevent the study corridor from becoming like High Point Road, Wendover Avenue, West Market Street or Battleground Avenue? Our city leaders and Planners have allowed all three areas to become unattractive with declining retail sites, too much traffic, and anti-pedestrian.
- 13 Additional retail development along Friendly Avenue will only increase competition for Friendly Center and ultimately leads to its decline.  
Increased traffic/traffic flow problems, changing the family neighborhood "flavor" of the area to a business emphasis, and other environmental concerns (garbage, odor, vermin, etc. that is unavoidable with food establishments, meat markets, etc.).
- 14 One of the greatest concerns would be losing many of the large trees that add so much beauty and character to the area. Much development today includes completely clearing the land and replacing beautiful older trees with short, scrubby landscaping that is not in character with the area. A notable exception would be the great job done beside Flemming's. Another concern would be unattractively designed "strip mall" type of commercial development with unwanted shops like additional drug stores or nail salons. There are already tons of these stores in Greensboro and many already exist in the Friendly Shopping Center area. The biggest concern would be continued commercial development along Friendly Avenue. This might eventually turn one of the nicest areas in Greensboro into another Battleground Avenue with lower property values and more traffic.
- 15 T. R.A.F.F.I.C. And we have attended all of the meetings...in private homes and at churches and the city meetings downtown. I have heard the same traffic studies over the last three and a half years from the exact same firm....and they are ridiculously wrong.
- 16 The lack of common sense is astounding.  
Traffic along Friendly Ave and our neighborhood streets used as cut-throughs. Too much commercial will have a negative impact and make this area less attractive. I don't believe anyone in Greensboro wants Friendly Ave to become the next Battleground. We need to space out our area commercial developments in the City so that they are more accessible to the City's residences and not congested in one area of the City.
- 17 As I previously stated, I worry someone will try to develop what are currently single family homes on Friendly Avenue between Green Valley Road and the Western corner of West Avondale Drive. It would negatively impact the property values of nearby residents, as well as our quality of life.
- 18 Inadequate roads for the volume of traffic, causing people to use residential streets as cut-throughs. Damage to the Bog and Bicentennial Gardens due to construction or water contamination. Increased property crimes in surrounding neighborhoods.  
(1) increased traffic, already a problem around holidays, (2) unpleasant sounds, sights, smells, and lights, (3) destruction of our neighborhoods - people will move away, (4) drivers cutting through the neighborhoods, (5) loss of the peace and quiet we currently enjoy
- 19 To much sprawl equals another highpoint road disaster
- 20 More traffic, rezoning
- 21 Preservation of neighborhoods. Encroachment erodes them a little at a time.  
That you even ask is amazing. Why should we trust that this is anything more than a sham. City government elected and departmentally is devoted to development. The Hobbs Friendly zoning change supports this. The precedent is set for further development to the detriment of this area and to the neglect of other areas that need to fill empty spaces and/or fill retail gaps
- 22 ANY AND ALL! We will take our tax dollars to another locale, should such development take place. However, we are already seriously considering such a move DUE TO the
- 23
- 24

Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 1 (February): Questions #9: What specific concerns would you have about increased development in or near the existing shopping center?

- recent "pro-development" actions of City government. Interestingly, we have found that young people, particularly students, find the "pro-development" stance of the City of Greensboro in residential neighborhoods to be repugnant and not conducive to making a home here after graduation.
- 25 Needs to be in keeping with the already excellent retail presence and design that exists.
- 26 VERY, VERY concerned!  
Creation of yet another ugly, congested corridor while we're already spending dollars to fix the mess we made on Gate City Blvd, and while we have ample other more appropriate areas for new commercial development.
- 27
- 28 Traffic congestion and increased traffic on Fairway Drive  
hazardous parking lots - bad for bikes and peds, need wider (12-foot minimum)
- 29 sidewalks, including along major arterial roads  
for me my concern has always been when stuff is closed due to lack of business and instead of finding someone to fit the building that is already there new land is cleared and sold for another big chain that there is already nearly a dozen of in the community - we need more local run owned business - more access to healthy living options, improve on what is already there don't try so much to make new - building- creating more bike lanes/ paths helps to improve on what is already in place - there are family neighborhoods near by that would be able to make better use of the things that are there
- 30 if more access is created for all
- 31 over business development.
- 32 Already so much traffic
- 33 More traffic. More crime
- 34 More traffic, congestion, etc.
- 35 Easing safe traffic flow through the area.
- 36 KEEP right of way for Pedestrians & Bicyclists
- 37 greensboro has enough shopping centers, do not build new ones or expand this one
- 38 traffic congestion through a largely residential neighborhood.  
Major concerns for increased traffic and congestion. And safety issue for walkers and for children.
- 39
- 40 I would not like to see more development of the shopping center, but developing the access to the shopping center would be fabulous.
- 41 Encroachment of commercial development on residential areas; the corridor becoming a series of strip centers; losing the green space across from Friendly Center.
- 42 Increased automobile traffic, traffic delays, noise, pollution, loss of natural areas, lack of walkability
- 43 Further conversion of residential to commercial zoning  
Safety in neighborhoods due to heavy traffic, crime, people lingering on sidewalks, and people going door to door selling items (that seem to be checking out homes and people's routines).
- 44 Increased traffic, congestion, crime, deforestation, ...shall. I go on? If we care for what we already have and can't seem to maintain that would be development enough to suit
- 45 reason.
- 46 Serious traffic congestion at all times  
Expanding an already large shopping center, destruction of our beautiful landscape of Friendly Avenue, Polarizing our neighborhood, causing increased traffic flow, destroying the peaceful atmosphere at First Lutheran Church.
- 47
- 48 Adequate traffic studies.  
I've already mentioned the red-light runners on Friendly at Hobbs. And I'm not talking about mere yellow-light runners. These have been well after the light has turned green for Hobbs. Also, crossing Friendly on foot is nerve-wracking.
- 49
- 50 The overall atmosphere needs to feel like a multi use neighborhood. It is beginning to look too much like shopping destination only

Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 1 (February): Questions #9: What specific concerns would you have about increased development in or near the existing shopping center?

- 51 Traffic congestion
- 52 Traffic and parking  
that the parking provided for any development is not all surface lots--more parking
- 53 garages/high density parking--less sprawl.  
Traffic, traffic, noise. Even though there is noise ordinance, I can hear commercial garbage trucks emptying dumpsters at 6 or 7 o'clock in the morning, especially in the New Shops at Friendly.  
  
Also large semi-tractor trailers are on the increase within the shopping centers, and streets - Hobbs, Greenland, Wedgewood Ave using this as a cut through to Market Street, Wedgedale Avenue as well. These trucks are not restricted to the back-side of Friendly Shopping Center.
- 54
- 55 Keep the old houses on the corner of Hobbs and Friendly
- 56 handling additional traffic in a logical manner.  
The area is already experiencing too much traffic, especially at the intersection of Hobbs & Friendly. There are beautiful old trees at that intersection that are an asset to the area that should be preserved. We have just the right blend of schools, parks, churches, residences and shopping/business now. More shopping/business buildings will tip the balance. There is also noise that comes from musical offerings at the Shoppes at Friendly that keeps us up at night and destroys the peace and quiet of the residential community. We also experience through traffic going at high speeds along Beverly as a cut through from Market to Friendly.
- 57 Too much traffic with current traffic patterns. Traffic patterns becoming a nuisance to
- 58 accommodate more traffic, a la, Friendly West of Holden.  
Too much congestion and traffic. Would love to see the mud pit developed into something other than apartments (although there is still no activity on that either) That would make great park too
- 59
- 60 Traffic at the corner of Hobbs and Friendly is already a nightmare.  
Too much TRAFFIC! unsavory businesses attracting unscrupulous people. Too much noise. Too much late night noise and traffic. Multi-family housing causing all of the above. Development that wasn't needed or wanted that later ends up as empty buildings/eyesores such as in other parts of Greensboro. INCREASED CRIME.
- 61
- 62 Additional traffic and increased security problems
- 63 I am fine with increased development near the existing shopping center.  
do not develop west of holden. we have not developed east of holden yet. your plan is somewhat sneaky in that you say "to holden" not cross holden. This plan is looking for the west of holden property. SHORT SIGHTED ON CITY PART
- 64
- 65 Congestion
- 66 None  
If a bike/ running path were built it would help to add a buffer for the residents.
- 67 Something more between their homes and the shopping
- 68 More traffic
- 69 Traffic
- 70 More traffic and hazards to pedestrians
- 71 WE need more development not less
- 72 See #5  
I do not have a concern about additional development as long as traffic issues are addressed. Friendly Center has improved tremendously with the addition of the "new" shops at Friendly. Had this development not occurred, I believe Friendly Center would actually be in decline at this point.
- 73

Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 1 (February):Questions #9: What specific concerns would you have about increased development in or near the existing shopping center?

