

*EASTCHESTER DRIVE  
CORRIDOR PLAN*



*PHASE III UPDATE*

*(between Penny Road and Gallimore Dairy Road)*

*Adopted by City Council  
October 1994*

# *EASTCHESTER DRIVE CORRIDOR PLAN*



This Phase III Plan was adopted by the High Point City Council on October 20, 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.

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IN AN ALTERNATIVE FORMAT UPON REQUEST

**EASTCHESTER CORRIDOR PLAN  
(PHASE III) UPDATE--EXECUTIVE SUMMARY**

**INTRODUCTION**

This study is the third, and last, in a series that will update and replace the 1986 Eastchester/NC 68 Corridor Plan. The 1986 recommendations for Phase III were never adopted by the City Council because little of the area was within High Point's corporate limits at the time and the city's ultimate planning area was undetermined. As property along this section of the corridor was annexed, rezoned and developed, though, most the the recommendations were applied through Conditional Use Permits.

Recommendations included the construction of service roads parallel to N.C. 68 (see Map 2), enhanced appearance guidelines and the separation of commercial uses in well-defined clusters. The 1986 plan's land use recommendations were followed in the city's most recent Land Use Plan, adopted in 1992, with the exception of the addition of a Focal Area at the intersection of N.C. 68, Piedmont Parkway and Clinard Farms Road, as shown on Map 1.

**PLANNING ISSUES**

Some issues raised in the 1986 plan still remain and others requiring attention have emerged as a result of continuing development and zoning changes. Planning issues in this section of the corridor are listed below.

**Service Roads** - The continued importance of service roads parallel to N.C. 68 in order to maintain safe and efficient traffic flow on the highway;

**Minimum Development Size Requirements** - Restriction of direct access to N.C. 68 and the promotion of well-planned, larger-scale development through minimum development size requirements for industrial parcels fronting the highway;

**Appearance Guidelines** - The need for appearance guidelines, including landscaping and signage regulations, to maintain Eastchester Drive/N.C. 68's desirability as a first-class, mixed-use development corridor;

**Separated Commercial Clusters** - The existing policy of limiting commercial land uses to well-separated clusters located at major intersections;

**Deceleration Lanes** - The establishment of a plan and policy for the private construction of deceleration lanes in Phase III of the corridor based on future development proposals.

## **RECOMMENDATIONS**

The following recommendations are made in response to an examination of the issues pertinent to Phase III of the Eastchester Drive/N.C. 68 Corridor.

### **Transportation Recommendations**

- 1. CONSTRUCT PARALLEL SERVICE ROADS ALONG N.C. 68 AS ADJOINING PROPERTY IS DEVELOPED, WITH PROPERTY ACCESS VIA THE SERVICE ROADS REQUIRED WHERE DUAL FRONTAGE EXISTS** - The importance of the roads in preserving traffic capacity on N.C. 68 cannot be over-stressed. For properties fronting both a service road and N.C. 68, no direct access should be allowed to the highway.
- 2. RESTRICT DEVELOPMENT SIZE OF INDUSTRIAL PARCELS WITH FRONTAGE ON N.C. 68 TO A MINIMUM OF FIVE ACRES AND ENCOURAGE SHARED ACCESS** - A large minimum development size will prevent an excessive number of new access points on the highway and should promote larger-scale development. This restriction would not preclude the subdivision of an integrated development whose lots share a common access point. For parcels fronting only on N.C. 68, shared access between multiple development parcels should be encouraged.
- 3. DEVELOP AND IMPLEMENT A DECELERATION LANE POLICY AND PLAN TO CONSERVE THE TRAFFIC CAPACITY OF N.C. 68** - Existing traffic speed and volumes as well as that generated by expected development in the corridor necessitate the formulation of a plan and policy on deceleration lanes.

### **Aesthetic and Environmental Recommendations**

- 1. DEVELOP APPEARANCE GUIDELINES FOR ALL NEW OR RENOVATED NON-RESIDENTIAL BUILDINGS WITHIN THE EASTCHESTER/N.C. HIGHWAY 68 SCENIC CORRIDOR** - Regulations governing the Eastchester/N.C. 68 Scenic Corridor need to be updated to include new provisions to guide building architectural features, internally unified treatment of multi-tenant developments, and land use design compatibility.
- 2. THE REQUIREMENTS OF THE EASTCHESTER/N.C. HIGHWAY 68 SCENIC CORRIDOR OVERLAY DISTRICT FOR PHASE II SHOULD BE UPDATED AND INCORPORATED IN PHASE III** -Development along what is High Point's premier gateway should be held to the highest standards.

