



Welcome!

Draft Plan Overview

February 2024

CITY OF
high
point.

czb

Planning Team



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A 23-member steering committee of **residents, businesses owners, and civic leaders** worked closely with the planning team throughout the process.

Components of the plan coming together

Introduction

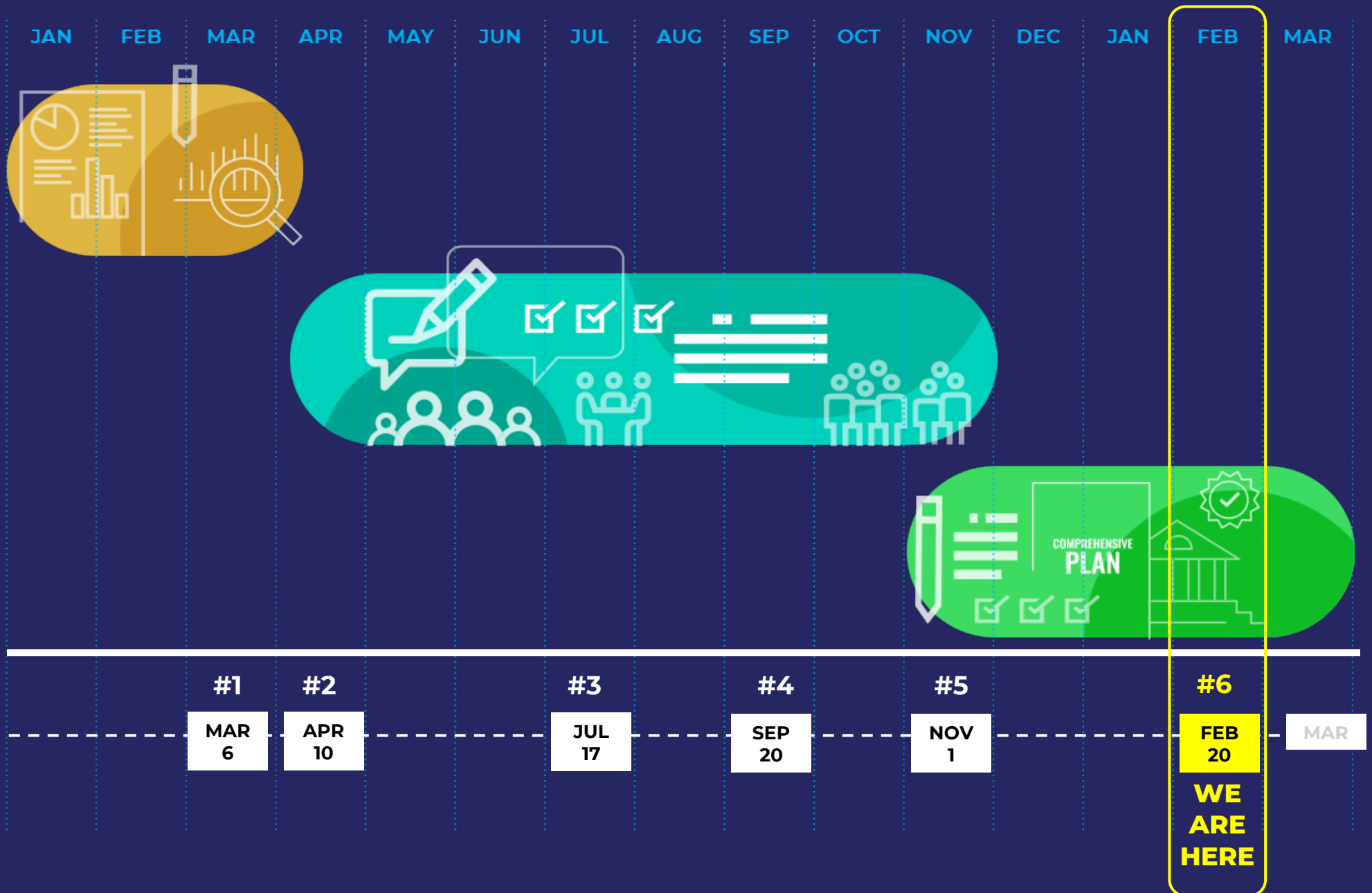
PHASE 1
**Analysis and
Key Issue
Identification**

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

PHASE 3
**Refinement,
Finalization
and Adoption**

**Steering
Committee**

Meetings week of



How was the broader public 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
FEBRUARY 2024***

* Single Public presentation



Online Feedback

Online public feedback available through the project website 24/7

**MARCH 2023-
MARCH 2024**

Community Voices

“There needs to be a GREENING of the city. The great destination cities all have green spaces for people to enjoy the outdoors.”

“We need less suburban sprawl.”

“Include everyone (lower income, diverse population, north High Point, etc.) in the growth.”

“I worry about not being ‘one’ community. We are divided in many ways — racially, economically, north from south, etc.”

“People are struggling to meet very basic needs related to employment, housing, access to food, health and healthcare, and a sense of stability and belonging in a city that continues to grow.”

“I’m concerned about the lack of reasons to visit downtown High Point in-person.”



“Beautification of the ‘gateways’ into the City (e.g., street trees, sidewalks, overall aesthetics, etc.) is needed.”

“Lack of housing and things to attract younger (20s/30s) community members.”

“Access to things like grocery stores and medical facilities is a real challenge for residents without access to cars.”

“New residential development opportunities, at higher densities, should be pursued in and around downtown.”

highpoint2045.org

OUTREACH BY THE NUMBERS



The High Point 2045 Comprehensive Plan outreach efforts have included:

2,531
Facebook post link clicks

846
Engagement HQ informed visitors who clicked on a link within the platform

Emails sent to **499** registered NotifyMe users

Emails sent to **35** partner organizations and **30** top employers in the city to help promote open house events/online survey

Approximately **4,000** project business cards/flyers distributed

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

1,000 documented responses/feedback received

Organizational Framework of the Plan

OUR VISION

Core Values & Planning Principles



Three Priorities

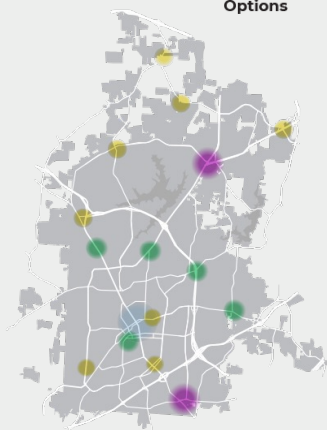


Cultivate a Sense of Community and Unity

Strengthen the Sense of Place and Economic Vitality of Downtown

Diversify and Integrate Housing with Other Land Uses and Transportation Options

Preferred Growth Scenario



OUR GROWTH FRAMEWORK



OUR WAY FORWARD 15 Strategic Initiatives

Cultivate a Sense of Community and Unity

- 1 Focused Investment in the Activity Centers
- 2 Fund Community Development and Housing
- 3 Create a Community Reinvestment Fund
- 4 Revitalize Washington Street as a Catalyst Neighborhood Center
- 5 Collaborate with Partners to Revitalize the Southwest Area

Strengthen the Sense of Place and Economic Vitality of Downtown

- 1 Geographically Focused Investment
- 2 Economic Development Incentives for Downtown Housing
- 3 Connect to Core Neighborhoods with Streetscape Improvements
- 4 Collaboration with Local and Regional Partners
- 5 Downtown Branding

Diversify and Integrate Housing with Other Land Uses and Transportation Options

- 1 Update the Development Ordinance
- 2 Initiate a Multifaceted Approach to Diversifying Housing
- 3 Complete Streets and Transit Options
- 4 Connect the City by Completing Sidewalks
- 5 Develop a Greenbelt Program

Components of the plan coming together

VISION



OUR VISION

Where do we want to go?

1

Core Values & Planning Principles



2

Priorities



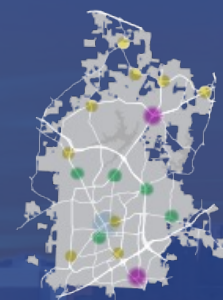
Cultivate a Sense of Community and Unity

Strengthen the Sense of Place and Economic Vitality of Downtown

Diversify and Integrate Housing with Other Land Uses and Transportation Options

3

Preferred Growth Scenario



Regional Centers

Town Centers

Neighborhood Centers

These inter-connected components are integral to our vision and associated implementation strategies.

CORE VALUES AND PLANNING PRINCIPLES

CORE VALUES

Our core values are deeply-held, widely-shared beliefs that serve as building blocks for our vision. They reflect what we are willing to defend and fight for as well as what we aspire to be.



Core Values

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



an **inclusive** community

We will consider **voices and perspectives** from as many people 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.



Planning Principles

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.

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**.

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 residents 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 home furnishings 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 **celebrates our identity** within the Piedmont Triad.

