



Welcome!

Steering Committee Meeting #3
July 2023

czb

The plan for this afternoon

1. Process **overview**
2. High Point's draft core **values** and planning **principles** for the decision-making framework
3. The **'big things'** that have emerged
4. What will **progress** on the 'Big Things' look like?
5. How will High Point grow? **Scenario Planning**
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**



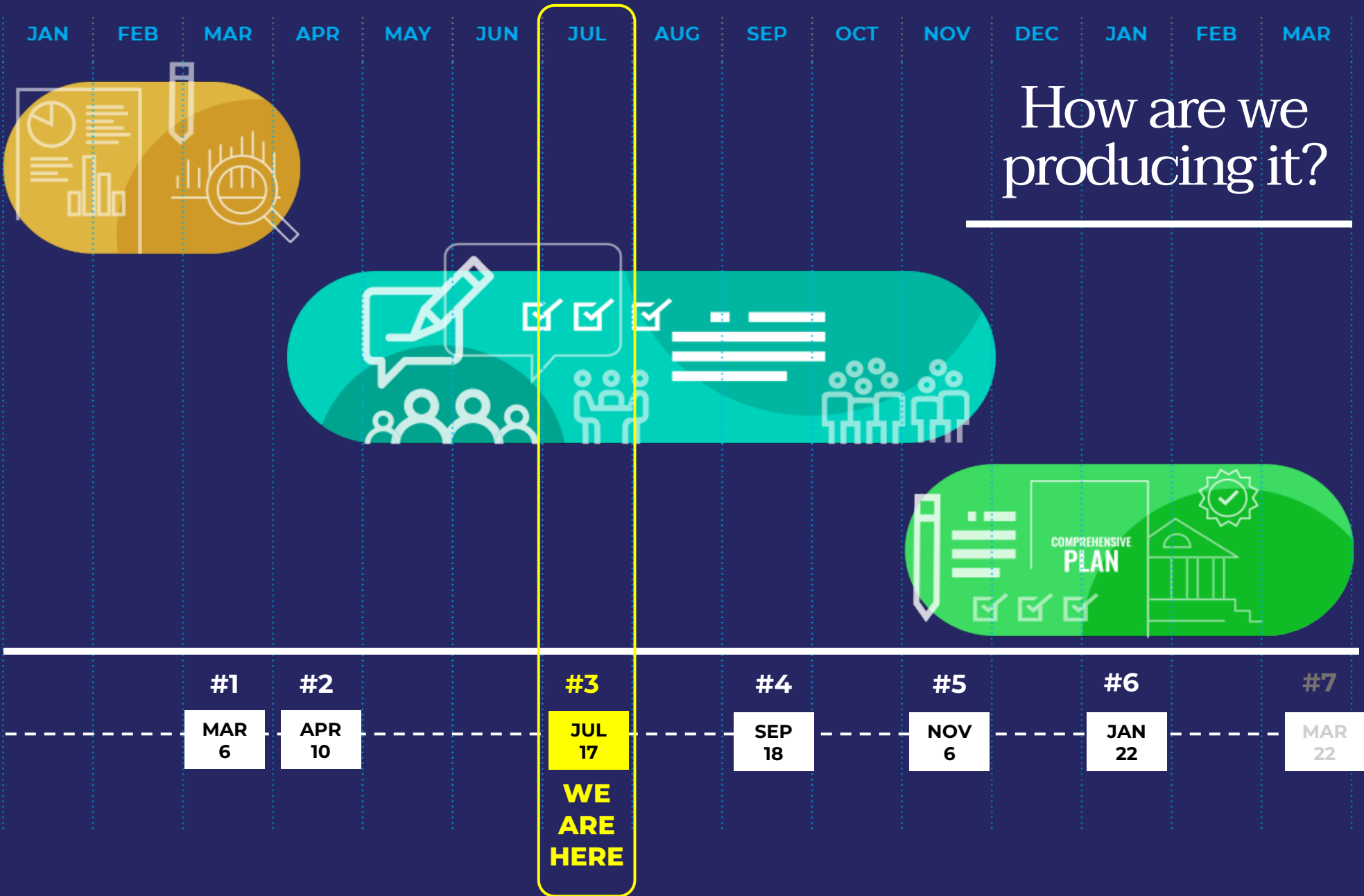
PHASE 3
**Refinement,
Finalization
and Adoption**



How are we
producing it?

