



# Welcome!

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Presentation for:  
City Council  
Planning and Zoning Commission



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

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

PHASE 1  
**Analysis and  
Key Issue  
Identification**



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



PHASE 3  
**Refinement,  
Finalization  
and Adoption**



How are we  
producing it?

**Steering  
Committee**

Meetings week of



**WE  
ARE  
HERE**

# 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**



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

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

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Elements of the plan coming together

## 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.



Elements of the plan coming together

## 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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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**

# Outcomes to Prioritize



Cultivate a  
sense of  
community  
and unity



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

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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?



# Preferred Scenario

80% Supported

59% Supported

SCENARIO

1

Stay the course

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



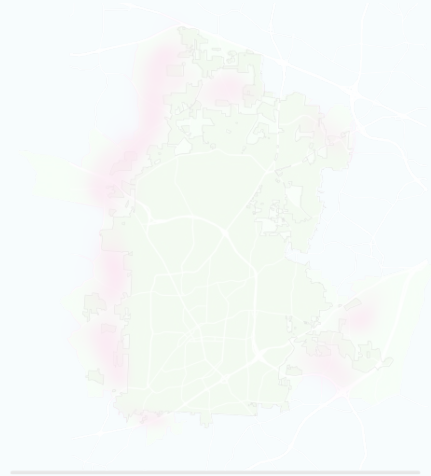
*Land continues to be developed and roads continue to be built to accommodate new growth.*

SCENARIO

2

Pivot slightly

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



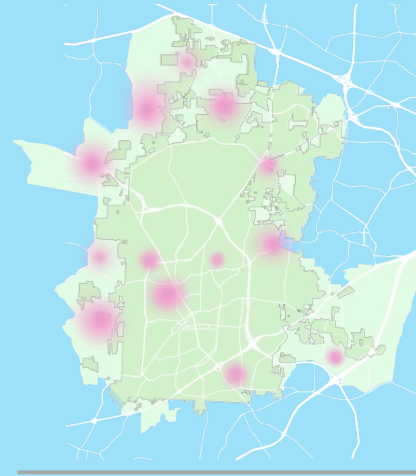
*Land continues to be developed and roads continue to be built to accommodate new growth..*

SCENARIO

3

Course correction

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



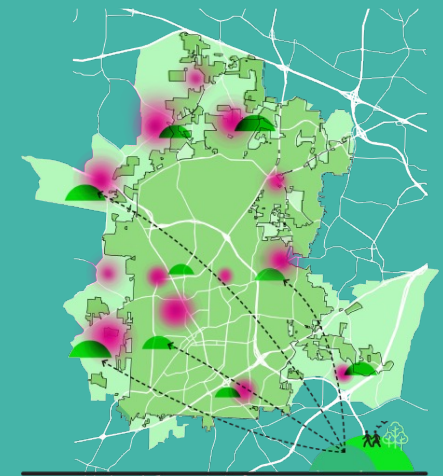
*New growth is generally directed to mixed-use activity centers that cluster residential and commercial development allowing for walkable and bikeable options.*

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, is shown with a semi-transparent teal overlay. The image captures a mix of urban buildings, parking lots, and green spaces. A prominent water tower is visible in the center. The title 'Growth Framework' is centered in a large, white, serif font. A white horizontal bar is positioned below the title.

