

*EASTCHESTER DRIVE
CORRIDOR PLAN*



PHASE I UPDATE

(between North Main Street and Lassiter Drive)

*Adopted by City Council
April 1994*

(Amended through November 1994)

EASTCHESTER DRIVE CORRIDOR PLAN



This Phase I Plan was adopted by the High Point City Council on April 21, 1994 with amendments through November 17, 1994. The Plan amends the Eastchester NC/68 Corridor Plan adopted by the High Point City Council on May 15, 1986 and the Land Use Plan for High Point and its Environs adopted by the High Point City Council on January 7, 1992.

THIS PRINTED MATERIAL WILL BE PROVIDED
IN AN ALTERNATIVE FORMAT UPON REQUEST

EASTCHESTER CORRIDOR PLAN
PHASE I UPDATE
SUMMARY RECOMMENDATIONS

TRANSPORTATION (SEE MAP 2)

ENGAGE A CONSULTANT TO CONDUCT A TRAFFIC MANAGEMENT STUDY FOR THE EMERGING PRIMARY RETAIL DISTRICT

INTERIM LAND USE (SEE MAP 3)

LARGER-SCALE DEVELOPMENT AREAS PROPOSED FOR COMMERCIAL USE:

- AREA 1:** BRIDGES DRIVE/FUTRELLE DRIVE NEAR EASTCHESTER DRIVE
(33.4 ACRES)
- AREA 2:** CUMBY MORTUARY PROPERTY (3.5 ACRES)
- AREA 3:** USED CAR DEALERSHIP AND RELATED PROPERTIES OPPOSITE
CENTRE STAGE SHOPPING CENTER (3.3 ACRES)
- AREA 4:** CENTENNIAL STREET OPPOSITE REAR OF A CLEANER WORLD
(4.7 ACRES)

OTHER AREAS:

- AREA 5:** WEST SIDE OF CENTENNIAL STREET NORTH OF CONRAD
AVENUE
- FROM LOW-DENSITY RESIDENTIAL TO OFFICE USE
(3.0 ACRES)
- AREA 6:** WEST SIDE OF CENTENNIAL STREET BETWEEN CONRAD
AVENUE AND CLINARD AVENUE
- FROM LOW-DENSITY RESIDENTIAL TO OFFICE USE
(10.0 ACRES)
- AREA 7:** LAND BETWEEN WESLEYAN SOCCER FIELD AND CORNERSTONE
BOOKSTORE
- FROM OFFICE USE TO PUBLIC & INSTITUTIONAL USE
(2.2 ACRES)
- AREA 8:** BOTH SIDES OF LAKEWOOD DRIVE
- FROM LOW-DENSITY RESIDENTIAL TO COMMUNITY/
REGIONAL COMMERCIAL USE.