### **Interim Land Use Recommendation**

**RESTRICT NEW COMMERCIAL DEVELOPMENT TO WELL-SEPARATED CLUSTERS LOCATED AT MAJOR INTERSECTIONS, MOST NOTABLY, THE N.C. 68/GALLIMORE DAIRY ROAD INTERSECTION** - The opportunity to site attractively designed and landscaped larger-scale office/warehouse uses in Phase III will be undermined if strip commercial development is allowed in the corridor.

**EASTCHESTER CORRIDOR PLAN  
(PHASE III) UPDATE**

**INTRODUCTION**

This study is an examination of the land use projections and policies contained in the 1986 Eastchester/NC 68 Corridor Plan as they apply to the section of the corridor between Penny Road and Gallimore Dairy Road, as shown on Map 1. This is the third, and last, phase of the original plan to be reviewed and updated. With the adoption of new projections and policies for Phase III, replacement of the 1986 plan will be complete.

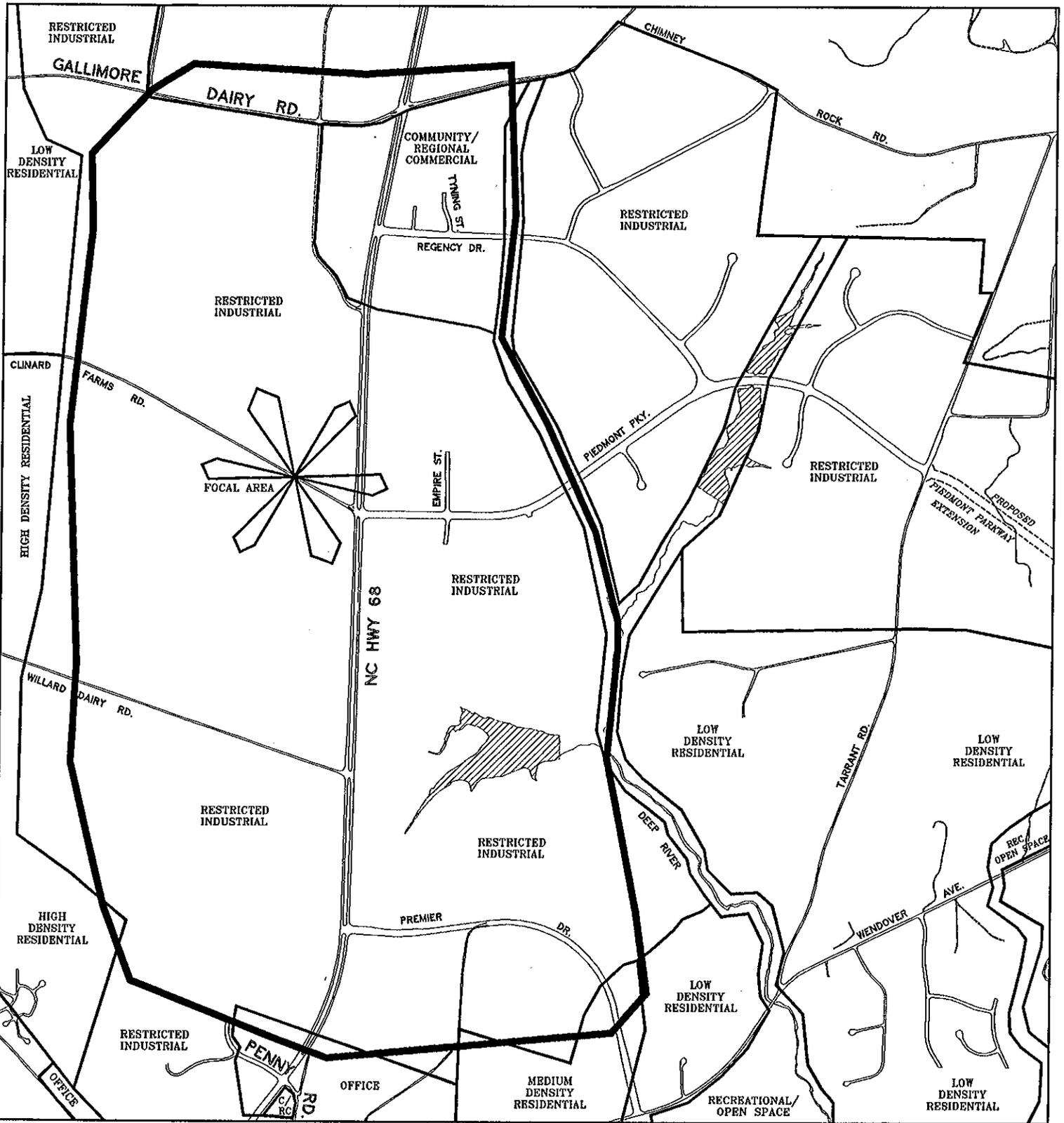
The 1986 recommendations for Phase III were never adopted by City Council for two reasons: little of the corridor was within the corporate limits of High Point at the time; and High Point and Greensboro had not concluded their annexation agreement delineating High Point's future planning area. Since then, as property has been annexed and received conditional use rezonings, many of the recommendations have been implemented. The Appendix details the 1986 recommendations, describes the results of their implementation, and provides a listing of rezonings and development projects that have occurred in this section of the corridor since that year.

