



HIGH POINT 2045

COMPREHENSIVE PLAN



July Open House Roadshows

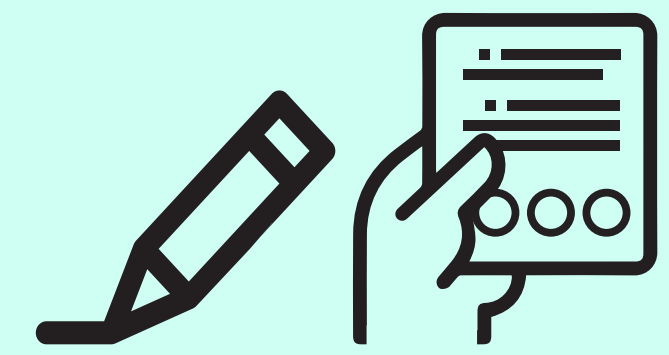
Welcome!

This Open House is a drop-in event and will not include a formal presentation or speeches. You are welcome to come and go at your own convenience and spend as much time as you need at each of the posters.

There will also be an online version of the open house available for those who could not make it in person. Check the website for more information.

Here's how to get started:

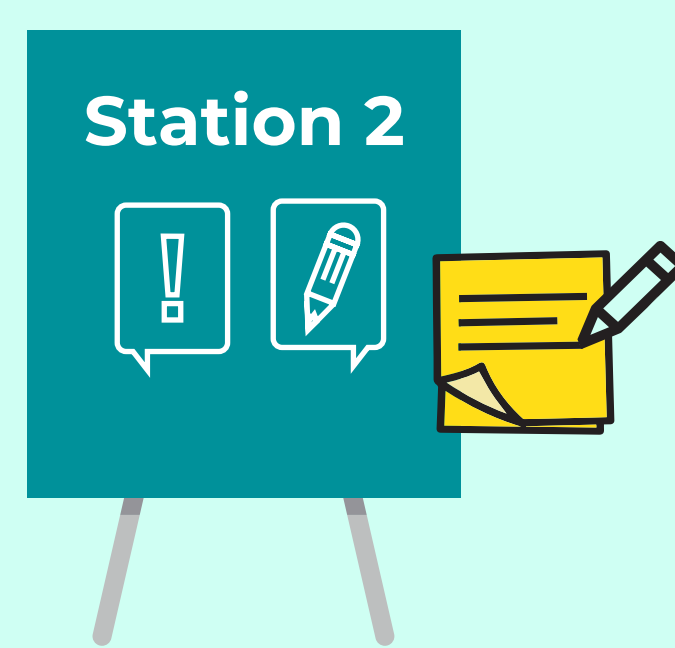
1. **Sign in at the registration table** to get your handout and stickers.



2. **Begin at Station #1 and work your way through Station #4** at your own pace and convenience.



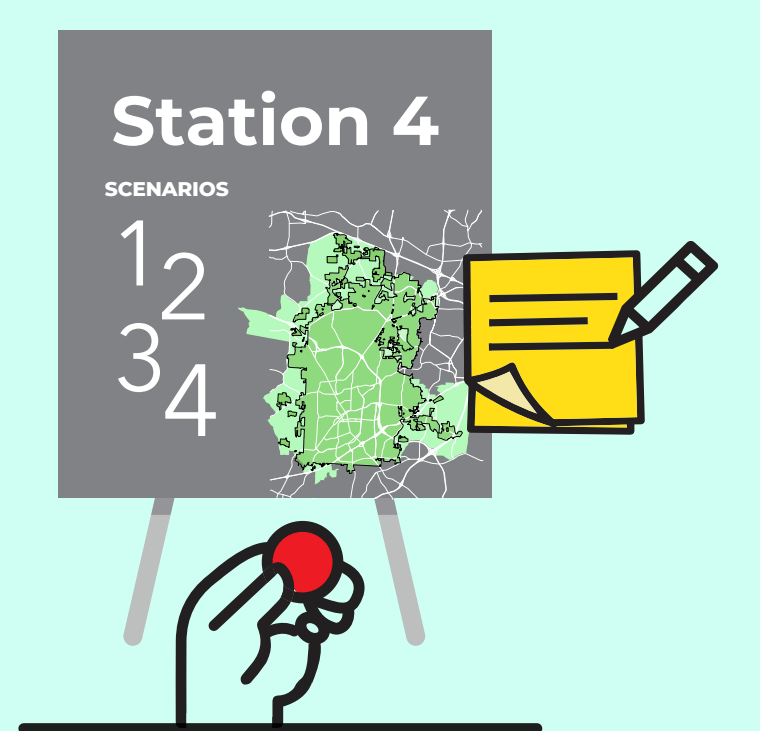
STATION #1
Overview of
High Point 2045



STATION #2
Draft Values
and Planning
Principles
Use your
Post-it notes

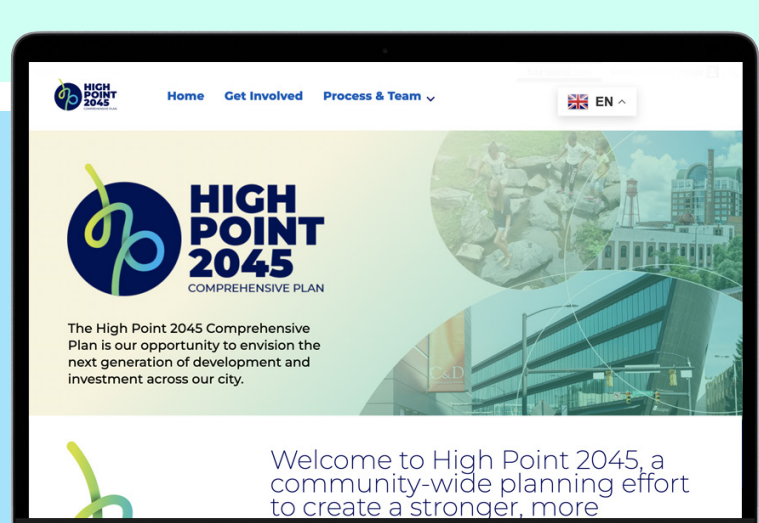
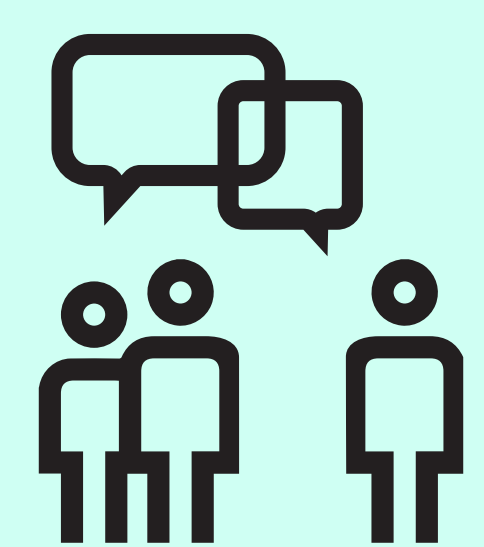


STATION #3
"Big Things"
Use your
Post-it notes,
blue, green and
yellow dots



STATION #4
Scenario
Planning
Use your red
dot

3. **Don't hesitate to ask project representatives questions or talk about issues** that are important to you and your neighbors.



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City of
High
Point, NC



Planning
Consultants





STATION #1

What is High Point 2045?

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



A community-driven process

The High Point 2045 process is informed and guided by the High Point community through several methods of engagement.

A 23-member **steering committee of local stakeholders** is working closely with project consultants throughout the process.

Steering committee members are hosting **Kitchen Table Conversations**—small, facilitated discussions that will aid the identification of important issues and how the community makes decisions.

Online survey in September will seek broad public feedback on important questions that will shape the plans.

Open houses (in-person and online) in April, July, and November of 2023 and January 2024 will provide an opportunity for residents to learn about the planning process and have in-depth conversations with steering committee members and project consultants about issues important to them.



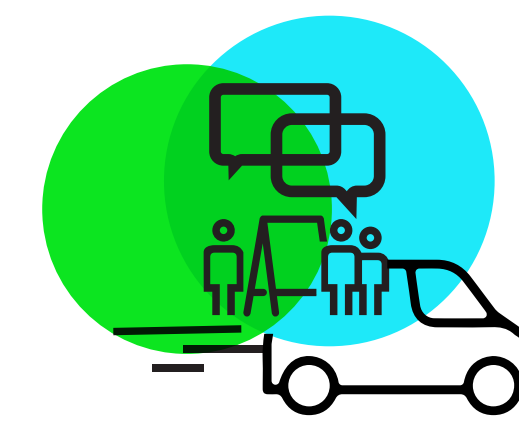
Steering Committee



Kitchen Table Conversations



Online Survey



Open Houses

Overview

Through the crafting of the implementable plan that reflect widely shared values and the community's top priorities, High Point 2045 will provide leaders and organizations throughout the community with tools for making consistent, well-informed, and strategic decisions with their resources to achieve well-defined outcomes.

Over the 15-month process, the High Point 2045 Comprehensive Plan will be created

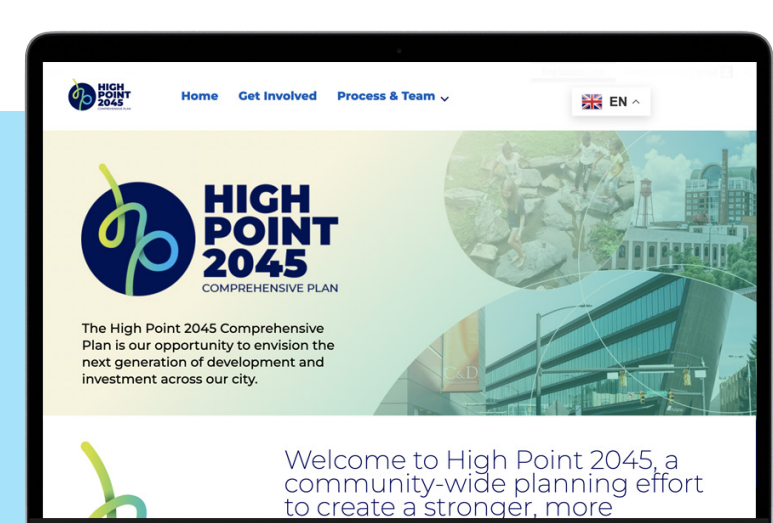
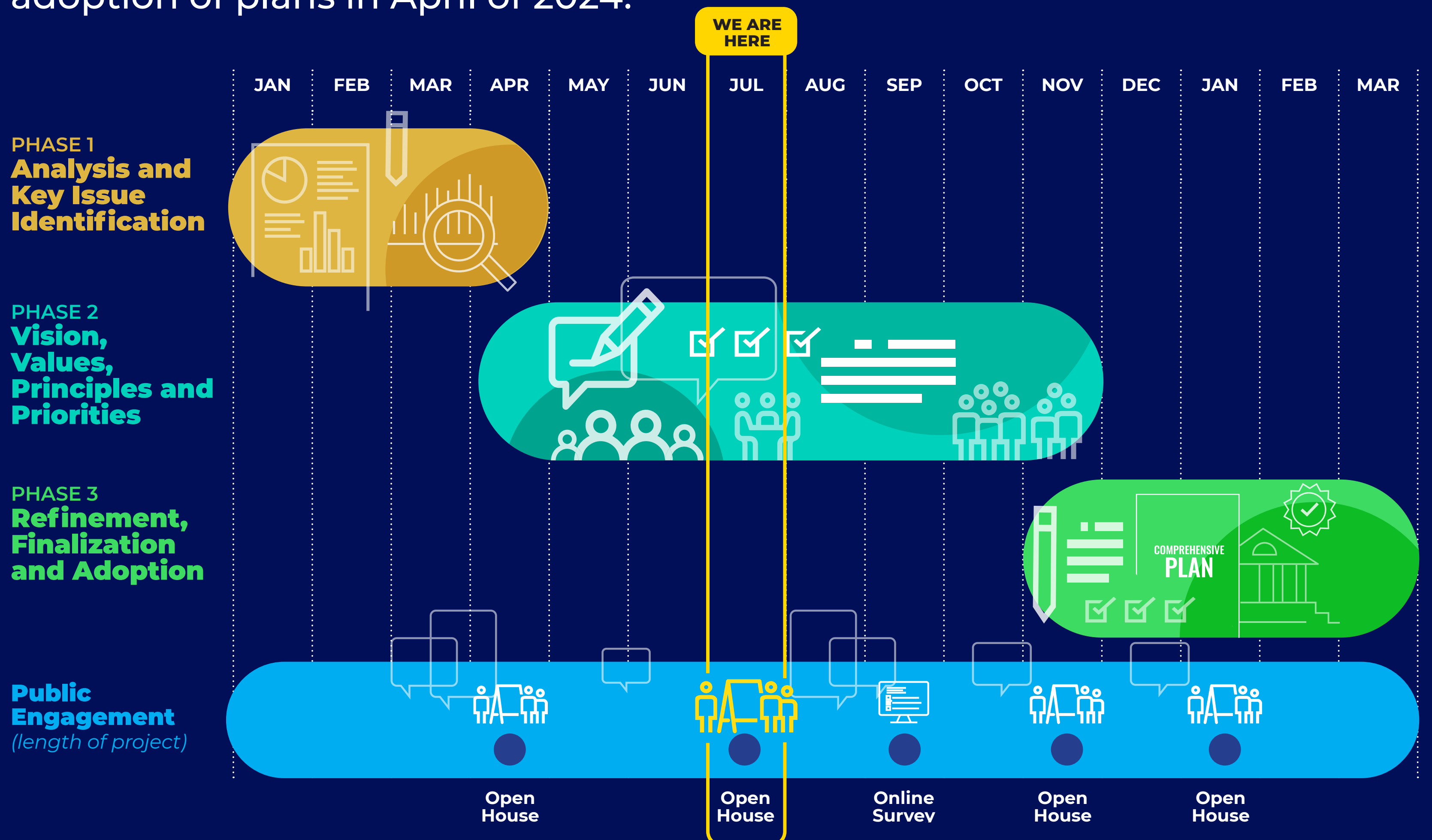
High Point 2045 Comprehensive Plan

At the core of High Point 2045 is the development of the new High Point 2045 Comprehensive Plan—a long-range planning document that will provide High Point with a vision for the future and a path towards that vision. Clear priorities and goals, realistic implementation strategies, and a values-based decision-making framework will be core features of the plan, which will replace the previous comprehensive plan from 2000.

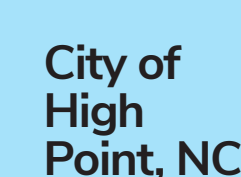


Timeline

Three overlapping phases are being used to organize High Point's planning process, which will take place over the 15 months between January 2023 and April 2024, culminating in the finalization and adoption of plans in April of 2024.



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What's behind a great comprehensive plan?

Comprehensive plans provide the legal basis for enacting and enforcing zoning regulations and other policies that shape where and how development happens. In North Carolina, local planning and zoning are enabled by North Carolina General Statutes, Chapter 160D.

More broadly, comprehensive plans have the potential to provide county and local governments with strategic direction on any number of issues that are deemed important. **Three hallmarks of great planning, however, determine whether a plan becomes truly useful on a day-to-day basis or is likely to collect dust.**



It plans for what is known

A great plan creates clarity around trends and issues that are measurable, allowing a community to make well-informed choices that are likely to achieve desired outcomes.



It gets the 'Big Things' right

A great plan identifies a few issues that are so important to a community's future that they require focused attention and resources to ensure they are handled correctly. When attention is scattered or resources are spread too thin, inaction or half-measures become the norm.



It creates a decision making framework for what is unknown

A great plan recognizes that the unforeseen happens everyday and provides a decision-making framework (tied to core values) for circumstances that cannot be predicted.

How does a plan become reality?

If the City Council and other community leaders are truly willing to make decisions consistent with the comprehensive plan, it will be reflected in the following:

Capital Improvement Plan (CIP)

CIPs involve the annual allocation of resources to pay for improvements to public facilities, equipment, and infrastructure. The comprehensive plan should provide significant direction for CIPs.

Land Use and Design Regulations

The comprehensive plan is the legal basis for the zoning code, which determines land use, density, and other characteristics of the built environment. After the plan is adopted, the code should be updated to reflect the plan.

Housing and Neighborhood Policy

Goals related to housing can be realized through the zoning code, as well as the allocation of resources to encourage specific types of investments in new or existing housing.

Economic Development Policy

Actions to promote economic activity of specific types and in specific places—to create jobs, build the tax base, or provide desired services—can be molded to reflect goals, trends, and conditions described in the plan.

Transportation and Infrastructure

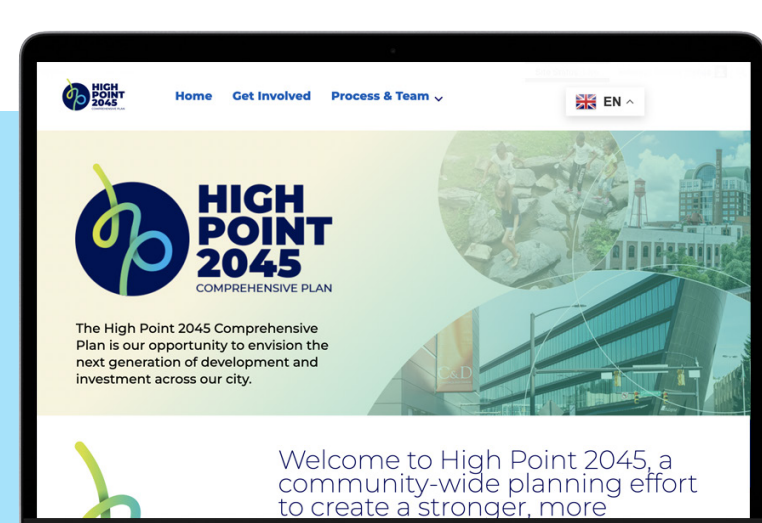
The comprehensive plan should influence how federal, state, and local transportation and infrastructure dollars are allocated to improve conditions, boost capacity, or change how infrastructure is used.

Parks and Recreation

The CIPs, general fund, and zoning code can all be used to support investment to or expansion of parks and recreational facilities to meet quality of life goals expressed by the plan.

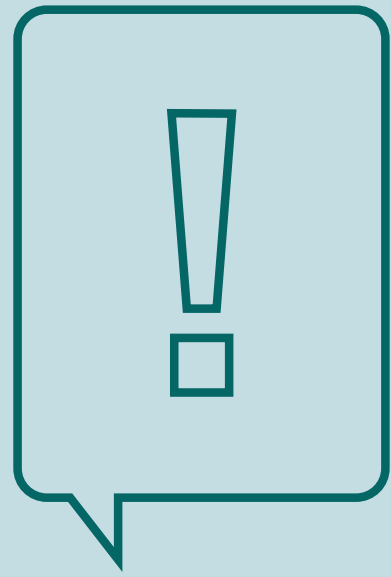
Small Area Plans

The comprehensive plan cannot provide detailed direction for what should happen on every block. But subsequent plans or updated plans for specific neighborhoods, corridors, and communities can be developed to apply the overall goals of the comprehensive plan at a more granular level.



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How will we make decisions?



DRAFT Core Values

Our core values are deeply-held, widely-shared beliefs that serve as building blocks for our vision of the future. They reflect what we are willing to defend and fight for as well as what we aspire to be. We're at our best when we act in ways that are consistent with these values.

We are committed to **being...**



an **inclusive** community

We will consider **voices and perspectives** from as many citizens as possible to ensure that ownership of what we achieve is shared.

Our actions will reflect a commitment that **progress is evident** throughout our city.



an **entrepreneurial** community

We will be innovative, flexible, and adaptable to **become a resilient and future-driven city.**

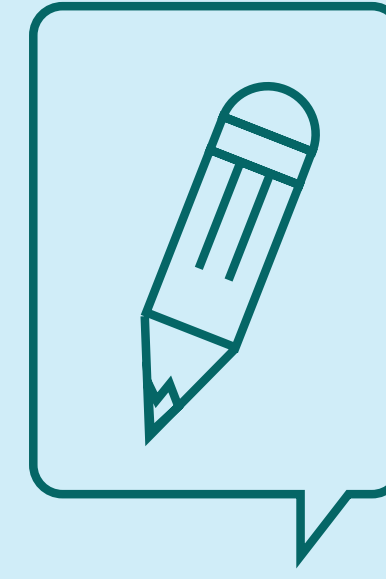
Our decisions should continue to reflect our **enterprising spirit** and that we are willing to seize opportunities.



a **creative** community

We might look to other communities to learn what worked for them and what may be helpful to us, but we will not shy away from **viewing things from a new perspective and being innovative in our own right.**

Our decisions will reflect our commitment to **explore and try new** approaches and solutions to familiar issues.



DRAFT Planning Principles

Our planning principles guide our decisions and help us translate our values into actions. HighPoint2045 includes four basic principles to consider as decisions are made to ensure adherence to the community's core values.

Support critical thinking and strategic risk-taking

Being an entrepreneurial community requires a **willingness to take calculated risks.** There is not reward without some risk.

Decisions we make should **acknowledge the realities of risk**, include necessary **mitigation measures to manage risks**, and reflect a commitment to **learning from our actions.**

Strategic risk is knowingly assuming a risk because it is believed that the **potential reward outweighs the potential downside.**

Work together and include all voices

Include **more voices** and look to **distribute opportunities equitably.**

Decisions should reflect a commitment to including voices from throughout the city **before final decisions are made.** This will help **build connections and trust** within the community.

Set standards that will move us forward and make us proud decades from now

Quality of place is an important factor in people choosing where to live or spend time. We must establish standards that improve quality of place to ensure that we **build a city that attracts the next generation** of citizens and businesses.

Holding ourselves to **high standards builds pride within the community**, expresses pride to visitors, and ensures the durability of the investments we make.

Build and celebrate our own identity

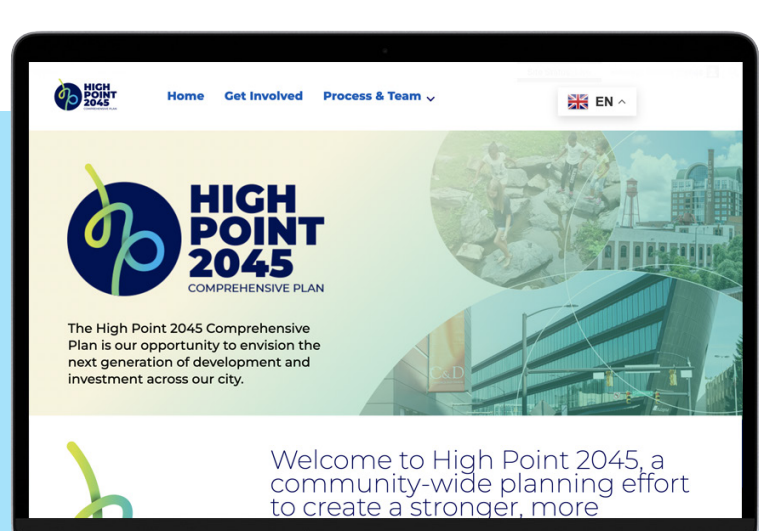
The furniture industry has a long tradition of being a significant contributor to our economy and our identity. We must **nurture** it while **diversifying beyond it.**

Leverage our assets and build unique characteristics that **establishes our identity** within the Piedmont Triad.



Post your feedback below

What do you think about these proposed core values and planning principles? If you have comments or suggestions, please write them on a Post-It note and leave it here:



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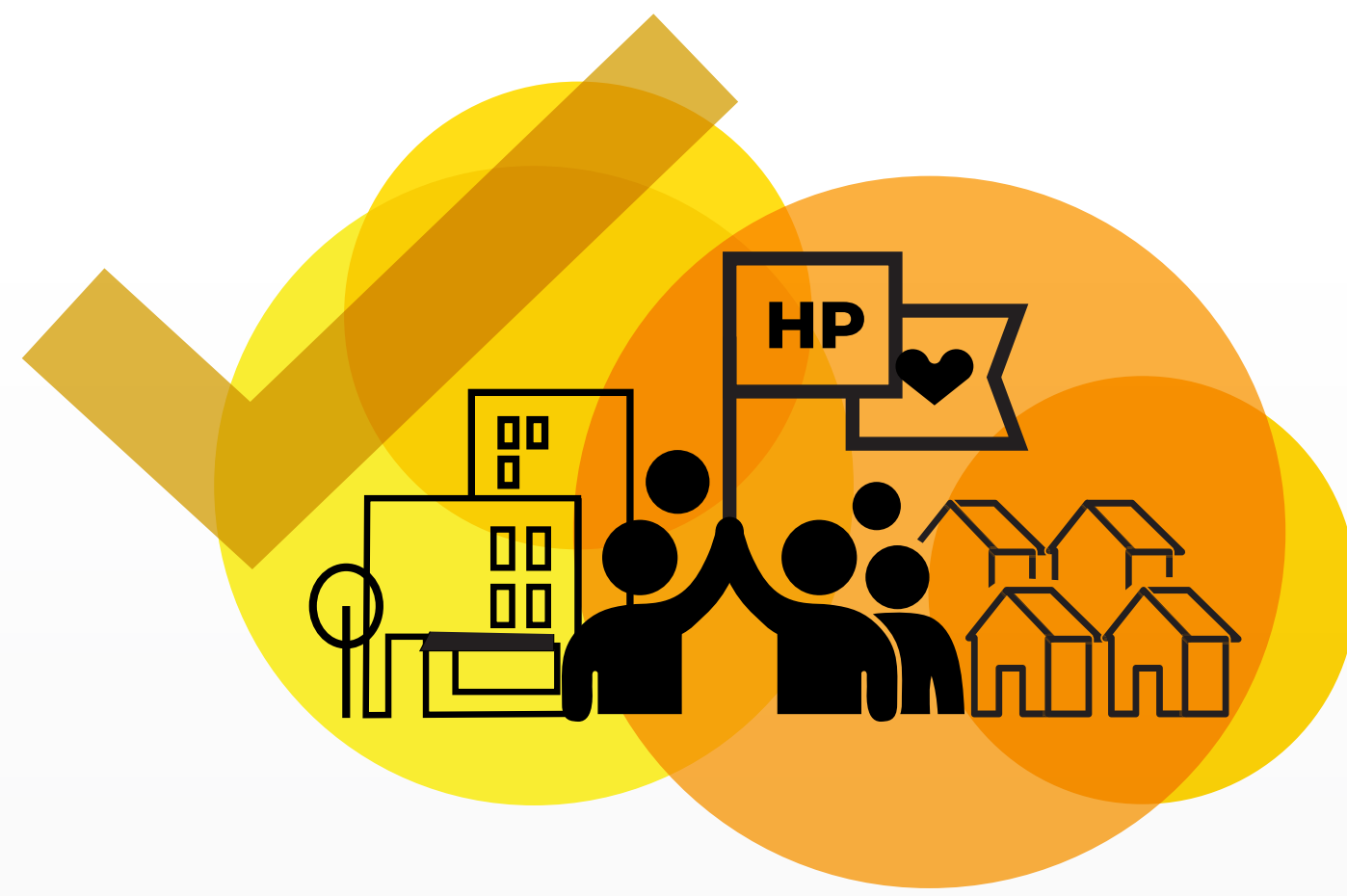
What do these 'Big Things' mean?