EASTCHESTER CORRIDOR PLAN

(PHASE 1) UPDATE

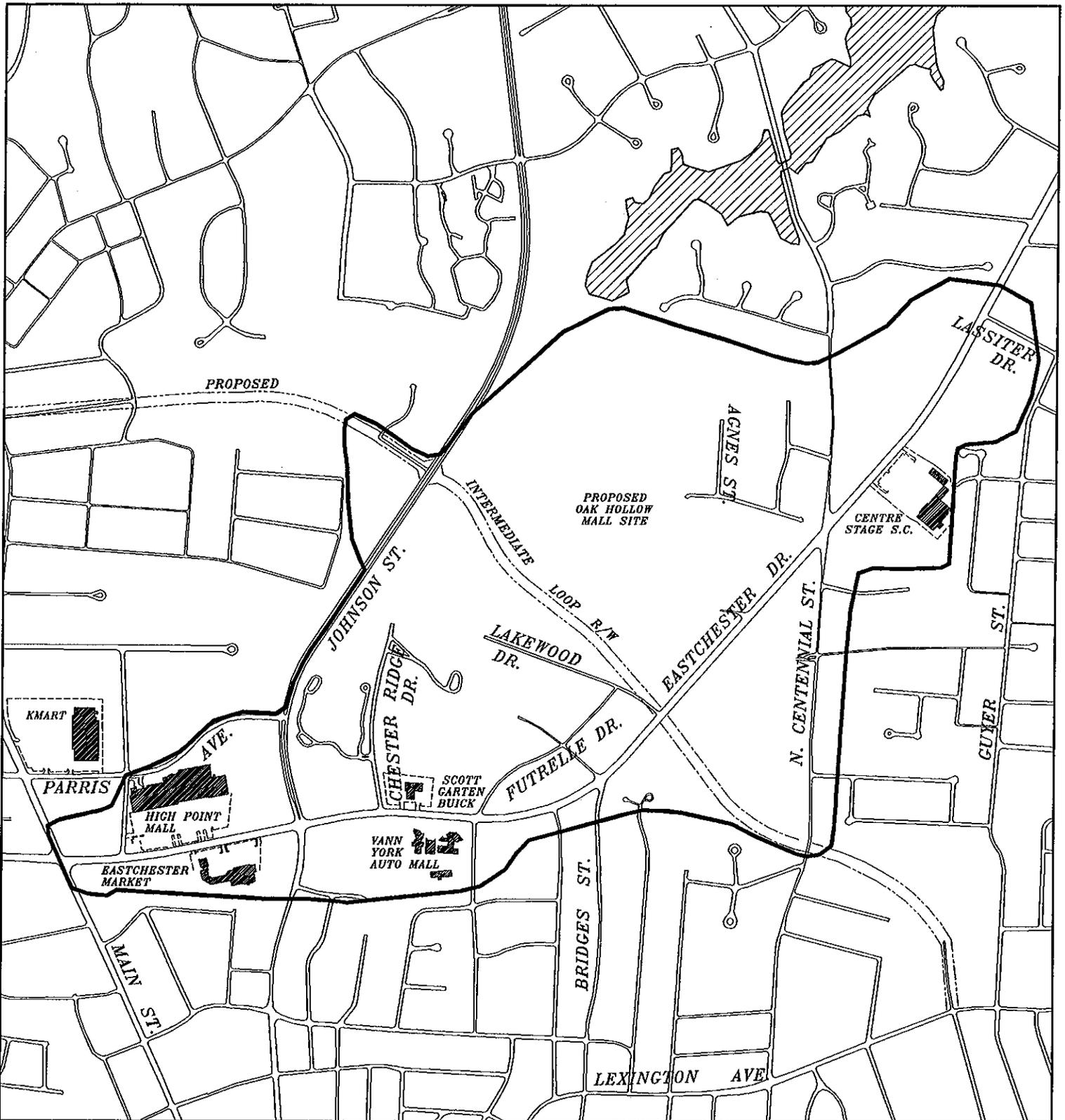
INTRODUCTION

This study is intended to be a review and update of land use projections and policies for a part of the Eastchester Corridor, extending from Main Street to Lassiter Drive, as shown on Map 1. Phases II and III of the Eastchester/NC 68 Corridor Plan will be updated during 1994. The adoption of the updates of all three phases will replace the 1986 Eastchester/NC 68 Corridor Plan.

Many of the recommendations of the 1986 Eastchester/NC 68 Corridor Plan have been either fully or partially implemented. However, some of the recommendations of the 1986 Plan that have not been implemented may no longer be relevant. An update of developments, zoning amendments, land use amendments and recommendations of the 1986 Plan is given in the Appendix.

One of the major recommendations of the 1986 Plan was the establishment of a Scenic Corridor Zoning Overlay for Eastchester Drive, creating higher standards for development. The effects of the zoning overlay can be seen through new trees planted along Eastchester Drive in front of recent developments and through ground signs and smaller freestanding signs. These requirements strive to maintain some of the wooded beauty of the Eastchester Corridor while allowing fairly intense development along the major entryway to High Point. *This update of the plan reaffirms the need for the continuation of the Scenic Corridor Zoning Overlay.*

Alternatives need to be considered in light of existing development and zoning map amendments in the area. These



**MAP 1: EASTCHESTER CORRIDOR PLAN
PHASE I AREA**

— Study Boundary

Department of Planning
and Development

City of High Point

Date: November 10, 1993 Scale: 1" = 1200'



amendments include the rezoning of a 117-acre site located in the vicinity of the proposed Intermediate Loop from Residential and Office/Institutional use to Conditional Shopping Center use. This site can accommodate a regional shopping mall in addition to other types of large-scale non-residential developments. This study focuses on identifying the current issues which arise as a result of new developments in the area, and recommends approaches to deal with the issues raised.

CURRENT ISSUES

Developments that have been constructed or proposed to be undertaken in Phase I since 1986 have given rise to two planning issues: traffic circulation in both the study area and in the wider area, and land use, in particular, the extent of new commercial use and its impact on the existing street network.

TRANSPORTATION ISSUES:

Traffic Circulation: The future development of a regional mall at the intersection of Eastchester Drive and the proposed Intermediate Loop has significant implications for traffic capacity and circulation throughout the area. A Traffic Impact Analysis has been conducted for the proposed mall and its immediate vicinity with recommendations made for road improvements, traffic control signals, mall accesses and turning lanes.

This Analysis indicates that the typical delay for vehicles at the signalized intersection of Eastchester Drive and Centennial Street is in the range of 15 to 25 seconds per vehicle. Congestion at the intersections of Eastchester Drive/Main Street and Eastchester Drive/Johnson Street is barely within acceptable limits. Typical vehicular delays at these intersections are between 40 and 60 seconds. Construction of the intermediate loop

will reduce delays at the Johnson Street and Centennial Street intersections. Yet, by the year 2005, delays at these intersections are expected to be nearing the threshold of acceptable delays.

However, this study did not address the generation and circulation of additional traffic further from the mall site, along Eastchester Drive, North Main Street, and nearby streets, from spill over commercial development.

Transportation issues that need to be considered include:

- (1) the likely extent of additional commercial development in the area and the resultant increases in traffic generation;
- (2) the alignment of existing and future commercial driveways on each side of Eastchester Drive and North Main Street (north of Eastchester Drive);
- (3) the likelihood of the increasing use of residential side streets, as alternative routes to avoid increased traffic on major thoroughfares;
- (4) the need for the construction of deceleration lanes as a zoning condition for larger-scale developments along Eastchester Drive;
- (5) the role of the Intermediate Loop in the traffic circulation system for north High Point, including land uses along it and direct access points to it;
- (6) the implementation of road improvements and other traffic management measures to accommodate increasing traffic; and
- (7) the possibility of introducing alternative means of public transportation between major shopping destinations.

Primary Retailing District: A major implication of rezoning additional lands for commercial use on Eastchester Drive is the concentration of a wider range of retailing in a larger area encompassing North Main Street, north of the Lexington Avenue intersection, and Eastchester Drive between Main and Centennial Streets. With the proposed construction of Oak Hollow Mall, this concentration becomes the retailing "heart" of the city thus creating a new primary citywide retailing district as shown on Map 2. Planning for such a district demands an approach somewhat different from planning for a scenic corridor.

