

How will we grow?

This section will layout the framework for how High Point will grow between 2024 and 2045. High Point community made it clear that it wants more mixed-use centers with streets that accommodate all modes of travel.

Scenario Planning

Scenario planning gives us an opportunity to test our values with how we plan for growth. What goes where and what it looks like are determined by the regulations the community opts to put in place.



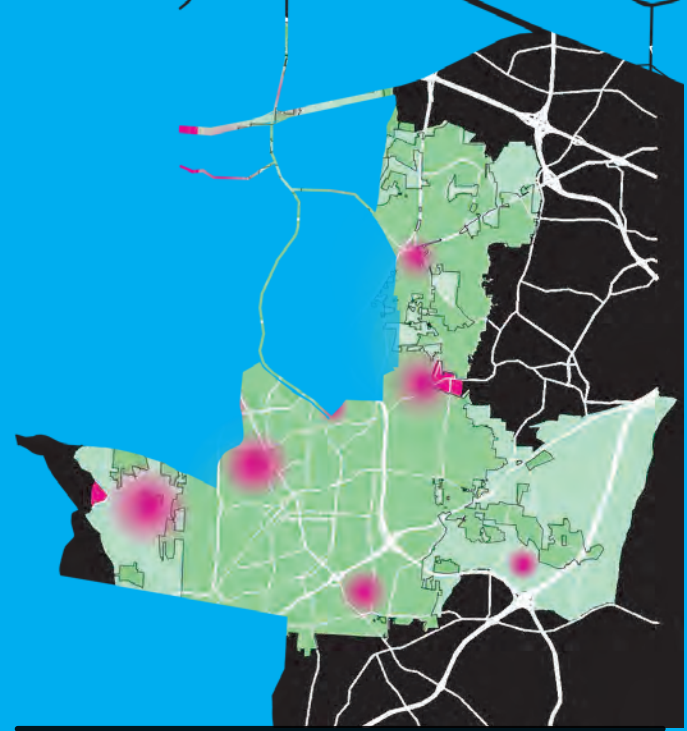
When four possible growth scenarios were presented at the public open houses and discussed with the HP2045 steering committee in July, there was a **general preference for Scenario 4**, and some support for a hybrid of Scenarios 3 and 4.



80% Supported

SCENARIO
3 Course correction

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



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

59% Supported

SCENARIO
4 Major course correction

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



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

Growth Framework

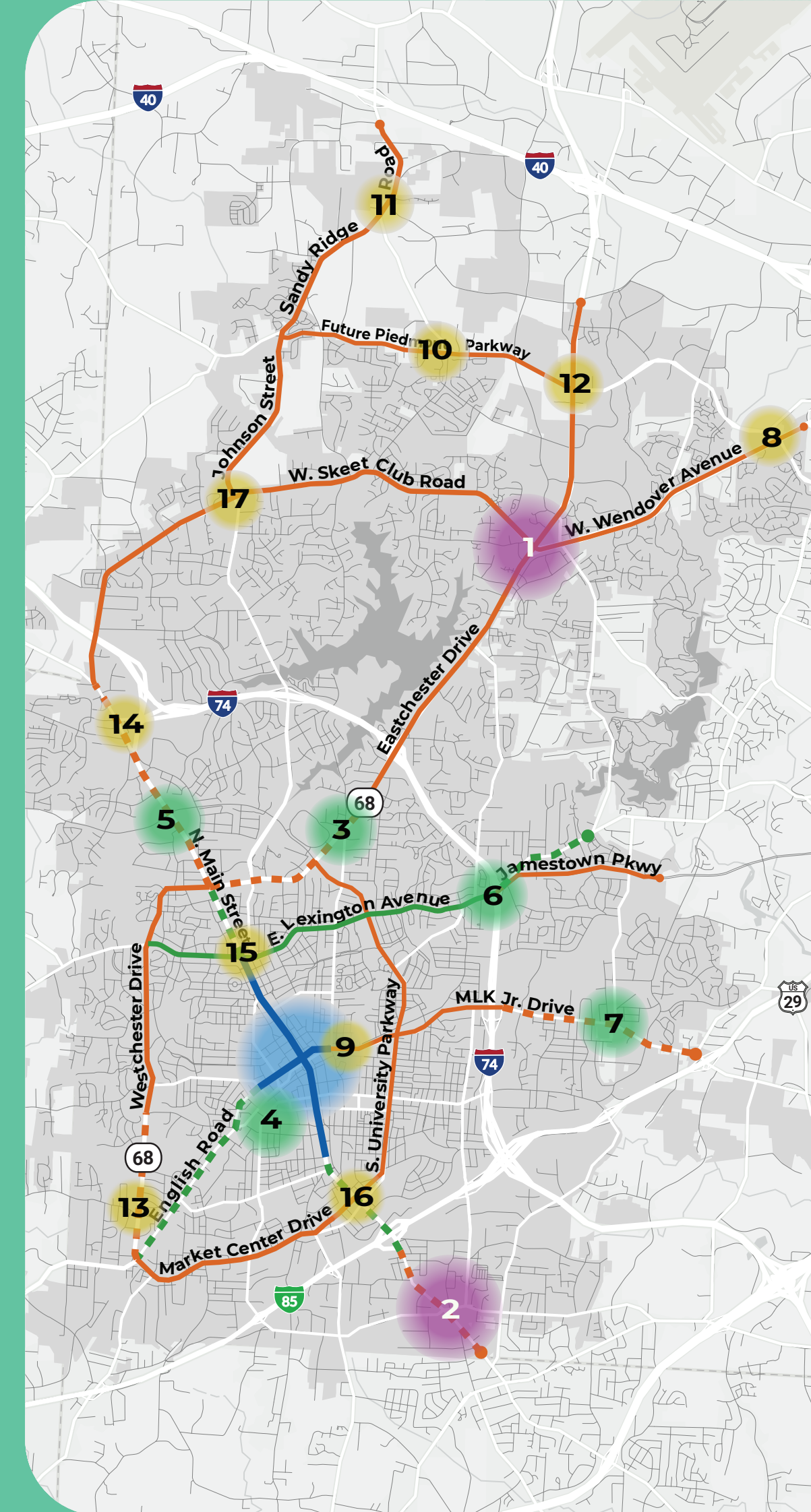
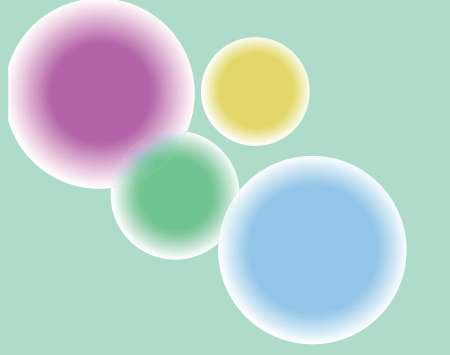
The framework for High Point's growth moving forward will require a different way of doing things when it comes to development. Rather than greenfield development at the city's edge, a majority of new development will be directed to **mixed-use centers**. These centers will include a **variety of housing types** with other uses within walking distances, such as commercial and office uses. For mixed-use to be successful, it requires an urban form where the **public and private realms are better integrated** with higher densities and more walkable and bikeable streets. Transit becomes more viable as these centers become more dense. At the same time, the greenfields at the city's edge will be preserved or developed at very low densities.