PLANNING PRINCIPLES

Our planning principles guide our decisions and help us translate our values into actions.

2 PRIORITIES



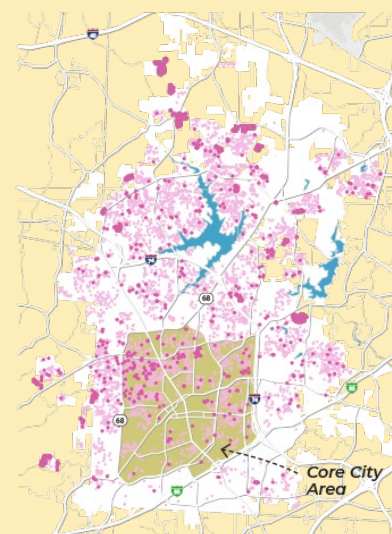
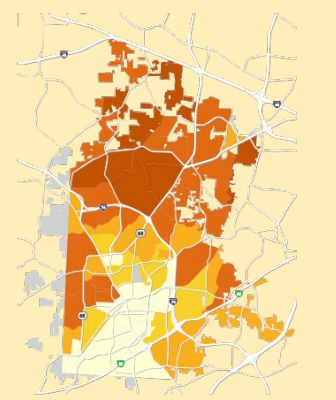
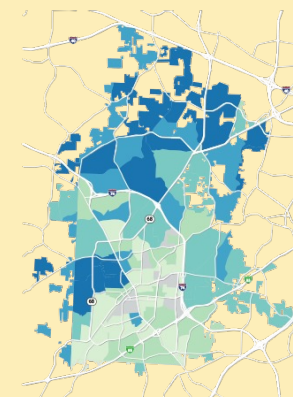
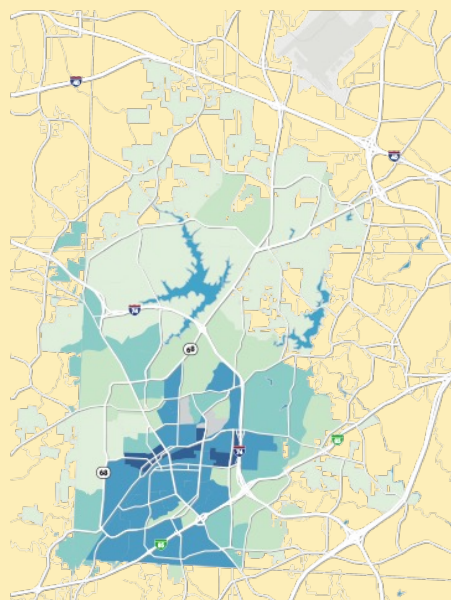
Cultivate a
Sense of
Community
and Unity

Why is this a priority?

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.

What do we know?

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



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

What outcomes do we want to achieve?

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.

New housing and businesses are springing up on previously vacant lots in neighborhoods that haven't experienced development in a long time.

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

2 PRIORITIES



Strengthen the Sense of Place and Economic Vitality of Downtown

Why is this a priority?

Downtown is in the process of being re-envisioned and rebranded. These things are a step in the right direction, but more must be done to improve the look and feel of the streets and build the critical mass necessary to create a vibrant downtown that coexists with the Market.

What do we know?

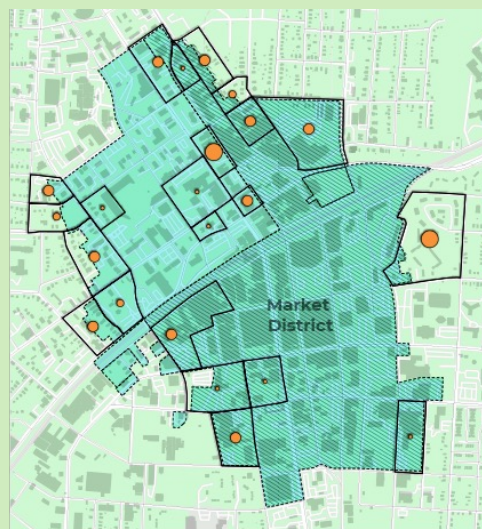
The High Point Market makes the largest economic impact of any event in North Carolina.

More than **\$6 BILLION ANNUALLY** generates more than **\$200 MILLION** in state and local tax revenue

Source: High Point Market Authority



Currently, opportunities to live in downtown are limited.



Downtown Blocks with Housing Units, 2020

Units	1-4	5-9	10-49	50-168
1-4	1	1	1	1
5-9	1	1	1	1
10-49	1	1	1	1
50-168	1	1	1	1

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



What outcomes do we want to achieve?

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

People can be seen walking around downtown because it's a cool place to be. There are things to do and see, and people like to hang out there.

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

2 PRIORITIES



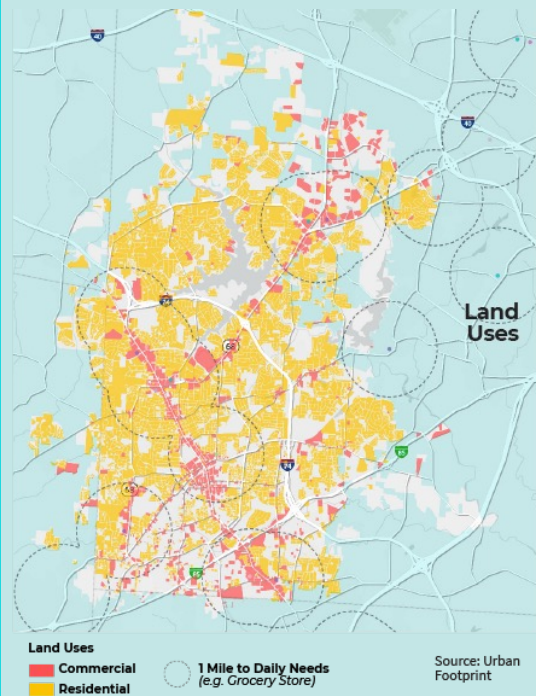
Diversify and Integrate Housing with Other Land Uses and Transportation Options

Why is this a priority?

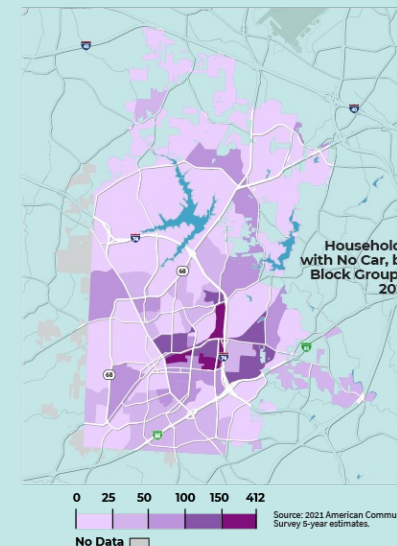
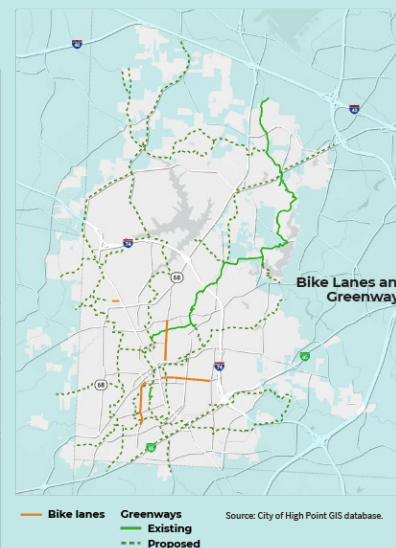
There is a widespread sense that walkability and bikeability is insufficient in many parts of the city and that the integration of transportation and land use is falling short for many people – especially for those who cannot or choose not to drive or own a car.

What do we know?

Highly separated land uses often require people to drive to multiple locations to meet their daily needs.



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



What outcomes do we want to achieve?

A variety of housing options are available for people in all life stages and incomes.

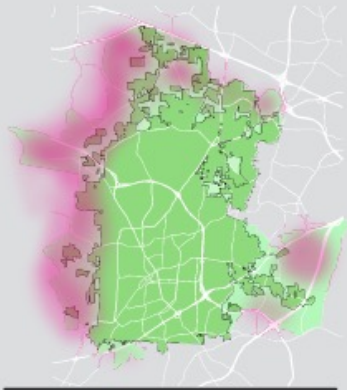
Parks, trails, and other recreational opportunities are accessible from home and work. Walking, biking and driving are all viable options.

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

3 PREFERRED GROWTH SCENARIO

SCENARIO

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.

SCENARIO

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.

80% Supported

59% Supported

SCENARIO

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**.

