

Cedar Street/Bellemeade Area Strategic Plan



**Department of Housing and
Community Development**



**Adopted by the
Greensboro
City Council
November 15, 2005**

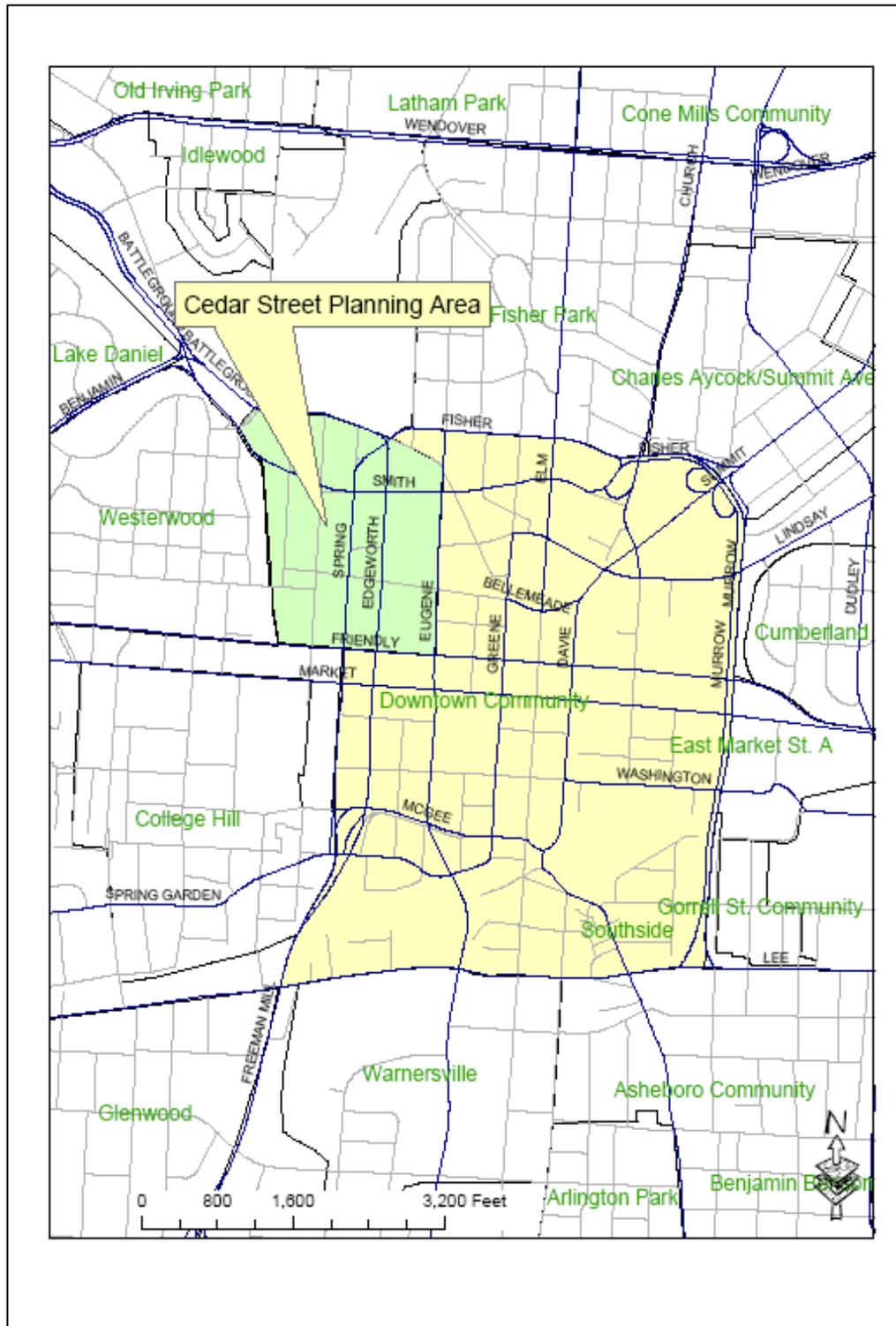


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Cedar Street Planning Area





Executive Summary

This Strategic Plan for the Cedar Street area is designed to guide work plans for the City of Greensboro and to provide information about the neighborhood. It is the result of three rounds of public meetings, staff analyses of land use, traffic and demographic patterns, and meetings with area property owners. Some of the strategies that are the end result of the process will be explored and more fully developed over the next three to five years.

The Cedar Street area is part of the Northwest border of the Central Business District, an area that is a transition zone between downtown and more residential areas. It is urban and also heavily residential, and the needs of this area are not thoroughly addressed in the current zoning code. The Cedar Street Strategic Plan is the first to address the particular needs of this area.

The Cedar Street area is dynamic and changing. The level of uncertainty about the future of the neighborhood is making some residents and property owners hesitant to invest in improvements and new construction. This Plan is the product of concerns that the area change with sufficient guidance to ensure a healthy mix of residents, businesses and traffic. The objective is to provide opportunities for investment and growth that do not endanger the valuable assets the neighborhood currently has. The planning process has included a comprehensive study of the neighborhood to determine what its assets and liabilities are, and broad public conversations with stakeholders to determine what is desired and acceptable.

The strategies themselves are generally budget-neutral. They represent an attempt to tailor regulations to specific characteristics, opportunities and issues in the neighborhood. Some strategies will require extensive study and may not be part of City ordinance until after the Land Development Ordinance rewrite is complete. In the case of land use decisions made in the interim, it is recommended that decision makers consider the issues presented in this plan, and specifically to consider the following questions. This approach has already been successfully used with one townhouse development in the center of the neighborhood.

- Has the applicant met with the neighborhood concerning the request to get their input?
- Is the request complementary with the physical character (scale, setbacks, use, etc.) of the neighborhood?
- Does the request involve the demolition of existing structures? If so, what is being lost and are there viable alternatives?



Part I Introduction

Why we are working in the Cedar Street area

In early 2005, the Cedar Street area saw the opening of a new minor league baseball stadium, had a Downtown Pedestrian Greenway proposed on its border, and witnessed several rezonings that resulted in demolitions of old homes and changes of use. These changes, while not negative, caused many to feel that the area was rapidly changing and that the things that make Cedar Street a unique area might be lost. This threat was important to residents and to the entire City, as the neighborhood borders the Central Business District and is one of the few remaining residential pockets bordering downtown. It is one of Greensboro's few "urban villages".

In April of 2005 Greensboro City Council directed staff to prepare a Strategic Plan for the Cedar Street Area (also known as the Bellemeade District). The purpose of the plan is to both stabilize a unique downtown neighborhood and to enhance development opportunities in the area. "Existing Conditions in the Cedar Street Area" (available at www.greensboro-nc.gov/HCD), released in June of 2005 found some issues that contribute to current conflicts in the area:

- Decades of new development that has not respected the historic character of the area;
- Absentee landlords and land speculation that has led to poorly maintained properties;
- Large tracts of vacant (mostly publicly owned) industrial land on the western fringe of the study area;
- Large expanses of unscreened parking on the eastern fringe of the study area that create "moats" disconnecting the neighborhood from downtown;
- Wide, high-speed thoroughfares that isolate the area, impede pedestrian access and discourage owner occupancy; and
- A lack of neighborhood "identity" and a coordinated neighborhood organization.

Along with these issues, the Cedar Street area has many assets and opportunities:

- Its central-city location;
- Its strong historical character and eclectic collection of houses;
- A mix of uses in a small area;
- Opportunities for development in vacant lots and parking areas;
- Currently underutilized vacant space;
- Strong residential interest;
- A renewed city-wide interest in downtown and downtown neighborhoods
- A network of sidewalks.

