



Welcome!

Steering Committee Meeting
September 2023



The plan for this meeting

1. **Process summary**
2. **Elements of the plan coming together**
 - ✓ Core Values & Planning Principles
 - ✓ 'Big Things'
 - ✓ Preferred Growth scenario
3. **Growth Framework**
4. **Next Steps**

Process Summary

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

PHASE 1
**Analysis and
Key Issue
Identification**



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



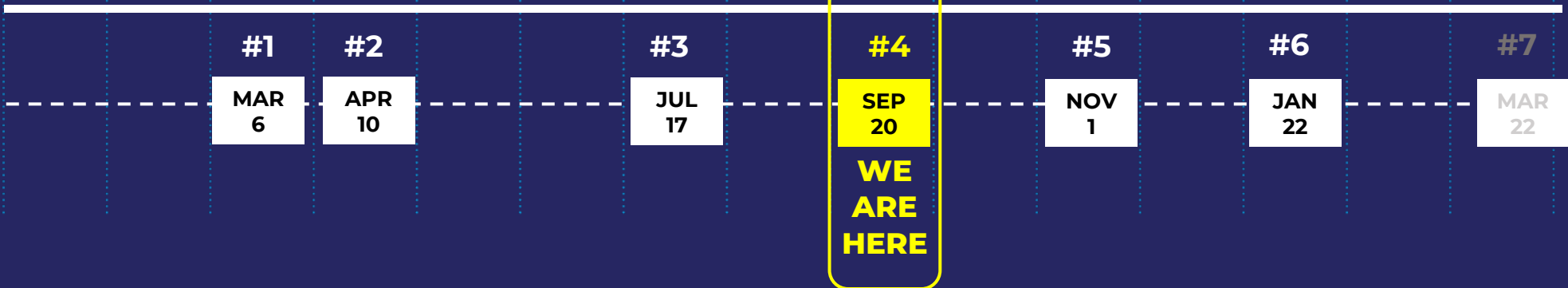
PHASE 3
**Refinement,
Finalization
and Adoption**



How are we
producing it?

**Steering
Committee**

Meetings week of



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**

OUTREACH BY THE NUMBERS

HIGH POINT 2045

COMPREHENSIVE PLAN

Since June 2023, High Point 2045 Comprehensive Plan outreach efforts have included:

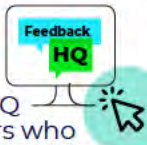
761

Facebook post link clicks



142

Engagement HQ informed visitors who clicked on a link within the platform



Emails sent to **453** registered NotifyMe users



Emails sent to **34** partner organizations and **30** top employers in the city to help promote open house events/online survey

34 and **30**



top employers in the city to help promote open house events/online survey



Approximately **1,400**

project business cards/flyers distributed



Utility bill inserts sent out and ads placed in High Point Transit buses



166

documented responses/feedback received



highpoint2045.org

Elements of the plan coming together



Core Values & Planning Principles



Elements of the plan coming together

Core 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.



Elements of the plan coming together

Planning Principles



Support critical thinking and strategic risk-taking



Work together and include all voices



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



Build and celebrate our own identity

Elements of the plan coming together



Big Things



Elements of the plan coming together



BIG THINGS



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



Outcomes to Prioritize

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.

(20%)

I am starting to see new housing and businesses on previously vacant lots in neighborhoods that haven't experienced development in a long time.

(18%)

The sense of a North/South divide in the city has diminished and socioeconomic gaps have narrowed.

(16%)



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



Outcomes to Prioritize

Downtown streets feel walkable because they not only have sidewalks but street trees, pedestrian level lighting, crosswalks, benches, trash receptacles, and other pedestrian amenities.

(24%)

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.

(18%)

Storefronts outside of the Market district are active and feel alive with a mix of retail and commercial businesses.

(16%)

Outcomes to Prioritize



**Diversify
transportation
modes and
land uses**



A variety of housing options are available for people in all life stages and incomes. **(29%)**

Parks, trails, and other recreational opportunities are accessible from my home and place of business. Walking, biking and driving are all viable options. **(20%)**

There are areas outside of downtown where you can live, work, and shop all in a compact walkable area. **(19%)**

Elements of the plan coming together

Preferred Scenario

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?



Preferred Scenario

80% Supported

59% Supported

SCENARIO

1 Stay the course

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

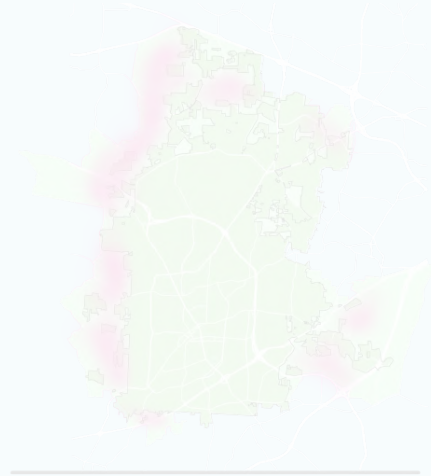


Land continues to be developed and roads continue to be built to accommodate new growth.

SCENARIO

2 Pivot slightly

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

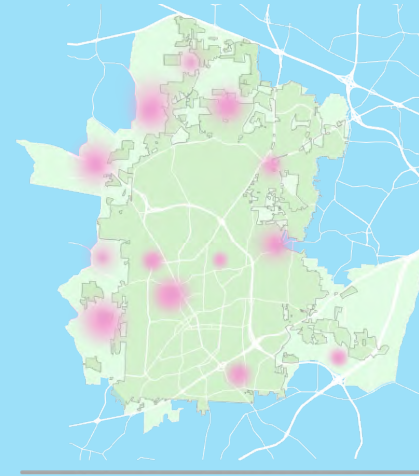


Land continues to be developed and roads continue to be built to accommodate new growth..

SCENARIO

3 Course correction

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

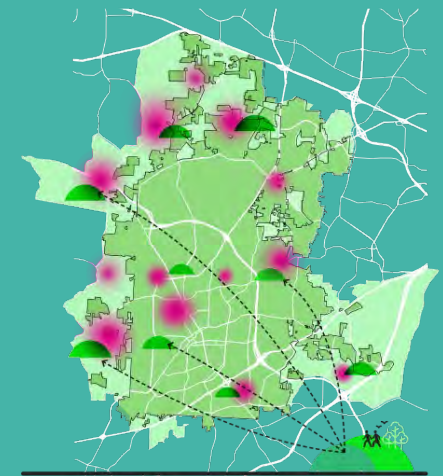


New growth is generally directed to mixed-use activity centers that cluster residential and commercial development allowing for walkable and bikeable options.

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.

An aerial photograph of a city, likely High Point, North Carolina, with a teal color overlay. The image shows a mix of modern and older buildings, parking lots, and green spaces. A prominent water tower is visible in the center. The title "Growth Framework" is written in a large, white, serif font across the middle of the image. A white horizontal bar is positioned below the title.