Three priority issues, or 'Big Things', have emerged based on feedback from the HighPoint2045 steering committee, Kitchen Table Conversations hosted by committee members, the in-person Open House Roadshow that took place in April, and the online open house that was available for four weeks over the course of April and May.

Each priority is broad in scope, touches numerous other issues directly or indirectly, and has a central role in quality of life for residents and determining community competitiveness and vitality.

Feedback from the July Open House Roadshow will aid in defining these issues and identifying specific outcomes the community would like to achieve—which will help inform the development of strategies.



Cultivate a sense of community and unity

- There is a widespread sense that the city is disconnected and there is a north/south divide that creates **what feels like two different cities - economically, racially, quality of infrastructure, provision of amenities, and other physical and social characteristics.**
- Some people believe that the city is not just divided between the north and south but is compartmentalized to the point where it feels like three or even four small cities.
- These disparities in High Point, and the corrosive impact they have on a shared sense of community in the city, did not take shape overnight and will not dissipate overnight. **Recognizing these disparities is the first step in the right direction.**



Strengthen the sense of place and economic vitality of downtown

- A large portion of downtown High Point feels desolate. The Market contributes to this inactivity because the show takes place a few weeks each year but consumes more than 11.5 million square feet of space in more than 180 buildings. Many people do not understand why these buildings, at least the first floor, can't be activated when the Market is not taking place.
- **The reality is that there is much going on in those buildings throughout the year, but it is not generally visible to the public.** The Market is complex and critical to the local economy. **Although it contributes to the desolate condition downtown it is not the only cause or the only solution.**
- **Downtown is in the process of being re-envisioned and rebranded.** New zoning is in place to help facilitate this new direction. These things are a step in the right direction but much can be done in regards to improving the look and feel of the streets and building the critical mass necessary to create a vibrant downtown that coexists with the Market.



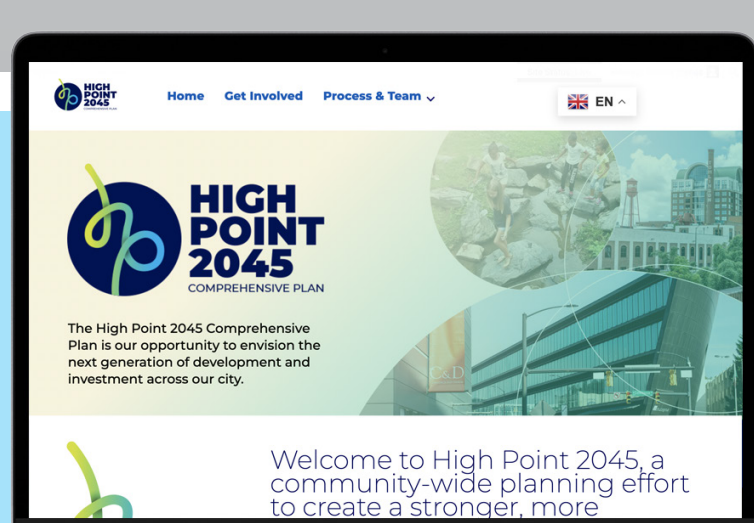
Diversify transportation modes and land uses

- Throughout the planning process participants made it clear that they want a more connected city. There is a widespread sense that **walkability and bikeability is insufficient in many parts** of the city and that the **integration of transportation and land use is falling short** for many people – especially for those who cannot or choose not to drive or own a car.
- Cities are comprised of all types of people with different preferences and needs and city transportation and land use policies should reflect that.
- Transportation and land use are inextricably linked. When homes and workplaces are near stores and parks, walking, biking, and transit are made possible and convenient. This **integrated approach can help to not only expand mobility options but can also work to reduce long-term infrastructure costs, lower greenhouse gas emissions, and preserve open space.**



What do you think about this set of priority issues? Do they reflect what you see as priorities in High Point? Or is something missing?

Post your feedback below



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WHAT DO WE KNOW?

An assessment of High Point's transportation infrastructure shows significant gaps or deficiencies in the overall multimodal transportation network.

Based on meetings with local stakeholders and members of the public that participated in the April Open House Roadshow, there is a widespread sense that High Point has a high dependency on the car and getting around by other forms of transportation, such as bicycles, public transit, and walking is difficult if not impossible in many areas. Although High Point has a complete streets policy that aims to create streets that accommodate driving, walking, biking and transit use, facilities for modes other than driving are the first to be cut when budgets get tight.

Bike Lanes

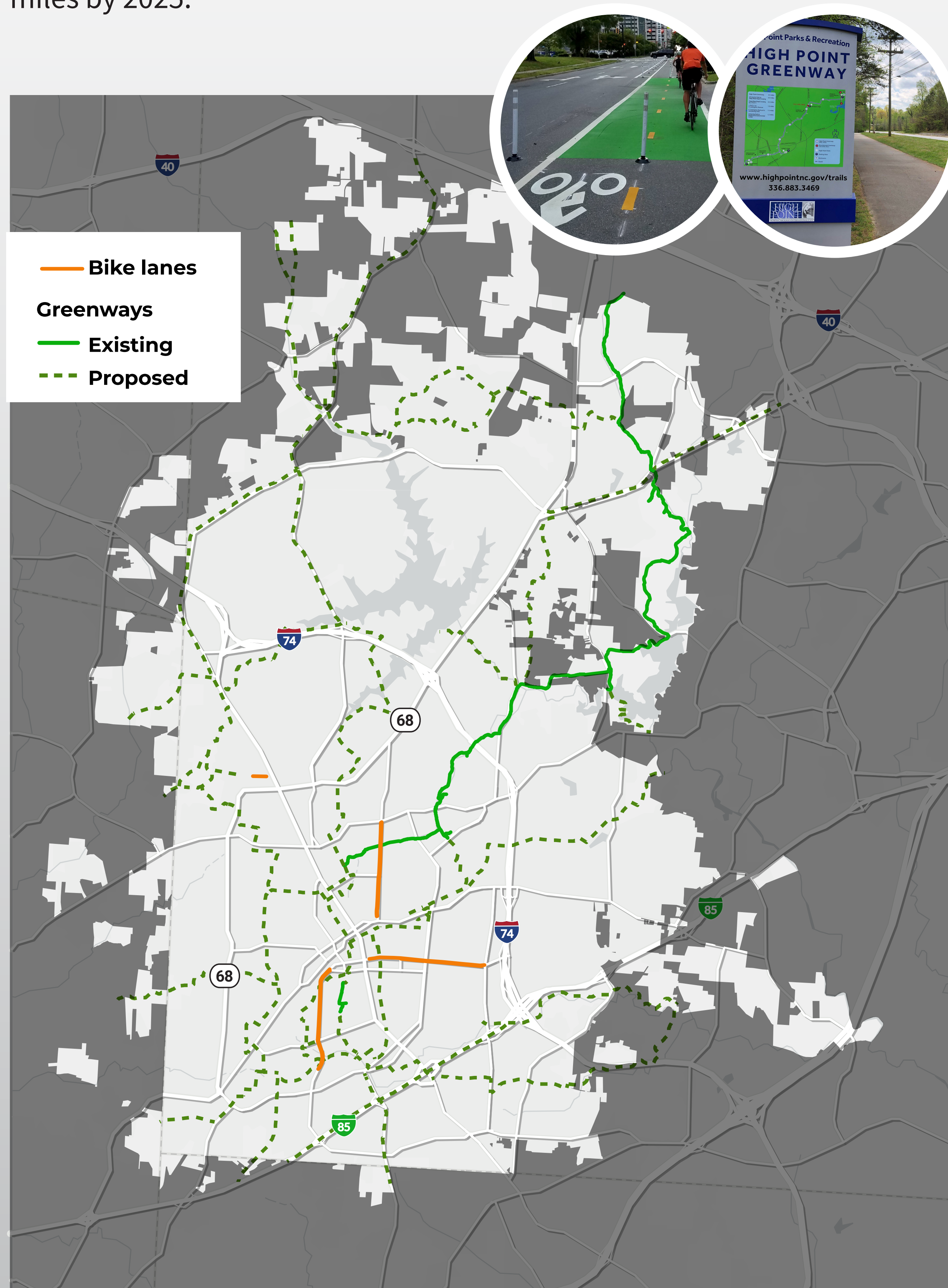
High Point has approximately 7 miles of bike lanes which are limited to a few streets near downtown. In comparison, the City of Greenboro has 62 miles of bike lanes with the goal of 77 miles by 2025.

Greenways

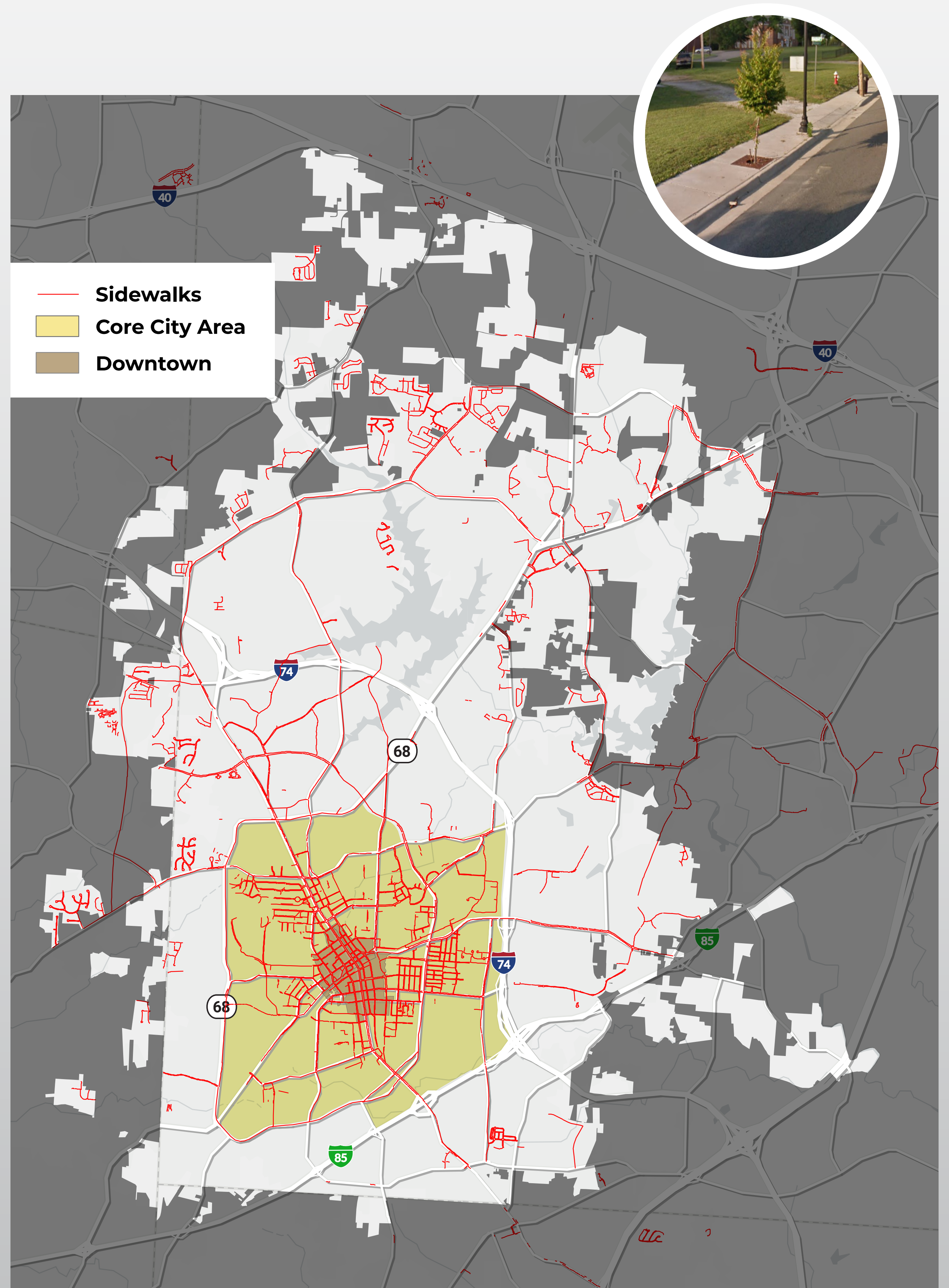
High Point has recently received grant money that will help to expand the Greenway system. Greenways and trails are often important components in the recreation system but typically do not provide the same transportation benefits that multi-modal streets do.

Sidewalks and Core City Area

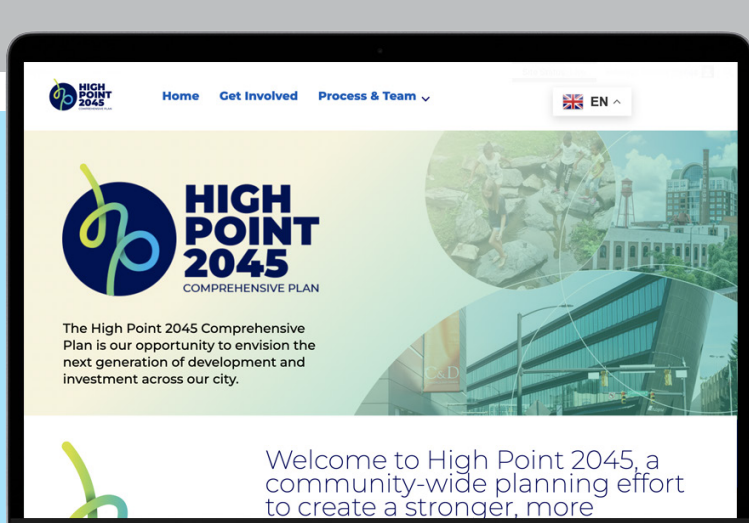
Much of the sidewalk network in High Point is in the neighborhoods adjacent to downtown. This area includes some of the densest residential development in the city and offers relatively easy access to the nearby amenities. An assessment and maintenance plan should be considered for all sidewalks as well as a plan to connect the missing links throughout the city.



Source: City of High Point GIS database.



Source: City of High Point GIS database.



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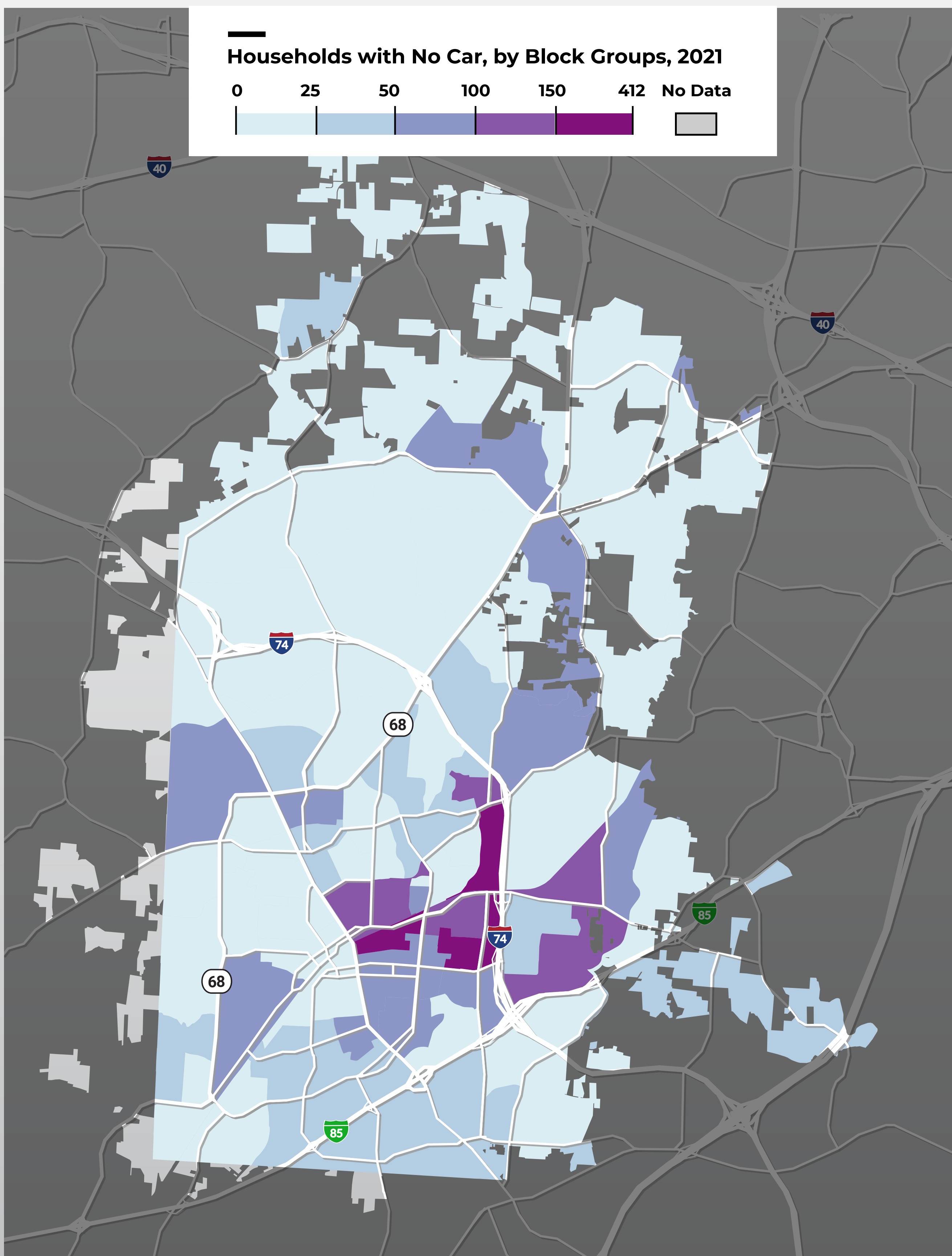
WHAT DO WE KNOW?

Multimodal transportation is most successful when the links between each mode are easily identifiable and accessible – where one mode ends, another begins seamlessly.

Public input to date indicates support for improved trail connections and a more efficient transit system – offering alternatives to dependency on a personal vehicle. Connecting future trails, bike lanes, and the sidewalk network is essential to ensuring the viability of non-motorized transit. The next step is to ensure this mode effortlessly connects to the public transit system's routes and dedicated bus stops.

Households with No Car

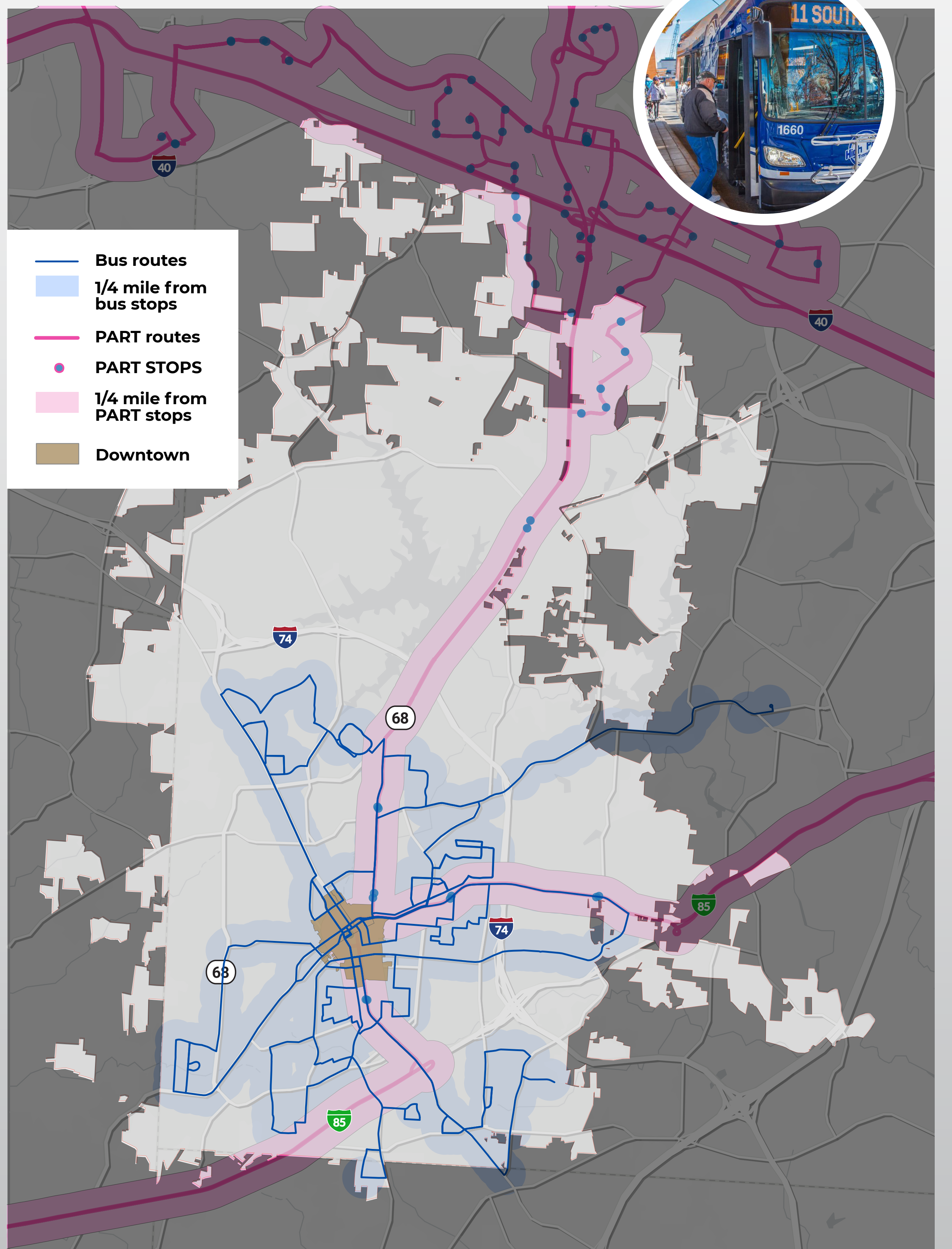
Although car dependency inconveniences the people who might not want to drive, it severely limits the people who cannot drive or those that do not have access to a car from adequately getting to work or meeting daily needs, such as getting groceries, accessing medical services, etc.



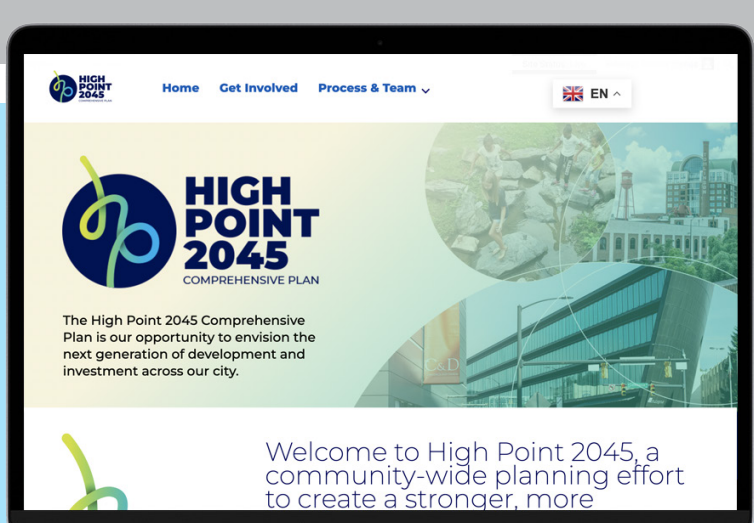
Source: City of High Point GIS database.

Bus Routes and Stops

Density and walkability are key ingredients in helping to make transit service viable. Much of south High Point is within a 5-minute walk of a transit stop. The ability to safely walk and/or bike to these stops is important.



Source: City of High Point GIS database.



