

HIGH POINT 2045

COMPREHENSIVE PLAN

OUR VISION pg 17

OUR GROWTH
FRAMEWORK pg 29

OUR WAY
FORWARD pg 57

CITY OF
high
point.



ADOPTED
MAY 2024





LETTER FROM THE MAYOR

Thanks to all our residents and community partners who participated and contributed to this very important plan for our future. High Point's vision is deeply rooted in our community's values. This vision articulates our future but does not necessarily determine it. This vision only becomes reality when we are willing to make choices that will bring it to fruition. This is High Point's 2045 Comprehensive Plan.

While the primary purpose of the Comprehensive Plan was to map our city's future, it served an equally important purpose: It created important community dialogue. Through this dialogue, we collectively produced our core values as a community. We committed to being inclusive, entrepreneurial and creative. We will cultivate a sense of community and unity. We will strengthen the sense of place and economic vitality of our downtown and connect our community through our places and our means of getting to those places.

High Point, join me and our City Council in committing to doing what matters. We will be aspirational, but our path forward will also be a manageable one. Let's grow together and continue to build a community that will inspire creativity and hope for the next generation.

Cyril Jefferson
Mayor



LETTER FROM THE CITY MANAGER

High Point's strength comes from the collaborative spirit of its people. By 2045, High Point will likely see 26,000 new residents, occupying more than 10,000 new households. It is poised to be a community where each person can thrive and participate fully in its positive growth.

The voice of our community is intricately woven into the content of this plan to help our City Council, and staff set a general direction for policymaking and investment for the next decade or more. Comprehensive plans take the vision, dreams, and hopes of those invested in the process and connect them with solid planning principles. The community's plan creates a stronger, more sustainable, and vibrant High Point.

Our growth framework is not just about development. It's about creating a better High Point for all of us. It includes higher-density mixed-use activity centers that will concentrate new development into a much smaller geographic footprint, making our city more compact and accessible. The areas outside the activity centers will be guided by **place types** that convey both land use and character, preserving the unique charm of our neighborhoods. **Open space preservation** ensures that land will be there for future generations to enjoy, and high-quality **urban design** will help create an urban form supporting a variety of lifestyle choices.

The 2045 Comprehensive Plan is more than just a document. It serves as an umbrella for all other planning and policy recommendations related to physical development in the public and private realms. The plan is about all of us -residents, business owners, investors, developers, and creatives-coming together to forge this path. High Point has a far-reaching yet realistic vision, and we are excited to embark on this journey with you.

Tasha Logan Ford
City Manager

City Council

Cyril Jefferson, Mayor

Amanda Cook, Member At Large

Britt Moore, Member At Large

Vickie McKiver, Ward 1

Tyrone Johnson, Ward 2

Monica Peters, Ward 3

Patrick Harman, Ward 4

Tim Andrew, Ward 5

Michael Holmes, Ward 6 (Mayor Pro-Tem)

Jay Wagner, (former Mayor)

Wesley Hudson (former member)

Victor Jones (former member)

Chris Williams (former member)

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Steve Galanti

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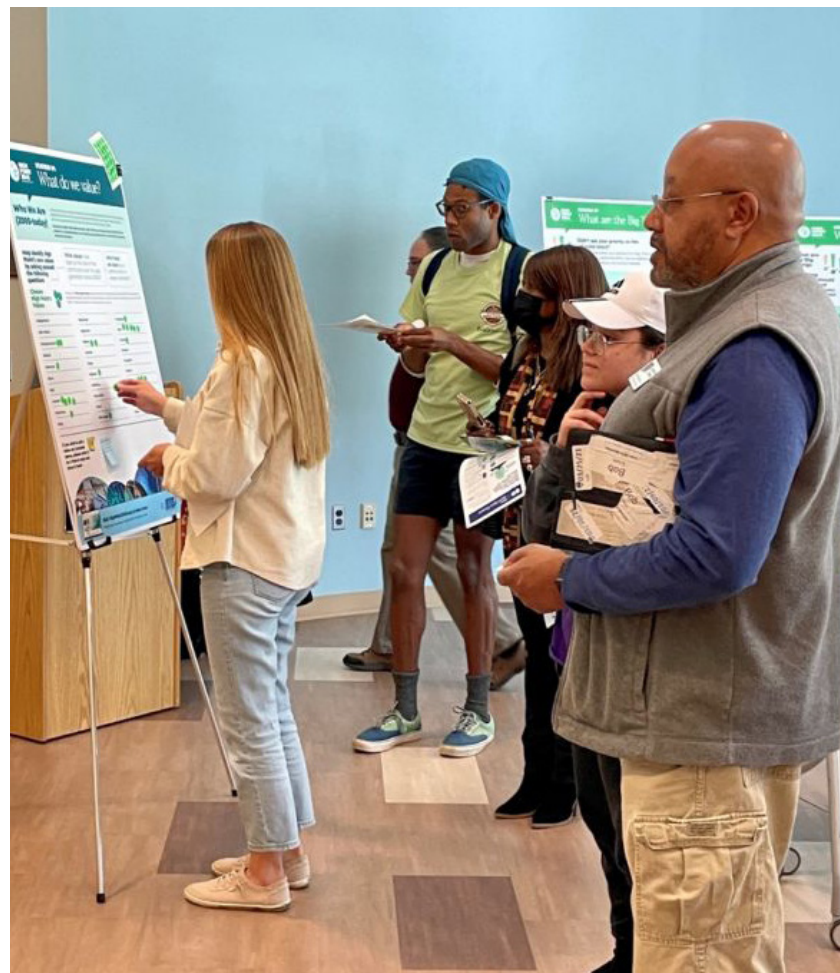
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High Point University



Steering Committee members discuss core values.



Residents share their feedback at one of the three rounds of community open houses.



Steering Committee members work in small groups discussing the growth framework and place types.

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Mural on the front facade of the Washington Drive Resource and Enrichment Center.

INTRODUCTION

Welcome to High Point 2045, a plan to create a stronger, more sustainable, and vibrant High Point.

High Point is home to approximately 115,000 residents and is growing. By 2045 High Point is projected to grow by more than 26,000 people and 10,000 new households. There are several major employers from Ralph Lauren to High Point University to Thomas Built Buses - the oldest surviving bus manufacturer in North America. By way of the Carolina Core initiative, the world's first Toyota battery manufacturing facility is coming to the High Point area. The battery manufacturing facility in Liberty, NC, is expected to be operational in 2025. This could not only add job opportunities for High Point residents it could lead to additional demand for housing in High Point. In addition, there are thousands of people who work in High Point every day who do not live in the city. High Point should find ways to entice these commuters to live and/or open a business in the city. Most residents are within 10 minutes of one of High Point's 42 parks or 15 miles of greenway. Quality of life is high for many in High Point. However, early in the High Point 2045 process, it became clear that despite all the great things High Point has to offer, residents want more. Rather than business as usual, the High Point community is looking to make a course correction. Like most American cities, it wants to continue to grow but wants to do so in a way that is more

dense, more walkable, and more inclusive. In short, more urban. It wants to ensure that there is greenspace for future generations and that downtown is vibrant, and neighborhoods are strong. It aspires to have a city where everyone has the opportunity to share in High Point's success.

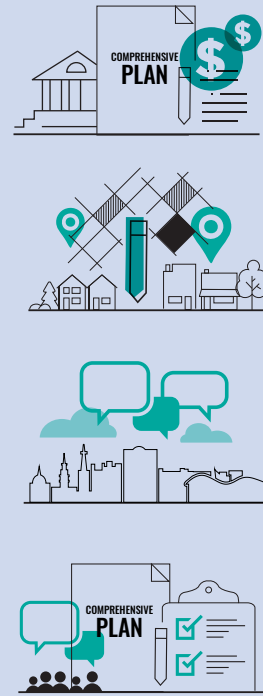
High Point University is an important presence in the community. As it has grown over the past several decades, the university has brought increasing national recognition to the city that bears its name. Since 2005, enrollment has grown from around 1,500 to 6,000 and the campus has added over 100 new buildings. In 2023 it was the third largest employer in High Point with approximately 2,200 employees. In addition to spending by its students and faculty, the more than 80,000 annual visitors it brings to the area have an estimated economic impact of \$464.5 million on the local economy. The university also plays a role in providing cultural offerings, such as music and theatrical performances, lectures, art exhibits, and sports events. For example, the president of the university, Dr. Nido Qubein, and his wife Mariana were responsible for a popular children's museum that opened in 2021. This 'town and gown' relationship will continue to be an influential factor in how the city grows in the future.

The City of High Point is known as the "Furniture Capital of the World." The High Point Market is the largest home furnishings industry trade show in the world, with more than 11 million square feet of showroom space and attracting nearly 100,000 buyers and exhibitors annually from across the world. The home furnishings industry has been a defining feature for High Point since the late 19th Century and is still the linchpin to the local economy. However there is much more to High Point than furniture.

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 adopted in 1947, 1958, and every decade after that up to the City's current land use plan, which was adopted in April 2000. A lot has changed in High Point since 2000 and it was time to renew the community's vision and craft a plan to achieve it. High Point 2045 is a comprehensive plan that reflects the community's vision with strategies and actions to move it forward. It provides leaders and organizations throughout the community with the tools for making consistent, well-informed, and strategic decisions to achieve well-defined outcomes. It's an exciting time for High Point!

What is a comprehensive plan?

As the City's long-range plan, the comprehensive plan establishes and sets the general direction for policymaking and investment for the next decade or more. It includes a conceptual roadmap for land use and development and provides the foundation for zoning and other land development regulations. The community's vision, which is rooted in the community's values, articulates the city's future but does not determine it.



Comprehensive plans have the potential to provide communities with strategic direction on any number of things that are deemed important. High Point 2045 embraces this strategic approach by identifying the community's priorities and outlining a framework for making decisions and managing growth consistent with the community's vision.

The 2045 planning horizon was selected because it's a duration long enough to change the trajectory of the city's development and redevelopment pattern while avoiding weakening the community's vision with short-term status-quo thinking. It's recommended that the comprehensive plan be reviewed and updated, if needed, in 5 years and completely updated in 10 years.

How does a plan become a reality?

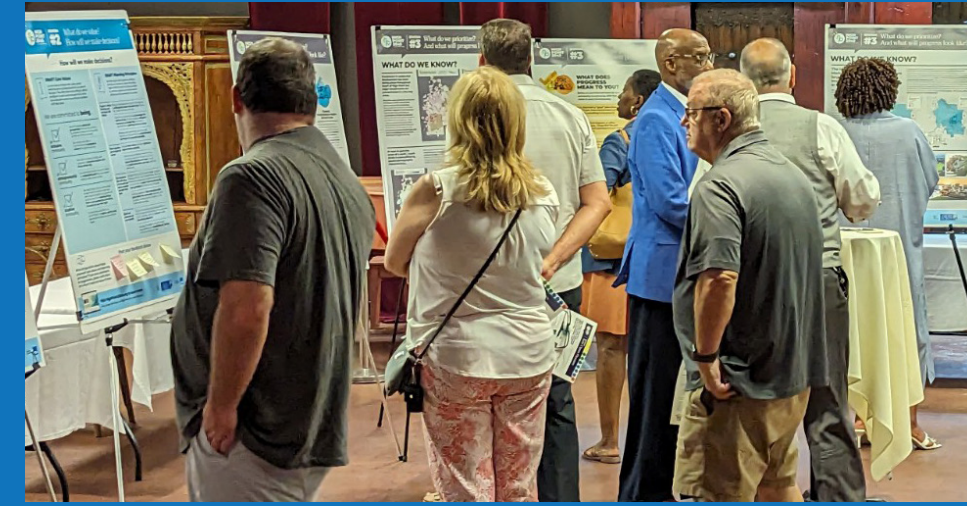
A comprehensive plan's vision becomes a reality only when a community is willing to make the choices that will bring it to fruition. How the community spends money, shapes regulations and policies, and decides "what goes where" will determine if the comprehensive plan is implemented.

When community leaders are committed to making decisions consistent with High Point 2045, it will be reflected in the following:

Capital Improvement Plans (CIPs)	CIPs involve the annual allocation of resources to pay for improvements to public facilities, equipment, and infrastructure. The comprehensive plan should provide significant direction for CIPs.
Land Use and Design Regulations	The comprehensive plan provides policy guidance for the zoning code, which determines land use, density, and other characteristics of the built environment. After the plan is adopted, the code should be updated to reflect the plan.
Housing and Neighborhood Policy	Goals related to housing can be realized through the zoning code, as well as the allocation of resources to encourage specific types of investments in new or existing housing.
Economic Development Policy	Actions to promote economic activity of specific types and in specific places—to create jobs, build the tax base, or provide desired services—can be molded to reflect the plan.
Transportation and Infrastructure	The comprehensive plan should influence how federal, state, and local transportation and infrastructure dollars are allocated to improve conditions, boost capacity, or change how infrastructure is used.
Parks, Recreation and Open Space	The CIPs, general fund, and zoning code can all be used to support investment in parks and recreational facilities and preserving open space to meet quality of life goals expressed in the plan.
Small Area Plans	The comprehensive plan cannot provide detailed direction for what should happen on every block. However, subsequent plans or updated plans for specific neighborhoods, corridors, and areas can be developed that reflect the spirit and intent of the comprehensive plan at a more granular level.

A community-driven process

The High Point 2045 planning process included three overlapping phases over 15-months between January 2023 and April 2024. It was guided by a Steering Committee and the general public to ensure that the plan reflects the community's vision and preferred direction.



The High Point 2045 process was informed and guided by the High Point community through several methods of engagement.



Steering Committee

A 23-member steering committee of **local residents, businesses owners, and civic leaders** worked closely with the planning team throughout the process. Their input was supplemented by meetings with City staff and discussions with City Council and the Planning and Zoning Commission.



Kitchen Table Conversations

Steering committee members hosted Kitchen Table Conversations - **small, facilitated discussions with groups of neighbors, friends, and colleagues.** These discussions helped to identify community values and priorities.



Online Survey

An online survey included **more than 300 participants** and provided important feedback regarding how High Point should grow. Participants provided guidance on things like future development character, density, and open space preservation funding.



Stakeholder Groups

Early in the planning process, meetings were held with **local stakeholder groups** including Art and Design, Historic Preservation, Neighborhoods, Banking and Business, Development and Real Estate, Institutional Partners, and Environmental and Civic Non-profits. These groups provided early insight into key challenges and opportunities to be considered in developing the High Point 2045 plan.



Open Houses

In-person and interactive open houses were held in each of the **three phases.** Daytime and evening meetings were held each round. An online version was also available for two weeks following each round. The open houses provided the opportunity for residents to learn about the planning process and have in-depth conversations with steering committee members and the planning team about key issues, core values, priorities, as well as the preferred growth framework.



HighPoint2045.org

A project website was developed at the start of the planning process and was **used to keep the public up-to-date on the planning process** and its findings. Community members were also able to sign-up for notifications and share information with the planning team 24/7.

Community Voices

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

While the primary purpose of High Point 2045 was the production of a comprehensive plan to help manage anticipated growth and development in the city, it provided the opportunity for the High Point community to talk about important community topics. The HighPoint2045 comprehensive plan was developed through broad and robust community engagement and the community's voices were instrumental in crafting all aspects of the HighPoint2045 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.”

“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.”

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

“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.”

“Beautification of the ‘gateways’ into the city (e.g., street trees, sidewalks, overall aesthetics, etc.) is needed.”

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

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

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

OUTREACH BY THE NUMBERS

The High Point 2045 Comprehensive Plan outreach efforts have included:

2,815 Facebook post link clicks

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

Feedback HQ icon

601 registered NotifyMe users

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

11 Open Houses

12 drop-in information sessions

200+ People attended the public unveiling event

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

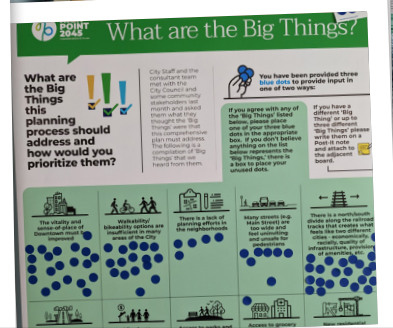
4,000 project business cards/flyers distributed

1,210 documented responses/feedback received

4,000 project business cards/flyers distributed

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

1,210 documented responses/feedback received



Strong connections to planning efforts already in place to ensure implementation



At this moment, in hundreds of cities across America, planners are asking residents to create a twenty-year vision for a better community—perhaps a safer one, with better schools, more parks, less traffic. It is a seductive vision indeed. In theory, the city planners use the results from this “visioning” exercise to help develop comprehensive land use plans, neighborhood plans, zoning ordinances, watershed plans, transportation improvement plans, and a wide array of other city planning products.

Twenty years later, how do we know if the vision was achieved? Was the plan useful in any way? Was it carried out, or was it simply supplanted by another vision, and yet another one, until the community residents exclaim, as one angry San Diegan did, ‘I’ve been involved in so many visioning processes over the past twenty years I’m starting to hallucinate! Let’s get something done!’

Leora Susan Waldner, Planning to Perform: Evaluation Models for City Planners

Planning is challenging work and implementing a plan’s strategies is far more challenging. It requires an ongoing funding commitment by the jurisdiction that initiates the planning effort – this may be in the form of a General Fund line item or a General Obligation bond, or both, to ensure the recommended work gets done.

High Point has a long history of high quality planning work that overlaps many City departments – from Planning and Development to Parks and Recreation to Community Development and Housing, etc. Simultaneous to the production of this comprehensive plan, an audit of many of these prior planning efforts was conducted to better understand not only the particular components associated with each of those efforts but also to see if implementation followed the planning work. It is noteworthy that 209 policies/plans were part of this policy/plan audit.

The upside is there are recommendations from earlier planning efforts that fit almost seamlessly with those contained within this plan. Unfortunately, far too many of those recommendations have not been implemented. To the extent this plan can both capitalize on those related planning efforts and breathe new life into some of the recommendations, there is a greater chance that follow through and implementation will occur for this comprehensive planning effort.

The following plans are noteworthy for their inclusion of recommendations that fall in line with those contained within this plan. This list includes those plans most relevant to this comprehensive planning effort and may be referenced throughout this document. Other plans, not included here, may also be referenced in this document and some may be still applicable and relevant to the city but do not specifically align with the priority areas for the comprehensive plan.

Neighborhoods and Small Area Planning

Core City Master Plan (2007)
Downtown High Point Strategic Plan (2023)
Washington Drive District Plan (2008)
Blueprints for Southwest High Point (2023)
Northwest Area Plan (2011)

Citywide Planning

Community Inventory and Analysis (2021)
Community Growth Vision Statement (2006)

Housing and Community Development

Community Development and Housing Annual Action Plan (2021)
HOME-ARP Allocation Plan (2022)
Next Steps Report - Place Based Economic Development (2022)
One High Point Commission: Reparations and Reconciliation Report (2023)

Transportation, Complete Streets and Alternative Modes

PART Regional Travel Demand Model (RTDM) (In Progress)
Complete Streets Policy (2019)

High Point Pedestrian Plan (2017)
High Point Regional Bike Plan (2019)
High Point Greenway Plan (2021)
High Point on the RISE: Reimagining Infrastructure for Sustainability and Equity (2021)
(STIP) State Transportation Improvement Program (2022)

Environmental and Recreation Planning

Parks and Recreation Master Plan (2018)
Integrated Watershed Assessment Framework (IWAF) (In Progress)

Financial and Economic Development

American Rescue Plan Act (ARPA) Funding Plan (2021)

Zoning and Land Use

Downtown Mixed-Use Area Plan (2017)
Airport Overlay Policy Evaluation (2021)
Eastchester Drive & I-74 Land Use Assessment (2022)
Guilford College/Wendover Land Use Evaluation (2022)
Jamestown Bypass Assessment (2022)



▲ Core City Master Plan (2007)



▲ High Point Greenway Plan (2021)

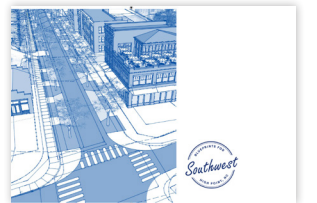


▲ One High Point Commission: Reparations and Reconciliation Report (2023)

▼ Parks and Recreation Master Plan (2018)



Final Plan | Adopted December 3, 2018



▲ Blueprints for Southwest High Point (2023)



▲ Complete Streets Manual (2019)



We’ve noted throughout this plan how previous plans and studies are supported and aligned with elements of the High Point 2045 Comprehensive Plan.

WHAT DO WE KNOW?

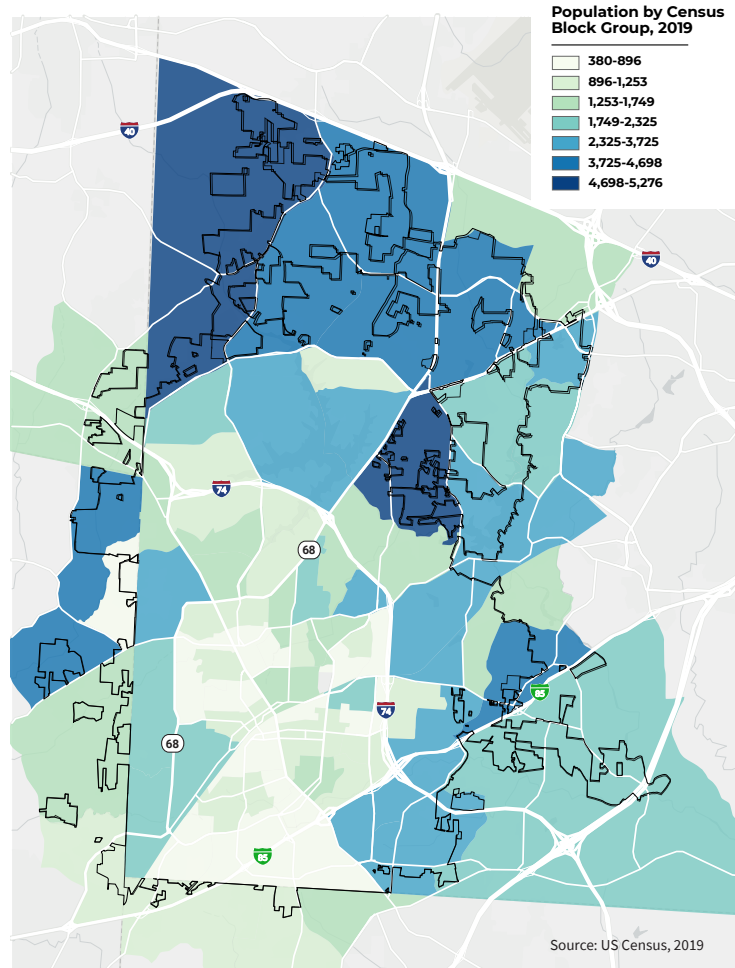
FAST FACTS ABOUT HIGH POINT

High Point is one of three primary cities in the Piedmont Triad region. Although High Point, Greensboro, and Winston-Salem have their own character and make unique contributions to the Triad, people are often served by all three. Due to proximity, it's not unusual for someone to live in one city and work, shop or seek entertainment or recreation in another. To better understand how High Point is or is not changing on key metrics, it sometimes helps to consider or make a comparison to Greensboro and Winston-Salem or the Triad as a whole.

High Point's population is growing and much of the growth is taking place in the northern portion of the city.

High Point's population grew by just under 10% between 2010 and 2020, which is similar growth experienced by the other two Piedmont cities - Greensboro and Winston-Salem.

The City of High Point has a noticeable divide from the north to the south and most significant is the concentration of population. More than 75% of the population lives north of downtown and much of their economic and social energy is directed to the north to Greensboro and Winston-Salem. Based on the public engagement, a noticeable disconnect exists between residents of High Point that live north of the downtown area and those that live south of this area.



HIGH POINT UNIVERSITY

- Enrollment of over 6,000 students from 37 countries and 48 states
- 520-acre campus that has grown from 91 acres in 2005
- 13 academic schools, including 7 professional schools and 12 graduate programs
- University and its employees donated \$281,000 to United Way in 2023
- Students, faculty and staff contribute more than 500,000 volunteer hours each year = \$15 million impact

Sources: <https://www.highpoint.edu/visitorinformation/history-of-the-university/>, <https://www.highpoint.edu/community/impact/>

GTCC – HIGH POINT CAMPUS

- Enrollment of nearly 2,500 students each semester
- 16-acre campus with 8 buildings totaling 200,000 sq. ft.
- Offers adult basic education and programs in pharmacy, human services, gaming design, and entertainment technology
- Workforce training includes furniture-related programs like upholstery/assembly & sewing
- Home of the Early Middle College High School where students can also graduate with an associate degree

Sources: <https://www.gtcc.edu/about/campuses/high-point.php>, <https://www.gtcc.edu/academics/academic-programs/index.php#featureTab-5>



High Point is growing more culturally and ethnically diverse.

High Point became more diverse between 2010 and 2020. All races reported by the U.S. Census Bureau except for White experienced significant growth in the ten-year period. The White population decreased by 7.3%, the African American population increased by 6.4%, the Asian population increased by 58.4% and the number of Hispanics was up by 44.5%.

Population change for the 35 – 44 age cohort, with a college degree, has declined.

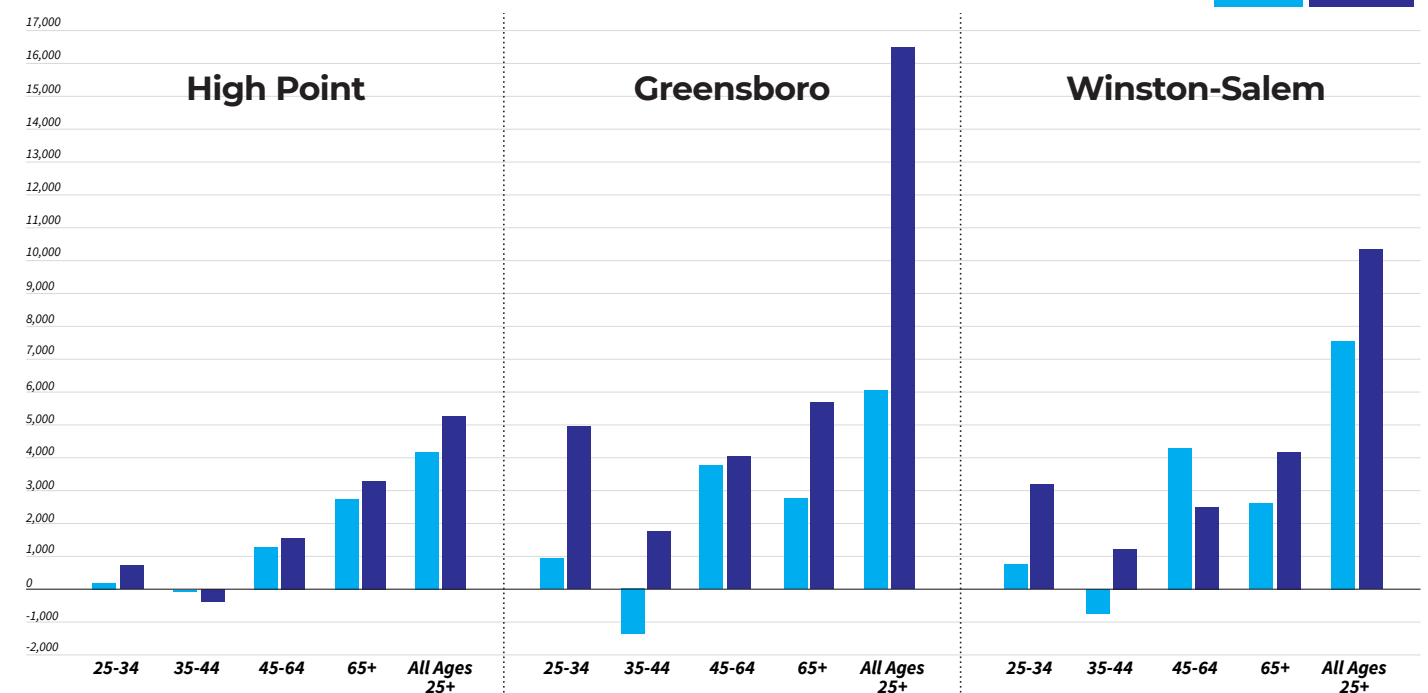
The Piedmont Triad remains a desirable region and has realized about a 10% increase in population over the past decade – about the same as the state of North Carolina. Alongside this growth, the region has continued to retain many of the key workforce cohorts, specifically those with a college degree.

The population change for the 35 – 44 age cohort, with a college degree, has declined in both 2011 and 2021 for the City of High Point. Both Greensboro and Winston-Salem have seen a reversal of this trend from 2011 to 2021 and now show an increase.

Approximately 1/3 of High Point's population is made up of the Gen X and Millennial generations. Maintaining a high quality of life will be important to retaining and attracting people in these groups as well as recent High Point University graduates.



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



Source: US Census 2021 5-yr ACS

Nearly 75% of High Point's workforce commutes to work outside of the city.

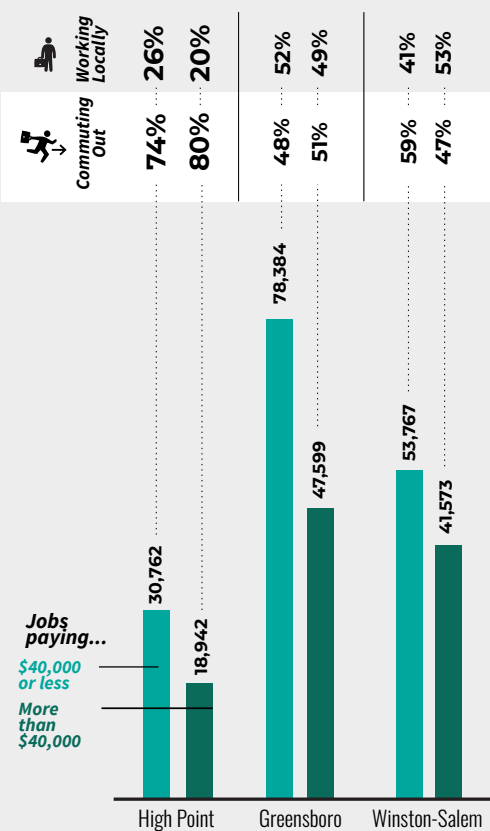
Workers in High Point are much more likely to commute to their jobs outside of the city compared to their counterparts in the Piedmont Triad. While approximately 50% of the total workforce in both Greensboro and Winston-Salem commute outside of city limits for work, nearly 75% of the workforce in High Point commutes to work outside of High Point. Regardless of income, there are fewer job opportunities in High Point compared to its peers in the Piedmont Triad. However, there were more than 43,000 people commuting into High Point, as opposed to approximately 36,000 High Point residents commuting out to other cities.