From Community Input to Mapping

Activity Centers

These mixed-use centers are located throughout the city based on availability of vacant and /or underutilized land, the likely continuation of recent development and market forces, proximity to corridors and expressways, and the general distribution throughout the city.



Activity Centers & Corridors

- Regional - City-wide**
 - 1 Palladium
 - 2 S. Main Street & Fairfield Rd
- Town Center - 10 Minute Walkshed**
 - 3 Eastchester & Centennial
 - 4 Southwest Renewal Area
 - 5 Hartley - N. Main Street
 - 6 Five Points - Jamestown Pkwy
 - 7 MLK - Scientific
- Neighborhood - 5 Minute Walkshed**
 - 8 Wendover - Piedmont Pkwy
 - 9 Washington Street
 - 10 Clinard Farms - Barrow Road
 - 11 Sandy Ridge - Clinard Farms
 - 12 NC68 - Piedmont Pkwy
 - 13 Westchester - Burton
 - 14 Old Plank - N. Main Street
 - 15 Lexington - N. Main Street
 - 16 Main Street - Market Center
 - 17 Skeet Club - Johnson
- 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**

What actions will we take?

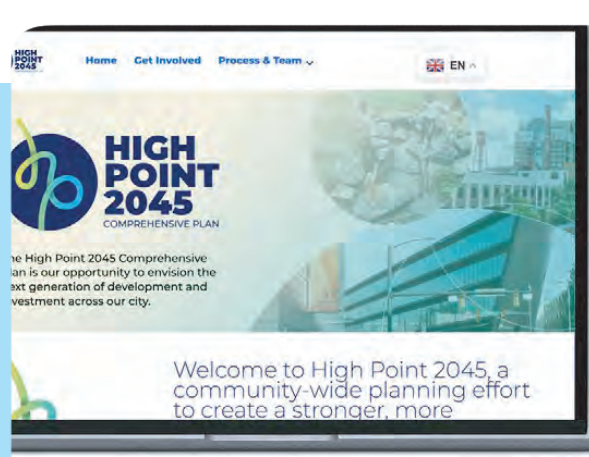
The strategies and actions necessary to make progress on our priorities and to implement our growth framework will be developed in the coming months. They will be included in the draft plan that will be available early next year.



What do you think about the plan preview? If you have comments or suggestions, please write them on a Post-It note and leave it here:

Post your feedback below

I would love to see #4 Southwest renewal area improved with community centers, Farmers Market open all week



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City of High Point, NC



Planning Consultants



Activity Centers

Activity Centers are where higher concentrations of residential, employment, retail, and other uses could be located. There are three types of activity centers, each serving the geography inherent to its name.



What do you think about these 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**.



Post your feedback here

Direct growth in city-type amenities to downtown before regional and town centers- examples: marquee restaurants, recreation like Topgolf, movie theaters

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.



Post your feedback here

East side of downtown Winston-Salem is a good example of transforming an area into this type of district

Really like the Town Center idea for all three - walking to shops and restaurants

Rents are already insane in this area. A cap on rents needs to be put in place to protect citizens. New housing is only going to be offered at current prices. This would not

Neighborhood

A **compact mixed-use district** that primarily serves the surrounding neighborhoods within a **5-to-10-minute walk**. The area typically includes **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.



