



Welcome!

Steering Committee Meeting
April 2023



The plan for this evening

1. Process **overview**
2. Emerging “**Big Things**” and your ‘**kitchen table conversations**’
3. Begin identification of High Point’s core **values** for decision making framework
4. **KTC #2** assignment
5. Preliminary **analysis** about what we are seeing in the City of High Point data
6. Next Steps

Process Overview

What are we producing?



City of High Point Comprehensive Plan

- Long-range plan for the City of High Point
- Establishes the community's vision
- Sets general direction but does not determine it
- Neither confers nor grants vested land use rights, but serves as the foundation for zoning and development regulations
- Helps guide investments by the City

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

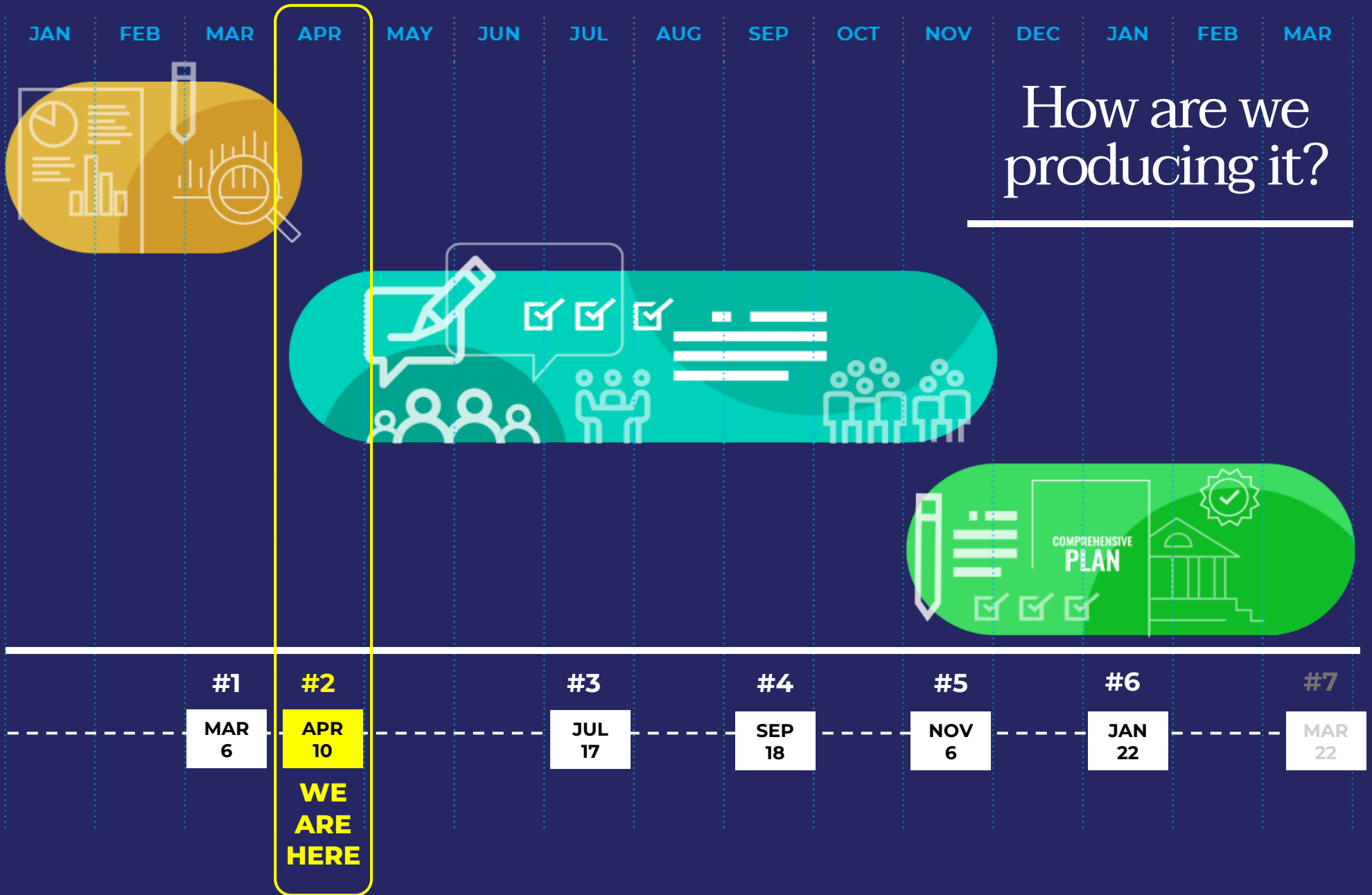
PHASE 1
**Analysis and
Key Issue
Identification**

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

PHASE 3
**Refinement,
Finalization
and Adoption**

**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

JUNE



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**

How will the broader public be engaged?



highpoint2045.org

The screenshot shows the homepage of the High Point 2045 Comprehensive Plan website. At the top left is the logo and a text block: "The High Point 2045 Comprehensive Plan is our opportunity to envision the next generation of development and investment across our city." Below this is a green button that says "Sign up for eNews". A navigation bar contains four tabs: "PROCESS", "TIMELINE", "GET INVOLVED", and "PROJECT TEAM". The "GET INVOLVED" tab is selected, showing a welcome message: "Welcome to High Point 2045, a community-wide planning effort to create a stronger, more sustainable, and vibrant City." Below this is a paragraph about the history of comprehensive planning in the city and a link to "What is a Comprehensive Plan?". This section includes four icons and text boxes explaining the purpose of a comprehensive plan, the conceptual roadmap, the community's vision, and the plan's role in articulating priorities.