- 74 None other than traffic laws enforced  
There is way to much traffic now. Increased development will bring more traffic
- 75 problems and accidents.  
Honestly, losing more big trees. I hate to see them go. I love when big trees are incorporated into shopping centers. Additional lighting is also a concern--it must be designed to reduce light pollution.
- 76
- 77 None
- 78 Increased car traffic and 6 lane roads. Loss of old trees and historic homes.
- 79 Traffic patterns already dangerous at tomes
- 80 Pollution
- 81 Too much sprawl of the shopping area  
More traffic on residential streets, Jiffy Lube or its ilk backing up to residences on
- 82 Edgewater, more light pollution  
there are already vacant storefronts in the shopping center, indicating saturation of the area for retail.
- 83
- 84 Changing the complexion of these established neighborhoods.  
Choosing undesirable retailers and too many retailers. No Kmart/WalMart presence!!!
- 85 Lack of parking.
- 86 Increased traffic and a loss of open space.
- 87 Congestion, Value of homes decreasing, noise, traffic.  
As mentioned in earlier questions. Increased auto traffic, loss of trees, diminishing green space in general, too many stores, unsafe pedestrian areas. lack of multi family housing, noise pollution. Need I go on?
- 88
- 89 Increased traffic congestion in the center
- 90 Traffic and parking. It is hard to park sometimes as it is and it is NOT getting any better  
None...it is, after all 2016 and we must expect more traffic and new businesses that will improve our life.
- 91
- 92 I would like to see something done with the empty lot behind the shopes at friendly  
Increasing the already excessive amount of chain retailers instead of allowing for independent, small, and local business; increasing car traffic and parking while continuing to discourage alternate forms of transportation and walking; a preoccupation with Friendly Center and not taking care of the many food deserts and retail issues found throughout the rest of the city.
- 93
- 94 Increasing the amount of visitors to the area, clogging up the traffic even further.
- 95 MORE TRAFFIC  
The E. Wendover off-ramp at Friendly is heavily overloaded at certain times of the day.  
The area appears to me to be overly developed for the existing infrastructure. Develop all you want as long as the infrastructure and environment are protected.  
That IT NEVER STOPS! And friendly becomes another Battleground avenue and intersections look like cone and battleground ( for example)
- 96
- 97
- 98 The waste pollutes the area and/or encroaches on residential areas.
- 99 Just traffic and parking but i like its commercial use and value  
Development is inevitable. Yet the focus in Greensboro seems to only focus on lowest cost development that drives tax base. If and its a huge if, the city is willing to have a thoughtful development strategy, this can be a win/win.  
In ten or so years this area looks like Gate City Blvd or Wendover Ave. That the influence of developers supersedes that of residents and church goers  
I am concerned about Friendly Center's increasing lack of access by foot / cycle. It is hard to access with friendly, Benjamin and Holden acting as pedestrian barriers from surrounding neighborhoods.
- 100
- 101
- 102
- 103 Not able to navigate safely and well as a pedestrian
- 104 Car traffic is already absurd and lack of parking. Do anything to enhance public transit,

Friendly Avenue Area Plan:

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- bike and foot traffic. Dont make it easier for cars to continue to flood those corridors  
Traffic and congestion is crazy already...more would make it WORSE. We don't want  
Friendly to turn into Battleground or Wendover. Friendly Center is big enough.  
Greensboro has many vacant buildings already zoned for businesses that companies  
can fill. Friendly is full!
- 105
- 106 That we would lose what makes that area so beautiful- the trees.  
Pembroke Rd at the Post Office and Chick-Fil-A is terrible already, always horribly busy  
with cars, and in need of repaving. Now, The Cheesecake Factory is going in there, too,  
so it will be a nightmare.
- 107
- 108 Traffic and deterioration of nearby parks.
- 109 Traffic!
- 110 slow down the motor vehicles
- 111 Increased car traffic, light and noise pollution.  
Not really any as long as it's done in moderation and is consistent with how much traffics  
and parking control is available.
- 112
- 113 Street design and traffic control should simultaneously be addressed to handle  
increased development  
I want the quality of retail to remain high, with unique shops not found anywhere else in  
Greensboro. I am concerned about high traffic and poor development of key  
intersections.
- 114
- 115 Traffic congestion
- 116 None  
gas stations being build, a CVS or Walgreens or Wal Mart or big box grocery store that  
require big parking lots
- 117
- 118 Sternberger school has no crossing guards for the kids. Better traffic control through the  
Holden area in school mornings and afternoons for Sternberger . Bushes and screens  
from Wendover for Greenvalley RD residents. This area was all residential and now  
holden has a lot of rental houses due to traffic.
- 119
- 120 We get a lot of outside neighborhood people that drive crazy and too fast  
Increased traffic; increased speeding; increased air pollution from traffic; increased  
garbage (fast food containers, plastic bags and other junk) littering streets and lawns;  
lack of sidewalks making roads even more hazardous for pedestrians.  
I think that traffic would be the main concern for me. It's still fairly easy to travel in most  
areas of Greensboro, aside from Wendover Avenue. I don't want to see the Friendly  
area become like Wendover. There also need to be limits upon how far the shopping  
center can expand. The area between the Lutheran Church and Hobbes Rd. makes  
some sense for development if the houses behind it agree. Beyond that and the vacant  
lot on the corner of Northline and Hobbes Rd., Friendly Center/shopping needs to  
remain contained within its current borders. It/any additional commercial development  
SHOULD NOT cross Friendly Avenue.  
It is already at capacity and is in danger of infringing further upon residential  
neighborhoods.
- 121
- 122
- 123 we don't not need more shopping, we need infill of high value multi family  
There is already a great deal of traffic - at all times of the day. No additional  
development is necessary. There are still vacancies within Friendly Center. No need to  
build additional buildings. If Trader Joes is still interested in Greensboro, they should  
look at all of the vacancies on West Market Street. That area is less than 2 miles from  
Friendly and would not require new construction - which is what Trader Joe's has stood  
form - use of current buildings.
- 124
- 125 Are you kidding ? Drainage, crime, traffic increase, accidents... all that goes along with  
development.
- 126
- 127 prefer retail not expand any further outside of current perimeter.  
More quality tenants would bring more people to the area and more people to

Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 1 (February): Questions #9: What specific concerns would you have about increased development in or near the existing shopping center?

- Greensboro as a whole. We need a Trader Joes! :)
- 128 TRAFFIC NIGHTMARE.
- 129 Encroachment on parks and neighborhoods. They give the area it's unique charm and character.  
Destruction of neighborhood continuity.
- Security
- 130 Safety for pedestrians
- 131 Increased traffic, pedestrian and bike safety, unattractive development, loss of trees and open space
- 132 We are not for increased development - example being what is going to take place at Friendly and Hobbs. There are enough stores all over this city.
- 133 Traffic is of course a concern, but can be worked around. I am not worried about rezoning along Friendly on this corridor, time marches on.
- 134 Traffic is already heavy there.
- 135 There is no need for further expansion. It's appeal is that it is in a residential area of the city.
- 136 Traffic
- 137 There needs to be a better parking solution, especially if more is added. A parking deck might be nice but those are so ugly so it would need to be someplace discreet.
- 138 I would have loved to see a Trader Joe's open in the area - this type of grocer isn't currently represented in the Friendly area at all. I think Friendly should look to attract businesses that do not only cater to a specific tax-bracket. This community is diverse - the businesses in the Friendly area are not.
- 139 More traffic congestion, noise and visual pollution with more retail stores that are not needed.
- 140 wish we had gotten Trader Joes. Don't think traffic congestion would have increased significantly, so would like to see a high end commercial plaza on that corner of Friendly and Hobbs.
- 141 I live just a mile beyond Shoppes on Friendly. The traffic coming into and out of Friendly Ctr and within the Shoppes can be confusing for newcomers. It will only get more congested and dangerous with more retail.
- 142 Destruction of residential neighborhoods and increased traffic congestion.
- 143 On the east, west, north and south there are lovely neighborhoods with fine homes for families with children. Increased commercial development will negatively impact these attractive areas pull down a strong area of our community. The houses are individual, not "development cookie cutter houses", generally the landscaping is well maintained (even along Holden), the schools and preschools are excellent as are the churches. If not tended to, this area could go the way of Martin Luther King Drive and Summit Avenue .sooner that we would believe. Even the condos are well maintained, just as most older houses are. Most importantly, I hope greed and avarice and the quest for more tax money will not blind folks to the current quality of the area. Respect the neighbors and their homes!
- 144 Increased vehicular traffic. The addition of shops that ruin the vibe/feel of the surrounding neighborhoods. Too much expansion into the neighborhoods.
- 145 i have never wanted urban sprawl. any further development past hobbs road on friendly would be sad. someday i am sure the shoe repair shop will come to an end...
- 146 shops like Walmart, Target, or other discount stores that could ruin the atmosphere of the neighborhood
- 147 Impact on residential neighborhoods. Already over-built commercially.
- 148 Encroachment beyond properties fronting Friendly Ave.
- 149 Forgetting about residential properties

Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 1 (February): Questions #9: What specific concerns would you have about increased development in or near the existing shopping center?