SCENARIO

4 Major course correction



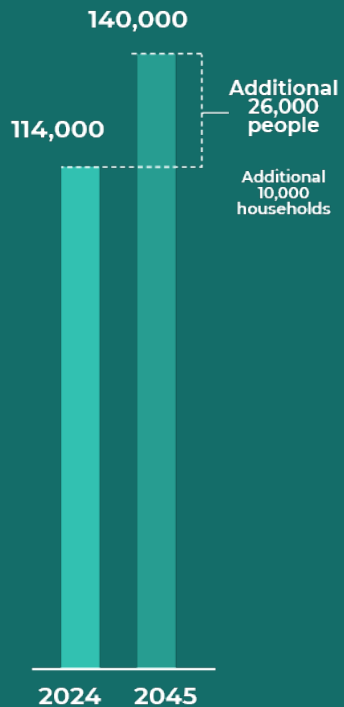
Scenario #4 follows the same growth pattern as Scenario #3 but also requires a financial commitment from City Hall to **fund open space preservation and/or acquisition as growth continues**. These funds could be used to **purchase open space in the areas between designated activity centers in the outlying 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**.

When four possible growth scenarios were presented at public open houses and discussed with the HP2045 steering committee, there was a **general preference for Scenario 4**, and overwhelming support for Scenarios 3 and 4.

An aerial photograph of a city, likely High Point, North Carolina, showing a mix of industrial and commercial buildings, parking lots, and green spaces. The image is overlaid with a semi-transparent teal color. In the center, the words "GROWTH FRAMEWORK" are written in large, white, sans-serif capital letters. Above this title, the phrase "Components of the plan coming together" is written in a smaller, white, serif font. A short white horizontal line is positioned below the title.

Components of the plan coming together

GROWTH FRAMEWORK



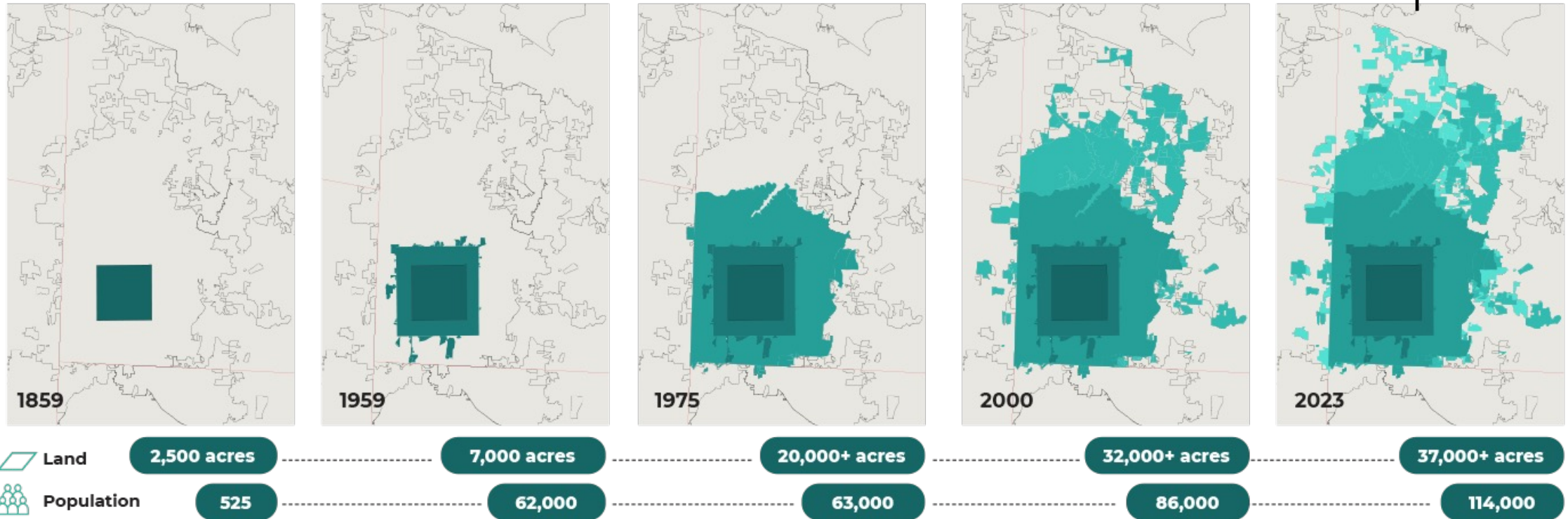
OUR GROWTH FRAMEWORK

How will
we grow?

As we continue to grow over the next 20 years, how we develop as a city will influence the kind of quality of life we will enjoy into the future.



HOW DID WE GET HERE?



What it means for the city

After a half century of this pattern of growth, the **negative impacts on quality of life are undeniable**. With new development, and economic energy, disproportionately located in the northern areas of the city, block after block in the city's southern areas have slowly waned as demand and supply have followed easy greenfield development to the north.

OUR GROWTH FRAMEWORK



ACTIVITY CENTERS

COMPONENT 1 OF THE GROWTH FRAMEWORK



ACTIVITY CENTERS

COMPONENT 1 OF THE GROWTH FRAMEWORK

The community voiced support for a return to the basics of planning and development – districts that include cafes and restaurants, public gathering spaces, a neighborhood grocery store, safe sidewalks, parks and trails, mixed-income housing options, etc. Based on this community input, these districts are designated as activity centers, the primary element of the growth framework for High Point.

Regional Centers

Neighborhood Centers

Town Centers

ACTIVITY CENTERS

Regional Centers Citywide

- 1 Palladium
- 2 S. Main Street & Fairfield Rd

Town Centers 15 Minute Walkshed

- 3 Eastchester & Centennial
- 4 Southwest Area
- 5 Hartley/University Pkwy - N. Main Street
- 6 Five Points - Jamestown Pkwy
- 7 MLK - Scientific

Neighborhood Centers 5-10 Minute Walkshed

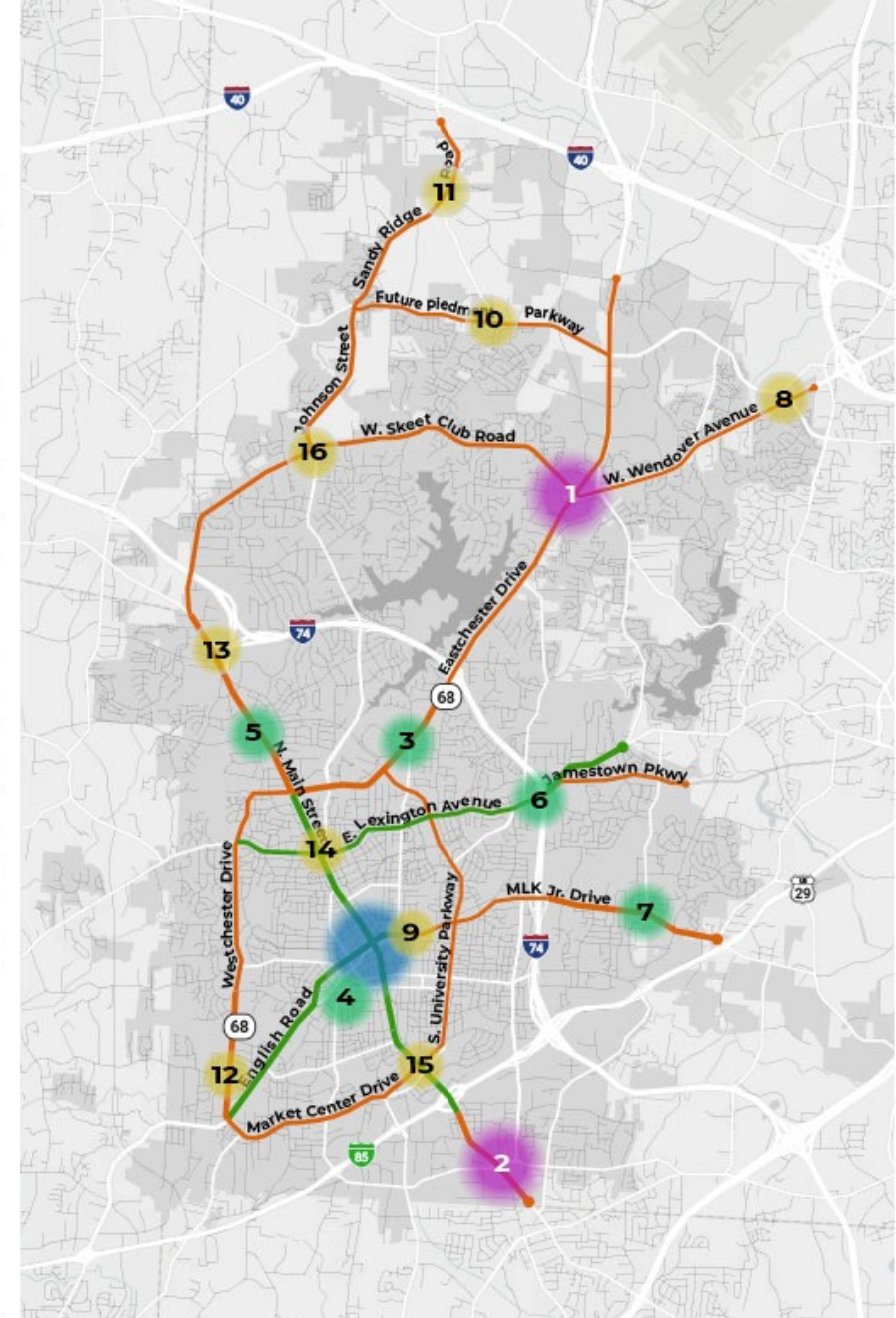
- 8 Wendover - Piedmont Pkwy
- 9 Washington Street
- 10 Clinard Farms - Barrow Road
- 11 Sandy Ridge - Clinard Farms
- 12 Westchester - Burton
- 13 Old Plank - N. Main Street
- 14 Lexington - N. Main Street
- 15 Main Street - Market Center
- 16 Skeet Club - Johnson