This section of the website is titled "HOW CAN I GET INVOLVED?". It features a main heading "Get updates delivered to your inbox to stay informed about ways you can get involved." followed by a paragraph about upcoming open houses and online surveys. A "Sign up for eNews" button is prominent. To the right is a small graphic showing a person at a computer with a "Welcome to High Point" sign. Below this is another "Sign up for eNews" button. The bottom part of the page is titled "HIGH POINT'S PLANNING PROCESS: Shaping Our Future" and is divided into three phases, each with an icon and a brief description of the activities involved.

HIGH POINT'S PLANNING PROCESS

Shaping Our Future

Phase 1	Phase 2	Phase 3
Analysis and Key Issue Identification	Vision, Values, Principles and Priorities	Refinement, Finalization and Adoption
We will learn about the key issues and trends that have been shaping and are likely to continue to shape High Point.	We will engage High Point's stakeholders and identify the core values that will help shape how decisions are made in High Point. We will use those values to craft planning principles to help guide our actions.	We will develop a plan that is implementable with strategies to achieve well-defined outcomes. We will translate our long-term vision into investments, policy changes, new or modified programs, and new or modified ways of getting things done.



Emerging Big Things

and KTC #1 Discussion

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













What is so important that it will likely play a lead role in determining whether the city is a better place in 10 years?

Big Things



Emerging Big Things in High Point – March Visit



 <p>The vitality and sense-of-place of Downtown must be improved</p>	 <p>Walkability/ bikeability options are insufficient in many areas of the City</p>	 <p>There is a lack of planning efforts in the neighborhoods</p>	 <p>Many streets (e.g. Main Street) are too wide and feel uninviting and unsafe for pedestrians</p>	 <p>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.</p>
 <p>Beautification of the 'gateways' into the City (e.g., street trees, sidewalks, overall aesthetics, etc.) is needed</p>	 <p>Mixed-use development should be considered for key areas throughout the City</p>	 <p>Access to parks and greenways should be expanded</p>	 <p>Access to grocery stores and medical facilities is a real challenge for residents without access to cars</p>	 <p>New residential development opportunities, at higher densities, should be pursued in and around the downtown area</p>

Big Things



Feedback



- Do these ‘Big Things’—individually and as a set—seem to be **on the right track**?
- Are they a **good reflection of your KTCs**?
 - Is there something that came up in your KTCs that **you found especially noteworthy** and want to share with the group?



KTC #1

The Big Things in High Point –an extension of tonight’s discussion



1. As individual High Point residents, what do you think the “big things” are? What are the issues that are so important that they will likely play a lead role in determining whether the region is a better place in 10 years?
2. As a group of High Point residents, how would you narrow this down to a short list? Pretend you’re an elected body and need to create a list of three big things to reflect available resources. What would your group’s top three list contain?

Big Things



Next Steps for Big Things



- Use **feedback from today** to refine during May and June
- Focus remainder of Phase 1 on **learning more about these issues**
- Provide **summary of emerging ‘Big Things’** on HighPoint2045.org website and make them a focus (for further feedback) during July open houses



Core Value Identification



What's behind a great comprehensive plan?

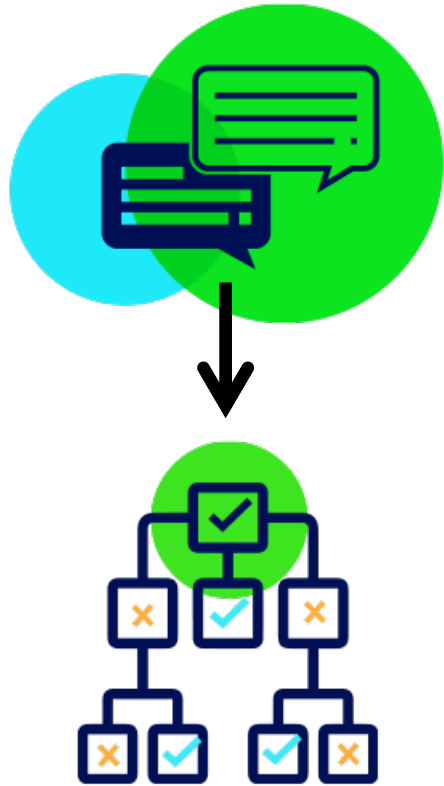


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Core Values



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.

- They can evolve over generations but are **durable and have a lasting impact**
- Once identified, these values and their complementary planning principles **will form a decision-making framework** for the new plan



Core Values

Our task today:

- **Identify values** that you think (1) are shaping the community today and (2) will or should shape it going forward
- Think about **what it would mean to apply selected values** to important decisions over the next decade or more



Core Values

What do we value?

Who We Are (2000 - today)

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?

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?



Kitchen Table Conversations #2



KTC #2

PDF with detailed instructions will be provided

What are High Point's **core values** –an extension of tonight's discussion



1. Walk your group through a **value-identification exercise** similar to the one we just did.
2. For the “Who We Want To Be” word selections, **think about what it means to apply those values** as the community makes decisions to allocate resources, create policy, and evaluate projects in the coming decade or more.