**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

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**

How will the broader public be engaged?



highpoint2045.org

HIGH POINT 2045
COMPREHENSIVE PLAN

The High Point 2045 Comprehensive Plan is our opportunity to envision the next generation of development and investment across our city.

[Sign up for eNews](#)

PROCESS TIMELINE GET INVOLVED PROJECT TEAM

GET INVOLVED

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

Since the adoption of the City's first comprehensive plan in 1928 it has continued to produce comprehensive planning documents on a regular basis with plans being adopted in 1947, 1958, and every decade after that up to the City's current land use plan, which was adopted in April 2000.

It's time to renew the community's vision and craft a plan to achieve that vision.

What is a Comprehensive Plan?

- Icon 1:** A comprehensive plan is a long-range decision-making guide that establishes the general direction for policymaking and public investment for the next 20 years or more.
- Icon 2:** It includes a conceptual roadmap for growth and development and provides the foundation for zoning and other land development regulations.
- Icon 3:** The community's vision, which is rooted in its values, guides the city's future but does not determine it.
- Icon 4:** The comprehensive plan will articulate community priorities and identify the actions to help realize the community's vision.

HOW CAN I GET INVOLVED?

Get updates delivered to your inbox to stay informed about ways you can get involved.

In the coming weeks, open houses and online surveys will be announced.

Sign up for eNews and get updates delivered to your inbox. We'll send you news and updates on ways you can add your voice to the conversation and help shape High Point's 2045 Comprehensive Plan.

[Sign up for eNews](#)

HIGH POINT'S PLANNING PROCESS
Shaping Our Future

- Phase 1: Analysis and Key Issue Identification**
We will learn about the **key issues and trends** that have been shaping and are likely to continue to shape High Point.
- Phase 2: Vision, Values, Principles and Priorities**
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 **vision for the future** expressed by what we value and apply our principles to choices, and what we prioritize.
- Phase 3: Refinement, Finalization and Adoption**
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.



Core Values & Planning Principles

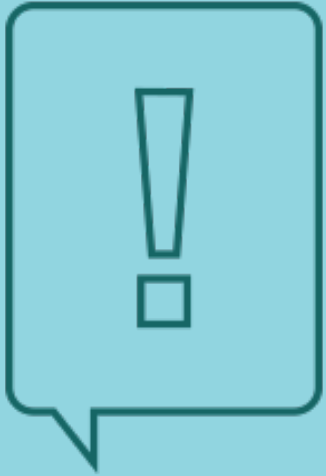
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Core Values

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



DRAFT Core Values

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

...an **inclusive** community

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

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

A community's planning principles...

...**guide our decisions** and **help us translate our values into actions**. HighPoint2045 includes **four basic principles** to consider as decisions are made to ensure adherence to the community's core values.



DRAFT Planning Principles



Support critical thinking and strategic risk-taking



Work together and include all voices



Set standards that will move us forward and make us proud decades from now



Build and celebrate our own identity



Big Things



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Three priority issues, or **‘Big Things’**, have emerged based on feedback from the HighPoint2045 steering committee, Kitchen Table Conversations hosted by committee members and the Open House Roadshow that took place in April / May.

Each priority is broad in scope, touches numerous other issues directly or indirectly, and has a central role in quality of life for residents and determining community competitiveness and vitality.



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



Cultivate a
sense of
community
and unity



What do these ‘Big Things’ mean?

- 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.**
- Some people believe that the city is not just divided between the north and south, but is compartmentalized to the point where it feels like three or even four small cities.
- These disparities in High Point, and the corrosive impact they have on a shared sense of community in the city, did not take shape overnight and will not dissipate overnight. **Recognizing these disparities is the first step in the right direction.**



Strengthen
the sense of
place and
economic
vitality of
downtown



What do these ‘Big Things’ mean?

- A large portion of downtown High Point feels desolate. The Market contributes to this inactivity because the show takes place a few weeks per year but consumes more than 11.5 million square feet of space in more than 180 buildings. Many people do not understand why these buildings, at least the first floor, can't be activated when the Market is not taking place.
- **The reality is that there is much going on in those building throughout the year, but it is not generally visible to the public.** The Market is complex and critical to the local economy. **Although it contributes to the desolate condition downtown it is not the only cause or the only solution.**
- **Downtown is in the process of being re-envisioned and rebranded.** New zoning is in place to help facilitate this new direction. These things are a step in the right direction but much can be done in regard to improving the look and feel of the streets and building the critical mass necessary to create a vibrant downtown that coexists with the Market.