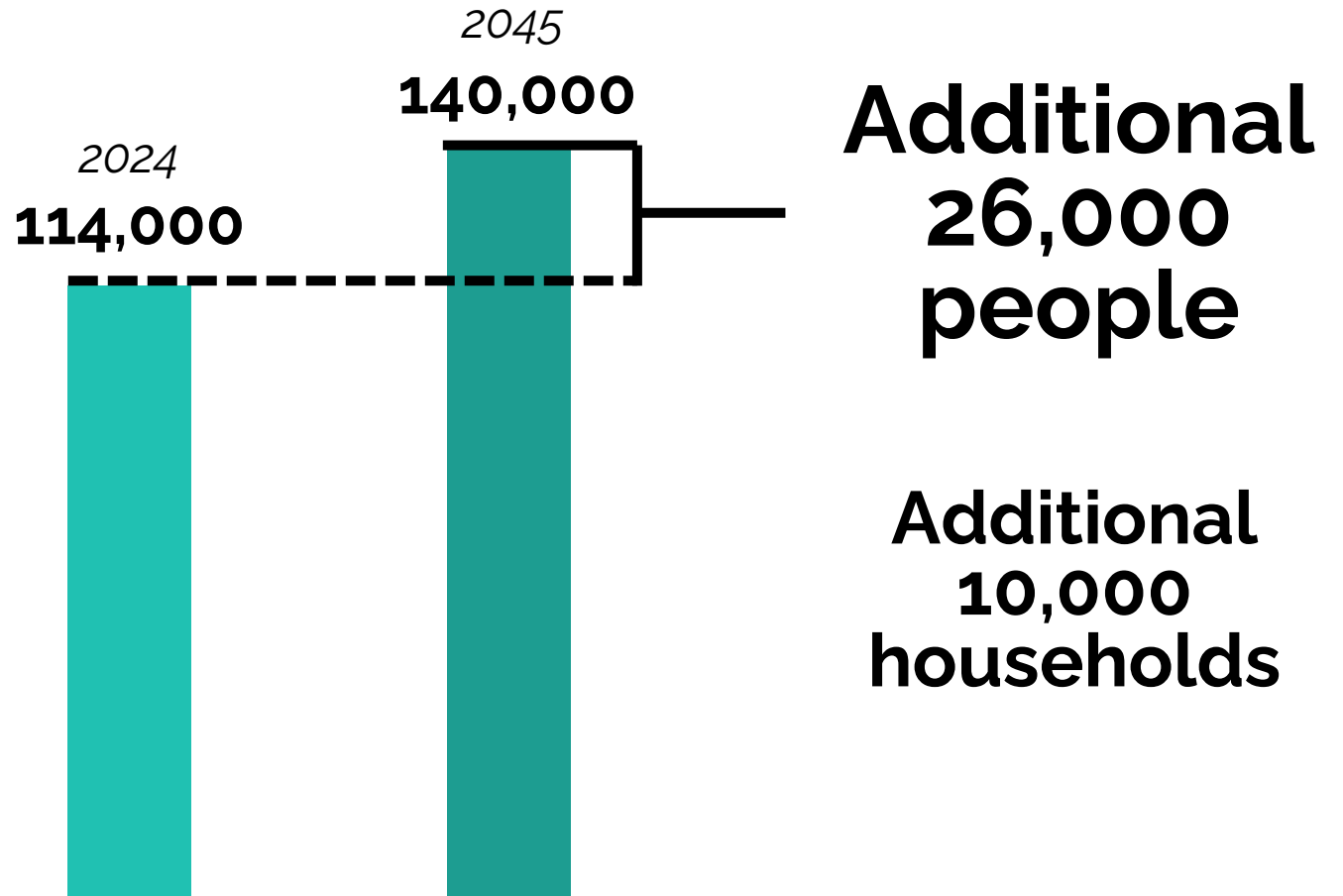
Growth Framework

Growth Framework

Growth Projections

High Point Will Likely Continue to Grow

- Between 2024 and 2045 High Point's population is projected to grow from 114,000 to approximately 140,000 – an addition of 26,000 people
- This could mean adding more than 10,000 new households.



