EXECUTIVE SUMMARIES

OF HIGH POINT PLANNING POLICY

DOCUMENTS

June 23, 2011

Table of Contents

Community Growth Vision Statement

Community Growth Vision Statement (2006) 1

Land Use Plan

Land Use Plan for the High Point Planning Area (2000) 11

Area Plan

Core City Plan (2007) 20

Small Area Plans

Hospital Area Development Assessment (1996) 27

Northeast Davidson Area Plan (2002) 33

Washington Drive District Plan (2008) 40

University Area Plan (2009) 46

Northwest Area Plan (2011) 53

Corridor Plans

Eastchester Drive Corridor Plan (1994) 59

West Wendover Avenue/Guilford College Road Corridor Plan (1995) 64

Business Interstate 85 Corridor Plan (1997) 67

This report was prepared by the High Point Planning and Development Department

Full copies of these documents are available on our website at http://www.highpointnc.gov/plan/publications.cfm

High Point

Community Growth

Vision Statement

Final: November 3, 2006

THE WALKER COLLABORATIVE

Contents

Topic	Page
Background	1
Vision Statement	1
A. Natural and Cultural Resources	2
B. Neighborhoods	3
C. Mixed Use Areas	4
D. Downtown	5
E. Transportation	6
F. Economy	7
Vision Map	8

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 create 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

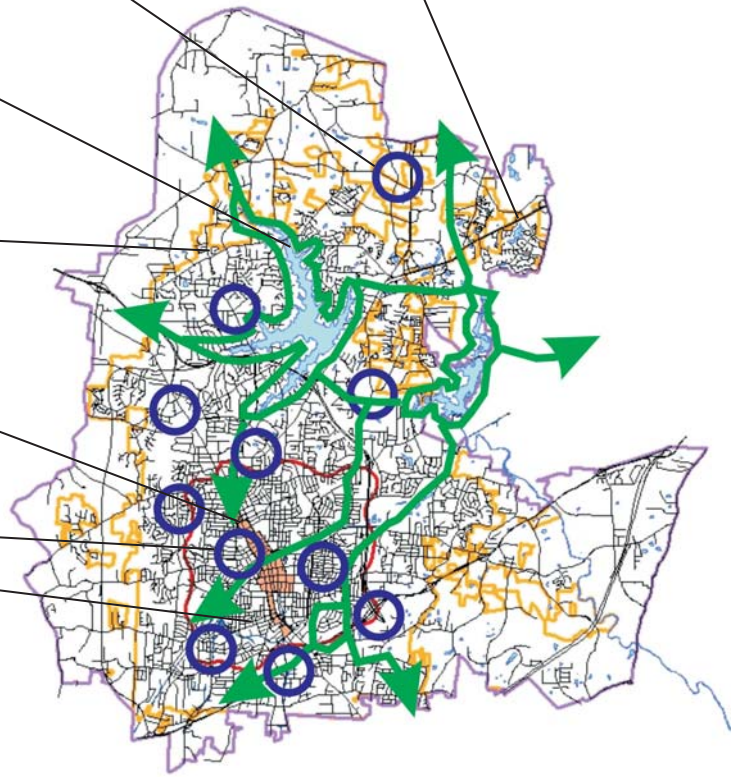
Natural Resources

Boulevards

Historic Preservation

Vibrant & Diverse Downtown

Urban Infill Housing



LAND USE PLAN FOR THE HIGH POINT PLANNING AREA

ADOPTED BY THE HIGH POINT CITY COUNCIL

APRIL 6, 2000

AND AMENDED THROUGH

January 18, 2011

Land Use Plan for the High Point Planning Area
Executive Summary

introduction

With the execution of annexation agreements between High Point and the surrounding jurisdictions of Greensboro, Jamestown, Thomasville, Archdale, Kernersville and Davidson County, the City can now be fairly certain about its ultimate growth limits, and this Plan reflects that knowledge. The recently incorporated community of Trinity is the only adjacent municipality with which High Point has yet to conclude an annexation agreement. The land area contained within the City's portion of the territory governed by these agreements is referred to in the Plan as the ***High Point Planning Area***. It contains approximately 92 square miles, nearly twice the area included within the City's present corporate limits. By 2015, the Planning Area is projected to have a population of 106,625.

Planning for an area this large is a complex endeavor that requires community-wide citizen involvement. Therefore, to formulate the Plan, the Land Use Plan Update Committee was established. This Committee included two residents from each of nine Planning Area "communities" selected to ensure balanced representation. Also included were five citizens at large, six representatives from the development community, and four members of the Planning and Zoning Commission's Comprehensive Planning Committee. In all, 37 individuals served on the Committee during the eighteen-month Land Use Plan update process. Staff from the City's Planning and Development Department, Transportation Department and Economic Development Corporation provided technical support to the Committee along with a representative of Guilford County's Department of Planning and Development. Only through such broad-based participation throughout the planning process is it possible for High Point's Land Use Plan to reflect the interests of all its citizens.

purposes of the land use plan

The Land Use Plan is a valuable tool for High Point to accommodate new growth while protecting the environment. The Plan serves as City Council's statement of long-term policy issues, goals, and principles to guide the future development of residential, commercial, industrial, institutional, and recreational/open space activities. Major purposes of the Land Use Plan are:

- To promote orderly development of the City;
- To encourage compact, cost-efficient development;
- To discourage sprawl and haphazard growth;

- To facilitate coordination among City departments regarding future facilities;
- To give developers greater certainty with respect to investment decisions;
- To give citizens greater security for their neighborhoods;
- To protect and enhance property values in general within the Planning Area;
- To be an integral element of the City's comprehensive plan; and
- To serve as a basis of the City's capital improvement program.

The Plan portrays a vision of future land development based on long-term land use goals, objectives and policies. This vision is graphically portrayed on the accompanying Land Use Map.

development issues

Environmental protection, the preservation of established neighborhoods, the availability of affordable housing, the adequate provision of public services and facilities, and the impact of continuing urban growth are key development issues facing the City of High Point and its adjacent Planning Area. As a major step in the planning process, the influence and significance of each of these issues need to be adequately considered with respect to existing land uses in order to determine the most appropriate future land use pattern.

environmental protection

The accelerated development trend in the High Point area over the past five years has resulted in an increasing public awareness and concern for the environment including the need to preserve the City's trees and open space and protect its water supply watersheds.

housing and neighborhood revitalization

In spite of the increasing availability of affordable housing within the City in recent years, additional dwelling units, both for rent and sale, are needed to meet the demand for such housing. Much of this housing could be made available as in-fill development at appropriate locations within many of the City's older established neighborhoods. In this manner, two objectives could be achieved simultaneously, i.e., the provision of an increased supply of affordable housing units, and the revitalization of older neighborhoods through new residential investment.

public services/facilities

Public services and facilities include the full array of governmental functions and operations necessary to support existing and new development whether provided by High Point or the counties within the Planning Area. They involve both physical improvements and infrastructure such as streets, utilities, schools, parks, fire stations, and programs or services such as education, public safety, and recreational services. The timing and location of these facilities and services are crucial in shaping future land use patterns. Collectively, these facilities and services represent a portfolio of city/county investments in future development addressing the needs of citizens and businesses

urban growth

Development within the City of High Point is becoming increasingly suburban in character contributing to an overall pattern of sprawl. Since 1990 the average density within the City has decreased from 2.60 persons per acre to 2.46 persons per acre based upon an estimated 1999 population of 79,394. This represents an annual density loss of .60 percent. Existing state-mandated watershed protection regulations actually promote suburban sprawl by restricting development intensity within areas covering over half of the current corporate limits of the City. Sprawl, characterized by inefficient use of land resources, not only consumes more land, but contributes to longer commuting distances to places of work, higher costs for public services and facilities, and increases in suburban traffic congestion and air pollution.

land use goals and objectives

Land use goals were developed based upon the preceding development issues affecting the City of High Point and its Planning Area. As goals, they articulate the desired outcomes that land use planning policies and related development regulations strive to achieve. Collectively, these goals and the accompanying objectives seek to balance private property rights and the public good. The five land use goals speak to the following: respecting the natural environment; protecting established neighborhoods; providing range of housing opportunities; properly sequencing public services and facilities; and promoting orderly and efficient urban growth.

Eleven land use objectives are intended to guide the implementation of the Land Use Plan so as to achieve the land use goals: preserving existing trees; protecting environmentally sensitive areas; providing affordable housing at appropriate locations; promoting neighborhood revitalization; balancing new development with services and infrastructure; coordinating new residential development with school capacity; evaluating parks and recreation opportunities when considering new development; stimulating efficiency through encouraging infill, mixed use, cluster and higher density development at appropriate locations; providing adequate transitions between land uses; targeting

established and center-city neighborhoods for conservation; and enhancing the visual quality of the city's gateways and travel corridors.

land use policies

Based upon the preceding Development Issues and Land Use Goals and Objectives, the following Land Use Policies are established as the fundamental principles underlying the Land Use Plan. These Policies are intended to serve as the basis for public decision-making and to resolve land use related issues within the community. They should also provide guidance to the private sector in anticipating the City's probable position with regard to growth and development matters. Provided in narrative and graphic form, the Policies include:

land use classifications

The land use classifications depicted on the Land Use Map collectively illustrate High Point's future land use pattern. These classifications include the standard residential, commercial, office, industrial, institutional and recreational designations that High Point has used for a number of years. In addition, three relatively recent additions to the city's land use classifications are as follows:

- **Rural Development:** This classification includes residential development at very low densities of one dwelling unit per gross acre or less in areas where utility services are not anticipated, as well as a limited amount of low-intensity nonresidential development.

- **Mixed Use Development:** This classification provides for the siting of a variety of land uses in close proximity to each other where this is desirable due to existing land use patterns, environmental constraints, the need to preserve open space, the opportunity to provide alternative modes of transit and other factors.

- **Future Growth Area:** This classification includes environmentally sensitive lands, rural subdivisions and agricultural or undeveloped areas lacking public water and sewer and other municipal facilities, infrastructure and services. These lands are not intended for development within the five-year timeframe of this adopted Land Use Plan, but shall await reevaluation during the next scheduled Major Five-year Review process or a Plan amendment pursuant to the Minor Review process before they can be reclassified to an appropriate land use category supportive of urban development. So long as any land remains classified as a Future Growth Area, such land shall not be approved for development by the City nor considered for annexation, the extension of water or sewerage or the provision of other municipal facilities, infrastructure or services.

land use map

The Land Use Map graphically depicts the future land use pattern for High Point's Planning Area based upon the aforementioned issues, goals and objectives. From the standpoint of overall land use distribution, the Planning Area remains principally

residential in character with more than half of its total land area (52.3%) classified in one of the four residential density categories and the vast majority of all residential land (87.2%) designated for low density development of up to five dwellings per acre. Reflecting High Point's history as an industrial center, 20.5% of its land area is earmarked for one of three classifications of Industrial use. Of the remaining 27.2% within the Planning Area, 9.7% is reserved for Recreation/Open Space activities, and 9.0% divided among Commercial (5.0%), Institutional (2.6%) and Office (1.4%) uses, leaving a balance 8.5% set aside as Future Growth Areas.

developmental focal areas

Anticipated development pressures in certain locations require flexibility in future land use arrangements instead of a prescribed, designated land use pattern. These locations are called Developmental Focal Areas and are indicated on the Land Use Plan Map by a white, cross-like symbol. They do not have precise boundaries, and are generally near the intersections of existing or proposed major thoroughfares. The Developmental Focal Areas designated in the Plan relate to undeveloped or underdeveloped sites generally encompassing a minimum of twenty-five acres, although for certain focal areas, additional acreage is required. The following two generalized locations are designated as Developmental Focal Areas in the 2000 Land Use Plan and are graphically depicted on the Land Use Map:

- **NC Highway 68 and Clinard Farms Road/Piedmont Parkway**

  This Developmental Focal Area will likely evolve into a prominent intersection where there will be demand for a mixture of office; associated commercial/service establishments catering to nearby employees; and high density residential development that would allow for a variety of housing types near a major employment area. The minimum site size for this Developmental Focal Area is twenty-five acres.

- **Sandy Ridge Road /Piedmont Parkway Extension**

  The combined Activity Center and the Medium Density Residential area make up the Focal Area. Ideally the Focal Area would be developed together so as to fully integrate a mix of uses and capitalize on the roadway dedication, watershed regulations and extension of water and sewer. The Planned Unit Development (PUD) or the Traditional Neighborhood (TN) zoning district are the preferred zoning districts to implement a unified development in accordance with this Focal Area criteria while providing flexibility in the location of uses. That is, the uses targeted

for the Activity Center and the Medium Density Residential uses must be accommodated under the proposal, but they may be present in a different spatial arrangement. This flexibility may be of benefit to the developer, while the public gains through high quality development ensured the high development standards expected of such development.

neighborhood revitalization target areas

There are many established neighborhoods in High Point which would benefit from a coordinated revitalization process involving comprehensive neighborhood planning and targeted public and private investment. These locations are called Neighborhood Revitalization Target Areas and are indicated on the Land Use Plan Map by a white

border defining the boundaries of each Target Area. The following five neighborhoods are designated as Neighborhood Revitalization Target Areas on the Land Use Map:

- **The Washington Drive Neighborhood**
- **The Kennedy/Adams Neighborhood**
- **The Coltrane Neighborhood**
- **The West Macedonia Neighborhood**
- **The Windley/Woodbury Neighborhood**

conservation neighborhoods

There are a number of older established neighborhoods in High Point which are primarily low-density residential in character and remain in generally sound condition. However, because of their age and the dynamics of urban change impacting them, such neighborhoods may be under a variety of pressures. Experience has shown that local residents generally recognize the value in conserving traditional neighborhoods, and are usually in the best position to recommend policies and programs to effectively preserve and protect these homogeneous residential areas. Therefore, a citizen-driven initiative is the approach needed to provide affected neighborhoods with the planning tools they require.

development guidelines

Consistent with previously stated goals, objectives and land use policies, Development Guidelines are established for use in reviewing private and public development proposals in terms of their compatibility with the Land Use Plan for the following:

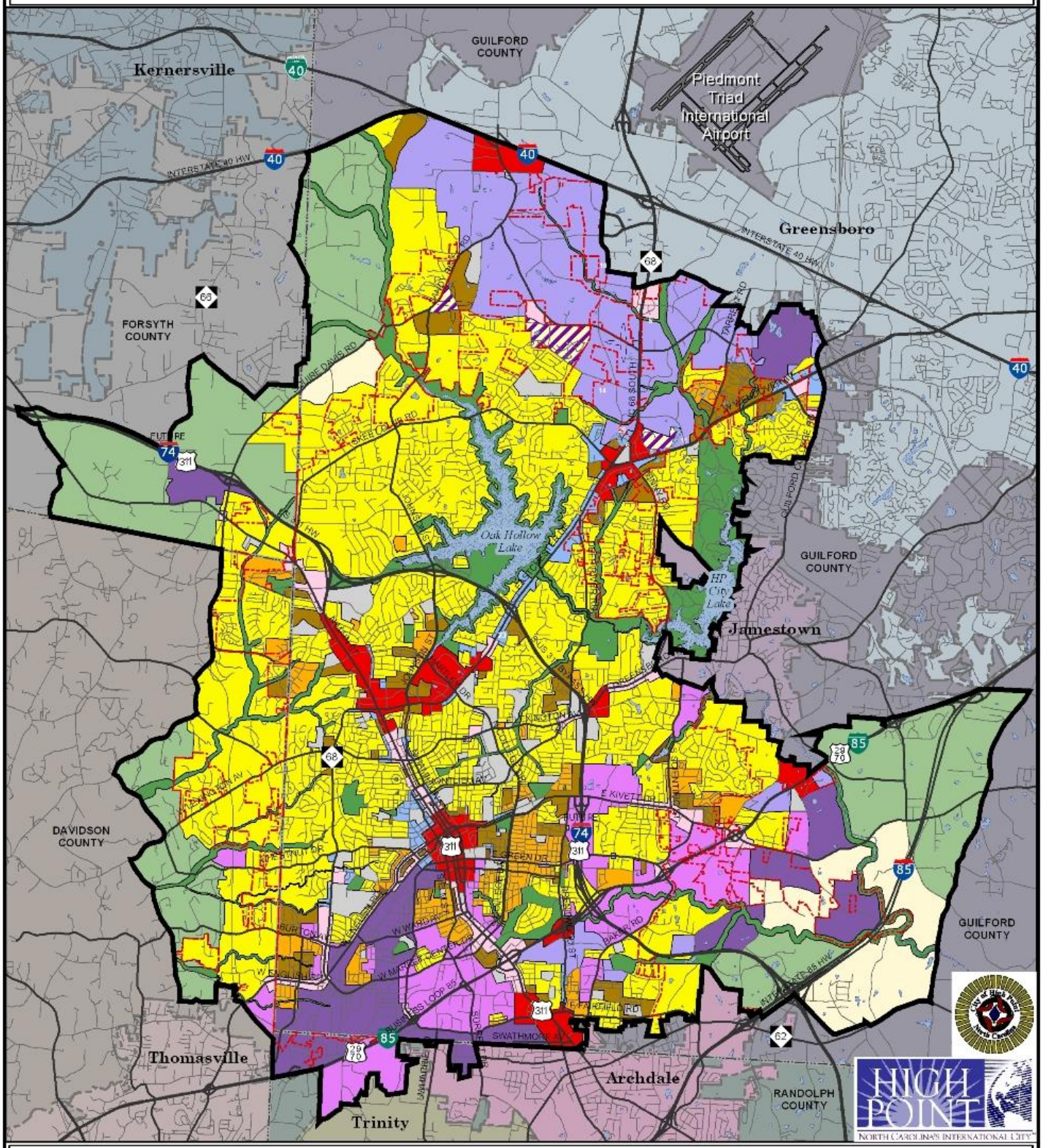
- Office and Commercial Developments Bordering Residential Neighborhoods

- Development within a Developmental Focal Area
- Corridor and Area Plans
- Traditional Neighborhood Development

plan implementation

Implementation of the Land Use Plan requires not only the commitment of City Council, the Planning and Zoning Commission and City staff, but also the support of the development community and the general public. While the Land Use Plan is intended to be a flexible document that recognizes change, disregard for the Plan's land use goals, objectives and policies will lead to uncoordinated and inefficient growth, resulting in increased public expenditures and possible damage to the environment. Therefore, it is essential that the Plan be continuously utilized and seriously considered as a principal decision-making tool for guiding future growth within the High Point Planning Area.

Land Use Plan Map for the High Point Planning Area



LAND USE PLAN CLASSIFICATIONS

- Mixed Use Development
- Rural Development
- Low-Density Residential
- Moderate-Density Residential
- Medium-Density Residential
- High-Density Residential
- Office
- Local/Convenience Commercial
- Community/Regional Commercial
- Restricted Industrial
- Light Industrial
- Heavy Industrial
- Institutional
- Recreation/Open Space
- Future Growth Area

Developmental Focal Areas

Sandy Ridge Road/ Kendale Road/ Piedmont Parkway Extension

Clinard Farm Road/ NC68-Eastchester Drive

CITY OF HIGH POINT
Land Use Plan

Prepared By:

Planning & Development Department

Date: 01/21/2011

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High Point Core City Plan

Executive Master Plan Summary

Adopted by the
High Point City Council
February 8, 2007

THE WALKER COLLABORATIVE

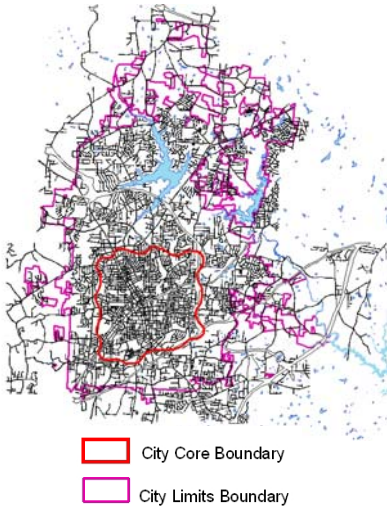
Purpose & Process

Project Purpose

The purpose of creating the High Point Core City Plan is to provide a clear blueprint for improving the physical, economic and social facets of High Point's central core area. Reflecting the collective vision of the community, the plan document employs text and graphics to convey specific ideas that can be successfully implemented through a partnership between the City, other levels of government and the private sector. Upon adoption of the plan, other City policies will be adapted for consistency with the plan, including zoning, development regulations, and capital improvement projects. In addition to the main focus on the Core City, this project also forged a communtywide Vision as a framework in which the Core City Plan and other future plans can fit.

Study Area

The Core City study area includes downtown, the various neighborhoods, commercial districts, industrial areas, and corridors that surround the downtown. Approximately one-third of the City's population resides within the Core City, and it includes historic neighborhoods such as East Central, Macedonia, Southside, Washington Drive, West End, and Emerywood. The boundaries of the study area as shown at right above were preliminary, and the ultimate boundaries, shown on the subsequent pages, were determined later during the planning process. The roads that define the Core City area boundary include: Eastchester Drive, North College Drive and East Lexington Avenue on the north; US 311 Bypass on the east; Business 85, Surrett Drive and West Market Center Drive on the south; and Westchester Drive on the west.



Project Methodology

The approach used to prepare the High Point Core City Plan is a six-step process in which each step is logically sequenced to build upon the previous step. Each step also includes opportunities for public input. The process includes the following key tasks:

Task 1.0: Research & Analysis
Task 2.0: Community-Wide Visioning
Task 3.0: Core City Visioning & Delineation

Planning Charrette

Task 4.0: Charrette & Core City Concept Plan
Task 5.0: Preparation of the Core City Plan
Task 6.0: Plan Presentation & Revisions

Project Goals

1) Provide a clear vision and direction for the future.

2) Identify and analyze the issues and needs.

3) Analyze the viable development / redevelopment tools and options.

4) Delineate focus areas for redevelopment and revitalization activities.

5) Outline practical implementation strategies.

6) Demonstrate the marketability of the plan recommendations.

7) Determine the fiscal impacts of the plan recommendations.

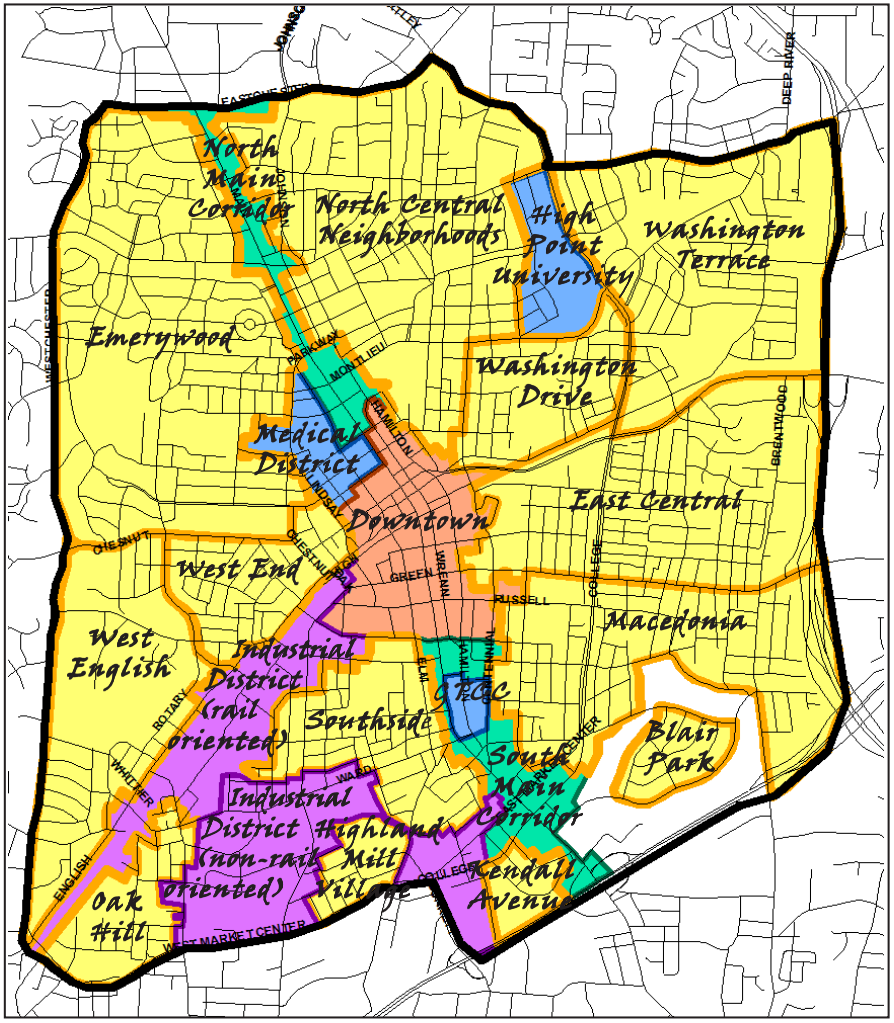
- City's Request for Proposals (RFP) June 2, 2005

Existing Conditions: Districts, Corridors & Neighborhoods

Because so many important areas of a community become diluted and eroded at their edges, resulting in a lack of "place identity," a major goal of this plan has been to reinforce and better define the Core City's various districts, corridors and neighborhoods. The following colors are used on the map at right to highlight districts, corridors and neighborhoods.

- Downtown District
- Institutional Districts
- Corridors
- Neighborhoods
- Industrial

Downtown is the most centrally located district, and the North Main Street and South Main Street corridors extend out from either end of Downtown. The three institutional districts include High Point University in the northeast, GTCC in the south, and the medical district directly northwest of Downtown. Although they are physically adjoining, the two industrial areas in the southwest portion of the Core City can be distinguished by the rail-oriented district and the district not oriented to the railroad to the east. Thirteen distinct neighborhoods have been identified on the map. However, because some lack historic names, they have been named for the purposes of this plan.



Summary

The Plan

The maps at right and on the following page provide a graphic representation of the key ideas of this master plan for High Point's Core City. Although the plan features much more detail, these maps reflect the most central concepts.

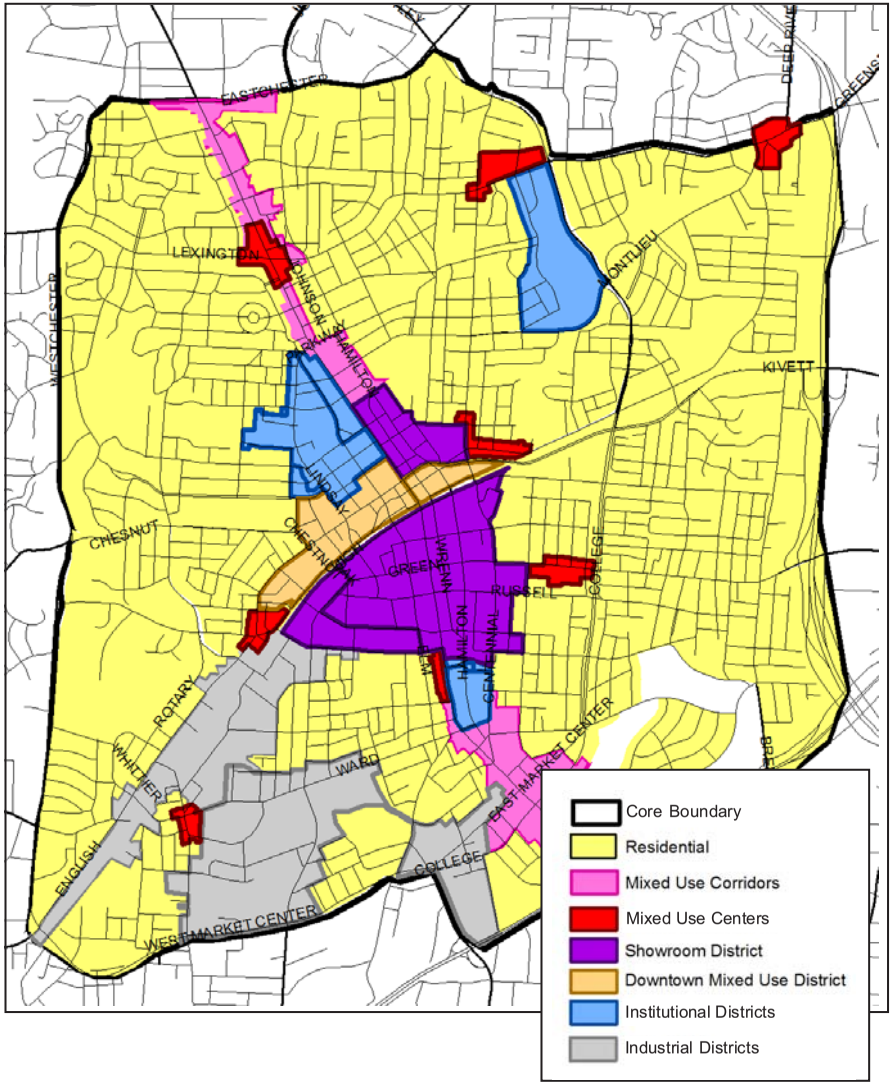
- *Showroom District* - This is the only district in High Point in which new furniture showrooms are permitted. Shown at right in purple, one such district is located north of Kivett Drive, while the larger one is south of Kivett Drive. See pages 42-43 of the plan for details.

- *Downtown Mixed Use District* - This district prohibits new showrooms and encourages more traditional uses, such as retail, dining, offices, housing and entertainment. Shown at right in beige, this district runs along an east-west axis on the north side of the railroad. See page 44 of the plan for details.

- *Mixed Use Corridors* - There are two such corridors shown in pink at right, the North Main Corridor and the South Main Corridor. See pages 51-53 of the plan for details.

- *Industrial Districts* - Shown in gray at right, there are essentially three Industrial Districts, the rail-oriented on on the far west, and the two non-rail oriented districts. See pages 49-50 of the plan for details.

- *Neighborhoods* - Strategies for improvement are both general and neighborhood-specific. See



Summary

The Plan

the map on page ii for neighborhood boundaries and names. See pages 81-118 of the plan for details.

