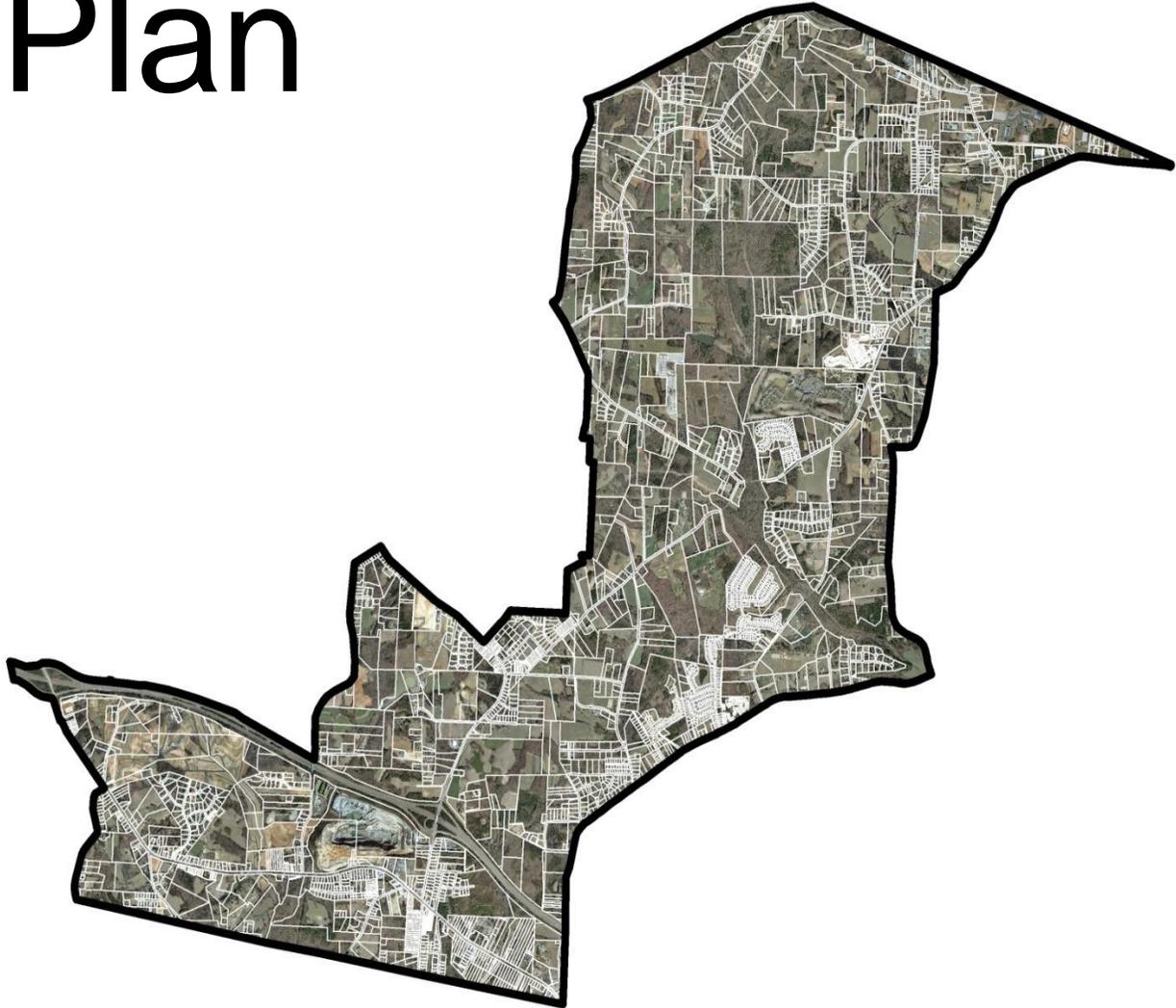


# Northwest Area Plan



Adopted January 18, 2011 by the  
High Point City Council

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The Northwest Area Plan was prepared by the  
High Point Planning and Development Department

Recommended on November 16, 2010 by the  
High Point Planning and Zoning Commission

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**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.

## BACKGROUND

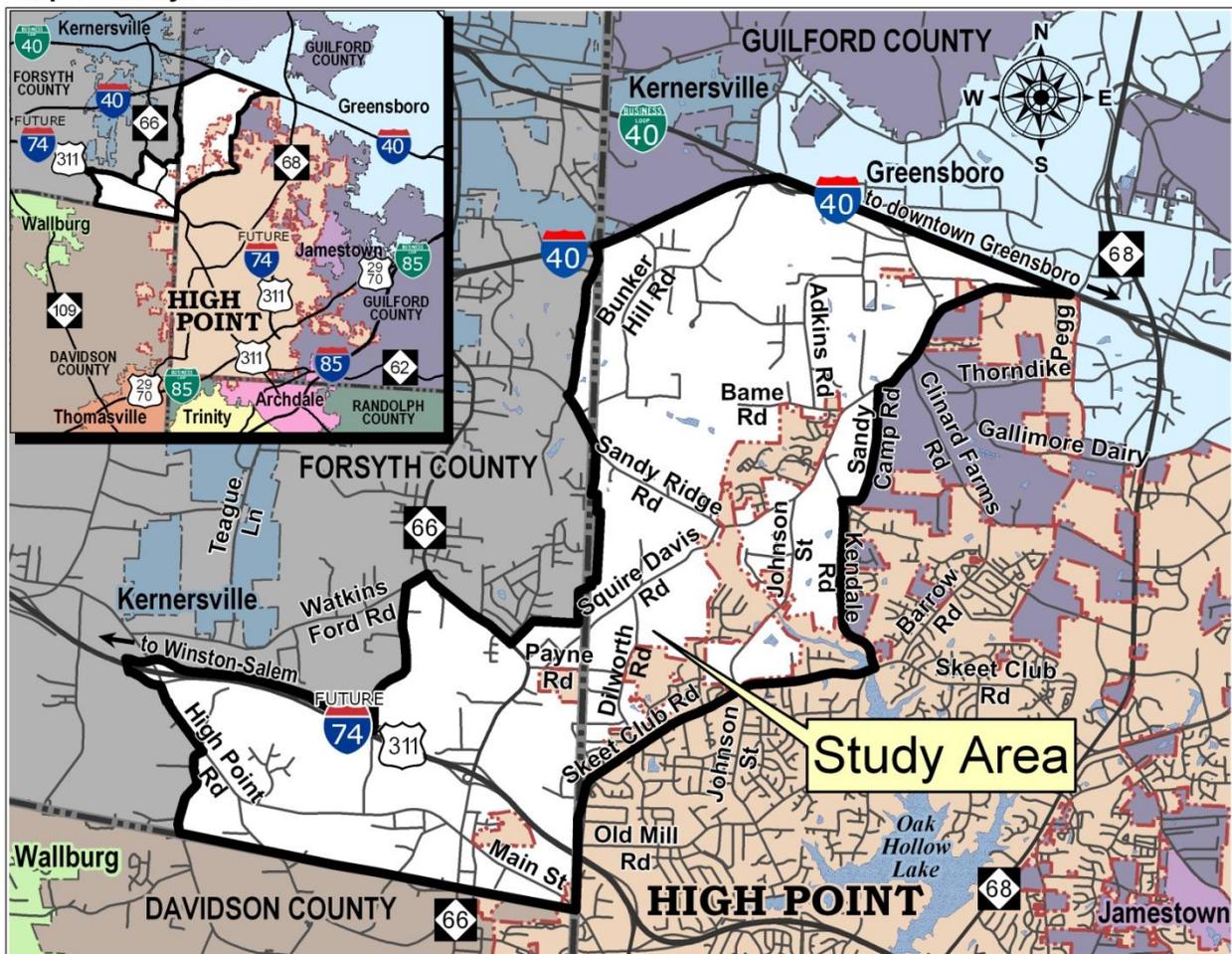
### Plan Purpose

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, will 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 ever more closely together.

### Study Area

The study area comprises about 10,260 acres in Guilford and Forsyth counties. This includes the 2,500 acres in Forsyth County included in High Point's planning area through the new 2007 annexation agreement between High Point and Kernersville. The

Map 1 - Study Area



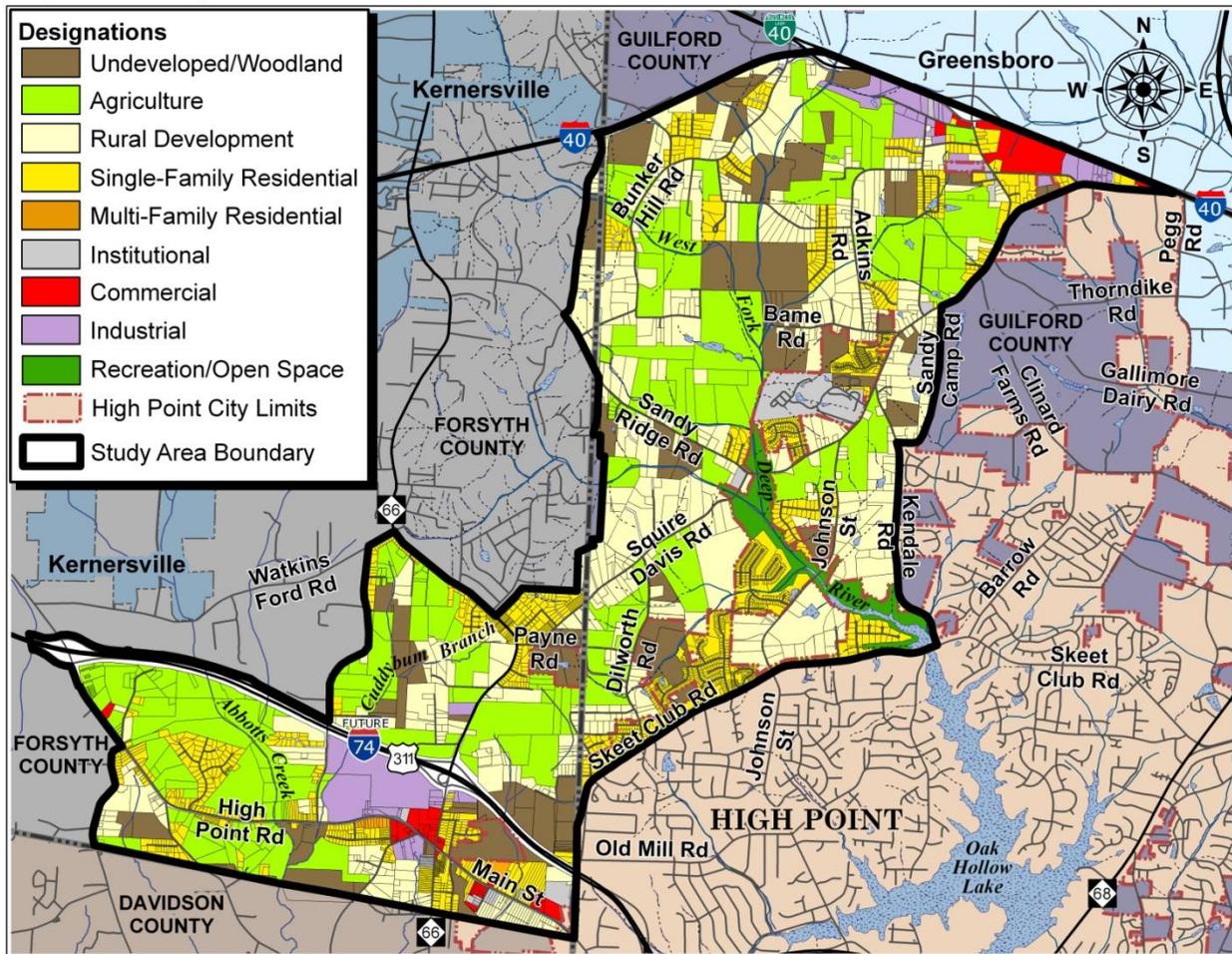
study area is generally west and northwest of Kendale, Sandy Ridge and Skeet Club roads and south of Interstate 40. The western boundary roughly follows the Guilford County/Forsyth county line. The southeast corner of Forsyth County is also included in the study area, and it extends westward and south 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. See Map 1.

### Existing Conditions

#### Existing Land Use

In acreage, existing land use (see Map 2) in the Guilford County portion of the study area overwhelmingly consists of three uses – agricultural land devoted to crops, undeveloped/woodland properties and single-family dwellings on very large parcels, which could be termed rural development. Single-family homes lining the study area’s main roads and large-lot rural subdivisions are also prominent. Rural subdivisions will be discussed more extensively in the next section of this report.

Map 2 - Existing Land Use



There is a cluster of non-residential uses, including retail stores, offices and industries in the southwest and southeast quadrants of the intersection of Sandy Ridge Road and Interstate 40. Finally, there is a large wholesale nursery operation in Guilford County north of Sandy Ridge Road just east of the Forsyth County line. This is shown as agricultural on Map 2, but it could also be considered a low impact commercial use.

Development patterns in the Forsyth County part of the study area are similar to those in Guilford County in that most of the land is devoted to agriculture and single-family residences in the same form as that found in Guilford County. Again, scattered single-family residential homes line the main roads, and several single-family subdivisions are scattered throughout the area. A couple of small mobile home parks are found along Main Street/High Point Road. A number of small non-residential uses are also in the area, primarily on Main Street/High Point Road and especially close to High Point. The major industrial uses in this area are a quarry and an asphalt plant at US 311 and NC 66.

Farm activities maintain an ongoing presence in the study area. North Carolina statutes provide an opportunity to defer property taxes for bona fide farms that meet the statutory requirements for uses, size and yearly income. Specifically, these requirements are as follows:

- the tract, or tracts, must contain at least 10 acres and be part of a farm unit;
- the land must constitute an agricultural unit actively engaged in the commercial production or growing of crops, plants or animals under a sound management program; and
- over a year's time, the gross income from the sale of agricultural products produced on the land must exceed \$1,000.

Nearly 90 parcels comprising just under 2,000 acres in the study area are currently taking advantage of this property tax deferment.

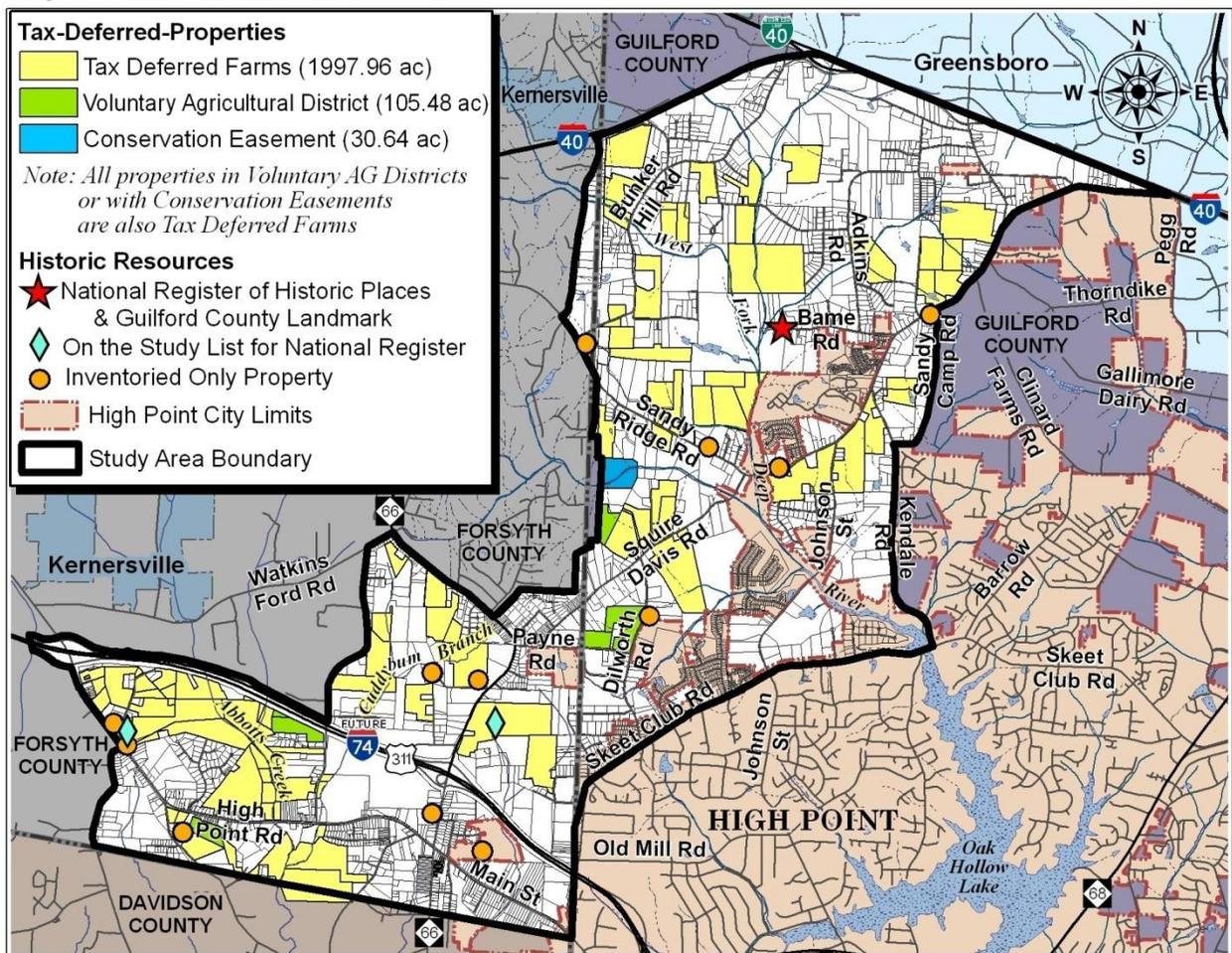
In addition, both Guilford and Forsyth counties have Voluntary Agricultural District programs, under which the owners of qualifying farms receive several intangible and tangible benefits including some protection from nuisance lawsuits and exemption from zoning and several building code provisions. Seven parcels (106 acres) are included in these districts. One farm of almost 33.3 acres has agreed to be governed by the terms of a Conservation Easement with the Piedmont Land Conservancy, which protects this land in perpetuity from development. The owners maintain title to the property, and they can will it to descendents or sell it. However, the Conservation Easement remains in effect.