Building permits issued in High Point indicate a robust housing market but commercial construction appears to be flat.

The number of building permits issued can be indicators of growth or stagnation in particular segments of the economy. For example, residential permits are a key indicator of demand in the housing market and an upsurge of commercial building permits often indicates businesses are expanding, or new companies are being established.

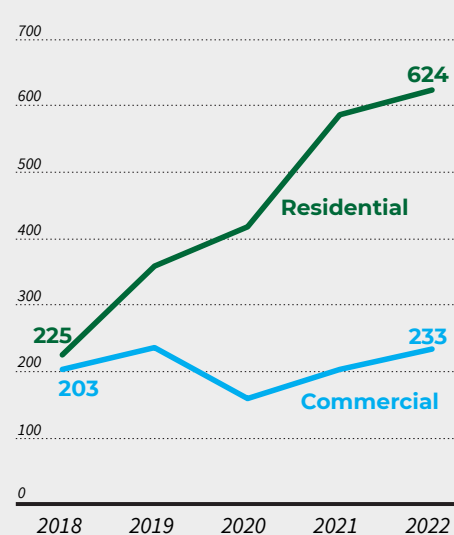
Residential permits have been trending upward since 2018 whereas commercial permits have been relatively flat with a dip in 2020, likely due to COVID. Between 2018 and 2022, 18% of commercial building permits and 89% of residential permits were for new construction.

Commuting Patterns, 2019

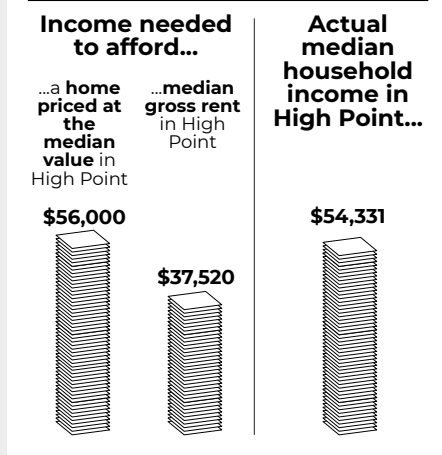
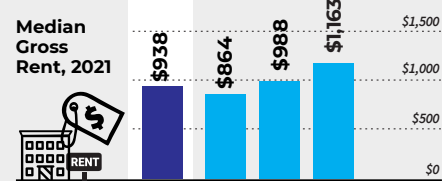
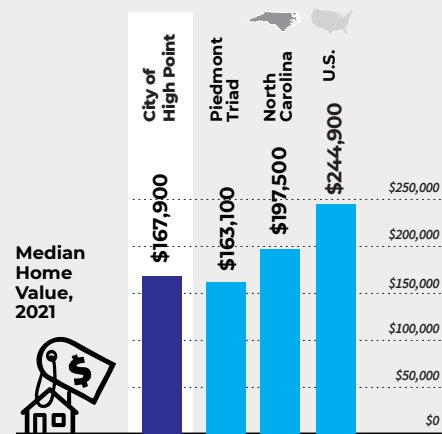


Source: US Census, LEHD 2019

Building Permits for Jobs Valued at \$50,000+, 2018-2022



Source: City of High Point

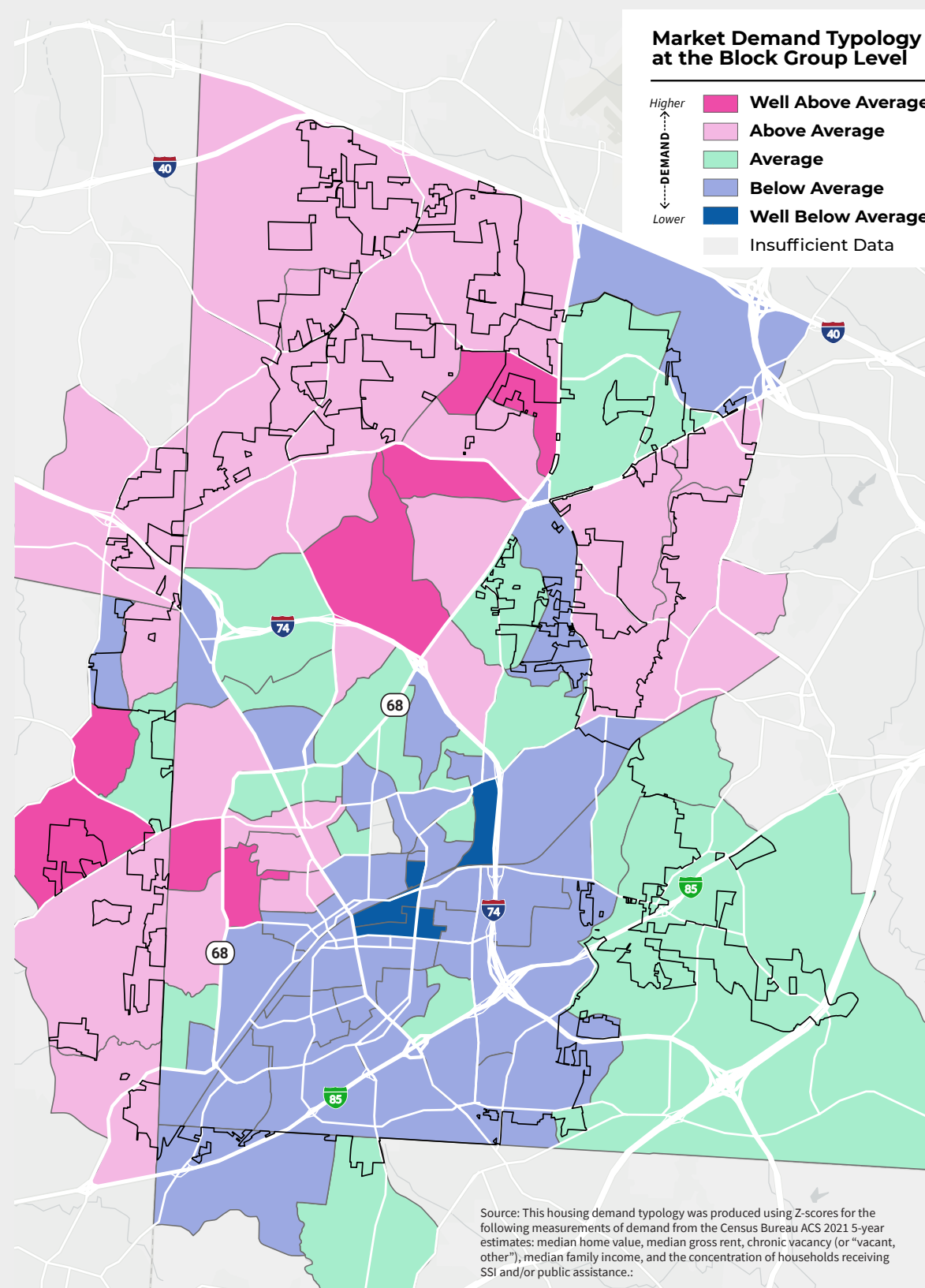


Metric	City of High Point	Piedmont Triad	North Carolina	U.S.
Chronic Vacancy Rate	4.7	5.6	5.4	4.0
Value-to-Income Ratio	3.1	3.0	3.3	3.5

A ratio between 3.0 and 3.5 indicates a market where supply and demand are generally in balance, and where the median household can afford the median house.

Source: Census Bureau 2021 5-year estimates; incomes needed to afford housing costs in High Point were determined by using the 30% of income affordability threshold for renting and the rule of thumb that a household can afford to pay 3x its income on a traditionally financed home purchase

Market Demand Typology at the Block Group Level



Source: This housing demand typology was produced using Z-scores for the following measurements of demand from the Census Bureau ACS 2021 5-year estimates: median home value, median gross rent, chronic vacancy (or "vacant, other"), median family income, and the concentration of households receiving SSI and/or public assistance.

Housing indicators for the city as a whole suggest a very stable market that mirrors the region.

The City of High Point is, in many respects, an average housing market within the Piedmont Triad. Like the overall region, the value of a typical house in High Point is about 15% less than the typical home in North Carolina and 30% less than the typical home nationwide. Rents are also lower in High Point than they are statewide or nationwide.

Within the city, housing market conditions are sharply divided.

Housing indicators for High Point as a whole look very different when applied at the census block group level. When a combination of housing demand measurements are used to identify distinct market types within the city, two areas within the city come into focus.

The southern portion of the city is mostly comprised of housing markets with levels of demand that are below the citywide average. In these markets, properties tend to be older and smaller, property values tend to be lower, vacancies tend to be higher, and incomes tend to be lower. Disinvestment in housing by the private market is prevalent.

The northern portion of the city includes housing sub-markets with newer, larger properties, higher values and rents, and an economic orientation that tends to look towards the northwest (and Winston-Salem) rather than the historic core of High Point.

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.

In addition to this print version of the comprehensive plan, an e-plan version is available at HighPoint2045.org.

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.



OUR VISION

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

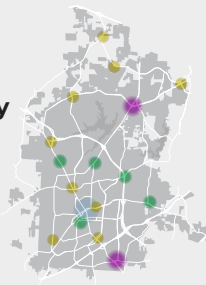


Three priorities, or Big Things, shall be the focus moving forward. It is important that these identified community issues are prioritized by the city's decision-makers.



- 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

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

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**
- 2 Economic Development Incentives for Downtown Housing**
- 3 Connect to Core Neighborhoods with Streetscape Improvements**
- 4 Collaboration with Local and Regional Partners**
- 5 Downtown Branding**

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**
- 3 Complete Streets and Transit Options**
- 4 Connect the City by Completing Sidewalks**
- 5 Develop a Greenbelt Program**

Glossary of Terms

This Glossary of Terms is primarily intended to help local officials and the public understand the terms that are commonly used in the process of making local land use and planning decisions. As in other professional disciplines, many of the terms used in planning and land use are technical. It is our hope that the glossary will be a handy reference that will make the topic of land use and planning less mysterious and more accessible to local officials and community residents alike.

Activity Center

An activity center is a walkable area that often includes a mix of land uses that attract people for shopping, work, school, recreation and/or socializing.



Alternative Modes

Alternative methods of travel other than the automobile, including public transportation (bus and other forms of public transportation), bicycles and walking.

Bike Lane

An on-street separately striped and signed lane for the movement of bicycles.



Boulevard

A multi-lane street of high visual quality, usually with a planted center median strip and street trees.

Build-to-Zone

An area of a lot designated for placement of a building facade along a street frontage, usually designated by a minimum and maximum setback.



Cluster Development

Refers to a residential development designed to preserve open space by grouping the homes on a portion of a property only, leaving the remainder as usable open space.



Connectivity

The degree to which the street, sidewalks, trails, and/or greenways systems in each area are interconnected.

Conservation Easement

A voluntary legal agreement entered between a landowner and a qualified conservation organization or a government entity. The easement permanently limits a property's land uses to protect the land as a natural resource.

Core Value

The root belief that guides behaviors, decisions, and actions.



Corridor

Any major transportation route; may also be used to describe land uses along these routes.

Density

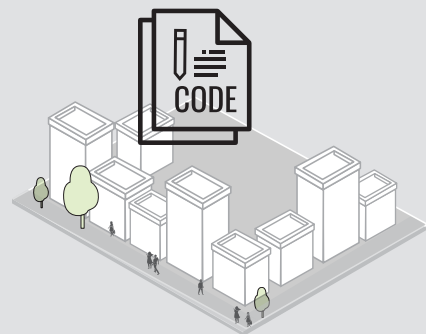
The number of residential dwelling units per acre of land. Densities specified in the comprehensive plan may be expressed in units per gross acre.

Development Pattern

The configuration or organization of the built environment.

Form-Based Code

A method of regulating development to achieve a specific urban form by controlling physical form primarily, with a lesser focus on land use. Form-based codes address the relationship between building facades and the public realm, the form and mass of buildings in relation to one another, and the scale and types of streets and blocks.



Growth Management

A method to guide development to minimize the adverse impacts and maximize the health, safety and welfare of the community.

Land Use

A description and classification of how land is occupied or utilized, e.g., residential, office, parks, industrial, commercial, etc.

Market Geography

The general geographic area from which local businesses typically draw customers.

Mixed-use

Properties on which various uses like office, commercial, institutional, and residential are combined in a single building or on a single site in an integrated development project with significant functional interrelationships and a coherent physical design.

Mixed Housing

Mixed Housing is a range of multi-unit or clustered housing types compatible in scale with single-family homes.



Multi-modal

A transportation system that uses a variety of modes to transport people and goods. Components may include vehicular roadways, transit (bus, rail), bikeways, pedestrian paths (sidewalks, trails), freight railways, and airplanes.

Open Space

Publicly or privately owned land that is devoted to uses characterized by vegetative cover or water bodies, such as agricultural uses, pastures, meadows, parks, recreational areas, gardens, cemeteries, ponds, streams, etc.



Pedestrian Scale

Site and building design elements that are dimensionally smaller than those intended to accommodate automobile traffic. Examples include ornamental lighting no higher than twelve feet; bricks, pavers or other paving with small dimensions; a variety of planting and landscaping materials; arcades or awnings that reduce the perception of the height of walls; and signage and signpost details designed for viewing from a short distance.



Place Type

Short description of the general development pattern of an area based on the layout, design and intensity of land uses and other physical elements.

Planning Area

The geographic area for the City's long-range planning guidance. The Planning Area is generally defined by annexation agreements with neighboring jurisdictions. Those portions not within the city limits remain under county jurisdiction until annexed into the city.

Planning Principle

Statement of a desirable outcome that guide decisions and help to translate values into actions.

Quality of Life

The total experience of community life consisting of a series of factors, both tangible and intangible, such as: economic vitality, public safety, education, housing, environment, recreation, arts and culture, and community character.

Urban Street

A street abutted by a mix of higher intensity uses and generally characterized by active ground floor uses (retail, cafes, etc.), interesting and diverse architecture, and a high level of pedestrian activity. Parking is typically located to the rear or side of buildings.



Walkshed

The land area within a defined walking range of a specified location.

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.

2

Priorities

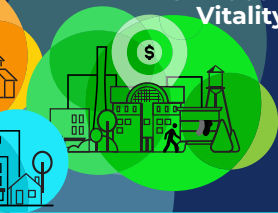
Our focus will be to make progress on three key issues.



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.



Regional Centers

Town Centers

Neighborhood Centers



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.

1 CORE VALUES & PLANNING PRINCIPLES

It is often difficult to predict our future. If we only had a crystal ball, we would know exactly what our future will bring. We could proactively plan and make every decision ahead of time. We don't have that luxury. City staff, elected officials, appointed boards, and other community leaders and organizations will need to make decisions in the future about things they have no way of knowing or even anticipating today. Things like repaving a street or upgrading a playground in a park might seem straightforward. However, what if more than one park needs to be upgraded at the same time

and each is in a different part of the city? On what basis will those types of decisions be made? What about a proposal for rezoning or the location of a proposed controversial project?

High Point will likely make hundreds if not thousands of unanticipated decisions in the future. To achieve consistency with the policies in the comprehensive plan and ensure everyone is moving in the same direction is to have an agreed-upon set of core values and planning principles at the foundation of the

community's vision. The core values and associated planning principles below were developed by the High Point community early in the comprehensive planning process. Interpreting these values and principles as a community, and applying them to a broad range of short-term and long-term decisions, will be an ongoing task and a key part of the implementation process. Together these form a decision-making framework that is meaningful and durable.

CORE VALUES

Our core values are deeply-held, widely-shared beliefs that serve as building blocks for our vision. They reflect what we are willing to defend and fight for as well as what we aspire to be. We're at our best when we act in ways that are consistent with these values.



Core Values

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



an **inclusive** community

We will consider **voices and perspectives** from as many people 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

Work together and include all voices



Include **more voices** and look to **distribute opportunities equitably**.

Decisions should reflect a commitment to including voices from throughout the city **before final decisions are made**. This will help **build connections and trust** within the community.

Support critical thinking and strategic risk-taking



Being an entrepreneurial community requires a **willingness to take calculated risks**. There is not reward without some risk.

Decisions we make should **acknowledge the realities of risk**, include necessary **mitigation measures to manage risks**, and reflect a commitment to **learning from our actions**.

Strategic risk is knowingly assuming a risk because it is believed that the **potential reward outweighs the potential downside**.

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



Quality of place is an important factor in people choosing where to live or spend time. We must establish standards that improve quality of place to ensure that we **build a city that attracts the next generation** of residents and businesses.

Holding ourselves to **high standards builds pride within the community**, expresses pride to visitors, and ensures the durability of the investments we make.

Build and celebrate our own identity



The home furnishings industry has a long tradition of being a significant contributor to our economy and our identity. We must **nurture** it while **diversifying beyond it**.

Leverage our assets and build unique characteristics that **celebrates our identity** within the Piedmont Triad.

PLANNING PRINCIPLES



Our 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.

2 PRIORITIES



BIG THING

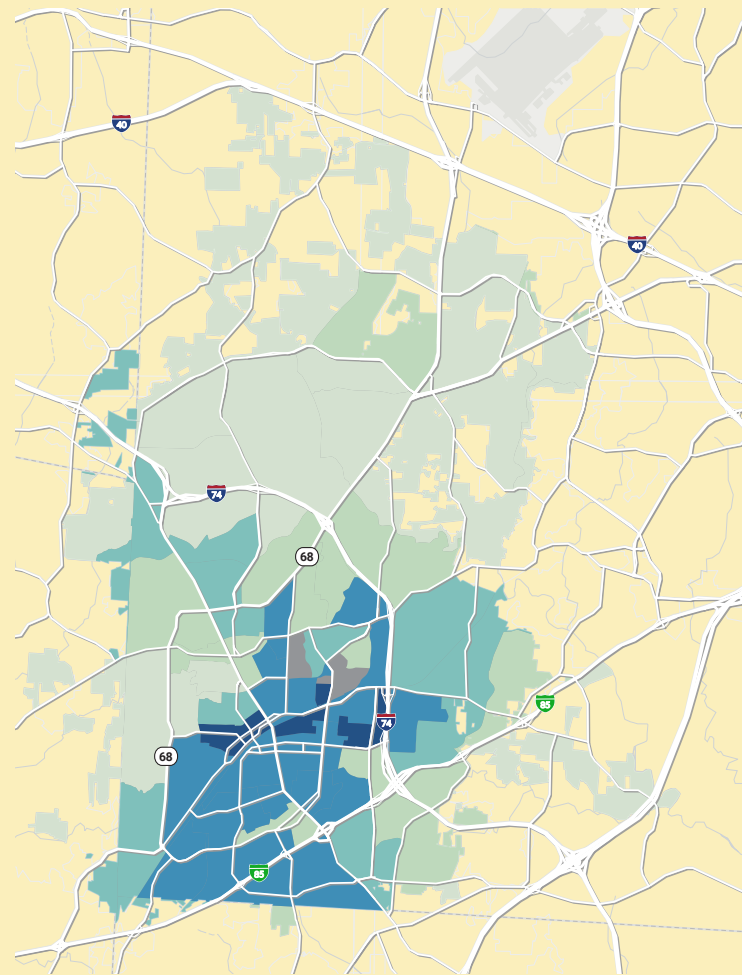
Cultivate a Sense of Community and Unity

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

Why is this a priority?

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.

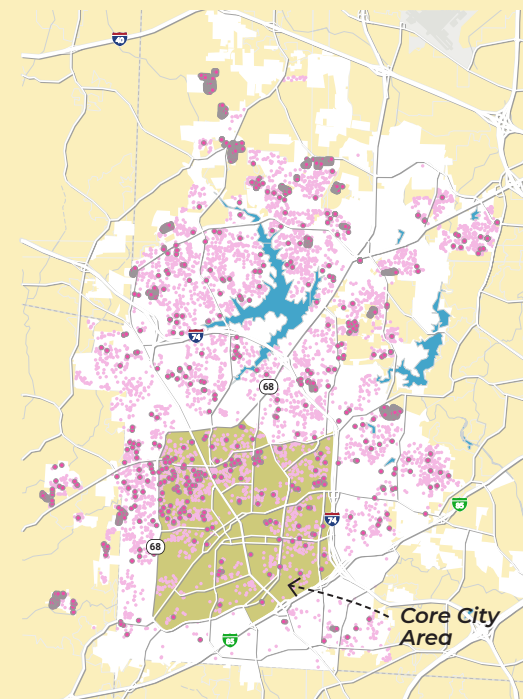


Percent of Population Below the Poverty Level, by Block Group 2021
Source: 2021 American Community Survey 5-year estimates.
0% 9% 20% 32% 52% 100%
No Data

What do we know?

At least in part, the sense of a north / south divide is exemplified by several demographic characteristics.

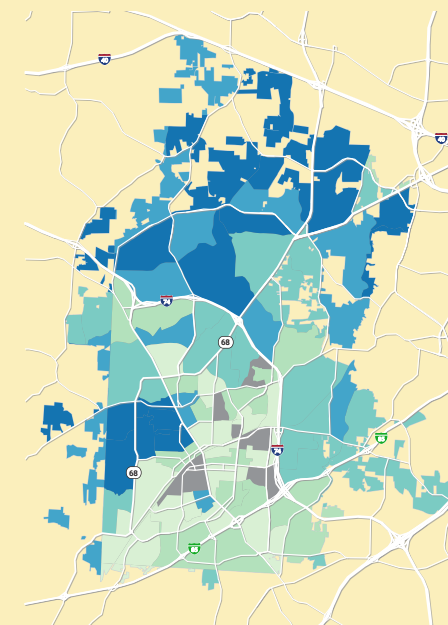
While neighborhoods in the northern half of High Point are prospering, many in the southern half are struggling. Several neighborhoods in south High Point have individual and family poverty rates that are more than double the national and state average. In addition, median household income and homeownership rates are significantly lower than north High Point. For decades, these neighborhoods have been home to a large share of the city's African American population and other marginalized populations. For households living in these neighborhoods, incomes are often too low to afford the housing available. That means that moving elsewhere in the city, especially to north High Point, is rarely an option.



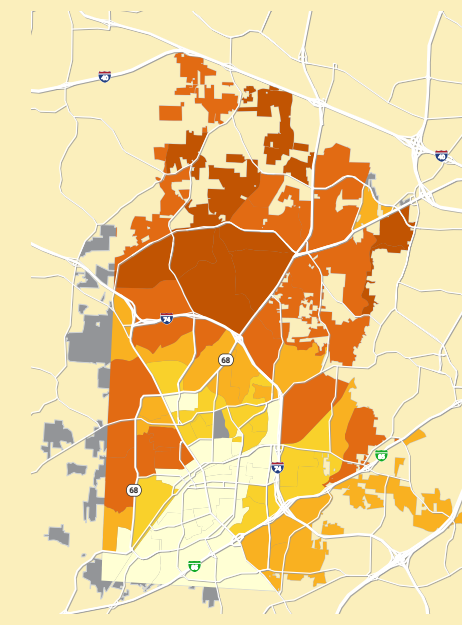
2018-2022 Residential Construction Permits (\$5,000+ in Project Value)
● \$5,000 to \$49,999 ● \$50,000 or more
Source: City of High Point permit data.

Investment in residential development has been taking place throughout much of High Point but major investments are concentrated in a few key areas.

Since 2018, most residential construction including new builds and remodels have occurred north of downtown. New residential development and major remodels or upgrades valued at greater than \$50,000 (purple dots) are concentrated northwest of downtown and in a few other key pockets throughout the northern portion of the city. These clusters correlate with assessed value which contributes to wealth building for many owners in these neighborhoods. Investments less than \$50,000 (light pink dots) are in existing homes and more distributed throughout the city.



Median Family Income, by Block Groups, 2021
Source: 2021 American Community Survey 5-year estimates.
\$22,422 \$40,000 \$50,000 \$80,000 \$100,000 \$154,474
No Data



Homeownership Rate (Single-Family Homes), by Block Group, 2021
Source: 2021 American Community Survey 5-year estimates.
29% 45% 60% 75% 85% 98%
No Data

What outcomes do we want to achieve?

It is often difficult to know whether a community is making progress on its goals and priorities, especially when involving things that can't be directly measured. With sense of community and unity there are a number of demographic and socioeconomic characteristics that can be good indicators of progress. The general sentiment of the community can also help to measure success.

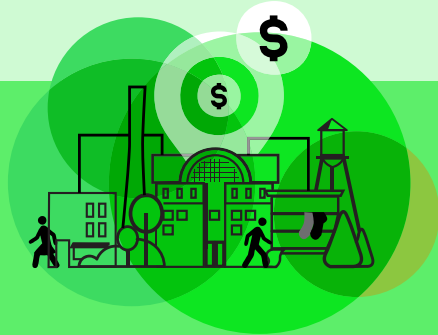
We will know we are making progress when:

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.

New housing and businesses are springing up on previously vacant lots in neighborhoods that haven't experienced development in a long time.

The sense of a north/south divide in the city has diminished and socioeconomic gaps have narrowed.

2 PRIORITIES



BIG THING

Strengthen the Sense of Place and Economic Vitality of Downtown

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

Why is this a priority?

A large portion of downtown High Point feels inactive. The Market contributes to this inactivity because the event takes place a few weeks each year. Many people do not understand why these buildings, at least the first floor, can't be activated during the time the Market is not taking place. The reality is there is much going on in those buildings 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 feeling that downtown is underutilized most of the year, it is not the only cause or solution.

Downtown is in the process of being re-envisioned and rebranded. These things are a step in the right direction, but more must be done to improve the look and feel of the streets and build the critical mass necessary to create a vibrant downtown that coexists with the Market.

What do we know?

The High Point Market makes the largest economic impact of any event in North Carolina.

The High Point Market occupies a large portion of High Point's downtown – more than 11.5 million square feet in 180 buildings. It is recognized that many of the buildings, especially the ground floor, contribute little to the day-to-day vibrancy of downtown streets. However, the event is critical to the short-term and long-term success of downtown. It creates thousands of local jobs, generates hundreds of millions in tax revenue, and attracts worldwide attention. It's important to recognize that although the Market takes place only a few weeks per year, the economic impact is year-round.

The Market is important to High Point and downtown. Finding opportunities to enhance the experience along streets in the Market district will be important as well as improving the sense of place and vitality of other parts of downtown.

ECONOMIC IMPACT

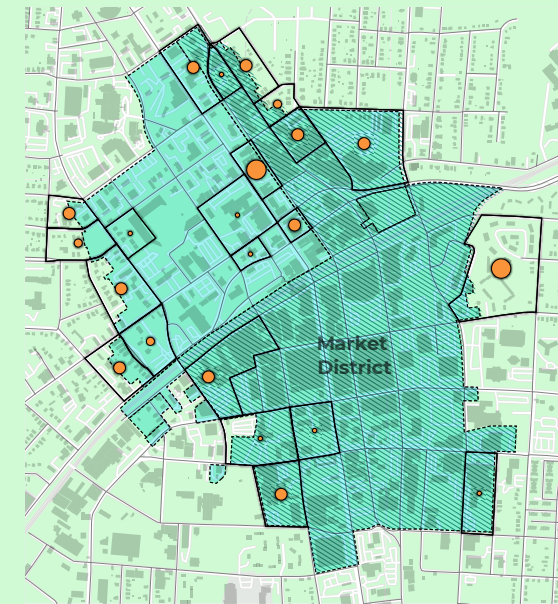


Source: High Point Market Authority



Currently, opportunities to live in downtown are limited.

A large portion of what most people see as downtown High Point is comprised of the High Point Market. The required footprint for the Market leaves few opportunities to build the critical mass of people living downtown necessary to support typical downtown land uses including restaurants, offices, and retail. According to the 2020 U.S. Census, only 1,174 people are living downtown in approximately 500 housing units. Recent developments in the downtown area including Truist Point Stadium, Stock + Grain Food Hall, Congdon Yards and others rely on people living outside of downtown as their customer base. Expanding housing opportunities and getting more people living in the downtown area will add viability. The ability to walk and bike to restaurants, shopping, and recreation is an important attribute to urban living and as the number of housing units grow so will the demand for local businesses.



Downtown Blocks with Housing Units, 2020

10% of High Point's full time jobs are located in or near downtown.

There are more than 63,000 jobs in High Point. Approximately 6,475 jobs are located downtown. 1,400 of those are in the public sector such as city or state jobs and another 2,725 are associated with the hospital (located in the northwest corner of the downtown). It's worth noting that more than a 1,000 new jobs have been created in the downtown between 2019 and 2023. A greater number of downtown businesses and workers could help to grow demand for downtown housing and retail, such as restaurants and shopping.



What outcomes do we want to achieve?

For downtown to have the vibrancy people want and expect, more people need to be living and working there. Sense of place develops when several characteristics are working together from buildings that engage the street to attractive and inviting streetscapes to a mix of land uses. All of these things are important ingredients for success and they can be tracked and measured.

We will know we are making progress when:

Downtown streets feel walkable because they not only have sidewalks but street trees, pedestrian level lighting, crosswalks, benches, trash receptacles, and other pedestrian amenities.

People can be seen walking around downtown because it's a cool place to be. There are things to do and see, and people like to hang out there.

Storefronts outside of the Market district are active and feel alive with a mix of retail and commercial businesses.

2 PRIORITIES



BIG THING

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.

Why is this a priority?

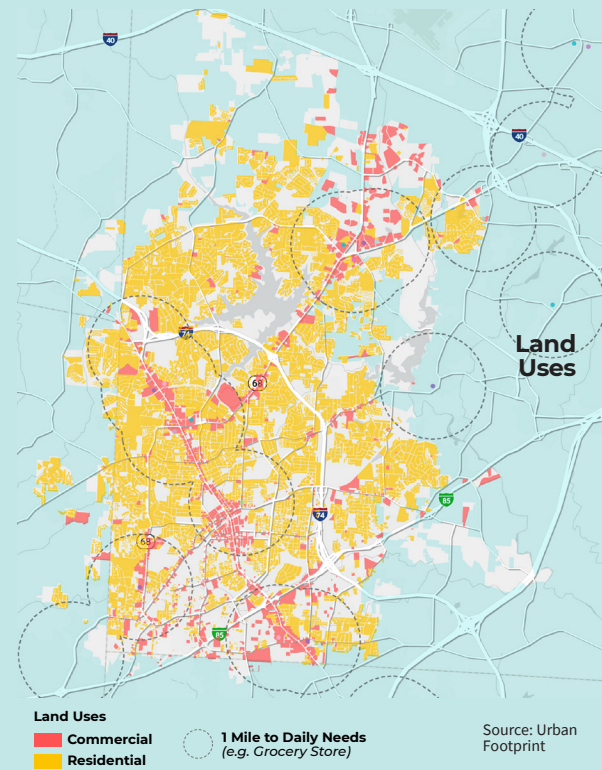
Throughout the planning process participants made it clear that they want a more connected city. There is a widespread sense that infrastructure for walking and biking is insufficient in many parts of the city and that the connections between transportation and land use is falling short for many people – 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.