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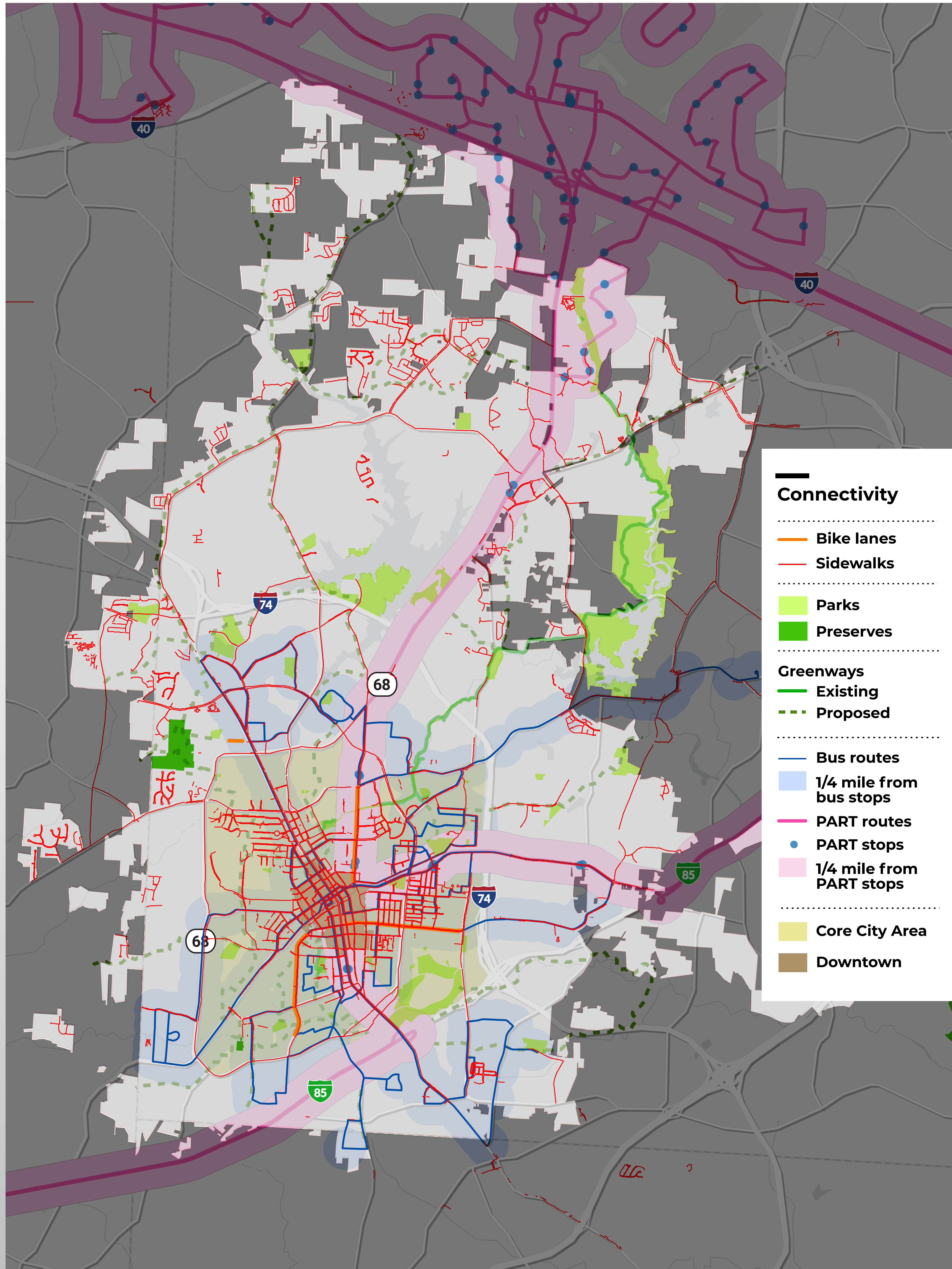
WHAT DO WE KNOW?

Overall Connectivity

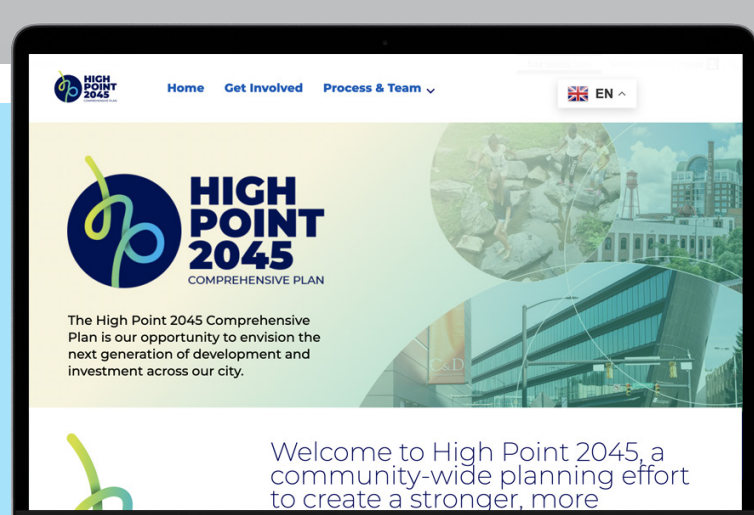
Multi-modal transportation connectivity plays a crucial role in fostering efficient and sustainable mobility systems. By integrating various modes of transportation, such as trains, buses, bicycles, and walking paths, it enables seamless connections and enhances accessibility across the city and beyond.

Multi-modal connectivity encourages modal shift, encouraging people to choose more sustainable options over private vehicles, thereby reducing traffic congestion, air pollution, and carbon emissions. It fosters a more inclusive community, improving access to education, healthcare, employment, and other essential services.

This interconnectedness not only facilitates smoother travel experiences for individuals but also promotes economic growth and reduces environmental impacts.



Source: City of High Point GIS database.

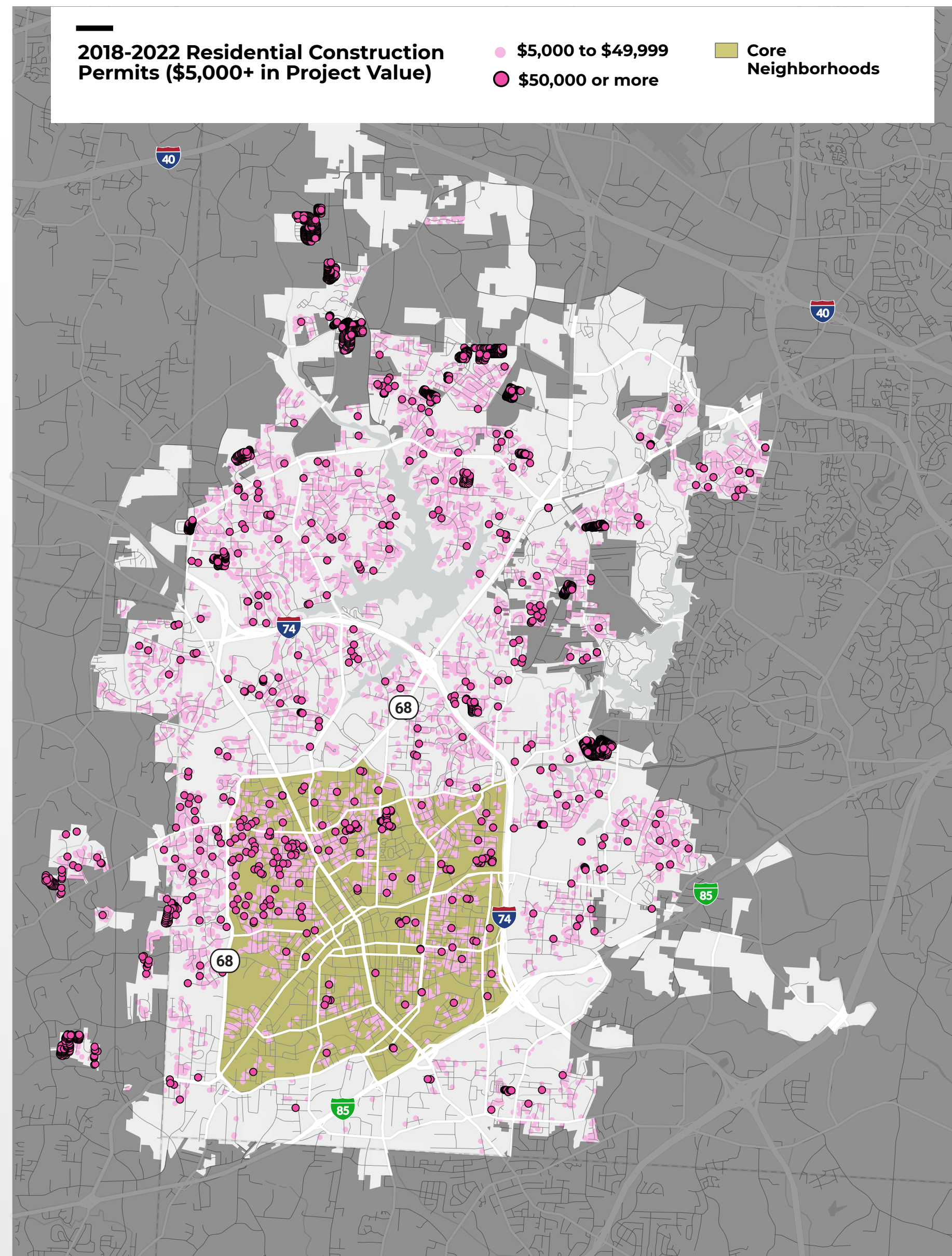


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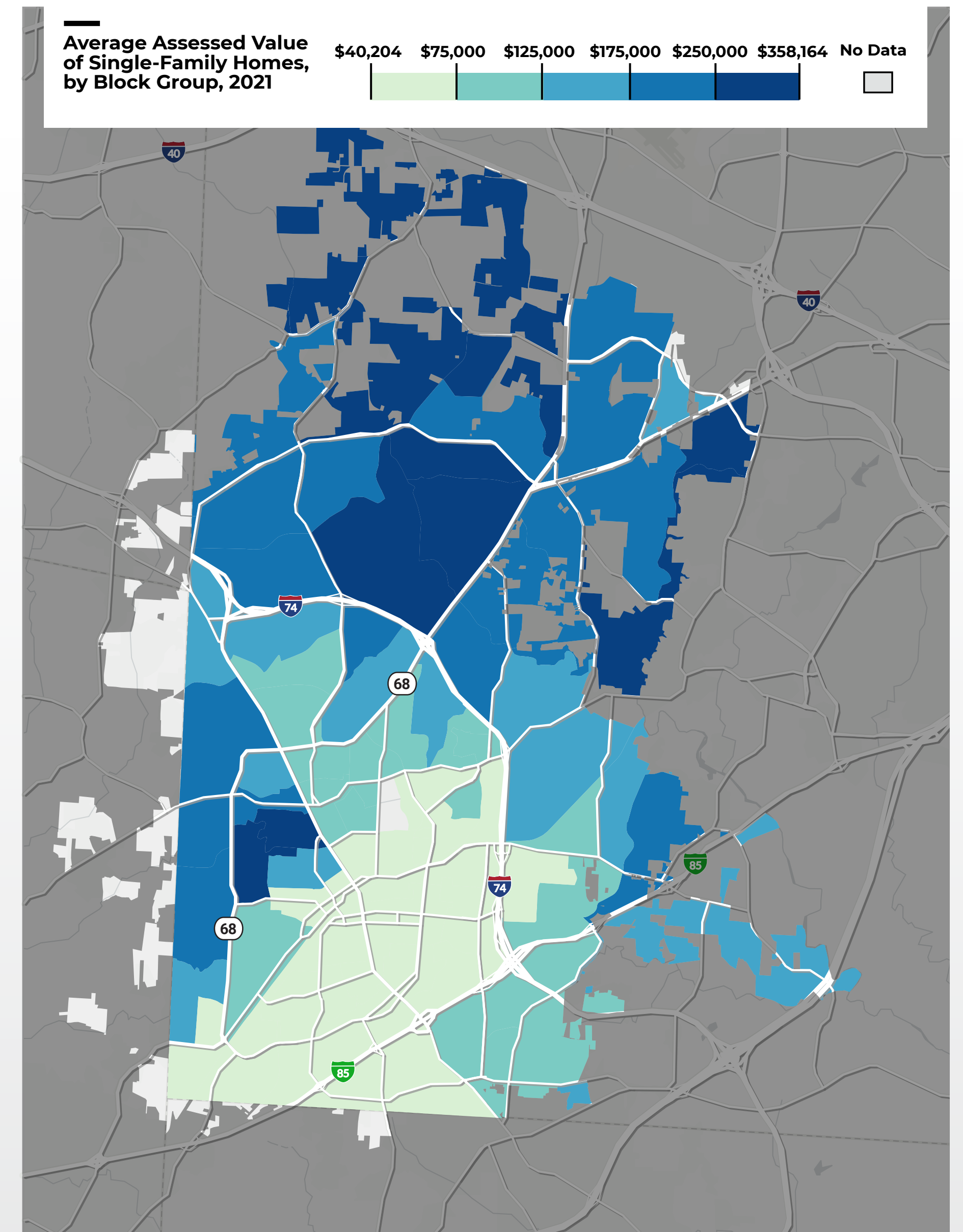
WHAT DO WE KNOW?

Investment in residential development has been taking place throughout much of High Point but major investments are concentrated in a few key areas.

Since 2018, most residential construction including new builds and remodels have occurred north of downtown. New residential development and major remodels or upgrades valued at greater than \$50,000 (dark pink dots) are concentrated northwest of downtown and in a few other key pockets throughout the northern portion of the city. These clusters correlate with assessed value which contributes to wealth building for many owners in these neighborhoods. Investments less than \$50,000 (light pink dots) are in existing homes and more distributed throughout the city.



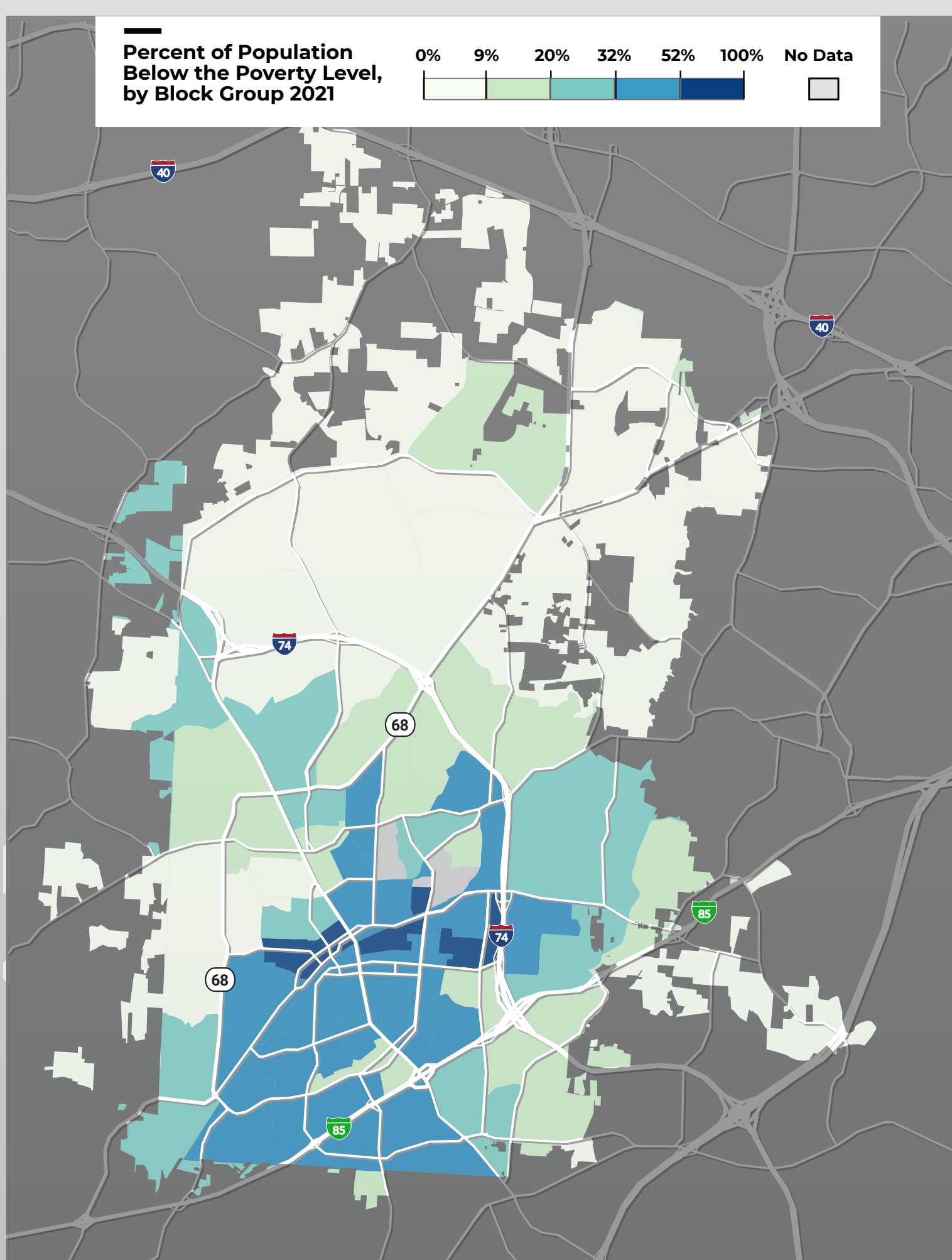
Source: City of High Point permit data.



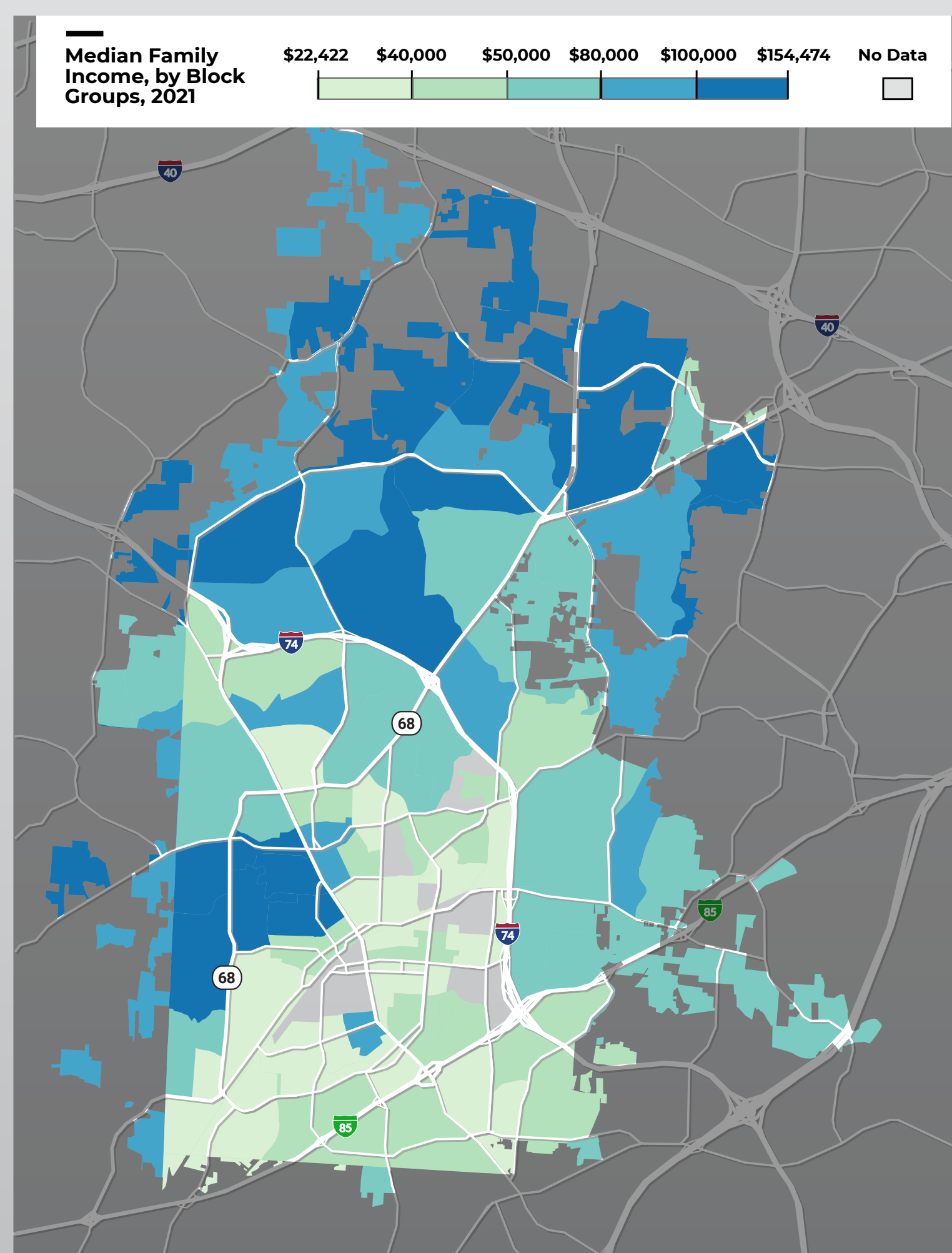
Source: 2021 American Community Survey 5-year estimates.

At least in part, the sense of a north / south divide is exemplified by several demographic characteristics.

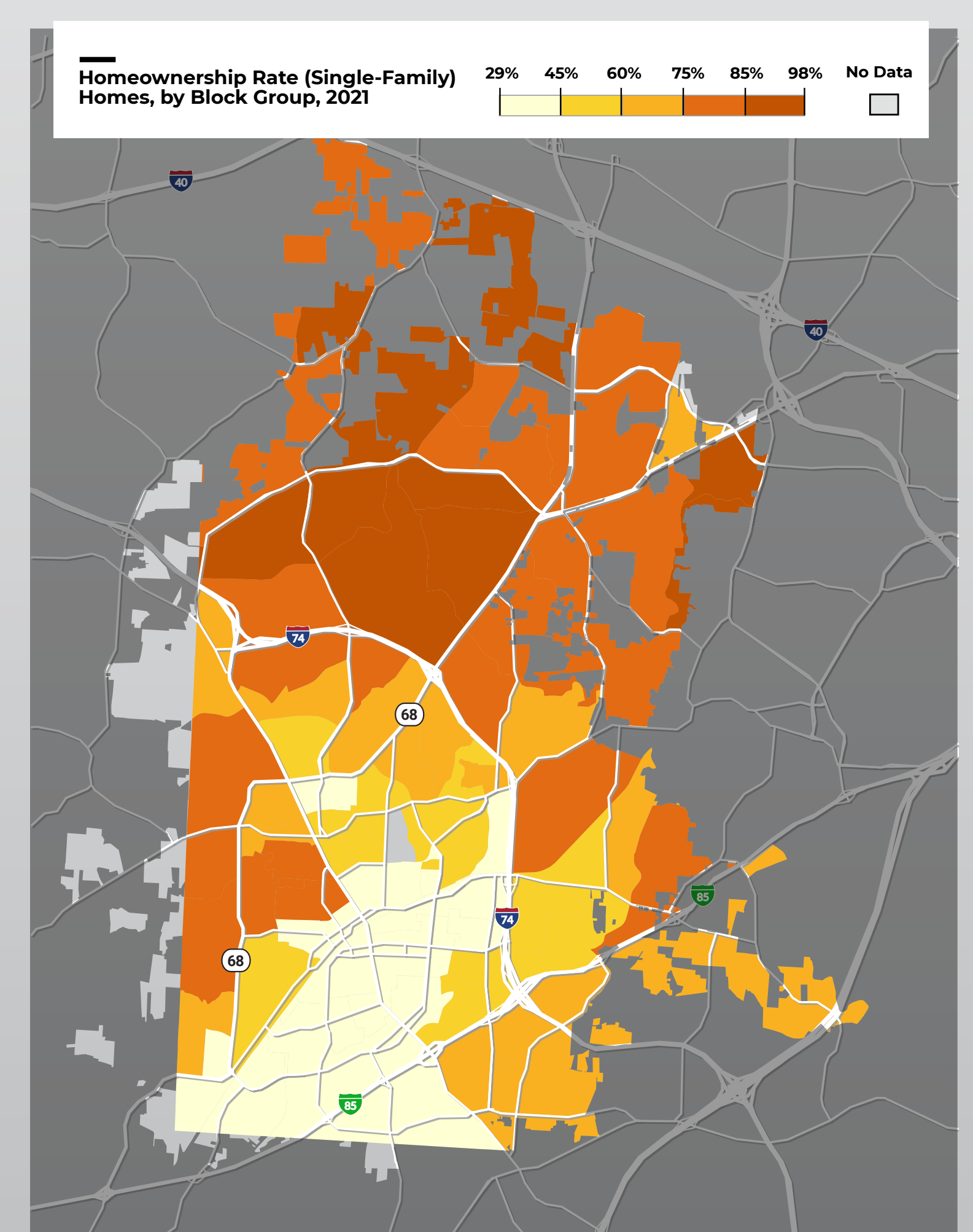
While neighborhoods in the northern half of High Point are prospering, many in the southern half are struggling. Several neighborhoods in south High Point have individual and family poverty rates that are more than double the national and state average. In addition, median household income and homeownership rates are significantly lower than north High Point. For decades, these neighborhoods have been home to a large share of the city's Black population and other marginalized populations. For households living in these neighborhoods, incomes are often too low to afford the housing available. That means that moving elsewhere in the city, especially to north High Point, is rarely an option.



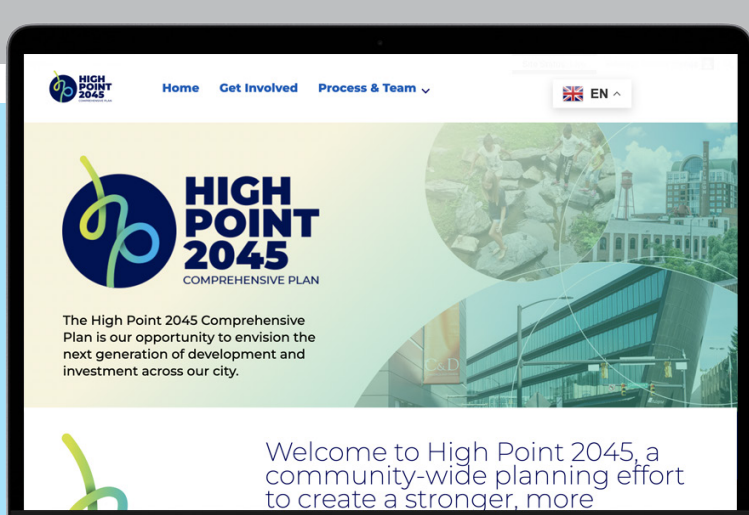
Source: 2021 American Community Survey 5-year estimates.



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WHAT DO WE KNOW?