City staff and area residents have created this Strategic Plan to address with the area's challenges and build on its strengths. The Plan will be implemented over the next five years, depending on the complexity of the issue and the availability of resources.

Part II Background

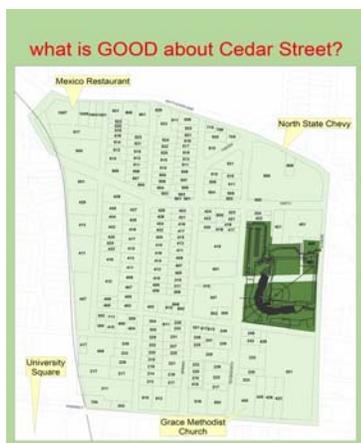
What is a Strategic Plan?

A Strategic Plan looks at how things currently are, analyzes the factors that influence current conditions, envisions how things should look in the future, and then devises strategies to get there. The end result is a set of strategies that address specific issues in a targeted area. The public process helps determine what those issues are. The strategies are not direct solutions to the problems, but are options that are explored and more fully developed after the plan is adopted.

Process

The Cedar Street planning process has two primary parts: one on public input and meetings, and the other on analyzing traffic, zoning, housing and other physical characteristics of the neighborhood. The City conducting three sets of public meetings, held at the Greensboro Women's Club on Eugene Street and at Grace United Methodist Church on Friendly Avenue:

- In May, citizens were given a brief presentation from Staff describing how the planning process would work. They were then asked to describe what they liked about the Cedar Street area; what they did not like; and what they thought the area should look like in 5 or 10 years.
- In August, City staff gave a summary of the Existing Conditions Report, and asked attendees to comment on a draft version of four goals for the neighborhood, and strategies for addressing those goals. Citizen suggestions were incorporated into the plan.
- In November, citizens were presented with the final plan and asked for comments and consensus on moving forward.



Meetings were held from 11:30 AM to 1 PM and from 6:30 PM to 8 PM. Attendees included residents; property owners; developers; advocates of downtown development and historic preservation; and representatives from nearby neighborhoods. On average, about 30 people attended each session. Individual meetings were also held with property owners. Reports of the meeting were in the Greensboro News and Record and on local TV news stations.

Public Comment Summary

The comments received at the May public meetings reflected the diversity of the participants. However, several common themes emerged:

1. Residents in the neighborhood felt a strong sense of community in the area; outsiders did not.





2. Current zoning designations are not seen as helping the neighborhood and rezoning decisions seem ad hoc.

3. Although most people feel that the neighborhood has tremendous potential as a residential/commercial area, the lack of certainty regarding future uses and general neighborhood stability keep some investors from spending money improving properties.

When discussing what they liked most about the Cedar Street area, citizens noted

- the neighborhood's concentration of intact and diverse historic houses close to downtown and the baseball stadium and connected by streets and sidewalks.
- the area's relative affordability and the diversity of residents
- the potential for development in vacant lots and the North State Chevrolet property.

Common answers to specific questions were:

<i>Table 1: Summary of Public Meeting attendees' responses.</i> Challenges to the Neighborhood	Perceived Needs	The Area in 5 or 10 Years
Dilapidated/under-maintained properties	A moratorium on rezonings until a plan is in place	An intact, improved neighborhood
Crime and the perception that the neighborhood is not safe	A protective overlay (design guidelines, historic district status)	Improved housing with diversity and affordability maintained
Lack of stability preventing investment in houses	Low cost loans for renovation	More active relationship with other neighborhoods
Bulldozing of properties	Intervention to prevent neighborhood decline	Compatible, mixed-use infill
Some impacts from baseball stadium (noise, parking)		Improved transportation network (pedestrian, bike and car)
No park or public space		More visual cohesion
No automated trash pick-up		
Traffic issues in certain locations		



Part III Existing Conditions

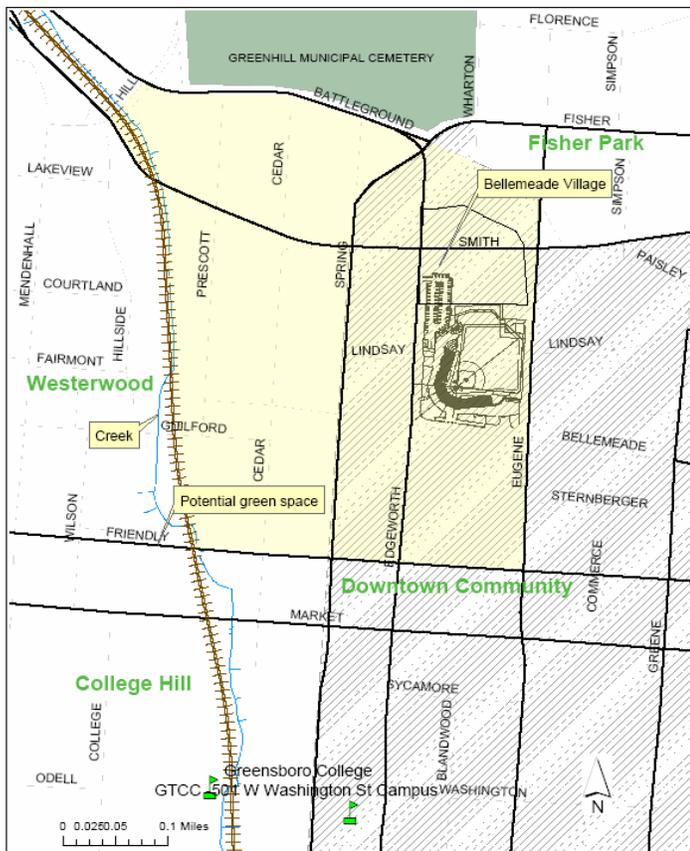
A snapshot of the neighborhood

The Cedar Street area is bounded on the west by the railroad tracks running along Prescott Street, to the north by Battleground Avenue, to the east by Eugene Street, and to the south by Friendly Avenue. Cedar Street is the area most sensitive to development pressures.

With some exceptions, most residential structures face the north-south streets rather than side streets. The residential core of the neighborhood has houses closer to the street on smaller streets and set back slightly on larger streets, which reflects a general historic pattern. Cedar Street appears slightly different from this pattern. Residential front setbacks vary from 7 to 15 feet on the west side of the street and from 30 to 35 feet on the east side. Front setbacks of residential structures on Spring Street range between 17 and 26 feet. A small storefront on Bellemeade Street previously sat only four feet off of the street, while residences along Guilford Avenue measure 7 to 17 feet off the street.

General Physical Description

- On its eastern border, the Cedar Street area blends into the Central Business District. This section is comprised primarily of office buildings and First Horizon Park, with a small number of houses there as well.
- On the north, the neighborhood ends at historic Greenwood Cemetery, and the Fisher Park Historic district lies just beyond the cemetery.



- The northeast corner of the neighborhood is the site of the proposed Bellemeade Village, occupying a block and a half, just north of the baseball stadium.
- To the west, there is a low-lying area that has historically been a business and light-industrial area, which was served by an old rail bed that runs north to south on the border of the neighborhood.

