



HIGH POINT 2045

COMPREHENSIVE PLAN



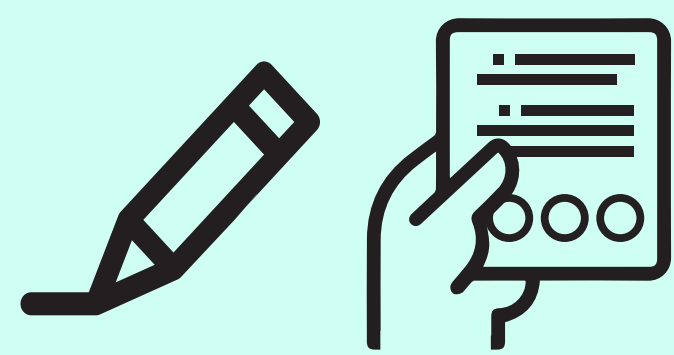
April Open House Roadshows

Welcome!

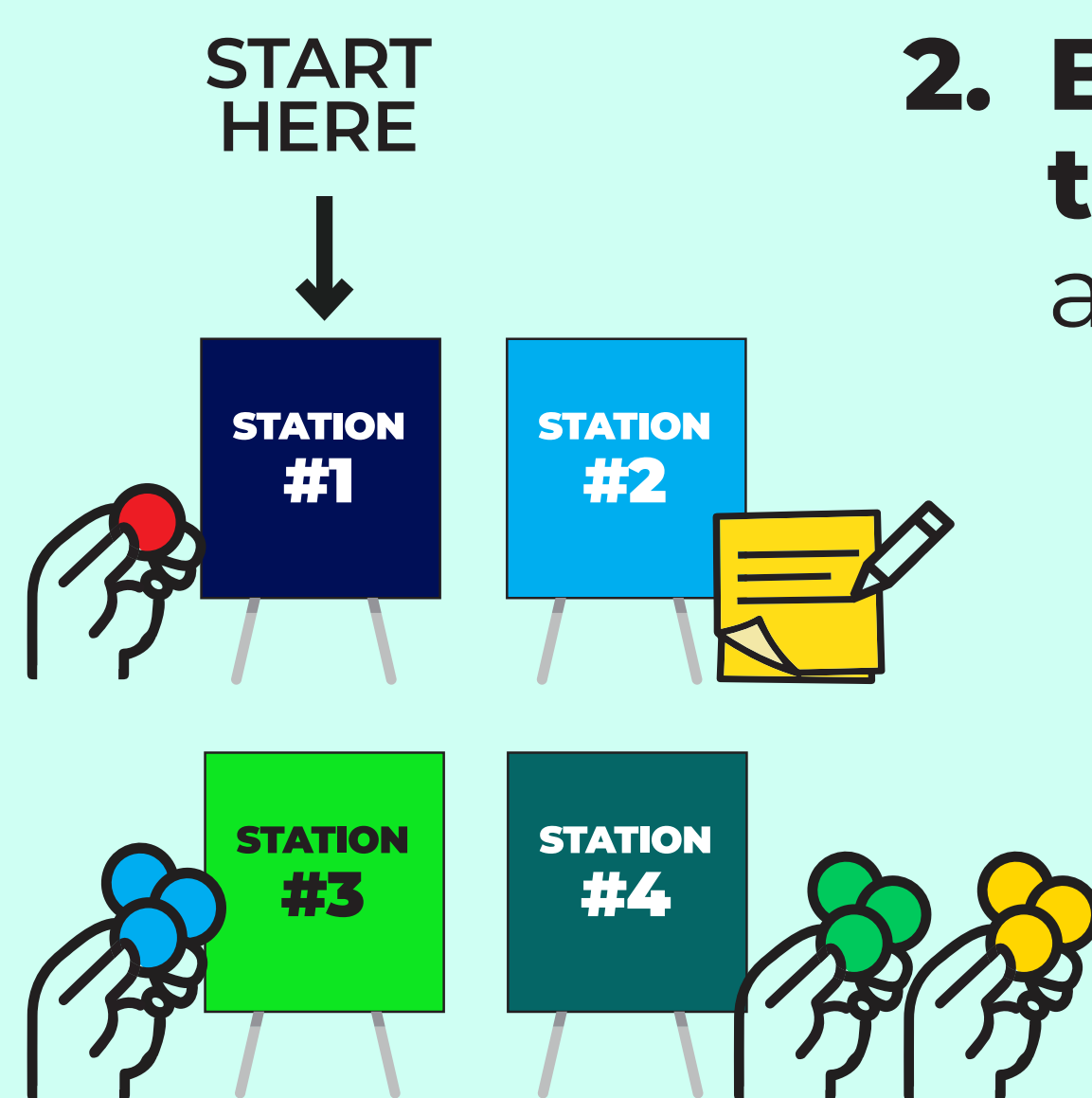
This Open House is a drop-in event and will not include a formal presentation or speeches. You are welcome to come and go at your own convenience and spend as much time as you need at each of the posters.

There will also be an online version of the open house available for those who could not make it in person. Check the website for more information coming soon.

Here's how to get started:

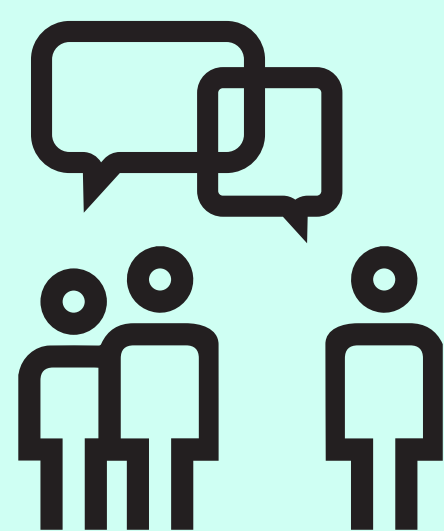


1. **Sign in at the registration table** to get your handouts and stickers.

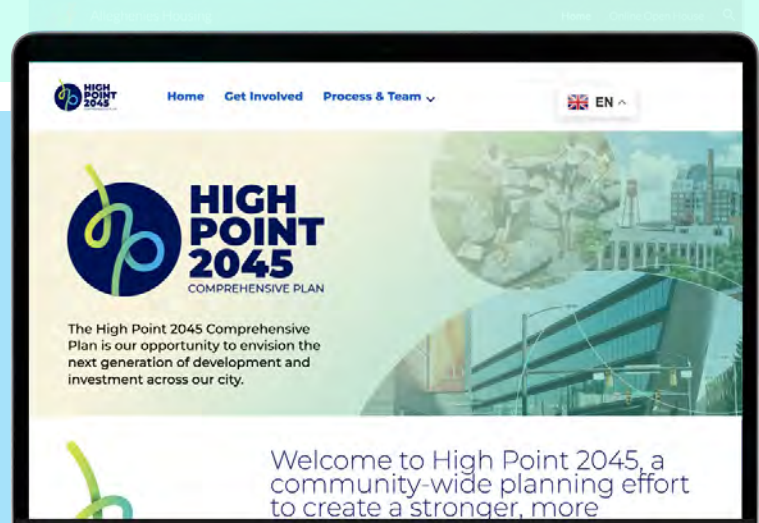


2. **Begin at Station #1 and work your way through Station #4** at your own pace and convenience.

- Use your **red dot** at Station #1
- Use **Post It notes** at Station #2
- Use your **three blue dots** at Station #3
- Use your **three green and your three yellow dots** at Station #4



3. **Don't hesitate to ask project representatives questions or talk about issues** that are important to you and your neighbors.



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City of High Point, NC



Planning Consultants





STATION #1

What is High Point 2045?

High Point 2045 is a community-wide planning effort to create a stronger, more sustainable, and vibrant city.



A community-driven process

The High Point 2045 process is informed and guided by the High Point community through several methods of engagement.

A 25-member **steering committee of local stakeholders** is working closely with project consultants throughout the process.

Steering committee members are hosting **Kitchen Table Conversations**—small, facilitated discussions that will aid the identification of important issues and how the community makes decisions.

Online survey in June will seek broad public feedback on important questions that will shape the plans.

Open houses (virtual and in-person) in April, July, and November of 2023 and January 2024 will provide an opportunity for residents to learn about the planning process and have in-depth conversations with steering committee members and project consultants about issues important to them.



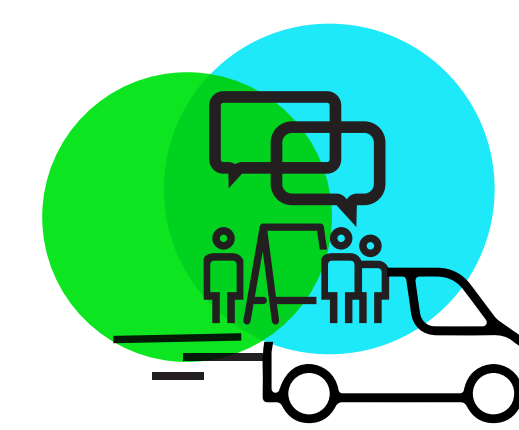
Steering Committee



Kitchen Table Conversations



Online Survey



Open Houses

Overview

Through the crafting of the implementable plan that reflect widely shared values and the community's top priorities, High Point 2045 will provide leaders and organizations throughout the community with tools for making consistent, well-informed, and strategic decisions with their resources to achieve well-defined outcomes.