Diversify transportation modes and land uses



What do these ‘Big Things’ mean?

- Throughout the planning process citizens made it clear that they want a more connected city. 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.
- Cities are comprised of all types of people with different preferences and needs and city transportation and land use policies should reflect that.
- Transportation and land use are inextricably linked. When homes and workplaces are near stores and parks, walking, biking, and transit are made possible and convenient. This **integrated approach can help to not only expand mobility options but can also work to reduce long-term infrastructure costs, lower greenhouse gas emissions, and preserve open space.**



Cultivate a sense of community and unity



What does progress mean to you?

Below are potential outcomes for your community to achieve by 2045 that relate to cultivating a sense of community and unity.

- 1 In High Point, there isn't a "good" side of town and a "bad" side of town. Every part of town is showing progress and has something to be proud of.**
- 2 When new development happens, or when redevelopment happens, I know that the end result will look great and contribute to ever higher standards in High Point.**
- 3 I am starting to see new housing and businesses on previously vacant lots in neighborhoods that haven't experienced development in a long time.**
- 4 All neighborhoods feel safer to people from all walks of life.**
- 5 The sense of a North/South divide in the city has diminished and socioeconomic gaps have narrowed.**
- 6 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.**



Strengthen the sense of place and economic vitality of downtown



What does progress mean to you?

Below are potential outcomes for your community to achieve by 2045 that relate to strengthening the sense of place and economic vitality of downtown.

- 1 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.**
- 2 More people are living downtown which brings a vibrancy to the street seven days a week.**
- 3 The local economy is becoming diversified and stronger.**
- 4 Storefronts outside of the Market district are active and feel alive with a mix of retail and commercial businesses.**
- 5 On street parking is available on most streets providing parking for local businesses and a buffer from traffic for pedestrians on the sidewalks.**
- 6 Downtown streets feel walkable because they not only have sidewalks but street trees, pedestrian level lighting, crosswalks, benches, trash receptacles, and other pedestrian amenities.**



Diversify transportation modes and land uses



What does progress mean to you?

Below are potential outcomes for your community to achieve by 2045 that relate to diversifying transportation modes and land uses.

- 1 Sidewalks are included on both sides of every new street built in the city.**
- 2 Most streets have bikelanes or shared use lanes.**
- 3 Parks, trails, and other recreational opportunities are accessible from my home and place of business. Walking, biking and driving are all viable options.**
- 4 There are areas outside of downtown where you can live, work, and shop all in a compact walkable area.**
- 5 The number and/or length of recreational trails has grown.**
- 6 A variety of housing options are available for people in all life stages and incomes.**



Scenario Planning

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?



Scenarios

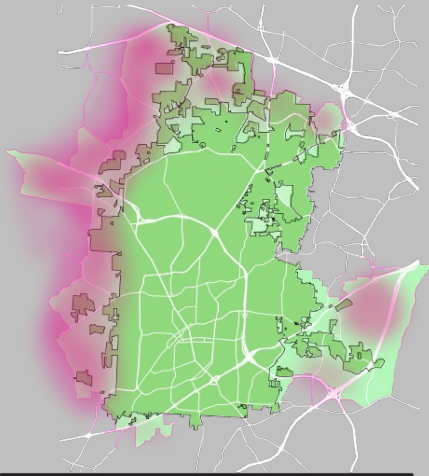
These four scenarios explore how our values might translate to what our community looks like in the future.

SCENARIO

1

Stay the course

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



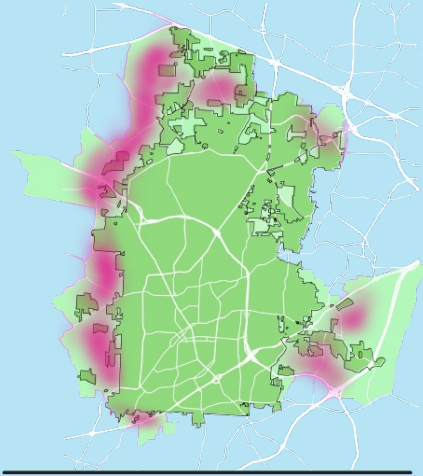
Land continues to be developed and roads continue to be built to accommodate new growth.