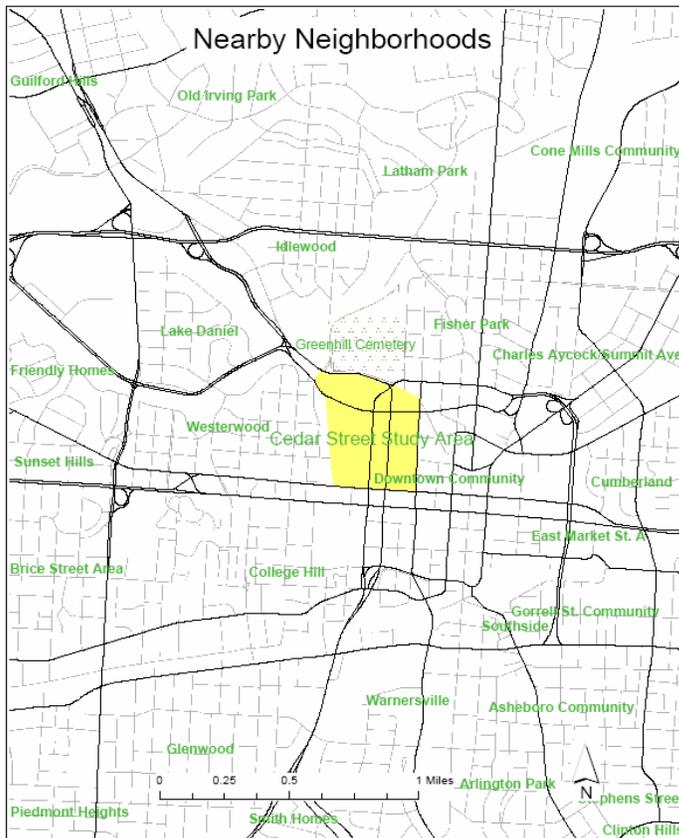


Currently, the Guilford County School Board owns a significant piece of property on this border of the neighborhood. The Westerwood neighborhood is the next neighborhood to the west.

- To the south, the Friendly Avenue and Market Street carry heavy traffic and a variety of businesses are located there. Guilford County Technical College and Greensboro College are located on the far side of West Market Street. The University of North Carolina-Greensboro (UNC-G) is located nearby, to the southwest.
- The topography of the neighborhood slopes from east to west, losing a little of 50 feet in elevation, most notably between Cedar and Prescott. A creek runs through the area on its western border, though it is in a culvert north of Guilford Street.
- Some green space exists beneath the Friendly underpass, though it is underutilized at present.

General Demographics

- Relative to adjacent neighborhoods, the population in the study is young and reflects the high renter population and closeness to two universities. Median age varies from 15-34, on Spring and Edgeworth, to 35-45 on the western end of Cedar Street.



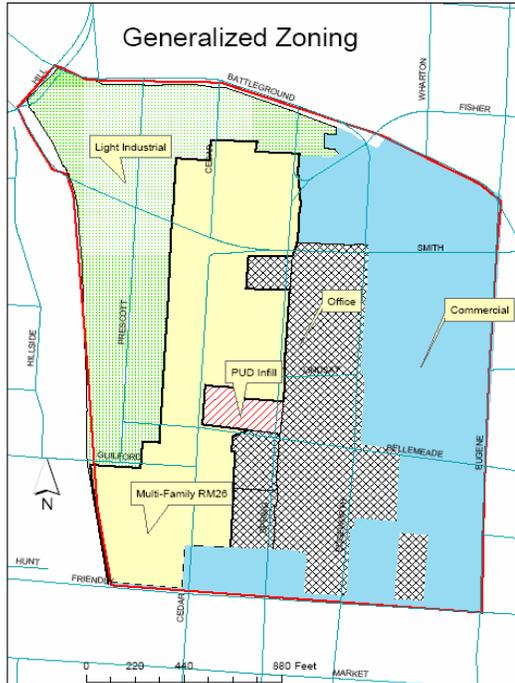
- About 17% of the homes in the Cedar Street area are owner occupied. This number has remained static from 1990 to 2000, while homeowner occupancy rates have declined 10% in nearby Westerwood and increased 5% in Fisher Park.
- Between 1990 and 2000, the census block covering of Lake Daniel, Westerwood and the Cedar Street gained \$7-\$11 million in property

value, while the block of Fisher Park, Latham Park and Sunset Hills gained \$20-\$30 million. Areas east and south of downtown gained \$1-\$4 million.

- Of single-family residences, owner occupied homes held a slightly higher tax value (\$70,000) than did rental (\$64,000).



Zoning and Land Use



- High density, multifamily zoning (RM-26) covers the residential area, or 26% of the neighborhood. Of the 99 structures in the residential area:
 - 85 were constructed as single family, detached houses, 14 as apartment buildings;
 - 34% of the detached homes are currently used as multi-family or as office.
- About half (48%) of all land in the Cedar Street area is now in commercial use.
- The western border of the neighborhood is primarily zoned Light Industrial, though it currently has few Light Industrial uses.
- Office and Commercial zoning predominate in the eastern half of the neighborhood.
- One new development is using Planned Unit Development Infill zoning to build new town homes.

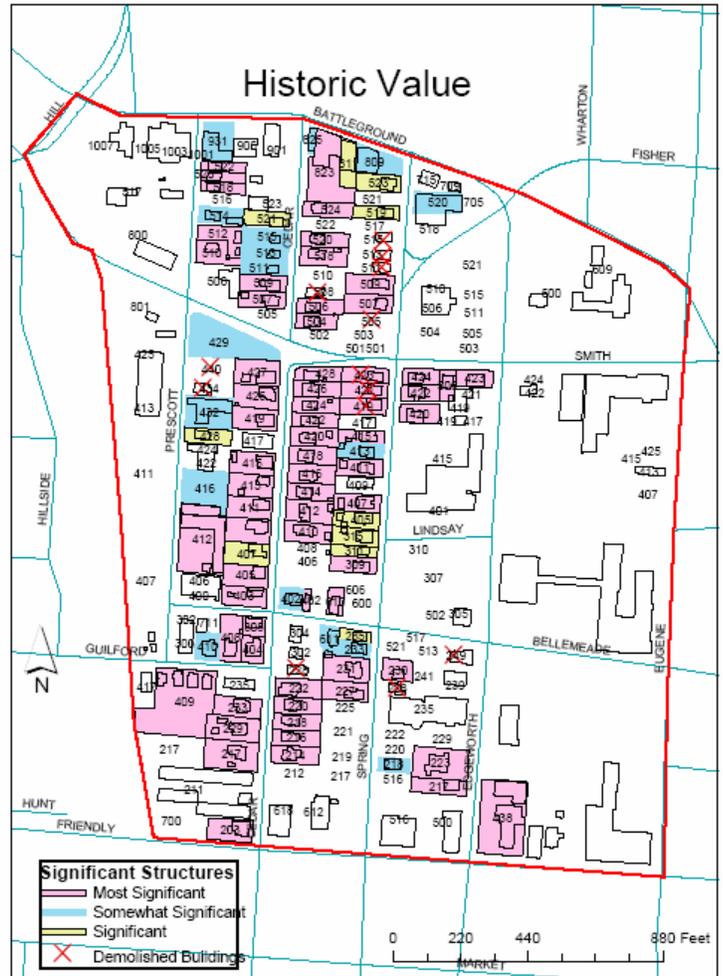
Table 2: Land Coverage of Zoning Districts