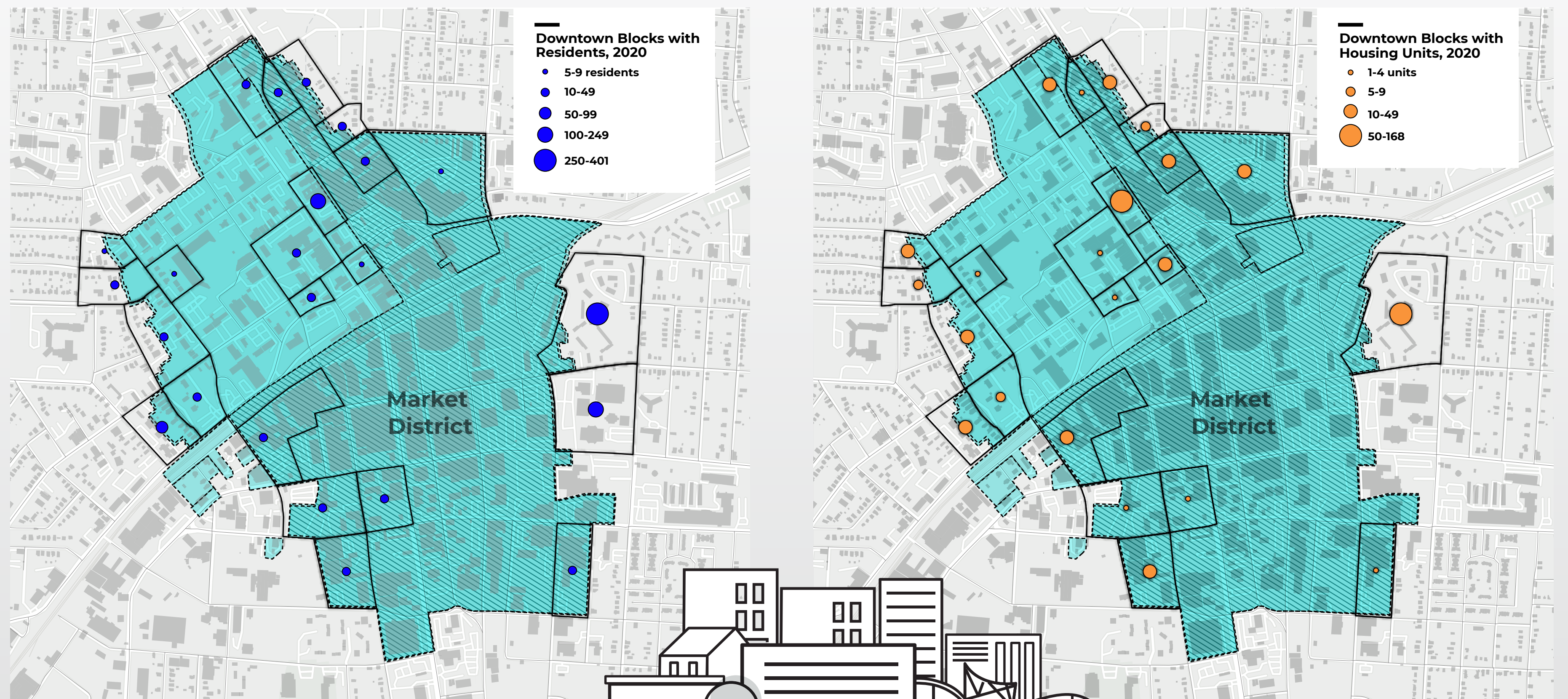
The High Point Market makes the largest economic impact of any event in North Carolina.

The High Point Market occupies a large portion of High Point's downtown – more than **11.5 million square feet in 180 buildings**. It is recognized that many of the buildings, especially the ground floor, contribute little to the day-to-day vibrancy of downtown streets. However, the event is critical to the short-term and long-term success of downtown. It creates thousands of local jobs, generates hundreds of millions in tax revenue, and attracts worldwide attention.

The Market is important to High Point and downtown. Finding opportunities to enhance the experience along streets in the Market district will be important as well as improving the sense of place and vitality of other parts of downtown.

Currently, opportunities to live in downtown are limited.

A large portion of what most people see as downtown High Point is comprised of the High Point Market. The required footprint for the Market leaves few opportunities to build the critical mass of people living downtown necessary to support typical downtown land uses including restaurants, offices, and retail. According to the 2020 U.S. Census, **only 1,174 people are living downtown in approximately 500 housing units**. Recent developments in the downtown area including Truist Point Stadium, Stock + Grain Food Hall, Congdon Yards and others rely on people living outside of downtown as their customer base. Expanding housing opportunities and getting more people living in the downtown area will add viability. The ability to walk and bike to restaurants, shopping, and recreation is an important attribute to urban living and **as the number of housing units grow so will the demand for local businesses**.



Source: 2020 U.S. Census

ECONOMIC IMPACT



More than **\$6 BILLION ANNUALLY** generates more than



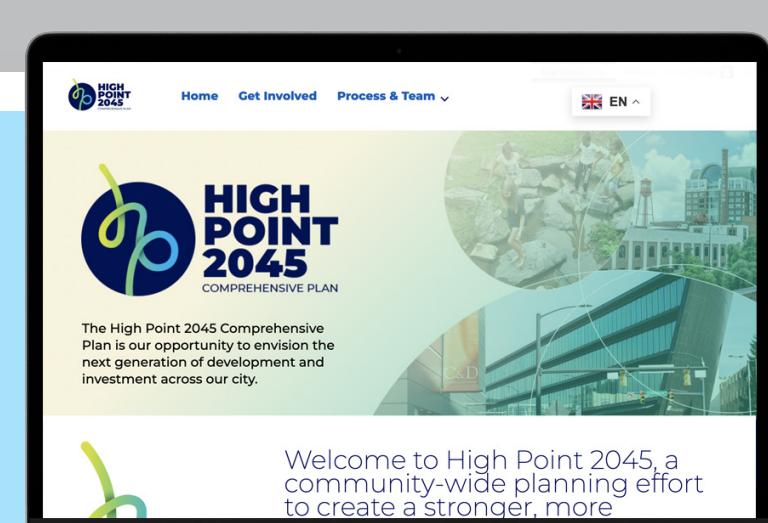
\$200 MILLION in state and local tax revenue



Source: High Point Market Authority

10% of High Point's full time jobs are located in or near downtown.

There are more than **63,000 jobs in High Point**. Approximately 6,475 jobs are located downtown. 1,400 of those are in the public sector such as city or state jobs and another 2,725 are associated with the hospital (located in the northwest corner of the downtown). A greater number of downtown businesses and workers could help to grow demand for downtown housing and retail, such as restaurants and shopping.



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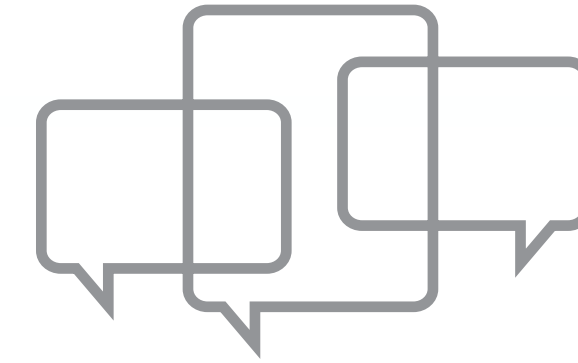


WHAT DOES PROGRESS MEAN TO YOU?

Below are potential outcomes for your community to achieve by 2045 that relate to transportation and land uses.

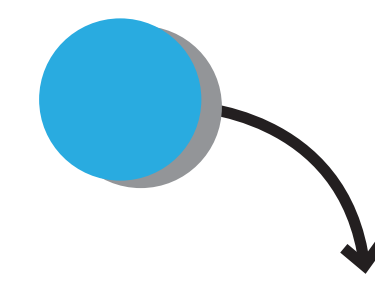
- 1** Sidewalks are included on both sides of every new street built in the city.
- 2** Most streets have bikelanes or shared use lanes.
- 3** Parks, trails, and other recreational opportunities are accessible from my home and place of business. Walking, biking and driving are all viable options.
- 4** There are areas outside of downtown where you can live, work, and shop all in a compact walkable area.
- 5** The number and/or length of recreational trails has grown.
- 6** A variety of housing options are available for people in all life stages and incomes.

Don't see your outcome on the list?
Place your own outcomes here:



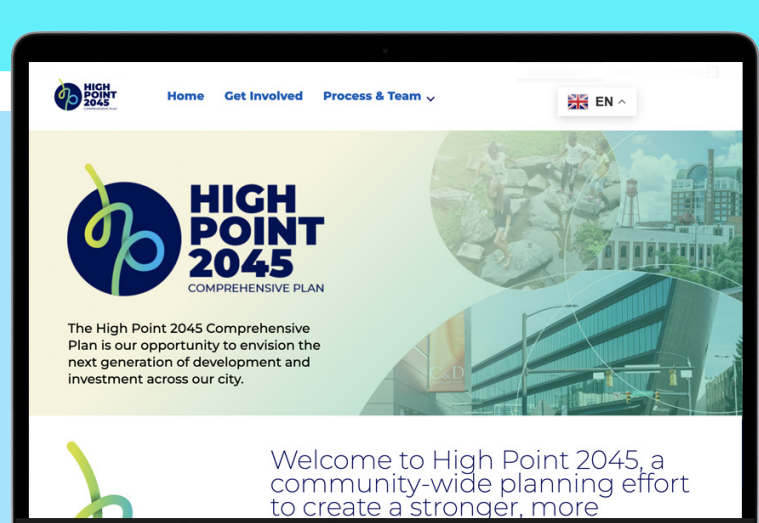
Using your three blue dots, please indicate which outcomes are the most important to achieve from your perspective, or use the space at the bottom to identify an outcome not yet listed. You may put all of your dots on the same outcome if you wish.

Place dots here

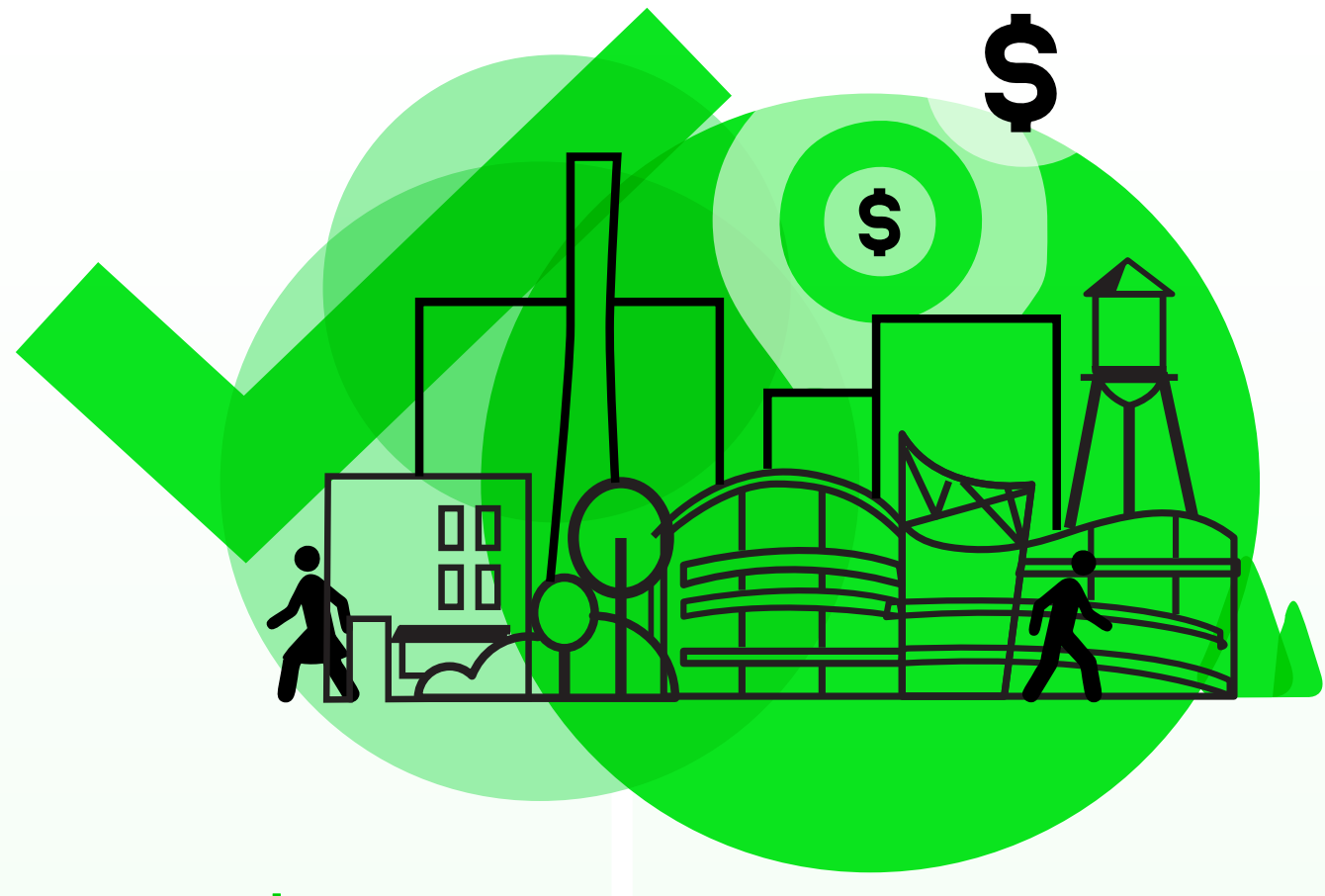


Area for placing three blue dots next to the listed outcomes or for writing new outcomes in the bottom section.

Diversify transportation modes and land uses



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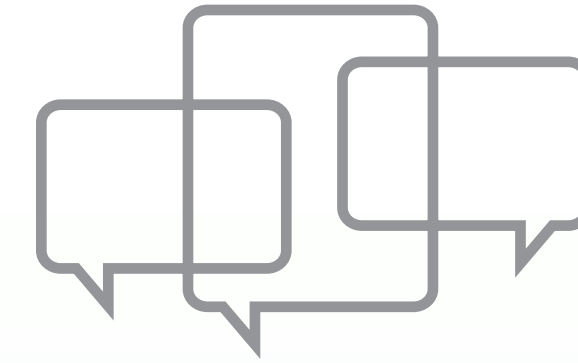


WHAT DOES PROGRESS MEAN TO YOU?

Below are potential outcomes for your community to achieve by 2045 that relate to downtown.

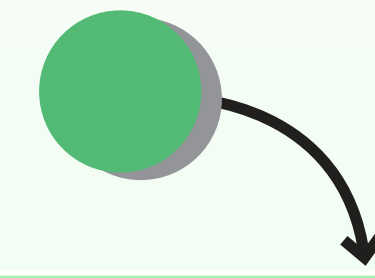
- 1** I regularly go downtown because it's a cool place to be. There are things to do and see, and people like to hang out there.
- 2** More people are living downtown which brings a vibrancy to the street seven days a week.
- 3** The local economy is becoming more diversified and stronger.
- 4** Storefronts outside of the Market district are active and feel alive with a mix of retail and commercial businesses.
- 5** On street parking is available on most streets providing parking for local businesses and a buffer from traffic for pedestrians on the sidewalks.
- 6** Downtown streets feel walkable because they not only have sidewalks but street trees, pedestrian level lighting, crosswalks, benches, trash receptacles, and other pedestrian amenities.

Don't see your outcome on the list?
Place your own outcomes here:

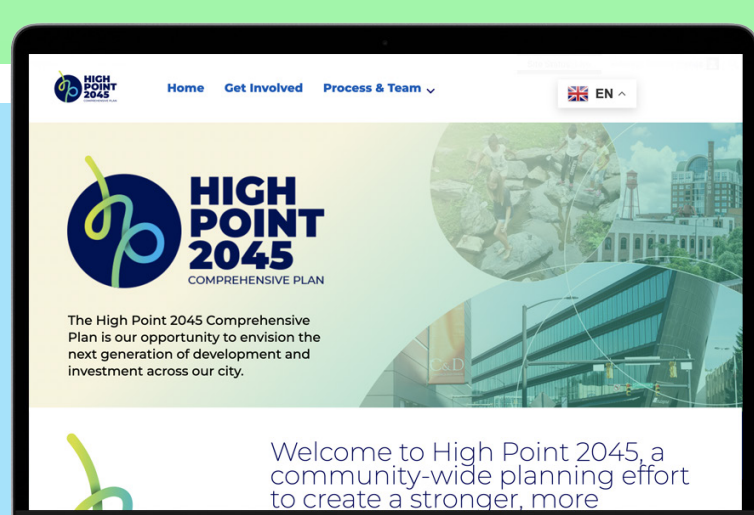


Using your **three green dots**, please indicate which outcomes are the most important to achieve from your perspective, **or use the space at the bottom to identify an outcome not yet listed**. You may put all of your dots on the same outcome if you wish.

Place dots here



Strengthen the sense of place and economic vitality of downtown



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Help shape the future of High Point for years to come.



WHAT DOES PROGRESS MEAN TO YOU?

Below are potential outcomes for your community to achieve by 2045 that relate to sense of community.

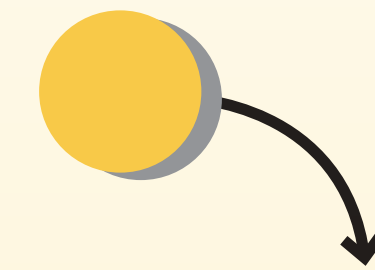
- 1 In High Point, there isn't a "good" side of town and a "bad" side of town. Every part of town is showing progress and has something to be proud of.
- 2 When new development happens, or when redevelopment happens, I know that the end result will look great and contribute to ever higher standards in High Point.
- 3 I am starting to see new housing and businesses on previously vacant lots in neighborhoods that haven't experienced development in a long time.
- 4 All neighborhoods feel safer to people from all walks of life.
- 5 The sense of a North/South divide in the city has diminished and socioeconomic gaps have narrowed.
- 6 High Point's status as an economic and cultural hub of the Piedmont Triad has strengthened, with businesses and households routinely choosing High Point over Greensboro and Winston Salem.

Don't see your outcome on the list?
Place your own outcomes here:

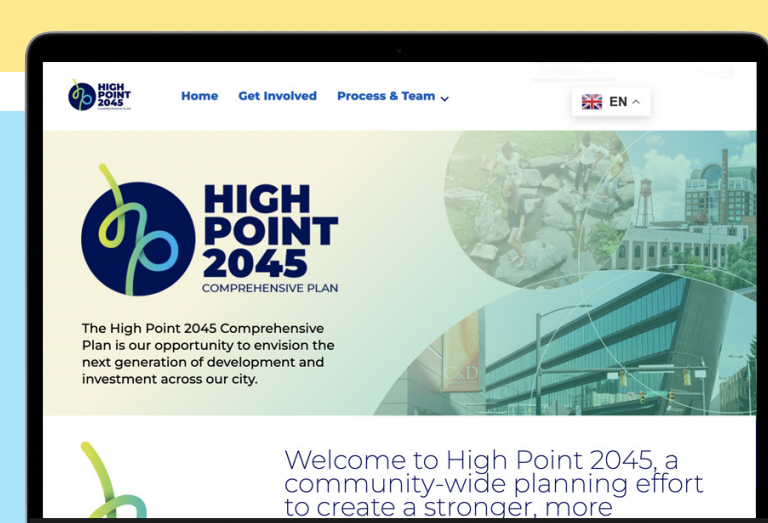


Using your three yellow dots, please indicate which outcomes are the most important to achieve from your perspective, or use the space at the bottom to identify an outcome not yet listed. You may put all of your dots on the same outcome if you wish.

Place dots here



Cultivate a sense of community and unity



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Scenario Planning

We don't know what will happen in the next 20 years. But we will likely build and change as a city in ways that will have impacts on what kind of quality of life we enjoy — and what quality of life we leave for our children.

Scenario planning gives us an opportunity to test how we align our values to how we plan for development. What goes where and what it looks like are determined by the regulations the community opts to put in place.

These four scenarios explore how our values might translate to what our community looks like in the future.

What if we stay on our **current path**?

Will we **use more land** and continue to **build outwards**?

Will we continue to **build new homes** and abandon others while **losing farmland and open space**?

Will we continue to **build more roads** and add to our **cost of maintaining them**?

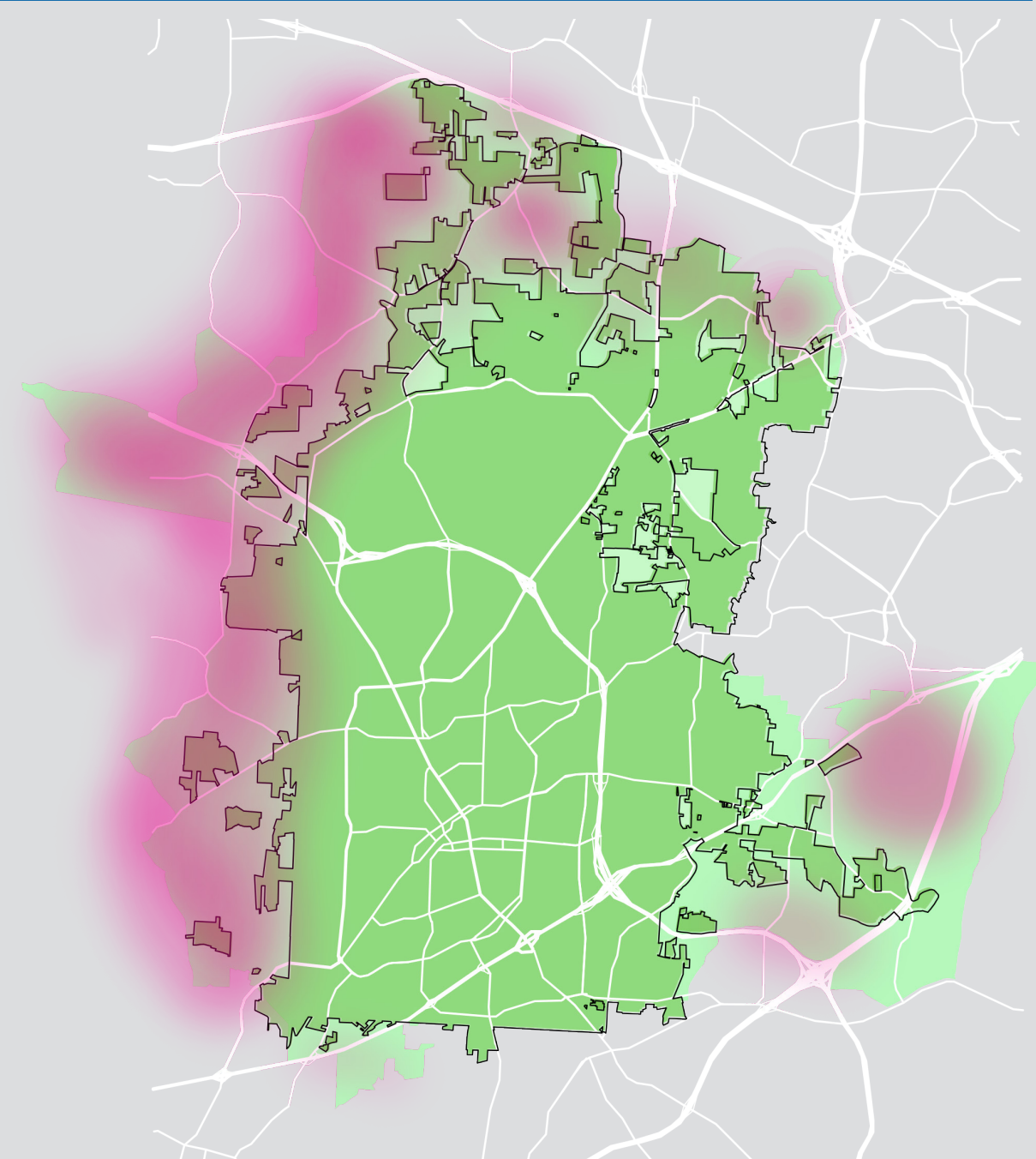


SCENARIO

1 Stay the course

Continue doing what has been done with minor adjustments

Where and to what extent will most of the new growth be directed?



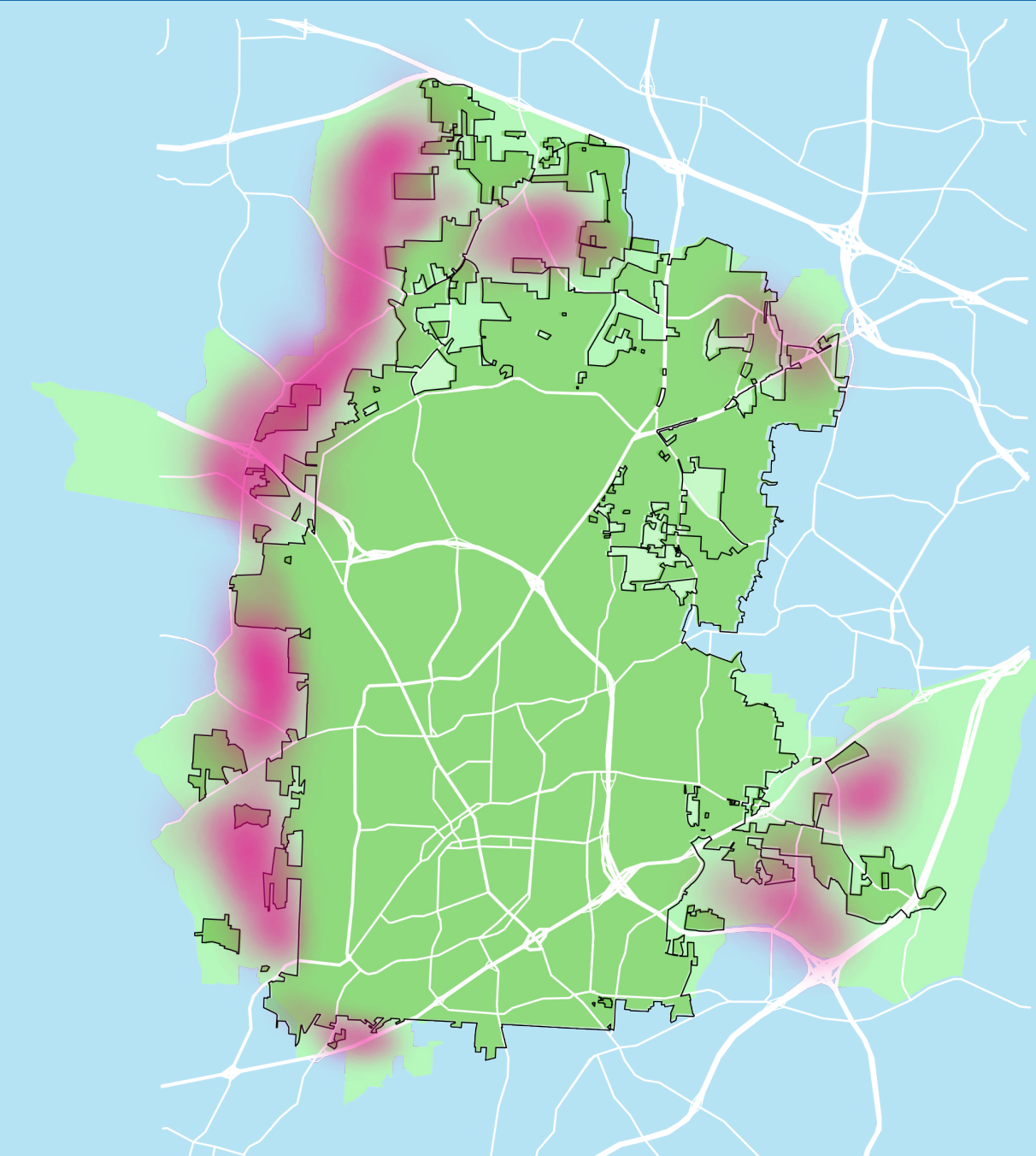
Land continues to be developed and roads continue to be built to accommodate new growth.