What do we know?

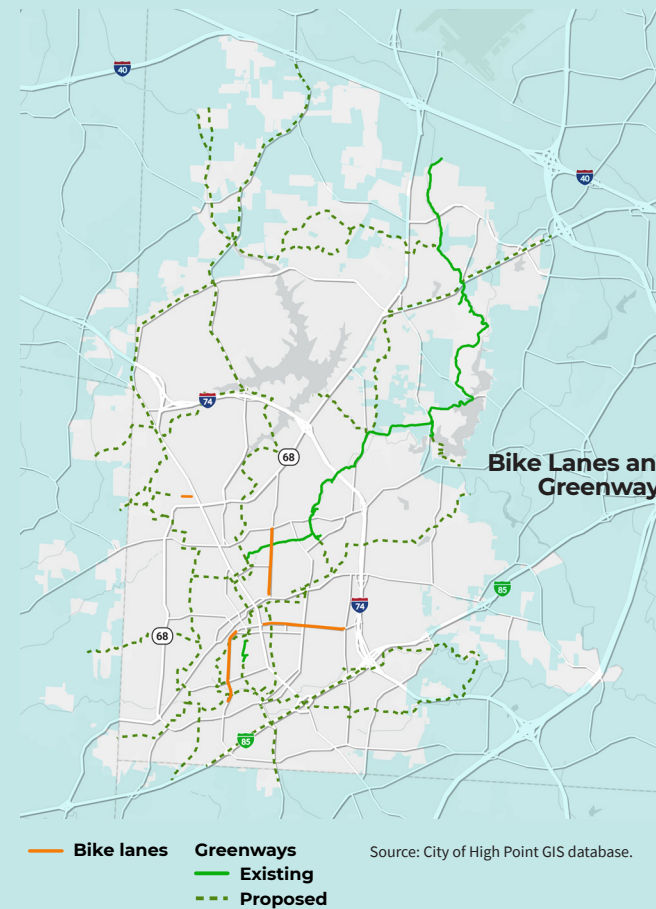
Highly separated land uses often require people to drive to multiple locations to meet their daily needs.

Much of the development fabric outside of downtown and the core neighborhoods is suburban in design with separated land uses. This is a result of typical pattern of zoning in America characterized by the segregation of land uses into specified geographic districts. This has been the predominant approach to development in High Point over the last several decades. As an alternative, mixed-use activity centers and corridors would provide opportunities for people to live and work in closer proximity to a wider variety of land uses.



An assessment of High Point's transportation infrastructure shows significant gaps or deficiencies in the overall multimodal transportation network.

Based on meetings with local stakeholders and members of the public that participated in Open House Roadshows, there is a widespread sense that High Point has a high dependency on the car and getting around by other forms of transportation, such as bicycles, public transit, and walking is difficult if not impossible in many areas. Although High Point has a complete streets policy that aims to create streets that accommodate driving, walking, biking and transit use, facilities for modes other than driving are typically the first to be cut when budgets get tight.



Bike Lanes

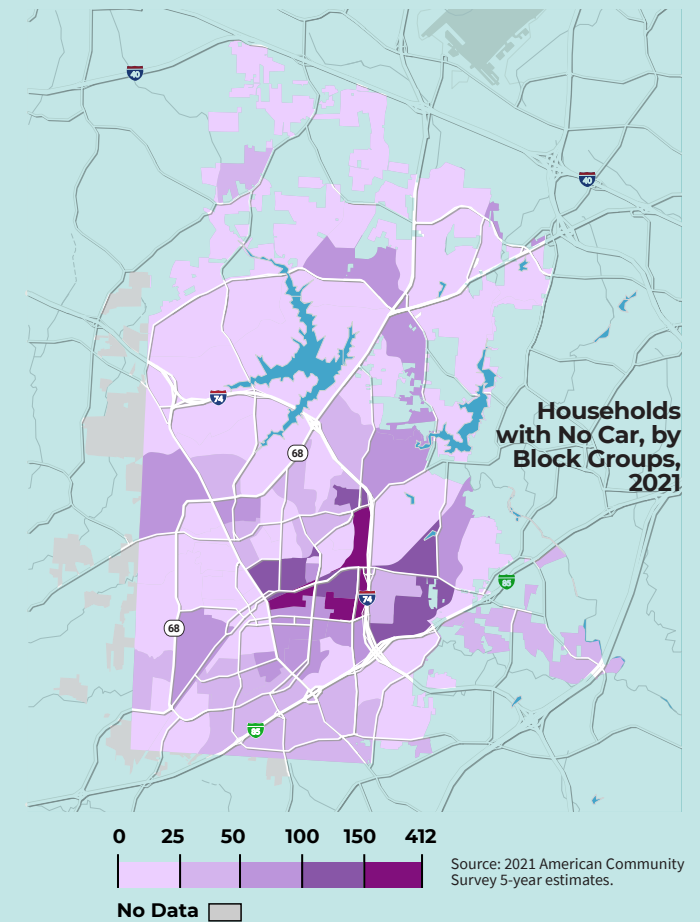
High Point has approximately seven miles of bike lanes which are limited to a few streets near downtown. In comparison, the City of Greensboro has 62 miles of bike lanes with the goal of 77 miles by 2025.

Greenways

High Point has recently received grant money to expand the greenway system. Greenways and trails are often important components in the recreation system, but typically do not provide the same transportation benefits that multi-modal streets do.

Households with No Car

Although car dependency inconveniences the people who might not want to drive, it severely limits the people who cannot drive or those that do not have access to a car from adequately getting to work or meeting daily needs, such as getting groceries, accessing medical services, etc.



What outcomes do we want to achieve?

Successful progress on diversifying land uses and transportation modes has the potential of impacting everyone that lives or works in High Point. High standards for multi-modal streets will improve the mobility for all people, and mixed-use activity centers throughout the city will bring daily needs closer to all.

We will know we are making progress when:

A variety of housing options are available for people in all life stages and incomes.

Parks, trails, and other recreational opportunities are accessible from home and work. Walking, biking and driving are all viable options.

There are areas outside of downtown where you can live, work, and shop all in a compact walkable area.

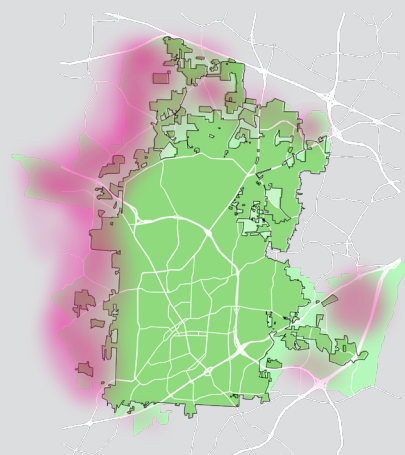
3 PREFERRED GROWTH SCENARIO

How will we grow?

High Point is likely to see 26,000 new residents, which could equate to more than 10,000 new households by 2045. Based on these projections along with High Point's core values, planning principles, priorities and existing trends, four scenarios were developed to help the High Point community evaluate and choose between alternative growth paths. All four scenarios assumed the same amount of growth. The differences lay in how High Point chooses to grow.

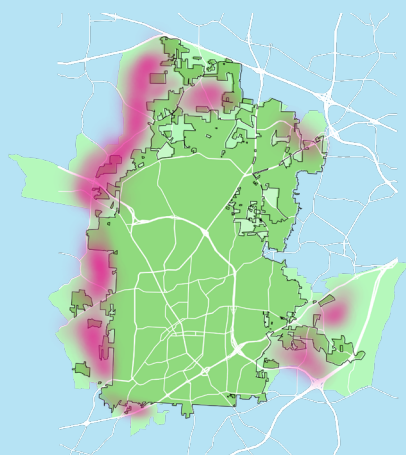
The framework for High Point's growth moving forward will require a different way of doing things when it comes to development. Rather than greenfield development at the city's edge, most new development will be directed to mixed-use centers. These centers will include a variety of housing types with 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 denser. At the same time, the greenfields at the city's edge will be preserved or developed at very low densities. This new growth framework is outlined in the next section of High Point 2045. What goes where and what it looks like are determined by the regulations the community opts to put in place.

SCENARIO 1 Stay the course



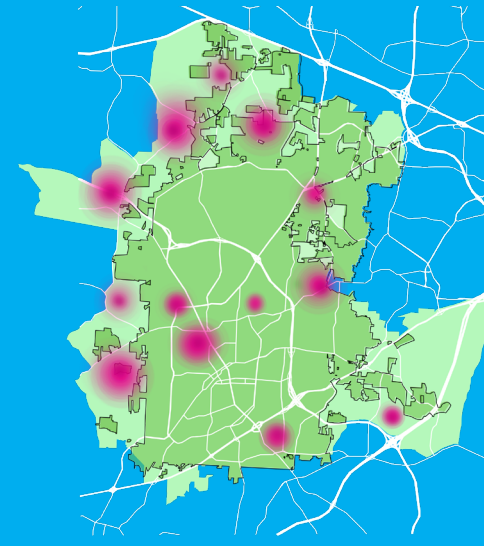
Scenario #1 will see the city continue its march to the north where it will merge with Kernersville and Greensboro and, subsequently, to the west into Davidson County until the Planning Area is filled in.

SCENARIO 2 Pivot slightly



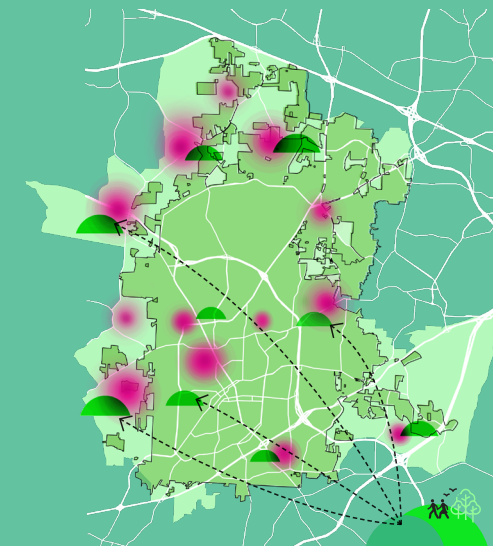
Scenario #2 represents the same growth pattern as Scenario #1 – growth to the north toward Kernersville and Greensboro and growth to the west into Davidson County – but with **additional residential densities allowed**, the time it takes to reach these boundaries will be extended.

SCENARIO 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.**

SCENARIO 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.**

80% Supported

59% Supported

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

HIGH POINT 2045

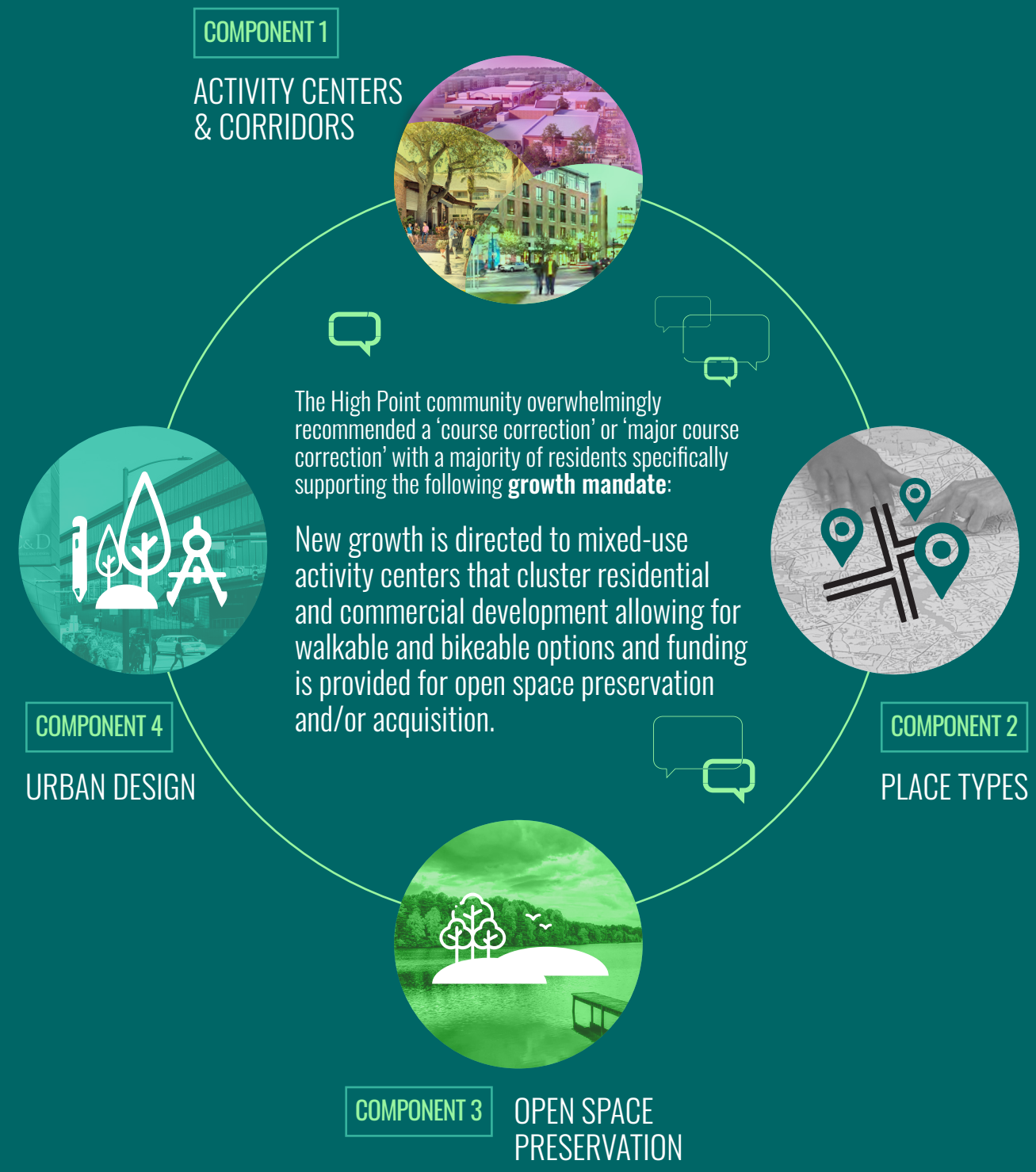
OUR GROWTH FRAMEWORK

How will we grow?

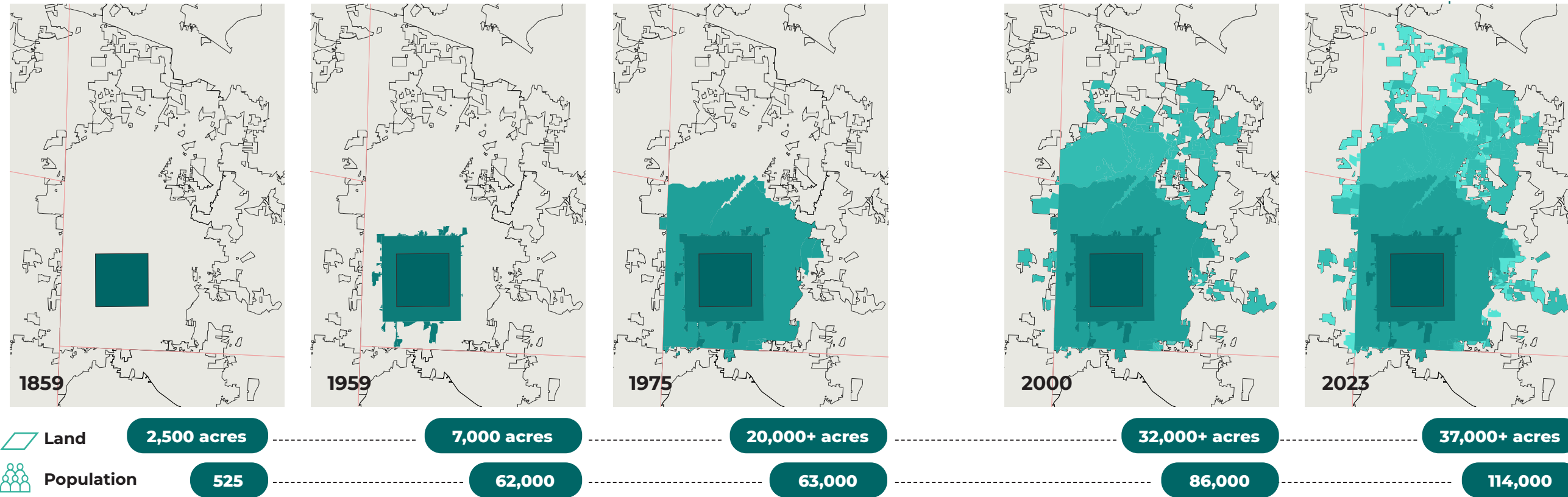


As we continue to grow over the next 20 years, how we develop as a city will influence the kind of quality of life we will enjoy into the future.

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.



HOW DID WE GET HERE?



Source: Urban Footprint and thePoint GIS

The City of High Point was chartered in 1859 and the total area of the city's boundary was two miles by two miles – a box containing approximately 2,500 acres. The development pattern that emerged as the city grew was largely dictated by transportation which was horse and buggy for some and walking for others. Orderly **growth centered around the commercial core, early main street or downtown, and radiated outward in a grid pattern.**

In 1959, a century later, the city's population was 62,000 and the **area of the city had more than doubled to almost 7,000 acres.** The growth framework remained consistent – roughly equidistant **growth outward in all directions and effectively safeguarded the downtown core as the geographic center of the community, equally accessible to all.**

The city's population density at this time was **almost nine persons per acre.**

By 1975, the city's population had only grown by 1,000 people (1.5%) to 63,000, yet the **land area of the city had increased by almost 300%** to more than 20,000 acres. Despite the rapid expansion of the city's land area, the pattern of growth remained relatively consistent in terms of distance from the city's downtown core – **the city grew proportionally outward in all directions.**

As a result of this new development pattern, the population density fell from almost nine persons per acre to **just over three persons per acre.**

After 1975, the **pattern of growth via annexations was indiscriminate** and, from this point forward, more than **90% of all outward expansion was directed to the north.**

As a result of this development pattern, the city boundary for High Point is very ill-defined in the northern section of the city - to the extent that islands of city and/or county are intermingled.

The 2011 reform legislation made annexations subject to a referendum making voluntary annexations difficult. Although the City has shied away from involuntary annexations in recent decades, the expansion of the city's boundary is now even more challenging.

Today, the city incorporates more than 37,000 acres and, with 114,000 residents, the population density is right at **three persons per acre.**

What it means for the city?

After a half century of this pattern of growth, the negative impacts on quality of life are undeniable.

This pattern of growth has, over the past 50 years, slowly created an auto-dependent community that now feels very disconnected from the north to the south and from the east to the west. Residents who live north of Oak Hollow Lake are more likely to visit downtown Greensboro than downtown High Point, it's an easy trip via Wendover Avenue. Suburban corridors with big box or chain commercial development have become the new normal. Outside of the downtown, there is a lack of walkable commercial or mixed-use district. With new development, and economic energy, disproportionately located in the northern areas of the city, block after block in the city's southern areas have slowly waned as demand and supply have followed easy greenfield development to the north.

ACTIVITY CENTERS

COMPONENT 1 OF THE GROWTH FRAMEWORK

The community voiced support for a return to the basics of planning and development – districts that include cafes and restaurants, public gathering spaces, a neighborhood grocery store, safe sidewalks, parks and trails, arts and cultural institutions, mixed-income housing options, etc. Based on this community input, these districts are designated as activity centers, the primary element of the growth framework for High Point.

What is an activity center?

In simple terms, activity centers are mixed-use districts where there is a concentration of commercial and other land uses that attract people for socializing, shopping, entertainment, and work. By directing the majority of the future growth inward into activity centers, pressure to develop in greenfield areas will be reduced. The increased density this creates will also present opportunities for transit.

Three types of centers are represented - regional, town, and neighborhood centers. 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 trends, notable market strength or weakness, proximity to corridors and expressways, and general distribution throughout the city.

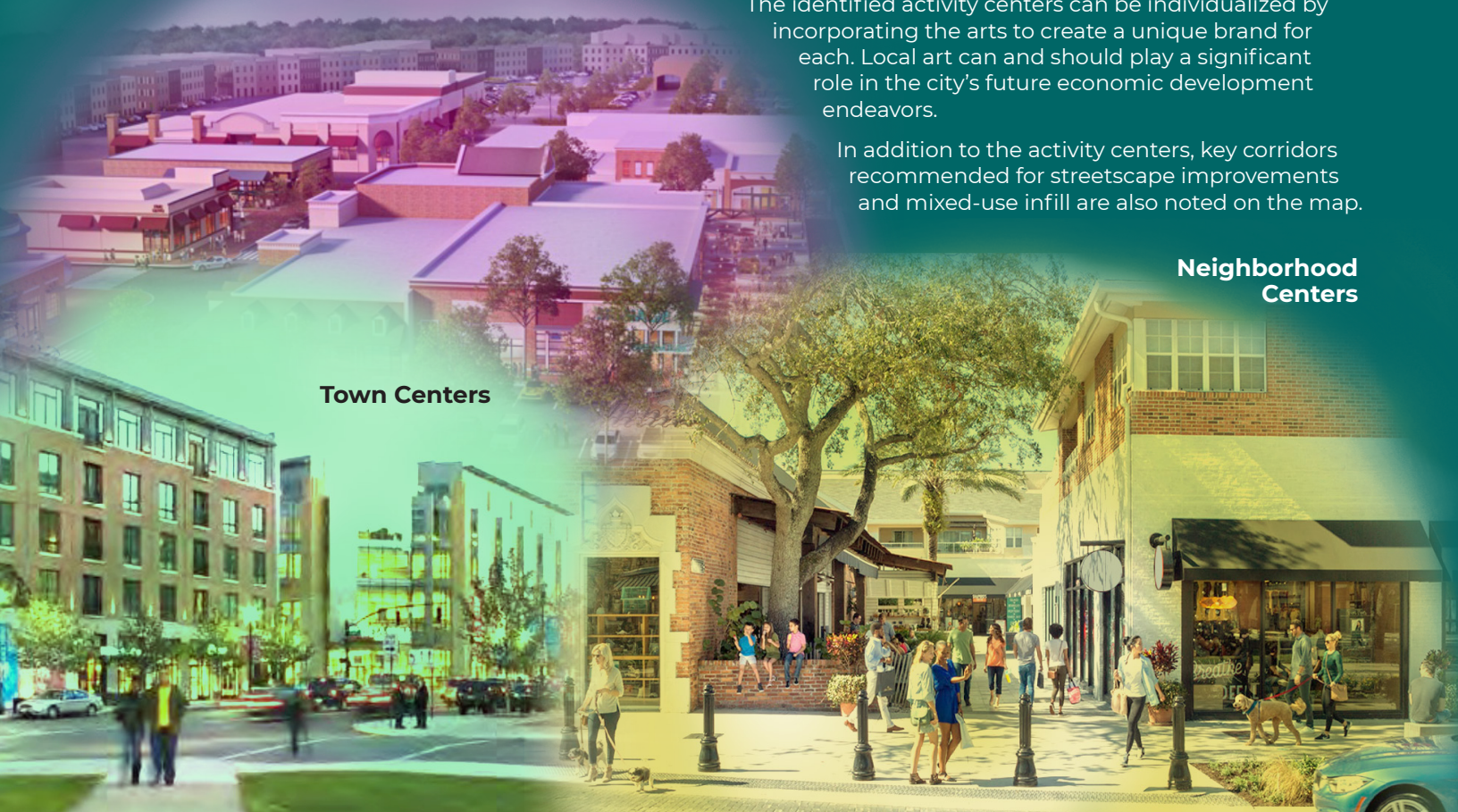
The identified activity centers can be individualized by incorporating the arts to create a unique brand for each. Local art can and should play a significant role in the city's future economic development endeavors.

In addition to the activity centers, key corridors recommended for streetscape improvements and mixed-use infill are also noted on the map.

Regional Centers

Town Centers

Neighborhood Centers



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

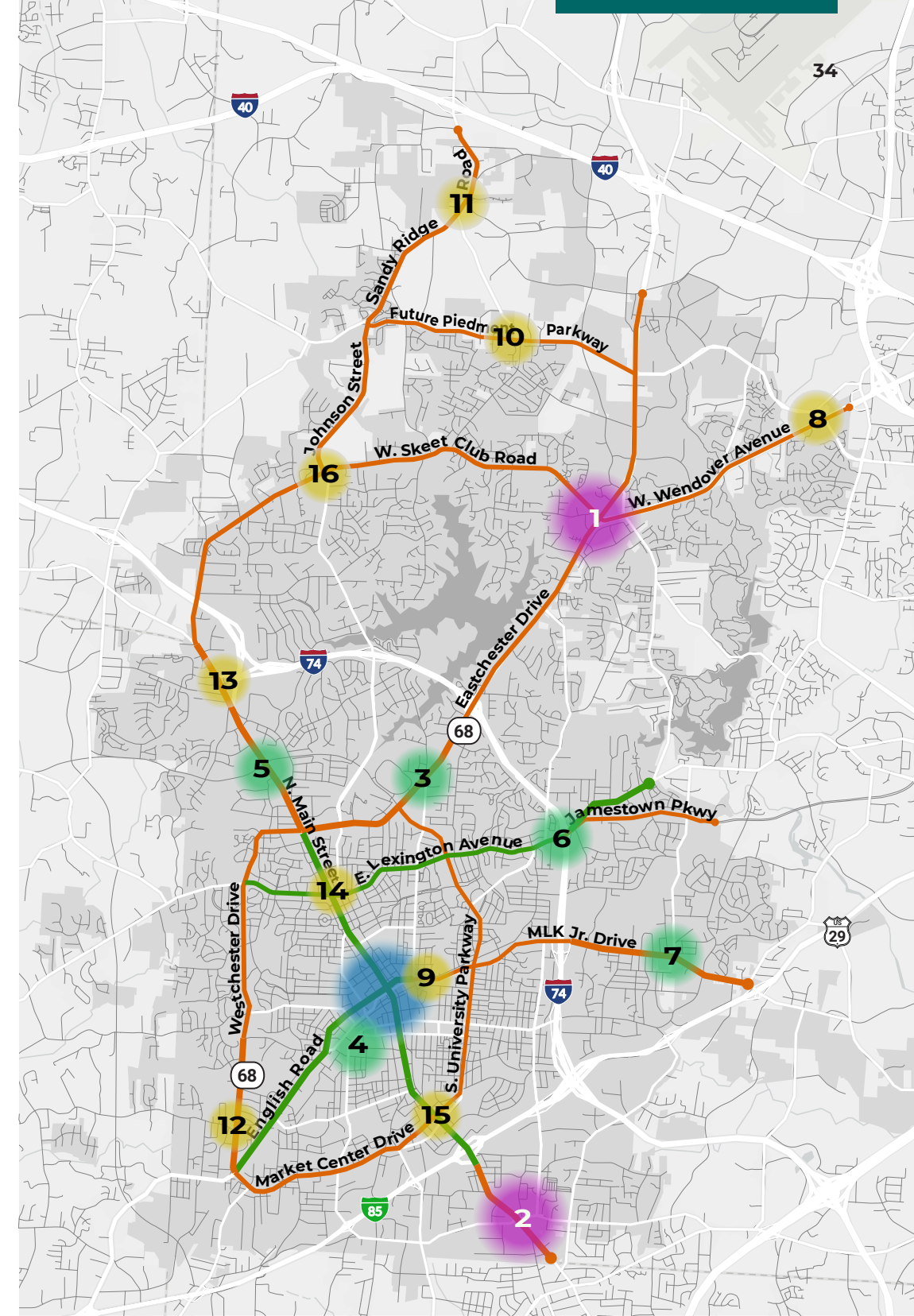
Downtown

STREET TYPES

- Urban Street
Streetscape Improvements

- Boulevard
Streetscape Improvements

See pages 43-44 for typical cross-sections



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.

HIGH POINT'S ACTIVITY CENTERS

Regional Center

A major commercial district serving much of the city. Buildings can range from 2 to 6 stories and include a range of land uses. See following pages for more detail.

- 1 Palladium** The city's largest and most viable commercial district has a built fabric typical of traditional suburban commercial development – parking lots fronting the right-of-way, a mix of primarily one-story buildings, and virtually 100% reliance on the automobile for accessibility. This provides opportunities to use infill to create a more urban, mixed-use style of development.
- 2 S. Main Street & Fairfield Rd** The built fabric of this commercial area is very similar to the Palladium, although much older. Like the Palladium, there are opportunities to transform this area into a more mixed-use environment using infill development, especially in the way of incorporating a residential component and better urban design.

Town Center

A mixed-use district serving households within a half-mile radius or 15-minute walk. It typically includes a mix of commercial, residential and public services with 2-5 story buildings along multi-modal streets. See following pages for more detail.

- 3 Eastchester Drive & Centennial Street** This area offers numerous redevelopment and infill opportunities within the existing strip commercial centers, including near the now vacant Oak Hollow Mall. Consideration should be given to lot consolidation, resolving access issues to Eastchester and Centennial and incorporating a mix of land uses.
- 4 Southwest Area** This industrial area is ripe for adaptive reuse and infill development and has been the subject of several ongoing planning efforts, including the rehabilitation of a former mill building into a small-scale manufacturing hub.
- 5 Hartley/University Pkwy - N. Main Street** This commercial district includes several big box developments situated around the intersection with large parking lots that could be utilized for residential and mixed-use infill development.
- 6 Five Points – Jamestown Parkway & I-74** This is a relatively large area with undeveloped land and redevelopment opportunities on both sides of I-74 along E. Lexington Avenue/Jamestown Parkway/Greensboro Road. In addition, there are redevelopment opportunities along Jamestown Parkway/Greensboro Road. The City conducted an assessment of this area in 2021 that made recommendations about potential future land uses that should be considered for implementation.
- 7 Martin Luther King Jr. Drive and Scientific Street** This district includes an underutilized shopping center and an abundance of vacant land, both of which offer redevelopment opportunities. It is also characterized as an area that lacks access to fresh foods. Infill development that provides food access and housing should be a focus.

Neighborhood Center

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.. See following pages for more detail.