One of the most important 1986 recommendations was for the eventual construction of service roads parallel to N.C. 68. These roads are intended to provide access to large development parcels on either side of the corridor so that direct access points to N.C. 68 can be held to a minimum. One of the service roads will be an extension of Penny Road and will connect to Gallimore Dairy Road; another road is proposed to meet Millwood School Road. A second recommendation was the establishment of guidelines for building and site design, creating higher standards for development.

A third key recommendation was to limit commercial uses to well-defined, separated clusters located at major intersections. The effect in Phase III of the corridor plan would be to restrict Planned Business zoning to the vicinity of the intersection of N.C. 68 and Gallimore Dairy Road. This recommendation recognized that, because of the lack of existing development in much of the Phase III area, there were opportunities for significant land assemblage and the development of large-scale office/warehouse uses fitting a Restricted Industrial classification. Map 1 indicates the land use designations on the city's Land Use Plan.

In general, development in Phase III has proceeded much as had been called for in the 1986 plan--and to an extent not envisioned in that plan. Most significantly, land assemblage on the scale of Piedmont Centre and the extension of Restricted Industrial uses east to Tarrant Road was not foreseen in 1986. The related construction of Regency Drive and Piedmont Parkway was thus not provided for in the plan.

High Point's Land Use Plan, adopted in 1992, reflects the land use recommendations of the 1986 corridor plan with one important addition. The Land Use Plan shows a Focal Area at the intersections of N.C. 68,



