



High Point

**Community Growth
Vision Statement**

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Background

The City of High Point conducts on-going planning on both a city-wide and area-specific basis. Before focusing on any particular area of High Point, it is important to establish consensus on the future of the overall community. This is done through creating a vision for the future. This vision provides the foundation for more focused and detailed plans, policies and programs that aim to achieve the established vision.

The following Vision Statement consists of a series of goals and objectives that are based upon a variety of public participation approaches. Among the key methods used to solicit input were a Community Growth Survey completed by over 450 citizens, and a Community Growth Workshop in which approximately 50 community stakeholders were split into five teams to create their own “visions” for the future of High Point. The Community Growth Vision Statement was forged out of these two public processes, as well as related background research and meetings.

The following six key issue categories are addressed within this Vision Statement: natural and cultural resources, neighborhoods, mixed use centers, downtown, transportation and the economy. While each issue category is numbered, they are not sequenced in an order of priority. Also, a Vision Statement map is provided on page 8 to help illustrate the key ideas.

VISION STATEMENT:

High Point's future growth will respect natural and historic resources, encourage Core City redevelopment, insure an efficient use of land, promote mixed use centers and traditional neighborhood development, support alternative modes of transportation, and accommodate a diverse and strong economy.



GOAL 1:

Preserve and enhance High Point's most important natural and cultural resources.

Objective 1A:

Preserve and link open spaces where opportunities exist, and leverage them as community and economic assets.

Objective 1B:

Preserve and link environmentally sensitive lands such as floodplains, wetlands and steep slopes.

Objective 1C:

Protect the city's water supply through compatible use and design innovations, and minimizing the disturbance of land.

Objective 1D:

Preserve and revitalize key historic landmarks and unique areas in High Point.

Objective 1E:

Explore a variety of regulatory tools to preserve both commercial and residential historic areas meriting such protection.

Objective 1F:

Encourage private sector efforts toward natural and cultural resource conservation by creating incentives and securing funding sources.

Objective 1G:

Promote development and infrastructure that reflects and reinforces High Point's culture and history.

Objective 1H:

Support the continued growth of the City's educational institutions for their many educational, cultural and economic benefits.



GOAL 2:

Improve High Point's older urban neighborhoods, while ensuring better future neighborhoods.

Objective 2A:

Improve the existing housing stock through the rehabilitation of older buildings, including mitigating lead-based paint threats, and through the elimination of substandard housing when rehabilitation cannot be justified.

Objective 2B:

Stabilize older neighborhoods by offering a range of new housing types, cost ranges, and both rental and purchase options, with an emphasis on affordable housing and neighborhood character.

Objective 2C:

Enhance existing neighborhood parks and recreational facilities, and create new ones where needed.

Objective 2D:

Develop an extensive network of sidewalks throughout all neighborhoods, and provide greenways where opportunities exist.

Objective 2E:

Provide retail, service and dining opportunities within a walkable distance to most residents.

Objective 2F:

Pursue measures to increase security and the perception of safety in neighborhoods where crime is an issue.

Objective 2G:

Plan new neighborhoods based upon the principles

of discernable boundaries, varied housing type options, both older and new housing, mixed use neighborhood centers, convenient parks and recreation facilities, sufficient and well-maintained sidewalks and infrastructure, and respect for the

neighborhood's architectural character.

Objective 2H:

Redirect a portion of High Point's future residential growth to the Core City to revitalize the area.



GOAL 3:

Create more mixed use areas, while reinforcing existing ones, to minimize traffic, maximize the utilization of infrastructure, and so people can live, work and play in one location.

Objective 3A:

Revitalize and expand existing mixed use areas through building rehabilitations and new infill development.

Objective 3B:

Establish new or redeveloped mixed use areas at key intersections where suitable land use and development patterns exist.

Objective 3C:

Attract commercial tenants that will offer daily goods and services to nearby neighborhoods.

Objective 3D:

Include high-density residential development as a component of existing and new mixed use areas for the purposes of utilizing land efficiently, pairing people with convenient goods and services, supporting the commercial uses, and minimizing traffic.

Objective 3E:

Apply development standards to ensure that mixed use areas are human scaled, pedestrian friendly, and physically integrated through mixed use buildings and buildings that front onto streets rather than large parking lots that separate buildings and their uses.