- 150 I can get virtually everything I need in the existing Friendly area. We do not need more commercial. We do need continued improvement for bike and foot traffic access.
- 151 Increased traffic, commercial blight
- 152 A decrease in home value, an increase in noise and traffic, expansion of commercial areas into my residential area.
- 153 If the business area is expanded beyond the present boundaries, you ruin the neighborhoods and invite crime to those neighborhoods  
Commercial encroachment and the traffic it brings.
- 154 There two plans for the corner of Friendly and Hobbs that have not been considered. This will increase more traffic and congestion. Devaluing property. through traffic INCLUDING trucks in Old Starmount. No one heeds the signs or speed limits
- 155 limits
- 156 Are they helpful to our community?  
more ugliness like Battleground Ave. and more traffic. Traffic has increased exponentially.
- 157 Increased traffic, noise, congestion and the fear that Friendly will deteriorate to be like Battleground or Gate City Blvd. The neighborhoods around Friendly are some of the nicest, safest in Greensboro. My house backs up to a house on Friendly Ave. If high res commercial moves in, my husband insists we will move away from Greensboro as his business can be conducted from any locale.
- 158 Noise pollution, over crowding, traffic, more "in fill." An over used word by developers, real estate and city planning department officials. Destruction of a mature neighborhood.
- 159 Huge specific concerns! I do not want to see the residential neighborhoods negatively impacted. These are historic homes that add great charm to our city. The people who live in these neighborhoods frequent Friendly Center. We love Friendly Center but not if it means the destruction of our homes and residential communities.
- 160 Decrease in property values, increase traffic and congestion, increase in crime
- 161 TRAFFIC!
- 162 High concern about Hobbs Rd traffic, which will not flow down Holden Rd (from Bryan Blvd) as anticipated.
- 163 That it could encroach on natural areas
- 164 Stop adding businesses it is going to be battleground ave all over again  
Would prefer residential/commercial multi-use with low profiles. No high traffic draw type businesses.
- 165 traffic, change in residential boundaries, noise, lack of safety for pedestrians  
The Friendly Center needs to maintain nicest level of stores
- 166 Concern that too there would become much traffic and cars not having respect for neighborhood speeds and people walking and kids playing near residential streets  
That new Belk store kinda sucks. I thought it would be a cool restaurant. Also, I thought there was going to be elder living apartments at the back corner of the Shoppes. I've very disappointed these haven't been built. It's important to infill, instead of letting our City sprawl. Friendly Center is NOT PEDESTRIAN FRIENDLY. Let's fix that and encourage people to walk.
- 169 Noise, traffic, high intensity lighting & crime.
- 170 traffic and construction
- 171 I have no specific concerns about increased development IN Friendly Shopping Center or along areas already designated for comercial development (except for the current residential property at the corner of Hobbs that was the subject of a prolonged zoning fight.) I DO have significant concerns about commercial creep - that which takes over current residential properties and the "green in greensboro". As has been done in the Sears Parking lot, or where the new Belk Home store now resides, there is room for

Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 1 (February):Questions #9: What specific concerns would you have about increased development in or near the existing shopping center?

- development in already existing commercial properties. There are too many empty strip malls and vacant office buildings in the near surrounding areas to warrant further demise of some of our finest neighborhoods in Greensboro.  
Concerned about increased car traffic and related issues. Concerned about the quality of the development and any negative effect on residential property values nearby.  
Concerned about over-saturation leading to empty storefronts in the older part of
- 173 Friendly Center.
- 174 Let them use vacant buildings that already exist.
- 175 Devaluing the nice neighborhoods, low quality strip malls style businesses  
Avoid the malignant growth that so many communities fall victim to-- the area has plenty of options for groceries, pharmacy...where there are other communities in Greensboro that sorely need more access to stores and services--spread out the businesses and services throughout the city and don't add more where it is not needed and not
- 176 supported by the community.
- 177 Traffic through residential neighbor hood  
None. Bring it on. It adds to surrounding property values if Friendly Center is kept high
- 178 end. Keep it on track to be similar to North Hills in Raleigh.
- 179 Traffic. It would be a tragedy for this section to become another West Wendover type roadway. That is the primary concern for additional commercial development.
- 179 traffic congestion and the increase speeding traffic going thru the cutter's i.e. Beverly
- 180 Place  
I would be terribly disappointed with the direction the city is taking and would be very
- 181 concerned with losing more of the beauty of our neighborhood!  
Turning a RESIDENTIAL based area into another concrete wasteland like Wendover
- 182 ave.
- 183 Traffic, decreased housing values
- 184 Traffic and safety in existing residential neighborhoods  
The destruction of a great area to live in. We do not need more strip areas & banks. We
- 185 need to see promises developed. What happened to the original plan for condos at the corner of Hobbs & Northline? Across from a beautiful park - now a huge empty hole with rumors of apartments .  
The impact of additional crimes and traffic when it's already very busy, especially on
- 186 holidays and weekends.  
Mainly traffic concerns. The friendly-green valley intersection is very dangerous. There is
- 187 also a huge concern of increased traffic in surrounding neighborhoods where they may be used as a cut thru  
Keep in mind that people live here and would like to incorporate a more sustainable
- 188 method of transportation than vehicular traffic.  
accidents and traffic through surrounding neighborhoods. Most outsiders do not drive
- 189 carefully or within the posted speed limits. many run the stop signs.
- 190 keeping neighborhood streets safe for kids to play on.  
too much pavement...bull dozing of MAJOR trees, more bright lights that are just not
- 191 needed...and of course..increase in TRAFFIC
- 192 Cars using Starmount Forest as a cut through, these speeding cars endanger our kids  
Even longer wait times for traffic lights/harder time entering and leaving the
- 193 neighborhood due to traffic.  
increased development means more traffic on Friendly and Holden - both of which are
- 194 residential streets to many people, as well as being "home" to businesses - and an elementary school. Plus we just don't need more business space being built - preserve the green space, please.
- 195 Speeding cars  
As I have stated, this area is already congested (including the intersection near Wesley
- 196 Long). Increased development means increased traffic congestion and that will not be a

Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 1 (February): Questions #9: What specific concerns would you have about increased development in or near the existing shopping center?

- benefit to the Sunset or Starmount Farms neighborhoods.  
If all the growth is CHAIN growth, it is not helping local business owners. Somehow encouraging some independent businesses into this area would drastically help the image and long term sustainability (have local OWNERS invested, not just national chain owners!)
- 197 Do not want to see the spread of commercial properties into the present residential areas.
- 198 None
- 199 Increase in traffic IS a concern, noise, crime, light pollution
- 200 Traffic and that there is too much retail there already
- 201 With in the bounds of the existing retail area I am fine. But not expanding.
- 202 TRAFFIC!
- 203 I do not want multi-family residential apartment development.
- 204 Commercial creep making our residential areas less safe.
- 205 increased congestion; unsuitable stores and closed stores.  
That development doesn't stop and just continues until Friendly Road becomes very unfriendly.
- 207 See previous comments  
That they do not develop any more retail or office space on Friendly Ave or at the Friendly Holden intersection
- 209 The retail shops are maxed out. I think adding any more would send homeowners running. We need trees and open space more than shops.  
It can get dangerous for walkers and more cars just adds a congested traffic area all day long instead of just am and pm work traffic.
- 211 Traffic is #1 as we cannot exit onto Friendly Ave from our street beginning Thanksgiving to Christmas.
- 212 That new commercial stuff would encroach on the existing residential.  
Commercial development has gone too far in my opinion so any more will simply be too much. The community does not have a deficiency of shopping and if there is an imbalance, people leave the area looking for a better lifestyle in other areas.
- 214 There are already plenty of commercial properties in that area. Nothing is more depressing to see than properties going up next to empty commercial properties.  
increase in traffic/congestion, conversion of trees and green space to more impervious surfaces (environmental and aesthetic impacts), adverse environmental impacts to bog garden or other water features
- 216 There's already too much traffic, especially during rush hours. The side streets (e.g. Pembroke) into Friendly Center are too small to handle the volume. Concern that the Cheesecake Factory is going to make that area a traffic nightmare
- 217 Commercial zoning west of Holden will encroach on the existing residential corridor.
- 218 No more sprawl of commercial development in this area.  
Too much traffic in this area and it is overdeveloped. Everyone can't be located in Friendly Shopping Center. Everything that needs to be there now is there.
- 220 No concerns, I do believe that beautification of the area would be ideal though. Less oversized parking lots and more integration with nature
- 221 Increased traffic, the loss of a beautiful community within our city.
- 222 I think I have covered this in earlier answers.
- 223 GREEN Space  
The traffic and safety concerns along with the noise. Friendly has over 180 stores in and the shopping center. We simply do not need any more stores and more stores along Friendly avenue is going to start to severely diminish the quality of life for the citizens in and around the area.
- 225 We have enough shopping centers and strip centers. Look at the problem on High Point
- 226

Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 1 (February): Questions #9: What specific concerns would you have about increased development in or near the existing shopping center?