Farms operating under one or more of these programs are shown on Map 3. Several of these farms are within the areas recommended for a Rural Development designation in the long-term, but in the interim many of them will remain designated as Future Growth Area on the *Land Use Plan*. One of the purposes of this designation is to encourage the survival and continuation of active farms, which primarily grow corn, soybeans or hay. This is a transition from the almost universally grown tobacco of two decades ago.

Historic Resources

The study area in both Guilford and Forsyth counties contains a number of structures and other historic sites constructed or established by European settlers. These settlers began arriving in southwest Guilford County and what is now southeast Forsyth County in the 1750s, though some were here earlier. Those settling in Guilford County were mostly members of the Society of Friends (Quakers), while those moving to present-day Forsyth County were probably non-Moravian Germans. Both groups had a common interest in land ownership for farming purposes as opposed to village settlement and supporting commercial activities. This is in contrast to the Moravians, who were active some miles to the west and northwest.

Map 3 - Farms and Historic Resources



The Beeson-Bame House, built in 1787, is the only official Landmark property in the Guilford County portion of the study area. It is located on Bame Road west of Sandy Ridge Road. Three other structures in the Guilford County part of the study area have been identified as having significance in the Guilford County architectural survey conducted by the county in 1997. In the Forsyth County part of the study area, surveyors have identified eight potentially historically significant structures. Two of them

have been placed on the North Carolina National Register Study List. The study list is a voluntary pre-qualifying step that identifies properties that are likely to be eligible for the National Register. This has important implications for federally funded projects. Inventoried properties are those which have been surveyed without further action being taken. See Map 3 for the locations of these structures.

### Residential Subdivisions in Rural Areas

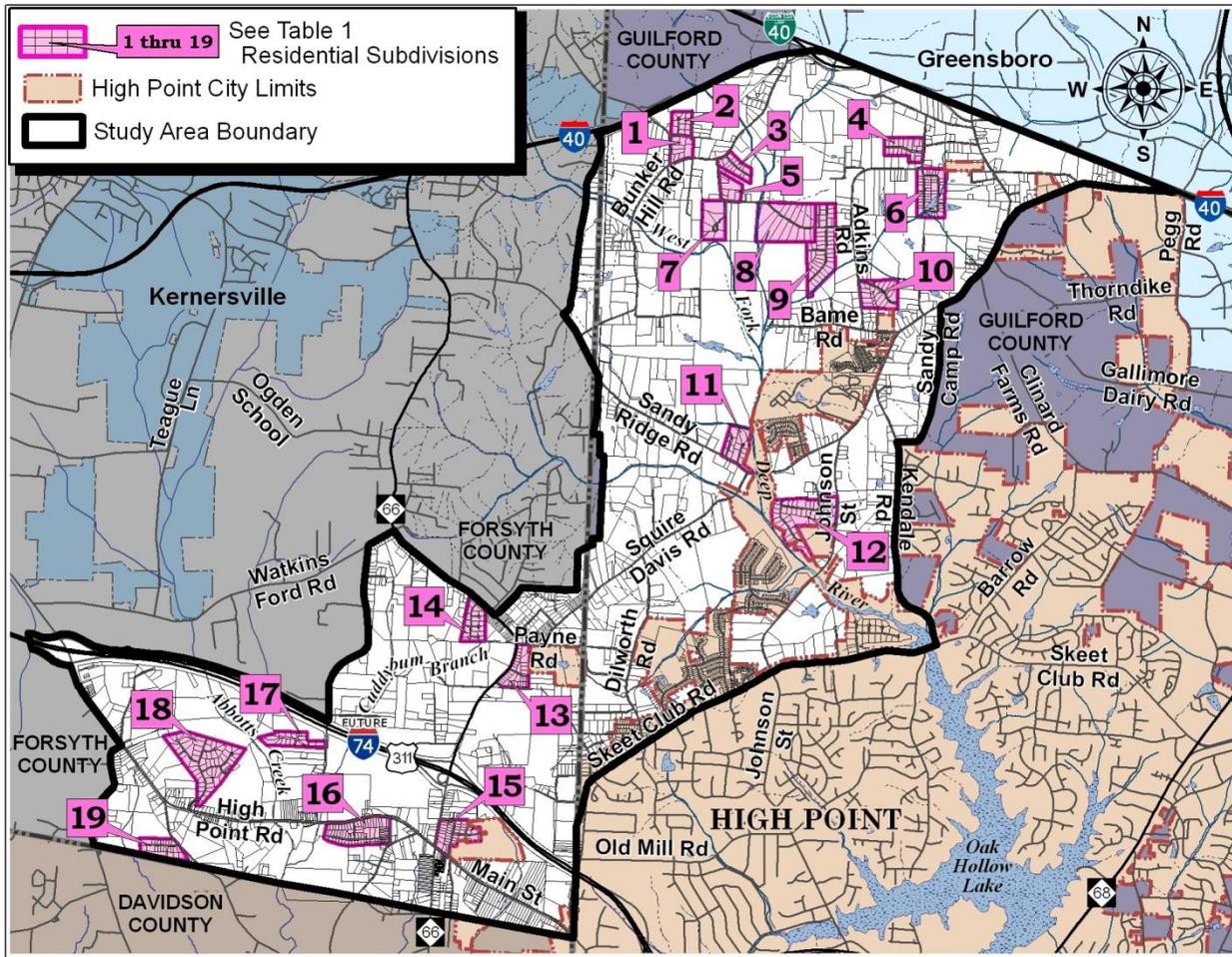
As indicated in the section on Historic Resources, the study area has experienced development for more than 200 years. While some of the earliest holdings by European settlers consisted of large tracts, over time as properties were passed down through succeeding generations and as parts of them were bought and sold by others, individual land holdings grew smaller. The growth in higher value crops, especially tobacco, however, enabled farmers to make a living on comparatively small plots of land well into the 20<sup>th</sup> century. As a result, former and existing farm homes, as well as homes never associated with farming, are spread evenly throughout the study area along major and minor roadways. Beginning in the 1960s, small (and some not-so-small) rural residential subdivisions began to develop, each with its own internal street network and with houses built in similar styles and price ranges. Lot sizes are generally in the one to two-acre range and are on wells and septic tanks. Map 4 illustrates this pattern of development. The timing and approximate valuations in these subdivisions are presented in Table 1.

Table 1  
Residential Subdivisions in Rural Areas

	Location	When Built	Valuation (1,000)
1	Macy Grove Road	1980s	Mid \$100s
2	Maverick Road/Lonnie Court	1960s/1970s	High \$90s/mid \$100s
3	Royclift Road	1970s	Low/mid \$100s
4	Blackstone Drive	2000s	\$300s
5	Boylston Road (1)	1970s	High \$100s/low \$200s
6	Lakedale Circle/Lakedale Road	1960s/1970s	High \$90s/low \$100s
7	Westbourne Grove Court	1990s	Mid \$300s/low \$400s
8	Boylston Road (2)	1970s/1980s	Mid/high \$100s
9	Quail Meadow Lane/Stacy Lane	1970s/1980s	High \$80/low \$100s
10	Maple Creek Drive	1990s/2000s	Mid \$300s
11	Sandy Ridge Road	2000s	Mid \$200s/mid \$400s
12	Cedar Spring Drive	1980s	High \$200s/Mid \$300s
13	Wellborn Road	1960s	Low/mid \$100s
14	Abbott Oaks Drive	2000s	Mid \$200s/mid \$300
15	Delray Avenue	1960s	Low/mid \$100s
16	Hillwood Drive	1960s	Low \$100s
17	Rocky Springs Court	2000s	Mid \$300/mid \$400
18	Serenity Pointe Drive	1970s	Mid \$80s
19	Nokomis Drive	2000s	High \$100s/low \$200s

Source: Guilford County and Forsyth County Tax Departments.

Map 4 - Residential Subdivisions in Rural Areas



One of the greatest challenges in extending urban scale development, especially non-residential development, into a rural area already developed in a rural residential pattern is to make the new development compatible with the old. Using a policy established in the city's *Land Use Plan* for guidance, the following items should be considered when new non-residential development is proposed adjacent to existing residential development:

- The mass, scale and height of the proposed use and accessory uses;
- The topography of the subject property(s) and adjacent residential uses;
- The impact on the residential neighborhood of non-local traffic generated by the proposed use; and
- The sufficiency of the proposed buffering, setbacks and landscaping.



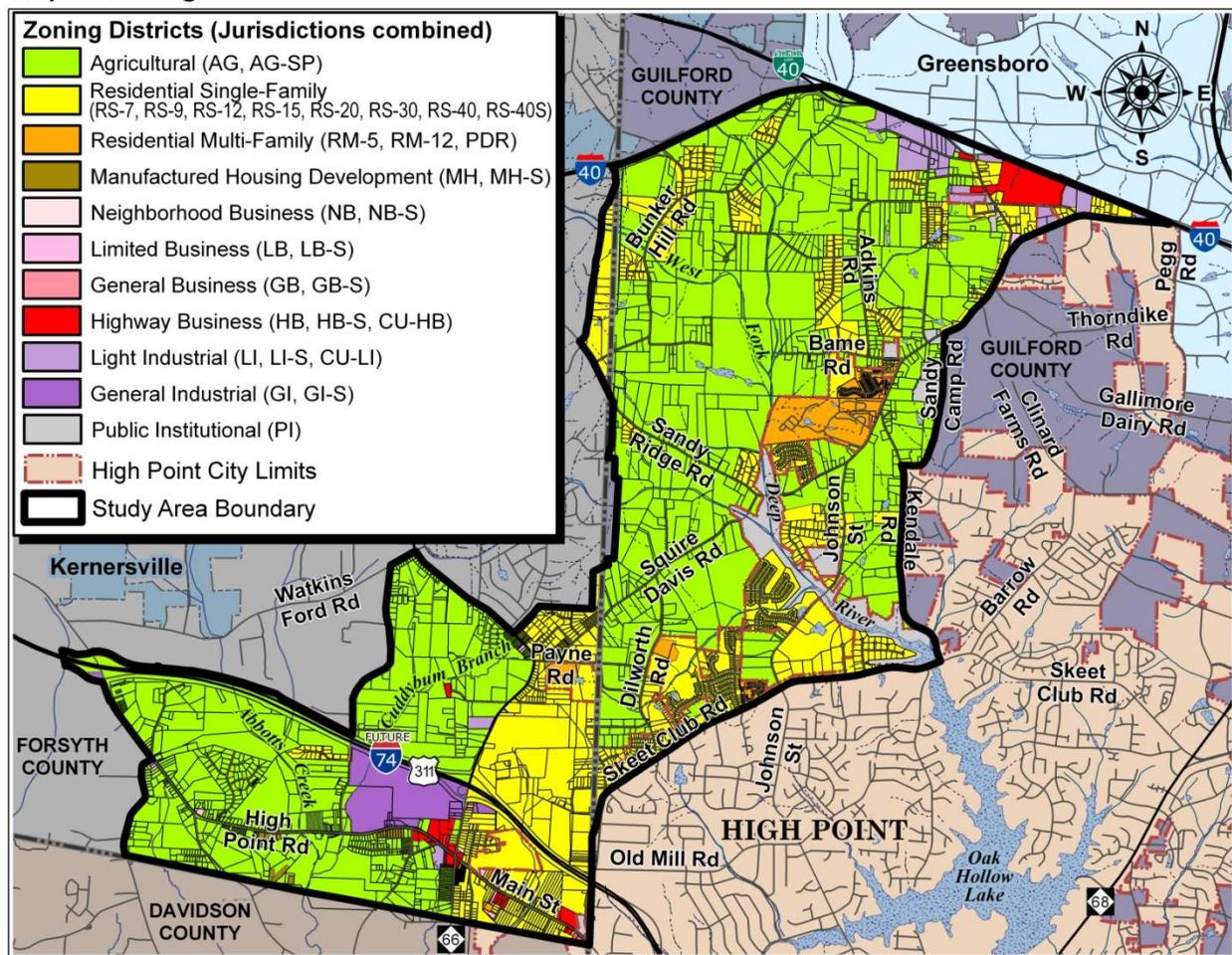
Figure 1: Rural residential development.

## Zoning

Zoning throughout the study area reflects the designated land uses quite faithfully, with agricultural, residential and non-residentially designated areas zoned for those uses. The majority of the study area in unincorporated Guilford County is zoned Agricultural (AG), as can be seen on Map 5. This is followed by properties zoned Residential Single-family-40 (RS-40), which accommodates large-lot, rural residential development that typically is not served by water and sewer utilities. The area centered on the interchange at Sandy Ridge Road and I-40 is an exception. A number of parcels at this location are zoned for commercial and industrial uses and are developed in this fashion.

In Forsyth County, AG zoning is also dominant, but development patterns are somewhat more varied than in the Guilford County portion of the study area. Small-scale residential, commercial and industrial zoning districts are scattered throughout this part of the study area, but are most significant for properties fronting on Main Street/High Point Road. The largest non-agricultural zoning district is the General Industrial district that is the site of the Vulcan Materials quarry in the southwest quadrant of the interchange of US 311 and NC 66.

**Map 5 - Zoning**

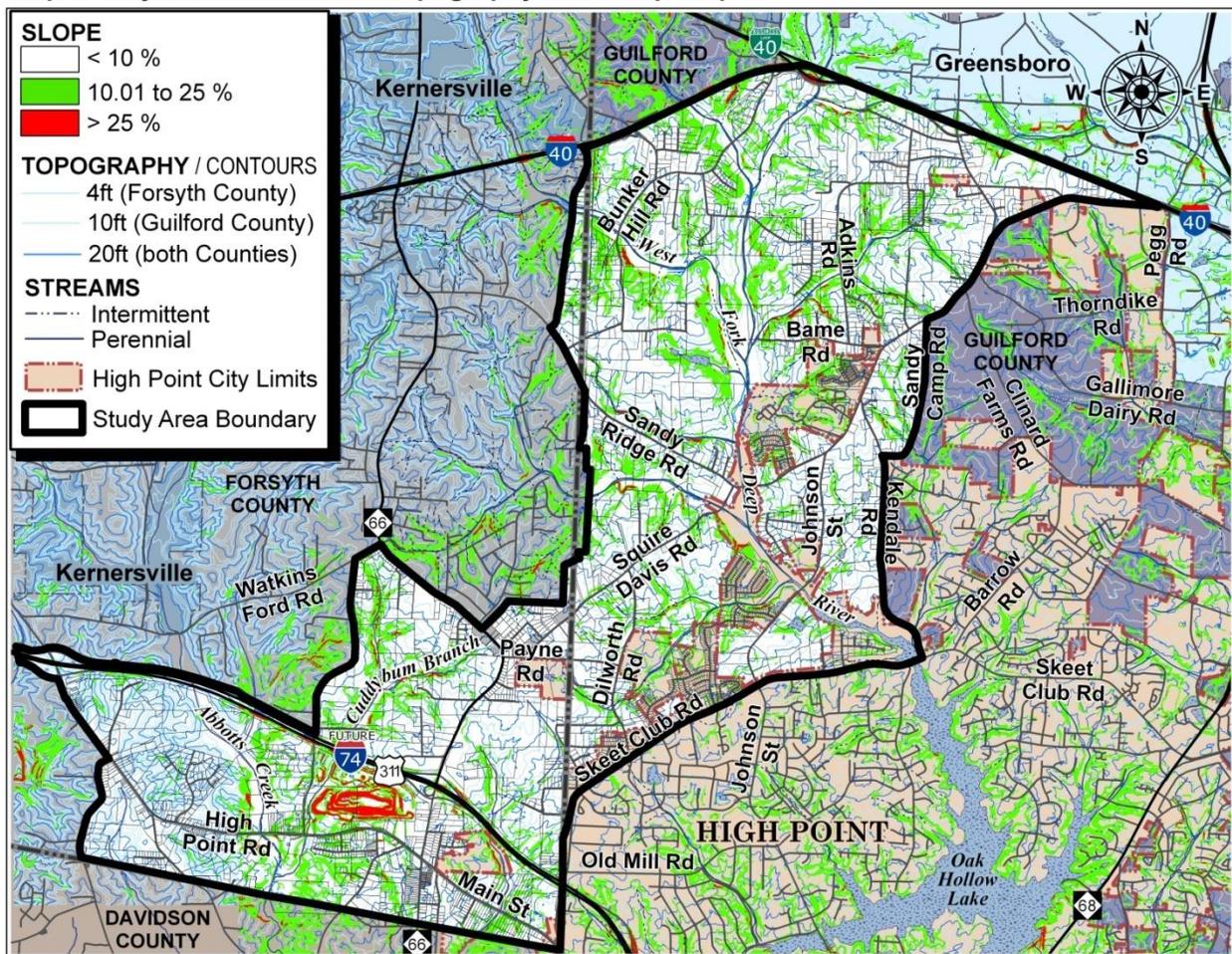


## Physical/Environmental Constraints

### Steep Slopes/Flood Zones

The primary physical/environmental constraints in the study are the steep slopes, wetlands and floodplains associated with branches of the West Fork of the Deep River in Guilford County and Cuddybum Branch and Abbotts Creek in Forsyth County (see Maps 6 and 7). The West Fork of the Deep River flows southeast from Kernersville into Oak Hollow Lake near Sandy Ridge Road. Cuddybum Branch and Abbotts Creek flow south and join just north of the Forsyth/Davidson county line west of NC 66/Horneytown Road.