Over the 15-month process, the High Point 2045 Comprehensive Plan will be created

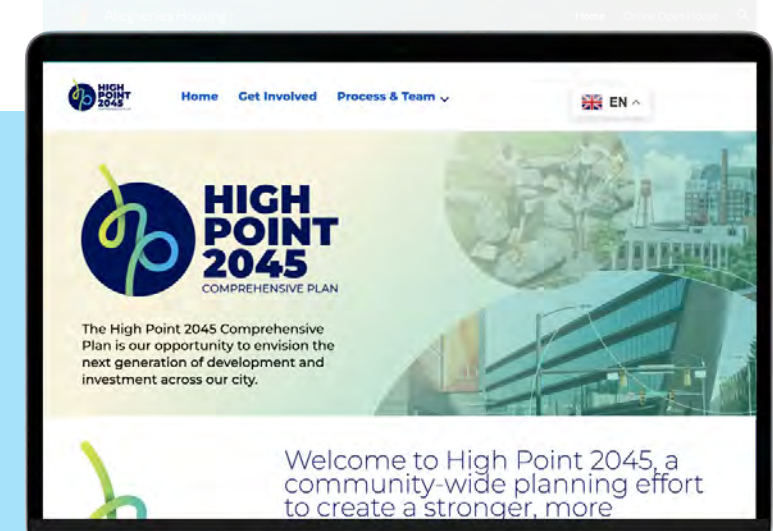
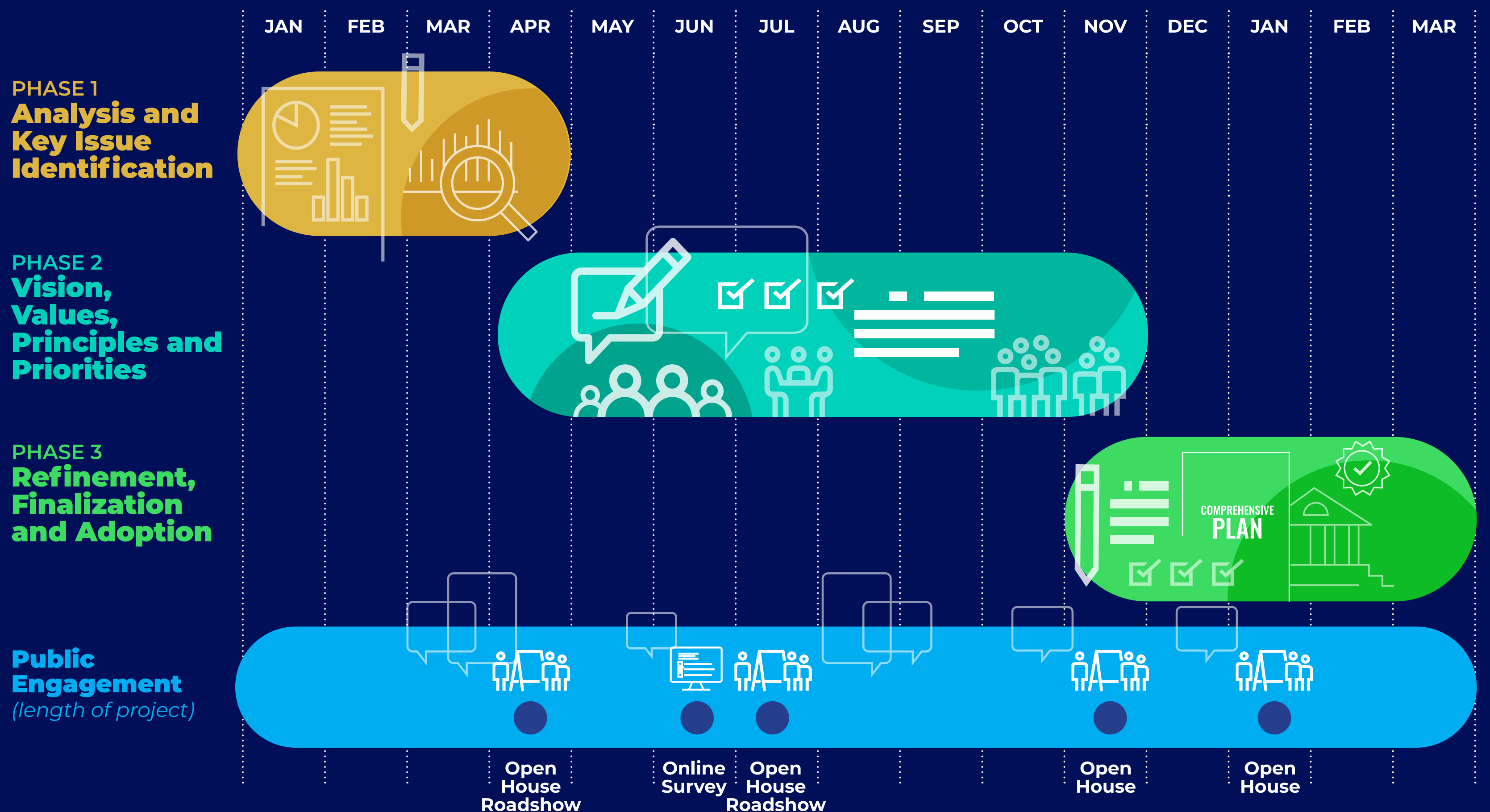
High Point 2045 Comprehensive Plan

At the core of High Point 2045 is the development of the new High Point 2045 Comprehensive Plan—a long-range planning document that will provide High Point with a vision for the future and a path towards that vision. Clear priorities and goals, realistic implementation strategies, and a values-based decision-making framework will be core features of the plan, which will replace the previous comprehensive plan from 2000.



Timeline

Three overlapping phases are being used to organize High Point's planning process, which will take place over the 15 months between January 2023 and April 2024, culminating in the finalization and adoption of plans in April of 2024.



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What's behind a great comprehensive plan?

Comprehensive plans provide the legal basis for enacting and enforcing zoning regulations and other policies that shape where and how development happens. In North Carolina, local planning and zoning are enabled by North Carolina General Statutes, Chapter 160D.

More broadly, comprehensive plans have the potential to provide county and local governments with strategic direction on any number of issues that are deemed important. **Three hallmarks of great planning, however, determine whether a plan becomes truly useful on a day-to-day basis or is likely to collect dust.**



It plans for what is known

A great plan creates clarity around trends and issues that are measurable, allowing a community to make well-informed choices that are likely to achieve desired outcomes.



It gets the 'Big Things' right

A great plan identifies a few issues that are so important to a community's future that they require focused attention and resources to ensure they are handled correctly. When attention is scattered or resources are spread too thin, inaction or half-measures become the norm.



It creates a decision making framework for what is unknown

A great plan recognizes that the unforeseen happens everyday and provides a decision-making framework (tied to core values) for circumstances that cannot be predicted.

How does a plan become reality?

If the City Council and other community leaders are truly willing to make decisions consistent with the comprehensive plan, it will be reflected in the following:

Capital Improvement Plan (CIP)

CIPs involve the annual allocation of resources to pay for improvements to public facilities, equipment, and infrastructure. The comprehensive plan should provide significant direction for CIPs.

Land Use and Design Regulations

The comprehensive plan is the legal basis for the zoning code, which determines land use, density, and other characteristics of the built environment. After the plan is adopted, the code should be updated to reflect the plan.

Housing and Neighborhood Policy

Goals related to housing can be realized through the zoning code, as well as the allocation of resources to encourage specific types of investments in new or existing housing.

Economic Development Policy

Actions to promote economic activity of specific types and in specific places—to create jobs, build the tax base, or provide desired services—can be molded to reflect goals, trends, and conditions described in the plan.

Transportation and Infrastructure

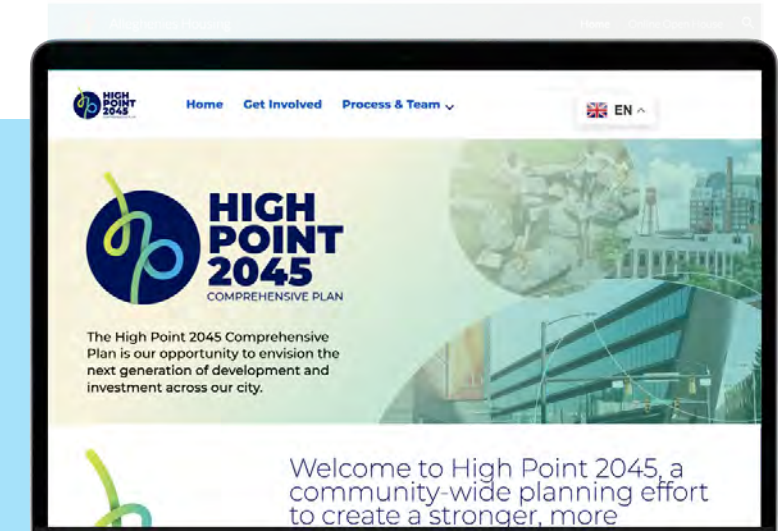
The comprehensive plan should influence how federal, state, and local transportation and infrastructure dollars are allocated to improve conditions, boost capacity, or change how infrastructure is used.

Parks and Recreation

The CIPs, general fund, and zoning code can all be used to support investment to or expansion of parks and recreational facilities to meet quality of life goals expressed by the plan.

Small Area Plans

The comprehensive plan cannot provide detailed direction for what should happen on every block. But subsequent plans or updated plans for specific neighborhoods, corridors, and communities can be developed to apply the overall goals of the comprehensive plan at a more granular level.

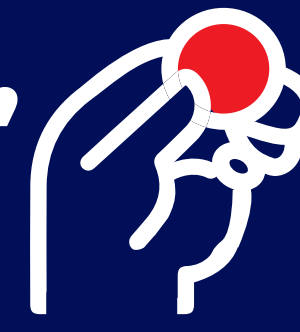


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Where is High Point on the curve?