Presently there are four retail centers that are relatively interchangeable in the range of goods and services provided:

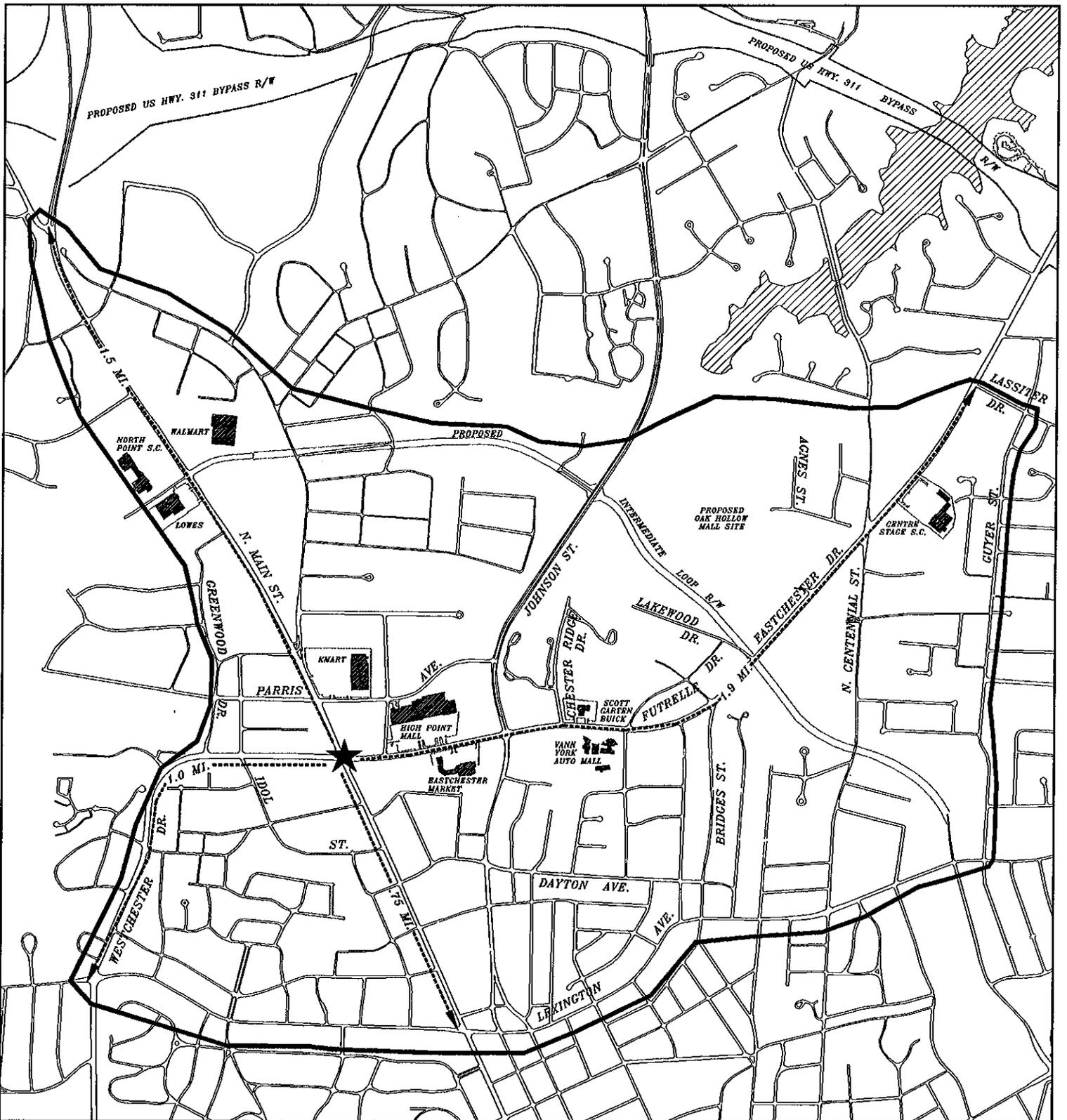
- (1) the North Main/Eastchester Drive intersection;
- (2) the South Main/Fairfield Road intersection;
- (3) the Westchester Mall area; and
- (4) the Five Point/Jamestown area.

These centers serve primarily nearby businesses and residential neighborhoods in the northern, southern, western, and eastern quadrants of High Point respectively.

LAND USE ISSUES:

Land Use concerns center on the impact of the recent zoning for the proposed regional mall on the surrounding land use designations.

Supply of Land for Supplemental Commercial Development to Regional Mall: Once a commitment is made to construct the mall, a demand for additional commercial space in the area from retailers whose needs are not met in a shopping mall is anticipated. These retailers are attracted to a location near the regional center and can provide complementary goods and



MAP 2: PRIMARY RETAIL AREA

— STUDY BOUNDARY

Department of Planning
and Development

City of High Point

Date: November 11, 1993



Scale: 1" = 3500'

services. A modest allocation of suitable land should be made on the Corridor Plan for such supplemental commercial development. However, there may be need to allocate additional land on the Plan for commercial use in the future if demand is greater than anticipated.

Impact of Supplemental Commercial Development on Street Network:

Supplemental commercial developments are suggested to be located on sites a minimum of three to five acres. Such a policy will promote larger-scale commercial development: 1) by accommodating prominent regional retailers who demand their own site and 2) by aggregating smaller retailers into larger and more unified developments. A major benefit of larger scale developments is reduced access points along thoroughfares in the vicinity of the mall, thereby conserving the capacity limits of the existing street network.

Areas for which land use designations need to be reconsidered include:

(1) Eastchester Drive between Johnson Street and Centennial Street. Both sides of Eastchester Drive between Futrelle Drive and the proposed Intermediate Loop, now indicated for General Office use, will be most affected by the zoning approved for the regional mall. A continuous commercial corridor between Main Street and Centennial Street could result, with the exception of existing High Density Residential use at the Johnson Street intersection, and Institutional uses at the Wesleyan facilities. Such a change would modify the land use strategy articulated in the 1986 Eastchester Corridor Plan, which emphasized the development of commercial nodes or clusters at the intersections of Eastchester Drive with North Main and Centennial Streets.

