

HIGH POINT 2045

COMPREHENSIVE PLAN

CITY OF
high
point.

czb



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HighPoint2045.org



MAY 2024

EXECUTIVE SUMMARY

Organizational Framework of the Plan

This comprehensive plan is the City of High Point's official policy for the future growth and development of the city. It was created through an extensive public process that brought together residents, business owners, and policy makers to reach consensus on a vision for the future of High Point.

This plan is a decision-making guide for City staff, the Planning and Zoning Commission, and the City Council on a day-to-day basis and shall direct High Point's long-term policies. It is also a guide for the entire community, including individuals, families, businesses, and non-profit organizations, and each person or group should consider playing an active role to ensure accountability to this plan.

Commitment by City Council

A comprehensive plan is a long-range policy document. By adopting this plan, the City is committed to following and implementing the elements of this plan. Over time, public officials and staff are likely to change and unless the comprehensive plan is amended, it remains an official policy of the City. The City will adopt regulations to align with the adopted comprehensive plan, that is how long-term visions are implemented.



High Point 2045 includes three primary components: **Our Vision, Our Growth Framework, and Our Way Forward.**

OUR VISION PG 4

There is not a single vision statement per se, but rather a set of **core values and planning principles** that were informed by the community to serve as the underpinning for all future City decisions and actions – consistency with these values and principles is essential to ensuring this plan is successfully implemented.

Core Values & Planning Principles

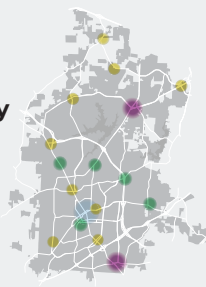


Three priorities, or Big Things, shall be the focus moving forward. It is important that these identified community issues are prioritized by the city's decision-makers.



Cultivate a Sense of Community and Unity
Strengthen the Sense of Place and Economic Vitality of Downtown
Diversify and Integrate Housing with Other Land Uses and Transportation Options

The **preferred growth scenario** to accommodate future growth and development is based upon directing growth inward toward identified **activity centers**. This is very different from how the city has historically responded to growth pressures – growing outward into easy-to-develop agricultural lands. It will require a new set of planning and zoning tools to ensure it is successfully implemented.



OUR GROWTH FRAMEWORK PG 6

Using the **activity center concept** as a foundational place type, **eleven ancillary place types** are outlined to clearly identify the recommended development pattern for the city moving forward. Supplementing this newly recommended growth framework, **open space preservation** tools and **urban design** standards are included to ensure the agricultural heritage that exists outside of the city is protected and that new development adheres to a more urban form.



OUR WAY FORWARD PG 10

The final section of the plan incorporates the strategic initiatives that are the carefully planned actions or projects that the City will need to undertake to achieve the desired outcomes for each of the Big Things. **There are fifteen strategic initiatives that City staff, the Planning and Zoning Commission, and the City Council must focus on to ensure this plan is fully implemented:**

Cultivate a Sense of Community and Unity

Recognize and develop strategies to overcome the disparities that divide our city.

- 1 Focused Investment in the Activity Centers
- 2 Fund Community Development and Housing
- 3 Create a Community Reinvestment Fund
- 4 Revitalize Washington Street as a Catalyst Neighborhood Center
- 5 Collaborate with Partners to Revitalize the Southwest Area

Strengthen the Sense of Place and Economic Vitality of Downtown

Do what is necessary to create a vibrant downtown that coexists with the Market.

- 1 Geographically Focused Investment
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Diversify and Integrate Housing with Other Land Uses and Transportation Options

Look for opportunities to diversify housing options and create mixed-use activity centers while developing transportation networks for all users.

- 1 Update the Development Ordinance
- 2 Initiate a Multifaceted Approach to Diversifying Housing
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OUR VISION

Where do we want to go?



Our Plan to Guide High Point for the Next 20 Years

A community's vision should be far reaching yet realistic. It should reflect community voices and highlight the things that matter most. It should be intentional but flexible. The High Point 2045 planning process was designed to reveal these characteristics and incrementally build the community's vision.

There are three components that collectively make up the High Point 2045 vision. Core values and associated planning principles form the decision-making framework; priorities framed by three key issues, known as 'Big Things,' that will be a focus of the plan; and the preferred growth scenario, which will help define a new urban development pattern comprised of mixed-use activity centers and key corridors.



1

Core Values & Planning Principles



Our decisions and actions will be guided by our values and principles.