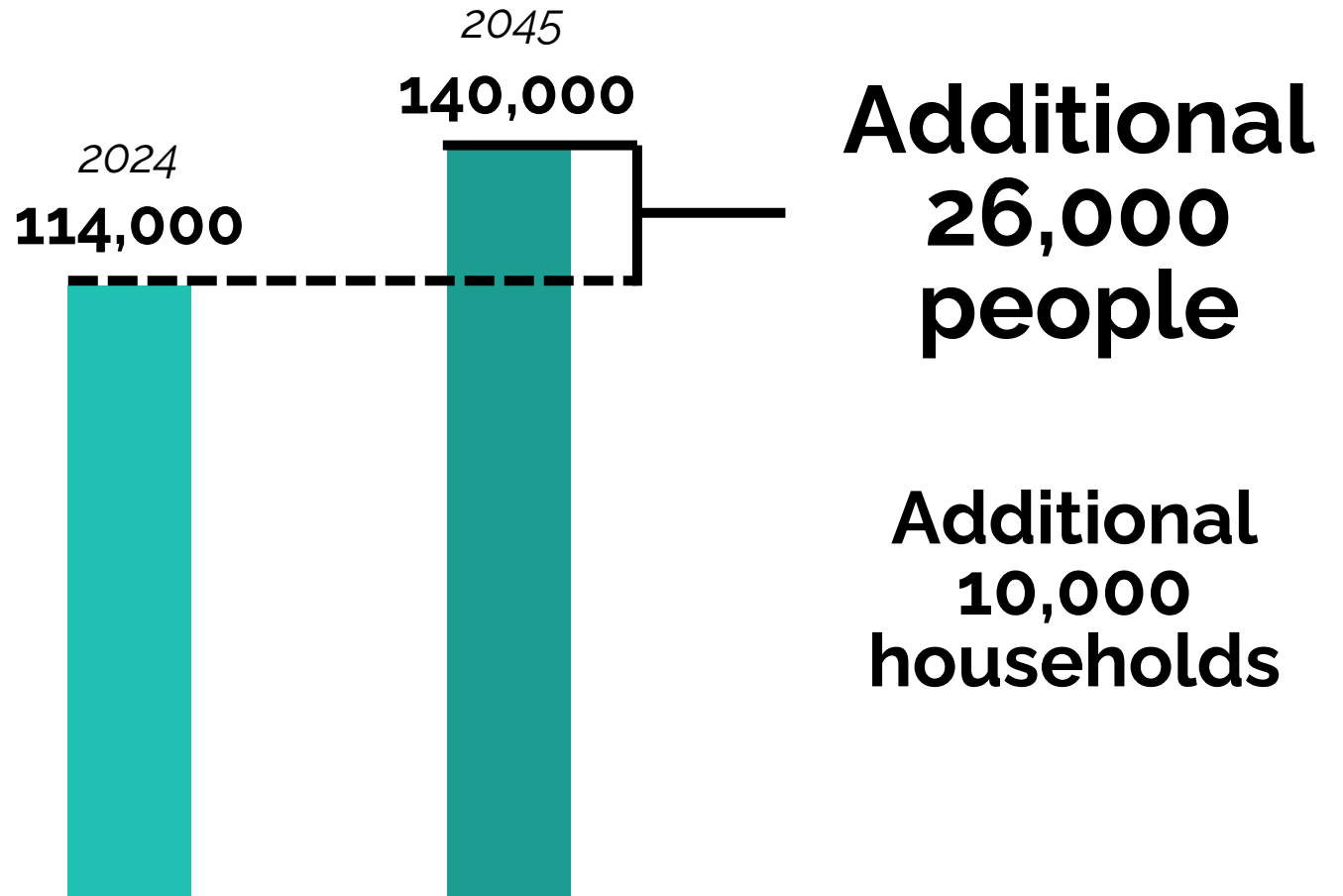
# Growth Framework

# 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.



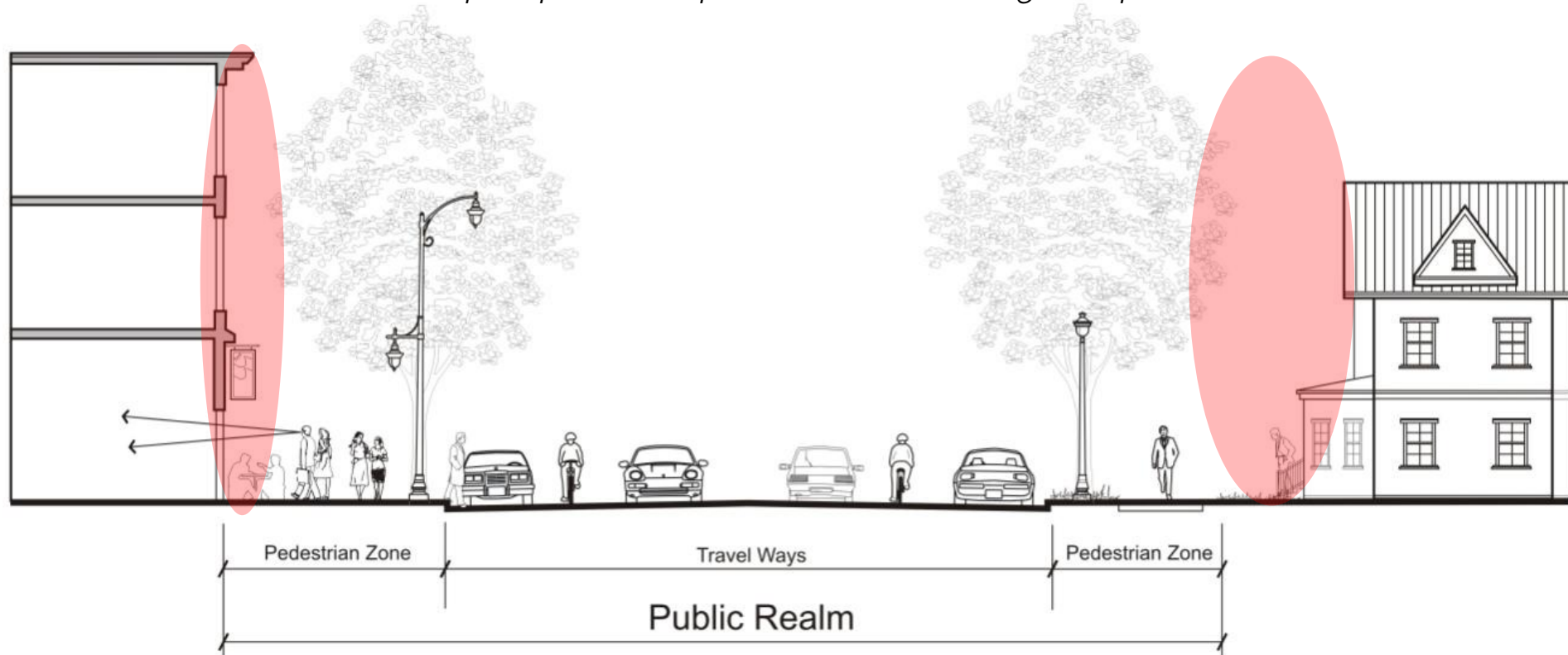
# Growth Framework

## Complete