- road and out wendover and I-40
- 227 increased traffic is the main possible negative.  
Lack of adequate infrastructure, Increased pollution and congestion, Unmitigated
- 228 development beyond current boundaries
- 229 NO MORE REZONING FOR COMMERCIAL USE.
- 230 Traffic, unpleasantness
- 231 please don't have "no (right) turn on red"  
First and foremost traffic. During certain times of day and certain times of the year, traffic in this area backs up quickly. Adding more commercial development will only make this worse. I also worry about building space we do not need. There is so much unused/vacant commercial space in Greensboro that was built when a certain area was "hot" and now sit vacant. What happens when the Friendly area is no longer the "hot" place to be?
- 232
- 233 traffic, cars that try to beat red lights  
The retail area should be defined so constant battles are not having to fought by the residential communities
- 234
- 235 Traffic
- 236 None  
We do not need another grocery store and there is already enough vacant space at Friendly Center.
- 237
- 238 I would HATE it!
- 239 Stop it now before the next Rezoning battle!
- 240 absolutely none. I have wished for this a very long time.
- 241 absolutely NONE  
I don't see much threat of over-commercialization, as the area is surrounded for the most part by solid residential neighborhoods.
- 242
- 243 more badly designed developments that don't have adequate bike/ped accomedations
- 244 Pedestrian safety  
EXTREMELY CONCERNED that more development along Friendly and particularly on the South side of Friendly would turn away young families from living here  
Noise, traffic, more speeding cars (we already have too many of those), decreased home values, danger to children at Sternberger school and the First Lutheran Church, a glut of retail (we have too many stores as it is) and a glut of food stores. (It is a disgrace that east Greensboro is a food desert and northwest Greensboro has too many food stores: shame on the City of Greensboro and its elected officials.)
- 245
- 246
- 247 Our biggest concern is that our house on the edge of the area will lose value.
- 248 too much traffic and congestion. Already enough!  
You already know the answer to this question as it has been presented repeatedly at planning committee meetings and to the town council by citizens against commercial encroachment in this area of towns.
- 249
- 250 the desecration of the neighborhoods. Increased traffic. Use of neighborhood roadways used as short cuts to get to Friendly Center. We have a neighborhood that has a tremendous amount of walkers - individuals, families, dogs, etc. We have the Steinberger. Traffic short cuts through the neighborhood are not only a nuisance, but have the potential to be serious safety concerns - placing pedestrians/neighbors in harms way. Navigating Friendly during peak traffic times is now a headache. I don't want to think about it getting worse.
- 251 Cheap stores  
Homeowners are sick of development into our neighborhoods. You can put all kinds of development conditions such as no emptying garbage dumpsters before 7 or 8 am, etc. and developers ignore them. I'm still awaken at 5:30 to 6:00 AM by the dumpsters being emptied. It's just not acceptable. If this continues, I will move out of Greensboro. Many
- 252

Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 1 (February): Question #10: What do you think will be the two most important issues facing the section of Friendly Avenue between Holden Road and Elam Avenue during the next five years?

	of your citizens feel the same way - keep developing commercial next to residential and we are out of here. - who's going to pay the City taxes then?
253	I frequently drive and occasionally walk through this area. I am concerned about safety, traffic congestion, increased air pollution, increased waste/trash, and loss of natural amenities from increased development/traffic.
254	Development on South side of W. Friendly with additional driveways to W. Avondale or Friendly
255	Making sure noise and light issues are not a problem and encouraging safer pedestrian and bike traffic in the area.
256	Increased traffic and congestion.
257	Development on the other side of Friendly in Starmount Forest. There needs to be a clear understanding where residential lines are.
258	Traffic. Encroachment on existing residential zoning. Conversion of zoning from single family to multi family that could include apartment complexes. Development of small houses with shared open space such as what was proposed for lawndale would be less intrusive or contrary to the single family zoning. It would not be ideal but far better than larger complexes or commercial rezoning of the south side of friendly avenue.
259	We cannot continue to add more development if we are not investing in better infrastructure to support it: better traffic calming strategies, enhancing the experience of using public transportation, and an imporved pedestrian experience (walk lights and more trees to cool the sidewalks).
260	None
261	Additional development would: (1) increase traffic congestion both within and near the study area, (2) increase noise levels, (3) decrease property values for residents in the study area, (4) increase ambient light levels, (5) endanger pedestrians and cyclists, especially at intersections, (6) increase localized air pollution, (7) harm the appearance of the area due to additional signage and parking lots.
262	that you will turn it into another Wendover/High Point Road mess!
263	loss of a feeling of openness, increased traffic, increased trash on the roads, aloss of community
264	traffic, noise, crime in that order
	Home value, traffic, noise, home value, and home value.
265	This area needs to remain as a family-oriented retail / pedestrian-friendly hub that excludes big box and discount operations. Stay true to the original design and execution of the Shops at Friendly.

**Question #10: What do you think will be the two most important issues facing the section of Friendly Avenue between Holden Road and Elam Avenue during the next five years?**

#	Response Text
	1. whether or not to allow further commercial development
1	2. protecting nearby neighborhoods from increased traffic and congestion Developers trying to take advantage of the success of Friendly Shopping Center. Whether the City of Greensboro will see the advantage of neighborhoods and green
2	space.
3	No more commercial development.

Friendly Avenue Area Plan:

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- Improvements to the Hobbs/Friendly intersection traffic flow (which I believe was included in the rezoning). There are also a lot of accidents and near accidents at the Friendly/Holden intersection.
- 4 Continued increase in oblivious car traffic, an even bigger backup and race to beat the light by traffic trying to turn left on Friendly from the Wendover East exit for Friendly, the very narrow Elam feed with a left-turn lane barely crammed into it.
- 5 Increased pressure for development of the center encroaching on residential housing. And the need for more bus/pedestrian access.
- 6 Increased traffic and opposition from the surrounding neighbors, who are afraid change will negatively impact their property values.
- 7 Commercial encroachment.
- Keeping additional retail developers out. And preserving what is good about Greensboro and respect for neighborhoods. Why are you not considering developing W Cornwallis from Iendew to Princess Ann? Those are the same
- 8 reasons to not develop more commercial areas in this corridor
- 9 Traffic and Congestion
1. Enforcement of current zoning to prevent retail sprawl.
2. Not allowing homeowners to let their properties deteriorate as an excuse for selling to shopping center developers.
- 10 Traffic flow/safety and pedestrian considerations/safety.
- 11 Overdevelopment. One can never rely on the success of any retail business. Ever. Macy's is in trouble. Whole Foods is having corporate difficulties. Sears is in deep financial trouble. To develop more residential properties to put more retail on them is at best unwise.
- 12 1. Handling the increase in traffic with the new Lomax apartments and the retail center at the corner of Hobbs and Friendly. Traffic is already increasing and these areas are not even developed. 2. Restricting more development. Developers like to follow other developments, so it is easy to imagine that there will be more pressure to develop in the future. However, there will be a "tipping point" where too much will negatively impact the area. Areas are better having higher demand-less supply than vice-versa.
- 13 1. Respecting the opinions of Old Starmount residents enough to resist more overdevelopment.
- 14 2. Traffic/safety
- Traffic. And preserving the beauty and character of that section of Friendly. I support development of retail space as long as it is confined the section of Friendly as described, but I fear it may become a trashy eyesore of fast food and mattress stores.
- 15 (1) increased traffic, (2) pressure for more commercial development on both sides of Friendly
- 16 Control and contain commercial creep
- 17 Encroachment, beautification
- 18 Commercial development and traffic congestion.
- 19 blocking further development and handling traffic. Years ago I talked with the dept of streets and was told the Friendly/Green Valley intersection would be improved
- 20

Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 1 (February): Question #10: What do you think will be the two most important issues facing the section of Friendly Avenue between Holden Road and Elam Avenue during the next five years?

