



# Welcome!

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Steering Committee Meeting  
November 2023



# The plan for this meeting

1. **Process summary**
2. **Growth Framework**
  - ✓ Preferred Growth Scenario
  - ✓ Revised Activity Centers + Corridors
  - ✓ Place Types
3. **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

PHASE 1  
**Analysis and  
Key Issue  
Identification**



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

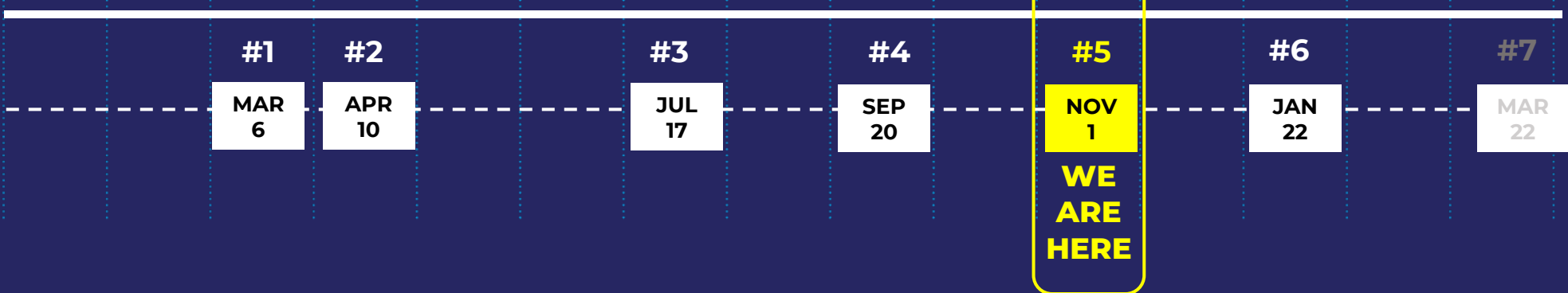


PHASE 3  
**Refinement,  
Finalization  
and Adoption**



**Steering  
Committee**

Meetings week of



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

# 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 April 2023, High Point 2045 Comprehensive Plan outreach efforts have included:



2,111 Facebook post link clicks



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



Emails sent to 472 registered NotifyMe users



Emails sent to 35 partner organizations and 30 top employers in the city to help promote open house events/online survey



Approximately 3,500 project business cards/flyers distributed



Utility bill inserts sent out and ads placed in High Point Transit buses



734 documented responses/feedback received

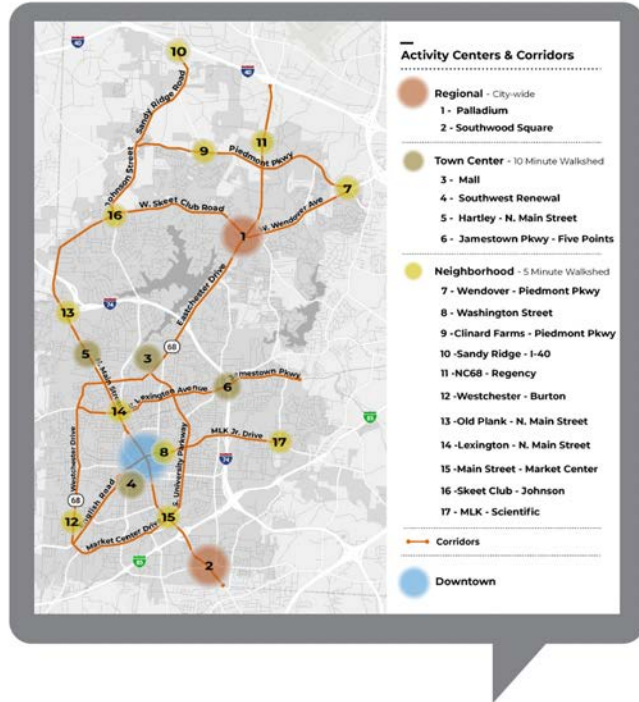


highpoint2045.org



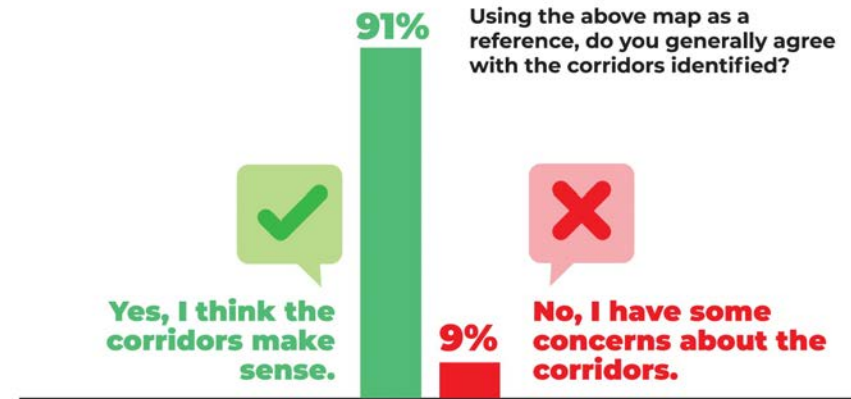
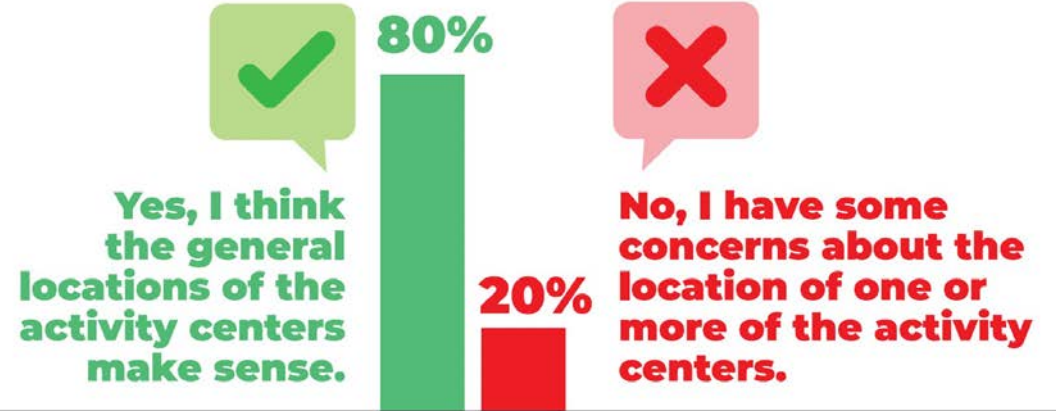
# What we heard in the last community-wide survey!