SCENARIO

2

Pivot slightly

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



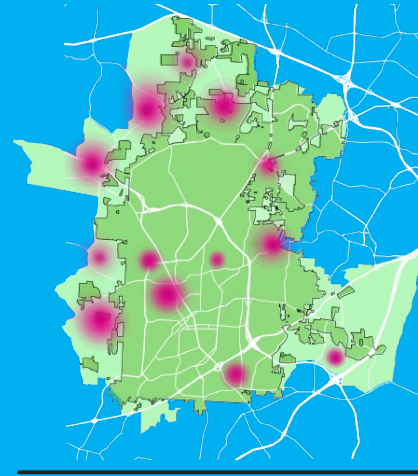
Land continues to be developed and roads continue to be built to accommodate new growth..

SCENARIO

3

Course correction

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



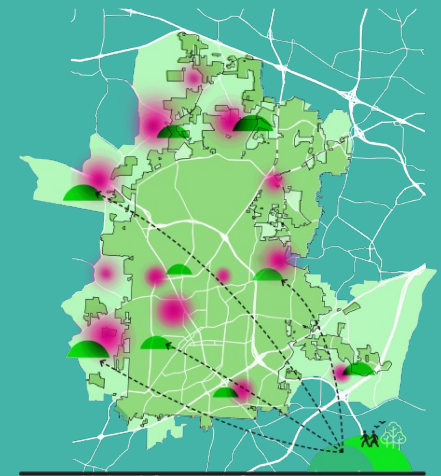
New growth is generally directed to mixed-use activity centers that cluster residential and commercial development allowing for walkable and bikeable options.

SCENARIO

4

Major course correction

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

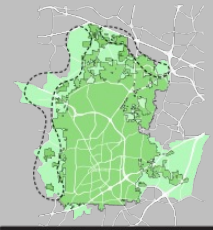


New growth is directed to mixed-use activity centers that cluster residential and commercial development allowing for walkable and bikeable options and funding is provided for open space preservation and/or acquisition.

1

Stay the course

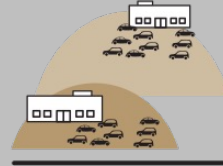
Scenario #1 will see the City continue its march to the north where it will merge with Kernersville and Greensboro and, subsequently, to the west into Davidson County until the Planning Area is filled in.



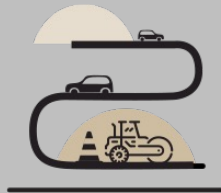
Support new development to the north and northwest



Include new single-family subdivisions

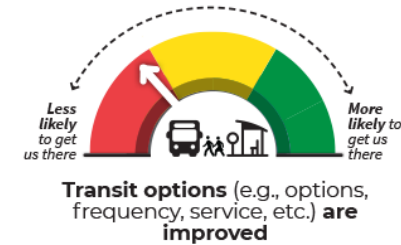
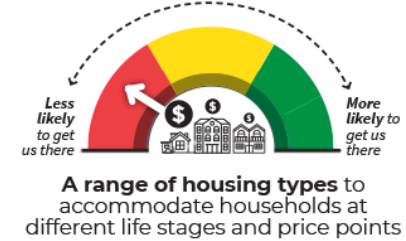
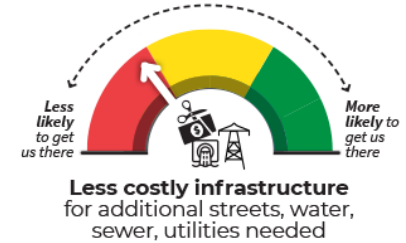
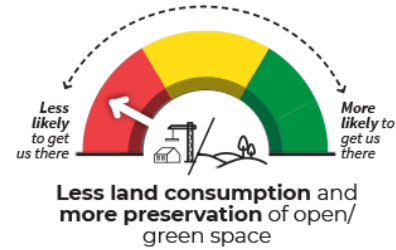