- for pedestrians. It has not. Lip service to quality of life is paid and over development proceeds. Ernest Schiller MD  
ANY COMMERCIAL (and all other non-residential or non-religiously based)
- 21 DEVELOPMENT!  
Redevelopment of existing residential property on Friendly and that is no longer desirable for residential use while protecting the value of adjacent residential property. Making the area more safe for pedestrians from the neighborhoods to access the shopping center.
- 22 Safety, safety, safety! NOT happy at all with the development at Hobbs and Friendly!
- 23 1. Holding the development line at existing & already planned commercial development.
- 24 2. See #1.
- 25 Traffic and planned/organized development
- 26 bike and ped deaths from lack of improvements, irate new residents from California
- 27 Car traffic and over development ----
- 28 car traffic and over development.
- 29 Biker & pedestrian safety.
- 30 More traffic
- 31 Shopping center expansion  
Managing traffic flow and preventing commercial development in the neighborhoods
- 32 UNCOOPERATIVE POLITICANS & IGNORANT CITIZENS
- 33 bicycle and pedestrian access
- 35 Need to resist further commercial development
- 36 Commercial development and road widening, which I do not want.
- 37 Not sure.
- 38 The type if development allowed.
- 39 Traffic management and over development
- 40 Increasing traffic and rezoning
- 41 Conjestion and conjestion.
- 42 Traffic  
Getting the community on board with the plan and WHY not leave it as is. This is only a problem if you make it one. Our neighborhood is JUST FINE. Everything does not have to be developed, guys.
- 43 TRAFFIC AND RUINING OUR NEIGHBORHOOD VALUES.  
Pressure for commercial development on south side of Friendly.
- 45 Worse traffic on Friendly.
- 46 Traffic; creeping commercial
- 47 Traffic congestion  
Collisions. My second choice is lack of biking infrastructure, but that's just redundant.
- 48 Increased traffic and congestion.  
Do you want city visitors to see, visit, and spend money in a suburban area which will become a tired looking, asphalt paved, dirty tree lined, commercial shopping strip?

Friendly Avenue Area Plan:

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- Will Greensboro be able to demonstrate it is ahead of managing "commercial creep" by not allowing "community cancer hot spots" like development of land from Hobbs to Holden, or a strip commercial line of buildings allowed to be built across from Friendly Shopping Center? Which wins - commercial picture or attractive area of town on the city's east/west corridor?
- 51 amount of traffic, safety of bike riders.  
(1) Curtailing commercial growth.
- 52 (2) Traffic.  
Commercialization while remaining a higher end residential neighborhood that is safe and appealing.
- 53 Safety
- 54 Too much traffic and congestion not being planned for properly.  
Increased traffic
- 55 Decrease in home values  
1. TRAFFIC problems caused by commercial dev't and multi-family housing 2.
- 56 Property values plummeting due to all of my previous concerns.
- 57 Push to continue rezoning to retail along Friendly to and including corner of Holden
- 58 Traffic and perhaps building condos  
Making it walkable. you made sidewalks that are too narrow for groups, baby carriages and two people to walk side by side. it is as if, you didn't think people
- 59 would actually use them. so you made them as cheap as possible.
- 60 Traffic and infringement on residential neighborhoods.
- 61 Well planned traffic patterns, parking
- 62 Increased traffic and pedestrian traffic.
- 63 Traffic
- 64 Traffic, infrastructure
- 65 Increase in traffic and threats to pedestrians
- 66 WE need more development and less hostile attitude toward it  
Traffic.
- Better utilization of the park trails running between Friendly and Elam (by Wesley Long Hospital). Revitalization of this trail could provide WALKING access to Friendly Center from adjacent neighborhoods such as Lake Daniel and
- 67 Westerwood.  
The people that don't like change and does not want development. The city not
- 68 being cooperative with potential businesses.  
Commercial developers wanting to build unneeded stores. And current stores
- 69 going vacant due to decrease in consumer retail spending.  
The city being swayed by developers into allowing more shopping centers in the
- 70 corridor. Go develop another part of Greensboro that needs it!
- 71 Walker/bike safety
- 72 Crumbling infrastructure.
- 73 increased car traffic pollution
- 74 Fighting off commercial rezoning requests and the lack of upkeep of the homes in the area due to the fear of commercial taking over.

Friendly Avenue Area Plan:

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- 75 Increased traffic preventing anymore commercial development and the fate of the houses between West Avondale Drive and Green Valley Road.
- 76 Outside developers come in and over-build, then leave us with the empty retail spaces open to vandalism and such!!
- 77 Expansion. Accessibility.
- 78 Speed limit and stop light enforcement
- 79 Increased pressure to add new residential houses and/or business locations.
- 80 Traffic Commercial encroachment into existing neighborhoods. Pedestrian safety. Need for infill housing.diminishing quality of life.
- 81 Whether Trader Joes comes here or not...much wanted.
- 82 Traffic and parking
- 83 keeping future businesses out of the area.
- 84 Over development and too many cars
- 85 Making the area bike friendly and pedestrian friendly.
- 86 NO NEW BUSINESS Overdevelopment
- 89 Traffic issues I think expansion on Friendly in that area is fine as long as it stays on Friendly. I was for the Trader Joe's coming to the area around the Lutheran Church. There is so little residential area from Hobbs to Holden that developing that was a good idea.
- 90 More lanes, maybe a traffic circle. Bridge walkways That the city drive smart, walkable development that adds value to the neighborhoods.
- 91 The greed of developers and the difference of others in the city
- 92 1) Pedestrian Casualties
- 93 2) Cycling Casualties
- 94 Traffic and construction The lanes cant be reasonably widened and shouldn't be so must make it easier for folks to access these areas without relying on cars
- 95 1. Residential areas being rezoned for businesses. This is huge enough no need for a 2nd.
- 96 2. See Above
- 97 Pembroke and Friendly needing repaving and help with traffic as Chick-Fil-A, the Post Office, and The Cheesecake Factory are always busy, every single day of the week.
- 98 At Friendly Center, there are exits/entrances that have arrows for cars to go one way only. I've seen multiple cars, and many wrecks from cars going the wrong way.
- 99 traffic and traffic
1. Continued commercial sprawl. I think the neighborhoods are concerned Friendly will become the next Battleground eyesore.

Friendly Avenue Area Plan:

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2. Traffic
- 101 Traffic!!!!
- 102 maintaining green space, fostering human-scaled development.
- 103 Commercial development of the Friendly/Elam corner.
- 104 Don't know. Traffic? Pedestrian safety?  
If road is too congested, traffic too unruly that residential areas may become less desirable thus leading to degradation of area
- 105
- 106 Overgrowth  
Widening road to alleviate congestion, more traffic controls, pedestrian bridges where needed, bike trails
- 107
- 108 Traffic and signalization
- 109 Keeping developers away and commercial building  
Traffic increase. I hate the traffic that cuts through the neighborhoods. And the light pollution at night. And the garbage trucks that you hear. And, this neighborhood will not stay safe or desirable if you continue with a huge traffic issue and no footpaths or bike lanes. Noise and light pollution are awful now.
- 110
- 111 keeping it managed with safety and beauty  
Controlling development so that the neighbourhood remains a pleasant place to live.
- 112
- 113 Limiting expansion of the shopping center and pedestrian access and safety.  
(1) Permitting further businesses to expand the existing commercial area, which will impact quality of life and property values in adjoining residential neighborhoods.
- 114 (2) The increased traffic along Friendly Avenue, which is already problematic.
- 115 automobile traffic  
1. No additional expansion of commercial development
2. Continue to maintain balance between residential and commercial harmony.  
Continue to improve pedestrian/bike accessibility between the surrounding neighborhoods and Friendly Center. That's what draws residents to an area - ability to safely walk/bike to desired locations
- 116
- 117 TRAFFIC, TRAFFIC , TRAFFIC. DUH
- 118 crime and traffic, devalue of current home
- 119 Traffic
- 120 Traffic, hasty expansion.  
Resisting destruction of residential look and feel for city.
- 121 Don't build just another suburban sprawl  
Traffic, parking, resistance from neighborhoods if future development is not well planned around values that residential neighborhoods hold.
- 122
- 123 Developers, again.  
Planning for vertical construction vs horizontal like it is now. More people in the vertical = more traffic, more cars, more services. Trying to stifle this and not control the healthy growth will send it to Winston or Mid town.
- 124
- 125 Traffic  
Maintaining quality retailers
- 126 Living within existing boundries
- 127 Traffic, increased crime
- 128 I think many in the surrounding community will oppose any expansion.
- 129 Vehicle traffic and holiday parking issues.

