



Welcome!

City Council
March 7, 2023

The logo for czb, featuring the lowercase letters "czb" in white on a blue square background.

czb

The plan for today

1. Introductions
2. Project **overview**
3. A conversation about the trajectory of the city, the “**Big Things**” or the challenged that you feel the city is facing
4. Next Steps

Steering Committee



1. 25 members selected through an application process
2. The role of the steering committee is to guide the plan and build support for the various topics, approaches, and policies outlined in the comprehensive plan. It will work alongside the consultant team, city staff, and other local leaders while engaging the public for feedback throughout the project.
3. 6 meetings throughout the process, including this week
4. Spaced approximately 6-8 weeks apart
5. 90 to 120 minutes

Project and Process Overview

What are we producing?



City of High Point Comprehensive Plan

- Long-range plan for the City of High Point
- Establishes the community's vision
- Sets general direction but does not determine it
- Neither confers nor grants vested land use rights, but serves as the foundation for zoning and development regulations
- Helps guide investments by the City

What's behind a great comprehensive plan?



It gets the
“Big Things”
right

It plans for
what is
known

It creates a
decision-making
framework for
what is unknown

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC JAN FEB MAR

PHASE 1
**Analysis and
Key Issue
Identification**



PHASE 2
**Vision,
Values,
Principles and
Priorities**



PHASE 3
**Refinement,
Finalization
and Adoption**



How are we
producing it?

**Steering
Committee**

Meetings week of

#1

MAR
6

**WE
ARE
HERE**

#2

APR
10

#3

JUL
17

#4

SEP
18

#5

NOV
6

#6

JAN
22

#7

MAR
22

How will the broader public be engaged?



Kitchen Table Conversations

By Steering Committee members, with direction from czb, at select points during the process



Online Survey

Month-long online survey at a critical juncture in the project

JUNE



Open House "Road Show"

Series of open houses throughout High Point over the course of selected week in:

APRIL JULY NOVEMBER*

* Single Public presentation



Online Feedback

Online public feedback available through the project website 24/7

**March 2023-
March 2024**

How will the broader public be engaged?



highpoint2045.org

The screenshot shows the homepage of the High Point 2045 Comprehensive Plan website. At the top left is the logo and a text block: "The High Point 2045 Comprehensive Plan is our opportunity to envision the next generation of development and investment across our city." Below this is a green button that says "Sign up for eNews". A navigation bar contains four tabs: "PROCESS", "TIMELINE", "GET INVOLVED", and "PROJECT TEAM". The "GET INVOLVED" tab is active, showing a welcome message: "Welcome to High Point 2045, a community-wide planning effort to create a stronger, more sustainable, and vibrant City." Below this is a paragraph about the history of comprehensive planning in the city and a link to "What is a Comprehensive Plan?". This link leads to a section with four icons and text boxes explaining the concept of a comprehensive plan.

HIGH POINT 2045
COMPREHENSIVE PLAN

The High Point 2045 Comprehensive Plan is our opportunity to envision the next generation of development and investment across our city.

Sign up for eNews

PROCESS TIMELINE GET INVOLVED PROJECT TEAM

Welcome to High Point 2045, a community-wide planning effort to create a stronger, more sustainable, and vibrant City.

Since the adoption of the City's first comprehensive plan in 1928 it has continued to produce comprehensive planning documents on a regular basis with plans being adopted in 1947, 1958, and every decade after that up to the City's current land use plan, which was adopted in April 2000.

It's time to renew the community's vision and craft a plan to achieve that vision.

What is a Comprehensive Plan?

- Icon 1:** A comprehensive plan is a long-range decision-making guide that establishes the general direction for policymaking and public investment for the next 20 years or more.
- Icon 2:** It includes a conceptual roadmap for growth and development and provides the foundation for zoning and other land development regulations.
- Icon 3:** The community's vision, which is rooted in its values, guides the city's future but does not determine it.
- Icon 4:** The comprehensive plan will articulate community priorities and identify the actions to help realize the community's vision.

This section of the website is titled "HOW CAN I GET INVOLVED?". It features a main heading "Get updates delivered to your inbox to stay informed about ways you can get involved." Below this is a paragraph about upcoming open houses and online surveys, and a link to "Sign up for eNews". To the right is a small image of a person at a computer with a "Welcome to High Point" sign. Below the main heading is a section titled "HIGH POINT'S PLANNING PROCESS: Shaping Our Future". This section is divided into three phases, each with an icon and a brief description of the activities involved.

HOW CAN I GET INVOLVED?

Get updates delivered to your inbox to stay informed about ways you can get involved.

In the coming weeks, open houses and online surveys will be announced.

Sign up for eNews and get updates delivered to your inbox. We'll send you news and updates on ways you can add your voice to the conversation and help shape High Point's 2045 Comprehensive Plan.

Sign up for eNews

HIGH POINT'S PLANNING PROCESS

Shaping Our Future

- Phase 1: Analysis and Key Issue Identification**
We will learn about the **key issues and trends** that have been shaping and are likely to continue to shape High Point.
- Phase 2: Vision, Values, Principles and Priorities**
We will engage High Point's stakeholders and identify the **core values** that will help shape how decisions are made in High Point. We will use those values to craft **planning principles** to help guide our actions. We will develop a **vision for the future** expressed by what we value and apply our principles to choices, and what we prioritize.
- Phase 3: Refinement, Finalization and Adoption**
We will **develop a plan** that is implementable with **strategies** to achieve well-defined outcomes. We will **translate our long-term vision** into investments, policy changes, new or modified programs, and new or modified ways of getting things done.

What we hope to accomplish today

The
planning
process
begins in
earnest



What
“Big Things”
motivate you,
and why?

What are your
priorities, and
how do you
arrive at them?

Preparation to
**engage others in the
community** on these
same questions





The Big Things



What are the 'Big Things' this planning process should address, and how would you prioritize them?



What is so important that it will likely play a lead role in determining whether the city is a better place in 10 years?

Next Steps



1. This trip we are:

- Meeting with stakeholder groups
- Meeting with City Council and the Planning and Zoning Commission
- Touring the City
- Meeting with the Steering Committee
- Meeting with Senior Staff

2. **First Open House Road Show is scheduled for week of April 10th.** Will be promoting on the website. Please share within your networks

- [Sign-up for eNews via the www.HighPoint2045.org](http://www.HighPoint2045.org)

3. **Next round of meetings:** Week of April 10th



Thank you

March 2023 Project Launch