Downtown

STREET TYPES

Urban Street
Streetscape
Improvements

Boulevard
Streetscape
Improvements

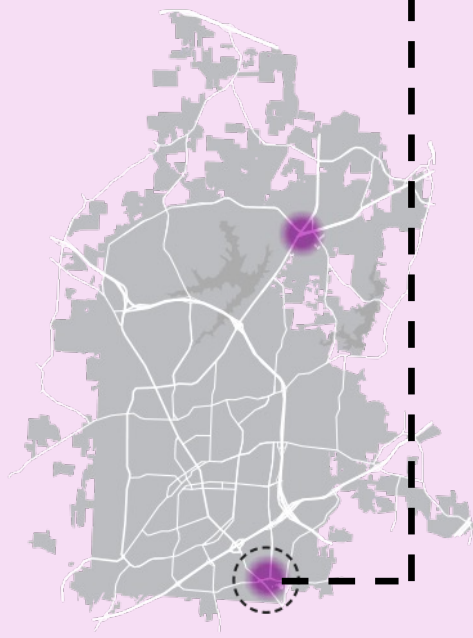


REPRESENTATIVE EXAMPLE

S. MAIN STREET & FAIRFIELD RD REGIONAL CENTER

Regional centers are generally defined as a major mixed-use or commercial district that serves the entire City and beyond. The scale of these centers **generally exceeds 100 acres** with direct access to a major arterial road in the City.

REPRESENTATIVE CONCEPT



REPRESENTATIVE EXAMPLE

S. MAIN STREET & FAIRFIELD RD REGIONAL CENTER

Typically, buildings range from **2 to 6 stories** in height and include a range of uses such as big box retail, cinemas, entertainment venues, office space, restaurants, etc.

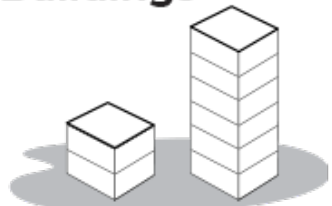
CHARACTER / CONCEPT IMAGES

The rendering and images are intended to represent a general concept and are for illustration purpose only.



Components for all Regional Centers could include:

Buildings



2 stories → 6 stories

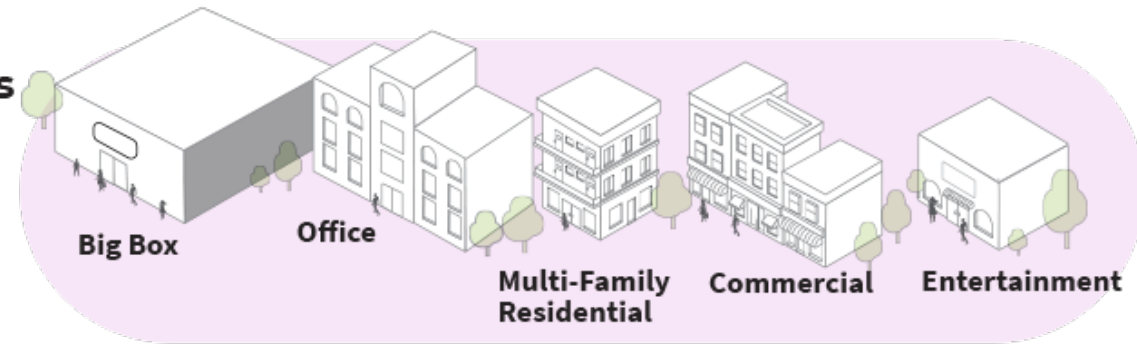
Market Geography

5 mile radius
(via auto)

Land Area

± 100 acres

Uses



REPRESENTATIVE EXAMPLE

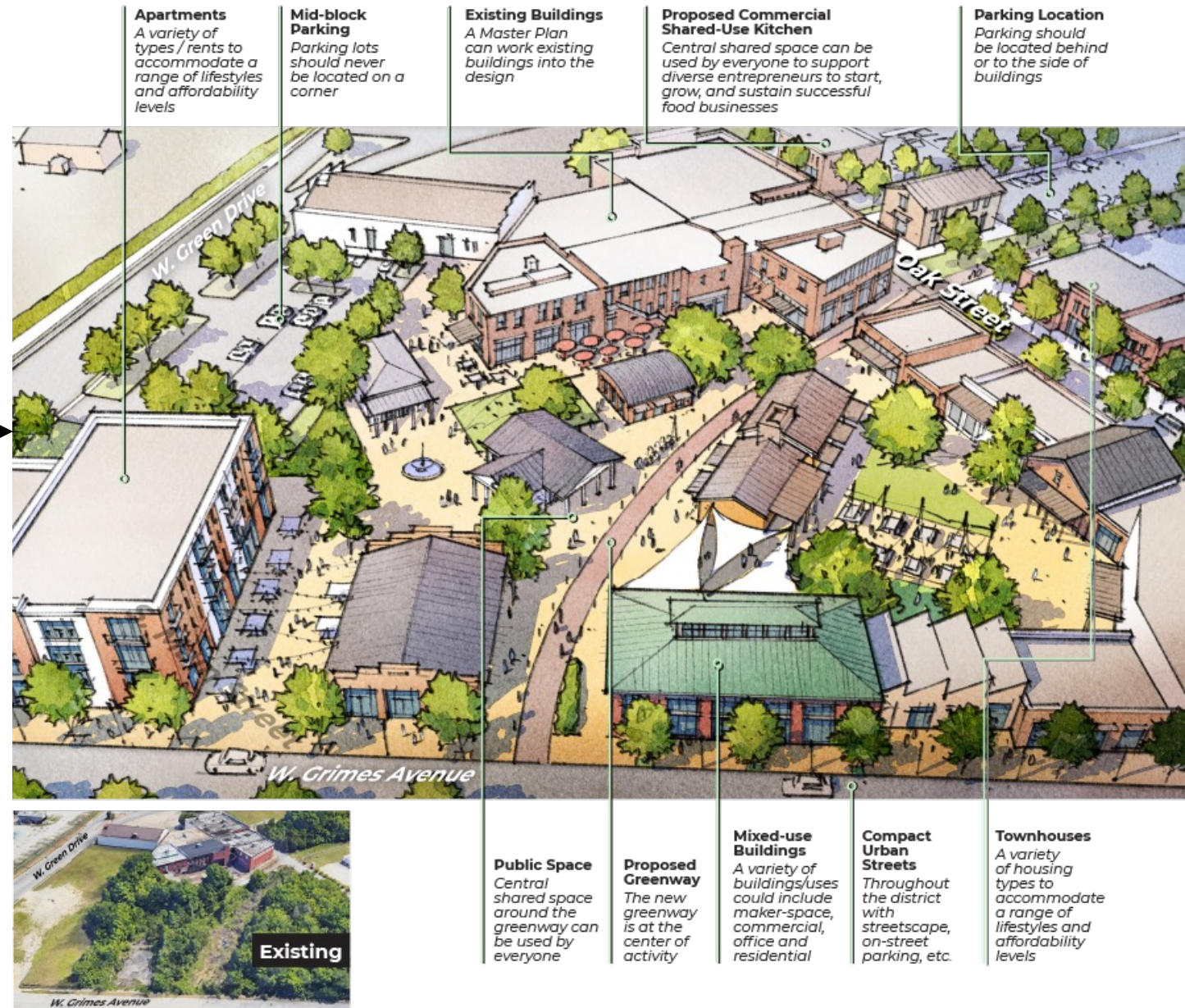
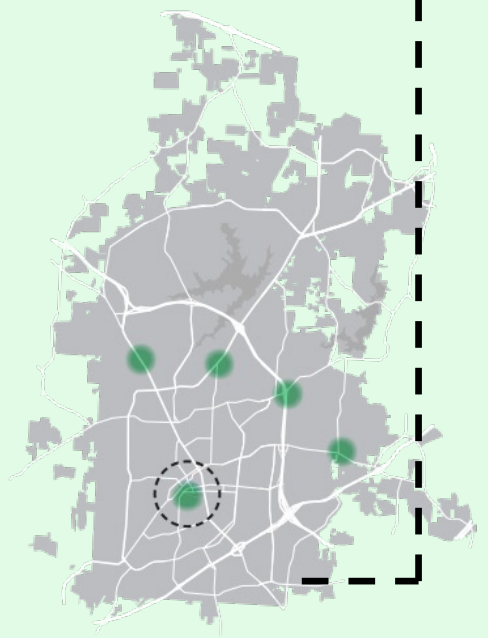
SOUTHWEST AREA

TOWN CENTER

A town center is a mixed-use district serving households within a half-mile to a mile radius or up to a 20-minute walk.