Friendly Avenue Area Plan:

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- 130 Retail construction, heavier traffic.  
how far to let the commercial boundary go; how much single-family housing to allow
- 131 to move to multi-family  
corner of Friendly and Hobbs
- 132 traffic planning  
1) Growth in retail, which will kill other retail areas in the city, as well as increase congestion. 2) The development of the now-residential strip across from Friendly
- 133 Ctr. on Friendly and across from the Shoppes on Hobbes.  
Rezoning of residential areas to commercial use.
- 134 over development
- 135 Greedy developers and the need for better traffic control and better intersections.  
1) Making the area more walkable/bikeable, connecting to local and outlying neighborhoods
- 136 2) Expanding/growing while not losing what make the local neighborhoods great places to live.  
safety of pedestrians traveling from neighborhoods to Friendly shopping center and
- 137 parks  
Developers desires to turn residential lots into commercial lots and a city council that does not care about residential neighborhoods.
- 138 Managing commercial development vs existing residences; improving connectivity to A and Y greenway and connecting Lake Daniel greenway to A bike lane on
- 139 Green Valley.  
Maintaining balance between vehicle and pedestrian traffic and access for
- 140 entertainment/health and living opportunities  
1. development of the corner of Hobbs and Friendly (please - high-end residential, not commercial)
- 141 2. traffic concerns
- 142 Traffic,  
clear separation of commercial and residential areas. We need to STOP infringing on residential areas. I feel like Friendly center is getting a little greedy trying to push into residential areas. Friendly Center owns a large area of land, if they want to expand they need to be creative and work within the confines of the land they
- 143 currently own.
- 144 Traffic control, destroying neighborhoods  
Depends on what is put forward.
- 145 The neighborhood residents will not be benefit with more commercial development.  
People move to Starmount because it is a neighborhood.
- 146 Traffic control and preserving our neighborhood
- 147 Over development?  
Impact on surrounding neighborhoods and increased use possibly bringing in more
- 148 crime.  
1. A documented promise that commercial creep will not leap over Holden and continue to Westridge.
- 149 2. Planned commercial development that will not adversely affect the neighborhoods that back up to Friendly Ave. It needs to be high quality retail or mixed use retail - not big box stores like Battleground.

Friendly Avenue Area Plan:

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- 150 1. 1st Lutheran selling all of their property to developers so that we could have more high end retail. Not sure what in the world we need. 2. Crossing Friendly going west. Creep.
- 151 Commercialization! I know there are businesses that want to be part of Friendly Center but we need to think of ways to make this happen without destroying the residential neighborhoods that surround and support Friendly Center.  
Commercial development
- 152 Congestion impacts to neighborhoods
- 153 Compromise with both sides of this issue, for and against development. Pros and cons to both. Traffic and property values are of the most concern to me.
- 154 Traffic congestion and commercial zoning jumping across to the south side of Friendly
- 155 Traffic major congestion, overbuilding for area and ruining value of private property and lifestyle
- 156 Sidewalks and traffic
- 157 Continuing pressure for retail development. High traffic volumes.  
1. limiting business growth
- 158 2. preventing noise and light pollution  
Increased traffic  
  
Possible decline of premium level of stores.
- 159 Late night restaurants and people drinking or being noisy/ disrespectful neighborhoods adjacent  
Increased traffic - due to a third grocery store? I don't care if we get a Trader Joes on those estates or not. I love those houses, but it's not like they are from the 1700s. If we wanted to keep cool architecture, we should have kept the building that was knocked down for the new Belk.
- 160
- 161 Balancing positive growth vs. commercialism without thought.  
congestion
- 162
- 163 Commercial Creep in all directions from Friendly Center, potential widening of Friendly
- 164 Maintaining current residential zoning. Traffic congestion and pedestrian safety.
- 165 Commercial development
- 166 Pedestrian and cyclist access, continuing the high quality shopping feel of the area maintenance of green space, parks and residential areas--stopping the expansion of business in these areas that will jeopardize that makes this area (and Greensboro) attractive. Work on ways to decrease carbon footprint by adding pedestrian and bike paths and access.
- 167
- 168 Heavy traffic, noise
- 169 Traffic and strategic business development  
Possible development of the residential lots across from the old section of the shopping center. The possibility that another corner at Holden/Friendly will go commercial. Both of these with regards to safety both vehicle and pedestrian
- 170
- 171 Maintaining commercial occupancy while controlling the traffic flow.  
increased concern with development which would lead to a decrease in satisfaction with the area I chose to live in.
- 172
- 173 Commercial growth replacing residential homes
- 174 Traffic, over development

Friendly Avenue Area Plan:

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- 175 How commercial development is handled
- 176 redevelopment of the property at the intersection of Friendly and Hobbs
- 177 Poor development for fast dollars  
According to this survey, it will likely be neighborhood residents vs. City
- 178 development.
- 179 Definitely traffic and safety  
Making the area safe for bike and pedestrian traffic as well as providing adequate
- 180 space for vehicular traffic.
- 181 same as #9. and over development of the are.  
Increased traffic through the neighborhood, residents letting houses go into
- 182 disrepair waiting for friendly center to buy property for further unnecessary  
expansion.  
the fight to keep down the buidling of more shopes and businesses and losing the
- 183 neighborhood feel...we don't want another High Point Road...
- 184 Too much traffic, crime in surrounding neighborhoods  
preserving greenspace and keeping the area safe for residents, pedestrians, and
- 185 bicyclists.
- 186 Managing traffic and keeping residents safe  
The development slated for the intersection of Hobbs and Friendly and any
- 187 development at the Holden/Friendly intersection.  
1) Will it grow to be mix-use? (what ever happened to the old-folks home there was  
talk of near REI at some point?) Some independent businesses that encouraged  
some some nightlife and diversity would be a win for the area.
- 188 2) What is the plan for the GHOST TOWN of empty buildings on the other side of  
Elam near the hospital? A bunch of empty former dentist offices.  
Encroachment of commercial property designation in the area. Traffic problems at  
the corner of Hobbs and Friendly Avenue, especially if there is spread of
- 189 commercial use.
- 190 Traffic
- 191 Over-development, traffic
- 192 side walks and the fight to keep Friendly Center of new developers from expanding
- 193 The corner of Hobbs and Friendly
- 194 TRAFFIC and TRAFFIC  
Filling some of the empty stores.
- 195 Maintaining a buffer between residential and commercial.  
Congestion and wasted time More time is wasted going to shop in this area due to  
tight parking and waiting to enter and exit the commercial areas. I already avoid
- 196 this area during certain times of the day and week.  
traffic congestion; trying to continue to move the barriers between residential and
- 197 commercial.
- 198 traffic and loss of quality of life.....less trees and more concrete
- 199 Retail or Office encroachment that will drive an increase in traffic  
Accommodating the car traffic and pedestrians at the same time. The intersection of  
Elam and Friendly is a tight space. I am worried turning there let alone walking or
- 200 riding a bike.
- 201 Traffic congestion! Unsafe walking areas!  
Traffic (as mentioned) and the creeping in of commercial into an old established
- 202 neighborhood
- 203 Avoiding commercial expansion and avoiding increase in traffic around the

Friendly Avenue Area Plan:

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- shopping center.
- 204 Should commercial development be allowed on corner of Hobbs and Friendly.
- 205 over development, urban sprawl, traffic issues
- 206 Traffic. Safety for the residents that live directly on Friendly.  
Commercial zoning encroachment west of Holden. The rezoning of the southwest corner of Friendly/Holden intersection. The City needs to make this intersection a park.
- 207 Traffic control, protected turns, left turn light signals, NO More COMMERCIAL ZONING IN THIS AREA.
- 208 ZONING IN THIS AREA.
- 209 Traffic control and safety
- 210 Traffic and a rise in crime.  
Over development, lack of vision in maintaining the integrity of this beautiful part of our city.
- 211 People wanting to sell their homes along Friendly and commercial developers attempting re-zoning.
- 212 If commercial development does happen, the roads must accomodate the traffic that is going to increase in volume. The developers need to be mindful of the residents and sensitive to protecting their residential investment. Structures must not be too tall or there should not be a large number of businesses because of the increase in traffic to the area.
- 213 Infringement on the residential areas. The traffic and noise are going to ruin the quality of life.
- 214 making the area attractive and planning the details. side walks do not work right now.
- 215
- 216 Keeping residential areas zoned residential.
- 217 Traffic, and expansion that some residents won't like.  
Increased pressure to allow non-residential development beyond current boundaries. The disposition of properties at Hobbs and Friendly has set a concerning precedent.
- 218 Traffic as more commercialism arises! Already a problem between Holden Rd. intersection and Hobbs Rd. intersection!!
- 219 Retaining a neighborhood feeling
- 220 1) vehicular congestion 2) retail development in residential areas
- 221 potholes
- 222 Traffic.
- 223 development, holiday traffic, access from Bryan, Benjamin and Wendover
- 224 Traffic
- 225 Redevelopment and additional transportation options
- 226 commercial spread and disruption of traffic flow that it would cause
- 227 1. Fighting over commercial vs residential
- 228 2. Fighting over commercial vs residential
- 229 Greedy politicians needing campaign \$!  
short term would be the construction but long term would benefit everyone in the surrounding area of Guilford County, not just Friendly Ave
- 230 the older age group of people who reject change. They have no concern of the future, only live in the present
- 231 Other than the kerfuffle about the Hobbs Rd. grocery store, I am curious about plans for the large vacant tract at the corner of Hobbes and Northline.
- 232 lack of safe bike/ped access
- 233 Traffic and pedestrian safety

Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 1 (February): Question #10: What do you think will be the two most important issues facing the section of Friendly Avenue between Holden Road and Elam Avenue during the next five years?