We are committed to being...

- an **inclusive** community
- an **entrepreneurial** community
- a **creative** community

2

Priorities

Our focus will be to make progress on three key issues.



Cultivate a Sense of Community and Unity



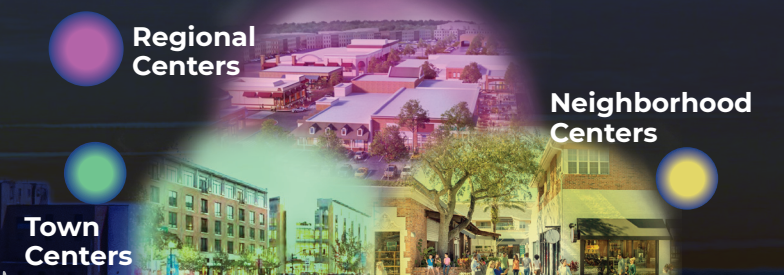
Strengthen the Sense of Place and Economic Vitality of Downtown

Diversify and Integrate Housing with Other Land Uses and Transportation Options

3

Preferred Growth Scenario

Our future growth and development will be framed by mixed-use activity centers and key corridors.



These interconnected components are integral to our vision and associated implementation strategies.

This section discusses each of the three components in more detail. Together they not only form the community's vision but also provide the foundation for Our Growth Framework and Our Way Forward - the final two sections of the High Point 2045 Comprehensive Plan.

HIGH POINT 2045 OUR GROWTH FRAMEWORK

How will we grow?

As we continue to grow over the next 20 years, how we develop as a city will influence the kind of quality of life we will enjoy into the future.

Throughout the High Point 2045 planning process people acknowledged that High Point will continue to grow. However, the community made it clear during scenario planning that it wants to grow differently - with a focus on growing inward. This new growth framework requires several key components working together. Higher density mixed-use **Activity Centers** will concentrate new development into a much smaller geographic footprint. The areas outside of activity centers will be guided by **Place Types** that convey both land use and character. **Open Space Preservation** will ensure that land will be there for future generations to enjoy, and high-quality **Urban Design** will help to create an urban form that all people can be proud of. Through the scenario planning process it was determined that all of the projected growth for the next 20 years can be accommodated in the activity centers.