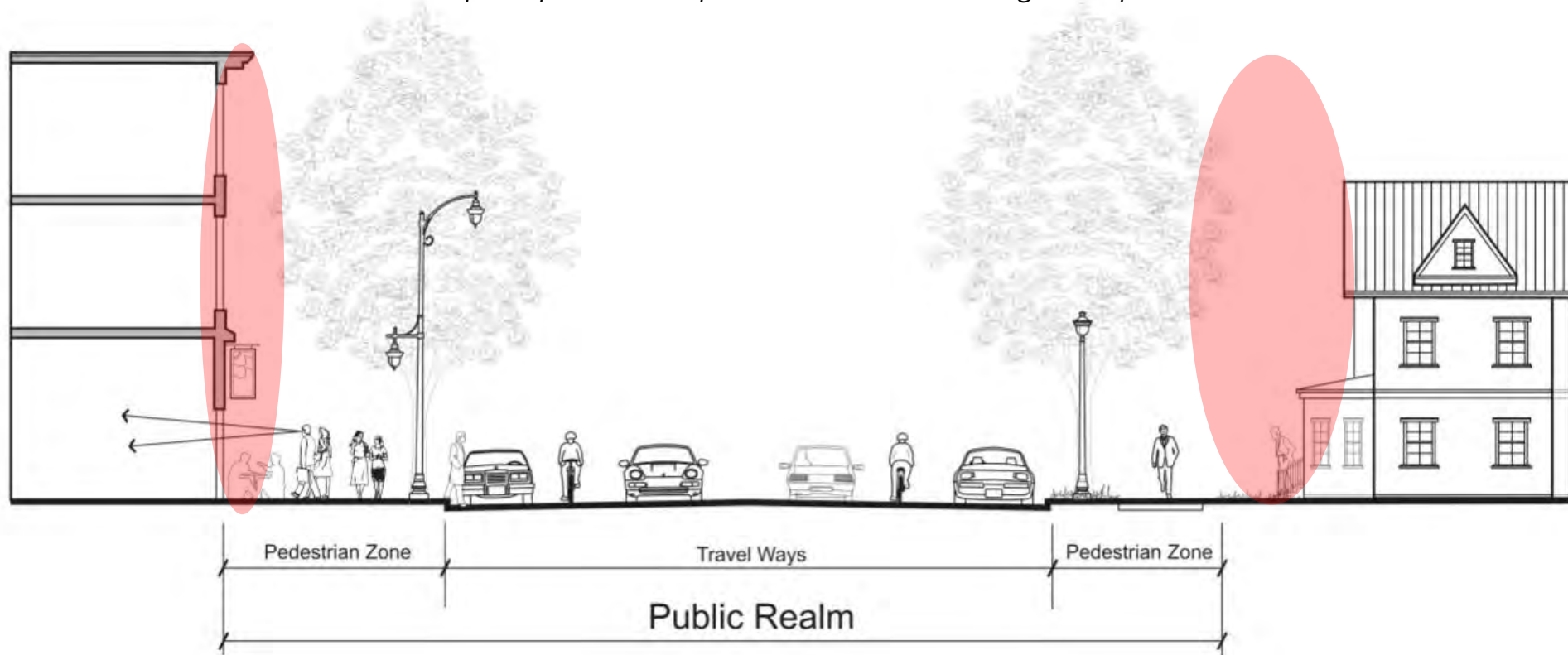
Growth Framework

Complete Streets

Great Cities are Made of Great Streets

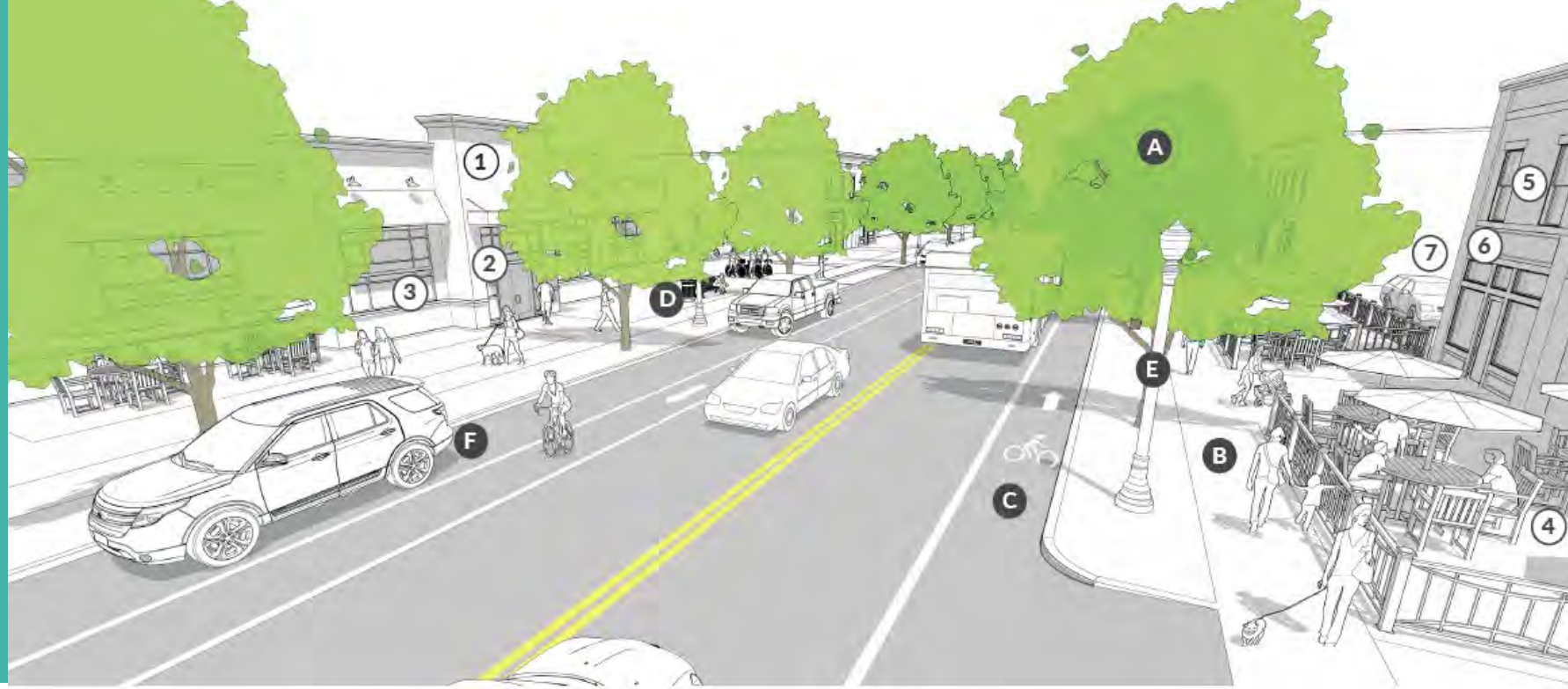
Starts with the Public Realm

'All streets, sidewalks, rights-of-ways, waterways, parks and other publicly accessible open spaces, and public and civic buildings and facilities.'



Growth Framework

Urban Form



Quality Urban Design is Important

Private Realm Components

- ① Buildings that engage the street
- ② Entrances that front the street
- ③ First floor transparency
- ④ Pedestrian oriented first floor uses (e.g. restaurant)
- ⑤ Upper floor residential and office uses
- ⑥ Articulated building facades
- ⑦ Parking at the side or rear of buildings

Public Realm Components

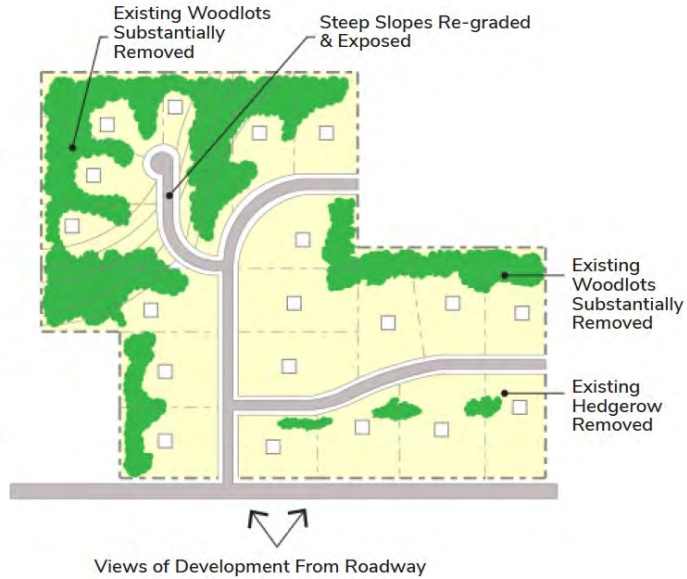
- Ⓐ Street trees
- Ⓑ Sidewalks (5'-12')
- Ⓒ Bike lanes or sharrows
- Ⓓ Street furniture (e.g. benches)
- Ⓔ Pedestrian level lighting
- Ⓕ On-street parking

Growth Framework

Open Space Preservation – Primarily in Planning Area

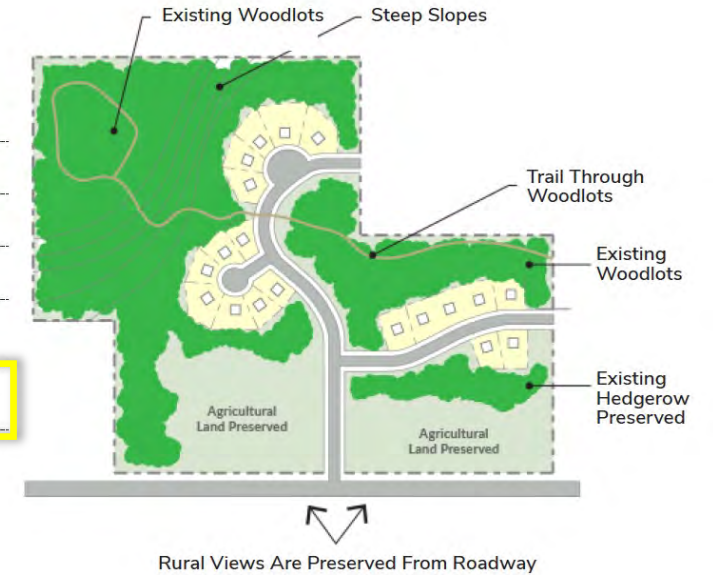
Traditional Subdivision

ACRES	100
LOTS	19
DENSITY	1 Dwelling Unit / 5 Acres
AVERAGE LOT SIZE	4 ACRES
COMMON OPEN SPACE	0%