(2) Johnson Street/Intermediate Loop. The vacant parcel of land located on the southwest corner of the intersection of Johnson Street and the proposed Intermediate Loop is now allocated for Medium Density Residential uses. Most of the

remaining land along Johnson Street is already developed with residential uses.

The proximity of the proposed mall to this vacant 6.8 acre site and the use of the Loop by mall traffic puts it under great pressure for rezoning to commercial use. Such commercial expansion should not be considered desirable in view of the interest to retain the residential character of the Loop as it proceeds westward.

(3) Future Intermediate Loop between Eastchester Drive and Centennial Street. To the north of the proposed alignment of this section of the Loop, there are established Institutional uses associated with the Wesleyan facilities. On the south side of the Loop, properties at the intersection with Eastchester Drive are designated for General Office use, with rear properties indicated for Low Density Residential use.

Construction of the mall is also likely to generate demand for small-scale retail or personal service establishments in the general area. The south side of the Loop is a possible location for very limited small scale business or office use dependent on the ability of parcels to obtain direct access to the Loop, and the necessity to buffer existing low density development to the rear.

(4) The Agnes Street/Jeanette Avenue/Palmer Street and Lakewood Avenue/Futrelle Drive/Bridges Drive Residential Areas. These residential areas have become pockets of single-family dwellings that will be substantially bordered by commercial and office use. Properties with frontage on the north side of Eastchester Drive or the west side of Centennial Street now allocated for office use are likely to come under pressure for rezoning to commercial use. The character of these neighborhoods are likely to be adversely affected unless measures such as buffering are implemented to ameliorate the impact of commercial development.

Despite protection measures, these neighborhoods may still convert to larger scale commercial developments if it is economically feasible to assemble tracts of land of sufficient size with good access to Eastchester Drive or Centennial Street.

(5) Centennial Street. There may be some pressure to extend the commercial zoning now limited to the intersection of Eastchester Drive and Centennial Street, further along Centennial Street both north and south of the Eastchester Drive intersection. The nature of the street, the size of parcels, and street access points must be taken into consideration in determining the extent of change in land use beyond the intersection.

CONCLUSIONS

The conclusions reached from analyzing the impact of the major regional commercial rezoning on this portion of the Eastchester Corridor are:

1. *Provision should be made in the Corridor Plan for some additional commercial development in the vicinity of the regional mall.*
2. *Large lot commercial development is to be encouraged.*
3. *A primary retailing district is emerging.*
4. *There will be traffic impacts beyond the immediate vicinity of the proposed regional mall.*

RECOMMENDATIONS

The following recommendations have been formulated to deal with the conclusions arrived at from examination of the current issues facing this segment of Eastchester Drive. The transportation recommendation encompasses a wider area and is intended to address issues of long-term significance. Land use changes are interim in nature until corridor plans for all phases of Eastchester Drive/NC 68 are completed.

TRANSPORTATION RECOMMENDATIONS

CONDUCT A TRAFFIC MANAGEMENT STUDY FOR THE EMERGING PRIMARY RETAILING DISTRICT EXTENDING FROM THE NORTH MAIN STREET/EASTCHESTER DRIVE INTERSECTION:

There is a the need for planning within the context of a larger area which includes Eastchester Drive, North Main Street, Parris Avenue, Johnson Street, the Intermediate Loop, Westchester Drive, Lexington Avenue and Centennial Street. (See Map 2). This larger area will become the primary retail center for the city when the regional mall is constructed. The study should focus on land use and traffic circulation and management in the larger area. It should take into consideration the demand for land for commercial, office and high density residential uses, and the supply of suitable land for such development in the area. The feasibility of public transportation to service the primary commercial district would be investigated. Signage, landscaping and other factors that would unify the larger retail area and provide a distinctive identity should also be examined.