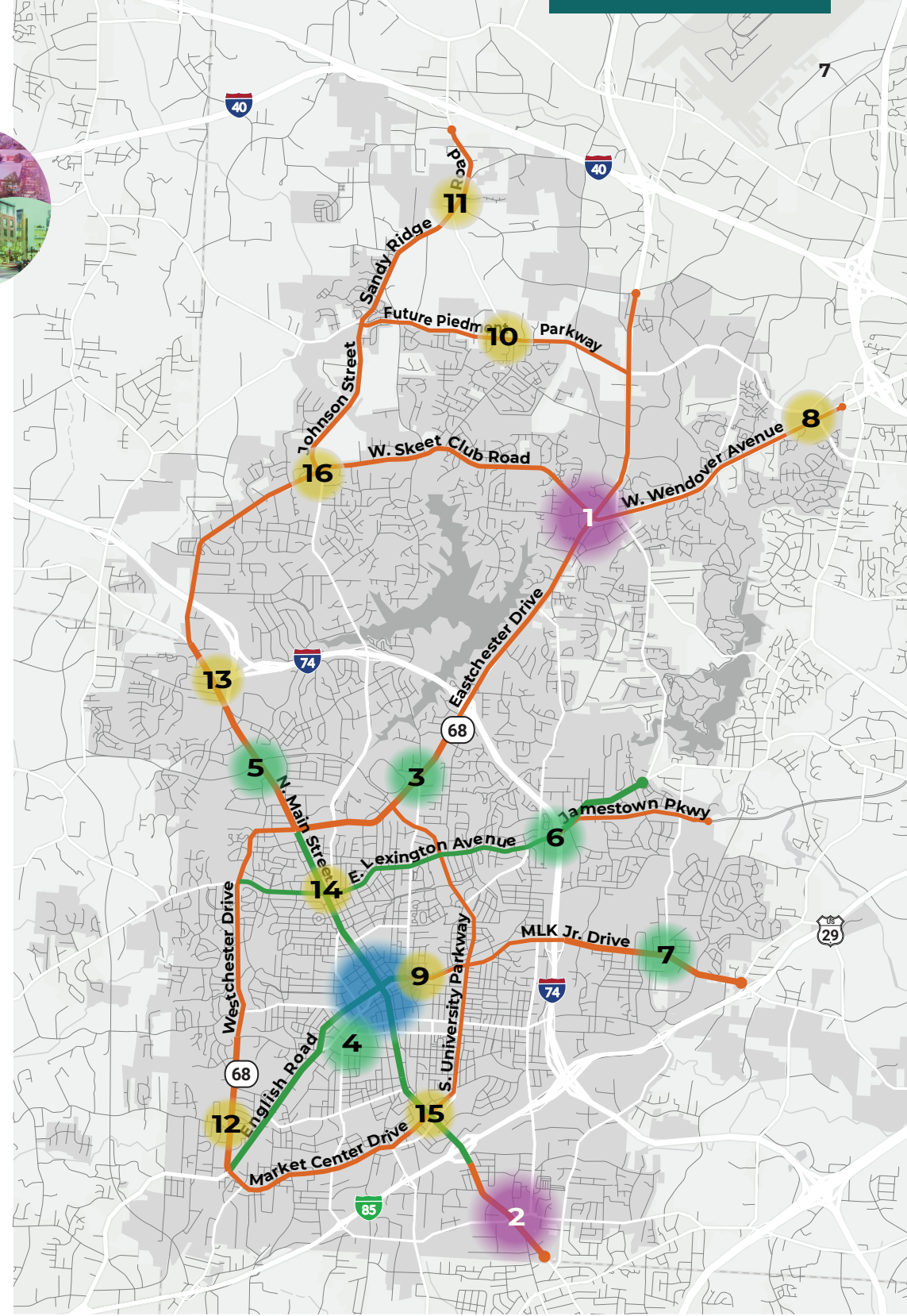
COMPONENT 1 ACTIVITY CENTERS



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

Downtown

- STREET TYPES**
- Urban Street
Streetscape Improvements
- Boulevard
Streetscape Improvements

