



# Welcome!

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City Staff Meeting  
July 2023



# The plan for this evening

1. Process **overview**
2. High Point's draft core **values** and planning **principles** for the decision-making framework
3. The '**big things**' and what we know about them so far
4. How will High Point grow? **Scenario Planning**
5. Next Steps

# 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

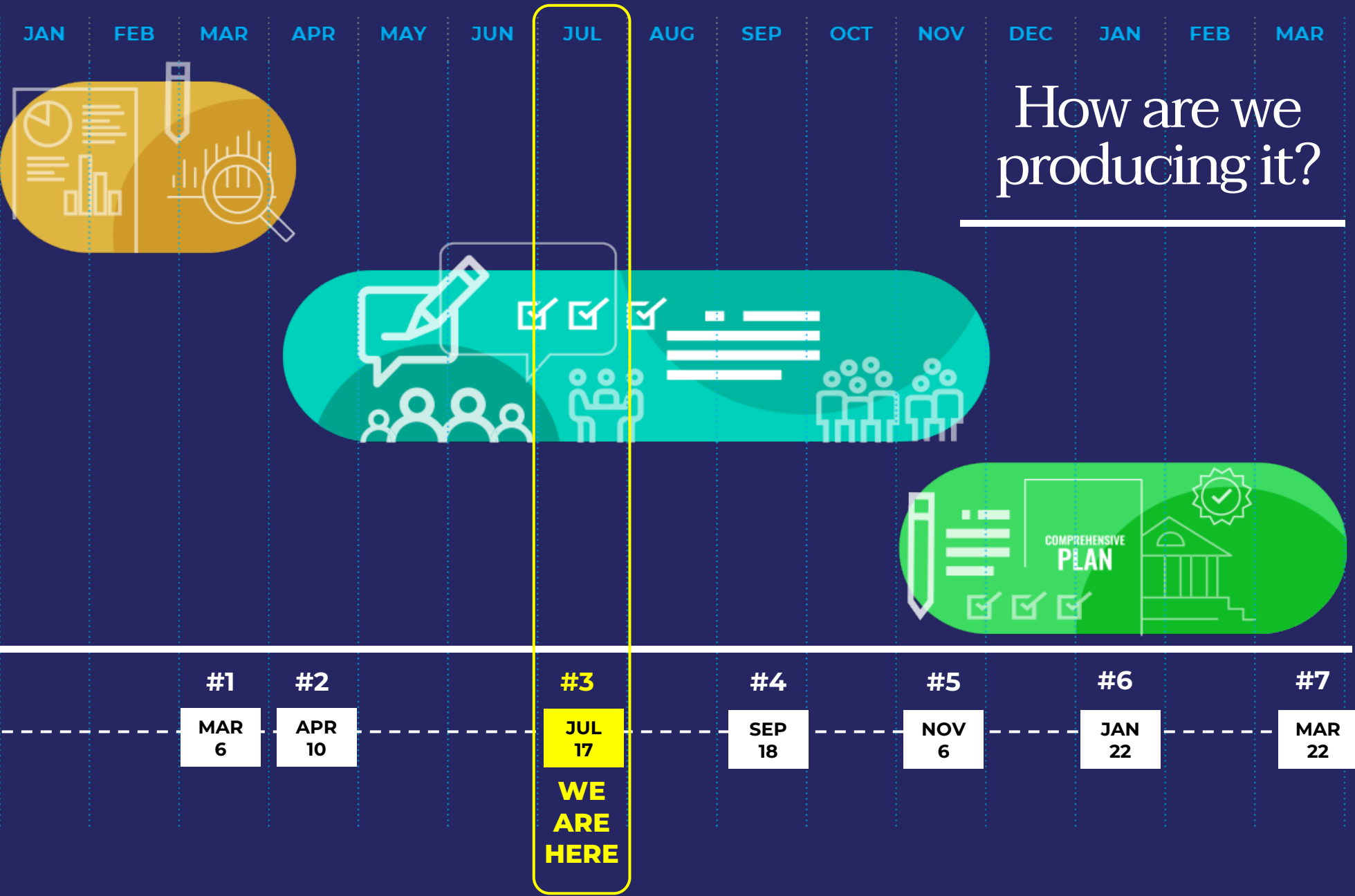
# What's behind a great comprehensive plan?