INTERIM LAND USE CHANGES

A. AREAS APPROVED FOR CHANGE

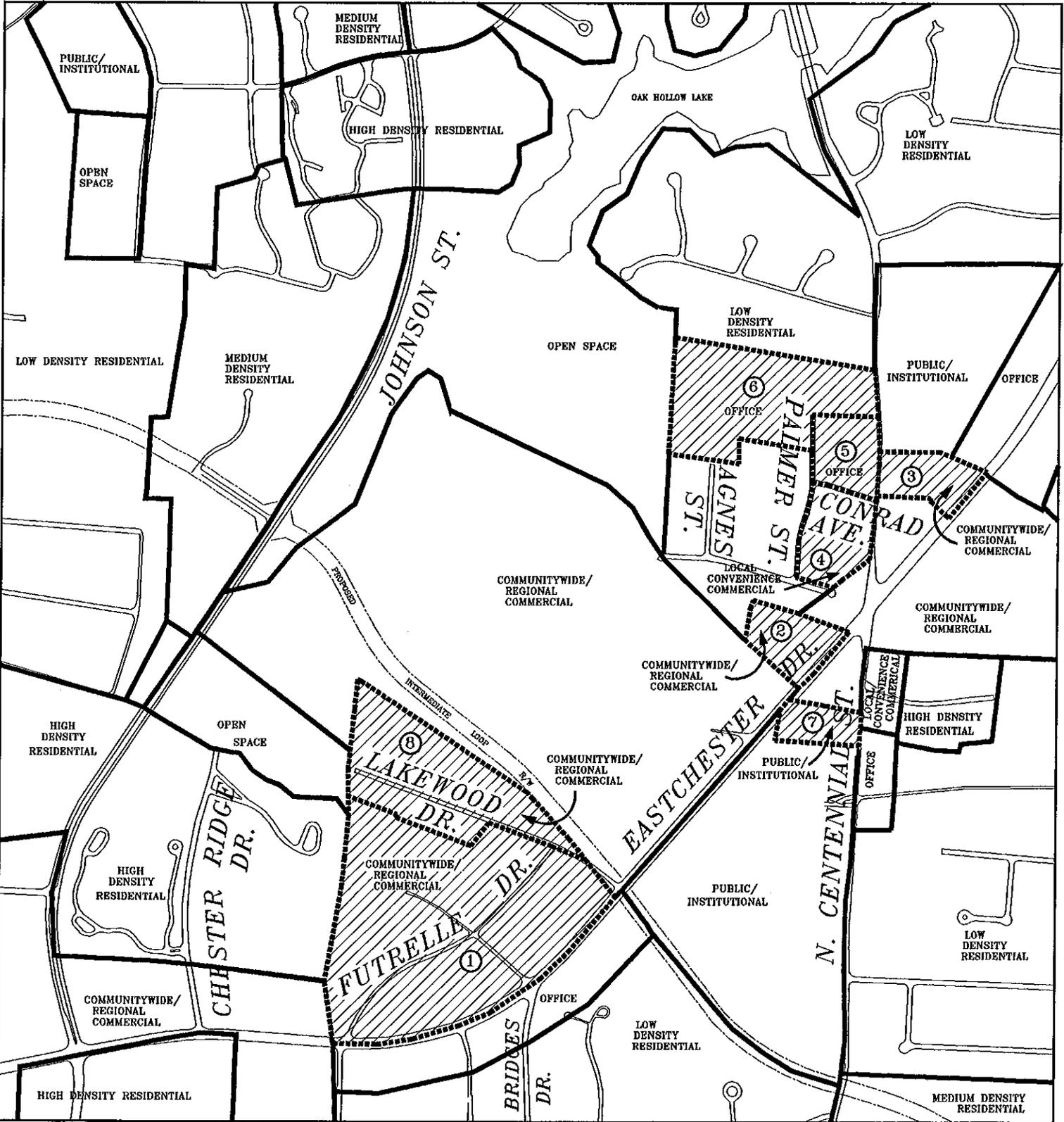
Changes in land use projections in the Corridor Plan approved by City Council on April 21, 1994 include forty-five (45) acres for commercial use, with an estimated potential yield of 245,000 square feet of additional commercial floor space, assuming that all potential acreage is commercially developed. Thirteen (13) acres have also been designated for future office use. Map 3 identifies the different areas containing these acreages.

AREA 1: DESIGNATE 33.4 ACRES LOCATED ON THE NORTH SIDE OF EASTCHESTER DRIVE WEST OF THE PROPOSED INTERMEDIATE LOOP FOR COMMERCIAL USE.

City Council has established watershed protection and buffering policies to ameliorate the effects of commercial development on adjoining residential properties. The existing pond located in the northern section of this area is to be retained as a watershed protection pond. A minimum 45-foot to 60-foot wide buffer of existing vegetation is to be maintained adjacent to all areas projected to remain in residential use. The exact width of the buffer will depend on the size of the area proposed for development (see Map 4).

AREA 2: DESIGNATE 3.5 ACRES BETWEEN THE PROPOSED MALL SITE AND JEANETTE AVENUE FOR COMMUNITYWIDE/REGIONAL COMMERCIAL USE.

AREA 3: DESIGNATE TWO PARCELS OF LAND, TOTTALLING 3.3 ACRES AND LOCATED OPPOSITE CENTRE STAGE SHOPPING CENTER, FOR COMMUNITYWIDE/REGIONAL COMMERCIAL USE.



EASTCHESTER CORRIDOR PLAN

MAP 3: Approved Land Use Changes

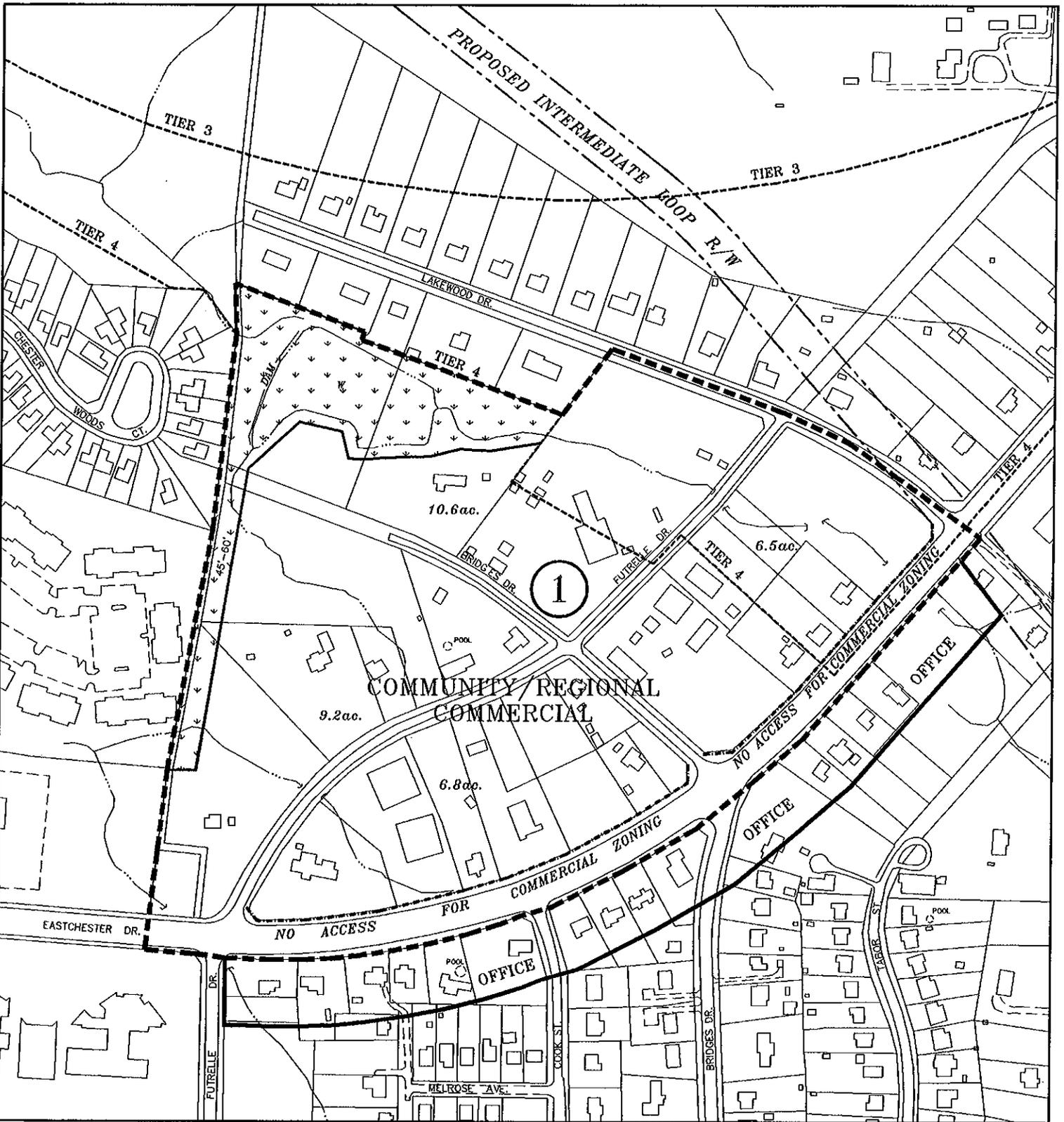
Existing Land Use Boundary
 Approved Land Use Changes