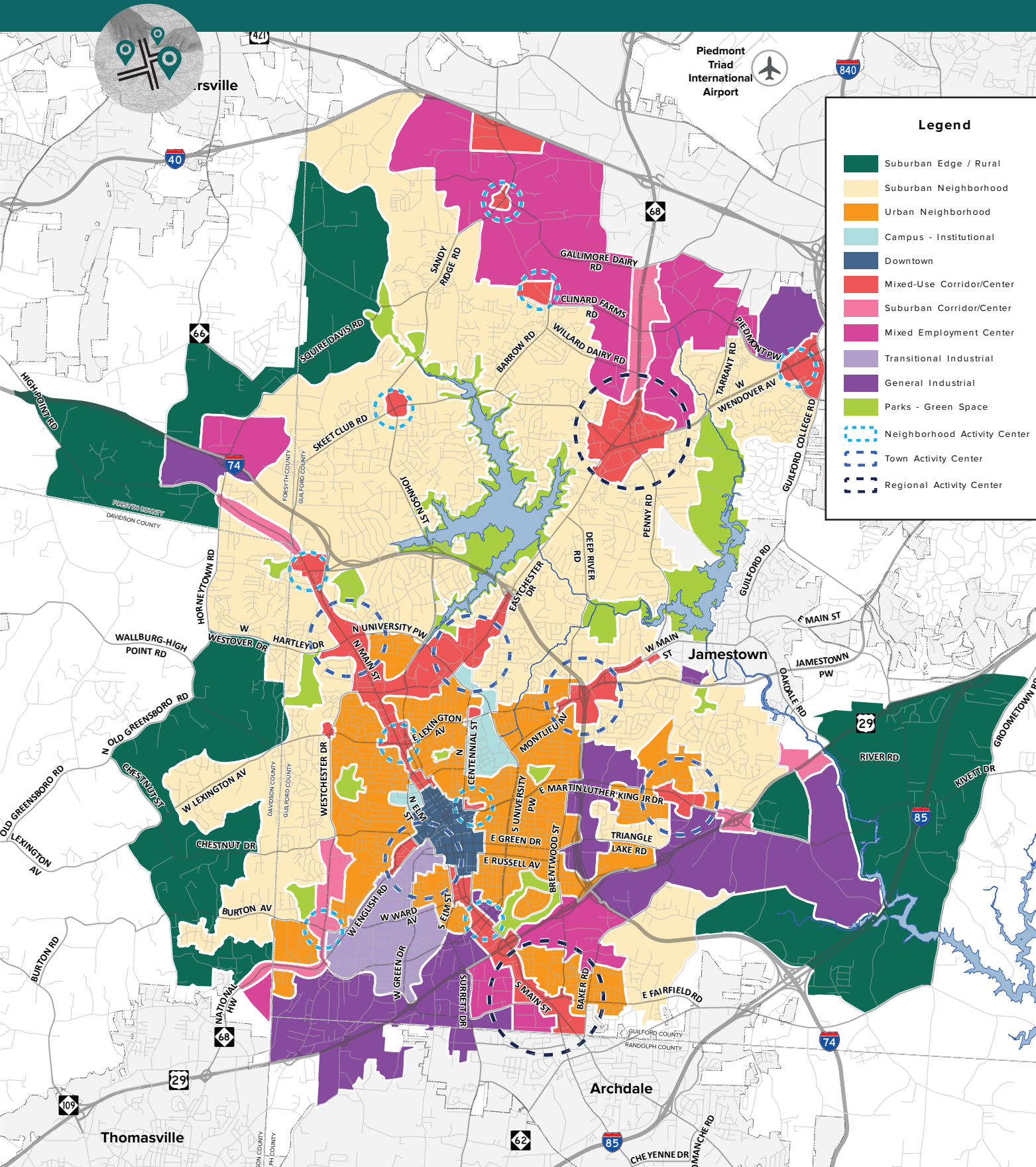


Value Per Acre

It is well documented that the value per acre for traditional higher density mixed-use development is typically higher than for single-use suburban development. The cost of infrastructure along with the ability to get more square footage on fewer acres plays an important role in this added value. The higher value provides additional long-term tax revenue for the city and a higher return on investment for developers.

COMPONENT 2 PLACE TYPES

The place types map illustrates the recommended pattern for development in High Point based upon the planning principles and growth framework presented in this comprehensive plan.



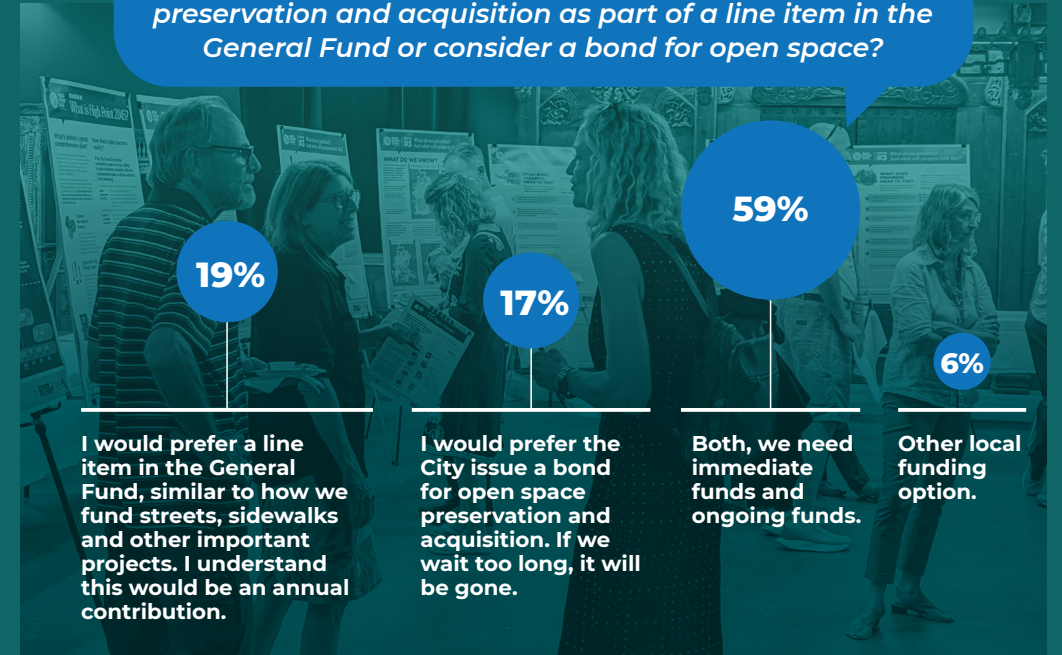
COMPONENT 3

OPEN SPACE PRESERVATION

The preservation of open space, agricultural land, viewsheds, and land with the potential for future recreational amenities is as much a part of the growth framework as are the activity centers.

Growth is a function of supply and demand for land and, over the course of the past fifty years, the city's boundary has gradually expanded to the north and northwest.