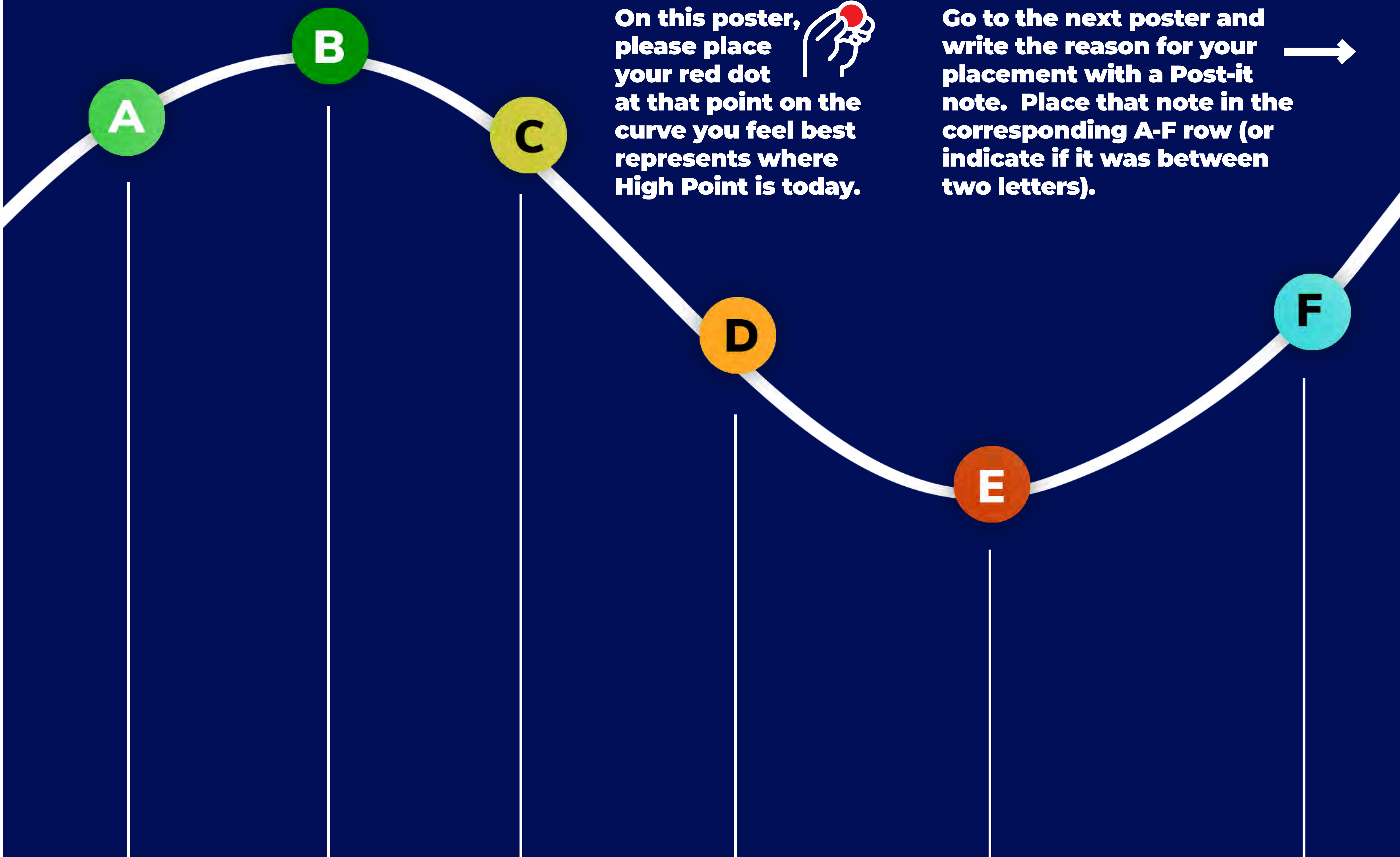
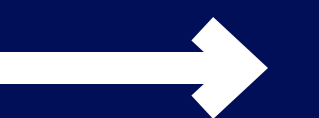
Step 1:

On this poster, please place your red dot at that point on the curve you feel best represents where High Point is today.



Step 2:

Go to the next poster and write the reason for your placement with a Post-it note. Place that note in the corresponding A-F row (or indicate if it was between two letters).



On the rise, as always

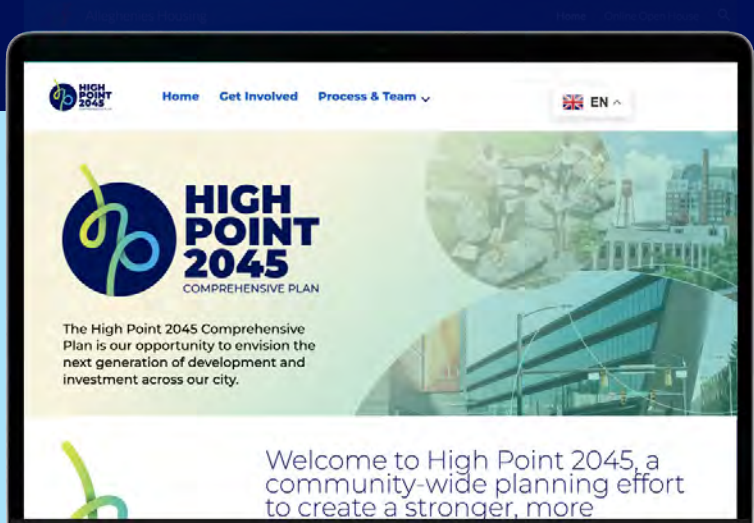
We've plateaued; not rising but not declining either

We've been trending downward

We've been trending downward for a while and haven't bottomed out

We've bottomed out

We're rebounding



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What is High Point 2045?

Please tell us why you put your dot where you did on the curve.

Write the reason for your placement with a Post-it note. Place that note in the corresponding A-F row (or indicate if it was between two letters).



A On the rise, as always

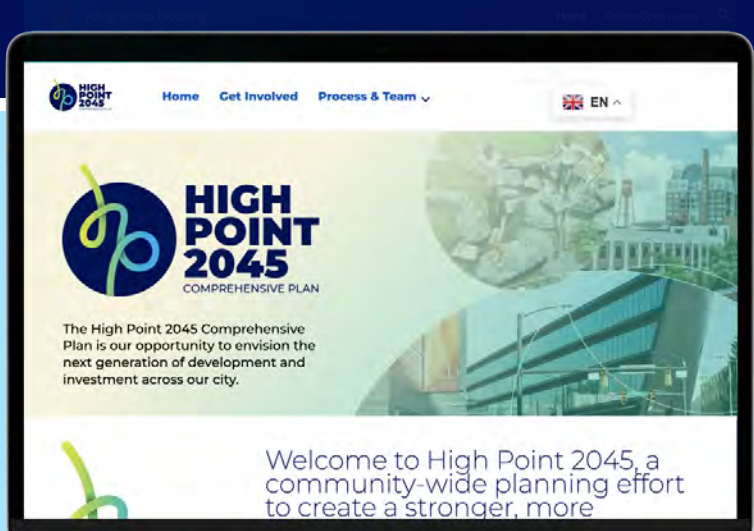
B We've plateaued; not rising but not declining either