**EASTCHESTER CORRIDOR PLAN PHASE III**

**Map 1 Study Boundary & Land Use Plan Designations**

- LEGEND**
-  Focal Area
  -  Study Boundary

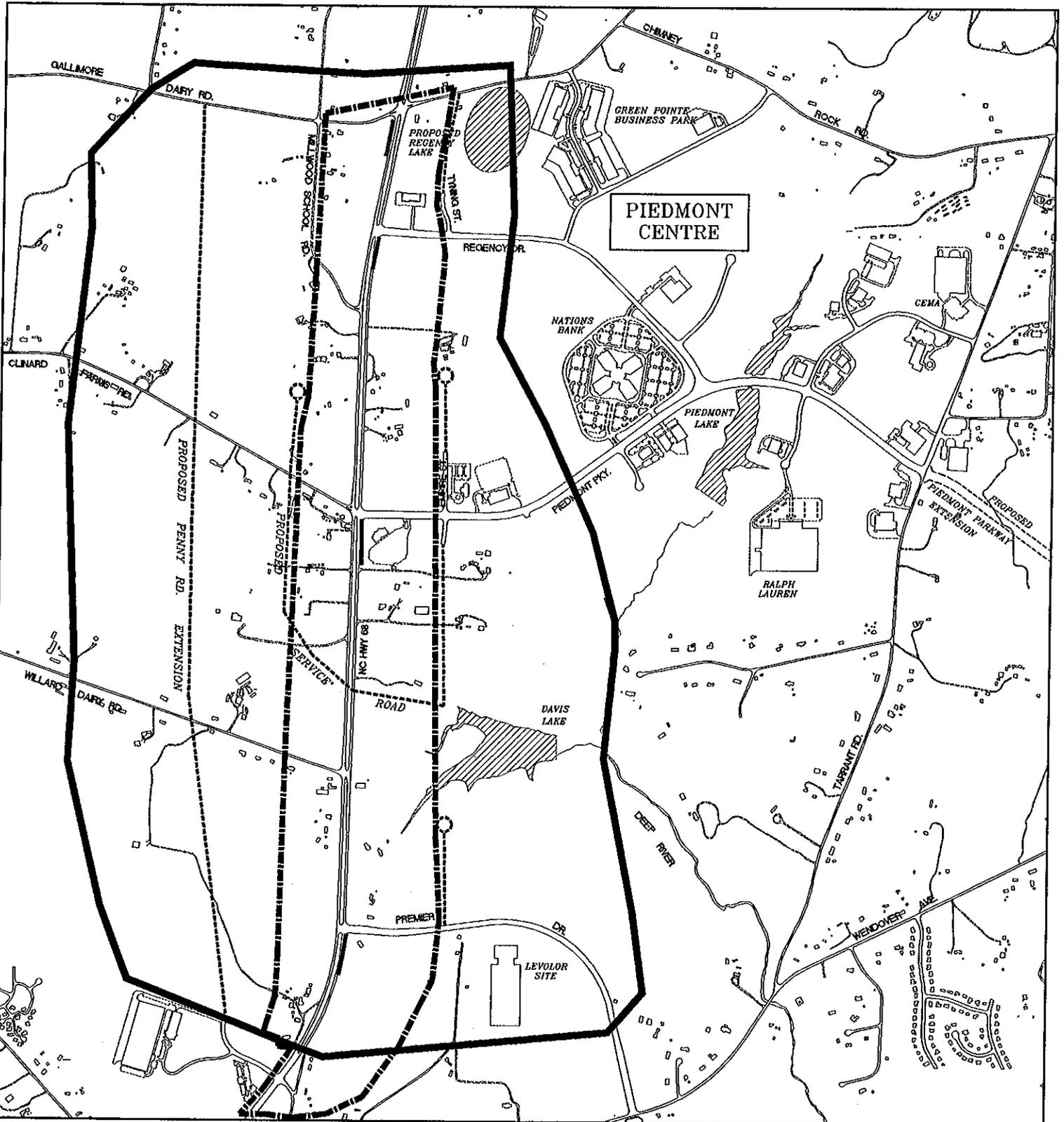
Department of Planning and Development

City of High Point

Date: June 24, 1994



Scale: 1" = 1500'



**EASTCHESTER CORRIDOR PLAN PHASE III**

**Map 2**

-  Proposed Deceleration Lane
-  Existing Deceleration Lanes
-  Suggested Scenic Corridor Overlay District
-  Study Boundary
-  Proposed Roads

Department of Planning  
and Development

City of High Point

Date: June 24, 1994



Scale: 1" = 1500'

Piedmont Parkway and Clinard Farms Road. Focal Areas usually contain at least 50 acres, are designated at the intersections of major thoroughfares, and are considered to be strategically important. Within the N.C. Highway 68/Clinard Farms Road/Piedmont Parkway Focal Area, appropriate uses would include a mixture of offices, associated commercial/service establishments catering to nearby employees, and high-density residential development.

## **PLANNING ISSUES**

Some issues raised in 1986 still remain and others requiring attention have emerged as a result of continuing development and zoning changes. Planning issues in this section of the Eastchester/N.C. 68 Corridor are listed and explained below.

### **Service Roads**

Service roads recommended in the 1986 plan are shown on High Point's Major Thoroughfare Plan as Collector Streets; the locations of the roads are somewhat different now than those proposed in 1986 and are shown on Map 2. The service road system has not been completed due to the absence of full development in Phase III of the corridor, though such development continues. Construction of these service roads is absolutely vital to orderly growth in Phase III. Without them, additional access points on N.C. 68 would be required to serve development parcels, seriously degrading the highway's ability to move traffic safely and efficiently. The eventual connection of Piedmont Parkway to Hilltop Road, which will bring considerable traffic to the N.C. 68/Piedmont Parkway/Clinard Farms Road intersection, will compound traffic management concerns in the corridor.