Zoning Districts	Square Footage	Percentage of Total Area
Light Industrial (LI)	911,312	29%
Multi Family (RM-26)	799,205	25%
General Office (GO-H)	568,724	18%
Central Business (CB)	467,821	15%
General Business (GB)	271,937	9%
Planned Unit Development, Infill (PUD-Infill)	49,594	1%
General Office, Conditional Use (CU-GO-M)	36,436	1%
Light Industrial, Conditional Use (CU-LI)	27,562	1%
General Business, Conditional Use (CU-GB)	7,870	>1%
Single Family (RS-7)	10,478	>1%

Neighborhood Character

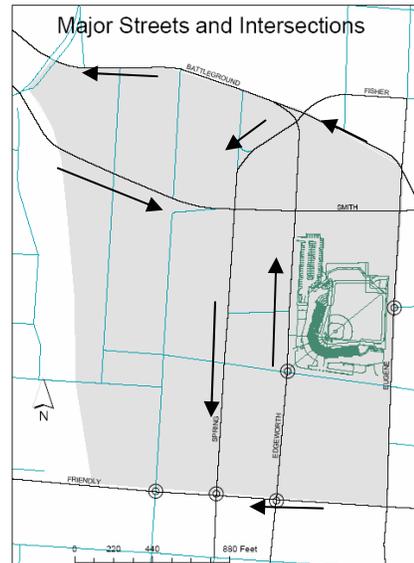
The area appears on Sanborn fire insurance maps as early as 1888.

- Three structures appear in the Greensboro Architectural Record:
 - the T.R. Aiken House at 217 N. Cedar Street(1896)
 - the Joseph F. Albright House at 229 N. Cedar Street (late 1880s)
 - Grace United Methodist Church (1925).
- According to a 2002 survey of downtown, 103 (74%) of 140 area structures in the Cedar Street area were considered “contributing” structures, meeting one of these four criteria:
 - Association with historic events or activities
 - Association with important persons,
 - Distinctive design or physical characteristics, or
 - Potential to provide important information about prehistory or history.
- The historic character of the area is defined by a concentration of historic houses rather than by a few very important structures.
- The area’s fringe has experienced more loss of historic structures than the interior, including the Ireland House to fire in 1996 and the Burlington Industries building for First Horizon Park.
- Since the 2002, 10 structures have been demolished (and another three will soon be) for new construction in a pattern suggesting that the loss of properties is now taking place throughout the neighborhood, not just on the edge.



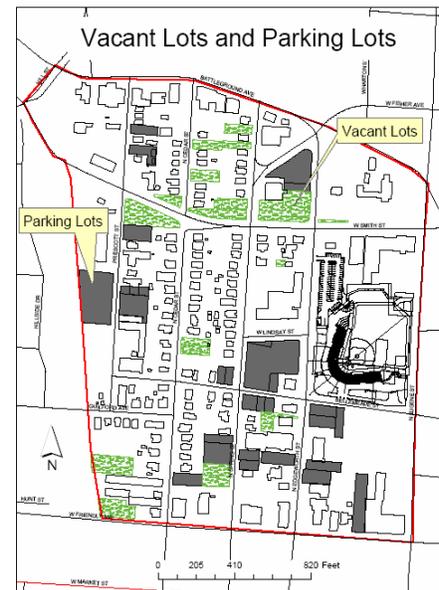
Transportation

- Traffic movement contributes to the perception that the Cedar Street area is a non-residential corridor, particularly on Spring and Edgeworth Streets.
- Speed limits on Spring and Edgeworth appear to be regularly exceeded. This impression may be increased by the lack of sidewalks and pedestrian lights, the large road width, and by the one way traffic.
- Post-2003 traffic counts show that Battleground, Eugene and Friendly are the most heavily traveled roads, followed by Smith, Eugene and Spring.
- From 1990 to 2003,
 - Spring and Edgeworth saw a 13% decrease in traffic
 - Smith Street gained 15% in traffic from 1990 to 2003
 - Cedar and Bellemeade have recently seen sharp increases in traffic.



Property Ownership and Conditions

- Since 1992, the area has seen seven rezoning proposals, five of which were approved (see appendix 1 for rezonings).
- Several properties have been substantially renovated recently.
- Guilford County (including the Board of Education) is one of the largest property owners in the neighborhood, with approximately 440,000 square feet, 40% of which is between Prescott Street and the railroad tracks. Much of this land is vacant.
- Many contiguous lots are held by single owners, including some very large pieces. These parcels create the greatest vulnerability to inappropriate development and loss of historic structures.
- About 17% of all residences are owner occupied. This percentage is higher in the center of neighborhood, but few owner occupied lots are contiguous.
- 26 properties are used primarily for surface parking, for 320,000 square feet or 7.5 acres (about 2,000 parking spaces).
- Vacant lots cover 180,000 square feet, or slightly over 4 acres.





Crime

Crime and the perception that the neighborhood is not safe were listed as a concern at public meetings. It is difficult to compare the crime rate in the study area to the City as a whole, due to the small size of the study area and the diversity of land uses (residential, commercial, office) in a small space. The graph below shows total crimes for the four different northwest downtown neighborhoods. Since the overall crime numbers are low, the differences may not represent significant trends. The increase in the overall crime rate in 2004 is spread evenly across different types of crime, with the exception of a strong increase in hit and run traffic accidents.

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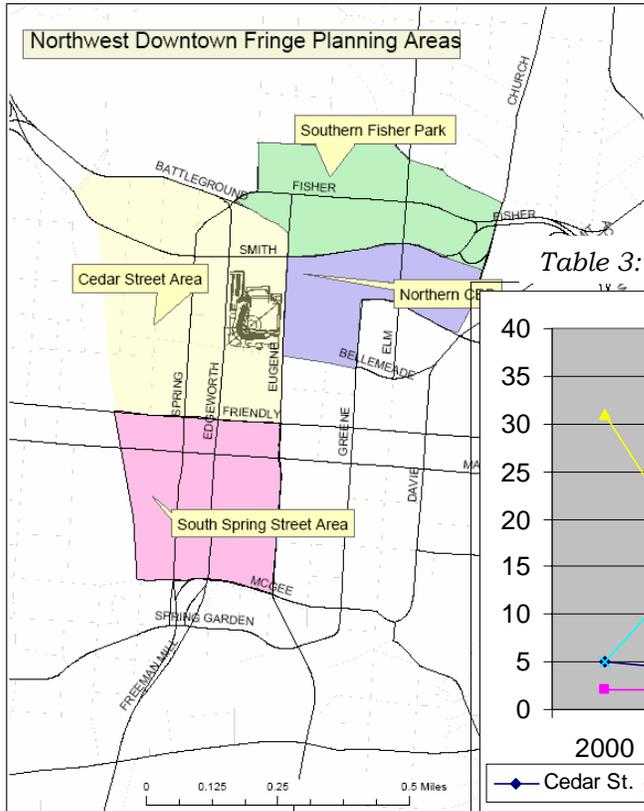
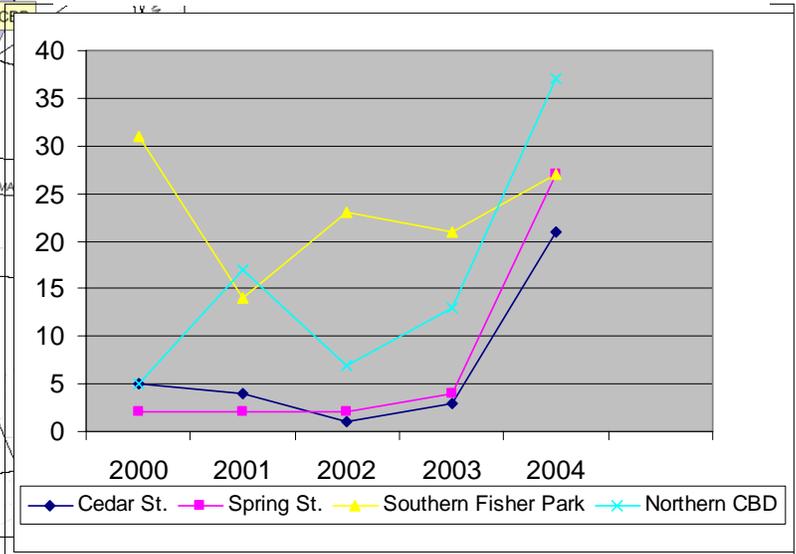