Map 6 - Physical Constraints: Topography and Steep Slopes



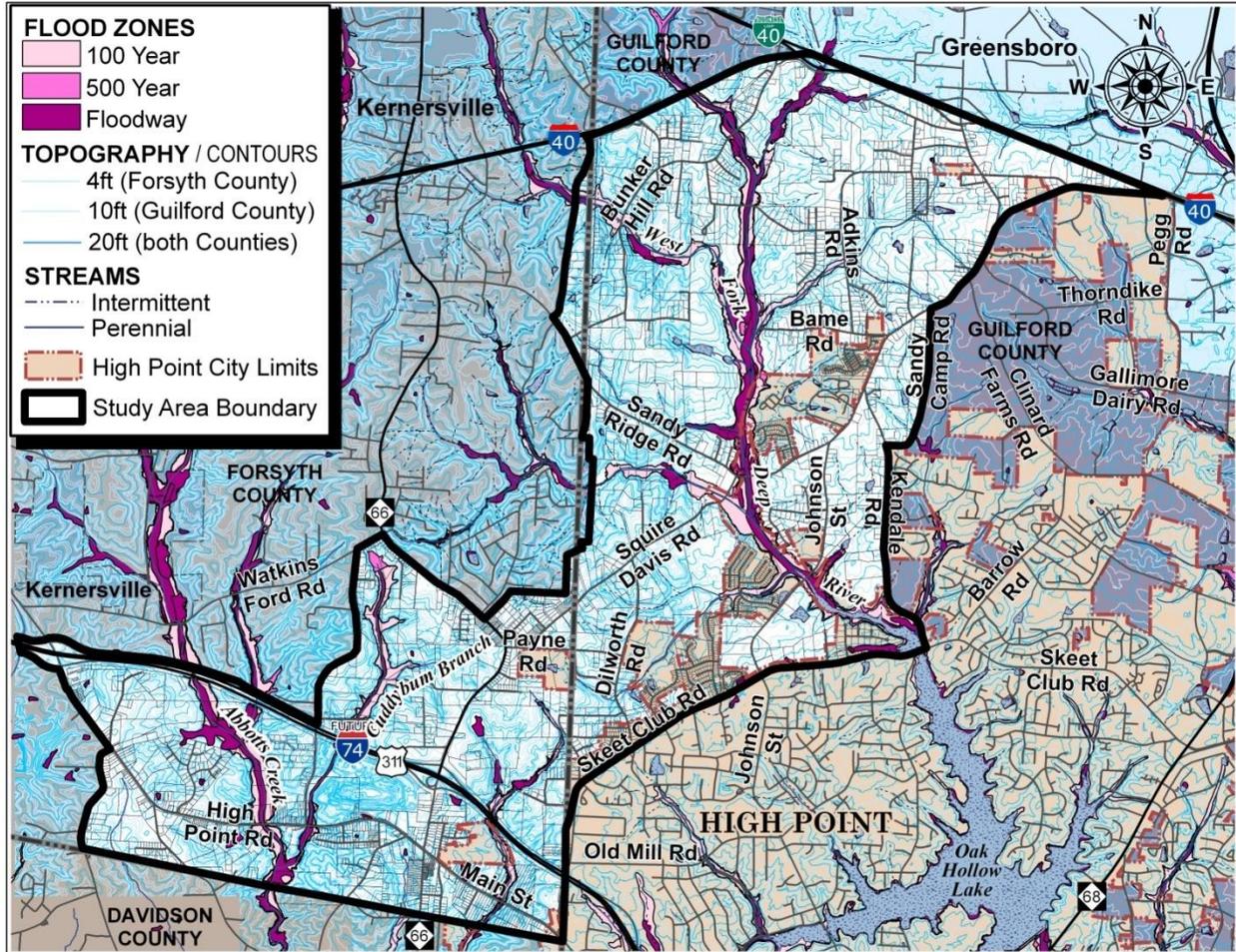
Numerous tributaries to these streams dissect the study area and form fingers and islands of more gentle terrain.

Steep slopes and floodplains present challenges to development in two ways. First, they make development more difficult due to the additional engineering and construction requirements that may come into play. Second, these areas are among the most

environmentally sensitive found in the vicinity and may be subject to additional regulation, if not now, then in the future.

There are no known threatened or endangered species of flora or fauna in the study area.

Map 7 - Physical Constraints: Topography and Flood Zones



Drainage

Most of the study area drains to the Eastside Wastewater Treatment Plant (WWTP). The exception is the southeast corner of Forsyth County east of NC Highway 66. Most of the study area west of Highway 66 in Forsyth County does not drain to either WWTP, which constrains development unless a pump station is built.



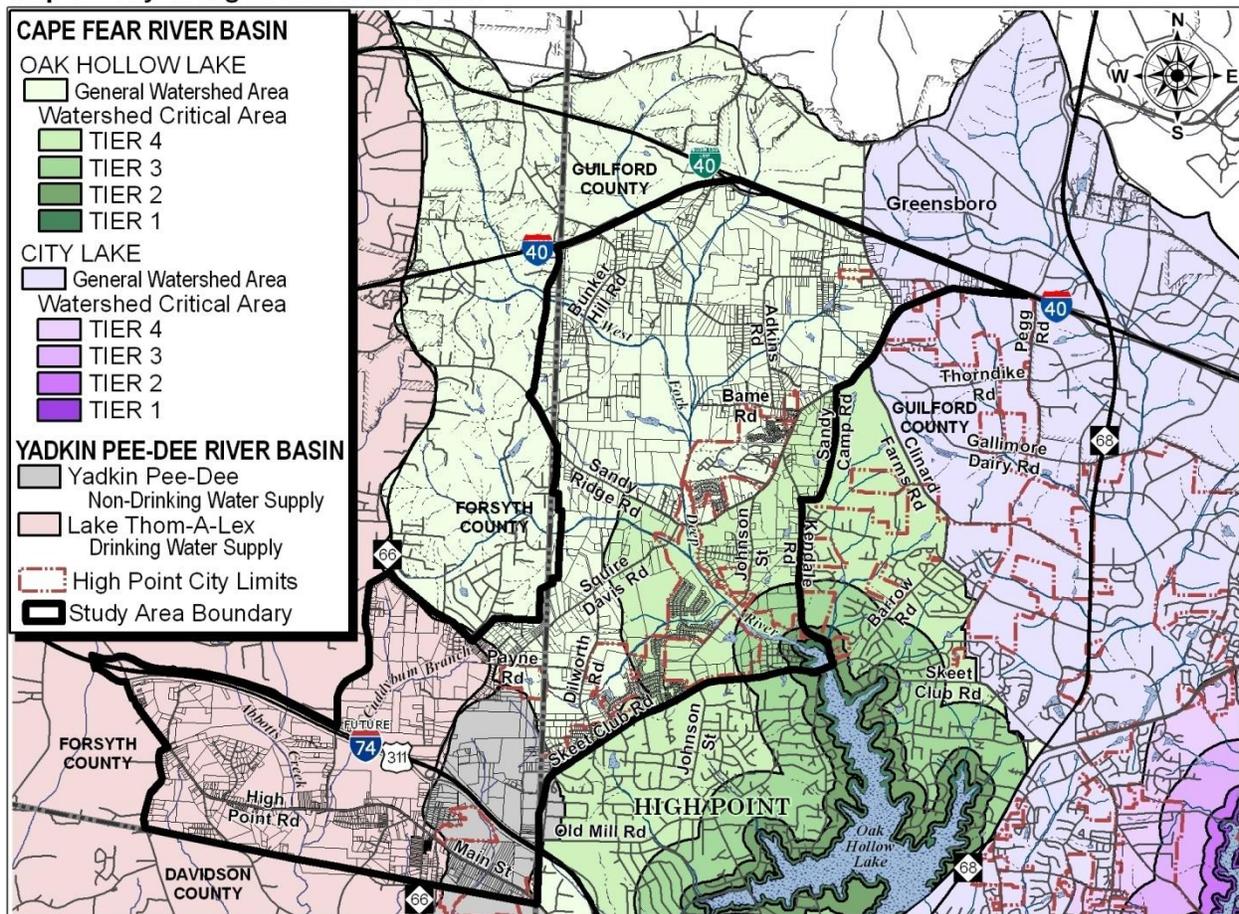
Figure 2: High Point's Eastside Wastewater Treatment Plant.

## Development Regulations

### Watershed Protection Ordinance

The Development Ordinance protects water supply and non-water supply watershed areas including streams through buffer requirements, limits to built-upon area, and water quality devices that can promote larger scale, denser developments. The majority of the study area is in the Oak Hollow Lake General Watershed Area and Watershed Critical Area, while a small area east of Sandy Ridge Road bordering I-40 is in the City Lake General Watershed Area.

**Map 8 - City of High Point Watersheds**



When annexed, a section of the study area in southeastern Forsyth County in the Yadkin Pee-Dee non-drinking water supply will be subject to watershed requirements of the National Pollutant Discharge Elimination System (NPDES) Phase II, which for the first time mandated controls be applied to non-drinking water supply watersheds. Additionally, properties in the Lake Thom-A-Lex Watershed, which lies mostly west of NC 66, will also be regulated by High Point's watershed protection ordinance upon annexation instead of by its current regulator.

High Point’s stream buffers are measured from the top of the bank and they are generally 50 feet for low-density development and 100 feet for high density development. Where steep slopes are present along streams, additional undisturbed buffers are required, though in no case are buffers in excess of 100 feet required. See Map 8 and Tables 2 and 3 for built-upon area requirements.

**Table 2**  
**Minimum Stormwater Controls Required In the General Watershed Area and In Non-Water Supply Watersheds**

Density/Built-upon Area		Minimum Stormwater Control Required
Residential	Multifamily and Nonresidential	
≤ 1 du/2 acre	≤ 6% built-upon area	None
≤ 2 du/acre	≤ 24% built-upon area	Alternate measures
> 2 du/acre	> 24% built-upon area	Engineered stormwater controls

Note: Refer to Chapter 7, Article A of the Development Ordinance for exceptions and qualifications to these requirements.

**Table 3**  
**Minimum Stormwater Controls Required in the Watershed Critical Area**

Density/Built-upon Area		Minimum Stormwater Control Required
Residential	Multifamily and Nonresidential	
≤ 1 du/2 acre	≤ 6% built-upon area	None
≤ 2 du/acre	≤ 24% built-upon area	Alternate measures
N/A	> 24% built-upon area	Engineered stormwater controls

Note: Refer to Chapter 7, Article A of the Development Ordinance for exceptions and qualification to these requirements.

### Airport Overlay District

The Airport Overlay District addresses noise impacts on land uses. Zones 2 and 4 encompass most of the study area in Guilford County. Zone 2 prohibits all new residential uses. Zone 4 requires central heat and air for all new residential uses. There is a small piece of Zone 3 east of Sandy Ridge Road which has noise reduction design standards for new residential construction and a small piece of Zone 1 east of Sandy Ridge Road at I-40 which prohibits new residential and noise-sensitive daytime uses and some large, assembly type uses. All zones require disclosure of potential noise impacts to prospective buyers. See Map 9 for the existing Airport Overlay District, which was adopted in 2003 in response to the planned location of a

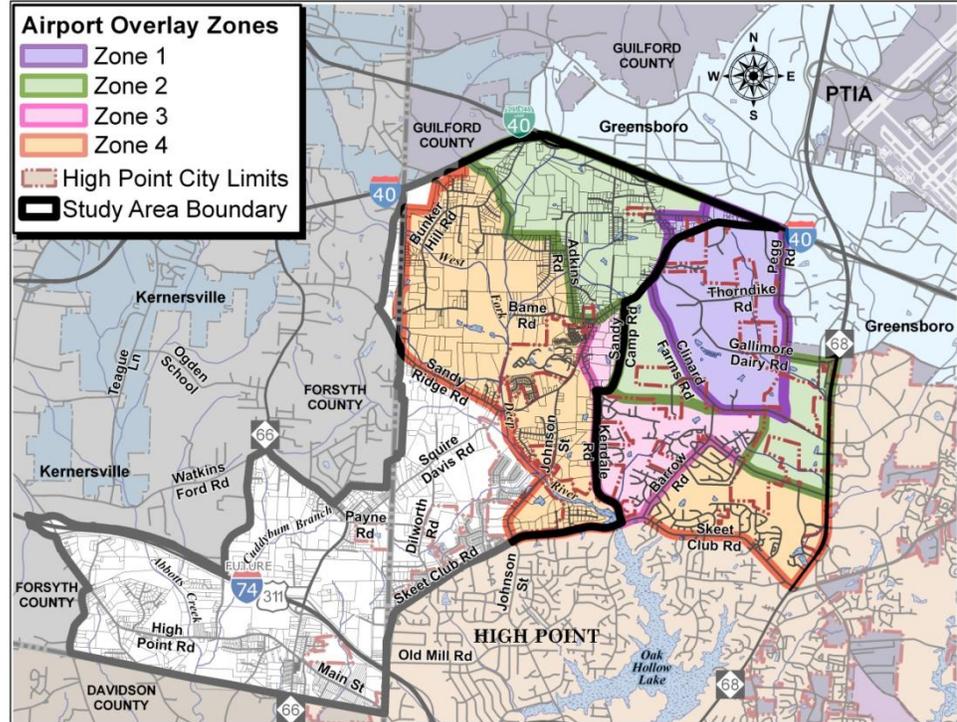


Figure 3: Photo courtesy Piedmont Triad International Airport.

FedEx air cargo sorting hub and parallel runway construction at Piedmont Triad International Airport.

This zoning overlay district and its boundaries are currently under review now that the *Part 150 Study*, which recommends a noise mitigation strategy, is complete and its operational recommendations have been accepted by the Federal Aviation Administration.

Map 9 - Airport Overlay Zones



Staff is considering some potential revisions to the overlay zones based on the *Part 150 Study*.

At full capacity, the air cargo hub operation at Piedmont Triad International Airport is expected to generate a total of 126 landings and takeoffs from late evening into the early morning hours. Most of these landing and takeoffs will occur over north High Point. It was for this reason that a considerable amount of property in the northern part of High Point's planning area was redesignated from Low Density Residential to Restricted Industrial on the *Land Use Plan* in 2003.

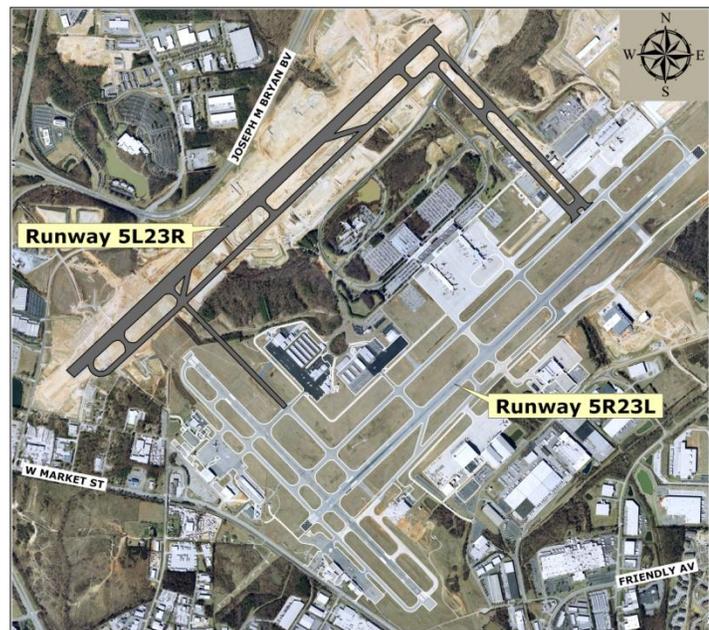


Figure 4: PTIA's new runway under construction.

Historically, flights to and from PTIA on the original commercial runway were directed straight over north High Point. The *Part 150 Study*, necessary for the release of federal noise mitigation funding, makes a series of recommendations intended to minimize the adverse effects of noise on the city. These recommendations

transfer some of the airport's noise impacts slightly to the east through a requirement for aircraft departing from the old, easternmost runway to follow the Hwy. 68/Eastchester Dr. corridor. However, and perhaps most important for the study area, all Boeing 727 cargo jets, the component of the FedEx fleet that produces the loudest noise, will now use the new, westernmost runway exclusively. The result is that the portion of the study area subject to individual flight events reaching 80, 85 and 90 decibels will shift somewhat to the west, away from the most densely populated part of north High Point when compared to the present flight regime (see Map 9).