Post your feedback here

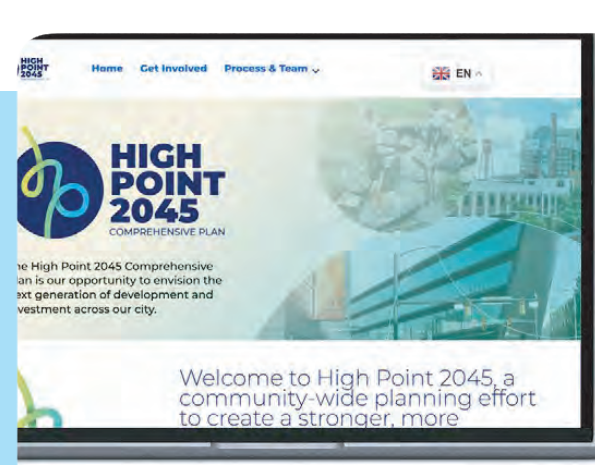
Try not to place any businesses in a neighborhood activity center that will compete with the same thing in another center i.e. grocery

Beautify marginalized communities with art and community gardens to build community and unity. - Aliyah

The point needs a botanical garden area -Aliyah

I am concerned about cost of living going up. Will you all ensure affordable housing? - Aliyah

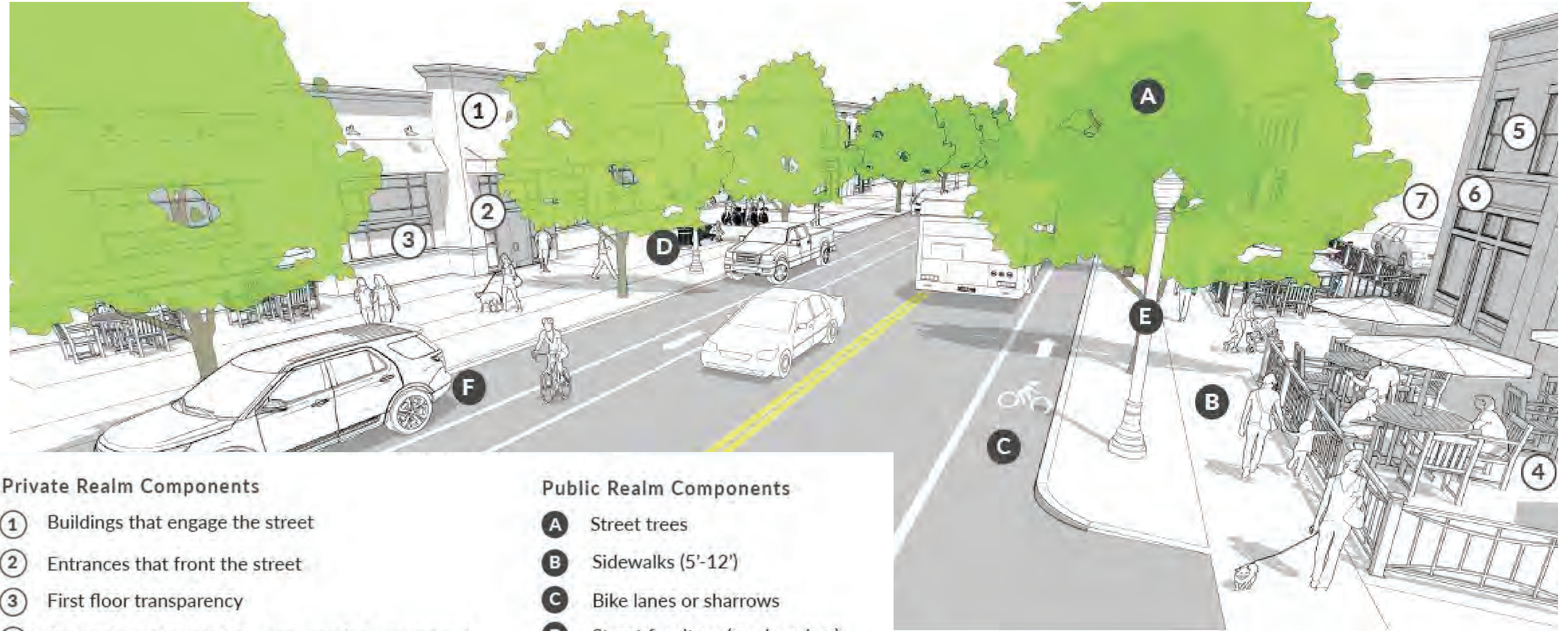
Main Street.
Road diet



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Great Cities are Made of Great Streets

The growth framework for High Point utilizes mixed-use activity centers with streets that accommodate all modes of travel and quality urban design.



Private Realm Components

- ① Buildings that engage the street
- ② Entrances that front the street
- ③ First floor transparency
- ④ Pedestrian oriented first floor uses (e.g. restaurant)
- ⑤ Upper floor residential and office uses
- ⑥ Articulated building facades
- ⑦ Parking at the side or rear of buildings

Public Realm Components

- A Street trees
- B Sidewalks (5'-12')
- C Bike lanes or sharrows
- D Street furniture (e.g. benches)
- E Pedestrian level lighting
- F On-street parking

Key Corridors

Some are envisioned to get **more urban and denser** as redevelopment takes place



Post your feedback here

I like most of these examples. Would this push parking into structures versus street parking?