Current projections suggest that **by 2045 High Point will add more than 26,000 people** (or approximately 10,000 new households). In addition to new housing units, new buildings to support businesses will also be required.



Using the above map as a reference, do you generally agree with the locations of the activity centers to accommodate new growth?

September/October  
More than 300 participants!



## highpoint2045.org





# What we heard in the last community-wide survey!

September/October  
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Survey participants were asked to rate the **extent to which they would like to see this type of development** in an activity center/corridor.

The following images are ranked in the order they **received the most 'definitely like' or 'somewhat like'** responses.



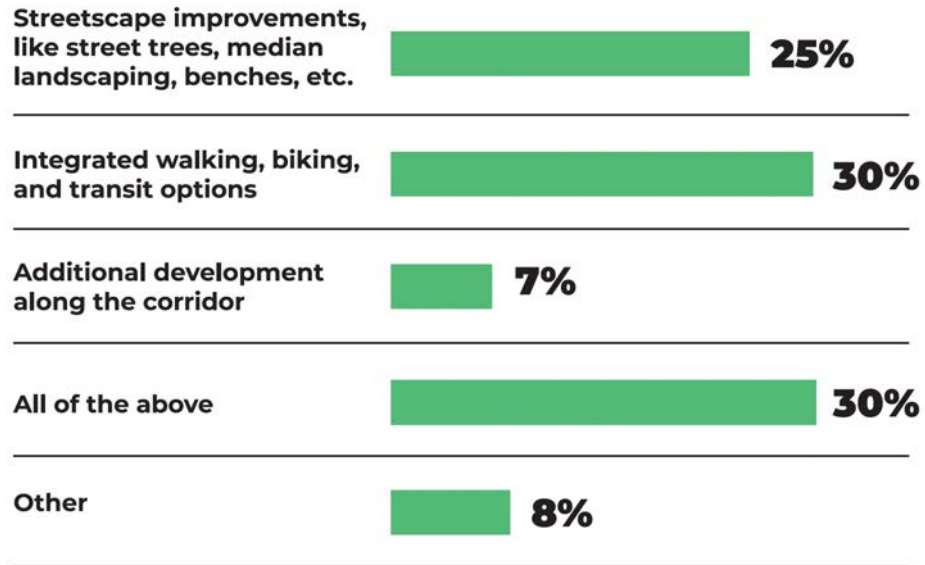
[highpoint2045.org](https://highpoint2045.org)



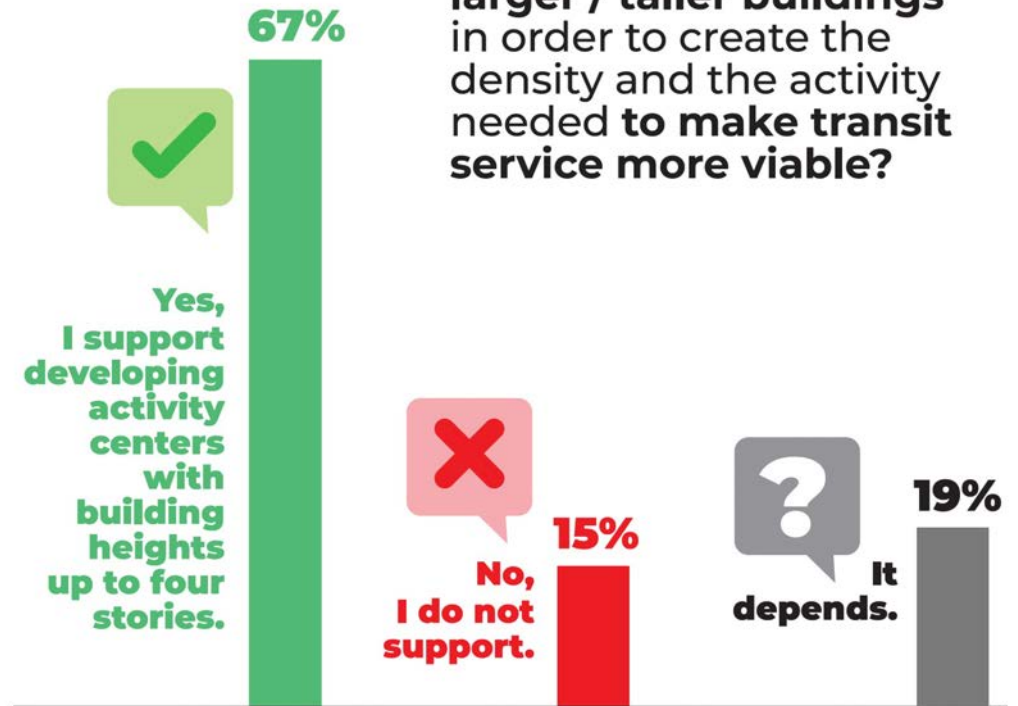
# What we heard in the last community-wide survey!