### **Current Agreements, Plans and Policies Affecting the Study Area**

Constraints are placed on development in a number of ways, both physical and non-physical. Non-physical constraints on land development include policies, regulations and related devices.

Two annexation agreements, a sewer extension agreement and a number of adopted policies and ordinances will help shape development in the northwestern part of High Point's planning area now and in the future.

#### **Annexation Agreements**

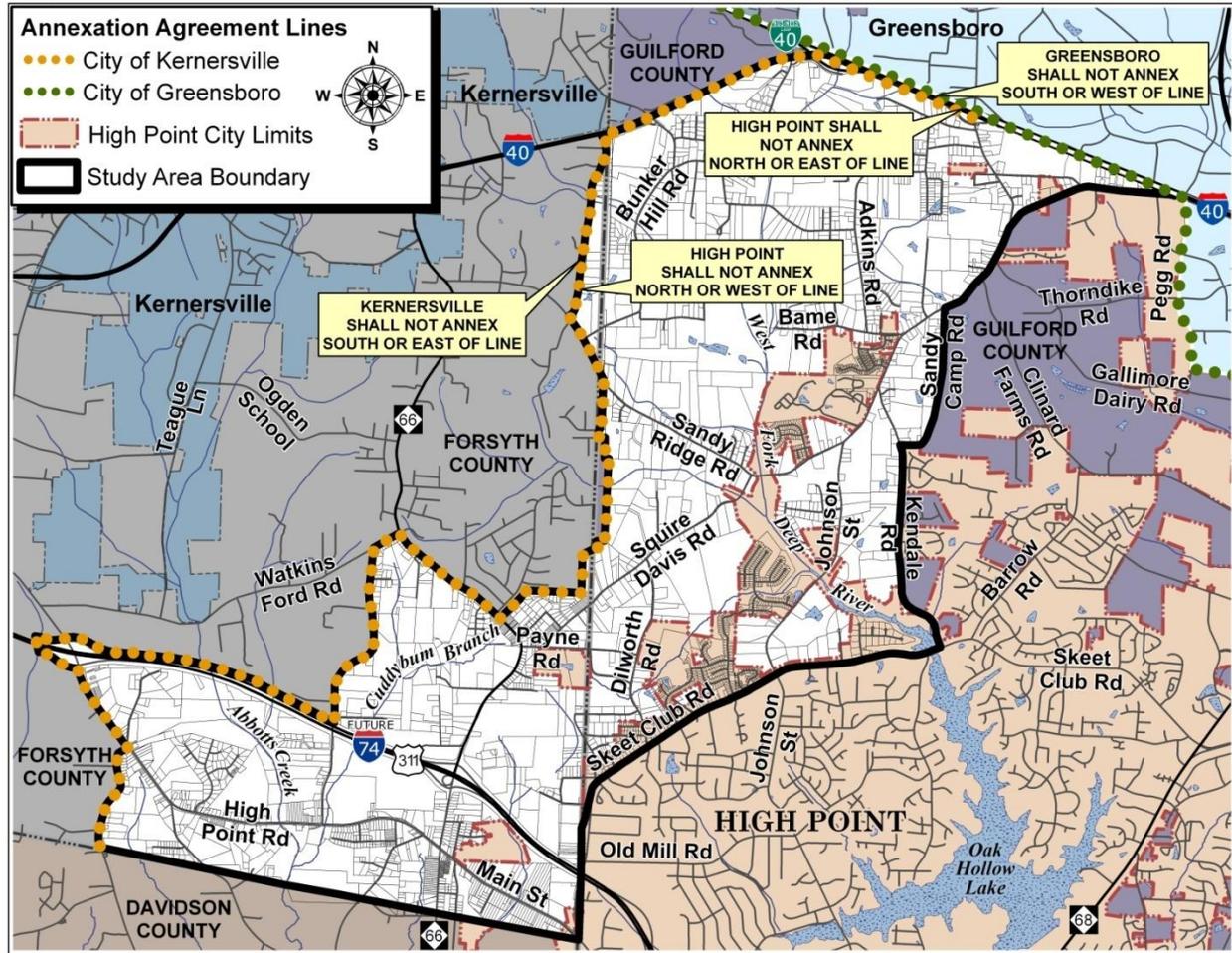
Cities in North Carolina can enter into annexation agreements that determine where each participant in the agreement may annex property. Annexation agreements are important because they control a city's ultimate growth boundary, at least while they are in force.

High Point's first annexation agreement with a neighboring jurisdiction was established with Greensboro in December 1988 under the authority of a Special Act of the North Carolina General Assembly, Chapter 1009 of the North Carolina Session Laws. This agreement boundary begins at the intersection of Business 40 and the Guilford/Forsyth county line and continues generally southeast along Interstate-40, Pegg Road and beyond. The agreement was re-established in 2008 and will expire in 2038. See Map 10.

The city's second annexation agreement in the study area is with the Town of Kernersville. It was originally agreed to in September 1995 and was due to expire in 2015. This annexation agreement cited the authority provided by a statute passed subsequent to Chapter 1009, Chapter 160A, Article 4A, Part 6 of the North Carolina General Statutes. The High Point/Kernersville Annexation Agreement was replaced by a new agreement in 2007, adding an additional 2,500 acres to High Point's planning area. The agreement boundary between the two communities now extends west from Sandy Ridge Road along Interstate 40 to just west of the Guilford County/Forsyth County line, then south through eastern Forsyth County and western Guilford County until turning generally west and south through Forsyth County along NC Highway 66, Watkins Ford Road, Pine Meadow Drive, US 311, High Point Road and Abbots Creek Church Road. This agreement expires in 2027 (see Map 10).

The sewer extension agreement noted in the initial section of this report is defined in a Memorandum of Understanding (MOU) between High Point and Kernersville that was a companion to the new annexation agreement. The MOU provides for High Point's extending sanitary sewer utilities north to serve a Kernersville industrial park north of Business 40. Construction of that line is now completed. This line potentially opens up a large area for development at an urban scale.

Map 10 - Annexation Agreements



Plan Documents

The three planning documents most directly applicable to the *Northwest Area Plan* are the *Community Growth Vision Statement*, the *Land Use Plan*, and the *Johnson Street/Sandy Ridge Road Area Plan*. The vision statement details a variety of quality-of-life goals, including several concerning economic development. It is also the most current of the three documents. The *Land Use Plan* presents the official and adopted chief planning guide for land use recommendations and decisions by the Planning and Zoning Commission and City Council. The *Johnson Street/Sandy Ridge Road Area Plan* significantly changed designated land use in the core of the study area. Several of

the issues raised in the plan continue to be important, including: needed transportation improvements, aircraft noise impacts and industrial development.

### Community Growth Vision Statement

The formation of the *Community Growth Vision Statement* was the initial step in the creation of the *Core City Plan*, but it was intended to form the basis of other future plans, as well. The statement was the product of an extensive public process, and it applies to the entire community.

Most of the *Community Growth Vision Statement's* goals are at least in part pertinent to the *Northwest Area Plan* as are one or more of the objectives under each goal. They emphasize the need to:

- strengthen and diversify the city's economy through industrial recruiting and improving High Point's quality of life;
- balance the efficient movement of vehicles with the needs of the pedestrians, alternative transit modes, and aesthetic quality;
- create more mixed-use areas with a variety housing types and a wide range of available goods and services;
- encourage new development and redevelopment to adhere to high levels of design; and
- provide protection for the environment while promoting development.



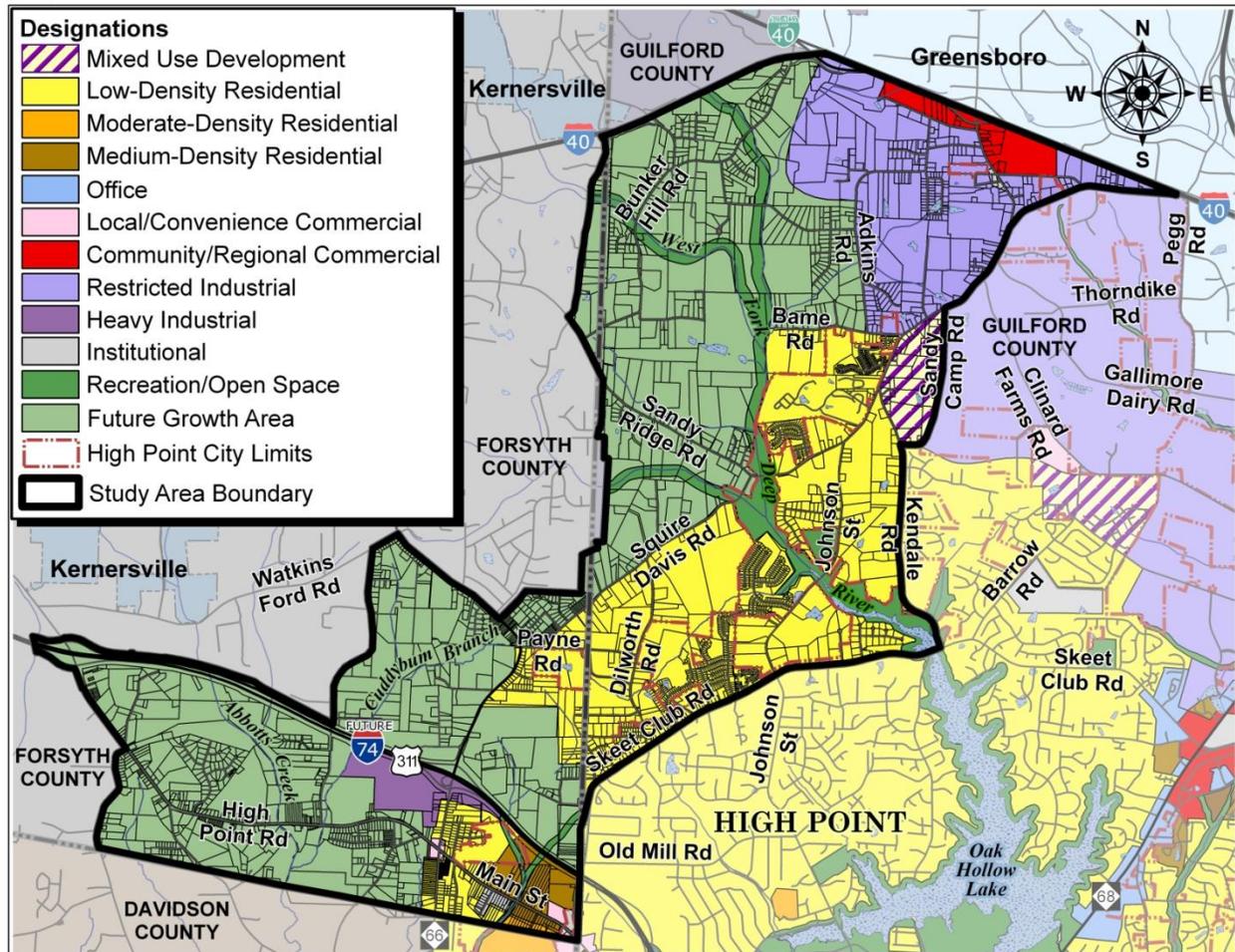
### Land Use Plan

On the city's current *Land Use Plan*, (see Map 11), the land use designations predominant in the Guilford County portion of the planning area are Future Growth Area, Low Density Residential and Restricted Industrial. The Low Density Residential designation applies to most of the land area south and east of Bame Road, the west fork of the Deep River and Squire Davis Road. The exception is an area of Mixed Use Development formed by Sandy Camp Road, Kendale Road and Sandy Ridge Road. Property to the northwest and west is designated as Future Growth Area. There is a significant amount of land designated for Restricted Industrial use west of Sandy Ridge Road and a strip of Community/Regional Commercial land use designation along Norcross Road south of I-40.

In the southeast corner of Forsyth County primarily east of NC 66, the *Land Use Plan* designates areas for Future Growth Area, Low Density Residential and Medium Density

Residential use, along with some Local/Convenience Commercial sites. Two locations are designated for Institutional use, recognizing two churches and a cemetery. The quarry and asphalt plant, located at US 311 and NC 66, are designated as Heavy Industrial. The remainder of the area which lies primarily west of NC 66, is designated as Future Growth Area. This approximately 2,500 acre area was added to the city's planning area from Kernersville's planning area through the new annexation agreement between the two communities concluded in 2007.

Map 11 - Current Land Use Plan



The land use goals and objectives found in the *Land Use Plan* are quite general in nature and in a sense are less pertinent to the study area than the more specific ones presented above in the vision statement. However, when it comes to policies, the situation is different. Land use designations on the Land Use Map illustrate the policy of the city of High Point regarding how land should be developed in the future. As noted earlier, the *Johnson Street/Sandy Ridge Road Area Plan* brought significant change to land use classifications in the study area, but so did the 2000 *Land Use Plan* by introducing the concept of a Future Growth Area. This designation applies to about 5,287 acres of the 10,260 acre study area. This Future Growth Area was analyzed

again in 2006 and was left as originally recommended. The *Land Use Plan* defines Future Growth Area as an area that:

“... 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 near-term unless 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.”

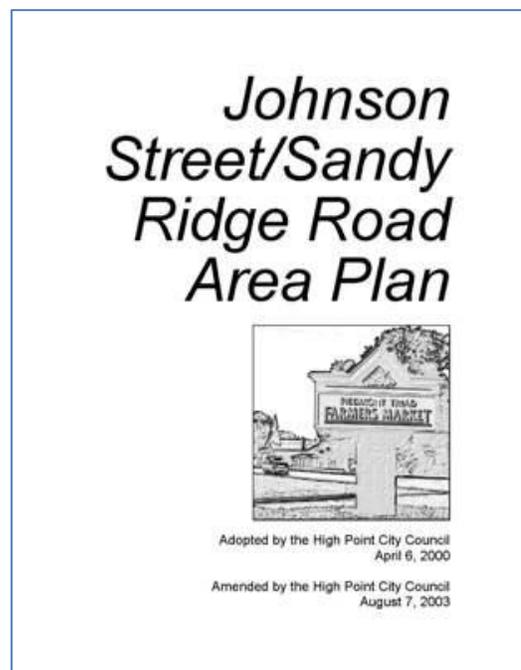
The Future Growth Area land use designation has proven to be a useful tool in that it tends to discourage proposals for land development in parts of the city’s planning area deemed premature for development based on the city’s ability to adequately provide services.

Another relevant policy from the *Land Use Plan*, given the amount of rural residential development in the study area, is the policy relating to the sensitivity required when siting potentially conflicting land uses near existing residential uses. That policy is summarized on pages 5 and 6, above.

### Johnson Street/Sandy Ridge Road Area Plan

A large portion of the *Northwest Area Plan* study area was the subject of a small area plan adopted by City Council in April 2000 and amended in August 2003. The planning process for the *Johnson Street/Sandy Ridge Road Area Plan* coincided with the announcement and the subsequent release of additional information on the proposal for an air cargo sorting and shipping hub (FedEx) at Piedmont Triad International Airport. The FedEx proposal had considerable effect on the plan’s policies, including a significant reduction in the amount of land designated for Low Density Residential use and a related increase in land designated for Restricted Industrial use.

The *Johnson Street/Sandy Ridge Road Area Plan* study area included property on each side of the Johnson Street/Sandy Ridge Road corridor between the US 311 Bypass and Interstate 40. The corridor is approximately 3,000 feet wide south of the Deep River. North of the river, however, the planning area widened greatly, stretching from the eastern-most main arm of the West Fork of the Deep River east approximately



3.3 miles to what was then a line forming the western boundary of PTIA's noise contour for its primary runway, 5-23 (now called 5R23L). The planning area totaled approximately 6,000 acres.

Three of the development issues identified in the *Johnson Street/Sandy Ridge Road Area Plan* related directly to FedEx and remain important considerations in the northern part of High Point's planning area. They involved the following:

- The need for additional industrial property to accommodate high quality industrial growth in order to continue the diversification of High Point's economy;
- The impact of FedEx and the fact that it will bring significant new employment to the area, both directly and indirectly; and
- The fact that the large number of aircraft flights generated by the air cargo hub, especially at night, would likely require additional restrictions on land use in the vicinity, particularly on residential land use.

The *Johnson Street/Sandy Ridge Road Area Plan* and the *Northwest Area Plan* have other issues in common, including the importance of watershed protection, the preservation of natural areas and open space, the need for parks and a mixture of housing types and the requirement for a serviceable transportation network.

The only issue on which the *Johnson Street/Sandy Ridge Road Area Plan* and the *Northwest Area Plan* exhibit disagreement is on the level of commercial goods and services required in this area. The *Johnson Street/Sandy Ridge Road Area Plan* called for considerably less commercial development than is recommended in this plan, and it did not include concepts like Activity Centers, Business Center Areas and Business Support Areas (which are discussed in detail on pages 29-36). Therefore, the *Northwest Area Plan* and its recommendations will replace the *Johnson Street/Sandy Ridge Road Area Plan* and its recommendations upon adoption.

## Policies

Policies are statements of intent adopted by City Council that provide information about how it will make certain decisions in particular situations. The three policies most pertinent to the study area speak to the following: 1) the conditions under which water and sewer utilities will be extended to a property; 2) the financial development incentives that might be made available; and 3) interim development decision criteria to be used in the study area prior to the adoption of *Northwest Area Plan*.