What do you think about these corridor examples?



Post your feedback here

Unrestricted access to/from city to airport and highways. Urban loop and more roundabouts and rotaries forcur (?) roads vs stop lights and congestion

Others are envisioned with **streetscape improvements**

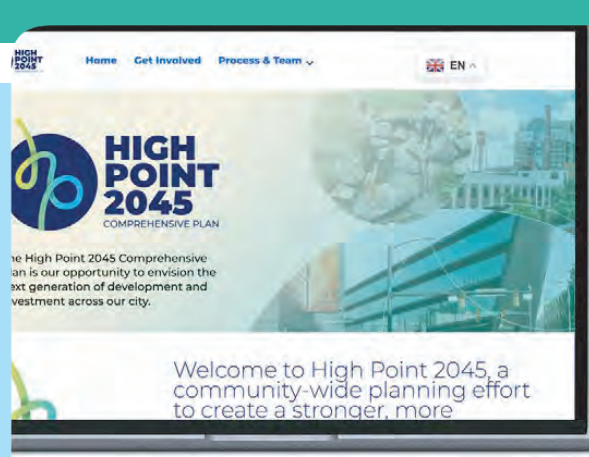


Post your feedback here

I think this would make a major difference downtown - traffic is fast, roads are wide and it currently doesn't feel comfortable to pedestrians



Post your feedback here



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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.



What do you think about these 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 acre 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



Post your feedback here

There needs to be more natural (woods) area for wildlife that is already being displaced. Wildlife is important for the physical and mental health of a community.

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)

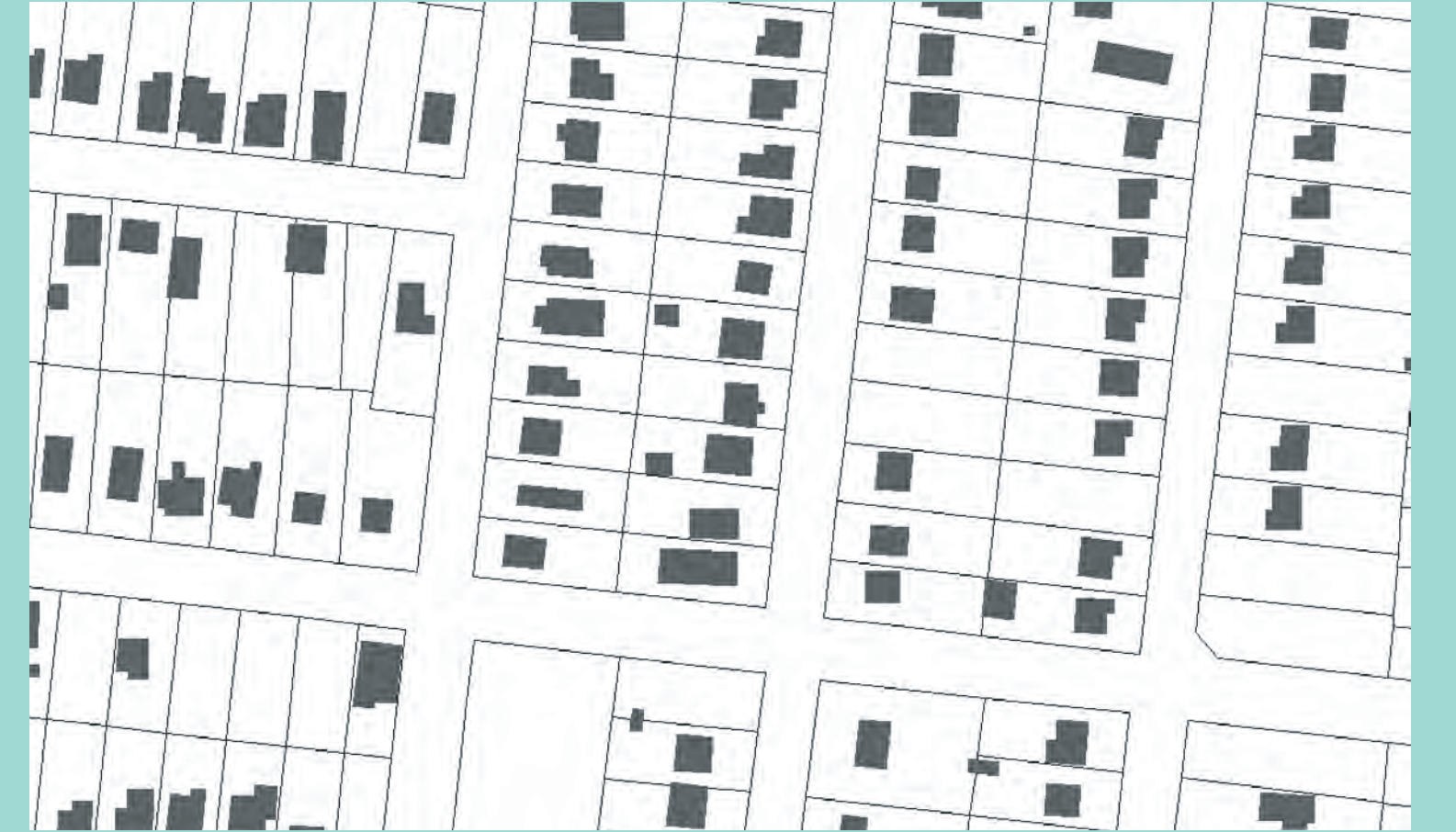
Transportation & Infrastructure: curvilinear, new development provides for future connections to adjacent streets, limited to no access to transit, sidewalks on both sides of the street connecting to the larger city network when possible