Table 3: Total Crime in Northwest Downtown Border



Despite the difficulties in making large assumptions, some general observations can be made regarding the four northwest downtown border areas as a whole:

- The largest crime category is theft, followed by hit and run traffic accidents.
- Of property crimes,
 - The burglary rate is very similar to the rate for the City as a whole (.17 per household)
 - Car break-ins occur at a higher rate in the study area, .12 per household, than for the City, at .01 per household.
- Police reports do not show a high rate of drug related arrests in the area.
- The rate of violent crime in the area is low.



Part IV Visions, Goals and Strategies

The neighborhood creates a Plan

Neighborhood Vision Statement

A vision statement is a statement of what the stakeholders would like to see in the future. This helps keep the ultimate aim of the planning process in focus. This vision statement was distilled from the comments received during public meetings.

The Cedar Street area will engage and connect to downtown and surrounding neighborhoods yet will have a strong identity of its own. Pedestrians, bicyclists, and transit riders will operate on equal footing with automobiles. The area will maintain its residential housing stock and add appropriate infill to create a rich urban environment with a diversity of residents. The Cedar Street area will be unique, identifiable and eclectic.

Plan Goals

These goals were developed after the first round of meetings, based on comments from small group sessions. Participants at the August meetings offered comments and refinements to the goals and came to consensus that the goals reflected the desires of the neighborhood. The goals are listed here as a group. The next section shows the issues and strategies that correspond to each goal. The goal's numbers do not reflect a priority or an order:

Goal #1

“Stabilize, protect, enhance and complement the existing area’s character, diversity and appearance.”

Goal #2

“Encourage appropriate future development of a variety of uses (business, commercial and residential) in the neighborhood.”

Goal #3

“Improve how Cedar Street is perceived and its visibility as a downtown neighborhood.”

Goal #4

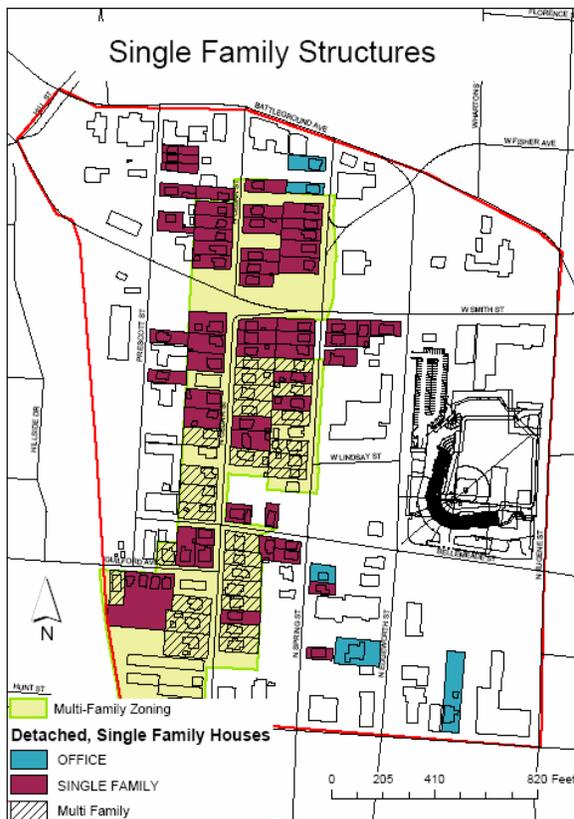
“Create a pedestrian-, bicycle-, and resident-friendly environment in the area that encourages walking to downtown, First Horizon Stadium, universities/colleges, and adjacent neighborhoods.”

Issues and Strategies: Goal #1

Stabilize, protect, enhance and complement the existing neighborhood's character, diversity and appearance.

Issues

The first goal aims to identify what makes the Cedar Street area interesting and valuable, and how to maintain those qualities as the neighborhood grows and changes. From public comments and research, what best defines Cedar Street is the residential area highlighted in the map below. This area is primarily made up of detached, single-family houses with some small apartment buildings. Although the neighborhood will continue to have a mix of uses and building types, new construction should be sensitive to the core area, and steps should be taken to prevent the demolition of residences.



Some issues this goal addresses are:

- Defining “character” and the area that is of primary concern.
- Preserving the street face, scale and residential characteristics of the core area.
- Guiding development on vacant lots.
- Encouraging investment by providing direction and stability.
- Maintaining a range of price points for residential units.
- RM-26 zoning (which allows higher density than the current housing stock can support) is not in keeping with the current scale of the area.
- A low rate of homeowner occupancy.
- Consolidation of small residential lots increases the risk of demolitions.
- Guiding City Council and boards in making decisions that will stabilize the area and create higher value in the long term.
- A lack of public green space.

Recommended Strategies

- Creating a Neighborhood Conservation District (exact area to be determined)
A Neighborhood Conservation District ensures that new construction blends in with current structures by applying design guidelines in a certain geographical area. It is one of the strategies mentioned in the Greensboro Connections 2025 Comprehensive Plan for guiding infill developments. The guidelines apply to new



construction and to large additions and control the more obvious aspects of a structure, such as the setback, fenestration (the spacing of windows and doors), height and massing (size) of buildings. The guidelines vary from one Conservation district to another, and are not as detail oriented as they would be in a Historic District.

A Neighborhood Conservation District would allow denser development and different uses and ensure that they blend in with the character of the neighborhood. The current zoning in the residential area is RM-26, which allows significantly bigger structures than currently exists. RM-26 might encourage tear-downs, particularly if lots are consolidated, in order to capitalize on the higher density by building large apartment buildings across multiple lots.

- **National Register Historic District**
A National Register Historic District would allow property owners to obtain tax credits for rehabilitation work done to houses, provided that they follow the guidelines established by the Secretary of the Interior. National Districts are different from local historic districts, in that the property owner is in no way bound to follow any historic guidelines unless they are applying for tax credits. The tax credits differ for income-producing homes. Appendix 2 explains the subject in more detail.
- **City sponsored rehab loan assistance**
There are a variety of programs used by different cities that provide lower than market rate loans for home repairs. The programs exist in a variety of formats and can be targeted to specific areas or purposes, such as encouraging home ownership or affordable housing.