### Water and Sewer Utility Extension Policy

High Point generally does not allow the extension of water and sewer utilities to develop property without the property owner's requesting to be annexed into the corporate limits. Applications for rezoning to a High Point zoning district and applications for annexation are processed simultaneously. Specifically, the policy states: "It is the general policy of the City of High Point to provide water and sewer utility services only to properties within the corporate limits of the city and to allow the extension of such lines to serve

properties only within the corporate limits. No water or sewer utility shall be provided to any property outside the corporate limits of the City of High Point unless the owner of that property petitions for voluntary annexation, and the City Council approves that annexation prior to the receipt of water and sewer services, or the owner applies for and the property meets an exception to this general policy.”

The exceptions generally have to do with the inability of the city to provide full services from a practical or legal standpoint and involve an agreement by the property owner to be annexed at some point in the future. The exceptions also involve particular development requirements for the property and are intended to keep water and sewer utility services to the property at a minimum.

Development Incentives

Businesses potentially interested in locating or expanding in a particular area often request financial incentives. High Point has an adopted Economic Development Incentive Policy that is intended to provide assistance to proposed businesses seeking to expand or relocate and which will create quality, “head-of-household” jobs. The incentives are used to encourage new investment and job creation in High Point and can be specifically targeted at attracting corporate/division headquarters, research and development and emerging growth businesses and industries. The level of incentives is greater and the qualifiers less stringent in targeted brownfields and older development areas to encourage reuse of buildings and redevelopment of land.

The program is designed to “offset site development, machinery/equipment and startup costs” incurred by a new or expanded business. The city policy has different thresholds for public vs. private investment, total public investment and income requirements for new employees depending on the area of the city. See Table 4.

Table 4  
City of High Point Economic Incentives

Location	Qualifier			
	Minimum Capital (New)	Minimum Investment (Expansion)	Minimum Avg. Wage	Max. Incentive (% of Investment)
North High Point	\$17,500,000	\$2,000,000	100% of annual county wage	1.785%
South High Point	\$4,000,000	\$1,000,000	75% of annual county wage	2.380%
Macedonia, West End, Washington Street, East Green, Five Points, & Redevelopment Buildings	\$500,000	\$250,000	60% or annual county wage	2.975%

Note: Refer to the full text of the policy for details pertaining to exceptions to minimum qualifications.  
Source: High Point Economic Development Corporation

This policy requires a larger private investment in the north High Point area than in other areas of the city. It allows for a smaller private investment for development or redevelopment in older parts of the city by providing a higher percentage of the public share of the total investment.

The state of North Carolina also has a number of incentive programs. The two most applicable ones are the One North Carolina Fund and the Job Development Investment Grant (JDIG).

The One North Carolina Fund's intent is to recruit and expand quality jobs in high value-added, knowledge-driven industries, as well as to assist in the expansion of those industries considered vital to the economy. At the present time, the fund consists of non-recurring appropriations made by the NC General Assembly. The proposed location of the new business or expansion of an existing business must be in competition with another location outside the state.

Companies can receive money for one or more of the following:

- Installation or purchase of equipment;
- Structural repairs, improvements or renovations of existing buildings to be used for expansion; and
- Construction or improvements to new or existing water, sewer, gas or electric utility distribution lines or equipment for existing buildings.

In order to be considered for assistance, a company must agree to pay average wages. There is a local match requirement. Several economic and environmental factors are taken into account in judging a proposal, and special weight is given to applications from companies seeking to locate or expand in areas that have experienced sudden and severe economic disruptions.

The JDIG program stimulates economic activity and creates new jobs by promoting the expansion of existing business and industry and by recruiting and attracting new business and industry. Grant funds are disbursed annually to approved companies based on a percentage of withholding taxes paid by new employees, following satisfaction of performance criteria set out in grant agreements. JDIG awards up to 25 grants a year and they can result in payments to a business for up to 12 years. The total paid out in any one year cannot exceed \$15 million, with a maximum of up to \$180 million to allocate in benefits to the 25 businesses over a 12-year period.

The successful grant applicant must demonstrate that the proposed project will:

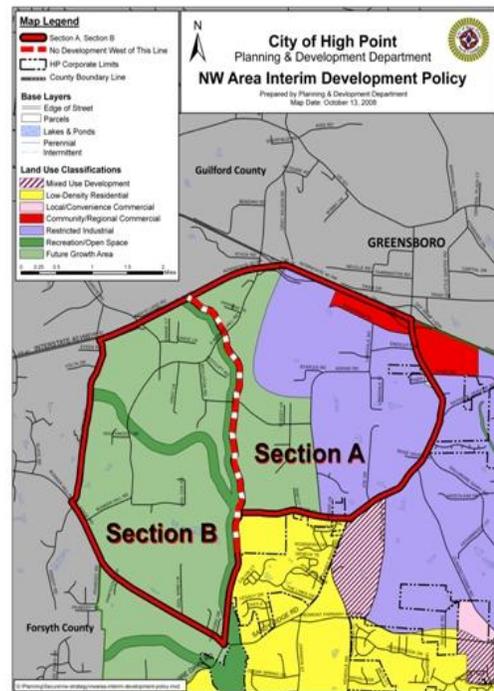
- Result in a net increase in employment;
- Increase opportunities for employment and strengthen the state's economy;
- Be consistent with the economic development goals of the state and of the area in which it is located;
- Be competitive with another state(s) or country; and
- That the grant is necessary for the completion of the project in the state.

Northwest Area Interim Land Development Policy

On October 20, 2008, City Council adopted an interim policy providing guidance for land development in the study area until the *Northwest Area Plan* could be completed and considered by City Council. The purpose of this policy was to ensure, in the interim, that land development proposals were timed with the city’s ability to serve the area and were consistent with the city’s growth expectations for land development utilizing the city’s new sewer line along the West Fork of the Deep River to serve Kernersville. For the purposes of this policy, the area was divided into two sections. The interim policy reads as follows:

Section A: Development proposals with voluntary annexation requests for property in Section A, primarily east of the sanitary sewer outfall line, are expected to exhibit the following characteristics:

- Predominately, large-scale, employment based development where the majority of land and buildings are put forward for employment uses (i.e. offices, industries, etc.) that are generally consistent with the Restricted Industrial classification of the city’s *Land Use Plan*
- Possesses good potential to generate high quality job growth and high employee per building square foot ratio
- Provides sufficient vehicular access to Sandy Ridge Road and connectivity for future land development
- Insures quality urban design and architectural features
- Respects environmental features of the land
- Sensitive to adjacent rural residential subdivisions
- Contains no new residential components



Section B: Voluntary annexation requests for property in Section B, primarily west of the sanitary sewer outfall line, will not be considered by the City Council for annexation until the sewer outfall line is completed, the *Northwest Area Plan* is considered by the City Council, and the Future Growth Area designation for the area is changed by City Council.

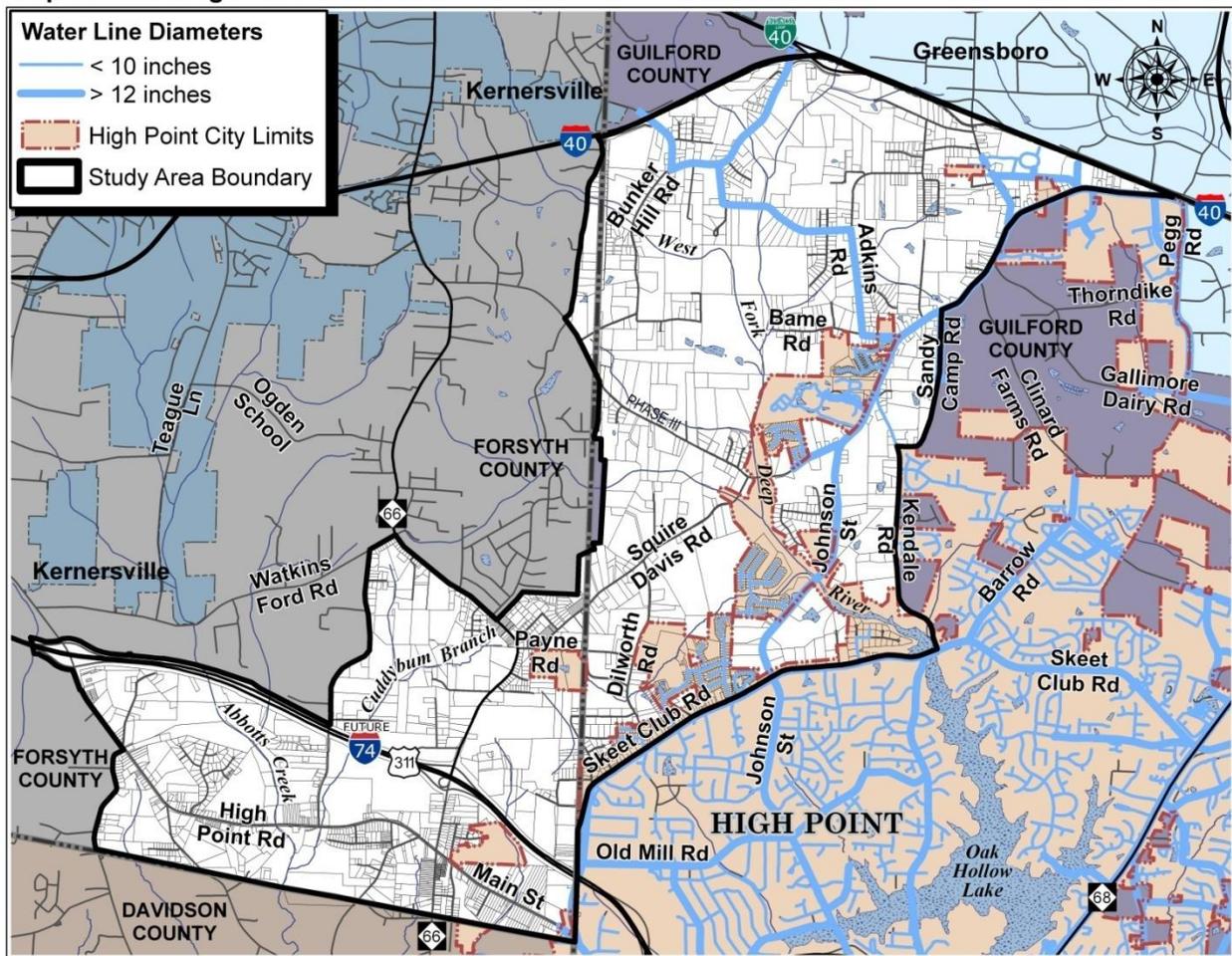
This interim land development policy shall remain in effect until the *Northwest Area Plan* is considered by the City Council or until this policy is otherwise repealed or amended by the City Council.

**Infrastructure**

**Water and Sewer**

An existing water line extends through an unincorporated part of the study area along Sandy Ridge Road, to which new developments could connect upon annexation. An additional water line is under construction from Sandy Ridge Road to the northwest along Adkins Road, Boylston Road, Bunker Hill Road, and Macy Grove Road. Construction should be completed by February 2011. Connections to these new lines will require annexation. Water lines are typically run with the streets and they must grow outward from existing lines, so incremental growth from the existing city limits is the most efficient form of growth. See Map 12.

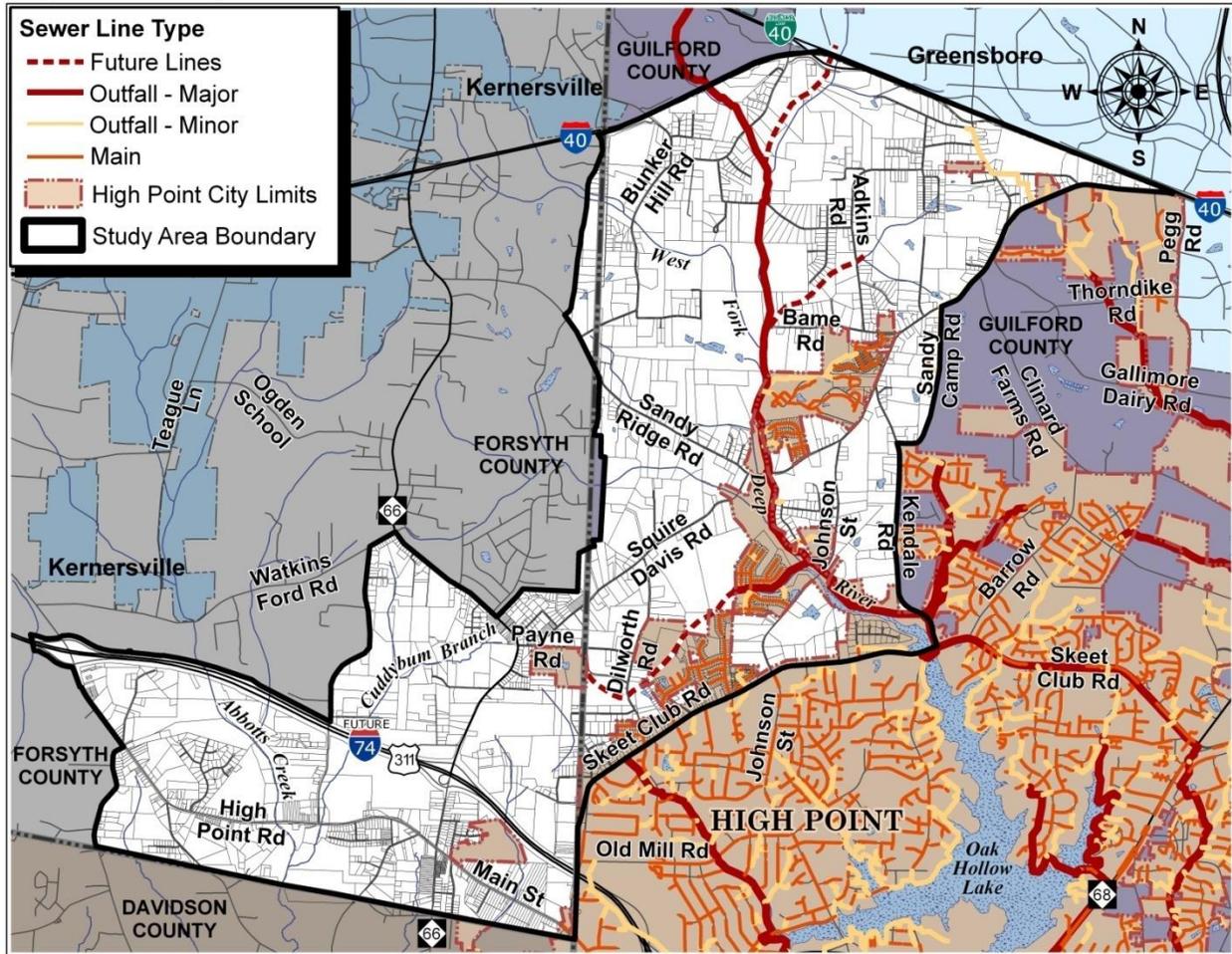
**Map 12 - Existing Water Lines**



As was noted earlier, the city extended a sanitary sewer outfall along the West Fork of the Deep River to a point north of Business 40 under the Memorandum of Understanding (MOU) with Kernersville. This project is now complete and additional connections to this line that are not covered by the MOU will be required to annex prior to receiving sewer service.

In addition to this outfall, two others will be needed in the future to fully serve the area east of the existing outfall toward Sandy Ridge Road. Both will follow unnamed watercourses flowing into the West Fork of the Deep River from the east. They will likely be development driven with the possibility of some city participation, depending on the type of development and its investment.

Map 13 - Existing and Future Sewer Lines



Another future outfall will be constructed parallel to and north of Skeet Club Road to serve an approved residential development. This outfall will be funded by the developer. Existing and future sewer lines are shown on Map 13.

### Transportation

Every study that has looked at this part of High Point's planning area has produced recommendations for a substantially enhanced road transportation network, primarily because the existing network is fragmented and connectivity is poor. There are several planned or proposed road projects within or with impact on the study area that will, if constructed, improve this situation. Three of these projects are included in the *High Point Metropolitan Planning Organization's 2009-2015 Transportation Improvement*

*Program* (MTIP), which was adopted in August 2008. Others are planned for later implementation. The three road projects listed in the MTIP are:

- A section of the North-South Connector, which will eventually connect I-85 and US 311 (future I-74) with I-40. The section of this proposed road, from I-85 at Thomasville to US 311, is also referred to as the Westside Thoroughfare.
- The widening of Johnson Street/Sandy Ridge Road from Skeet Club Road to I-40, and
- The widening of Skeet Club Road from Eastchester Drive to North Main Street.

The MTIP shows construction funding only for the portion of Skeet Club Road from Eastchester Drive to Johnson Street and points out that the Johnson Street/Sandy Ridge Road project is only programmed for planning and environmental study at this time. Two options for the Johnson Street/Sandy Ridge Road project were identified during the feasibility study conducted in 2001-02.