SCENARIO

2 Pivot slightly

Continue the current development pattern but increase the density of new development

Where and to what extent will most of the new growth be directed?



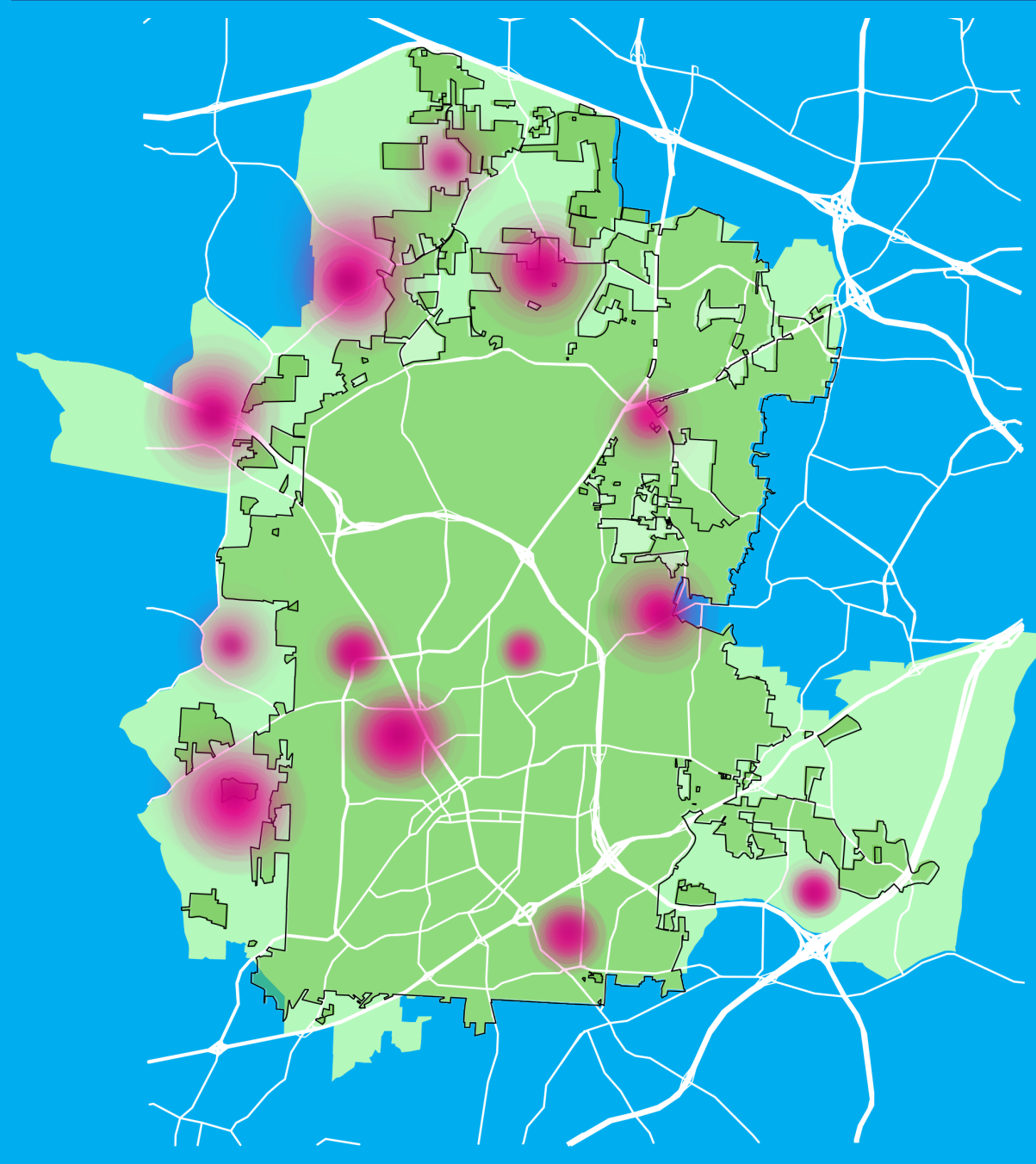
Land developed at a higher density than Scenario #1 and roads continue to be built to accommodate new growth.

SCENARIO

3 Course correction

Direct much of the new growth to activity centers (mixed-use districts)

Where and to what extent will most of the new growth be directed?



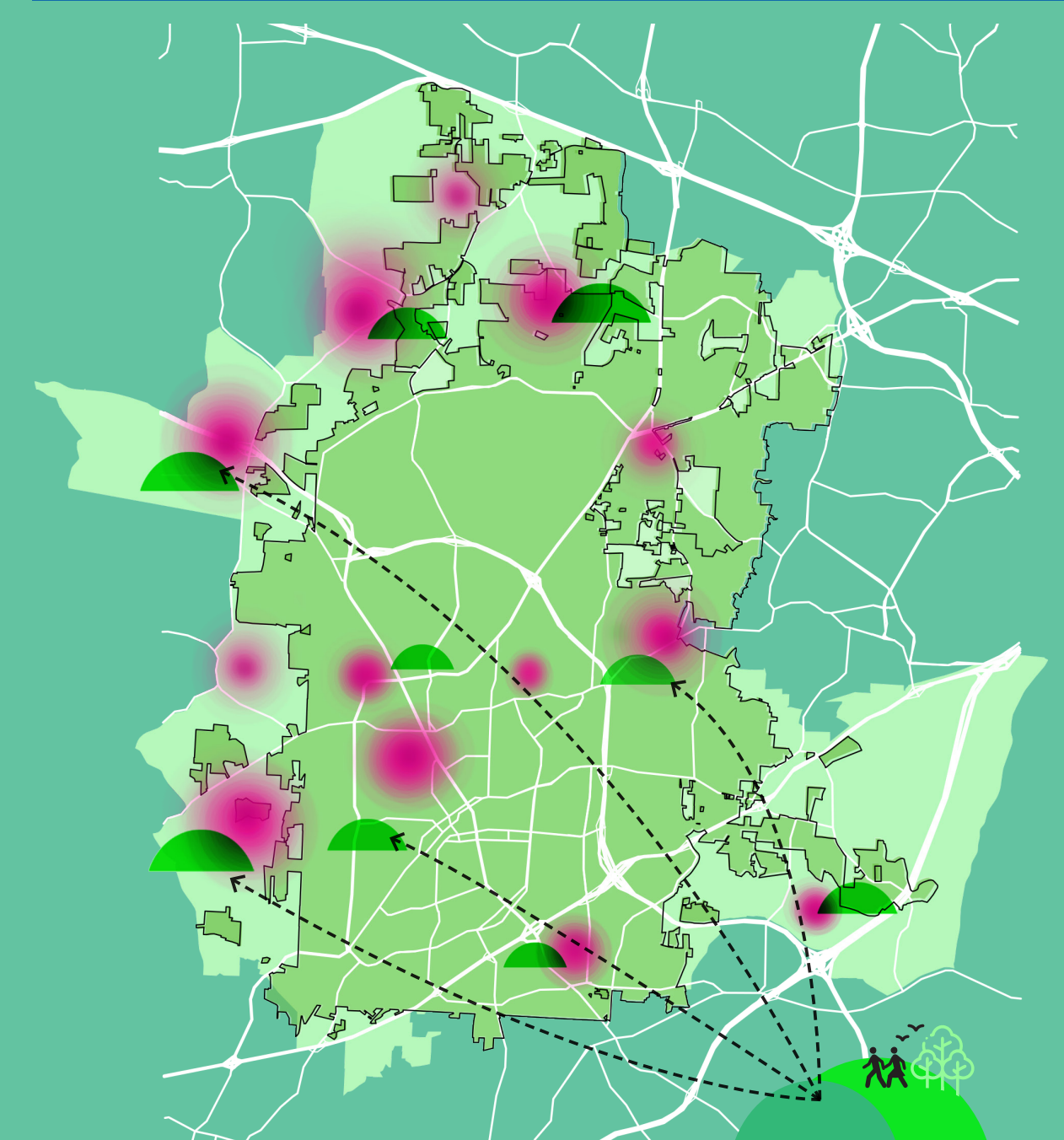
New growth is generally directed to mixed-use activity centers that cluster residential and commercial development allowing for walkable and bikeable options.

SCENARIO

4 Major course correction

Direct growth to activity centers (mixed-use districts) while also preserving land

Where and to what extent will most of the new growth be directed?

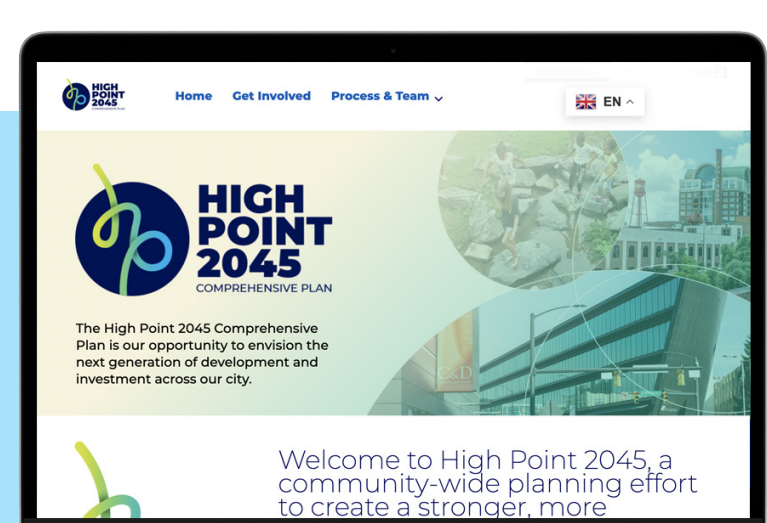
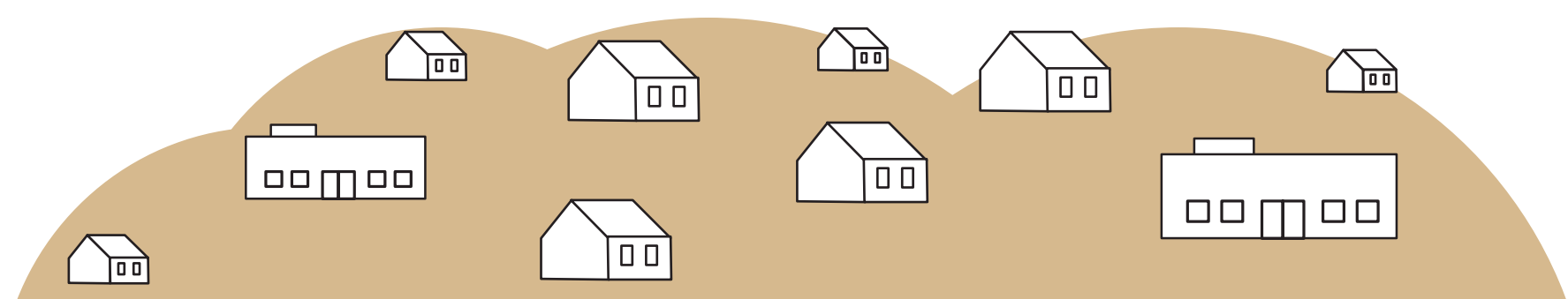


New growth is directed to mixed-use activity centers that cluster residential and commercial development allowing for walkable and bikeable options and funding is provided for open space preservation and/or acquisition.

As you review these scenarios, keep in mind these are conceptual and the maps are intended to depict general land use patterns. The location of the heat bubbles should not be taken literally but rather conceptually.

Consumes MORE Land ←

→ Consumes LESS Land



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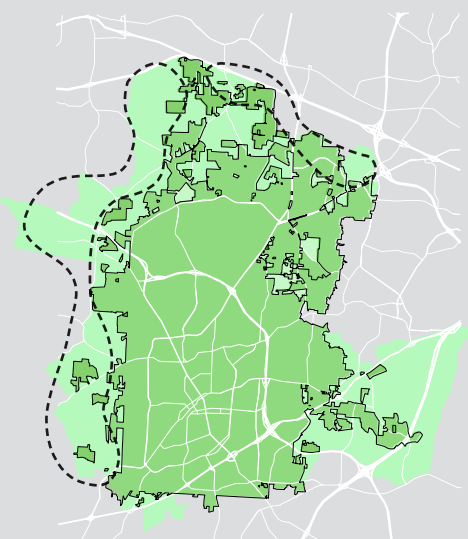
SCENARIO 1

Stay the course

Continue doing what has been done with minor adjustments

High Point has experienced significant population and job growth over the past decade. In addition to new subdivisions popping up, new big box commercial development has been built at the Palladium Shopping Center and in other locations throughout the City. The City's geographic footprint has grown outward and new development has increased the City's tax base.

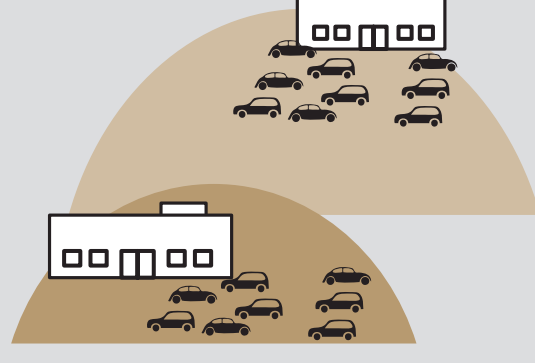
Future growth under this scenario will generally:



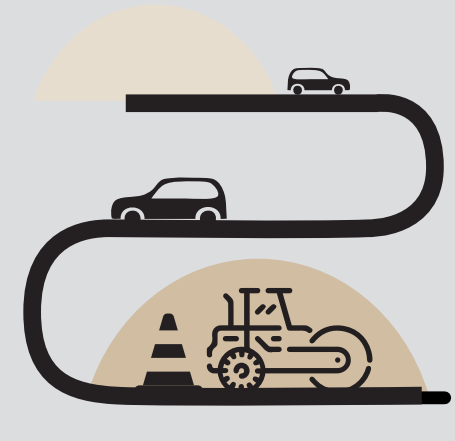
Support new development to the north and northwest



Include new single-family subdivisions



Provide opportunities for big-box and pad site commercial development



Ensure road infrastructure is expanded to accommodate growth that continues to move further out

Scenario #1 is about maintaining a high degree of continuity or 'staying the course.' It assumes that High Point is generally satisfied with how growth and development have taken place over the last ten to twenty years and would like to see a similar development pattern over the next twenty years.

Change will happen, but it will generally follow familiar patterns.

What development might look like:

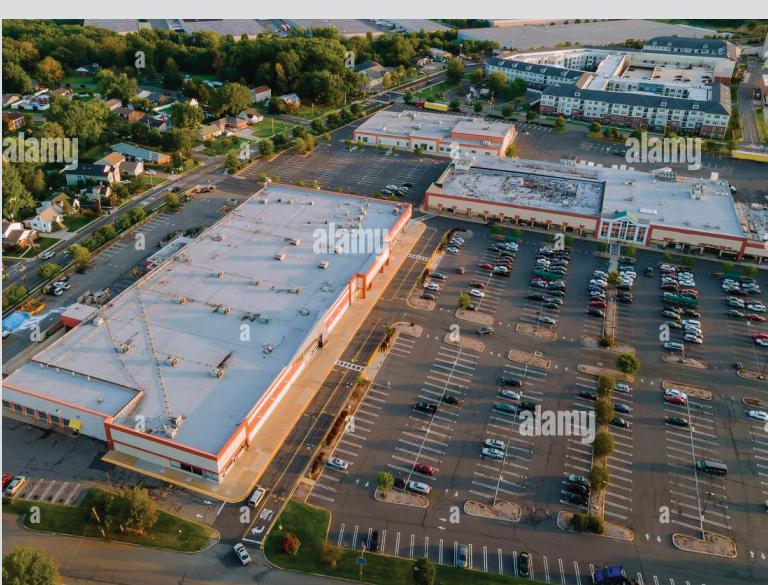
Park and open space types expected



Road infrastructure and streetscape anticipated



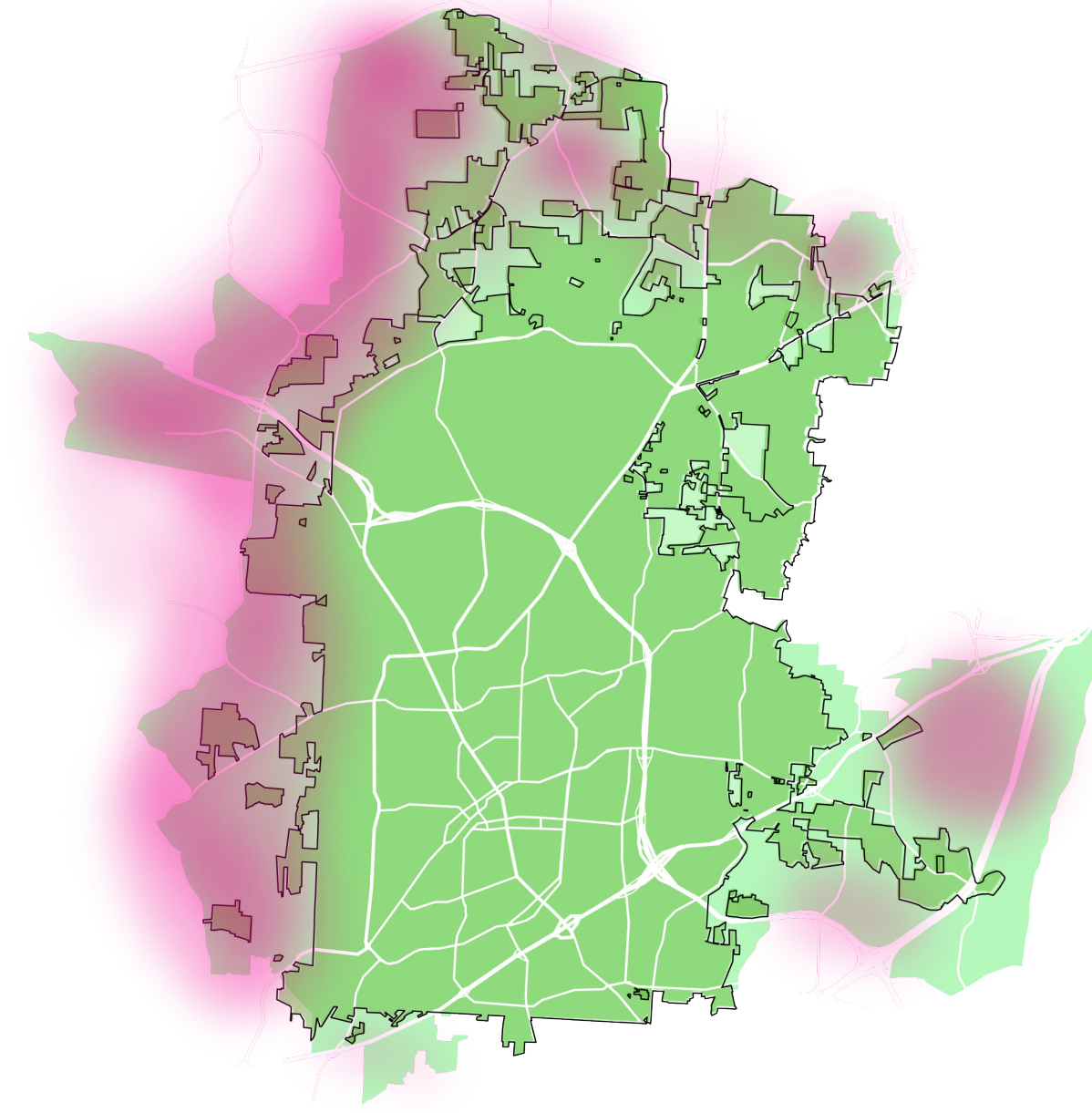
Commercial development patterns likely to emerge



Housing type(s) generally facilitated

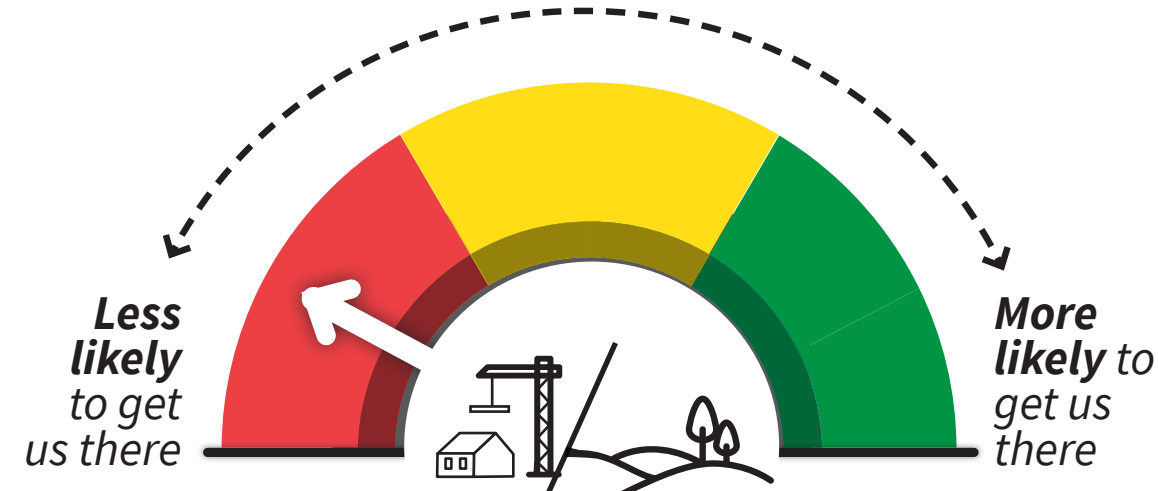


Where and to what extent will most of the new growth be directed?

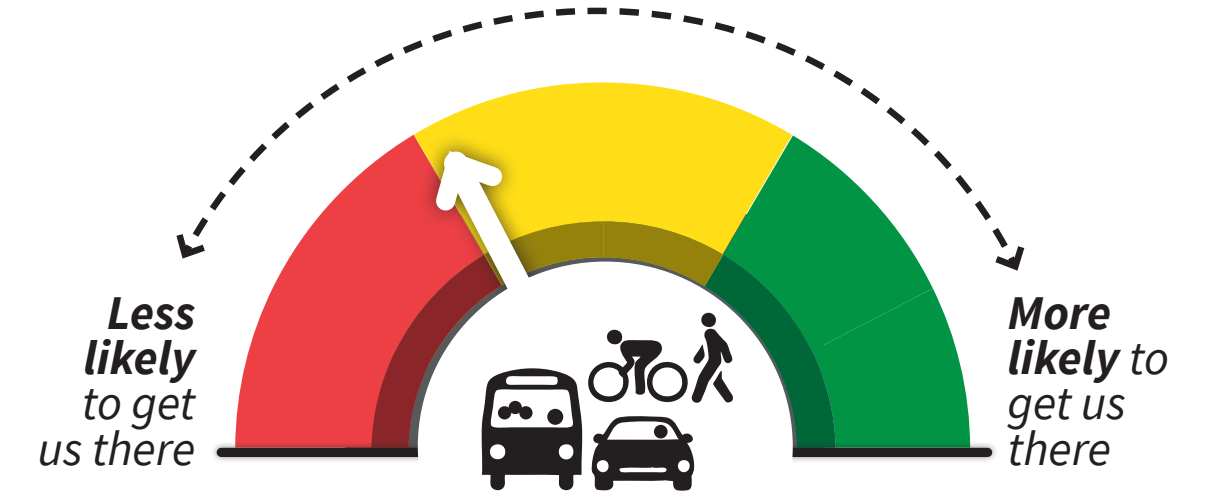


Scenario #1 will see the City continue its march to the north where it will merge with Kernersville and Greensboro and, subsequently, to the west into Davidson County until the Planning Area is filled in.

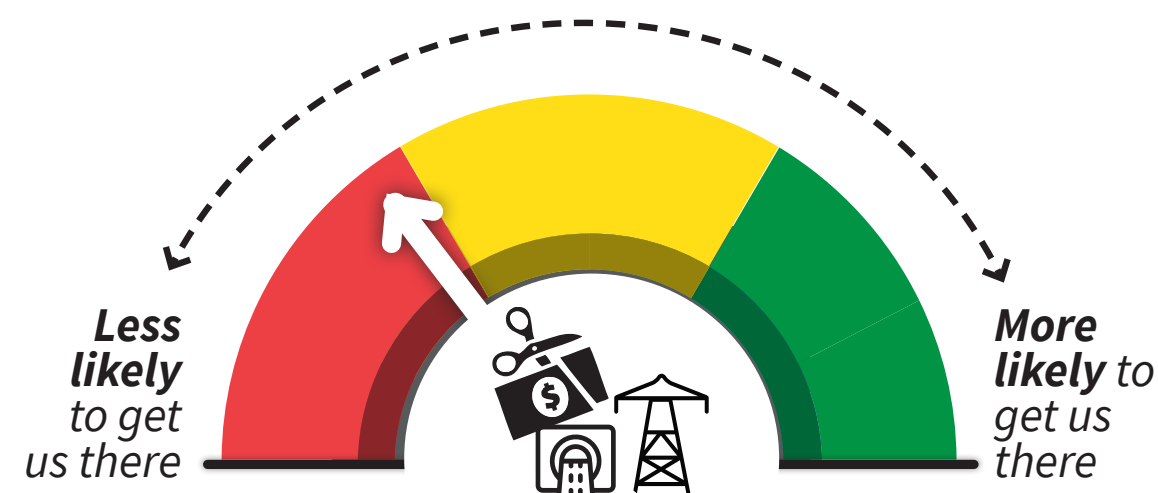
How will growth under this scenario move the needle on the following issues confronting the City?