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What characteristics would you like to see along transportation corridors?



Are you willing to accept larger / taller buildings in order to create the density and the activity needed to make transit service more viable?



## highpoint2045.org



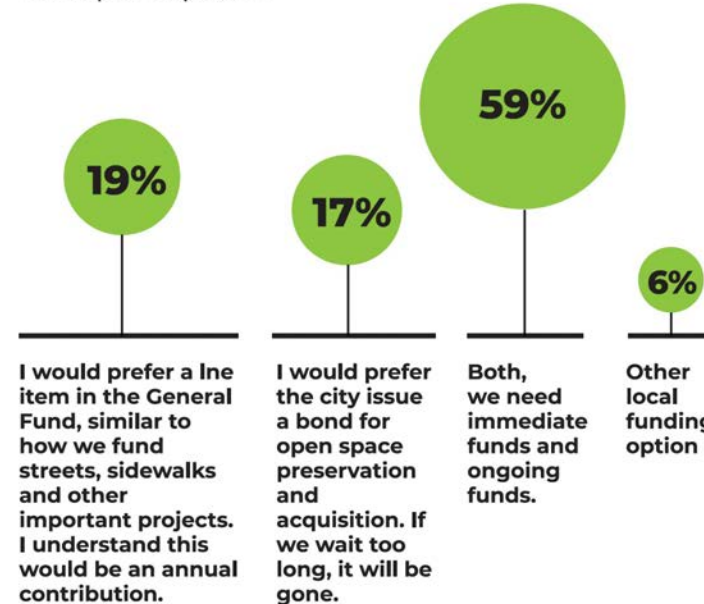
# What we heard in the last community-wide survey!

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Survey participants were asked to rank the following attributes that are most important to them in an activity center.

-  **#1 Walkability**
-  **#2 A variety of cafes and restaurants**
-  **#3 Public park or gathering space**
-  **#4 Outdoor dining**
-  **#5 Bikeability**
-  **#6 Housing options on the upper floors**

Would you prefer to see the **city fund open space preservation and acquisition** as part of a line item in the General Fund or would you rather consider a bond for open space?



## highpoint2045.org

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.