Objective 3F:

Encourage mixed use centers as an alternative to “strip commercial ” corridors that would use land inefficiently, generate unnecessary traffic, and cre-

ate traffic congestion and safety challenges because of frequent driveways and their associated turning movements.



GOAL 4:

Make Downtown High Point and its environs a vibrant, diverse and mixed use environment.

Objective 4A:

Expand the role of Downtown High Point and its environs as the community's cultural and institutional hub through a variety of public facilities.

Objective 4B:

As a supplement or alternative to the existing Downtown core, develop North Main between approximately the main library and Eastchester as "Uptown" to function as a traditional downtown.

Objective 4C:

Make the High Point Market more competitive by enhancing pedestrian access, transit and other services to the showrooms.

Objective 4D:

Establish more retail shops, services, restaurants, and entertainment through zoning and/or incentives.

Objective 4E:

Create more rental and for-purchase housing, both as new development and within existing older buildings.

Objective 4F:

Introduce new uses and creative industries, including artist studios and living space, small business incubators, and live/work units, and support them through zoning.

Objective 4G:

Improve Downtown High Point's streetscapes by

providing buildings with human-scaled facades and groundfloor transparency, and streetscape furnishings that are attractive, functional, well-located and human-scaled.

Objective 4H:

Create public spaces with a variety of scales, designs and functions, and couple them with uses

that will help to activate them, such as civic uses, retail and housing.

Objective 4I:

Improve public safety through urban design techniques, security-based programs, and increases in residential, employment and visitor populations.



GOAL 5:

Balance the efficient movement of vehicles with the needs of pedestrians, alternative transit modes, and aesthetic quality.

Objective 5A:

Transform major thoroughfares from barriers into attractive and user-friendly corridors that pull areas together through boulevard treatments such as landscaped medians and crosswalks.

Objective 5B:

Focus particular attention on the appearance of key gateways into High Point to convey to visitors a positive first and last impression of the community.

Objective 5C:

Where appropriate, convert Downtown High Point's existing one-way streets to two-way traffic flow to make them safer by encouraging slower driving speeds, to reduce the barrier effects on pedestrians, and to minimize visitor confusion.

Objective 5D:

Develop new streets and retrofit existing streets in accordance with design standards intended to balance efficient vehicular flow with other planning objectives, such as creating pedestrian-friendly environments.

Objective 5E:

Require that street systems connect with one another whenever possible to move all modes of traffic efficiently, to avoid congestion along key corridors, to improve traffic and pedestrian safety, and to enhance emergency management access.

Objective 5F:

Expand and enhance bus service in High Point, and explore other mass transit options for transportation within the region.

Objective 5G:

As an alternative means of transportation, expand the greenway system and add bike lanes to key

roads linking activity centers and important destinations.

Objective 5H:

Limit extremely large-scaled stores - "big box retail" - to key street intersections to best accommodate their potentially high traffic volumes.



GOAL 6:

Keep High Point's economy strong and make it more diversified.

Objective 6A:

Put a greater emphasis on work force preparedness, such as local education and job training, with community colleges and technical schools playing a key role.

Objective 6B:

Given the direct economic benefits derived from the High Point Market, as well as the invaluable international recognition it brings to the community, continue efforts to sustain, promote and support the High Point Market.

Objective 6C:

Identify and recruit new industries that complement or leverage the furniture industry, including design and "style" related businesses.

Objective 6D:

Continue to identify and recruit new industries that are unrelated to the traditional industries of furniture and textiles in order to achieve greater diversification.

Objective 6E:

Avoid "retail leakage" to other communities by keeping retail centers viable with strong anchor tenants and by attracting new businesses that are not detrimental to High Point's existing businesses.

Objective 6F:

Prioritize measures to enhance High Point's overall quality of life to retain and expand existing industries and to attract new ones.

Objective 6G:

Revise current incentive policies and implement other policies to encourage job growth in the Core City.



Photograph courtesy of High Point Economic Development Corporation

Vision Map

The map at right is intended to paint a broad conceptual vision of the preceding pages. Because of its conceptual nature, site-specific aspects of the map are only generalizations, including the location of greenways, mixed use centers and similar elements.



Mixed Use Centers



Alternative Transportation

Map Key

- Mixed Use Center
- Open Space & Greenways
- Core City Boundary
- City Boundary
- Planning Area Boundary



Natural Resources



Boulevards



Historic Preservation



Vibrant & Diverse Downtown



Urban Infill Housing