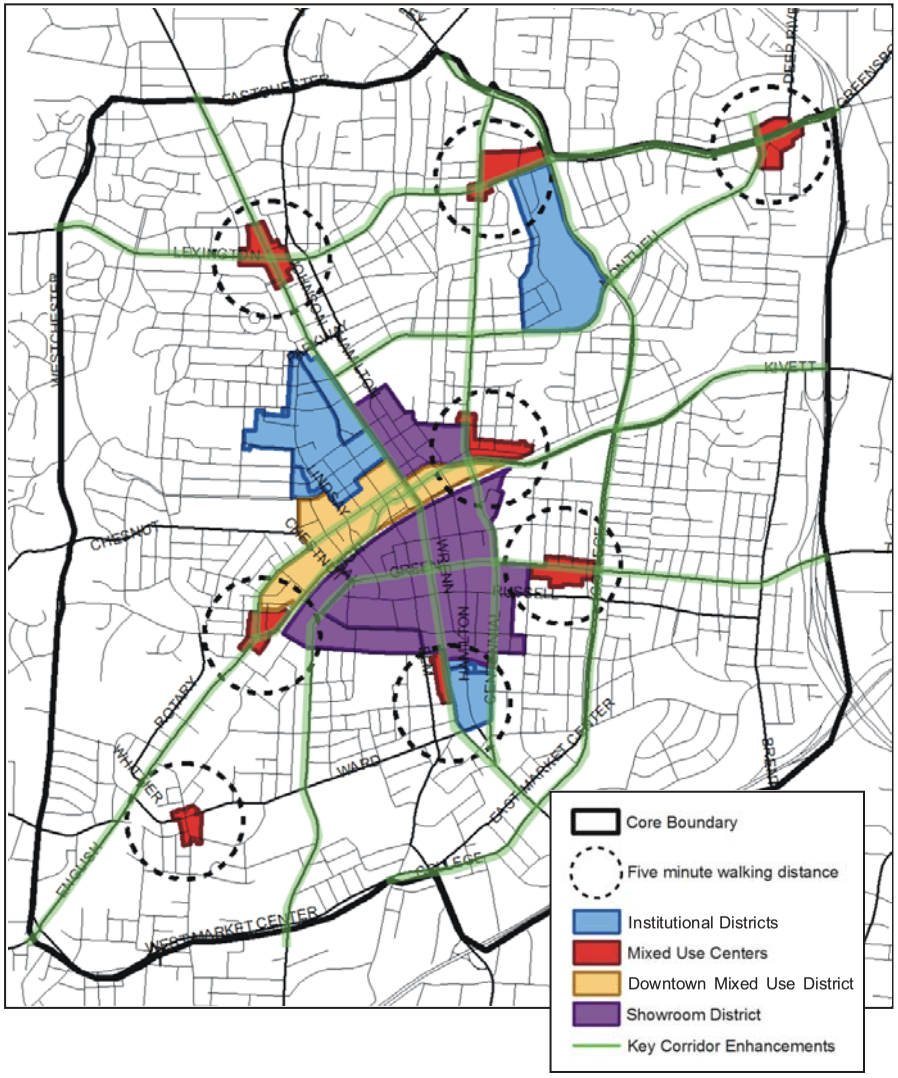
- *Institutional Districts* - These three districts, depicted in blue at right, include the Medical District, High Point University and Guildford Technical Community College. See pages 45-48 of the plan for details.

- *Mixed Use Centers* - Eight mixed use centers, shown in red at right, should be developed and/or revitalized. See pages 54-80 of the plan for details.

- *Key Corridor Enhancements* - At least eight key roads should be physically enhanced both functionally and aesthetically. The types of improvements proposed, as appropriate, include: sidewalks, bike lanes, street trees, crosswalks and landscaped medians. See pages 15-18 of the plan for details.

Other transportation improvements include the conversion of some one-way street pairs into two-way streets, traffic calming measures, and an upgrade to the existing transit system (see pages 19-32 of the plan for more details).

Based upon this plan's market analysis, a specific business mix was proposed for the downtown districts and several mixed use centers by business type in square feet (see pages 121-129 of the plan for more details).



Summary

Plan Implementation

Organization

Core City Entity

The lead role in revitalizing the Core City should be spearheaded by an organization with that goal as its singular mission.

Key Partners

Successful implementation of this plan will require a partnership that includes the private sector and numerous existing organizations, including the following (see pages 157-160 of the plan for more details):

- City of High Point
- Guilford County
- State & Federal Governments
- Academic & Medical Institutions
- Religious Institutions
- Business Organizations
- Neighborhood Associations
- High Point Market

Financial Incentives

The following financial incentives for revitalization are recommended, and others should be investigated as well (see pages 139-148):

- Facade Rehabilitation Loans & Grants
- Business Micro Loans
- Payments in Lieu of Tax Abatements
- Retail Entrepreneur Grants & Subsidies
- Business Technical Assistance

Priorities

Core City Entity - critical to plan success

Downtown Districting - will concentrate and strengthen the furniture market and encourage other uses

Development Design Standards - insure appropriate urban development and protect neighborhoods from incompatible infill housing

Mixed Use Centers - Washington Drive "Coltrane" District is a top priority

Neighborhood Investment Districts - targeting code enforcement, financial incentives and infrastructure improvements to specific areas

Key Street Improvements - sidewalks, street trees, crosswalks, landscaped medians, etc.

Commercial Incentives - targeted to the downtown districts and new mixed use centers

Industrial Upgrades & Marketing - physical improvements, greater definition, and proactive marketing as with industrial parks

Summary

Small Area Plans

Hospital Area Development Assessment

Executive Summary

Department of Planning and Development
City of High Point, North Carolina

JULY 18, 1996

INTRODUCTION

In the early 1980s the High Point City Council anticipated the need to provide space for medical office and hospital related facilities. Consequently, a new zoning district was established in 1983 to accommodate office and institutional expansion generally along the Lindsay Street corridor. The High Point Regional Hospital has since created a tremendous impact on the surrounding area. Substantial non-residential development has occurred over the last ten years within the office zoning district, and the surrounding neighborhood is now also beginning to experience development pressures. The Hospital Area Development Assessment is an effort to reexamine and reevaluate the 1992 Land Use Plan and existing zoning districts, to determine what amendments, if any, are appropriate to help ensure quality and orderly growth.

The Hospital Area Development Assessment examines land use patterns, housing conditions, transportation issues, pedestrian circulation, and public facilities. The plan was prepared with the assistance of a Planning Committee comprised of residents of the neighborhoods, members of the medical community, and absentee property owners.

The study area is generally bounded by West Parkway Avenue on the north, North Elm Street on the east, English Road on the south, and Locke Street and Council Street on the west. The area contains approximately 240 acres.

SUMMARY OF POPULATION AND HOUSING STATISTICS

The study area is comprised of portions of Census Tracts 137, 140, and 146. According to the 1990 Census, nearly 1,300 people reside within the study area boundaries. Population within the study area comprises approximately 1.8 percent of High Point's total population. The majority of housing in the study area (58 percent) is comprised of single family detached homes, with the multi-family dwellings of 2 or more units comprising the rest.

ZONING AND LAND USE

Goals

- Establish appropriate land use boundaries which preserve the integrity of established residential neighborhoods while providing for the growth of needed medical facilities in an orderly fashion.

- Establish appropriate design guidelines for transitioning and buffering of land uses and ensure that such guidelines are uniformly enforced.

Issue

- Lack of consensus regarding appropriate land uses, with particular concern about trends relating to demand and location of medical facilities

Recommendations

1. Develop the area in accordance with proposed land use maps: (see Map 5--Proposed Land Use Plan Designations, Insets A--Area of New Land Use Plan Proposal, and Inset B--Current Land Use Plan Designations).

2. Expand office use by approximately 7 acres generally along both sides of W. Ray Avenue from existing office uses on the west side of N. Lindsay Street to Delmont Street and along the south side of Sunset Drive from N. Lindsay Street to Carrick Street.

3. Expand low-density (single family) residential use by approximately 3 acres generally between W. Ray Avenue and the alley to the rear of the dwellings fronting on the south side of Sunset Drive from Delmont Street to Council Street.

4. Increase recreation/open space land use by approximately .3 acres by including a vacant parcel owned by the Sheraton Hills Swim Club on the south side of W. Ray Avenue in this land use category.

5. Encourage new office development in the Elm Street/Church Street/Pine Street area.

6. Limit future office expansion west of Lindsay Street to sites designated in this land use plan.

7. Advocate for the creative reuse or redevelopment of the Adams-Millis complex. The Economic Development Corporation should consider creative financing mechanisms or possibly public/private partnerships to enhance the attractiveness of the facility.

Issue

- Lack of consensus on appropriate buffering and transitioning of land use

Recommendations

1. Establish policies or consider an amendment to existing regulations which could include the creation of a zoning overlay district for the entire office expansion area along W. Ray Avenue, Sunset Drive and Carrick Street. These policies or amendments would:

    - Limit building height for new construction to two(2) stories;
    - Establish use of compatible building materials;
    - Promote compatible building style, scale, character and signage;
    - Require an adequate buffer between new office uses and adjacent areas designated for low-density residential (single family) use;
    - Discourage location of off-street parking for new office uses in areas adjacent to properties designated for low-density residential (single family) use; and

- Promote the use of similar year-round landscaping materials.

2. Require new construction on Carrick Street and Sunset Drive to have building orientation and vehicular access to W. Ray Avenue. This would require new office development to gain access from W. Ray Avenue or from Carrick Street only. Access from Carrick Street would require the closing of this street to through traffic at some point south of Sunset Drive, thereby preventing non-residential traffic through Carrick Street to Sunset Drive.

3. Require any developer requesting office zoning on the south side of Sunset Drive to acquire and assemble the first four(4) parcels on Sunset Drive east of Carrick Street.

4. Require any office development on Sunset Drive to maintain a residential front yard setback consistent with other residences along Sunset Drive. Landscaping shall be provided within the front yard setback.

5. Monitor and enforce planting yard requirements for duration of each specific development.

6. Encourage the use of natural buffers between office and residential areas during the site planning process.

HOUSING AND NEIGHBORHOOD DEVELOPMENT

Goals

- Enhance the quality of housing and increase opportunities for homeownership.

- Preserve and enhance property values in the entire study area, especially residential properties.

Issue

- Lack of maintenance by residential property owners resulting in declining property values

Recommendations

1. Support the official establishment of neighborhood organizations like the Sheraton Hills Neighborhood Association and the Central Emerywood Preservation District.

2. Encourage and support the establishment of a city-wide loan pool or grant program for home repair and rehabilitation projects.

3. Aggressively enforce High Point's building codes, and encourage all property owners to assist the city with building code enforcement.

4. Encourage homeowners or neighborhood organizations to help market and promote their respective neighborhood to real estate companies and prospective homebuyers.

5. Encourage private institutions to assist homeowners in upgrading homes through low interest loan and financial counseling programs.

6. Provide and promote property maintenance workshops for homeowners and landlords.

7. Continue to provide and promote city sponsored homeownership assistance programs for first-time homebuyers.

8. Encourage and support the establishment of city-wide self-help programs like the Operation Paintbrush, and Project Deadbolt which are offered by the city of Greensboro.

Issue

- Uncertainty about the economic impact of medical facilities in study area, especially on residential properties

Recommendations

1. Promote visual compatibility of all new residential and non-residential development, especially considering height, scale, and architectural features of the surrounding area.

2. Encourage good site planning and design; consider establishing an on-site review procedure for planners who administer site plan regulations.

3. When suitable, additional landscaping and buffering could be suggested during site plan review.

TRAFFIC, CIRCULATION, AND PUBLIC FACILITIES

Goals

- Develop an adequate and safe thoroughfare system which alleviates traffic congestion and eliminates storm water drainage problems in the area.

- Expand the development of sidewalks and street lighting to increase safety and interaction and to establish a unifying character among neighborhoods and office developments.

Issue

- Concern about adequacy and safety of streets, sidewalks, lighting, and storm sewers for existing and future development

Recommendations

Traffic and Circulation

1. Continue to monitor traffic capacity throughout the study area as development expands, especially Lindsay Street.

2. Widen Lindsay Street in accordance with the city of High Point's adopted Thoroughfare Plan.

3. Encourage coordinated development proposals among existing and new properties in order to provide opportunities for shared driveway access points and common parking areas.

4. Limit the number of curb cuts along major thoroughfares and promote the use of collector streets for access points.

5. Develop or extend public transportation facilities when streets are improved, especially along major thoroughfares.

6. Monitor traffic circulation and consider traffic management practices in the W. Ray Avenue area.

7. Connect and maintain sidewalks within the study area. Priority improvement projects include connecting sidewalks on Elm Street and along Sunset Drive within the Sheraton Hills neighborhood.

8. Give priority to constructing new sidewalks on at least one side of the street along Westwood Avenue and Council Street.

9. Encourage the High Point Medical Center, the Regional Hospital, the Bethany Medical Building, and other medical offices to design and develop a lighted walkway system between each development.

10. Include sidewalks and/or crosswalks in all public roadway improvement projects.

Public Facilities

1. Emphasize an area-wide solution to storm water drainage problems, rather than on a development by development basis.

2. Include street lighting in all roadway improvement projects.

3. Encourage a systematic street light improvement program throughout the study area to enhance pedestrian safety, and promote consistency of design.

4. Consider developing a street name sign program which establishes a unique and consistent design for street name signs within study area neighborhoods.

Northeast Davidson Area Plan
Executive Summary

introduction

Until recently, city growth and growth interest in eastern Davidson County under the Davidson County/Thomasville/High Point annexation agreement area has been relatively slow and sporadic; however, increasing interest in developing northeast Davidson County has raised the need to institute more sophisticated guidelines for development practices. Planning for environmental protection, for compatible land use relationships, for improved transportation routes, and for the provision of required public facilities is critically important to the success of coming development. The Northeast Davidson Area Plan presents goals, objectives and policies intended to achieve that success.

policies

land use map

The density, intensity and land use of all development is guided by the land use classifications shown on the Land Use Map.

residential development

- **Housing Type:** Conventional, single-family detached development is anticipated to be the predominate type of residential development in the area. However, other housing types should be anticipated and encouraged in appropriate locations. Greater consideration will be given to residential development proposals that capably meet guidelines on the following: protection of environmental and historic resources; respect for physical constraints; and compatibility with neighboring development.