Streets

### Great Cities are Made of Great Streets

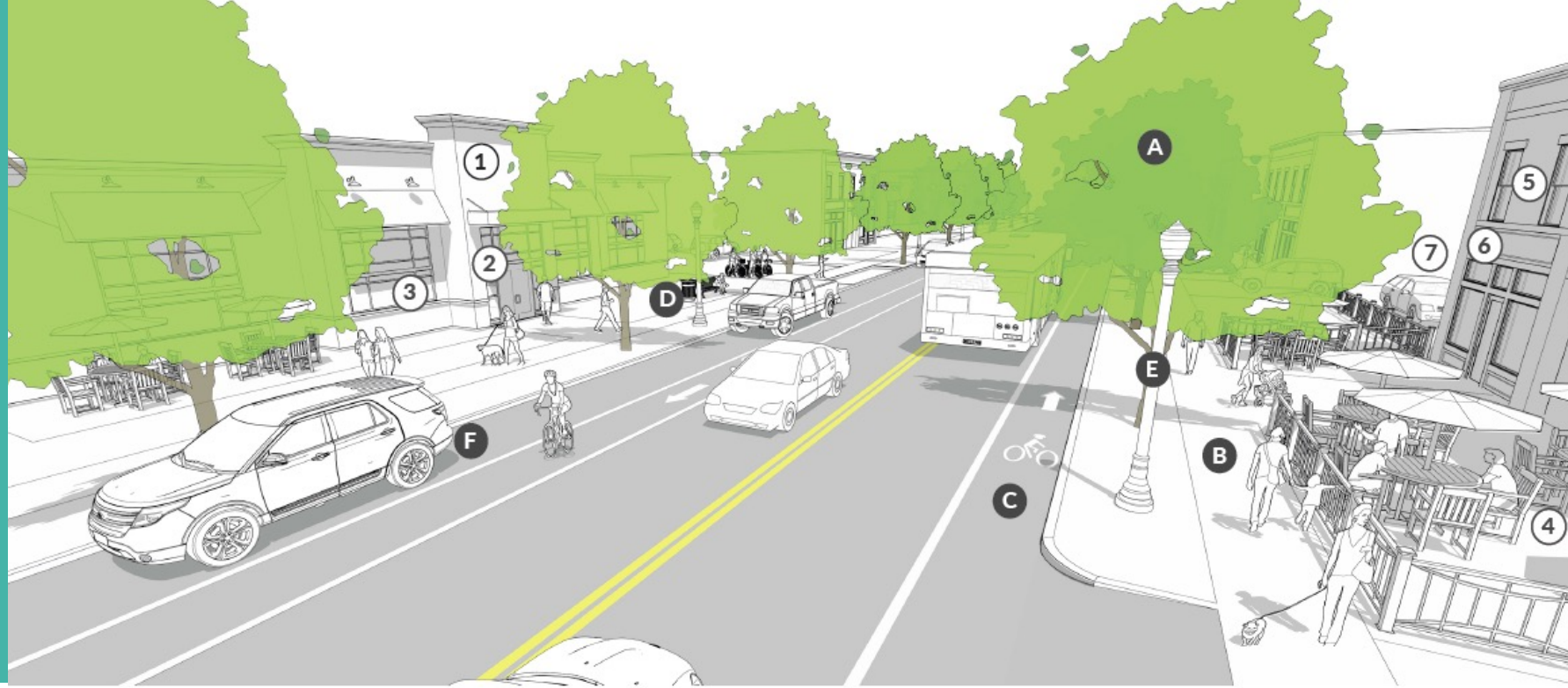
### Starts with the Public Realm

*'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