### **Minimum Development Size Requirements**

The primary reason to require a minimum development size for parcels fronting N.C. 68 is to limit direct access points to the highway, thus maintaining safe and efficient traffic flow. Piedmont Centre is developing with five-acre minimum lots along N.C. 68, and access to these lots is restricted to an internal street network. Ideally, most traffic generated by development on the west side of the highway will be able to use the service roads described above; but, depending on development patterns and the exact road routing, some parcels may not have service road frontage. A minimum development size would have the additional effect of encouraging larger-scale development.

### **Appearance Guidelines**

The importance of Eastchester Drive/N.C 68 as a gateway to High Point was emphasized through the adoption of the Eastchester Scenic Corridor Overlay District, which addresses landscaping, buffer yards, signage and similar issues in Phases I and II of the corridor. These regulations, though, do not speak to building appearance or site layout, and some structures have not made positive contributions to the corridor's appearance. Through guidelines for building materials, color,

internally unified treatment of multi-tenant developments and other matters, a visually appealing standard throughout the corridor can be achieved.

The continuation in Phase III of high standards for landscaping, signage and other development features regulated in the scenic corridor overlay zoning district is vital. The original scenic corridor overlay zone as applied to Phases I and II was successful in bringing landscaped setbacks, buffer yards, and more appropriate signage to the corridor. This benefits the aesthetic quality of the gateway and enhances the compatibility of adjoining land uses. Since its adoption, the requirements of the ordinance have been expanded to much of the rest of the city. There is a perceived need to have stricter regulations along scenic corridors than in other areas of the community. As a result, amendments to the Eastchester Scenic Corridor Overlay District are in progress.

A new scenic corridor overlay district has not been instituted for Phase III since, except for property annexed to the city, Phase III lies outside High Point's zoning jurisdiction. Most, if not all, of the requirements found in the overlay district for Phase II have been incorporated into individual zoning requests in Phase III.

#### **Separated Commercial Clusters**

The 1986 plan recommended that commercial land uses be limited to sites clustered around major intersections in order to promote orderly development and to avoid commercial strips in the corridor with their attendant negative effects on aesthetic quality and traffic movement. The N.C. 68/Gallimore Dairy Road intersection was recommended to accommodate commercial development in Phase III. This recommendation was acknowledged during the formulation of High Point's most recent Land Use Plan, adopted in 1992. It remains an issue because of the large amount of undeveloped property in Phase III of the corridor and the continued advisability of adopting the recommendation as a part of the Eastchester Corridor Plan.

#### **Deceleration Lanes**

Deceleration lanes improve traffic flow by allowing vehicles slowing to make right turns to exit driving lanes. The dedication of right-of-way and construction of these lanes is currently being administered in all phases of the corridor, but a clear, overall plan for their construction has yet to be formulated. Payment of assessments to construct future deceleration lanes is provided for in the Driveway Ordinance, but the provision is not normally invoked.

## RECOMMENDATIONS

The following recommendations are made in response to an examination of the issues pertinent to Phase III of the Eastchester Drive/N.C. 68 Corridor. The transportation recommendations are intended to prevent significant deterioration of traffic capacity on N.C. 68, which will occur if a series of additional direct access points to the highway are provided to serve developing properties and if traffic movement is hindered by right-turning vehicles. Implementation of the recommendations addressing aesthetic and environmental issues will ensure that the corridor, which could be considered the most important entryway into High Point, will continue to enjoy the best possible type of development. A land use recommendation calls for the continued clustering of commercial land uses in particular locations.

### Transportation Recommendations

**1. CONSTRUCT PARALLEL SERVICE ROADS ALONG N.C. 68 AS ADJOINING PROPERTY IS DEVELOPED, WITH PROPERTY ACCESS VIA THE SERVICE ROADS REQUIRED WHERE DUAL FRONTAGE EXISTS.**

The service roads shown in this plan (see Map 2) differ slightly in configuration from those shown in the 1986 plan. Flexibility is important in the eventual location of these roads, as location will depend on actual development patterns; but the importance of the roads in preserving traffic capacity on N.C. 68 cannot be over-stressed. For properties fronting both a service road and N.C. 68, no direct access should be allowed to the highway.