Post your feedback here

Walkability in Suburban neighborhoods is already a problem with people parking across sidewalks, forcing people to walk into the streets

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

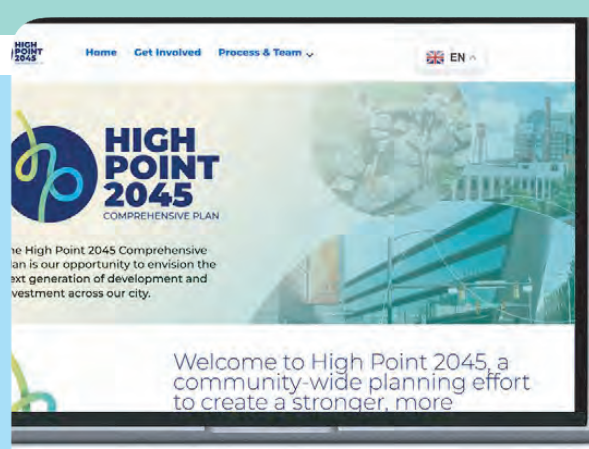
Secondary uses: townhomes, triplex, quadplex, accessory dwelling units (ADUs)

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



Post your feedback here

This fits more with the overall theme



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Place Types

The city needs to take care of the buildings it already owns instead of adding more new to maintain. This puts on unfair tax burden on citizens.



What do you think about these 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



Post your feedback here

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



Post your feedback here

It would be nice to see more Independent Business, less chains.

Agree!

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



Post your feedback here

This area gets a lot of visitors from around the world because of Furniture Market should be a hub of creativity and innovation, more restaurants, retail

High Point - Greensboro to Winston-Salem Hyperloop

Growing companies would want to connect with local universities. Today HPU feels like an island. Need to connect it more to the city structurally.

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.

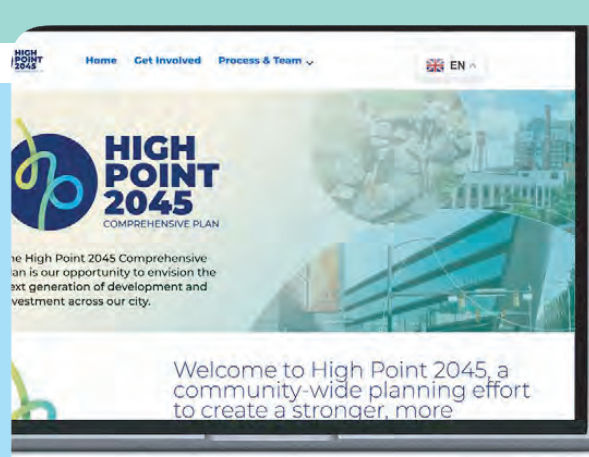
Primary uses: distribution, warehousing, wholesaling, light manufacturing, offices

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.



Post your feedback here



Place Types



What do you think about these 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



Post your feedback here

High Point has so many unique buildings it would be great to see them converted into shops, restaurants, galleries, community gathering spaces

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

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



Post your feedback here

This is foundational of the other plans need money from industry/business to make this happen. We still haven't found the next gen after furniture.

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



Post your feedback here

HPU must connect with city and an off-campus community via walking -> lose the high fence!

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

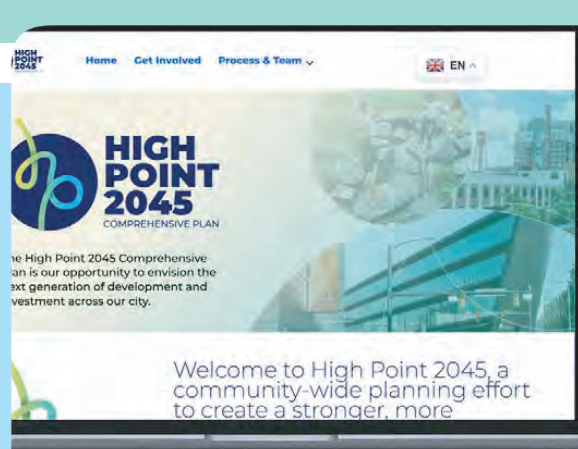
Secondary uses: support services specifically related to the primary use