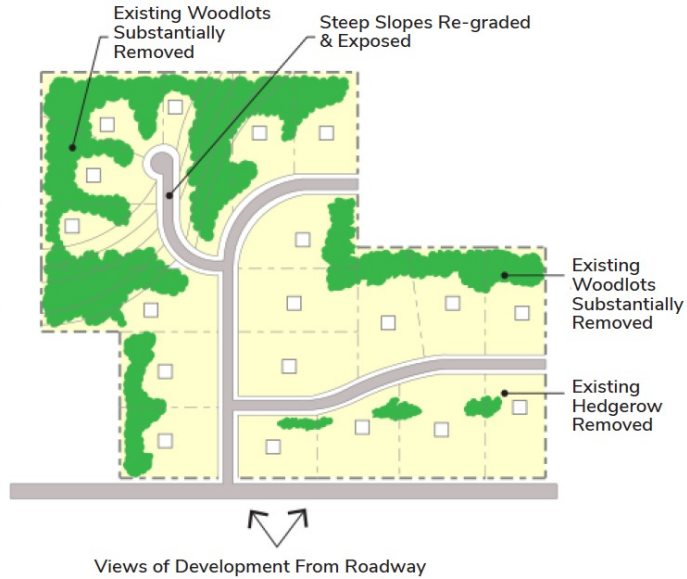
- Ⓐ Street trees
- Ⓑ Sidewalks (5'-12')
- Ⓒ Bike lanes or sharrows
- Ⓓ Street furniture (e.g. benches)
- Ⓔ Pedestrian level lighting
- Ⓕ On-street parking