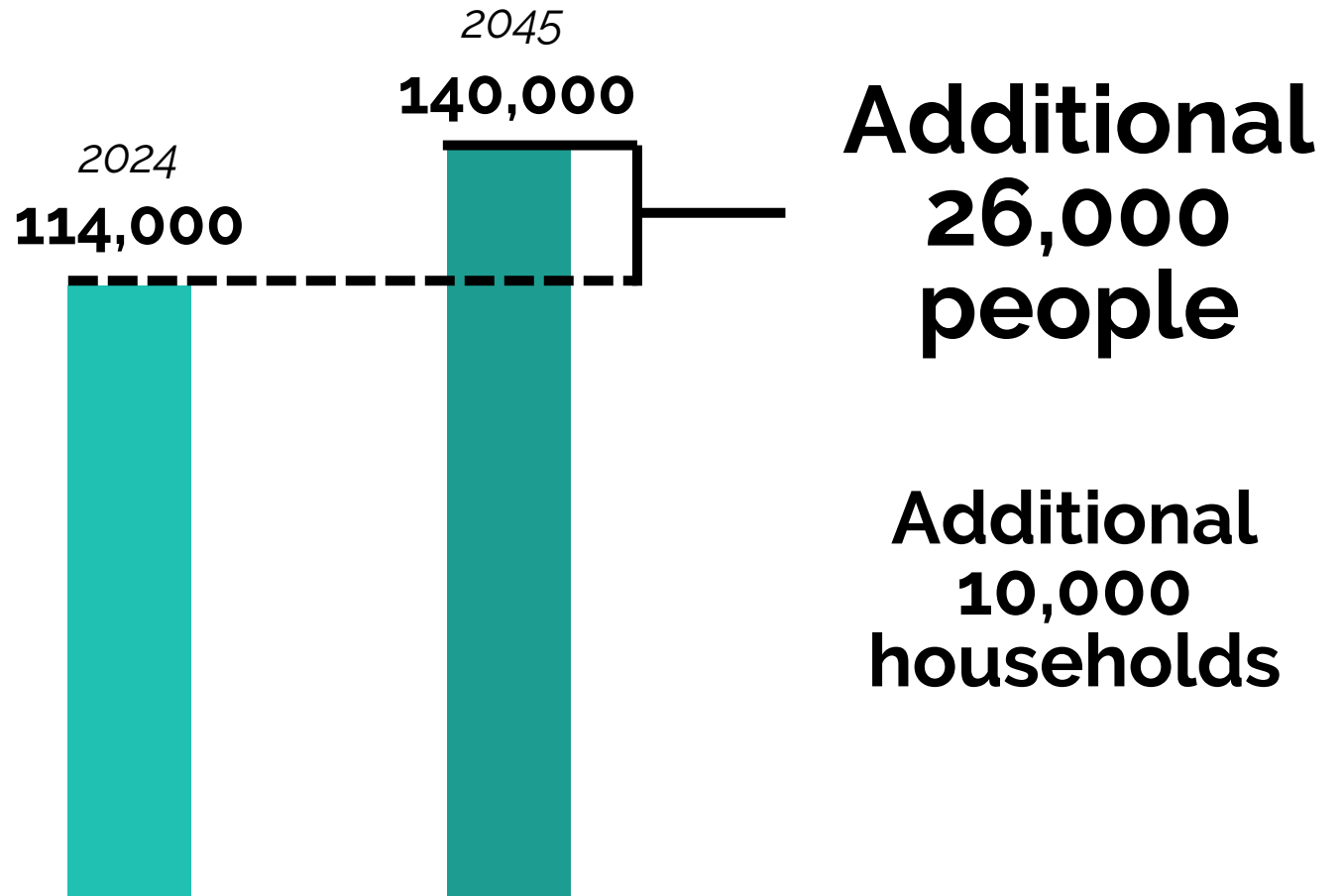
# Growth Framework

# 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.



# From Community Input to Mapping Activity Centers

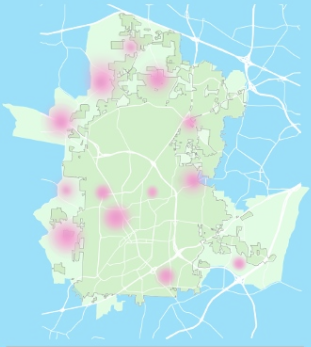
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59% Supported

SCENARIO

**3** Course correction

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

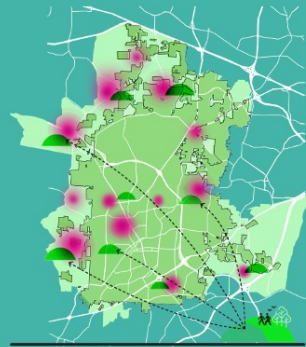


New growth is generally directed to mixed-use activity centers that cluster residential and commercial development allowing for walkable and bikeable options.