- 1.) Keeping stores off the south side of Friendly
- 235 2) Keeping houses on both sides of street so neighborhood is still residential  
More wealthy developers offering staggering amounts of money to single family and  
small business property owners; the absence of the protest petition procedure  
which will likely result in simple majority votes in favor of developers; more  
commercial development which will change the nature of this corridor forever: it will  
236 resemble New Garden Road and Battleground Avenue.  
development of corner of Hobbs and Friendly; also development of envisioned  
237 apartments next to Harris Teeter on corner of Hobbs.  
The ugliness of unbridled commercial development. Developers who have no  
concern about quality of life issues, the environment and the perils of paving over  
238 every patch of green.  
traffic management, and preventing sprawl and development. If there is more  
development striving to maintain a feeling of community. Frankly we don't need a  
tire or auto parts store- there are several in very close proximity on Market and  
Battleground avenues. If this are develops further, you need to make it special, or  
the draw/attraction will be short lived because it is the same old chain business that  
239 one can go to anywhere.  
240 Uncontrolled Commercial Growth  
1 - The loss of the trees and pervious surfaces at the northwest corner of Friendly  
and Hobbs
- 2 - Allowing the southeastern corner lot at Hobbs and Northline to revert to a natural  
241 state  
Pressure to redevelop South of Friendly starting with abandoned house at W.  
Avondale across from BB&T then continuing down south side from W. Avondale to  
242 park around JR League office.  
Maintaining landscape that has a park-like feel and keeping traffic from becoming a  
243 hinderance to walking and bike safety.  
244 Expansion of commercial development  
245 Development in residential area.  
Commercial development on the remainder of the north side and commercial  
rezoning on the south side of friendly. Let friendly avenue stay friendly to  
246 homeowners on the south side.  
The potential rezoning of the homes between West Avondale and Green Valley.
- Completing a sidewalk system. We need to work with the commerical property  
owners like CBL so they can see the value of developing a complete and connected  
247 sidewalk system.  
248 Rezoning and tearing down of people's houses  
Proposed commercial development along Friendly Ave and Holden Rd, on what will  
become the former First Lutheran Church property,
- AND
- decrease in the quality of life for residents along Hobbs Road due to additional  
development on the rezoned property at and near the northwest corner of Hobbs  
Road and Friendly Avenue.
- 249

Friendly Avenue Area Plan:

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Friendly Ave Survey Responses from Survey 1 (February): Question #10: What do you think will be the two most important issues facing the section of Friendly Avenue between Holden Road and Elam Avenue during the next five years?

- 250 traffic and the impact of any additional commercialization to the area
- 251 excess traffic
- 252 traffic congestion, decreased property values
- 253 Traffic and finding the appropriate mix between commercial and residential.

Friendly Ave Survey Responses from Survey 2 (August): Question #1: A vision statement helps a community focus on the overall goals of a plan over the course of implementation. What additions or changes to the draft vision statement do you suggest? Do you have any other comments?

## Friendly Ave Survey Responses from Survey 2 (August)

### Question #1: A vision statement helps a community focus on the overall goals of a plan over the course of implementation. What additions or changes to the draft vision statement do you suggest? Do you have any other comments?

1. None
2. I believe this vision statement lacks without mentioning the importance of the natural environment as an essential element that creates the charm for this "corridor" and contributes to its friendly image. The overall development of this corridor is uniquely balanced by nature's influence of mature trees, large frontyards, rich landscaping with brick and stone incorporated, a pond and Botanical Garden, landscaped medians, greenways, and a new meditation/therapeutic garden between the Hospital and Wendover. This balance is what makes this corridor/neighborhood work as a desirable place.
3. In the second sentence, I'd add the word "easily," so the sentence would start out as "Residents can \*easily\* drive, walk or bike..."
4. None
5. Last line is not accurate. Should be engaged, informed and ignored is more truthful.
6. Add something to express the number of children that play and bike on these streets.
7. The vision statement should be more specific about residents preferences for commercial development.

### Question # 2: What comments do you have about the recommendations to improve access in the study area?

1. Provide connections to existing sidewalks. This Community has a great number of residents who walk and the lack of sidewalks or the fragmentation of a sidewalk system make it dangerous. Fairway Drive, Starmount Farms Drive, Pembroke Road and Hobbs Road are examples.
2. More sidewalks in the area would be useful, especially for young families. Hobbs in particular needs sidewalks.
3. I would like to challenge the DOT to come up with a pedestrian-friendly definition on to "maintain efficient flow of traffic". Efficiency has many definitions depending on who you are, "cyclists & pedestrians," and how one uses this corridor. For example, slowing down traffic, which may not be perceived as efficient, may actually increase efficiency. I agree that looking at the residential roads is valuable, along with looking beyond the corridor to see what other roads are providing traffic to this area.
4. The bullets cover the right things. However, The first bullet talks about \*maintaining\* the current traffic flow. To be parallel with the other three bullets, shouldn't the first bullet be something like, "Identify key strategies that will maintain an efficient flow of traffic while the city improves access to the corridor" The recommendation document won't \*maintain\* the efficient flow of traffic so much as it will ensure that the resulting \*recommendations\* won't screw up the current efficient flow of traffic, or that if they might, that there are strategies that will keep any problems in check.

## Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 2 (August): Question #3: What comments do you have about the recommendations regarding land uses in the study area?

5. Bike lanes from UNC-G/downtown through corridor connecting the Arboretum.
6. None
7. the 4th point is the most important from a Starmount Forest resident. We purchased homes on these streets because of the low traffic and ability to walk dogs, kids bike, etc. without non-resident cars flooding our streets.
8. I think this section sums it up nicely. No suggested changes.

### Question #3: What comments do you have about the recommendations regarding land uses in the study area?

1. Mixed use commercial should NOT be part of the parks at Hobbs Road and Northline Avenue and between Fairway Drive and Friendly Center. Many residents feel that would give the Council an excuse to allow MORE encroachment of commercial development into our neighborhoods.
2. None.
3. There is a Land Use Plan that was agreed upon years ago. If it is not going to be followed, or is going to be over-ruled by a high-than-thou body, then there really is not a Land use Plan. Let's convene and develop a new one, and one that is current and will simply be followed.
- 4.
5. NO more additions to shops in Friendly Center unless there is pre-existing infrastructure & parking.
6. Again, residents have zero input in development proposals.
7. none
8. In this plan, I'd like to see a parcel-by-parcel map of neighborhood recommendations for additional development. Our neighborhood needs to come to agreement now, so we can communicate clearly to developers about the areas where we will tolerate more commercial development and where we will accept more dense residential development. This will also improve communication with the development community, which I'm sure they would appreciate. No one likes a fight except attorneys! Ha!

### Question #4: Are there specific issues about City processes that affect the study area that could be better communicated? Are there parts of the rezoning process that don't seem clear?

1. Why is the parcel that is in the Bog Garden still labeled as CD-C-M? Why not rezone that as single family residential so we would have assurances that there would not be a change in its use in the future? When The Shops at Friendly were developed many years ago, we were assured that this parcel would always be part of the parks and never developed. Why keep the zoning commercial?
2. No
3. As mentioned previously: it is not a Land Use Plan if it is over-ruled at the drop of a dollar. A "plan" is something done ahead of time so that re-thinking is not an option. Maybe it is time for a new plan.
4. City processes should be communicated more frequently on the \*web\*, and earlier in the

## Friendly Avenue Area Plan:

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Friendly Ave Survey Responses from Survey 2 (August): Question #5: Overall, how well do these recommendations cover the issues affecting the study area? What other elements or types of recommendations do you believe need to be added?

process. This online survey is a good first step, as is placing the info on websites such as NextDoor. The processes are communicated pretty well on TV and the newspapers, just not on the web. Also, information about them is hard to find on city website, unless you already know how the site is organized.

5. Possibly
6. It is very clear.
7. no
8. I don't know anyone who understands the zoning process except developers and attorneys. That's why neighbors feel so powerless and upset when re-zoning occurs. If we knew more, we could work together with developers for mutually-beneficial outcome. Can you send out a postcard that describes the process in easy terms?