- 8 Wendover Avenue & Piedmont Parkway** The area near this intersection was the subject of a land use assessment by the City in 2022 that identified the potential for increased residential and mixed-use development.
- 9 Washington Street** This street was historically the center for African American commerce and offers infill development opportunities in support of efforts by business owners and long-time residents to make this a viable center of community life again.
- 10 Clinard Farms Road & Barrow Road** Generally undeveloped greenfield land surrounded by new residential development, this site should be considered as a small mixed-use development offering commercial services to the nearby residents.
- 11 Sandy Ridge Road & Clinard Farms Road** As growth continues in the northern section of High Point, a neighborhood center offering daily conveniences for residents in this area should be considered.
- 12 Westchester Drive & Burton Avenue** This intersection includes an underutilized and outdated commercial shopping center that offers redevelopment and infill opportunities.
- 13 Old Plank Road & North Main Street** The area could be enhanced with the development of a mixed-used center serving as a gathering place with commercial amenities such as restaurants, convenience groceries, and other supporting uses.
- 14 Lexington Avenue & North Main Street** Infill mixed-use development would greatly enhance this already successful neighborhood center that includes several popular small businesses and eating establishments in the Uptowne district. This area would also benefit from streetscape improvements to enhance the walkability of the center.
- 15 South Main Street & Market Center Drive** The large parking lots near this intersection could be subdivided and developed as a small, walkable, mixed-use neighborhood center where residents could gather to shop for daily needs and/or visit a restaurant or café.
- 16 Skeet Club Road & Johnson Street** With the development of new townhomes on the northwest corner, the east side of Johnson Street offers opportunities for compact and walkable neighborhood mixed-use. This could include restaurants and/or a pub, upper floor apartments, and other small-scale commercial amenities that support the daily needs of nearby residents.

Representative Examples of Each Activity Center Type



The **examples of each activity center type** – regional, town, and neighborhood centers – on the following pages **are representative only and not intended to be interpreted as literal or final design and/or development requirements.** Each representative example includes a description of desired characteristics for the activity center type as well as recommended components for the built fabric and a conceptual rendering illustrating what build-out or redevelopment **might** look like.

In some cases the concept renderings show new buildings in place of existing buildings and/or businesses. **This does not mean that it is recommended that the business go away. It's intended to illustrate one of many potential concepts.**

The conceptual change in **value per acre** is provided for each of the representative activity centers.

REPRESENTATIVE EXAMPLE

S. MAIN STREET & FAIRFIELD ROAD

REGIONAL CENTER

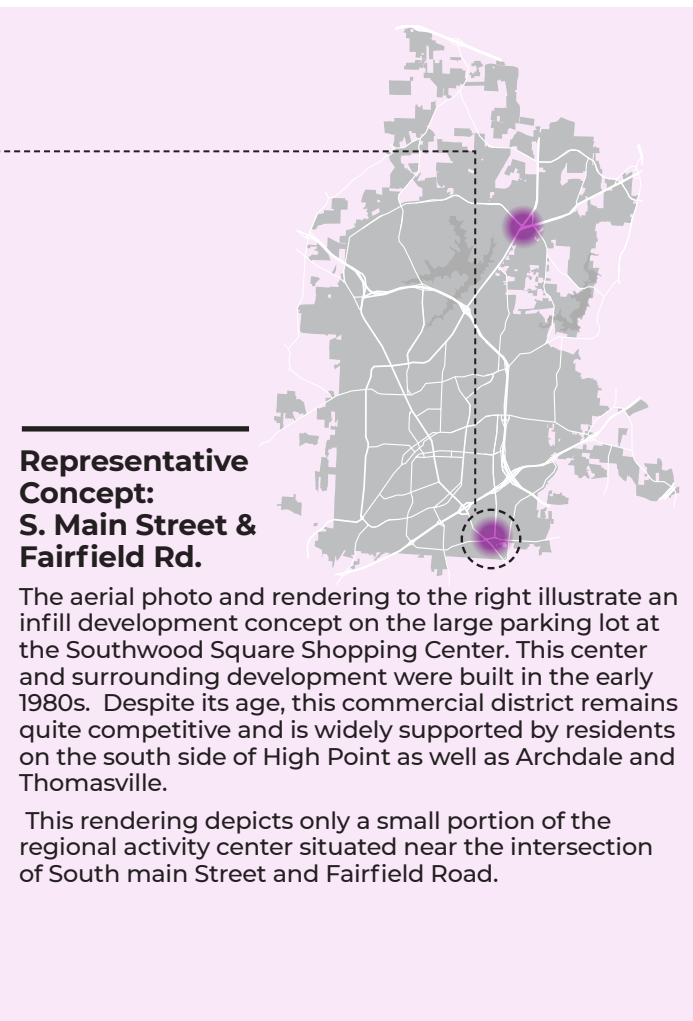
Regional centers are generally defined as a major mixed-use or commercial district that serves the entire city and beyond. Typically, buildings range from two to six stories in height and include a range of uses such as big box retail, cinemas, entertainment venues, office space, restaurants, etc. The scale of these centers generally exceeds 100 acres with direct access to a major arterial road in the city.

High Point has two locations that qualify as a regional center. The commercial district, generally defined by the Palladium Shopping Center located near the intersection of Eastchester Drive and Wendover Avenue is an existing commercial power center that has gradually developed over the past decade to become the premier commercial district in High Point.

The second location is situated near the intersection of South Main Street and Fairfield Road.

CHARACTER / CONCEPT IMAGES

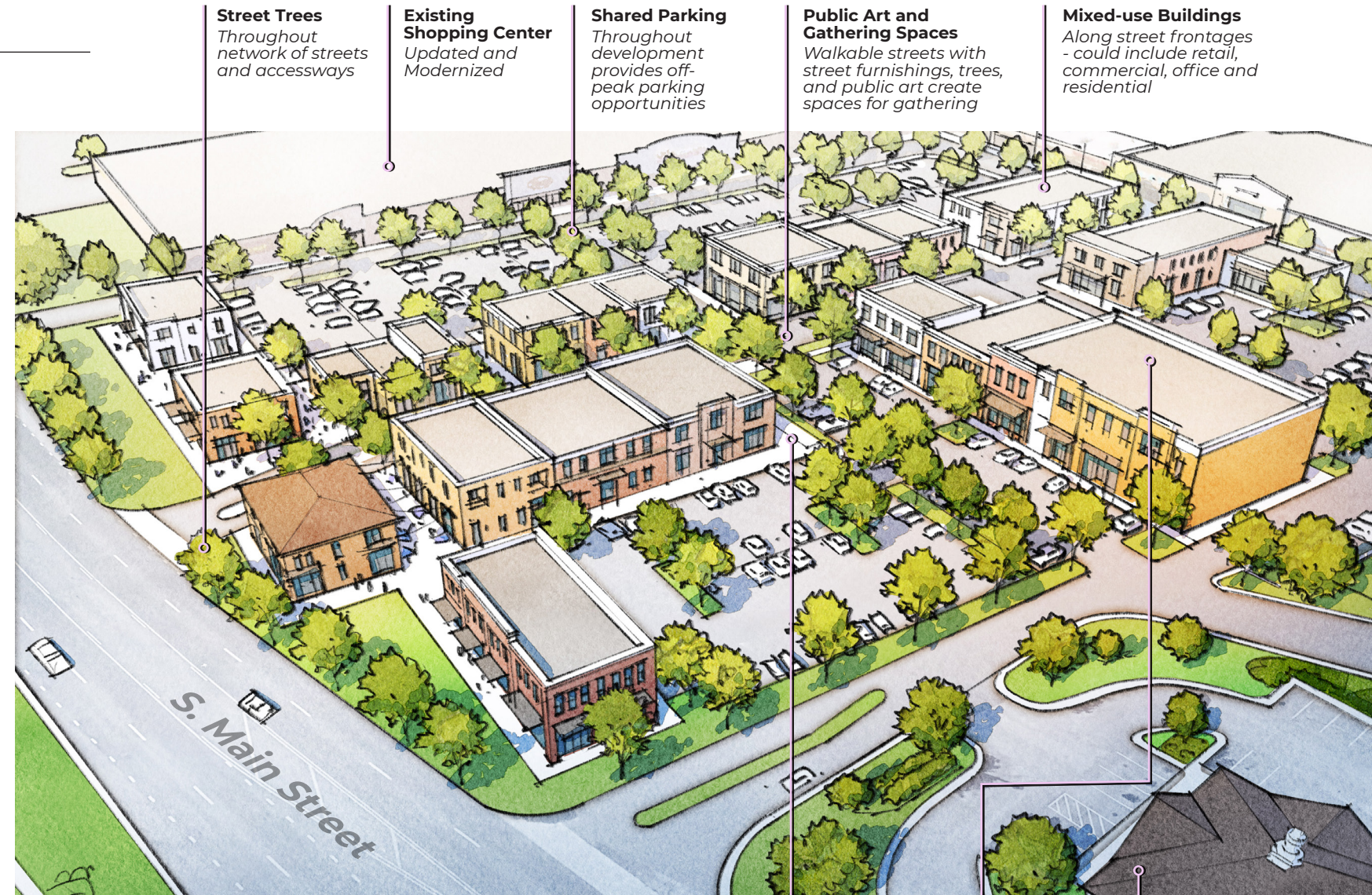
The rendering and images are intended to represent a general concept and are for illustration purpose only.



Representative Concept: S. Main Street & Fairfield Rd.

The aerial photo and rendering to the right illustrate an infill development concept on the large parking lot at the Southwood Square Shopping Center. This center and surrounding development were built in the early 1980s. Despite its age, this commercial district remains quite competitive and is widely supported by residents on the south side of High Point as well as Archdale and Thomasville.

This rendering depicts only a small portion of the regional activity center situated near the intersection of South main Street and Fairfield Road.



Street Trees
Throughout network of streets and accessways

Existing Shopping Center
Updated and Modernized

Shared Parking
Throughout development provides off-peak parking opportunities

Public Art and Gathering Spaces
Walkable streets with street furnishings, trees, and public art create spaces for gathering

Mixed-use Buildings
Along street frontages - could include retail, commercial, office and residential



Unified Circulation
All modes of travel, including the addition of transit stops, accommodated throughout

Residential Buildings
Future residents to support the commercial activity

Existing Buildings
A Master Plan can work existing buildings into the design and/or offer new building space to existing uses

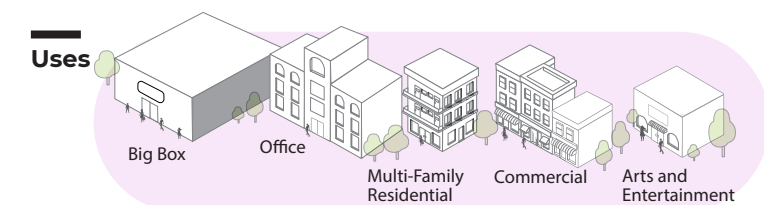
Conceptual Value Per Acre
EXISTING \$52K → POTENTIAL \$135K

Components for all Regional Centers could include:

Buildings
2 stories → 6 stories

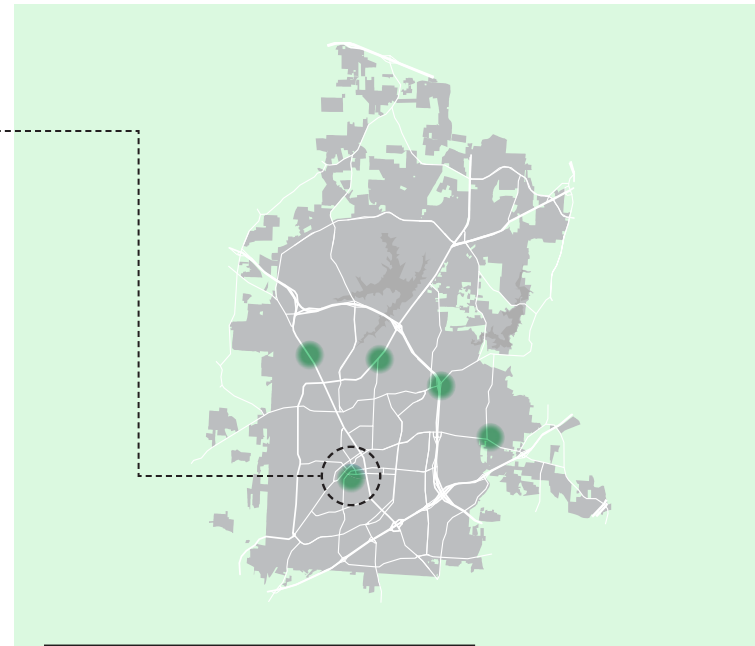
Market Geography
Citywide

Land Area
± 100 acres



REPRESENTATIVE EXAMPLE

SOUTHWEST AREA TOWN CENTER



Representative Concept: Southwest Area

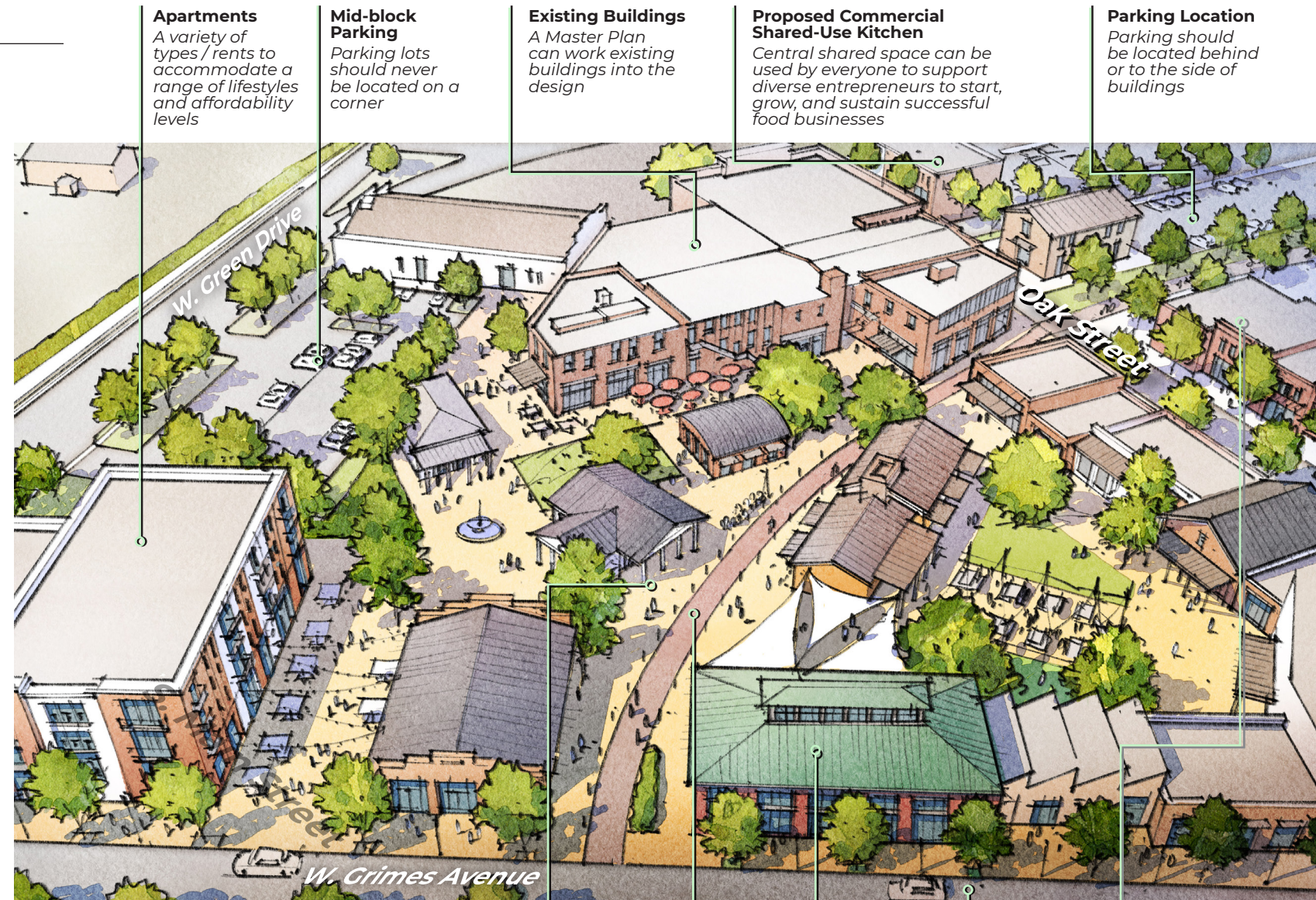
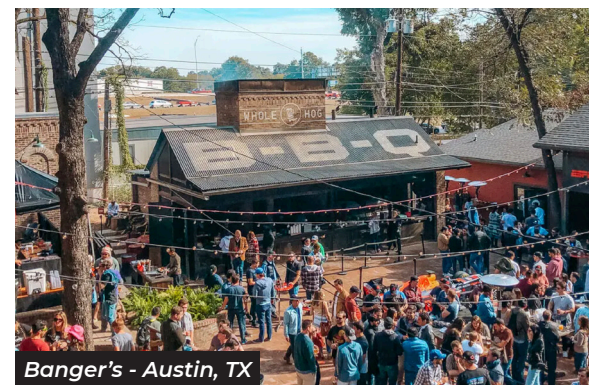
The aerial and rendering to the right illustrate a town center concept for the triangle shaped property bound by West Green Drive, Oak Street, and West Grimes Avenue in the Southwest Area. The City currently owns some of this land and has the opportunity to partner with a developer(s) to see this project realized. This concept is built upon the idea of adaptive reuse of the existing industrial buildings – to maintain the industrial character of the area. Recognizing that this town center location will likely develop incrementally, the buildings demonstrate an eclectic character that allow for different developers/owners to collectively contribute to this center which consists of an interior courtyard with food, pub, and music venues. The City's greenway is proposed to bisect this property and would be a key component to the multimodal fabric envisioned.

A town center is a mixed-use district serving households within a half-mile radius or up to a 15-minute walk. It typically includes a mix of commercial, residential, and employment uses within two- to five-story buildings along multi-modal streets that favor pedestrians and bikes. A town center should have enough housing and services to support public transit. Parks, public squares, and trail connections are also essential components to a successful town center.

Town centers typically range in size from 50 acres to +/-100 acres. In some cases, the size of a town center may exceed the size of a regional center, but the character and urban design components are different. Where a regional center has a much larger geographic range in terms of a customer base, a town center has a smaller and more defined customer base that is generally within easy driving distance or walking/biking proximity. In addition, the design character of a town center is typically denser, encompasses an urban character, and is fully connected to the surrounding neighborhoods via sidewalks and bike paths.

CHARACTER / CONCEPT IMAGES

The rendering and images are intended to represent a general concept and are for illustration purpose only.



Apartments
A variety of types / rents to accommodate a range of lifestyles and affordability levels

Mid-block Parking
Parking lots should never be located on a corner

Existing Buildings
A Master Plan can work existing buildings into the design

Proposed Commercial Shared-Use Kitchen
Central shared space can be used by everyone to support diverse entrepreneurs to start, grow, and sustain successful food businesses

Parking Location
Parking should be located behind or to the side of buildings



Public Space with Art
Central shared space around the greenway can be used by everyone and include public art to help establish a unique character and identity

Proposed Greenway
The new greenway is at the center of activity

Mixed-use Buildings
A variety of buildings/uses could include maker-space, commercial, office and residential

Compact Urban Streets
Throughout the district with streetscape, on-street parking, bike lanes, sharrows, and transit stops

Townhouses
A variety of housing types to accommodate a range of lifestyles and affordability levels

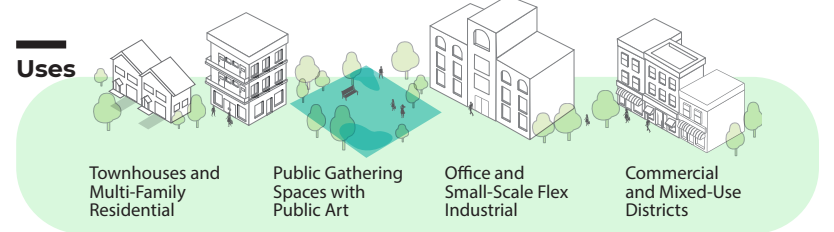
Conceptual Value Per Acre	EXISTING	POTENTIAL
\$	\$268K	\$697K

Components for all Town Centers could include:

Buildings
2 stories → 5 stories
Urban Fabric

Market Geography
1/2 mile radius (15 minute walk)

Land Area
50 - ±100 acres



REPRESENTATIVE EXAMPLE

SKREET CLUB AND JOHNSON NEIGHBORHOOD CENTER

A neighborhood center is a compact mixed-use district that primarily serves the immediately surrounding neighborhoods within a 5- to 10-minute walk. The district typically includes one to three story buildings with a mix of restaurant/retail, small office, and residential uses. Transit stops and small plazas or pocket parks are also common.

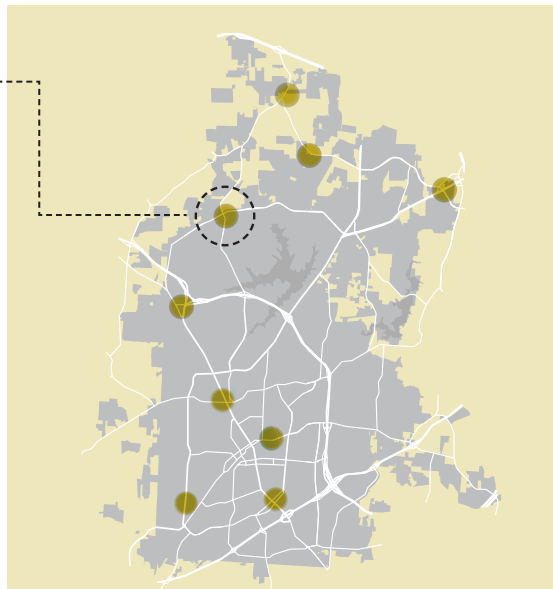
Neighborhood centers vary in size depending on the surrounding context. A neighborhood center that includes a couple of small local restaurants and a small plaza for community gathering may be less than ten acres. A neighborhood center configured along a main street might include a number of restaurants, boutique retailers, maybe branch library or branch post office, a park, etc. and could be up to 25+ acres.

While neighborhood centers may be very small and include only a few buildings, they can often be the most challenging centers to designate geographically. After more than 50 years of use-based zoning in most American communities, we have become accustomed to seeing uses separated – residential neighborhoods separated by a road, at minimum, from even low intensity commercial development that may include small scale retail uses and restaurants. It feels normal and safe...until we visit our friends in a city where a long-time café has existed side-by-side with single family houses surrounding it or a resort community where a local diner sits on one corner of a traditional residential block or we take a trip to Europe where cafes and restaurants are embedded into every neighborhood, by design.

Collaboration with the nearby neighbors is essential to ensure they understand what a neighborhood center is and to safeguard them from any anticipated impacts.

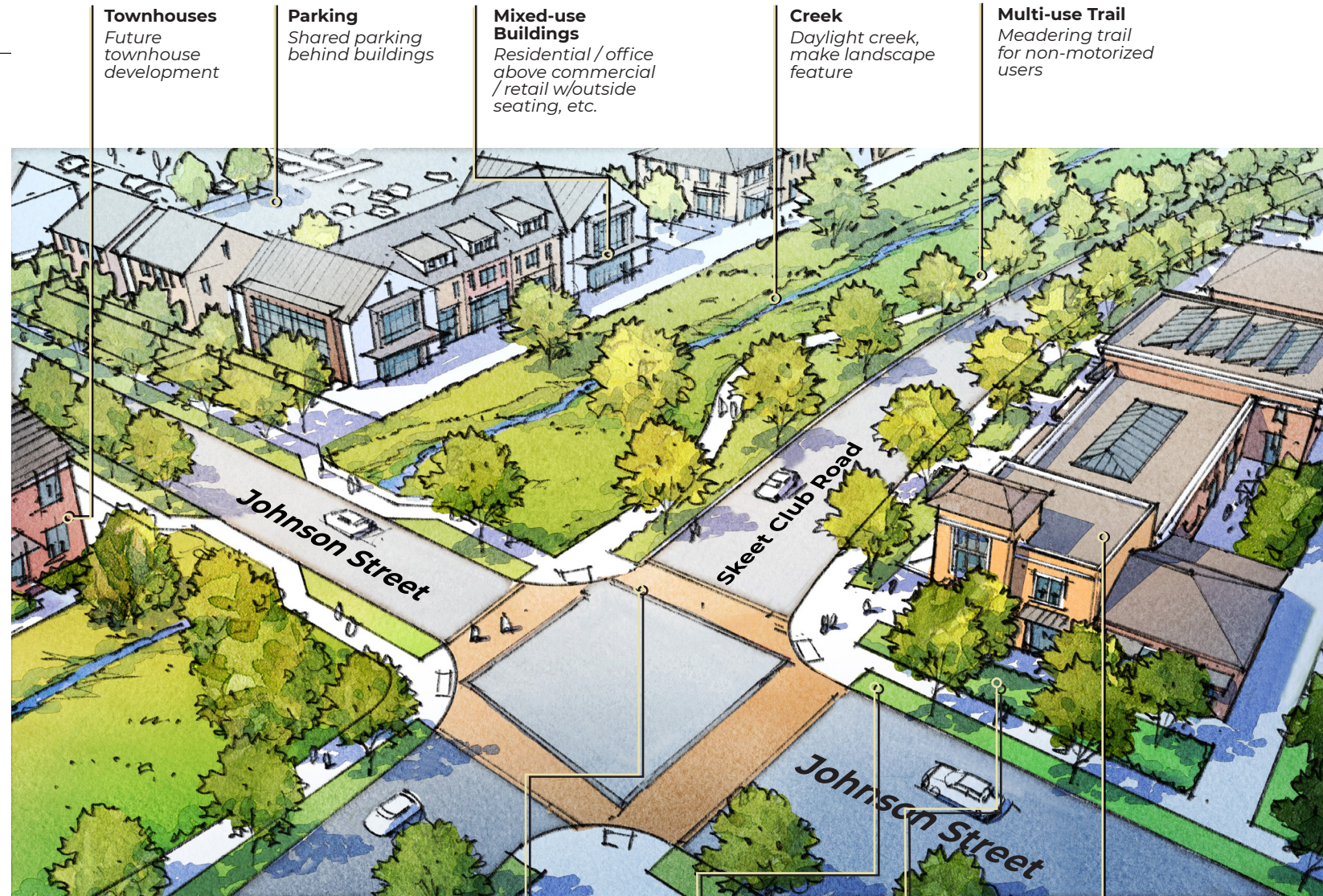
CHARACTER / CONCEPT IMAGES

The rendering and images are intended to represent a general concept and are for illustration purpose only.



Representative Concept: Skeet Club and Johnson

The aerial and rendering to the right depict what a neighborhood center at the intersection of Skeet Club and Johnson Road might look like with buildings fronting the intersecting roads creating interior courtyard environments with safe walkable areas. Small-scale mixed-use buildings should reflect the house-scale of the surrounding area with businesses that cater to the needs of the neighborhood. The area should be walkable and bikeable and well landscaped with plenty of green space.



Enhanced Intersection
As needed - high visibility crosswalks, effective intersection lighting, pedestrian refuge islands, etc.

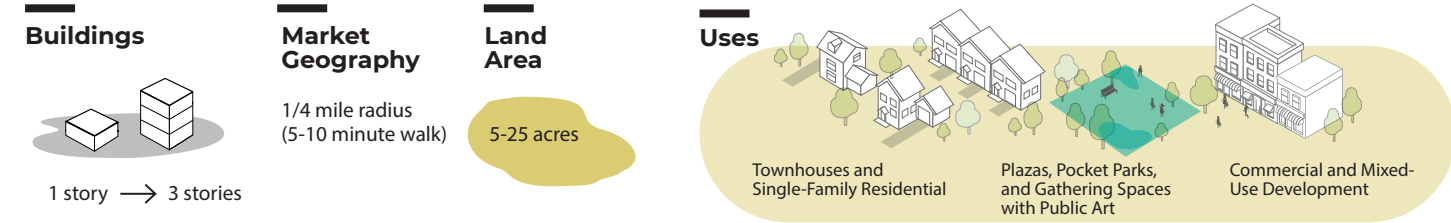
Complete Streets
An inviting streetscape with facilities that accommodate walking, biking, transit, and driving

Public Gathering Spaces with Public Art
Shared space that can be used by everyone and include public art to help establish a unique character and identity

Mixed-use Buildings
Residential / office above commercial / retail w/outside seating, etc.



Components for all Neighborhood Centers could include:



STREET TYPES

There are two streets types that are important transportation routes through the 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, English Road, and MLK Jr. Drive.

Two street types have been identified that connect activity centers - **Urban Streets** and **Boulevards**.

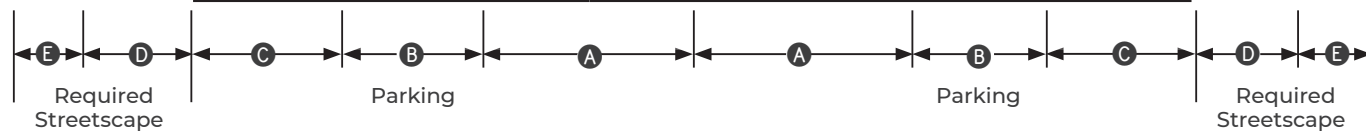
See Activity Centers map on page 34 for locations.

Urban Street

with or without adjacent mixed-use development



This two-lane street is most appropriate in downtown and the core area where active frontages are prevalent. Depending on need and available right-of-way, parallel or angled on-street parking should be included. Due to high anticipated pedestrian activity, design speeds are kept low. Bicycle space should be provided via buffered bike lanes.



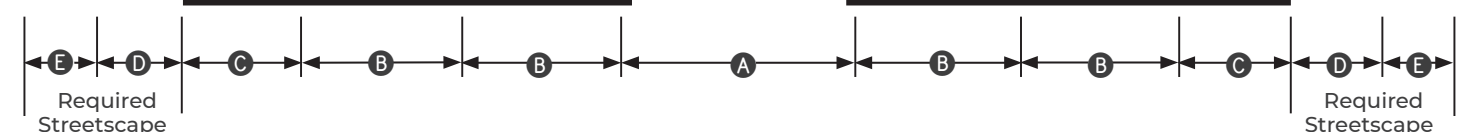
COMPONENT	NOTES
A Travel lane	2 travel lanes that are 10 feet wide.
B On-street parking	Parallel or diagonal, where appropriate.
C Bike space	Buffered bike lanes, where appropriate.
Required Streetscape	<i>In some cases required streetscape will be accommodated outside of the public right-of-way.</i>
D Planting zone	Tree pits or tree lawn with a minimum width of 6 ft and street trees 40 ft on-center.
E Pedestrian zone	Pedestrians will be accommodated on an accessible sidewalk [5 ft min.] on both sides of the street.

The cross-sections above are typical and can vary based on context.

Boulevard

with or without adjacent mixed-use development

Boulevards provide access between neighborhoods and activity centers with a wide-range of land uses, balancing all modes of transportation. Center planted medians are generally provided and often include a two-way-left-turn-lane and a pedestrian refuge. Adjacent development can vary from dense urban mixed-use, especially in some activity centers and as shown below, to typical suburban type development.