Host conversations and submit summaries by May 15th



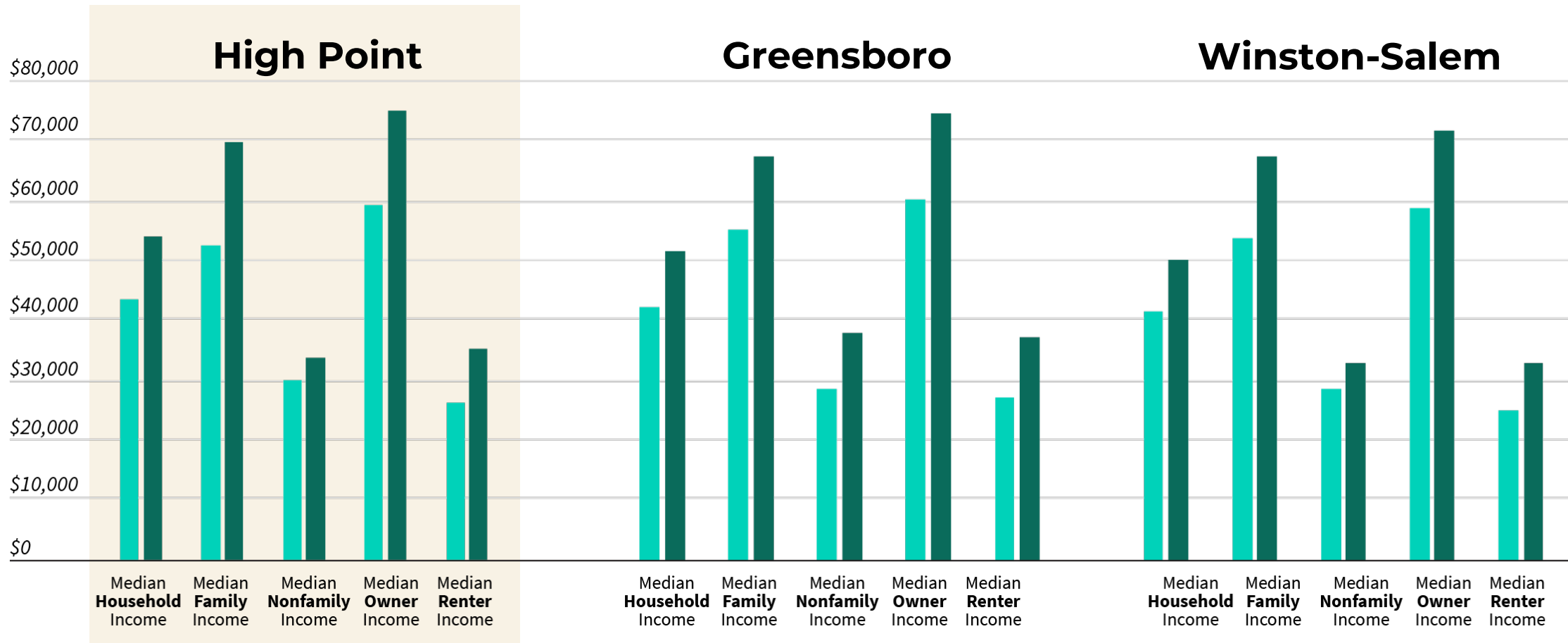
Preliminary Analysis

Household Income Growth/Decline (2011 – 2021)