Town centers typically range in size from **50 acres to +/-100 acres**. In some cases, the size of a town center may exceed the size of a regional center, but the character and urban design components are different.

REPRESENTATIVE CONCEPT



REPRESENTATIVE EXAMPLE

SOUTHWEST AREA TOWN CENTER

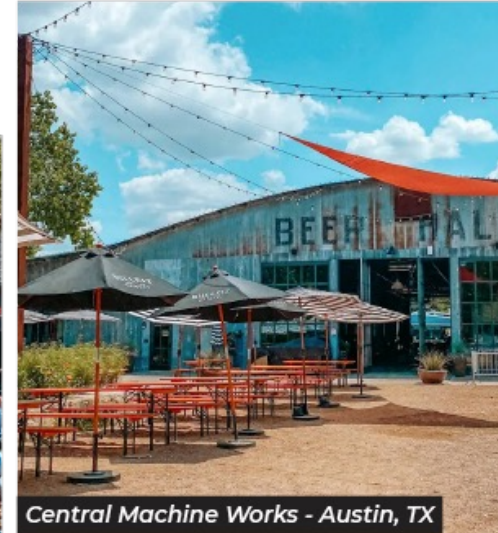
The Town Center typically includes a mix of commercial, residential, and employment uses within **4 to 5 story buildings along multi-modal streets** that favor pedestrians and bikes. A town center should have enough housing and services to support public transit. Parks, public squares, and trail connections are also essential components to a successful town center.

CHARACTER / CONCEPT IMAGES

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Banger's - Austin, TX



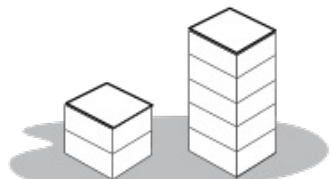
Central Machine Works - Austin, TX



Urban Backyard Benny Boy Brewing - Los Angeles, CA

Components for all Town Centers could include:

Buildings



2 stories → 5 stories

Urban Fabric

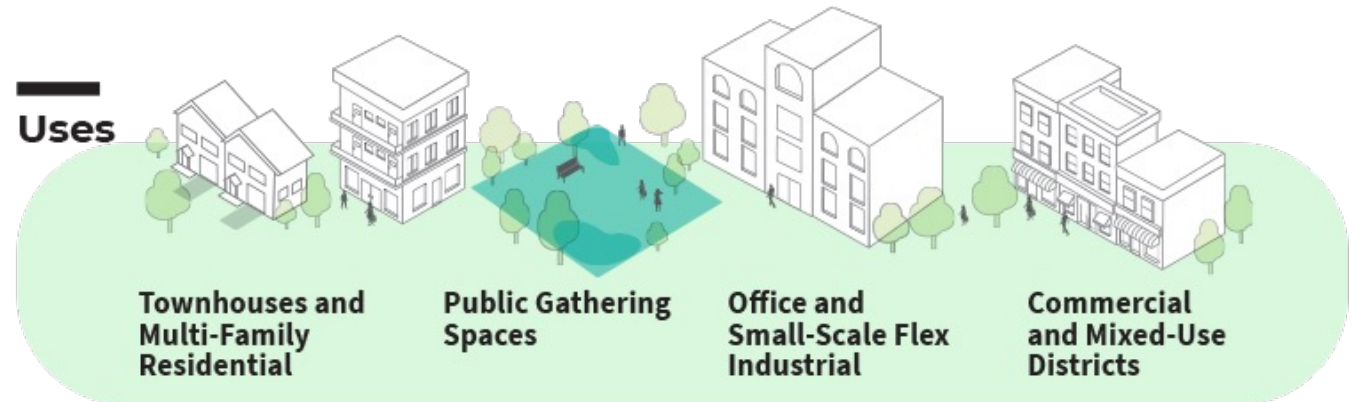
Market Geography

1/2 mile radius
(15 minute walk)

Land Area

50 - ±100 acres

Uses



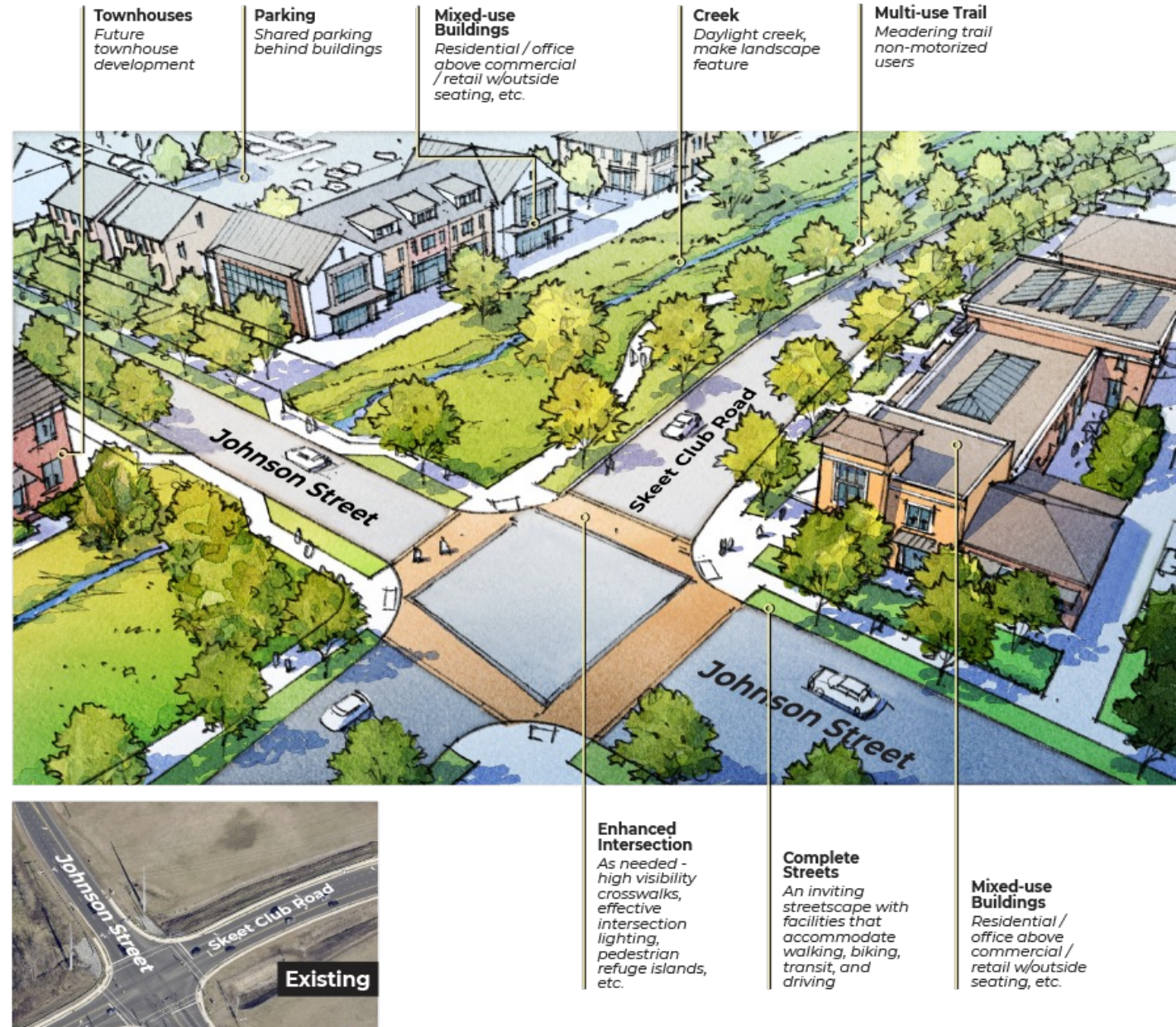
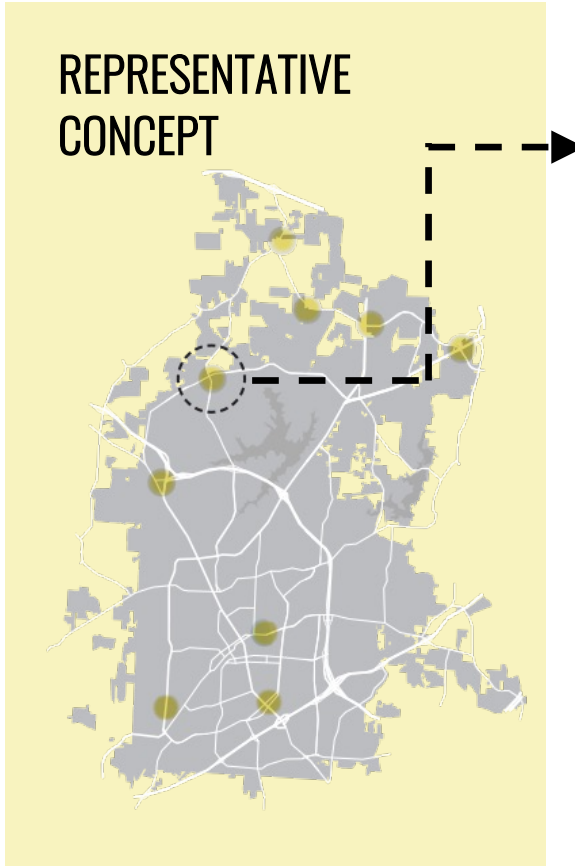
REPRESENTATIVE EXAMPLE