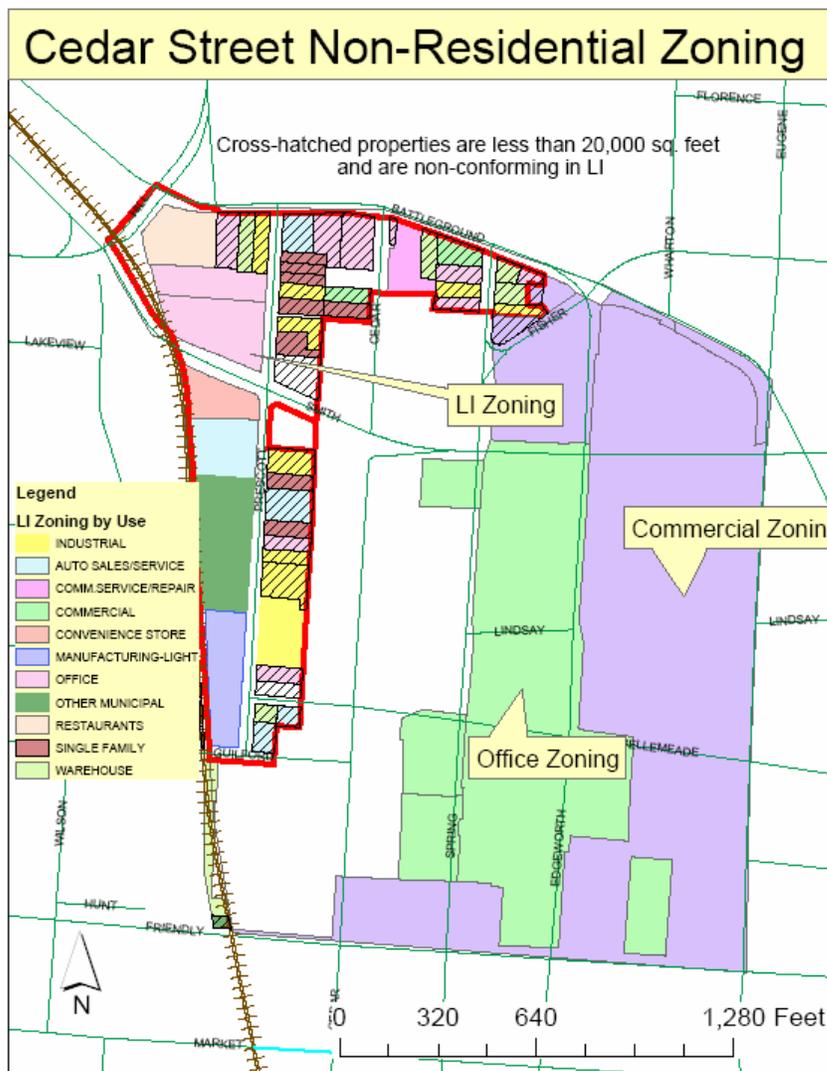


Issues and Strategies: Goal #2

Encourage appropriate future development of a variety of uses (business, commercial and residential) in the neighborhood.

Issues

This goal focuses primarily on the commercial areas surrounding the residential stock of the Cedar Street area. Commercial development should continue to be focused on the borders of the neighborhood and on major thoroughfares. These commercial areas are made up of three primary zoning categories: the western border, connecting to the Westerwood neighborhood, is zoned Light Industrial; the eastern half of the neighborhood is zoned primarily Office, with Central Business on the eastern most blocks.



The Light Industrial section is currently used by a variety of business types. Only 9 of the 50 lots in this zoning are actually used as Light Industrial, and 8 of those are non-conforming due to the size of the lots (LI zoning has a 20,000 square foot minimum size). A commercial or office zoning category other than LI that created a pedestrian friendly atmosphere would be more in line with the goals of this plan, without creating more non-conforming lots than currently exist.

A recent plan, spearheaded by The Moses Cone Wesley Long Community Health System will use the railroad bed that

runs along the western border of the neighbor as part of an urban greenway that will link several trail systems with downtown. This trail could provide important green space,



transportation alternatives, and higher visibility for the neighborhood. It could also make good use of green space under the Friendly Avenue underpass that is currently underutilized and overgrown. Property bordering the tracks is owned by Guilford County Schools and may be used in the future as a school.

The Office and Business zoning categories in the eastern section match current uses. However, the area should be more walkable, and better integrate the Cedar Street area to downtown. This section also has a large amount of parking and vacant lots, which could be put to better use. Bellemeade Village, a new development planned for the old Norhtstate Chevrolet lot will also have a large impact on the area in the long term.

- Light Industrial zoning does not match existing uses, may allow uses not suitable in the area
- Finding appropriate sites for more intense development, such as along busier streets and on fringes of residential area
- Parking lots cover 7.5 acres (approximately 2,000 parking spaces)
- Vacant lots cover slightly over 4 acres

Recommended Strategies

- Use zoning categories from the Land Development Ordinance, currently being created, that will allow office and commercial uses that are neighborhood- and pedestrian-friendly (for instance, commercial without drive thrus).
- Encourage future uses in the Light Industrial zoning that are compatible with downtown residential neighborhoods
- Partner with County government, businesses and large landowners to pursue new development on area parking lots or other underutilized spaces near major roadways
- Study the feasibility of developing large County/School lots on Guilford Avenue and along Prescott Street
- Offer technical assistance to property owners interested in development (zoning, rehab possibilities, etc.)
- Study feasibility of incentives and agreement to design standards by area property owners
- Utilize the new Urban Design position in the Planning Department to help integrate new projects into older areas
- Work with promoters of the Downtown Greenway to create a neighborhood amenity along the rail line



Issues and Strategies: Goal #3

Improve how Cedar Street is perceived and its visibility as a downtown neighborhood.

Issues

Public comments indicate that residents of the Cedar Street area feel a strong sense of community in the neighborhood, but that non-residents did not see this quality. This may be due to the lack of a neighborhood association or a readily recognizable name. The area also suffers from several properties that are highly visible and are not always well maintained, and from the high percentage of student housing that can create problems with bulk trash pickup and related items. The road network in the area also makes it difficult for motorists to see the neighborhood as a residential area. Additionally, Greensboro has historically focused on suburban or downtown development, and transitional areas such as Cedar Street are not well recognized.

- Area not perceived as a cohesive neighborhood by non-residents
- Neighborhood divided by Smith Street
- Some highly visible properties have not been well-maintained
 - Area lacks discernible boundaries, edges
 - High number student residents, with high turnover rate
 - Relatively high speed on Spring, Smith and Battleground do not allow motorists to really “see” the neighborhood
 - Area does not have an active Neighborhood Association or a readily recognized name
 - Sidewalks need improvement in some areas including bushes, trees and other landscaping that may need trimming.
- Street edges need softening



Strategies

- Encourage the residents to more formally organize, perhaps with assistance from the Greensboro Neighborhood Congress
- Pursue a Building Stronger Neighborhoods Grant from the Community Foundation of Greater Greensboro to help organize neighborhood
- Foster communication between adjacent neighborhoods of Westerwood, Lake Daniel, College Hill and Fisher Park as well as downtown community
- Pursue request of Greensboro’s Neighborhood Small Project fund for a neighborhood identified project
- Work with the Greensboro Police Department on a crime prevention program for the neighborhood
- Work with local universities to create an “off-campus living guide” to help students acclimate to living in Greensboro’s urban neighborhoods
- Create a specific program for student trash pick-up during move-in/move-out season





- Market the City’s Rental Housing Improvement Program in the neighborhood and create system of rolling violations for landlords who do not maintain property in the area

Issues and Strategies: Goal #4

Create a pedestrian, bicycle, and resident friendly environment in the area that encourages walking to downtown, First Horizon Stadium, universities/colleges, and adjacent neighborhoods

Issues

The location of the Cedar Street area was frequently cited as an asset in public meetings. However, traffic patterns in and around the neighborhood make it difficult to fully take advantage of this asset. Speeds along major thoroughfares are perceived as being high, and each has multiple lanes of one way traffic. Major changes in traffic patterns may be difficult to achieve, given the high volumes on the roads and the complexity of the interchanges, particularly on the northeast corner. The Greensboro Department of Transportation will be studying options to see how automotive traffic can be tamed but not impeded.