Income by Household Type

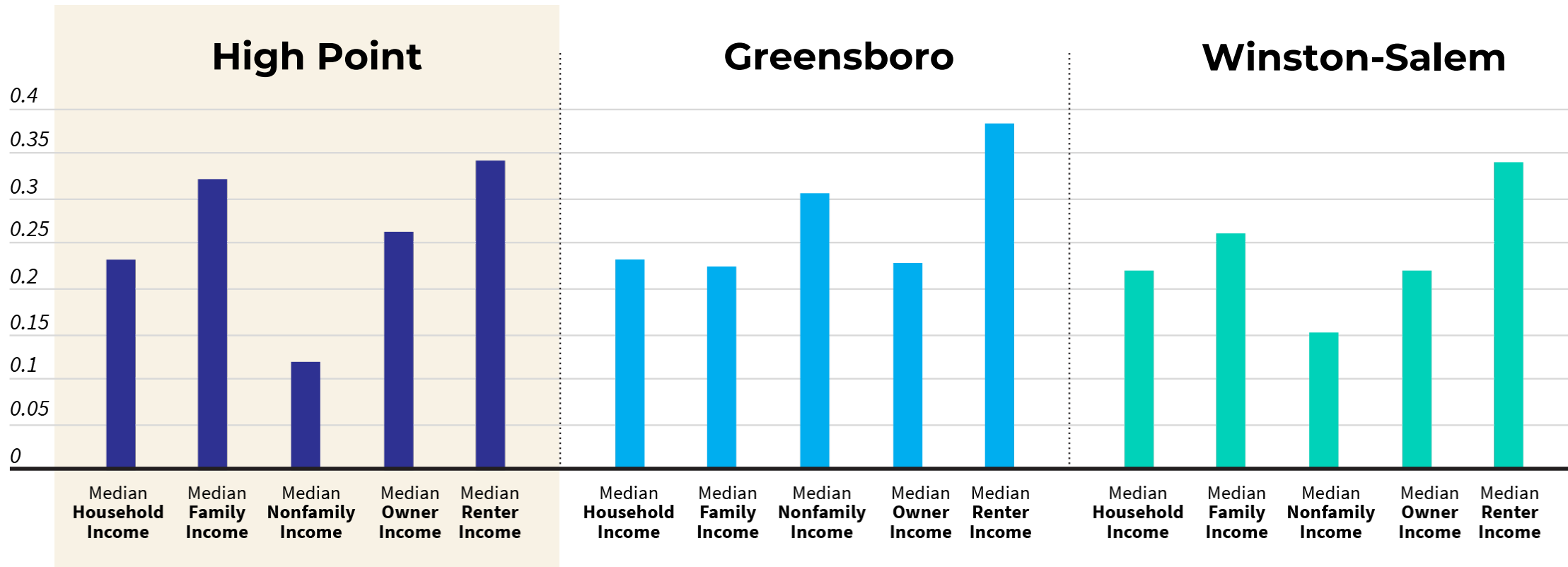
2011

2021



Source: US Census 5 Year ACS

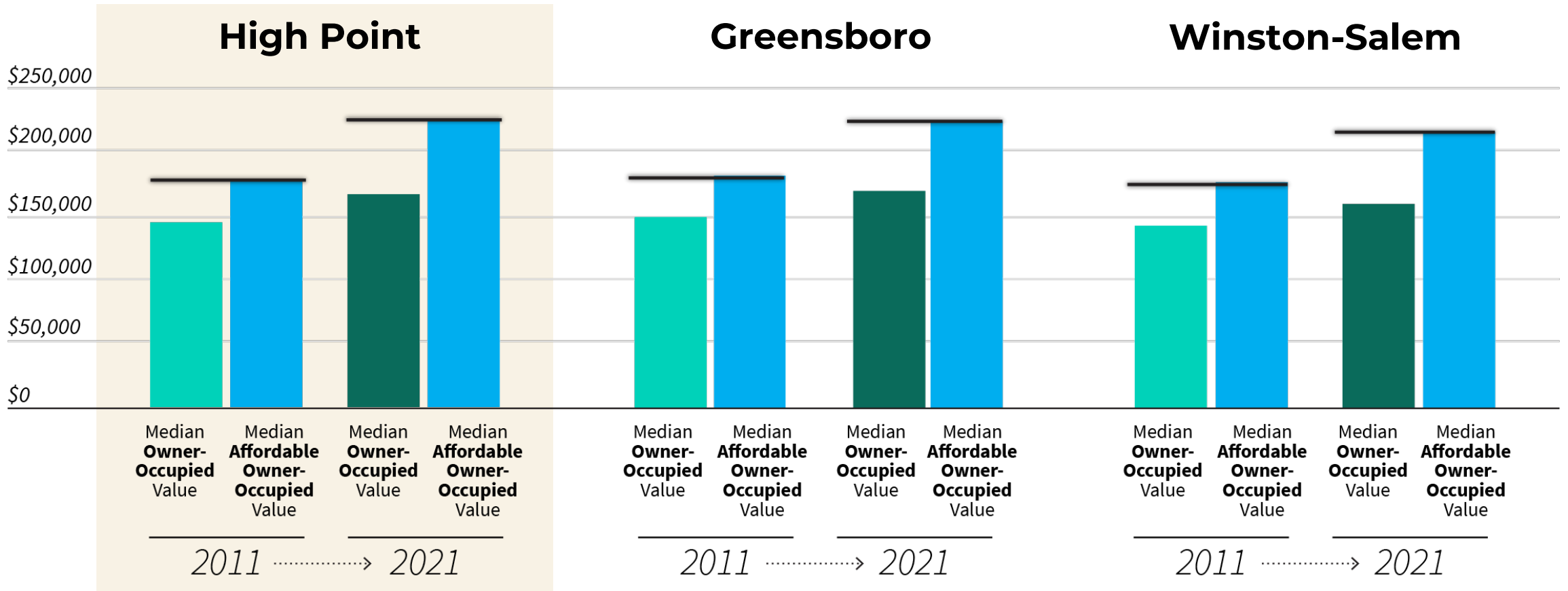
Percent Change in Income by Household Type (2011 – 2021)



Source: US Census 5 Year ACS

Median **Owner** Affordability (2011 and 2021)