# Growth Framework

## Open Space Preservation – Primarily in Planning Area

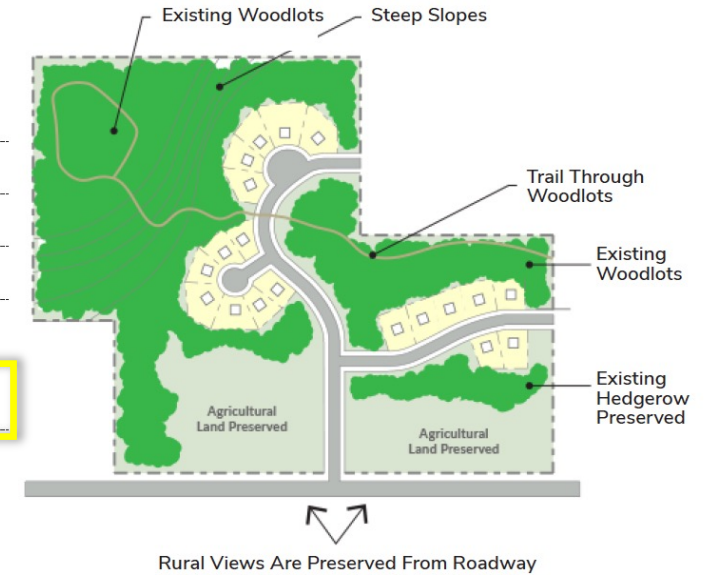
### Traditional Subdivision

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

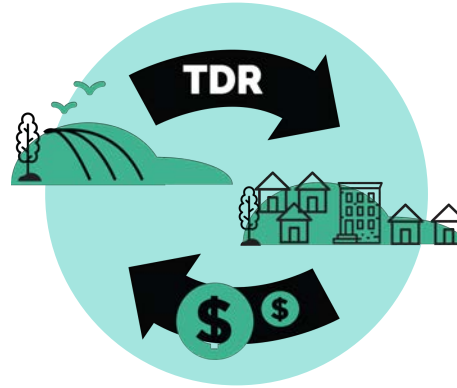
## Additional Tools



**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

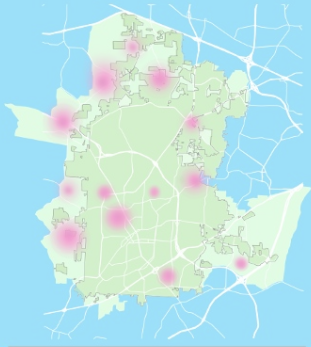
80% Supported

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SCENARIO

**3** Course correction

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

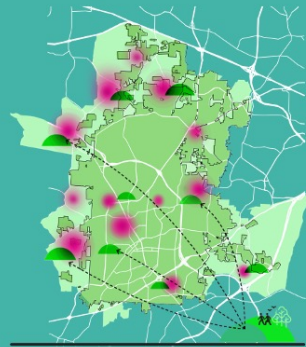


New growth is generally directed to mixed-use activity centers that cluster residential and commercial development allowing for walkable and bikeable options.