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



Piecemeal growth determined by a series of annexations has made park planning and open space protection a continual game of catch-up. Despite this, the City's Parks and Recreation Department has done a good job to secure parkland and/or to protect natural resources or conservation lands such as wetlands, stream sheds, etc. The **2018 Parks & Recreation Comprehensive Master Plan** indicates the city currently has 12.2 acres of parkland per 1,000 residents, just slightly below the benchmark average of 13.1 acres per 1,000 residents.

COMPONENT 4

URBAN DESIGN

Urban form is fundamental to the growth framework in High Point

For High Point to achieve many of its community's goals, it will require a physical form that is not currently found outside of downtown.

Much of the city exhibits typical auto-centric suburban design where the focus is on moving automobiles. It is difficult to get around without a car. Land uses are separated, and along most corridors, strip commercial centers and other buildings are setback far from the street with parking lots abutting the public realm. Continued growth while making significant progress on High Point's priorities will not be possible if this pattern continues.



- | | |
|---|---|
| <p>Private Realm Components</p> <ul style="list-style-type: none"> 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 | <p>Public Realm Components</p> <ul style="list-style-type: none"> 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 G Public Art |
|---|---|

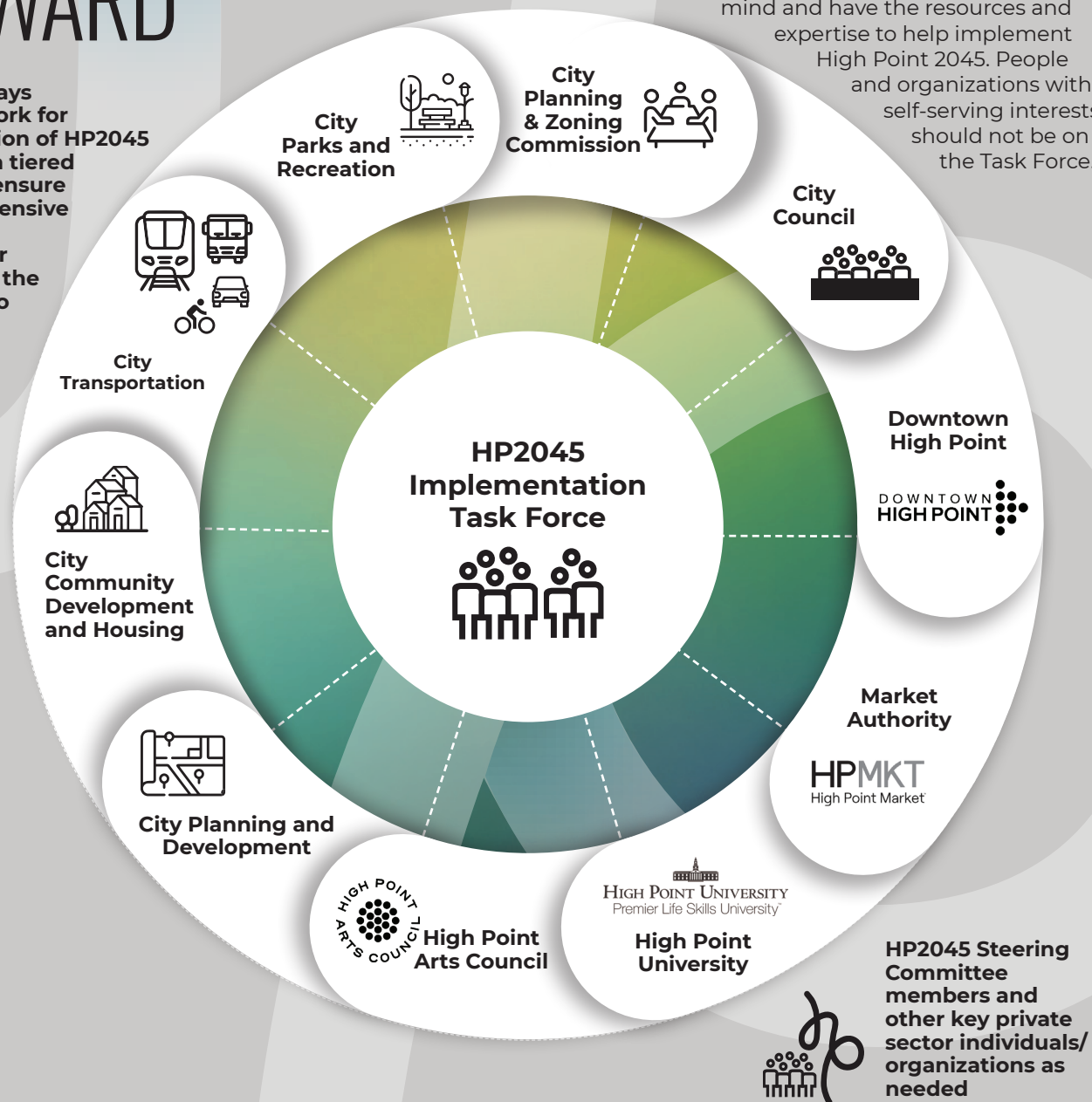
OUR WAY FORWARD

This section lays the groundwork for implementation of HP2045 by outlining a tiered approach to ensure this comprehensive plan is fully executed over the course of the next fifteen to twenty years.

IMPLEMENTATION TASK FORCE

For High Point to succeed at implementing High Point 2045 it must become part of doing business in every relevant City department and it must have someone or something holding people accountable. The HP2045 Implementation Task Force is a broad-based coalition of public, non-profit, and private entities all pulling in the same direction and supporting one another.

The organization of the Task Force is yet to be determined. Conceptually, it's one large group with representation from each relevant City department along with other key private and non-for-profit organizations. Sub-committees for each of the three priority areas could be created and involve only those representatives necessary for that priority area. Some representatives could be involved in more than one priority area. It's important to involve only the people and organizations that have the best interest of the city in mind and have the resources and expertise to help implement High Point 2045. People and organizations with self-serving interests should not be on the Task Force.

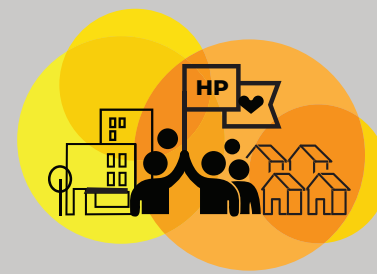


HP2045 Steering Committee members and other key private sector individuals/organizations as needed

STRATEGIC INITIATIVES