C We've been trending downward

D We've been trending downward for a while and haven't bottomed out

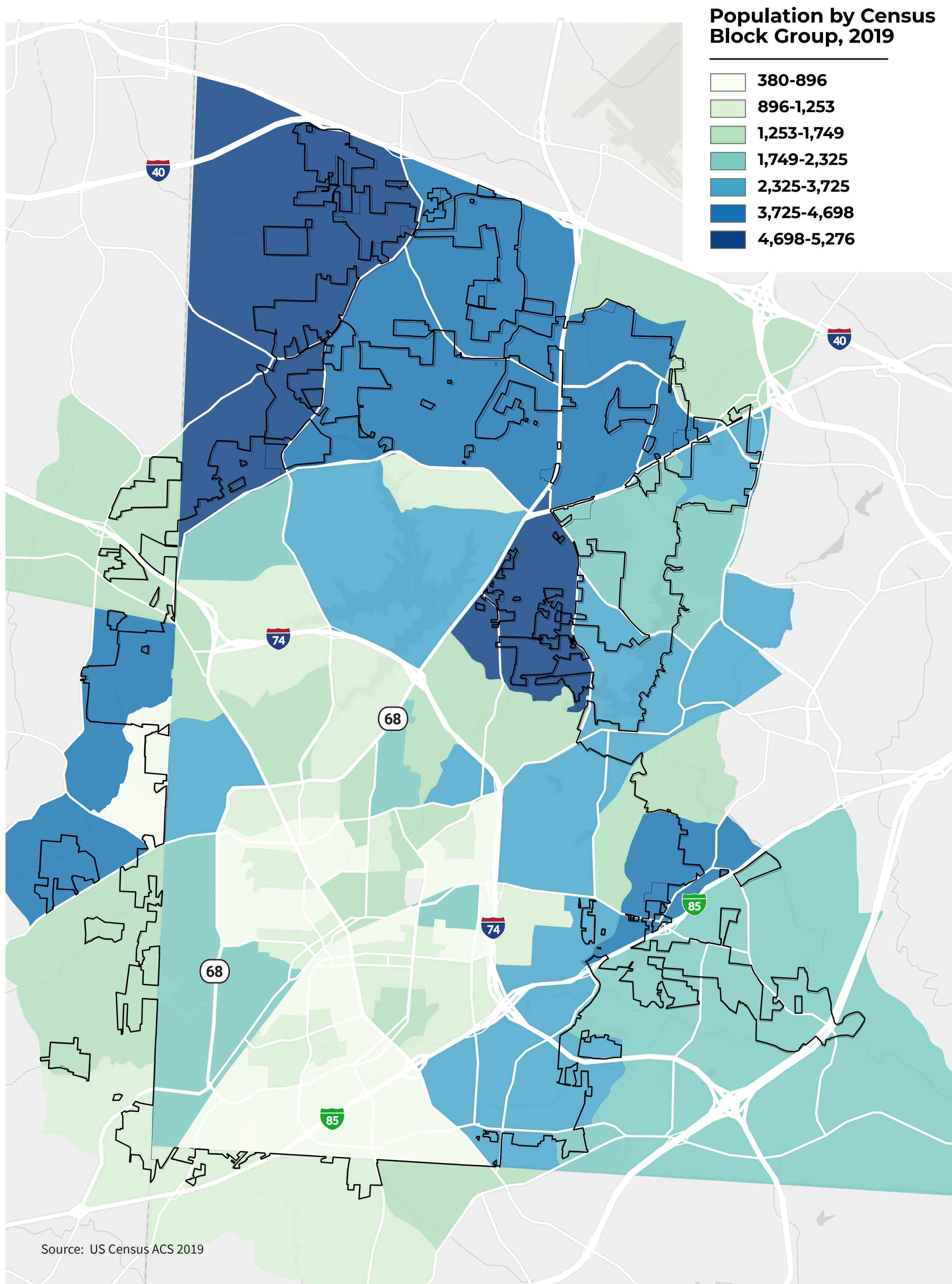
E We've bottomed out

F We're rebounding



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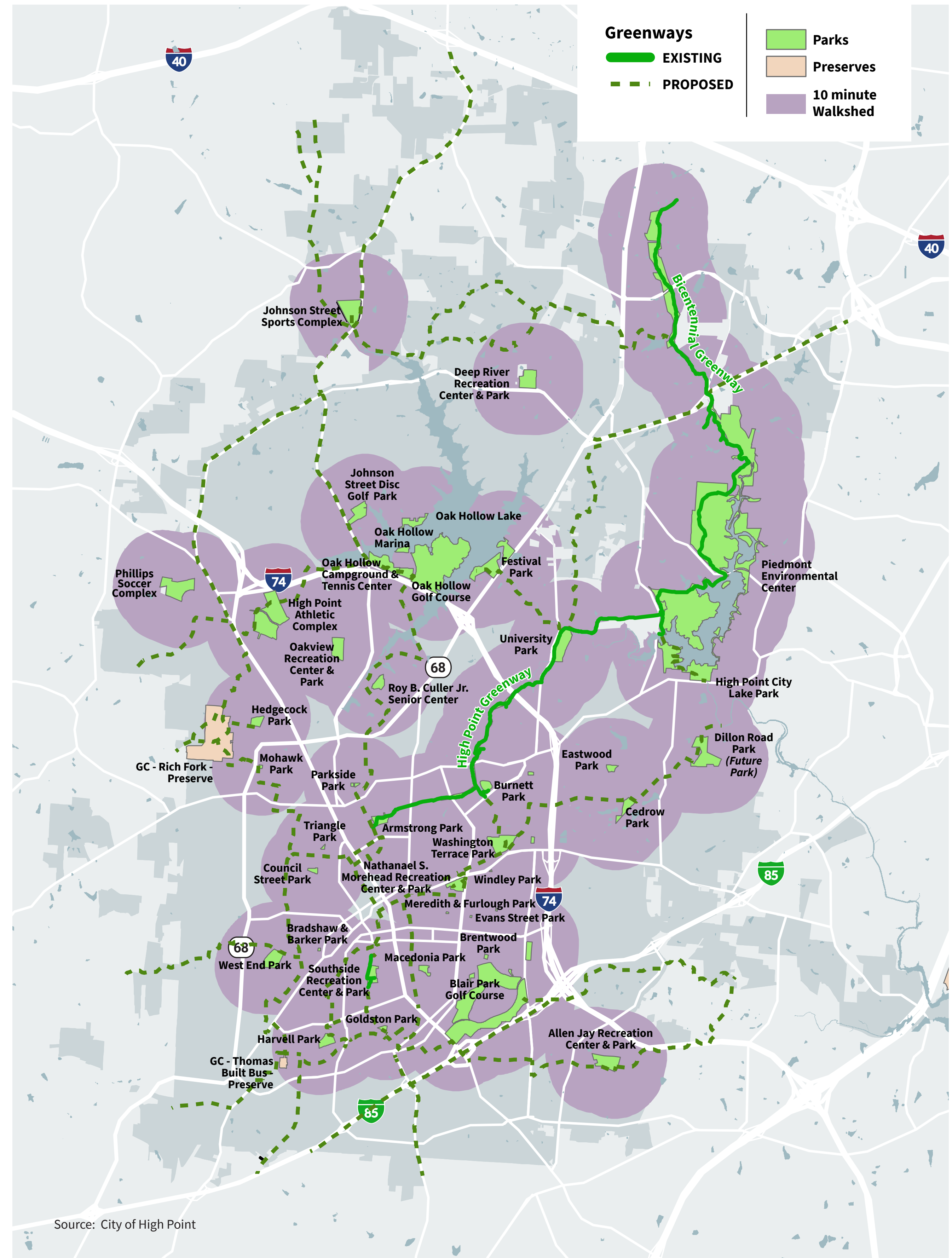
Population distribution and accessibility to parks and open space.



Much of High Point's population growth is taking place in the northern portion of the city.

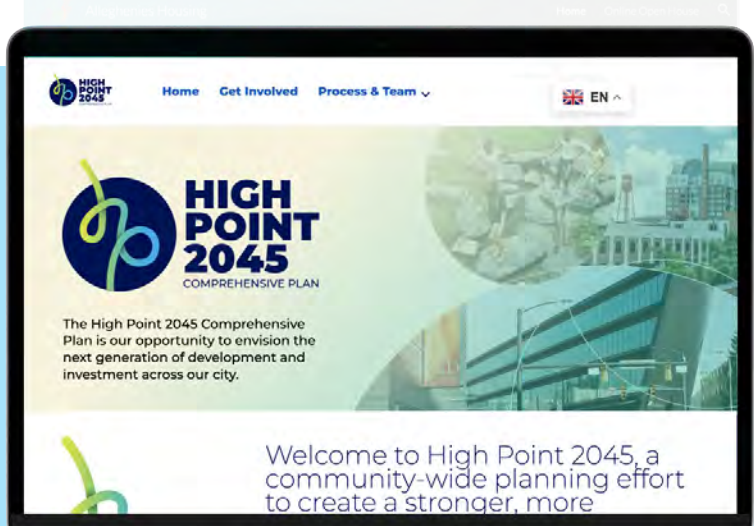
The City of High Point has a noticeable divide from the north to the south and most significant is the concentration of population – the majority of residents live in the northern half of the community.

More than 75% of the population of the city lives north of the downtown and much of their economic and social energy is directed to the north to Greensboro and Winston-Salem. A noticeable disconnect exists between residents of High Point that live north of the downtown area and those that live south of this area.



Access to parks and greenways could be a challenge for many High Point residents.

Community parks and open space are an essential part of a community's quality of life. Many cities aspire to have a park accessible to every resident within a 10-minute walk. Parks and open spaces are geographically dispersed throughout High Point, and many of the city's residential areas are within a 10-minute walkshed. However, accessibility could be a challenge for many residents due to gaps in the pedestrian infrastructure (e.g. sidewalks, safe routes, etc.).



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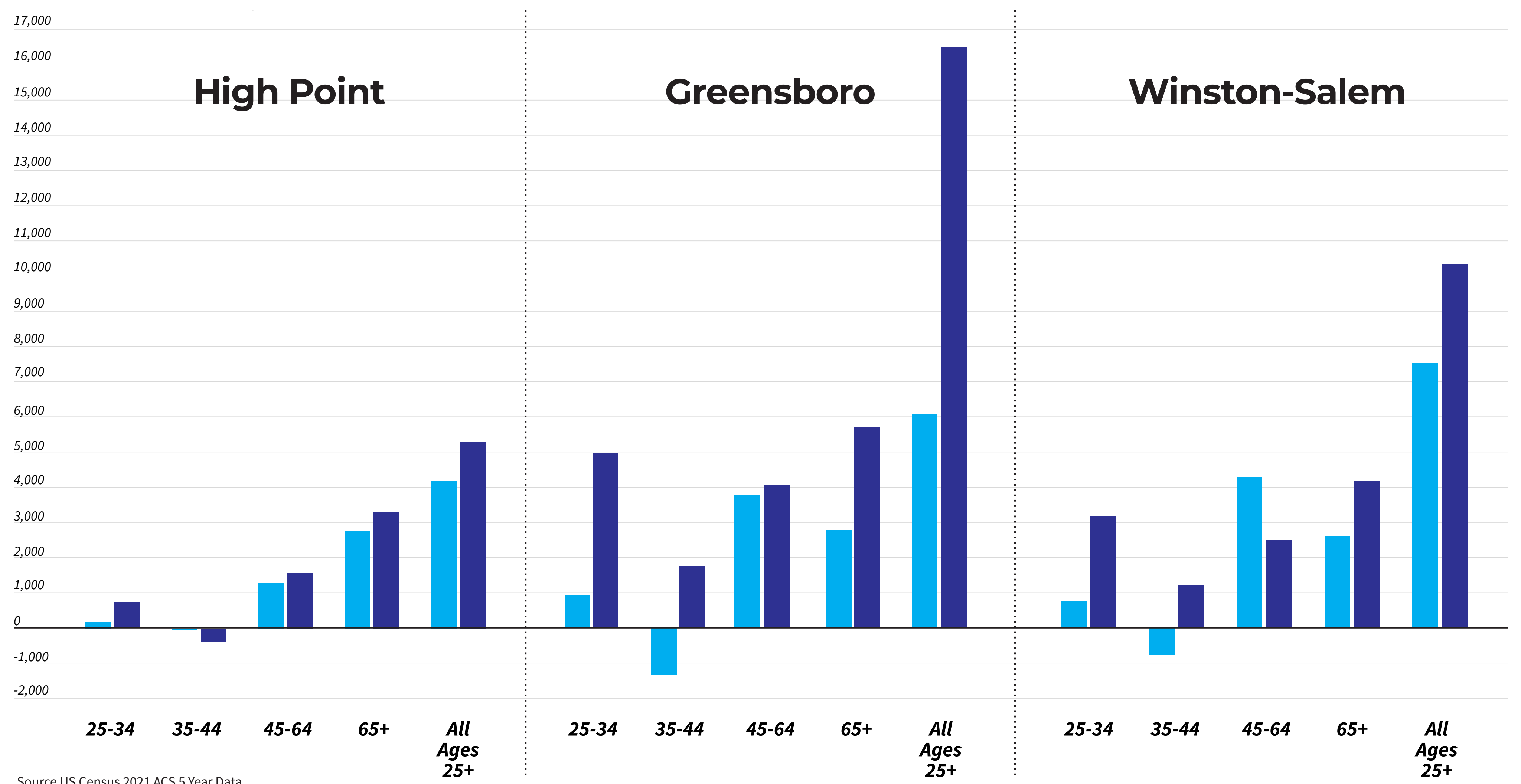
How have we changed?

Population change for the 35 – 44 age cohort, with a college degree, has declined.

The Piedmont Triad remains a desirable region and has realized about a 10% increase in population over the past decade – about the same as the state of North Carolina. Alongside this growth, the region has continued to retain many of the key workforce cohorts, specifically those with a college degree.

The population change for the 35 – 44 age cohort, with a college degree, has declined in both 2011 and 2021 for the City of High Point. Both Greensboro and Winston-Salem have seen a reversal of this trend from 2011 to 2021 and now show an increase. Understanding the likely reasons for the decline of this educated age cohort in the city of High Point will be important and has implications relative to available housing types, costs, and proximity to work.