It gets the  
“Big Things”  
right

It plans for  
what is  
known

It creates a  
decision-making  
framework for  
what is unknown



How are we producing it?

# 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

**SEPTEMBER**



## 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 selected, showing a sub-header "Welcome to High Point 2045, a community-wide planning effort to create a stronger, more sustainable, and vibrant City." Below this is a paragraph: "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." At the bottom, a section titled "What is a Comprehensive Plan?" features four icons and corresponding text boxes explaining the plan's role as a decision-making guide, a conceptual roadmap, a vision statement, and an articulation of priorities.

This screenshot shows the "HOW CAN I GET INVOLVED?" section of the website. It features a main heading "Get updates delivered to your inbox to stay informed about ways you can get involved." followed by a paragraph: "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." Below this is another "Sign up for eNews" button. To the right is a small image of a person at a computer with a "Welcome to High Point" sign. Below the main text is a section titled "HIGH POINT'S PLANNING PROCESS" with the sub-header "Shaping Our Future". It contains three columns, each with an icon and a description of a phase: Phase 1 (Analysis and Key Issue Identification), Phase 2 (Vision, Values, Principles and Priorities), and Phase 3 (Refinement, Finalization and Adoption).

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





# Core Values & Planning Principles

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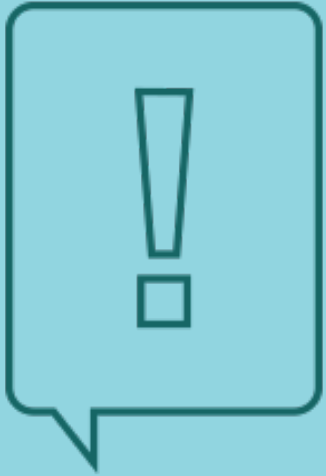
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# Core Values

A community's core values are deeply-held and widely-shared beliefs that serve as building blocks for the community's vision and shape how decisions are made.

- They can evolve over generations but are **durable and have a lasting impact**
- Once identified, these values and their complementary planning principles **will form a decision-making framework** for the new plan



# DRAFT Core Values

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

...an **inclusive** community

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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

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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

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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.



# Planning Principles

A community's 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.



# DRAFT Planning Principles



**Support critical thinking and strategic risk-taking**

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**Work together and include all voices**

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

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**Build and celebrate our own identity**

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# Big Things



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Three priority issues, or **‘Big Things’**, have emerged based on feedback from the HighPoint2045 steering committee, Kitchen Table Conversations hosted by committee members and the Open House Roadshow that took place in April / 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.

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# BIG THINGS

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**Cultivate a sense of community and unity**



**Strengthen the sense of place and economic vitality of downtown**



**Diversify transportation modes and land uses**



Cultivate a  
sense of  
community  
and unity



## What do these ‘Big Things’ mean?

- 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



## What do these ‘Big Things’ mean?

- A large portion of downtown High Point feels desolate. The Market contributes to this inactivity because the show takes place a few weeks per 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 regard 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



## What do these ‘Big Things’ mean?

- Throughout the planning process citizens 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.**



# Scenario Planning

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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.

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?