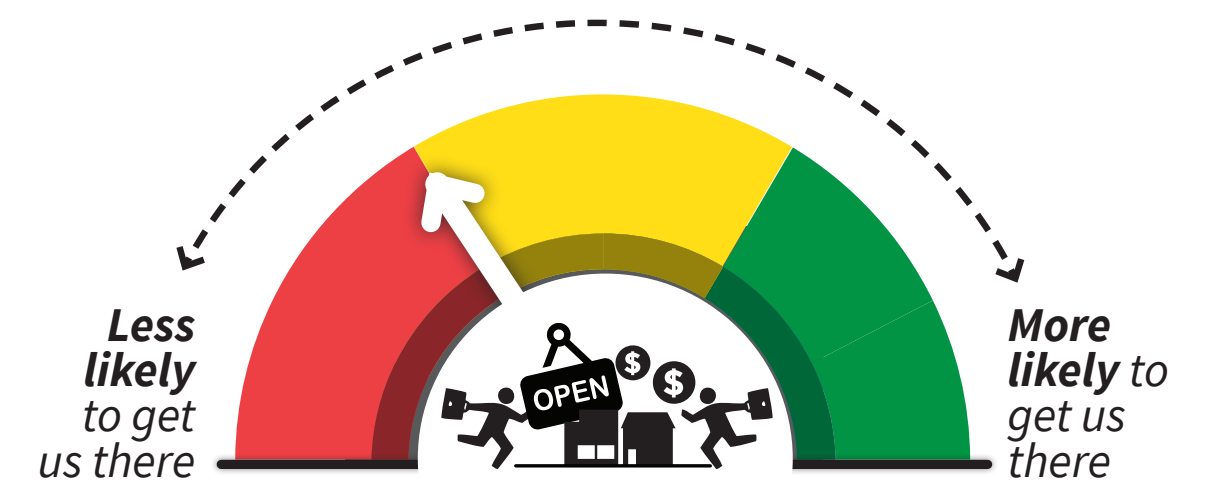
Reduced land consumption and more preservation of open/green space



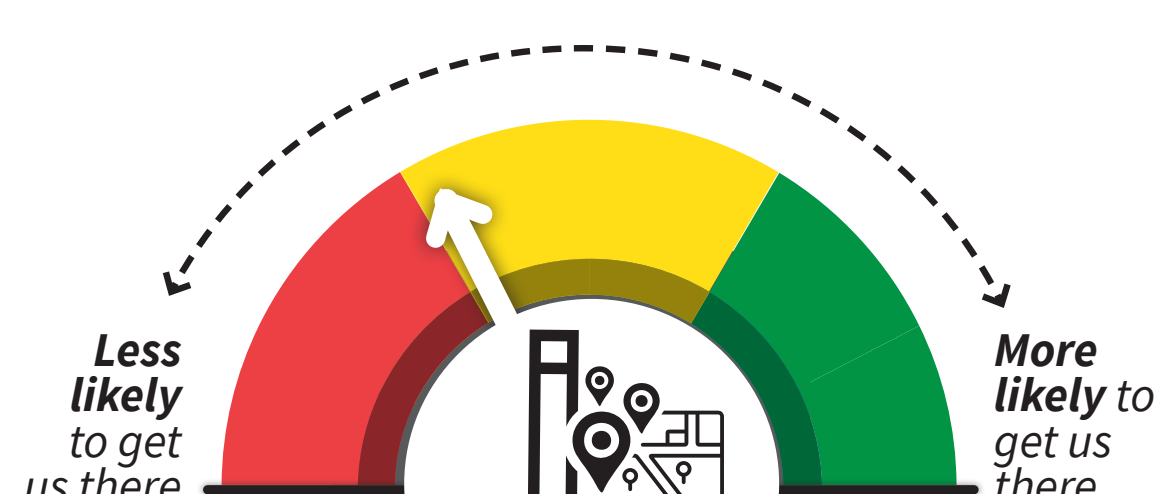
Getting around is easier and safer for everyone



Reduced infrastructure cost for additional streets, water, sewer, utilities needed



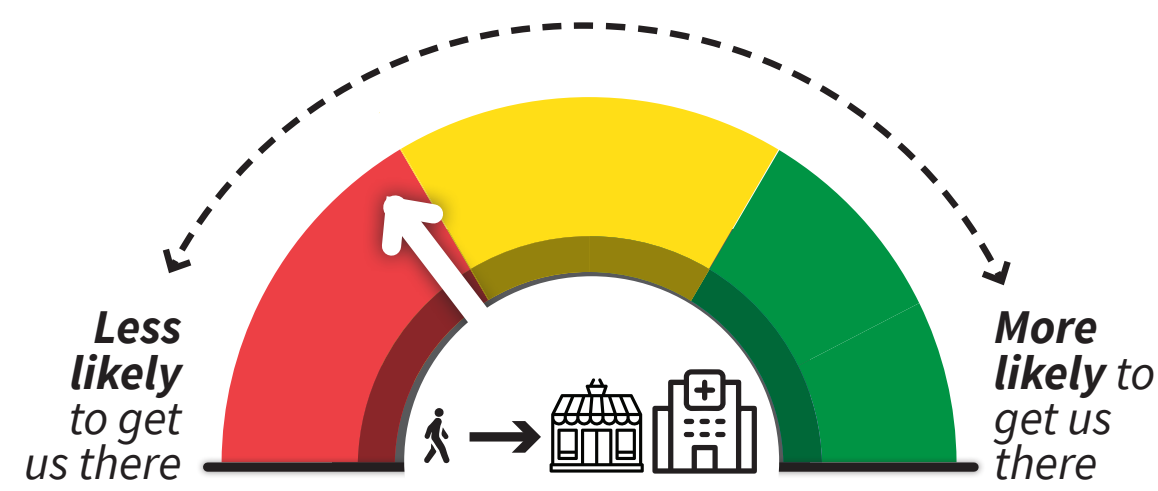
More jobs created and concentrated to spur even more economic activity



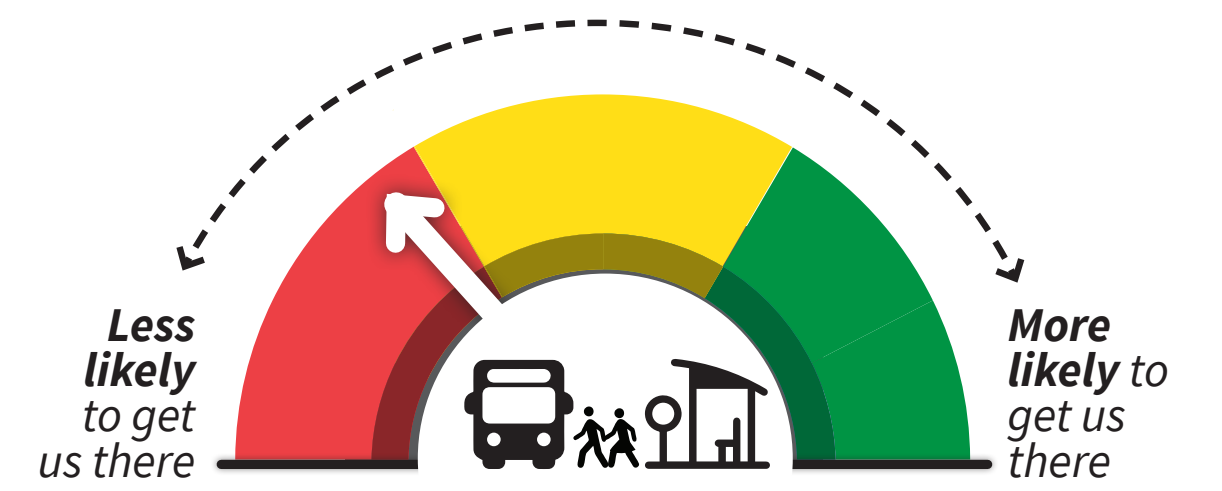
A wide range of land uses for residential, retail, office, public, industrial purposes



A range of housing types to accommodate households at different life stages and price points

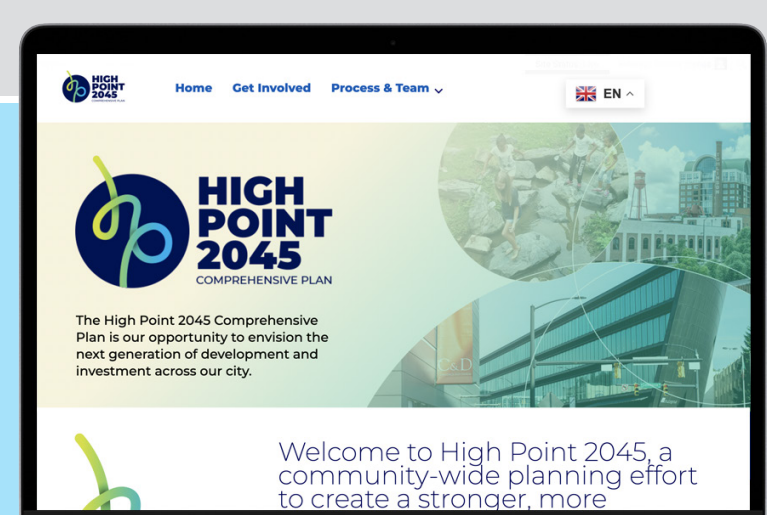


Shorter distances to reach grocery stores, medical facilities, and other services



Transit options (e.g., options, frequency, service, etc.) are improved

If you have any additional issues or concerns with the growth pattern envisioned in Scenario #1, please write it on a Post-It note and attach here:



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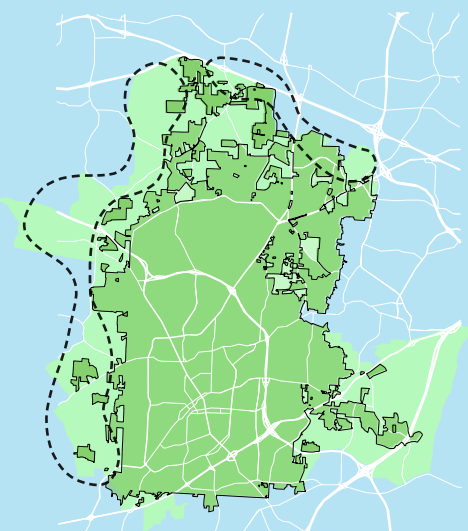
SCENARIO
2

Pivot slightly

Continue the current development pattern but increase the density of new residential development

While High Point's growth under Scenario #1 is mostly a continuation of current patterns, **Scenario 2 branches off a bit and looks at opportunities to increase the density of new development.** This would require minor changes to lot sizes and, perhaps, the inclusion of new townhouses or multi-family structures in residential subdivisions that provide a greater range of rent and for-sale prices.

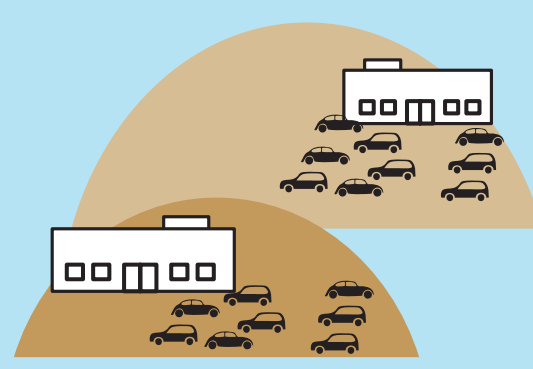
Future growth under this scenario will generally:



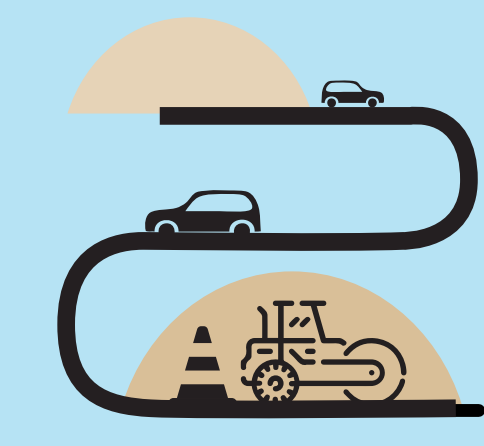
Support new development to the north and northwest



Incorporate smaller lot sizes that allow for a variety of housing types – including traditional single-family units, small lot housing, townhomes, and multi-family units



Provide opportunities for big-box and pad site commercial development



Ensure road infrastructure is expanded to accommodate growth that moves further out

Scenario #2 continues the same development pattern and the City's geographic footprint will grow in much the same way but pockets of higher density will be incorporated into this new suburban development.

Change will happen and it will generally follow familiar patterns, but with increased density.

What development might look like:

Park and open space types expected



Road infrastructure and streetscape anticipated



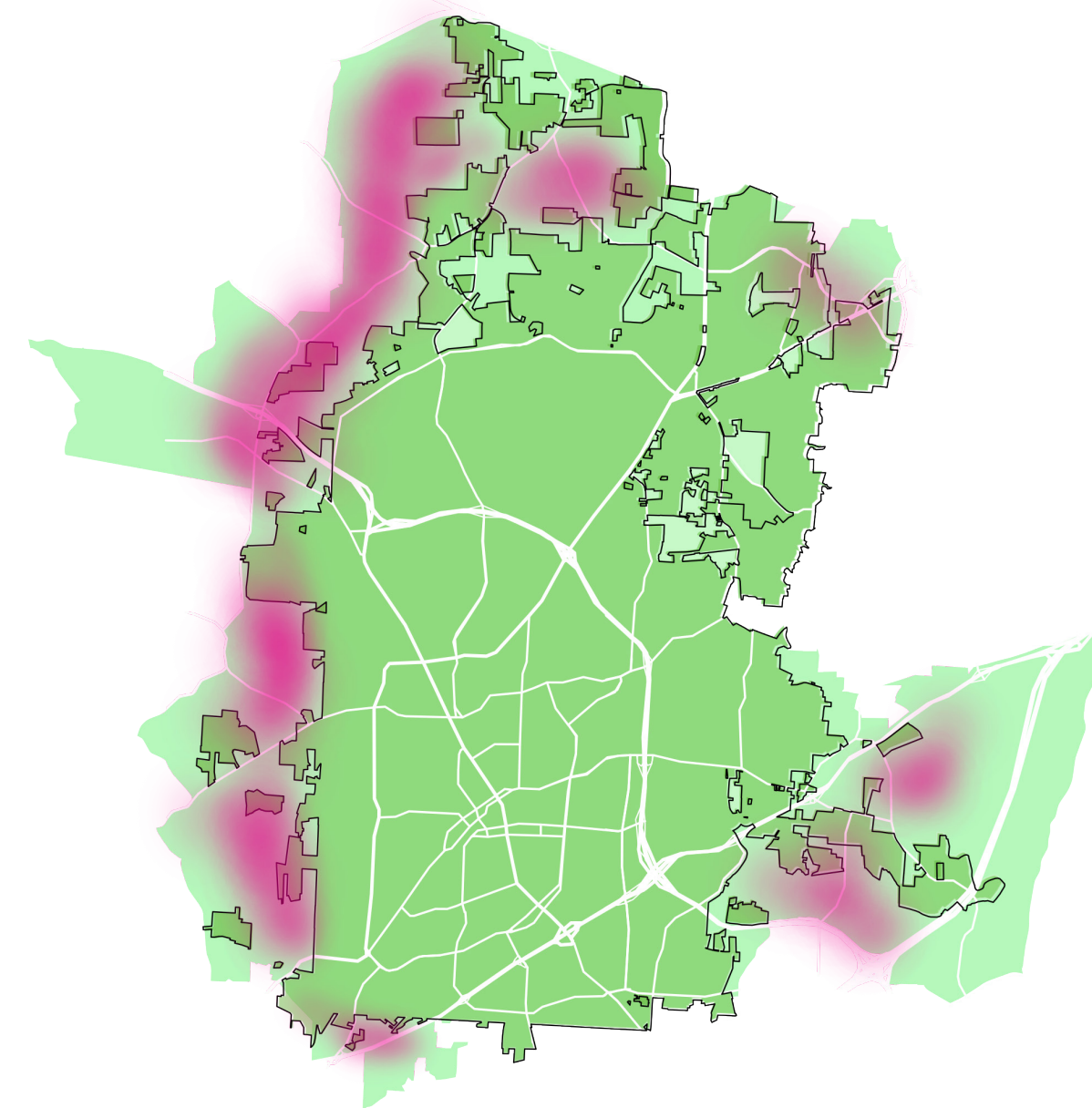
Commercial development patterns likely to emerge



Housing type(s) generally facilitated

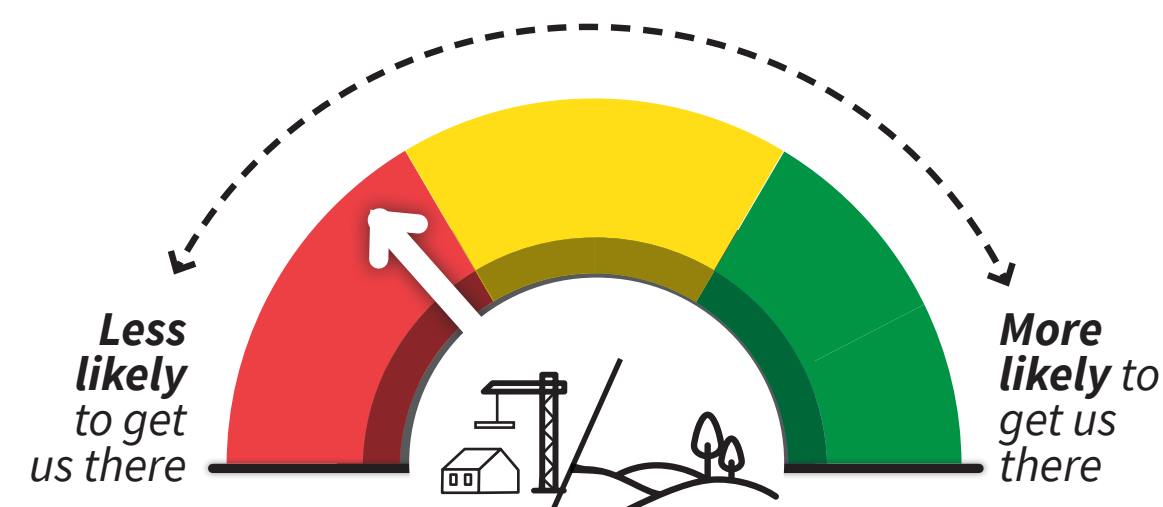


Where and to what extent will most of the new growth be directed?

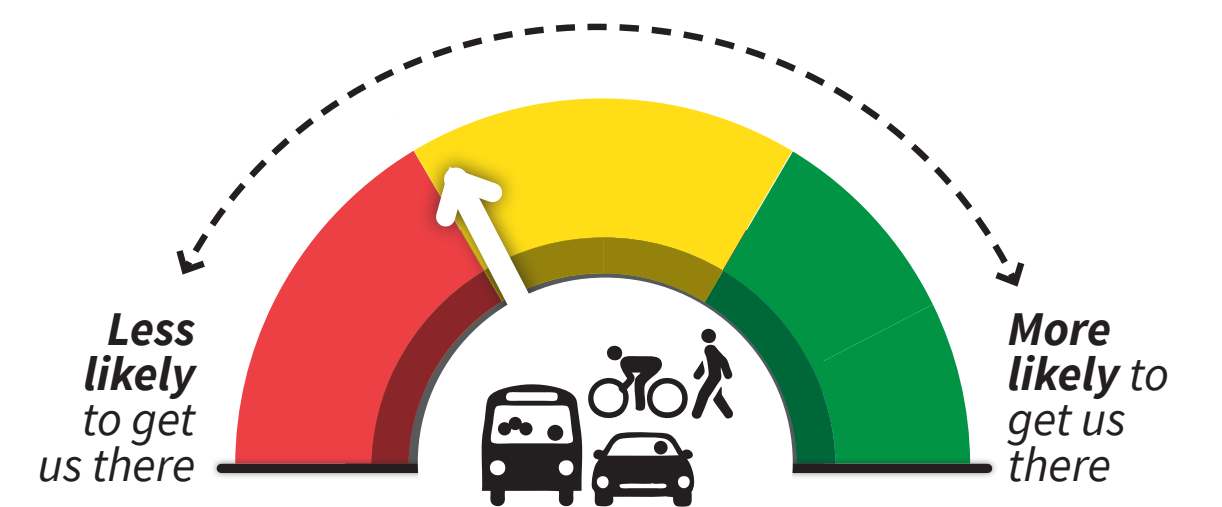


Scenario #2 represents the same growth pattern as Scenario #1 – growth to the north toward Kernersville and Greensboro and growth to the west into Davidson County – but with **additional residential densities allowed**, the time it takes to reach these boundaries will be extended.

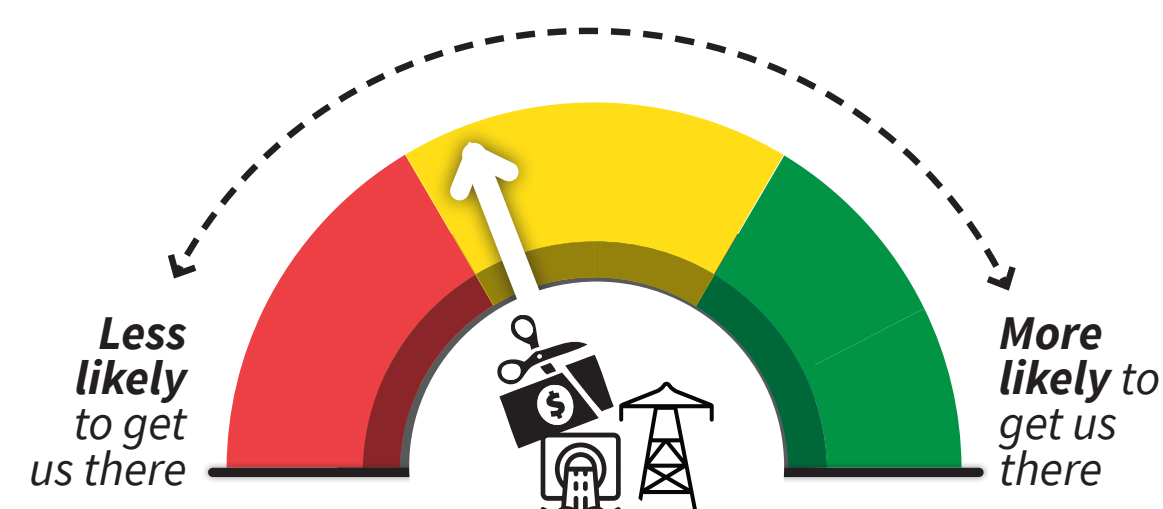
How will growth under this scenario move the needle on the following issues confronting the City?