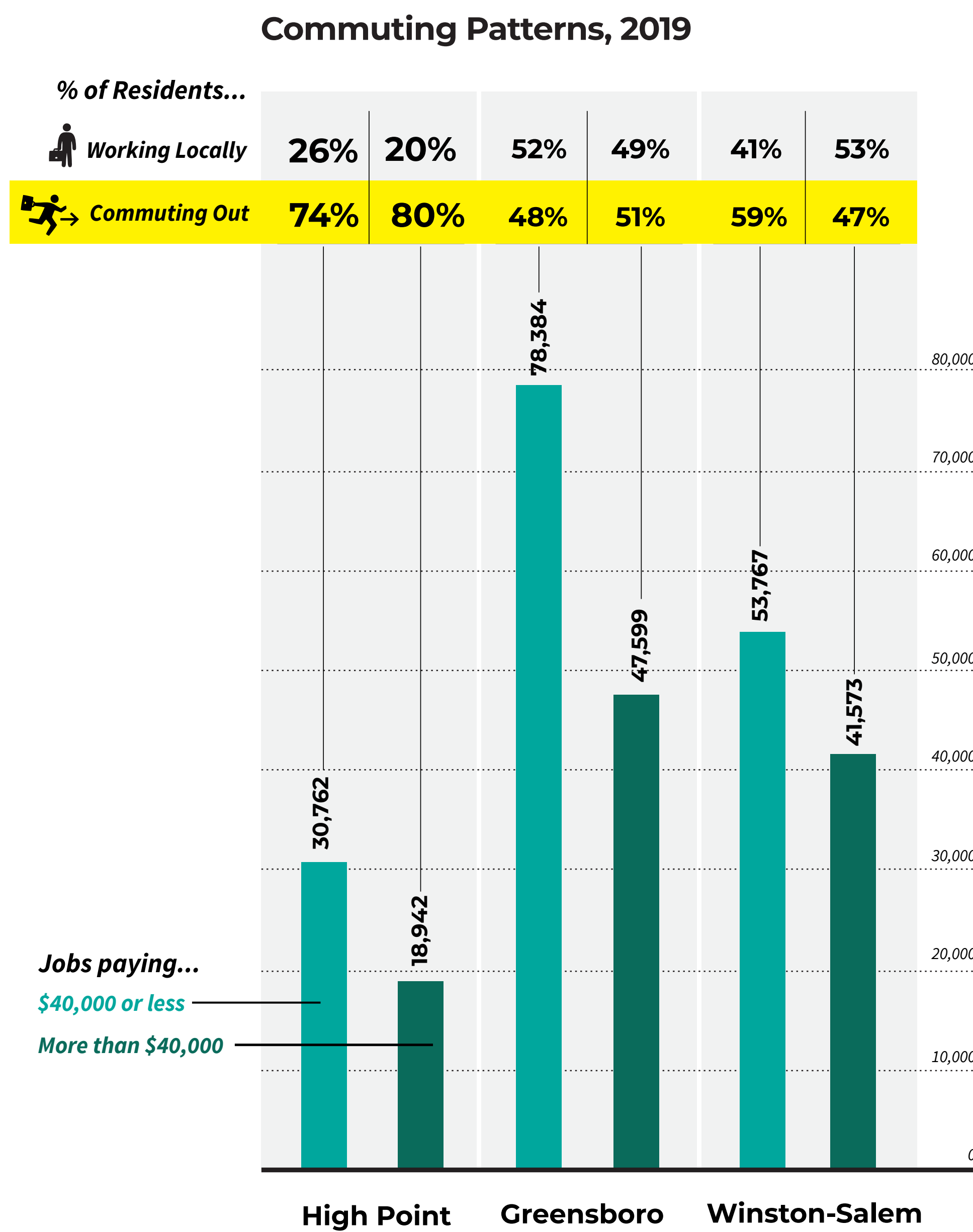
Population Change for Ages 25+ by College Degree Attainment (2011 - 2021)



Nearly 75% of High Point's workforce commutes to work outside of the city.

Workers in High Point are much more likely to commute to their jobs outside of the City compared to their counterparts in the Piedmont Triad.

While approximately 50% of the total workforce in both Greensboro and Winston-Salem commute outside of city limits for work, over 75% of the workforce in High Point commutes to work outside of High Point. At face value, this indicates fewer job opportunities, for jobs paying below \$40k and above \$40k, in High Point compared to its peers in the Piedmont Triad.

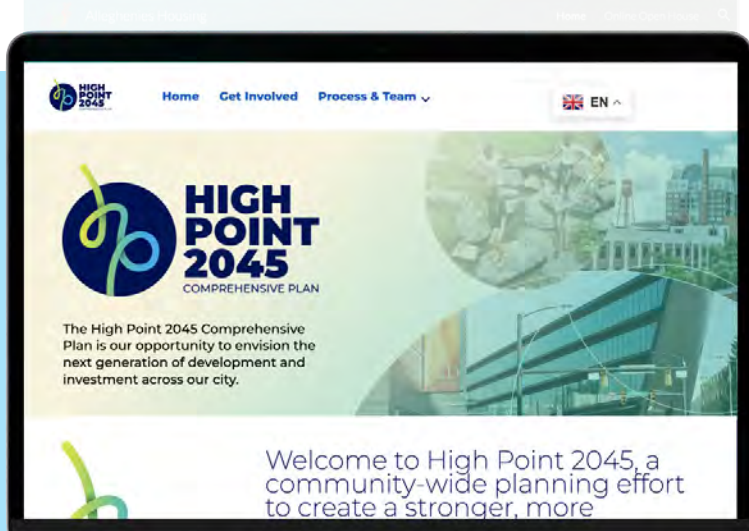
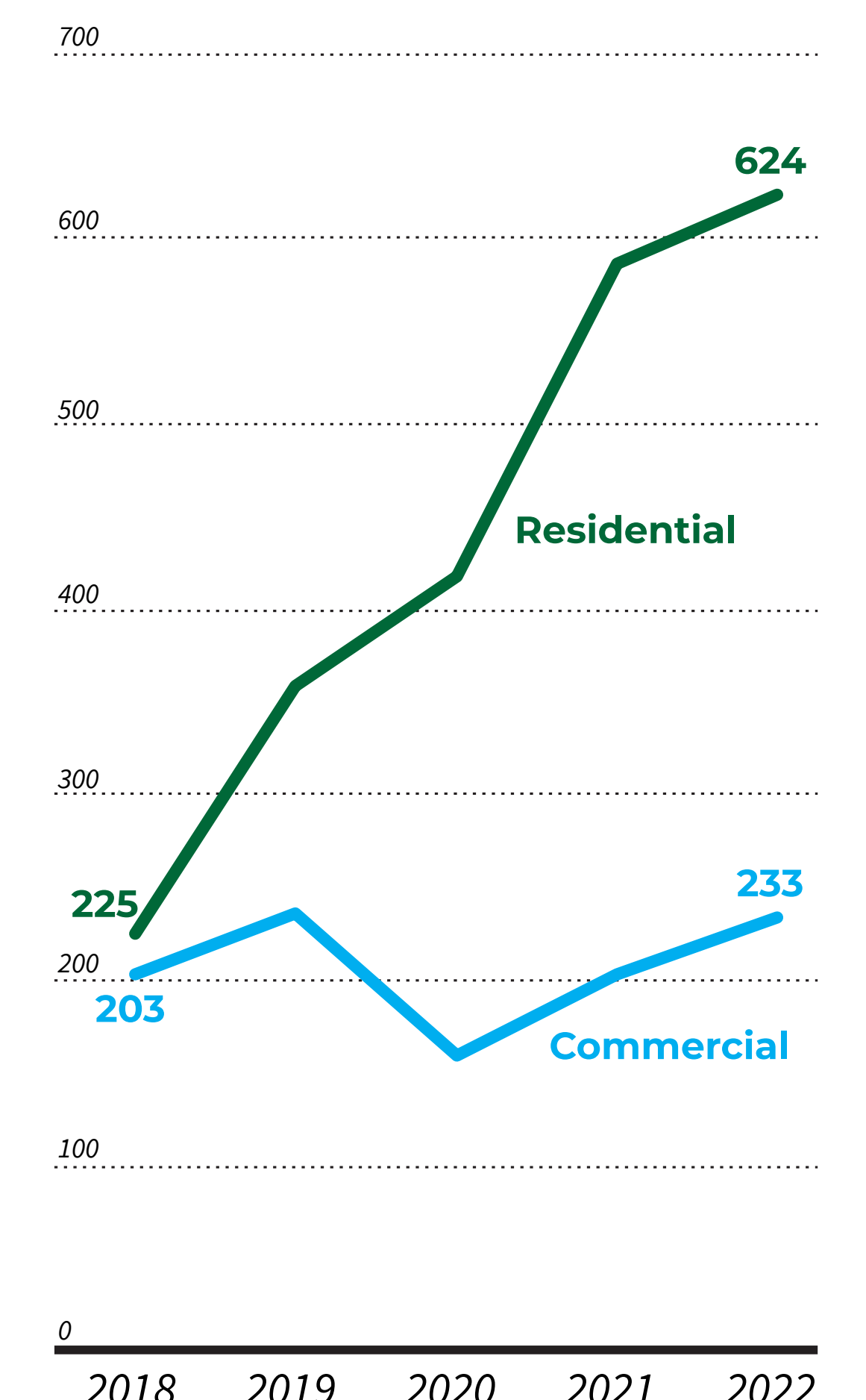


Building permits issued in High Point indicate a robust housing market but commercial construction appears to be flat.

The number of building permits issued can be indicators of growth or stagnation in particular segments of the economy. For example, residential permits are a key indicator of demand in the housing market and an upsurge of commercial building permits often indicates businesses are expanding, or new companies are being established.

Residential permits in High Point have been trending upward since 2018 whereas commercial permits have been relatively flat with a dip in 2020, which was likely due to COVID. Between 2018 and 2022, 18% of commercial building permits were for new construction. During that same time period, 89% of residential permits were for new construction.