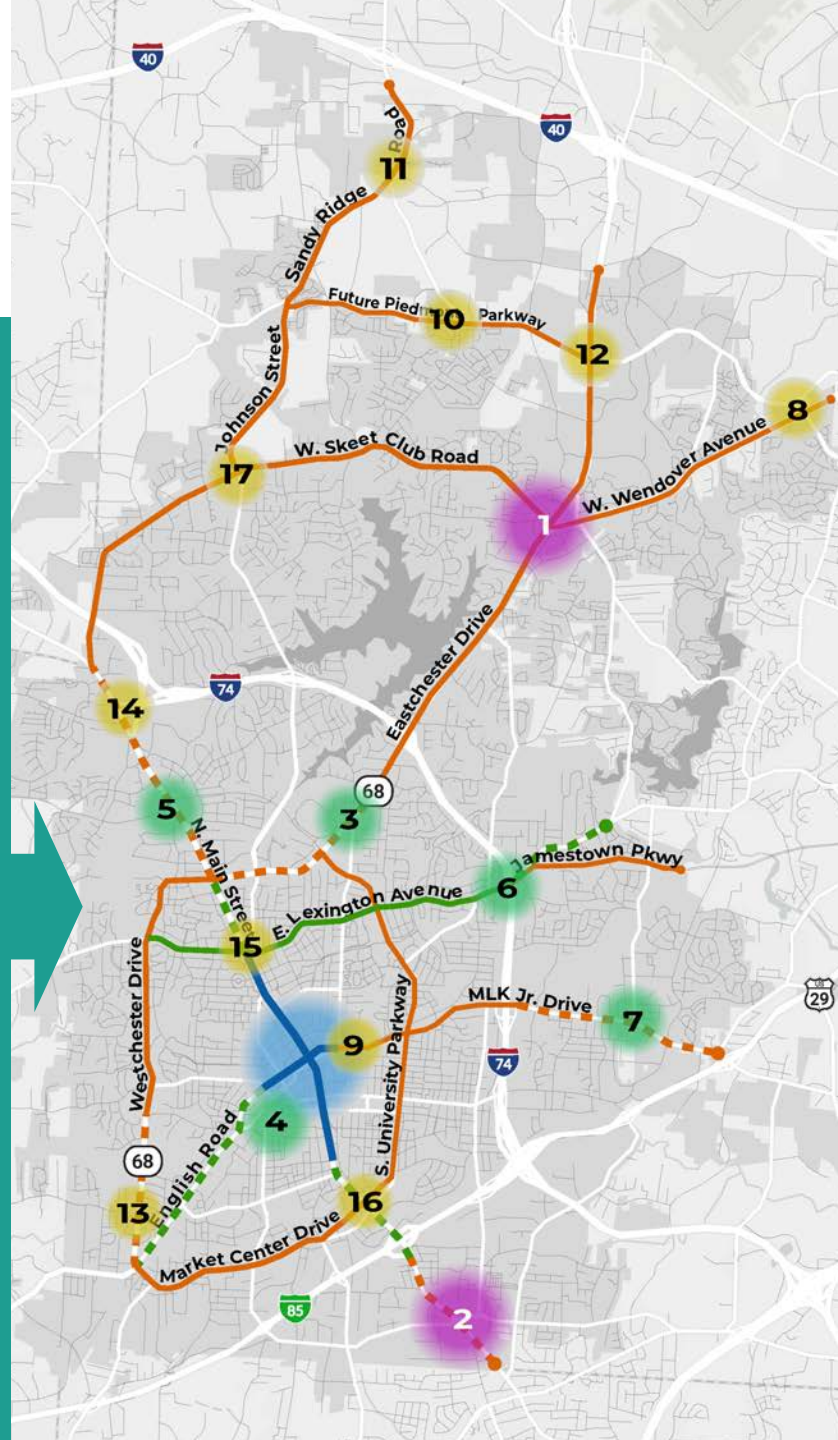
SCENARIO

**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 S. Main Street & Fairfield Road

**Town Center - 10 Minute Walkshed**

- 3 Eastchester & Centennial
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## Corridors

- Downtown Urban Street**  
Streetscape Improvements + Mixed-use Development
- Urban Street A**  
Streetscape Improvements + Mixed-use Development
- Urban Street B**  
Streetscape Improvements
- Boulevard A**  
Streetscape Improvements + Mixed-use Development
- Boulevard B**  
Streetscape Improvements

**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**



# Place Types

In addition to the Activity Centers there are other Place Types that help to articulate the vision for High Point's future. Place Types help shape the future of our communities by focusing on the look and feel of places - their form and character - instead of focusing only on land use.

The Place Types below are located throughout High Point from the city's edge to the downtown. They help people visualize the various forms that development can take and to describe the future for the community.

# Growth Framework

## Place Types

### Suburban Edge / Rural

Suburban Edge / Rural generally consists of **single-family homes and farms on large lots. Scattered clustered subdivisions and developments may be found in some areas.**

This place type often includes open fields, hedgerows, woodlands, and streams, as well as accessory buildings, such as barns. Single-family houses are situated on **lots of 5 acres or more**. Roadways are often winding and curvilinear with sensitivity to topography and other natural features such as stream corridors and woodlots.

**Primary uses:** large lot single-family detached

**Secondary uses:** commercial farming activities, cluster subdivisions, religious institutions

**Transportation & Infrastructure:** curvilinear pattern, sparse road network, limited to no access to transit, trails and greenways



# Growth Framework

## Place Types

# Suburban Neighborhood

Suburban Neighborhood has a **predominantly low intensity, single-family detached**, residential development pattern with a range of 4-8 housing units per acre. Some moderate density residential development, such as small lot houses or attached townhomes, may exist, but are typically located on a major street. **Infill development should generally maintain the existing development fabric.**

**Primary uses:** *single-family detached*

**Secondary uses:** *townhomes (with limited massing of up to 4 units per building), duplex, triplex, quadplex, accessory dwelling units (ADUs)*

**Transportation & Infrastructure:** *curvilinear, new development provides for future connections to adjacent streets, limited to no access to transit, sidewalks on both sides of the street connecting to the larger city network when possible*



# Growth Framework

## Place Types

# Urban Neighborhood

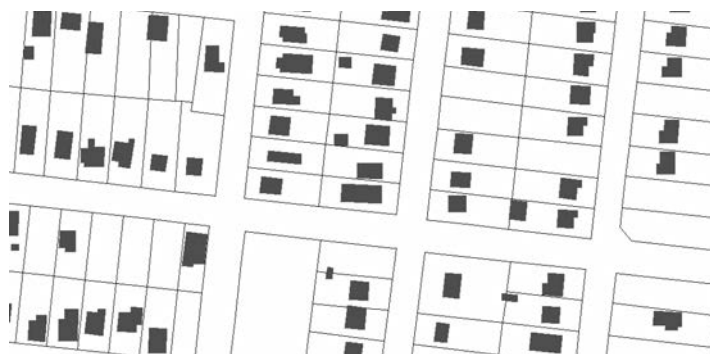
Urban Neighborhoods have a traditional development pattern that includes a **mix of single-story and two-story single-family** detached to small to moderate-scale multi-family along a well-connected street network. **Lot sizes are typically smaller than in the Suburban Neighborhoods and may vary within blocks.**

Moderate intensity infill development on sites adjacent to existing residential uses should maintain the existing lot width, setbacks, building massing and height. Densities generally range from 5–12+ dwelling units per acre.

**Primary uses:** *single-family detached and duplex*

**Secondary uses:** *townhomes (with limited massing of up to 4 units per building), triplex, quadplex, accessory dwelling units (ADUs)*

**Transportation & Infrastructure:** *rectilinear street pattern / blocks, variety of transportation modes - auto, bike, pedestrian, access to transit from adjacent corridors, sidewalks on both sides of the street*



# Growth Framework

## Place Types

### Suburban Corridor

Suburban Corridors are located along major commercial streets. They differ from Mixed-use Corridors in that the development along them tends to be **more spread out and are not transitioning to a denser and pedestrian-friendly urban pattern**. Businesses along Suburban Corridors serve a large geographic area and are primarily accessed by car. Buildings tend to be single-story and house a single use with deep setbacks from the street. Sites are well landscaped and often include convenience parking near the front of the buildings with large lots to the side or rear. The types of businesses found along Suburban Corridors range from stand-alone restaurants or stores to shopping plazas and centers with multiple tenants, to medical centers, and multi-story office buildings and hotels.