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

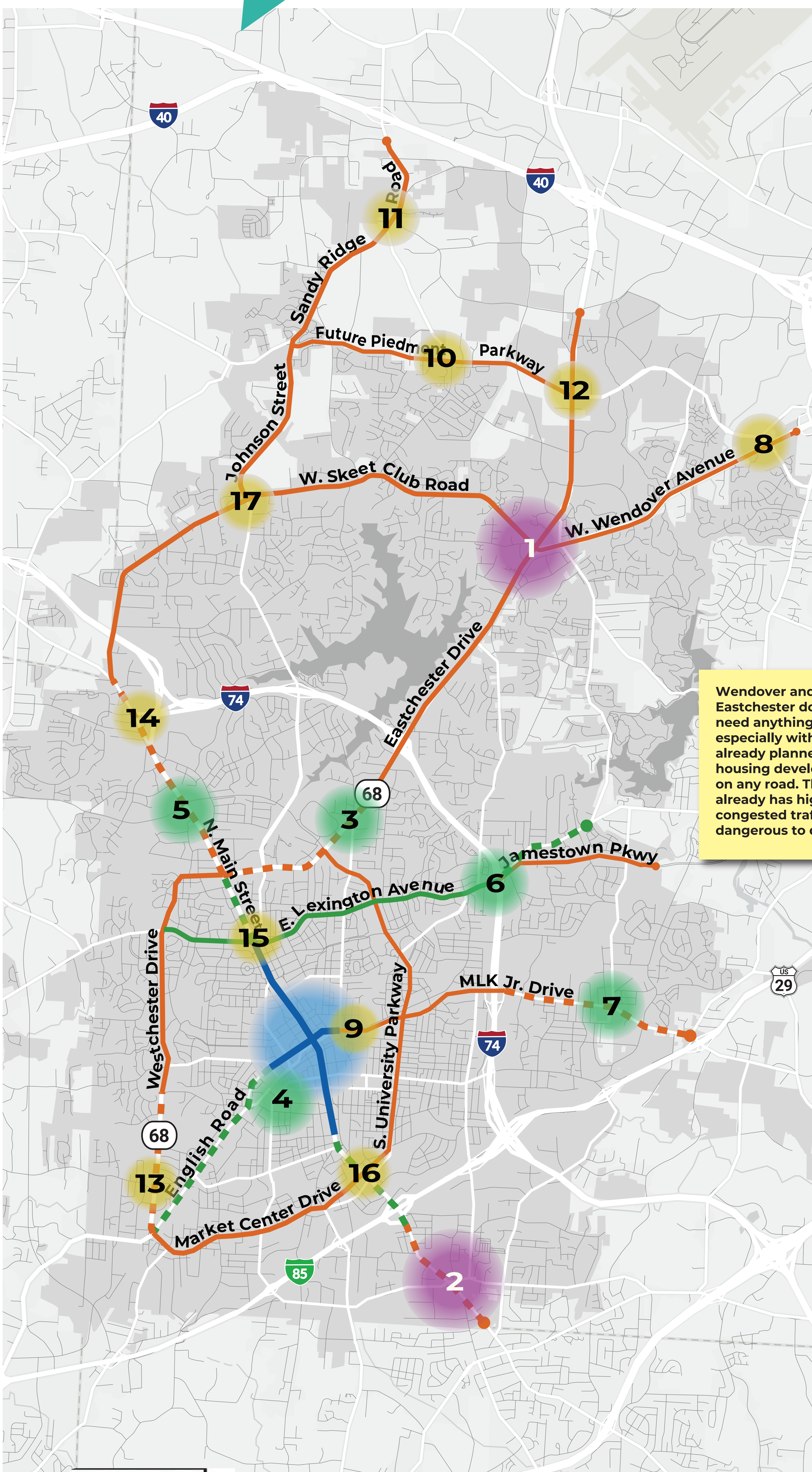


Post your feedback here

I love the green space in High Point. More trees and plantings downtown are needed.



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Activity Centers & Corridors

These activity centers were identified by the planning team based on a combination of factors including but not limited to the availability of vacant and/or underutilized land, the likely continuation of recent development and market forces, proximity to corridors and expressways, and the general distribution throughout the city. The Activity Centers and Corridors were presented to the community in the September online survey, which included more than 300 responses.

Regional - City-wide

- 1 Palladium
- 2 S. Main Street & Fairfield Rd

Town Center - 10 Minute Walkshed

- 3 Eastchester & Centennial
- 4 Southwest Renewal Area
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- 7 MLK - Scientific

Neighborhood - 5 Minute Walkshed

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- 12 NC68 - Piedmont Pkwy
- 13 Westchester - Burton
- 14 Old Plank - N. Main Street
- 15 Lexington - N. Main Street
- 16 Main Street - Market Center
- 17 Skeet Club - Johnson

Wendover and Eastchester do not need anything else - especially with the already planned housing development on any road. This area already has highly congested traffic and is dangerous to drive.

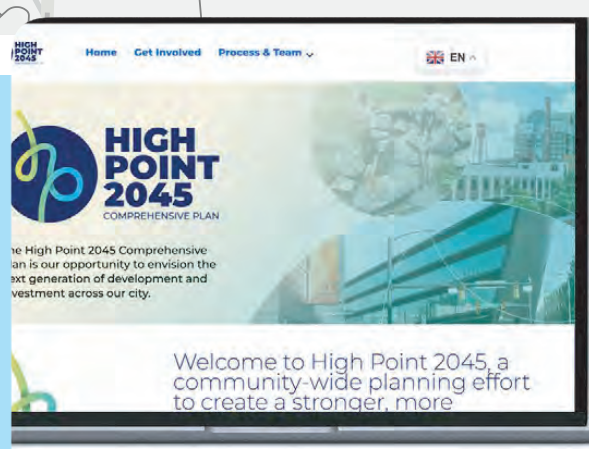
Corridors

Corridors are important transportation routes through a city that often connect activity centers. When possible, these corridors will accommodate all modes of travel - driving, walking, biking and transit use. Additional development density could also be included along key corridors, specifically portions of Eastchester Drive, Main Street, E. Lexington Avenue, and MLK Jr. Drive.