SKEET CLUB AND JOHNSON NEIGHBORHOOD CENTER

A neighborhood center is a compact mixed-use district that primarily serves the immediately surrounding neighborhoods within a 5- to 10-minute walk.

Collaboration with the nearby neighbors is essential to ensure they understand what a neighborhood center is and to safeguard them from any anticipated impacts.

REPRESENTATIVE CONCEPT



REPRESENTATIVE EXAMPLE

SKEET CLUB AND JOHNSON NEIGHBORHOOD CENTER

The district typically includes **1 to 3 story buildings** with a mix of restaurant/retail, small office, and residential uses. Transit stops and small plazas or pocket parks are also common.

CHARACTER / CONCEPT IMAGES

The rendering and images are intended to represent a general concept and are for illustration purpose only.



Cafe Adams - Great Barrington, MA



Atlanta, GA



Embrey Mills - Stafford, VA

Components for all Neighborhood Centers could include:

Buildings



1 story → 3 stories

Market Geography

1/4 mile radius
(10 minute walk)

Land Area

5-25 acres

Uses



Townhouses and
Single-Family Residential

Plazas, Pocket Parks,
and Gathering Spaces

Commercial and Mixed-
Use Development

STREET TYPES

Urban Street

In some locations, the urban street might include a two-way-left-turn-lane with a planted median.



COMPONENT	NOTES
A Travel lane	2 travel lanes that are 10 feet wide.
B On-street parking	Parallel or diagonal, where appropriate.
C Bike space	Buffered bike lanes, where appropriate.
Required Streetscape	<i>In some cases required streetscape will be accommodated outside of the public right-of-way.</i>
D Planting zone	Tree pits or tree lawn with a minimum width of 6 ft and street trees 40 ft on-center.
E Pedestrian zone	Pedestrians will be accommodated on an accessible sidewalk [5 ft min.] on both sides of the street.

Boulevard



COMPONENT	NOTES
A Median space	Avenues will typically include center space in the form of a landscape median with a two-way-left-turn-lane as needed.
B Travel lane	Typically 4 travel lanes that are 10 or 11 ft. wide. If 6 lanes are needed it should be designed to balance all modes.
C Bike space	On-street bike space as either protected bike lanes or cycle track, where appropriate. An adjacent multi-use trail is an alternative.
Required Streetscape	<i>In some cases required streetscape will be accommodated outside of the public right-of-way.</i>
D Planting zone	Tree lawn with a minimum width of 6 ft and street trees 40 ft on-center. Tree pits could be used in some areas.
E Pedestrian zone	Pedestrians will be accommodated on both sides of the street with an accessible sidewalk at a width between 5 and 12 ft.

OUR GROWTH FRAMEWORK



PLACE TYPES

COMPONENT 2 OF THE GROWTH FRAMEWORK



PLACE TYPES

COMPONENT 2

OF THE GROWTH FRAMEWORK



In addition to the Activity Centers described in the previous section, there are other Place Types that help to articulate the vision for High Point's future.

Place Types help shape the future of our communities by focusing on the look and feel of places - their form and character - instead of focusing only on land use.

Suburban Edge / Rural



Suburban Edge / Rural generally consists of single-family homes and farms on large lots.

Suburban Neighborhood



Suburban Neighborhood has a predominantly low intensity, single-family detached, residential development pattern with a range of 3-7 housing units per acre.

Urban Neighborhood



Urban Neighborhoods have a traditional development pattern that includes a mix of single-story and two-story single-family detached to small to moderate-scale multi-family residential development along a well-connected street network.

PLACE TYPES

Mixed Employment Center



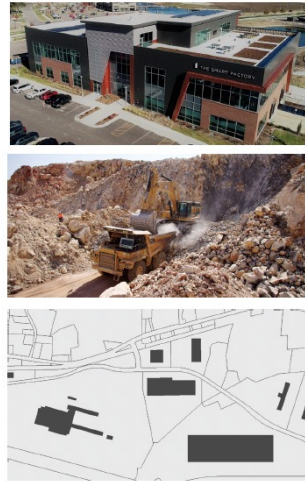
Mixed Employment Centers often consist of sites with large footprint buildings and surface parking lots that accommodate warehousing and distribution, manufacturing, light industry, and flex office space.

Transitional Industrial



Transitional Industrial are former active industrial districts that are transitioning to mixed-use. Older industrial structures have been or will be adaptively reused for new purposes.

General Industrial



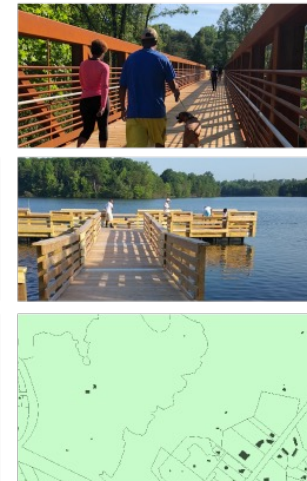
General Industrial supports a variety of processing, production, and manufacturing uses. It includes warehousing, industrial parks, and heavy industrial production.

Campus - Institutional



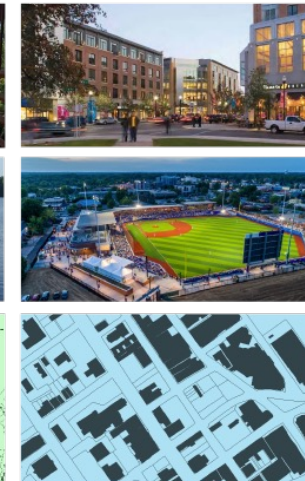
Campus - Institutional is typically characterized by one major activity such as educational, or medical. Campuses are often very large sites developed based on a master plan that organizes streets, buildings, pedestrian networks, open spaces, etc.

Parks - Green Space



Parks - Green Space includes areas that are intended to remain as parks or public green space in perpetuity. These places make significant contributions to the quality of life of residents and visitors.

Downtown



Downtown is High Point's central business district. It is a dense urban area that contains a mix of uses both vertically and horizontally. Compact multimodal streets are the primary public space with trees and amenities to create a quality urban experience for all users.

Mixed-Use Corridor/Center



Mixed-use Corridors/Centers are commercial corridors that are transitioning to a denser and pedestrian-friendly pattern with multi-story buildings, rear or side yard parking, consolidated curb cuts, and a mix of commercial, residential and office uses.

Suburban Corridor/Center



Suburban Corridors/Centers are located along major commercial streets. They differ from Mixed-use Corridors/Centers in that the development along them tends to be more spread out and are not transitioning to a denser and pedestrian-friendly urban pattern.