- **Density:** It is expected that most developments within areas designated as Low Density Residential will average around the mid-point of the allowed range, which is 0 to 5 dwelling units per acre. Those developments in the upper end of the range should be designed with special attention paid to the potential for intrusion on neighboring residential uses. Regardless of the land use classification, the appropriateness of higher density development within a land use classification for a specific property shall be based upon the development proposal's compliance with guidelines on the following: proximity to commercial development, parks and recreation facilities and corporate limits; the availability of adequate public facilities; access to major thoroughfares; amenities offered; and site design.

commercial development

It is anticipated that with future residential development there will be demand for local commercial services. Rather than designate specific areas with a commercial land use classification, guidelines regarding the following are established to guide siting of local commercial services in the area: the proposed location; the type and scale of the proposed development; and the specific development standards proposed.

development compatibility

The compatibility of a proposed development with adjoining developments is determined by the way the proposed development deals with certain factors. It does not mean that development type must be exactly the same. The following factors should be addressed when considering the compatibility of development proposals: the size, scale and mass of proposed buildings; location, orientation and separation of proposed buildings; building architecture; vehicular access; parking; exterior lighting; landscaping; signage; hours of operation; and the location of other site appurtenances.

non-contiguous development

New development that is not contiguous to the city should occur in an orderly and efficient manner, and consistent with the city's plans for community facilities to serve the development. Non-contiguous development should occur in close proximity to existing development and where additional public investments and urban service costs can be minimized.

development size

Development should occur on property of a sufficient size to preserve and protect environmental and historic resources, to ensure development compatibility, to mitigate its impact on transportation and community facilities, and to meet the policies of this plan. Therefore, the development of larger-scale parcels is encouraged and land assemblage may be necessary to ensure adherence to the plan.

property values

All developments shall be designed in a way that preserves and protects property values in the area and of adjoining properties.

farmland

New residential development in the midst of productive farmland can lead to conflicts between the new non-farm residents and farmers and their operations. Residential development located next to bona fide farms should provide adequate buffers to help guard the integrity of the farm operation. In addition, prospective residents of these

developments should be notified that a working farm is nearby through a disclosure statement on the subdivision plat.

roadway corridor appearance

Development along existing roadway corridors in the study area should not detract from the corridor's appearance, but rather it should enhance the roadway's visual appearance. Visual enhancement could occur through a combination of the following: preserving and planting appropriate vegetation; requiring adequate setbacks; instituting common fencing and signage plans; the use of scenic corridor overlay zoning by the appropriate jurisdiction.

westside thoroughfare

After the corridor for this thoroughfare is established, special attention to land use patterns will be necessary around proposed intersections and needed revisions to this plan should be made. The corridor should avoid existing neighborhoods and developments.

environment

land disturbance

Development should minimize land disturbance by fully utilizing areas of a site that are already disturbed. Wherever possible, development should be designed to use the land's existing topography in constructing streets and buildings. Existing city street standards should be examined to see if they contribute unnecessarily to land disturbance. Slab-on-grade construction should be avoided on slopes of 15% or more in detached, single-family housing development. In some cases, slopes approaching 15% grade should be preserved. Developments shall be designed to avoid environmentally sensitive areas, streams and significant stands of forest, and should not pose any known negative impact on such natural features of the site. Greater consideration will be given to developments that restore and enhance natural features damaged by prior site activities.

environmentally sensitive areas

Developments should preserve all wetlands, floodplains, steep slopes and other environmentally sensitive areas and should utilize the existing physical features of the land in the development's design. Construction in a floodplain should be discouraged.

open space

Common area open space should be designed into all residential developments. In addition to the inherently unbuildable areas, such as wetlands, floodplains and steep slopes, a development's open space should consist of higher quality lands such as woodlands, pastures and meadows. Such open space needs to be usable, preferably with

some type of recreational purpose. If possible, open space should be configured so that it becomes a part of an area-wide network of interconnected open spaces.

stream protection

All intermittent and perennial streams should be protected by preserving and not disturbing vegetation within a minimum 50-foot distance of the stream, except for necessary streets and utility crossings.

tree protection

Trees along existing roadway corridors and significant stands of trees on new development sites should be preserved and incorporated within the development's design. Special care should be exercised to preserve healthy, older hardwood trees. Where trees cannot be preserved, significant plantings of trees should be done.

environmental planning

Emphasis should be placed on preserving and enhancing environmental resources though a systematic approach, such as the preservation of interconnected wetlands and streams, rather than through a piecemeal approach. The city should develop an open space plan to target important environmental features for preservation.

transportation

street construction

New streets should be constructed to city standards.

street access

New development access should be limited and controlled to lessen congestion and impact on existing streets, as well as to minimize the potential for vehicular conflicts. Access should be limited through establishing a minimum distance between access points, shared access and larger-scale development parcels.

street connectivity

New developments should connect with existing streets and provide stub streets to adjacent land to allow for future street connections when those lands are developed. However, the need for street connectivity should be balanced with the need to protect established residential neighborhoods.

pedestrian access

Sidewalks and other pedestrian facilities should be provided along major roadways to connect with pedestrian generators such as schools, shopping and recreation facilities. Pedestrian access between residential developments is encouraged.

bike lanes

Bicycle lanes should be added to major thoroughfares when they are reconstructed**.**

transit

Where transit service exists or is contemplated in the city's transit plan, amenities accommodating transit service should be provided in large-scale developments to facilitate and encourage its use.

widening west lexington ave. and wallburg-high point rd.

The High Point Metropolitan Planning Organization and other responsible entities should be urged to facilitate the widening of West Lexington Ave. and Wallburg-High Point Rd. to accommodate growing traffic.

public facilities

adequate public facilities

In considering voluntary annexations, the city shall ensure the availability of essential public facilities—water, sewer, solid waste removal, transportation and police protection—to support the development and the expansion of the urban area.

fire protection

The city should continue to cooperate with the rural fire districts and conclude mutually advantageous agreements where warranted.

parks and recreation

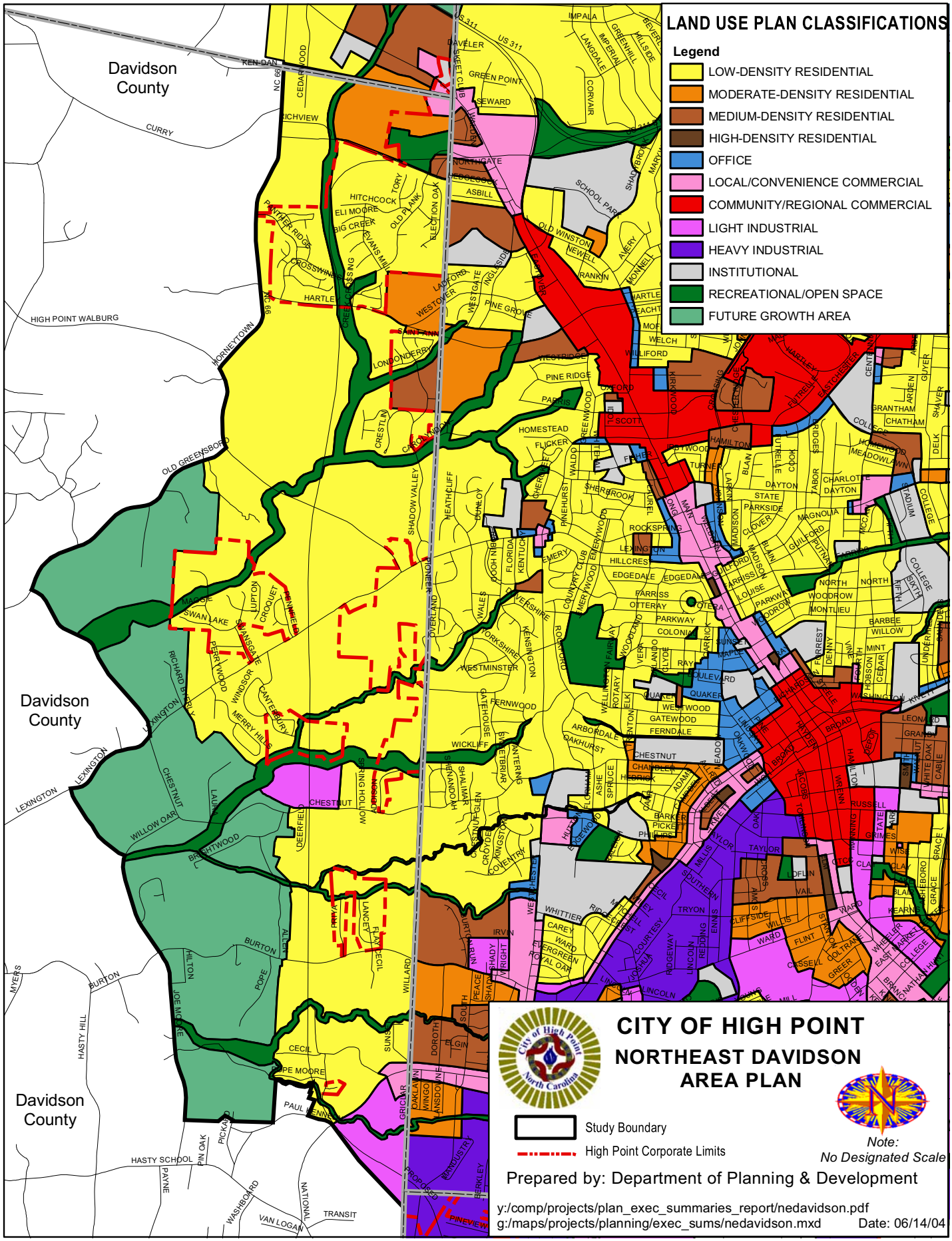
A recreation needs study of the area should be conducted, and the city should provide both active recreation areas, like ball fields, and passive recreation areas, like greenways, in a timely fashion based on the results of the study. Larger-scale residential developments should provide some recreation amenities, and Davidson County should cooperate with the city in providing park sites as does Guilford County.

westside wastewater treatment plant

The city should continue to investigate and install the most effective methods for controlling objectionable odors and to prevent discharges caused by flooding.

schools

The Davidson County School Board and the Davidson County Board of Commissioners should work closely together to ensure adequate school facilities are available. The city should offer cooperation in this effort and strongly support it. This cooperation should include notifying the Davidson County Planning and Zoning Department and Davidson County Schools regarding proposed development and considering their analysis of the potential impact.


LAND USE PLAN CLASSIFICATIONS
Legend
LOW-DENSITY RESIDENTIAL
MODERATE-DENSITY RESIDENTIAL
MEDIUM-DENSITY RESIDENTIAL
HIGH-DENSITY RESIDENTIAL
OFFICE
LOCAL/CONVENIENCE COMMERCIAL
COMMUNITY/REGIONAL COMMERCIAL
LIGHT INDUSTRIAL
HEAVY INDUSTRIAL
INSTITUTIONAL
RECREATIONAL/OPEN SPACE
FUTURE GROWTH AREA
Davidson County
Davidson County
Davidson County
CITY OF HIGH POINT
NORTHEAST DAVIDSON AREA PLAN
Study Boundary
High Point Corporate Limits
Note:
No Designated Scale
Prepared by: Department of Planning & Development
y:/comp/projects/plan_exec_summaries_report/nedavidson.pdf
g:/maps/projects/planning/exec_sums/nedavidson.mxd
Date: 06/14/04

HIGH POINT, NORTH CAROLINA

WASHINGTON DRIVE DISTRICT PLAN

ADOPTED: DECEMBER 15, 2008

BACKGROUND

As an outgrowth of the High Point Core City Plan adopted in 2007, the purpose of the Washington Drive District Plan is to physically and economically revitalize this historic commercial district. It is the intent that the area become both a resource for the adjacent Washington Drive Neighborhood and an entertainment district founded upon High Point's African-American heritage, the legacy of former resident John Coltrane, and jazz music.

The plan addresses two study areas: the "primary study area," which is focused along Washington Drive from Centennial Street east to Gaylord Court, and the larger "secondary study area," which encompasses the broader Washington Drive Neighborhood. That neighborhood is bound by Montilieu Avenue on the north, Kivett Drive on the south, College Drive on the east, and Centennial Street on the west. The primary study area was once High Point's "black downtown" prior to desegregation and, as such, it was the vibrant cultural and economic hub of the African-American community. Unfortunately, however, the district has deteriorated over the past few decades and now features a large number of vacant and decaying buildings. This plan, aimed at reversing that trend, has been built upon a solid foundation of public input, which included numerous stakeholder group meetings, a charrette workshop, and several public meetings.

PHYSICAL IMPROVEMENT PLAN

Buildings

Because the study area includes deteriorating vacant and underused historic buildings, as well as numerous vacant lots, the plan proposes historic rehabilitations and compatible new "infill" development.

Historic Buildings

Advocating federal preservation standards that can lead to federal and state income tax credits for qualified projects, the plan identified five key historic buildings that were studied in detail. Those buildings included the following:

- American Lighting Building
- Kilby Hotel & Arcade
- Dr. Little's Office
- McCollum Building
- Ritz Theatre

An evaluation of existing conditions and needs was conducted for each, as were recommendations for physical improvements, suggested potential uses, and a rendering of the building's potential "post-rehab" appearance.

New Buildings

With respect to new development, a set of illustrated design principles are included to insure compatibliity with the historic fabric. Key design issues addressed are building heights, front setbacks, roof forms, massing, and facade design.

Transportation

Transportation recommendations are intended to accommodate both automobiles and alternative forms of transportation, such as walking and cycling. Among the recommendations are the extension of Cedar Street south to Washington Drive, improvements at Washington Drive intersections to make them more pedestrian friendly, the expansion of rear access to parking located behind buildings, sufficient on-street and off-street parking, and the provision of comfortable and attractive bus shelters on Washington Drive.

Streetscape & Public Spaces

Streetscapes

This plan section starts with a distinction between utility, pedestrian and dining (where

space permits) zones within every streetscape, as well as a discussion of the pros and cons to burying or relocating overhead utilties. Assuming that utilities will be buried, the streetscape plan for Washington Drive features two distinct segments. Segment "A" extends a one-block distance from Centennial to Fourth and has sufficient width to accommodate parallel parking on both sides of the street, while Segment "B" (the remainder of the street within the study area) limits parking to the south side of the street, as currently occurs. Both segments include street trees located in tree wells with decorative metal grates, sidewalks combining brick pavers with concrete, and intersection crosswalks with special pavers. Polishing off this new streetscape will be decorative human-scaled street lights and attractive trash receptacles and benches. Suggestions for integrating historic interpretation into the streetscape are also offered.

Public Spaces

Proposed new public spaces include three plazas and one park. While there are shades of gray in between, plazas are defined here as primarily hardscaped spaces, while parks are defined as primarily landscaped spaces. Small privately-owned plazas are proposed on either side of Washington at its intersection with Centennial, while a larger public plaza would anchor the east end of the study area on City-owned property. The proposed park is at the foot of Hobson Street located diagonally across Washington Drive from the historic Kilby Hotel.

Greenway & Gateways

It is proposed that the existing greenway located at Montlieu Avenue be extended south to connect with the proposed plaza at the east end of the study area. With respect to gateways, which can offer an important first and last impression for visitors, special treatments are proposed for both ends of the study area. At Centennial Street the proposed plazas will be reinforced with a metal sign extending across Washington Drive to indicate the district's name, while the proposed plaza at the east end of the street will serve as a gateway for that area.

ECONOMIC & POLICY PLAN

Economic Restructuring

In addition to serving as a resource to nearby residents with daily goods and services, it is proposed that the study area be "branded" and promoted as an entertainment district founded on the themes of John Coltrane, jazz music, and local African-American heritage. The proposed tenant mix, which was initially determined through a market analysis for the Core City Plan, includes a restaurant/bar, entertainment/jazz club, supporting specialty retail, and professional services. Another important use is a museum, discussed in detail below. The district will need to be aggressively marketed and promoted through a variety of means, including centralized retail management (CRM) techniques and the establishment of special events, including an annual music festival.

Public Policy

The single most important public policy tool for implementing this plan will be the City's zoning and development regulations. The existing overlay district that was recently adopted as an interim measure goes far in protecting the character and integrity of the district, but this plan recommends numerous minor revisions that will further strengthen that zoning. Key issues addressed include building setbacks, parking screening, fencing, signage, drive-throughs, street access, architectural design and permitted land uses.

MUSEUM

A critical component of the concept to revitalize the Washington Drive District is the establishment of a museum to honor John Coltrane, jazz music, local African-American

heritage, and perhaps North Carolina music in general. Thus, a feasibility study and business plan were prepared as part of this project.