Cluster Subdivision

ACRES	100
LOTS	19
DENSITY	1 Dwelling Unit / 5 Acres
AVERAGE LOT SIZE	3/4 ACRES
COMMON OPEN SPACE	75%



Growth Framework

Open Space Preservation – Primarily in Planning Area

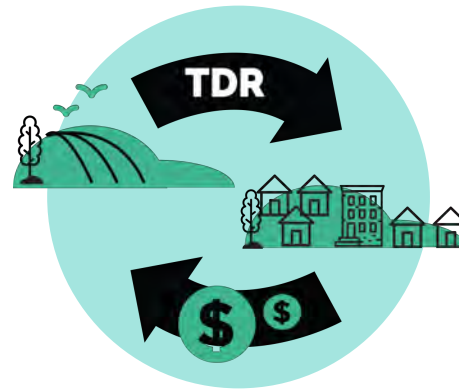
Additional Tools



**Agricultural
(Large Lot)
Zoning**



**Conservation
Easement**



**Transfer of
Development
Rights (TDR)**



**General Fund
Budget Line
Item**



**General
Obligation
Bond for Open
Space**

From Community Input to Mapping Activity Centers

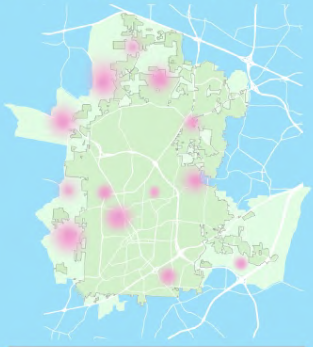
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SCENARIO

3 Course correction

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

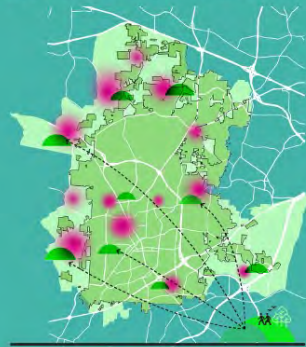


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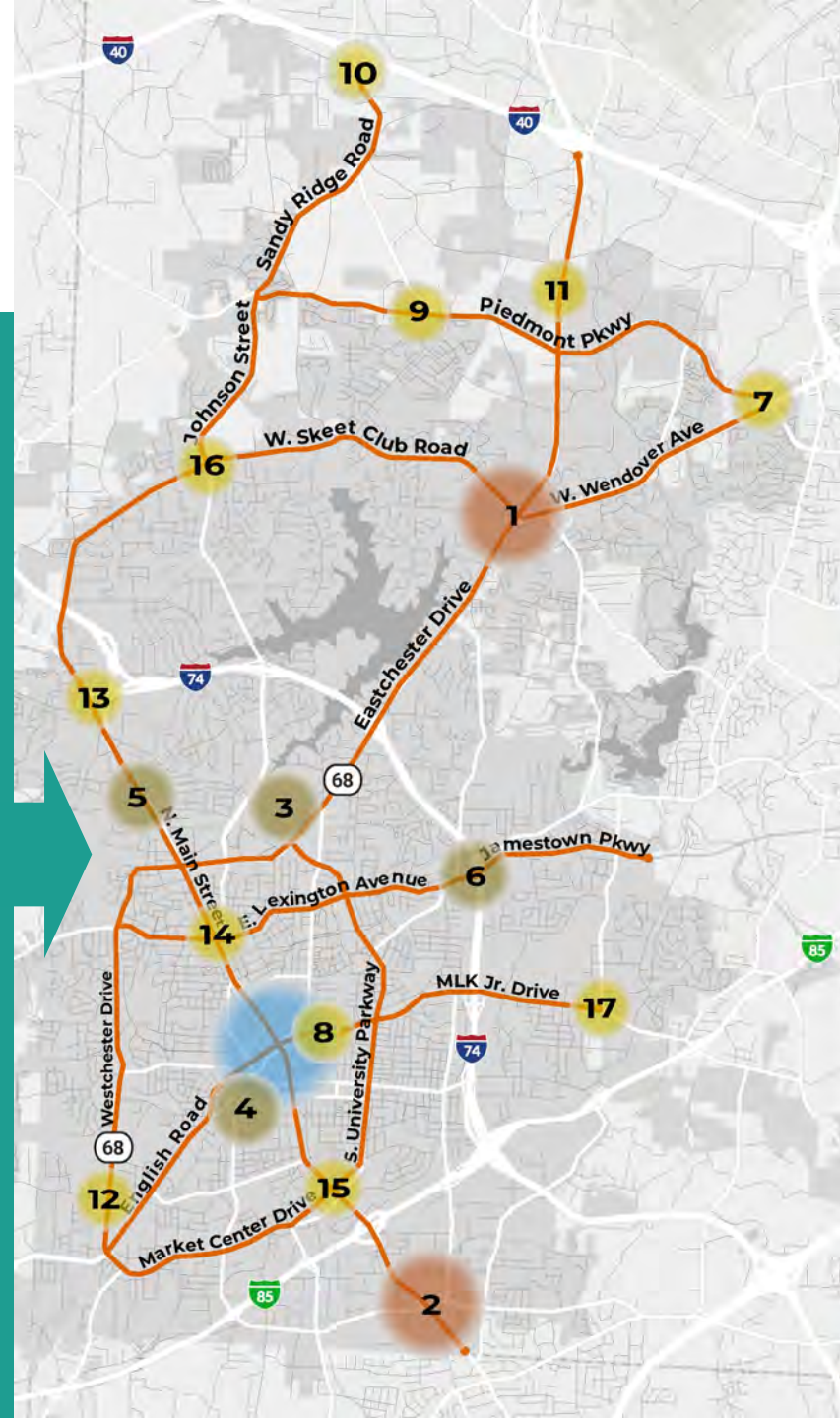
SCENARIO

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.



Activity Centers & Corridors

- Regional - City-wide**
 - 1 - Palladium
 - 2 - Southwood Square

- Town Center - 10 Minute Walkshed**
 - 3 - Mall
 - 4 - Southwest Renewal
 - 5 - Hartley - N. Main Street
 - 6 - Jamestown Pkwy - I-74

- Neighborhood - 5 Minute Walkshed**
 - 7 - Wendover - Piedmont Pkwy
 - 8 - Washington Street
 - 9 - Clinard Farms - Piedmont Pkwy
 - 10 - Sandy Ridge - I-40
 - 11 - NC68 - Regency
 - 12 - Westchester - Burton
 - 13 - Old Plank - N. Main Street
 - 14 - Lexington - N. Main Street
 - 15 - Main Street - Market Center
 - 16 - Skeet Club - Johnson
 - 17 - MLK - Scientific

- Corridors**

- Downtown**

Growth Framework Activity Centers

Regional

A major commercial district serving much of the city. Buildings can range from **2 to 6 stories** and include a **range of uses**.