Strategic initiatives refer to carefully planned actions or projects that need to be undertaken to achieve this plan's desired outcomes for each of the Big Things. These initiatives are purposefully designed to bring about significant changes, improvements, and/or advancements that demonstrate incremental progress along each stage of implementation until the initiative has been fully executed.

These initiatives are characterized by their alignment with the broader strategic vision for the city and will require collaboration among many City departments – an endeavor that will require City staff to play an outsized role and will demand significant resources, including funding to ensure success. Moreover, the public, private, and nonprofit sectors will need to collaborate in ways that may feel uncomfortable at first, but should become normalized over time.



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Thank you to all who added their voices during the process! We hear you!

High Point 2045 was as much about having a community dialogue as it was about producing the comprehensive plan.

“Include everyone (lower income, diverse population, north High Point, etc.) in the growth.”

“I worry about not being ‘one’ community. We are divided in many ways — racially, economically, north from south, etc.”

“I’m concerned about the lack of reasons to visit downtown High Point in-person.”

“New residential development opportunities, at higher densities, should be pursued in and around downtown.”

“Access to things like grocery stores and medical facilities is a real challenge for residents without access to cars.”

“There needs to be a GREENING of the city. The great destination cities all have green spaces for people to enjoy the outdoors.”

“We need less suburban sprawl.”

“People are struggling to meet very basic needs related to employment, housing, access to food, health and healthcare, and a sense of stability and belonging in a city that continues to grow.”

“Lack of housing and things to attract younger (20s/30s) community members.”



High Point 2045 What are the Big Things?

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

City staff and the consultant team met with the City Council and community stakeholders last month and heard there were a lot of things that the community wanted to see in the comprehensive plan. The following is a compilation of Big Things that you heard from them.

If you agree with any of the Big Things listed below, please check the box in the appropriate line. If you don't agree, please check the box and attach to the adjacent board.

You have been provided three blue pens to provide input in one of four ways:

If you have a different Big Thing or suggestion, please write it on a piece of paper and attach to the adjacent board.

There is a table above the table that lists the Big Things that you can check off if you agree with them. There is a table below the table that lists the Big Things that you can check off if you don't agree with them.

There is a table to the right of the table that lists the Big Things that you can check off if you don't agree with them.

There is a table to the left of the table that lists the Big Things that you can check off if you don't agree with them.