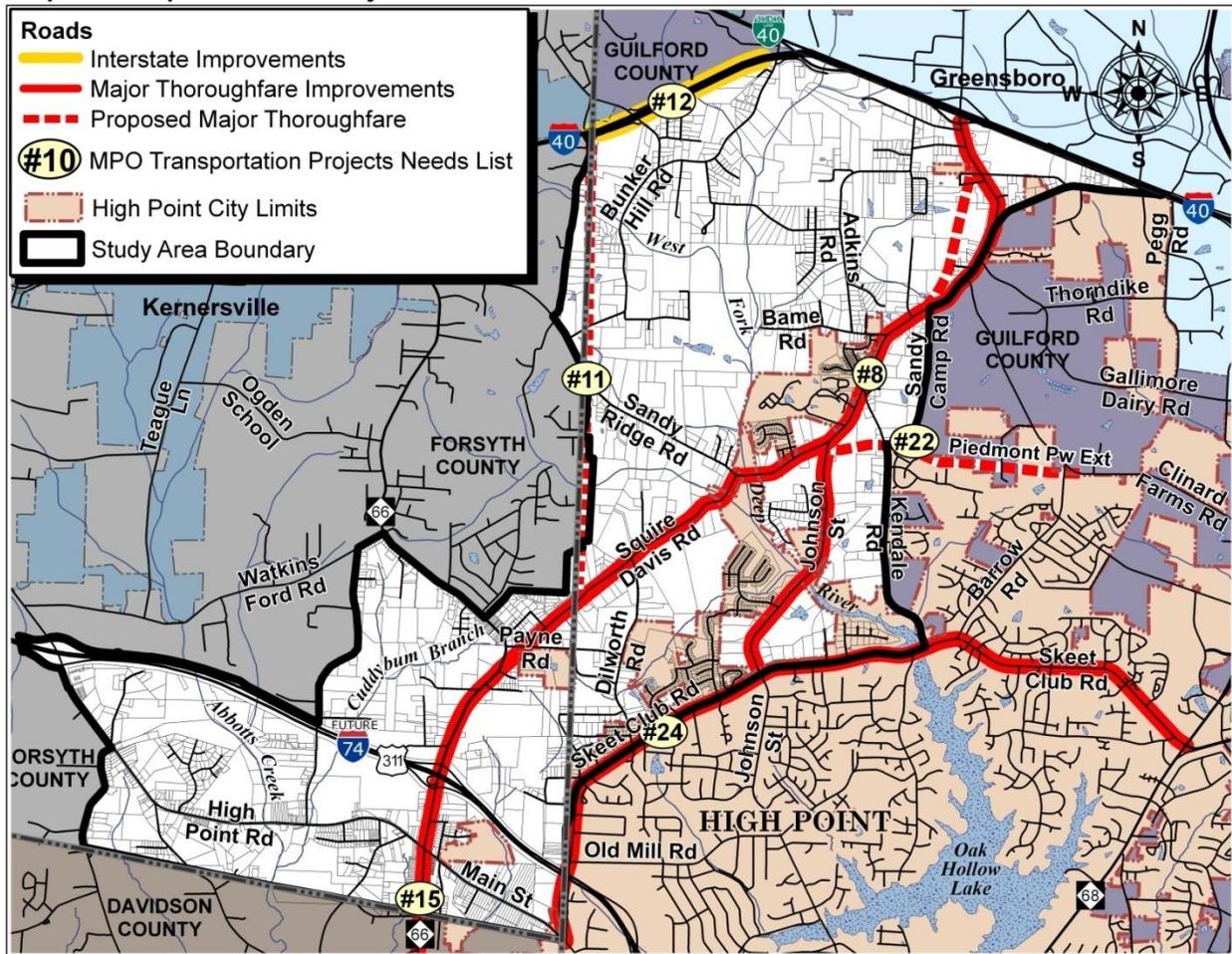
One was to improve the road on its current location. The other was to construct a portion of the route north of Sandy Camp Road to I-40 on a new location in order to improve the horizontal alignment and reduce property impacts. This option would have some negative impacts, including splitting several large, developable tracts of land, which could affect the size and type of future planned development along the corridor. A decision on the final route will be made during the National Environmental Policy Act



(NEPA), engineering and design process, which is scheduled to begin in 2011. Impacts such as the one noted are part of the analysis that will take place during the NEPA process.

Road projects listed in the MTIP are also included in the longer-range *High Point Urban Area 2035 Multi-Modal Long Range Transportation Plan* (LRTP). The LRTP presents a variety of transportation projects in 10-year increments out to the year 2035. According

**Map 14 - Proposed Road Projects**



to the LRTP, all projects are “fiscally constrained,” and only those projects for which funding can be reasonably expected to be obtained are incorporated. The widening of Skeet Club Road between Eastchester Drive and Johnson Street is expected to be complete by 2015. By 2025, several other road projects could be completed, including widening the remainder of Skeet Club Road to North Main Street, the Johnson Street/Sandy Ridge Road project, and the Piedmont Parkway extension. The North-South Connector from US 311 to I-40 (which could ultimately follow the alignment of Sandy Ridge Road north of Johnson Street) is projected by the High Point Metropolitan Planning Organization (HPMPO) to be completed by 2034.

The northern segment of the North-South Connector remains under study. Currently two alternatives are being analyzed in a feasibility study that is due to be complete in early 2011. The alternatives are shown on transportation planning maps as widening NC 66 and Squire Davis Road to the Guilford County/Forsyth County line, then following the line north to I-40; or widening NC 66 and Squire Davis Road to the improved Sandy Ridge Road to I-40. Routing the North-South Connector along existing alignments would likely have fewer environmental impacts than a completely new alignment and would save money, as well.

The completion of the second segment of the North-South Connector, from Business 85 to US 311 is projected for sometime between 2025 and 2035. Of the projects listed in the LRTP that are within the study area, only the North-South Connector is referred to as having regional significance by the HPMPO.

An additional document, the *2009 High Point MPO Transportation Project Needs List*, notes the most important road projects in priority order from the point of view of the High Point Metropolitan Planning Organization. This list was given to the State Department of Transportation for consideration in preparing the State Transportation Improvement Plan (STIP). Those projects most impacting the study area are ranked as follows:

- #8 widening Johnson Street/Sandy Ridge Road;
- #11 the northern portion of the North-South Connector;
- #12 widening I-40 (not now included in any plan);
- #15 the southern portion of the North-South Connector (also known as the Westside Thoroughfare);
- #22 the Piedmont Parkway Extension; and
- #24 completing the widening of Skeet Club Road to Main Street.

These road projects are shown on Map 14.

## NORTHWEST AREA PLAN RECOMMENDATIONS

### Introduction

The background information provided above gives the framework from which a desired future can be envisioned. The following sections of the *Northwest Area Plan* address the recommendations of the area plan and how they could be achieved through the following topic areas:

- Goals and Objectives;
- Development Nodes,
- Development Requirements;
- Design Guidelines for non-residential development;
- Recommended Land Use Plan Amendments; and
- Plan Implementation.

## Goals and Objectives

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 streams, wetlands and steep slopes through the siting of development in appropriate locations.
- **Objective 1b:** Maintain a high level of water quality for aesthetic, environmental and economic reasons through measures like minimizing land disturbing activities and improved stormwater management techniques.
- **Objective 1c:** Where possible, preserve mature trees, and provide for increased planting and replanting rates in new development with an emphasis on native plant materials.
- **Objective 1d:** Stress the maintenance of open space during development planning, and provide for the linking of open space areas and environmentally sensitive lands through multi-use greenways, more primitive nature trails and natural wildlife corridors.
- **Objective 1e:** Recognize the contributions that active farms make to natural values, including wildlife habitat and open space, through the use of several existing techniques that encourage farmland preservation.
- **Objective 1f:** Understand that some areas are inappropriate for higher density development due to significant environmental values and constraints; instead, reserve these areas for passive recreation, conservation development or farming.
- **Objective 1g:** Identify the important primary habitats existing in this area, and preserve representative examples in order to maintain a viable population of wildlife dependent on them.

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

- **Objective 2a:** Ensure quality development by requiring high aesthetic standards in site and building design, construction materials and intra-development coordination.
- **Objective 2b:** Promote development that is in harmony with human scale.
- **Objective 2c:** Encourage non-residential development that includes a mixture of retail and service uses conveniently accessible to nearby residential areas and jobs in employment centers.
- **Objective 2d:** Provide for residential development at a variety of densities and affordability levels.
- **Objective 2e:** Protect existing residential neighborhoods from new non-residential development through design standards and landscaped buffers.
- **Objective 2f:** Promote efficient, environmentally friendly development through maintaining the Future Growth Area land use designation and the continuation of High Point's water and sewer extension policy.

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

- **Objective 3a:** Maintain the transportation integrity of major thoroughfares through access control measures like restrictive driveway policies and the use of landscaped medians.
- **Objective 3b:** Provide intra-and inter-development transportation connectivity via streets, sidewalks, greenways and less formal trails.
- **Objective 3c:** Ensure that new development provides the infrastructure requirements of a multi-modal transportation system like bus stops/shelters and bicycle racks.
- **Objective 3d:** Meet environmental and aesthetic needs through landscaping and the preservation of existing trees along transportation corridors.
- **Objective 3e:** Expand mass transit services as growth in the area warrants and funding is available.
- **Objective 3f:** Encourage higher density residential and mixed use development around potential transportation centers.
- **Objective 3g:** Create a transportation system that permits easy and efficient shifting from one mode of transportation to another through measures like cooperative scheduling and routing among modes.

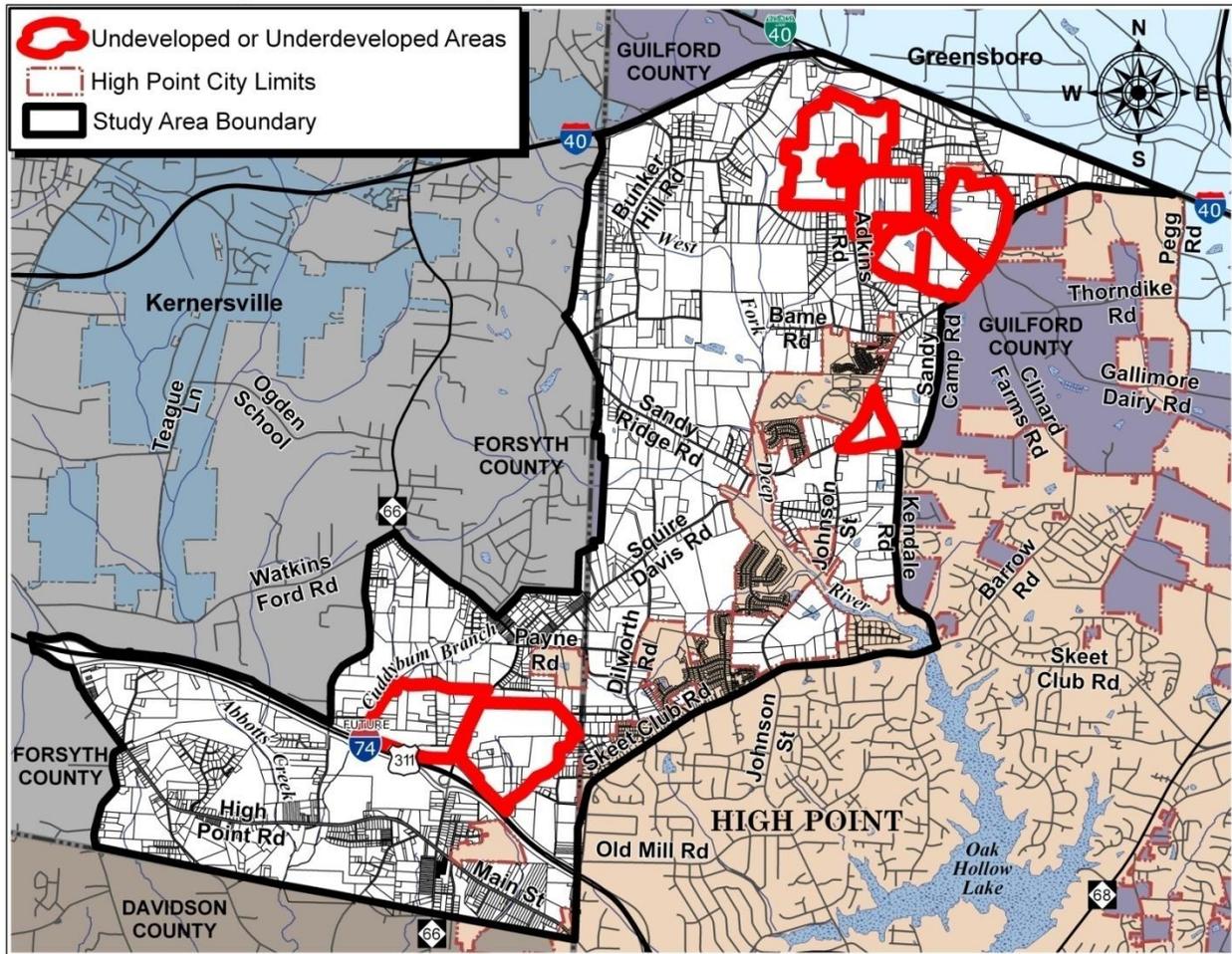
**Goal 4:** Continue economic development programs to respond to the needs of a growing area and a changing economic environment.

- **Objective 4a:** Target selected industries and industrial sectors that provide high-value jobs and significant property valuations and which will contribute positively to a diversifying economy.
- **Objective 4b:** Participate in coordinating local and regional economic development activities by working closely with all economic development agencies.
- **Objective 4c:** Support educational facilities and programs that train workers for existing and targeted businesses.
- **Objective 4d:** Strongly consider the short- and long-term environmental impacts, both negative and positive, of economic development projects.
- **Objective 4e:** Ensure that economic development policies and incentives are consistent with the other goals and objectives of this plan.

### Development Nodes

In the study area, eight large, undeveloped or underdeveloped clusters of parcels were identified and are recommended for non-residential use. These parcels consist of aggregated properties relatively free from environmental constraints and currently undivided by major roads. The total area of these properties is approximately 996 acres – 636 acres are in Guilford County with 360 acres in Forsyth County. Development of this acreage should generate significant job growth. These areas are shown on Map 15. Other undeveloped areas are recommended for residential uses ranging from very low density to medium density.

Map 15 - Undeveloped or Underdeveloped Areas



The Environmental Impact Statement (EIS) for the air cargo sorting hub at Piedmont Triad International Airport estimated that in excess of 16,000 jobs would be created in the vicinity as a direct or indirect result of the facility. While the economic downturn may slow the creation of these jobs, every effort should be made to encourage the type of development that pays higher than average wages and comparatively large numbers of skilled employees, such as the firms that have already been attracted to the airport and its surroundings, including Timco, HondaJet and RF Micro Devices. These types of businesses also tend to have properties that are highly valued for property tax purposes, so it makes economic sense to try to attract them. This is in contrast to large warehouse operations that have relatively few employees per square foot of development. This latter type of development is more appropriately located east of Sandy Ridge Road where the topography is better suited for it and where there is better truck access to Interstate 40 via Highway 68 and Chimney Rock Road.

Based on the EIS and the undeveloped/underdeveloped areas, 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:

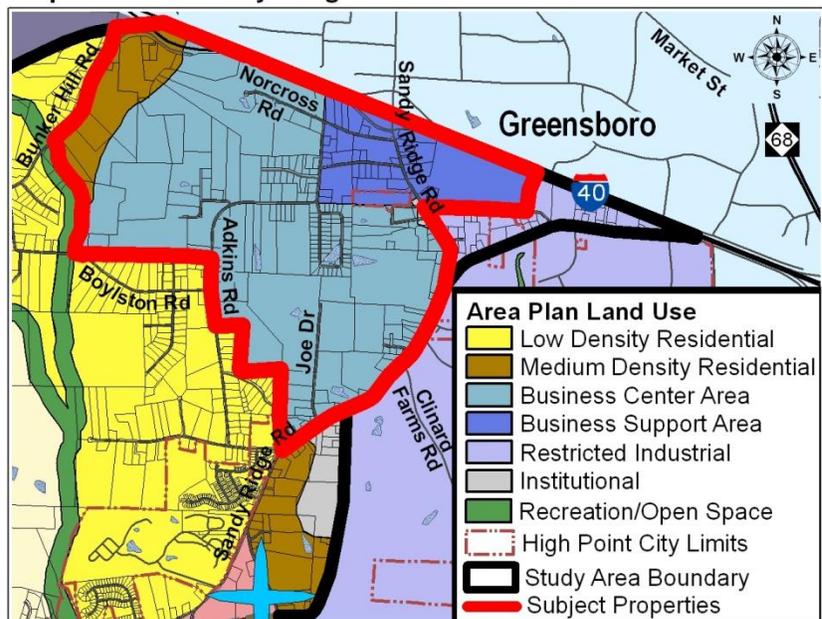
- I-40/Sandy Ridge Road/Bunker Hill Road;
- Sandy Ridge Road/Piedmont Parkway Extension; and
- US 311/NC 66.

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.

### I-40/Sandy Ridge Road/Bunker Hill Road

**Business Support Area** - In the extreme north of the study area, around the interchange of Sandy Ridge Road and I-40, there is a potential Business Support Area consisting of about 211 acres. The area is divided between the General Watershed Areas of Oak Hollow Lake and City Lake and it can be developed at 70 percent built-upon area. This area (see Map 16) is intended to accommodate a wide variety of office, retail, hotel, restaurant and related uses to support future employment growth.