Provide opportunities for big-box and pad site commercial development



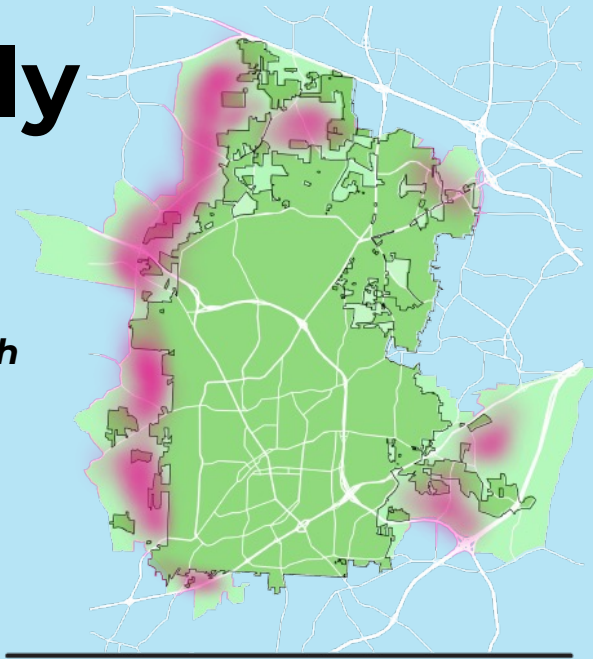
Ensure road infrastructure is expanded to accommodate growth that continues to move further out

How will growth under this scenario move the needle on the following issues confronting the City?



2 Pivot slightly

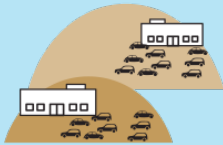
Scenario #2 represents the same growth pattern as Scenario #1 – growth to the north toward Kernersville and Greensboro and growth to the west into Davidson County – but with additional residential densities allowed, the time it takes to reach these boundaries will be extended.



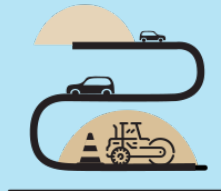
Support new development to the north and northwest



Incorporate smaller lot sizes that allow for a variety of housing types – including traditional single-family units, small lot housing, townhomes, and multi-family units

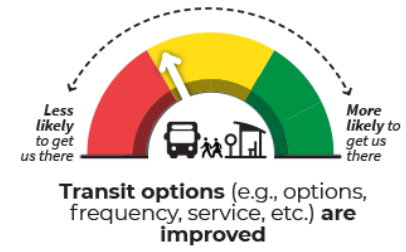
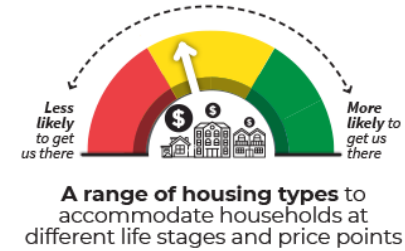
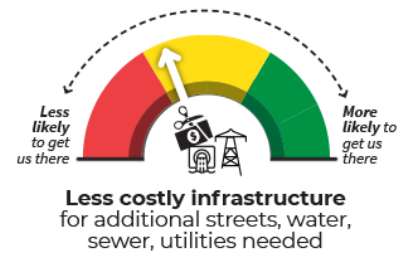
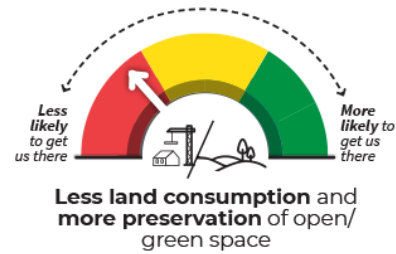


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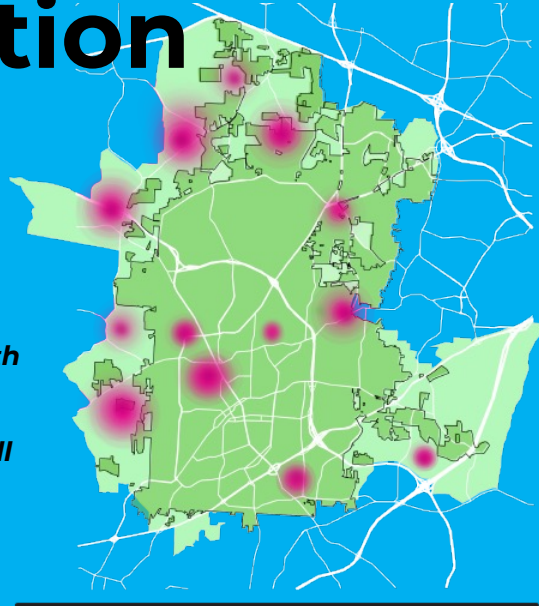
Ensure road infrastructure is expanded to accommodate growth that moves further out

How will growth under this scenario move the needle on the following issues confronting the City?



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.



