



Community Outreach Update - August 2023

Community Feedback

OUTREACH BY THE NUMBERS

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



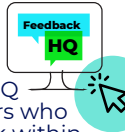
761

Facebook post link clicks



142

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



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



What did we hear during the July Open Houses?

We heard that **most people agree with the proposed core values and big things**. These values were created directly from previous feedback and public engagement and that direction continues to be confirmed through comments received at the most recent events.

An additional theme that came up through the comments and conversation was **sustainability**. Community members also expressed an **interest in seeing more specificity in how these Big Things are put into action** because implementation strategies are in the early stages of development. Some comments noted the words feel too idealistic and potentially hard to achieve. One commentor noted specifically that "the challenge as always is the buy-in and the action". However, **several commentors suggested that the city seems ready to be bold and take some risks** in order to continue working towards a better future for everyone.

What's behind a great comprehensive plan?



It gets the 'Big Things' right



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Community Feedback

What did we hear during the July Open Houses?

Progress on the 'Big Things'

Listed below are the top three potential outcomes that participants said would indicate progress on each 'Big Thing'.

BIG THING Community and Unity



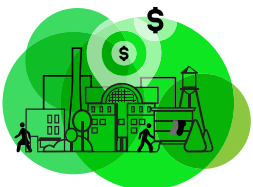
High Point's status as an economic and cultural hub of the Piedmont Triad has strengthened, with businesses and households routinely choosing High Point over Greensboro and Winston Salem. **(20%)**

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%)**

All of the outcomes that were proposed as a starting point received similar support. Other comments included an interest in **improving the community identity**, while others mentioned wanting **more entertainment activities**.

BIG THING Strengthen the Sense of Place and Economic Vitality of Downtown



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%)**

There is a clear interest among community members in **making downtown streets more walkable**. The comments also emphasized the **interest in bike paths**. The community had strong feelings related to the Furniture Market and the Downtown - both positive and negative. Where the comments appeared to converge is that **High Point needs an area with active storefronts, a mix of retail and commercial businesses, and some residential**. We also heard a few comments about **making sure investment in downtown activities is inclusive of a variety of income levels**.

BIG THING 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%)**

We've heard throughout this process that the **disconnected sidewalks and limited transit options are a concern for the community**. "Sidewalks" and "walking" were mentioned more than 50 times in the comments. One commentator noted though that "it would be great if people could walk to something interesting".



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What did we hear during the July Open Houses?

Desired Growth Patterns

We heard a very clear desire for a course correction.

Given the option of four possible growth scenarios ranging from *Scenario 1: Stay the Course*, *Scenario 2: Pivot Slightly*, *Scenario 3: Course Correction*, or *Scenario 4: Major Course Correction* more than 80% of the respondents **supported scenario 3 or scenario 4**. Option 4 alone received 59% of the votes. One commenter stated that "having growth while also preserving land is key to a vibrant city." Another commenter said "if High Point wants to distinguish itself from neighboring cities, concentrating growth inward makes sense."

SCENARIO 3 Course correction

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

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

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

SCENARIO 4 Major course correction

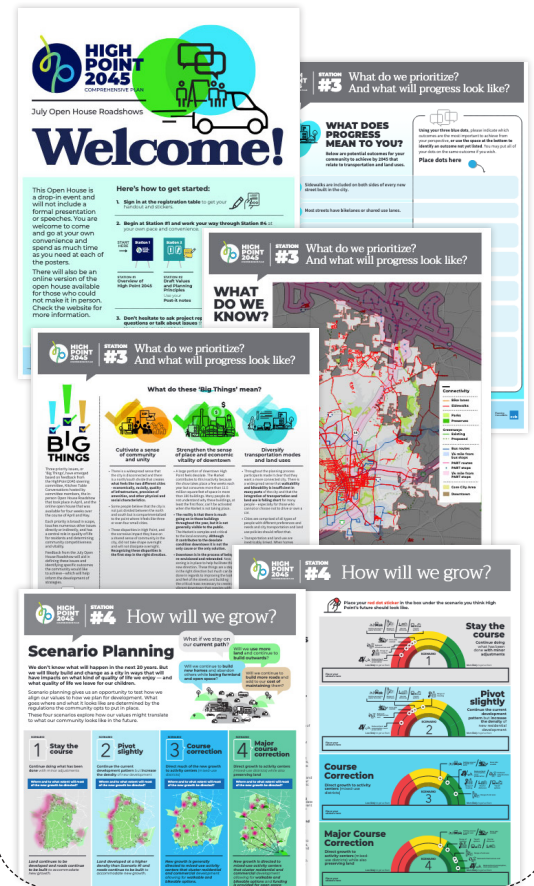
Direct growth to activity centers (mixed-use districts) while also preserving land

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

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

View the Open House Posters

To view all the Open House content, please visit the website: <https://highpoint2045.org/getinvolved/open-house-roadshows/>



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