- 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

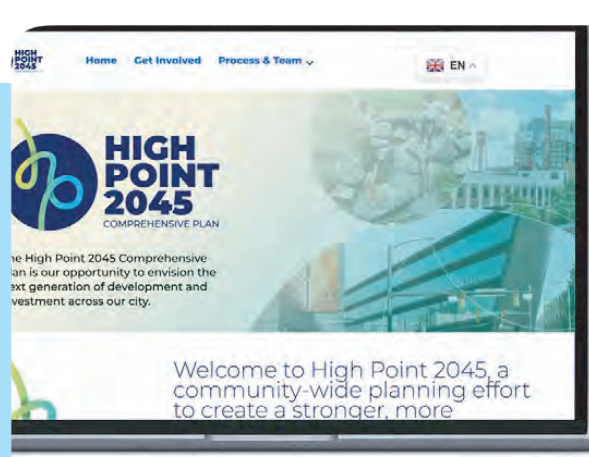
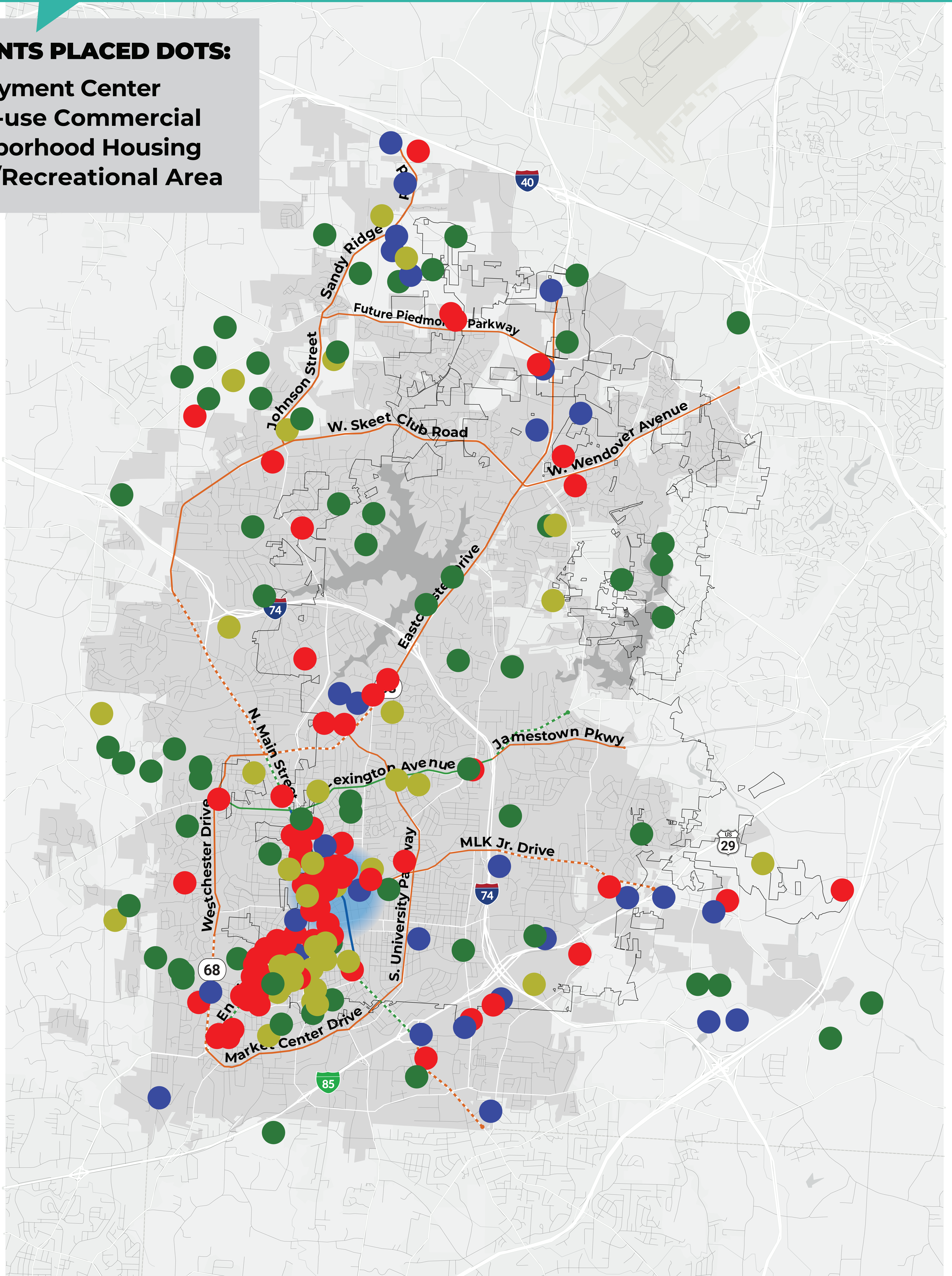
Recommend that Johnson St. become a boulevard and all the way to Eastchester - it needs sidewalks



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PARTICIPANTS PLACED DOTS:

- Employment Center
- Mixed-use Commercial
- Neighborhood Housing
- Parks/Recreational Area