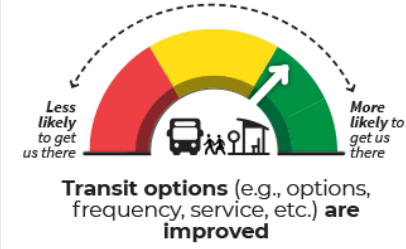
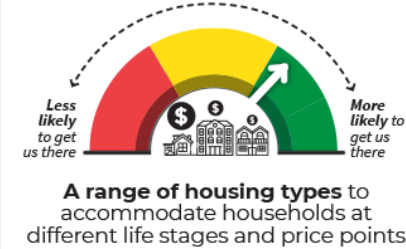
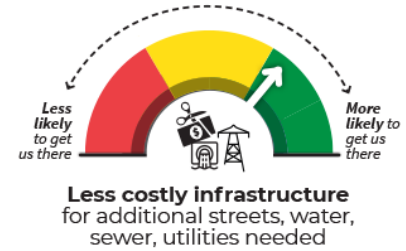
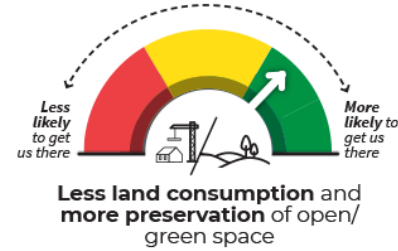
Support new mixed-use development and redevelopment in designated activity centers

Provide for a variety of housing types in and near the activity centers (e.g., townhomes, multi-family condos and apartments, cottage housing, etc.) and slow the City's growth outward

Create walkable and bikeable districts with opportunities for residents to live, work and easily access dining and entertainment. Conservation subdivisions with a requirement for open space preservation would help to create pockets of green space.

Require 'complete streets' with sidewalks/trails and bike lanes with streetscape amenities (e.g., street trees, benches, etc.)

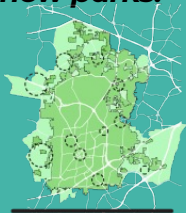
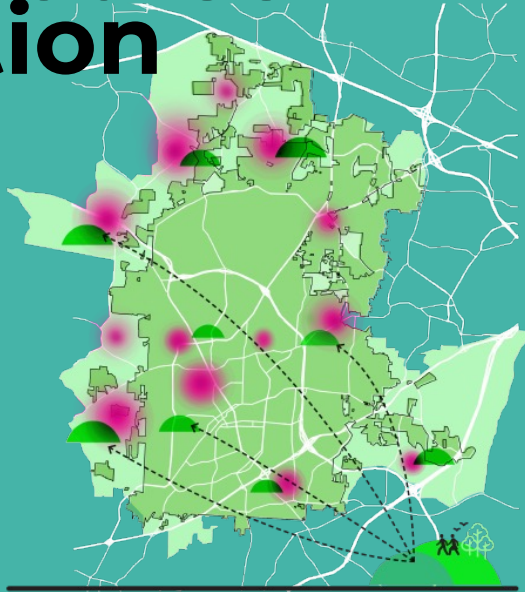
How will growth under this scenario move the needle on the following issues confronting the City?



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.



Support new mixed-use development and redevelopment in designated activity centers