Growth Framework

Activity Centers

Town Center

A **mixed-use district** serving households within a half-mile radius or **10-minute walk**. It typically includes a mix of commercial, residential and public services with **4-5 story buildings along multi-modal streets**. It aims to provide enough **housing and services** to support transit and the daily needs of city residents. **Parks, public squares, and trail connections** are also included.



Growth Framework Activity Centers

Neighborhood

A **compact mixed-use district** that primarily serves the surrounding neighborhoods within a **5-to-10-minute walk**. The area typically include **1 to 3 story buildings** with a mix of commercial/retail, small office, and residential uses. **Transit stops and small plazas or pocket parks** are also common.



Growth Framework

Key Corridors

Some are envisioned to get **more urban and denser** as redevelopment takes place

Others are envisioned with **streetscape improvements**



Growth Framework

Activity Centers

Scenario 4:

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.

TOP 5

VALUES

Community voices have identified the values we hold today and those we should embrace for our future:

WHO WE ARE TODAY

Stagnant
Entrepreneurial
Stuck
Determined
Risk-Averse

WHO WE WANT TO BE

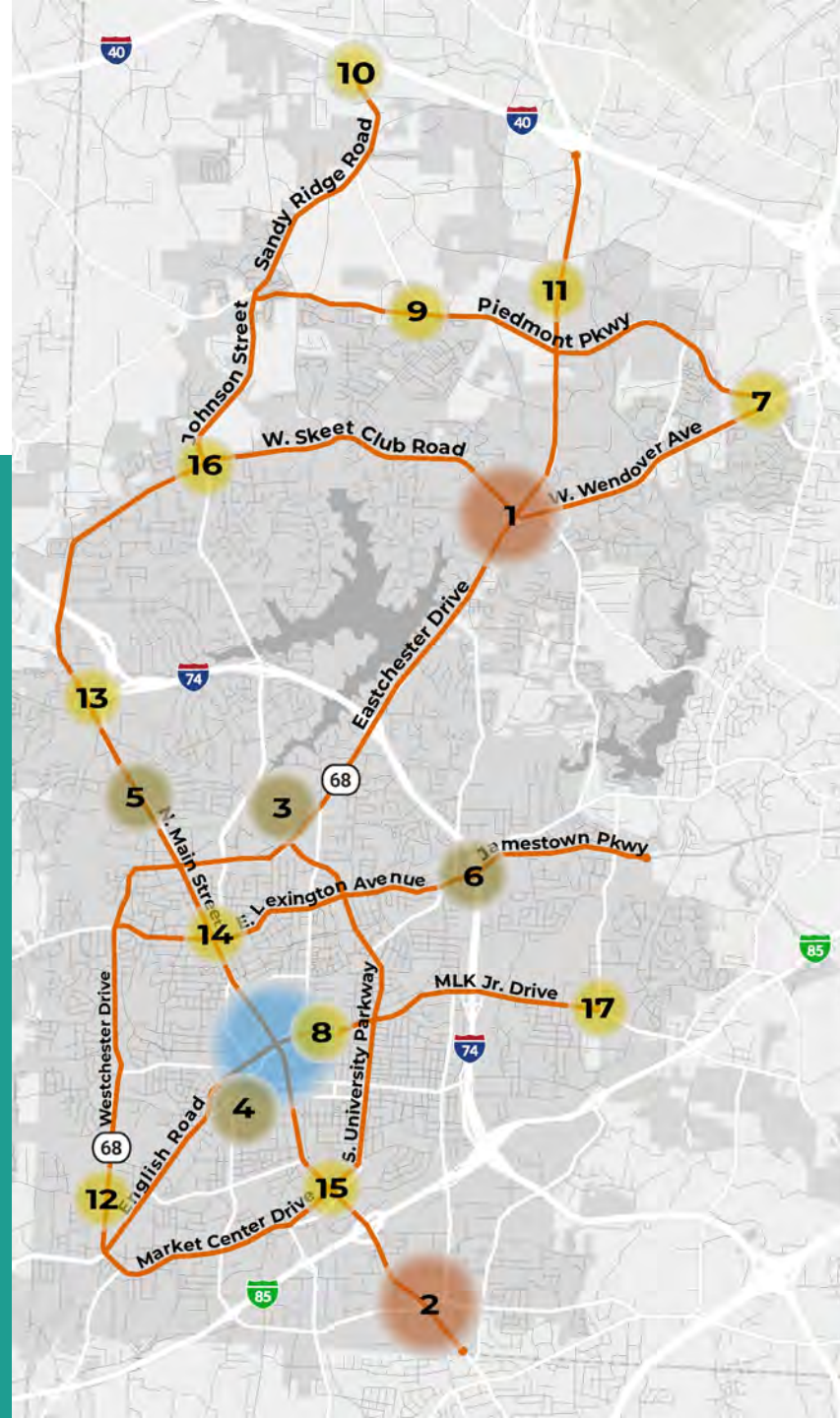
Inclusive
Creative
Entrepreneurial
Resourceful
Bold

Potential Growth in the Activity Centers and Downtown

Methodology and Metrics

Assumptions for Potential Uses for the Activity Centers

- Mixed Use Districts
 - Low Intensity Retail Centered Neighborhood
 - Low Intensity Village Mixed Use
 - Moderate Intensity Village Mixed Use
- Downtown – Truist Field Revitalization Area
 - City Mixed Use