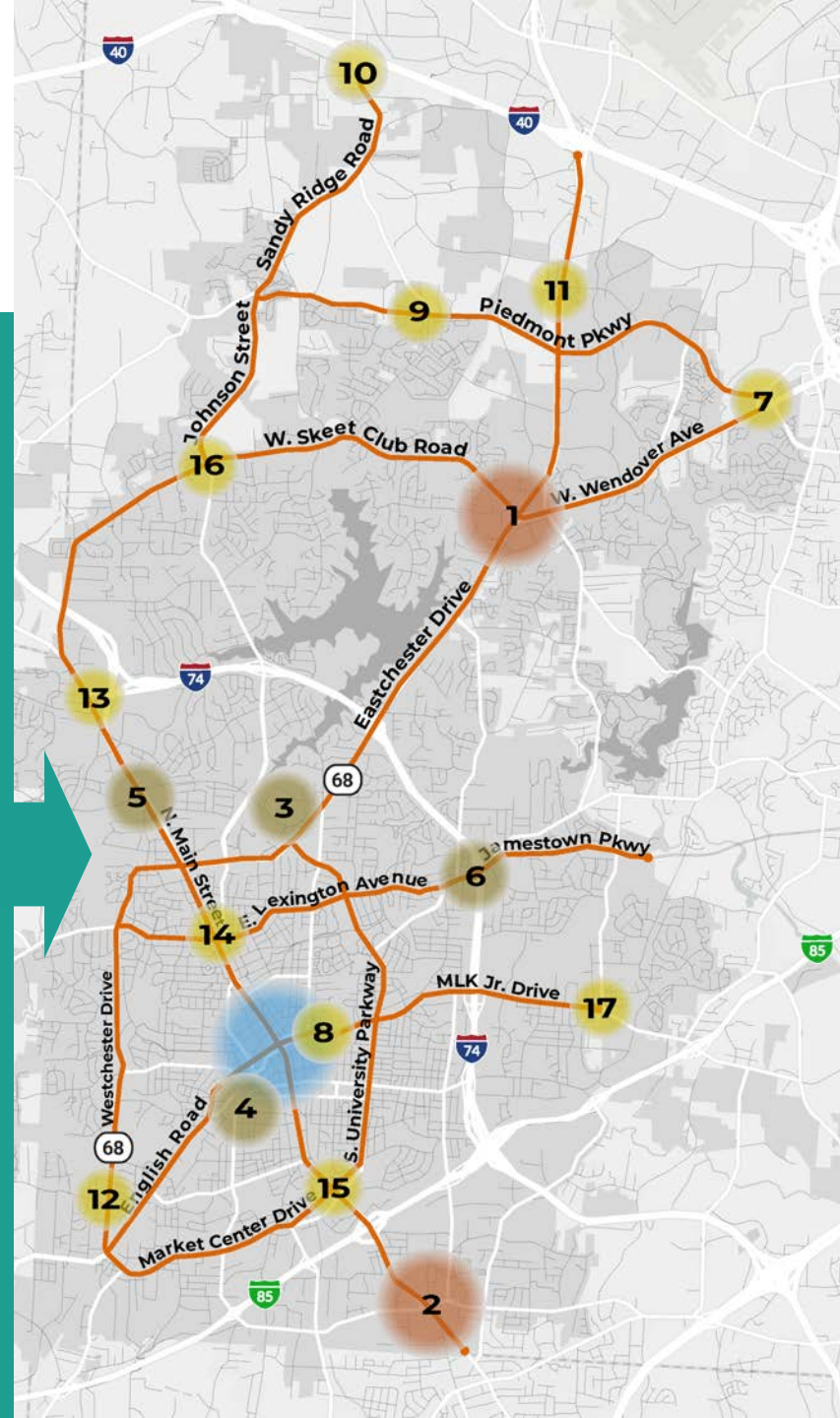
SCENARIO

**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.



## Activity Centers & Corridors

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

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

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- 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

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- Corridors**

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- 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