# Scenarios

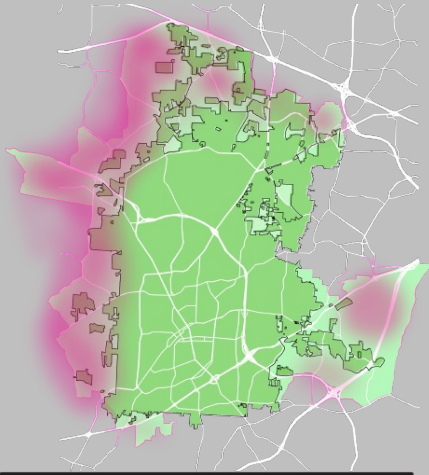
These four scenarios explore how our values might translate to what our community looks like in the future.

SCENARIO

1

**Stay the course**

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



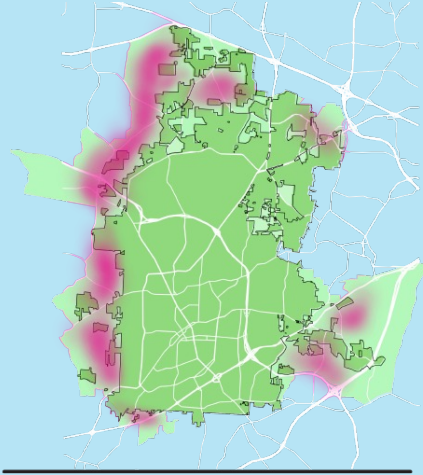
*Land continues to be developed and roads continue to be built to accommodate new growth.*

SCENARIO

2

**Pivot slightly**

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



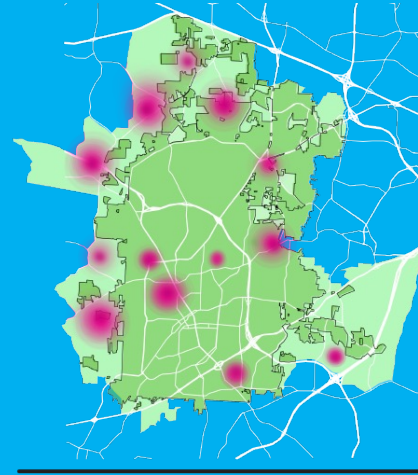
*Land continues to be developed and roads continue to be built to accommodate new growth..*

SCENARIO

3

**Course correction**

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



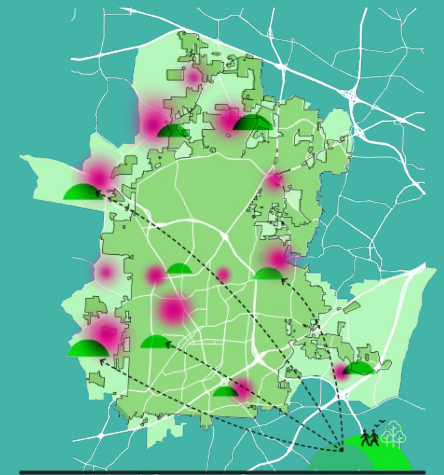
*New growth is generally directed to mixed-use activity centers that cluster residential and commercial development allowing for walkable and bikeable options.*

SCENARIO

4

**Major course correction**

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



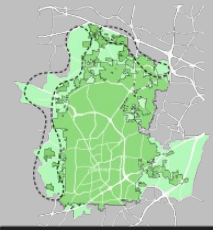
*New growth is directed to mixed-use activity centers that cluster residential and commercial development allowing for walkable and bikeable options and funding is provided for open space preservation and/or acquisition.*



# 1

# Stay the course

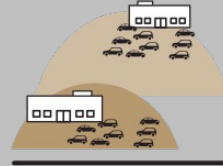
Scenario #1 will see the City continue its march to the north where it will merge with Kernersville and Greensboro and, subsequently, to the west into Davidson County until the Planning Area is filled in.