Building Permits for Jobs Valued at \$50,000+, 2018-2022

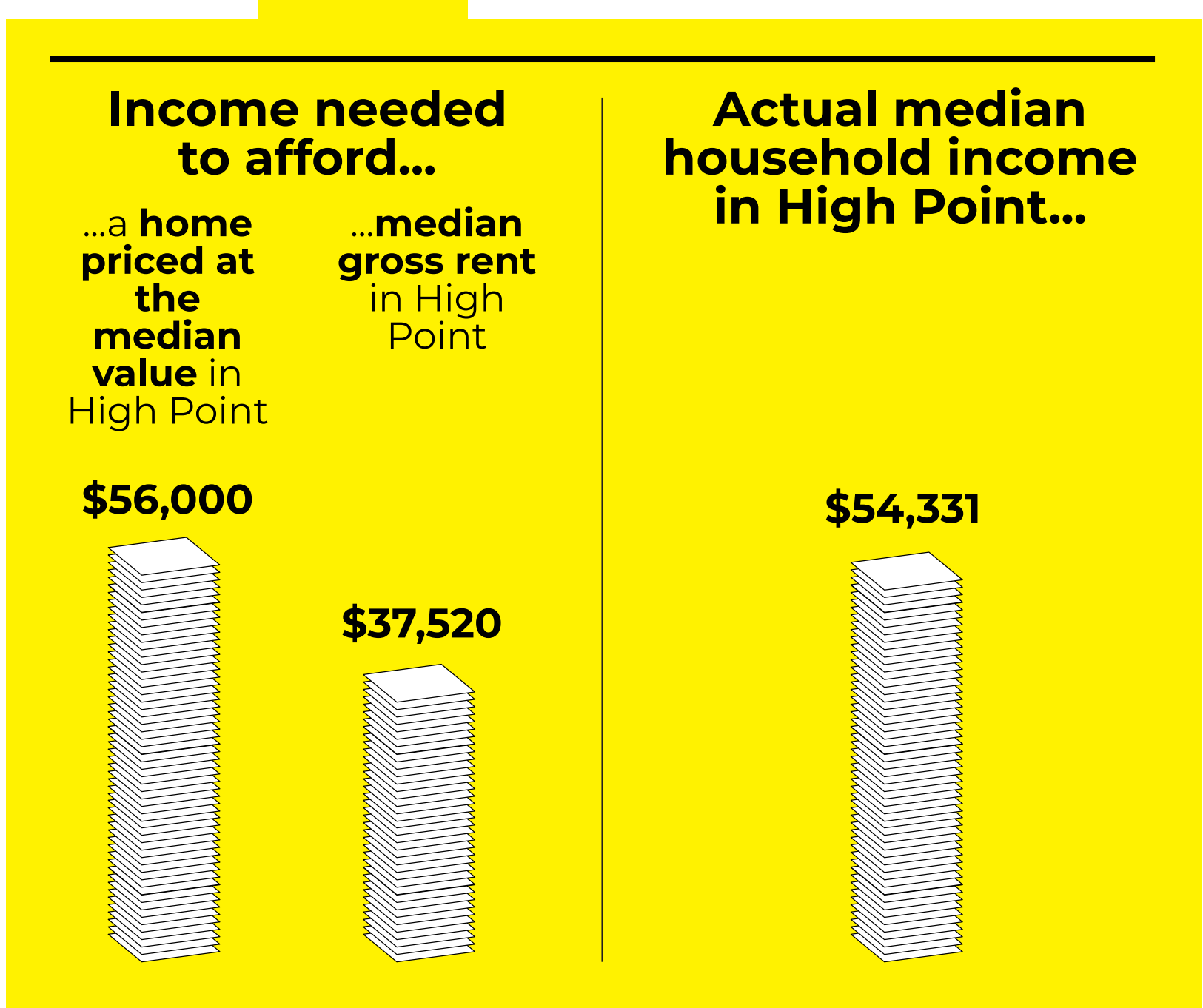
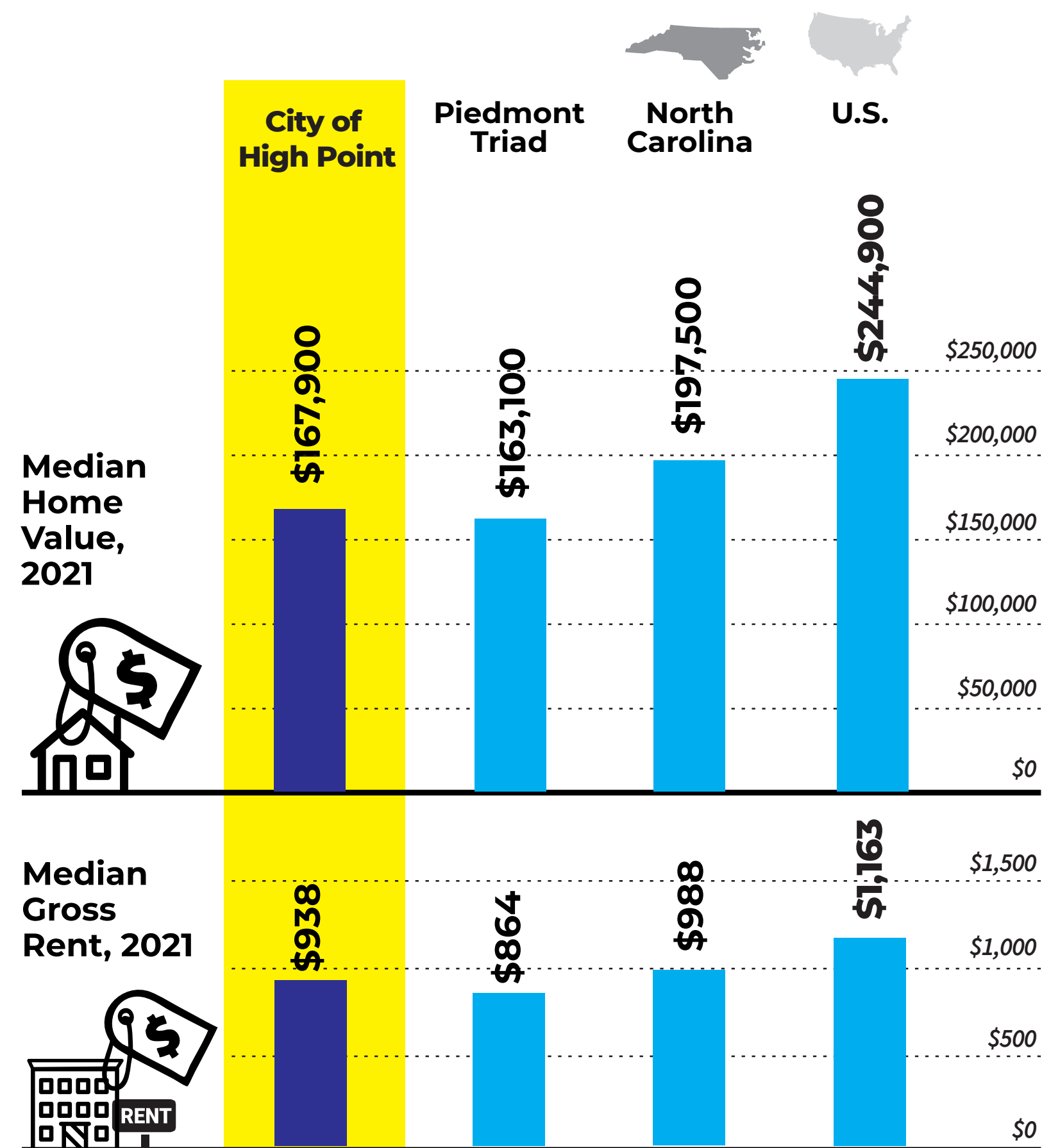


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What does High Point's housing market look like?

Housing indicators for the city as a whole suggest a very stable market that mirrors the region.

The City of High Point is, in many respects, an average housing market within the Piedmont Triad. Like the overall region, the typical house in High Point is worth about 15% less than the typical home in North Carolina and 30% less than the typical home nationwide. Rents are also lower in High Point than they are statewide or nationwide, though they tend to run slightly higher than the regional median.



Source: Census Bureau 2021 5-year estimates; incomes needed to afford housing costs in High Point were determined by using the 30% of income affordability threshold for renting and the rule of thumb that a household can afford to pay 3x its income on a traditionally financed home purchase

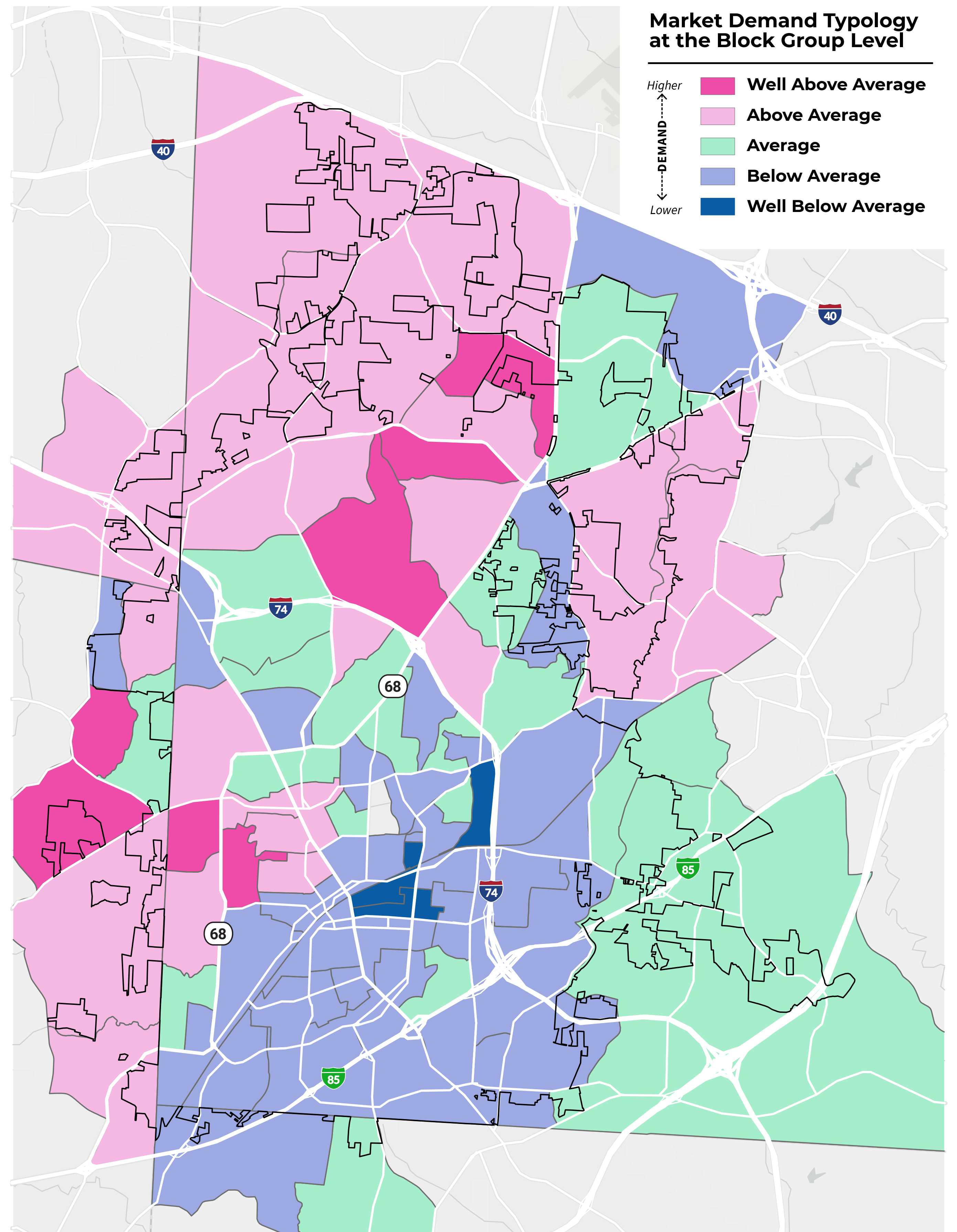
High Point's market appears to be affordable despite a low vacancy rate.