**2. RESTRICT DEVELOPMENT SIZE OF INDUSTRIAL PARCELS WITH FRONTAGE ON N.C. 68 TO A MINIMUM OF FIVE ACRES AND ENCOURAGE SHARED ACCESS.**

A large minimum development size will prevent an excessive number of new access points on the highway and should promote larger-scale development. This restriction would not preclude the subdivision of an integrated development whose lots share a common access point. For parcels fronting only on N.C. 68, shared access between multiple development parcels should be encouraged.

**3. DEVELOP AND IMPLEMENT A DECELERATION LANE POLICY AND PLAN TO CONSERVE THE TRAFFIC CAPACITY OF N.C. 68.**

Existing traffic speed and volumes as well as that generated by expected development in the corridor necessitate the formulation of a plan and policy on deceleration lanes. This plan could include identifying the locations of critical deceleration lanes based on existing and proposed developments, land use plans, predicted traffic generation, safety requirements and land availability. Additional deceleration lanes may also be needed as warranted by individual development proposals. The deceleration lane policy has been proposed by the Department of Transportation and should be applied in an equitable fashion.

## Aesthetic and Environmental Recommendations

### **1. DEVELOP APPEARANCE GUIDELINES FOR ALL NEW OR RENOVATED NON-RESIDENTIAL BUILDINGS WITHIN THE EASTCHESTER/N.C. HIGHWAY 68 SCENIC CORRIDOR.**

Regulations governing the Eastchester/N.C. 68 Scenic Corridor need to be updated to include new provisions to guide building architectural features, internally unified treatment of multi-tenant developments, and land use design compatibility. Development plans would address several issues, which could include the following: building materials; color; mass and orientation; roof pitch; common signage; and parking and lighting.

### **2. THE REQUIREMENTS OF THE EASTCHESTER/N.C. HIGHWAY 68 SCENIC CORRIDOR OVERLAY DISTRICT FOR PHASE II SHOULD BE UPDATED AND INCORPORATED IN PHASE III.**

The existing regulations in the overlay zoning district have been successful in maintaining the aesthetic quality of the corridor in Phases I and II. Since their adoption, though, similar regulations have been applied throughout much of the city; and development along what is High Point's premier gateway should be held to a higher standard. Scenic corridor regulations could be applied in Phase III through extending the district boundaries to property as it is annexed and rezoned. Suggested corridor boundaries are shown on Map 2. Alternately, similar enhanced landscaping and other aesthetic improvements could be obtained through a Conditional Use Permit on an individual basis.

## Interim Land Use Recommendation

### **RESTRICT NEW COMMERCIAL DEVELOPMENT TO WELL-SEPARATED CLUSTERS LOCATED AT MAJOR INTERSECTIONS, MOST NOTABLY THE N.C. 68/GALLIMORE DAIRY ROAD INTERSECTION.**

The opportunity to site attractively designed and landscaped larger-scale office/warehouse uses in Phase III will be undermined if strip commercial development is allowed in the corridor. For this reason, and because such development also often has negative affects on aesthetic quality and traffic movement, new commercial uses should be limited to areas centering on major intersections. In this way, commercial development can be coordinated in design and new access points to N.C. 68 can be held to a minimum.

## APPENDIX

### STUDY AREA

The area included in this update extends from about 750 feet north of the intersection of Penny Road and N.C. 68 to the intersection of Gallimore Dairy Road and N.C. 68. The study area contains approximately 1,285 acres.

### REVISIONS TO THE PLAN

The land use recommendations made in the 1986 plan were largely adopted in the 1992 Land Use Plan. The only significant exception was the addition of a Focal Area at the intersection of N.C. 68 with Piedmont Parkway and Gallimore Dairy Road. This Focal Area recognizes the prominence of the intersection and would be an appropriate location for offices, commercial and service uses catering to nearby employees and residents. High-density residential development could also be accommodated.

### DEVELOPMENTS SINCE 1986

Four developments have been constructed in Phase III of the corridor since 1986. The total floor area of these developments is 164,000 square feet with a construction value of \$6.5 million, as shown on Table I. Businesses include Trone Advertising, Prudential Insurance, and Butler's Electric Supply in free-standing buildings, as well as several enterprises located in the Piedmont Centre office building.