City of High Point
 Department of Planning
 and Development



Date: October 20, 1994

Scale: 1" = 800'



MAP 4: LAND USE AREA 1



AREA BOUNDARY



Portion suggested for open space and watershed protection

Department of Planning and Development

City of High Point

Date: April 21, 1994



Scale: 1" = 300'

AREA 4: EXTEND THE LOCAL COMMERCIAL DESIGNATION ALONG CENTENNIAL STREET NORTH OF ITS INTERSECTION WITH EASTCHESTER DRIVE.

Parcels on the west side of Centennial Street south of Conrad Avenue and east of Palmer Street totalling 4.7 acres, now proposed for General Office use, were designated for Local Commercial use.

To promote larger-scale development, specific development criteria are proposed to govern commercial use of areas 1 to 4:

Minimum site size: 3 acres.

Minimum depth: 300 feet.

Minimum frontage: 300 feet.

Access to developments:

Area 1: Vehicular access should be obtained from Bridges and Futrelle Drives, which need to be improved as development occurs.

Area 3: Additional rear access to Centennial Street is desired.

Area 4: Vehicular access should be obtained from Conrad Avenue or Palmer Street.

AREA 5: SHIFT THE OFFICE DESIGNATION ON THE WEST SIDE OF CENTENNIAL STREET TO THE NORTH OF CONRAD AVENUE.

Six parcels north of Conrad Avenue totalling 3 acres are proposed for office use, rather than their current low density residential designation. This will provide a transition from proposed commercial areas to the south and established residential areas further north. All of Area 5 should be developed with one shared access point to Centennial Street.

AREA 6: DESIGNATE 10 ACRES LOCATED NORTH OF CONRAD AVENUE ALONG CENTENNIAL STREET FOR OFFICE USE.

In public hearings the owners of this property suggested that the most appropriate land use designation for this property should be office use. City Council indicated this large tract for office use due to topographic constraints and the prospects for increased commercial development in the vicinity.

AREA 7: DESIGNATE 2.15 ACRES ALLOCATED FOR OFFICE USE LOCATED IMMEDIATELY NORTH OF THE WESLEYAN FACILITIES, FOR PUBLIC/INSTITUTIONAL USE.

Public/institutional uses are the logical ones for these tracts of land which are currently allocated for office use.

AREA 8: DESIGNATE 12 ACRES LOCATED ON BOTH SIDES OF LAKEWOOD DRIVE FOR COMMUNITY/REGIONAL COMMERCIAL USE.

Because Lakewood Drive is not anticipated to be extended, a cul-de-sac should be constructed and accompanying right-of-way for the cul-de-sac dedicated as commercial development occurs. No further access should be granted to East Hartley Drive (Intermediate Loop), either by private driveway or by street access, other than through the proposed extension of Lakewood Drive to East Hartley Drive.

B. AREAS NOT RECOMMENDED FOR CHANGE

1. The Jeanette Avenue/Palmer Street/Agnes Street residential area: This area is retained in low density residential use.

At the request of the Special and Planning Committee of City Council, an alternative land use proposal for the area was studied. The proposal recommended a change in land use from low-density residential use to office use north of Conrad Avenue, and community/regional commercial use for the remainder of the area. A significant number of residents of the Agnes Street/Jeanette Avenue/Palmer Street area objected to the proposed change of land use, indicating a desire to maintain the residential character of their neighborhood. It was determined that the Agnes Street/Jeanette Avenue area west of Palmer Street remain in low density residential use to preserve its existing residential status.

2. Future Intermediate Loop between Eastchester Drive and Centennial Street: Land in this area is to be retained for residential use. The area should be reexamined after this section of the Loop is constructed.

3. The south side of Eastchester Drive: The present designation for office use on the south side of Eastchester Drive is to be retained because small parcel sizes pose limitations to commercial development. This area may be reconsidered once other nearby commercial areas are fully developed. However, parcels must be assembled and access controlled.

APPENDIX

UPDATE OF 1986 PLAN

STUDY AREA

The area which is the subject of this update extends from Main Street to Lassiter Drive covering the 100-1300 blocks of Eastchester Drive.