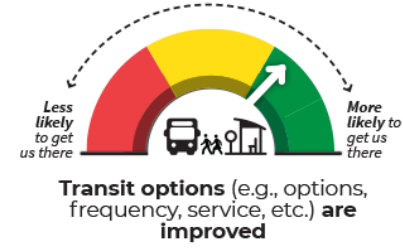
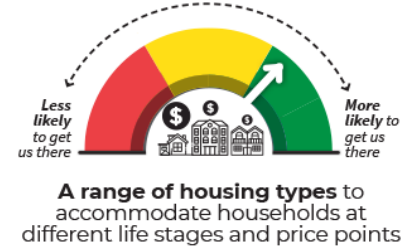
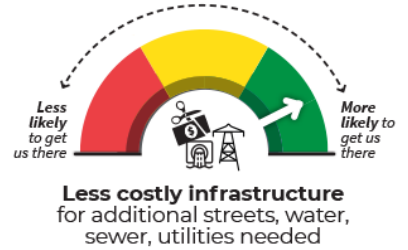
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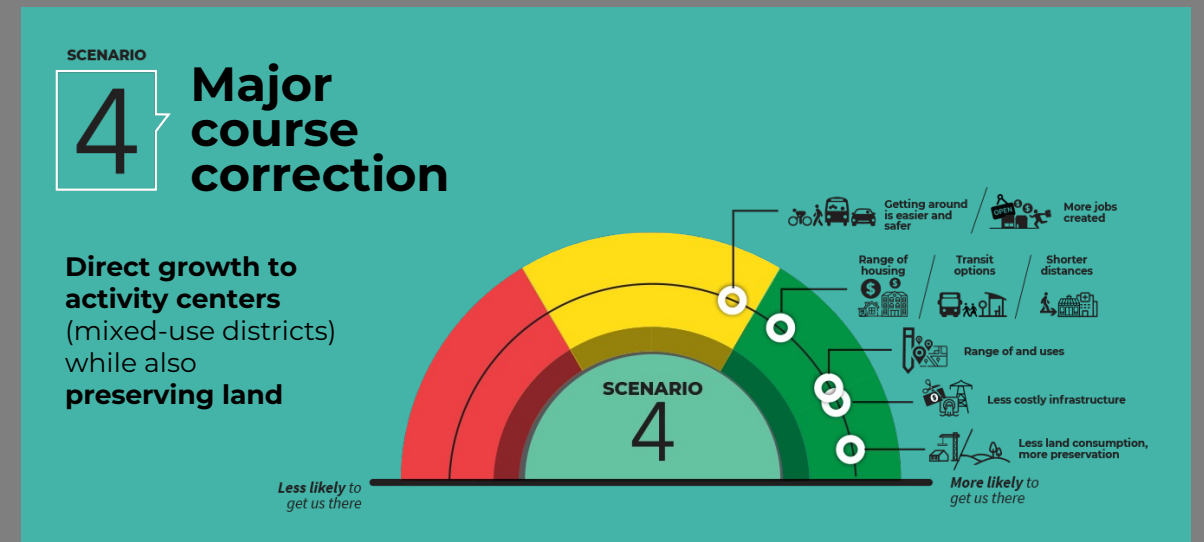
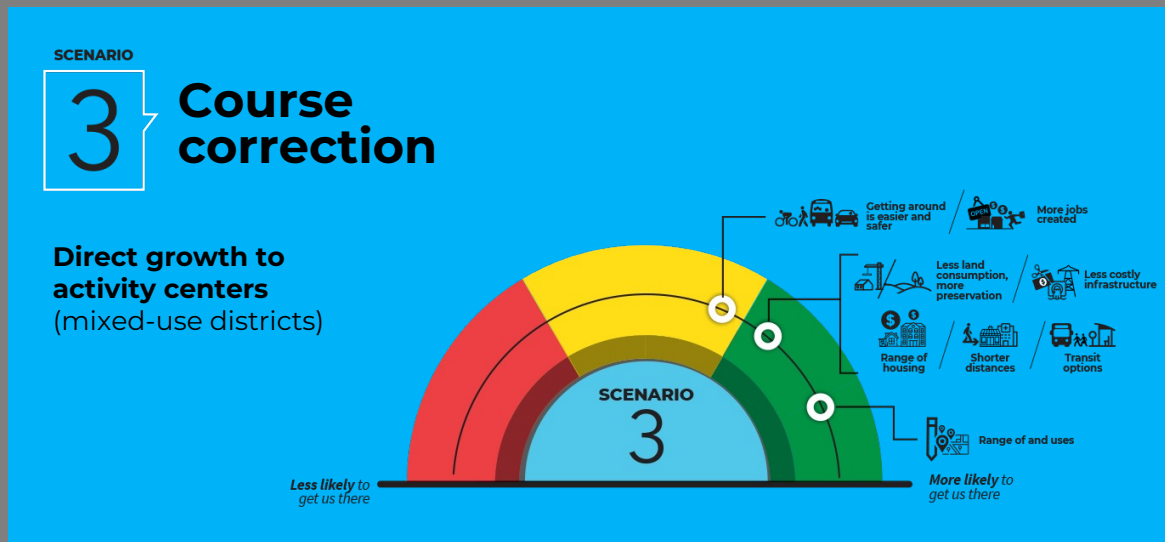
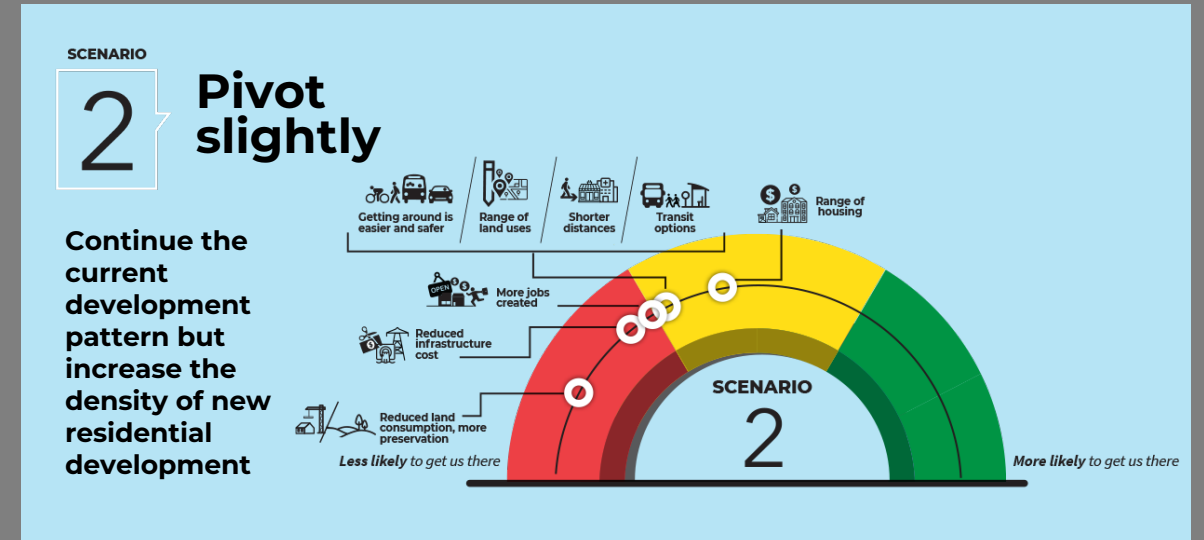
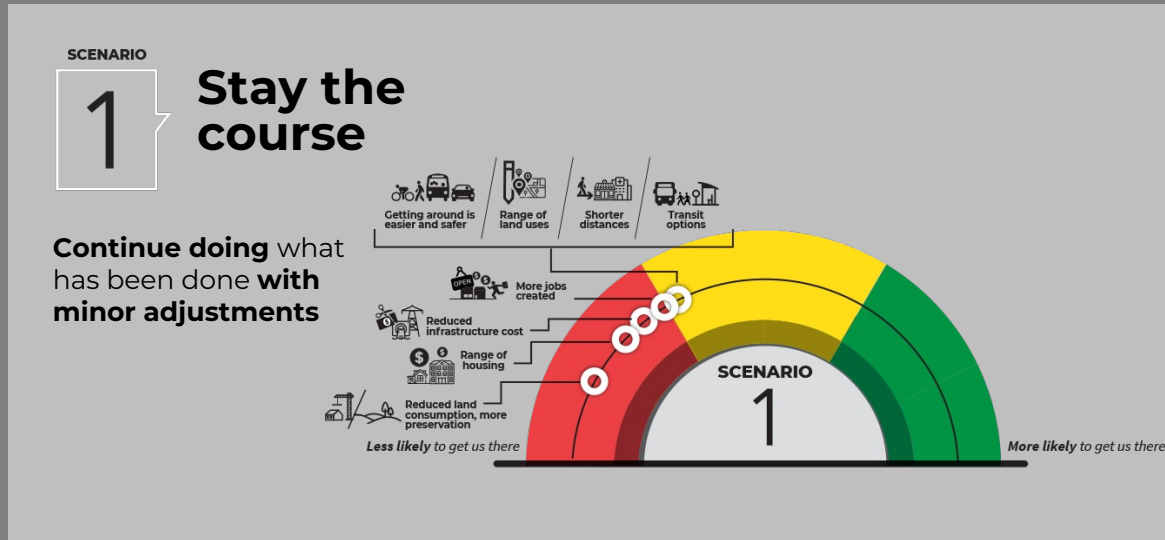
Require 'complete streets' with sidewalks/trails and bike lanes with streetscape amenities (e.g., street trees, benches, etc.)

Acquire and/or preserve a defined percentage of the City's vacant land for future open space and parkland opportunities.

How will growth under this scenario move the needle on the following issues confronting the City?



Which scenario would you like to see as High Point's future?



Next Steps



1. **The online open house goes live by the end of the week**
2. **Summarize input from this week and update the project website**
3. **Revise the scenarios, if necessary, and do build-out calculations**
4. **Online survey September (date TBD)**
5. **Next round of meetings: Week of September 18th**



**HIGH
POINT
2045**
COMPREHENSIVE PLAN

Thank you

Steering Committee Meeting
July 2023

czb