Activity Centers & Corridors

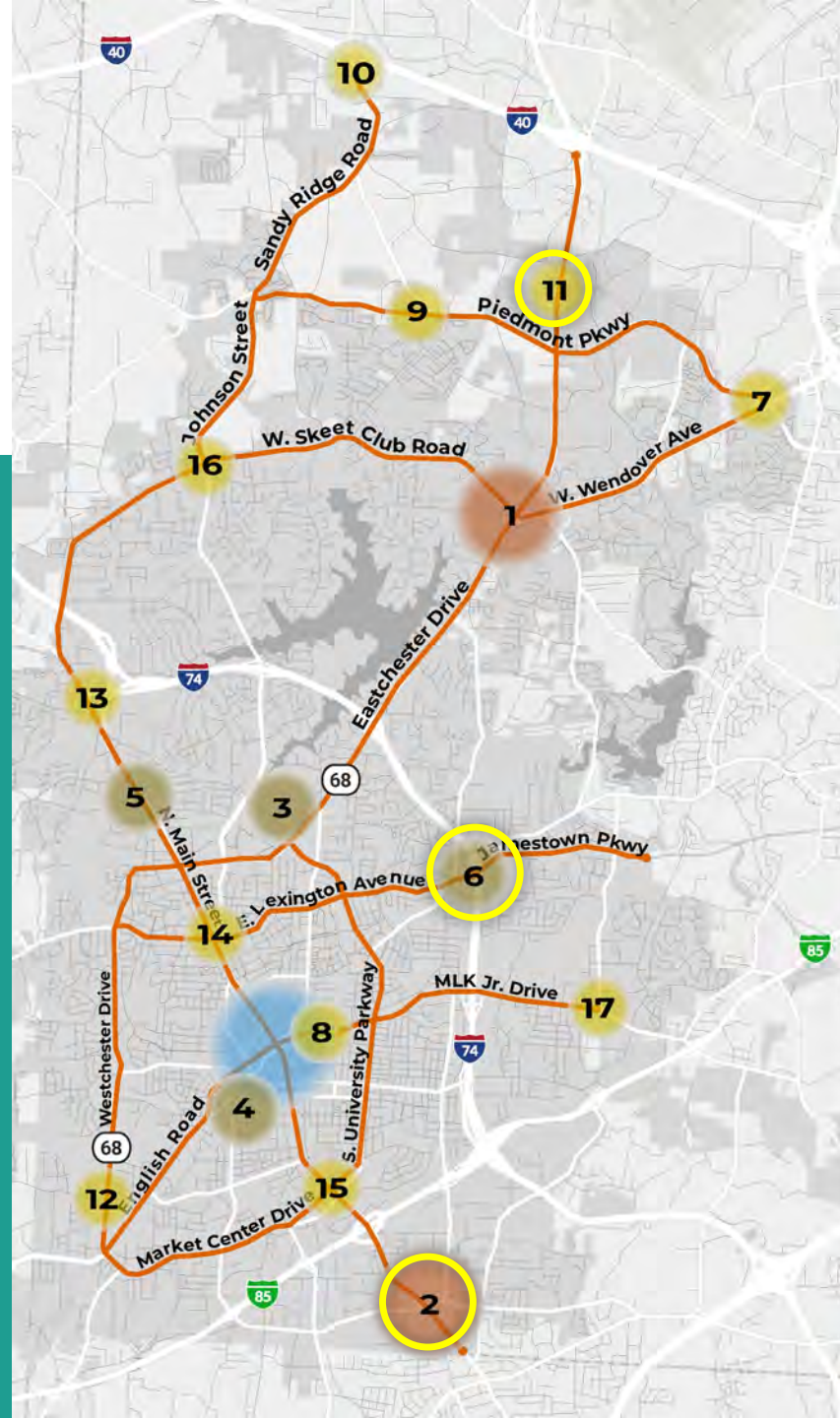
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- **Corridors**
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Activity Centers & Corridors

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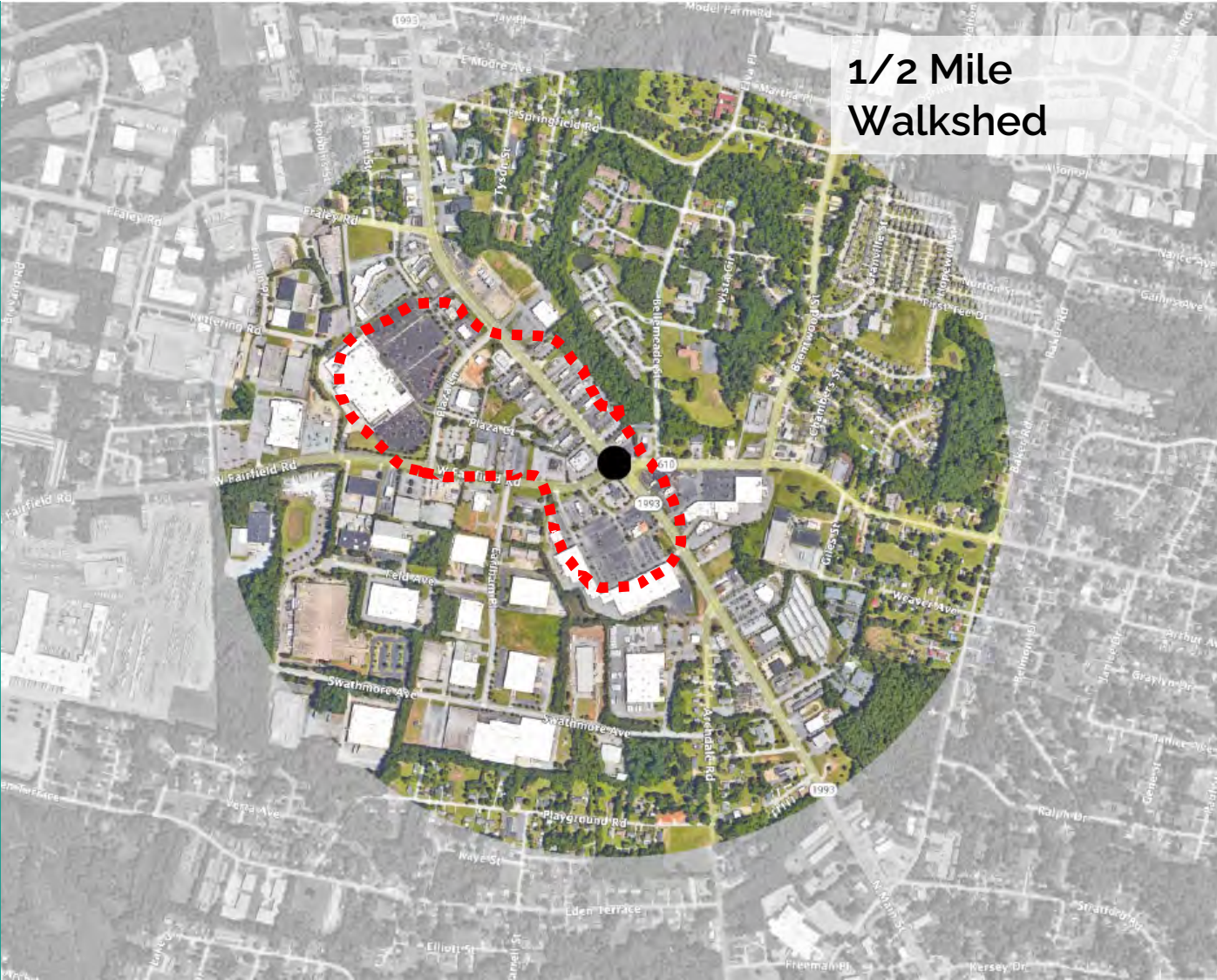
Regional Fairfield Road and Main Street (Southwood Center)

Existing Conditions



Regional

Fairfield Road and Main Street (Southwood Center)



1/2 Mile
Walkshed

	<i>EXISTING</i>	<i>POTENTIAL</i>
Land Use	Commercial	Mixed Use
Population	2	2,928
Dwelling Units	1	1,632
Employment	1,182	1,796

* Assumes a 101 acre build-out of area in red.