PLACE TYPES

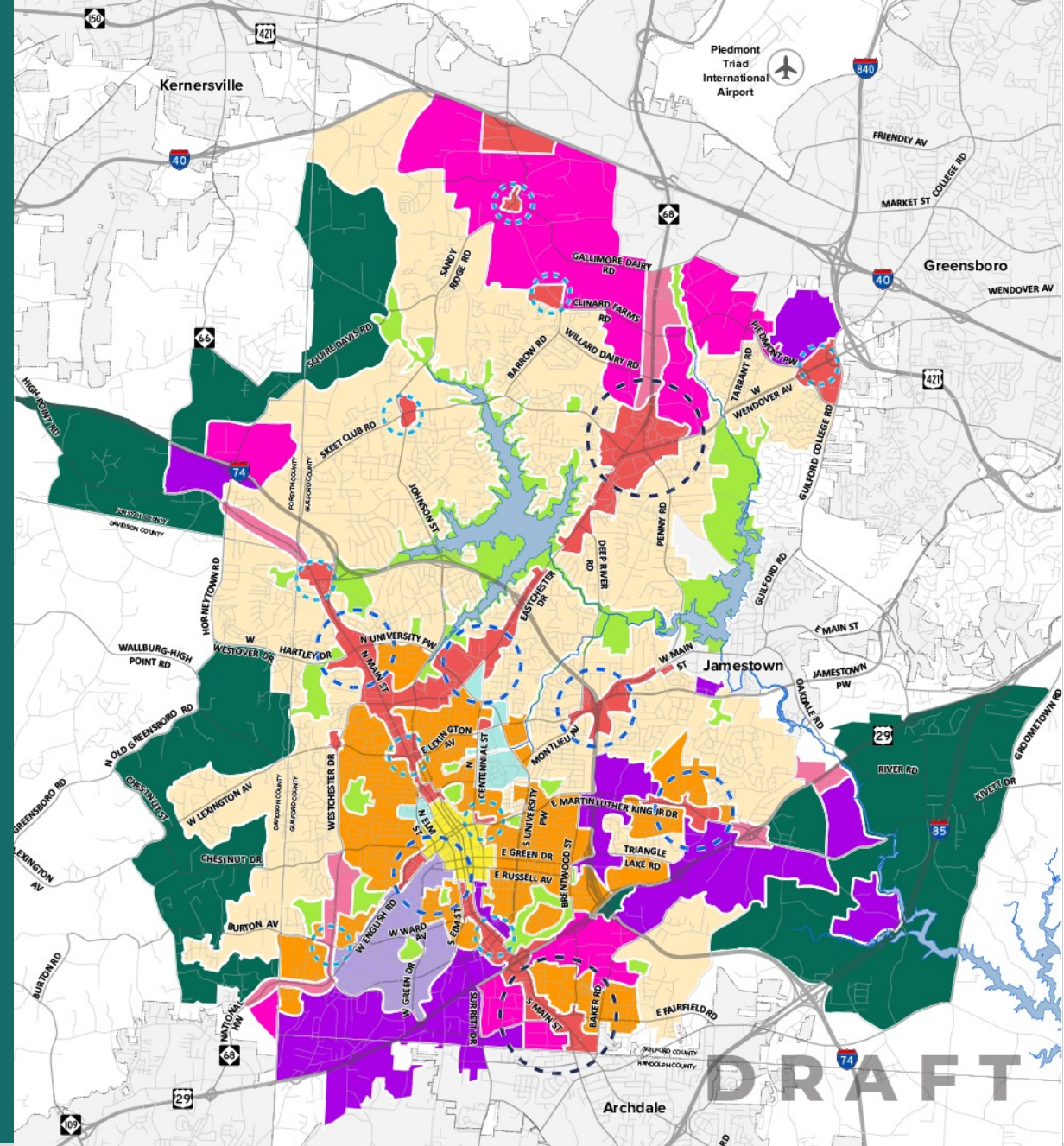
COMPONENT 2

OF THE GROWTH FRAMEWORK



Legend

- Parks - Green Space
- Suburban Edge / Rural
- Suburban Neighborhood
- Urban Neighborhood
- Suburban Center/Corridor
- Mixed-Use Center/Corridor
- Downtown
- Campus - Institutional
- Mixed Employment Center
- Transitional Industrial
- General Industrial
- Neighborhood Activity Center Walkshed
- Town Activity Center Walkshed
- Regional Activity Center Walkshed



OUR GROWTH FRAMEWORK



OPEN SPACE PRESERVATION

COMPONENT 3 OF THE GROWTH FRAMEWORK



OPEN SPACE PRESERVATION

COMPONENT 3

OF THE GROWTH FRAMEWORK



Would you prefer to see the City fund open space preservation and acquisition as part of a line item in the General Fund or consider a bond for open space?

“ I would prefer the City issue a bond for open space preservation and acquisition. If we wait too long, it will all be gone.”

“ Both, we need immediate funds and ongoing funds.”

“ I would prefer a line item in the General Fund, similar to how we fund streets, sidewalks and other important projects. I understand this would be an annual contribution.”

19%

I would prefer a line item in the General Fund, similar to how we fund streets, sidewalks and other important projects. I understand this would be an annual contribution.

17%

I would prefer the City issue a bond for open space preservation and acquisition. If we wait too long, it will be gone.

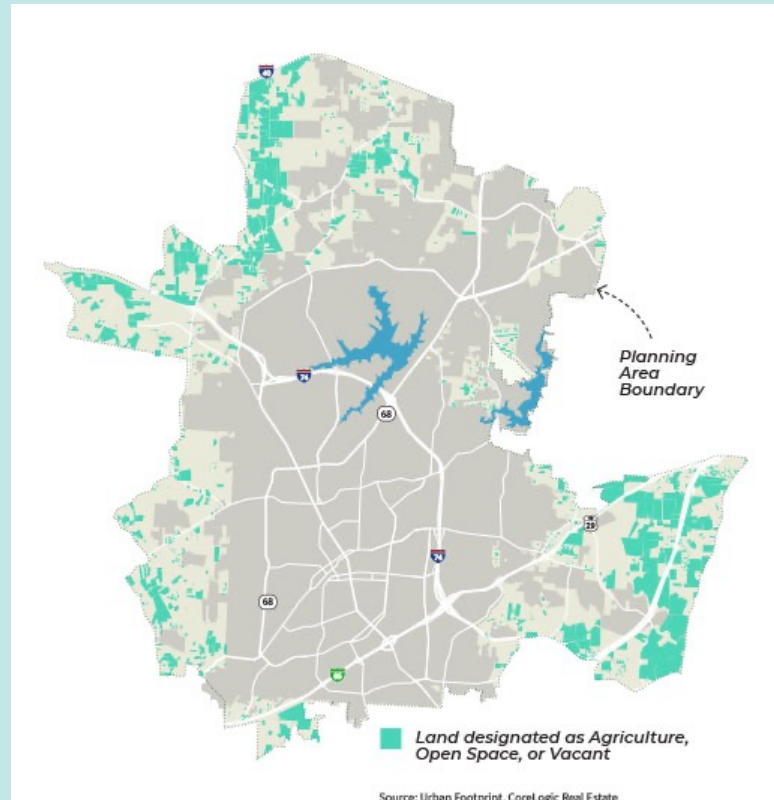
59%

Both, we need immediate funds and ongoing funds.

6%

Other local funding option.

PRESERVATION OF LAND USE IN THE PLANNING AREA



CATEGORIES OF TOOLS TO PRESERVE LAND

PLANNING



Identify important natural resources, preserved lands, and linkages

REGULATION



Use of local ordinances and state laws to protect important natural resources and lands that surround preserved areas

ACQUISITION

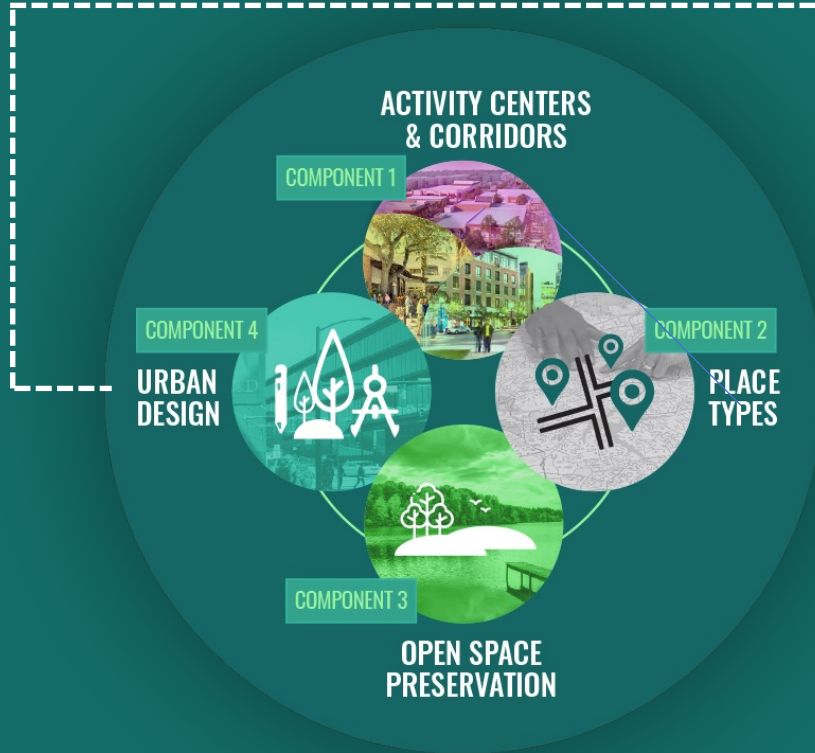


Obtain land through purchase or donation; includes purchase of full title, development rights and/or conservation easements