REVISIONS TO THE PLAN

There have been amendments to land use proposals for the Eastchester NC/68 Corridor Plan in 1987, 1992, and 1993.

1993: The latest amendment of the Land Use Plan for Phase I was adopted by the City Council on June 17, 1993. City Council approved a request by Oak Hollow Limited Partnership for redesignation of the area in the vicinity of the proposed Intermediate Loop from a Focal Area, encouraging office, multifamily and single family uses, to an area allocated for Community/Regional Commercial and Recreational/Open Space.

1992: The revised Land Use Plan for the City of High Point (1992) adopted January 7, 1992, included the following changes to land use in the study area:

- (1) The northeastern and northwestern corners of Eastchester Drive at the junction with Johnson Street changed from High Density Residential to Community/Regional Commercial use.
- (2) Rear properties abutting frontage parcels on Eastchester Drive between Futrelle Drive and Lakewood Drive changed from High to Low Density Residential.

(3) The designation of the area in the vicinity of the proposed Intermediate Loop as a Focal Area requiring flexibility in future land use arrangements.

1987: City Council approved the following Land Use Plan amendments.

(1) Properties along the Intermediate Loop, behind the frontage parcels on the north side of Eastchester Drive, were changed from High Density Residential to Office and Institutional use (O/I). Planning staff had proposed a Planned Business (PB) designation for the frontage parcels on the north side of Eastchester Drive between Futrelle Drive and North Centennial Street. However, the Planning and Zoning Commission voted against that proposal.

(2) The west side of North Centennial Street from Eastchester Drive north to Conrad Street changed from Low Density Residential designation to O/I.

(3) A third proposal to expand the Planned Business (PB) designation on the east side of Eastchester Drive from the North Centennial Street intersection to Lassiter Street was rejected by the Planning and Zoning Commission.

DEVELOPMENTS SINCE 1986

New Developments:

Since 1986, twelve (12) businesses covering a range of commercial activities comprise the new non-residential developments in the section of the corridor under study. Total floor space amounted to 229,766 square feet with a construction value of \$8,226,593. These businesses include Eastchester Market Shopping Center, Vann York Auto Mall, Centre Stage Shopping Center, Fitness Today and Atrium Eastchester (See Table I).

TABLE I

EASTCHESTER DRIVE - BLOCKS 100 - 1300 NEW DEVELOPMENTS SINCE 1986

| ADDRESS | COMPLET. DATE | SQ. FT. | VALUE | BUSINESS | HUD CODE |
|--------------|------------------|----------------|--------------------|--------------------------|----------------------------------|
| 105 | 05-89 | 6625 | 132,500 | Expert Tires | 641 Auto Repair |
| 209 | 09-90 | 6400 | 217,000 | Blockbuster Video | 639 Other Business Services |
| 274 | 09-90 | 21200 | 593,600 | Eastchester Market SC | 531 Dept. Store Variety Store |
| 410 | 06-86 | 14689 | 501,559 | Vann York Pontiac | 551 Motor Vehicles Retail |
| 416 | 05-86 | 9827 | 341,452 | " | 551 " |
| 420 | 07-86 | 19972 | 681,947 | " | 551 " |
| 1000 | 07-86 | 10775 | 367,915 | " | 551 " |
| 1028 | 09-88 | 2500 | 92,500 | HP Bank & Trust | 611 Banking |
| 1103 | 03-87 | 3264 | 79,900 | A Cleaner World | 621 Laundering |
| 1116 | 09-89 | 96 | 2500 | Centre Stage SC | 639 Other Bus. Serv. |
| 1116 | 09-87 | 49074 | 1423,146 | " | 541 Groceries-Retail |
| 1124 | 08-87 | 3488 | 150,000 | Burger King | 581 Eating Places |
| 1208 | 03-88 | 60396 | 2500,000 | Atrium | 639 Other Bus. Serv. |
| 1214 | 07-93 | 11200 | 376,000 | Fitness Today | 799 Misc. Amusement |
| 1232 | 06-86 | 2616 | 126,000 | Kelly's Gas | 554 Gas/Grocery |
| 2107 | 04-87 | 7644 | 290,574 | Chester Ridge Center | 629 Other Personal Service |
| Total | | 229,766 | \$8,226,593 | | |

Conversions:

There has also been the conversion since 1986 of five (5) residential properties in the area to office use. (See Table II)

ZONING AMENDMENTS

There have been seven (7) zoning amendments including the Oak Hollow Mall site, approved in the study area since 1986 (See Table III). These included three to Limited Business use, two to Shopping Center, one to Highway Business and one to General Office use. Structures have not been constructed on two adjacent sites rezoned Limited Business. These sites have road frontages on both the northern side of Eastchester Drive and the eastern side Centennial Street. The most recent rezoned site is the mall site.

Oak Hollow Mall Site: There is a history of proposals to amend the zoning for this large site (117 acres) located in the Eastchester Corridor. On March 24, 1988, a proposal to amend the zoning of this site from Residential and Office/Institutional uses to Conditional Use Planned Business was not recommended by the Department of Planning and Development and the Planning and Zoning Commission, whose members cited water quality concerns in this watershed area and conflict with the city's land use plan. An appeal of the unfavorable recommendation was made to the City Council by the applicants. The City Council adopted the proposed zoning amendment on May 19, 1988 with a 6-3 vote. Litigation by opponents of the proposed mall followed. The Judge ruled that the City Council's vote on the rezoning was invalid.