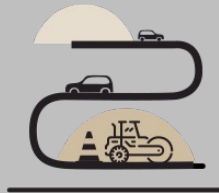
Support new development to the north and northwest



Include new single-family subdivisions

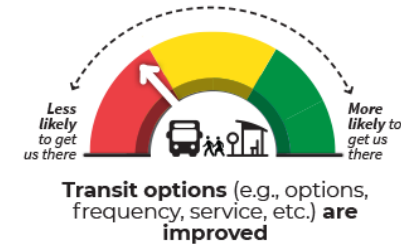
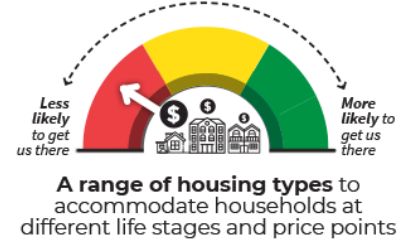
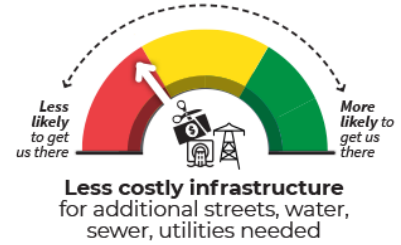
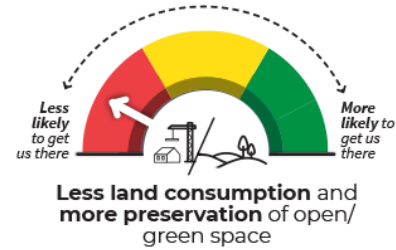


Provide opportunities for big-box and pad site commercial development



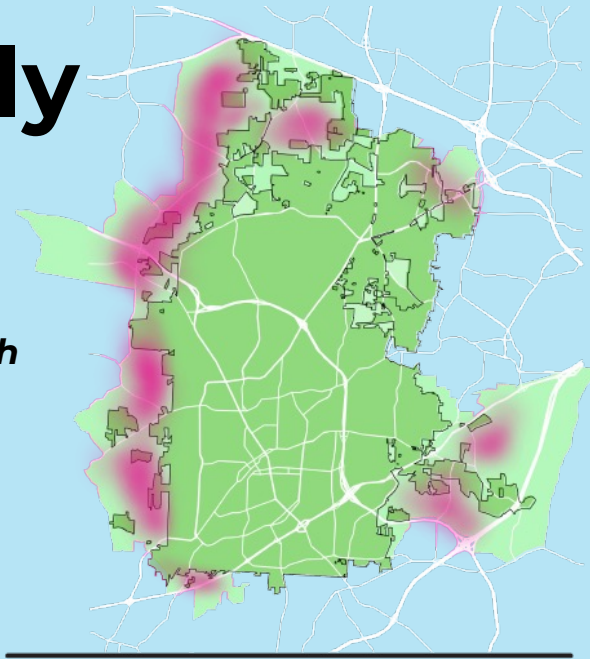
Ensure road infrastructure is expanded to accommodate growth that continues to move further out

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



# 2 Pivot slightly

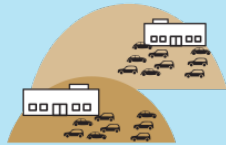
Scenario #2 represents the same growth pattern as Scenario #1 – growth to the north toward Kernersville and Greensboro and growth to the west into Davidson County – but with additional residential densities allowed, the time it takes to reach these boundaries will be extended.



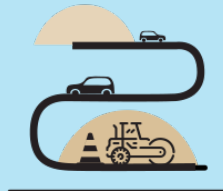
Support new development to the north and northwest