### ZONING AMENDMENTS

There have been eight zoning amendments in Phase III since 1986 (see Table II), all with Conditional Use Permits attached. This number does not include multiple rezonings of some properties for the purposes of modifying the Conditional Use Permits. Four of the rezonings were to Conditional Use Light Industrial, two to Conditional Use Highway Business, and one each to Conditional Use Limited Business and Conditional Use General Office-Moderate.

### IMPLEMENTATION OF 1986 RECOMMENDATIONS

As was noted earlier, Phase III of the 1986 plan was not formally adopted because most of the area was not within the corporate limits of High Point and was thus not subject to city regulation. However, the plan's recommendations have been generally applied as property in the corridor is rezoned, annexed and developed.

### Land Use and Aesthetics

1. Commercial and Office zoning districts are located at the northern and southern ends of the corridor, as recommended in the 1986 plan, while Restricted/Light Industrial zoning occupies the area between the two nodes.

2. Landscaping requirements including street trees, buffered setbacks and other aesthetic controls found in the Eastchester Scenic Corridor Overlay District are applied as property is annexed and rezoned for non-residential development. Property owners provide street trees at their own expense, instead of the city purchasing the trees and giving them to the owners.

3. Billboards are prohibited in Phase III through the Development Ordinance's permitting them only in Heavy Industrial Zoning Districts, which are not suggested for the corridor.

### **Transportation**

1. No new development in Phase III has direct access to N.C. 68--all use new roads constructed as development has occurred or is planned.

2. The service road network recommended in the 1986 plan is being implemented as property develops, and the concept is part of High Point's Major Thoroughfare Plan.

3. No additional median cuts in N.C. 68 are proposed, and the city's Driveway Ordinance limits curb cuts through minimum road frontage requirements.

### **Environment**

1. High Point's city-wide regulations restricting built-upon area in drinking water supply watersheds effectively implements a 1986 recommendation to establish limits for impervious surface in Phase III. These regulations, along with required landscaped setbacks, allow surface stormwater runoff to infiltrate into the soil rather than entering directly into the city's streams and reservoirs.

2. The watershed and drainage ordinances also serve to protect the flood plains of perennial streams. Where appropriate, property has been acquired for the greenway system.

3. Hazardous and toxic waste handlers are regulated by the High Point Development Ordinance in Section 9-7-26 (General Provisions, Hazardous and Toxic Substances) and in Section 9-7-4 (Watershed Critical Area Overlay Zone Standards and Restrictions). Hazardous and toxic waste handlers are not permitted anywhere in a drinking water supply watershed, which includes all of Phase III. Large-scale generators are also not a permitted use. Small-scale generators are permitted in the General Watershed Area (GWA), but not in the Watershed Critical Area (WCA). Phase III is in the GWA of High Point City Lake.

TABLE I

EASTCHESTER DRIVE - PHASE III  
NEW DEVELOPMENTS SINCE 1986

ADDRESS	COMPLET. DATE	SQ.FT	VALUE	BUSINESS	HUD CODE
4000 Piedmont Parkway	03-90	67,521	2,700,840	Piedmont Centre	639 Other Bus. Ser.
4035 "	11-89	28,413	1,051,281	Trone Advertising	631 Adver-tising
4043 "	11-90	52,100	2,156,940	Prudential Insurance	519 Other Trade
4380 Regency Drive	10-91	16,000	499,100	Butler's Elec. Supply	524 Elec. Supplies
Totals	4	164,034	6,408,161		

TABLE II

EASTCHESTER CORRIDOR PLAN - PHASE III  
ZONING CHANGES SINCE 1986

NEW ZONING	ADDRESS	EXISTING USE
CU-LI 93-10	S Hwy 68	SF Residence
CU-LB 90-46	733 Millwood School Rd.	Vacant
CU-GO-M 89-21	609 Gallimore Dairy Rd.	SF Residence
CU-LI 89-15	2801-28 S Hwy 68	Farm
CU-HB 88-26	715 Millwood School Rd.	SF Residence
CU-LI 88-25	Piedmont Parkway	Piedmont Center Trone Advertising Prudential Insurance
CU-LI 88-19	S Hwy 68	SF Residence
CU-HB 88-25	4380 Regency Drive	Butler's Electric Supply
Total Zoning changes	8	