**Primary uses:** multi-family, offices, restaurants, personal services, medical facilities, auto-oriented services, lodging

**Secondary uses:** retail, self-storage, outdoor storage, recreation, and entertainment

**Transportation & Infrastructure:** rectilinear street pattern, typically 3–5 lanes with no on-street parking or bike facilities, sidewalks on both sides, crosswalks at major intersections



# Growth Framework

## Place Types

### Mixed-use Corridor

Mixed-use Corridors are suburban, commercial corridors that are **transitioning to a denser and pedestrian-friendly pattern with multi-story buildings, rear or side yard parking, consolidated curb cuts, and a mix of commercial, residential and office uses.** Due to their intensity, Mixed-use Corridors are also usually located along transit routes. New developments provide a network of new streets and sidewalks providing circulation both within the site and to adjacent neighborhoods.

**Primary uses:** commercial, multi-family residential, office

**Secondary uses:** retail, services, and restaurants

**Transportation & Infrastructure:** rectilinear street pattern, walkable blocks, variety of transportation modes - auto, bike, pedestrian, access to transit, sidewalks on both sides of the street





# Growth Framework

## Place Types

### Downtown

Downtown is High Point's central business district. It is a **dense urban area that contains a mix of uses both vertically and horizontally**. Compact multimodal streets are the primary public space with trees and amenities to create a quality urban experience for all users. All development is pedestrian-oriented and designed to actively engage streets, parks, plazas, and other public spaces.

**Primary uses:** office, service, commercial / retail, entertainment, cultural, government, civic, light manufacturing, and multi-family residential

**Secondary uses:** those that support the primary uses and do not detract from quality of place and economic vitality of downtown

**Transportation & Infrastructure:** rectilinear street pattern / walkable blocks, variety of transportation modes - auto, bike, pedestrian, access to transit, sidewalks on both sides of the street, on-street parking



# Growth Framework

## Place Types

### Mixed Employment Center

Mixed Employment Centers often consist of sites with large footprint buildings and surface parking lots that accommodate warehousing and distribution, manufacturing, light industry, and flex office space. Distribution centers and industrial parks are generally located adjacent to major highway and freight facilities to capitalize on distribution and delivery efficiencies. Open space is generally dedicated to surface parking, circulation, and stormwater management. Truck-loading bays / docks are common.

**Primary uses:** *distribution, warehousing, wholesaling, light manufacturing, offices*

**Secondary uses:** *multi-family residential, commercial/retail uses*

**Transportation & Infrastructure:** *mixed street network, large block pattern, large sites with multiple buildings often have an internal network of streets, access to highways and interstates, may include internal sidewalks, bikes routes and transit stops.*



# Growth Framework

## Place Types

### Transitional Industrial

Transitional Industrial are former active industrial districts that are transitioning to mixed-use. Older industrial structures have been or will be adaptively reused for new purposes. They tend to be live-work districts where housing and workplaces are near each other, providing residents with convenient access to employment. They typically include a mix of makerspace, light manufacturing, assembly, and design-oriented services, along with multi-family residential and commercial uses. Industrial facilities in these areas do not include uses that handle hazardous materials or cause pollution, odors, excessive light, or heavy truck traffic. The Transitional Industrial areas typically have smaller buildings than the Mixed Employment Centers and Heavy Industrial place types. Parks, plazas, and neighborhood-serving retail enhance the character and livability of the area.

**Primary uses:** *live-work, light industrial, makerspace*

**Secondary uses:** *multi-family residential, commercial/retail uses*

**Transportation & Infrastructure:** *rectilinear street pattern, walkable blocks, variety of transportation modes - auto, bike, pedestrian, access to transit, sidewalks on both sides of the street, access to greenways and trails*



# Growth Framework

## Place Types

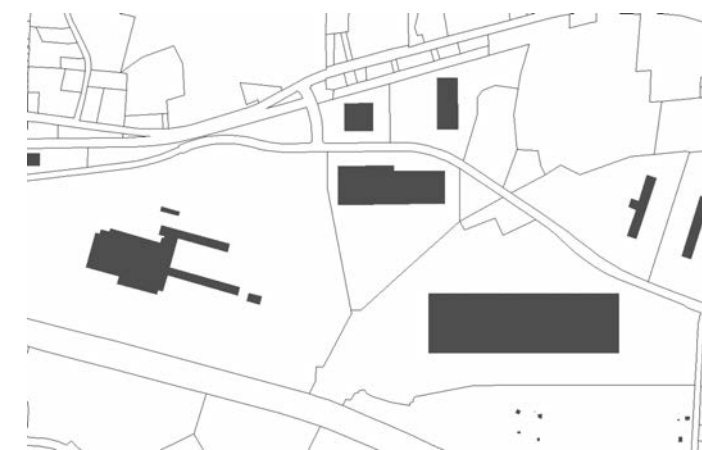
### Heavy Industrial

Heavy Industrial supports a variety of processing, production, and manufacturing uses. Unlike the Mixed Employment Center and Transitional Industrial place types, Heavy Industrial includes warehousing, industrial parks, and light manufacturing, as well as heavy industrial production. The latter are not located near residential areas. Lot sizes are typically greater than 2 acres and buildings are often larger than those in the Transitional Industrial place types.

**Primary uses:** light and heavy industrial

**Secondary uses:** retail specifically related to the primary use, workforce lodging

**Transportation & Infrastructure:** mixed street network, large block pattern, access to highways and interstates, may include internal sidewalks, bikes routes and transit stops.