The city's ratio of median home value to median household income (3.1) suggests an affordable market where the supply and demand for housing is balanced—as does a chronic vacancy rate that is actually lower than the state and regional rates.

	City of High Point	Piedmont Triad	North Carolina	U.S.
Chronic Vacancy Rate	4.7	5.6	5.4	4.0
Value-to-Income Ratio	3.1	3.0	3.3	3.5

A ratio between 3.0 and 3.5 indicates a market where supply and demand are generally in balance, and where the median household can afford the median house.

Source: Census Bureau 2021 ACS 5-year estimates; chronic vacancy reflects vacancies categorized by the Census Bureau as "vacant, other"



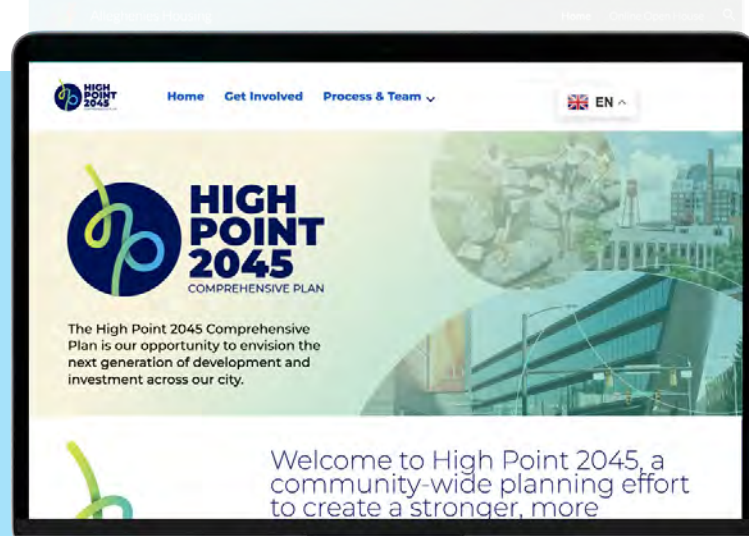
Source: This housing demand typology was produced using Z-scores for the following measurements of demand from the Census Bureau ACS 2021 5-year estimates: median home value, median gross rent, chronic vacancy (or "vacant, other"), median family income, and the concentration of households receiving SSI and/or public assistance

Within the city, housing market conditions are sharply divided.

Housing indicators for High Point as a whole look very different when applied at the census block group level. Indeed, when a combination of housing demand measurements are used to identify distinct market types within the city, two cities come into focus.

The southern portion of the city, which includes downtown High Point, is mostly comprised of housing markets with levels of demand that are below the citywide average. In these markets, properties tend to be older and smaller, property values tend to be lower, vacancies tend to be higher, and incomes tend to be lower. Disinvestment in housing by the private market is prevalent.

The northern portion of the city includes housing sub-markets with newer, larger properties, higher values and rents, and an economic orientation that tends to look towards the northwest (and Winston-Salem) rather than the historic core of High Point.



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Getting the Future Right

Simply put, a comprehensive plan is about getting the future right. The High Point 2045 process is designed to figure out what 'getting it right' means for High Point, and your input—including what comes to your mind when you think about the future—is critical.

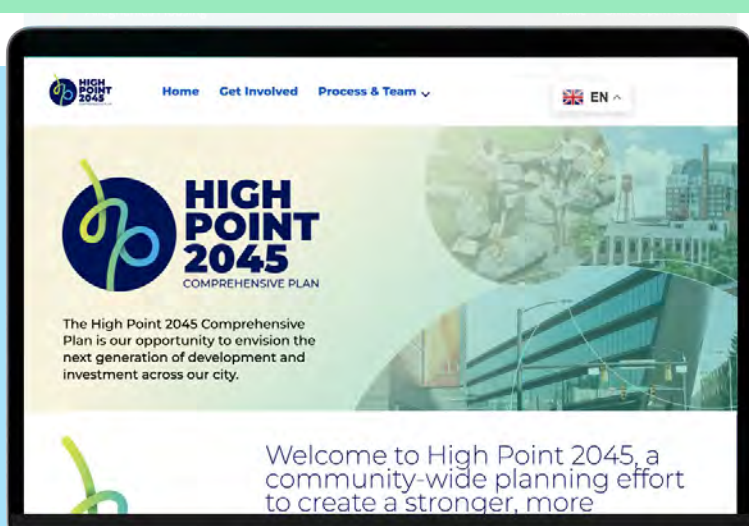
In the spaces below, please use Post-It notes to let us know what excites you the most about High Point's future, and what worries you the most.



When I think about

I get excited about High Point's future.

When I worry about High Point's future,
I mostly worry about



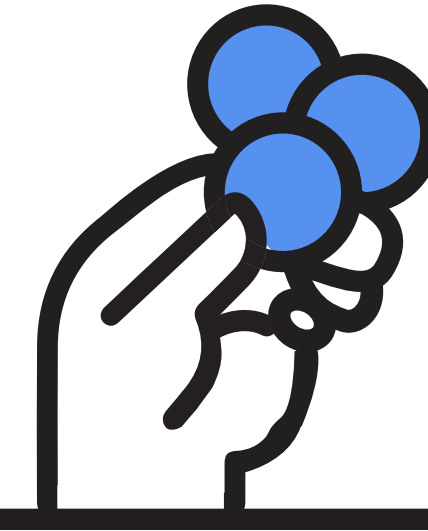
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What are the Big Things?

What are the Big Things this planning process should address and how would you prioritize them?



City Staff and the consultant team met with the City Council and some community stakeholders last month and asked them what they thought the 'Big Things' were that this comprehensive plan must address. The following is a compilation of 'Big Things' that we heard from them.



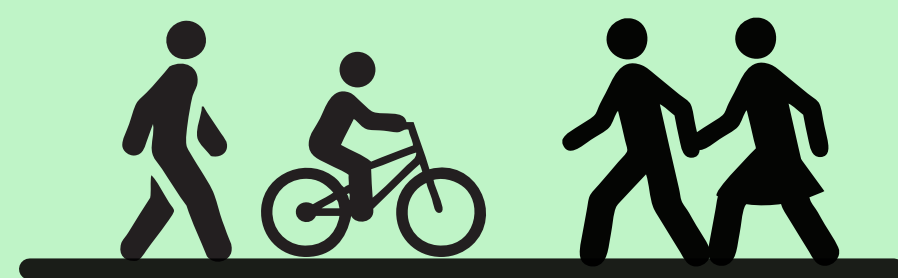
You have been provided three **blue dots** to provide input in one of two ways:

If you agree with any of the 'Big Things' listed below, please place one of your three blue dots in the appropriate box. If you don't believe anything on the list below represents the 'Big Things,' there is a box to place your unused dots.

If you have a different 'Big Thing' or up to three different 'Big Things' please write them on a Post-It note and attach to the adjacent board. 



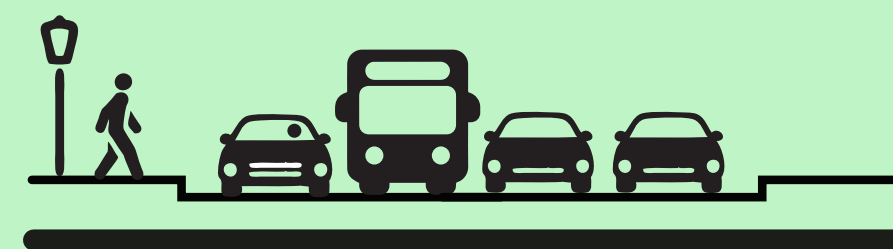
The vitality and sense-of-place of Downtown must be improved



Walkability/ bikeability options are insufficient in many areas of the City



There is a lack of planning efforts in the neighborhoods



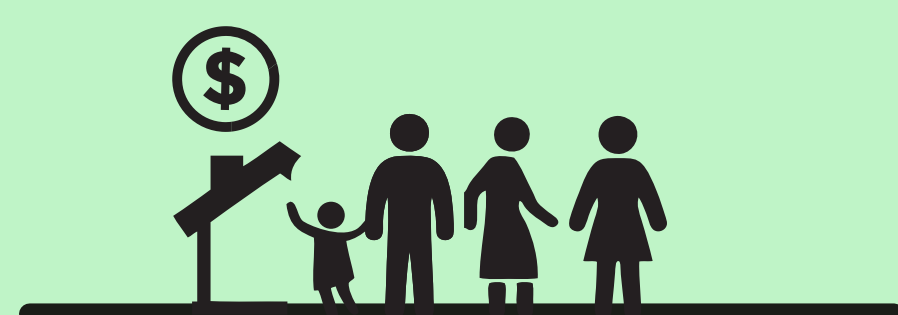
Many streets (e.g. Main Street) are too wide and feel uninviting and unsafe for pedestrians



There is a north/south divide along the railroad tracks that creates what feels like two different cities - economically, racially, quality of infrastructure, provision of amenities, etc.