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

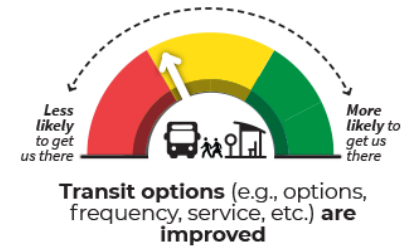
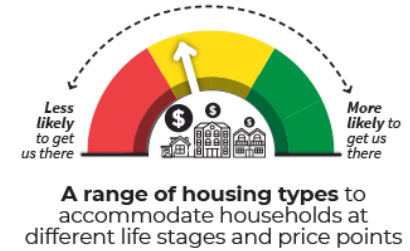
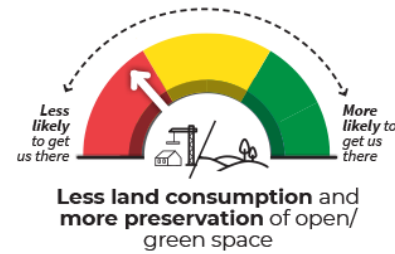


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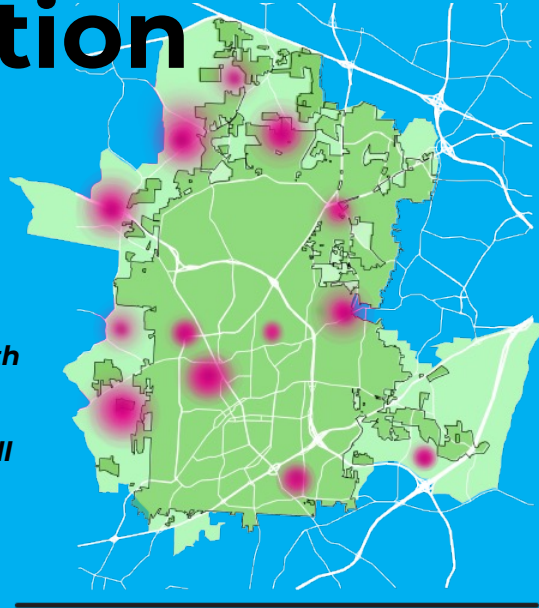
Ensure road infrastructure is expanded to accommodate growth that moves further out

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



# 3 Course correction

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.



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

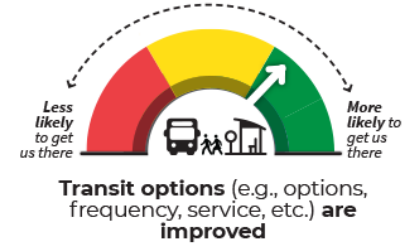
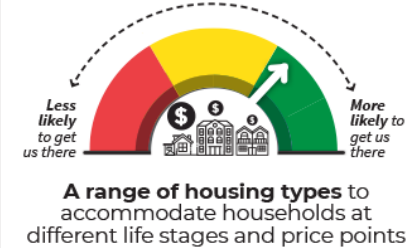
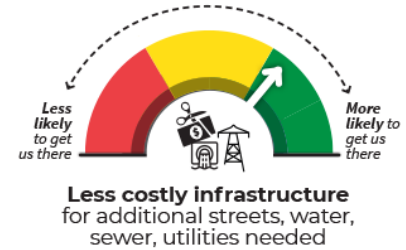
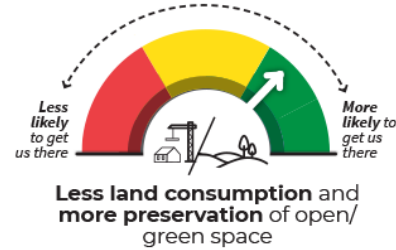


Create walkable and bikeable districts with opportunities for residents to live, work and easily access dining and entertainment. Conservation subdivisions with a requirement for open space preservation would help to create pockets of green space.