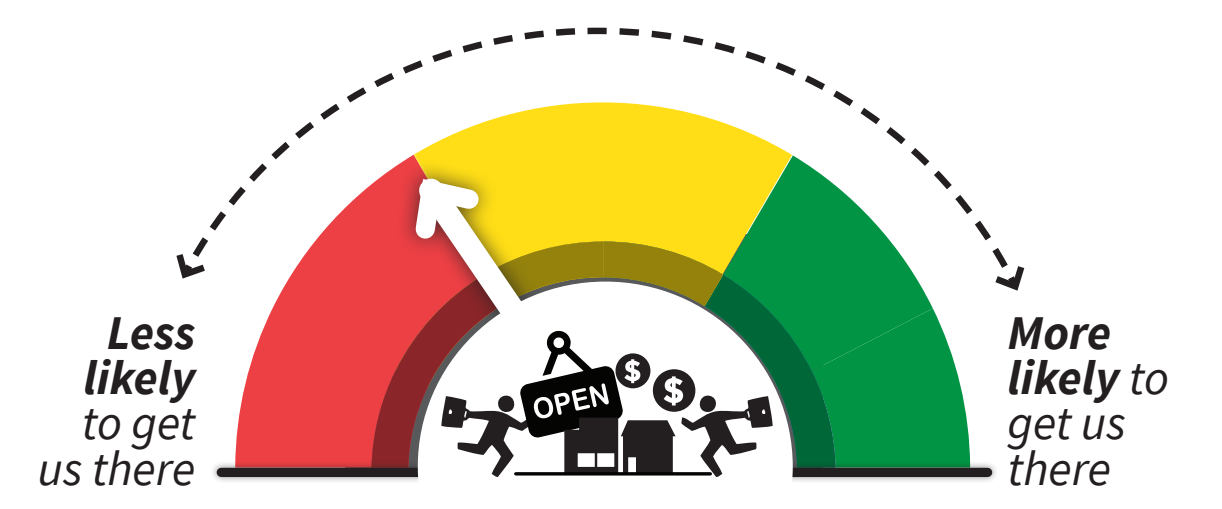
Reduced land consumption and more preservation of open/green space



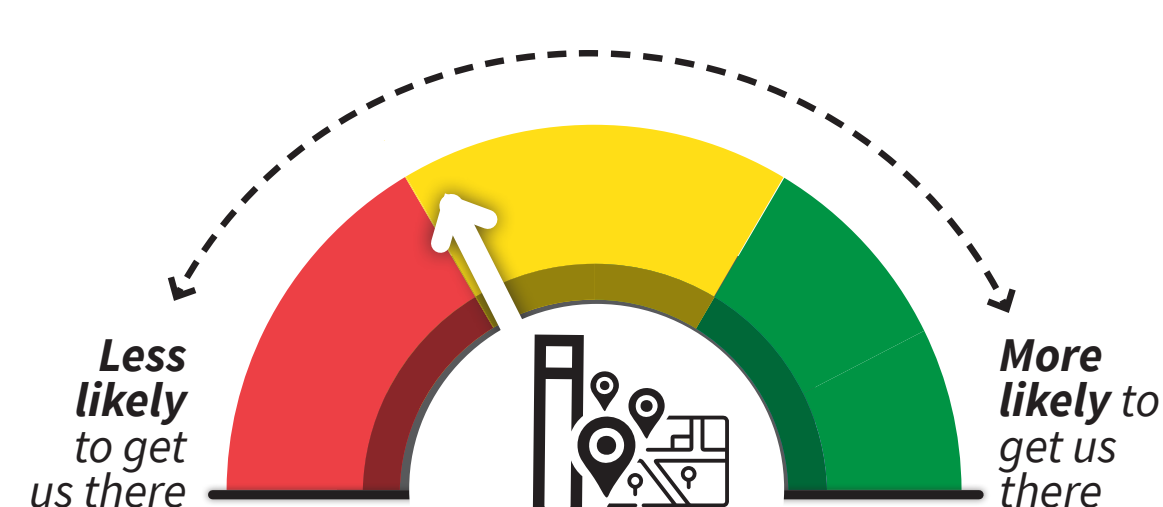
Getting around is easier and safer for everyone



Reduced infrastructure cost for additional streets, water, sewer, utilities needed



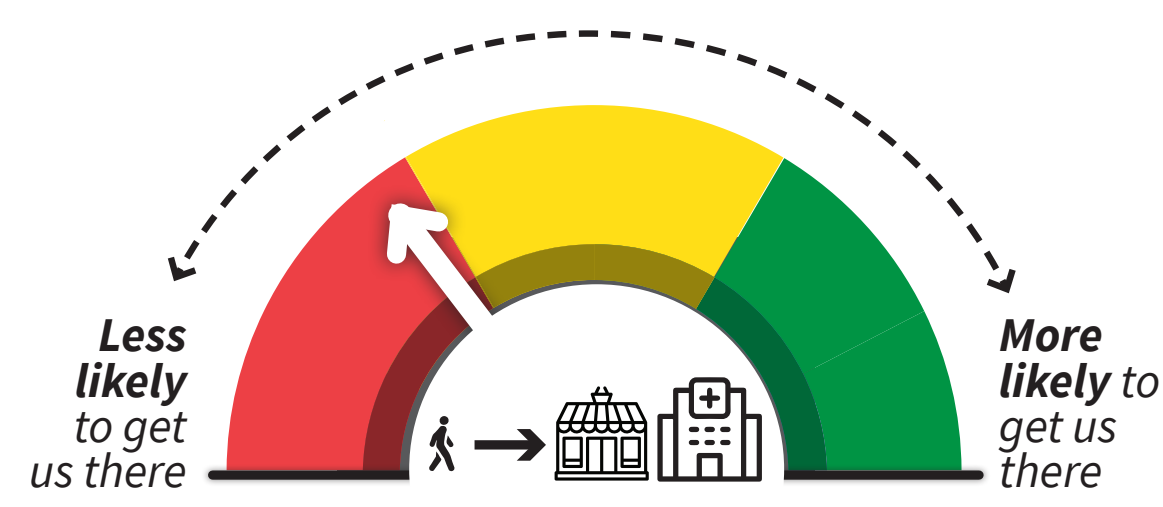
More jobs created and concentrated to spur even more economic activity



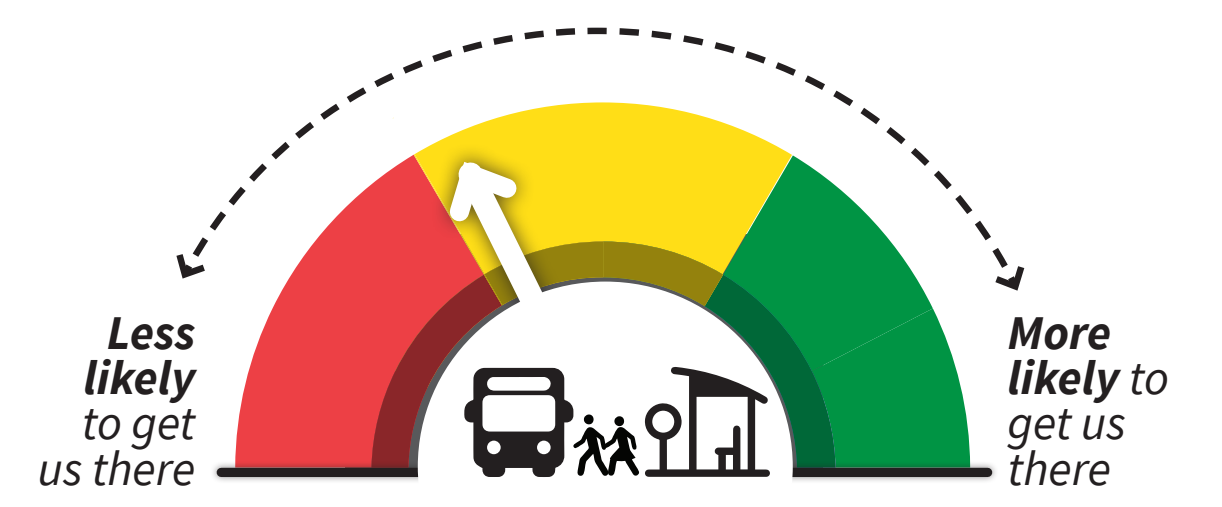
A wide range of land uses for residential, retail, office, public, industrial purposes



A range of housing types to accommodate households at different life stages and price points

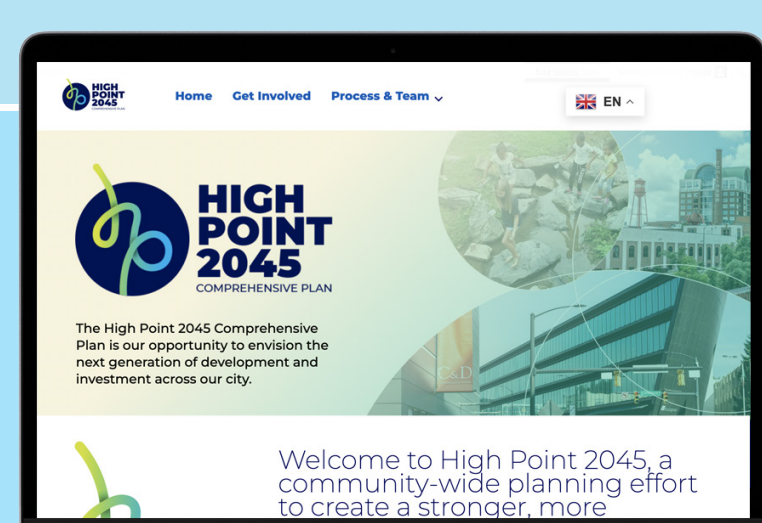


Shorter distances to reach grocery stores, medical facilities, and other services



Transit options (e.g., options, frequency, service, etc.) are improved

If you have any additional issues or concerns with the growth pattern envisioned in Scenario #2, please write it on a Post-It note and attach here:



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SCENARIO 3

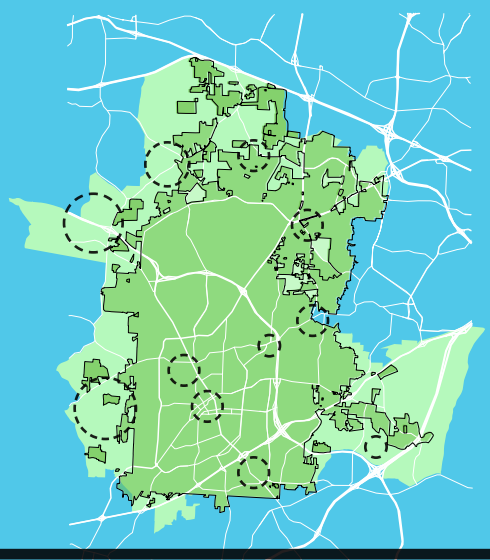
Course Correction

Direct new growth to activity centers (mixed-use districts)

Scenario #1 and Scenario #2 illustrate an overall growth pattern that is very similar in terms of land consumption and growth outward. The differentiating factor is an increase in density for Scenario #2 to allow smaller lots, townhomes, and multi-family units and assumes the zoning code gets tweaked to allow higher density development.

Scenario #3 represents a different way to grow – combining increased density where appropriate but, more importantly, directing growth to designated activity centers or growth nodes that are districts that allow mixed-use development (e.g., retail, restaurants, office, and a variety of residential housing types, etc.). This would result in the City absorbing a greater percentage of future growth within the existing City boundaries as well as creating new activity centers rather than traditional subdivisions on some of the land yet to be developed.

Future growth under this scenario will generally:



Support new mixed-use development and redevelopment in designated activity centers



Provide for a variety of housing types in and near the activity centers (e.g., townhomes, multi-family condos and apartments, cottage housing, etc.) and slow the City's growth outward



Create walkable and bikeable districts with opportunities for residents to live, work and easily access dining and entertainment. Conservation subdivisions with a requirement for open space preservation would help to create pockets of green space.



Require 'complete streets' with sidewalks/trails and bike lanes with streetscape amenities (e.g., street trees, benches, etc.)

Scenario #3 is a departure from High Point's current development pattern. It represents a new direction for how the City manages growth – directing growth to activity centers – while recognizing that vacant land within and outside of the City's current boundary may be consumed by new development since this Scenario assumes there are no proactive measures to purchase and/or preserve open space.

What development might look like:

Park and open space types expected



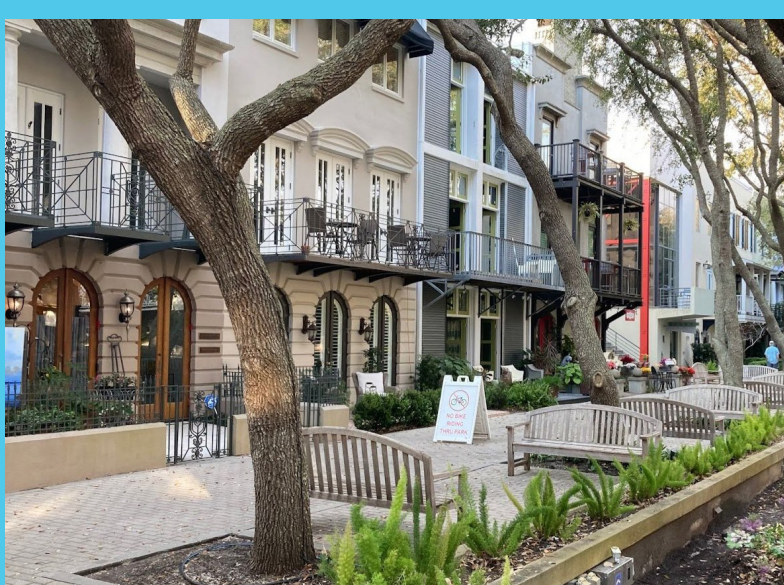
Road infrastructure and streetscape anticipated



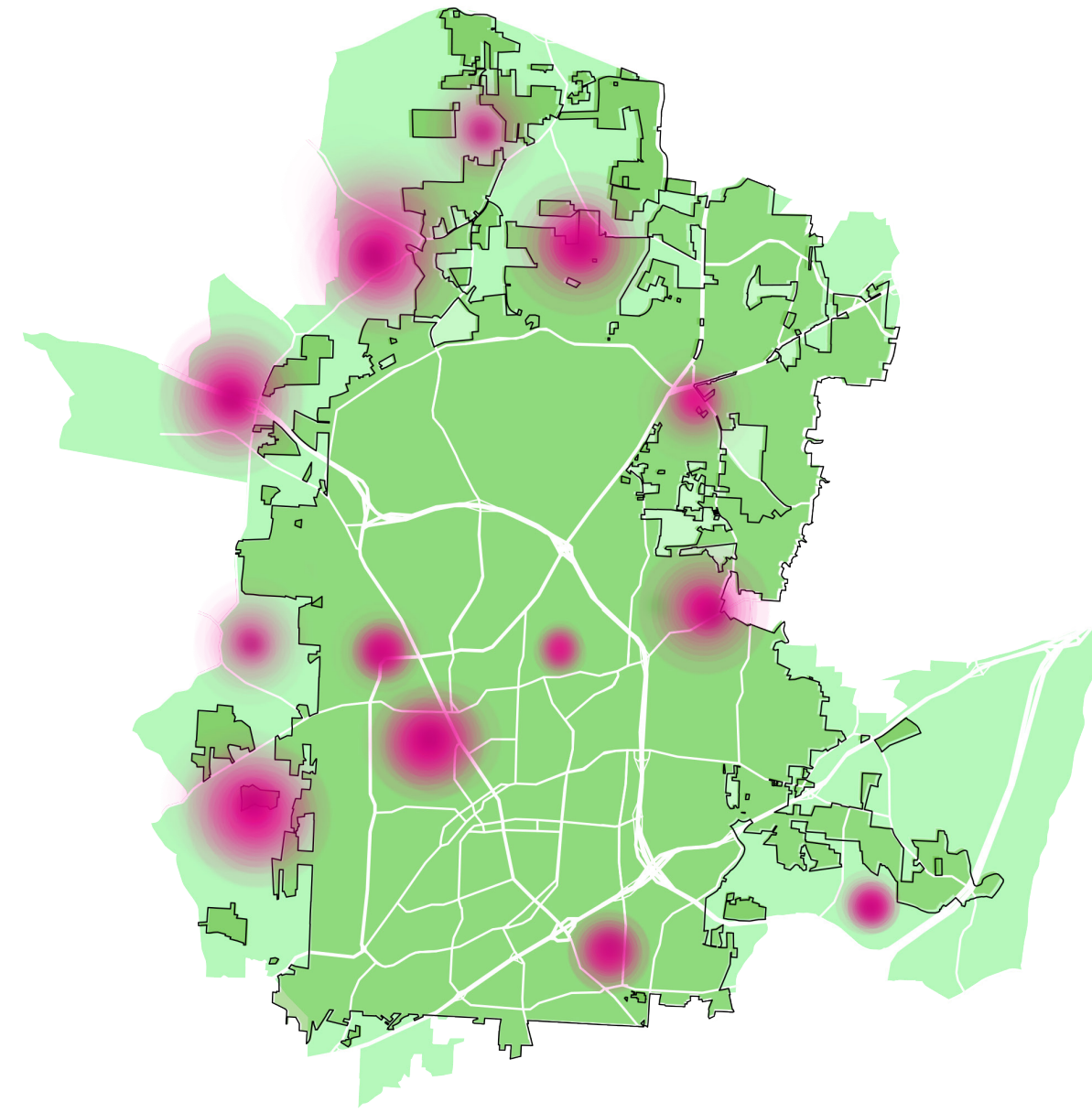
Commercial development patterns likely to emerge



Housing type(s) generally facilitated

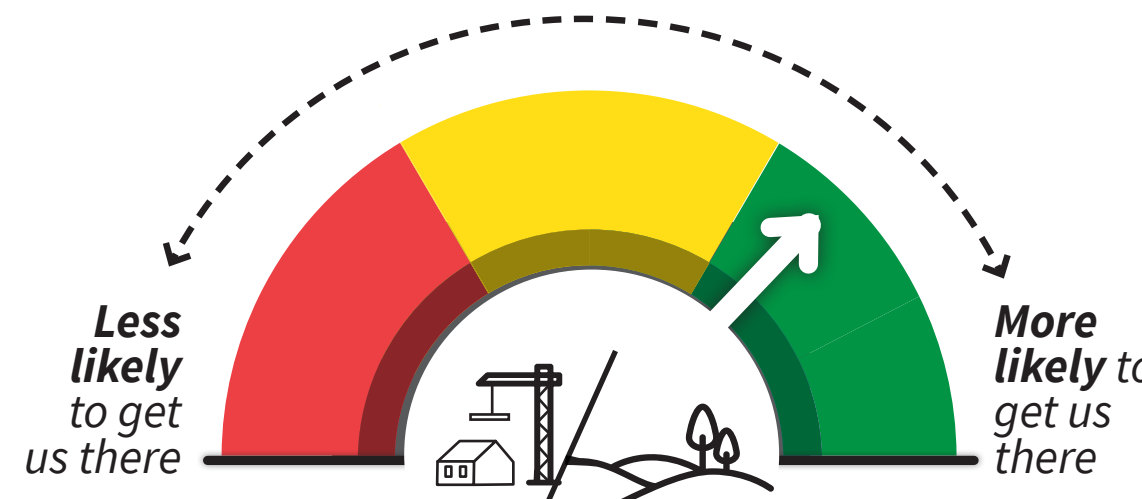


Where and to what extent will most of the new growth be directed?

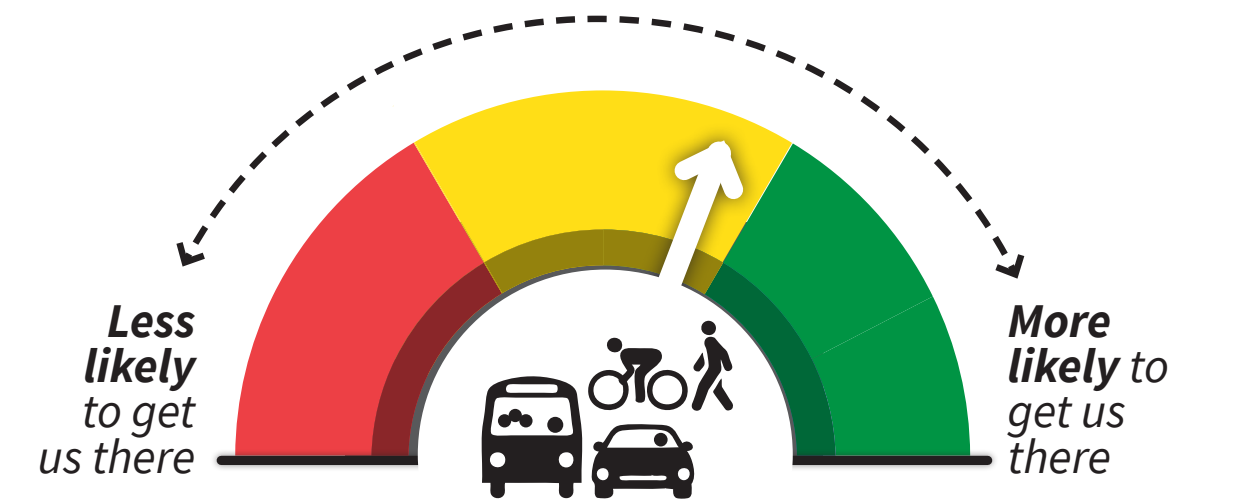


Scenario #3 changes the existing growth pattern from low density suburban development by **creating new activity centers or mixed-use districts that will concentrate new development** into a much smaller geographic footprint – pockets of development – in the areas to the north and west of the City. Activity centers within the existing City boundary, areas designated for revitalization, will have **greater density allowances to absorb much of the development pressure internally and slow the growth outward.**

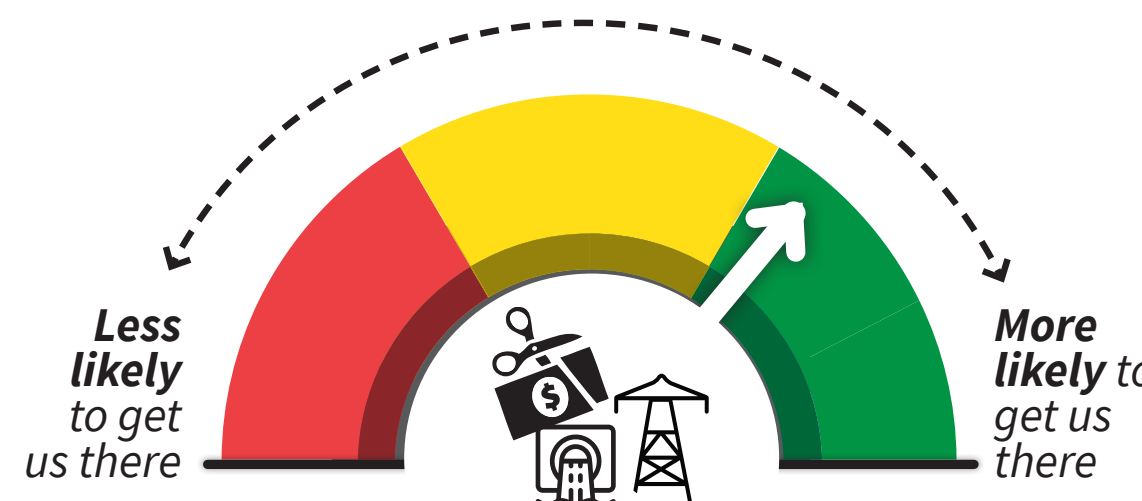
How will growth under this scenario move the needle on the following issues confronting the City?



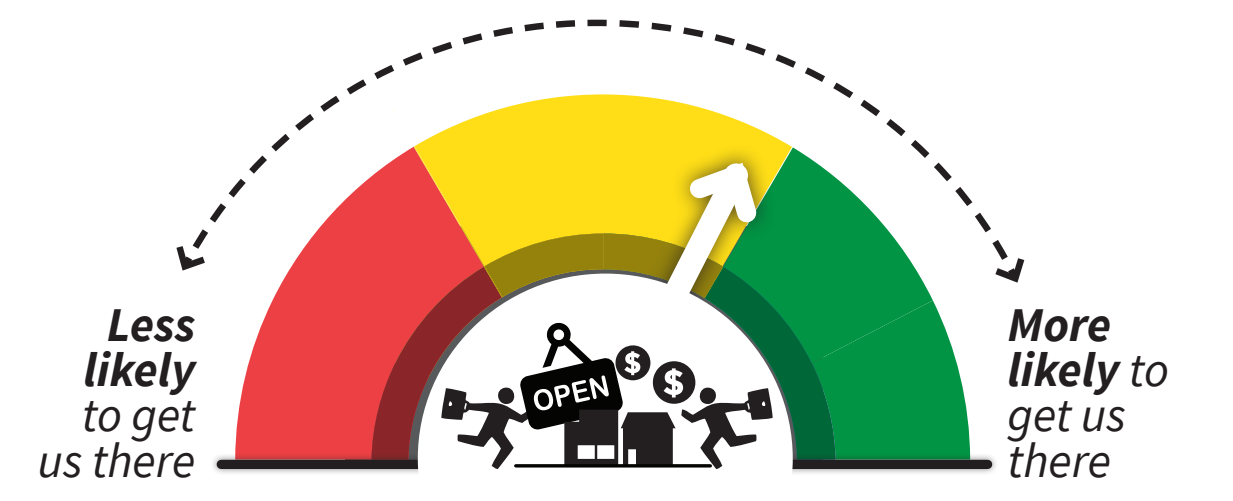
Reduced land consumption and more preservation of open/green space



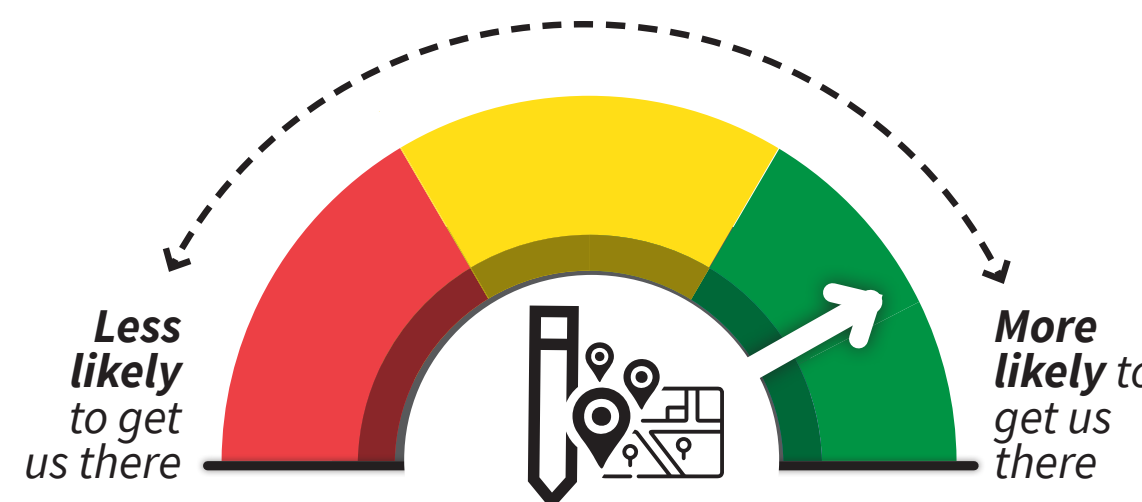
Getting around is easier and safer for everyone



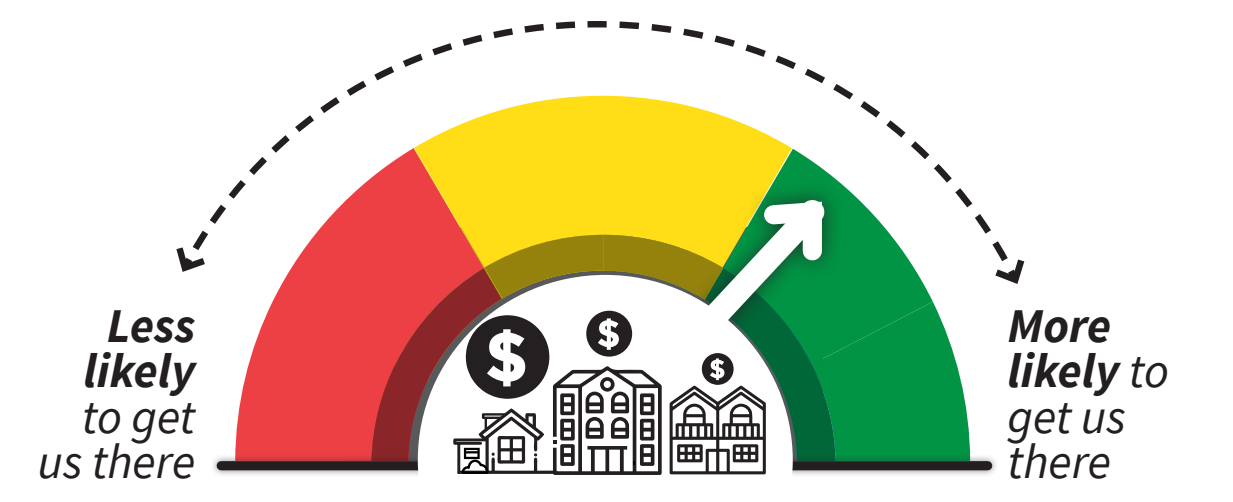
Reduced infrastructure cost for additional streets, water, sewer, utilities needed