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



Mixed-use development should be considered for key areas throughout the City



Access to parks and greenways should be expanded

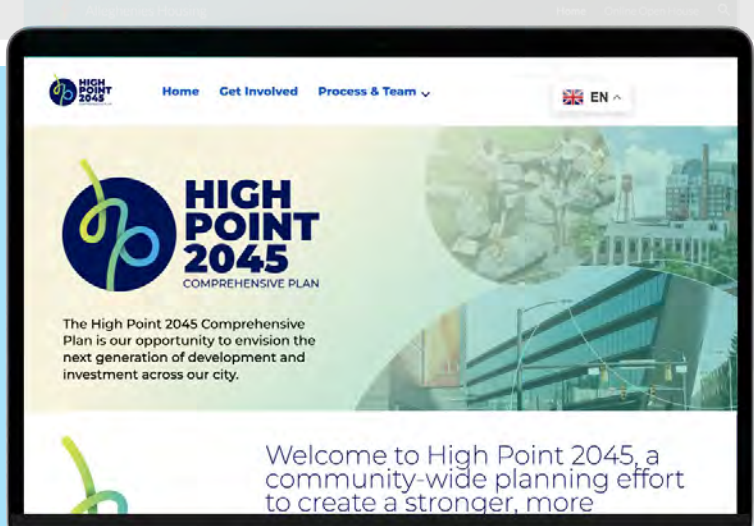


Access to grocery stores and medical facilities is a real challenge for residents without access to cars



New residential development opportunities, at higher densities, should be pursued in and around the downtown area

Place your unused dots here



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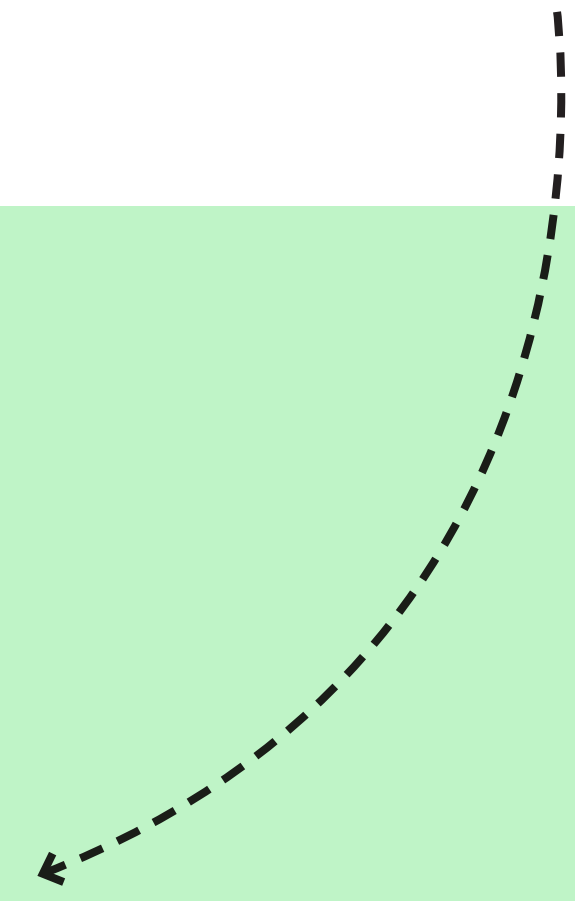
STATION #3

What are the Big Things?

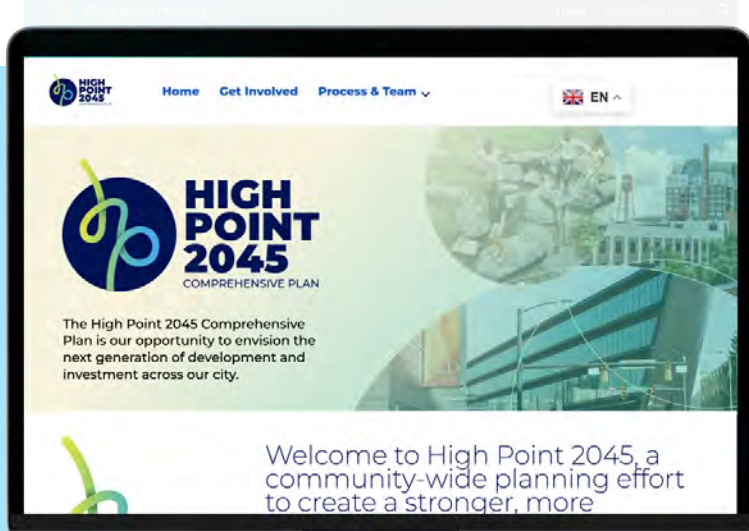


Didn't see your priority on the adjacent board?

Please write what you believe the 'Big Things' are that this planning effort has to address on your Post-It note(s) and attach below.



Large light green area for attaching Post-it notes.



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Who We Are (2000-today)

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. These values can evolve over generations, but they are durable and have a lasting impact.

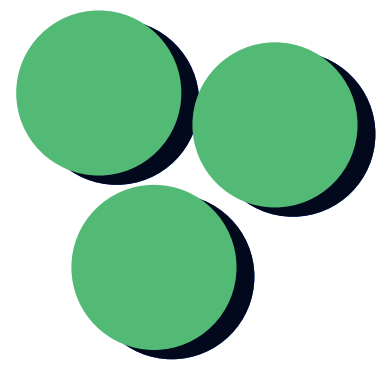
During the High Point 2045 process, High Point's core values will be identified and joined to a complementary set of planning principles to form a community decision-making framework.

Help identify High Point's core values by asking yourself the following questions

What values have been at the core of the community over the past generation (since 2000)?

Who have we been as a community in recent decades?

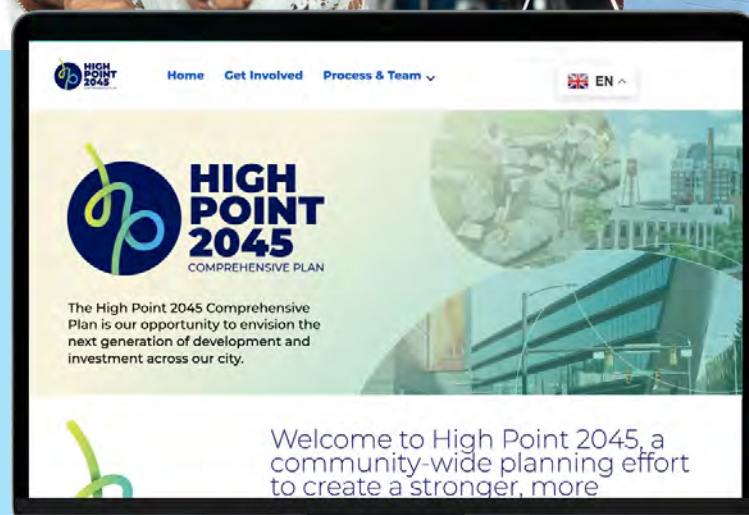
Choose High Point's Values



Using your **three green dots**, select words from the list below that best reflect the values that have been shaping High Point in recent years. If you think a word is missing, put your dot in the "Other" row and use a Post-It note to submit your word.

Independent	Determined	Farsighted
Self-reliant	Oppressive	Stuck
Entrepreneurial	Bigoted	Creative
Modest	Inclusive	Defeated
Generous	Cheap	Thoughtful
Brave	Wasteful	Flexible
Bold	Ambitious	Stagnant
Hesitant	Resourceful	Backwards
Industrious	Clever	Average
Gritty	Risk-averse	Other

If you wish to add a value not included above, please write it on a Post-It note and place it here:



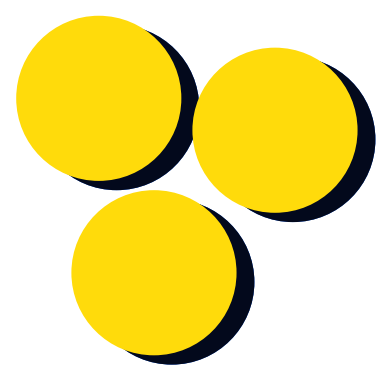
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Who We Want to Be (2024-beyond)

Now, think about the next few decades.

What values must describe the community for it to make headway on the issues you prioritized on the previous posters?

Choose High Point's Values



Using your **three yellow dots**, select words from the list below that best reflect the values that High Point must embrace—and is capable of embracing—into the future. If you think a word is missing, put your dot in the "Other" row and use a Post-It note to submit your word.

Independent

Self-reliant

Entrepreneurial

Modest

Generous

Brave

Bold

Hesitant

Industrious

Gritty

Determined

Oppressive

Bigoted

Inclusive

Cheap

Wasteful

Ambitious

Resourceful

Clever

Risk-averse

Farsighted

Stuck

Creative

Defeated

Thoughtful

Flexible

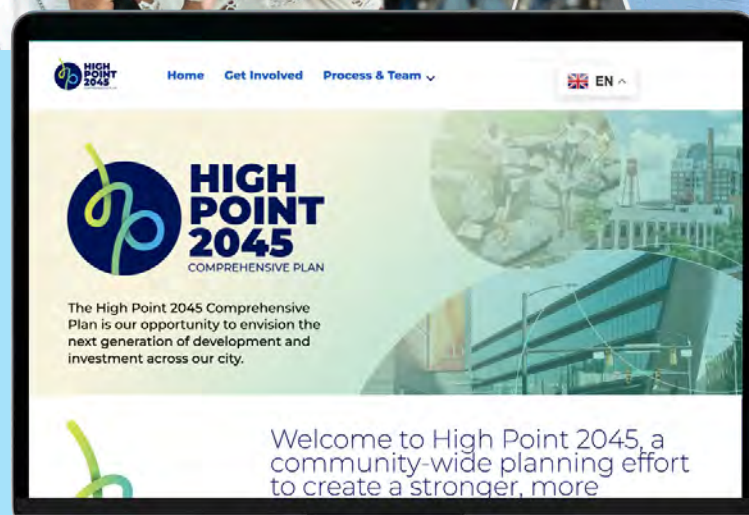
Stagnant

Backwards

Average

Other

If you wish to add a value not included above, please write it on a Post-It note and place it here:



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