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

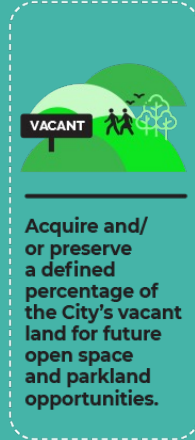
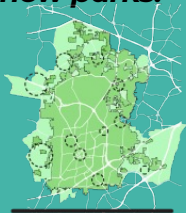
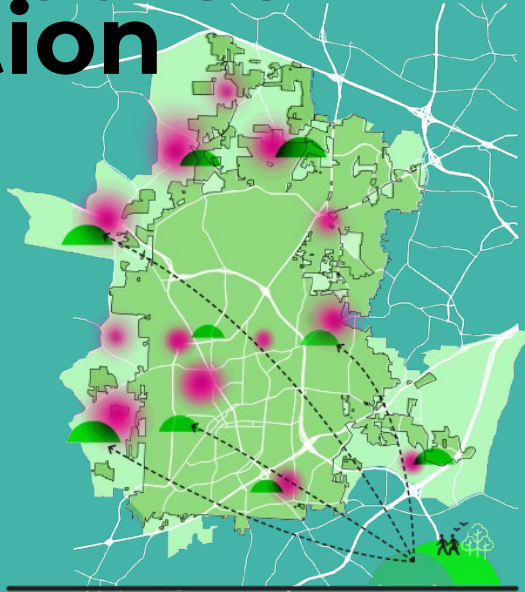
**How will growth under this scenario move the needle on the following issues confronting the City?**



# 4

# Major course correction

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.