COMPONENT	NOTES
A Median space	Avenues will typically include center space in the form of a landscape median with a two-way-left-turn-lane as needed.
B Travel lane	Typically 4 travel lanes that are 10 or 11 ft. wide. If 6 lanes are needed it should be designed to balance all modes.
C Bike space	On-street bike space as either protected bike lanes or cycle track, where appropriate. An adjacent multi-use trail is an alternative.
Required Streetscape	<i>In some cases required streetscape will be accommodated outside of the public right-of-way.</i>
D Planting zone	Tree lawn with a minimum width of 6 ft and street trees 40 ft on-center. Tree pits could be used in some areas.
E Pedestrian zone	Pedestrians will be accommodated on both sides of the street with an accessible sidewalk at a width between 5 and 12 ft.

“I’m encouraged by this. I have found High Point to be one of the most pedestrian-hostile places I’ve been and I hope that can change. Adding sidewalks and real bike infrastructure is a great start.”
- Public comment from July Open House



PLACE TYPES

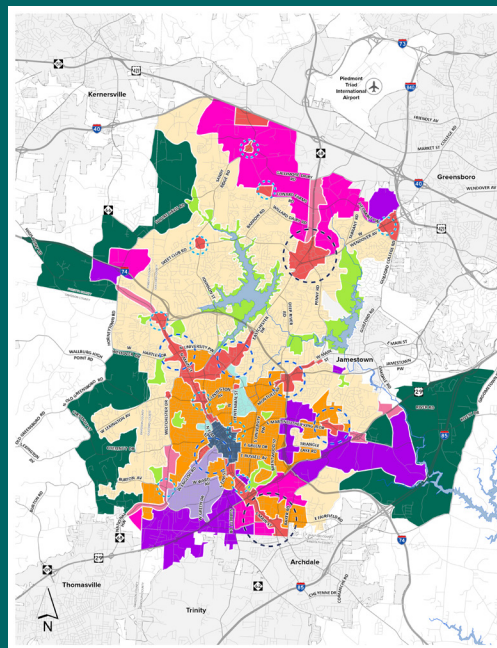


COMPONENT 2 OF THE GROWTH FRAMEWORK

In addition to the Activity Centers described in the previous section, 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 listed on the following pages 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. The primary and secondary uses listed for each place type description are for guidance and only intended to be examples of possible uses.



A map depicting the general locations for Place Types, including the Activity Centers, can be found on page 50. Over time, additional locations for some place types might emerge and the edges of some might shift. However, it is not necessary to amend the map when this occurs.



PAGE 50

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 wooded lots.

Primary uses: large lot single-family detached, preserved open space

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

Suburban Neighborhood Urban Neighborhood

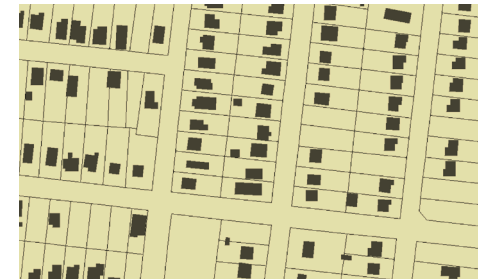


Suburban Neighborhood has a predominantly low intensity, single-family detached, residential development pattern with a range of 3-7 single-family units per acre. These areas may also include moderate density residential development, such as small lot houses or attached townhomes, and are typically located on a major street. Multi-family and office development may exist near major corridors and can provide transitions from low to moderate density residential areas to more intense commercial areas. 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, multi-family and office along major corridors, public/institutional uses such as schools, religious institutions, etc.

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



Urban Neighborhoods have a traditional grid or interconnected pattern that includes a mix of single-family detached to small to moderate-scale multi-family residential development 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. Multi-family and office development may exist near major corridors and can provide transitions from low to moderate density residential areas to more intense commercial areas. Densities generally range from 5-16+ dwelling units per acre.

Primary uses: single-family detached and duplex

Secondary uses: townhomes, triplex, quadplex, accessory dwelling units, multi-family and office along major corridors, public/institutional uses such as schools, religious institutions, etc.

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

Campus - Institutional



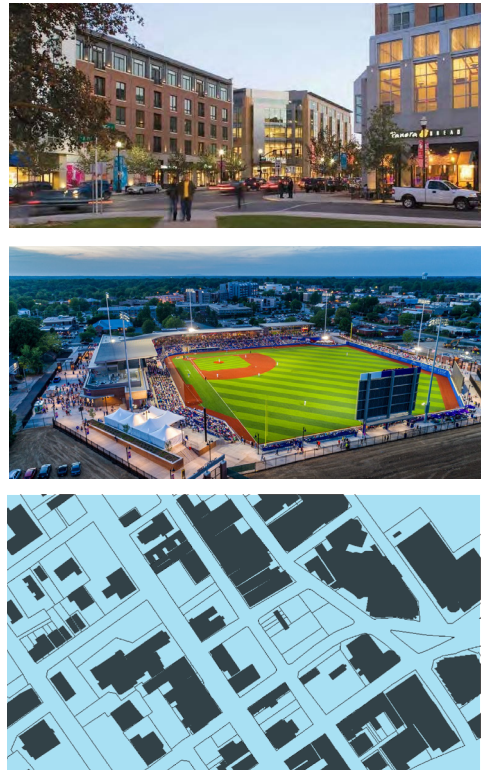
Campus - Institutional is typically characterized by one major activity such as educational, or medical. Campuses are often very large sites developed based on a master plan that organizes streets, buildings, pedestrian networks, open spaces, and parking in a unified manner. Campuses often have clearly 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, medical facilities

Secondary uses: commercial/retail, 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

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, commercial / retail, entertainment, cultural, government, civic, makerspace, and multi-family residential

Secondary uses: single-family attached and duplex, triplex, quadplex

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

Mixed-Use Corridor/Center



Mixed-use Corridors/Centers are commercial corridors, or centers, 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/Centers are also usually located along transit routes and are designed to reduce auto trips as a result of the development pattern. New developments provide a network of new streets and sidewalks providing circulation both within the site and to adjacent neighborhoods.

Primary uses: pedestrian-oriented commercial/retail, multi-family residential, office, restaurants

Secondary uses: live-work units, recreation, and entertainment

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

Suburban Corridor/Center



Suburban Corridors/Centers are located along major commercial streets and differ from Mixed-use Corridors/Centers. Adjacent development tends to be spread out and businesses serve a large geographic area and are primarily accessed by car. Buildings tend to be single-story and 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. Types of businesses found along Suburban Corridors / Centers range from stand-alone restaurants / stores to shopping centers with multiple tenants, to medical centers, to multi-story office buildings and hotels.

Primary uses: auto-oriented commercial, multi-family residential, offices, restaurants, personal services, lodging

Secondary uses: commercial/retail, self-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

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 industrial, offices

Secondary uses: multi-family residential, commercial/retail

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, greenways, and transit stops.

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

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

General Industrial



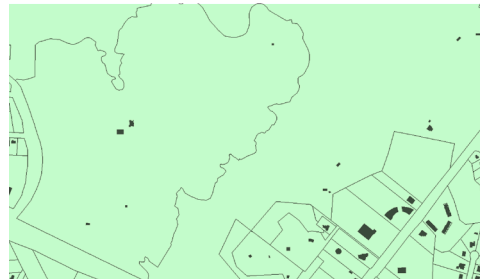
General Industrial supports a variety of processing, production, and manufacturing uses. Unlike the Mixed Employment Center and Transitional Industrial place types, General Industrial includes warehousing, industrial parks, and light manufacturing, as well as heavy industrial production. The latter are 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: commercial/retail, offices

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

Parks – Green Space



Parks – Green Space includes 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 are not limited to wooded lots, waterways, trails and greenway corridors, watershed protection and wildlife habitats.

Primary uses: parks, recreation, preserved open space, greenways

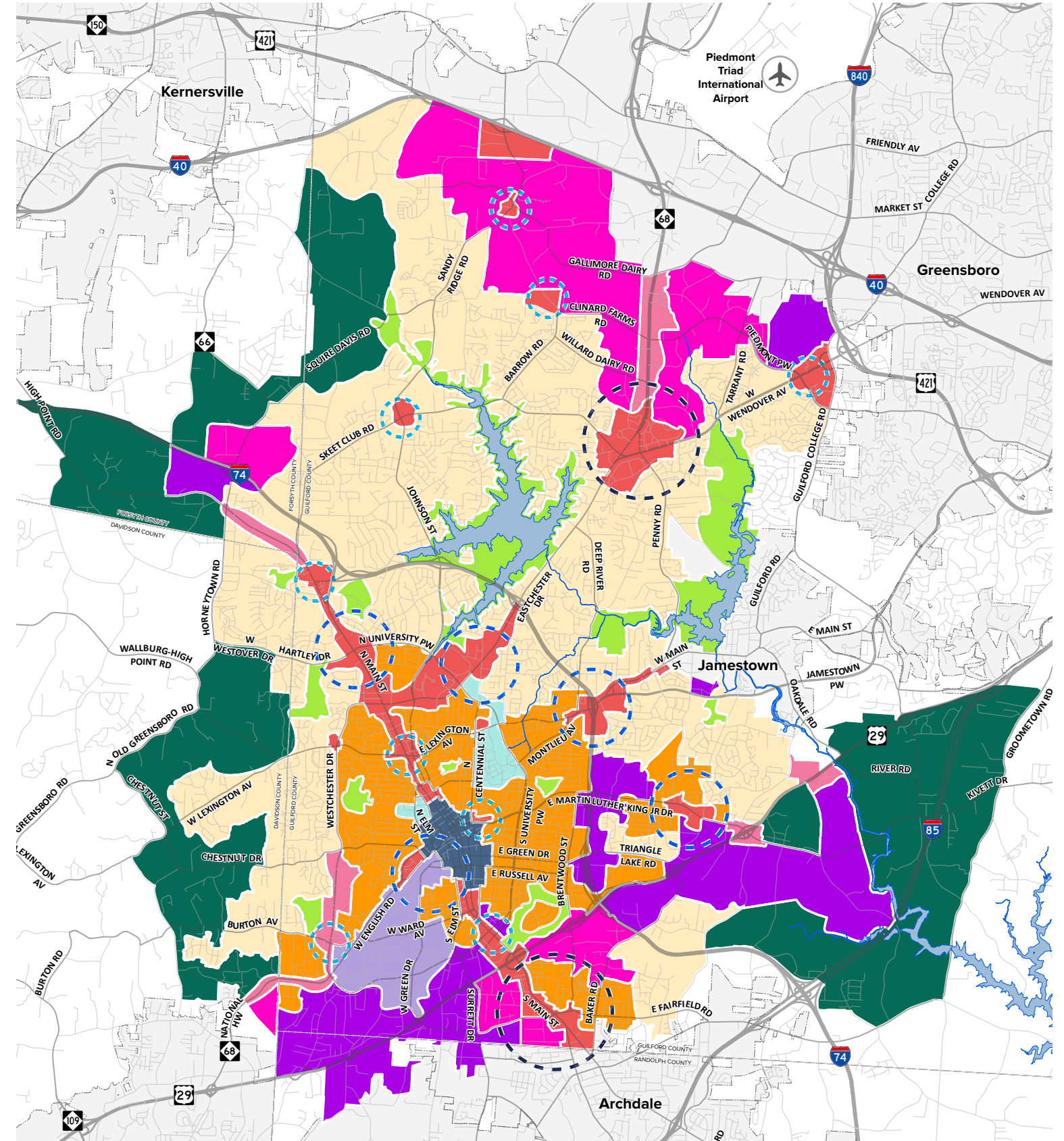
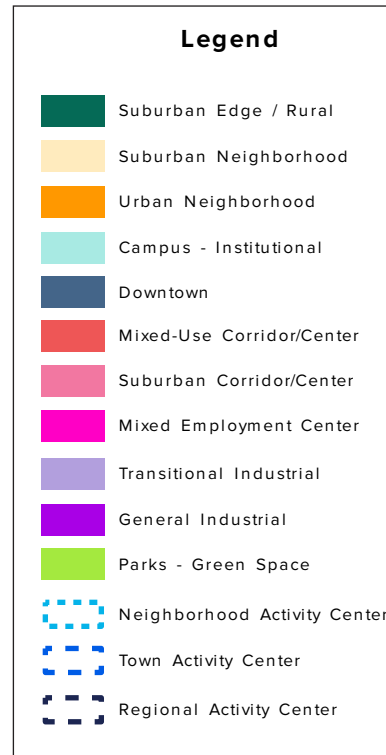
Secondary uses: plazas, trails

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

PLACE TYPES MAP

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. While adherence to this map is important to carry out the vision of the plan, there may be site considerations related to topography, the environmental conditions, or the type and/or quality of adjacent infrastructure that necessitate a more detailed review to determine whether a proposed use or zoning designation is in conformance with this comprehensive plan. When considering a proposed use or zoning designation, the following conditions must be addressed:

- The proposal must be consistent with the comprehensive plan's overall vision and policy direction.
- The use or designation being considered must meet the planning principles outlined in the comprehensive plan.
- The proposal should support one or more of the comprehensive plan's fifteen strategic initiatives.
- The proposed use or designation should be included within the primary or secondary uses for the place type in that location on the map.
- All designated overlay zoning districts and associated land use and/or design requirements shall take precedence.
- If the proposed use or designation does not specifically meet the primary or secondary uses defined for the mapped place type, and is located on the edge of a mapped place type, the following is required:
 - Is the use or designation more intense than what is typically allowed in the place type? If so, what mitigation measures are necessary to ensure nearby uses are protected?
 - Does the proposal address a compelling community interest?
 - Would the proposed use or designation negatively alter the character of the mapped place type?



OPEN SPACE PRESERVATION



COMPONENT 3 OF THE GROWTH FRAMEWORK

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.

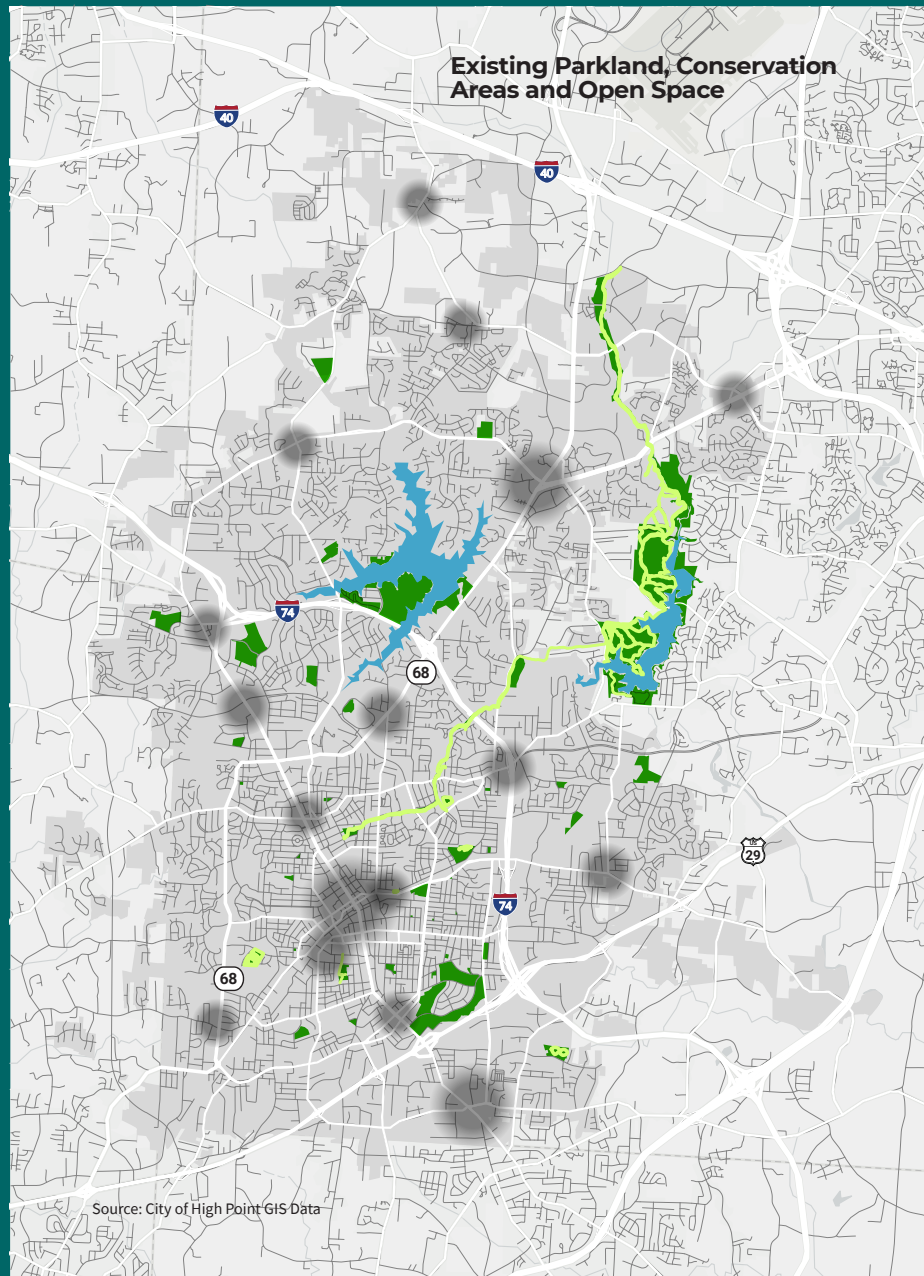
Growth is a function of supply and demand for land and, over the course of the past fifty years, the city's boundary has gradually expanded to the north and northwest.

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.



LEGEND

- Parkland and Conservation Areas
- Current greenways and trails
- Activity Centers



With 60% of the community strongly supportive of the preservation and acquisition of open space for either passive or active recreational needs, there is an urgency to begin this work.



As the City continues to grow at a 10% rate per decade, available land is quickly disappearing. Recognizing this, the community was presented with the following questions at a series of public open houses and an online survey.

While community support for additional building heights and density in the activity centers will generate increased property taxes over time to help pay for open space, land is a finite resource that appreciates in value annually as development in and around the city continues.

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?

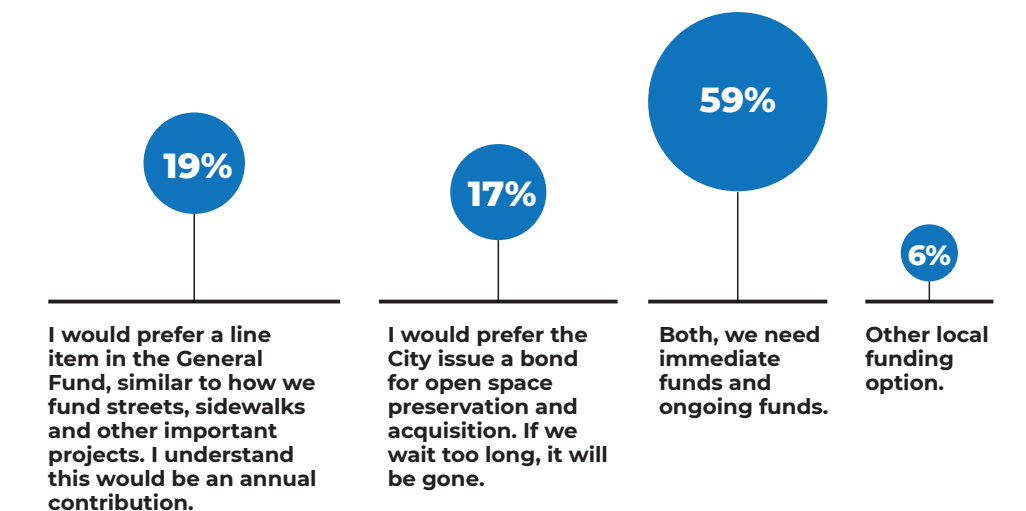
- The 2018 Parks & Recreation Master Plan** includes the following recommendations:
- Add 155 acres of parkland to maintain a level of service of 13.1 acres of parkland per 1,000 residents and address geographic gaps in service especially in the northern area of the city
 - Develop a site master plan for High Point City Lake Park
 - Construct a total of 29 miles of trails and greenways as resources allow
 - Implement the Westchester Park Master Plan



“I would prefer the City issue a bond for open space preservation and acquisition. If we wait too long, it will all be gone.”

“I would prefer a line item in the General Fund, similar to how we fund streets, sidewalks and other important projects. I understand this would be an annual contribution.”

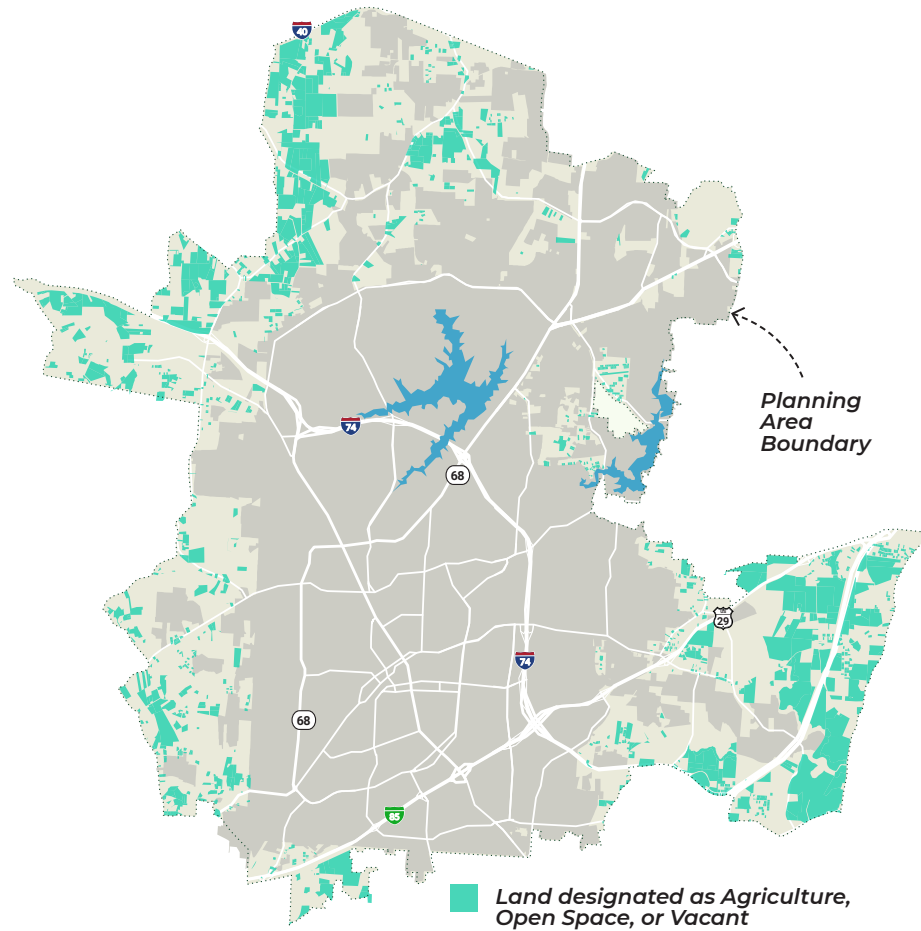
“Both, we need immediate funds and ongoing funds.”



Preservation of Land in the Planning Area

The community recommended a 'major course correction' relative to how High Point will grow from this point forward. The Planning Area is the area the City plans for as part of its long-range planning. It includes more than 20,000 acres within the four surrounding counties of Guilford, Davidson, Randolph, and Forsyth. Approximately 7,500 acres within the Planning Area are generally designated agriculture, open space, natural conservation/resource, or vacant and should be targeted for preservation.

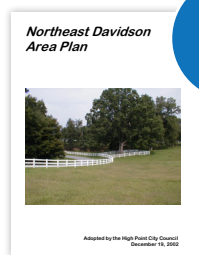
The preservation of land in the Planning Area creates a financial benefit for the City on two fronts. First, the City does not have to install additional road and utility infrastructure in this area which greatly reduces the City's Capital Improvement Projects (CIP) expenses. Second, it reinforces the intent to infill and revitalize the activity centers identified on the Place Types Map by reducing the supply of developable land outside the city's existing boundary and redirecting growth/demand inward to these centers.



Source: Urban Footprint, CoreLogic Real Estate

FROM THE NORTHEAST DAVIDSON AREA PLAN

The Northeast area has a number of attractive environmental features including rolling hills, forested sections and several sizable streams. As development encroaches on these features, there is a growing concern that something of great value will be lost and the rural character of the area diminished.



Source: Urban Footprint, CoreLogic Real Estate

The Planning Area presents an opportunity for a greenbelt that surrounds High Point and creates natural open space between the city and the neighboring cities' boundaries. At present, the boundaries of nearby cities are irregularly shaped alongside High Point's boundary which results in a lack of definition and authenticity for each. A greenbelt around the city, where still possible, would provide the essential geographic separation to create a sense of entry, a gateway of sorts, into High Point.

CATEGORIES OF TOOLS TO PRESERVE LAND

Open space preservation strategies typically fall into one of three different categories - planning, regulation, and acquisition



PLANNING

Identify important natural resources, preserved lands, and linkages

GIS mapping can be used to identify and target land for future preservation.

Educational campaigns inform citizens, and local officials, of the benefits of open space preservation.

Development and design tools such as conservation subdivision design, clustering, and planned developments can be incorporated into zoning ordinances to preserve private land.



REGULATION

Use of local ordinances and state laws to protect important natural resources and lands that surround preserved areas

Where the acquisition of land for permanent preservation is unlikely, large lot or agricultural zoning designation will ensure the preservation of private land while allowing the use of the property.

A "Voluntary Agricultural District" program provides tax advantages for property owners who voluntarily initiate farmland protection on their property.

Overlay ordinances can be used to protect specific resources such as steep slopes, stream corridors, water supply watersheds, and critical habitat.

A transfer of development rights program (TDR) allows owners of agriculture/open space lots to sell density to property owners where development and density are desired.



ACQUISITION

Obtain land through purchase or donation; includes purchase of full title, development rights and/or conservation easements

Open space bonds or open space sales tax create significant funding sources specifically dedicated to land acquisition.

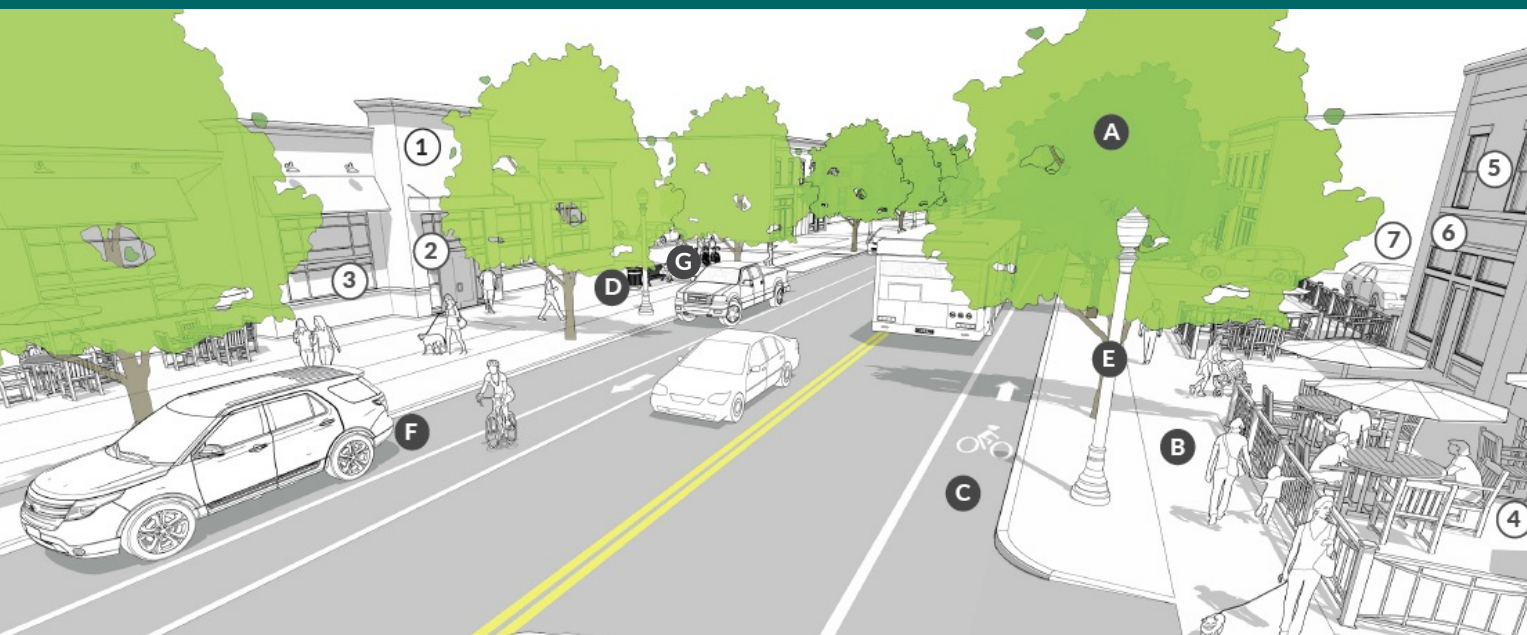
The establishment of a Greenbelt Advisory Board can create a group of local open space champions to lead a grassroots fundraising campaign.

Coordination with and support of the regional land conservancy provides partnership opportunities to expand local open space efforts beyond local boundaries.

Coordination and collaboration with the surrounding jurisdictions.

URBAN DESIGN

COMPONENT 4 OF THE GROWTH FRAMEWORK



- 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

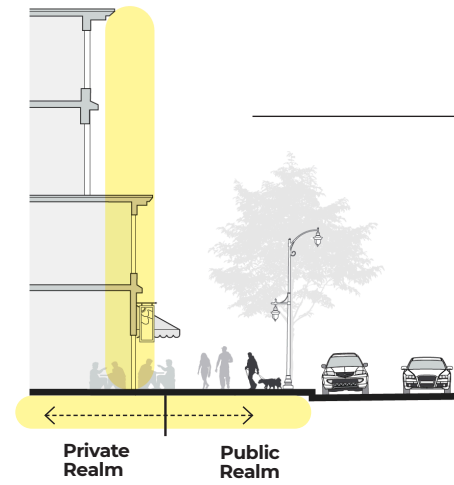
- Public Realm Components**
- Ⓐ Street trees
 - Ⓑ Sidewalks (5'-12')
 - Ⓒ Bike lanes or sharrows
 - Ⓓ Street furniture (e.g. benches)
 - Ⓔ Pedestrian level lighting
 - Ⓕ On-street parking
 - Ⓖ Public Art

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.