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

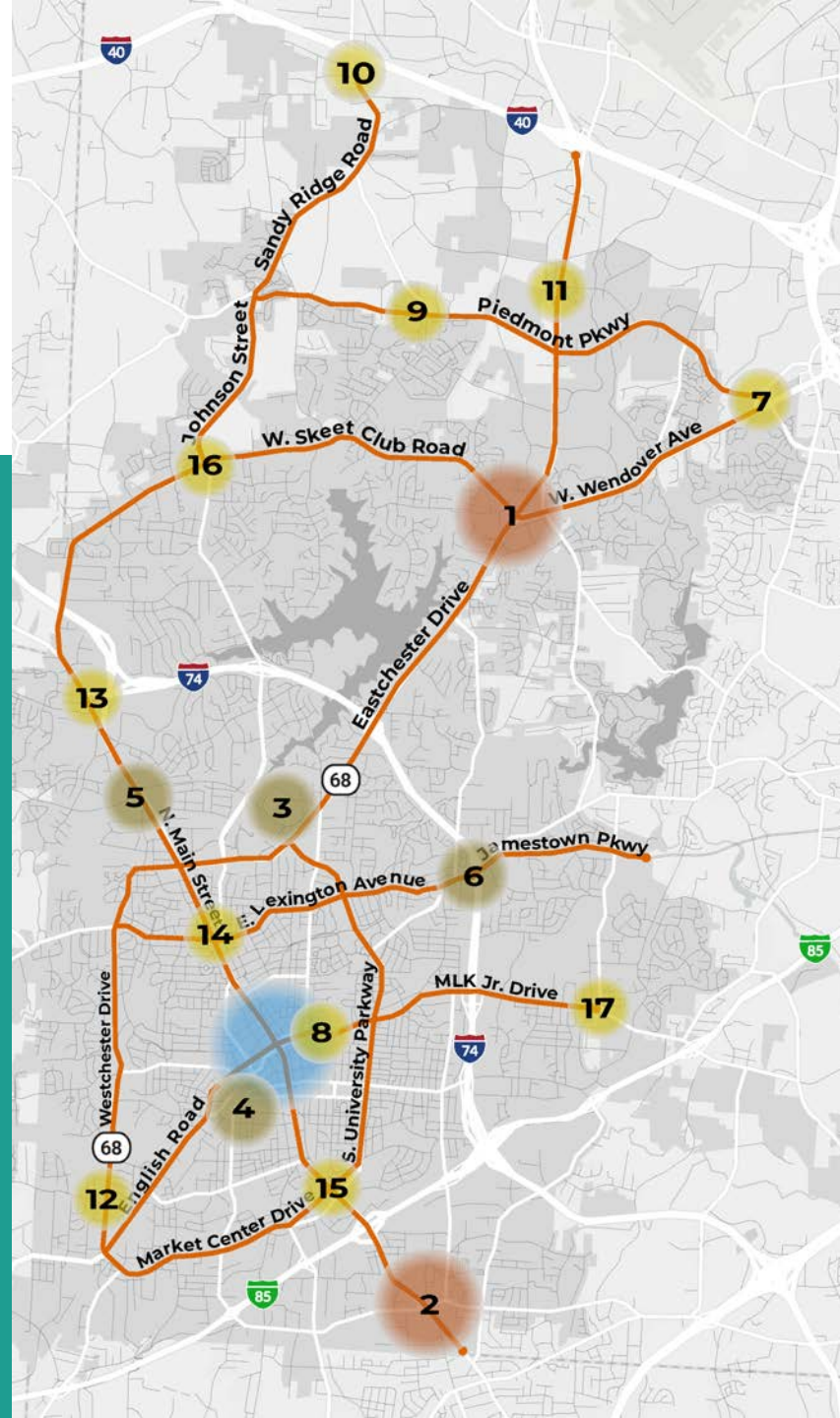
**Inclusive**  
**Creative**  
**Entrepreneurial**  
**Resourceful**  
**Bold**