# Growth Framework

## Place Types

### Campus - Institutional

Campus – Institutional is typically characterized by one major activity such as educational, office, industrial, or medical. Campuses are often very large sites developed based on a master plan that organizes streets, buildings, pedestrian networks, open spaces, and parking in a unified manner. Campuses often have clearly defined edges — delineated with gateways, which might include signs and landscape — that distinguish them from adjacent place types. Buildings and uses on the edge of a Campus-Institutional step down in height and intensity when adjacent to residential areas. Campuses are major employment and activity centers.

**Primary uses:** educational, office, industrial, medical

**Secondary uses:** retail and food services, multi-family

**Transportation & Infrastructure:** mixed street network and block pattern, large sites with multiple buildings and internal multi-modal facilities for autos, bicyclists, pedestrians, and transit users that connects to the larger city-wide network



# Growth Framework

## Place Types

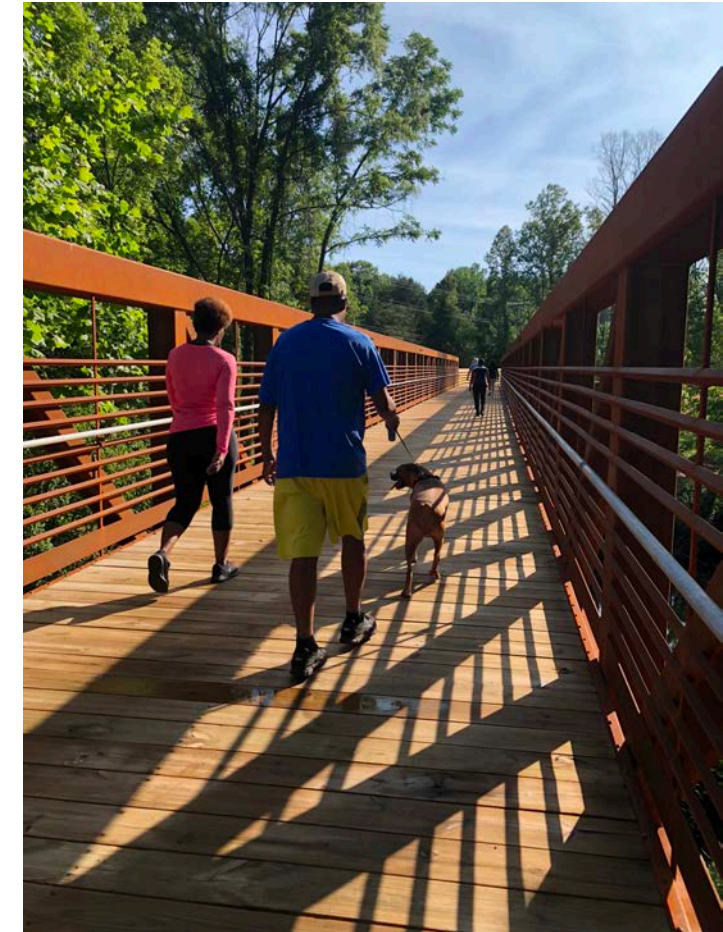
### Parks – Green Space

This Parks – Green Space include areas that are intended to remain as parks or public green space in perpetuity. These places make significant contributions to the quality of life of residents and visitors by providing places to gather and recreate, and further the environmental quality of our city. These include but not limited to woodlots, waterways, trails and greenway corridors, watershed protection and wildlife habitats.

**Primary uses:** parks, plazas, open spaces, greenways, trails, flood plains

**Secondary uses:** support services specifically related to the primary use

**Transportation & Infrastructure:** trail and greenway systems, large stormwater management facilities, watershed protection



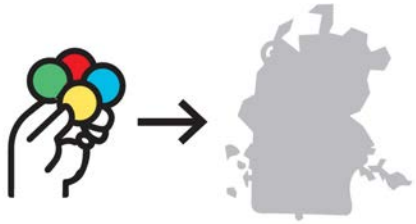


# Place Type Exercise

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# Growth Framework

## Place Types



## Map Your Place Types

Map where you think place types should be located in High Point.

You have twelve colored dots- three for each of the four place types. Place each dot on the map where you think ***it is a good location for that place type***. This is forward thinking.

Consider the local context and proximity to things like trails, greenways and parks.

Use the markers to make notes and draw areas, if needed.



### Neighborhoods

Represents an area that you feel could become a neighborhood. This includes a range of housing types from rural developments on the city's edge to new suburban subdivisions to higher-density urban neighborhoods.



### Mixed-use

An existing commercial corridor or vacant land that you feel - with the right zoning and design standards - has the potential to be transformed into a mixed-use area with walkable streets.



### Employment Center

An area you feel has the potential to be an employment center. These areas are generally located adjacent to major highways in order to capitalize on distribution and delivery efficiencies.

*\*Please do not place your dot on the Downtown area or High Point University as those locations are already recognized as employment centers.*



### Parks/ Recreational Area

A new location for a park, trail, or recreation area that would benefit residents and nearby businesses.