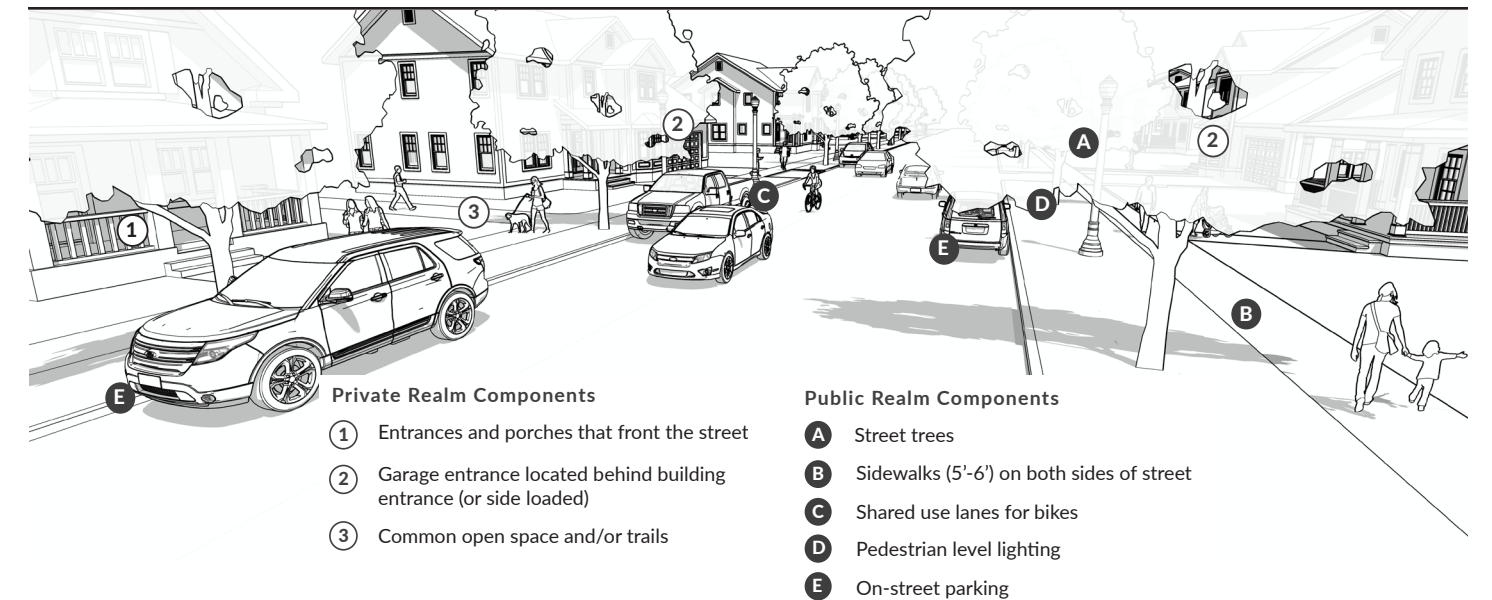
Much of the city exhibits typical auto-centric suburban design where the focus is on moving automobiles. It is difficult to get around without a car. Land uses are separated, and along most corridors, strip commercial centers and other buildings are setback far from the street with parking lots abutting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

High Point must look, feel, and function like traditional urban space. This requires the thoughtful integration of numerous ingredients, from street design to the placement of parking to the ways that buildings engage the public right-of-way.



For a city to have vibrancy and sense of place, it is crucial that it has great streets

The public realm (streets and other public spaces) and the private realm (buildings and other private space) must seamlessly integrate. The treatment of this "interface" between the public and private realms is a key ingredient in great streets. This is true for both commercial / mixed-use and neighborhood streets, in both a suburban and urban context.

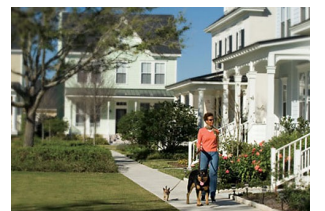


Neighborhood Design

The design of streets and the integration of the public and private realms is as important in neighborhoods as it is in mixed-use areas. Streets with sidewalks accessible to everyone along with street trees, lighting, and landscaping can make a neighborhood feel safe and inviting. When combined with a mix of architectural styles and housing types new neighborhoods can develop a sense of place and authenticity that is often only associated with older established neighborhoods.



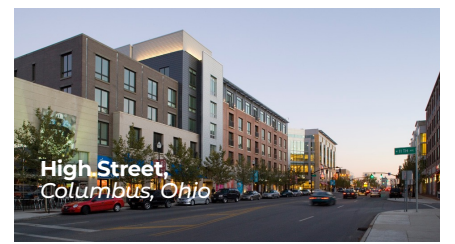
A new home with a sideloaded garage in New Town, Virginia



A walkable neighborhood with homes fronting a public green in Baldwin Park, Florida

High Point is not alone

Cities across the country have committed to developing authentic urban form for new mixed-use centers and corridors. Austin and Columbus are just a few that have developed new urban neighborhoods and districts with an integrated transportation, land use, and urban design approach. They established goals through planning processes, updated land development regulations, and set high standards. Contrary to common criticism, developers often embrace this approach when combined with a by-right development review process. A by-right process would grant approval for projects that comply with the development standards without a discretionary review process. It brings certainty to the review process and more certainty equals less risk. This not only benefits those who are building things but also cities and their residents by bringing predictability and authenticity to new urban development.



High Street, Columbus, Ohio

The Domain, Austin, Texas

OUR WAY FORWARD

What actions will we take?



Doing what matters, matters.
Understanding capacity matters.
Creating a 'to-do' list of unattainable actions is disingenuous.
The best path forward is one that is aspirational, yet manageable.

What will we **MAKE HAPPEN** today?



Photo credit: highpointdiscovered.org



Core Values
Planning Principles



Community Driven Outcomes



Strategic Initiatives

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. It's a daunting task and one that requires the full support of the City Council, the Planning and Zoning Commission and all departments within City Hall. It's not solely a responsibility of the Planning Department, its implementation will require the efforts of all departments under the leadership of the Planning and Zoning Commission, City Council and the continued support of the community.

High Point is at a turning point – go the way of typical American communities and continue to grow outward in response to developer driven annexation requests or take control of the next twenty years of growth by directing development inward toward walkable activity centers? It sounds easy, but it's not. While public input has been overwhelmingly supportive of this growth framework to date, future public hearings before the Planning and Zoning Commission and City Council will very likely face market and development pressure to approve a typical suburban development to meet the city's housing needs. A business-as-usual approach will not result in high-quality affordable units within the city. High Point must play the long game and drive growth inward to the proposed activity centers which will allow for a variety of housing types and mixed-use development opportunities.

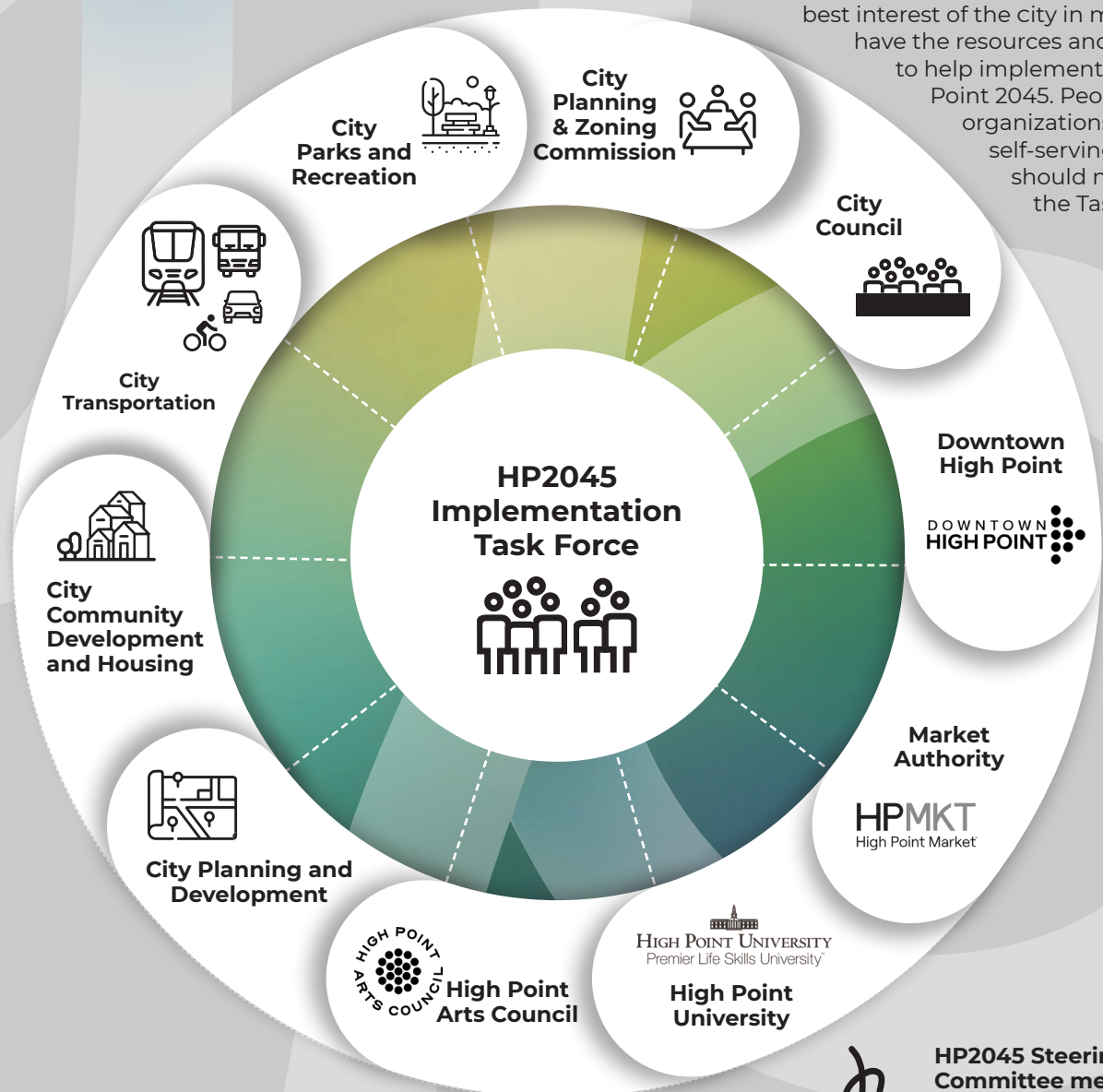
Strategic Framework for Implementation and Ongoing Plan Refinement

HP2045 serves as the umbrella plan for all other planning and policy recommendations that relate to physical development in the public and private realm. High Point has a history of commissioning several quality plans in any given year. The quality and value of several of these plans cannot be overstated. Unfortunately, too many of the recommendations included in these documents have never been implemented. It's unclear the reasons for inaction – lack of funding, absence of a 'champion,' insufficient City Council support, an overwhelming number of unprioritized recommendations, etc. – but there is certainly an identified problem getting recommended projects to completion. As a result, the strategic framework for implementation that is at the heart of this section includes only the necessary actions to ensure the goals of the comprehensive plan are fully implemented. Additionally, components and/or unfulfilled recommendations from prior planning documents are incorporated into this section so that they are managed, funded, and completed.

IMPLEMENTATION TASK FORCE

For High Point to succeed at implementing High Point 2045 it must remain at the forefront of mind. 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.

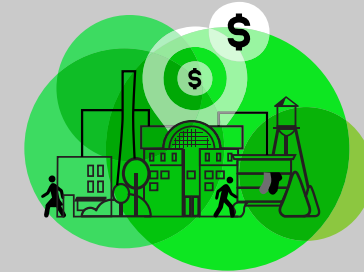
These initiatives are characterized by their alignment with the broader strategic vision for the city and will require collaboration among many City departments – an endeavor that will require City staff to play an outsized role and will demand significant resources, including funding to ensure success. 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.



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
- 2 Economic Development Incentives for Downtown Housing
- 3 Connect to Core Neighborhoods with Streetscape Improvements
- 4 Collaboration with Local and Regional Partners
- 5 Downtown Branding

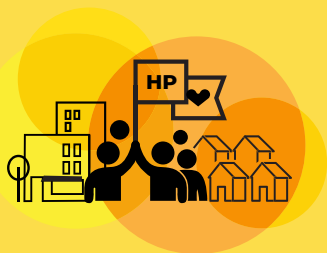


Diversify and Integrate Housing with Other Land Uses and Transportation Options

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
- 3 Complete Streets and Transit Options
- 4 Connect the City by Completing Sidewalks
- 5 Develop a Greenbelt Program

CULTIVATE A SENSE OF COMMUNITY AND UNITY



Community Driven Outcomes

The sense of a north/south divide in the city has diminished and socioeconomic gaps have narrowed.

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.

New housing and businesses are springing up on previously vacant lots in neighborhoods that haven't experienced development in a long time.

Strategic Initiatives

At every stage of public outreach during this comprehensive planning process, residents from the northern and southern neighborhoods were very clear – the City of High Point feels like two cities or, in some cases, three or four cities. In other words, the city feels divided economically, socially, racially, and visually. In a strange and unforeseen way, recognition of this division (these divisions) united the community. Collectively, the residents prioritized correcting this divide as a Big Thing that the comprehensive plan should address.



Sometimes quality of life can be hard to measure but a simple drive through northern High Point and southern High Point provides a distinct scale that quickly confirms significant differences – condition of housing, state of road and sidewalk infrastructure, number of vacant or abandoned structures, and quality of public schools. The initiatives recommended in this section are designed to begin to meaningfully move the needle to guarantee improvements in the quality of life for the city's residents, specifically those who live in south High Point.

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

“Not being “one” community but divided many ways — racially, economically, north from south, parts of High Point with other town’s postal addresses versus High Point areas with a High Point address.”

- Public comment from April Open House



1 Create an incentive package for the redevelopment or development of all identified activity centers

The activity centers discussed in the Growth Framework section will require more than new zoning regulations to allow for mixed-use development and significantly reduced setbacks. A public-private partnership approach will absolutely be necessary to realize the desired mixed-use development in the activity centers – the private sector will not lead this effort without public incentives. The city has had a series of successful projects in the downtown area – Truist Point ballpark, Congdon Yards, etc. – using a similar partnership approach in conjunction with a toolbox of economic incentives. It should be emphasized that development, and redevelopment in particular, can be messy. It is not a linear process but rather a series of hits and misses which mandates a complete set of incentives available from the City.

The following tools should be deployed for use in all activity centers, in particular for those designated activity centers that will require redevelopment.

■ “Synthetic” Tax Increment Financing (TIF)

Tax increment financing is a mechanism for capturing the future tax benefits of real estate improvements, in order to pay for the present cost of those improvements. It can be used to channel funding toward improvements in distressed or underdeveloped areas where development would not otherwise occur. North Carolina does not allow for “typical” TIF districts but many jurisdictions use “synthetic” TIF.

According to Kara Millonzi who wrote the following in an article for the Coates’ Canons NC Local Government Law: legally there is no difference between a “regular” tax increment financing district and one that is referred to as a “synthetic” TIF. The use of the term “synthetic” TIF is basically a marketing strategy. It is a transparent way to indicate that a NC city intends to repay the loan using new revenue generated from increased property values due to new development in the area, rather than from existing revenue or from new revenue generated through increased property tax rates.

Many developers understand TIF and are accustomed to working with cities that offer this financing tool. “Synthetic” TIF district designation for the activity centers would allow

the City of High Point to compete for developers that have come to expect this incentive.

■ Redevelopment Area Designation as a Development Financing District (DFD)

Chapter 160A, Article 22, of the North Carolina state code allows cities to create a redevelopment commission that has the authority to assess properties for designation as a redevelopment area subject to their review of site-specific criteria. The Planning and Zoning Commission is required to review the redevelopment commission’s recommendation and certify that the area in question is in conformance with the comprehensive plan and then recommend to the City Council for final approval. Any proposed development financing tools or instruments must be approved by the state’s Local Government Commission. The designation of the activity centers in this comprehensive plan makes this process relatively straightforward for the Planning and Zoning Commission and City Council.

The benefits of redevelopment area designation include bonding authority for infrastructure or land acquisition and the use of any allowable debt financing instruments available to the City. This gives the City considerable flexibility to partner with a private land owner or developer financially.

Cities are limited to a maximum of 5% of their land area that can be designated as Development Financing Districts. The seventeen activity centers equate to approximately 1,000 acres of land or +/-3% of the city’s land area (excluding rights-of-way) and, therefore, meet this threshold.

■ Municipal Services District (MSD)

Municipal Service Districts are special tax districts that are allowed under state legislation. The High Point City Council, in coordination with the property owners in the activity center, can approve a tax increase for the defined activity center. The additional tax revenue can be used to fund improvements to public right-of-way areas and other projects determined by the activity center’s property owners. Projects could include unique lighting, gateway signs, landscaping, etc. – things that generally enhance the character of the activity centers and that are not normally provided by the City.

Target Year/Range
2030

Success Measures
New TIF, DFD, or MSD designations created for select Activity Centers to spark new development/redevelopment
Increased number of development/redevelopment projects occurring in Activity Centers

2 Fund Community Development and Housing

Undertake a citywide market analysis and housing plan for the core neighborhoods to help inform housing, development, and neighborhood investment strategies. The nature of the city's housing market – the strength of its demand, the number and type of households, the financial characteristics of those households – has important effects on the city's economic health, its fiscal health, and its quality of life for residents. Moreover, the housing market is not a fully independent component of the community's broader social and economic structure – the implications of neighborhoods in decline are broad.

The **2016 Market Segmentation and Targeted Revitalization** plan provided an excellent assessment of the core neighborhoods but that was almost a decade ago. It provides a baseline for comparison purposes and will inform various aspects of the new plan. The following are necessary, in some cases ancillary, components for this effort to be successful.



▲ Market Segmentation and Targeted Revitalization (2016)

Consider restructuring, integrating, and/or streamlining coordination between the Community Development and Housing Department (CD&H) and the Planning and Development Department (P&D) to jointly manage this project.



▲ The adopted 2007 Core City Plan - Master Plan

A detailed market analysis and housing study will require the time and expertise of both departments. A project that is co-managed will be much more likely to obtain City funding for completion and implementation.

The Community Development and Housing Department receives an annual allocation of \$600,000 from the City Council to carry out neighborhood clean-up activities. For true neighborhood revitalization to occur, this number needs to be substantially increased.

A majority of the \$600,000 is dedicated to lawn maintenance and other 'fixes' that are closely associated with code enforcement issues; only a small percentage of these funds are actually assigned to significant neighborhood and housing revitalization efforts. This work is necessary but not sufficient to achieve notable improvements in the quality of life in targeted neighborhoods.

The City should collaborate with and support local nonprofit agencies that serve communities in need. Specifically, a multi-agency approach to address the city's ongoing permanent supportive housing needs.

The City should consider expanding upon the Core City Homebuyer Incentive Program with the addition of a City-funded grant program to award up to \$10,000 to qualified first-time homeowners to apply toward the acquisition of land for a new home. This will help to incentivize infill development on vacant lots – a necessary component of a healthy neighborhood.

The program currently offers up to \$7,500 for acquisition of a house in the Core City. This amount should be assessed to determine if it is actually enough to encourage likely homeowners to invest in the core neighborhoods.

Target Year/Range
2025-2035

Success Measures
A detailed market analysis and housing study is completed
CD&H Dept. budget is increased by 10-25% annually
Core City Homebuyer Incentive is raised to \$10K and increased number of recipients

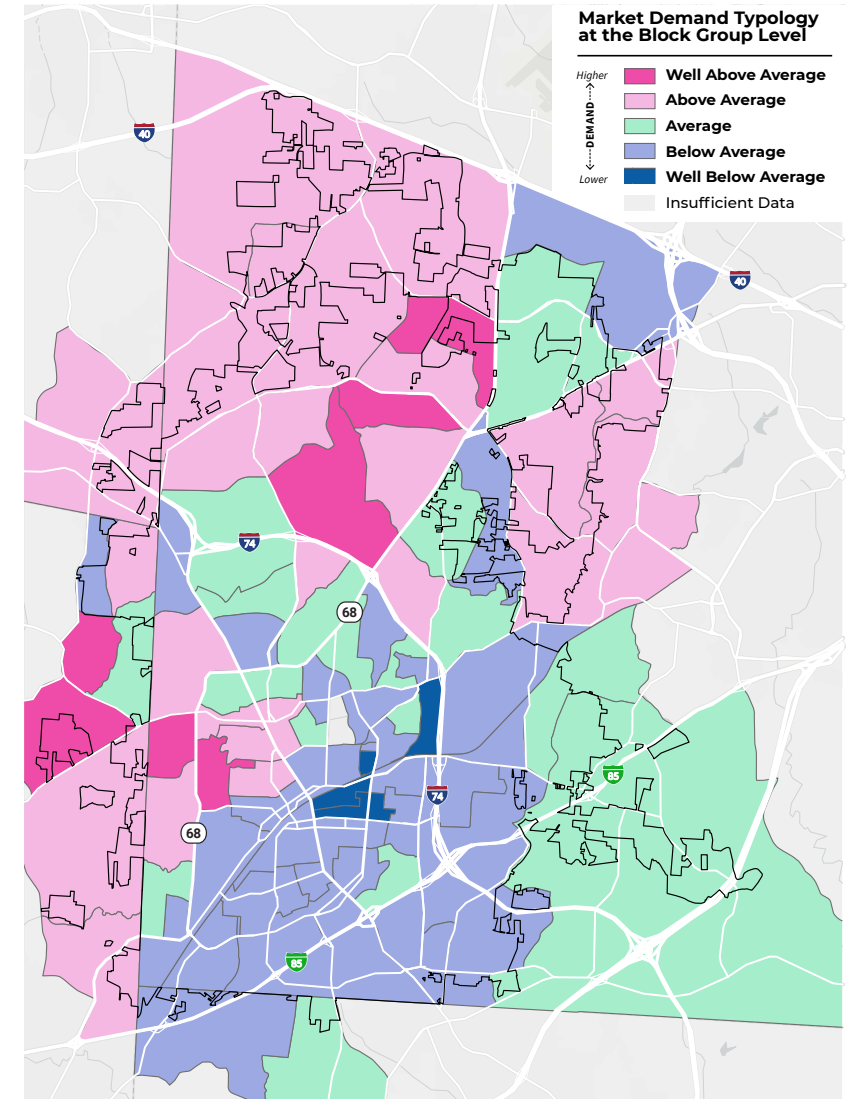
3 Create a Community Reinvestment Fund (CRF) or revolving loan fund and ensure annual funding allocations based on need

Years of minimal investment in the city's neighborhoods has taken its toll, particularly for the core neighborhoods and those neighborhoods generally located south of the downtown area (or south/southeast of the rail line). These neighborhoods suffer from a combination of low household incomes, lack of development activity, and a low rate of home ownership. Market demand is weak in this area and will require municipal intervention.

By contrast, neighborhoods to the north generally have higher median household incomes. Despite this, there remain neighborhoods to the north that exhibit similar patterns of weak market demand.

A Community Reinvestment Fund should be a line item in the City's general fund with distribution to Census Tracts based on need. Its structure and guardrails should be created with input from City department leaders and the Citizens Advisory Committee (CAC) to tailor a fund that addresses the varied needs of each census tract. Participatory Budgeting, where neighborhood residents are allowed to vote on small projects, has been used in Greensboro and could be an option for consideration for the CRF. Possible municipal investment opportunities might range from homeowner rehabilitation grants or loans to similar incentives for landlords to update outdated apartment complexes. The CRF should be flexible enough to also consider funding for park or other recreational amenities, sidewalks and/or trails, or even basic road and infrastructure needs.

The City could instead consider creating a revolving loan fund that includes private sector investors as well as non-profit organizations.



Source: This housing demand typology was produced using Z-scores for the following measurements of demand from the Census Bureau ACS 2021 5-year estimates: median home value, median gross rent, chronic vacancy (or "vacant, other"), median family income, and the concentration of households receiving SSI and/or public assistance.



The City's current budget, **Proposed Budget FY 23 – 24**, includes Strategic Priorities that specifically reference reducing blight and increasing the quality and quantity of housing within the city.

Target Year/Range
2028-2029

Success Measures
A new Community Reinvestment Fund (CRF) or revolving loan fund is created
Annual funding of projects through CRF/revolving loan commences

4 Revitalize Washington Street as a catalyst neighborhood center

The Washington Street business district – the stretch between North Centennial Street and Gaylord Court – was once High Point’s “Black downtown” prior to desegregation and served as the economic and cultural hub of the African American community. Today the area suffers from a lack of investment and many of the buildings along the four-block corridor have been lost to demolition. This general deterioration has been decades in the making. The City of High Point recognized the need to coordinate with business and neighborhood leaders in this district to initiate efforts to revitalize the area in 2008 and created a detailed plan – the *Washington Drive District Plan* – that included recommended actions to stem the decline and incentivize the rehabilitation of the historic structures before additional buildings were lost. Unfortunately, while the 2008 plan was (and is) an excellent planning document, there was very little execution on the part of the City to ensure the recommended actions were implemented.

As part of this comprehensive planning effort, Washington Street has been designated as a neighborhood activity center – an area where the City will focus planning/zoning and development efforts, combined with economic incentives, to create a viable mixed-use center. Art will play a role in the revitalization of this area and is reinforced by the proposed Black Box Theatre.

In addition to the recommended designation as an activity center, Washington Street was officially designated as a local historic district in late 2023. This will help to ensure the protection of the many important structures that create the unique character of the district. The Shops on Washington Street Project is also an existing program that should continue to support this district.

Many of the recommended actions included in the *2008 Washington Drive District Plan* remain perfectly suited for implementation today. But time is of the essence. A lack of action by the City as part of this planning effort will further undermine the residents’ and business owners’ trust in local government. In actuality, designating the Washington Street district as a neighborhood center offers the City and the residents an opportunity to partner on this catalyst activity center project to realize a synergistic solution – the successful revitalization of this neighborhood center while also instilling confidence inside City Hall that they have the capacity to pivot from a reactive regulatory position to a proactive partner that can produce tangible results. The City has demonstrated similar prowess in and around the Truist Point social district’s revitalization efforts. This would be a similar effort, but at a reduced scale. It is notable that the Chamber’s THRIVE Program has demonstrated significant success over the past few years and could play a role in the revitalization of the Washington Street business district.



2008 Washington Drive District Plan

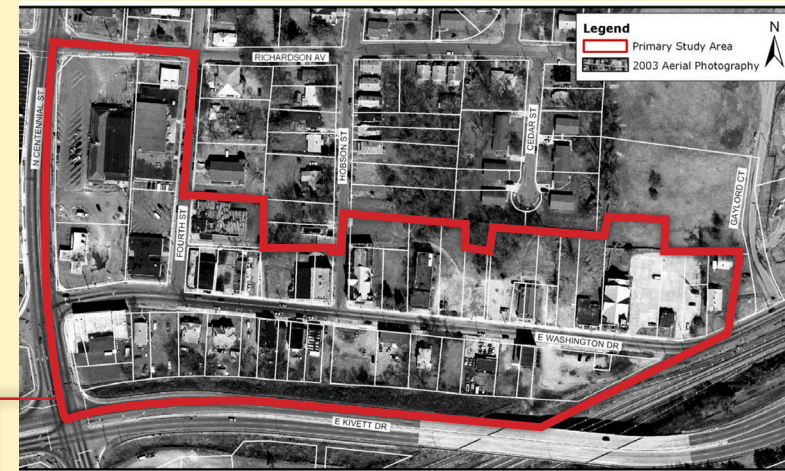


The adopted 2007 Core City Plan designated Washington Street as a mixed-use center

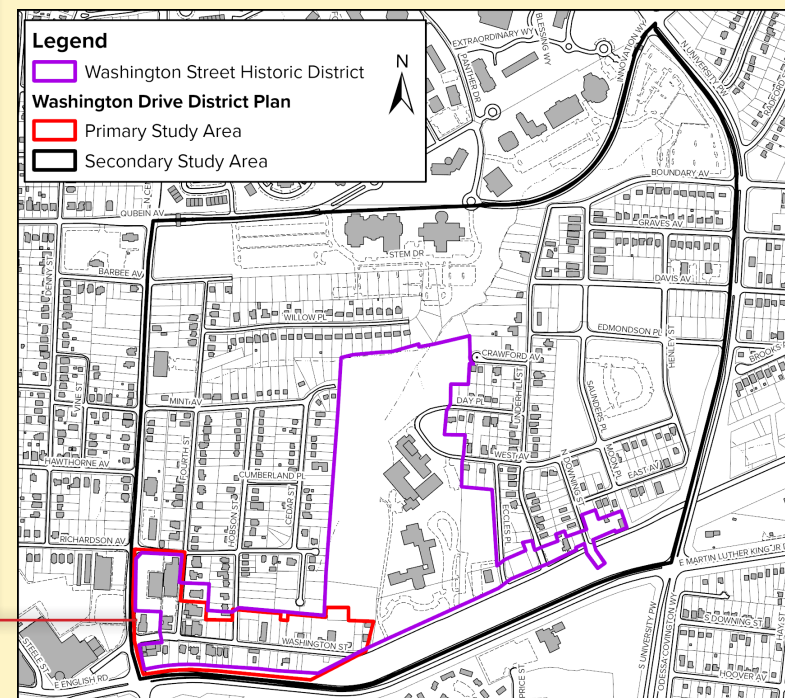


Proposed Black Box Theatre (Fuller Architecture, Inc.)

The D-UP Stem Gym and Arts Complex (Fuller Architecture, Inc.)