# 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

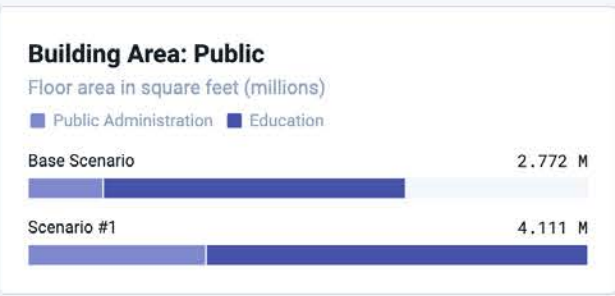
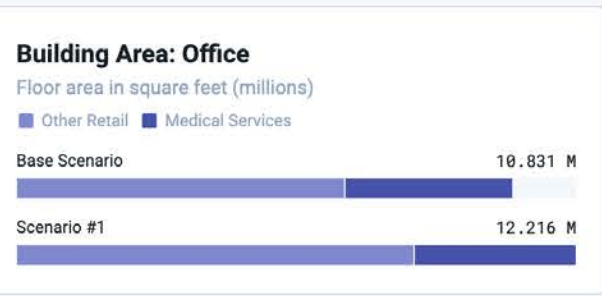
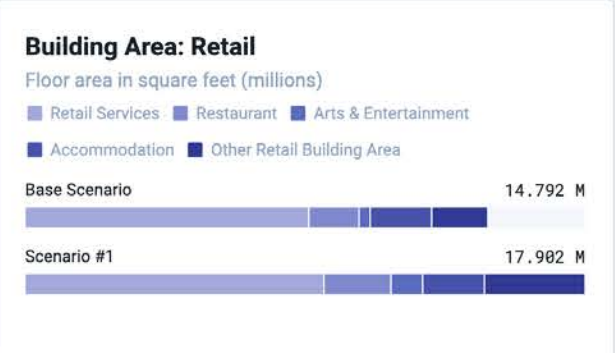
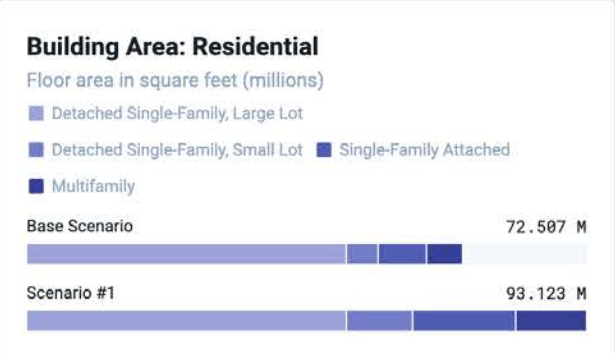
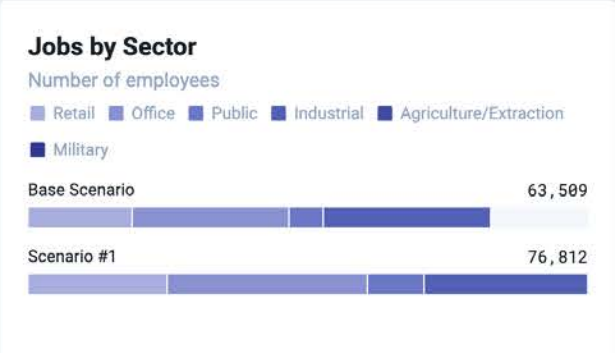
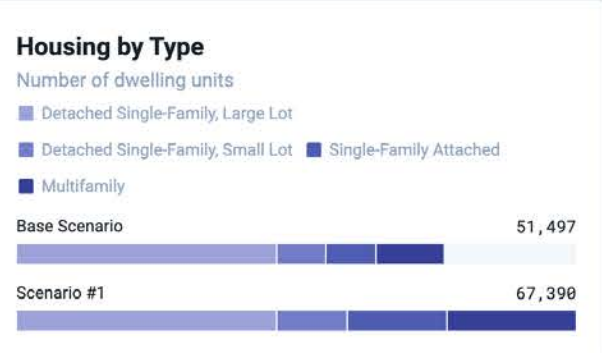


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  - 17 - MLK - Scientific
- Corridors
- Downtown

# Potential Growth in the Activity Centers and Downtown

## Demographics & Building Metrics





## TOP 5

## VALUES

### Who We Want To Be

Inclusive  
Creative  
Entrepreneurial  
Resourceful  
Bold



## Planning Principles

Support critical thinking and strategic risk-taking

Work together and include all voices

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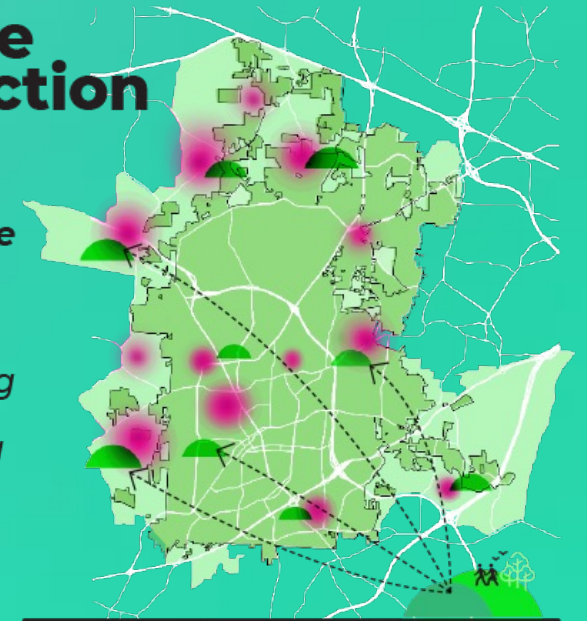
## Preferred Scenario

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 2023**



# Thank you

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Steering Committee Meeting  
September 2023