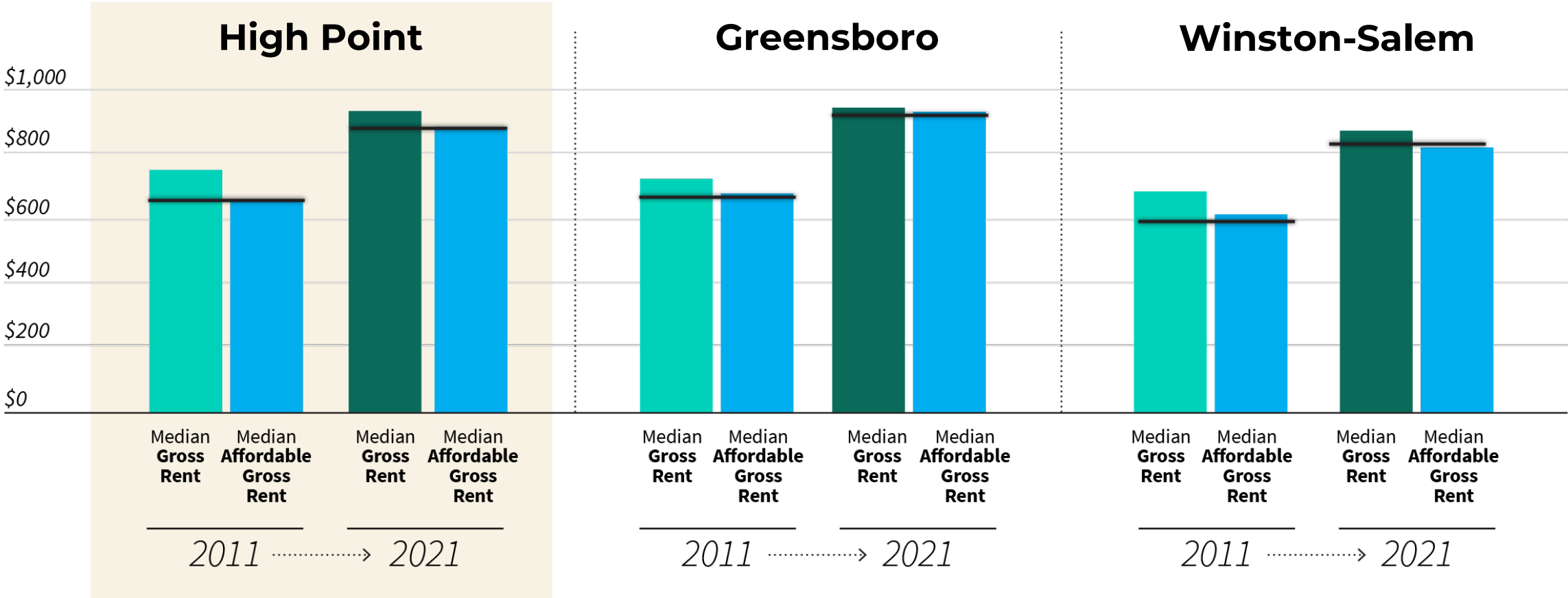
Median Owner Affordability



Source: US Census 5 Year ACS

Median **Renter** Affordability (2011 and 2021)

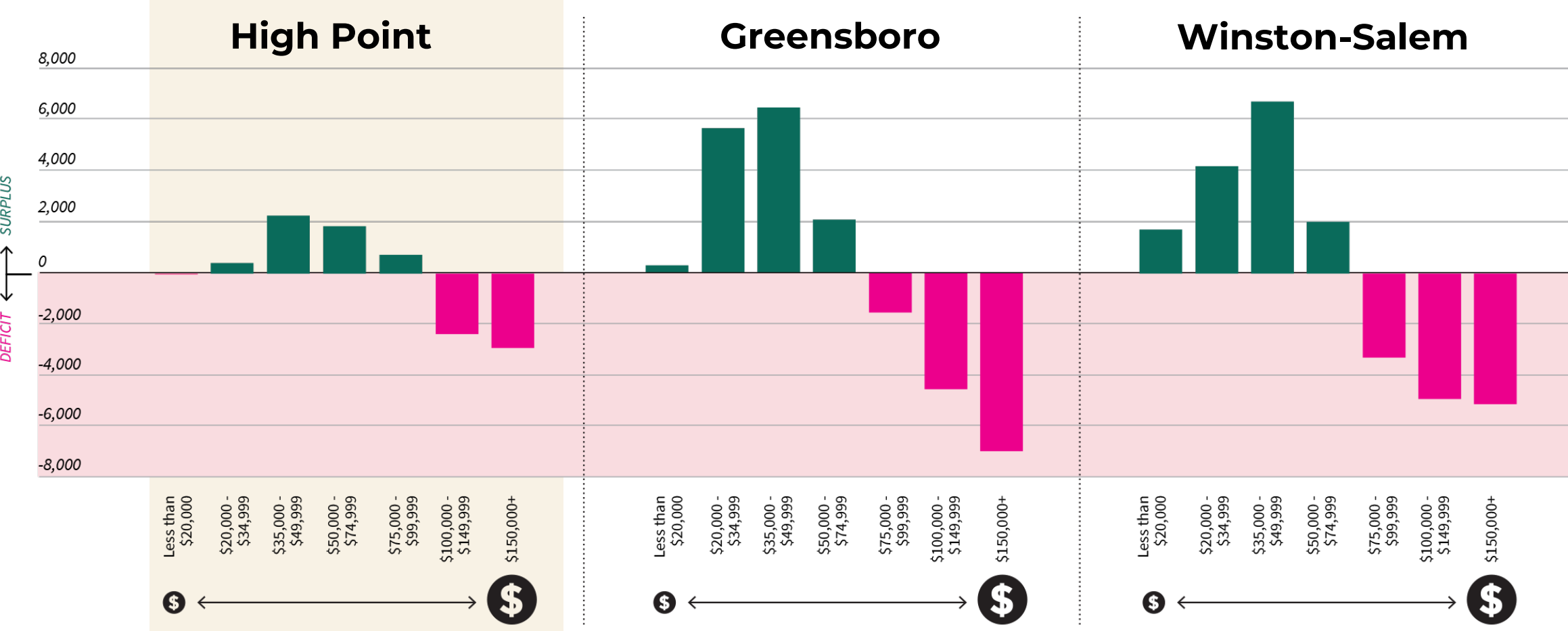
Median Renter Affordability



Source: US Census 5 Year ACS

Ownership Unit Gaps (2021)