Improvements are also needed in pedestrian and bike access. Although the neighborhood has a good sidewalk system connecting to downtown, building design and landscaping on the eastern border does not promote walking. Improving key intersections around First Horizon Stadium is also important from a safety standpoint.

- Several key thoroughfares run through the area: Smith, Battleground, Eugene and Spring.
- The area is separated from Downtown by parking lots and buildings with blank walls.
- Connections to UNCG and Greensboro College across Market and Friendly Avenues
- Traffic and parking impacts from First Horizon Stadium
- Sidewalks run through neighborhood but may need some upgrading
- The central location of the area

Recommended Strategies



- Evaluate speed issues along key thoroughfares
- Improve sidewalks and crosswalks – particularly along Spring, Edgeworth and Friendly, to encourage safe pedestrian activities
- Evaluate existing street lighting and repair outages throughout the study area
- Study the feasibility of on-street parking on Spring and Edgeworth
- Create enhanced pedestrian crosswalk across Edgeworth at Bellemeade and other locations



Part V: Summary of Goals and Strategies

Each of the strategies below requires some degree of study to determine how it should be implemented. Cooperation between the neighborhood and many city agencies will be required. The plan lists the main agencies that are important to each step. The amount of time each strategy will take depends on the complexity of the issue and on each department's budget, resources, and work list.

Goal #1

Stabilize, protect, enhance and complement the existing area's character, diversity and appearance.

Strategies	Parties Involved	Timeframe
Create a Neighborhood Conservation District	HCD and Planning	January '06--December '06
National Register Historic District	HCD Historic Preservation Planners, Property Owners, State Historic Preservation Office	January '06--January '07
Rehab Loan Assistance	HCD	December '05--July '06

Goal #2

Encourage appropriate future development of a variety of uses (business, commercial and residential) in the neighborhood.

Strategies	Parties Involved	Timeframe
Neighborhood and pedestrian friendly commercial zoning	Planning, HCD, LDO team	January '06--July '06
Partner with large land owners to develop underutilized spaces	HCD, Planning, Landowners, DGI, Guilford County	September '06--September '09
Study development of Guilford County School Board property on Prescott	HCD, Guilford County School Board, Westerwood	October '06--October '07
Offer technical assistance to property owners interested in development	HCD, Planning	Ongoing
Study incentives and agreement on design standards	HCD, Planning, Property Owners	December '05--August '06
Add Urban Design position to City Staff	Planning	January '06--July '06
Work with Downtown Greenway	HCD, Moses Cone Foundation, Westerwood, Parks and Recreation	June '06--June '07



Goal #3

Improve how Cedar Street is perceived and its visibility as a downtown neighborhood.

Strategies	Parties Involved	Timeframe
Encourage formation of Neighborhood Association	Neighborhood, Neighborhood Information Center	January '06--May '06
Foster communication with adjacent neighborhoods	Neighborhood, Neighborhood Congress	Jan '06--December '06
Offer assistance on neighborhood identity	Police Department	February '06--May '06
Work with Police Department on crime prevention	Police Department	February '06--May '06
Work with local Universities to prepare students to live off-campus	UNCG, Greensboro College	May '06--December '06
Time bulk traffic pick-up with school semesters	UNCG, Greensboro College, Greensboro Solid Waste	May '06--December '06
Market the City's Rental Housing Improvement Program	LOE, Inspections	January '06--April '06
Participate in programs such as the Neighborhood Small Project Program or the Building Stronger Neighborhoods program	Neighborhood, HCD, Greater Greensboro Community Foundation	May '06--May '07

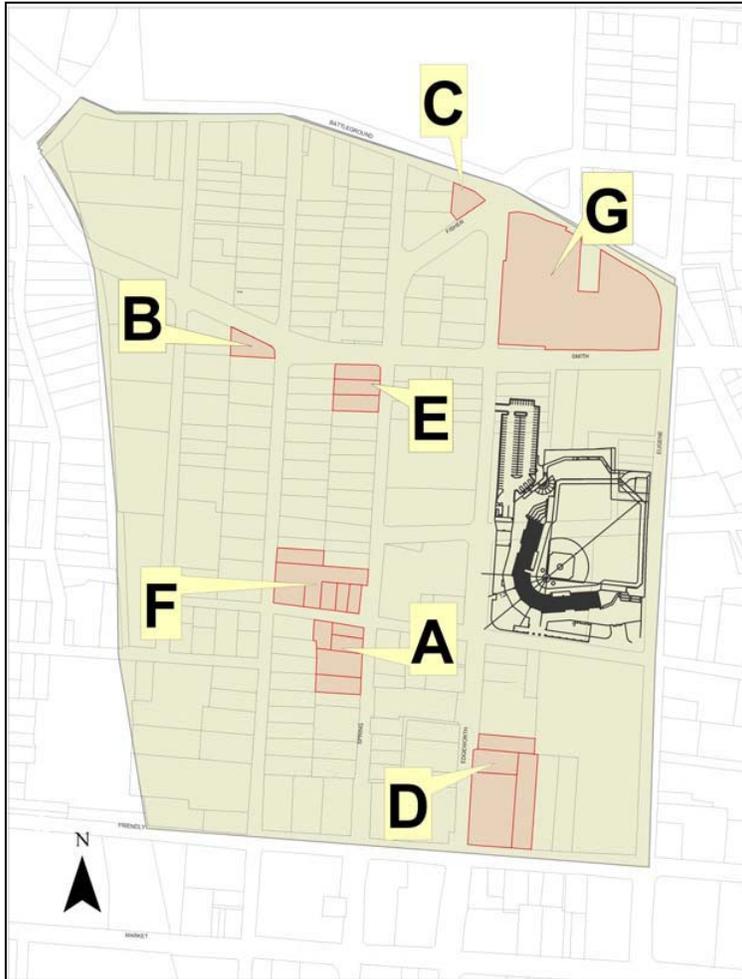
Goal #4

Create a pedestrian-, bicycle-, and resident-friendly environment in the area that encourages walking to downtown, First Horizon Stadium, universities/colleges, and adjacent neighborhoods.

Strategies	Parties Involved	Timeframe
Evaluate speeds along major thoroughfares	GDOT	January '06--June '06
Improve sidewalks and crosswalks	GDOT, Engineering, HCD	January '06--April '07
Evaluate existing street lighting and make repairs	HCD, GDOT, Duke Power	February '06--August '06
Study the feasibility of on street parking on Spring and Edgeworth	GDOT	January '06--Spring '06
Create an enhanced crosswalk at Edgeworth and Bellemeade	GDOT	May '06

Part VI: Appendices

Recent Rezoning



Recent rezoning proposals and approvals are not clustered in any particular location.

MAP Reference	Date of Rezoning Application	Change	Status
A	February 2002	Change parcel on Bellemeade from RM-26 (Multi-family) to CU-CO-M (Office)	Approved
B	April 2002	Change parcel on Smith Street from LI (Industrial) to RM-26 (Multi-family)	Approved
C	October 2002	Change parcel on Battleground Avenue from LI (Industrial) to GB (General Business)	Approved
D	June 2004	Change parcel on Friendly from GO-H (General Office) to CB (Central Business)	Approved
E	April 2005	Change from RM-26 (Multi-family) to CD-GO-M (Office)	Approved
F	June 2005	Change parcel on Bellemeade from RM-26 and CD-GO-M to CD-PDI	Pending
G	June 2005	Change parcel on Smith Street from GB (General Business) to CB (Central Business)	Pending

Table 3: Rezoning requests since 1993.