Museum Feasibility

Two alternative concepts are suggested: 1) a small-scale museum drawing on a more local market, and 2) a large-scale museum drawing on a more regional/national market. For a museum to succeed, a number of "pre-conditions" must first occur or be part of the museum, including streetscape improvements for Washington Drive, improved physical linkages to downtown, rehabilitation of existing buildings, access to John Coltrane artifacts, and a restaurant/jazz club, to name a few.

Museum Location & Design

It was determined that to expose visitors to the district in a sufficient manner to leverage economic benefits, the museum should be located in the vicinity of the intersection of Washington Drive and Hobson Street. Three potential sites were identified and each might incorporate an existing historic building as part of the facility. The sites are: A) at the foot of Hobson incorporating the McCollum Building, B) immediately west of the Kilby Hotel and Arcade and incorporating those two buildings, and C) to the immediate east of the Ritz Theatre and incorporating it into the facility. While all three are workable, the site next to the Ritz Theatre is considered the most attractive.

Coltrane House

The City purchased John Coltrane's boyhood home on Underhill Street a few years ago and presently rents it as a residence. It is recommended that the house be restored to its Coltrane-era appearance and be included in an intepretive package for the district. In fact, even if it is several years before a museum can be constructed, the Coltrane historic house museum could be implemented within the near future.

Museum Business Plan

A financial analysis included a five-year operating cash flow model, as well as a construction pro forma. The purpose of the cash flow model was primarily to determine the sustainability of the project as a non-profit entity, and it suggests that the museum can achieve some level of sustainability by Year 5, depending on a number of caveats. Among those caveats is the use of the Coltrane name and North Carolina Music Hall of Fame branding for the purposes of merchandising and marketing, not to mention sales generated from the jazz club and café profits, tours, and loans. Construction of the facility would require at least $7.0 million to cover all estimated and assumed acquisition, design, contracting, and hard and soft construction costs. Overall, the museum is an exciting concept that appears to have market base and potential financial sustainability, so long as there is strong community support for its development and effective management.

THE NEIGHBORHOOD

Overview of Existing Conditions

Due to the influence of the Washington Drive Neighborhood on the successful revitalization of the primary study area, a key recommendation for the neighborhood is the establishment of a Neighborhood Investment District (NID). NIDs are an approach in which multiple resources are targeted to a relatively small area to stimulate revitalization. The proposed NID is bound roughly to the north by the rear property lines along the north side of Mint Avenue, the northern boundary of the primary study area on the south, Centennial Street on the west, and the Penn-Griffin campus on the east.

Due to this proposal, a survey of conditions within the NID was conducted by the City. There are 132 buildings within this area, including two churches, a strip shopping center, a homeless shelter, and a vacant building with two commercial units. The rest of the buildings are mostly single-family detached

residences, but there are three boarding houses and six duplexes. There are also eighteen undeveloped lots and three parking lots. With respect to building conditions, 58% are in good condition, 23% are in fair condition, 17% are in poor condition, and 2% are in very poor condition. Occupancy figures include 20% owner-occupied, 57% rental, and 23% vacant.

Recommendations

After reviewing a set of neighborhood planning principles that were also contained in the 2007 Core City Plan, the following key recommendations are offered:

- Rehabilitate existing older houses following recognized preservation standards, and develop combatible infill housing on vacant lots, such as those on the east end of Mint Avenue.
- Physically enhance the streets bordering the neighborhood using the recent Kivett Drive improvements as a model, and explore a new north-south street connection.
- Leverage neighborhood resources such as the Penn-Griffin School and the Washington Drive commercial district once it is revitalized.
- Redevelop the Daniel Brooks public housing complex using New Urbanist principles.
- Create a Neighborhood Investment District (NID) immediately north of the Washington Drive commercial district in which building codes are more aggressively enforced and financial incentives are targeted.

IMPLEMENTATION

Organization

This plan cannot be successfully realized without the orchestrated involvement of multiple organizations, as follows:

City of High Point

The City has been critical in spearheading the Core City Plan and this plan for Washington Drive. Its direct involvement will continue to be important, particularly for streetscape, infrastructure and public space improvements, revised zoning, financial incentives, and working with the community to improve public safety.

Core City Entity

This new organization is a direct outgrowth of the Core City Plan and recently hired a director and secured office space. Although it will be responsible for helping revitalize the entire Core City area, the implementation of this plan should be an early high priority.

Washington Drive District Entity

It is recommended that a separate organization be created to focus specifically on this district. It should be modeled after the national "Main Street program" applied to hundreds of downtowns and commercial districts across the country. That program consists of 1) organization, 2) design, 3) economic restructuring, and 4) marketing and promotion. It might start as a volunteer-dependent organization and eventually secure reliable funding sources and a small staff.

Funding & Fiscal Implications

Funding

The most important potential funding sources recommended for implementing this plan include:

- Facade rehabilitation loans and grants
- Business micro loans
- Payments in lieu of tax abatements
- Retail entrepreneur grants and subsidies
- Business technical assistance

Other potential funding sources include various federal programs and incentives, such as the investment tax credits for historic rehabilitation of buildings and affordable housing, transportation enhancement funds, and Com-

munity Development Block Grants (CDBG). Many similar programs exist at the state level. Two local level programs having great potential for this district include a municipal service district (MSD) and tax increment financing (TIF), a funding tool only recently approved in North Carolina.

Fiscal Implications

The Core City Plan included a detailed fiscal analysis of the plan's implementation for the Washington Drive District and determined that by the second year the increased tax revenues generated by private sector redevelopment would pay off the public sector improvements and provide a revenue surplus. This plan updated those figures. Based upon a higher quality streetscape redevelopment than originally envisioned, as well as inflation costs, it is now projected that it would require three years for the City to reach the "break even" point.

Priorities & Phasing

In addition to an implementation maxtrix that summarizes key plan recommendations, references page numbers, notes responsible parties for implementation, and indicates the timeframe, this section offers the following:

Geographic Phasing

It is recommended that the initial phase of implementation focus on the western end of Washington Drive. It presently has the greatest strengths and promise given its proximity to Centennial Street and stock of historic building with strong rehabilitation potential.

Phase One Priorities

Although three phases of implementation are suggested, the initial phase prioritizes the following projects:

- Rehabilitate the Kilby Hotel and Arcade
- Revise the existing overlay zoning
- Design new streetscape and park
- Create a Neighborhood Investment District
- Rehabilitate the Coltrane House
- Adopt recommended funding tools
- Initiate crime prevention strategies
- Rename "Washington Drive" "Washington Street"

Although the development of the proposed museum is a Phase Three activity, the groundwork for achieving this challenging project will need to begin soon.

EXECUTIVE SUMMARY

Plan Purpose

The purpose of the University Area Plan was to conduct a detailed study of the area around High Point University and prepare recommendations to guide the orderly growth of the area.

Study Area

The study area includes properties within 500 feet of: Centennial St., University Village dormitories, Guyer St. and N. College Dr. and Montlieu Ave. The purpose of the study area boundary was to set the outer limits for which data was collected. It does not imply where the university will grow.

Vision Statement (desired future)

The university is growing and prospering in a planned and identified, phased approach in conjunction with the community, so that the adjacent residential areas are maintaining their stability, and commercial uses within the area are being maintained and enhanced to provide needed services within walking distance of the surrounding residences and university students.

Planning Principles

The following is a summary of goals and policies that suggest who, what, when, where, and how the vision will be achieved. They are to be used by residents of the area, the City, and the University.

Goal 1: Ensure residents in the university area have information about future university expansion plans, so they can make informed decisions about investing in their properties.

Policy 1.1: Maintain and update this *University Area Plan* as needed.

Policy 1.2: Establish and maintain a university contact person that can provide information to area property owners about the timing of any planned expansions.

Goal 2: Ensure availability of adequate infrastructure.

Policy 2.1: Create a university document that provides locations and types of future uses with a timetable for expansions so that future infrastructure needs can be accommodated.

i. Include projected demand for water and sewer services so advance infrastructure planning can be conducted to accommodate future needs.

ii. Include future shuttle routes and stops, proposed road closings, and pedestrian routes to ensure that a safe and efficient transportation network is provided.

Policy 2.2: Maintain adequate stormwater control.

Policy 2.3: Provide traffic circulation patterns with pedestrian safety as a priority.

i. Improve pedestrian connections to and from campus.
ii. Improve pedestrian access to services within the study area – by filling in missing sidewalks.
iii. Preserve and maintain the existing greenway.
iv. Evaluate and maintain public street access where needed to preserve public access.

Goal 3: Ensure compatibility between the edge of campus and the surrounding neighborhood.

Policy 3.1: Maintain existing natural areas between the university and adjacent neighborhoods.

Policy 3.2: Maintain as many existing large mature trees as possible on site during new construction.

Policy 3.3: Where existing vegetation does not exist, provide landscaping that delineates the campus and residential properties and provides sufficient separation.

Policy 3.4 Explore the feasibility of installing a planted median on N. College Dr.

Policy 3.5: Transition the intensity of uses along the campus edge adjacent to existing residences.

i. Decrease the bulk, mass and height of buildings.
ii. Prevent the spillover of light and glare from outdoor lighting onto adjacent properties.
iii. Locate parking areas internal to campus, where possible, to minimize visual impacts.
iv. A combination of fencing and landscaping can be used to soften edges, however solid fencing is typically discouraged along public streets.
v. Place loading areas and mechanical equipment to minimize impact on adjacent properties.
vi. Consider reusing structures along the campus edges.

Policy 3.6: New campus development should be contiguous to the existing campus and consist of an entire sub-area.

Policy 3.7: Mitigate the impacts of new campus development on adjacent properties through the provision of conditions with rezoning requests.

Goal 4: Reduce potential negative impacts on surrounding residential areas.

Policy 4.1: Establish and maintain a two-way method of communication between the adjacent residential areas and the university to inform each other of

problems or issues and to provide notification of university-sponsored events that may create increased traffic and noise.

Policy 4.2: Provide sufficient parking on campus so that there is minimal "spillover".

Policy 4.3: Provide sufficient student housing on campus.

Policy 4.4: Demolition of viable single-family homes is discouraged if the university does not have an immediate need for new development. Demolition should not occur prior to approval of a zoning action.

Goal 5: Support the sustainability of accessible commercial services for the surrounding area.

Growth Areas

The university has expressed a need for an additional 20-25 acres within the next 3-6 years. The exact timing and location of university growth is unknown. The university is encouraged to work towards establishing a more specific timeframe, location and identification of needs in the near future.

City staff analyzed the existing conditions of the study area and identified areas for possible university growth (see Map 4). The growth areas are broken down into three main phases (I, II, and III) that indicate the proposed order of growth as first, second and third, but there is no specific timeline associated with the three phases. Within each phase there are numbered sub-areas (1, 2, 3, 4). Sub-areas can be developed in conjunction with one another, or they can be developed independent of the other sub-areas. However, splitting sub-areas is discouraged. The numbers assigned to the sub-areas do not indicate a priority order.

Phase I There are three areas shown as Phase I, totaling approximately 38 acres. The lettering of the three Phase I areas (IA, IB, and IC) does not indicate a priority order. Phase I could serve the anticipated growth of the university for approximately 5-12 years.

Phase II This area is bounded by Willoubar Terr. to the east, Montlieu Ave. to the south, Centennial St. to the west, and E. Farriss Ave. to the north. It contains approximately 18 acres and is broken down into three sub-areas.

Phase III There are two areas shown as Phase III, and they contain a total of approximately 17 acres. The lettering of the two Phase III areas (IIIA and IIIB) does not indicate a priority order.

In total, all three phases would add approximately 74 acres to the existing campus. Since 2004, approximately 46 acres have been added to the campus. Based on the stated need, if we assume an absorption rate of 20-25 acres for every 3-6 years, then these growth areas could provide growing room for the university for roughly the next 10-20 years.

Edges

As university growth occurs different types of edges are created. These edges can be viewed as permanent, interim, or temporary. The intensity and characteristics of the new development will need to vary based on the type of edge that the new development abuts. The edge types are as follows:

- Transition Area (Permanent Edge) – these areas are seen as permanent edges to campus (see Map 6). Compatibility with the adjacent properties is of the utmost importance. The height, mass, scale, setbacks and the intensity of the new development should be taken into consideration during the planning and design phases of development.
- Interim Edge Area – these are the edges between growth phases or sub-areas (see Map 4) and they are expected to be relatively short-term. The timing of future expansion into an adjacent sub-area or phase is unknown, so the impact on adjacent properties still needs to be considered and mitigated.
- Temporary Edge Area – these are edges within or internal to a sub-area and they are seen as edges that are anticipated to exist until the remaining property is acquired. In areas where the edge is considered temporary, mitigating the immediate impacts is of the utmost importance. Due to impacts on adjacent properties when sub-areas are split, the rezoning of entire sub-areas is strongly encouraged.

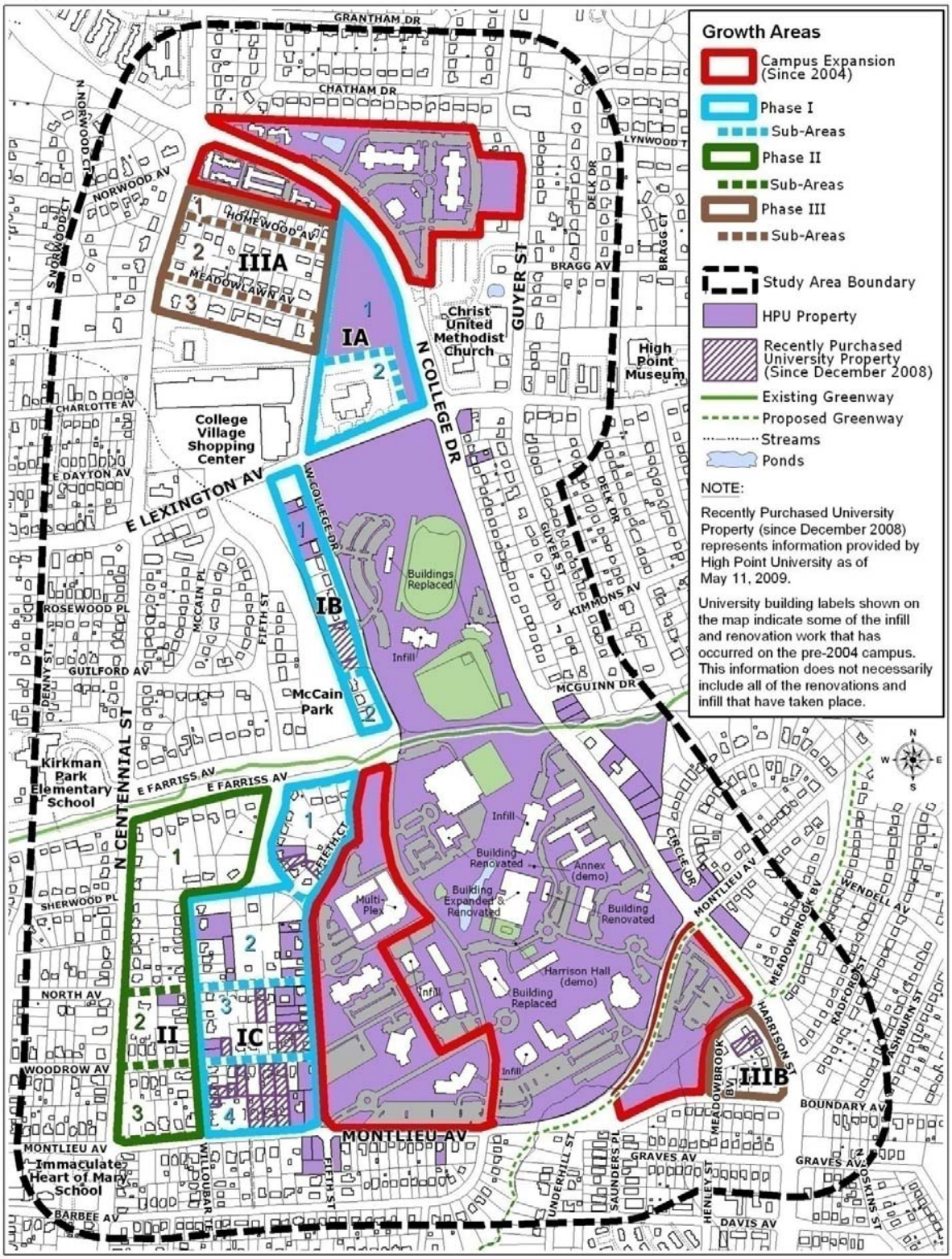
Proposed Land Use Plan Amendments

Staff recommends amending the City Land Use Plan immediately following the adoption of this plan to designate all Phase I growth areas and the university parking lot on the south side of Montlieu Ave. as Institutional; and the natural area west of Fifth St. just south of E. Farriss Ave. as Recreation/Open Space (see Map 5). If the Land Use Plan is amended, land proposed for institutional development will need to be rezoned prior to development. Additionally, when the university identifies a need to grow beyond the Phase I growth areas, they will need to request a Land Use Plan Amendment followed by any needed change in zoning.