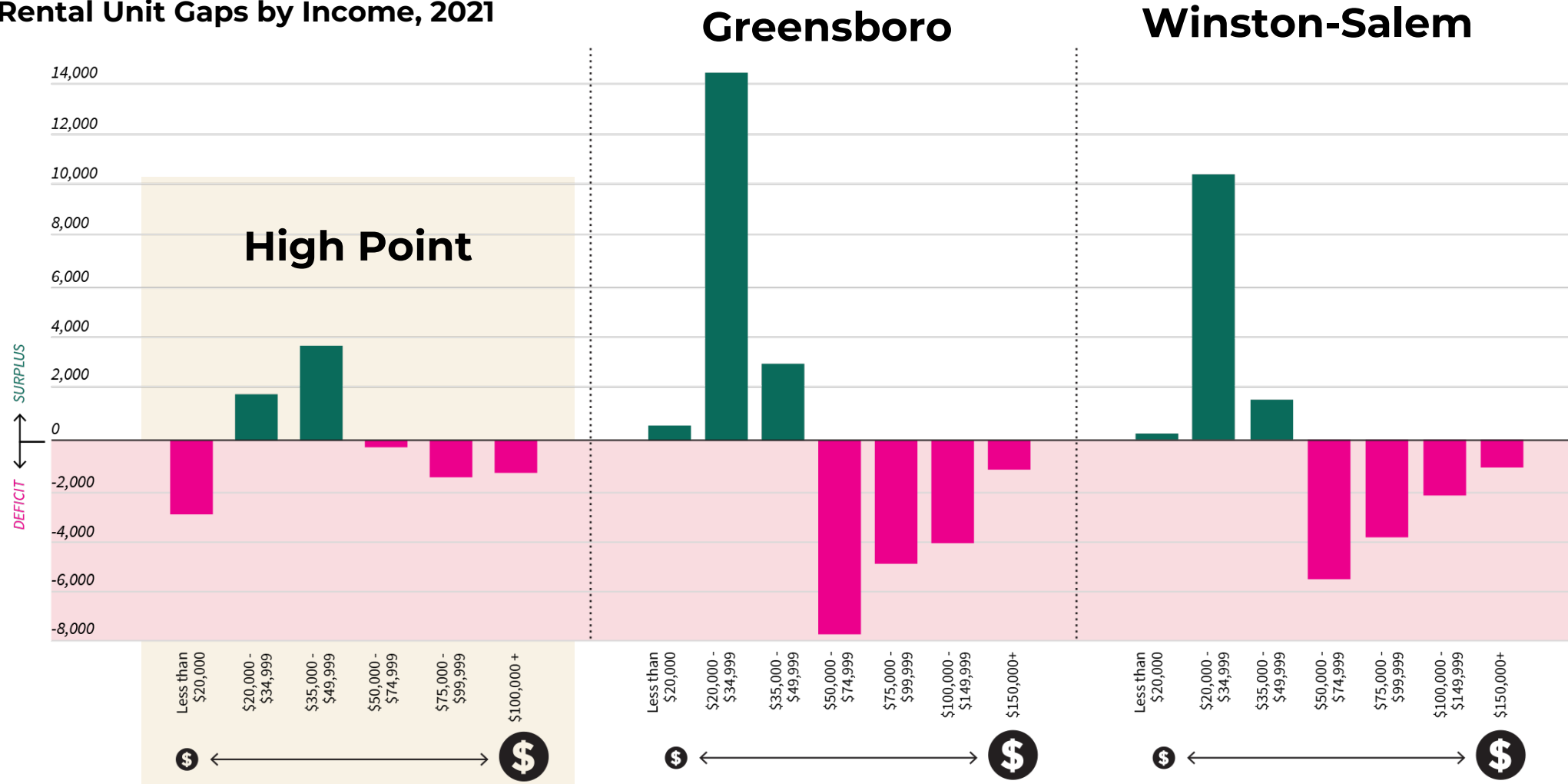
Ownership Unit Gaps by Income, 2021



Source: US Census 5 Year ACS

Rental Unit Gaps (2021)

Rental Unit Gaps by Income, 2021



Source: US Census 5 Year ACS

Cost Burdened Homeowners by Age (2021)