The Primary Area identified in the 2008 Washington Drive District Plan remains the recommended boundary for the neighborhood center today



Washington Street Neighborhood or Secondary Area as identified in the 2008 Washington Drive District Plan

Target Year/Range
2025- 2031



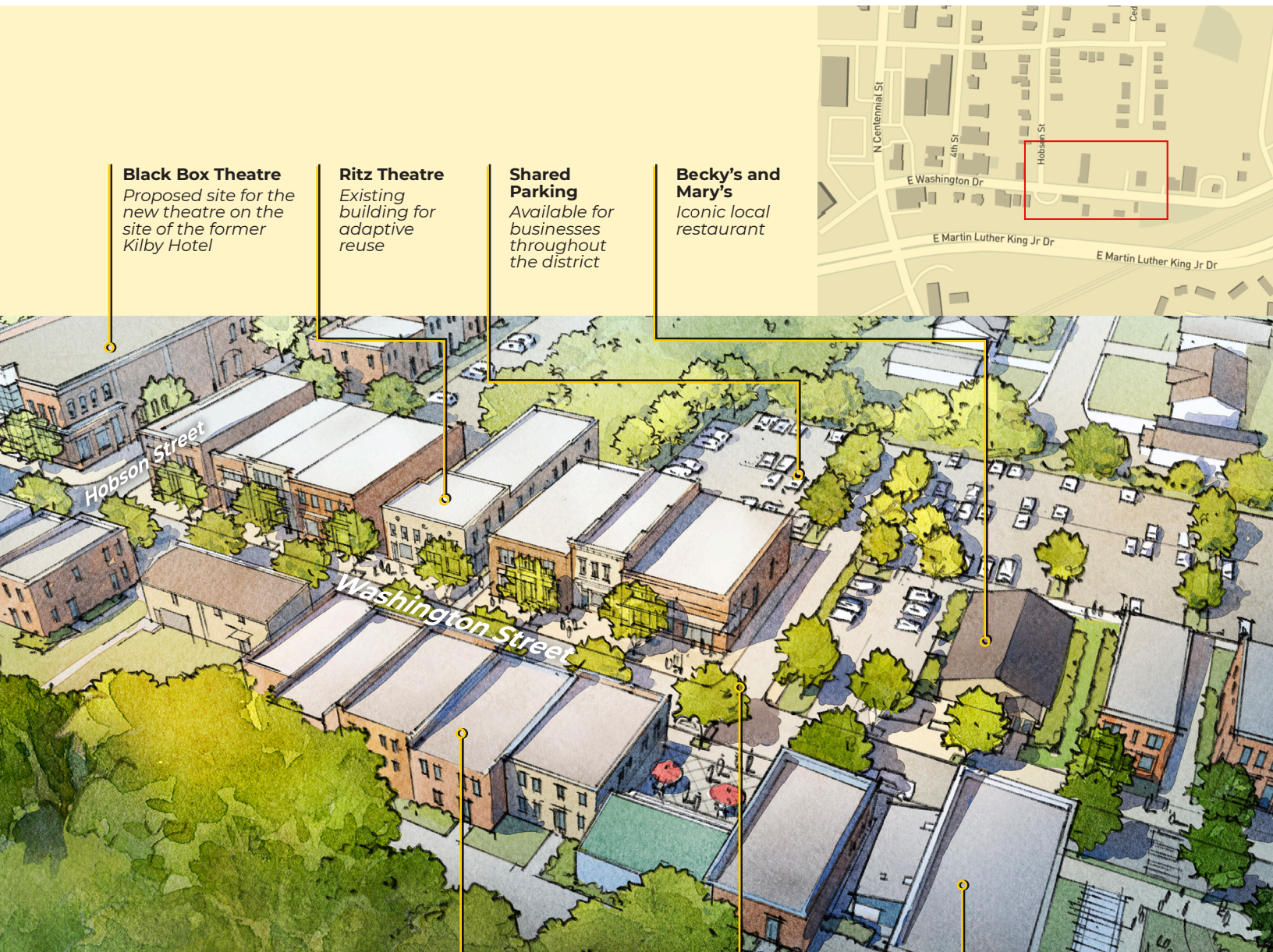
Success Measures

- Enhanced communication between City and Washington Street business owners and residents
- New funding opportunities for business development in the district established
- Streetscape improvements are completed
- Focused efforts initiated to assist existing homeowners in the Washington Street neighborhood
- Community Development Corporation (CDC) is established and operational

Steps to Success

- Coordinate closely with the Washington Street business owners and residents to ensure their voices are heard and to capitalize upon their initial successes – the proposed Black Box Theatre on the site of the former Kilby Hotel, the proposed D-UP Stem Gym and Arts Complex on the site of the former American Lighting Company site, the opening of new businesses, and ongoing rehab work along the street, etc.
- Employ the funding recommendations included in the *2008 Washington Drive District Plan*:
 - Facade rehabilitation grants and loans
 - Low interest start-up business loans
 - Payments in lieu of tax abatements
 - Retail and restaurant entrepreneur grants and subsidies
 - Business technical assistance
- Streetscape improvements including widening sidewalks where possible, undergrounding utility lines, and the incorporation of street trees and pedestrian scaled lighting where space permits.
- Explore the viability of a Community Development Corporation (CDC), a 501(c) (3) nonprofit organization to assist with commercial development, the development of affordable housing, job training, healthcare, education, and other social programs.
- In the secondary area – the residential neighborhood surrounding, and generally located to the north, the City should look into focused neighborhood efforts as recommended in the *One High Point Commission’s Reparations and Reconciliation Report*:
 - Create a program to assist existing homeowners in substantially African American neighborhoods. Building on the City’s experience assisting homeowners with urgent repairs and home renovations, assistance to existing homeowners could be expanded to cover more homeowners at higher household incomes than existing programs allow. This assistance can take the form of forgivable, low-interest loans and grants for home rehabilitation.





Black Box Theatre
Proposed site for the new theatre on the site of the former Kilby Hotel

Ritz Theatre
Existing building for adaptive reuse

Shared Parking
Available for businesses throughout the district

Becky's and Mary's
Iconic local restaurant

▲ The rendering illustrates infill development along Washington Street (a section from Hobson Street on the left to Becky's and Mary's on the right), that maintains the historic pattern that once existed. While many of the original buildings have been demolished, these gaps open up opportunities for new development such as the proposed Black Box Theatre which will be located on the site of the former Kilby Hotel. The Ritz Theatre remains standing in isolation and would benefit significantly from new buildings flanking either side. With increased development, demand for parking will become an issue and a large parking lot could be located behind Becky's and Mary's and provide enough space for much of the anticipated infill development.

Mixed-use Buildings
Fronting Washington Street to recreate the historical 'main street' fabric

Streetscape Improvements
Including street trees, buried utility poles, pedestrian scaled lighting, etc.

Residential Building
Providing opportunities for residents to live within the district



5 Collaborate with Partners to Revitalize the Southwest Area

The introduction to the plan for the area located in the southwest quadrant of High Point states:



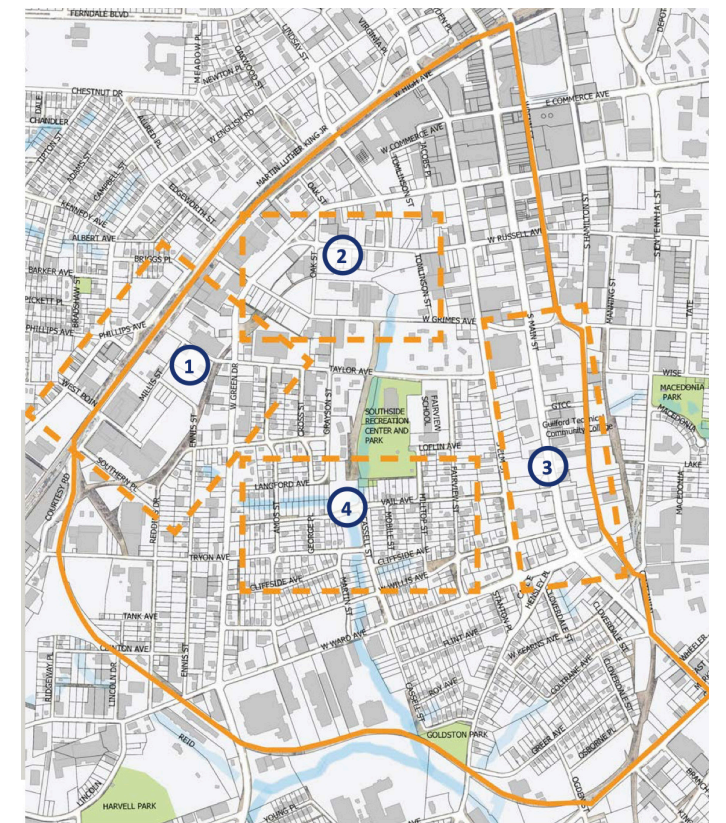
"The Blueprints for Southwest High Point provide a collection of transferable redevelopment strategies to create a walkable, connected, mixed-use district that embraces modern-day industry, jobs, and commerce along the Heritage Greenway. With its close proximity to Downtown, coupled with a long legacy of industry and rich history of community, Southwest High Point has the ability to become a proud example of revitalization that both preserves neighborhood character and accommodates strategic infill development. As properties are re-purposed and the lost spaces between buildings are reclaimed, public improvement and private investment can work in partnership to stitch this area of High Point back together in an orderly smart, and flexible way."

The southwest quadrant of High Point includes 535 acres of industrial, commercial and residential land uses that are ripe for revitalization efforts. The Blueprints plan is a high-altitude plan that recommends a path forward to ensure the adaptive reuse of land uses that are now underutilized as a result of businesses in the area either going out of business or moving out of the area.

One of the activity centers recommended in this comprehensive plan is located in the heart of the southwest quadrant – the 300 Oak Street block – and is an essential component of the overall success of the area's revitalization efforts. This area will serve as a litmus test to demonstrate what can be accomplished when the City and the SWRF collaborate – the success of this catalyst project is critical to recommended revitalization efforts outside of the downtown, specifically relative to those activity centers that require retrofitting, or redevelopment efforts. The updated Development Ordinance should reflect some of this area as Transitional Industrial - a place type aimed at reusing and repurposing former industrial buildings.



Blueprints for Southwest High Point



KEY LOCATIONS:

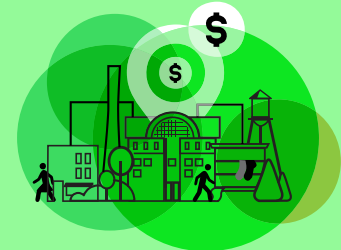
- 1 Mill Environs
- 2 300 Oak
- 3 Main Street/GTCC
- 4 Southside

The southwest quadrant of High Point, NC is defined by Downtown to the north, S. Main Street to the east, W. High Avenue and the rail line to the west, and Richland Creek and W. Market Center Drive to the south. This important quadrant of the city includes 535 acres of industry, commerce, neighborhood, and the Heritage Greenway.

Target Year/Range
2025-2031

Success Measures
Develop standards and regulations that will apply to the Transitional Industrial place type
300 Oak Street catalyst project is fully redeveloped and operational

STRENGTHEN THE SENSE OF PLACE AND ECONOMIC VITALITY OF DOWNTOWN



Community Driven Outcomes

Downtown streets feel walkable because they not only have sidewalks but street trees, pedestrian level lighting, crosswalks, benches, trash receptacles, and other pedestrian amenities.

Storefronts outside of the Market district are active and feel alive with a mix of retail and commercial businesses.

People can be seen walking around downtown because it's a cool place to be. There are things to do and see, and people like to hang out there.

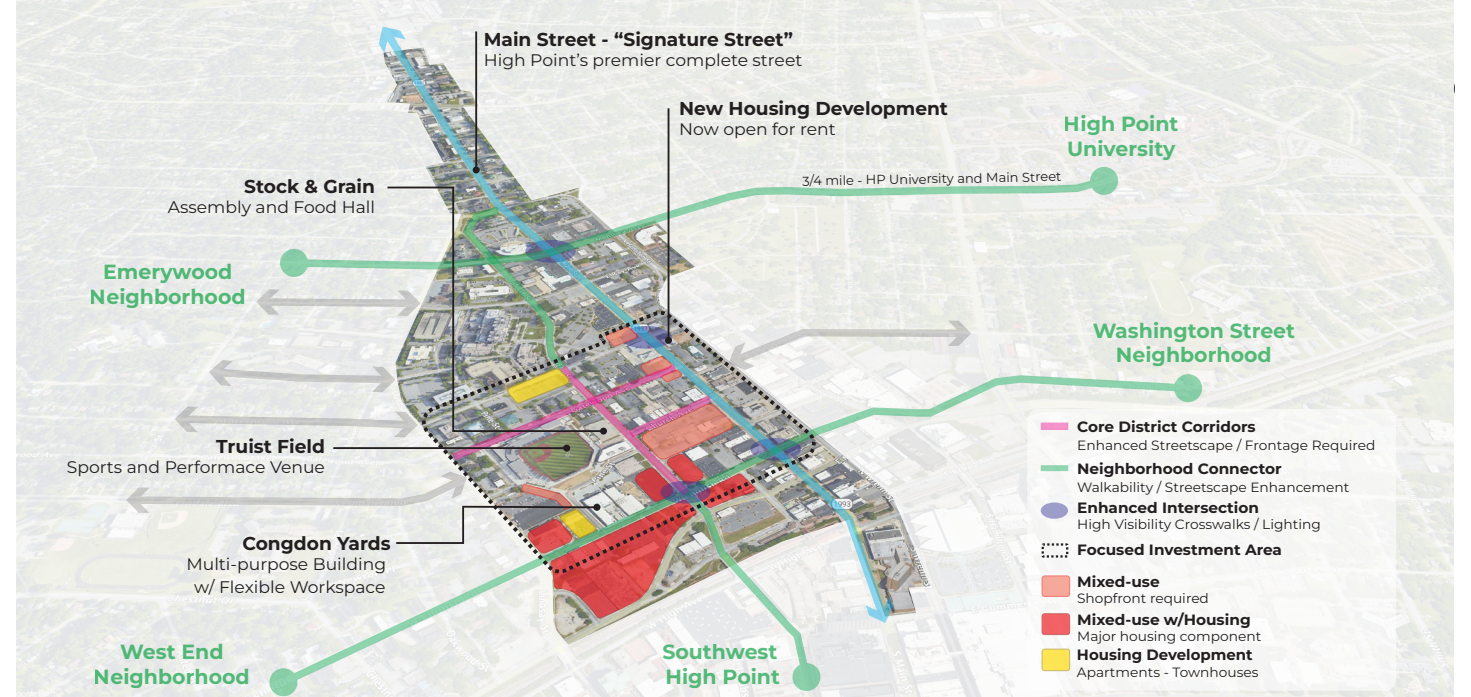
Strategic Initiatives

The home furnishings market (High Point Market) has been able to solidify itself as the mainstay of downtown and today occupies more than 180 buildings. Its biannual Market attracts more than 150,000 visitors annually. However, outside the home furnishings market, downtown has suffered from decades of disinvestment, despite several planning efforts. In recent years downtown is showing signs of a rebirth, especially in and around what is known as the "Social District." This area includes Truist Point, which opened in 2019 as a baseball stadium but has since evolved as a multi-use stadium for baseball, soccer and other events. Congdon Yards – a multi-purpose building with flexible workspace – and Stock & Grain Food Hall and several other restaurants and bars have opened nearby. Market rate housing and a nearby hotel is also under development. In addition, Downtown High Point - a non-profit organization focused on redeveloping downtown beyond the Furniture Market – is a champion for downtown that is doing exciting things.

These are all great signs for downtown but it's just the start. There is a lot of work yet to be done to realize its full potential. It's going to take a proactive approach by City Hall and local stakeholders working together to build on recent success, leverage local assets, and a continued commitment to making downtown the vibrant activity center that people want it to be. What people want downtown to be is also connected to the value per acre and the return on investment for infrastructure. Opportunities for small businesses to create the foundation for downtown development should be fostered.



- 1 Geographically Focused Investment
- 2 Economic Development Incentives for Downtown Housing
- 3 Connect to Core Neighborhoods with Streetscape Improvements
- 4 Collaboration with Local and Regional Partners
- 5 Downtown Branding



The purpose of the graphic above is to identify and emphasize the relationships between existing assets and key opportunities in the stadium vicinity and Social District. The Focused Investment Area comes from the Downtown High Point Strategic Plan and is not intended to be a rigid or legal boundary, although it could be. It's rather a compact area to focus resources to leverage and build upon the internal assets. Once the market energy is maximized within the Focused Investment Area, it could be expanded slowly. The idea is to grow the assets and energy from the inside outward.

1 Focus public and private investments near the stadium area (Social District) and along the N. Main Street corridor

Momentum and energy downtown is in the vicinity of the stadium, and the Social District. It's important to build on that energy by focusing public investment to leverage and maximize private investment. A mistake many cities make is to sprinkle investments across several downtown locations rather than focusing investments near core assets and market energy, which helps to build critical mass and greatly increases chances of long-term success. Major connecting corridors including N. Main Street should be a priority and sufficient parking and/or the construction of a parking deck will be important factors to ensure a viable district.

Key objectives and policy revisions include but are not limited to:

- Create great streetscapes - careful attention to the relationship between public streets and built environment - along key corridors including all of N. Main Street, Church Avenue, N. Elm Street between W. English Road and Sunset Drive and W. English Road between N. Main Street and Lindsay Street will send strong signals of a special downtown district.
- Develop N. Main Street as High Point's premier signature street to send clear signals as a major gateway to High Point.
- Create a balanced street that treats all users equally - pedestrians, bicyclists, transit users, and motorists.
- Special attention should be made to creating a quality streetscape with street trees, pedestrian scaled lighting, and furnishings in key locations.
- A comprehensive theme and wayfinding system, which must be coordinated with the overall downtown branding.
- Utilize incentives to encourage mixed-use development with a strong housing component as well as housing only projects (see 1 on pg 62)
- Consider refining the Municipal Service Districts to support the new development in and around the social district.
- A hop-on-hop-off downtown circulator should be considered for the downtown, specifically in the "Social District".



Target Year/Range
2025-2040

Success Measures
Development incentives created to encourage mixed-use development
Streetscape improvements projects implemented along key corridors
The existing Municipal Service Districts are refined to support development in the Focused Investment Area


2 Incentivize the development of housing in downtown


The High Point Market and its footprint in downtown is substantial and it remains the economic engine for High Point. However, momentum is building around entertainment and food. In the last 5 to 6 years the stadium and nearby restaurants and other food/drink businesses have transformed the area into a Social District that draws people throughout the city. However, this activity is often centered around events and nice weather making it difficult to sustain a business. For the downtown to thrive and become vibrant it needs more people living there. Some people are concerned that if more housing is built that it would be snatched up by investors associated with the High Point Market for the sole purpose of housing people visiting the Market a few weeks per year. This would do little to the day-to-day vibrancy of downtown. Nonetheless, housing is a key to success for creating a vibrant and authentic downtown.

As downtown continues to become more desirable, living in close proximity to downtown could make living in adjacent neighborhoods also more desirable. This could push up housing costs in these areas. The city should keep a close eye on this and, if needed, take steps to prevent displacement of existing residents.

High Point should consider the following incentives and policies to help kick-start downtown housing:

- **Project Development Financing** – to be used within a project development financing district to finance the capital costs of certain public projects that enable, facilitate, or benefit the private development within the project development district. (Known as Tax Increment Financing (TIF) in most states)
- **Real Property Tax Rebate** – Special Tax Incentive, which returns the taxes on the increase in property value to the property owner for a period after redevelopment.
 - *Up to 100% of the increase in assessed value attributable to the conversion of non-residential property to mixed-use with a housing component.*
- **Primary Residency** – Consider finding a mechanism for requiring property owners that receive incentives to lease to primary residents only.
 - *Might need to include sub-leasing and short-term rental provisions*

 Target Year/Range
2026-2040

 Success Measures
Create and offer incentives to encourage mixed-use projects with integrated housing (focus on year-round residency)
150 new residential units have been constructed by 2030
500 total residential units constructed by 2040



3 Develop a master streetscape plan for the incremental improvement of downtown streets and strengthen connections to adjacent core neighborhoods


Numerous planning efforts have made recommendations for improving downtown streets from the 2013 Ignite High Point Master Plan to the 2017 Downtown Multi-modal Vision Plan and the Downtown Mixed-Use Area Plan. As stated in previous plans and earlier in this plan, creating compact multi-modal streets is critical to the long-term success of High Point's vision, especially for downtown. Place-making is the new economic development. How a place presents itself - the feel and character – can make a difference in whether a business chooses to invest and locate in a place. Furthermore, more than ever people can choose where they live, and work, and the quality of place is a factor in determining their decision. This is especially true for young adults looking for a city that is walkable, bikeable, and drivable. The quality of streets will make a significant contribution to the sense-of-place in downtown. High Point's commitment to creating great streets will likely determine downtown's future.





Streets are going to play an important role in how downtown evolves. A master streetscape plan should consider the following:

- **All streets are not created equal**
 - *Create a hierarchy of streets (e.g., "A", "B" and "C") and don't compromise on the treatment of priority streets. These should be high-profile streets where the pedestrian experience, ground floor retail / commercial space, and fit and finish is most important (e.g. Main Street)*
- **Main Street must be a high-profile signature street**
 - *Slow is good – the idea is not to just move cars*
 - *It's the primary street for many that visit High Point. It requires the highest fit and finish and should showcase High Point's commitment to creating great streets*
- **Right-sizing streets will likely require reallocating space**
 - *Limit the number and width of lanes to what is necessary and reallocate space to pedestrian and bike facilities and space for trees*

- **Streets should include street trees, if there is space.**
- **On-street parking should be considered on all downtown streets**
- **Furnishings, wayfinding, and pedestrian level lighting should be included in key areas and should reflect the character of the downtown district**
- **Improve the walkability of streets that connect downtown to adjacent neighborhoods**
 - *Walkability is more than a sidewalk. Buffers from vehicle traffic whether it's a tree lawn or on-street parking makes it more comfortable and safer for pedestrians. Street trees, lighting and signage all contribute to walkability.*
 - *The core neighborhoods should benefit from their proximity to downtown's many offerings including employment, service, and entertainment. Just as importantly, downtown should benefit from a surrounding residential base that feels connected to downtown and spends money there.*

 Target Year/Range
2027-2045


 Success Measures
Master Streetscape Plan is completed
Annual budget allocations made for streetscape projects in Core City

 **The Core City area - particularly along Main Street - really needs to be more walkable. Main St. is a freeway that is totally pedestrian-unfriendly. People try to walk along main street between State St + Downtown, to enjoy the various businesses there but it is extremely unpleasant & not safe."**
- Public comment from July Open House



4 Continue to collaborate with Downtown High Point, Inc., the Market Authority and other key downtown stakeholders

Everyone has a stake in downtown, with varying interests. Most successful downtowns have an organization that is comprised of local stakeholders working together and looking out for the interest of downtown as a whole - ensuring that everyone is generally rowing in the same direction. Downtown High Point, Inc. is High Point's downtown organization. The City is well represented on the Downtown High Point board and should continue to work closely with the organization. Building a successful downtown is going to take resources and will likely include a combination of public and private time and dollars. The City should look to continue assistance with financial tools such as annual contributions to the organization's budget as well as Municipal Services Districts. Streetscape improvements, wayfinding signage, and other strategic capital improvement projects should be considered. The City should also continue to collaborate with the Market Authority to maintain and improve the Market District including integrating uses that could be used year-round in appropriate locations.

 Target Year/Range
2024-2045


 Success Measures
Collaborative partnerships maintained through regular engagements



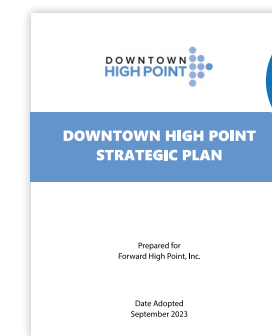
Photo credit: Think Integrated




5 Coordinate a branding effort for downtown in alignment with the recommendations in the 2023 'Downtown High Point Strategic Plan'


People's perception of downtown varies greatly. One common attribute people generally associate with downtowns is tall buildings. True in most cities, people generally agree that "downtown" is dense with tall buildings, relative to other parts of the city, and includes government offices, churches, libraries, and other civic buildings and spaces. However, where downtown begins, or ends is often up for debate. This is common and was confirmed in a recent community survey conducted by Downtown High Point. Rather than trying to convince people that specific buildings or groups of buildings are within or are not within downtown it's likely better to acknowledge that downtown has a large footprint comprised of several "districts." Each district might have its own character and/or predominant uses. Branding of downtown for marketing purposes should take this into consideration - several districts but one downtown.

The recent branding efforts for downtown convey the importance of the arts as a major component for downtown revitalization. High Point's existing furnishing industry provides the foundation to create a design economy that capitalizes upon the city's home furnishings industry.



 Downtown High Point Strategic Plan (2023)

 Target Year/Range
2026

 Success Measures
Downtown branding and marketing efforts coordinated with Downtown High Point and completed

DIVERSIFY AND INTEGRATE HOUSING WITH OTHER LAND USES AND TRANSPORTATION OPTIONS



Community Driven Outcomes

Parks, trails, and other recreational opportunities are accessible from home and work. Walking, biking and driving are all viable options.

A variety of housing options are available for people in all life stages and incomes.

There are areas outside of downtown where you can live, work, and shop all in a compact walkable area.

Strategic Initiatives

Much of the growth framework as outlined in the previous section hinges on land use, quality site and building design, and the integration of both of those things with the transportation system. Updating the Development Ordinance is the most important initiative that must take place to have a chance of realizing the High Point 2045 vision. However, it's only of part of the equation. The City must commit to creating great streets for all users. That doesn't mean that every street needs to be everything, but it does mean that a street typology based on context and place types rather than functional class must be developed. To achieve this might require the reallocation of space from the automobile via the reduction in lane width and / or number of lanes. The streets must coordinate with the district framework and the development standards in the ordinance. This will require a strong working relationship between the City's Transportation Department and the Planning and Development Department. Together they must raise expectations and standards and decision-making bodies must hold to them.



Housing is and will likely continue to be a major focus for people across the country. However, the supply shortages we are experiencing now will likely loosen over the next several years as interest rates stabilize and the demographic shift associated with our senior population begins to take shape. It's not the time to panic and let local homebuilders drive city housing policy. More single-unit homes in greenfield development will not solve the housing shortage. The update of the development code should be looking to preserve greenfield land and provide flexibility to build more types of housing in more districts in more walkable neighborhoods.

- 1 **Update the Development Ordinance**
- 2 **Initiate a Multifaceted Approach to Diversifying Housing**
- 3 **Complete Streets and Transit Options**
- 4 **Connect the City by Completing Sidewalks**
- 5 **Develop a Greenbelt Program**

1 Update the Development Ordinance to reflect the comprehensive plan, provide land use flexibility, ensure quality urban design, and bring certainty to the development review process

Following the adoption of the High Point 2045 Comprehensive Plan, the City should update its Development Ordinance to ensure that it is consistent with the comprehensive plan. The ordinance is the primary tool to help implement the comprehensive plan and the community's vision for growth and development. The Growth Framework section in the comprehensive plan provides the legal basis for the zoning code.

More specifically, the Development Ordinance should include prescriptive revisions aimed at creating a high-quality urban form and accommodating growth in activity centers and along key corridors. The update should expand upon the City's existing administrative review process to include more elements that support place-based decisions.

Items to add, address, and/or expand include but are not limited to:

- **A district framework that reflects the Place Types outlined in the Growth Framework**
 - *Expand opportunities for a variety of housing types in multiple residential and mixed-use districts. See next page on housing for additional details.*
- **Height bonuses and/ or other incentives for affordable housing units and open space preservation** *Incentivize by granting additional building height and density in exchange for building affordable housing units and/or contributing to an affordable housing or open space preservation fund.*
- **Development of a citywide street typology with standards for pedestrian and bicycle accommodations as well as required streetscape components**
 - *Both the 2017 Pedestrian Plan and the 2019 Complete Streets Manual provide Development Ordinance recommendations that should be considered during this update.*
- **Frontage or building typologies that coordinate with street typology**
 - *It might be desirable to require shopfront buildings on streets with ground-floor retail, such as Main Street.*

- **Principle-based building form standards, such as:**
 - *Composition with base, mid-section and crown*
 - *Minimum and maximum height*
 - *Entryways fronting streets with connecting sidewalks*
 - *First floor transparency requirements*
- **Build-to-zones to create a consistent building street wall with exceptions for public spaces such as pocket parks, plazas and outdoors seating**
- **Recognition that many corner lots have two front yards**
- **Parking permitted in rear and side yards only for areas not designated for traditional single-family homes**
- **Parking areas broken down into smaller "blocks" or "pods" with integrated landscaping and walkways**
- **Pedestrian alleyways connecting streets and public spaces to parking areas**
- **Shared parking provisions and consider establishing parking maximums**
- **Inclusion of dedicated public parks and intentional open / activity space within developments**
- **Master plan and phasing plans for large developments**
- **Consider a development code incentive for public art**

High Point should continue to monitor the real estate market and local development interest and adjust the Development Ordinance as necessary. As with a comprehensive plan, the Development Ordinance should be updated periodically to respond to changing marketing conditions. For example, the retail and commercial market has and will likely change considerably over the next several years. Many retailers will likely move to downsize brick and mortar stores creating vacant or underutilized space along commercial corridors. Others will continue to make significant investments in store-based fulfillment. Providing land use flexibility and managing the externalities (e.g. delivery truck traffic, reduced parking demands, etc.) associated with these changes should be proactively addressed.

	Target Year/Range 2027
	Success Measures Development Ordinance update is complete and adopted

2 Initiate a multifaceted approach to diversifying housing throughout the city

High interest rates and low supply has driven up the cost of housing across America. As mortgage rates continue to stabilize, prices are likely to follow as the inventory increases. How much is yet to be determined. What is true regardless of mortgage rates, is that housing diversity is healthy no matter what the interest rates are doing. However, it's often difficult to expand housing diversity, especially in higher income areas.

It's often the case that residents of predominantly single-family neighborhoods fear that changes that increase housing diversity will negatively impact their property values because they fear that new residents will be lower-income. However, according to research by Brookings and others, neighborhoods with diverse housing do not have substantially lower household incomes than exclusively single-family neighborhoods. In addition, research has always shown that multi-family development, including workforce housing, does not necessarily negatively affect property values. In some cases, land values have increased due to the capitalization of new development potential.

High Point currently allows accessory-dwelling units (ADUs), which is a step in the right direction, and missing-middle housing in the Core City area. However, it will likely take progress on multiple fronts to diversify housing and expand opportunity for everyone. Efforts should be taken to ensure existing residents are not displaced as housing is directed to the downtown area and the activity centers.

Higher density developments offer a significant return on investment for the development community that increases the city's tax base and creates an economy of scale that allows for various access points for future householders.

ADUs, such as coach houses and in-law units, are permitted in High Point and is one way to "gently" increase and diversify housing supply - Image Source: American Planning Association



Multi-story apartment buildings - Image source: Crexi



House-scale missing-middle housing such as this fourplex, provides an alternative to single-family living - Image Source: AARP



Townhomes - Image Source: NAHB

Tools to consider include but are not limited to:

- Allow missing-middle housing outside of Core City area.

In addition to ADUs, which are permitted as an accessory unit on single-family lots in all residential districts, High Point should consider expanding opportunities for the development of duplexes, triplexes and quadplexes in residential districts throughout the city. Currently, these types of buildings are only permitted in the Core City area. At a minimum, consider duplexes in all residential districts that permit single-family.

- Consider an inclusionary housing program.

Most of the effort to understand affordable housing in High Point has been focused on the Core City neighborhoods. However, housing affordability is important to people throughout the city. The City should look to better understand through studies and/or working with local housing stakeholders, the local housing market. Following this effort, consideration should be given to both a voluntary and required inclusionary housing program with the goal of expanding opportunities for people of all incomes to live in geographies throughout the city.

- Reduce or even eliminate parking requirements.