Map 16 - I-40/Sandy Ridge Road/Bunker Hill Road



The existing commercial node is currently occupied by the Farmer's Market on the east side of Sandy Ridge Road and by a variety of businesses on the west side, most of which are not really associated with I-40. The Business Support Area would differ in some respects from a general commercial node in that it would contain a mix of uses designed to provide goods and services to nearby employment centers rather than being focused on attracting a wider general public clientele or serving interstate travelers. There is opportunity here for some redevelopment, perhaps with a hotel and other support uses such as restaurants and other personal services for the adjacent proposed Business Center. Controls would be placed on façade treatments, lighting, landscaping and signage. This location would become even more prominent if Sandy Ridge Road is improved north of I-40 to make a more direct connection to the airport. This area is recommended for a Community/Regional Commercial designation on the *Land Use Plan*.

Business Center Area - Wrapping around the potential Business Support Area to the south and west will be a larger Business Center Area of approximately 964 acres (see Map 16). Like the Business Support Area, this Business Center can be developed with 70 percent built-upon area. It is meant to accommodate a wide variety of employment uses expected as a result of the air cargo hub and coming transportation infrastructure improvements. These uses include office, research, corporate park, industrial and related uses.

This center will provide concentrated employment opportunities near Piedmont Triad International Airport with good access to the interstate highway system and adjacent cities. High development standards will be required to attract the best employers, which usually demand an attractive setting. Employee amenities like walking trails will be encouraged. Development within the Business Center Area will feature coordinated design including the provision of physical features that promote visual interest and an appearance of quality. Front facades would not consist of, or appear to be, metal or vinyl siding or plain concrete block. No loading docks would be located on the front building façade, and all would be screened. Lighting and signage will be strictly controlled, and no outside storage will be permitted. Two substantial rural subdivisions are located in this area, and additional measures should be required to protect them from incompatible development.

While this area is recommended for a Restricted Industrial land use designation on the *Land Use Plan*, the intended uses will differ somewhat from the Restricted Industrial properties on the east side of Sandy Ridge Road in that office/warehouse operations with relatively few employees will not be encouraged. Uses like truck terminals would not be sited here either.

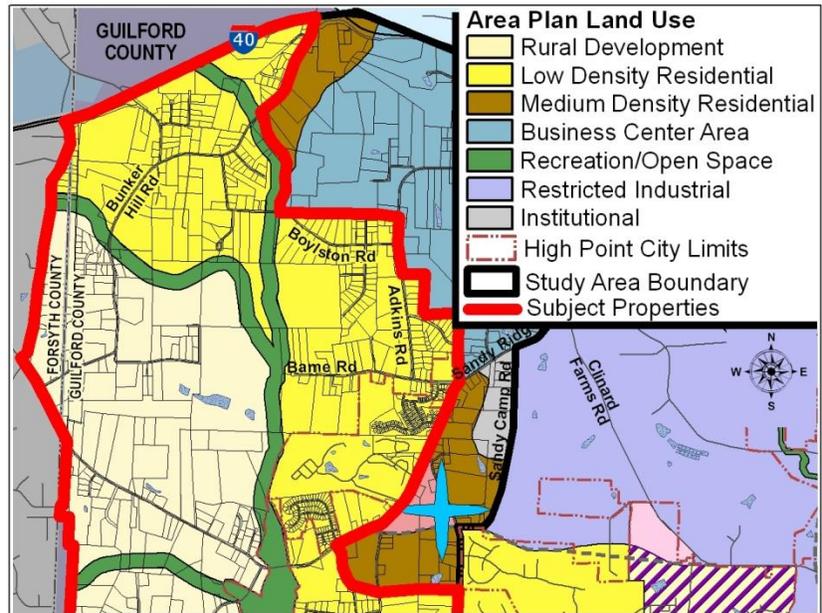
Bunker Hill Road Medium Density Residential - There is a Medium Density Residential development area in the northwestern section of the study area in the southeast quadrant of Bunker Hill Road and I-40 totaling approximately 120 acres (see Map 16). Again, there will be a mix of densities in this node, but the average could be in the range of eight to 16 units per acre. Development in this location can accommodate 70 percent built-upon area, as it is in the General Watershed Area of Oak Hollow Lake.

Residential development in this location can be served via a sewer extension from the recently constructed sewer outfall to Kernersville, but such development will require improved road access. This access could be provided by an anticipated new road through the proposed adjacent Business Center to Sandy Ridge Road. This nearby residential area would complement the Business Center development by providing housing close to jobs. The area is currently located in Airport Overlay Zone 2, which prohibits new residential development; but based on the *Part 150 Study*, staff will likely recommend that this area become a part of Zone 4, which only requires disclosure and central heat and air.

Area South and West of the Bunker Hill Road Medium Density Residential Area – Lower density residential uses will make up the balance of development in this portion of the study area. Approximately 1,717 acres is recommended for Low Density Residential use of up to five dwelling units per acre. These Low Density Residential areas occupy the northern portions of this part of the study area in Guilford County.

Steep slopes and extensive floodplains associated with the western fork of the Deep River will restrict development on about 1,594 acres to rural residential and agricultural uses. Therefore, this area is designated as Rural Development, which is intended to preserve the rural character of an area through the maintenance of agriculture, the construction of homes on very large lots (ideally a minimum of five acres), or through the use of conservation subdivisions, which cluster residences and leave generous amounts of open space. (See Map 17)

Map 17 - Low Density and Rural Development Areas



The area east of the new sewer line in the northwestern corner of the study area is recommended for a Medium Density Residential and Low Density Residential designation on the *Land Use Plan*. For the near-term, the portion of the study area that is located west of the new sewer line is recommended to remain as Future Growth Area on the *Land Use Plan*.

#### Sandy Ridge Road/Piedmont Parkway Extension

The Sandy Ridge Road/Piedmont Parkway Extension development node is depicted on Map 18 to contain approximately 277 acres and is located on the east side of Sandy Ridge Road in the vicinity of Kendale Road, Sandy Camp Road and Johnson Street. The main idea of this development node is to create an area with a mix of uses (retail, office, service and residential) integrated together into a cohesive unified development. It is shown on the land use map to include two land use classifications: an Activity Center and Medium Density Residential.

Activity Center - The Activity Center is located just south of the Sandy Ridge Road and Kendale Road intersection and occupies the triangle formed by Sandy Ridge Road, Kendale Road and the proposed extension of Piedmont Parkway. Because the exact

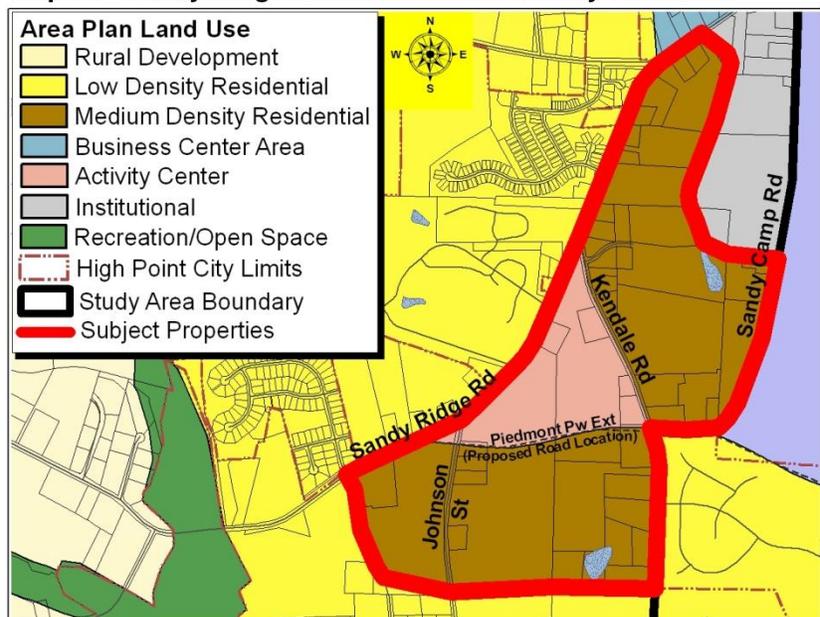
configuration of the intersection of Piedmont Parkway and Sandy Ridge Road is not known, the location of the center may differ somewhat from that shown on Map 18. The Activity Center, which is shown to be approximately 47 acres in size, will consist primarily of commercial, office and service uses along with supporting higher density residential uses.

This Activity Center is intended to accommodate compatible, mixed uses in a walkable setting. The center should consist of extremely well-integrated, neighborhood-scale retail and personal/professional service establishments rather than a regional shopping center. It could take the form, in part, of a double-loaded open air shopping street with pedestrian amenities, perhaps with upper-story residences or offices. Residential uses could also be incorporated in properly located, residence-only enclaves.

Most parking should be to the side or to the rear of the commercial development. An appropriately sized public open space would be a necessary amenity and could aid in meeting watershed regulations. The Activity Center is in Tier 4 of the Oak Hollow Watershed Critical Area; regulations limit it to 50 percent built-upon area, so creativity in site design is needed.

This Activity Center provides an excellent opportunity for a quality, coordinated/unified development in the vicinity surrounding the intersection of the extension of Piedmont Parkway with Johnson Street and Sandy Ridge Road. Both roadways are anticipated to be improved and are planned to consist of four lanes with landscaped medians. When completed, Piedmont Parkway, in combination with Hilltop Road, Sandy Ridge/Bunker Hill Road and NC 66, will be an important east/west route through central and western Guilford County into Forsyth County, connecting I-85 east of High Point with I-40 in Kernersville. Portions of the extension of Piedmont Parkway could be built by a developer during the construction of the Activity Center. The road intersection at the Activity Center, and the center itself, will gain even more prominence when Sandy Ridge Road is improved, the North-South Connector is constructed, and especially if the two roads are used to provide access to Piedmont Triad International Airport.

Map 18 - Sandy Ridge Road/Piedmont Parkway Extension



Medium Density Residential – Large, mixed-density residential development, including mostly townhomes with some condominiums and apartments, of perhaps eight to 10

units per acre, is the most appropriate primary use to the immediate east and south of the Activity Center. This mixed density housing is recommended for a land use designation of Medium Density Residential on the *Land Use Plan* and could occupy about 230 acres depending on when and how the development takes place. For example, if the Medium Density Residential area develops at the same time as the Activity Center it could be smaller or on just one side of the Activity Center.

Focal Area – The Focal Area is yet another development option under which a unified development proposal is submitted covering the entire area or a significant share of the development node. The Focal Area provides an excellent opportunity for a high quality mixed use development featuring smaller scale retail, office and service uses at a location that, when Piedmont Parkway is extended to Sandy Ridge Road, will become one of the most prominent intersections in this part of High Point. The central emphasis of the Focal Area will be the aforementioned set of non-residential uses, which will provide commercial services to a growing residential area. Complementing this non-residential development will be a variety of residential uses including perhaps second floor units above businesses, with townhomes, condominiums and apartments around the perimeter. This will provide a transition between the more intensive uses to the north and the lower density residential uses to the south and the west. The Focal Area needs to be developed under a unified development plan so as to fully integrate the mixture of uses, provide flexibility in design, and capitalize on the roadway dedication, watershed regulations and infrastructure costs. The spatial relationship between the mixed use portion of the Focal Area and the higher density residential components is flexible and may vary from that shown on the Land Use Map. However, property within the triangle formed by Sandy Ridge Road, Kendale Road and the extension of Piedmont Parkway must be included in the Focal Area's development plan. 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's development criteria while providing flexibility in locating particular uses. This Focal Area contains quite a different set of target uses than the Focal Area depicted in the 2003 *Land Use Plan* in roughly the same location, which was recommended to be essentially residential in nature. Therefore, it is recommended that the Focal Area in the Land Use Plan be amended to match this description.

If this area is not developed utilizing the Focal Area concept, then efforts at coordination would be hampered, the ability to capitalize on infrastructure costs would be reduced, flexibility would be hindered and the opportunity for the highest quality development diminished.

#### US 311/NC 66

A second Business Center Area, which is shown on Map 19, will be in Forsyth County centered on the north side of the interchange of US 311 and NC 66. This Business Center is approximately 460 acres in size; however, it is considered as two separate nodes for the following reasons: first, the area is bisected by NC 66; and second and

more important; the development potential of each may be somewhat different as the provision of sewer service to each is problematical.

East of NC 66 – The part of the area east of NC 66, or the eastern node, drains by gravity to the Westside Wastewater Treatment Plant,

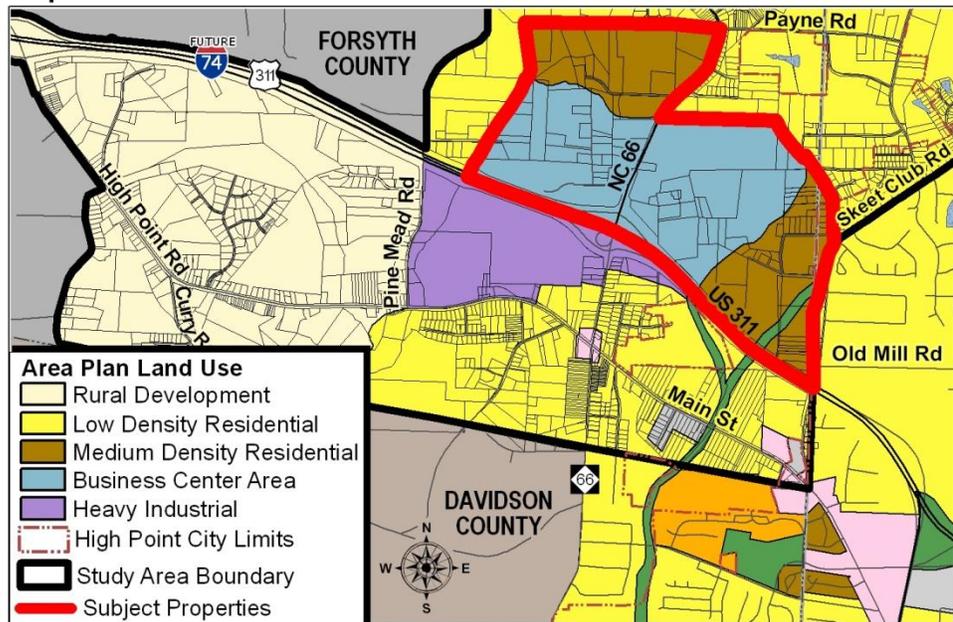
though it is a considerable distance to the closest existing outfall. The cost to serve the eastern section is an important consideration for development.

West of NC 66 – Complete development of the area west of NC 66 would require the construction of a pump station, because NC 66 divides the overall area into two drainage basins. This addition to the cost of development likely means that the western node will develop separately and after the eastern node.

Due to the difficulty in providing sewer service to both nodes, it is recommended to remain designated as a Future Growth Area on the *Land Use Plan*. However, at some point, the development of each node will make economic sense. At that time, this Business Center will accommodate a range of uses similar to the Business Center off Sandy Ridge Road and would have the same development restrictions and standards. There may also be the potential for some small-scale retail uses fronting on NC 66 near the intersection of US 311. NC 66 now provides a direct link between US 311, which is also the Future I-74, and I-40 in Kernersville. The southern portion of NC 66 will likely be incorporated into the route of the North-South Connector/Western Thoroughfare if that proposed highway is extended north towards the Piedmont Triad International Airport. This would materially increase the importance of this Business Center Area.

Area Around the Business Center – The two areas shown as medium density residential include approximately 327 acres within which a mix of densities will be provided. One area is west of NC Highway 66 near the intersection of Payne Road and the other is along the west side of Skeet Club Road north of US 311. The area on the west side of NC 66 is in the Lake Thom-A-Lex Watershed, where allowable built-upon area is a maximum of 50 percent, except for 10 percent of a jurisdiction that may be developed at 70 percent. The Skeet Club Road area may be developed at 70 percent built-upon area. The area on the west side of NC 66 could be in the higher end of the allowed density range (eight to 16 dwelling units per acre) and the area on the west side of

Map 19 - US311 / NC66



Skeet Club Road would likely be developed toward the lower end of the range. However, streams and steep slopes will pose challenges in both areas. Again, due to the current constraints in serving this vicinity, both areas are recommended to remain as Future Growth Area on the *Land Use Plan* for the near-term.



Figure 6: Agriculture remains important in the area.

Also included are 2,308 acres of Low Density Residential on both sides of US 311 and extending into southwestern Guilford County. The remaining 1,265 acres, located in the western-most section of the area, is designated as Rural Development. The Low Density Residential classification reflects the character of the existing development, while the Rural Development classification recognizes existing farming operations and the presence of Abbotts Creek and associated steep terrain. Once again, the majority of this area, primarily west of NC 66, is recommended for the Future Growth Area designation on the *Land Use Plan*.



Figure 7: Vulcan Materials Quarry.

Finally, there is an existing quarry south of US 311 at NC 66. Accordingly, the area is designated for Heavy Industrial use. The quarry will continue to operate for some years to come. When operations cease, redevelopment for another purpose is unlikely, though not impossible.

### Development Nodes Summary

Maps 16-19 show snapshots of smaller areas within the study area. Map 20 on page 39 shows the entire *Northwest Area Plan* study area, and it represents the (long-term) future land use recommendations of the *Northwest Area Plan*. Map 21 on page 47 shows the proposed amendments to the *Land Use Plan* (near-term) using the standard land use classifications from the *Land Use Plan*. The descriptions of land use within this area plan are presented in significantly greater detail and are generally more restrictive. 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.