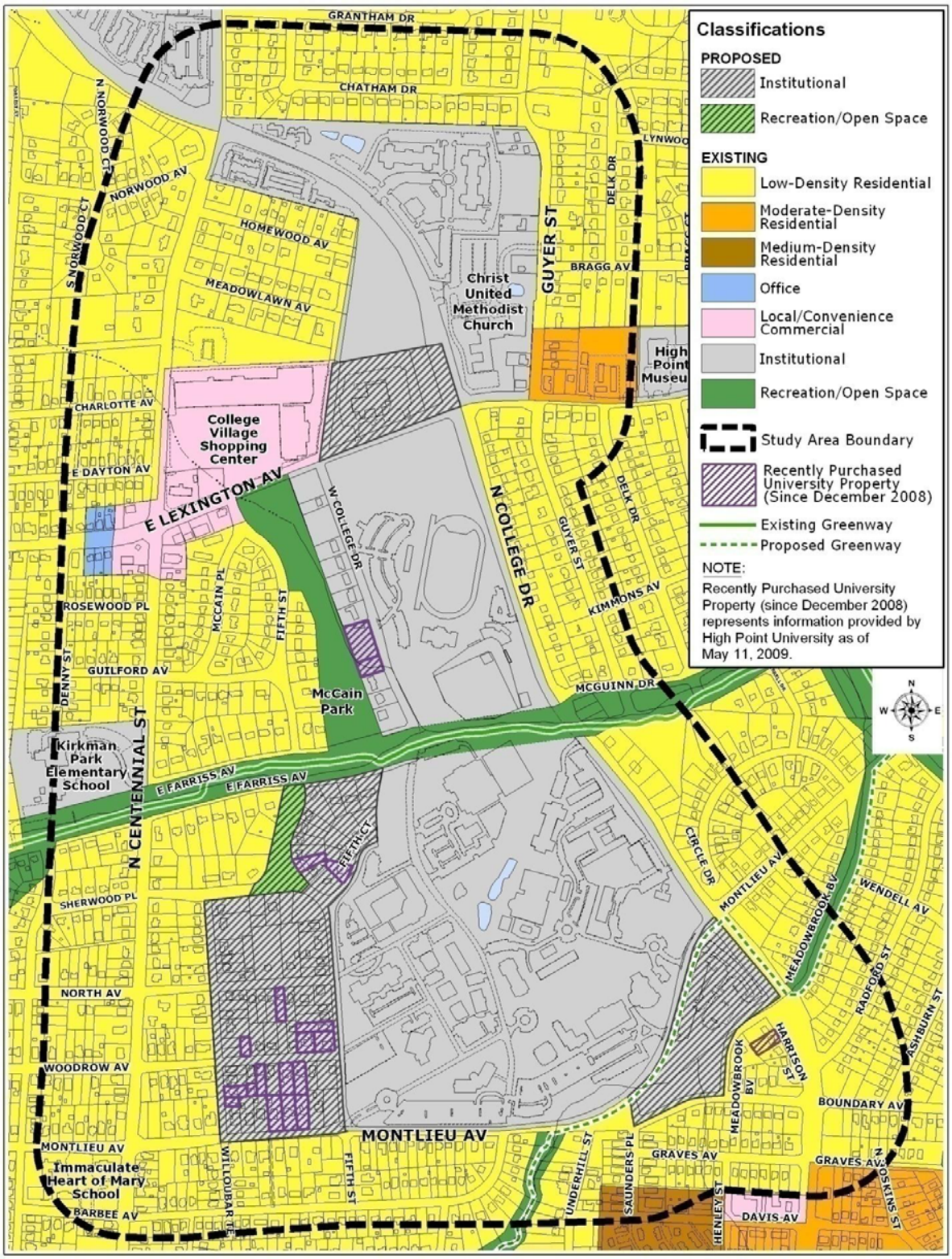
Conclusion

This planning process is an effort to create and maintain an open dialogue between the City, the University and the residents of the neighborhood. All parties have roles to play in order for this effort to be successful. This plan should be updated as needed to ensure: orderly growth; compatibility; the most efficient provision of services through cooperative, coordinated advance infrastructure and campus planning; and on-going communication, all of which support the long-term stability of the area.

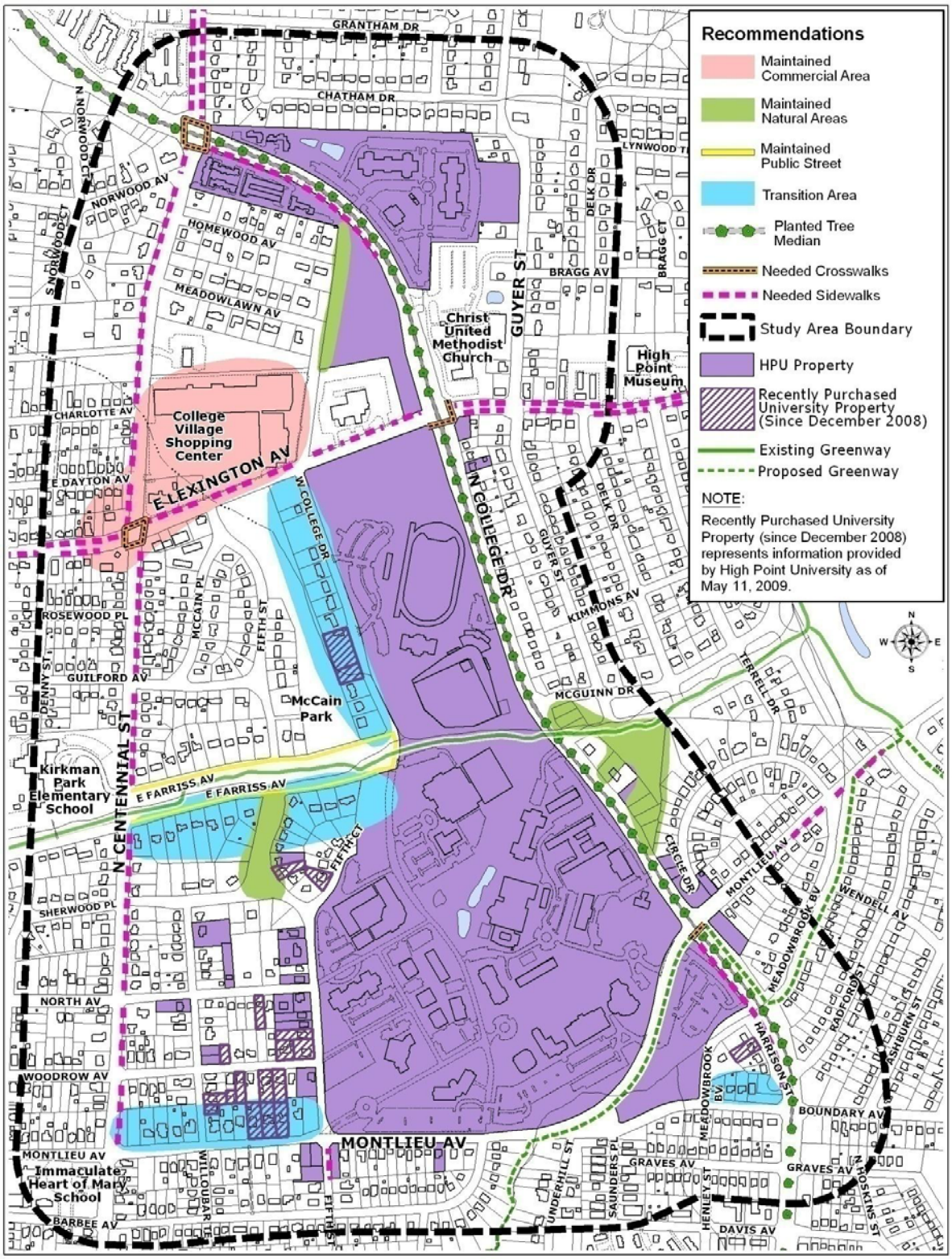
Map 4 - Growth Areas



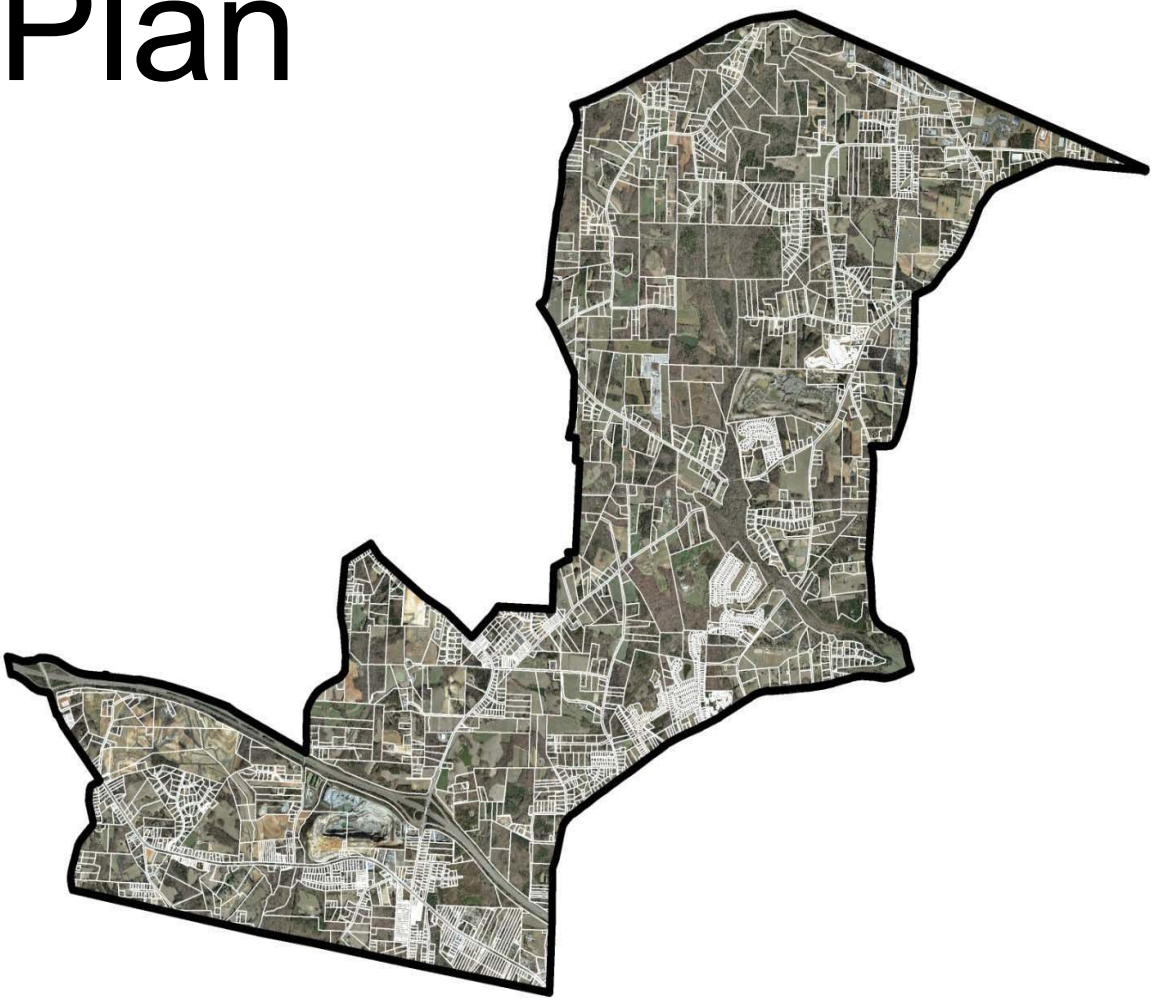
Map 5 - Proposed Land Use Plan



Appendix Map 6 - Physical Plan



Northwest Area Plan



Adopted January 18, 2011 by the
High Point City Council

Plan Purpose
A number of initiatives and events, including the FedEx air cargo hub and the associated Part 150 Study, the Heart of the Triad plan and the revised High Point/Kernersville Annexation Agreement, with its attendant extension of a major sewer outfall from High Point to Kernersville, have great potential to affect the northwest part of High Point's planning area. This is therefore an appropriate time to assess the development potential of an area where High Point, Kernersville and Greensboro are growing together.

The Study Area
The study area comprises about 10,260 acres in Guilford and Forsyth counties. The study area is generally west and northwest of Kendale, Sandy Ridge and Skeet Club roads and south of I-40. The western boundary roughly follows the Guilford County/Forsyth county line. The southeast corner of Forsyth County is also included in the study area, and it extends westward and south along US 311 to its interchange with High Point Road. The Forsyth/Davidson county line forms the southern boundary of this part of the study area.

Northwest Area Plan Goals and Objectives
The following summary goals and objectives were developed for the *Northwest Area Plan*. Goals articulate the desired outcomes that land use planning policies and related development regulations strive to attain. Objectives are specific actions intended to achieve the goals.

Goal 1: Protect the natural environment and its many features.

- Objective 1a: Preserve natural environmental features during site development
- Objective 1b: Maintain high water quality through minimal grading and management techniques
- Objective 1c: Where possible preserve mature trees
- Objective 1d: Maintain linked open space between developments
- Objective 1e: Encourage farmland preservation
- Objective 1f: Properly place higher density development
- Objective 1g: Preserve primary habitats

Goal 2: Achieve high quality development in the built environment.