OUR GROWTH FRAMEWORK

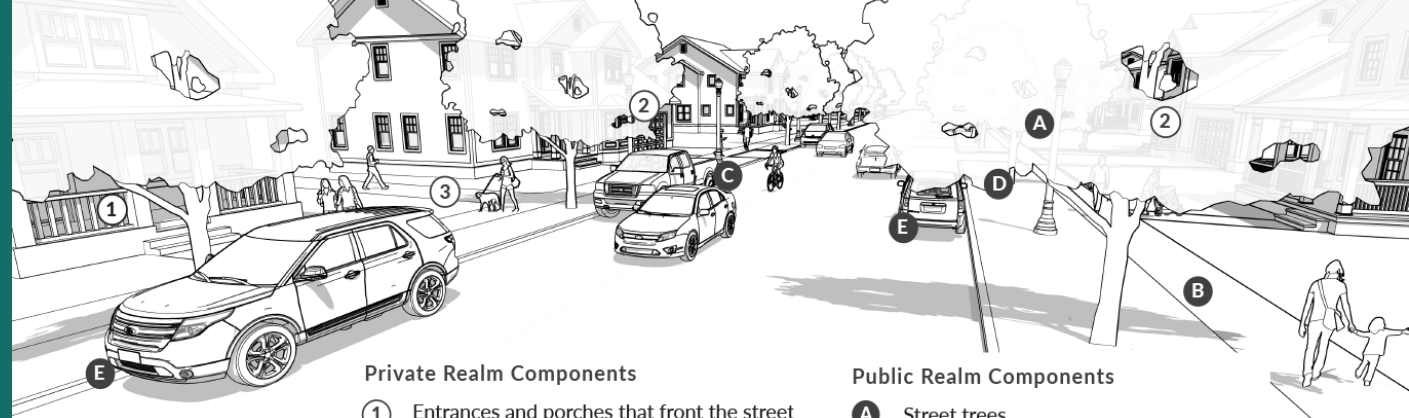
URBAN DESIGN

COMPONENT 4 OF THE GROWTH FRAMEWORK



URBAN DESIGN

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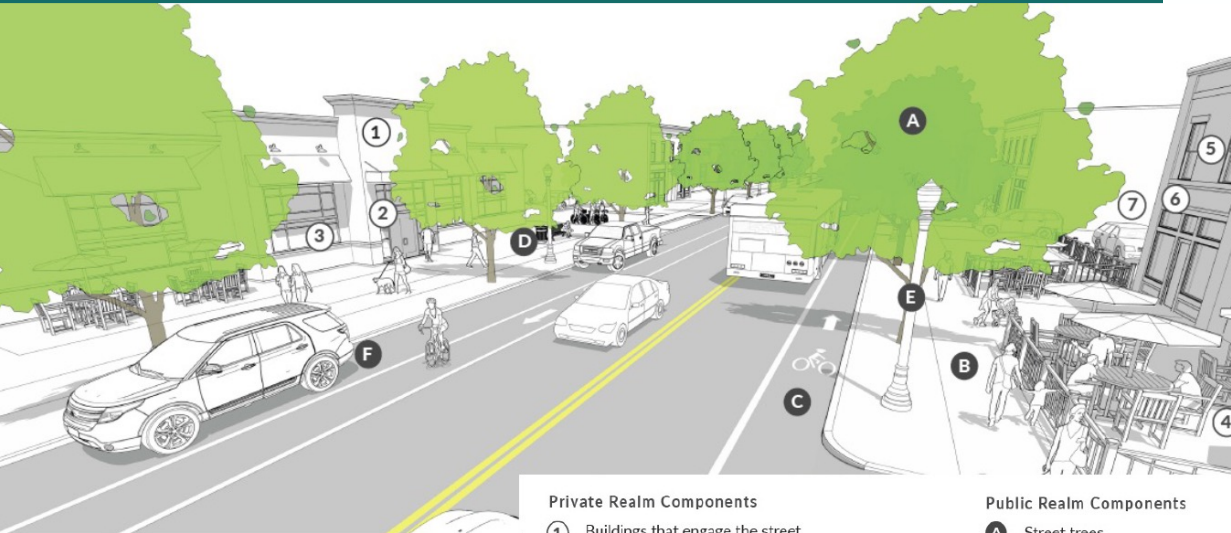
Neighborhood Design

Private Realm Components

- ① Entrances and porches that front the street
- ② Garage entrance located behind building entrance (or side loaded)
- ③ Common open space and/or trails

Public Realm Components

- A Street trees
- B Sidewalks (5'-6') on both sides of street
- C Shared use lanes for bikes
- D Pedestrian level lighting
- E On-street parking

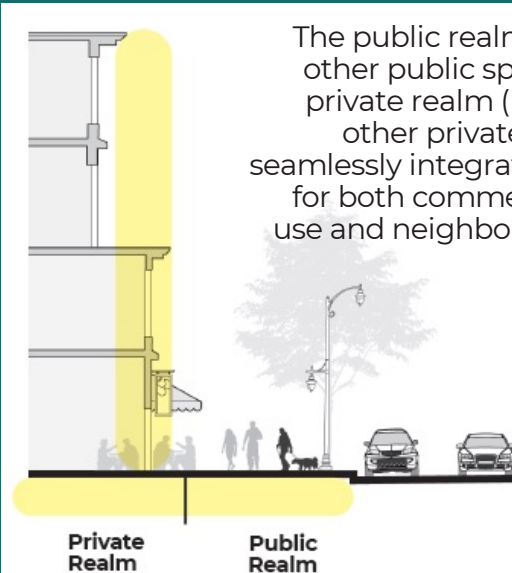


Private Realm Components

- 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

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



The public realm (streets and other public spaces) and the private realm (buildings and other private space) must seamlessly integrate. This is true for both commercial / mixed-use and neighborhood streets.

High Point is not alone



High Street,
Columbus, Ohio



The Domain,
Austin, Texas

Urban form is fundamental to the growth framework in High Point



Components of the plan coming together

OUR WAY FORWARD

OUR WAY FORWARD

What actions will we take?



Core Values
Planning Principles



Priorities



Community Driven Outcomes



Strategic Initiatives

HIGH POINT
2045

Doing what matters, matters.
Understanding capacity matters.
Creating a 'to-do' list of unattainable actions is disingenuous.
The best path forward is one that is aspirational, yet manageable.

IMPLEMENTATION TASK FORCE

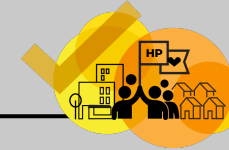
For High Point to succeed at implementing High Point 2045 it must remain at the forefront of mind. The HP2045 Implementation Task Force is a broad-based coalition of public, non-profit, and private entities all pulling in the same direction and supporting one another.



STRATEGIC INITIATIVES

Strategic initiatives refer to carefully planned actions or projects that the City will need to undertake to achieve this plan's desired outcomes for each of the Big Things.

The public, private, and nonprofit sectors will need to collaborate in ways that may feel uncomfortable at first but should become normalized over time.



Cultivate a Sense of Community and Unity

- 1 Focused Investment in the Activity Centers
- 2 Fund Community Development and Housing
- 3 Create a Community Reinvestment Fund
- 4 Revitalize Washington Street as a Catalyst Neighborhood Center
- 5 Collaborate with Partners to Revitalize the Southwest Area



Strengthen the Sense of Place and Economic Vitality of Downtown

- 1 Geographically Focused Investment
- 2 Economic Development Incentives for Downtown Housing
- 3 Connect to Core Neighborhoods with Streetscape Improvements
- 4 Collaboration with Local and Regional Partners
- 5 Downtown Branding



Diversify and Integrate Housing with Other Land Uses and Transportation Options

- 1 Update the Development Ordinance
- 2 Initiate a Multifaceted Approach to Diversifying Housing
- 3 Complete Streets and Transit Options
- 4 Connect the City by Completing Sidewalks
- 5 Develop a Greenbelt Program

Next Steps



Tonight

- Planning Team will be available for questions and small group discussion
 - 3 Groups each with:
 - 1 - City of High Point rep
 - 1 - czbLLC rep

After Tonight

- Draft Comprehensive Plan released for public review by end of this week
 - www.highpoint2045.org



Thank you

February 2024

czb