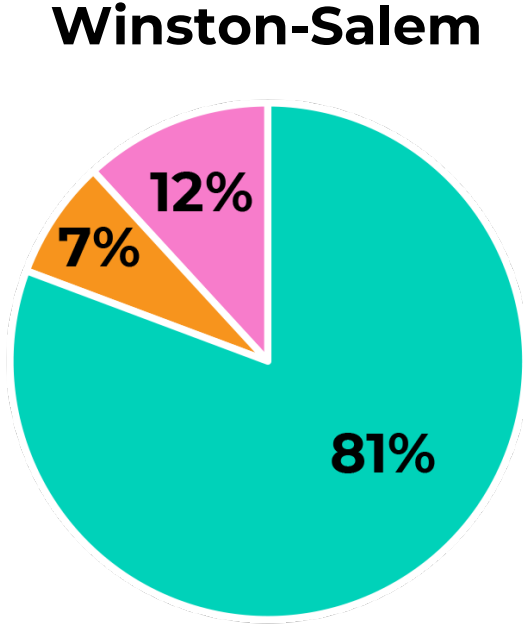
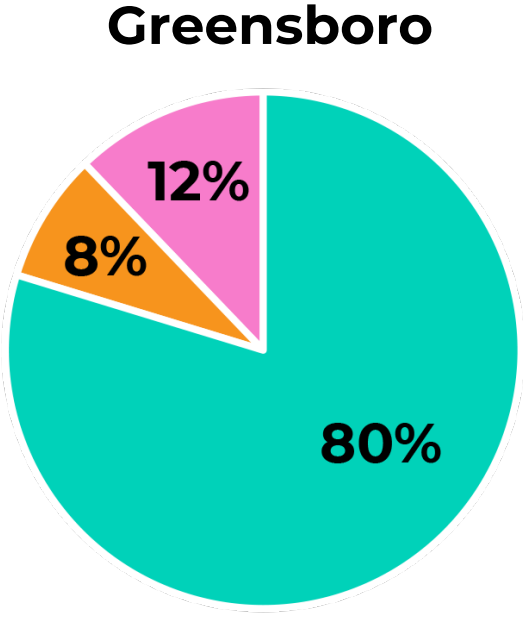
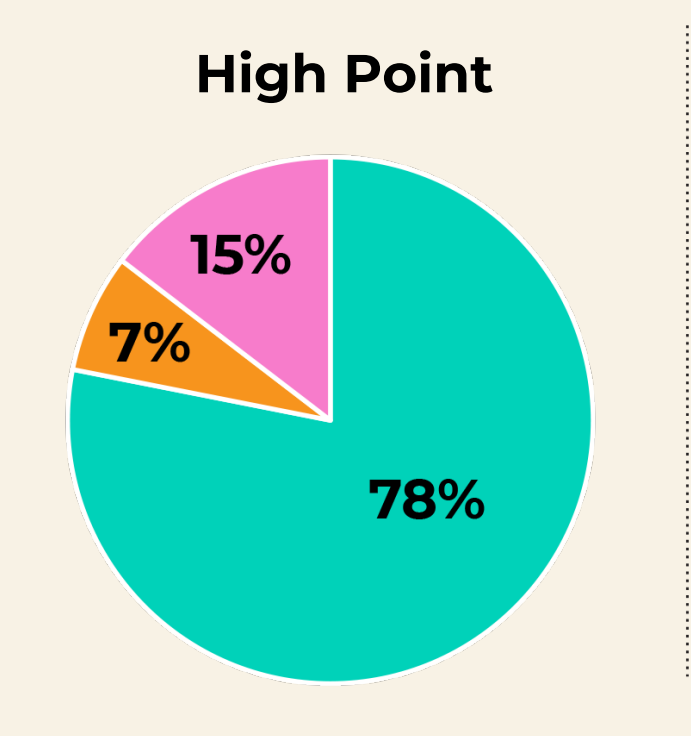


Owners and Cost Burden by Age of Householder, 2021

Cost Burden, Householder 65+

Cost Burden, Householder Under 65

No Cost Burden



Source:

Cost Burdened Renters by Age (2021)

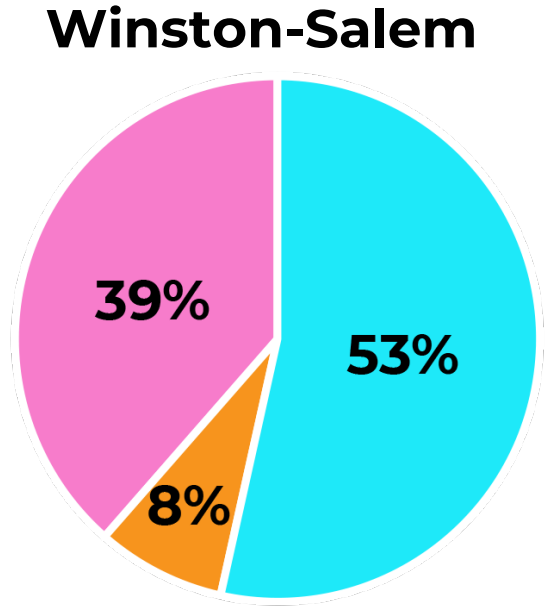
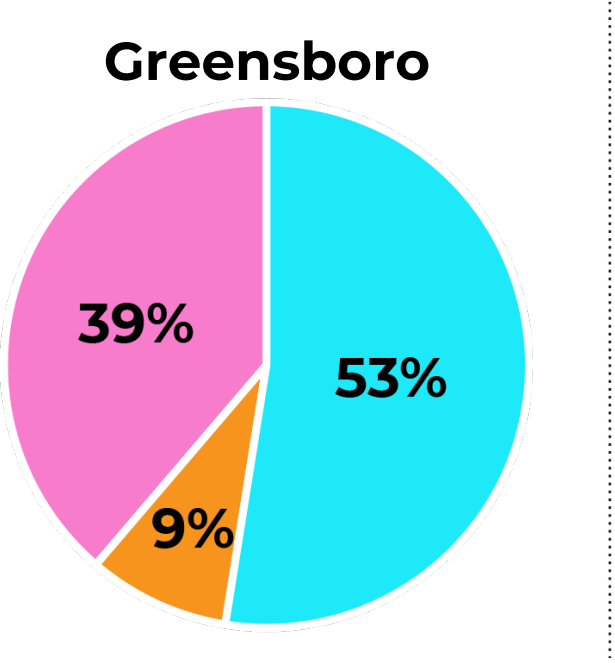
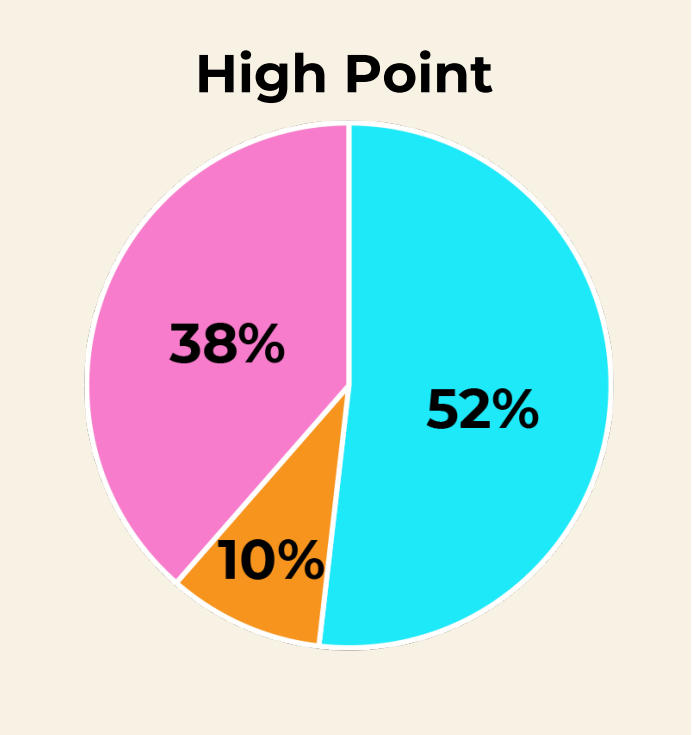