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Employment Center

- Bringing the Employment Center closer to this area will be closer to the Highway and the working class seeking employment opportunities.
- Close to highway for employment
- Piedmont Centre

Mixed-use Commercial

- A crosswalk with push pedestrian lights, so many children love to cross here to visit other neighborhood friends on bikes and it's like playing frogger.
- Congdon Yards, Stock & Grain, and BB&T Point are already a great start to a walkable, Mixed-use area
- Crosswalks and Sidewalks are desperately needed all through this corridor Lexington to Main St and Westchester to Main Street. Sidewalks from Lexington to High Point Warburg Rd, would also great, with bike lanes as a bonus. This area has so many pedestrians trying to walk for basic essentials with NO sidewalks consistently laid.
- I agree with the other comment that this area has potential, especially is surrounding blocks have more street level interest like shops and cafes.
- I so appreciate the efforts on English with Cohab, adding street parking, etc. Sadly though, there are many spots along this road where buildings have been allowed to pretty much fall apart over the years. It would be great to see if they can be restored as they have character, or torn down if they cannot be restored to make way for new buildings. The area would benefit from beautification efforts and better sidewalks, crosswalks, and lighting to encourage that growth and for people to feel safer.
- Improve pedestrian infrastructure
- more density around uptown
- The East side of High Point lacks the diversity of commercial and mixed use opportunities.
- This area has a lot of old industrial buildings that are falling apart. This should be converted to live/work/eat/play spaces, similar to SouthEnd Charlotte.
- This area has some historic — style storefronts left, some existing businesses, and a park. I could see this being a nice walkable district with some investment and new businesses.
- This area needs to be mixed use for larger developers to invest. This would allow artists to have cost effective space and we could build a micro living/supportive community outside with beautiful and financially approachable homes.
- This area needs to be mixed use housing, retail, F&B, micro — community with gardens, and art. This would help support a lower cost of living and provide walkable industry and entry — friendly entrepreneurship.
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- This area needs to be mixed use with housing, retail, F&B, micro — community with gardens, and art. This would help support a lower cost of living and provide walkable industry and entry — friendly entrepreneurship.

Neighborhood Housing

- around the ballpark
- currently seeing development in the area.
- Encourage high rise housing, potentially with mixed use on ground floor.
- Incentivize some high density housing
- Might be good to have some housing and restaurant offerings near the community college and local manufacturing sites. It would be good to make that area prettier and more walkable as well. Does the city offer help to fix up storefronts to look better?
- new neighborhood in progress or already competed.
- new neighborhood in progress or already competed.
- This area is in walking distance to restaurants, grocery stores, pharmacies, and shopping.
- This area needs to be mixed use housing, retail, F&B, micro — community with gardens, and art. This would help support a lower cost of living and provide walkable industry and entry — friendly entrepreneurship.
- we need strong programs to improve and add low cost housing in SW and SE High Point.

Parks/Recreational Area

- accelerate the development of the new active living center
- add/finish trails from Rich Fork to Northwood School
- Adding connected green space along the waterway between Jamestown Recreation Park and Gibson Park along HP Lake and greenway area!
- Adding nature areas along waterways for wildlife to help with migration corridors would be wonderful.
- connect the greenway to Main St. and Rich Fork Preserve
- Create obvious and safe bike/pedestrian connections from West End Park, HP Central, the library, and Armstrong Park.
- Demolish vacant school to expand brentwood park to include more than soccer fields.
- Desperate need for green spaces all along Main St — simple parks with shade trees, comfortable seating, chess tables, permanent games, etc. Buy out some failing businesses and level them for green spaces PLEASE. People want someplace to rest and a reason to walk down Main St and not feel like they are walking along the side of a busy highway. Improved crossing from one side of Main to the other is desperately needed also.
- emphasis on the Greenway system development — make this a safe pedestrian and bike pathway.
- Expand this nature reserve...especially along the creek line!
- Formalize trail network between Northwood and the Rich Fork Preserve. Add trail signage. Possible tie in to the future Lexington Av road widening project.
- hiking trail along the lakeshore
- hiking trail/natural area/meadow park
- improve and increase the number of pickleball courts at Armstrong Park.
- It would be nice to fix up this entrance into the park a bit.
- It would be nice to make this a 4 — way stop, add a speed limit sign to Blain (without it, city speed limit is 35 mph, which is too fast for this road that goes by the park). A sidewalk or lane for walking and bikes would be good. Sidewalks/lanes in many parts of the city would be great! Oddly, many sidewalks start and stop randomly.
- nature preserve, hiking trails, blueway on river
- nature preserve, hiking trails, green space
- Park Rangers please... for the neighborhood surrounding.
- Plans for a large park already exist that can be updated or changed for this area. The potential is great to make this a “destination” similar to Triad park, if smaller. It should be directly accessible from Westchester without requiring users to drive on Burton. The benefit to local businesses could be direct, which correlates with the Plan’s ideas for the Burton — Westchester area, potentially impacting the old mall area as well.
- Possible pocket park with stream access.
- The Five Point, London Woods, and Eastgate areas need a recreation center for the community and children to hold events, etc.
- Why are there not sidewalks on parts of Rotary Dr. Use by numerous students going to the school and to Lexington Ave. later in the day. Please consider walkability for the stretches of Rotary Dr.



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