On March 27, 1989, another request from the developers for the change in zoning from Residential and Office/Institutional uses to Planned Business use was not recommended by the Planning and Zoning Commission. City Council voted 5-4 in favor of the zoning but this fell short of the two-thirds vote required to approve

TABLE II

EXISTING OFFICES EASTCHESTER DRIVE BETWEEN FUTRELLE DRIVE AND CENTENNIAL STREET

| ADDRESS | OFFICES |
|--------------------------|--|
| 1) 507 Eastchester Drive | Northern Animal Hospital |
| 2) 601 " | a) First Greensboro Home Equity Inc. b) Griffin Temporaries c) Hucks & Associates d) Dawson & Dawson Dentists |
| 3) 603 " | Executive Office Court |
| 4) 607 " | Bryan Everett Sales Inc. - Designers |
| 5) 700 " | a) Contemporary Realty b) Dahle & Associates c) Roan Sales Associates |
| 6) 701 " | Otto & Moore Inc. - Furniture Designers |
| 7) 800 " | Church Interiors Inc.* |
| 8) 810 " | Total Insurance Planners * |
| 9) 812 " | State Farm Insurance * |
| 10) 816 " | Mason Lumber Sales * |
| 11) 901 " | All Risk Insurance Agency |
| 12) 925 " | Lamar Beauty Shop |
| 13) 1015 " | Cumby Mortuary |
| 14) 1027 " | Pratt Design Studios |
| 15) 1028 " | High Point Bank & Trust * |

* Conversions since 1986 from residential to office use.

TABLE III

EASTCHESTER CORRIDOR PLAN - PHASE I ZONING CHANGES SINCE 1986

| | | | |
|---------|-------|------|--|
| CU-HB | 87-2 | 2107 | Chester Ridge (Cor. Eastchester) - Chester Ridge Center. |
| CU-GO-M | 91-6 | 1027 | Eastchester - Pratt Design Studio (small addition). |
| CU-LB | 87-13 | 1117 | Eastchester - No structure. |
| CU-LB | 88-2 | 2220 | Centennial - No structure. |
| CU-LB | 87-20 | 1208 | Eastchester - Atrium. |
| CU-SC | 86-13 | 1116 | Eastchester - Centre Stage SC. |

the zoning amendment requested. The request was therefore denied on May 18, 1989.

A further application dated April 27, 1993 (revised June 16, 1993), by Oak Hollow Limited Partnership petitioned for a change of zoning district classification from Residential and General Office uses to Conditional Use Shopping Center (C.U.SC). The Department of Planning and Development recommended approval of the zoning amendment in large part due to the applicant's proposal to control stormwater runoff from the site and from over 1,000 developed acres off-site. On June 28, 1993 the Official Zoning Map of the City of High Point was amended to establish the subject site as a Conditional Use Shopping Center District.

CODE AMENDMENT

A code amendment prohibiting banners and other windblown objects (except for temporary events) within the Eastchester Drive Planned Use Overlay Zone, Phase 1 was approved in August 1987. A code amendment in 1992 expanded this requirement to the entire city.

IMPLEMENTATION OF 1986 RECOMMENDATIONS

A number of recommendations regarding Land Use, Transportation, the Environment, Aesthetics and Administration were adopted for phase I of the plan. Many of these have been either fully or partially implemented. Some of the recommendations that have not been implemented may no longer be relevant. The status of these recommendations can be summarized as follows:

Land Use:

(1) The recommendation to limit commercial uses to well separated clusters, located at major intersections including

North Centennial Street and North Main Street, was compromised in Phase I when approval was given to redesignate the site in the vicinity of the proposed Intermediate Loop from a Focal Area (proposing a mix of office and residential uses) to areas allocated for Community/Regional Commercial and Recreational/Open Space. This Land Use Plan amendment has had the effect of changing the proposed commercial nodes at the intersections of Centennial Street and Main Street with Eastchester Drive, into a possible continuous commercial corridor stretching along Eastchester Drive from Main Street to Centennial Street.

(2) The requirement for landscape and setback buffers of all uses other than single-family residential, to be located on and be the responsibility of the property owner was implemented. This requirement was incorporated into the 1992 Development Ordinance for the City of High Point and thus became applicable to the entire city.

(3) The possibility of adopting amortization provisions to eliminate nonconforming uses within the corridor was investigated and determined to be not feasible.

Transportation:

(1) The limiting of driveway cuts to one every 400 feet for non-residential uses was implemented by the Driveway Ordinance. The Driveway Ordinance stipulates that only one driveway is allowed for properties along Eastchester Drive with frontage less than 350 feet and two driveways for street frontage in excess of 350 feet.

(2) The requirement that developers of corner lots locate driveways on side streets rather than along Eastchester Drive, was fulfilled by the Driveway Ordinance requirement that corner lots must have a minimum of 305 feet of frontage along Eastchester Drive before direct access can be permitted. Additionally driveway approaches for corner lots must have a

corner clearance of 250 feet along Eastchester Drive and 100 feet along the side street.

Aesthetics:

(1) Frontage buffer requirements of an average of 20 feet on Eastchester Drive and 10 feet on intersecting public streets were implemented under the requirements of the Eastchester Drive Overlay Zone in 1986 and continued with the Scenic Corridor Overlay District Landscape Requirements of the 1992 Development Ordinance.

(2) The requirements for parking lot setbacks, landscaping and screening were also implemented under the Overlay District landscape requirement which indicated that all parking or vehicular surface areas shall provide interior planting areas in accordance with stipulated requirements. This requirement has been expanded to citywide application with the 1992 Development Ordinance with more flexible standards.

(3) The proposal to provide trees at cost to property owners along the corridor, based on a landscaping plan, was not implemented. Instead, property owners of new developments were required to landscape the frontage of their properties as stipulated in the Development Ordinance.

(4) The recommendation to adopt urban design requirements for all uses other than single-family residential did not obtain the support of City Council. There was concern with respect to the subjectivity of urban design criteria, except in the case of historic structures. However, there has been renewed interest in considering minimum appearance standards for new buildings in the corridor.