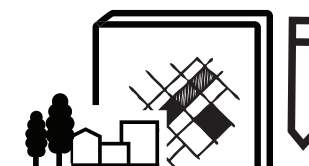
It costs more than \$5,000 to build each surface parking space and more than \$20,000 for each parking garage space. Parking is often over supplied leading to unnecessary impervious surfaces and costs and consuming land that could be used for additional housing. Allowing developers to right-size parking could lead them to build more units and repurpose underutilized buildings for housing. This could be especially helpful to stimulate neighborhood revitalization in the Core City.

- Build more rental housing near transit stops.

Many people that are dependent on bus service as their primary means to get places, are also renters. Building missing middle housing and apartment buildings within walking and biking distance to major transit stops will better service High Point residents. This will likely require incentives and working closely with developers to move this forward in neighborhoods in and outside of the Core City. Expanding the geographical reach and hours for the existing transit system and/or offering micro-transit options could better serve those neighborhoods where auto ownership is low. Transit stops should also be incorporated into activity centers as they develop.

Target Year/Range
2027-2032

Success Measures
Development Ordinance update includes an expansion of missing-middle housing options
The parameters of an inclusionary housing program are outlined, including possible funding sources



All of these tools must be coordinated with an update to the Development Ordinance and other land use and community development policies.

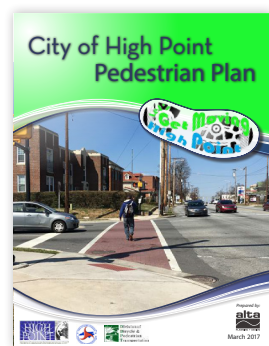
3 Ensure that alternative modes of transportation are included in all street and roadway projects

Second to updating the Development Ordinance, developing streets that prioritize the inclusion of pedestrians, bicyclists, transit users as well as motorists, is key to success in realizing the High Point 2045 vision. Using the 2019 Complete Street Manual as a guide, High Point must ensure that funding is made available for complete streets. Unfortunately, it is not uncommon for cities that have historically prioritized the car over all other transportation modes to cut funding for these users when street and roadway projects get tight. This is also true with local municipal budgets for the repair and maintenance of these facilities. This does not mean that all streets need to be everything, therefore, it will be important to utilize the street typology and the local context to help prioritize the fit and finish for each street. For example, the Development Ordinance might require shopfront buildings along signature streets, such as Main Street. The complete street treatment would likely be different than say, the treatment on Centennial Street though both streets are classified as arterials.

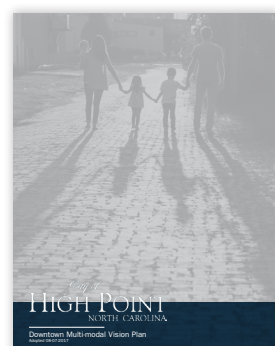
Local plans to consider include the 2019 Complete Street Manual and the 2017 Pedestrian Plan.



▲ Complete Streets Manual (2019)



▲ Pedestrian Plan (2017)



▲ Downtown Multi-modal Vision Plan (2017)

Target Year/Range
2024-2030

Success Measures
Development requirements updated to include sidewalks on both sides of all new streets
Bike lanes added as part of complete street projects where practical
Transit stops incorporated within Activity Centers as development occurs

4 Develop a comprehensive sidewalk installation and replacement program

Throughout the High Point 2045 process residents stated that having the option to walk to a neighborhood park or to a friend's home a few streets away or to a store or restaurant down the street is important to them. For many of these residents it is an option because they also own or have access to a vehicle. However, according to the 2022 American Community Survey (ACS), approximately 3,000 or 7 percent of all households in High Point do not have access to a vehicle. For many of these residents it is not an option. Sidewalks are essential in meeting their daily needs whether it is to walk to the grocery store or to an appointment or to safely access the transit system to take them where they need to go. Many neighborhoods built within the last several decades include sidewalks on at least one side of the street. These tend to be in good condition. Many older neighborhoods, especially those within the core neighborhoods area, also include sidewalks but they are in poor condition and need to be replaced.

The City should create a line item in the General Fund to fully monetize this sidewalk installation and replacement program.

Developing and maintaining a comprehensive sidewalk network has been recommended in several recent city planning initiatives including the 2017 Pedestrian Plan, 2017 Downtown Multi-modal Vision Plan, and the 2019 Complete Street Manual. These plans should be used as guiding documents.

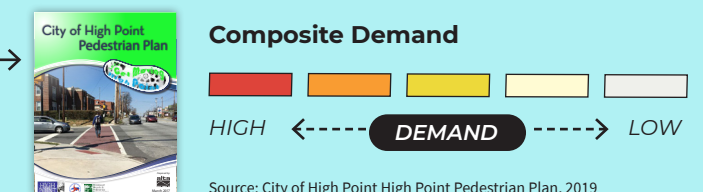
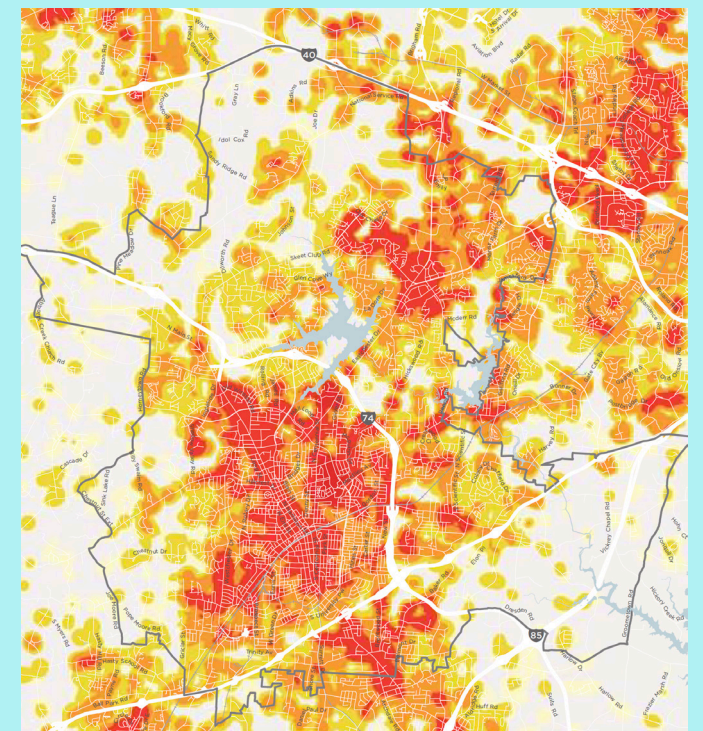


The comprehensive sidewalk installation and replacement program should include the following components:

- Prepare a citywide inventory of the existing sidewalk network with a conditions assessment and identified gaps within the network
- Develop a system that scores and prioritizes sidewalk replacement and installations (separately) with consideration given to:
 - Households without access to a vehicle and other socioeconomic characteristics (See *Equity Analysis in the High Point Pedestrian Plan*)
 - Proximity to transit stops
 - Funding sources (e.g. CDBG, etc.)
 - Proximity to the greenway system, parks and recreation facilities, job centers and other demand categories (See *Pedestrian Demand Analysis in the High Point Pedestrian Plan*)
- Utilize other tools to further develop a comprehensive sidewalk network including but not limited to:
 - Require sidewalks along both side of the streets for all new developments or redevelopments
 - A unified circulation system should be developed for multi-building developments - between buildings, parking lots, connections to adjacent lots and public sidewalk network
 - Develop a sidewalk fund and a fee-in-lieu program
 - Include criteria for evaluating a payment in lieu of construction request by the Director of Transportation
 - The sidewalk fund should be structured to fund new sidewalks on the priority list (as described above) anywhere in the city



80% of respondents feel that improving walking conditions in High Point is very important. — Pedestrian Plan Survey



Target Year/Range
2025-2045

Success Measures
Citywide sidewalk inventory and assessment is completed
System developed to score and prioritize sidewalk replacements and installations
Comprehensive sidewalk installation and replacement program is funded and projects completed annually

“If High Point wants to distinguish itself from neighboring cities, concentrating growth INWARD makes sense. Concentrate on being different by creating work/live/shop spaces that are walkable and affordable”
— Public comment from July Open House

5

Develop a Greenbelt Program

As a means of open space preservation as outlined in the Growth Framework it is recommended that High Point collaborate with the county(s) and other local stakeholders to develop a strategy for a greenbelt beyond the city's current municipal boundary. The strategy would involve the preservation of swaths of agricultural and forest land to maintain the open or natural character and/or for future recreational uses.

- Include a methodology for selecting vacant land to preserve as open space.

Developing a methodology for identifying vacant land to preserve and a process for acquiring the land or its development rights is a critical first step in preserving land within the existing city boundary and within the Planning Area. Consider the tools as outlined in the Growth Framework section of this plan and deploy as necessary.

A component of the methodology should include a detailed framework with criteria for vacant land acquisition. The following should be used as a starting point:

Location - land is located within the existing Planning Area or within the city's municipal boundary outside of an activity area and is facing development pressure

Availability - the property is for sale or the owner is willing to donate the property to the City or provide a conservation easement

Significance - the property is essential to the city's overall goal of trail / greenway connectivity, park expansion, or preservation of important views, or local historic, agricultural or natural heritage

Value - the property is priced below or at a market price and in line with the appraised value

- Consider a referendum to establish a local open space bond (general obligation or GO bond) or open space sales tax dedicated to land acquisition.

This effort will benefit from the establishment of a Greenbelt Advisory Board of dedicated advocates for open space to assist with

community outreach and educational efforts to explain the importance of open space, agricultural, and forested lands. They can also lead a grassroots fundraising campaign.

- Coordinate with the Piedmont Land Conservancy (PLC) to continue the use of voluntary conservation easements to preserve land from development.

Conservation easements are voluntary legal agreements that help landowners permanently protect their lands from future intensive platting and development. They maintain private ownership and offer potential estate and income tax benefits and are negotiable documents that match owners' property-use needs with long-term benefits to their community.

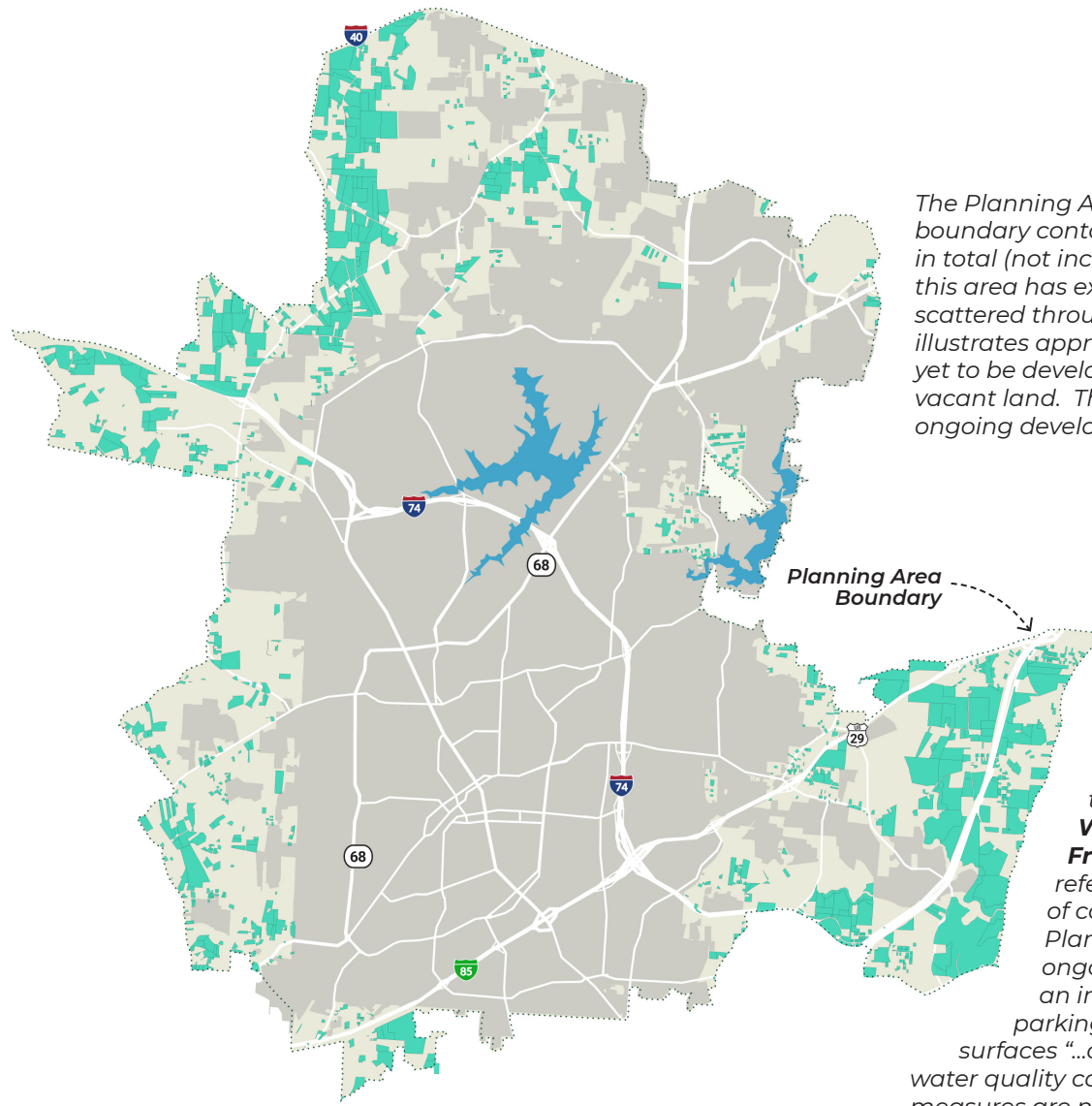


The Piedmont Land Conservancy protected 92-acres of rolling pastures, forested groves, and beautiful views along the Stuart & Emma Thomas Memorial Trail in the heart of Winston-Salem so that residents did not have to venture far from the city for a peaceful, pastoral experience

- Create a multi-jurisdictional task force to coordinate a regional rezoning campaign with the four surrounding counties to designate land within the Planning Area as an Agricultural/Rural District with a minimum lot size of five or ten acres.

- Coordinate with the Piedmont Triad Regional Council (PTRC) to take the lead on the newly created Greenbelt Program.

Target Year/Range 2024-2027. Success Measures: Greenbelt Advisory Board is established, Dedicated funding for the Greenbelt Program is in place and land acquisition begins.



The Planning Area that surrounds the city's boundary contains approximately 20,000 acres in total (not inclusive of rights-of-way). Much of this area has existing large lot or farm housing scattered throughout the area, but this map illustrates approximately 7,500 acres that have yet to be developed - agriculture, forest, or vacant land. These lands are at risk based upon ongoing development pressures.

Land designated as Agriculture, Open Space, or Vacant. Source: Urban Footprint, CoreLogic Real Estate

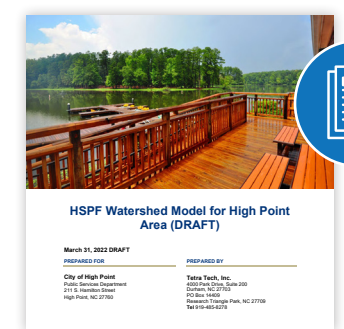
The City of High Point's Public Services Department is working to finalize an Integrated Watershed Assessment Framework (IWAF). The 2023 draft references the anticipated impacts of continued development in the Planning Area and suggests that ongoing growth in this area with an increase in rooftops, driveways, parking lots and other impervious surfaces "...could lead to a degradation of the water quality conditions in the lakes if mitigation measures are not implemented in a timely manner."

Status-quo is not going to elevate High Point into the competitive future, we have to grow inwards with enough open space for recreation.

- Public comment from July Open House

I think we should focus on the improving our existing main areas (like downtown), and less about expanding outwards. We have a lot of opportunity to create a cutting edge, unique, and fashionable city."

- Public comment from July Open House



Draft Baseline Analysis IWAF Model

How Should the City Address Consistency in Terms of Future Rezoning Requests?

What If a Proposed Rezoning is Inconsistent With Our Plan?

A statement that the proposed amendment is inconsistent with a plan does not preclude the governing board from adopting a rezoning. In fact, the statement approved by the governing board on plan consistency is not subject to judicial review. Plan consistency is a factor that must be explicitly considered, but it does not control the outcome of the decision. That advisory, non-binding role of the plan is now explicitly included in the statutes.

So, in North Carolina it is substantive, rational planning and thought, rather than a formal plan document, that is required to support rezoning decisions.

David Owens

Coates' Canons NC Local Government Law

The challenges posed to Planning Departments/ Commissions and City Councils relative to rezoning requests are substantial and quite similar nationally, however, the state of North Carolina's governing statutes appear to be a bit more ambiguous than most.




Several states have attempted to address the challenge of attaching zoning decisions to the jurisdiction's planning documents (creating a 'nexus') by adopting legislation to mandate comprehensive planning, specifying plan contents and procedures for adoption, and mandating that zoning be consistent with those plans. That approach has been discussed by the North Carolina General Assembly but never adopted.

The state statutes clearly indicate the comprehensive plan is an advisory, non-binding document that must be considered when making a decision regarding a rezoning request but 'plan consistency' does not necessarily control the outcome of the decision. While this appears to be counterintuitive, it gives the local decision-makers the authority to exercise rational planning and thought to support rezoning decisions. It anticipates that cities will act in their own best interest and that they will follow their plan.

This comprehensive plan provides a solid decision-making framework that begins with an adherence to the **core values** and **planning principles** – these form the basis for all future planning decisions. Following these, the plan provides guidance at a policy level – a commitment to the **priorities, and the Big Things**. The plan recommends a **preferred growth framework** that essentially provides the specific land use planning tools to focus growth inward to **activity centers**, while preserving the undeveloped land that currently exists at the edge of the city's boundary. Finally, the **fifteen strategic initiatives** are relatively specific in nature allowing for very little uncertainty regarding direction – all of this to ensure ease of interpretation for City staff, the Planning and Zoning Commission, and the City Council.

The following approach outlines a five-step process for the Planning and Zoning Commission and City Council to review when making land use planning and rezoning decisions:

- 
Core Values

1 Review the rezoning request and confirm that the proposed project build out adheres to the community's **core values**.
- 
Planning Principles

2 Apply the **planning principles** to the proposed project to ensure it furthers these basic tenets of the comprehensive plan.
- 
Big Things

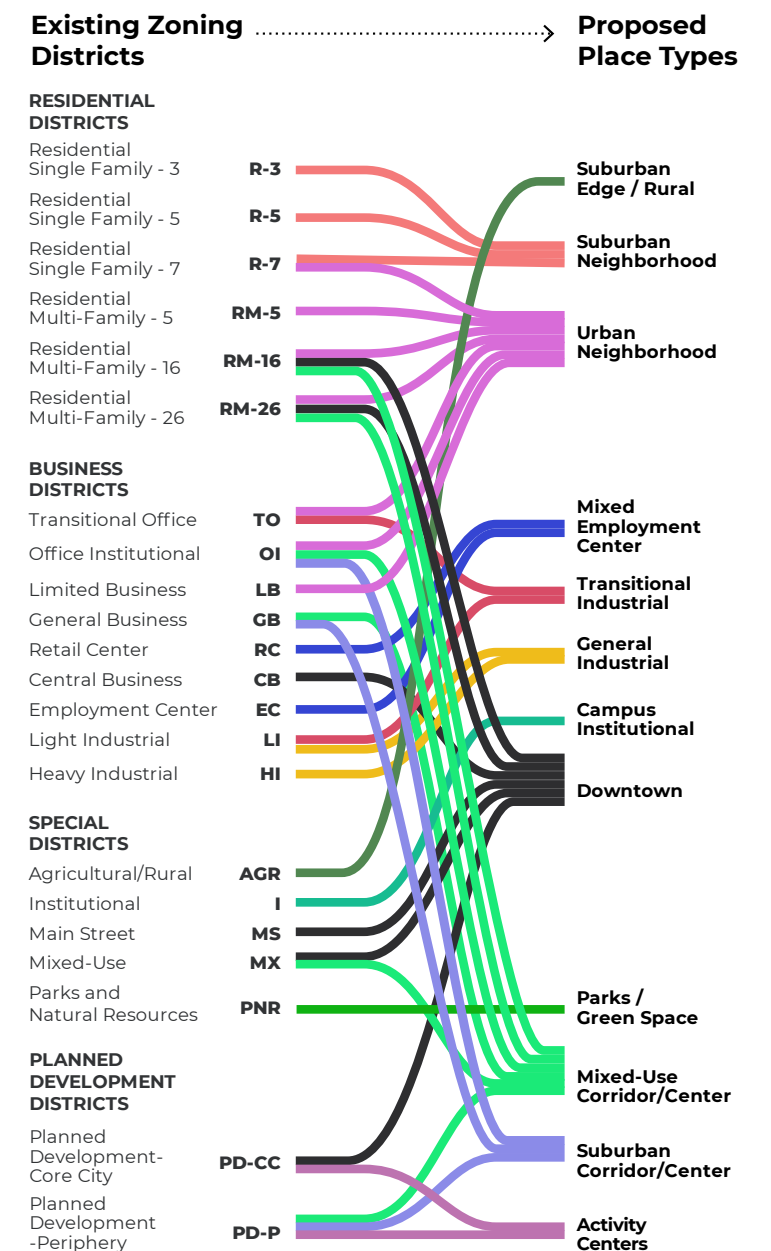
3 Assess which **Big Things** the proposed project will address if approved – Cultivate a Sense of Community and Unity, Strengthen the Sense of Place and Economic Vitality of Downtown, or Diversify and Integrate Housing with Other Land Uses and Transportation Options
- 

4 Confirm the proposed project fits into the recommended **growth framework** – specifically, does it strengthen an identified **activity center** or meet the definition of the **place type** indicated on the place type map?
- 

5 Analyze how the proposed project specifically addresses the fifteen identified **strategic initiatives** in the comprehensive plan.

Translating Zoning Districts to Place Types

Translating existing zoning districts to place types does not allow for a one-for-one approach. It is typical for a few zoning districts to merge into a single place type. The following graph depicts which existing zoning districts likely fit into the new place types that are an essential component of the growth framework.

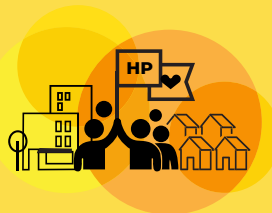


IMPLEMENTATION TIMELINES

The following implementation timelines are a compilation of the strategic initiatives cited in the Our Way Forward section. The Implementation Task Force will further develop these initiatives and timelines and these tables may be updated in the e-Plan version of this comprehensive plan.

CULTIVATE A SENSE OF COMMUNITY AND UNITY

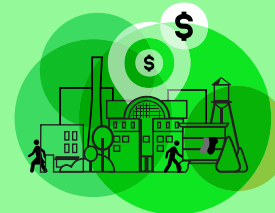
(pgs 61-68)



Strategic Initiative	Success Measures	Target Year/Range
1 Focused Investment in the Activity Centers	<i>New TIF, DFD, or MSD designations created for select Activity Centers to spark new development/redevelopment</i>	2030
	<i>Increased number of development/redevelopment projects occurring in Activity Centers</i>	2030
2 Fund Community Development and Housing	<i>A detailed market analysis and housing study is completed</i>	2025
	<i>CD&H Dept. budget is increased by 10-25% annually</i>	2025-2035
3 Create a Community Reinvestment Fund	<i>Core City Homebuyer Incentive is raised to \$10K and increased number of recipients</i>	2027
	<i>A new Community Reinvestment Fund (CRF) or revolving loan fund is created</i>	2028
4 Revitalize Washington Street as a Catalyst Neighborhood Center	<i>Annual funding of projects through CRF/revolving loan commences</i>	2029
	<i>Enhanced communication between City and Washington Street business owners and residents through periodic meetings</i>	2024
	<i>New funding opportunities for business development in the district established</i>	2025
	<i>Streetscape improvements are completed</i>	2027
	<i>Focused efforts initiated to assist existing homeowners in the Washington Street neighborhood</i>	2028
5 Collaborate with Partners to Revitalize the Southwest Area	<i>Community Development Corporation (CDC) is established and operational</i>	2030
	<i>Develop standards and regulations that will apply to the Transitional Industrial place type</i>	2025
	<i>300 Oak Street catalyst project is fully redeveloped and operational</i>	2031

STRENGTHEN THE SENSE OF PLACE AND ECONOMIC VITALITY OF DOWNTOWN

(pgs 69-74)



Strategic Initiative	Success Measures	Target Year/Range
1 Geographically Focused Investment	<i>Development incentives created to encourage mixed-use development</i>	2025
	<i>Streetscape improvements projects implemented along key corridors, including N. Main Street</i>	2025-2040
	<i>The existing Municipal Service Districts are refined to support development in the Focused Investment Area</i>	2025
2 Economic Development Incentives for Downtown Housing	<i>Create and offer incentives to encourage mixed-use projects with integrated housing (focus on year-round residency)</i>	2026
	<i>150 new residential units have been constructed by 2030</i>	2030
3 Connect to Core Neighborhoods with Streetscape Improvements	<i>500 total residential units constructed by 2040</i>	2040
	<i>Master Streetscape Plan is completed</i>	2027
4 Collaboration with Local and Regional Partners	<i>Annual budget allocations made for streetscape projects in Core City</i>	2028-2045
	<i>Collaborative partnerships maintained through regular engagements</i>	2024-2045
5 Downtown Branding	<i>Downtown branding and marketing efforts coordinated with Downtown High Point and completed</i>	2026

DIVERSIFY AND INTEGRATE HOUSING WITH OTHER LAND USES AND TRANSPORTATION OPTIONS

(pgs 75-82)



Strategic Initiative	Success Measures	Target Year/Range
1 Update the Development Ordinance	Development Ordinance update is complete and adopted	2027
	2 Initiate a Multifaceted Approach to Diversifying Housing	Development Ordinance update includes an expansion of missing-middle housing options
3 Complete Streets and Transit Options	The parameters of an inclusionary housing program are outlined, including possible funding sources	2032
	Development requirements updated to include sidewalks on both sides of all new streets	2024
	Bike lanes added as part of complete street projects where practical	2024
4 Connect the City by Completing Sidewalks	Transit stops incorporated within Activity Centers as development occurs	2030
	Citywide sidewalk inventory and assessment is completed	2025
	System developed to score and prioritize sidewalk replacements and installations	2026
5 Develop a Greenbelt Program	Comprehensive sidewalk installation and replacement program is funded and projects completed annually	2027-2045
	Greenbelt Advisory Board is established	2024
	Dedicated funding for the Greenbelt Program is in place and land acquisition begins	2027

IMMEDIATE NEXT STEPS

2024-2026

The first 24 months will set the stage for the remainder of the implementation process. While there are more than five steps to take during this period, the following five represent a “must-do” list of essential tasks that will initiate implementation and help to keep it on track.

✓ 1	The HP2045 Implementation Task Force is in place by the close of 2024	A critical first step in the implementation of the High Point 2045 will be to get the task force in place so it can begin refining timelines and coordinate roles and responsibilities.
✓ 2	Initiate an update to the Development Ordinance	Updating the City’s Development Ordinance (or zoning code) is the most critical step to take on the path toward implementing the growth framework and the associated activity centers and other place types.
✓ 3	A Greenbelt Advisory Board is in place to identify vacant land and coordinate the development of the Greenbelt Program	Land will only become scarcer and more expensive, so time is of essence. Getting an advisory board in place by the end of 2024 to help develop criteria for selecting land is an important step in developing the Greenbelt Program.
✓ 4	Undertake a detailed citywide housing market analysis and plan	Understanding the housing market and creating a citywide strategy to address a mix of affordable and market-rate housing should be initiated in 2024.
✓ 5	Continue to support market energy around the stadium and the Social District	The market energy and the momentum in the vicinity of the stadium and throughout the Social District is important to the future of downtown. Coordinating with local stakeholders should continue and the consideration of incentives and other tools should be done immediately to help keep things moving. Support for adjacent activities along Washington Street and the Southwest Area should also be in the mix.

We hear you!

As the name suggests, a Steering Committee steers the development of the comprehensive plan from start to completion. Its role is to guide the plan, provide feedback and build support for the various topics, approaches, and policies outlined in the plan. It did a wonderful job, and it shows in the words of its members. We heard you every step of the way!

“It has been a pleasure and delight to serve on this steering committee. With High Point being on the move in so many areas, I was happy to be in the room with so many thoughtful individuals who love High Point and are passionate about what’s best for the city. As we roll out this plan, I am hopefully optimistic that it will be seen as just a catalyst of what is yet to come and be.”

Frank K. Thomas,
Mt. Zion Baptist Church
Steering Committee Member

“This community’s and city’s needs are important. We need this plan to be approved. Once approved, I feel as if that is when my job begins. My responsibility will be to talk to investors and others until the plan is complete.”

Tu Sen,
98 Asian Bistro
Steering Committee Member

“The effort that was put into hearing every voice to ensure a plan that we can all get behind was remarkable. I genuinely believe that if High Point was not ready for this before we are now.”

Jessica Wynn,
High Point Market Authority
Steering Committee Member

“HP has embraced change as the furniture industry has evolved from its inception here in HP, so now we have the opportunity as a city to embrace positive change as we evolve and adapt to the changes the growth that results from that legacy of industry.”

Amanda Hufford,
Context Design Studio
Steering Committee Member

“High Point is at a fork in the road, does it continue to be a quiet bedroom community or become a unique location for people to work, play and stay.”

Patrick Watterson,
Bethany Medical
Steering Committee Member

“As a Steering Committee member, I’ve been impressed by all the public input opportunities that were provided to craft this guide for moving High Point forward. Feedback came from open houses, online surveys, ‘Kitchen Table Conversations’, stakeholder meetings, and steering committee members – all to get responses from a wide cross-section of people who live, work, play, and/or study in High Point.”

Loren Hill,
Carolina Core Regional
Economic Development
Steering Committee Member

“This comprehensive long-term plan will support short-term strategies that will sustain the progress High Point has experienced and move us forward through collective action and collaboration. It’s a promise from this generation to the next.”

Curtis Holloman,
Foundation for a Healthy High Point
Steering Committee Member

“As a more senior member of the community, the prospects of creating a community of connectivity and welcomeness, is extremely attractive. The proposed development/redevelopment of High Point promotes livability in a whole new light. The roadmap presented in the 2045 Comprehensive Plan is certainly a way to create vibrant communities that are connected both economically and socially. Job well done!”

Bernita Sims
Welfare Reform Liaison Project, Inc.
Steering Committee Member

“For the first time I can remember, the City of High Point has accurately articulated our community’s desire to direct resources toward existing areas of our city. What I love about this plan is that it takes advantage of existing infrastructure and creates a more compelling future for High Point.”

Thomas Jarrell,
Oakdale Commercial Properties
Steering Committee Member

HIGH POINT 2045

COMPREHENSIVE PLAN

CITY OF
high
point.



highpoint2045.org

www.highpointnc.gov