Town Center

Jamestown Parkway and I-74

Existing Conditions



Town Center

Jamestown Parkway and I-74

	<i>EXISTING</i>	<i>POTENTIAL</i>
Land Use	Residential Undeveloped	Mixed Use
Population	980	3,790
Dwelling Units	394	2,112
Employment	229	2,325

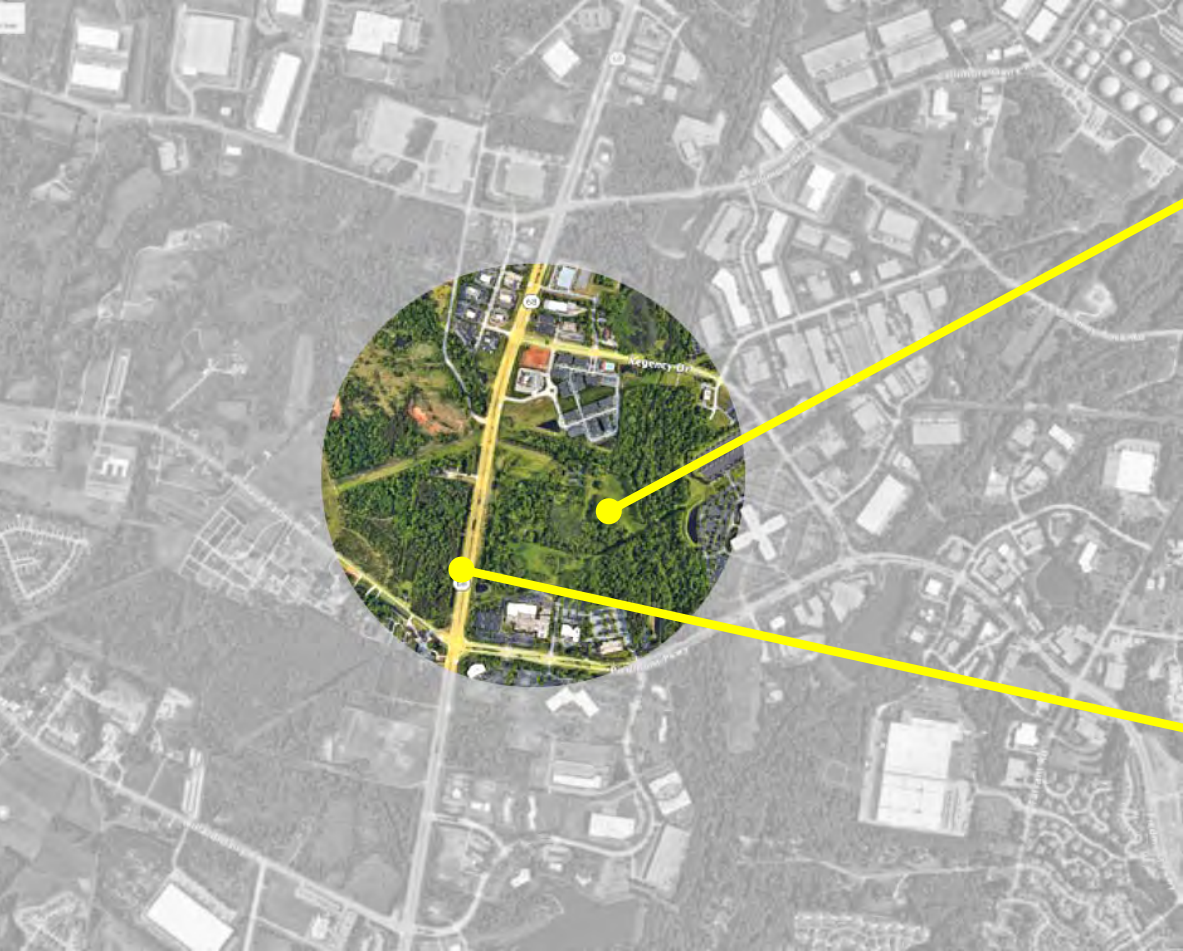


* Assumes a 130 acre build-out of area in red.

Neighborhood Center

NC68 between Regency Drive and Piedmont Parkway

Existing Conditions



Neighborhood Center

NC68 between Regency Drive and Piedmont Parkway

	<i>EXISTING</i>	<i>POTENTIAL</i>
Land Use	Residential Undeveloped	Mixed Use
Population	4	471
Dwelling Units	2	237
Employment	46	237

* Assumes a 55 acre build-out of area in red.



1/4 Mile
Walkshed

Potential Growth in the Activity Centers and Downtown

Downtown's Potential – as a "Big Thing"



Downtown – Truist Field Revitalization Area

- City Mixed Use
- +/-50 acres surrounding the ballpark

Current Conditions:

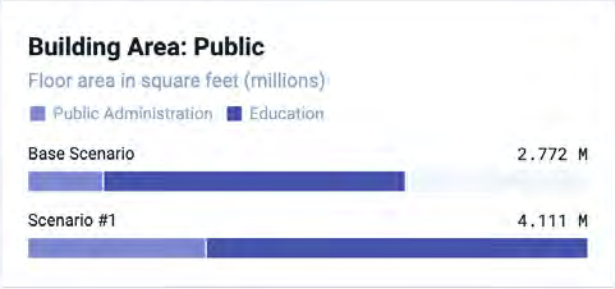
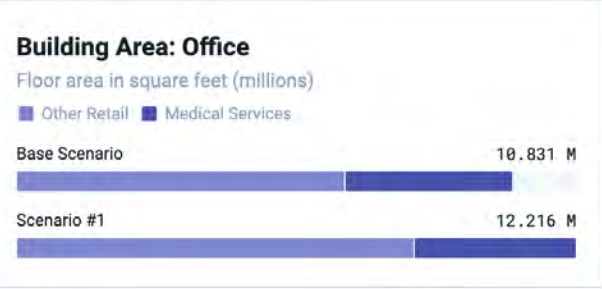
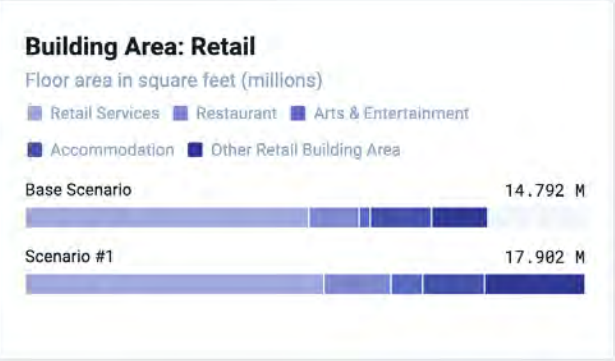
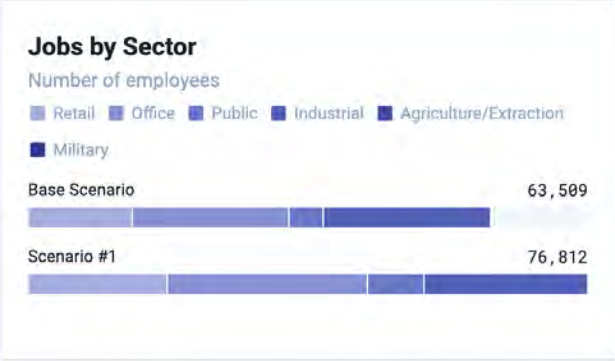
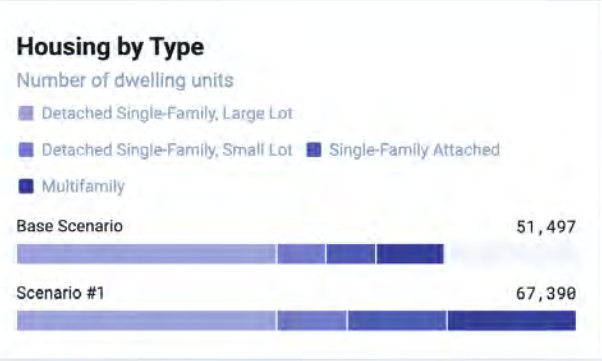
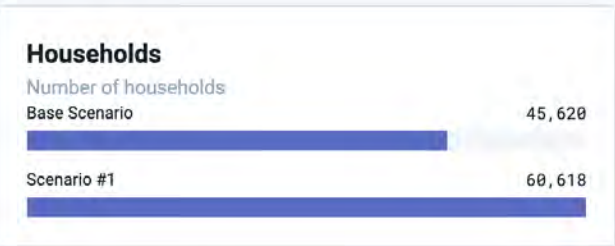
- Population 63
- Dwelling Unit 26
- Employment 227