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

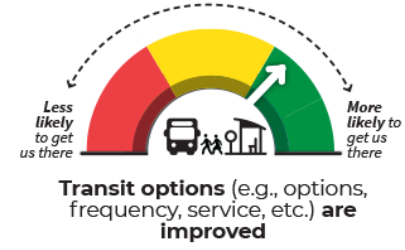
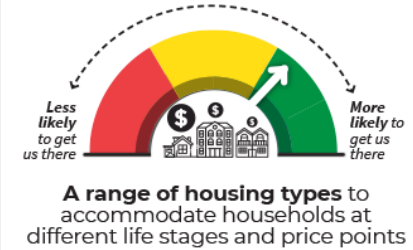
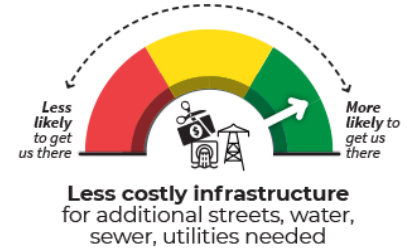
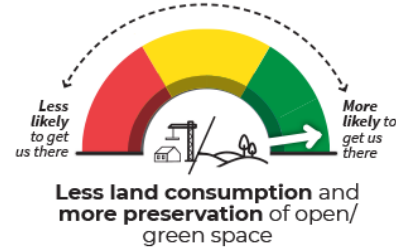
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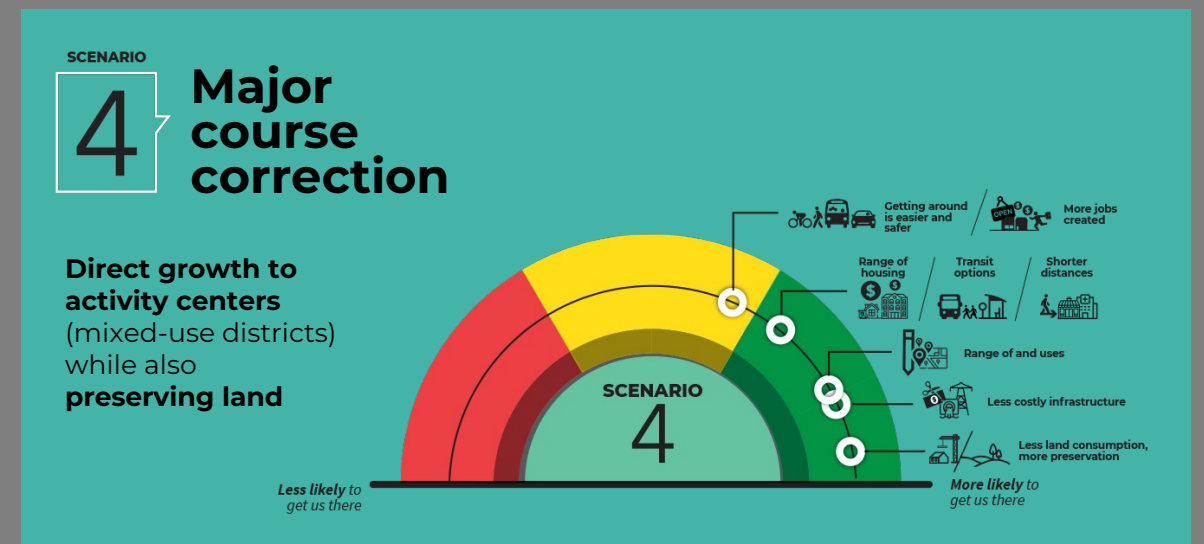
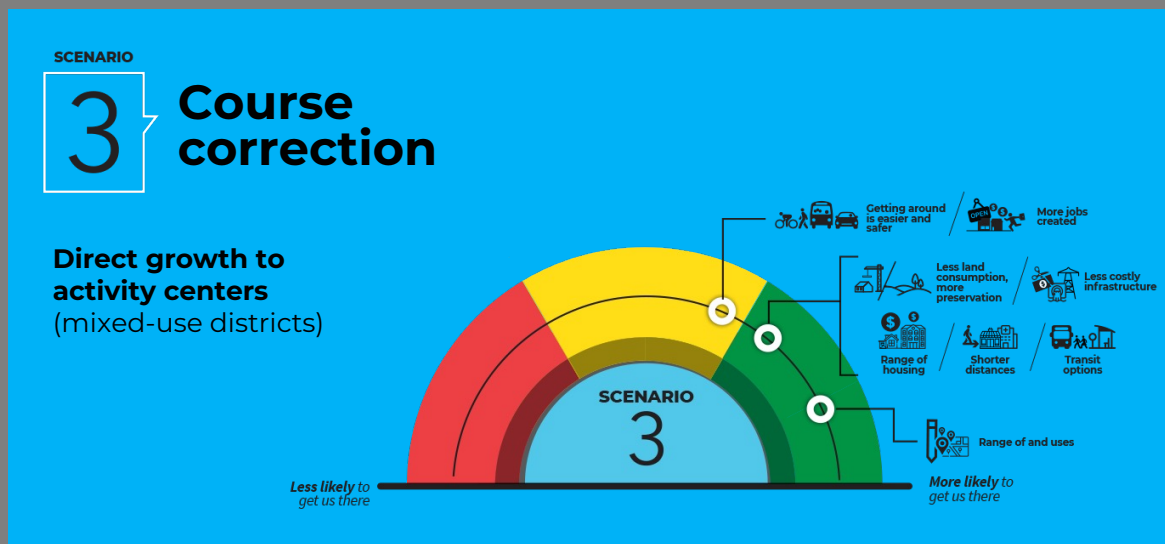
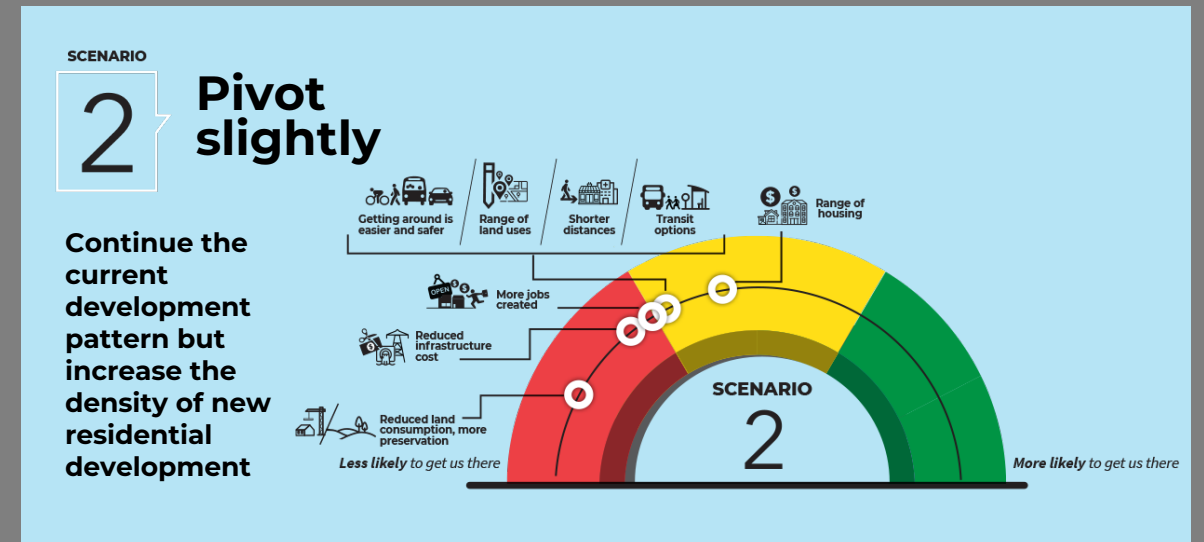
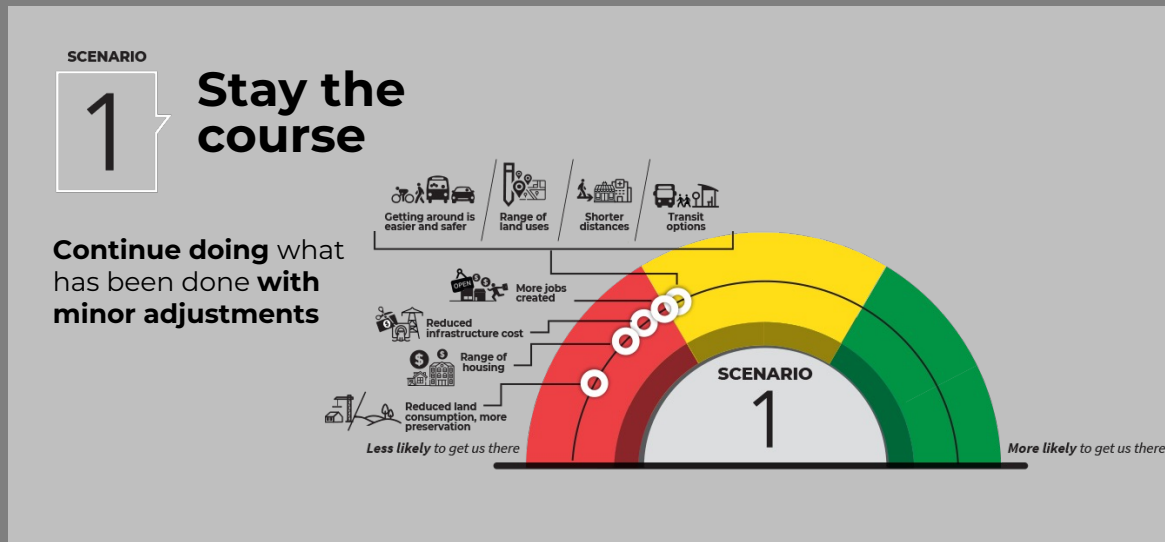
Require 'complete streets' with sidewalks/trails and bike lanes with streetscape amenities (e.g., street trees, benches, etc.)

Acquire and/or preserve a defined percentage of the City's vacant land for future open space and parkland opportunities.

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



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



# Next Steps



1. **The online open house goes live on Thursday**
2. **Summarize input from this week and update the project website**
3. **Revise the scenarios, if necessary, and do build-out calculations**
4. **Online survey September (date TBD)**
5. **Next round of meetings:** Week of September 18<sup>th</sup>



# Thank you

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July 2023

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

czb