# From Community Input to Mapping Activity Centers

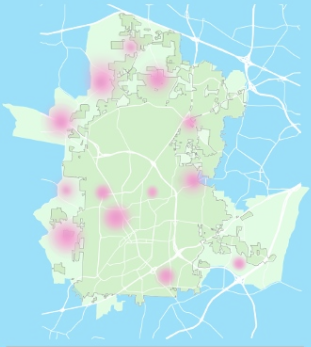
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SCENARIO

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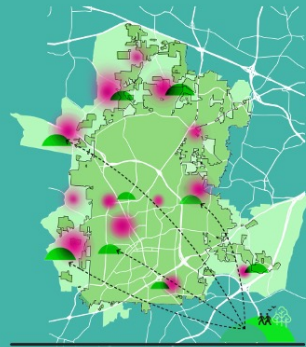


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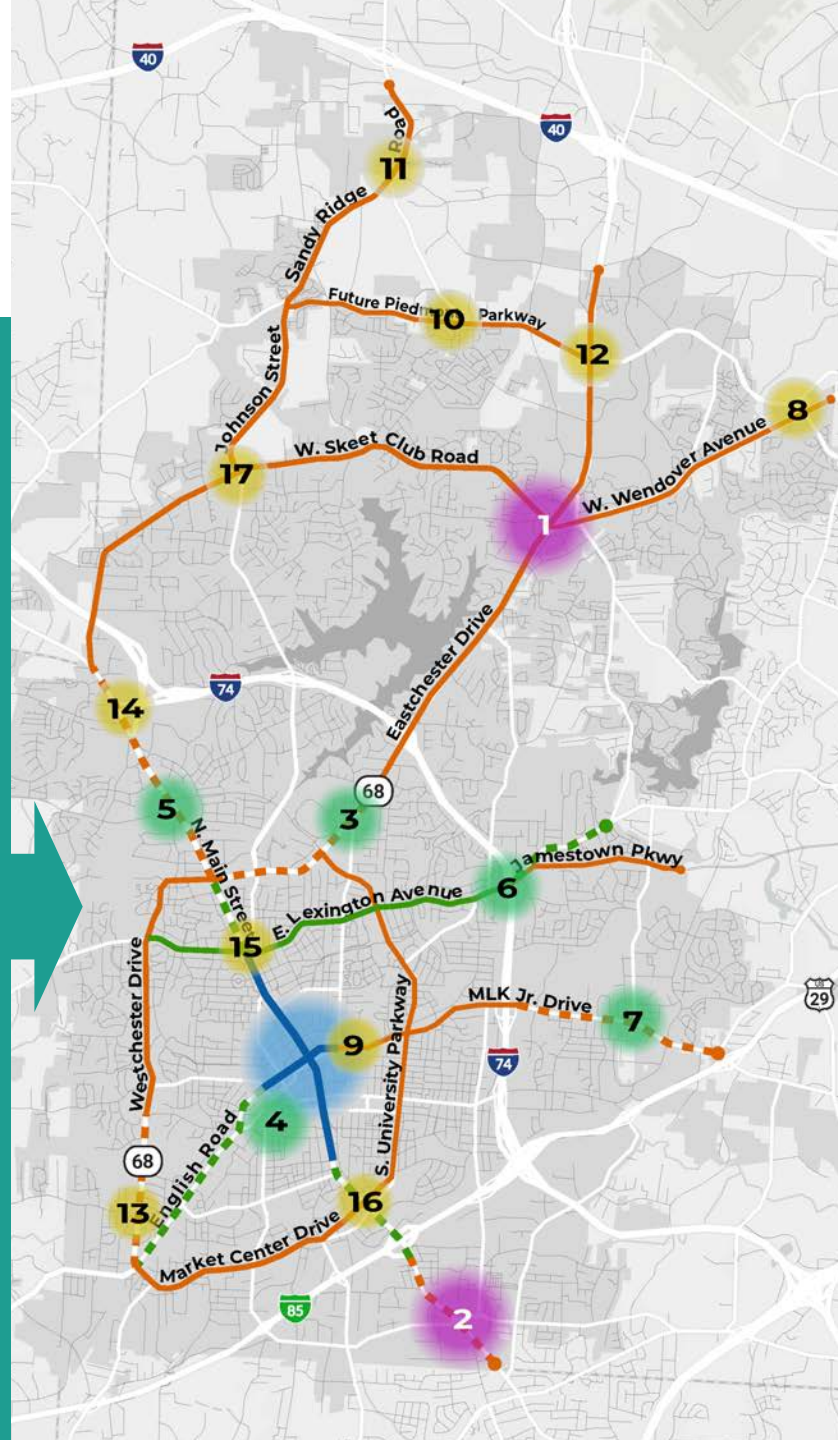
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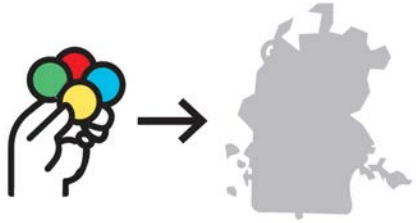
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Streetscape Improvements
- Boulevard A**  
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- Boulevard B**  
Streetscape Improvements

**Downtown**

# Growth Framework

## Place Types



### Map Your Place Types

## Discussion

1. Is there an area that you feel is or will be ripe for development or redevelopment?
2. Is there an Activity Center that you feel has the most potential?
3. Is there a Corridor that you feel has the most potential?
4. Are there areas that you feel must be incentivized in order to see significant change?
5. What do you feel is the most significant challenge facing this growth framework?

# Next Steps



1. **Refine place types based on feedback**
2. **Develop future place types map**
3. **Draft Plan #1 – January 2024**
4. **Next Meeting: January 24<sup>th</sup>, 2024**



# Thank you

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Steering Committee Meeting  
September 2023