National Register Historic District Quick Fact Sheet

What is a National Register Historic District?

- The National Register is the nation's official listing of buildings, structures, objects, sites and districts worthy of preservation.
- National Register listing helps preserve buildings and neighborhoods by offering tax credits for certain work.
- The work must be done according to the Secretary of the Interior's Standards for the Treatment of Historic Properties.
- These guidelines are only enforced when the property owner pursues rehabilitation tax credits and/or a federally funded project is involved. Otherwise, homeowners are free to do as they wish.
- Buildings can be listed individually or as part of a district.
- Local historic districts are different, and are ordinances enforced by City or County government



What are the tax credits, and where can I find out more?

- Non-income producing property, including private residences, is eligible for a 30% State tax credit for certified work.
- Income producing property is eligible for a 20% Federal tax credit and a 20% State tax credit.
- Rehabilitation must be of at least \$25,000 and be completed within a 24 month period for State credit.
- To find out more, visit www.cr.nps.gov, part of the National Park Service website, or www.hpo.dcr.state.nc.us, the North Carolina State Historic Preservation Office web site.

National Register Historic Districts in Greensboro:

Fisher Park
South Greensboro
White Oak New Town
Irving Park
Hoskins House
Guilford College
College Hill
Bennett College
A&T College of NC
Downtown Greensboro
Summit Avenue



Greensboro Connections 2025 Comprehensive Plan and Strategic Plan Goals

Greensboro's comprehensive plan is an important tool for giving direction to the City's many planning actions, and represents the best interest of the City as a whole. Though The Cedar Street/Bellemeade Area Strategic Plan was created by area stakeholders to deal with local issues, it is also important that it supports and is supported by the Comprehensive plan. This list is not exhaustive but does show major areas where this Strategic Plan works in concert with the Greensboro Connections 2025 Comprehensive Plan.

Goal #1: Stabilize, protect, enhance and complement the existing neighborhood's character, diversity and appearance.

From Chapter Four, Land Use:

- 4C.2: Establish performance-based guidelines and incentives for infill locations
- 4E.3: Ensure that public and private initiatives preserve and enhance historic downtown resources.
- 4.5.2 Downtown Goal: Promote reinvestment, preservation, diversification, and selective intensification of activity in Downtown Greensboro, to reinforce its importance as the economic, cultural and civic center of the City while protecting its heritage and historic resources and enhancing its urban character.

From Chapter Five, Community Character:

- Goal: Preserve and enhance the character and visual quality of Greensboro's built environment, including historic resources, private developments, and public landscapes
- 5D.2: Support the protection of historic resources identified by the survey program through techniques such as:
 - Designation of new ...National Register Historic Districts
 - Planning, zoning, and plan review processes
 - Historic preservation easements
- 5F.2: Building on current zoning districts with established design standards (PDI, TN, PSO, etc.), improve design standards for new development to enhance community appearance and sense of place. Address both city-wide standards and context-sensitive standards for local districts within the City identified as having a special visual character.

From Chapter Six, Housing and Neighborhoods:

- 6A.1 Promote the conservation and enhancement of existing neighborhoods in a comprehensive, coordinated manner.
 - Designating neighborhoods with an established character that is potentially threatened by change as "neighborhood conservation areas"
 - Instituting regulatory changes and design standards to protect and enhance specific neighborhood character elements (e.g., special overlay districts).
- 6B.2 Explore strategies to promote rehabilitation of historic houses and buildings whose contribution to neighborhood character may be compromised by inappropriate alterations or by deteriorations, eg:



- Strategically targeting code enforcement efforts
- Making available a broader menu of rehabilitation options
- Creating streamlined procedures for negotiating with property owners who, deliberately or not, exercise “demolition by neglect” practices.

Goal #2: Encourage appropriate future development of a variety of uses (business, commercial and residential) in the neighborhood.

From Chapter Four, Land Use:

- Goal: Promote sound investment in Greensboro’s urban areas, including Center City, commercial and industrial areas, and neighborhoods.
- Policy 4A.2: Revise zoning/development codes, the permitting process and other applicable city policies by identifying and removing impediments to infill, adaptive reuse, historic preservation and reinvestment,...
- 4D.3: Provide direct action to initiate and support private investment, including land assembly and clearance, developer solicitation and selection, and construction of capital improvements.
- 4E: Promote diversification and intensification of Downtown Greensboro
- 4E.2: Create incentives for mixed use, downtown housing, and the creation of new centers of activity in Downtown

Goal #3: Improve how Cedar Street is perceived and its visibility as a downtown neighborhood.

From Chapter Six, Housing and Neighborhoods:

- 6A.1: Encouraging neighborhood identity initiatives.
- Identifying infill development sites and compatible redevelopment opportunities that would strengthen existing neighborhoods.
- 6B.3: Improve maintenance of existing housing stock

From Chapter Four, Land Use:

- 4D.4 Encourage use of financial incentives for reinvestment in historic and/or abandoned properties.

Goal #4: Create a pedestrian-, bicycle-, and resident-friendly environment in the area that encourages walking to downtown, First Horizon Stadium, universities/colleges, and adjacent neighborhoods.

From Chapter Four, Land Use:

- 4E.1: Capital investments to streets, streetscapes, infrastructure and parking.

From Chapter Eight, Transportation:

- 8.1 Overview: A balance among different modes of travel, including interconnected pedestrian, bicycle, and transit facilities and routes in addition to roadways



- 8.A Maintain a roadway network a roadway network that safely and efficiently accommodates vehicular traffic while supporting other community objectives defined in he Comprehensive Plan.
- 8A.13 Continue and enhance existing traffic calming programs and investigate new ways to manage vehicle speed, volumes and safety in and around sensitive areas.
- 8B. Develop comprehensive pedestrian and bicycle facility networks.

The Plan Overall

From the Vision Statement

- Community Character:
 - Our safe, well-maintained, livable neighborhoods meet the basic needs of residents for a clean environment; decent, affordable housing; and convenient access to quality services such as shopping, parks, schools, and community facilities.
- At Greensboro's Center we see...
 - A balanced mix of uses and activities, including employment, close-in urban housing, pedestrian-oriented shopping, and lively districts...
 - Reclaimed buildings and revitalized neighborhoods and commercial areas.
- Sustainable Growth
 - Compact development patterns that incorporate mixed land uses and densities and which encourage transit, biking, and walking as convenient alternatives to automobile use.
 - Recycled vacant sites and buildings that have been encouraged by supportive development policies.
- Community Character
 - Our standards for development quality reflect the special character we choose to maintain.
- Economic Prosperity
 - In choosing to promote employment and investment, we carefully balance the value of economic development, and its benefits to all Greensboro citizens, with the protection of natural resources and community character.



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City of Greensboro Staff

City Manager's Office

Mitchell Johnson, City Manager
Ben Brown, Assistant City Manager, Economic Development

Housing and Community Development

Andy Scott, Director
Sue Schwartz, FAICP, Chief of Neighborhood Planning
Caroline Wells, AICP, Project Manager
Stefan-leih Geary, Preservation Planner
Mary Beth Kerns, GIS
Russ Clegg, Staff

Department of Transportation

Chris Spencer

Planning

Dick Hails, AICP, Director
Heidi Galanti, AICP, Comprehensive Planner
Bill Ruska, AICP, Zoning Administrator
Ben Woody, Planning Specialist
Katie Herring, GIS