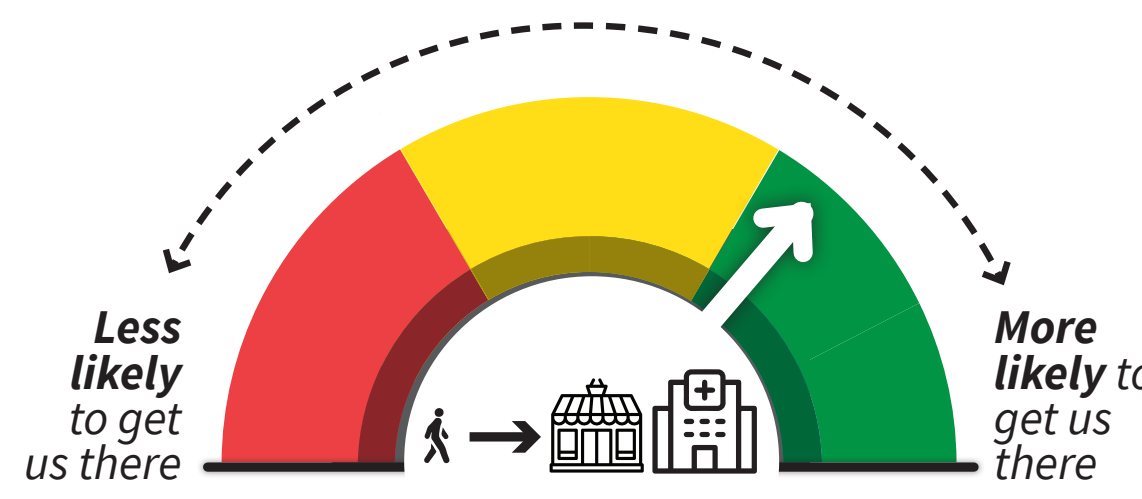
More jobs created and concentrated to spur even more economic activity



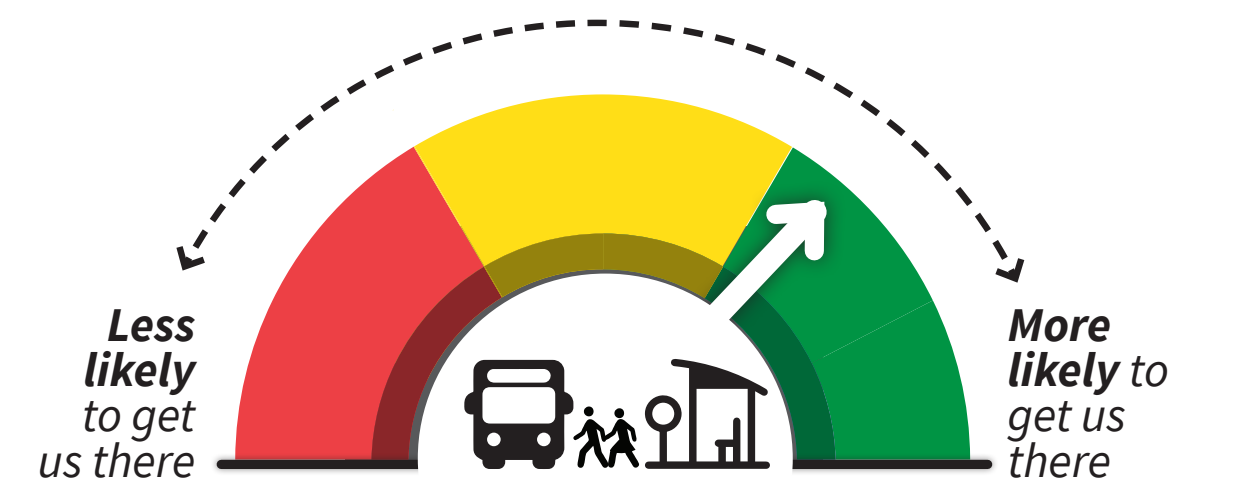
A wide range of land uses for residential, retail, office, public, industrial purposes



A range of housing types to accommodate households at different life stages and price points

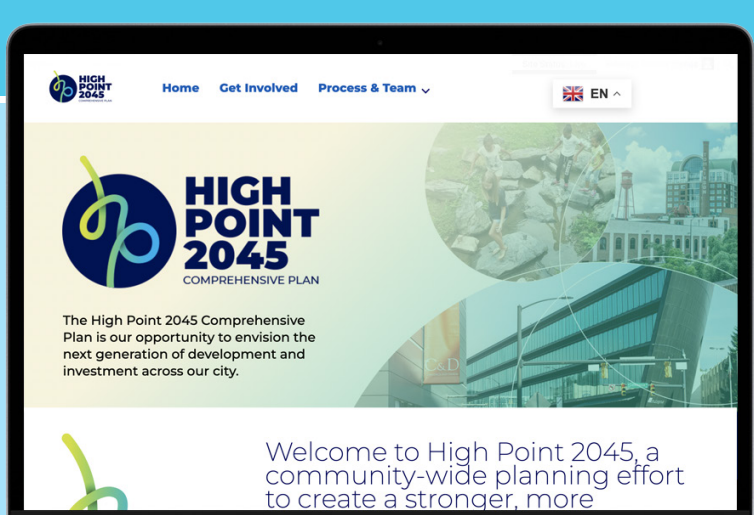


Shorter distances to reach grocery stores, medical facilities, and other services



Transit options (e.g., options, frequency, service, etc.) are improved

If you have any additional issues or concerns with the growth pattern envisioned in Scenario #3, please write it on a Post-It note and attach here:



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SCENARIO
4

Major Course Correction

Direct growth to activity centers (mixed-use districts) while also actively preserving land

While Scenario #3 represents a different path for High Point, it does so primarily from a land use perspective – by implementing a new zoning ordinance that incorporates detailed standards for specifically designated areas of the City to develop as activity or mixed-use centers. **Scenario #4 takes this recommended development pattern to a new level and simultaneously recommends a proactive policy for the City to begin preserving some open space or vacant lands.** This preservation would come in the form of additional zoning standards that require open space preservation or park development as part of new developments as well as a dedication of funds to buy land for future open space and park/recreational opportunities.

Future growth under this scenario will generally:

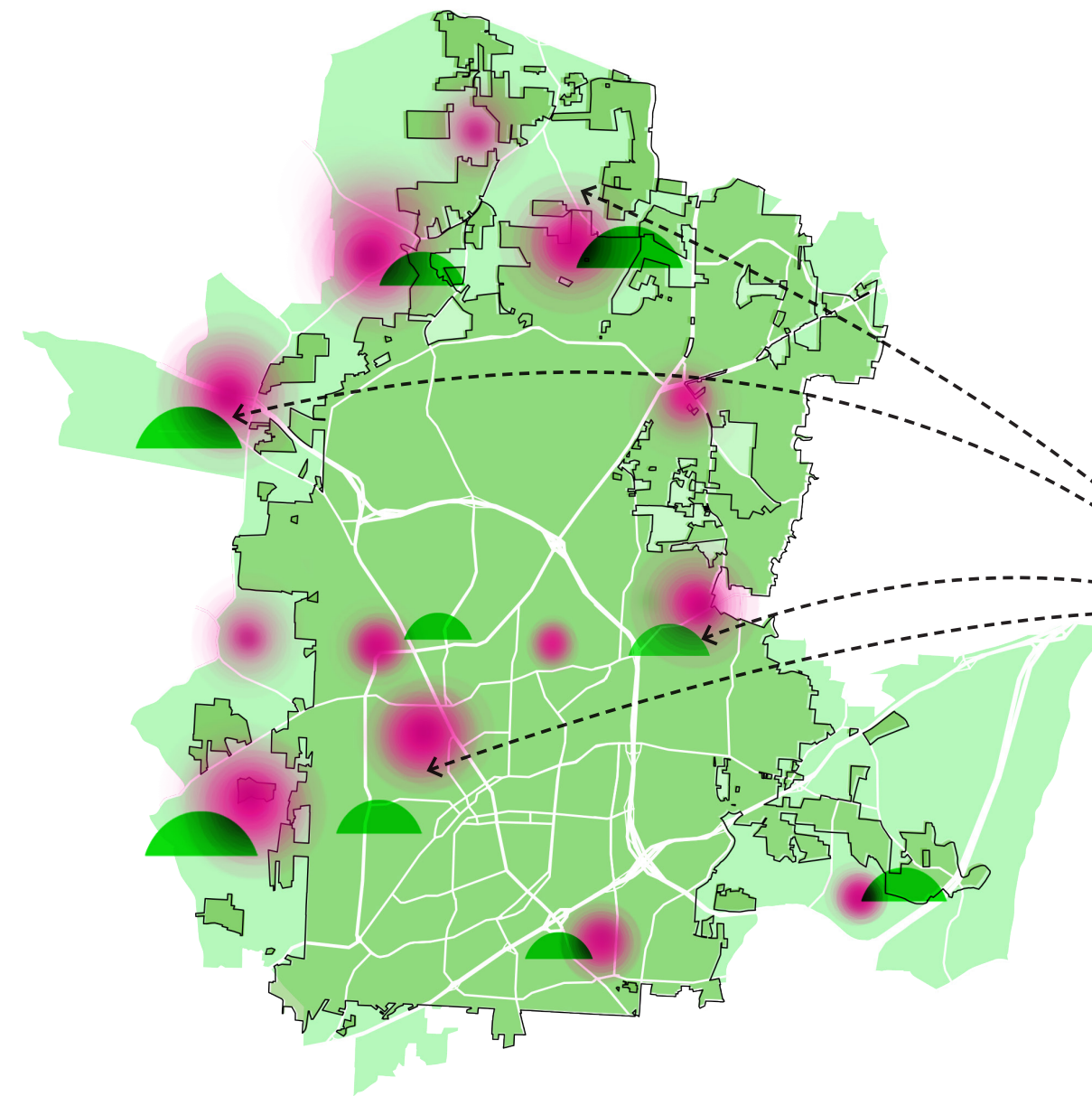
- Support new mixed-use development and redevelopment in designated activity centers**
- Provide for a variety of housing types in and near the activity centers (e.g., townhomes, multi-family condos and apartments, cottage housing, etc.) and slow the City's growth outward**
- Create walkable and bikeable districts with opportunities for residents to live, work and easily access dining and entertainment. Conservation subdivisions with a requirement for open space preservation would help to create pockets of green space.**
- Require 'complete streets' with sidewalks/trails and bike lanes with streetscape amenities (e.g., street trees, benches, etc.)**
- Acquire and/or preserve a defined percentage of the City's vacant land for future open space and parkland opportunities.**

Scenario #4 embodies both an updated zoning approach to ensure the development of activity or mixed-use centers throughout the City and a policy to concurrently preserve land. This Scenario recognizes that land is finite and parks and open space are an important component of the High Point community.

What development might look like:

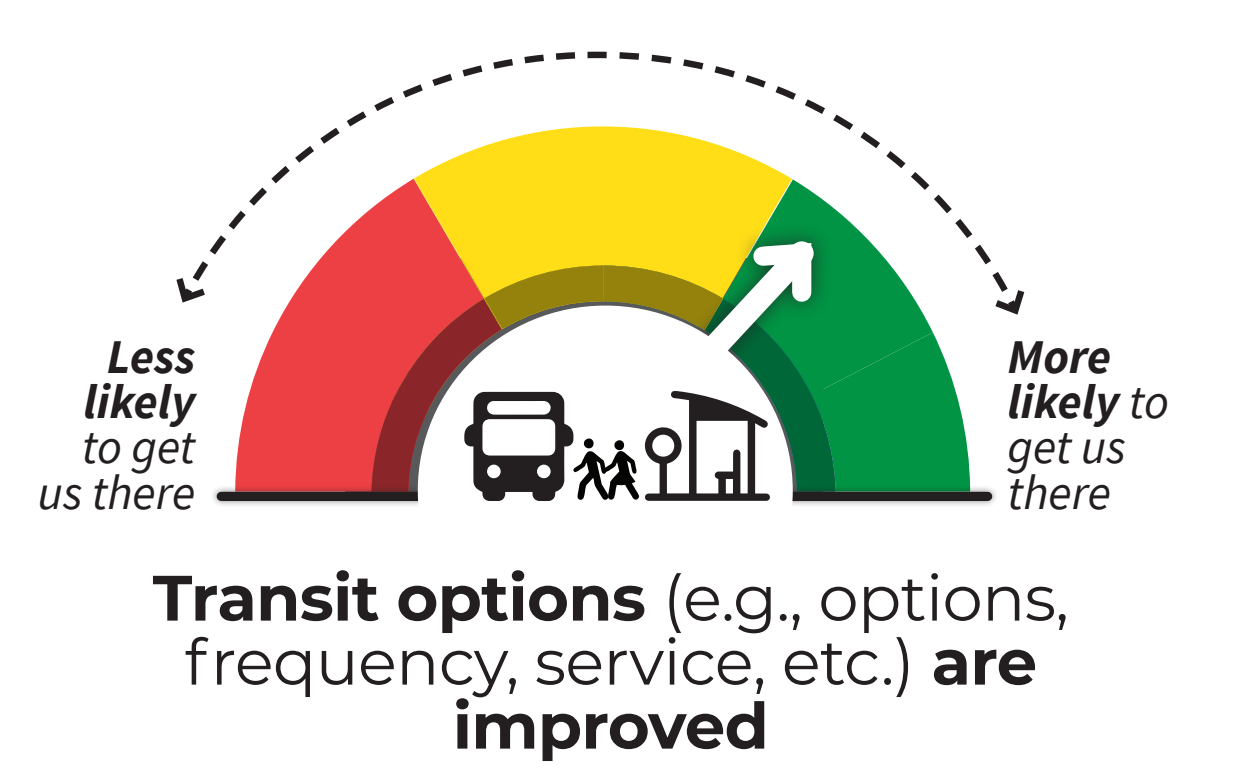
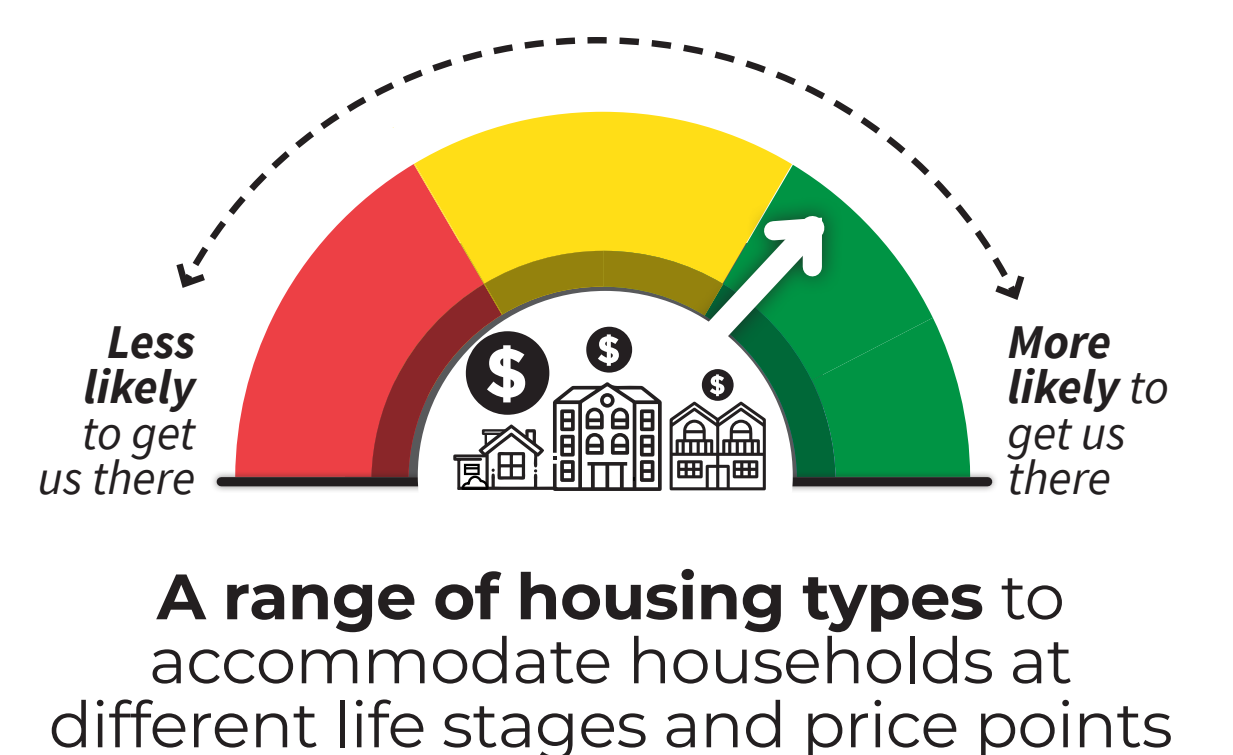
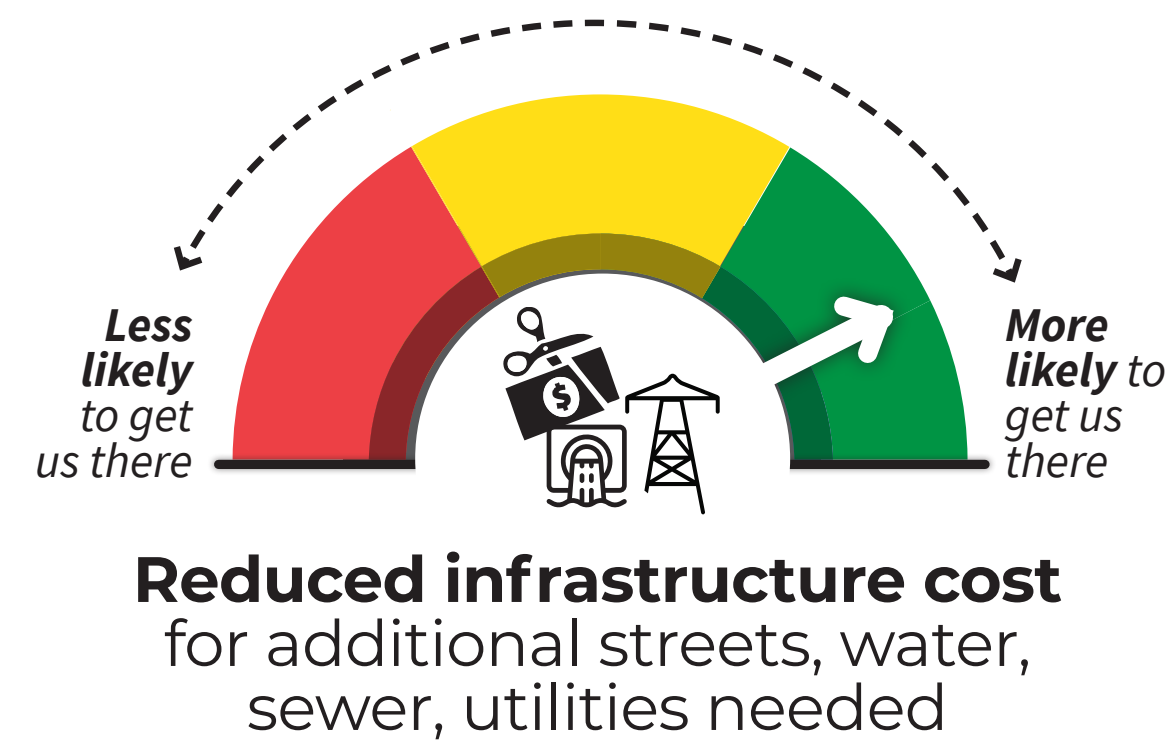
- Park and open space types expected**
- Road infrastructure and streetscape anticipated**
- Commercial development patterns likely to emerge**
- Housing type(s) generally facilitated**

Where and to what extent will most of the new growth be directed?

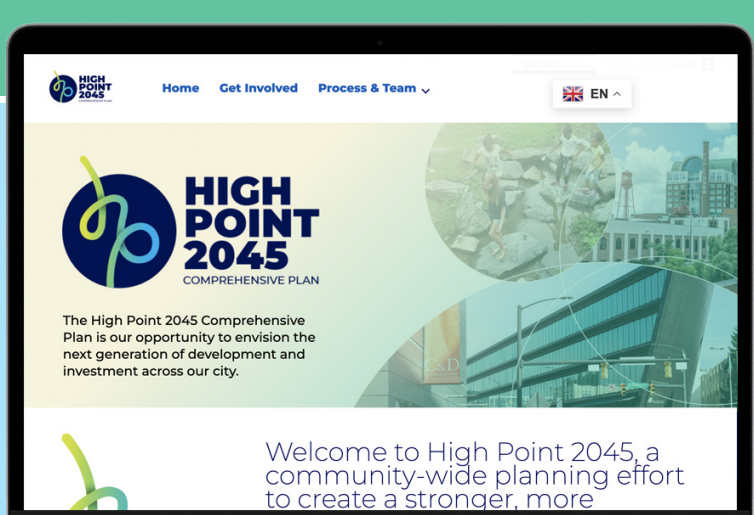


Scenario #4 follows the same growth pattern as Scenario #3 but also requires a financial commitment from City Hall to **fund open space preservation and/or acquisition as growth continues.** These funds could be used to **purchase open space in the areas between designated activity centers in the outlying areas to the north and west of the city as well as strategically target the acquisition of vacant land within the city for new parks.**

How will growth under this scenario move the needle on the following issues confronting the City?



If you have any **additional issues or concerns with the growth pattern** envisioned in Scenario #4, please write it on a Post-It note and attach here:



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Which scenario would you like to see as High Point's future?

For which metrics are we trying to move the needle?

Each of these scenarios performs differently because how and where development happens will impact a range of factors including those detailed below.



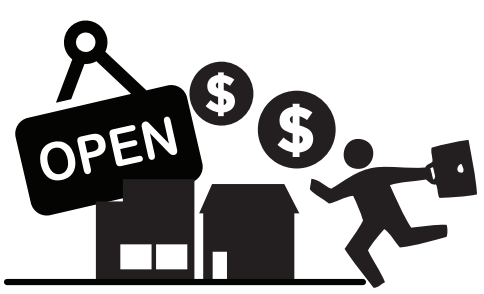
Reduced land consumption and more preservation of open/green space



Getting around is easier and safer for everyone



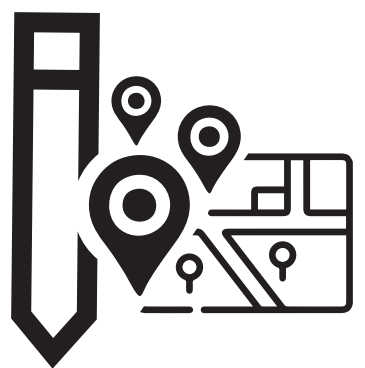
Reduced infrastructure cost for additional streets, water, sewer, utilities needed



More jobs created and concentrated to spur even more economic activity



A range of housing types to accommodate households at different life stages and price points



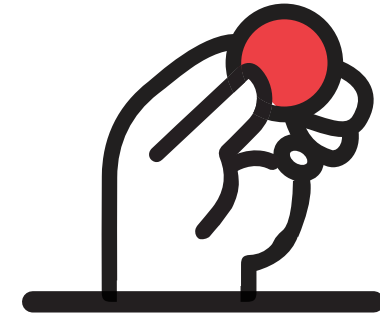
A wide range of land uses for residential, retail, office, public, industrial purposes



Shorter distances to reach grocery stores, medical facilities, and other services



Transit options (e.g., options, frequency, service, etc.) are improved



Place your **red dot sticker** in the box under the scenario you think High Point's future should look like.

Getting around is easier and safer | Range of land uses | Shorter distances | Transit options

More jobs created

Reduced infrastructure cost

Range of housing

Reduced land consumption, more preservation

Less likely to get us there | *More likely to get us there*

Stay the course

Continue doing what has been done with minor adjustments

Place your stickers here

Getting around is easier and safer | Range of land uses | Shorter distances | Transit options | Range of housing

More jobs created

Reduced infrastructure cost

Reduced land consumption, more preservation

Less likely to get us there | *More likely to get us there*

Pivot slightly

Continue the current development pattern but increase the density of new residential development

Place your stickers here

Course Correction

Direct growth to activity centers (mixed-use districts)

Getting around is easier and safer | More jobs created

Reduced land consumption, more preservation | Reduced infrastructure cost

Range of housing | Shorter distances | Transit options

Range of and uses

Less likely to get us there | *More likely to get us there*

Course Correction

Place your stickers here

Major Course Correction

Direct growth to activity centers (mixed-use districts) while also preserving land

Getting around is easier and safer | More jobs created

Range of housing | Transit options | Shorter distances

Range of and uses

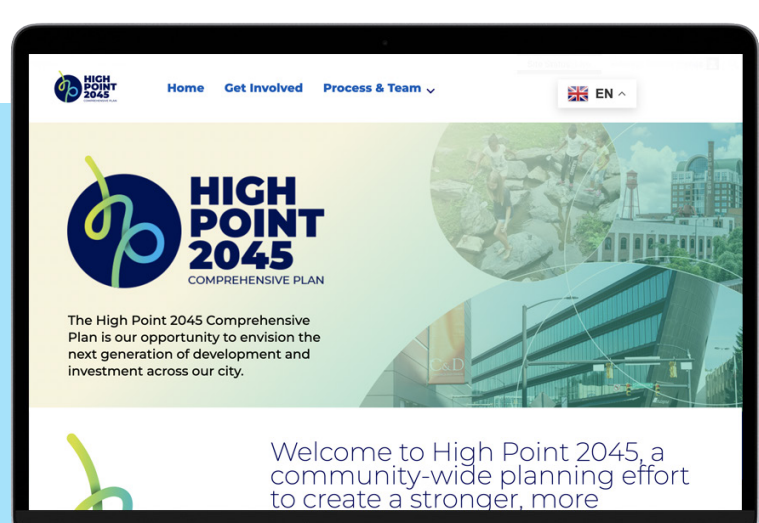
Reduced infrastructure cost

Reduced land consumption, more preservation

Less likely to get us there | *More likely to get us there*

Major Course Correction

Place your stickers here



Visit HighPoint2045.org to learn more
Help shape the future of High Point for years to come.