- Objective 2a: Require high aesthetic standards in site and building design
- Objective 2b: Promote development with human scale
- Objective 2c: Encourage mixed-use development near residential areas
- Objective 2d: Provide mixed residential densities for all income levels
- Objective 2e: Protect existing residential neighborhoods from new non-residential development
- Objective 2f: Promote efficient, environmentally-friendly development

Goal 3: Create a fully integrated transportation system that recognizes and accommodates a wide variety of transportation needs and users.

- Objective 3a: Maintain integrity of major thoroughfares

- Objective 3b: Provide intra and inter-development transportation connectivity
- Objective 3c: Ensure that new development provides infrastructure for multi-modal transportation
- Objective 3d: Provide landscaping along transportation corridors
- Objective 3e: Expand mass transit services as growth in the area warrants
- Objective 3f: Encourage higher density around transportation centers
- Objective 3g: Create a transportation scheduling and routing that permits easy shifting from one mode to another

Goal 4: Continue economic development programs to respond to the needs of a growing area and a changing economic environment.

- Objective 4a: Target high value-jobs that diversify the economy
- Objective 4b: Participate in local and regional economic development activities
- Objective 4c: Support educational facilities that train workers for targeted businesses
- Objective 4d: Strongly consider the environmental impacts of economic development projects
- Objective 4e: Ensure that economic development policies and incentives are consistent with the plan

Design Guidelines for New Non-Residential Development

Guidelines have been established for all new non-residential development within the study area. They have been divided into two sections; the first section applies to all new non-residential development and the second section contains additional guidelines that apply only to Business Center Areas. The goal of the design guidelines is to create high quality development that is harmonious and visually attractive and which also supports multiple modes of transportation.

The general guidelines that apply to all non-residential development include those regarding signs, access, site buffers, architecture, landscaping, pedestrian circulation, parking, outdoor display, lighting and exterior mechanical equipment. The design guidelines that are specific to Business Center Areas pertain mainly to development size, common open space, structure location, storage/process areas, fences and loading docks.

Northwest Area Plan Land Use Recommendations

The *Northwest Area Plan* introduces non-standard land use classifications including Activity Center, Business Support Area and Business Center Area to denote future land uses in parts of the study area. The particular land use descriptions within these areas are specifically applicable only within this area plan. This area plan also incorporated the Rural Development classification from the *Land Use Plan* and further refined the definition to better describe the type of development that is desired in this area. This revised definition should also be considered for use in the *Land Use Plan*.

The descriptions of land use within the *Northwest Area Plan* are presented in significantly greater detail and are generally more restrictive than those in the *Land Use Plan*. For example, a development proposed in the Sandy Ridge Road Business Center

Area, which is recommended for a Restricted Industrial land use designation on the *Land Use Plan*, would likely be subject to higher standards than would a similar development located in a Restricted Industrial area in another part of the city because of the in-depth study that has taken place as part of this area plan. Map 20 (on page 39) shows the entire study area, and it represents the future land use recommendations of the *Northwest Area Plan*.

This area plan recommends distinct development nodes, most of which are clearly best suited for particular purposes due to environmental constraints, transportation access or other factors. They are as follows:

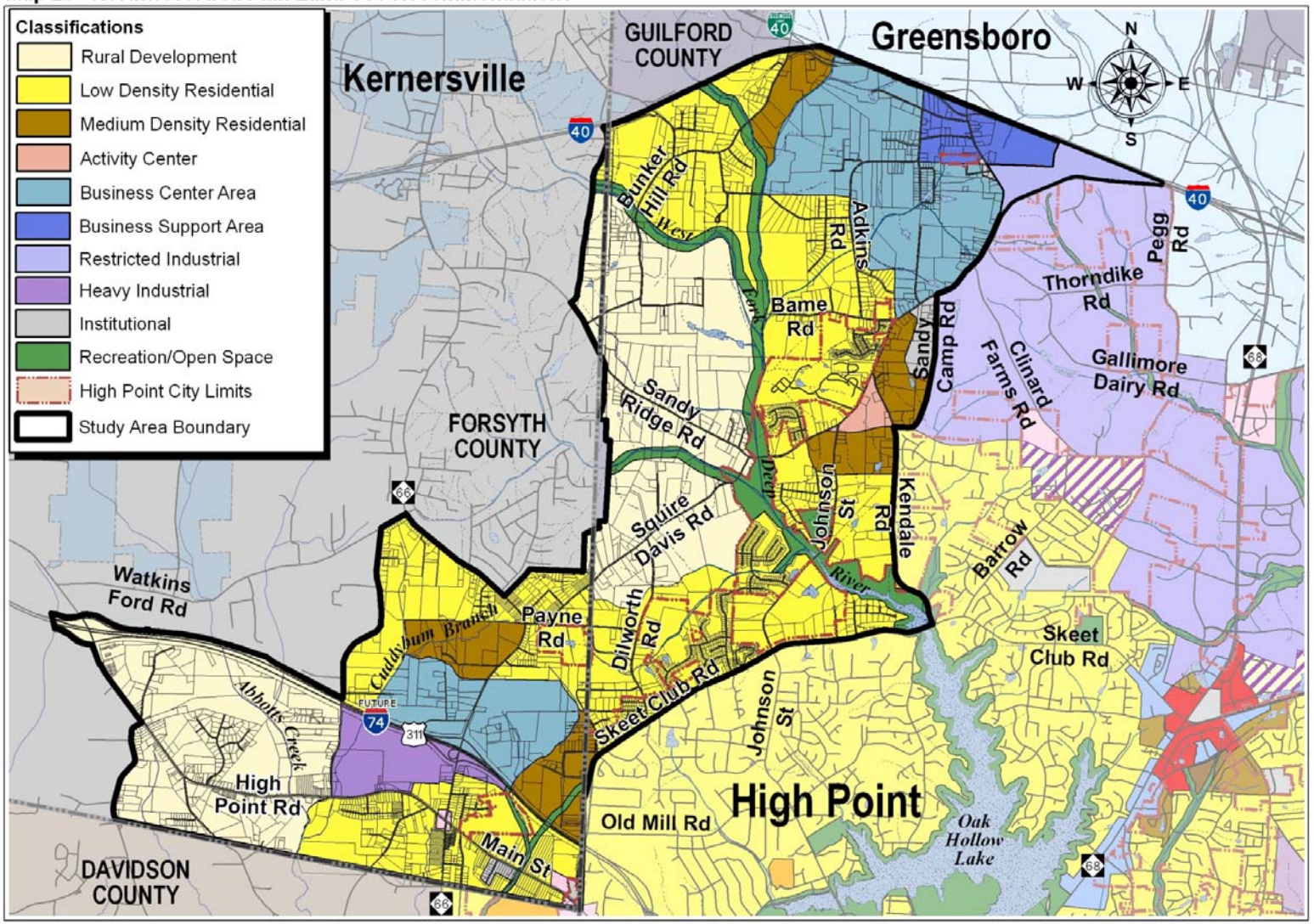
- I-40/Sandy Ridge Road/Bunker Hill Road;
- Sandy Ridge Road/Piedmont Parkway Extension; and
- US 311/NC 66.

The designation of these nodes and the descriptions of the recommended uses within them are very specific to this area plan. The last section of the plan translates the specific land uses into the more general land use categories currently used in the city's adopted *Land Use Plan*. As the northwest area develops, this area plan should be used to guide the type and style of development.

Recommended Land Use Plan Amendments

Of the 10,260 acres in the Northwest Area Plan study area, 1,619 acres are proposed for amendment in the existing *Land Use Plan*. See Map 21 on page 47.

Map 20 - Northwest Area Plan Land Use Recommendations



Corridor Plans

Eastchester Drive Corridor Plan
Executive Summary

introduction

The corridor planning area extends along each side of Eastchester Drive for an average distance of approximately 1,500 feet on each side of the right-of-way from North Main Street to Gallimore Dairy Road. South of Lassiter Drive, however, the planning area has been expanded from east of North Centennial Street on the east to Johnson Street on the west, including the area proposed for Oak Hollow Mall. Although many of the land use changes originally recommended in the Corridor Plan have been revised since its adoption in 1994, its overriding policy thrust remains the same. The corridor plan continues to focus on the concentration of community-wide commercial retail and service uses and limited office development along the southern portion of the corridor (the newly emerging retailing "heart" of the city) between North Main Street and Gallimore Dairy Road. Local convenience and neighborhood commercial uses are to be clustered and restricted to the intersections of West Wendover Avenue/Skeet Club Road and at Gallimore Dairy Road. The recommendations contained in the corridor plan are to be primarily implemented through a zoning overlay district.

focal areas

The plan proposes two Focal Areas, one at the southeast corner of Eastchester Drive and Wendover Avenue and the other at Eastchester Drive and Clinard Farms Road. The Eastchester Drive and Wendover Avenue location was eliminated in the 1998 Land Use Plan update.

transportation recommendations

- **Traffic Management Study:** Conduct a traffic management study including the feasibility of public transportation for the emerging retail area consisting of Eastchester Drive, North Main Street, Parris Avenue, Johnson Street, the Intermediate Loop, Westchester Drive, Lexington Avenue and Centennial Street. Signage, landscaping and architectural/design elements to unify the larger area should also be examined.

  - This study was conducted by Kimley-Horn in 1995, but was limited to transportation-related issues alone, including traffic demand, circulation and management based on land use assumptions in the Eastchester Drive Corridor Plan. Recommendations from this study continue to be cited by the Transportation Department when commenting on zoning cases and private development proposals within the area covered.

- **Declaration Lanes:** Develop a deceleration lane policy and plan to be implemented by the Transportation Department to conserve the traffic capacity along Eastchester Drive.

  - Two new deceleration lanes are proposed along the west side of Eastchester Drive, one adjacent to Festival Park and another immediately north of Porsha Lane. One new lane is recommended on the east side of Eastchester Drive immediately south of Hickswood Road.

- **Frontage and Access:** For areas along Eastchester Drive between Lassiter Drive and Penny Road requesting rezoning for commercial or office uses, sites must have a minimum of 200 feet of frontage along Eastchester Drive, and all access with respect to corner lots must be via the side street and not Eastchester Drive.

- **Thoroughfare Plan Amendments:** Amend the city's Thoroughfare Plan to include an extension of Willard Road between Deep River Road and Eastchester Drive.

- **Service Roads:** Construct parallel service roads adjacent to each side of Eastchester Drive north of Willard Dairy Road as adjoining property is developed. Where adjoining property has dual frontage on both Eastchester Drive and a frontage road, access to that property shall be via the frontage road and not Eastchester Drive.

- **Minimum Lot Size:** Property fronting on Eastchester Drive designated for Restricted Industrial use shall have a minimum of five acres and shared access will be encouraged.

site design standards

southern portion of corridor (north main street to lassiter drive

- For parcels designated Community/Regional Commercial on the west side of Eastchester Drive from Futrelle Drive to the Center Stage Shopping Center:

  - Minimum site size shall be three acres; minimum lot depth shall be 300 feet; and minimum frontage shall be 300 feet.

  - Access to these parcels shall be from Bridges and Futrelle drives, North Centennial Street (for additional access), Palmer Street and Conrad Avenue.

- Parcels proposed for Office use on the west side of North Centennial Street north of Conrad Avenue shall have one shared access point to North Centennial Street.

- No direct access to East Hartley Drive shall be granted to parcels designated Community/Regional Commercial fronting on Lakewood Drive, and the western end of Lakewood Drive should not be extended but terminated by a cul-de-sac.

- The parcels along the southeast side of Eastchester Drive between Futrelle Drive and the proposed Intermediate Loop shall retain their Office designation due to their small size and narrow lot depth. As development occurs, these parcels shall be combined and access to Eastchester Drive controlled.

central portion of corridor (lassiter drive to penny road

- Restrict all commercial development to the Eastchester Drive/Wendover Avenue/Skeet Club Road intersections.

- Implement a minimum lot frontage policy for non-residential zoning requests along Eastchester Drive and require shared access where possible.

northern portion of corridor (penny road to gallimore dairy road)

- Restrict all new commercial uses to areas at major highway intersections. Commercial development should be coordinated in design and new access to Eastchester Drive held to a minimum.

aesthetic recommendations

- **Appearance Standards:** Incorporate appearance standards for all construction/renovation except single-family detached dwellings into Eastchester Scenic Corridor Overlay District to include:

  - Architectural features, internally unified treatment of multi-tenant developments and land use design compatibility.

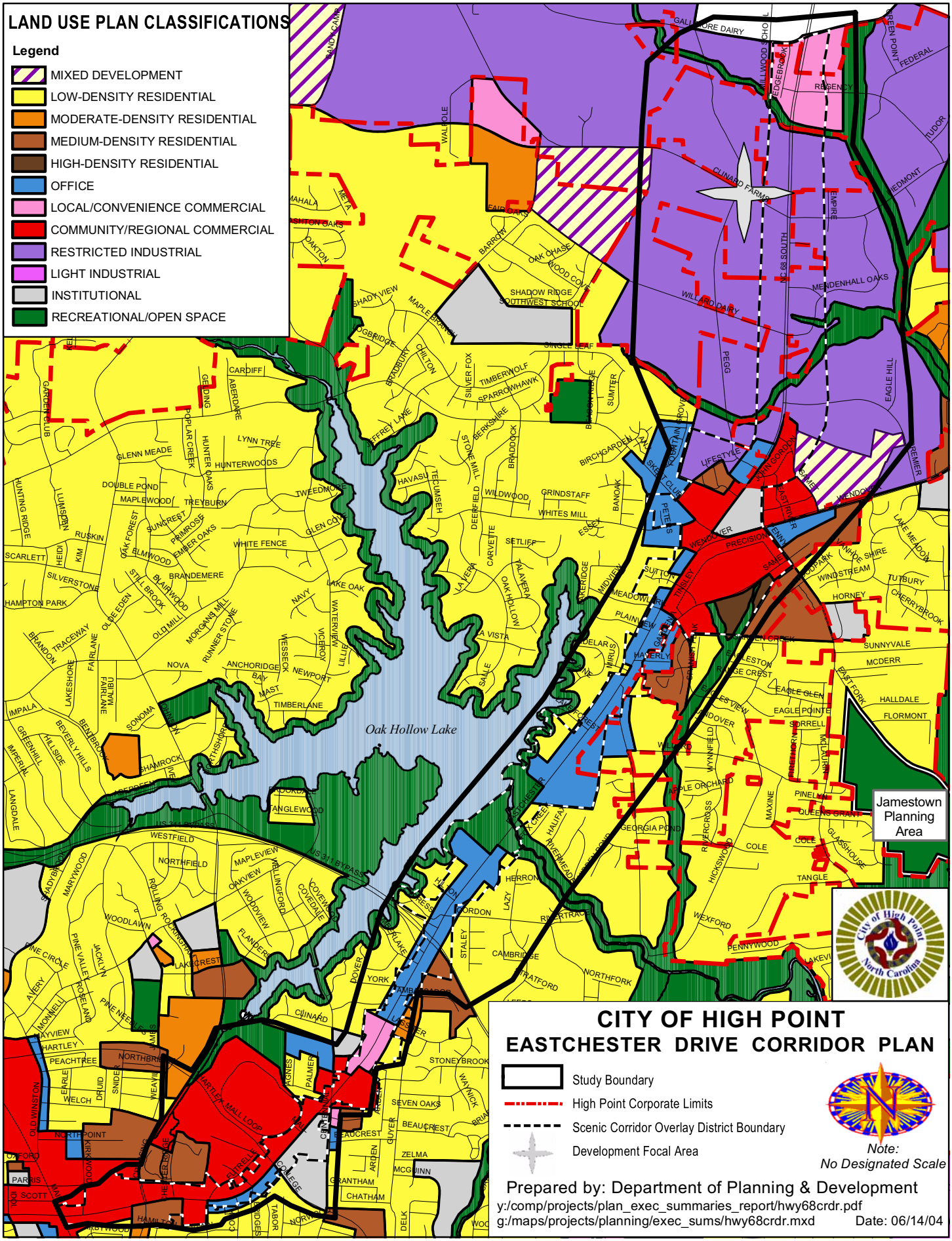
  - Issues to be addressed could include building materials, color, building mass and orientation, roof pitch, signage, parking and lighting.