Potential Conditions (w/the ballpark, and Congdon Yards preserved):

- Population 3,689
- Dwelling Units 2,176
- Employment 4,232

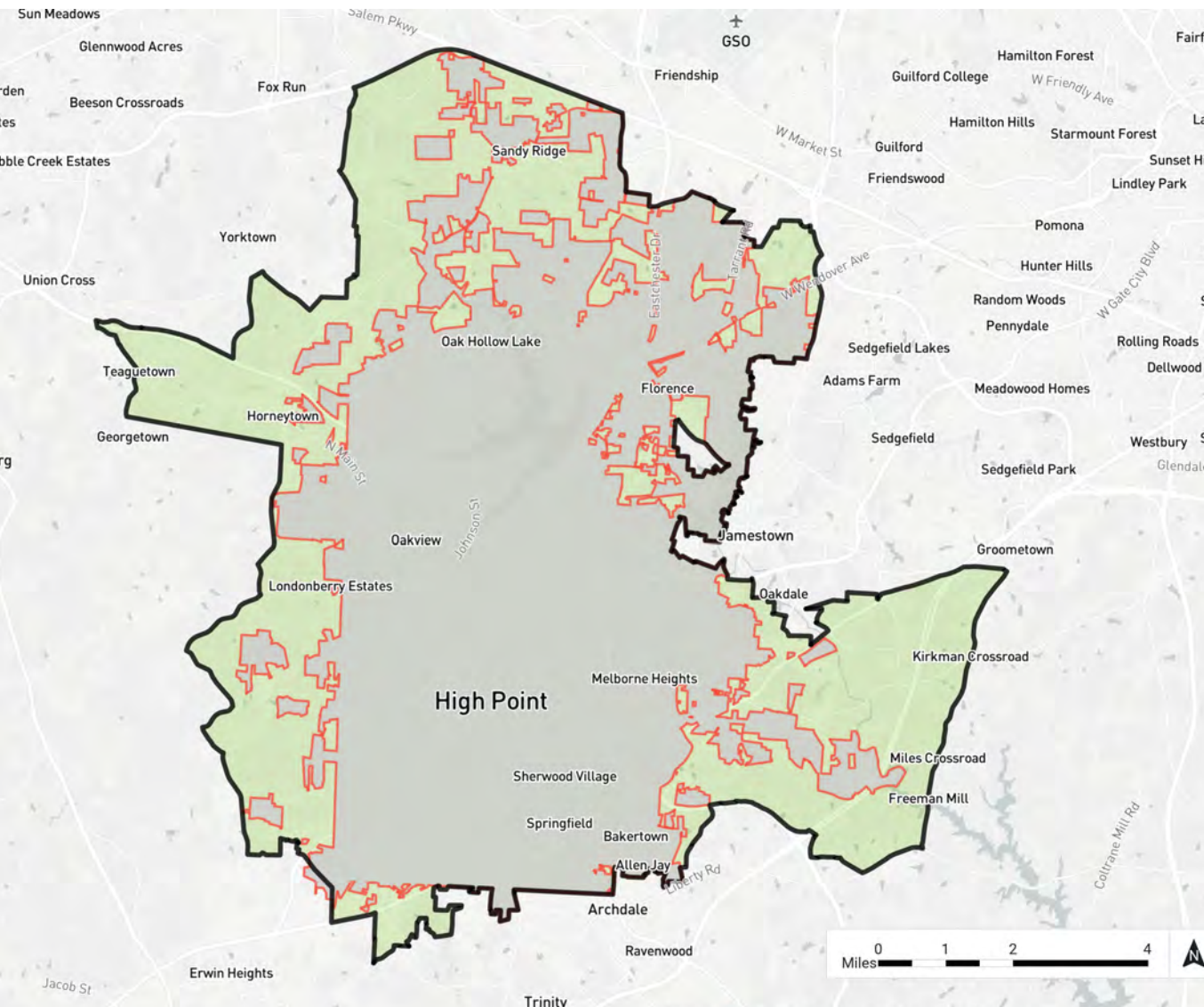
Potential Growth in the Activity Centers and Downtown

Demographics & Building Metrics



A Commitment to Change the Growth Pattern in the Planning Area

Community Support to Protect and Preserve Green Space



Community Input and Direction

- Regulate/zone to preserve and protect open space
- Maintain the rural character of the area
- Willingness to pay for land/open space

Assumptions for the Planning Area (20,000 acres)

- Rural Estate Zoning – minimum 5-acre lots
- 6,000 acres are vacant or agricultural lands that are undeveloped and greater than five (5) acres

Potential Growth in the Planning Area

Demographics/Housing

Population

Number of residents



Households

Number of households



Housing

Number of dwelling units



TOP 5

VALUES

Who We Want To Be

Inclusive
Creative
Entrepreneurial
Resourceful
Bold



Planning Principles

Support critical thinking and strategic risk-taking

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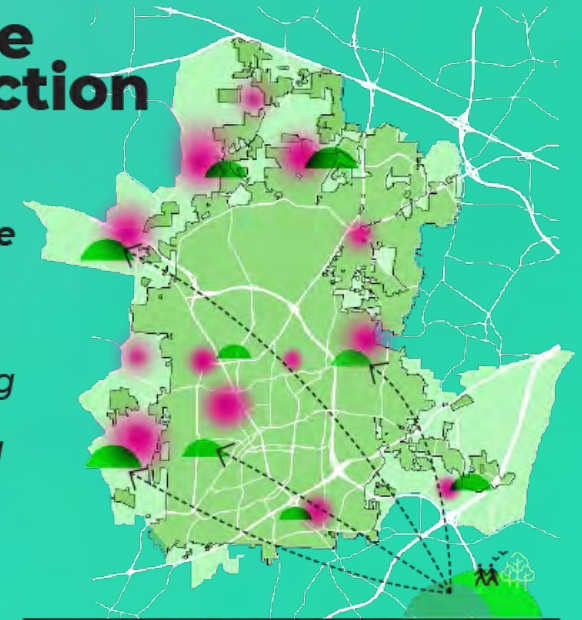
Preferred Scenario

SCENARIO

4

Major course correction

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.



Next Steps



1. **Online survey September (opens 9/22)**
2. **Refine growth framework based on feedback**
3. **Next round of meetings: November 1**
4. **Draft Plan #1 – January 2024**



**HIGH
POINT
2045**
COMPREHENSIVE PLAN

Thank you

Steering Committee Meeting
September 2023