### **Question #5: Overall, how well do these recommendations cover the issues affecting the study area? What other elements or types of recommendations do you believe need to be added?**

1. Residents and homeowners feel betrayed over the rezoning of the lot on Hobbs Road and Friendly Avenue. We were lead to believe when the Shops at Friendly were developed that was our 'line in the sand' for commercial encroachment. That has not been the case and we now know that redevelopment of residential to commercial is all too easy. Make it more difficult for this to happen. Our neighborhoods are being chiseled away and as a resident and homeowner for 20+ years, I along with many of my neighbors are beginning to rethink if we want to live near this commercial center any longer. Summerfield is looking better with every rezoning.
2. We want to make sure traffic doesn't increase through residential neighborhoods (Hobbs), but we realize that it's inevitable that main roads (Friendly, Holden) see increased traffic.
3. 1. A new Land use plan? 2. Streetscape and landscape design. A continual increase in adding landscaping and reforestation. This is Starmount "Forest". 3. Connectivity in all ways. This study area is not really a "corridor." Calling it that might fit an ordinance classification or achieve a "scenic corridor" status, but it functions as an urban space, which is projected to be the future of development and land use. It's a place to live, work and provide for those whom choose to take residence here. People do not choose to live in a corridor, this is not a transportation only issue. 4. Sorry, but there has to be a place for Trader Joe's, somewhere. 5. Facilitate input from the property owners in this area.
4. These recommendations do cover the issues pretty well. Anything else I've already mentioned elsewhere in the survey.
5. Specific limitations to new building at Friendly Center.
6. Residents should have more input in the decision-making process. Our property and surrounding area is subject to the whim of a development-biased city council.
7. It is important for residents to know how the City will combat the increased traffic in our neighborhood. How can we limit the exposure to our neighborhood streets? Has there been any talk of closing the access into Starmount Forest at Hobbs/Friendly?

## Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 3 (September): Question #1: I am interested in this plan because I am a...

### Friendly Ave Survey Responses from Survey 3 (September)

#### Question #1: I am interested in this plan because I am a...

1. Resident in or near the corridor
2. Property owner in or near the corridor
3. Property owner in or near the corridor
4. Frequent visitor to the corridor
5. Resident in or near the corridor
6. Resident in or near the corridor
7. Resident in or near the corridor
8. Resident in or near the corridor
9. Resident in or near the corridor
10. Resident in or near the corridor
11. Property owner in or near the corridor
12. Resident in or near the corridor
13. Resident in or near the corridor
14. Resident in or near the corridor
15. Resident in or near the corridor
16. Resident in or near the corridor
17. Resident in or near the corridor
18. Resident in or near the corridor
19. Resident in or near the corridor
20. Property owner in or near the corridor
21. Resident in or near the corridor
22. Resident in or near the corridor
23. Resident in or near the corridor
24. Property owner in or near the corridor
25. Resident in or near the corridor
26. Property owner in or near the corridor
27. Resident in or near the corridor
28. Resident in or near the corridor

#### Question #2: I am interested in this plan because I am a... (other)

No responses

#### Question #3: Are there aspects of the study area that this plan should address but does not? Please be specific!

1. overall very good details, but I do question the Supply/Demand data. Seems to me that as much supply noted is extremely questionable.
2. Quality of life for residents living within the study area - noise, light and air pollution.
3. -hobbs rd traffic congestion and speeding traffic btwn westridge and friendly -why did city council vote so strongly for additional shopping center at corner of friendly and hobbs? and now expressing concern of future impact of the area?

## Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 3 (September): Question #4: Is there anything in this plan that is not accurate? Again, please be specific!

4. Shouldn't there be area for expansion of services?
5. Impact of school related traffic on congested arteries
6. Please be certain to address the traffic light at Green Valley and Friendly. It has always been a dangerous intersection and with increased traffic, it needs a turn signal light added.
7. No
8. The doc is more than 60 pages long, I wouldn't know how to properly review it without consulting a land-use expert. Parts I did read seem purposely vague, so that having this extensive document in place and on the record, doesn't seem to do anything to guarantee quality of life issues for someone whose house is, say, facing north Edgewater Dr. Will that entire north side of Edgewater one day be a strip mall facing Friendly? Who knows.
9. long time residents with need and hopes;
10. No Commercial Buildings west of the intersection of Friendly and Holden into the existing residential area.
11. pedestrian overpass over Friendly Ave at shopping center
12. Unclear how the potential of rezoning residential properties on the south side of Friendly (across from Belks etc) will be handled. Restating that developers have to follow zoning laws/requirements does not provide any idea as to whether there will be a moratorium on development on the south (residential) side.
13. I have a concern about more multi-family dwellings. We don't need that.
14. There are a lot more residences attached to this corridor that will be affected by this plan such as Starmount Forest
15. Pembroke between Benjamin Parkway and the Friendly Center. I'm surprised this area wasn't included because many people use Benjamin Parkway to Pembroke as their way in and out of the Friendly Center. People traveling from the Friendly Center to Target on Lawndale take Pembroke to N Elam to Markland. Lots of non-local traffic on that route (I live on N Elam near Cornwallis).
16. no further development should be done esp on the side of Friendly across from the Whole Food store

### **Question #4: Is there anything in this plan that is not accurate? Again, please be specific!**

1. For the area directly across from the 'old' Friendly Center--states Difficult to acquire enough lots to assemble site....City of Greensboro, are you serious? How much land does it take to put Revenue generating businesses in that area. Don't be like other cities who let opportunity pass them by and loose the future of Greensboro. Im sure Pembroke to GreenValley is the ideal location to have a quick win and prove to the surrounding areas the success of expansion could have for the City.
2. Who knows?!?
3. corridor "area of concern" should extend further to help the residents of hobbs rd who are affected by increasing traffic congestion (waiting minutes for traffic to clear in order to pull out of our driveways), being challenged by increasingly aggressive drivers who are bothered when we dare to slow down to pull into our driveways, and aggressive drivers who insist on ignoring the residential speed limit signs. this is a beautiful area to live...my family has owned house on hobbs since 1975...we watched holden rd be extended and bryan blvd be built...what is the next

## Friendly Avenue Area Plan:

Friendly Ave Survey Responses from Survey 3 (September): Question #5: Is there anything else about this plan or the portion of Friendly Avenue covered by this plan that you would like to share?

step to help relieve the traffic congestion? (Why keep building and expanding commercial in this one area of Greensboro? Please build another green emerald gem of a shopping ctr in another side of town and they will come...that is a way to divert some traffic in the "area of concern."

4. N/a
5. No.
6. No
7. I wouldn't know.
8. I don;t know
9. No
10. I completely agree that pedestrian access and traffic control are the key areas of improvement. Friendly Center and the surrounding shops, parks, and businesses are a great draw for the community and are the reason that my family chose to live in Starmount. My family will welcome any future, well-planned additions to those parks and shops that include better and safer access.
11. seems to be thorough - many folks live just outside the study area, though, and aren't included in the headcount
12. Traffic outside of the corridor will be gratly impacted as well.
13. cars always go faster than the posted speed even more stoplights won't slow down the speeders

### **Question #5: Is there anything else about this plan or the portion of Friendly Avenue covered by this plan that you would like to share?**

1. The longer the City takes to zone this commercial, the surrounding cites (Winston, Burlington, etc) are building and just pulling our monies to their county & city.
2. Fix the traffic issues and that's all! Anything else the City of Greensboro does will just make everything worse.
3. Focus on the residents not the out of town developers- neighborhoods were sold out by electeds
4. Please make walking/biking a priority.
5. No
6. I'd like the city to say it won't allow commercial develop on the south side of Friendly Ave. And that it will prevent the mall's tentacles from spreading into my neighborhood.
7. No
8. NO
9. I hate that Trader Joes was made to feel unwelcome in Greensboro. I think it would have been amazing to have such a convenient TJs location in walking distance from my home.
10. If anyone questions there is a traffic problem on Friendly, they need to stand on the corner at Holden at 5 pm on a workday.
11. I did not come away with a clear idea of what the "plan" is, nice job delineating hte area and the neighborhoods, but not clear that there is a plan embedded within the plan.
12. I live on N Holden Rd and there are no sidewalks to walk to Ffriendly
13. Two small places sections where sidewalk is missing and needed: 1) On Green Valley Road between Edgewater Drive and Friendly Avenue (next to the Junior League) 2) On Hobbs Road

## Friendly Avenue Area Plan:

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Friendly Ave Survey Responses from Survey 3 (September): Question #5: Is there anything else about this plan or the portion of Friendly Avenue covered by this plan that you would like to share?

between Friendly Avenue and Starmount Farms Drive (There is a block next to the swampy area of Friendly Center with no shops where sidewalk is missing.) These are along the routes we walk to Friendly Center and the Bog/Bicentennial Garden. I know other people walk these routes too because I see them and because foot traffic is wearing a path in the grass next to the Junior League.

14. please don't developed this area to be another New Garden Rd (which got out of hand) or Battleground Ave