- **Use Conversions:** Discourage the conversion of existing homes to office use, except on smaller sites in close proximity to large residential subdivisions.

environmental recommendations

- **Watershed Protection:** Pursuant to the city's watershed protection and buffering policies to ameliorate the effects of commercial development on adjoining residential properties, an existing pond located within an area designated for Community/Regional Commercial uses in the southern portion of the corridor between Bridges and Lakewood drives shall be retained as a watershed protection pond. A minimum 45-foot to 60-foot wide buffer of existing vegetation shall be maintained adjacent to all properties remaining in residential use.

- **Greenway:** Constructed a greenway crossing under the Deep River bridge at Eastchester Drive at the appropriate time to facilitate completion of the Lake-to-Lake Trail from Oak Hollow Lake to City Lake.


LAND USE PLAN CLASSIFICATIONS
Legend
MIXED DEVELOPMENT
LOW-DENSITY RESIDENTIAL
MODERATE-DENSITY RESIDENTIAL
MEDIUM-DENSITY RESIDENTIAL
HIGH-DENSITY RESIDENTIAL
OFFICE
LOCAL/CONVENIENCE COMMERCIAL
COMMUNITY/REGIONAL COMMERCIAL
RESTRICTED INDUSTRIAL
LIGHT INDUSTRIAL
INSTITUTIONAL
RECREATIONAL/OPEN SPACE
Oak Hollow Lake
Jamestown Planning Area
CITY OF HIGH POINT
EASTCHESTER DRIVE CORRIDOR PLAN
Study Boundary
High Point Corporate Limits
Scenic Corridor Overlay District Boundary
Development Focal Area
Note:
No Designated Scale
Prepared by: Department of Planning & Development
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Date: 06/14/04

West Wendover Avenue/Guilford College Road Corridor Plan
Executive Summary

introduction

Because of rapid and continuing development in the West Wendover Corridor and planned transportation improvements in the vicinity, it is appropriate for Greensboro, Guilford County and High Point to review the recommendations contained in the 1989 West Wendover Corridor Study. The planning area generally includes properties fronting on West Wendover Avenue from its intersection with I-40 to its intersection with NC 68. The four core topics to be addressed are transportation, land use, the environment and visual quality.

transportation recommendations

- **Vehicular Access:** Vehicular access to West Wendover Avenue and Guilford College Road should be restricted and the number of median crossings on Wendover Avenue should not be increased so that West Wendover Avenue remains a major traffic carrier rather than a local service road.

- **TIP Projects:** The following projects should be retained in the North Carolina Transportation Improvement Program (TIP): Greensboro's Urban Loop; Guilford College Road; Ruffin Road extension; Stanley Road/Bridford Parkway connector; Bridford Parkway; Hilltop Road; Piedmont Parkway.

- **Traffic Circulation:** Development impacts on traffic circulation should be minimized through controlling vehicular access on West Wendover Avenue within 500 feet of a major intersecting street and at the intersection of West Wendover Avenue and Guilford College Road.

- **Alternative Transportation:** Development proposals should show the ability to accommodate alternative modes of transportation.

- **Traffic Impact Analysis:** A Traffic Impact Analysis shall be requested for developments seeking access to Wendover Avenue that meet certain conditions.

land use recommendations

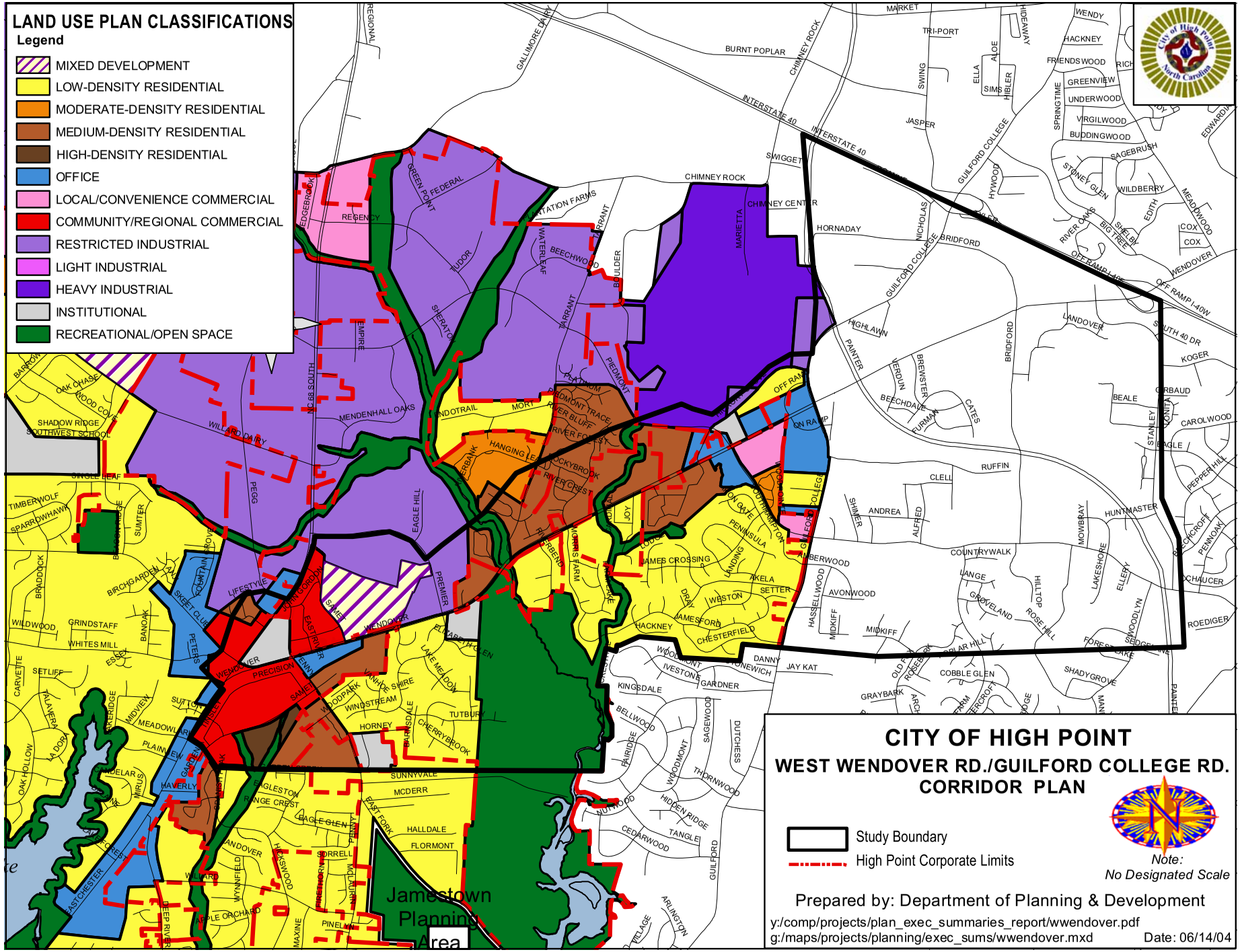
- Recommended land use pattern appears on the proposed Land Use Map. The land use pattern is primarily intended to maintain effective traffic flow on West Wendover Avenue through concentrating major commercial and other non-residential uses at each end of the corridor at its intersections with Interstate 40 and Eastchester Drive.

environmental recommendation

- Land along Long Branch between West Wendover Avenue and the Deep River should be acquired for a greenway and for eventual trail development.

visual quality recommendation

- Use plan standards regarding signs, landscaping, buffer yards, setbacks and design guidelines to ensure the maintenance of a high visual quality in the West Wendover Avenue Corridor.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HEAVY INDUSTRIAL
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RECREATIONAL/OPEN SPACE
Jamestown Planning Area
CITY OF HIGH POINT
WEST WENDOVER RD./GUILFORD COLLEGE RD.
CORRIDOR PLAN
Study Boundary
High Point Corporate Limits
Note:
No Designated Scale
Prepared by: Department of Planning & Development
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Date: 06/14/04

Business Interstate 85 Corridor Plan
Executive Summary

introduction

Business Interstate 85 in Guilford County is both an important gateway to High Point and a critical commuting route between area cities. This plan is a continuation and expansion of a 1994 study that examined ways to protect future drinking water supplies, to maintain acceptable traffic flows in the Business I-85 Corridor, and to identify additional light industrial property in the southeast part of the city.

The planning area includes a corridor approximately 3,000 feet wide centered on Business I-85 between Vickrey Chapel Road and the Randolph County/Davidson County line. Agreements with Greensboro, Thomasville and Archdale provide for the potential annexation of most of the area by High Point, though there is no timetable for such annexation. Topics addressed in the plan include the following: corridor appearance; a scenic corridor overlay district; vehicular access and maintaining traffic flow; land use; and protection of drinking water supplies.

corridor appearance recommendations

- **Billboards:** Conditional use zoning should be used in the corridor in future rezoning cases to control unsightly man-made structures through preventing the erection of additional billboards in the Heavy Industrial (HI) Zoning District and encouraging the location of communication towers as far from Business I-85 as possible.

- **Building and Site Design:** Conditional use zoning should be used to maintain corridor appearance by encouraging good building and site design, taking into special consideration building orientation and the placement of such unattractive features as loading docks. Building materials and color, and placement of structures in relation to existing vegetation would also be of concern.

- **Vegetation:** The NCDOT District Engineer should be made aware of the city's strong interest in maintaining the maximum amount of native trees possible in its right-of-way.

scenic corridor overlay district recommendation

- Scenic corridor overlay zoning should not be established at this time, but the issue should be revisited in the year 2000.

vehicular access and maintaining traffic flow recommendation

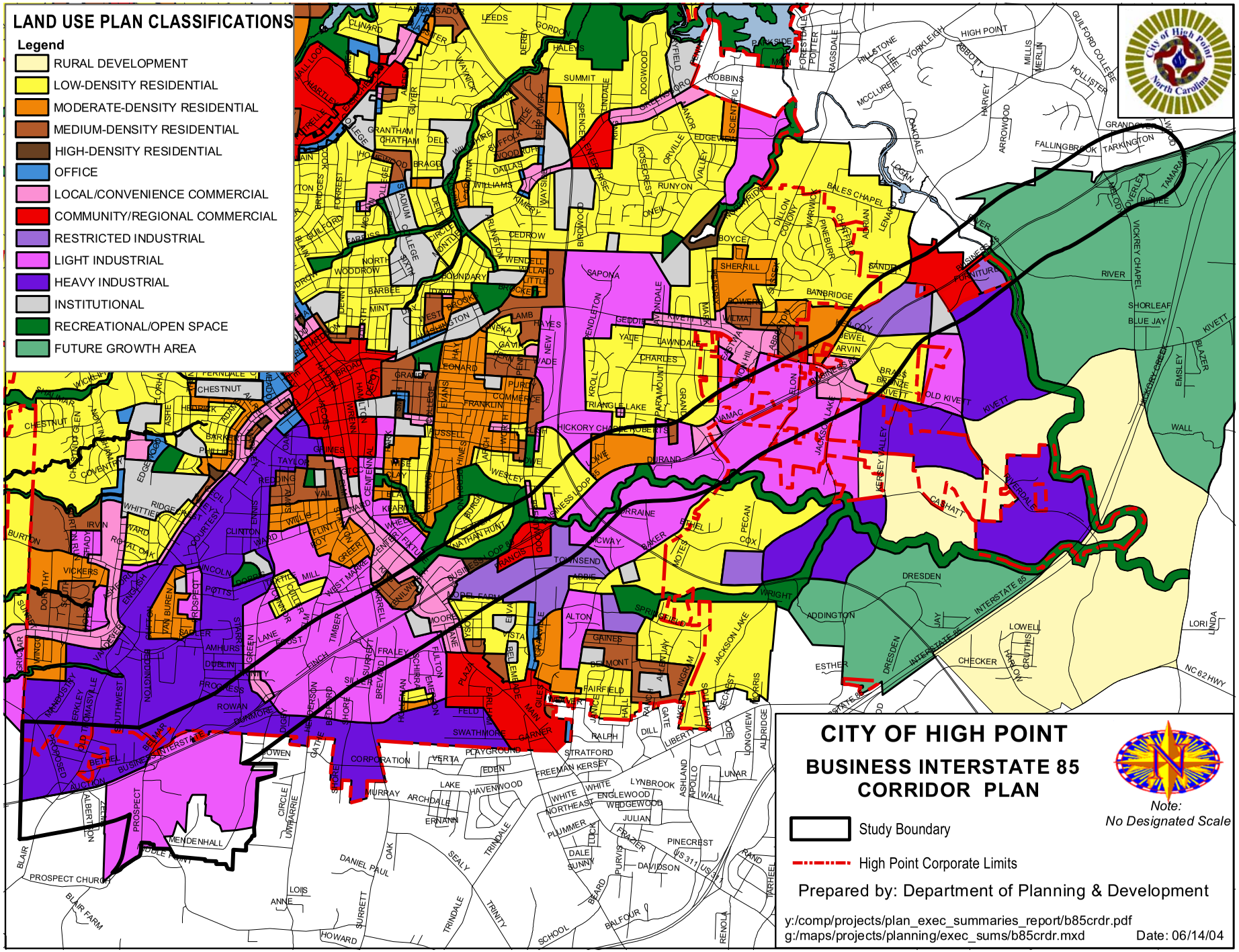
- The NCDOT should be encouraged to continue to deny at-grade access to Business I-85 so that Business I-85 remains an effective commuter and travel route in the area. In the event that such access is granted, acceleration/deceleration lanes should be constructed by the developer.

land use recommendation

- Recommended land use pattern appears on attached Proposed Land Use Map. The land use pattern was especially intended to provide for additional industrially designated property.

protection of drinking water supplies recommendation

- Use conditional use zoning to achieve watershed protection on development sites so as to assure water quality within the Randleman Watershed.


LAND USE PLAN CLASSIFICATIONS
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COMMUNITY/REGIONAL COMMERCIAL
RESTRICTED INDUSTRIAL
LIGHT INDUSTRIAL
HEAVY INDUSTRIAL
INSTITUTIONAL
RECREATIONAL/OPEN SPACE
FUTURE GROWTH AREA
City of High Point North Carolina
CITY OF HIGH POINT
BUSINESS INTERSTATE 85
CORRIDOR PLAN
Study Boundary
High Point Corporate Limits
Note:
No Designated Scale
Prepared by: Department of Planning & Development
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