## Development Requirements

It is not anticipated that all of the land within the study area will develop at one time. Each part of the area has its own set of requirements that must be met before development at an urban scale can be achieved. There are constraints on development, particularly terrain and the expense of providing sewer service to some areas, but these are not the only considerations that must be taken into account when anticipating and planning for development. There are a number of financial costs associated with growth, including capital and operating costs for several urban services in addition to water and sewer utilities. These include police and fire protection, municipal solid waste collection, building inspection, street maintenance, parks and recreation and others. All have more than one component. For example, fire protection includes costs for personnel, vehicles and fire stations. Police protection requires both officers and patrol cars. The emergency communications network used by both might need to be expanded or upgraded.

Development goes hand-in-hand with the provision of utility services, especially sanitary sewer. In addition to the new sewer outfall constructed to Kernersville along the West Fork of the Deep River, two other outfalls are needed to serve the area to the east.

I-40/Sandy Ridge Road Business Support Area and the Sandy Ridge Road Business Center Area – In addition to the aforementioned urban service costs, construction of the two additional sewer outfalls mentioned above would be needed to provide full service to these areas. Substantial development in the Business Center Area will likely be required before the Business Support Area could be expected to succeed, as it would require a substantial customer base.

Bunker Hill Road Medium Density Residential Area – This area could develop in parallel with or subsequent to the Business Center Area. However, its development will require direct access to Sandy Ridge Road as well as sewer service (water will soon be available on Bunker Hill Road). A new road between Bunker Hill Road and Sandy Ridge Road is a must, as the existing network in the vicinity is simply inadequate to accommodate much additional traffic. Additional residential density in this area will be beneficial in that it will place potential employees near employment generators like the Business Center Area to the east and the new industrial park in Kernersville that the West Fork sewer outfall was constructed to serve. This type of development tends to have lower impact on the land because less land is disturbed per unit. It is also treated as a commercial development for solid waste purposes in that it does not require municipal solid waste pickup. On the other hand, multi-family development may require a somewhat higher level of police and fire protection than commercial/industrial or low density single-family residential uses due to a greater concentration of people and other factors.

Sandy Ridge Road/Piedmont Parkway Extension – Development of the Activity Center and its associated mixed-density residential areas will depend on the extension of Piedmont Parkway to Sandy Ridge Road and the construction of additional sewer

service from the south. Water service is obtainable from Sandy Ridge Road, and other city services are readily available.

Area west of the new outfall – The part of the study area west of the new outfall is designated as Low Density Residential and Rural Development on the long-term Northwest Area Plan Land Use Map #20. Steep terrain and especially extensive floodplains associated with the West Fork of the Deep River make it desirable to maintain low to very low densities in this area. Rural Development is by far the most prominent designation here, and the related uses – very low density residential development, agriculture and open space – will not require urban services like water and sewer (and there is none in the area now). Therefore, it will develop or not according to the level and type of demand. This area is not likely to be annexed under this development scenario, but will instead remain under the county's land use jurisdiction. However, it should be protected from the development of conventional rural subdivisions consisting of one-two acre lots, which can function for a time on wells and septic tanks but which may eventually need municipal water and sewer services. This area will remain as Future Growth Area on the *Land Use Plan*.

US 311/NC 66– The Business Center and its associated mixed-density residential areas are split by NC 66, which is a ridgeline road. The eastern node can be served by gravity flow to the Westside Wastewater Treatment Plant, but this would require costly outfall construction. The west side of NC 66 and the Low Density Residential area southeast of the quarry will require the construction of a pump station, as noted on page 35. Given these constraints, development of these areas is not likely for a considerable time in the future and will therefore remain as a Future Growth Area on the *Land Use Plan*.

Area designated for Rural Development west of the quarry – As a practical matter, it is difficult and costly for the city to provide sewer service to the Rural Development area to the west, unless additional land could be developed further south, where sewer lines would have to be run. Like the Rural Development area to the northeast, this area will probably not be annexed and should also not be developed with conventional rural subdivisions consisting of one-two acre lots so as to maintain its rural character. It will also continue to be designated for Future Growth on the Land Use Plan.

The further from the existing corporate limits a development is, the higher the costs of providing city services. Providing premature services to an outlying area is also inefficient, because the character of the land uses may change in the future. Low-density residential uses, as an example, require very different types/mixes and levels of urban services than do industrial areas. Generally speaking, the more contiguous growth is, the better in terms of the cost and benefits of providing city services.



## **Design Guidelines for Non-Residential Development**

The following guidelines have been established for all new non-residential development in specific areas within the study area. They have been divided into two sections; the first section applies to all new development in both Business Support and Business Center Areas. 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.

### Design Guidelines for Business Support and Business Center Areas

#### Unified Development

Each development should establish a unified design for landscaping, signage and lighting.

#### Access

Primary access(s), especially for truck traffic, should be to/from a minor or major thoroughfare. Both internal and external street connectivity should be provided; the circulation pattern should be designed in such a manner that the development site traffic does not negatively impact residential neighborhoods. Larger employment centers should reserve areas for future mass transit stops.

#### Site Buffers

Buffering residential development from non-residential development is a critical concern. Buffers can consist of several materials. Ideally, existing vegetation will be used, supplemented where necessary by additional plantings, earthen berms and other devices. These buffers will shield non-residential development from view and temper the impact of large-scale buildings, parking lots, lighting and other sources of negative impact. Perimeter buffers should vary in width depending on the circumstances, including the designated land use.

#### Architecture

A set of common design elements and building materials should be used throughout the development to the extent possible, creating a consistent architectural theme. Architectural elements and façade articulation should be used to visually reduce building mass, especially on the ground floor; and an effort should be made to achieve architectural compatibility between non-residential and nearby residential structures. Façade colors, except for trim and accent areas, should be non-reflective and in neutral or earth tones. Plain concrete block, vinyl siding and metal siding should not be used, except where not visible from exterior property lines and internal streets.

### Accessory Buildings

Accessory buildings should be located behind the rear building line of the principal building and should be architecturally similar to the principal building if visible from a public street.

### Common Open Space

The development should allow for the preservation of significant open space, connected where possible, with greenways, greenway trails or other paths. At a minimum, greenways shown on the High Point Greenway Plan should be accommodated. Common open space should include sites other than unusable floodplains and steep slopes so they can serve as potential recreational amenities and offsets to watershed impervious surface limitations.



Figure 8: Common Open Space in an Industrial Park

### Landscaping

Landscaping is important to development design over and above its usefulness for the purpose of buffering and the provision of a transition between uses. It should be used to break up parking lots, to enhance structures and to improve the appearance of development entrances. Because mature trees add great value to a development, for every such tree preserved outside of required buffers, a reduction in other required landscaping may be offered through the use of alternate methods of compliance.

### Pedestrian Circulation

Sidewalks and marked pedestrian crossings in parking areas should connect all principal buildings. Sidewalks should also link greenway trails, pedestrian amenities and any potential future transit locations.

### Parking

Parking should be to the side or rear of buildings. Where it is located between the principal building and the public street, low-level landscaping should be provided to visually separate vehicles from the street.

### Vehicular Service Areas

Drive-thrus, menu boards, fuel pumps, canopies and other vehicular service areas should be located to the side or rear of principle buildings.

### Signs

Excessive signage can lead to visual clutter and can thus defeat its own purpose. Entrance signs to a development should be monument-type and scaled appropriately, but in no case should they be taller than fifteen feet. Free standing signs should also preferably be monument-type no taller than eight feet. Wall signs should not project above the roof line of buildings.

### Outdoor Display

Outdoor display of products should be prohibited.

### Lighting

On-site lighting should not be designed to project off-site and should not be used as a device to attract attention.

### Fences

Perimeter and chain-link fencing should be prohibited absent a demonstrated need. Where allowed, chain-link fencing should be minimal and located as unobtrusively as possible, preferably behind the building. It should be effectively screened by landscaping or other means and should be coated by a dark-colored, earth-toned vinyl. Barbed-wire fencing should be prohibited.

### Stormwater Control Devices

Devices with minimal visual impact, such as bio-retention cells and natural infiltration areas are preferred. Detention ponds, where necessary, should be avoided between the principal building and a public street and should be landscaped.

### Loading Docks

Loading docks should be located at the rear or sides of buildings and as far as practical from adjacent residential areas. They should be screened or buffered from adjacent properties and public roads.

### Ground-Level Equipment and Dumpsters

HVAC equipment and other mechanical devices should be located to the sides and rear of buildings and should be fully screened from public view. Dumpsters and similar

waste receptacles should be fully screened and enclosed and located to the sides and rear of buildings where feasible.

#### Roof-Mounted Equipment

Equipment mounted on a building roof should be screened from view from public streets.

#### Utilities

All utilities should be placed underground.

### Specific Design Guidelines for Business Support Areas

#### Outdoor Storage/Process Areas

Outdoor storage should be kept to a minimum and should be located between the building and rear property line. Such storage areas should be fully screened from ground level view from adjacent properties and from public and private streets. All manufacturing, processing and assembly should take place within an enclosed building.

### Specific Design Guidelines for Business Center Areas

#### Development Size

Lot combination is necessary in order to achieve coordinated development and to achieve a campus-like, corporate park setting with multiple businesses. Larger scale development will also maximize the beneficial effects of buffers, the preservation of environmental features and facilitate connectivity. New development should consist of predominately employment-based development where the majority of land and buildings are put forward for employment uses (i.e. offices, industries, etc.) that are generally consistent with the Restricted Industrial classification of the city's *Land Use Plan*.

#### Structure Location

Placement of buildings should take tree preservation into consideration. Therefore, building setbacks may vary according to the amount of buffer landscaping provided and the number of mature trees that are retained. Loading docks should be placed so that their view from external property lines and internal street is minimized to the extent possible. Building coverage should be limited. When adjacent to residential development, taller buildings should be placed toward the interior of the property, with lower buildings on the perimeter.

#### Outdoor Storage

Outdoor storage should be prohibited.

Nuisances

Operations in the development should be clean in that they produce no dust, smoke, odors, fumes, air or water pollution, noise, gasses or vibration.

**Recommended Land Use Plan Amendments**

The *Northwest Area Plan* introduced 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*. See the Appendix for the *Northwest Area Plan* land use classification descriptions.

In order to amend the *Land Use Plan*, the specific land use classifications used in this area plan must be converted to the standard land use classifications used in the *Land Use Plan*. Table 5 illustrates the conversion of the specific land use classifications of the *Northwest Area Plan* into the standard *Land Use Plan* land use classifications.

Table 5  
Land Use Classification Conversion Table

Northwest Area Plan Land Use Classifications	Land Use Plan Land Use Classifications
Rural Development	Rural Development
Low Density Residential	Low Density Residential
Medium Density Residential	Medium Density Residential
Activity Center	Mixed Use Development
Business Support Area	Community/Regional Commercial
Business Center Area	Restricted Industrial
Heavy Industrial	Heavy Industrial
Institutional	Institutional
Recreation/Open Space	Recreation/Open Space

Table 6 shows the acreages of the different land use classifications in the current Land Use Plan, the proposed Land Use Plan, and the Northwest Area Plan along with the percent change from the current Land Use Plan to the proposed Land Use Plan and the proposed Land Use Plan to the Northwest Area Plan land use. The acreages shown on the proposed Land Use Plan reflect the recommended land use amendments to accommodate near term growth and the Northwest Area Plan land use reflects the long term or ultimate land use recommendations for this area. It is important to note that all of the Future Growth Area is transitioned into specific land use categories on the Northwest Area Plan land use map and the majority of it is Rural Development and Low Density Residential, with the exception of the NC66 Business Center and the adjacent Medium Density Residential.

Table 6  
Land Use Plan Comparisons

Land Use Classification	Current Land Use Plan (acres)	Proposed Land Use Plan (acres) (near-term)	% Change between Current and Proposed	NW Area Plan Land Use (acres) (long-term)	% Change between Proposed and NW Area
Rural Development	0	276	+100 %	2,858	+936%
Low-Density Residential	2,559	2,604	+2%	4,025	+55%
Moderate-Density Residential	16	16	0%	1	-94%
Medium-Density Residential	129	479	+271%	676	+41%
Local/Convenience Commercial	24	24	0%	24	0%
Community/Regional Commercial	155	211	+36%	N/A	N/A
Restricted Industrial	1,178	1,076	-9%	114 <sup>1</sup>	-89%
Heavy Industrial	164	258	+57%	266	+3%
Institutional	27	84	+211%	84	0%
Mixed Use Development	172	47	-73%	N/A	N/A
Recreation/Open Space	529	529	0%	529	0%
Future Growth Area	5,306	4,655	-12%	0	-100%
Activity Center	N/A	N/A	N/A	48	N/A
Business Center Area	N/A	N/A	N/A	1,423 <sup>1</sup>	N/A
Business Support Area	N/A	N/A	N/A	211	N/A
<b>Total</b>	<b>10,259</b>	<b>10,259</b>		<b>10,259</b>	

**NOTE:** N/A denotes that these land use categories do not exist on the land use map in question. Table 5 on page 44 of the Plan shows the land use classification conversions between the Northwest Area Plan and the Land Use Plan (current and proposed).

1. The Business Center Area, plus the Restricted Industrial area equal 1,537 acres on the Northwest Area Plan land use map which converts to what is known as Restricted Industrial in the Current Land Use Plan. This is a net increase of 359 acres or 30%.

Table 7 shows the specific amendment areas and their acreages. These areas are shown on Map 21 on page 47. This plan recommends maintaining most of the Future Growth Area in the study area due to the probable timing of development being more than 5-10 years in the future.

Table 7  
Proposed Land Use Plan Amendment Areas

Area #	Designation From:	Designation To:	Acres
1	Restricted Industrial	Community/Regional Commercial	9
2	Restricted Industrial	Community/Regional Commercial	77
3	Community/Regional Commercial	Restricted Industrial	30
4	Restricted Industrial	Medium Density Residential	29
5	Future Growth Area	Low Density Residential	79
6	Future Growth Area	Medium Density Residential	91
7	Future Growth Area	Restricted Industrial	50
8	Future Growth Area	Low Density Residential	337
9	Restricted Industrial	Low Density Residential	68
10	Mixed Use Development	Institutional	57
11	Mixed Use Development	Medium Density Residential	116
12	Low Density Residential	Mixed Use Development	47
13	Low Density Residential	Medium Density Residential	114
14	Low Density Residential	Rural Development	276
15	Future Growth Area	Heavy Industrial	69
16	Future Growth Area	Heavy Industrial	25
17	Medium and Moderate Den. Res.	Low Density Residential	145

Note: Each amendment area is shown on Map 21.

### Plan Implementation

Implementation of this plan will be accomplished primarily through the following:

- The provision of city water and sewer utilities:  
The city’s water and sewer extension policy requires voluntary annexation of property in order for land development to receive city water and sewer services. As a result of the annexation petition process, city zoning is required, which establishes the standards for development. This provision of utility services will and should be used to direct the pattern of development in the area.
- The use of conditional zoning:  
The use of conditional zoning, in association with the voluntary annexation petition, enables the implementation of this plan’s development standards, insures adequate infrastructure for development, and mitigates impacts of adjoining properties consistent with the provisions of this plan.

It is anticipated that the same collaborative process among jurisdictions that produced the Heart of the Triad Plan may be used to form future development through common standards, joint project reviews, and a cooperative system for providing parks, greenways and other recreation facilities or other planning mechanisms.



Appendix  
Northwest Area Plan Land Use Classifications

The following are land use classifications used to describe desired future land uses within the Northwest Area Plan study area:

- **Rural Development:** This classification is intended to preserve the rural character of an area through the maintenance of agriculture, the construction of homes on very large lots (ideally a minimum of five acres), or through the use of conservation subdivisions, which cluster residences and leave generous amounts of open space.
- **Low Density Residential:** These areas include primarily single family detached dwellings on individual lots. Development densities in these areas shall not exceed five dwelling units per gross acre.
- **Medium Density Residential:** This classification includes a variety of attached dwellings, generally including higher density townhouses and less land-intensive multi-family housing such as garden apartments. Development densities shall range from eight to sixteen dwellings units per gross acre.
- **Activity Center:** This area is intended to accommodate compatible mixed uses in a walkable setting. Higher density residential and non-residential uses will locate here in a balanced combination of well-integrated, neighborhood-scale retail and professional/personal service establishments. The Activity Center would feature common design guidelines and links to open space and public facilities.
- **Business Support Area:** This area is intended to accommodate a wide variety of office, retail, hotel, restaurant and other personal services that support the Business Center Area. It sets limits, but permits screened outdoor storage and loading areas and enhances front facades, landscaping, lighting and storage.
- **Business Center Area:** These areas are intended to accommodate a wide variety of employment uses, such as office, research, corporate park, industrial and related uses. It requires a unified design scheme, including enhanced facades on the buildings, substantial surrounding landscaping, restrictive site lighting and signage, full screening of loading areas. No outside storage is permitted.
- **Heavy Industrial:** This classification includes the whole range of assembling, fabricating, and heavy manufacturing activities, some of which have significant environmental impacts or nuisance effects, as well as certain intense and large-scale, open land uses like wastewater treatment plants, landfills and quarries.
- **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.

- Institutional: Public, quasi-public and institutional uses on large tracts are included in this classification.
- Recreation/Open Space: Lands for recreation or open space are included in this classification, offering either active use or passive enjoyment and environmental protection.