Renters and Cost Burden by Age of Householder, 2021

Cost Burden, Householder 65+

Cost Burden, Householder Under 65

No Cost Burden

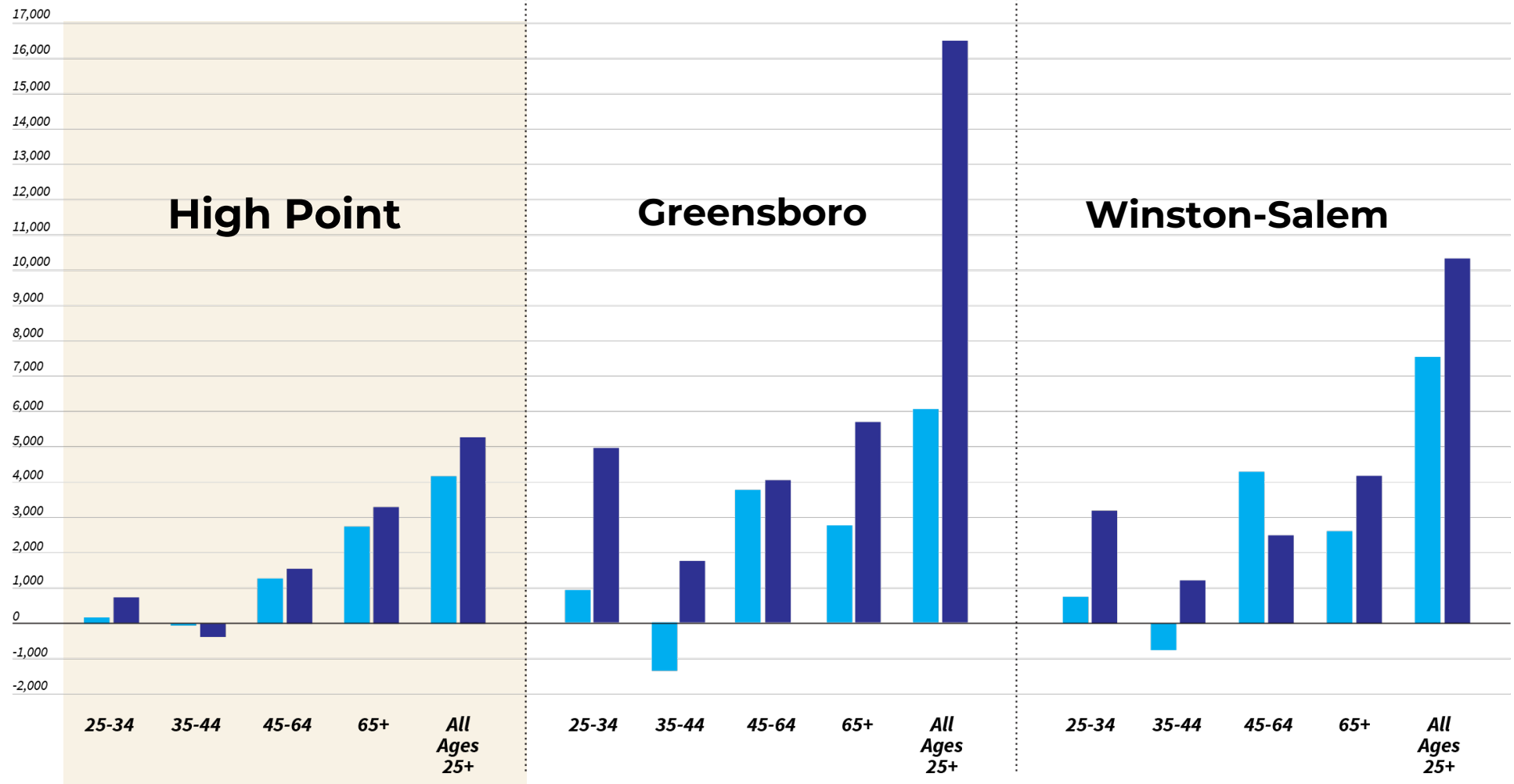


Source: US Census 5 Year ACS

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

2011 **2021**

Population Change for Ages 25+, by Age and College Degree Attainment



Source: US Census 5 Year ACS

Next Steps



- 1. Expect an e mail with:**
 - Kitchen Table Conversation #2
 - A copy of these slides
- 2. Get started with your KTCs**
 - Form small teams of 2-3 SC members
 - Send us a short-written summary of KTC #2 by May 15th
- 3. Online survey June (date TBD)**
- 4. Second Open House Road Show is scheduled for week of July 17th**
- 5. Next meeting:** Wednesday, July 19th



Thank you

Steering Committee Meeting
April 2023

czb